

## **WZEW ISSUES and PROGRAMMING TO ADDRESS THOSE ISSUES, 4th Quarter, 2015**

The following are the issues of public importance identified by radio station WZEW-FM in the 4th Quarter of 2015 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) 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 offering of airtime to legitimate public service groups. Some groups included in the 4<sup>th</sup> quarter were: The Gulf Coast Exploreum, The City of Fairhope, The City Of Mobile's Keep Mobile Beautiful program, Down Syndrome Society, The Make-A-Wish Foundation Alabama, Alabama Coastal Foundation, The Boys & Girls Clubs of Alabama, Children's and Women's Hospital, The Learning Tree, Salvation Army, Camp Rap-a-Hope, Volunteers of America, Mobile Historic Preservation Society, Lifesouth Community Blood Center, The Eastern Shore Arts Council, Eastern Shore Chamber Of Commerce, 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. 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 4Q and WZEW-FM supported them with on air interviews, promos and appearances at the events.

### **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.

### **Gulf Coast Exploreum**

WZEW helped promote the ongoing services and educational efforts of The Gulf Coast Exploreum during 4Q 2015 via multiple on air PSA's and in studio interviews.

### **Bay Area Food Bank**

WZEW-FM assisted in promoting multiple events to benefit the Bay Area Food Bank in 4Q to raise awareness and raise funds for the Bay Area Food Bank, whose mission is to end hunger in our area. This is an ongoing partnership.



## **Mobile Museums**

WZEW promoted numerous events, programs and features of Mobile's major museums, the Museum of Mobile and the Mobile Museum of Art throughout 4Q 2015.

## **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 and our promotion of the efforts of Volunteers Of America's Eagle's Nest home for veterans.

## **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.