

WMXC
Mobile, AL
Quarterly Issues/Programs List
Second Quarter, 2014
07/07/2014

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:

- **Agriculture:** Pig Squeal Project in Washington County; Earth Day project at Taylor White Elementary School
- **Air Quality:** Keep Alabama Beautiful discussion about air quality in the state
- **Cancer Awareness:** The Half Fund Cancer Survivor Organization
- **COMMUNITY INVOLVEMENT:** Urban gardening program for day care providers
- **Cystic Fibrosis Awareness:** Cystic Fibrosis Foundation of Alabama
- **Education:** The Fuse Project
- **Environment:** Spring Open House Environmental Studies Center
- **IRS Tax Scam Alert:** IRS telephone scam
- **Local Economy:** Oyster gardening; oyster trail; local farmers markets; National County Agent Conference;
- **Marine Life Education:** Dauphin Island Sea Lab Discovery Day
- **MDA:** MDA services for the state of Alabama
- **Red Cross of Alabama:** American Red Cross Blood Services and donations

**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	DESCRIPTION	GUEST	DATE/TIME	DURATION
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	/ TITLE				
Community	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 and other pet pages at www.litemix.com . Also promoted on Lite Mix Facebook page.	Janine Woods with the Mobile SPCA	Wednesdays at 8:20	5 min
Health & Wellness	Mary & Mason	WMXC promoted USA Children's & Women's fundraiser, Local Goodness, a Farm to Table event to raise money for the hospital's Evaluation Center (ER) Sun April 6 th at Alabama Cruise Terminal. WMXC promoted through Facebook, Best Bets, and Mary Booth recorded PSA's for use on our station and stations throughout Mobile.	Liz Freeman, Co-chair of the event, and Beth Mattei, USA C&WH Development	4/2 at 5:30am and 8:50am	5 min
Health & Wellness	Mary & Mason	Little Black Dress Event for Ronald McDonald House 4/10 at Fort Whiting. The fashion show featured 50 locals modeling fashions to raise funds for the Ronald McDonald House in Mobile, to provide a place for out-of-town families to stay when their children are in the hospital. Promoted on Facebook.	Kriselyn Swalley, event chair, and Anita Clark, publicity chair	4/7 at 5:30am and 8:50am	5 min
Family & Social Impact	Mary & Mason	3 rd Annual Victim's Vigil by the Baldwin County District Attorney's Office, in partnership with Vocal Gulf Coast, Care House and Lighthouse of Baldwin County, 4/10 at Five Rivers on the Causeway. The event, called "Candlelight on the Delta", honors victims of crime, their families and survivors. Promoted on Facebook.	DA Hallie Dixon and Tracey Goens of Vocal Gulf Coast	4/8 at 8:50am and 4/9 at 5:30am	5 min
Health & Wellness	Mary & Mason	Red Cross Gumbo Cookoff, 4/12 in Bienville Square; Teams compete for bragging rights and to raise money for the Alabama Gulf Coast Chapter of the American Red Cross to provide	Ana Arango, event chair	4/8 at 7:50am and 4/10 at 5:30am	5 min

		local services. Promoted on FB and in Best Bets at litemix.com.			
Health & Wellness	Mary & Mason	March of Dimes March for Babies, 4/26 at USA Children's & Women's Hospital. Part of proceeds from this 1 mile walk will stay local to benefit programs at USA C&WH and Mobile Infirmery Health Systems for premature babies.	Riley McDuff, Community Chair	4/22 at 8:20am and 4/23 at 5:30am	5 min
Health & Wellness	Mary & Mason	Full House Charity Run motorcycle ride, to benefit the Ronald McDonald House of Mobile, 5/3. The ride starts in Spanish Fort, and goes to the hospital to see the kids, then back to Spanish Fort for a party to raise money.	Liz Calci, Ronald McDonald House of Mobile	5/1 at 5:30am and 8:50am	5 min
Veterans (Family & Social Impact)	Mary & Mason	10 th Annual Nautical Flea Market, 5/3 at Dog River Marina complex. Shop for marine and nautical items, with proceeds benefitting programs for military veterans by Volunteers of America Southeast. Programs include transitional housing for homeless veterans, to help them get back on their feet.	Amanda Gonzalez, Volunteers of America Southeast	5/2 at 5:30am and 8:50am	5 min
Health & Wellness	Mary & Mason	Leukemia & Lymphoma Society Man and Woman of the Year competition Candidates for the honor compete to raise the most money for LLS with events like the Chef Challenge, hosted by candidate Bob Mobley of Hargrove Engineers, a survivor of AML. Chef Challenge was held 5/22 at Five Rivers (and Mobley won Man of the Year!)	Bob Mobley, candidate for Man of the Year with the Leukemia & Lymphoma Society	5/5 at 5:30am and 8:50am	5 min
Family & Social Impact	Mary & Mason	Stamp Out Hunger, 5/9 in Mobile/Baldwin and rural areas. The National Association of Letter Carriers participate in the nation's largest single day food drive, picking up non perishable foods left by mailboxes on this Saturday. The event brought in over 100,000 pounds of food to the Bay Area Food Bank in Mobile.	Dave Reaney, Bay Area Food Bank, Eugene Williams, Chairman of National Association of Letter Carriers Stamp Out Hunger	5/6 at 8:50am, and 5/7 at 5:30am	5 min
Health & Wellness	Mary & Mason	UCP's Hog Wild Backyard BBQ, 5/17, Mardi Gras Park, downtown Mobile 35 backyard/amateur teams	Marty Wheeler, UCP Mobile	5/13 8:20am, 5/14 at 5:30am	5 min

compete for prizes and bragging rights, to raise money for local chapter of United Cerebral Palsy. UCP is dedicated to helping people with disabilities become independent. Promoted on Best Bets at litemix.com

Family & Social Impact	Mary & Mason	Maddie's Pet Fund Adoptions, May 30-31, Pinebrook Shopping Center The Mobile SPCA, ARF, and other local rescues and shelters took part in a 2-day free pet adoption, with fees paid by Maddie's Fund. Promoted through Pet of the Week with Mobile SPCA and live liners. 465 pets were adopted over 2 days.	Janine Woods, Mobile SPCA	5/27 at 8:20 and 5/28 at 5:30am	5 min
Family & Social Impact	Mary & Mason	Memorial Day Events, promoted through Best Bets for the Weekend at litemix.com, including Pensacola, Mobile, Satsuma, Spanish Fort, Semmes, Fairhope and Mobile BayBears	Online, litemix.com		
Family & Social Impact	Mary & Mason	Distinguished Young Women of America 2014 50 young women from across the country took part in 2 weeks of activities leading up to the National Finals on 6/28. 4 girls visited the Mary & Mason Morning Show to talk about their experiences in the scholarship competition, the 57 th annual for Mobile. Madeline Powell, AL (who finished 1 st runner up !), Reema Sameen, VT, Abby Chow, Delaware, Daria Butler, Nevada; Shared podcasts of the interviews online on the Mary & Mason blog at litemix.com	Madeline Powell, Reema Sameen, Abby Chow, Daria Butler	5/24 8:20, 5/25 at 5:30 and 8:50am	5 min

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Agriculture	PA COUNTY AGENT 4-6-14	Master Gardener seminars; Forestry Programming	Jimmy Todd	04/06/2014 10:00 PM	015:06

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		update; Turf tips			
Marine Life Education	Home Room MOB County Schools 4-6-14	Dauphin Island Sea Lab Discovery Day	John Dindo	04/06/2014 10:15 PM	016:00
IRS Tax Scam Alert	Viewpoint Alabama 4-06-14	IRS telephone scam	Dave Boone	04/06/2014 10:31 PM	025:02
Education	PA COUNTY AGENT 4-13-14	horticulture programs; Master Gardener seminars; 4-H update; Turf tips	Jimmy Todd	04/13/2014 10:00 PM	014:12
Education	Home Room MOB County Schools 4-13-14	Cintronelle Signature Academy	Ricky Dickson	04/13/2014 10:14 PM	015:56
MDA	Viewpoint Alabama 4-13-14	MDA services for the state of Alabama	Casey Ramey	04/13/2014 10:30 PM	025:02
Education	PA COUNTY AGENT 4-20-14	Lil Sprouts Growin Up Green program; National drug take back day	Jimmy Todd	04/20/2014 10:00 PM	014:29
Environment	Home Room MOB County Schools 4-20-14	Spring Open House Environmental Studies Center	Susan Clemon	04/20/2014 10:14 PM	014:54
MDA	Viewpoint Alabama 4-20-14	MDA services for the state of Alabama	Casey Ramey	04/20/2014 10:30 PM	025:02
Agriculture	PA COUNTY AGENT 4-27-14	Pig Squeal Project in Washington County; Earth Day project at Taylor White Elementary School	Jimmy Todd	04/27/2014 10:00 PM	013:48
Environment	Home Room MOB County Schools 4-27-14	Spring Open House Environmental Studies Center	Susan Clemon	04/27/2014 10:14 PM	014:54
Red Cross of Alabama	Viewpoint Alabama 4-27-14	American Red Cross Blood Services and donations	Evan Duffy	04/27/2014 10:30 PM	025:02
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 5-3-14	Urban gardening program for day care providers	Jimmy Todd	05/04/2014 10:00 PM	015:22
Education	Home Room MOB County Schools 5/4/14	Graduation plans, end of school year	Terrence Mixon	05/04/2014 10:17 PM	015:22

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Red Cross of Alabama	Viewpoint Alabama 5-4-14	American Red Cross Blood Services and donations	Evan Duffy	05/04/2014 10:34 PM	025:02
Agriculture	PA COUNTY AGENT 5-11-14	Mobile County Produce; row crop update; food preservation class	Jimmy Todd	05/11/2014 10:00 PM	014:32
Education	Home Room MOB County Schools 5/11/14	Graduation plans, end of school year	Terrence Mixon	05/11/2014 10:15 PM	015:22
Education	Viewpoint Alabama 5-11-14	Alabama Accountability Act	Leslie Surcey	05/11/2014 10:31 PM	025:02
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 5-18-14	Health Rocks Summer Camp	Jimmy Todd	05/18/2014 10:00 PM	014:50
Education	Home Room MOB County Schools 5/18/14	Additional Signature Academies added for this Fall	Larry Moonton	05/18/2014 10:14 PM	015:30
Cancer Awareness	Viewpoint Alabama 5-18-14	The Half Fund Cancer Survivor Organization	Dan Duffy	05/18/2014 10:30 PM	025:02
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 5-25-14	Health Rocks Summer Camp	Jimmy Todd	05/25/2014 10:00 PM	014:50
Education	Home Room MOB County Schools 5/25/14	Additional Signature Academies added for this Fall	Larry Moonton	05/25/2014 10:14 PM	015:30
Cancer Awareness	Viewpoint Alabama 5-25-14	The Half Fund Cancer Survivor Organization	Dan Duffy	05/25/2014 10:30 PM	025:02
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 6-01-14	Mandy Marks; celebration of Mandy's retirement and review of 4-H Programs and volunteers	Jimmy Todd	06/01/2014 10:00 PM	014:49
Environment	Home Room MOB County Schools 6/01/14	Envrionmental Studies in Mobile County Schools	Deseray Bishop	06/01/2014 10:14 PM	015:04
COMMUNITY INVOLVEMENT	Viewpoint Alabama 6-1-14	Animal League activities for the summer	Sandra Varella	06/01/2014 10:30 PM	030:02
Agriculture	PA COUNTY AGENT 6-08-14	National Association of County Agricultural Agents National Conference in Mobile in	Jimmy Todd	06/08/2014 10:00 PM	014:38

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
July					
Education	Home Room MOB County Schools 6/08/14	Superintendent Martha Peak reviewing 2013 school year	Martha Peak	06/08/2014 10:14 PM	014:41
COMMUNITY INVOLVEMENT	Viewpoint Alabama 6-8-14	The Well House of Alabama	Valerie Thompson	06/08/2014 10:29 PM	029:48
Agriculture	PA COUNTY AGENT 6-14-14	Farm Market Day; local farmers markets; Master Gardener Farm to Table event	Jimmy Todd	06/15/2014 10:00 PM	015:13
Education	Home Room MOB County Schools 6/15/14	Superintendent Martha Peak reviewing 2013 school year	Martha Peak	06/15/2014 10:15 PM	014:41
Cancer Awareness	Viewpoint Alabama 6-15- 14	Breast Cancer Research of Alabama	Cherry Ellis	06/15/2014 10:29 PM	030:02
Agriculture	PA COUNTY AGENT 6-22-14	Farm Market Day; local farmers markets; National County Agent Conference; Boating Safety	Jimmy Todd	06/22/2014 10:00 PM	014:51
Education	Home Room MOB County Schools 6/22/14	Summer construction projects for Mobile County Schools	Tommy Sheffield	06/22/2014 10:14 PM	014:26
Cystic Fibrosis Awareness	Viewpoint Alabama 6-22- 14	Cystic Fibrosis Foundation of Alabama	Susan Bruches	06/22/2014 10:30 PM	029:42
Local Economy	PA COUNTY AGENT 6-29-14	Oyster gardening; oyster trail; local farmers markets; National County Agent Conference;	Jimmy Todd	06/29/2014 10:00 PM	014:33
Education	Home Room MOB County Schools 6/29/14	The Fuse Project	Grant Sarzer	06/29/2014 10:14 PM	015:17
Air Quality	Viewpoint Alabama 6-29- 14	Keep Alabama Beautiful discussion about air quality in the state	Matt Lakey	06/29/2014 10:29 PM	029:56

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
Community	ABA-ALA STATE PARKS	000:30	091
Military	ABA-COAST GUARD Reserve	000:30	037
Military	ABA-COAST GUARD The Workout	000:30	025
Community	FLORABAMA SHINDIG PSA	000:30	016
Community	PSA Generic P'cola Jazz Festival	000:30	015
Community	TWO MEN & A TRUCK PSA Movers for Moms WMXC	000:30	022
Community	VOLUNTEERS OF AMERICA PSA Fiskars	000:30	007
Community	VOLUNTEERS OF AMERICA PSA Veterans Furnishings	000:30	020
Community	AD COUNCIL	000:15	015
Community	AD COUNCIL	000:29	003
Community	AD COUNCIL	000:30	009
COMMUNITY INVOLVEMENT	POLICE WEEK	000:33	008
Crime	Crime Prevention Council	000:31	002
Crime	Crime Prevention Council	001:00	003
Education	AD COUNCIL	000:14	016
Education	AD COUNCIL	000:15	004
Education	AD COUNCIL	001:00	002
Education	Connect 2 Compete	000:30	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Education	Connect 2 Compete	000:54	002
Family Issues	AD COUNCIL	000:30	001
Family Issues	AD COUNCIL	001:01	003
Family Issues	AL Dept. of Human Resources	000:30	092
Family Issues	Child Advocacy Center	000:30	006
Family Issues	Child Advocacy Center	000:31	022
Health	American Stroke Assoc.	000:30	001
Health	USA Children/Women's Hospital	000:16	007
Health	USA Children/Women's Hospital	000:30	013
Local Broadcasters	NAB	001:00	006
Local Charities	American Cancer Society	000:30	010
Local Charities	Impact 100	000:29	020
Local Charities	PSA Captain Hook Fishing Tourney	000:30	001
Local Charities	St Benedict School	000:31	028
Local Charities	Volunteers of America	001:00	003
Military	Employee Support GuardReserve	000:30	005
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	094
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	004
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	008
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	027
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	046
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	219
Public Health	Breast Cancer Research Fndtn	000:30	027
Public Health	PSA ONE FIT MOBILE	000:31	090
Public Health	USA Children/Women's Hospital	000:29	011
Public Health	USA Children/Women's Hospital	000:30	039
Public Safety	NHTSA	000:15	009
Public Safety	NHTSA	000:29	008
Public Safety	NHTSA	000:30	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Technology	Centers for Disease Control	001:01	004
