

**WXMA-FM
Louisville, KY**

**Quarterly List of Programming Responsive to Issues of Community Concern
Fourth Quarter 2013
January 8, 2014**

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:

Kosair Children's Hospital: This quarter, Main Line Louisville as a cluster participated in an annual 2-day **Radiothon** for **Kosair Children's Hospital**, raising over \$250,000. The money bought specific pieces of equipment/machinery that the hospital needed as well as funded research and programs.

The Arts: Educating both children and adults about the arts is an important priority for WXMA. From promoting local plays and concerts to major Broadway shows, the station conducted interviews with artist and performers from ballets and musicals and helped promote the family entertainment values of these shows. Radio station personalities also made appearances at these shows to further emphasize the station's support of artistic events.

Children and Families: WXMA takes its position as a "family-friendly" radio station very seriously. During the fourth quarter, station personalities participated in our city's fall art show, St. James, which draws thousands of families from all over the region and is one of the top art shows in the country. The station continued to support our area's premier non-profit children's hospital by promoting several fund-raising events, and also supported a local home for special needs children along with The Ronald McDonald House.

Breast Cancer Awareness: WXMA was heavily involved with breast cancer awareness and prevention campaigns during the fourth quarter. Station personality Lynda Lambert is a breast cancer survivor, so the station's participation in breast cancer events has increased over the last few years. Radio station personalities made appearances hosting breast cancer walks, supported by station interviews and public service announcements.

Most significant programming treatment of issues this quarter:

<u>Issue</u>	<u>Program</u>	<u>Description</u>	<u>Date</u>	<u>Time/Duration</u>
Kosair Children's Hospital	Lambert and Lindsey Morning Show	Interviewed Parents of Children who Received treatment At Kosair	Oct. th, 2013	7:50am 5 minutes
	Lambert and Lindsey Morning Show	Interview with Representatives from Kosair About upcoming Radiothon	Nov. 14th, 2013	7:40am 5 minutes
	Lambert and Lindsey Morning Show	Discussion about Volunteers and Corporate sponsors For upcoming station Radiothon	Nov. 18 th , 2013	8:20am 5 minutes
	Lambert and Lindsey Morning Show	Live broadcast from Kosair Children's Hospital for Radiothon	Nov. 21st- 22nd, 2013	6:00am- 6:00pm 36 hours
The Arts	Lambert and Lindsey Morning Show	Interview with Performers from Broadway Series' "Addams Family Values"	Oct. 9 th , 2013	8:10am 5 minutes

Lambert and Lindsey Morning Show Interview with Members of Actor's Theatre Production of "Tom Jones" Nov. 15th, 2013 9:10am 5 minutes

Lambert and Lindsey Morning Show Interview with Broadway Series About upcoming Production of "WarHorse" Nov. 20th, 2013 7:20am 10 minutes

Lambert and Lindsey Morning Show Interview with Actor's Theatre about their holiday Production of family Favorite "A Christmas Carol" Nov. 25th, 2013 8:50am 5 minutes

Lambert and Lindsey Morning Show Broadcast with Louisville Ballet Reps and performers About production of "The Nutcracker" Dec. 5th, 2013 6:40am 5 minutes

Children & Families Lambert and Lindsey Morning Show Broadcast live from St. James Art Show And talked with various Families attending from All over the region Oct. 4th, 2013 6:00am-9:00am 3 hours

Lambert and Lindsey Morning Show Interviewed reps from "Harvest Homecoming" Family Fall festival in Southern Indiana Oct. 10th, 2013 9:10am 5 minutes

	Lambert and Lindsey Morning	Interviewed reps from Home of the Innocents about holiday Drive for special needs children	Oct. 22nd, 2013	7:10am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed reps From Ronald McDonald House About fund-raising Efforts for the holidays	Dec. 10 th , 2013	8:10am 5 minutes
Breast Cancer Awareness	Lambert and Lindsey Morning Show	Interview with Survivors about Participating in Making Strides Breast Cancer Walk	Oct. 3 rd , 2013	8:40am 5 minutes
	Station	Charity concert at Hard Rock Café with Proceeds going to Susan G. Komen For The Cure	Oct. 18th, 2013	6:30pm- 11:00pm
	Lambert and Lindsey Morning Show	Interview with American Cancer Society about Upcoming Making Strides Breast Cancer Walk	Oct. 21st, 2013	7:10am 5 minutes
	Station	Appearances by station Personalities hosting and Emceeding Making Strides Breast Cancer Walk	Oct. 27th, 2013	Noon- 2:00pm

Public Service Announce- Ments	Station	Junior Achievement	Oct. 1- Dec. 31, 2013	:30 Aired 179 times
	Station	Making Strides Breast Cancer Walk	Oct. 1 - Oct. 31, 2013	:30 Aired 243 times
	Station	KY 811	Oct. 1 - Dec. 31, 2013	:30 Aired 75 times
	Station	KY Dept of Tourism	Oct. 1 - Dec. 31, 2013	:30 Aired 73 times
	Station	Army National Guard	Oct. 1- Dec. 31, 2013	:30 Aired 78 times
	Station	Main Line Cares Campaign –	Oct.1 - Dec. 31, 2013	:30 Aired 244 times