

## **WZEW ISSUES and PROGRAMMING TO ADDRESS THOSE ISSUES, 1st Quarter, 2014**

The following are the issues of public importance identified by radio station WZEW-FM in the 1st Quarter of 2014 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.
- 6) Support for, and education about, the arts and the role they play in our community.

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 1st quarter were: American Red Cross, Mobile Police Department, Children's Hospital of Alabama, Orange Beach Arts Center, Theatre 98, Alabama Coastal Foundation, Penelope House, Team Share The Road, Wheels For Wilmer Hall orphanage, The Down Syndrome Society, NAMI, 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.

### **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. Topics covered include mayoral races, city council issues, Alabama's Open Records Laws, local art endeavors and more.

### **Bay Area Food Bank**

WZEW-FM assisted in promoting multiple events to benefit the Bay Area Food Bank in 1Q to raise awareness and raise funds for the Bay Area Food Bank, whose mission is to end hunger in our area, beginning in May 2014 and throughout the end of 2014.

### **Dog River Clearwater Revival**

WZEW actively promoted DRCR events and clean up programs in 1Q 2014. 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.

### **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.

### **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 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 1Q 2014.

### **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 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 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.