

## **WZEW ISSUES and PROGRAMMING TO ADDRESS THOSE ISSUES, 4th Quarter, 2016**

The following are the issues of public importance identified by radio station WZEW-FM in the 4th Quarter of 2016 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 need for funding and support of the Child Advocacy Center for victims of sexual and physical abuse of citizens of the Fairhope/Mobile area.
- 3) The elimination of hunger within the Fairhope/Mobile area.
- 4) The need for volunteer action to support programs and services for non-profit agencies within the service area.
- 5) Support for, and education about, the arts and the role they play in our community.

WZEW-FM offered extended airtime to legitimate public service groups through our liberal, ongoing, offering of airtime to legitimate public service groups. Some groups included in the 4th quarter were: The Gulf Coast Exploreum, The City of Fairhope, The City Of Mobile's Keep Mobile Beautiful program, The Make-A-Wish Foundation Alabama, Children's Of Alabama, Alabama Coastal Foundation, The Autism Society of Mobile, The Boys & Girls Clubs of Alabama, Children's and Women's Hospital, Salvation Army, Alabama Department of Conservation, Volunteers of America, American Heart Association, Lifesouth Community Blood Center, Eastern Shore Chamber Of Commerce, Celeste's School Of The Equestrian Arts, Mobile Arts Council, Keep Mobile Beautiful, Mobile Bay Keeper, The Joe Jefferson Playhouse,

Theatre 98, the Chickasaw Civic Theatre, St. Mary's Home, the YMCA and the American Cancer Society.

### **Public News/Lagniappe**

WZEW has dedicated time to supporting news effort in partnership with Lagniappe weekly newspaper to cover news stories of public interest that go uncovered due to the area's lack of a daily newspaper.

### **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.

### **Mobile Bay Keeper/Alabama Coastal Foundation**

WZEW has hosted numerous interviews and aired PSAs to assist the efforts of both Mobile Bay Keeper and the Alabama Coastal Foundation to further their missions to keep our coastal areas and drinking water supplies safe and clean. This includes a long form interview concerning the Mobile Bay Bash.

### **Gulf Coast Exploreum**

WZEW helped promote the ongoing services and educational efforts of The Gulf Coast Exploreum during 4Q 2016 via multiple on air PSA's, event giveaways and in studio interviews.

### **American Heart Association**

The station provide interview opportunities for the Heart Association to promote their Baldwin and Mobile County Heart Walks, one of their benchmark annual fundraisers.

### **Children's Of Alabama**

The station provided a long form interview to educate listeners about childhood arthritis, and Children's Of Alabama's efforts to provide education and treatment of the disease.

### **Alabama Coastal Cleanup**



The station provided interview opportunities to the Alabama Department Of Conservation & Natural Resources to promote the annual Coastal Cleanup campaign.

### **Feeding The Gulf Coast**

WZEW-FM assisted in promoting multiple events to raise funds for the Feeding The Gulf Coast, whose mission is to end hunger in our area. This is an ongoing partnership.

### **Kicking For Josh**

The station provided promotional opportunities for the “Kicking For Josh” campaign, and effort to raise funds towards the rehabilitation of a Baldwin County car accident victim.

### **Equestrian Chaos**

The station provided a long form interview opportunity to Celeste’s School For The Equestrian Arts, to promote therapeutic riding lessons to those with special needs.

### **Arts in our Community**

WZEW-FM is a proud sponsor of the Arts in Mobile & Baldwin Counties. This includes The Joe Jefferson Playhouse, Mobile Theatre 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 Tony Plosczynski. 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.