

WRKH
Mobile, AL
Quarterly Issues/Programs List
First Quarter, 2016
04/05/2016

WRKH
Quarterly Issues/Programs List

WRKH 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:

- **Advocacy for the Disabled:** United Cerebral Palsy
- **Childhood Cancer:** St Jude Joy of Life Ball
- **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; American Cancer Society Chili Cook Off, to fund local support programs and research
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- **Public Safety:** Project Shield of the Mobile Police Department utilizing security cameras of local businesses to fight crime

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.

the issues listed above for the calendar quarter.

ISSUE	DESCRIPTION	DATE/TIME
Children, Health	iHeartMEDIA Mobile-Pensacola promoted Over The Edge, a	Jan 26-Mar 5

charity rappelling event at the Mobile Marriott March 4th and 5th, 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.

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 (mixgulfoast.com) on the Community Calendar and in Best Bets.	Feb 1 – Mar 5
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, courtesy of a local grocery.	Event was April 2 nd ; promotion was March 25-April 2

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 06:59 AM	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 09:53 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 10:22 PM	000:01

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	----	01/10/2016 09:54 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 09:55 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 10:23 PM	000:14
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	01/17/2016 09:55 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 09:55 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 10:23 PM	000:14
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	01/24/2016 09:52 PM	000:22
Poverty	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	John Eads	01/24/2016 09:52 PM	028:25
Public Affairs	PA iHeart	Contact information for	----	01/24/2016	000:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Radio Gulf Coast Focus OUTRO	guest/topic, and iHeart Media Community Coordinator contact info		10:21 PM	
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	01/31/2016 09:55 PM	000:27
Local Children's Charities	PA iHeart Radio Gulf Coast Focus	Over the Edge benefit, offering people the chance to rappel 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 09:56 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 10:24 PM	000:14
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	02/07/2016 09:57 PM	000:27
Local Children's Charities	PA iHeart Radio Gulf Coast Focus	Over the Edge benefit, offering people the chance to rappel 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 09:57 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 10:25 PM	000:14
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	02/14/2016 09:56 PM	000:25
Health	PA iHeart Radio Gulf Coast Focus	American Cancer Society Chili Cook Off, to fund local support programs and research	Marlene Rathle	02/14/2016 09:56 PM	027:52
Public Affairs	PA iHeart Radio Gulf	Contact information for guest/topic, and iHeart	----	02/14/2016 10:24 PM	000:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Coast Focus OUTRO	Media Community Coordinator contact info			
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	02/21/2016 09:57 PM	000:22
Education	PA iHeart Radio Gulf Coast Focus	Alabama Cooperative Extension Service 4-H Youth Clubs	Sarah Butterworth	02/21/2016 09:58 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 10:26 PM	000:14
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	02/28/2016 10:02 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 10:03 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 10:31 PM	000:14
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/06/2016 09:56 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 09:57 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 10:25 PM	000:14

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	----	03/13/2016 09:57 PM	000:24
Advocacy for the Disabled	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 09:58 PM	028:22
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact info	----	03/13/2016 10:26 PM	000:14
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/20/2016 10:02 PM	000:25
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 10:02 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 10:31 PM	000:14
Public Affairs	PA iHeart Radio Gulf Coast Focus INTRO	Introduction of weekly public affairs program, guests, and issues covered	----	03/27/2016 09:54 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 09:54 PM	028:24
Public Affairs	PA iHeart Radio Gulf Coast Focus OUTRO	Contact information for guest/topic, and iHeart Media Community Coordinator contact	----	03/27/2016 10:23 PM	000:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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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
ELDERLY	DO SOMETHING	000:29	004
Environment	Alabama Broadcasters Assoc	000:30	015
Environment	INTERNATIONAL CRANE FOUNDATIO	000:30	066
Family Issues	AL Dept. of Human Resources	000:30	099
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	007
Housing	Ala Broadcasters Assoc	000:30	100
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	011
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	005
PEACE	PEACE IN THE STREETS	000:31	006
PEACE	PEACE IN THE STREETS	000:32	003
POVERTY	Light of the Village	000:29	070
POVERTY	Light of the Village	000:30	011
POVERTY	Light of the Village	000:31	111