

WMXC  
 Mobile, AL  
 Quarterly Issues/Programs List  
 Fourth Quarter, 2012  
 01/02/2013

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:

**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/ Health	Mary & Mason	Lite Mix 99.9 held our 14th annual Radiothon for Kids at Sam's Club in Mobile, to raise money for USA Children's & Women's Hospital, through CMN. We interviewed families and doctors and shared live as well as recorded stories of children treated at the hospital, including Jenny Biggs, CMN Champion Child for Alabama. The Radiothon was held the Thursday and Friday before Thanksgiving, 13 hours each day, asking people to put the Giving in Thanksgiving, to buy equipment for the hospital. Over \$80,000 was raised.		Nov 15 and 16, 6am- 7pm	26 hours

Promoted online and on Facebook, with photos of families, doctors, and volunteers who took part in the Radiothon. Also posted 6 recorded stories plus pictures of the children involved on [www.litemix.com](http://www.litemix.com).

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Community/  
Health      Mary &  
                  Mason

Lite Mix 99.9 co-sponsored the American Cancer Society's Making Strides Walk Oct 30 during Breast Cancer Awareness month, something our station has supported for at least 10 years. But this year, our General Sales Manager Andrea Farrell was the Walk's Survivor speaker, telling the story of her battle with breast cancer this year. Our station became a part of Team Andrea. Over 30 thousand walkers took part, with estimates of over a quarter of a million dollars raised through the Mobile walk.

October

Breast Cancer Awareness Month was promoted with recorded PSAs throughout October, as well as a special webpage at [www.litemix.com](http://www.litemix.com), and with live mentions as well, for the Walk and to steer listeners to life-saving information on our website. Also posted over 100 photos from the event on our website.

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			Dee Dee Huffman, Manager of Springhill' Women's Diagnostic Center		
Community/ Health	Mary & Mason	Pink Party at Springhill Medical Center WMXC's Mary Booth broadcast live from this fundraiser for the American Cancer Society's Making Strides Walk. She talked about mammograms; the need for early detection; resources available through the ACS, and shared survivors' stories.	Elizabeth Gibbs Kelly, Survivor  Patricia Lafon, Survivor  Dr. Mark Johnson, Radiologist at Springhill Medical Center  Allison Faircloth, American Cancer Society.	10/4, 6am-9am	5 breaks, 5 min each
Community/ Health	Mary & Mason	Access Magazine/Breast Cancer Awareness Month issue The Oct issue featured 5 local women who survived breast cancer, including Andrea Farrell of Clear Channel Mobile, who was on the cover of the magazine	Editor Hayley Hill	10/1 at 8:50am; rebroadcast 10/2 at 5:50am	5 min
Community /Health	Mary & Mason	Andrea Farrell of Clear Channel Mobile, Survivor Speaker for the Making Strides Walk, shared her story of cancer found at the age of 36, below recommendations for mammogram screening.	Andrea Farrell	10/23 at 8:50am, rebroadcast 10/24 at 5:30am	5 min

Community/ Mental Health	Mary & Mason	<p>Out of the Darkness Walk Daphne hosted its 2<sup>nd</sup> annual Walk on Oct 21st, to benefit the American Foundation for Suicide Prevention (raising over \$23,000). Lydia Barber, whose son Alan committed suicide while at college, spoke about the need for those whose lives have been touched by suicide to connect with each other and for the community to support them. WMXC supported the event with recorded PSAs for 4 weeks leading up to the Walk.</p>	Lydia Barber	10/9 at 8:50am; rebroadcast on 10/10 at 5:50am	5 min
Community/ Health	Mary & Mason	<p>Take Steps for Crohn's &amp; Colitis Walk, Oct 14, Fairhope Pier 16 year old Crohn's patient Elizabeth Schmidt, named Gulf Coast Honored Hero by the Crohn's &amp; Colitis Foundation of America, talked about what it's like to be a teen living with the digestive disorder (missing 52 days of school last year) and urged people to help fundraise through the Walk and find out more info about the disease. Promoted on Facebook.</p>	Elizabeth Schmidt	10/12 at 5:30am and 8:50am	5 min
Economy	Mary & Mason	<p>Parade of Homes Susie Cleveland with the Homebuilders Association of Metro Mobile talked about the housing market locally and said the Parade of Homes helped highlight new construction, with 23 new homes across the</p>	Susie Cleveland	10/17 at 8:50am and rebroadcast 10/18 at 5:30am	5 min

		county. Promoted through Best Bets for the Weekend at litemix.com.			
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/Lori Anbuhl with the Mobile SPCA	Wednesdays at 8:20	5 min
Community/ Disaster	Mary & Mason	Christmas Day Tornado in Midtown Mobile  WMXC broadcast weather alerts and also put emergency information on Facebook. WMXC gave out information on Red Cross shelters, and encouraged donations to the Red Cross at litemix.com. WMXC also gave out information on the extent of damage, along with a photo gallery the day after the storm at litemix.com. WMXC helped get information to Murphy high school students/parents about damage at the school and plans for students after Christmas break, and helped the Murphy High School Alumni Association raise money to restore the school with a link at litemix.com		12/25-12/31	
Community/ Health	Mary & Mason	Lights of Love tree lighting, 11/27 at USA Children's & Women's Hospital, along with the Ronald McDonald	Mary McAleer, Ronald McDonald	11/26 at 8:20am and rebroadcast 11/27 at	5 min

House and Mitchell Cancer Institute

House and Mary Day, Class Act teacher at USA C&W

5:50am

The Christmas tree lighting is a free family event with local choirs, Santa, Ronald McDonald, and a patient (Maggie Carlisle) lighting the tree. The event is designed to encourage those in the hospital and to remind the community of the families served by the Hospital, the Ronald McDonald House and the Cancer Institute.

Also promoted through Facebook. WMXC's Mary Booth provided Christmas music for the event with the Lite Mix van.

Holiday Cheer at the Bull, Dec 3<sup>rd</sup>

Community

Mary & Mason

Lite Mix co-sponsored this wine tasting and live auction at the Bull on Dauphin St, to raise money for the Child Advocacy Center, providing legal and counseling services for sexually abused children. Promoted through recorded PSAs, live liners, Facebook and on the Mary & Mason page of litemix.com.

Elaine Henderson, Child Advocacy Center

11/28 at 8:20am

5 min

Mary & Mason

Community

Taste of Mobile, 10/25, Mobile Convention Center

Mary & Mason served as celebrity judges for this event by the Mobile Restaurant Association,

Thomas Smith, Goodwill Easter Seals

Judi

10/19 at 5:30am and 8:50am

5 min

benefitting Goodwill Easter Seals. Freeman, Cakes By Judi, Taste participant 10/22 at 8:50am, and 10/23 5:30am 5 min

On-air guests talked about the event, with over 40 restaurants and caterers offering samples of their best dishes... and talked about how the funds would provide local services for people with disabilities.

**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	COUNTY AGENT	Beth Walton, Alabama Marketmaker Coordinator, marketing local produce and seafood products	Jim Todd	10/07/2012 10:00 PM	014:34
COMMUNITY INVOLVEMENT	Home Room Mobile Co School System	13th Annual Kids Can Help Hunger Food Drive w/ Mobile County Schools	Carla Gardner	10/07/2012 10:15 PM	014:39
COMMUNITY INVOLVEMENT	Viewpoint Alabama	Empower Ministries special programs to benefit the community	Ryan Hawkins	10/07/2012 10:29 PM	025:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	COUNTY AGENT	Report on Farm to Table Program; upcoming agriculture education events at the Greater Gulf State Fa	Jim Todd	10/14/2012 10:00 PM	014:22
COMMUNITY INVOLVEMENT	Home Room Mobile Co School System	13th Annual Kids Can Help Hunger Food Drive w/ Mobile County Schools	Carla Gardner	10/14/2012 10:16 PM	014:39
Education	COUNTY AGENT	Mandy Marks, 4-H Agent Assistant; upcoming agriculture education events at the Greater Gulf State F	Mandy Marks	10/21/2012 10:00 PM	014:55
Environment	Home Room Mobile Co School System	News and information regarding the Environmental Center Open House	Susan Clemons	10/21/2012 10:16 PM	014:20
Health	Viewpoint Alabama 10-21-12	Stress management discussion with Professor from UAB school of nursing	Suzanne Fogner	10/21/2012 10:30 PM	025:00
Education	COUNTY AGENT	Mandy Marks, 4-H Agent Assistant; upcoming agriculture education events at the Greater Gulf Fair P2	Mandy Marks	10/28/2012 10:00 PM	014:55
Education	Home Room Mobile Co School System	Discussion about a new program in Mobile Co Schools called "Talk About It"	Carter Myers	10/28/2012 10:15 PM	014:42
Education	Viewpoint Alabama 10-28-12	Stress management discussion with Professor from UAB school of nursing	Scott Fitzgerald	10/28/2012 10:30 PM	024:59
Education	COUNTY AGENT	Mandy Marks, 4-H Agent Assistant; upcoming agriculture education events at the Greater Gulf Fair P2	Mandy Marks	11/04/2012 10:00 PM	014:30



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	Home Room Mobile Co School System	Discussion about a new program in Mobile Co Schools called "Talk About It"	Carter Myers	11/04/2012 10:15 PM	014:42
Local Charities	Viewpoint Alabama 11-4-12	Discussion regarding the Jimmy Hale Mission and services provided to less fortunate families	Tony Cooper	11/04/2012 10:30 PM	024:59
Education	COUNTY AGENT	Master Gardener activities; announcement of The Dust Bowl documentary	Jimmy Todd	11/11/2012 10:00 PM	014:29
Education	Home Room Mobile Co School System	Curriculum Instruction importance in Mobile County Schools	Dr. Carolyn Lee Taylor	11/11/2012 10:15 PM	014:04
Military	PUBLIC AFFAIRS FISHER HOUSE PROGRAM	Fisher Houses provide a home away from home for military families dealing with injury or illness.	Fisher House	11/11/2012 10:29 PM	029:59
Education	COUNTY AGENT	Master Gardener activities; announcement of The Dust Bowl documentary; holiday travel with foods	Jimmy Todd	11/18/2012 10:00 PM	013:34
Education	Home Room Mobile Co School System	Mobile County schools discussion - new schools, facility upgrades spending \$60 million	Tommy Sheffield	11/18/2012 10:13 PM	014:28
Community Involvement	Viewpoint Alabama 11-18-12	Information regarding New York after Sandy and how residents here can help	Chris Osbourne - Red Cross	11/18/2012 10:28 PM	024:59
Education	COUNTY AGENT	results of agriculture education events at the Greater Gulf State Fair ; Extension	Jimmy Todd	11/25/2012 10:00 PM	014:39

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		annual report; n			
Education	Home Room Mobile Co School System	Mobile County schools discussion - new schools, facility upgrades spending \$60 million	Tommy Sheffield	11/25/2012 10:15 PM	014:28
Education	Viewpoint Alabama 11-25-12	Fannie Mae/Freddie Mac discussion	Jim Milsteen	11/25/2012 10:29 PM	024:59
Education	COUNTY AGENT	results of agriculture education events at the Greater Gulf State Fair ; Extension annual report; n	Jimmy Todd	12/02/2012 10:00 PM	014:39
Education	Home Room Mobile Co School System	Junior ROTC program in Mobile County Schools	Corporal Donald Crabtree	12/02/2012 10:14 PM	014:31
Education	Viewpoint Alabama	Fannie Mae/Freddie Mac discussion	Jim Milsteen	12/02/2012 10:30 PM	024:59
Education	COUNTY AGENT	master gardener program; 4-H animal science program; new specialty crop emphasis	Jimmy Todd	12/09/2012 10:00 PM	014:22
Education	Home Room Mobile Co School System	Sports/PE/Drivers Ed discussion	Calvin Crist	12/09/2012 10:14 PM	014:09
Education	Viewpoint Alabama 12-9-12	Red Barn organization helps neglected children using rescued horses for therapy	Joy O'Neil	12/09/2012 10:29 PM	024:59
Education	COUNTY AGENT	history of agriculture in celebration of the Mobile County Bicentennial	Jimmy Todd	12/16/2012 10:00 PM	015:09
Education	PA Home Room Mobile Co School System	Cooking w/ Class program with Dir Of Child Nutrition	Suzanne Yates	12/16/2012 10:15 PM	014:30
Education	Viewpoint Alabama 12-16-12	Volunteer opportunities discussed with coordinator Kirsten	Kirsten Atkinson	12/16/2012 10:29 PM	025:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Atkinson from Humane Society			
Education	COUNTY AGENT	Holiday safety tips and care of holiday plants	Jimmy Todd	12/23/2012 10:26 PM	013:52
Education	COUNTY AGENT	overview of Extension programming available; livestock links newsletter available onli8ne; health a	Jimmy Todd	12/30/2012 10:00 PM	014:26
Education	PA Home Room Mobile Co School System	Cooking w/ Class program with Dir Of Child Nutrition	Suzanne Yates	12/30/2012 10:14 PM	014:30
Local Charities	Viewpoint Alabama 12-30-12	Salvation Army needs during the holidays	Brian Wallace	12/30/2012 10:29 PM	024:59

**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	ALSAC/St. Jude Gen recruitment PSA	000:15	031
Community	Amer Soc Suicide Prevention	000:30	039
Community	FOOD FOR LESS PSA WMXC	000:16	062

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Community	FOOD FOR LESS Salvation Army WMXC	000:15	038
Community	JOY TO LIFE PSA	000:30	016
Community	MULLINAX FORD St Mary's Home PSA	001:00	004
Community	MXC Moment of Silence Sandy Hook	000:26	001
Finance	NATIONAL FOUNDATION FOR CREDIT COUNSELING 1	000:20	002
Health	NATIONAL INST OF HEALTH PSA-Troy Landry	000:30	136
Health	NATIONAL INST. OF HEALTH Robertson	000:30	048
Environment	PARTNERS FOR ENVIRONMENTAL PROGRESS	000:30	021
Community	President Obama List of Newtown names	001:13	001
Education	PSA - CDC DRUNK DRIVING	001:01	001
Health	PSA - CDC STOP SMOKING	000:30	001
Health	PSA - CDC WEST NILE VIRUS	000:15	001
Health	PSA - CHILDHOOD OBESITY PREVENTION	000:30	001
Community	PSA - CHILDRENS MIRACLE NETWORK - LOCAL 1	000:16	006
Education	PSA - FORECLOSURE PREVENTION	000:31	002
Education	PSA - SS ELECTRONIC PAYMENTS	001:00	001
Education	PSA - ss.gov	000:29	002
Community	PSA - VOLUNTEERS OF AMERICA	001:00	003
Community	PSA Senior Bowl Charity Run	000:30	039
Community	PSA-CRIME PREVENTION-BURGLARY	001:00	001
Community	PSA-CRIME PREVENTION-INVASION	001:00	002
Community	PSA-PARALYZED VETERANS OF AMERICA	000:15	002
Community	PSA-PARALYZED VETERANS OF AMERICA	000:30	003
Community	PSA//HOLIDAY CHEER AT THE BULL	000:30	065
Community	SENIOR BOWL ON SALE	000:30	053
Community	VOA-PSA VETERANS FURNISHINGS	000:30	022
Community	VOLUNTEERS OF AMERICA PSA	000:30	010

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Community	WMXC PROMO/Making Strides	000:29	091
Community	WMXC PROMO/Making Strides	000:33	092
ARTS	SMITHSONIAN	000:31	003
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	008
Local Charities	Animal Rescue Foundation	000:16	010
Local Charities	ANIMAL RESCUE-Woofstock PSA	000:16	010
Local Charities	Childrens Miracle Network	000:29	027
Local Charities	Childrens Miracle Network	000:30	008
Local Charities	MANNA FOOD BANK	000:16	012
Local Charities	Mobile SPCA	000:30	012
Local Charities	St Marys Home for Children	001:00	031
MILITARY AND VETERANS	Fisher House	000:30	042
SELF ESTEEM	SPECIAL OLYMPICS	000:24	008
SELF ESTEEM	SPECIAL OLYMPICS	000:29	001
SELF ESTEEM	SPECIAL OLYMPICS	000:30	059
SELF ESTEEM	SPECIAL OLYMPICS	000:31	020