

WMXC
 Mobile, AL
 Quarterly Issues/Programs List
 Second Quarter, 2012
 07/02/2012

WMXC
 Quarterly Issues/Programs List

**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	Each Wednesday at 8:20am, WMXC highlights a Pet of the Week with the Mobile SPCA, profiling the pet and encouraging listeners to adopt this pet or one of the many other animals with the Mobile SPCA needing a home. The Pet of the Week has a photo gallery and description at www.litemix.com .	Janine Woods Director. Mobile SPCA	Wednesdays at 8:20am	5 min
Community	Mary & Mason	Pennies for Prodissee Pantry. Clear Channel Mobile committed to a month-long promotion to raise money for Baldwin County's food bank in Spanish Fort. Hurricanes Ivan & Katrina, the Recession and the Gulf Oil Spill have caused a huge	Deann Servos Director of Prodissee Pantry	Interview 6/13 at 8:50am and replayed during the 5am hour 6/14; remote broadcast 6/29 from 3pm-5pm	Interview- 5 min/ Remote 2 hours

increase in the number of families needing help with groceries, housing and other issues. Along with recorded PSA's and a 25-minute recorded Public Affairs program, WMXC supported the effort through live liners, a webpage at www.litemix.com, on Facebook, an interview with pantry director Deann Servos during the Morning Show on 6/13/12; and WMXC's Mary Booth did a live broadcast from the final collection party at Bancorp South in Spanish Fort on 6/29 from 3pm-5pm.

Economy	Mary & Mason	<p>The Downtown Mobile Alliance is working to bring more businesses and people to the downtown area. Spokeswoman Carol Hunter talks about new businesses and restaurants, the Arts Alive weekend and a new music festival, a new Earth Day promotion and a Cinco de Mayo promotion.</p>	Carol Hunter, Downtown Mobile Alliance	4/11 at 8:20am/replayed on 4/12 at 5:10am	5 min
Community	Mary & Mason	<p>Denim & Diamonds benefit for Covenant Hospice on 4/13 at Oak Hollow Farm in Fairhope. The event features music, food, and a diamond drawing, to raise money for local hospice programs.</p>	Jackie Crews, Covenant Hospice spokeswoman	4/5 at 5:20am; replayed 4/6 at 8:50am	5 min

Promoted on
WMXC Facebook
page.

Community	Mary & Mason	Full House Poker Run for Ronald McDonald House; This motorcycle ride and party raised over \$6300 for the Ronald McDonald House in Mobile. The ride was put together by Advanced Transmission; the owners' daughter lived in a Ronald McDonald House when her son was hospitalized as a small child. Also promoted on WMXC Facebook page.	Laura Wilson, Advanced Transmission	4/24 at 8:20am	5 min
Environment	Mary & Mason	Delta Woods & Waters Expo at 5 Rivers Resource Center on the Causeway 4/28. This free family event offered hands-on outdoor activities, including wildlife, hunting & fishing, boating and outdoor life. Included in Best Bets for the Weekend on www.litemix.com and in Best Bets on air feature 4/27	Hank Burch, 5 Rivers Resource Center	4/25 5:50am / replayed 4/26 8:50am	5 min
Community	Mary & Mason	The 74 Club Table Dance to benefit St Mary's Home and St Matthew Catholic Church, on April 28; Interview about this new non-profit organization's efforts to help children and the church. WMXC supported with a	Jill Chenoweth	4/26 at 5:45am and 8:45am	5 min

		webpage at www.litemix.com for ticket info.			
Community	Mary & Mason	Bay Area Food Bank “Stamp Out Hunger” canned food drive on May 12 th . The National Letter Carriers Association participated in this 20 th annual event, collecting canned goods at mailboxes along their routes in Mobile, Baldwin and Escambia Counties, to restock shelves at the Bay Area Food Bank in Mobile.	Dave Reaney, Bay Area Food Bank Executive Director; and Eugene Williams, Chairman of the Letter Carriers food drive	5/9 8:50am	5 min
Health	Mary & Mason	Hope Love Music Radiothon—a national effort by Clear Channel stations on 5/24 to raise money for the City of Hope for cancer research; featured recorded vignettes hourly, as well as live announcer appeals hourly to donate		5/24	Throughout the day, hourly mentions and promos
Community	Mary & Mason	Memorial Day weekend, May 25-28; WMXC had liners and recorded promos commemorating Memorial Day, plus local events listed in the Best Bets for the Weekend online at www.litemix.com and on air 5/25 at 6:50am and 7:50am;		5/25 – 5/28	
Education	Mary & Mason	Interview with Gulf Coast Exploreum representatives Rachel and Summer, on the new exhibit to keep kids learning during the summer (Strange	Gulf Coast Exploreum representatives	5/29 8:50am	5 min

		Matter) and educational summer camps for kids			
Community	Mary & Mason	Gulf Coast Hot Air Balloon Festival, 6/15- 6/17 at Foley Sports Park, sponsored by South Baldwin Chamber of Commerce	Donna Watts, South Baldwin Chamber	6/14	5 min
Community	Mary & Mason	Distinguished Young Women of America 2012— WMXC promoted events surrounding the 2 week competition in Mobile with the Best Bets at www.litemix.com and on-air interviews with Katye Brock of Tennessee, the Distinguished Young Woman of America 2011, about her year since winning the competition....and with 3 contestants, Deven Inch of Alaska, Lulu Mayo of Maine, and Keyna Hoselton of North Dakota about their participation in the scholarship program.	Katye Brock, DYW of 2011; Deven Inch, Lulu Mayo and Keyna Hoselton DYW Class of 2012	6/20 8:50am and 6/21 5:50am for Brock; 6/27 8:50am and 6/28 5:50am for Class of 2012	5 min each interview

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LOCAL PROGRAMMING**

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Agriculture	County Agent	Grace Jones, Horticulture Instructor Bryant Vocational Center; upcoming vegetable and ornamental plant sale; horticulture program activities	Grace Jones	04/01/2012 10:00 PM	014:27
Education	Home Room Mobile Co School System	Educational information shared regarding bullying in schools and ways to put it to a stop	Nancy Pierce/ Ashley Rich	04/01/2012 10:14 PM	013:49
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	04/01/2012 10:29 PM	025:00
Agriculture	County Agent	update on Extension Programming: Organic Outreach program for small farmers; Greens and Cornbread Cook-off; Chainsaw safety in Monroe and Choctaw counties; Forestry Field Day	Jim Todd	04/08/2012 10:02 PM	014:27
Education	Home Room Mobile Co School System	Diversified Emergency Management Association discussion regarding hurricane season	Nancy Pierce/ Walt Dickerson	04/08/2012 10:18 PM	013:49
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	04/08/2012 10:32 PM	025:00
Agriculture	County Agent	update on Extension Programming: Greens and Cornbread Cook-off; Forestry Field Day; vegetable gardening hot topics	Jim Todd	04/15/2012 10:00 PM	013:35
Education	Home Room Mobile Co School System	Dauphin Island Sea Lab regarding field trip opportunities for schools	Nancy Pierce/ Sarah Johnson	04/15/2012 10:14 PM	013:56
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events	Scott Fitzgerald	04/15/2012 10:28 PM	025:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		that effect the state			
Agriculture	County Agent	update on Extension Programming: Greens and Cornbread Cook-off; Forestry Field Day; vegetable gardening hot topics	Jim Todd	04/22/2012 10:00 PM	013:35
Education	Home Room Mobile Co School System	Celebrate The Arts Open House	Nancy Pierce/ Nancy Thompson	04/22/2012 10:14 PM	014:04
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	04/22/2012 10:28 PM	025:00
Agriculture	County Agent	update on Extension Programming: Forestry Field Day; vegetable gardening hot topics	Jim Todd	04/29/2012 10:02 PM	015:05
Education	Home Room Mobile Co School System	Environmental Center Spring Open House Event promoted	Nancy Pierce/ Desiree Bishop	04/29/2012 10:18 PM	014:20
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	04/29/2012 10:32 PM	025:00
Agriculture	County Agent	Denise Heubach, Urban regional Extension Agent; upcoming rain barrel workshop and horticulture and urban forestry programming – part 1	Jim Todd	05/06/2012 10:00 PM	015:05
Education	Home Room Mobile Co School System	Un Conference for Mobile Co School employees	Nancy Pierce/ Pam More	05/06/2012 10:16 PM	014:39
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	05/06/2012 10:31 PM	025:00
Agriculture	County	Denise Heubach, Urban	Jim Todd	05/20/2012	014:03

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Agent	regional Extension Agent; upcoming rain barrel workshop and horticulture and urban forestry programming – part 2		10:03 PM	
Education	Home Room Mobile Co School System	Vital Links for Mobile Co School System Pt. 1	Nancy Pierce/ Gigi Armbrecht	05/20/2012 10:17 PM	014:43
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	05/20/2012 10:32 PM	025:00
Agriculture	County Agent	Ellen Huckabay, Regional Extension Agent, Home Horticulture; new introduction to our Mobile County Office; Master Gardener Program and upcoming class application progress	Jim Todd	05/27/2012 10:00 PM	014:03
Education	Home Room Mobile Co School System	Vital Links for Mobile Co School System Pt. 2	Nancy Pierce/ Gigi Armbrecht	05/27/2012 10:14 PM	014:43
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	05/27/2012 10:29 PM	025:00
Agriculture	County Agent	update on row crop season and local produce production; also youth summer health camp	Jim Todd	06/03/2012 10:03 PM	014:18
Education	Home Room Mobile Co School System	Gulf Coast Exploreum summer activities for kids	Nancy Pierce/ Kristen Conley	06/03/2012 10:18 PM	014:43
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	06/03/2012 10:33 PM	025:00
Hunger	Pennies for Prodissee	Prodissee Pantry in Baldwin County trying to raise one	Mary Booth/	6/10/12 10:32pm	14:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		million pennies in donations for the month of June	Deann Servos		
Agriculture	County Agent	update on row crop season and local produce production; farm markets, u-picks, roadside stands in the area	Jim Todd	06/10/2012 10:00 PM	014:18
Education	Home Room Mobile Co School System	Twitter use in school	Nancy Pierce/ Marcie McNeal	06/10/2012 10:15 PM	014:15
Agriculture	County Agent	update on local produce production; farm markets, u-picks, roadside stands in the area	Jim Todd	06/17/2012 10:02 PM	015:19
Education	Home Room Mobile Co School System	Adoption Opportunities at Environmental Center	Nancy Pierce/ Ken Megginson	06/17/2012 10:18 PM	014:18
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	06/17/2012 10:32 PM	024:59
Agriculture	County Agent	update on local produce production; farm markets, u-picks, roadside stands in the area	Jim Todd	06/24/2012 10:02 PM	014:15

**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
Cancer Awareness	CITY OF HOPE/Athena	001:01	004
Cancer Awareness	CITY OF HOPE/Jaylon	001:00	004
Cancer Awareness	CITY OF HOPE/Jesse	001:00	003
Cancer Awareness	CITY OF HOPE/Marie	000:58	004
Cancer Awareness	CITY OF HOPE/Marshall	001:01	004
Cancer Awareness	CITY OF HOPE/Shultz	001:01	003
Cancer Awareness	CITY OF HOPE/Susan	001:00	003
Cancer Awareness	CITY OF HOPE/Virginia	001:00	003
Hurricane Preparedness	ESCAMBIA EMERGENCY MGMT Disaster Kit	000:18	028
Health	MOBILE COUNTY HEALTH DEPT Fathers Day PSA	000:30	010
Financial	NATIONAL FOUNDATION FOR CREDIT COUNSELING 1	000:20	010
Hunger	PRODISEE PANTRY WMXC	000:30	116
Health	PSA Walk to Defeat ALS	000:31	020
Health	PSA - CHILDHOOD OBESITY PREVENTION	000:30	003
Health	PSA - CHILDHOOD OBESITY PREVENTION	001:00	006
Local Charities	PSA - CHILDRENS MIRACLE NETWORK - LOCAL 1	000:16	026
Financial	PSA - FORECLOSURE PREVENTION	000:31	002
Volunteering time	PSA - VOLUNTEERS OF AMERICA	001:00	006
Health	PSA Captain Hook / Juvenile Diabetes Research	000:30	005
Volunteering	PSA-PARALYZED VETERANS OF AMERICA	000:15	004
Volunteering	PSA-PARALYZED VETERANS OF AMERICA	000:29	005
Volunteering	PSA-PARALYZED VETERANS OF AMERICA	000:30	005
Volunteering	PSA-PARALYZED VETERANS OF AMERICA	000:59	010
Volunteering	ROBERTSDALE DENTAL PSA Smiles for life	000:30	021
BULLYING	DONORSCHOSE.ORG	000:30	013
BULLYING	DONORSCHOSE.ORG	000:32	014
HEALTH AND FITNESS	AD COUNCIL	000:29	078

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	AD COUNCIL	000:30	128
HEALTH AND FITNESS	AD COUNCIL	000:31	143
HEALTH AND FITNESS	City of Hope	000:31	025
LITERACY	DONORSCHOSE.ORG	000:30	014
Local Charities	Childrens Miracle Network	000:29	011
Local Charities	Childrens Miracle Network	000:30	002
Local Charities	Prodissee Pantry	000:30	005
Local Charities	Volunteers of America	000:30	036
MUSIC	DONORSCHOSE.ORG	000:32	014
POVERTY	DONORSCHOSE.ORG	000:31	028
Public Health	Center for Disease Control	000:15	073
Public Health	Mobile County Health Dept.	001:00	009
Public Safety	Escambia Emergency Management	000:31	010
SELF ESTEEM	DONORSCHOSE.ORG	000:31	014
Tourism	Bluewater Productions	000:15	018
Tourism	Harrison County Tourism	001:00	025
Tourism	Pensacola Jazzfest	000:28	041