

WZEW ISSUES and PROGRAMMING TO ADDRESS THOSE ISSUES, 4th Quarter, 2012

The following are the issues of public importance identified by radio station WZEW-FM in the 4th Quarter of 2012 for Fairhope, Mobile and the surrounding service areas:

- 1) The improvement and protection of the environment in Mobile and Baldwin counties along with Mobile Bay and the Gulf of Mexico.
- 2) The elimination of hunger within the Fairhope/Mobile area.
- 3) The need for volunteer action to support programs and services for non profit agencies within the service area.
- 4) The need for education about domestic abuse.

WZEW-FM offers extended airtime to legitimate public service groups through our liberal offering of airtime to legitimate public service groups. Some groups included in the 4th quarter were: American Red Cross, Alabama Coastal Foundation, Penelope House, The Haven Animal Shelter, Team Share The Road, The Kiwanis Club, Mobile Historic Preservation Society, Lifesouth Community Blood Center, The Eastern Shore Arts Council, Eastern Shore Chamber Of Commerce, Camp RapAHope, Mobile Arts Council, Keep Mobile Beautiful, Mobile Bay Keeper, The Joe Jefferson Playhouse, Theatre 98, the Chickasaw Civic Theatre,

St. Mary's school, the YMCA and the American Cancer Society. All the PSA's that aired on WZEW are listed under separate cover in the public file.

Fairhope Municipal Elections

WZEW aired numerous announcements encouraging listener participation in the 2012 Fairhope elections. WZEW made airtime available to candidates, discussed issues such as the noise ordinance in Fairhope and stressed the importance of Fairhope citizens getting involved in local government and voting.

Bay Area Food Bank

WZEW-FM assisted in promoting multiple events to benefit the Bay Area Food Bank in 4Q to raise awareness and raise funds for the Bay Area Food Bank, whose mission is to end hunger in our area, throughout the holiday season of 2012.

Saenger Theatre

WZEW assisted the public debate within the city of Mobile regarding the future, and current direction of, the city's famed Saenger Theatre. WZEW endeavored to make public facts for citizens to review and encouraged participation and communication with city leaders and the public.

Dog River Clearwater Revival

WZEW actively promoted DRCCR events and clean up programs in 4Q 2012. DRCCR focuses on cleaning and preventing litter and pollution in the Dog River area and throughout Mobile and Baldwin counties. Efforts have included children's education programs on pollution and responsible guardianship of natural references, cleanup days and promotion of installation of litter traps in the Dog River area.

Penelope House

WZEW hosted numerous on air discussions and assisted in promotion of Penelope House, a local shelter for victims of domestic abuse. The Mobile/Baldwin area has many cases of this that go unreported and the promotion of Penelope House has helped increase awareness of the problem and what help victims can receive.

Tornado Activity

WZEW hosted on air news and discussion of the December tornado touchdowns in the city of Mobile in the interest of educating the public on how to locate appropriate disaster relief agencies, where to seek shelter, and remain safe if the need arises. WZEW provided coverage, information, and assistance information before, during and after the tornados.

Red Cross / LifeSouth Blood Drives

WZEW partnered with The American Red Cross and LifeSouth Community Bloodcenters to assist in promoting blood donation year round and especially in times of need. Natural disasters like the December tornados always affect the local blood supplies, and efforts to inform the public were carried out numerous times.

WZEW-FM was a proud sponsor of Red Cross Blood Drives. Numerous blood drives were held during the 4th quarter and WZEW-FM supported them with on air interviews and public service announcements.

Military Veterans

WZEW has promoted national Veterans Affairs efforts to local veterans in our community especially veterans who are at risk for homelessness, most notably through the 877-4AID-VET hotline.

The Arts in our Community

WZEW_FM is a proud sponsor of the Arts in Mobile & Baldwin Counties. This includes The Joe Jefferson Playhouse, Mobile Thatre Guild, Mobile Arts Council, LoDa Art Walk, Arts Alive!, The Mobile Opera & Symphony, Theatre 98, Chickasaw Civic Theatre and many others. We performed many on air interviews and held promotions designed to encourage participation and support of the arts.

E-Town

WZEW airs “E-Town”, a non profit program every Sunday. E-Town features a variety of guests and performances and promotes better living for our planet.

92 ZEW’s Community Round Table

WZEW-FM airs the show “Community Round Table” along with the “Radio Health Journal” on Sunday mornings. “Community Round Table” is a local issues discussion show hosted by WZEW-FM host Ryan “Pablo” Foster. On the show, he interviews community leaders and citizens of Fairhope and the surrounding area to find out what the issues affecting the community are and

what solutions exist. The “Radio Health Journal” is a half hour (or 5 minute update depending on air week) program that focuses on new medicines and cure and suggestions and tips on how to live a healthier lifestyle.

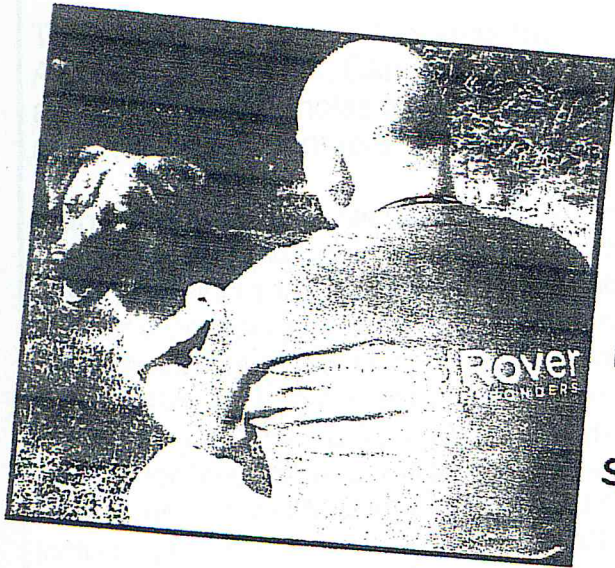
What Matters to Fairhope

The issues that concern the citizens of Fairhope and surrounding communities are the concerns of WZEW-FM. WZEW-FM is actively working with many groups who are trying to further the quality of life in our area of the beautiful Gulf Coast. WZEW-FM will continue to seek out and address the concerns of its city of license and surrounding areas.



Volunteer Training Workshop

~~501-C NON PROFIT~~

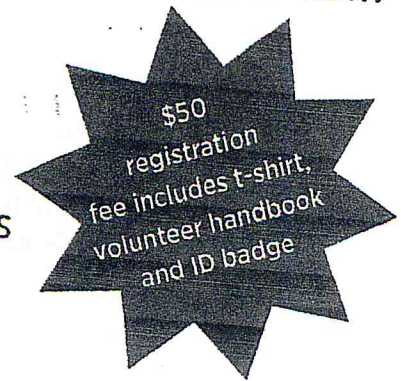


Saturday, July 14
9 a.m. to 1 p.m.

Hosted by:

Mobile County Sheriff's Department
510 S. Royal St
Mobile, AL 36603

Space for this training is limited, register now!



Volunteers with the RedRover Responders:

- Set up and operate temporary emergency animal shelters
- Care for, feed and comfort animals displaced by natural disasters and reunite them with their families
- Save animals from suffering in puppy mills and other abuse and neglect situations
- Educate people about puppy mills, animal hoarding and disaster planning for pets

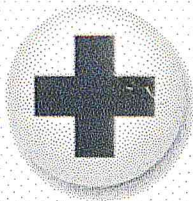
Additional self-paced online training is required to complete volunteer training.

RedRover Responders was formerly the Emergency Animal Rescue Service, a program of United Animal Nations.

For more information or to register:

www.redrover.org/responders • 916.429.2457





**American
Red Cross**

FOR IMMEDIATE RELEASE: Through August 3, 2012

CONTACT: Evan Duffy

Communications Program Manager

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23rd annual
Bebo's
Blood Drive

Thursday, August 2, 2012

Friday, August 3, 2012

12 p.m. to 7 p.m.

**Bel Air Mall- Target Wing
Mobile, AL**

**Foley Civic Center
407 East Laurel Avenue
Foley, AL**

**Daphne Civic Center
2603 Hwy. 98
Daphne, AL**

Give the gift of life and have a blast at south Alabama's biggest blood drive

(July 11, 2012) For the 23rd year in a row, Bebo's Express, in conjunction with the American Red Cross, will be heating up the summer blood inventory with their annual Bebo's Blood Drive, scheduled for Thursday, August 2, 2012 and Friday, August 3, 2012 from 12 p.m. until 7 p.m. at Bel Air Mall- Target Wing in Mobile, the Foley Civic Center in Foley and the Daphne Civic Center in Daphne. Other sponsors include, Blue Bell Ice, WKRG, 95KSJ and Coca-Cola.

Each year, numerous sponsors come together to make the Bebo's drive the biggest blood drive in the southern half of Alabama. Since the drive's first year in 1989, over 14,000 units of blood have been collected, providing an annual injection of blood into the American Red Cross inventory during a critical time for the region's blood supply.

The Bebo's drive comes at a particularly critical period for the blood supply, as the traditional summer shortages put a dangerous strain on the blood supply. The drive offers donors a large-scale drive through which to respond to the call for increased donations, and year after year the Bebo's drive has helped boost the summer inventory thanks to local donors.

The reasons for the summer blood shortage are multi-faceted. The summer months have historically been a time when collections fall while demand increases, thus making drives held in mid-summer of the utmost importance to saving lives.

Because students, who make up 21 percent of the blood supply, are out of classes in the summer, collections decrease. This decrease is also due to the fact that more regular donors are on vacation, thus further causing a decline in the amount of blood that is taken in. This decrease in supply is met with an increase in demand. Summer travel holidays result in more traffic accidents requiring blood, and more outdoor recreation and labor results in more serious injuries. Hurricanes further compound the problem by interrupting collections while at the same time causing injuries which require blood.

In other words, blood is critically needed. Donors who have either of the Type O blood types are especially in demand, as more than 50 percent of blood ordered through hospitals is Type O. A single traffic accident victim can require

between four and 100 units of blood. A bypass patient can need four to six units of blood to survive. An infant born with Rh factor complications must have at least a unit of blood to survive. And patients like these need blood every two seconds in the United States, making it critical that donors give blood for the good of humanity.

In order to give blood, you must weigh at least 110 pounds, you must be at least 17 years old (16 years old with parental consent) and you must be in general good health. If you are sick and cannot donate, please recruit a friend or family member to give in your place. All donors must have a photo ID or American Red Cross donor card.

If you plan on giving blood, make sure to prepare yourself for the process. Double your fluid intake in the 48 hours leading up to the drive. Make sure to eat a nutritious meal the night before, as well as the day of, the blood drive. Eat iron-rich foods such as lean beef, broccoli, eggs, greens, shrimp or dried beans. Also consume foods rich in Vitamin C, such as citrus fruits, cabbage, tomatoes and sweet potatoes. Make sure to get a good night's sleep before the drive.

A variety of door prizes will be awarded during the drive to presenting volunteer donors. Presenting volunteer donors will receive a T-shirt. All presenting volunteer donors will also receive: a Chick-Fil-A coupon, a coupon for Bebo's Express, a free pint of Blue Bell ice cream and a 20 ounce Coca-Cola product. All presenting volunteer donors in the months of July, August and September are entered into the July "Super Summer Save" promotion for a chance at \$3,000 in American Express gift cards.

For more information, visit www.redcrossblood.org or call 1-800-RED-CROSS. To make an appointment, please visit redcrossblood.org and enter the sponsor code "bebosmobile" for the Mobile site, "bebosdaphne" for the Daphne site or "bebosfoley" for the Foley site.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies more than 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its

mission. For more information, please visit redcross.org or join our blog at <http://blog.redcross.org>.

**The need is constant.
The gratification is instant.
Give blood.™**