

CUNNINGHAM BROADCASTING CORPORATION

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WDBB, Bessemer, AL

QUARTERLY ISSUES/PROGRAMS LIST – 4th Quarter 2016

The following is listings of some of the significant issues responded to by Station WDBB, Bessemer, Alabama, along with the most significant programming treatment of those issues for the 4th Quarter period, 10/01/16-12/31/16. This listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance. NOTE: Station WDBB is a simulcast of WTTO/CW on its main programming stream, WBMA/ABC on its secondary programming stream, and James Spann 24/7 Weather on its third programming stream.

Regular Programs

Description of Issue	Regular Programs	Air Date(s)	Time	Duration	Narration of Type and Description
<p>Arnetta Nunn with YWCA – Domestic Violence 10/2 and 10/9</p> <p>Julie Palmer with Domestic Relations Courts 10/16 and 10/23</p> <p>Jabbo Waggoner: Alabama State Senator, District 16 10/30 and 11/6</p> <p>John Archibald with Alabama Media Group 11/13 and 11/20</p> <p>Anthony Brooklere - Pharmacist 11/27 and 12/4</p> <p>Bruce Ayers: Birmingham’s Entertainment Roots 12/11 and 12/18</p> <p>Kyle Whitmire with Alabama Media Group 12/25</p>	Our Issues Birmingham	10/2 10/9 10/16 10/23 10/30 11/6 11/13 11/20 11/27 12/4 12/11 12/18 12/25	6:30a	30 minutes	The show focuses on the issues affecting Birmingham, Alabama. Experts and everyday citizens examine issues and present solutions. This program aired on the main program stream
Various	Talk of Alabama	Mon-Fri	9a	60 minutes	Talk of Alabama offers many helpful tips for our viewers. These helpful tips range from health and beauty, to home improvements. It also has many “how to’s”: how to clip coupons, how to get out stains, cooking ideas, etc. We have guests on our program daily. Guests include local bands, local chefs, and local artist of many sorts. Also, daily hot topics are discussed. We also encourage our viewers to call in or write or email our station to give their views. We feel Talk of Alabama has a wide range of helpful tips and interest for all our viewers. This program aired on the secondary program stream.
Various	Focus @ 4p	Mon-Fri	4p	60 minutes	A first look at the day’s news, in-depth reports, breaking news, weather and social engagement. This program aired on the secondary program stream.

Public Service Announcements

Station WDBB, Bessemer, Alabama, aired in excess 2000 public service announcements per month during this quarter, covering a number of topics that range from education, health, public safety, etc. These public service announcements air at various times and may run anywhere from 0:10 seconds to 0:60 seconds in length. Station WDBB regularly airs public notice announcements notifying the public about the availability of children's programming, equal employment opportunity, and public file reports. Station WDBB is a participating station in our area's Emergency Alert system.

Description of Issue	Public Service Announcements	Air Date(s)	Time	Length	Narration of Type and Description
Various	Community Billboards (on air calendar)	10/1-12/31	in rotation	:30	WDBB produces public service billboards that provide an opportunity for local non-profit organizations and agencies to encourage community involvement in a variety of fairs, events, seminars and educational programs. The Community billboards can be found on WTTO's website, WTTO21.com. The list includes but it is not limited to Let's Move.Org, That's Not Cool.com, 4 Steps to College (Knowhowtodo.org), Emergency Preparedness-Fema (ready.gov), etc.
Various	Fighting For You	10/1-12/31	in rotation	:04/:05/:10/:15/:20/:30	Fighting For You is an advocacy program dedicated to serving the public by solving problems that individuals may not have the resources to handle personally. The public is invited to send descriptions of issues they are having and ABC 33/40 attempts to aid them with their problem. Donated airtime and on-site promotion: 1,035 PSAs on the main and secondary program streams including news coverage and numerous Facebook/Twitter posts.
Health/Fundraiser	Brenda Ladun Conquer Cancer Run 2017 American Cancer Society	12/9-12/23	in rotation	:15	This campaign encouraged viewers to give registrations to the Brenda Ladun Conquer Cancer Run as Christmas presents. The run, set for March 19, 2017 at St. Vincent's One Nineteen, benefits the American Cancer Society and cancer research. Donated airtime: 229 PSAs on the main and secondary program streams, numerous Facebook/Twitter posts and news coverage.
Community Engagement/Animal Adoption Benefit	2016 Barktoberfest Two by Two Animal Rescue Helena's Old Towne Amphitheatre Park	9/28-10/14	in rotation	:05/:15/:30	On Saturday, October 15 th , Helena's Amphitheater Park went to the dogs when Two By Two Rescue hosted Barktoberfest. The festival ran from 10a-4p with fun for the whole family. There were adoptable and celebrity dogs, a vaccination and microchip clinic, dog wash station, door prizes, silent auction, kid's zone, live music, and much more! Proceeds benefitted Two By Two's mission to build a no kill shelter and adoption center. Donated airtime and on-site promotion: 687 PSAs on the main and secondary program streams and on-site presence, Talk of Alabama appearances, numerous Facebook/Twitter posts and news coverage.
Community Engagement	2016 Hoover Hayride & Family Night City of Hoover Veterans Park	10/7-10/27	in rotation	:05/:15/:30	The Hoover Hayride & Family Night is a free to the public annual family-friendly event. The event includes hayrides around the park and a large exhibitor pavilion where children can gather treats throughout the night. Other activities include: candy and giveaways, food vendors, balloon artists and face painting. Held on October 27 th at Veterans Park. Donated airtime and on-site promotion: 796 PSAs on the main and secondary program streams and numerous Facebook/Twitter posts, Talk of Alabama appearances, and news coverage.

Donations/KIDS	Toys For Tots The United States Marines	11/24- 12/24	in rotation	:15/:30	Toys For Tots is The United States Marines annual Christmas toy drive for children in need. Donated airtime and on-site promotion: 700 PSAs on the main and secondary program streams and numerous Facebook/Twitter posts, news coverage, and Talk of Alabama appearances.
Fundraiser/Community	Birmingham Teams For Troops	11/30- 12/30	in rotation	:05/:15/:30	Teams For Troops. Donated airtime and on-site promotion: 2,142 PSAs on the main and secondary program streams, news coverage, Talk of Alabama appearances, and numerous Facebook/Twitter posts.
Health/Fundraiser	Magic City Half Marathon Ruben Studdard Foundation for the Advancement of Children in the Music Arts Regions Field	10/22- 11/19	in rotation	:10/:20	The Magic City Half Marathon, 5K and 1 Mile Fun Run took place in downtown Birmingham. Over recent years the Magic City Half Marathon has become the fastest growing half marathon in the South. Proceeds benefit the Ruben Studdard Foundation for the Advancement of Children in the Music Arts. Held Sunday, November 20 th at Regions Field in Birmingham, AL. Donated airtime and on-site promotion: 440 PSAs on the main and secondary program streams.
Community Engagement	2016 Vulcan Aftertunes Vulcan Park & Museum	9/9- 10/22	in rotation	:15	Concert series at Vulcan Park in support of the Vulcan Foundation. Vulcan Park Foundation is the 501©(3) nonprofit organization that preserves and promotes Vulcan as the symbol for the Birmingham region, to advance knowledge and understanding of Birmingham's history and culture, and to encourage exploration of the region. Support is needed to help keep Vulcan Park and Museum beautiful and accessible for more than 125,000 people each year—including over 12,000 school children on field trips. Held Sunday, September 25 th , Oct. 9 th & Oct. 23 rd . Donated airtime: 880 PSAs on the main and secondary program streams.
Charity/Donations	Jimmie Hale Mission Holiday Campaign Jimmie Hale Mission	11/7- 12/31	in rotation	:10/:15/:30	In support of Jimmie Hale Mission's Holiday efforts. Donated airtime: 1,596 PSAs on the main and secondary program streams.
Health, Education, Youth, Community Engagement, Safety, Energy, Housing, Family & Community, Environmental, etc.	Adoption Advocating for Health ALONE-FALLS American Cancer Society American Dental Association American Kidney Foundation Autism Awareness Big Brothers/ Big Sisters - KIDS BBQ – Underage Drinking Prev. Best Friends Animal Society Bo Derek – Hospitalized Vets Bullying Prevention Buzzed Driving Prevention Caregiver Assistance	10/1- 12/31	in rotation	:05, :10, :15, :30, :60	During the 4 th quarter of 2016, WDBB aired in excess of 3,000 public service announcements. These announcements aired daily on all three programming streams.

Child Car Safety – KIDS
 Clean Water
 College.gov
 Cyber Security – KIDS
 Enrollment Health Ins – KIDS
 Fatherhood.gov
 Goodwill Donate – KIDS
 HS Dropout – KIDS
 Insure Kids Now – KIDS
 Learning & Attention Issues- KIDS
 Make a Wish Foundation
 Peace Corps
 Project Roadblock
 Susan G. Komen for the Cure
 United We Serve
 Wildfire Prevention
 Wounded Warriors
 This listing is by no means exhaustive.

Community Activities

A web-based community calendar and activities list is posted on www.wtto21.com and www.abc3340.com to address several issues in the community. Organizations submit events via web, email, and/or mail. Station sponsored events are also listed on www.wtto21.com and www.abc3340.com by station staff.

Description of Issue	Community Activities	Date(s)	Time	Location	Narration of Type and Description
Various	Community calendar & activities' list	10/1-12/31	24/7	www.wtto21.com www.abc3340.com	Community calendars, links and features that provide an opportunity for local non-profit organizations to encourage community involvement in a variety of fairs, events, seminars, and educational programs. Special website public service tiles are listed for Let's Move.org, That's Not Cool.com, KnowHowToGo.org (4 steps to college), and READY.GOV (Emergency Preparedness – FEMA)
Holiday	Christmas Goody Bags Special Delivery	12/15	Various	Princeton Alternative School	Station stuffed and delivered more than 256 holiday gift bags to students, teachers, and staff at Princeton Alternative School.
Education	Adopt-A-School Princeton Alternative School	Various	Various	Princeton Alternative School	Station does volunteer work at Princeton Alternative School such as reading to students, teaching through incentives, awarding outstanding students and teachers with awards certificates and gifts, and sponsoring reading and attendance contests for each grading period.