

WXCM – WHITESVILLE, KY  
QUARTERLY ISSUES AND PROGRAMS

JANUARY – MARCH 2017

In Accordance with the Federal Communications Commission's rules and regulations, the following – in the opinion of station **WXCM** – are the issues and needs of the community that were served during the period stated above. They are not necessarily in order of importance. Each is addressed by public service programming or station promotion.

PLACED IN THE **WXCM** PUBLIC FILE

April 10, 2017



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Brack Stacy, Chief Operating Officer/General Manager

# **Quarterly Report**

**January 2017 – March 2017**

**Cromwell Radio Group**

**Station: WXCM-FM**

**Prepared by:  
Rob Nichols**

## **Issues List for This Report:**

- 1. Severe Weather Preparedness**
- 2. Diabetes Awareness**
- 3. Make a Wish Foundation**
- 4. Law Enforcement**
- 5. Feed Seniors Now**

## **SEVERE WEATHER PREPAREDNESS**

Spring is a critical time to keep listeners informed about severe weather. Listeners need to be made aware immediately of severe storms so they can make the proper preparations.

## **RESPONSIVE PROGRAMMING**

WXCM utilizes the services of media partner 14WFIE out of Evansville for severe weather coverage. When a warning is issued and the storm is bad enough for wall-to-wall coverage from the television station, all Cromwell stations simulcast the 14WFIE signal until the threat passes.

Several times a quarter. Some lengths exceed 30 minutes.

## **DIABETES AWARENESS**

Within the WXCM listening area, there are many citizens suffering from diabetes. The Daviess County Diabetes Coalition, or DCDC, strives to educate the public about the disease.

## **RESPONSIVE PROGRAMMING**

WXCM ran many announcements from the DCDC regarding the Diabetes Alert Day, a nationwide effort to get citizens to get tested to see if they are at risk for Type 2 Diabetes.

Several times a day from March 1 through March 28. 30 seconds each.

## **MAKE A WISH FOUNDATION**

Children suffering from sickness and disease are given one-of-a-kind opportunities through Make a Wish Foundation. Events are held around the country to raise funding for the organization.

## **RESPONSIVE PROGRAMMING**

WXCM, along with Book and Music Exchange, is helping to present "Rayal Resurrection," a wrestling event from Universal Championship Wrestling. It will be held April 15 at the Owensboro Sportscenter, and a portion of the proceeds will benefit Make a Wish.

Several announcements per day, beginning 3/23. 90 seconds each.

## **LAW ENFORCEMENT**

Owensboro, as in any medium sized city, has its share of crime. Many witnesses are reluctant to come forward with tips to help solve crimes and lead to convictions. The Owensboro Police Department has a program that offers an incentive to come forward.

## **RESPONSIVE PROGRAMMING**

Several times a quarter, OPD Officer Michael Hathaway updates the Crimestoppers Tip of the Week. Citizens could receive a cash reward for offering tips that lead to arrests. Callers can remain anonymous.

One minute each throughout quarter. Continually updated.

## **FEED SENIORS NOW**

Around 2000 senior citizens in the United States die of malnutrition every year. It's important that citizens take care of our older population and make sure they are staying fed and healthy.

## **RESPONSIVE PROGRAMMING**

WXCM, along with Independence Bank, Comfort Keepers, and the Green River Area Development District, started promoting Feed Seniors Now, a program that is collecting donations of non-perishable food items to be given to seniors. The program runs through April 24.

Several times a day, live and recorded announcements. Average one minute. Began March 27.