

WZEW ISSUES and PROGRAMMING TO ADDRESS THOSE ISSUES, 2nd Quarter, 2012

The following are the issues of public importance identified by radio station WZEW-FM in the 2nd 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 need for hurricane season education, awareness and preparation for the 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) 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 2nd 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, Mobile Baybears Charities, Mobile Arts Council, the Zachary A. Moore Foundation, 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.

Bay Area Food Bank

WZEW-FM assisted in promoting multiple events to benefit the Bay Area Food Bank in 2Q to raise awareness and raise funds for the Bay Area Food Bank, whose mission is to end hunger in our area, beginning in May 2012 and throughout the summer of 2012.

US Coast Guard Benefit

After a tragically fatal USCG helicopter crash in February 2012, WZEW assisted in raising funds for victims families via a live benefit event on April 21st.

Dog River Clearwater Revival

WZEW actively promoted DRCR events and clean up programs in 2Q 2012. DRCR 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.

American Cancer Society

WZEW served as a partner with the American Cancer Society in their efforts in Baldwin/Mobile counties to promote cancer research fundraising, anti-smoking efforts and other public information efforts to educate the public as to services offered by ACS. WZEW served as the sole media sponsor of the 2012 Relay For Life series of events in Mobile & Baldwin counties in 2012.

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.

Hurricane Season

WZEW hosted on air discussion with local Emergency Management Agency personnel to inform the public of the impending hurricane season in the interest of educating the public on storm preparedness and how to locate appropriate disaster relief agencies if the need arises.

Mobile Bay Sierra Club

WZEW helped promote ongoing lectures and events with the Sierra Club to inform and mobilize area citizens to environmental causes affecting our waterways and green spaces.

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. Summer vacations 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 1st^h quarter and WZEW-FM supported them with on air interviews, promos and appearances at the events.

Mobile Museums

WZEW promoted numerous events, programs and features of Mobile's major museums, the Museum of Mobile, the Phoenix Fire Museum, and the Mobile Museum of Art throughout 2Q 2012.

Team Share The Road

WZEW-FM worked in conjunction with Team Share The Road, a non profit group of bicycle enthusiasts whose goal is to educate area drivers and bicyclists on the "rules of the road" to promote safer driving and biking conditions throughout our area. This was important after numerous bicycling fatalities in the area. WZEW also promoted promotional races held by Team Share The Road.

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.



Ryan Foster <pablo@dotcom1.net>

Please Publicize Tuesday Evening Sierra Club Program featuring The Baldwin County Trailblazers

1 message

Carol Adams-Davis <mcadamsdavis@earthlink.net>

Sat, Apr 28, 2012 at 1:58 AM

The Mobile Bay Sierra Club is pleased to feature a program with discussion by Libbie Dobbs of The Baldwin County Trailblazers.

Please join us at 5 Rivers Delta Resource Center

on Tuesday evening, May 1st, at 7:00 p.m.

The Baldwin County Trailblazers are a nonprofit organization founded in 1995. They focus on the construction and maintenance of multiuse trails. Their aim is to create public awareness of the many health, community, and environmental benefits of all non-motorized transportation.

The Baldwin County Trailblazers are excited to announce the construction of the newest segment of the Eastern Shore Trail. This section of the trail begins in front of the Weeks Bay Education Center and continues west toward Fairhope along U.S. Highway 98. When completed, the partially shaded path will be perfect for walkers and cyclists of all ages and ability level.

Completion of this section will move the Trailblazers closer to their goal of fully connecting the 29 miles of trail from Battleship Park in Mobile to Weeks Bay.

Refreshments will be served at 6:40 p.m.

(The General Public is invited, No Admission)

The General Public is also invited to attend and participate in the Mobile Bay Sierra Club meeting at 6:00 p.m.

Please forward this invitation to any interested people or groups.

The exact meeting location at 5 Rivers may vary from month to month, so please follow the Sierra Club signs.

Location address: 5 Rivers, Alabama's Delta Resource Center, 30945 Five Rivers Blvd., Spanish Fort, AL 36527 (entrance is across from Meaher State Park on the Mobile Bay Causeway).

For more information, please contact Carol Adams-Davis, 702-496-5050 or email: mcadamsdavis@earthlink.net

✓ Speckled Trout
✓ White Trout
✓ Flounder

United Cerebral Palsy's 5th Annual Inshore Fishing Tournament

Where:

Chocalotta Bay Landing

Speckled Trout Jackpot
☆ 3 Fish Creel ☆

\$50.00 per boat

Date:

Saturday, May 5, 2012

Buy your tickets at:

Quints Hardware

Times:

Weigh in 1 p.m - 5 p.m.

Southern Bama Bait & Tackle

Entry:

\$25.00 Entry Fee

McCoy Outdoor

UCP of Mobile

Prizes:

FOR ALL CATEGORIES

1st Place: Calcutta Reel, \$50 Gift Card & Ice Chest

2nd Place: Ambassador Rod & Reel Combo, \$40

Gift Card & Ice Chest

3rd Place: Tackle Box, \$25 Gift Card & Ice Chest

For more information contact:

Gina Johnson

rjohnson@ucpmobile.org

251.479.4900



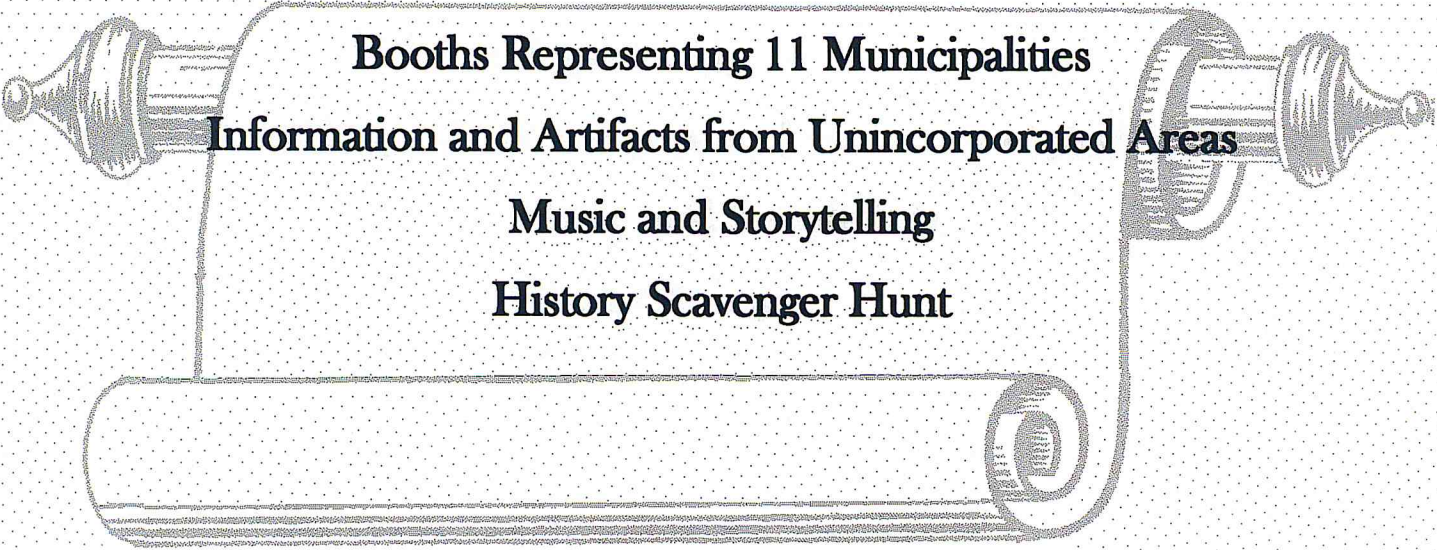
UCP of Mobile and Central Alabama
are a 501(c)(3) organization.
We welcome donations for people with disabilities.

visit us at www.ucpmobile.org



2012 MOBILE COUNTY BICENTENNIAL HISTORY FESTIVAL

**Thursday, May 3, 2012
9 a.m. to 4 p.m.
Government Plaza Atrium**



**Booths Representing 11 Municipalities
Information and Artifacts from Unincorporated Areas
Music and Storytelling
History Scavenger Hunt**

**Opportunity to
sign the Bicentennial Scrolls
to be placed in the
Bicentennial Time Capsule**

Commemorative Bicentennial Shirts and Calendars Available

**ADMISSION IS FREE
BE A PART OF HISTORY**

Mobile County Bicentennial Committee
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FOR IMMEDIATE RELEASE
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251.648.1948

Then. On December 18, 1812, Mobile County was created by proclamation of the governor of what was then the Mississippi Territory.

Today. On December 18, 2012, Mobile County celebrates its 200th birthday.

The Bicentennial Commission of Mobile County, Inc. celebrates this great achievement with 365 days of historical facts, fun and exploration of the county's natural treasures and recognizes our culturally-diverse communities. The fun continues as the commission provides educational and entertaining events throughout Mobile County with emphasis on its history, the arts, sports, and leadership, as well as highlighting annual events located in Mobile County's 11 municipalities. The celebration will conclude with the largest birthday bash in history!!!

The Bicentennial Commission of Mobile County will celebrate the people, facts and treasures that created Mobile County at its 2012 History Festival. **The History Festival will be held for students on Thursday, May 3, 2012 at the Atrium of Government Plaza from 9-3.** The History Festival will include:

- Booths representing 11 municipalities
- Information and Artifacts representing unincorporated areas
- Music and storytelling
- History scavenger hunt
- Opportunity to sign scrolls to be placed in the Bicentennial time capsule

-more-

Guests attending the History Festival will have the opportunity to be a part of history. The Bicentennial Commission will unveil its legacy project, the 2012 time capsule. Scrolls will be available for students to sign their name for a fee of twenty-five cents (.25). The time capsule will be buried this year with the intent to be unearthed after 50 years. For additional information and logistics, please contact Anitra Henderson at 251.648.1948.



Bicentennial Sponsored Events

January 2012

Porterville Marker Dedication

Senior Bowl

March

Semmes Azalea Festival

May

Mobile County History Festival

Bayou La Batre Blessing of the Fleet

June

Music in Mobile County Amphitheaters TBA

City Days at the Hank TBA

July

Music in Mobile County Amphitheaters

City Days at the Hank

Dauphin Island Fishing Rodeo 07.13.12

September

Mobile County Bicentennial Vintage Baseball Game TBA

Mobile County Bicentennial Sports Legacy Gala TBA

Mt. Vernon Founder's Day

October

Chickasaw Founder's Day

Saraland Harvest Festival

Prichard BBQ Cook off

Mobile Bayfest

November

Mobile County Bicentennial Leadership Gala

December

Satsuma Arts & Crafts Festival 12.01.12

Mobile County Bicentennial Celebration Finale