

WMXC
Mobile, AL
Quarterly Issues/Programs List
First Quarter, 2016
04/04/2016

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:

- **Breast Cancer Awareness:** Services provided to breast cancer patients and survivors by Breast Cancer Research Foundation of Alabama
 - **Childhood Cancer:** St Jude Joy of Life Ball; the work St Jude's Children's Research Hospital is doing in the lives of those affected by childhood cancer
 - **COMMUNITY INVOLVEMENT:** 74 Club/Over the Edge rappelling fundraiser for 7 local charities
 - **Education:** Alabama Community College system's role in education and local economy; new program to train workers for aerospace jobs in Mobile; USA Spring Game, Gumbo Chili Showdown to fund scholarship for medical student undergoing health issues/hardship
 - **Health:** Drug Education council warns of resurgence of heroin in Alabama
 - **Housing:** Habitat for Humanity upcoming builds in Mobile; Emergency housing for women being prostituted in the Southeast
 - **Law Enforcement:** Issues facing law enforcement around the country; also the issue of prison reform in Alabama
 - **MENTAL HEALTH:** Interview w/ Andy Grey re: treatment of mental illness for homeless.
 - **Politics:** Discussion of upcoming elections with Terry Sewell. Democratic Congressional Delegate
 - **Public Safety:** Project Shield of the Mobile Police Department utilizing security cameras of local businesses to fight crime
 - **Technology:** The fight between Apple and the FBI over hacking into the cellphone of a terror suspect
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**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 | DESCRIPTION | DATE/TIME |
|---------------------|---|--|
| Children, Health | iHeartMEDIA Mobile-Pensacola promoted Over The Edge, a charity rappelling event at the Mobile Marriott March 4 th and 5 th , sponsored by the 74 Club of Mobile (a local non-profit). The event raised over \$96,660.00 for 7 local charities- St. Mary's Home, Woody's Song, Mobile Arc, McKemie Place, The Ronald McDonald House Charities of Mobile, The Exchange Club, and The Abba Shrine Children's Transportation Fund. Promotion included a dedicated webpage on the station's website, live liners (3x a day for 10 days leading up to the event), recorded promos (:30- a total of 48 on the station and 48 online streaming), social media and blog posts, and participation in the event by 6 members of the staff. | Jan 26-Mar 5 |
| Health | iHeartMEDIA promoted the American Cancer Society Chili Cook-off, March 5 th at The Grounds in Mobile. Recorded promos ran across all 7 stations and online streaming (a total of 1287 :30 promos) during the 5 weeks leading up to the Cook-off. The event was also included on the station website (mixgulfcoast.com) on the Community Calendar and in Best Bets. | |
| Health | WMXC promoted St Baldrick's Event for Caroline at USA Children's & Women's Hospital in Mobile. Volunteers shaved their heads to raise money to fund childhood cancer research through the St. Baldrick's Foundation. Event was promoted through on-air interviews with USAC&W's Child & Family Life Program Coordinator Kimberly Thompson-Yates (2 interviews, 2 minutes each, during midday, the week leading up to the event). The event was also promoted through live liners, social media, and on the station website (mixgulfcoast.com) on the Community Calendar and in Best Bets. WMXC's Mary Booth emceed the event. | Sun Mar 13 |
| Education | iHeartMEDIA promoted the USA College of Medicine's Gumbo Chili Showdown, held on April 2 nd at Ladd Stadium, in conjunction with USA Jaguar Football's Spring Game. The event raised funds for a scholarship in memory of medical | Event was April 2 nd ; promotion was March 25-April 2 |

student Regan Robinson-Young. iHeart provided 2 judges for the cook-off, as well as an iHeart Heartburn Relief tent with free antacids, courtesy of a local grocery.

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-------------------------------------|--|--|---|------------------------|----------|
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 01/03/2016 10:00 PM | 000:01 |
| Childhood Cancer | PA iHeart Radio Gulf Coast Focus | St Jude Joy of Life Mardi Gras Ball, to benefit St Jude Childrens Research Hospital | Fara Middleton | 01/03/2016 10:00 PM | 028:47 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 01/03/2016 10:28 PM | 000:01 |
| Human Trafficking; Civil Air Patrol | Viewpoint Alabama | Wellhouse offers 24 hour shelter to women being prostituted in the SE. Also the role the CAP plays in aviation education, emergency services, youth development. | Ashley Anderson from Wellhouse; Col Brad Lynn, Civil Air Patrol | 01/03/2016 10:28 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 01/10/2016 10:00 PM | 000:24 |
| Public Safety | PA iHeart Radio Gulf Coast Focus | Project Shield of the Mobile Police Department, which partners with local businesses to get access to their security cameras, to help fight crime | Kevin Levy | 01/10/2016 10:00 PM | 028:17 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 01/10/2016 10:28 PM | 000:14 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|----------------------------|--|--|-------------------------------|------------------------|----------|
| Emergency Housing; Economy | Viewpoint Alabama | The Well House shelter to house women being prostituted; and AL's lukewarm economy | Joanne McCarty; Steven Miller | 01/10/2016 10:28 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 01/17/2016 10:00 PM | 000:26 |
| Health | PA iHeart Radio Gulf Coast Focus | American Cancer Society Chili Cook Off, to fund local support programs and research | Marlene Rathle | 01/17/2016 10:00 PM | 027:54 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 01/17/2016 10:28 PM | 000:14 |
| Housing; Economy | Viewpoint Alabama | Upcoming Alabama legislative session; help with New Years resolutions for couples | Paul DiMarco, Angie Norvell | 01/17/2016 10:28 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 01/24/2016 10:00 PM | 000:22 |
| COMMUNITY INVOLVEMENT | PA iHeart Radio Gulf Coast Focus | John Eads with Light of the Village Christian ministry, offering summer camps, after school programs, GED training, and community outreach in the inner city, in Alabama Village in Prichard | Light of the Village | 01/24/2016 10:00 PM | 028:25 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 01/24/2016 10:28 PM | 000:14 |
| Politics | Viewpoint Alabama | Discussion of upcoming elections with Terry Sewell. Democratic Congressional Delegate | Terry Sewell | 01/24/2016 10:29 PM | 030:02 |
| Public Affairs | PA iHeart | Introduction of weekly | ----- | 01/31/2016 | 000:27 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|----------------------------|--|---|--|---------------------|----------|
| | Radio Gulf Coast Focus INTRO | public affairs program, guests, and issues covered | | 10:00 PM | |
| COMMUNITY INVOLVEMENT | PA iHeart Radio Gulf Coast Focus | Over the Edge benefit, offering people the chance to raffle off the Mobile Marriott, to raise money for 7 local charities | Randy Copeland, Deb Heath, The 74 Club; Lydia Pettijohn, The Exchange Club | 01/31/2016 10:00 PM | 028:24 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 01/31/2016 10:28 PM | 000:14 |
| MENTAL HEALTH, Taxes | Viewpoint Alabama | Interview w/ Andy Grey re: treatment of mental illness for homeless. Also, 2016 tax law changes and what people need to know before filing their taxes. | Andy Gray, Summit Program; Alejandro Nunez, IRS | 01/31/2016 10:29 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 02/07/2016 10:00 PM | 000:27 |
| COMMUNITY INVOLVEMENT | PA iHeart Radio Gulf Coast Focus | Over the Edge benefit, offering people the chance to raffle off the Mobile Marriott, to raise money for 7 local charities | Randy Copeland, Deb Heath, The 74 Club; Lydia Pettijohn, The Exchange Club | 02/07/2016 10:00 PM | 028:24 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 02/07/2016 10:28 PM | 000:14 |
| Education, Veterans Issues | Viewpoint Alabama | Discussion of School Choice in Alabama; PTSD in veterans | Sonya DiCarlo, Hansel Gunn | 02/07/2016 10:29 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 02/14/2016 10:00 PM | 000:25 |
| Health | PA iHeart | American Cancer Society | Marlene Rathle | 02/14/2016 | 027:52 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|----------------|--|--|--|------------------------|----------|
| | Radio Gulf Coast Focus | Chili Cook Off, to fund local support programs and research | | 10:00 PM | |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 02/14/2016 10:28 PM | 000:14 |
| Health | Viewpoint Alabama | Discussion of HEAL Alabama, Children's Health | Christy Swaid | 02/14/2016 10:29 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 02/21/2016 10:00 PM | 000:22 |
| Education | PA iHeart Radio Gulf Coast Focus | Alabama Cooperative Extension Service 4-H Youth Clubs | Sarah Butterworth | 02/21/2016 10:00 PM | 028:23 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 02/21/2016 10:28 PM | 000:14 |
| Health | Viewpoint Alabama | Discussion of Multiple Sclerosis diagnosis and management | Beverly Layton | 02/21/2016 10:29 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 02/28/2016 10:00 PM | 000:25 |
| Housing | PA iHeart Radio Gulf Coast Focus | Planned projects with Habitat for Humanity SW Alabama, needs to fulfil those projects, and how to qualify for a Habitat home | Carol Lambert, Habitat for Humanity of SW AL | 02/28/2016 10:00 PM | 028:22 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 02/28/2016 10:28 PM | 000:14 |
| Health, Safety | Viewpoint Alabama | The work St Jude's Research Hospital is doing in the lives of those | Amber Vannoy, St Jude's Hospital; Jefferson Co Chief | 02/28/2016 10:29 PM | 030:02 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-----------------|--|---|---|------------------------|----------|
| | | affected by childhood cancer; also, the sweeping trend of people arming themselves against would-be criminals | Deputy Randy Christian | | |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 03/06/2016 10:00 PM | 000:27 |
| Health | PA iHeart Radio Gulf Coast Focus | The resurgence of heroin in Alabama and specifically in Mobile/Baldwin | Virginia Guy, Drug Education Council; Allison Covington, Bradford Health Services | 03/06/2016 10:00 PM | 028:21 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 03/06/2016 10:28 PM | 000:14 |
| Technology | Viewpoint Alabama | The fight between Apple and the FBI over hacking into the cell phone of a terror suspect. | Greg Steube | 03/06/2016 10:29 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 03/13/2016 10:00 PM | 000:24 |
| Health | PA iHeart Radio Gulf Coast Focus | United Cerebral Palsy services and programs, fundraisers, and advocacy for the disabled | UCP's Todd Perkins, Melissa Dickinson, Wayne Dean | 03/13/2016 | 028:30 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 03/13/2016 10:28 PM | 000:14 |
| Law Enforcement | Viewpoint Alabama | Issues facing law enforcement around the country. Also, the issue of prison reform in Alabama | Jefferson Co Chief Deputy Randy Christian; Troy Univ. professor Steven Miller | 03/13/2016 10:29 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf | Introduction of weekly public affairs program, | ----- | 03/20/2016 10:00 PM | 000:25 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|---------------------------------|---|--|--|------------------------|----------|
| | Coast Focus INTRO | guests, and issues covered | | | |
| Education | PA iHeart Radio Gulf Coast Focus | AL Community College System's role in education and the local economy; new program to train workers for aerospace industry in Mobile | AL Community College System Chancellor Dr. Mark Heinrich | 03/20/2016 10:00 PM | 028:22 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 03/20/2016 10:28 PM | 000:14 |
| Economy, Health | Viewpoint Alabama | Rising gas prices and factors surrounding the gas price hikes; also Alzheimer's Disease and the book "Before I Forget" | AAA spokesman Clay Ingram; authors B. Smith, Dan Gatsby | 03/20/2016 10:29 PM | 030:02 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus INTRO | Introduction of weekly public affairs program, guests, and issues covered | ----- | 03/27/2016 10:00 PM | 000:30 |
| Education | PA iHeart Radio Gulf Coast Focus | USA Spring Game, Gumbo Chili Showdown to benefit memorial scholarship for a medical student experiencing health issues/hardship | Travis Toth, Pat Greenwood, USA Athletics; Alex Wiles, USA College of Medicine | 03/27/2016 10:00 PM | 028:24 |
| Public Affairs | PA iHeart Radio Gulf Coast Focus OUTRO | Contact information for guest/topic, and iHeart Media Community Coordinator contact info | ----- | 03/27/2016 10:28 PM | 000:14 |
| Breast Cancer Awareness, Law | Viewpoint Alabama | Services provided to patients and survivors, by the Breast Cancer Research Foundation of Alabama. Also a discussion of Sharia law. | Elizabeth Bradner; lawyers Kirby Farris & Brett Turnbull | 03/27/2016 10:29 PM | 029:58 |

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 |
|-------|-----------------|-------------|-----------|----------|
|-------|-----------------|-------------|-----------|----------|

(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 |
|-----------------------|------------------------------------|----------|------|
| Family Issues | Childrens Home Society | 000:30 | 016 |
| Local Charities | POLO AT THE POINT | 000:30 | 023 |
| Local Charities | PSA ED'S SEAFOOD SHED benefit | 000:15 | 013 |
| Family Issues | SPRING HILL BAPT PSA Parent Summit | 000:30 | 008 |
| Environment | Alabama Broadcasters Assoc | 000:30 | 020 |
| Environment | INTERNATIONAL CRANE FOUNDATIO | 000:30 | 067 |
| Family Issues | AL Dept. of Human Resources | 000:30 | 102 |
| HEALTH AND FITNESS | AMERICAN HEART ASSOCIATION | 000:30 | 012 |
| Housing | Ala Broadcasters Assoc | 000:30 | 102 |
| Local Charities | Sacred Heart Foundation | 000:30 | 002 |
| MILITARY AND VETERANS | SHOW YOUR STRIPES | 000:30 | 017 |
| PEACE | PEACE IN THE STREETS | 000:31 | 003 |
| PEACE | PEACE IN THE STREETS | 000:32 | 006 |
| POVERTY | Light of the Village | 000:29 | 009 |
| POVERTY | Light of the Village | 000:30 | 037 |
| POVERTY | Light of the Village | 000:31 | 123 |