

WMXC  
Mobile, AL  
Quarterly Issues/Programs List  
First Quarter, 2017  
04/05/2017

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:

- **ACS Chili Cook Off:** American Cancer Society Chili Cook Off
- **Autism Assistance:** Local representatives of the Autism Society of Alabama talks about programs and resources available for children diagnosed with autism, including respite care for parents and help with education. Public invited to open house at Mobile office April 4<sup>th</sup>.
- 
- **Charity Fundraising:** The 74 Club and guests from the Shriners' Children's Transportation Fund and Camp Smile discuss Over the Edge rappelling event and how it impacts local charities, including the Anchor Cross Cancer Foundation, The Beverly Burton Scholarship Fund, Camp Smile, The Family Center, The Shriners Children's Transportation Fund, The Down Syndrome Society of Mobile, and Marine Corps League.
- **Drug Abuse Prevention:** Gulf Coast Explorem and the DEA, on traveling exhibit "Drugs: Cost & Consequences"
- **Drug Abuse Rehabilitation:** Drug Education Council and Bradford Health Services, on addiction and the family. Counselor Anne Marie Powell talks about her personal experience with a family member and addiction, and the impact addiction has on family members
- **Historic Preservation:** StoryCorps, National Public Radio collecting stories of citizens for use on NPR and Alabama Public Radio, and to be stored in the Library of Congress
- **Homeless/Shelters:** Housing First Homeless Coalition talks about survey of local homeless and services offered
- **Public Health:** Magic Moments, making the lifelong wishes and dreams come true for seriously-ill children, providing them an opportunity to turn away from illness and suffering - if only for a moment - and feel what it is like to just be a kid again!
- **Public Safety:** Mobile Fire Rescue, on heroic rescue by local firefighter, what the department does to help the community, and how the community can help firefighters

**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.

WMXC/iHeart Mobile/Pensacola co-sponsored the American Cancer Society Chili Cookoff at The Grounds in west Mobile on March 11<sup>th</sup>. This included live liners, recorded PSAs, a public affairs program, calendar event on website ([www.mixgulfoast.com](http://www.mixgulfoast.com)), Best Bets for the Weekend feature on website, and WMXC's Mason LaFayette emceed the event.

WMXC/iHeart Mobile/Pensacola co-sponsored The 74 Club's Over The Edge rappelling event at the Mobile Marriott, to raise money for 7 local charities (the Anchor Cross Cancer Foundation, The Beverly Burton Scholarship Fund, Camp Smile, The Family Center, The Shriners Children's Transportation Fund, The Down Syndrome Society of Mobile, and Marine Corps League. WMXC's Mary Booth rappelled and promoted it through recorded PSAs, 2 public affairs programs, blog posts and social media, Best Bets for the Weekend, calendar event on website ([www.mixgulfoast.com](http://www.mixgulfoast.com)).

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	01/01/2017 07:30 AM	000:24
Public Health	PA iHeart Radio Gulf Coast Focus	Magic Moments, making the lifelong wishes and dreams come true for seriously-ill children, providing them an opportunity to turn away from illness and suffering - if only for a moment - and feel what it is like to just be a kid again!	Sharon Stokes	01/01/2017 07:30 AM	028:16
Public Affairs	PA iHeart Radio Gulf Coast Focus	Contact information for guest/topic, and iHeart Media Community	----	01/01/2017 07:58 AM	000:12

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	OUTRO	Coordinator contact info			
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	01/08/2017 07:32 AM	000:28
Public Safety	PA iHeart Radio Gulf Coast Focus	Mobile Fire Rescue, on heroic rescue by local firefighter, what the department does to help the community, and how the community can help firefighters	Steve Huffman	01/08/2017 07:33 AM	028:18
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	01/08/2017 08:01 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	01/15/2017 07:35 AM	000:28
Public Safety	PA iHeart Radio Gulf Coast Focus	Mobile Fire Rescue, on heroic rescue by local firefighter, what the department does to help the community, and how the community can help firefighters	Steve Huffman	01/15/2017 07:35 AM	028:18
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	01/15/2017 08:04 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	01/22/2017 07:31 AM	000:20

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Homeless/Shelters	PA iHeart Radio Gulf Coast Focus	Housing First Homeless Coalition talks about survey of local homeless and services offered	Eric Jefferson	01/22/2017 07:32 AM	028:24
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	01/22/2017 08:00 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	01/29/2017 07:37 AM	000:24
Charity Fundraising	PA iHeart Radio Gulf Coast Focus	The 74 Club and guests from the Shriners' Children's Transportation Fund and Camp Smile discuss Over the Edge rappelling event and how it impacts local charities, including the Anchor Cross Cancer Foundation, The Beverly Burton Scholarship Fund, Camp Smile, The Family Center, The Shriners Children's Transportation Fund, The Down Syndrome Society of Mobile, and Marine Corps League.	David Scott, The 74 Club; Nick Bolanos & John Wilson, Shriners; Matrisza Alvarez, Camp Smile	01/29/2017 07:38 AM	028:21
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	01/29/2017 08:06 AM	000:12
Public Affairs	PA iHeart	Introduction of	-----	02/05/2017	000:34

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Radio Gulf Coast Focus INTRO	weekly public affairs program, guests, and issues covered		07:36 AM	
Drug Abuse Prevention	PA iHeart Radio Gulf Coast Focus	Gulf Coast Exploreum and the DEA on traveling exhibit "Drugs: Cost & Consequences", in Mobile until Sept 1	John Goodroe from the Exploreum, Sean Fearn with the DEA and Bill Alden from the DEA Educational Foundation	02/05/2017 07:36 AM	028:15
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	02/05/2017 08:04 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	02/12/2017 07:31 AM	000:34
Drug Abuse Prevention	PA iHeart Radio Gulf Coast Focus	Gulf Coast Exploreum and the DEA on traveling exhibit "Drugs: Cost & Consequences", in Mobile until Sept 1	John Goodroe from the Exploreum, Sean Fearn with the DEA and Bill Alden from the DEA Educational Foundation	02/12/2017 07:32 AM	028:15
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	02/12/2017 08:00 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	02/19/2017 07:36 AM	000:26
ACS Chili Cook Off	PA iHeart Radio Gulf Coast Focus	American Cancer Society Chili Cook Off, raising funds for local cancer research and support	Alex Arendall, Hallie Croom, and Marlene Rathle ACS	02/19/2017 07:36 AM	028:24

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		programs. Organizers talked about the event and about their battles with cancer, as well as support they received from ACS			
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	----	02/19/2017 08:05 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	02/26/2017 07:27 AM	000:26
Historic Preservation	PA iHeart Radio Gulf Coast Focus	StoryCorps, National Public Radio collecting stories of citizens for use on NPR and Alabama Public Radio, and to be stored in the Library of Congress	Stacey Todd	02/26/2017 07:28 AM	028:24
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	----	02/26/2017 07:56 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/05/2017 07:33 AM	000:33
Charity Fundraising	PA iHeart Radio Gulf Coast Focus	Over the Edge rappelling event at the Mobile Marriott raising money for 7 local charities, including the Anchor Cross Cancer Foundation,	Randy Copeland from the 74 Club and Amanda Bauer with the Anchor Cross Cancer Foundation	03/05/2017 07:34 AM	028:06

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		which helped Amanda Bauer during her husband's illness; The Beverly Burton Scholarship Fund, Camp Smile, The Family Center, The Shriners Children's Transportation Fund, The Down Syndrome Society of Mobile, and Marine Corps League.			
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	----	03/05/2017 08:02 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/12/2017 07:28 AM	000:27
Drug Abuse Rehabilitation	PA iHeart Radio Gulf Coast Focus	Drug Education Council and Bradford Health Services, on addiction and the family. Counselor Anne Marie Powell talks about her personal experience with a family member and addiction, and the impact addiction has on family members	Virginia Guy, Drug Education Council; Anne Marie Powell of Bradford Health Services	03/12/2017 07:29 AM	028:27
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	----	03/12/2017 07:57 AM	000:12
Public Affairs	PA iHeart	Introduction of	----	03/19/2017	000:24

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Radio Gulf Coast Focus INTRO	weekly public affairs program, guests, and issues covered		07:31 AM	
Charity Fundraising	PA iHeart Radio Gulf Coast Focus	Junior League Jubilee Bargains sale to raise funds for community projects	Nancy Irwin, Meagan Barnett	03/19/2017 07:32 AM	028:30
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	03/19/2017 08:00 AM	000:12
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	03/26/2017 07:35 AM	000:21
Autism Assistance	PA iHeart Radio Gulf Coast Focus	Local representatives of the Autism Society of Alabama talks about programs and resources available for children diagnosed with autism, including respite care for parents and help with education. Public invited to open house at Mobile office April 4 <sup>th</sup> .	Angel Lowen and Michelle McDowell Autism Society of Alabama	03/26/2017 07:35 AM	028:16
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	03/26/2017 08:04 AM	000:12

**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
-------	-----------------	-------------	-----------	----------

(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
Poverty	GARDBERG & KEMMERLY, for Ozanam Charitable Pharmacy	000:29	119
Arts	Pensacola Jazz Fest	000:30	260
Health	American Cancer Society	000:30	258
Health	Southern Cancer Center	000:30	59
Health	St Jude/Joy of Life	000:30	89
Poverty	Salvation Army	000:30	27
Drug Abuse	DEA, Gulf Coast Explorem	000:30	78
Environment	Alabama Broadcasters Assoc	000:30	097
Family Issues	AL Dept. of Human Resources	000:30	064
HEALTH AND FITNESS	FRUITS AND VEGGIES	000:30	018
Housing	Ala Broadcasters Assoc	000:30	096
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	010
National Parks	Nartional Parks Conservation	001:00	001
PEACE	PEACE IN THE STREETS	000:31	011
Public Health	Ad Council PSA	000:30	001