

WMXC
 Mobile, AL
 Quarterly Issues/Programs List
 Second Quarter, 2013
 07/05/2013

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 www.litemix.com . Also promoted on Lite Mix Facebook page.	Janine Woods with the Mobile SPCA	Wednesdays at 8:20	5 min
Community	Mary & Mason	Distinguished Young Women of America scholarship competition is held in Mobile, with 50 high school seniors competing. (Formerly America's Junior Miss). Contestants appeared on the Morning Show to talk about their experiences and impressions of Mobile.	Ciera Horton of Florida and Ling Zeng of California Rhode Island's Nisa Villareal and Utah's Brianna Bracey	6/18/13 and 6/25/13 in 8am hour, and 6/19 and 6/26 in 5am hour	5 min
Economy	Mary & Mason	Airbus groundbreaking at Brookley-- Covered as lead story in all newscasts, with information		Mon 4/8/13	

on the economic impact on Mobile, with jobs from the new plant and its suppliers (the first of which also broke ground). Linked on WMXC Facebook page for the live streaming of the groundbreaking ceremony on the city of Mobile website.

		Stamp Out Hunger food drive, 5/11/13			
Community	Mary & Mason	The National Association of Letter Carriers teamed up with the Bay Area Food Bank in Mobile to collect thousands of pounds of canned goods during this one-day food drive. Residents of Mobile/Baldwin and surrounding areas were asked to leave a bag of food by their mailbox for carriers to pick up and deliver to the food bank.	Dave Reaney, Director Bay Area Food Bank, and Eugene Williams, NALC	5/7/13 at 5:30am and 8:50am	5 min
Economy	Mary & Mason	Downtown Living Tour, 5/18/13			
		The tour is an opportunity for area real estate professionals and the public to experience various forms of an urban lifestyle in one afternoon...including lofts, single family homes, and luxury townhomes. The goal is to show that living downtown offers more options than any other neighborhood.	Carol Hunter, Downtown Mobile Alliance	5/15/13, 5am and 8am hours	5 min
Community/Health	Mary & Mason	March of Dimes for Babies, May 4 th at Five Rivers Delta Resource Center	Riley McDuff, March of	4/22/13 at 8:50am and 4/23/13 at	5 min

Dimes 5:30am

This is the first time the Walk has been combined for both Mobile and Baldwin counties. Funds raised support programs to help moms have healthy, full-term pregnancies and research to find answers to serious problems that threaten babies.

Mary & Mason Full House Poker Run to benefit Ronald McDonald House, 5/25/13

The event raises money to help families by providing a place for them to stay while their children are in the hospital. Liz Calci talked about the House and also the new RMH room in the USA Children's & Women's Hospital expansion. It will provide a home-like atmosphere for other families who just need a place to do laundry, cook a meal, or take a shower, but don't need a place to stay. (Photos of the room were included in a photo gallery of the hard-hat tour of the hospital expansion that WMXC's Mary Booth took on 5/14/13; they were posted at litemix.com and on Facebook)

Community/
Health

Liz Calci, Ronald McDonald House 5/22/13 at 8:50am and 5/23/13 at 5:30am 5 min

The motorcycle ride and post party had a Memorial Day theme, stopping at Memorial parks in Baldwin County.

Community/ Mary & The Art of Making Miracles Local artist 6/17/13 at 5 min

Health	Mason	benefit for USA Children's and Women's Hospital, 6/20/13 at The Venue in Fairhope	Nall, and PJ Howard of RE/MAX	8:20am and 6/18/13 at 5:50am	
		Local artist Nall, along with at least 40 other artists, contributed works to be auctioned off at this event, which also featured live music, food, and beverages. The event was presented by RE/MAX of Orange Beach.			
		Family Promise of Coastal Alabama, 10 th anniversary Gala			
Community/ Economy	Mary & Mason	Family Promise is the only organization in Mobile County that provides homeless shelter for entire families. It also assists them in identifying and solving the issues that led to their homelessness. Family Promise says it has an 85% success rate in helping families secure safe, permanent housing and get back into the community. Gala was open to the public and promoted through Lite Mix Facebook page.	Stacey Killingsworth, Family Promise	5/13/13 at 8:50am	5 min
		9 th Annual Gulf Coast Hot Air Balloon Festival, 6/14/13- 6/15/13			
Economy	Mary & Mason	The event brings in almost 50 balloonists from 13 states for a 2 day festival in Foley. The South Baldwin Chamber of Commerce says the event has become a big moneymaker for Foley, bringing in a lot of tourists.	Donna Watts, South Baldwin Chamber of Commerce	6/11/13 at 8:50am and 6/12/13 during 5am hour	5 min
Community	Mary &	Memorial Day Weekend		Best Bets,	5 min

Mason 5/26/13 and 5/27/13 6/24/13 at
6:50am and
7:50am

WMXC promoted area Memorial Day events in Best Bets at litemix.com and on air. Flag raising ceremonies and other Memorial Day observances took place in Mobile, Bay Minette, Spanish Fort, Pensacola, and at Naval Air Station Pensacola.

Community/ Health	Mary & Mason	1 st Annual Williams Syndrome Kruzin for the Kids Poker Run, 6/1/13 from Waveland MS to Mobile Bay Harley Davidson	Searcy Kelley, Williams Syndrome Association	5/29/13 at 8:50am and 5/30/13 at 5:30am	5 min
		Searcy Kelley, regional chair of the Williams Syndrome Association, shared with us about this syndrome and how it has affected her 3 year old daughter Eloise			

**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 4/7/13	Denise Heubach, Urban Regional	Jimmy Todd	04/07/2013 10:00 PM	014:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Extension Agent Urban Horticulture and Forestry; upcoming Rain barrel			
Education	PA Home Room Mobile Co School System	Blunt Signature Academy	Jerome Woods	04/07/2013 10:14 PM	014:29
Health	Viewpoint Alabama 4-7-13	American Cancer Society Mid South Region	Mary Katheryn Walker	04/07/2013 10:29 PM	025:00
Education	PA COUNTY AGENT 4/15/13	April Griffin, Soil and Water Conservation District, results of recent Water Festival and upcoming	Jimmy Todd	04/14/2013 10:00 PM	013:16
Education	PA Home Room Mobile Co School System	BC Rain Signature Academy	Marlin Frill	04/14/2013 10:13 PM	014:48
Health	Viewpoint Alabama 4-14-13	American Cancer Society Mid South Region	Mary Katheryn Walker	04/14/2013 10:28 PM	025:00
Education	PA COUNTY AGENT 4/21/13	Oyster Gardening Program, Trees, Trucks, and Power lines; Hurricane Preparedness Tree Safety Program;	Jimmy Todd	04/21/2013 10:00 PM	015:22
Education	PA Home Room Mobile Co School System	BC Rain Signature Academy	Marlin Frill	04/21/2013 10:15 PM	014:48
Education	Viewpoint Alabama 4-21-13	Lakeshore Foundation	Jeff Underwood	04/21/2013 10:32 PM	024:59
Education	PA COUNTY AGENT 4/28/13	Hurricane Preparedness Tree Safety Program; Farm to Table; Affordable Care Act workshop	Jimmy Todd	04/28/2013 10:00 PM	015:29
Education	PA Home Room Mobile Co School	Superheroes Program at Mobile County Schools	Suzanne Yates	04/28/2013 10:15 PM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	System				
Community	Viewpoint Alabama 4-28-13	Salvation Army efforts in catastrophe assistance	Mark Jones	04/28/2013 10:30 PM	024:59
Education	PA COUNTY AGENT 5/12/13	Farm to Table; Rosa A. Lott Historic Preservation Society events and activities, Mandy Marks guest	Jimmy Todd	05/12/2013 10:00 PM	013:08
Community	Viewpoint Alabama	Salvation Army efforts in catastrophe assistance	Mark Jones	05/12/2013 10:13 PM	025:00
Education	PA COUNTY AGENT 5/19/13	Farm to Table; PJ Waters, Fisheries Extension Specialist; pond management program and upcoming work	Jimmy Todd	05/19/2013 10:00 PM	013:57
Education	PA Home Room Mobile Co School System	Old School uniforms being donated to the Salvation Army	Larissa Dickinson/Katy Emer	05/19/2013 10:14 PM	013:42
Tourism	Viewpoint Alabama 5-19-13	Dan Rowe with the Panama City Beach Convention and Visitors Bureau	Dan Rowe	05/19/2013 10:27 PM	024:59
Education	PA COUNTY AGENT 5/26/13	Row Crop update; Master Gardener lunch and learn; pond management program and upcoming workshop	Jimmy Todd	05/26/2013 10:00 PM	014:26
Education	PA Home Room Mobile Co School System	Summer Reading Programs	Marilyn Houser	05/26/2013 10:14 PM	014:31
Health	Viewpoint Alabama 5-26-13	Breast Cancer Research Center of Alabama	Shrry Ellis	05/26/2013 10:29 PM	024:59
Education	PA COUNTY AGENT 6/2/13	Buy local buy fresh produce; Master Gardener lunch and learn; affordable care act workshop	Jimmy Todd	06/02/2013 10:00 PM	014:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	PA Home Room Mobile Co School System	Summer Activities to keep kids in shape	Calvin Chris	06/02/2013 10:14 PM	015:00
Education	Viewpoint Alabama 6-2-13	Susan G Komen fundraising events for Summer	Tim Blanton	06/02/2013 10:30 PM	024:59
Education	PA COUNTY AGENT 6/9/13	Master Gardener Home Gardening Phone Line; buy local buy fresh produce; Master Gardener lunch and	Jimmy Todd	06/09/2013 10:00 PM	014:23
Education	PA Home Room Mobile Co School System	Healthy Summer eating suggestions for kids to avoid too much junk food	Suzanne Yates	06/09/2013 10:14 PM	014:06
Education	Viewpoint Alabama 6-9-13	Susan G Komen fundraising events for Summer	Allison Mandy	06/09/2013 10:28 PM	025:00
Education	PA COUNTY AGENT 6/16/13	Master Gardener Home Gardening Phone Line; Extension Update, Crop Update; 4-H Animal Science Program	Jimmy Todd	06/16/2013 10:00 PM	014:15
Education	PA Home Room Mobile Co School System	Discussion with School Superintendent Martha Peak reviewing past school year	Martha Peak	06/16/2013 10:16 PM	014:37
Education	Viewpoint Alabama 6-16-13	Southeastern Diabetes Education Services	Rhonda McDavid	06/16/2013 10:30 PM	024:59
Education	PA COUNTY AGENT 6/23/13	Jams and Jellies class; local farm markets; Farm Market Day; Master Gardener Home Garden Information	Jimmy Todd	06/23/2013 10:00 PM	014:30
Education	Viewpoint Alabama 6-23-13	Alabama Humane Society	Phil Doster	06/23/2013 10:14 PM	025:00
Education	PA COUNTY AGENT 6/30/13	Economic Impact report on agriculture; Jams and Jellies class; Master Gardener Home	Jimmy Todd	06/30/2013 10:00 PM	015:11

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Garden Information					
Education	Viewpoint Alabama 6-30-13	Alabama Planning Commission	Lindsay West	06/30/2013 10:15 PM	025:00
Education	PA Home Room Mobile Co School System	Assistant superintendent retiring	Dr. Carolyn Lee Taylor	06/30/2013 10:40 PM	015:26

**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
Local Charities	CHILDREN'S HOME SOCIETY PSA	000:29	023
Local Charities	GUMBO COOKOFF PSA	000:30	010
Local Charities	LOCAL CHARITIES-ALABAMA BROADCASTERS	000:30	032
Local Charities	PSA Generic CHS Sunday of Soundside Splendor	000:32	010
Veteran Services	VOA-PSA VETERANS FURNISHINGS	000:30	151
ARTS	SMITHSONIAN	000:31	032
Community	AD COUNCIL	000:15	002
Community	AD COUNCIL	000:30	003
Crime	Crime Prevention Council	000:30	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Crime	Crime Prevention Council	000:31	004
Crime	Crime Prevention Council	001:00	001
Crime	Crime Prevention Council	001:01	001
DISASTER RELIEF	AMERICAN RED CROSS	000:30	018
Education	AD COUNCIL	000:14	003
Education	AD COUNCIL	000:15	001
Family Issues	AD COUNCIL	001:01	001
Family Issues	AL Dept. of Human Resources	000:30	083
Health	March of Dimes	000:31	009
Health	USA Children/Women's Hospital	000:16	013
HEALTH AND FITNESS	Centers for Disease Control	000:30	003
HEALTH AND FITNESS	Centers for Disease Control	001:00	003
HEALTH AND FITNESS	Centers for Disease Control	001:01	003
Legal	Ala Bar Assoc	000:29	039
Legal	Ala Bar Assoc	000:30	160
Local Broadcasters	NAB	000:30	011
Local Broadcasters	NAB	001:00	012
Local Charities	Alabama Broadcasters Assoc	000:30	023
Local Charities	American Diabetes Association	000:30	030
Local Charities	Children's Home Society	000:33	009
Local Charities	Children's Home Society	000:34	001
Local Charities	Juvenile Diabetes Research Fn	000:30	039
Local Charities	Lions Club	000:30	040
Local Charities	Meditation Center of Alabama	000:31	004
Local Charities	SHARE OUR STRENGTH	000:15	010
Local Charities	St Benedict School	000:30	023
Local Charities	Volunteers of America	001:00	001
Local Economy	Ala Broadcasters Assoc	000:31	020
Local Economy	Mobile SPCA	000:30	009

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Military	Employee Support Guard Reserve	000:30	010
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	057
MILITARY AND VETERANS	Alabama State Bar	000:30	004
MILITARY AND VETERANS	CCM+E / Monster.com	000:30	047
MILITARY AND VETERANS	CCM+E / Monster.com	000:31	006
MILITARY AND VETERANS	Fisher House	000:30	034
MILITARY AND VETERANS	Paralyzed Vets of America	000:15	007
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	127
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	045
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	019
Personal Finance	Alabama State Bar	000:30	015
Personal Finance	NFCC	000:20	007
Personal Finance	Social Security Administration	000:29	004
Personal Finance	U.S. Treasury / HUD	000:31	003
POVERTY	SHARE OUR STRENGTH	000:31	044
Public Safety	Ala Dept of Public Safety	000:30	027
Public Safety	NHTSA	000:15	002
Public Safety	Tameron Honda	000:16	003
Tourism	Pensacola Jazzfest	000:30	020