

**WXMA-FM
Louisville, KY**

**Quarterly List of Programming Responsive to Issues of Community Concern
Third Quarter 2013
October 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:

Health: Health issues receive major emphasis on WXMA. The station promoted a major far-reaching cancer study being conducted in our community, the importance of regular fitness with several family runs and walks, and supported heart health through a month-long promotion with the American Heart Association. As a station primarily targeting women, WXMA also supported events to raise awareness of early detection and treatments for breast cancer.

Family Issues: The families of our community are always a strong focus of WXMA's programming. From promoting fundraisers in support of our local children's hospital to participating in events to show parents how to properly install carseats to initiatives to help inner city kids stay physically active, WXMA continues to focus on issues facing the families of our community.

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.

Education: WXMA worked to highlight the strengths of our local schools with morning show broadcasts giving helpful information about the start of the school year, attended galas to honor community support in the schools and guest lectured in classrooms for elementary and college students on good communication skills and the events of the day.

Most significant programming treatment of issues this quarter:

<u>Issue</u>	<u>Program</u>	<u>Description</u>	<u>Date</u>	<u>Time/Duration</u>
Health	Lambert and Lindsey Morning Show	Interviewed reps From American Cancer Society about Putting teams together For Making Strides Walk	July 9 th , 2013	8:00am 5 minutes
	Station	Station personalities Attended “Best of Louisville Bash” Benefitting local Multiple Sclerosis Society Station and personalities Won awards	July 25 th , 2013	5:30pm- 8:30pm 3 hours
	Lambert and Lindsey Morning Show	Interviewed reps From local hospitals About upcoming “Bike to Beat Cancer”	Aug. 6 th , 2013	8:30am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed reps From American Heart Assoc about Heart Month and Upcoming Heart Walk	Sept. 19 th , 2013	7:30am 5 minutes
	Lambert and Lindsey Morning Show	Emceed Bike to Beat Cancer Charity Bike Ride	Sept. 22 nd , 2012	8:00am- 12:00pm 4 hours

Station	Emceed and helped Kick off Heart Walk From the city's Riverfront	Sept 21st, 2013	8:00am- 11:00am 3 hours
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**Family
Issues**

Station	Station personalities Emceed FEAT event At U of L For Families affected by Autism	July 21 st , 2013	5:00pm- 7:00pm 2 hours
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Lambert and Lindsey Morning Show	Interviewed reps from Home of the Innocents About upcoming Back Yard Barbecue Fundraiser Station is sponsor	Sept. 4 th , 2013	8:20am 15 minutes
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Station	Station personalities Emceed Back Yard Barbecue fundraiser At Home of The Innocents	Sept.7th, 2013	4:00pm- 8:00pm 4 hours
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Lambert and Lindsey Morning Show	Interviewed reps From Mary Byron Project about fundraiser To raise awareness of Domestic Violence	Sept. 12 th , 2013	7:50am 5 min
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Station	Station personalities Emceed Indy Family Fest in Southern Indiana	Sept. 15 th , 2013	4:30pm- 10:00pm 5 hrs 30m
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The Arts

Lambert and Lindsey Morning Show	Interview with Louisville Ballet Theatre about their Upcoming season	Aug. 20th, 2013	6:50am 5 minutes
Lambert and Lindsey Morning Show	Interview with reps From Broadway Across America Series About upcoming season	Aug. 28 th , 2013	8:50am 5 minutes
Lambert and Lindsey Morning Show	Interviewed actors from Actor's Theatre Production of "Noises Off"	Sept. 5 th , 201	6:50am 5 minutes
Lambert and Lindsey Morning Show	Interviewed actors From Actor's Theatre Production of "Dracula"	Sept. 12 th , 2013	7:10am 5 minutes
Lambert and Lindsey Morning Show	Interviewed reps From "Disney On Ice"	Sept 19 th , 2013	9:00am 5 minutes
Station	Station personalities Performed Walk-On Roles in Clarksville Community Theatre production Of "Young Frankenstein"	Sept. 20 th , 2013	7:00pm- 9:00pm 2 hours

Education

Lambert and Lindsey Morning Show	Emceed Back to School Fair at Jefferson Traditional Middle School	Aug. 10 th , 2013	1:00pm- 3:00pm 2 hours
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Lambert and Lindsey Morning Show	Emceed benefit for Bellarmine University Scholarship Fund	Sept. 5 th , 2013	4:00pm- 7:00pm 3 hours
Lambert and Lindsey Morning Show	Emceed Clark County Indiana Communities In Schools Celebration	Sept. 20 th , 2013	6:30pm- 10:30pm 4 hours
Lambert and Lindsey Morning Show	Interviewed reps From U of L Auctioning off parts Of NCAA Championship Basketball floor for Local charities	Sept. 24 th , 2013	8:30am 5 minutes
Lambert and Lindsey Morning Show	Guest Lecturer for Career Day At East Oldham Middle School	Sept. 26 th , 2013	10:30am- Noon 90 minutes

**Public
Service
Announce-
Ments**

Station	Main Line Cares	July 1 st - Sept 30 th , 2013	:30 Aired 442 times
Station	Junior Achievement	July 1 st - Sept. 30 th , 2013	:30 Aired 456 times
Station	Army Nat'l Guard	July 1 st - Sept. 30 th ,	:30 Aired

		2013	76 times
Station	Kentucky 811	Jul. 1st - Sept 30th, 2013	:30 Aired 151 times
Station	KY Governor's Office	July 1st - Sept. 30th, 2013	:30 Aired 78 times
Station	KY Dept of Transpor- Tation	July 1 st - Sept. 30th, 2013	:30 Aired 75 times
Station	Kentucky Adult Education	July 1 st - Sept 30 th , 2013	:30 Aired 78 times

