

## **WZEW ISSUES and PROGRAMMING TO ADDRESS THOSE ISSUES, 3rd Quarter, 2016**

The following are the issues of public importance identified by radio station WZEW-FM in the 3rd 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 3rd 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, United Cerebral Palsy, The Boys & Girls Clubs of Alabama, Children's and Women's Hospital, Salvation Army, Alabama Department of Conservation, Camp Rap-a-Hope, Volunteers of America, Mobile Historic Preservation Society, Save-A-Stray/Mobile, The Fairhope Educational Enrichment Foundation, Lifesouth Community Blood Center, Eastern Shore Chamber Of Commerce, Mobile Arts

Council, Keep Mobile Beautiful, Team River Runner, 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.

### **United Cerebral Palsy**

WZEW provided long form interview time for UCP of South Alabama to promote their Food & Foley fundraising event.

### **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. The station provided significant promotional resources to the fundraising Bay Bites Food Truck Festival.

### **Fairhope Educational Enrichment Foundation**

WZEW provided a long form interview program to the FEEE so they could promote their Phantasy of the Arts fundraiser.

### **Gulf Coast Exploreum**

WZEW helped promote the ongoing services and educational efforts of The Gulf Coast Exploreum during 3Q 2016 via multiple on air PSA's, event giveaways and in studio interviews.

### **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 benefit the Bay Area Food Bank in 3Q to raise awareness and raise funds for the Feeding The Gulf Coast, whose mission is to end hunger in our area. This is an ongoing partnership.

### **Team River Runner**

This organization, which provides recreational opportunity at no charge to disabled veterans, received extensive on-air and on-site support for their 4<sup>th</sup> of July celebration. Airtime was also provided to promote their Veterans Family Retreat.

### **Save-A-Stray/Mobile**

WZEW provided interview opportunities for this organization, which works to raise funds for area animal shelters, to promote their "Doggy Happy Hour" fundraising event.

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

WZEW provided long form interview broadcasts with Children's Of Alabama, to aid in their efforts to provide health care programs to our area's youth.

### **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 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.