

WMXC  
 Mobile, AL  
 Quarterly Issues/Programs List  
 Fourth Quarter, 2014  
 01/09/2015

WMXC  
 Quarterly Issues/Programs List

WMXC provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Community Awareness:** Fundraiser for Spring Valley school for children with learning disabilities
- **COMMUNITY INVOLVEMENT:** Upcoming Pecan Festival
- **Education:** Synergystics partnership in Mobile County schools - assisting the school in saving money on energy
- **Environment:** Bay Keepers Food Truck Festival
- **Homeland Security:** Homeland Security office / FBI Birmingham

• **Section I**

• **LOCAL PROGRAMMING**

- Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Family & Social Impact	Mary & Mason	Mobile SPCA Pet of the Week features a different dog or cat in need of adoption and highlights the services of the Mobile SPCA. The Pet of the Week is aired Wednesdays at 8:20am. There is a Pet of the Week page with links to Mobile SPCA	Janine Woods with the Mobile SPCA	Wednesdays at 8:20	5 min

		and other pet pages at <a href="http://www.litemix.com">www.litemix.com</a> . Also promoted on Lite Mix Facebook page.			
Health & Wellness	Mary & Mason	<p>Breast Cancer Awareness Month, Oct WMXC teamed up with the American Cancer Society in Mobile to promote the Making Strides Walk Oct 25th in downtown Mobile and free clinical breast exams at Wal Marts and other area locations. 215 women took advantage of the free exams. The Making Strides Walk brought out over 25,000 walkers and raised over \$350,000 for the American Cancer Society. WMXC promoted the events with a special webpage at <a href="http://www.litemix.com">www.litemix.com</a> and with recorded promos and live liners. Event organizers talked about the logistics for the new location and the Walk in general on air during the Mary &amp; Mason Morning Show Oct 23/24. WMXC's Mary Booth co-emceed the Making Strides Walk and set up music on the route to encourage walkers. WMXC also posted over 200</p>		Oct	

		photos from the event on the webpage and shared them on Facebook.			
Health & Wellness	Mary & Mason	Springhill Medical Center Pink Party, Thursday Oct 2nd WMXC's Mary Booth broadcast live from the Pink Party, to kick off Breast Cancer Awareness Month and to raise money for the Springhill Medical Center Making Strides Team. The event, with a bake sale and various vendors, raised over \$5000 for the team and \$2000 in firefighter breast cancer t-shirts.	<p>DeeDee Huffman, Women's Diagnostic Center at Springhill Medical, with an overview of the event</p> <p>Patricia LaFon, survivor, on the importance of mammograms and self-check</p> <p>Dr. K. Outlaw, plastic surgeon, on reconstruction surgery</p> <p>Dr. Mark Johnson, Radiologist, Springhill Medical Center, on who needs to get a mammogram</p>	<p>6:15am</p> <p>6:45am</p> <p>7:45am</p> <p>8:15am</p>	5min per interview

			<p>and the importance of mammograms</p> <p>Dr. Lauren Lambrecht, OB/GYN with Azalea City OB/GYN at Springhill Medical, on BRCAAnalyses for hereditary breast/ovarian syndrome</p>	8:45am	
Family & Social Impact	Mary & Mason	<p>WKRG Great Toy Drive 2014  WMXC co-sponsored WKRG TV 5's toy drive to help needy kids in the Mobile/Baldwin community for Christmas. Toys were collected at various sponsor locations and filled the Toy Center at WKRG. The drive kicked off Monday Nov 10 and concluded Thursday Dec 18, with toys going to The Salvation Army and Marine Corps Toys for Tots for distribution. WMXC promoted throughout the drive with a special webpage at</p>	<p>Devon Walsh and Bill Riales, talking about progress in filling the Toy Center and the need to help local children for Christmas</p>	<p>Most Thursdays between Nov 10 and Dec 19</p>	5 min each

		<p><a href="http://www.litemix.com">www.litemix.com</a> and live liners, as well as guest appearances on TV 5 (Monday 12/8 and 12/15) and with WKRG anchors Devon Walsh and Bill Riales on the Mary &amp; Mason Morning Show on Thursdays throughout the drive.</p>			
Health & Wellness	Mary & Mason	<p>Fundraising campaign for USA Children's &amp; Women's Hospital during the Holidays          WMXC participated in an event at Bellingrath Gardens on Tuesday Dec 30th. A portion of proceeds from Magic Christmas in Lights benefitted the Hospital. WMXC's Mason did a 2-hour live remote from Bellingrath to promote the event. The event was promoted through a special webpage at <a href="http://www.litemix.com">www.litemix.com</a> and in recorded promos. There was also a link online at <a href="http://www.litemix.com">www.litemix.com</a> to donate to the Hospital during the Holidays and a text campaign to donate \$10 by texting THEKIDS to 50555.</p>	Mason LaFayette, live broadcast from Bellingrath	Tues Dec 30	2 hours (2 on-air breaks per hour)
Family & Social Impact	Mary & Mason	Holiday Cheer at The Bull, to benefit the Child Advocacy	Elaine Henderson, Child	12/10 at 8:20am/ 12/11 at	5 min

		<p>Center</p> <p>The event was 12/14 from 4pm-7pm at The Bull on Dauphin Street, with wine and food sampling and a live auction. Proceeds benefitted the Child Advocacy Center, to help abused children. WMXC helped with live liners for 4 weeks and an on-air interview.</p>	<p>Advocacy Center, on the event and how CAC programs help abused children in our area</p>	<p>5:30am</p>	
<p>Health &amp; Wellness</p>	<p>Mary &amp; Mason</p>	<p>Lights of Love, with USA Children's &amp; Women's Hospital, Ronald McDonald House of Mobile, USA Mitchell Cancer Institute</p> <p>Tuesday Dec 2nd</p> <p>WMXC participated in the tree lighting ceremony featuring a child from USAC&amp;W and Ronald McDonald &amp; Santa. Mixen the Lite Mix Reindeer (The WMXC Christmas Station mascot) also took part in this annual event to bring Christmas cheer to children who are in the hospital during the Holidays.</p>	<p>Jennifer Ekman, USAC&amp;W</p>	<p>12/2 at 8:50am</p>	<p>5 min</p>
<p>Family &amp; Social Impact</p>	<p>Mary &amp; Mason</p>	<p>Junior League Christmas Jubilee at The Grounds, Nov 12-15</p> <p>Proceeds from this event benefitted</p>	<p>Chandra Brown-Stewart, Mary Lee Guy, event organizers</p>	<p>11/6 at 8:20am, 11/7 at 5:30am</p>	<p>5 min</p>

		<p>programs of the Junior League, this year focusing on Healthy Children: Hunger, Nutrition and Fitness.</p> <p>Promoted with on air interview, through Facebook, and on the Best Bets for the Weekend events calendar (on air and online)</p>			
Family & Social Impact	Mary & Mason	<p>Out of the Darkness Walk for Suicide Awareness, Sunday Oct 19 in Daphne</p> <p>WMXC ran a recorded promo during October, leading up to the event, and had Lydia Barber, who lost her son to suicide, on the Mary &amp; Mason Morning Show to talk about the event and the American Foundation for Suicide Prevention. More than 600 people participated, raising over \$40,000 for AFSP.</p>	Lydia Barber, event organizer	10/9 at 8:20am and 10/10 at 5:30am	5 min
Family & Social Impact	Mary & Mason	<p>Ronald McDonald House Socks</p> <p>WMXC's Mary &amp; Mason showed off their socks (on Facebook and Twitter) to kick off this fundraiser for the Ronald McDonald House in Mobile; Listeners were invited</p>	Mary McAleer, Ronald McDonald House of Mobile	10/8 at 8:20am and 10/9 at 5:30am	5 min

		to buy socks and post pics online to raise awareness and funds.			
Music & Arts	Mary & Mason	The History Museum of Mobile opened its Ark of India exhibit Oct 17th, to run through Sept 2015. The exhibit features over 100 paintings, drawings, writings and more from Alabama artist Roderick MacKenzie from his decade spent in India in the early 1900s. In conjunction with the new exhibit, the mayor announced that admission to the Museum would now be free	Scotty Kirkland, author of The Ark of India	10/14 at 8:20am and 10/15 at 5:30am	5 min
Family & Social Impact	Mary & Mason	Woofstock 2014, at Bienville Square, Sun 10/26 This Halloween-themed event for dogs and their owners also featured live music in the Square and Weiner Dog races, to benefit the Animal Rescue Foundation	Amanda Kramer, ARF	10/23 at 8:20 and 10/24 at 5:30am	5 min
Health & Wellness	Mary & Mason	Mobile Baykeeper Bay Bash, Oct 23, at Five Rivers Delta Resource Center  The event benefits efforts to promote clean water, clean air and healthy	Laura Byrne, Mobile Baykeeper	10/22 at 8:20am	5 min



		<p>communities throughout the Mobile Bay Watershed, Alabama's Waterways and Coastal Communities. The event features Alabama Gulf Coast seafood prepared by local restaurants. This year's event celebrated efforts by the mayor of Mobile, Sandy Stimpson, with the litter ordinance and traps to control trash on Dog River.</p>			

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**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 10/5/14	Upcoming Extension programs: Master Gardener program and plant sales; urban senior citizen programs	Jimmy Todd	10/05/2014 10:00 PM	012:54
Environment	Home Room MOB County Schools 10/6/14	Bay Area Food Bank	Carla Gardner	10/05/2014 10:13 PM	015:07
Homeland Security	Viewpoint Alabama 10/5/14	Homeland Security office / FBI Birmingham	David Kim	10/05/2014 10:28 PM	030:02
COMMUNITY	PA COUNTY	Upcoming Extension	Jimmy Todd	10/12/2014	012:15

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
INVOLVEMENT	AGENT 10/12/14	programs: Master Gardener program and plant sales; urban senior citizen programs		10:00 PM	
Education	Home Room MOB County Schools 10/12/14	EPIC Program in Mobile County Schools - Engineering education	Amy Haskins	10/12/2014 10:13 PM	015:34
Community Awareness	Viewpoint Alabama 10/12/14	60+ Association, alternative to AARP	Amy Fredrick	10/12/2014 10:29 PM	030:02
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 10/19/14	Upcoming Extension programs: Master Gardener program and plant sales; Ag Museum Opening	Jimmy Todd	10/19/2014 10:00 PM	012:34
Education	Home Room MOB County Schools 10/19/14	EPIC Program in Mobile County Schools - Engineering education	Amy Haskins	10/19/2014 10:12 PM	015:34
Community Awareness	Viewpoint Alabama 10/19/14	Alabama State Park information for families	Rob Grant	10/19/2014 10:28 PM	030:02
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 10/26/14	Upcoming Pecan Festival	Jimmy Todd	10/26/2014 10:00 PM	012:12
Education	Home Room MOB County Schools 10/26/14	Environmental Center Open House	Susan Clems	10/26/2014 10:12 PM	014:57
Education	Home Room MOB County Schools 11/2/14	IT in Mobile County Schools	David Ackridge	11/02/2014 10:12 PM	014:54
Community Awareness	Viewpoint Alabama 11/2/14	Alabama State Park information for families	Rob Grant	11/02/2014 10:29 PM	030:02
Education	Home Room MOB County Schools 11/9/14	IT in Mobile County Schools	David Ackridge	11/09/2014 10:12 PM	014:54
Community Awareness	Viewpoint Alabama 11/9/14	Alabama congress voting results	Congressman Gary Palmer	11/09/2014 10:27 PM	030:02
Education	Home Room MOB County Schools	Synergistics partnership in Mobile County schools - assisting the school in	Rick Kelly	11/16/2014 10:12 PM	014:39

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	11/15/14	saving money on energy			
Community Awareness	Viewpoint Alabama 11/16/14	Fundraiser for Spring Valley school for children with learning disabilities	Laura Fyvasion	11/16/2014 10:27 PM	030:02
Education	Home Room MOB County Schools 11/23/14	Synergistics partnership in Mobile County schools - assisting the school in saving money on energy	Rick Kelly	11/23/2014 10:12 PM	014:39
Community Awareness	Viewpoint Alabama 11/23/14	Fundraiser for Spring Valley school for children with learning disabilities	Laura Fyvasion	11/23/2014 10:26 PM	030:02
Education	Home Room	Mobile County Schools Update	Rick Kelly	11/30/2014 10:13 PM	014:39
Legal System	Viewpoint Alabama	Changing the way Alabama elects judges	Laura Fyvasion	11/30/2014 10:28 PM	030:02
Education	Home Room	Mobile County Schools Update	Tommy Sheffield	12/07/2014 10:12 PM	015:20
Dyslexia	Viewpoint Alabama	Affects of Dyslexia	Barbara Dianis	12/07/2014 10:27 PM	030:02
Education	Home Room	Mobile County Schools Update	Nancy Pierce	12/14/2014 10:12 PM	015:20
Childrens Miracle Network	Viewpoint Alabama	Childrens Miracle Network	Lady Antebellum	12/14/2014 10:27 PM	030:02
Education	Home Room	Mobile County Schools Update	Nancy Pierce	12/21/2014 10:12 PM	015:20
Animal Rescue	Viewpoint Alabama	Rescued dogs and cats as service animals	Peggy Krop	12/21/2014 10:27 PM	030:02
Education	Home Room	Mobile County Schools Update	Nancy Pierce	12/28/2014 10:12 PM	015:00
Education	Viewpoint Alabama	National Education Common Core	Michael Brickman	12/28/2014 10:27 PM	029:57

**Section II**  
**NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Local Charities	MERCEDES OF MOBILE Christmas R15 PSA	000:15	119
Local Charities	MOBILE AIRPORT AUTH 5k on runway sponsorship	000:31	042
Local Charities	POLO AT POINT-Proj. Movement Art	000:30	011
Local Charities	SALVATION ARMY donations PSA	000:30	046
Local Charities	VOA PSA-Season of Caring	000:30	022
Local Charities	VOLUNTEERS OF AMERICA PSA Veterans Furnishings	000:30	009
Cancer Awareness	WMXC PROMO / MAKING STRIDES	000:45	029
Cancer Awareness	WMXC PROMO / MAKING STRIDES 1	000:45	055
Cancer Awareness	WMXC PROMO / MAKING STRIDES 2	000:43	055
Cancer Awareness	WMXC PROMO / MAKING STRIDES 3	000:52	059
Cancer Awareness	WMXC PROMO / MAKING STRIDES 4	000:38	056
Family Issues	AL Dept. of Human Resources	000:30	113
Family Issues	Child Advocacy Center	000:31	088
Health	Bay Area Food Bank	000:30	037
Legal	Ala Bar Assoc	000:30	076
Local Charities	Gulf Coast Dementia Services	000:30	007
Local Charities	WATERFRONT MISSION	000:30	019
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	113
MILITARY AND VETERANS	Chase	000:30	029
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	016

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	021
Public Health	Amer Soc Suicide Prevention	000:30	026
SEXUAL ASSAULT	IT'S ON US	000:30	004