

WZEW ISSUES and PROGRAMMING TO ADDRESS THOSE ISSUES, 2nd Quarter, 2013

The following are the issues of public importance identified by radio station WZEW-FM in the 2nd Quarter of 2013 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, 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.

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 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 2013 and throughout the summer of 2013.

Dog River Clearwater Revival

WZEW actively promoted DRCCR events and clean up programs in 2Q 2013. 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.

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 2013 Relay For Life series of events in Mobile & Baldwin counties in 2013.

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 2013.

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.