

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
 - **LOCAL CHILDREN'S CHARITIES:** 74 Club/Over the Edge rappelling fundraiser for 7 local charities, including the Family Center and St. Mary's Home
 - **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
-

**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 student Regan Robinson-Young. iHeart provided 2 judges for the cook-off, as well as an iHeart Heartburn Relief tent with free antacids,	Event was April 2 nd ; promotion was March 25-April 2

courtesy of a local grocery.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Affairs	PA iHeartRadio 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 iHeartRadio 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 iHeartRadio Gulf Coast Focus OUTRO	Contact information for guest/topic, 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 iHeartRadio 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 iHeartRadio 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 iHeartRadio Gulf Coast Focus OUTRO	Contact information for guest/topic, iHeart Media Community Coordinator contact info	----	01/10/2016 10:28 PM	000:14
Emergency	Viewpoint	The Well House	Joanne McCarty; Steven	01/10/2016	030:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Housing; Economy	Alabama	shelter to house women being prostituted; and AL's lukewarm economy	Miller	10:28 PM	
Public Affairs	PA iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	01/17/2016 10:00 PM	000:26
Health	PA iHeartRadio 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 iHeartRadio 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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	01/24/2016 10:00 PM	000:22
Poverty	PA iHeartRadio 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 iHeartRadio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	-----	01/24/2016 10:28 PM	000:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	01/31/2016 10:00 PM	000:27
Local Children's Charities	PA iHeartRadio 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 iHeartRadio Gulf Coast Focus OUTRO	Contact information for guest/topic, 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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	02/07/2016 10:00 PM	000:27
Local Children's Charities	PA iHeartRadio 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 iHeartRadio Gulf Coast Focus OUTRO	Contact information for guest/topic, iHeart Media Community Coordinator contact info	----	02/07/2016 10:28 PM	000:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	02/14/2016 10:00 PM	000:25
Health	PA iHeartRadio Gulf Coast Focus	American Cancer Society Chili Cook Off, to fund local support programs and research	Marlene Rathle	02/14/2016 10:00 PM	027:52
Public Affairs	PA iHeartRadio Gulf Coast Focus OUTRO	Contact information for guest/topic, andiHeart 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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	02/21/2016 10:00 PM	000:22
Education	PA iHeartRadio Gulf Coast Focus	Alabama Cooperative Extension Service 4-H Youth Clubs	Sarah Butterworth	02/21/2016 10:00 PM	028:23
Public Affairs	PA iHeartRadio Gulf Coast Focus OUTRO	Contact information for guest/topic, andiHeart 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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	-----	02/28/2016 10:00 PM	000:25
Housing	PA iHeartRadio Gulf Coast	Planned projects with Habitat for Humanity	Carol Lambert, Habitat for Humanity of SW AL	02/28/2016 10:00 PM	028:22

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Focus	SW Alabama, needs to fulfil those projects, and how to qualify for a Habitat home			
Public Affairs	PA iHeartRadio 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 affected by childhood cancer; also, the sweeping trend of people arming themselves against would-be criminals	Amber Vannoy, St Jude's Hospital; Jefferson Co Chief Deputy Randy Christian	02/28/2016 10:29 PM	030:02
Public Affairs	PA iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/06/2016 10:00 PM	000:27
Health	PA iHeartRadio 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 iHeartRadio 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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/13/2016 10:00 PM	000:24
Health	PA iHeartRadio Gulf Coast Focus	United Cerebral Palsy services and programs, fundraisers, and	UCP's Todd Perkins, Melissa Dickinson, Wayne Dean	03/13/2016	028:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		advocacy for the disabled			
Public Affairs	PA iHeartRadio 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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/20/2016 10:00 PM	000:25
Education	PA iHeartRadio 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 iHeartRadio 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 iHeartRadio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/27/2016 10:00 PM	000:30
Education	PA iHeartRadio Gulf Coast Focus	USA Spring Game, Gumbo Chili Showdown to benefit memorial scholarship for a medical student	Travis Toth, Pat Greenwood, USA Athletics; Alex Wiles, USA College of Medicine	03/27/2016 10:00 PM	028:24

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		experiencing health issues/hardship			
Public Affairs	PA iHeartRadio Gulf Coast Focus OUTRO	Contact information for guest/topic, 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

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
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