

**WXMA-FM
Louisville, KY**

**Quarterly List of Programming Responsive to Issues of Community Concern
First Quarter 2013
April 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.

Family Issues: The families of our community are always a strong focus of WXMA's programming. From family health initiatives to the evolution of women and motherhood, WXMA promoted a community-wide campaign for healthier families, informed listeners about parenting tips, and supported benefits for inner city victims of domestic violence.

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 and the Louisville Ballet, the station conducted interviews with artist and performers from ballets and musicals and helped promote the family entertainment values of these shows.

Health: Health issues receive major emphasis on WXMA. From healthy dieting for the family to promoting cancer education and awareness, we educated listeners on a healthier "you" in the new year and promoted fitness at a community-wide events. And as a station primarily targeting women, WXMA also supported events to raise breast cancer awareness.

Most significant programming treatment of issues this quarter:

<u>Issue</u>	<u>Program</u>	<u>Description</u>	<u>Date</u>	<u>Time/Duration</u>
Women	Station	WXMA is media Partner to KY Derby Festival Princess Program – honoring High-achieving young Women in Kentuckiana	Jan. 2, 2013 Thru Mar 31, 2013	Ongoing
Family Issues	Lambert and Lindsey Morning Show	Interviewed reps From YMCA about New Year Drive to Recruit families to Be healthier in the new Year through regular Workouts and better Nutrition	Jan. 8, 2013	8:10am 5 minutes
	Lambert and Lindsey Morning Show	Participated in After-Chemo Party for families At Kosair Childrens Hospital	Jan. 9, 2013	2:00p-4:00p 2 hours
	Lambert and Lindsey Morning Show	Interviewed reps From Louisville Science Center About gala to Support family educational Programs at Center	Jan. 16 th , 2013	6:50am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed Kosair Childrens Hospital Reps about Nat'l Pancake Day benefitting Local hospital	Feb. 5, 2013	8:10am 5 minutes
	Lambert and Lindsey Morning Show	Participated in Polar Bear Plunge to benefit Special Olympics	Feb. 18, 2013	8:00am-Noon 4 hours

	Station	Emceed Dance Marathon at Univ Of Louisville Benefitting Kosair Childrens Hospital	Mar. 23, 2013	6pm-10:00pm 4 hours
The Arts	Lambert and Lindsey Morning Show	Interviewed cast of "Flashdance" Featured play by local Broadway Series	Jan. 17, 2013	8:45am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed cast of "Million Dollar Quartet" appearing With Broadway Series	Feb. 13, 2013	7:10am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed Louisville Ballet about Spring productions	Feb. 27, 2013	8:40am 5 minutes
	Lambert and Lindsey Morning Show	Interviewed cast of "Memphis" appearing With Broadway Series	Mar. 27, 2013	9:00am 5 minutes
	Station	Personalities emceed KY Derby Festival Fashion Show benefitting Local foundations	Mar. 28, 2013	4:00pm-9:00pm 5 hours
Health	Lambert and Lindsey Morning Show	Interviewed Amer Cancer Society Volunteers and cancer Survivors to help recruit Teams for Relay for Life	Feb. 7, 2013	6:50am 5 minutes
	Lambert and Lindsey Morning Show	Guests include reps From Alzheimer's Assoc to talk about Upcoming fundraiser	Feb. 19, 2013	8:10am 5 minutes

	Lambert and Lindsey Morning Show	Emceed Healthy Living Expo for KY Derby Festival and local Hospitals	Jan. 30, 2013	6:30pm-8:30pm 2 hours
	Lambert and Lindsey Morning Show	Interviewed reps from Derby Festival about Training sessions for upcoming Races including the Derby Mini and Marathon	Feb. 21, 2013	8:40am 5 minutes
	Station	Hosted Pancake Building Competition To Benefit Multiple Sclerosis Society	Mar. 16, 2013	10:00am-Noon 2 hours
Public Service Announcements	Station	Junior Achievement	January-March 2013	:30 Aired 215 Times
	Station	Army National Guard	January-March 2013	:30 Aired 71 times
	Station	Honorable Order of Kentucky Colonels	January-March 2013	:30 Aired 69 Times
	Station	KY Postsecondary Education	January-March 2013	:30 Aired 71 Times
	Station	KY Dept of Tourism	January-March 2013	:30 Aired 69 times
	Station	Main Line Cares	January-March 2013	:30 Aired 449 times

