

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
- **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; American Cancer Society Chili Cook Off, to fund local support programs and research
-
- **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.

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| 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 |
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| 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 |
| 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 | 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 |
| COMMUNITY INVOLVEMENT | 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 |
| COMMUNITY INVOLVEMENT | 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 |
| COMMUNITY INVOLVEMENT | 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 |
|-------|-----------------|-------------|-----------|----------|
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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 |
|-----------------------|-------------------------------|----------|------|
| 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 |