

# WXAX-CD Channel 26 Clearwater, FL.

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Corporate Business Address: 1701 N. Market Street. Suite 500 Dallas, TX 75202  
Phone 214-754-7008

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## QUARTERLY ISSUES/ PROGRAM LISTS\*\*

Station: WXAX-CA Channel 26

Location: Clearwater Tampa, FL.

For quarter beginning:

\_\_\_\_\_ January 1, 2017

\_\_\_\_\_√\_\_\_\_\_ April 1, 2017

\_\_\_\_\_ July 1, 2017

\_\_\_\_\_ October 1, 2017

Attached hereto are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issues-responsive programming announcements during the report period.

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**Number: 1**

**Issue:** Family and Community

**Market:** Tampa

**Title:** Spoon

**Length:** 60 seconds

**Brief Description:**

The campaign encourages caregivers to care not only for their loved ones, but also for themselves. The PSAs drive to AARP's Caregiving Resource Center, where caregivers can find thousands of helpful articles, tips, and tools from experts and fellow caregivers who have been in their place. - See more at: <http://www.adcouncil.org/Our-Campaigns/Family-Community/Caregiver-Assistance>

**Date(s) Aired:** 4/01/2017 to 6/30/2017

**Number: 2**

**Issue:** Education

**Market:** Tampa

**Title:** Neon Signs

**Length:** 10, 15 Seconds

**Brief Description:**

This campaign shows the real risks, costs and results of driving after drinking alcohol and how your life will change if you are involved in a car accident or the cops get you. It encourages viewers to take a decision and not to drive under alcohol influence.

**Date(s) Aired:** 4/01/2017 to 6/30/2017

**Number: 3**

**Issue:** Family

**Market:** Tampa

**Title:** National Forest

**Length:** 30 seconds

**Brief Description:** While more than 245 million Americans live within 100 miles of a national forest or grassland, research shows there is a lack of connection between people and nature, particularly with children...of Hispanic parents of tweens perceived forests and parks to be easily accessible...as they escape from the stress of their daily lives in a journey to the forest. The call-to-action directs audiences to resources where they can find a nearby forest, and activities to do once they get there....Discovering Nature.

**Date(s) Aired:** 4/01/2017 to 6/30/2017

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**Number: 4**

**Issue:** Health

**Market:** Tampa

**Title:** Roadblocks

**Length:** 60 seconds

**Brief Description:** Project Roadblock is a multiplatform drunk driving prevention campaign sponsored by TVB, NHTSA, and the Ad Council and exclusive to local broadcast television stations. Project Roadblock's flight runs when alcohol-impaired driving accounts for nearly one-third of motor vehicle crash fatalities.

**Date(s) Aired:** 4/01/2017 to 6/30/2017

**Number: 5**

**Issue:** Fatherhood

**Market:** Tampa

**Title:** Audition Moment Spanish

**Length:** 30 seconds

**Brief Description:** A professional wrestler practices his dialogue with several of his wrestling colleagues. Scene cuts to father practicing this same dialogue with his son at bedtime. Demonstrates that it only takes a few seconds to be a present father figure in a child's life.

**Date(s) aired:** 4/01/2017 to 6/30/2017

**Number: 6**

**Issue:** Fatherhood

**Market:** Tampa

**Title:** Beatbox

**Length:** 15

**Brief Description:** A father plays with his baby while changing his/her diaper by playing a beat on his/her tummy making the baby laugh with joy. Demonstrates that it only takes a few seconds to be a present father figure in a child's life.

**Date(s) aired:** 4/01/2017 to 6/30/2017

**Number: 7**

**Issue:** Armed Forces

**Market:** Tampa

**Title:** Commitment

**Length:** 30

**Brief Description:** Promotes values and commitment in all air force members. Principles as integrity, service and excellence are highlighted in this PSA. The men and women of the U.S. Air Force represent a number of important core values such as integrity, service before self and excellence in all they do.

**Date(s) aired:** 4/01/2017 to 6/30/2017

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**Number: 8**

**Issue:** Breast cancer

**Market:** Tampa

**Title:** Mas que rosa

**Length:** 30

**Brief Description:** Since 1982 Susan G. Komen has played a critical role in every major advance in the fight against breast cancer – transforming how the world talk about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors.

**Date(s) aired:** 4/01/2017 to 6/30/2017

**Number: 9**

**Issue:** Leukemia & Lymphoma Society

**Market:** Tampa

**Title:** Coming home

**Length:** 30

**Brief Description:** NCIS: Los Angeles star and Academy Award-winning actress Linda Hunt has joined with LLS in a new inspirational public service announcement titled, "Coming Home," to raise awareness for the urgent need for funds for research to advance therapies and save lives. Linda Hunt has a strong commitment to help spread the message of LLS's goal to find cures for blood cancers and improve the quality of life for patients and their families, so more people can come home, today

**Date(s) aired:** 4/01/2017 to 6/30/2017

**Number: 10**

**Issue:** Booster Seat Education

**Market:** Tampa

**Title:** Chairs

**Length:** 15 - 30 - 60 seconds

**Brief Description:** The booster seat message is a crucial one; there are statistics that estimate that kids at children 1-13 years old in the USA die for not wearing the appropriate car seats The goal of this campaign is to educate parents of children who have outgrown their child safety seat that a booster seat is a life-saving transition to an adult safety belt

**Date(s) Aired:** 4/01/2017 to 6/30/2017

**Number: 11**

**Issue:** Child Safety

**Market:** Tampa

**Title:** Anchor It! Fije sus muebles y televisores: proteja a sus hijos

**Length:** 30

**Brief Description:** Small boy is shown running into typical childhood accidents, like dropping ice cream, and tipping over a lamp. Voice over gives the following stat, every 24 minutes a child ends up in the ER due to preventable injuries. Anchoring top-heavy furniture and TV sets before an accident happens is easy. It could prevent a serious injury or death.

**Date(s) aired:** 4/01/2017 to 6/30/2017

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**Number: 12**

**Issue:** Health

**Market:** Tampa

**Title:** Mama ocupada

**Length:** 30 seconds

**Brief Description:** This new PSA campaign aims to raise awareness of pred-iabetes, a serious health condition that affects 86 million Americans (more than 1 in 3 adults) and often leads to type 2 diabetes. That 1 in 3 could be you, your brother or sister, your best friend or partner. Nearly 90% of people with pre-diabetes don't know they have it. To help those with pre-diabetes know where they stand and prevent type 2 diabetes, the American Diabetes Association (ADA), the American Medical Association (AMA), and the Centers for Disease Control and Prevention (CDC) have partnered with the Ad Council to launch the first national PSA campaign about pre-diabetes.

**Date(s) Aired:** 4/01/2017 to 6/30/2017

**Number: 13**

**Issue:** Family

**Market:** Tampa

**Title:** Color esperanza

**Length:** 30 seconds

**Brief Description:** It's a motivational tv spot about Hope, enjoying life and never give up. A very special PSA about setting up a goal in your life and most important, reach it.

**Date(s) Aired:** 4/01/2017 to 6/30/2017

**Number: 14**

**Issue:** Health

**Market:** Tampa

**Title:** Preventing falls

**Length:** 30 seconds

**Brief Description:** This is an informative spot about adult falling, according to the latest studies 1 in 4 adults falls every year and 1 in 5 falls will be dangerous.

**Date(s) Aired:** 4/01/2017 to 6/30/2017

**Number: 15**

**Issue:** Health

**Market:** Tampa

**Title:** Feeding America

**Length:** 30 seconds

**Brief Description:** The importance of the Food bank is highlighted in this tv spot, it tells you how you can help people in need to have food on their table, its all about helping other who are struggling now.

**Date(s) Aired:** 4/01/2017 to 6/30/2017

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**Number: 16**

**Program Title: Mi Gente Tampa Bay**

**Market: Tampa**

**Length: 30 minutes**

**Brief Description: Local community programs addressing cultural, educational, health, children, family and political concerns.**

**Date(s) Aired: See below:**

Date	Time	Program	Length
04/08/2017	07:30:10 a.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/08/2017	09:30:10 a.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/08/2017	12:30:10 p.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/09/2017	07:30:10 a.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/09/2017	09:30:10 a.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/09/2017	12:30:10 p.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/15/2017	07:30:10 a.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/15/2017	09:30:10 a.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/15/2017	12:30:10 p.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/16/2017	07:30:10 a.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/16/2017	09:30:10 a.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/16/2017	12:30:10 p.m.	MI GENTE TAMPA: IMPORTANICA DEL CUIDO EN PERSONAS	00:29:00
04/22/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: ARTE DE ISIDORO TEJEDA	00:29:00
04/22/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: ARTE DE ISIDORO TEJEDA	00:29:00
04/22/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: ARTE DE ISIDORO TEJEDA	00:29:00
04/23/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: ARTE DE ISIDORO TEJEDA	00:29:00
04/23/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: ARTE DE ISIDORO TEJEDA	00:29:00
04/23/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: ARTE DE ISIDORO TEJEDA	00:29:00
05/06/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/06/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/06/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/07/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/07/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/07/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/13/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/13/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/13/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/14/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/14/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/14/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: YOGA Y USTED	00:29:00
05/20/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: PROFESOR Y HISTORIADOR DE YBOR	00:29:00
05/20/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: PROFESOR Y HISTORIADOR DE YBOR	00:29:00
05/20/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: PROFESOR Y HISTORIADOR DE YBOR	00:29:00
05/21/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: PROFESOR Y HISTORIADOR DE YBOR	00:29:00
05/21/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: PROFESOR Y HISTORIADOR DE YBOR	00:29:00
05/21/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: PROFESOR Y HISTORIADOR DE YBOR	00:29:00

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05/27/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
05/27/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
05/27/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
05/28/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
05/28/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
05/28/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
06/03/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
06/03/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
06/03/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
06/04/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
06/04/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
06/04/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: ACA AUTISM CENTER OF ART	00:29:00
06/10/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO	00:29:00
06/10/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO	00:29:00
06/10/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO	00:29:00
06/11/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO	00:29:00
06/11/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO	00:29:00
06/11/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO	00:29:00
06/17/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO (TRT 30:00	00:29:00
06/17/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO (TRT 30:00	00:29:00
06/17/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO (TRT 30:00	00:29:00
06/18/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO (TRT 30:00	00:29:00
06/18/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO (TRT 30:00	00:29:00
06/18/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: DEPRESION POSTPARDO (TRT 30:00	00:29:00
06/24/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: LOS COLORES D EVELYN MENDEZ PO	00:29:00
06/24/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: LOS COLORES D EVELYN MENDEZ PO	00:29:00
06/24/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: LOS COLORES D EVELYN MENDEZ PO	00:29:00
06/25/2017	07:30:10 a.m.	MI GENTE TAMPA BAY: LOS COLORES D EVELYN MENDEZ PO	00:29:00
06/25/2017	09:30:10 a.m.	MI GENTE TAMPA BAY: LOS COLORES D EVELYN MENDEZ PO	00:29:00
06/25/2017	12:30:10 p.m.	MI GENTE TAMPA BAY: LOS COLORES D EVELYN MENDEZ PO	00:29:00