

WMXC
 Mobile, AL
 Quarterly Issues/Programs List
 First Quarter, 2022
 04/05/2022
 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:

- Health- COVID Vaccine Boosters
- Health- Cancer
- Public Safety
- Race
- Education

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
Public Health, COVID Vaccine Booster, Cancer	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Dr. Jaime Fergie, director of infectious diseases at Driscoll Children's Hospital and medical director at the Global Institute for Hispanic Health. Dr. Fergie provided the latest information on the Omicron variant and why there is a necessity for vaccines and boosters. He also focused on how COVID has affected our Latino communities and pediatric health.</p> <p>Dr. David Spiegel Chief Scientific Officer at the Sarah Cannon Research Institute -</p>	Dr. J. Fergie, Dr. D, Spiegel	01/02/2022 07:02 AM	029:49

		Top Advancements in Cancer Research in 2021 Nate Appleman Food Network Celebrity Chef - Personal story involving plasma donations and info on the plasma shortage across the country			
Public Health, COVID Vaccine Booster	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Adriana Cadilla, MD, pediatric infectious disease specialist with Nemours Children's Hospital in Orlando, Florida. The FDA and CDC made new COVID booster vaccine recommendations this week. Cadilla discussed what vaccinated people need to know now about getting a booster. Children as young as 12 can now receive a booster. Cadilla talked about why kids need a booster and spoke about the severity of Omicron compared to previous COVID-19 variants. Coach Monica Aldama, host of the Netflix Emmy Award-winning docuseries, Cheer and author of FULL OUT: Lessons in Life and Leadership from America's Favorite Coach. Why is discipline and consistency the key to building a winning team? Aldama offered practical solutions for personal growth, parenting, and job excellence. She gave suggestions on how to take command of your talent, make the most of your potential, and find your drive to succeed in 2022.	DR. CADILLA ALDANA; Coach Monica Aldama	01/09/2022 07:02 AM	029:49
Public Health & Safety, COVID Vaccine Booster, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration. The FDA authorized and CDC has recommended boosters for children ages 12 and older. Marks also discussed the potential for boosters for children 5-11	Dr. P. Marks, T. Williams	01/16/2022 07:01 AM	029:50

		<p>years old in the near future. Marks explained the reasoning behind the time frame on booster doses for Pfizer -and now Moderna - shortening to five months after the primary series. Marks talked about whether vaccines are losing their effectiveness more quickly than originally thought and the impact of the Omicron Variant.</p> <p>Trovon C. Williams- NAACP, Vice President of Marketing and Communications - Williams discussed Martin Luther King Day and how the NAACP is raising National awareness about the history of King. He also discussed some of the challenges COVID has caused for African Americans and talked about the key issues that the NAACP is spearheading in 2022.</p>			
<p>Public Health & Safety, COVID tests, Nutrition</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Dr. Cameron Webb, Senior Policy Advisor for Equity for the White House COVID-19 Response Team. Dr. Webb discussed this week's launch of the website COVIDTests.gov, a place where Americans can order free at-home, rapid COVID-19 tests. He also talked about how 400 million N95 masks are about to be distributed to the American people and gave us information on Omicron and the necessity for vaccine boosters.</p> <p>Gabby Landsverk, Health, Nutrition and Fitness Reporter for INSIDER in New York City. Gabby talked New Year's Resolutions and the latest in health and fitness in 2022. She discussed some of the latest fitness trends since the pandemic began and covered healthy eating, dieting, and explained the pros and cons of intermittent</p>	<p>Dr. C Webb, G. Landsverk</p>	<p>01/23/2022 07:02 AM</p>	<p>029:50</p>

		fasting.			
Public Health Safety, COVID Vaccine, Education	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Dr. Assoumou is an Assistant Professor of Medicine at Boston University School of Medicine and the inaugural Louis W. Sullivan, MD, Endowed Professor of Medicine. The conversation around being “fully vaccinated” is evolving. Dr. Assoumou discussed what it now means to be to be up-to-date with your COVID vaccinations. She also gave us the latest information on the surge of the Omicron variant, its severity, other potential variants on the horizon, and how we can stay prepared.</p> <p>President & CEO, Alicia Levi, Reading is Fundamental. Levi talked about the impact of the pandemic on our nation’s children as it relates to literacy and reading. She told listeners how RIF has pivoted and addressed the social and emotional impact of COVID-19 and the role books/reading plays in supporting kid’s wellbeing. RIF and our nation’s educators have introduced a six-month reading initiative, Rally to Read 100 that includes read-alouds with notable authors, activities, and a sweepstakes giving away books. More at www.RallytoRead.org.</p>	Dr. Assoumou, A. Levi	01/30/2022 07:01 AM	029:49
Public Health, Poverty	PA iHeart Radio Gulf Coast Focus INTRO	Franklin Primary Health Care		02/06/2022 07:02 AM	000:15
Public Health, Poverty	PA iHeart Radio Gulf Coast Focus	How Franklin Primary Health Care is reaching the needs of underserved population on Martin Luther King Avenue and other communities needing access to affordable medical care. CEO Charles White	Charles White, CEO	02/06/2022 07:03 AM	029:25

		discussed outreach efforts to the poor and homeless in both rural and urban areas. Franklin provides family medicine, specialist care, behavioral health, dental, pharmacy, nutrition, substance abuse and more.			
Public Health & Safety, COVID Vaccine, Heart Disease, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Carole Johnson is the Administrator of the Health Resources and Services Administration (HRSA). Johnson discussed her role at the HRSA and how they are continuing to help people to get vaccinated. She gave us an update on COVID vaccines for children and boosters for adults and how they are providing trusted messengers from within the communities where people live, especially in minority communities throughout the USA.</p> <p>Celina Gorre is the CEO of WomenHeart: The National Coalition for Women with Heart Disease, based in Washington, D.C. February is heart health month 2022 and Gorre discussed disparities in heart disease - for women and for women of color. She discussed why women are too often misdiagnosed including the lack of awareness of heart disease in women and bias in care. She talked about WomenHeart's support services across the country for women with heart disease.</p>	C. Johnson, C. Gorre	02/13/2022 07:00 AM	029:49
Health, Cancer, Public Safety	PA iHeart Radio Gulf Coast Focus INTRO	American Cancer Society Mobile Chili Cook-off; Spring Break Beach Safety		02/20/2022 07:02 AM	000:28
Health, Cancer, Public Safety	PA iHeart Radio Gulf Coast Focus	Interview with Greg Thompson, chairman of American Cancer Society's Mobile Chili Cook-off, which raises money for local	Greg Thompson; Leigh Davis	02/20/2022 07:03 AM	028:55

		<p>programs for those battling cancer; and interview with Leigh Davis, Executive Director of the Santa Rosa Island Authority on Spring Break beach safety on Pensacola Beach and making sure visitors know the safety rules regarding alcohol, fires and generators, and glass containers on the beach. And that they are aware of water safety as well, such as rip currents and dangerous marine life. Visitors also need to be aware of the flag system that tells beachgoers what to watch out for.</p>			
<p>Veterans Affairs, Mental Health, Race</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Cole Lyle, Marine Veteran and Executive Director of Mission Roll Call - Cole Lyle discusses the work Mission Roll Call does for veterans across the country, from suicide prevention to assistance with health care and benefits.</p> <p>RADM Felicia Collins, Deputy Assistant Secretary for Minority Health & Director of the Office of Minority Health in the U.S. Department of Health & Human Services - Dr. Felicia Collins offers an update on the spread of COVID-19, the safety and effectiveness of the COVID-19 vaccines, and the impact the pandemic has had on minority communities.</p>	<p>C. Lyle, F. Collins</p>	<p>02/27/2022 07:02 AM</p>	<p>029:50</p>
<p>Personal Health, Safety, COVID Vaccine Booster, Cancer</p>	<p>iHeartRadio COMMUNITIES</p>	<p>Sarah Stephens, PharmD, CPPS is the Network Medication Safety Officer for HonorHealth in Scottsdale, AZ. As a follow-up to President Biden's State of the Union, Stephens discussed the administration's shifting focus from pandemic/crisis response to managing COVID-19's new normal. She talked about the CDC's announcement to ease mask restrictions for the majority of Americans and what does</p>	<p>Sarah Stephens, Dr. Sallyann Coleman King</p>	<p>03/06/2022 07:00 AM</p>	<p>029:49</p>

		<p>this means about the current state of the pandemic. Stephens touched on what the future might look like for COVID-19 and the responsibility of Americans to continue to get boosted.</p> <p>Dr. Sallyann Coleman King, Medical Director of the Colorectal Cancer Control Program at the Centers for Disease Control and Prevention and Commander in the U.S. Public Health Service. March is Colorectal Cancer Awareness Month, and King says that it's never been more important for men and women to routinely get screened for this disease. Colorectal cancer is the second leading cancer killer, but it can be preventable with routine screening. King discussed how too many people have put off these screenings - especially during COVID-19. She explained the Centers for Disease Control and Prevention's campaign called Screen for Life.</p>			
<p>Personal Safety, COVID Vaccine and Masks, Mental Health, Children</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Dr. David Banach, associate professor of medicine at UConn School of Medicine. COVID cases are continuing to fall across the country. Dr. Banach discussed what these current trends mean and the current state of the pandemic. He discussed why Americans should remain optimistic that we are closer to getting back to a new "normal". Dr. Banach talked about the concern for the emergence of new variants and what COVID will look like in the future.</p> <p>Dr. Janine Domingues, Clinical Psychologist at the Child Mind Institute. The war in the Ukraine has many children and parents on edge. Dr. Domingues discussed how do you start, and have, a conversation about what is happening in Ukraine with your kids. She talked about how the conversation will</p>	<p>BANACH, DOMINGUEZ</p>	<p>03/13/2022 07:02 AM</p>	<p>029:50</p>

		differ with young children verses older kids. She covered signs that a child may be feeling anxious about the news and how can we ease these anxieties. Dr. Domingues suggested resources for parents.			
Children's Health, Parenting, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Dr. Tina Carroll-Scott is a general practitioner and the medical director of the South Miami Children's Clinic. Dr. Scott discussed working in an underserved community of color throughout the pandemic and trying to increase access and equity with the Covid vaccines through pop ups. She focused how COVID vaccine authorization for our youngest children (under 5) may be coming in the next month, but it seems that many vaccinated parents still haven't acted on getting their older children (5 and older) vaccinated. Dr. Scott talked about weighing the dangers of getting COVID compared to the side effects of a vaccine for children.</p> <p>Parenting Expert, Carol Muleta, founder of The Parenting 411, 2019 DC Mother of the Year, and author of the newly released book, <i>The Parenting Odyssey: Trials</i>. Monday, March 21st is National Single Parent Day and Muleta offered tips on how single parents can raise their children in the best way for themselves and their kids. She discussed the importance of establishing good routines, teamwork, rules of engagement, and finding common ground with your partner's approach to parenting. Muleta also talked about the importance of personal self-care for single moms and dads.</p>	Dr. T. Carroll-Scott, C. Mule	03/20/2022 07:04 AM	029:49
Economy,	IHEARTRADIO	Lori Bettinger is the Co-President of	L.	03/27/2022	029:49

Women's Health	COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Alliance Partners and serves as the President of BancAlliance. Bettinger discussed the ongoing conflict in Ukraine including a jump in U.S. food prices, a Russian oil-sparked recession, and more. She also covered the continued repercussions of the COVID-19 pandemic on our US economic system, the rise in interest rates by the fed, and the chance of a housing market crash. Dr. Dorothy Fink, Deputy Assistant Secretary for Women's Health and Director of the Office on Women's Health in the Office of the Assistant Secretary for Health (OASH). As we wrap up March and Women's History Month, Dr. Fink focused on what we all should be thinking about this month for women's health. She offered information and advice to women who weren't able to get their mammograms and other cancer screenings done since COVID-19 started. Dr. Fink also talked about what women should know about the COVID-19 vaccine.	Bettinger, Dr. D. Fink	06:34 AM	
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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
Alabama Tourism	ALABAMA BROADCASTERS ASSO	000:29	17
Clean Fuels Coalition	ALABAMA BROADCASTERS ASSO	000:29	19

AL Dept of Public Health-Hepatitis	ALABAMA BROADCASTERS ASSO	000:29	23
AL Dept of Public Health -COVID Testing	ALABAMA BROADCASTERS ASSO	000:29	85
Veterans Affairs	ALABAMA BROADCASTERS ASSO	000:29	90
AL Dept of Labor- Workforce Development	ALABAMA BROADCASTERS ASSO	000:30	63
AL Dept of Transportation/App/Move Over Law	ALABAMA BROADCASTERS ASSOC	000:30	41
AL DHR- Adoption	ALABAMA BROADCASTERS ASSOCIATION	000:29	40
Adult Protective Services- Elder Abuse	ALABAMA BROADCASTERS ASSOCIATION	000:29	20
AL Army National Guard	ALABAMA BROADCASTERS ASSOCIATION	000:29	39
AL Housing Finance Authority-Mortgage Assistance AL	ALABAMA BROADCASTERS ASSOCIATION	000:29	8
Childhood Cancer- DIPG	AUBREIGH'S ARMY LEMON FACE GALA	000:29	44
Local Mardi Gras Parade Fundraiser for St Jude	St Jude Children's Research Hospital	000:29	85
Diabetes Walk	SOUTHEASTERN DIABETES EDUCATION SERVICES	000:29	8
Services for the Hungry, Homeless and Addicted	WATERFRONT RESCUE MISSION	000:29	51