

WMXC  
 Mobile, AL  
 Quarterly Issues/Programs List  
 First Quarter, 2015  
 04/06/2015

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:

- **Community Awareness**
- **Education**
- **Winter Travel**
- **Unemployment**

**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 <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, 1/1/15-3/6/15	5 min
Community	Mary & Mason	Spay-athon, with Spring Hill Animal Clinic and Save-a-Stray, Feb 20 <sup>th</sup> ; Volunteer doctors worked around the clock to spay	Dr. Jeni Knizley, Spring Hill Animal Clinic;	2/3/15, 5:30am and 8:50am	5 min

		and neuter 135 dogs and cats for free.	Stephanie Eads-Williamson, Save-a-Stray		
Community	Mary & Mason	The Haven's 12 <sup>th</sup> annual Mystic of Mutts parade, to raise money for The Haven, Fairhope's no-kill shelter	Jenny Williams, chairwoman of the parade; Shannon Hesse, mother of Queen Lola, honored pet in the parade	2/4 at 5:30am and 2/5 at 8:50am	5 min
Health	Mary & Mason	Hearts for Athletes, Ribs for Heart fundraiser on 2/28/15 in Spanish Fort. Amy Cockrell, whose son had a cardiac incident while working out, explains Heart for Athletes mission to provide free cardiac screenings for student athletes in Mobile and Baldwin counties and promote CPR/AED awareness. Lite Mix promoted on the Morning Show and on Facebook.	Amy Cockrell, Heart for Athletes		5 min
Education	Mary & Mason	38 <sup>th</sup> Annual Taste of Mobile on March 3 <sup>rd</sup> , to raise money for a scholarship program for graduates of Murphy High School's culinary program, to attend higher education in the culinary field. Sponsored by the Mobile Chapter of the Alabama Restaurant Association.	Chef Chris Lambert, Mobile Marriott Hotel	2/13/15, 5:30am and 8:50am	5 min
Veterans	Mary & Mason	Mobile Aerofest, March 20-21, Mobile Aeroplex at Brookley Field Aerofest combined music, art, sports, education and festivities, to raise money	Dave Glassman, Steve Barshov, Mobile Aerofest	2/20/15 at 5:30am & 8:50am	5 min

for programs supporting injured veterans. On Facebook, a dedicated page at [www.litemix.com](http://www.litemix.com), recorded PSAs, live liners, and in Best Bets for the Weekend on the WMXC website.

Community	Mary & Mason	<p>Jubilee Bargains, March 5-7, Cottage Village Shopping Center; This is the Junior League of Mobile's newest fundraiser, a community rummage sale to fund the League's community outreach programs. This year's area of focus is Healthy Children: Hunger, Fitness and Nutrition.</p>	<p>Gayle Shoultz, Chandra Stewart, Junior League</p>	<p>3/3/15 at 8:50am and 3/4/15 at 5:30am</p>	5 min
Health	Mary & Mason	<p>American Cancer Society Chili Cookoff, March 7<sup>th</sup> at The Grounds Teams compete for trophies and bragging rights as people vote for their favorite chili, to raise money for community programs for those with cancer. iHeartMedia fielded a team (and won 1<sup>st</sup> place in the Wild Game category with Flora-Bama). Supported through Facebook and Best Bets for the Weekend, as well as recorded PSA's.</p>	<p>Marlene Rathle, American Cancer Society, Mobile Chapter</p>	<p>3/5/15 at 5:30am and 8:50am</p>	5 min
Health	Mary & Mason	<p>St Baldrick's Event for Caroline, Sun 3/29/15 at USA Children's &amp; Women's Hospital Volunteers shave their heads in exchange for donations to fund childhood cancer research through the St Baldrick's Foundation. The event was the idea of</p>	<p>Brian Bonner, father of cancer victim</p>	<p>3/24/15 at 2:15pm</p>	2 min

Julia Richmond, whose sister Caroline died in 2013 of A.L.L. Other friends and family of children with cancer also raised money and shaved their heads, including Brian Bonner, father of 7 year old Aiden, who died in January and had been one of the children WMXC interviewed during its CMN Radiothon for Kids in 2014. More than 35 people were shaved during the event, raising over \$9,500. WMXC's Mary Booth emcee'd the event. Supported online, [litemix.com/onair/mary](http://litemix.com/onair/mary) and on the Lite Mix 99.9 Facebook page, with posts prior to the event, photos during the event, and photos & articles afterward.

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LOCAL PROGRAMMING**

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	Home Room MOB County Schools	Area school kids giving back to the community	Renee Phillips	01/04/2015 10:12 PM	015:00
Community Awareness	Viewpoint Alabama	Civil Air Patrol of Alabama	Glenn Sharp	01/04/2015 10:29 PM	030:02
Education	Home Room	Magnate Schools available in Mobile County	Debra Smith	01/11/2015 10:12 PM	015:42

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	Viewpoint Alabama	Promoting school choice for students around the country	Andrew Campinella	01/11/2015 10:28 PM	029:57
Education	Home Room	Nancy Pierce discusses upcoming changes for 2015 in Mobile County Schools	Nancy Pierce	01/18/2015 10:12 PM	015:27
Education	Viewpoint Alabama	The latest on getting UAB to reverse their decision to cancel the football program	Rep. Jack Williams	01/18/2015 10:28 PM	029:57
Education	Home Room	School teacher training and professional development - national board certification	Valerie Johnson	01/25/2015 10:12 PM	015:27
Winter Weather Safety	Viewpoint Alabama	Winter weather tips on conserving powers and tips to prepare for winter.	Keisa Sharp	01/25/2015 10:28 PM	030:02
Education	Home Room	Mobile County Schools update	Nancy Pierce	02/01/2015 10:12 PM	015:27
Travel	Viewpoint Alabama	AAA Travel Show	Clay Ingram	02/01/2015 10:29 PM	030:02
Unemployment	Viewpoint Alabama	Programs for adults who are chronically unemployed	Ty Coffey	02/08/2015 10:11 PM	030:27
Heart Disease	Viewpoint Alabama	American Heart Month	Dr. Donna Arnett	02/08/2015 10:27 PM	030:02
Tax Filing	Viewpoint Alabama	Update on tax file season and law changes that affect tax payers	Glenn Sharp	02/15/2015 10:12 PM	030:02
Education	Home Room	Mobile County Schools update	Nancy Pierce	02/22/2015 10:12 PM	015:02
Education for Parents	Viewpoint Alabama	Alabama Parenting Assistance Line	April Kendrick	03/01/2015 10:13 PM	030:17
Education	Home Room	Mobile County Schools update	Nancy Pierce	03/01/2015 10:30 PM	015:02
Senior Citizens	Viewpoint Alabama	Program from the Crisis Center for Senior Citizens and Caregivers	Anna Sullivan	03/08/2015 10:12 PM	030:17
Education	Home Room	Mobile County Schools update	Nancy Pierce	03/08/2015 10:28 PM	030:02
Finance	Viewpoint Alabama	Interest Rates on mortgages	Will Worthington	03/15/2015 10:12 PM	030:17

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Breast Cancer	Viewpoint Alabama	New Book detailing Crystal Grey's journey of dealing with breast cancer	Bill & Crystal Grey	03/15/2015 10:29 PM	030:02
Education	Home Room	Mobile County Schools update	Nancy Pierce	03/22/2015 10:00 PM	015:02
Politics	Viewpoint Alabama	Discussion regarding a career in politics	Sen Scott Beason	03/29/2015 10:12 PM	030:20
Education	Home Room MOB County Schools	Area school kids giving back to the community	Renee Phillips	03/29/2015 10:28 PM	017:02

**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
Entertainment	ABA-Alabama State Parks 2015 PSA	000:30	012
Cancer Awareness	AMERICAN CANCER SOCIETY Chili Cookoff WMXC	000:29	121
Local Charities	COVENANT HOSPICE-Art of Fashion	000:31	027
Local Charities	GREATER GULF STATE FAIR Raise the roof	000:31	023
Hunger	LOCAL GOODNESS PSA	000:30	004
Education	PSA FOSTERING SCIENCE SKILLS	000:29	001
Finance	PSA MAKING A HOME AFFORDABLE "15"	000:15	001
Nutrition	PSA NUTRITION EDUCATION 60	001:00	002

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Local Charities	TRANSAMERICA SAMS EVENT	000:30	031
Local Charities	VOA PSA Beacon on the Bay	000:30	005
Local Charities	VOLUNTEERS OF AMERICA PSA Thank You	000:30	037
Core Values	AD COUNCIL	001:00	002
Crime	AD COUNCIL	001:00	002
Environment	US ARMY	000:16	001
Family Issues	AL Dept. of Human Resources	000:30	145
Health	USA Children/Women's Hospital	000:15	013
Health	USA Children/Women's Hospital	000:29	010
Health	USA Children/Women's Hospital	000:30	037
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	005
Local Charities	Childrens Hospital Sacred Hea	000:30	029
Local Charities	Rotary	000:30	002
Local Charities	United Way	000:30	001
MILITARY AND VETERANS	Alabama Natl. Guard	000:30	152
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	010
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	021
Public Health	AD COUNCIL	001:00	002
Public Health	Autism Speaks	000:28	005
Public Health	Autism Speaks	001:00	001
Public Safety	AD COUNCIL	001:00	001
Public Safety	NHTSA	000:59	001
Tourism	SENIOR BOWL	000:29	018