

WMXC
Mobile, AL
Quarterly Issues/Programs List
First Quarter, 2014
03/31/2014

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:** Home Horticulture Information Line; Master Gardener Public Activities; Row Crop Meetings
- **Animal Welfare:** Helping Alabama Pets dot com
- **Community:** Master Gardener events; 4-H events; how cold temperatures affect citrus trees; crop production
- **Conservation:** Mobile County Soil and Water Conservation District; upcoming Water Festival and Riverworks Discover
- **Diabetes Awareness:** Diabetes prevention and awareness
- **Economic Development:** Estate Planning workshop and Promoting Readiness for Employment Possibilities workshop
- **Education:** Sexting among teens
- **Government:** State Senator Scott Beason talk about the 2014 session
- **HEALTH AND FITNESS:** Diabetes prevention discussion
- **Immigration Reform:** Immigration & Illegal Immigration
- **IRS Tax Scam Alert:** IRS telephone scam
- **Local Economy:** Tax filing tips
- **Local Education:** School Board Member News
- **Public Health:** Multiple Sclerosis Awareness
- **Technology:** Microsoft XP support being eliminated
- **Transportation:** Bus safety in Mobile County Schools

**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	Mary & Mason	<p>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.</p>	Janine Woods with the Mobile SPCA	Wednesdays at 8:20	5 min
Health	Mary & Mason	<p>Lite Mix 99.9 Radiothon for Kids, to benefit USA Children's & Women's Hospital, with Children's Miracle Network</p> <p>WMXC's Mary Booth and Dan Mason broadcast from the new children's wing of the hospital from 6am to 7pm Wednesday Feb 5th and Thursday Feb 6th to raise money for hospital equipment and programs. They interviewed families, doctors and hospital staff to share the life-changing work that is available here in Mobile. WMXC's Mary Booth produced 3 new vignettes to air during the Radiothon, using interviews and music, focusing on the stories of Dr. Tyler Sexton, a 2nd year resident at USAC&W who was born with cerebral palsy; Aiden Bonner, a kindergartener battling a brain</p>		2/5/14 and 2/6/14 from 6am-7pm	All Day

tumor; and Raden Shepherd, a child who was airlifted to the hospital with breathing problems. Vignettes from past years were also aired, to again share those stories. A total of \$32,777 was raised.

Safety	Mary & Mason	<p>Winter Storm Jan 27-31... Lite Mix 99.9 broadcast weather information for the ice storm, as well as road closures, school closures, and safety info. WMXC ran extra weather forecasts, and put emergency information on the air, online at litemix.com and on Facebook/Twitter. (Some Clear Channel staff members stayed at a nearby hotel in order to be available to broadcast.)</p>	1/27/14-1/31/14	All Day	
Tourism/Economy	Mary & Mason	<p>Fairhope Arts & Crafts Festival, March 14-16</p> <p>The Festival is one of the top 20 events in the Southeast for March by the Alabama Bureau of Tourism. It's also one of the Top 20 events chosen by the Southeast Tourism Society. It features 230 artists from across the country. WMXC co-sponsored the event, and promoted it through a webpage at litemix.com, the Best Bets for the Weekend feature on air and online, and a photo gallery from the Festival at litemix.com and on the Lite Mix Facebook page. WMXC's Mary Booth broadcast the midday 10am-2pm show from the Festival on opening day, Friday 3/14/14. Lite Mix was also at the Festival on Saturday. And when severe weather forced cancellation of the 3rd day of the Festival, Lite Mix got the word out through on-air announcements and Facebook.</p>	Kathie Barton, Eastern Shore Chamber of Commerce	3/11/14 at 8:50am, 3/12/14 at 5:30am	5 min

Economy	Mary & Mason	Homebuilders of Metro Mobile Home Show, 3/14/14 – 3/16/14, Mobile Civic Center	Homebuilders and various vendors were set up to show home buyers and those wishing to renovate what is available....from flooring, to appliances, to home plans. Susie Cleveland with the Homebuilders Association said the economy and homebuilding are picking up and there's a new excitement that the Mobile area hasn't seen in a while. The Home Show was promoted in the Best Bets for the Weekend at litemix.com.	Susie Cleveland, Homebuilders Association of Metro Mobile	3/13/14 in 8am hour and 3/14/14 in 5am hour	5 min
Health/Community	Mary & Mason	Bunnies for Babies Blood Drive with the American Red Cross and Mobile BayBears, 3/28/14 from 2pm to 7pm at Hank Aaron Stadium	WMXC co-sponsored this blood drive to provide life-saving blood donations for the Red Cross... but in addition, for every presenting donor, a stuffed bunny was given in their name to a child at St. Mary's Home, a residential facility in Mobile for abused, abandoned and neglected children. The event was promoted with a special webpage at litemix.com and was promoted on air and on Facebook.	Evan Duffy, American Red Cross in Mobile	3/26/14 at 8:50am and 3/27/14 at 5:30am	5 min
Community	Mary & Mason	Spay-a-Thon 2/25/14	For the 4 th year, Gulf Coast veterinarians joined together for a Spay-a-Thon at South Alabama Spay & Neuter Center. Services provided free of charge to help those who are not financially able to do so to have their pets spayed or neutered.	Dr. Jeni Knizley, South Alabama Spay & Neuter; Stephanie Eads-Williamson, Save A Stray	2/11/14 at 5:30am and 8:50am	5 min

Community	Mary & Mason	Mystic Mutts of Revelry parade, to benefit The Haven no-kill shelter in Fairhope This is a walking parade for pets and their humans; the entry fee benefits The Haven. Parade 2/23/14 in downtown Fairhope	Joni Euler, co-chair of the parade	2/19/14 5:30am and 8:20am	5 min
Health	Mary & Mason	Biggest Loser Run Walk, 2/9/14 in downtown Mobile WMXC co-sponsored the Half-Marathon, 5K/1K for all fitness levels. Former contestants on The Biggest Loser took part, including mother/son team Dan & Jackie from Season 5 of the TV show.	Dan/Jackie	2/28/14 at 5:30am/ re-broadcast 2/3/14 at 8:50am	5 min
Community	Mary & Mason	Phashions for Philanthropy, 4/3/14 at Battle House Hotel in Mobile, to benefit programs of the Mobile Assistance League This is a historical fashion show: Mobile, Yesterday, Today and Tomorrow. The Assistance League provides school supplies, books and uniforms to needy children; handmade therapy dolls to sick and traumatized children; and hygiene kits for sexual assault victims.	Marie Herman; Michelle Wise, Assistance League of Mobile	3/18 at 8:50am, 3/19 at 5:30am	5 min
Community/ Health	Mary & Mason	Festival of Flowers at Providence Hospital, 3/20/14 or 3/23/14 Displays, seminars, and demonstrations with the theme British Gardens in Time. Proceeds benefit the Providence Hospital Foundation.	Julie Citrin, Providence Hospital Foundation	3/20/14 in the 5am and 8am hours	5 min

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	PA COUNTY AGENT 1-5-14	New Years resolutions and Extension Programs	Jimmy Todd	01/05/2014 10:00 PM	013:55
Education	Home Room MOB County Schools 1-5-14	Career and Technical Education	Larry Muton	01/05/2014 10:14 PM	015:00
Education	Viewpoint Alabama 1-5-14	Sexting among teens	Chelsy Crost	01/05/2014 10:29 PM	025:04
Education	PA COUNTY AGENT 1-11-14	New Years resolutions and Extension Programs	Jimmy Todd	01/12/2014 10:00 PM	013:55
Education	Home Room MOB County Schools 1-11-14	Dauphin Island Sea Lab	Dr. John Dindo	01/12/2014 10:14 PM	015:00
Government	Viewpoint Alabama 1-11-14	Sexting among teens	Craig Ford	01/12/2014 10:30 PM	024:55
Education	PA COUNTY AGENT 1-19-14	how cold temperatures affect citrus trees; master gardener information line	Jimmy Todd	01/19/2014 10:00 PM	014:54
Education	Home Room MOB County Schools 1-19-14	IRS tax preparation program Earn it, Keep it, Grow it	Raymond Huff	01/19/2014 10:15 PM	015:00
Government	Viewpoint Alabama 1-19-14	State Senator Scott Beason talk about the 2014 session	Scott Beason	01/19/2014 10:30 PM	024:57
Conservation	PA COUNTY AGENT 1-26-14	Fruit and vegetable events and activities in January	Jimmy Todd	01/26/2014 10:00 PM	014:24
Education	Home Room MOB County Schools 1-26-14	Bus safety in Mobile County Schools	Lorenzo Williams	01/26/2014 10:14 PM	015:00
HEALTH AND FITNESS	Viewpoint Alabama 1-26-14	Diabetes prevention discussion	Sarah Brighthwell	01/26/2014 10:29 PM	025:02
Community	PA COUNTY AGENT 2-2-14	Master Gardener events; 4-H events; how cold temperatures affect citrus trees; crop production	Jimmy Todd	02/02/2014 10:00 PM	014:54
Transportation	Home Room MOB County Schools 2-2-14	Bus safety in Mobile County Schools	Lorenzo Williams	02/02/2014 10:15 PM	015:00
Animal Welfare	Viewpoint Alabama 2-2-14	Helping Alabama Pets dot com	Peggy Crop	02/02/2014 10:30 PM	024:59
Agriculture	PA COUNTY	Home Horticulture	Jimmy	02/09/2014	013:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	AGENT 2-9-14	Information Line; Master Gardener Public Activities; Row Crop Meetings	Todd	10:00 PM	
Local Education	Home Room MOB County Schools 2-9-14	Graduation Rates Mobile Co Schools	Sup Martha Peeke	02/09/2014 10:13 PM	015:00
Technology	Viewpoint Alabama 2-9-14	Microsoft XP support being eliminated	Greg Stephen	02/09/2014 10:30 PM	024:58
Economic Development	PA COUNTY AGENT 2-16-14	Estate Planning workshop and Promoting Readiness for Employment Possibilities workshop	Jimmy Todd	02/16/2014 10:00 PM	014:31
Local Education	Home Room MOB County Schools 2-16-14	School Board Member News	Tracy Roberson	02/16/2014 10:14 PM	016:30
Local Economy	Viewpoint Alabama 2-16-14	Tax filing tips	Dan Boone	02/16/2014 10:31 PM	025:00
Agriculture	PA COUNTY AGENT 2-23-14	4-H Youth Animal Science Club and upcoming Steer Show and Sale	Jimmy Todd	02/23/2014 10:00 PM	014:34
Local Education	Home Room MOB County Schools 2-23-14	School Board Member News	Tracy Roberson	02/23/2014 10:14 PM	016:30
Public Health	Viewpoint Alabama 2-23-14	Multiple Sclerosis Awareness	RN Beverly Layton	02/23/2014 10:31 PM	024:55
Conservation	PA COUNTY AGENT 3-2-14	Forestry Field day; Master Gardener activities; tips for cold water boating	Jimmy Todd	03/02/2014 10:00 PM	015:18
Local Education	Home Room MOB County Schools 3-2-14	Mobile Magnate Schools of Math Science & Technology	Michelle Adams	03/02/2014 10:15 PM	017:11
Immigration Reform	Viewpoint Alabama 3-2-14	Immigration & Illegal Immigration	Noel Winn	03/02/2014 10:32 PM	024:55
Conservation	PA COUNTY AGENT 3-9-14	Mobile County Soil and Water Conservation District; upcoming Water Festival and Riverworks Discover	Jimmy Todd	03/09/2014 10:00 PM	013:42
Local Education	Home Room MOB County Schools 3-9-14	Mobile Magnate Schools of Math Science & Technology	Michelle Adams	03/09/2014 10:13 PM	017:11

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTH AND FITNESS	Viewpoint Alabama 3-9-14	Breast Cancer Awareness	Sherry Ellis	03/09/2014 10:31 PM	025:01
Agriculture	PA COUNTY AGENT 3-16-14	Extension Turf Clinic; oyster gardening; gardening programs; forestry field day	Jimmy Todd	03/16/2014 10:00 PM	014:39
Local Education	Home Room MOB County Schools 3-16-14	Mardi Gras bead recycling	Alan Baggett	03/16/2014 10:14 PM	015:00
HEALTH AND FITNESS	Viewpoint Alabama 3-16-14	Breast Cancer Awareness	Sherry Ellis	03/16/2014 10:30 PM	025:02
Education	PA COUNTY AGENT 3-22-14	4H programs for schools	Jimmy Todd	03/23/2014 10:00 PM	014:39
Local Education	Home Room MOB County Schools 3-23-14	Aviation & Aerospace Academy	Don Jones	03/23/2014 10:14 PM	015:14
Diabetes Awareness	Viewpoint Alabama 3-22-14	Diabetes prevention and awareness	Kelly Seals	03/23/2014 10:29 PM	025:02
Agriculture	PA COUNTY AGENT 3-30-14	Grace Jones, Horticulture Instructor Bryant Career Technical Center - annual vegetable and bedding	Jimmy Todd	03/30/2014 10:00 PM	014:11
Local Education	Home Room MOB County Schools 3-30-14	Child Nutrition Program Mobile County Schools	Suzanne Yates	03/30/2014 10:14 PM	015:05
IRS Tax Scam Alert	Viewpoint Alabama 3-30-14	IRS telephone scam	Dave Boone	03/30/2014 10:30 PM	025:02

**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
State Parks	ABA-ALA STATE PARKS	000:30	036
Coast Guard	ABA-COAST GUARD Reserve	000:30	017
Coast Guard	ABA-COAST GUARD The Workout	000:30	023
Health	ABA-Health & Human Services	000:30	032
Health	ABA-Health & Human Services rev	000:30	006
Local Charities	PSA Generic P'cola Jazz Festival	000:30	015
Local Charities	SENIOR BOWL PSA	000:30	111
Local Charities	VOA Car Donation PSA	000:30	035
Animal Welfare	Mobile Sport Authority	000:30	031
Community	AD COUNCIL	000:15	006
Community	AD COUNCIL	000:29	004
Community	AD COUNCIL	000:30	003
Crime	Crime Prevention Council	000:31	001
Crime	Crime Prevention Council	001:00	001
Crime	Crime Prevention Council	001:01	001
Economic Development	Sears Call Center	001:00	046
Education	AD COUNCIL	000:14	007
Education	AD COUNCIL	000:15	003
Education	AD COUNCIL	000:29	001
Education	AD COUNCIL	001:01	003
Education	Ala Bar Assoc	000:30	115
Education	Connect 2 Compete	000:30	002
Education	Connect 2 Compete	000:54	001
Family Issues	AD COUNCIL	000:30	001
Family Issues	AD COUNCIL	001:01	006
Family Issues	AL Dept. of Human Resources	000:30	064
Health	American Stroke Assoc.	000:30	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health	United Health Care	000:30	004
Health	USA Children/Women's Hospital	000:16	006
Health	USA Children/Women's Hospital	000:30	077
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	030
HEALTH AND FITNESS	Centers for Disease Control	001:01	001
HEALTH AND FITNESS	Mobile Sport Authority	000:30	107
Local Broadcasters	NAB	000:30	001
Local Broadcasters	NAB	001:00	013
Local Charities	Impact 100	000:29	018
Local Charities	McKemie Place for Women	000:29	020
Local Charities	SPRINGHILL MERCHANTS-Side Walk-A-Thon	000:30	045
Local Charities	Volunteers of America	001:00	005
Military	Employee Support GuardReserve	000:30	003
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	063
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	374
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	118
Personal Finance	U.S. Treasury / HUD	000:31	003
PSA	SHOW YOUR STRIPES	000:30	012
PSA	SHOW YOUR STRIPES	000:31	006
Public Health	PSA ONE FIT MOBILE	000:31	004
Public Health	USA Children/Women's Hospital	000:29	006
Public Health	USA Children/Women's Hospital	000:30	020
Public Safety	NHTSA	000:15	023
Public Safety	NHTSA	000:29	003
Public Safety	NHTSA	000:30	005
Technology	Centers for Disease Control	001:01	003
Technology	Mobile Sport Authority	000:30	004