

WMXC
Mobile, AL
Quarterly Issues/Programs List
Third Quarter, 2014
10/06/2014

WMXC
Quarterly Issues/Programs List

**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	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
		Christmas in July at Hank Aaron Stadium, Sun July 27 th for USA Children's & Women's Hospital			
Health & Wellness	Mary & Mason	Lite Mix 99.9 teamed up with the Mobile BayBears for a Christmas-themed game at the Hank. WMXC brought Mixen the Lite Mix Reindeer for photos and mascot activities. We had ornament coloring for kids, and a raffle to raise money for the hospital. We also promoted online ticket sales to benefit the hospital. WMXC promoted the event in an email blast to listeners, Facebook, Twitter, live liners and Best Bets for the Weekend at litemix.com.	Bradley Reynolds, Mobile Baybears Marketing	Thursdays in July at 8:20am	5 min

Family & Social Impact	Mary & Mason	<p>Cheers to Children wine tasting & auction, 7/28/14 at Café 615, to benefit The Child Advocacy Center in Mobile. The center helps children who are victims of abuse. WMXC ran recorded promos and live liners, and had a dedicated web page at litemix.com for the event. Cheers to Children raised \$24,000...up from \$17, 000 the year before.</p>	Elaine Henderson, Child Advocacy Center	7/23 at 8:50am and 7/24 at 5:30am	5 min
Health & Wellness	Mary & Mason	<p>Dog Days of Summer Blood Drive, 7/16 at WMXC studio building, with media partner WKRG TV 5 and LifeSouth</p> <p>For every unit of blood collected, a stuffed Beau the Bloodhound puppy was given to a child at our local children's hospital. The drive was conducted in honor of Luke Courtney, a local child who has gone through numerous blood transfusions.</p>	Lucy Radcliff, LifeSouth	7/11 at 5:30am and 8:50am	5 min
	Mary & Mason	<p>79 units of blood were collected, and 79 stuffed puppies were dropped off at USA Children's & Women's Hospital.</p> <p>Bebo's Blood Drive, 8/13-8/15</p>			
Health & Wellness		<p>The 25th anniversary blood drive with the American Red Cross took place Wednesday at Daphne City Hall, and Thursday/Friday at Bel Air Mall and the Foley Civic Center. Since the drive began in 1989, over 14,600 units of blood have been collected.</p>	Sara Alter, American Red Cross	8/12 at 8:50am	5 min
Health & Wellness	Mary & Mason	<p>Girls Just Wanna Have Fun, 9/19 at the Alabama Cruise Terminal</p> <p>It's a Girls Night Out to raise money for the Ronald McDonald House in Mobile The Ronald McDonald House gives families</p>	Mary McAleer (Ronald McDonald House), Tara Hickey, event committee	9/11 at 8:50am, 9/12 5:30am	5 min

who live at least 25 miles away from the hospital a home-like place to live, with meals and a room, while a child is in the hospital. Promoted on Facebook.

Family & Social Impact; Health & Wellness	Mary & Mason	Jennifer Claire Moore Foundation Annual Professional Rodeo, Foley Horse Arena 8/7-8/9	Frances Holk-Jones, who founded the program after her daughter's suicide 17 years ago	8/5 at 8:20am, 8/6 at 5:30am 5 min
Family & Social Impact	Mary & Mason	The Exchange Club Family Center, 5 th Annual Auction for Action, 9/16 at the Mobile Marriott	Lydia Pettijohn, Executive Director	9/15 at 8:20am 5 min
Family & Social Impact	Mary & Mason	Pirates for Patriots Disc Golf Tournament 9/20 at Fairhope's Volanta Sports Complex	J.C. Cannon	9/18 at 8:50am
		The tournament was a benefit for Wounded Warriors Project. The inaugural event raised \$5140. Promoted on Facebook.		

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:** Worker Protection Standard training; Master Gardener programs; National County Agent Conference wra
- **Air Quality:** Keep Alabama Beautiful discussion about air quality in the state
- **Community Awareness:** United Way involvement in Mobile County Schools
- **COMMUNITY INVOLVEMENT:** Update on National County Agents Conference in Mobile July 20-24, 2014, local sources of produce
- **Diabetes Awareness:** Juvenile Diabetes Research Foundation
- **Economic Development:** Sales Tax on food items in Alabama
- **Education:** Civil Air Patrol
- **Environment:** Howlaween 5k Trail Run benefitting Wild Life Rehab program at Environmental Center
- **Family Issues:** Lovelady Center of Alabama
- **Homeland Security:** Homeland Security office / FBI Birmingham
- **Immunization:** Adult immunization/vaccination in the state of Alabama
- **Local Economy:** Oyster gardening; oyster trail; local farmers markets; National County Agent Conference;
- **Military:** Labor Day Special-Support the Military
- **MILITARY AND VETERANS:** iHeartRadio Show Your Stripes Vet hiring program

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Local Economy	PA COUNTY AGENT 7-6-14	Oyster gardening; oyster trail; local farmers markets; National County Agent	Jimmy Todd	07/06/2014 10:00 PM	014:33

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Conference;					
Education	Home Room MOB County Schools 7/6/14	Augusta Evans school opening this year	Alan Bagget	07/06/2014 10:14 PM	014:57
MILITARY AND VETERANS	Show Your Stripes July 4th Weekend	iHeartRadio Show Your Stripes Vet hiring program	SHOW YOUR STRIPES	07/06/2014 10:30 PM	026:00
Local Economy	PA COUNTY AGENT 7-13- 14	MaryJo Broussard, new Agent Assistant to work with 4-H Youth Classroom in th Forest program.	Jimmy Todd	07/13/2014 10:00 PM	014:45
Education	Home Room MOB County Schools 7/13/14	Augusta Evans school opening this year	Alan Bagget	07/13/2014 10:14 PM	014:57
Air Quality	Viewpoint Alabama 7-13- 14	Keep Alabama Beautiful discussion about air quality in the state	Matt Lakey	07/13/2014 10:29 PM	029:56
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 7-20- 14	Update on National County Agents Conference in Mobile July 20-24, 2014, local sources of produce	Jimmy Todd	07/20/2014 10:00 PM	014:24
Education	Home Room MOB County Schools 7/20/14	Augusta Evans school opening this year	Alan Bagget	07/20/2014 10:14 PM	014:57
Education	Viewpoint Alabama 7-20- 14	Civil Air Patrol	Glenn Sharp	07/20/2014 10:29 PM	029:56
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 7-27- 14	Mobile County Produce; upcoming Master Gardener lunch n learn	Jimmy Todd	07/27/2014 10:00 PM	014:24
Community Awareness	Home Room MOB County Schools 7/27/14	Fire Safety Education	Dwight Smith	07/27/2014 10:14 PM	015:34
Family Issues	Viewpoint Alabama 7-27- 14	Lovelady Center of Alabama	Brenda Spawn	07/27/2014 10:29 PM	029:58
Agriculture	PA COUNTY AGENT 8-3- 14	Worker Protection Standard training; Master Gardener programs; National County	Jimmy Todd	08/03/2014 10:00 PM	012:13

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Agent Conference wra					
Community Awareness	Home Room MOB County Schools 8/3/14	Information Technology advancements in Mobile County Schools	David Ackredge	08/03/2014 10:12 PM	014:40
Economic Development	Viewpoint Alabama 8-3-14	Sales Tax on food items in Alabama	Dr. Scott Bolier	08/03/2014 10:27 PM	030:02
Agriculture	PA COUNTY AGENT 8-10-14	Mobile County Soil and Water District programming with April Griffith.	Jimmy Todd	08/10/2014 10:00 PM	012:58
Community Awareness	Home Room MOB County Schools 8/3/14	Information Technology advancements in Mobile County Schools	David Ackredge	08/10/2014 10:13 PM	014:40
Economic Development	Viewpoint Alabama 8-3-14	Sales Tax on food items in Alabama	Dr. Scott Bolier	08/10/2014 10:28 PM	030:02
Agriculture	PA COUNTY AGENT 8-17-14	Annual report of Extension programming	Jimmy Todd	08/17/2014 10:00 PM	011:52
Economic Development	Viewpoint Alabama 8-17-14	MDA support in the state of Alabama	Casey Ramey	08/17/2014 10:12 PM	030:02
Agriculture	PA COUNTY AGENT 8-24-14	Mobile County Agricultural Museum; Greater Gulf State Fair and Extension programming	Jimmy Todd	08/24/2014 10:00 PM	011:33
Community Awareness	Home Room MOB County Schools 8/24/14	Football programs in Mobile County Public Schools	Calvin Christy	08/24/2014 10:11 PM	014:43
Economic Development	Viewpoint Alabama 8-24-14	Alabama Music Heritage	Carla Jean Whitley	08/24/2014 10:26 PM	029:49
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 8-31-14	Greater Gulf State Fair and Extension programming	Jimmy Todd	08/31/2014 10:00 PM	011:53
Community Awareness	Home Room MOB County Schools 8/31/14	Back to school safety	Calvin Christy	08/31/2014 10:11 PM	014:43
Military	SHOW YOUR	Labor Day Special-Support the	SHOW	08/31/2014	026:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	STRIPES	Military	YOUR STRIPES	10:26 PM	
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 9-7-14	Upcoming Extension programs: Forestry 101; Trapping 101	Jimmy Todd	09/07/2014 10:00 PM	012:03
Community Awareness	Home Room MOB County Schools 9/7/14	United Way involvement in Mobile County Schools	Alan Turner	09/07/2014 10:12 PM	015:31
Diabetes Awareness	Viewpoint Alabama 9-7-14	Juvenile Diabetes Research Foundation	Aubrey Miller	09/07/2014 10:27 PM	029:58
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 9-14-14	Upcoming Extension programs: Forestry 101; Trapping 101	Jimmy Todd	09/14/2014 10:00 PM	012:22
Community Awareness	Home Room MOB County Schools 9/14/14	Student services in Mobile County Schools	Terrence Mixon	09/14/2014 10:13 PM	015:31
Immunization	Viewpoint Alabama 9-14-14	Adult immunization/vaccination in the state of Alabama	David Kim	09/14/2014 10:29 PM	030:02
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 9-21-14	Upcoming Extension programs: Forestry 101; Trapping 101	Jimmy Todd	09/21/2014 10:00 PM	012:22
Community Awareness	Home Room MOB County Schools 9/21/14	Student services in Mobile County Schools	Terrence Mixon	09/21/2014 10:13 PM	015:31
Immunization	Viewpoint Alabama 9-21-14	Adult immunization/vaccination in the state of Alabama	David Kim	09/21/2014 10:29 PM	030:02
COMMUNITY INVOLVEMENT	PA COUNTY AGENT 9-28-14	Upcoming Extension programs: beekeeping; information on weed control	Jimmy Todd	09/28/2014 10:00 PM	012:22
Environment	Home Room MOB County Schools 9/28/14	Howlaween 5k Trail Run benefitting Wild Life Rehab program at Environmental Center	Susan Clemons	09/28/2014 10:12 PM	014:52
Homeland Security	Viewpoint Alabama 9-28-14	Homeland Security office / FBI Birmingham	David Kim	09/28/2014 10:27 PM	030:02

**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
Community	ABA-ALA STATE PARKS	000:30	071
Family Issues	PSA GENERIC Covenant Hospice-Evening of Comedy	000:30	030
Community	VOLUNTEERS OF AMERICA PSA Fiskars	000:30	011
Community	VOLUNTEERS OF AMERICA PSA Veterans Furnishings	000:30	026
Community	AD COUNCIL	000:15	001
Community	AD COUNCIL	000:30	002
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	001
Education	AD COUNCIL	000:14	003
Education	AD COUNCIL	000:15	002
Education	AD COUNCIL	000:29	001
Family Issues	AD COUNCIL	000:30	003
Family Issues	AD COUNCIL	001:01	002
Family Issues	AL Dept. of Human Resources	000:30	094
Family Issues	Child Advocacy Center	000:30	129
GLOBAL CITIZEN FEST	GLOBAL CITIZEN FEST	000:31	002
Health	USA Children/Women's Hospital	000:16	006
Legal	Ala Bar Assoc	000:30	028

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Local Charities	Volunteers of America	001:00	003
Military	Employee Support GuardReserve	000:30	001
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	097
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	001
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	003
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	036
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	046
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	043
Public Safety	NHTSA	000:15	005
SAFE DRIVING	SAFE SUMMER DRIVING	000:27	014
SAFE DRIVING	SAFE SUMMER DRIVING	000:28	029
Technology	Centers for Disease Control	001:01	001