

**WXMA-FM  
Louisville, KY**

**Quarterly List of Programming Responsive to Issues of Community Concern  
Second Quarter 2013  
July 8, 2013**

In our ongoing effort to serve the public interest, WXMA-FM broadcasts programming responsive to issues of concern to Louisville and its listening public. The following is a brief description of those issues and of the station's most significant programming treatment of them:

**Issues** of importance this quarter included the following:

**Women's Issues:** Because WXMA's target demographic is women, primarily ages 25-54, the station is a strong proponent of all issues relating to women. From breast cancer awareness to forums that empower women as they juggle home and career demands to elementary education, WXMA tries to provide women with valuable information about the issues that regularly concern and affect them.

**Adopt-A-Pet:** The Louisville community is populated by a large number of abandoned and available cats and dogs. Metro Animal Services and The Kentucky Humane Society are some of the local shelters that collect these animals and then offer them for adoption, while also promoting responsible pet ownership. These efforts are part of an on-going feature during the Lambert and Lindsey Morning Show. WXMA also was a sponsor of The Kentucky Humane Society's Waggin Trail 5-K Walk to promote pet adoption.

**Family Issues:** The families of our community are always a strong focus of WXMA's programming. From biking events and family runs/walks to city-wide events to promote healthy lifestyles, WXMA sponsored events to raise money for our local children's hospital and supported a club for families affected by cancer, The Multiple Sclerosis Society and local drives to feed needy families.

**Arts and Entertainment:** WXMA always strives to make the Arts an important part of station programming and has spent significant time this quarter promoting our local "Broadway Series" as an excellent way for families to embrace and enjoy the arts. The station hopes that with cut-backs in local school funding for the arts, this may be one opportunity to expose young people to the beauty of music and theatre.

**Most significant programming treatment** of issues this quarter:

<u>Issue</u>	<u>Program</u>	<u>Description</u>	<u>Date</u>	<u>Time/Duration</u>
<b>Women's Issues</b>	Lambert and Lindsey Morning Show	Interviewed organizers about "Pink Out" at Churchill Downs For breast cancer awareness	April 8th, 2013	6:40am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed organizers about "Pink Out" at Churchill Downs for Breast cancer awareness	April 23rd, 2013	8:40am 5 minutes
	Station	Emceed Triumph Gala benefiting breast Health program at Clark Memorial Hospital	May 4 <sup>th</sup> , 2013	7:00pm-11:00pm 4 hours
	Lambert and Lindsey Morning Show	Interviewed reps From Cabo Wabo Organization about Fund-raiser for Blessings In a Backpack – feeding Low-income women and Children on weekends	May 28th, 2013	8:50am 10 minutes
	Station	Station personalities Hosted and emceed Local Relay for Life Events around the city Supporting breast cancer Awareness	May 31st, 2013	6:00pm-9:00pm 3 hours
<b>Adopt-A-Pet</b>	Lambert and Lindsey Morning Show	Interviewed Humane Society reps About Waggin Trail 5K Race and how People can get involved	May 13 <sup>th</sup> , 2013	6:50am 5 minutes

Station	Station personalities Host and broadcast live From the Waggin' Trail 5K fundraiser for the KY Humane Society	May 18th, 2013	8:00am- 11:00am 3 hours
Lambert and Lindsey Morning Show	Interviewed reps from Metro Animal Services About summer pet safety During heat waves and Fourth of July fireworks	June 27 <sup>th</sup> , 2013	6:40am 5 minutes

**Family  
Issues**

Lambert and Lindsey Morning Show	Interviewed reps From Multiple Sclerosis Society About "Bike the Bluegrass" fundraiser	April 22nd, 2013	6:50am 5 minutes
Station	WXMA Personalities Performed at a Gilda's Club fundraiser for Families affected by Cancer	May 18 <sup>th</sup> , 2013	6:00p- 10:00p 4 hours
Station	WXMA personalities Participated in 150 mile Bike ride to raise money For Multiple Sclerosis	June 8 <sup>th</sup> -9 <sup>th</sup> 2013	48 hours
Lambert and Lindsey Morning Show	Interviewed sponsors of Bourbon and Barbecue Event to raise money for Kosair Children's Hospital	June 10 <sup>th</sup> , 2013	8:20am 5 minutes
Lambert and Lindsey Morning	WXMA Personalities Emceed "Taste of	June 16th, 2013	6:30pm- 10:30pm

	Show	Frankfort Avenue” Benefitting Clifton Neighborhood Family Center		4 hours
<b>Arts and Entertain- Ment</b>	Lambert and Lindsey Morning Show	Interviewed Broadway Across America reps About upcoming season	April 30 <sup>th</sup> , 2013	9:20am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed cast from Broadway Across America’s “Memphis” About upcoming show	May 3rd, 2013	7:40am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed cast of Broadway Across America’s “West Side Story”	May 15 <sup>th</sup> , 2013	8:40am 20 minutes
	Lambert and Lindsey Morning Show	Interviewed reps From Louisville Men’s Chorus about upcoming Shows and member Recruitment	June 18 <sup>th</sup> , 2013	8:10am 5 minutes
<b>Public Service Announce- Ments</b>	Station	Junior Achievement	Apr. 1st- June 30th, 2013	:30 Aired 228 times
	Station	KY Dept of Tourism	Apr. 1st - June 30th, 2013	:30 Aired 85 times
	Station	Honorable Order/ Kentucky Colonels	Apr. 1 <sup>st</sup> - June 30 <sup>th</sup> , 2013	:30 Aired 86 times
	Station	Army National Guard	Apr. 1 <sup>st</sup> - June 30 <sup>th</sup> , 2013	:30 Aired 86 times
	Station	Kentucky 811	Apr. 1 <sup>st</sup> - June 30 <sup>th</sup> ,	:30 Aired

		2013	86 times
Station	KY Humane Society	Apr. 1 <sup>st</sup> - June 30 <sup>th</sup> , 2013	:30 Aired 88 times
Station	Main Line Cares	Apr. 1 <sup>st</sup> - June 10 <sup>th</sup> , 2013	:30 Aired 420 times

