

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

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:

April 2012

WRKH aired a total of 20 recorded promos and 20 live announcements for the Kruse for St. Jude Motorcycle Ride from April 1st through the 16th. Information was included on the Rocket website (www.961therocket.com) and the Rocket Facebook page (www.facebook.com/961therocket)

May 2012

WRKH promoted the American Cancer Society's Mudbugs event – sales of mudbugs (crawfish) with proceeds benefitting ACS. Information was included on the Rocket website (www.961therocket.com) and the Rocket Facebook page (www.facebook.com/961therocket)

WRKH promoted the annual Letter Carriers Food Drive to benefit the Bay Area Food Bank. Information was included on the Rocket website (www.961therocket.com) and the Rocket Facebook page (www.facebook.com/961therocket)

June 2012

WRKH promoted the Million Pennies Campaign for Prodissee Pantry in June. Prodissee Pantry is a non-profit facility that aids underprivileged families, fighting hunger in Baldwin County Alabama. Information was included on the Rocket website (www.961therocket.com) and the Rocket Facebook page (www.facebook.com/961therocket)

WRKH promoted the annual Hot Air Balloon Festival – a free family event with over 50 hot air balloons and family activities. Information was included on the Rocket website (www.961therocket.com) and the Rocket Facebook page (www.facebook.com/961therocket)

**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
Agriculture	County Agent	Grace Jones, Horticulture Instructor Bryant Vocational Center; upcoming vegetable and ornamental plant sale; horticulture program activities	Grace Jones	04/01/2012 07:00 AM	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 07:16 AM	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 07:34 AM	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 06:59 AM	014:27
Education	Home Room Mobile Co School System	Diversified Emergency Management Association discussion regarding hurricane season	Nancy Pierce/ Walt Dickerson	04/08/2012 07:18 AM	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 07:34 AM	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 06:59 AM	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 07:17 AM	013:56
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events	Scott Fitzgerald	04/15/2012 07:34 AM	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 07:00 AM	013:35
Education	Home Room Mobile Co School System	Celebrate The Arts Open House	Nancy Pierce/ Nancy Thompson	04/22/2012 07:16 AM	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 07:34 AM	025:00
Agriculture	County Agent	update on Extension Programming: Forestry Field Day; vegetable gardening hot topics	Jim Todd	04/29/2012 06:59 AM	015:05
Education	Home Room Mobile Co School System	Environmental Center Spring Open House Event promoted	Nancy Pierce/ Desiree Bishop	04/29/2012 07:18 AM	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 07:35 AM	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 07:00 AM	015:05
Education	Home Room Mobile Co School System	Un Conference for Mobile Co School employees	Nancy Pierce/ Pam More	05/06/2012 07:17 AM	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 07:34 AM	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		07:00 AM	
Education	Home Room Mobile Co School System	Vital Links for Mobile Co School System Pt. 1	Nancy Pierce/ Gigi Armbrecht	05/20/2012 07:16 AM	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 07:34 AM	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 06:59 AM	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 07:03 AM	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 07:20 AM	025:00
Agriculture	County Agent	update on row crop season and local produce production; also youth summer health camp	Jim Todd	06/03/2012 07:00 AM	014:18
Education	Home Room Mobile Co School System	Gulf Coast Exploreum summer activities for kids	Nancy Pierce/ Kristen Conley	06/03/2012 07:17 AM	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 07:34 AM	025:00
Hunger	Pennies for Prodissee	Prodissee Pantry in Baldwin County trying to raise one	Mary Booth/	06/10/2012 06:59 AM	014:18

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 07:16 AM	014:15
Education	Home Room Mobile Co School System	Twitter use in school	Nancy Pierce/ Marcie McNeal	06/17/2012 06:59 AM	015:19
Agriculture	County Agent	update on local produce production; farm markets, u-picks, roadside stands in the area	Jim Todd	06/17/2012 07:18 AM	014:18
Education	Home Room Mobile Co School System	Adoption Opportunities at Environmental Center	Nancy Pierce/ Ken Megginson	06/17/2012 07:34 AM	024:59
Statewide Issues	Viewpoint Alabama	Alabama Radio Network provides news and information regarding the people places and events that effect the state	Scott Fitzgerald	06/24/2012 06:59 AM	014:15
Agriculture	County Agent	update on local produce production; farm markets, u-picks, roadside stands in the area	Jim Todd	06/24/2012 07:17 AM	014:21

**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
Hurricane Preparedness	ESCAMBIA EMERGENCY MGMT Disaster Kit	000:18	026
Cancer Awareness	City of Hope Radiothon	001:00	004
Cancer Awareness	City of Hope Radiothon	001:01	001
Health	MOBILE COUNTY HEALTH DEPT Fathers Day PSA	000:30	010
Hunger	PRODISEE PANTRY WRKH	000:30	178
Health	PSA - CHILDHOOD OBESITY PREVENTION	001:00	001
Volunteering time	PSA - VOLUNTEERS OF AMERICA	001:00	003
Volunteering time	PSA-PARALYZED VETERANS OF AMERICA	000:59	002
Cancer Awareness	RKH City of Hope Radiothon	001:00	008
Cancer Awareness	RKH City of Hope Radiothon	001:02	003
Cancer Awareness	RKH City of Hope Radiothon	000:15	002
Cancer Awareness	RKH City of Hope Radiothon	000:20	095
Dental Health	ROBERTSDALE DENTAL PSA Smiles for life	000:30	020
BULLYING	DONORSCHOSE.ORG	000:30	017
BULLYING	DONORSCHOSE.ORG	000:31	015
BULLYING	DONORSCHOSE.ORG	000:32	015
HEALTH AND FITNESS	AD COUNCIL	000:29	080
HEALTH AND FITNESS	AD COUNCIL	000:30	126
HEALTH AND FITNESS	AD COUNCIL	000:31	148
Cancer Awareness	City of Hope	000:30	013
Cancer Awareness	City of Hope	000:31	013
LITERACY	DONORSCHOSE.ORG	000:30	014
Local Charities	Juvenile Diabetes Research	000:30	077
Local Charities	Prodisee Pantry	000:30	005
MUSIC	DONORSCHOSE.ORG	000:29	013
POVERTY	DONORSCHOSE.ORG	000:31	016
Public Health	Mobile County Health Dept.	001:00	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Safety	Escambia Emergency Management	000:31	011
SELF ESTEEM	DONORSCHOSE.ORG	000:31	012
Tourism	Bluewater Productions	000:30	009