

WMXC  
 Mobile, AL  
 Quarterly Issues/Programs List  
 First Quarter, 2013  
 04/01/2013

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:

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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 <a href="http://www.litemix.com">www.litemix.com</a> . Also promoted on Lite Mix Facebook page.	Janine Woods with the Mobile SPCA	Wednesdays at 8:20	5 min
Health	Mary & Mason	IHOP National Pancake Day, Feb 5 <sup>th</sup> from 7am to 10pm IHOP offered a free short stack of pancakes all day, and requested donations for Children's Miracle Network. Local donations benefit local hospitals – USA Children's & Women's Hospital in Mobile and Sacred Heart Children's Hospital in Pensacola  Promoted through Facebook and a dedicated webpage at	Colton Bradford	2/5 at 8:20	5 min

[www.litemix.com](http://www.litemix.com); also had a call-in from intern Colton Bradford from IHOP on Pancake Day 2/5 at 8:20am

		Cuisine For Kids, to benefit the Child Advocacy Center Tuesday Jan 29 <sup>th</sup> , 88 participating restaurants donated a portion of proceeds to the Child Advocacy Center for abused children.	Tony Nicholas	1/25 at 8:50 (replayed Monday 1/28 at 5:50am)	5 min
Community	Mary & Mason	Tony Nicholas from The Hungry Owl talked with Mary & Mason about his restaurant's participation (1/25 and 1/28) and CAC Director Pat Guyton talked about the need for funding and how the CAC helps children.	Pat Guyton	1/29 at 8:20am	5am
		One Billion Rising			
Community	Mary & Mason	WMXC participated with The Lighthouse in Robertsdale by playing Aretha Franklin's "Respect" at 12:30 on Valentine's Day for One Billion Rising... encouraging people to get up, go outside and dance, to take a stand against violence against women and girls. Ellen Hanna, sexual assault program manager, talked about the event that morning at 8:50 on the Morning Show	Ellen Hanna, The Lighthouse	2/14 at 8:50am, and then playing the song at 12:30	5 min
Education		SFEFF Casino Night WMXC's Mary Booth was a celebrity dealer at this fundraiser for the Spanish Fort Educational Enrichment Foundation.	Mary Booth	1/12, 7:30pm-10pm, Daphne Civic Center	(2 hours of Blackjack dealing!)

	Mary & Mason	Funds provide equipment and programs for Spanish Fort schools (2 elementary schools, middle school and high school). The event included casino games, and live and silent auctions.			
		Promoted through Facebook and Best Bets at litemix.com			
Community	Mary & Mason	Hey Ya'll Let's Ride motorcycle ride for the Bay Area Food Bank  American daredevil Bubba Blackwell came up with the idea of a ride from Hank Aaron Stadium to the Hangout in Gulf Shores, with proceeds to benefit the Food Bank. Dave Reaney, Director of the Food Bank, says budget cuts make it more important to donate, to help people in need	Bubba Blackwell, stunt rider and Dave Reaney, director of the Bay Area Food Bank in Mobile	2/19 at 8:20am	5 min
	Mary & Mason	Sales Tax Holiday for Severe Weather Preparedness, Feb 22-24			
Public Safety		WMXC promoted the Alabama sales tax holiday and listed the items that would be tax free during the holiday on the Mary and Mason page at litemix.com. There was also a link to let listeners know if their city or county were also taking part. Promoted on air, online at litemix.com, and on Facebook			
Public Safety	Mary & Mason	American Red Cross Tornado App  WMXC Morning Show			

talked about this new free app to get tornado warnings and other disaster info on your smart phone, in light of recent tornados in the Mobile area. Posted on the Mary & Mason page at litemix.com and on Lite Mix Facebook page

Junior League of Mobile Project Rummage

Community	Mary & Mason	Katy Sullivan and Elissa Tesney talked about the giant rummage sale March 16th (and preview party 3/15) to benefit the Junior League's local community projects. Promoted on Facebook and in the Best Bets at litemix.com	Katy Sullivan and Elissa Tesney, Junior League of Mobile	3/12 at 8:20am and 3/13 at 5:30am	5 min
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Mobile Historic Homes Tour, March 15-16

Community	Mary & Mason	Stacey Killingsworth talked about the 6 historic homes being opened to the public, to raise money to benefit the Historic Mobile Preservation Society and the Oakleigh Historic Complex. Promoted through Facebook and Best Bets at litemix.com	Stacey Killingsworth, Historic Mobile Preservation Society	3/12 at 8:50am and 3/14 at 5:30am	5 min
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Luck of the Irish Cookoff, March 16 at Bienville Square

Community	Mary & Mason	Lydia Pettyjohn and Damien Langan of The Exchange Club Family Center, talked about the cookoff and parade. Proceeds help run the Family Center, which focuses on the education of	Lydia Pettyjohn and Damien Langan, Exchange Club Family Center	3/13 5am and 3/15 at 8am	5 min
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parents to help prevent abuse. Promoted through Morning Mindbender ticket giveaways all week and the Best Bets at litemix.com

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Arts & Crafts Festival in Fairhope

Community/ Tourism	Mary & Mason	Kathie Barton with the Eastern Shore Chamber of Commerce talked about the Festival (3/15-3/17) and its benefit to the local economy through increased tourism. (Attendance estimates for 2013 were 250,000 over 3 days.) Promoted through Best Bets at litemix.com and a photo gallery of the event also on the website.	Kathie Barton, Eastern Shore Chamber of Commerce	3/14 at 7:50am and 3/15 at 5:30am	5 min
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	Mary & Mason	Little Black Dress Fashion Show April 11 <sup>th</sup> at Fort Whiting			
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Community		Anita Clarke and Liz Calci of the Ronald McDonald House talked about the RMH's premier fundraising event of the year, a runway fashion show and cocktail party, with 50 local McModels. Funds are used to provide housing for families of children at local hospitals.	Anita Clarke, Liz Calci, Ronald McDonald House	3/29 at 5:45am (and also 4/1 at 8:50am)	5 min
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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
Education	PA COUNTY AGENT 1/6/13	Christmas Tree recycling Program by Keep Mobile Beautiful; 2013 Home Gardening Series	Jimmy Todd	01/06/2013 10:00 PM	014:18
Education	PA Home Room Mobile Co School System	Discussion with Superintendant of Schools regarding 2012 in review and looking ahead to 2013	Martha Peak	01/06/2013 10:15 PM	014:32
Education	Viewpoint Alabama 1-6-13	Cell phone use amongst teens using the technology to send pictures, known as sexting.	Chelsey Cross	01/06/2013 10:30 PM	024:59
Education	PA COUNTY AGENT 1/13/13	Christmas Tree recycling Program by Keep Mobile Beautiful; 2013 Home Gardening Series	Jimmy Todd	01/13/2013 10:00 PM	014:18
Education	PA Home Room Mobile Co School System	Discussion with Superintendant of Schools regarding 2012 in review and looking ahead to 2013	Martha Peak	01/13/2013 10:14 PM	014:32
Education	Viewpoint Alabama 1-13-13	Make a Wish Foundation discussion	Bob Ibach	01/13/2013 10:29 PM	025:00
Education	PA COUNTY AGENT 1/20/13	Upcoming Farm Day; Fruit and Vegetable meeting; 2013 Home Gardening Series; Master Gardener Prgm	Jimmy Todd	01/20/2013 10:00 PM	014:33
Education	PA Home Room Mobile Co School System	Child Nutrition Program in schools	Suzanne Yates/Amanda Arnold	01/20/2013 10:14 PM	014:54
Education	Viewpoint Alabama 1-20-13	Dannon Project	Carrie Pruitt	01/20/2013 10:30 PM	025:00

<b>ISSUE</b>	<b>PROGRAM / TITLE</b>	<b>DESCRIPTION</b>	<b>GUEST</b>	<b>DATE/TIME</b>	<b>DURATION</b>
Education	PA COUNTY AGENT 1/27/13	Upcoming 4-H Steer Show and Sale; Winter row crop production meetings	Jimmy Todd	01/27/2013 10:00 PM	014:21
Education	PA Home Room Mobile Co School System	Mobile County school spelling bee information	Livvy Little	01/27/2013 10:14 PM	014:34
Government	Viewpoint Alabama 1-27-13	Priorities for legislature when they convene next month	Senator Scott Beason	01/27/2013 10:29 PM	025:00
Education	PA COUNTY AGENT 2/3/13	Upcoming 4-H Steer Show and Sale; Winter row crop production meetings; horticulture meetings	Jimmy Todd	02/03/2013 10:00 PM	014:15
Education	PA Home Room Mobile Co School System	Mobile County school spelling bee information	Livvy Little	02/03/2013 10:14 PM	014:34
Education	Viewpoint Alabama 2-3-13	Young breast cancer survivors network upcoming events	Rebecca Karen Silvia	02/03/2013 10:28 PM	025:00
Education	PA COUNTY AGENT 2/10/13	Upcoming 4-H Steer Show and Sale; Winter row crop production meetings; horticulture meetings	Jimmy Todd	02/10/2013 10:00 PM	014:15
Education	PA Home Room Mobile Co School System	Bryan Career Center discussion about Career Technical Education	Tony Tillman	02/10/2013 10:14 PM	014:15
Education	Viewpoint Alabama 2-10-13	Discussion with Executive Director of the Exceptional Foundation	Trisha Kirk	02/10/2013 10:30 PM	024:59
Education	PA COUNTY AGENT 2/17/13	Upcoming 4-H Classroom in the Forest program, Winter row crop prod meetings; horticulture meetings	Jimmy Todd	02/17/2013 10:00 PM	014:39
Education	PA Home Room Mobile Co School	Mobile County Public Schools	Nancy Pierce	02/17/2013 10:14 PM	014:22

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	System				
Education	Viewpoint Alabama 2-17-13	Marion Military school discussion with President of Institute	Colonel David Mollahan	02/17/2013 10:29 PM	025:00
Education	PA COUNTY AGENT 2/24/13	Mandy Marks, Agent assistant 4-H; results of 4-H steer show and sale	Jimmy Todd	02/24/2013 10:00 PM	014:16
Education	PA Home Room Mobile Co School System	Magnet School program for 7 Magnate Schools in Mobile County	Anna Mooton	02/24/2013 10:14 PM	014:41
Education	Viewpoint Alabama 2-24-13	Jobs discussion with the Employment Authority	Darnell Clark	02/24/2013 10:29 PM	024:59
Education	PA COUNTY AGENT 3/3/13	Mandy Marks, Agent assistant 4-H; results of 4-H steer show and sale; recognition of sponsors	Jimmy Todd	03/03/2013 10:00 PM	013:57
Education	PA Home Room Mobile Co School System	National School Breakfast Week	Suzanne Yates	03/03/2013 10:14 PM	014:45
Education	Viewpoint Alabama 3-3-13	Easter Seals of Alabama	Allison Nichols	03/03/2013 10:28 PM	024:59
Education	PA COUNTY AGENT 3/10/13	Information on Oyster Gardening Program; Master Gardener upcoming programs; Mobile Botanical Garden	Jimmy Todd	03/10/2013 10:00 PM	015:10
Education	PA Home Room Mobile Co School System	Mobile County Science Fair	Desiree Bishop	03/10/2013 10:15 PM	015:00
Education	Viewpoint Alabama 3-10-13	Easter Seals of Alabama	Allison Nichols	03/10/2013 10:30 PM	024:59
Education	PA COUNTY AGENT 3/17/13	Information on Oyster Gardening Program; Master Gardener	Jimmy Todd	03/17/2013 10:00 PM	015:10



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		upcoming programs; Mobile Botanical Garden			
Education	PA Home Room Mobile Co School System	Mobile County Science Fair	Desiree Bishop	03/17/2013 10:15 PM	014:52
Health	Viewpoint Alabama 3-17- 13	Spinal Cord Injuries & prevention	TJ Atchison	03/17/2013 10:30 PM	025:00
Education	PA COUNTY AGENT 3/24/13	Grace Johnson, Bryant Vocational Center Horticultural Program, Annual Greenhouse Sale of Bedding P	Jimmy Todd	03/24/2013 10:00 PM	014:38
Education	PA Home Room Mobile Co School System	Mary G Montgomery becoming a signature academy	Wade Whitney	03/24/2013 10:14 PM	014:40
Education	Viewpoint Alabama 3-24- 13	National Weather Service weather safety	Scott Unger	03/24/2013 10:29 PM	024:59
Education	PA COUNTY AGENT 3/31/13	Denise Heubach, Urban Regional Extension Agent Urban Horticulture and Forestry; upcoming Rainbarrel	Jimmy Todd	03/31/2013 10:00 PM	014:14
Education	PA Home Room Mobile Co School System	Blunt Signature Academy	Jerome Woods	03/31/2013 10:14 PM	014:29
RS	Viewpoint Alabama 3-31- 13	American Cancer Society Mid South Region	Mary Katheryn Walker	03/31/2013 10:29 PM	025:00

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

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

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Education	BISHOP STATE PSA	000:30	023
Health	PSA - CDC STOP SMOKING	000:30	002
Health	PSA - CHILDHOOD OBESITY PREVENTION	000:30	001
Finance	PSA - FORECLOSURE PREVENTION	000:31	001
Finance	PSA - Mortgage Fraud 2 - All Shapes and Sizes 30sec	000:31	001
Finance	PSA - Mortgage Fraud 3 - Homework 60sec	001:00	001
Finance	PSA - SS ELECTRONIC PAYMENTS	001:00	001
Finance	PSA - ss.gov	000:29	002
Community Involvement	PSA - VOLUNTEERS OF AMERICA	001:00	001
Community Involvement	PSA Generic CHS Sunday of Soundside Splendor	000:32	031
Crime Prevention	PSA-CRIME PREVENTION-INVASION	001:00	001
Community Involvement	SENIOR BOWL ON SALE	000:30	017
Military	VOA-PSA VETERANS FURNISHINGS	000:30	163
ARTS	SMITHSONIAN	000:31	036
BULLYING	AD COUNCIL	000:30	056
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:30	001
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:31	036
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:32	007
Crime	Crime Prevention Council	000:30	001
Crime	Crime Prevention Council	000:31	002
Crime	Crime Prevention Council	001:00	005
Crime	Crime Prevention Council	001:01	001
Family Issues	AL Dept. of Human Resources	000:30	097
Health	USA Children/Women's Hospital	000:16	006
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	071
HEALTH AND FITNESS	Centers for Disease Control	000:30	002

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
HEALTH AND FITNESS	Centers for Disease Control	001:01	004
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	060
HEALTH AND FITNESS	Will Rogers Institute	000:30	001
Local Broadcasters	NAB	000:30	003
Local Broadcasters	NAB	001:00	004
Local Charities	American Cancer Society	000:30	130
Local Charities	American Diabetes Association	000:30	025
Local Charities	Bay Area Food Bank	000:16	010
Local Charities	Mobile SPCA	000:30	012
Local Charities	SENIOR BOWL	000:30	062
Local Charities	Volunteers of America	001:00	003
Military	Employee Support Guard Reserve	000:30	004
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	101
MILITARY AND VETERANS	Alabama State Bar	000:30	021
MILITARY AND VETERANS	Paralyzed Vets of America	000:15	005
Personal Finance	Alabama State Bar	000:30	074
Personal Finance	NFCC	000:20	005
Personal Finance	Social Security Administration	000:29	005
Personal Finance	Social Security Administration	001:00	001
Tourism	Pensacola Jazzfest	000:30	017