

WMFX-FM/FOX 102.3



Quarterly Issues and Programs Report

Fourth Quarter 2019

OCT-NOV-DEC

From: KOKO, Public Affairs Director
Date: Oct 1, 2019 – Dec 31, 2019

Index

- I. *Public Service Announcements and Public Affairs Show, "Fox Focus", A 30 minute interview-discussion Show aired at 6:30am on Sunday mornings featuring a variety of local, regional and national topics of concern to the community.*
- II. Public Service Events

**WMFX-FM
Columbia, S.C**

Quarterly Issues/Programming Report for 4th Quarter 2019

During this quarter, this station gave particular attention to the issues listed in the following report. These issues are not listed in order of importance and it should be noted that the station may have also aired other programming that was responsive to the community's informational needs.

ISSUE: Community Organization

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	10.06.19	6:30am	10 mins	An interview with The SC Chapter of the American Foundation for Suicide Prevention promoting the "Columbia Out of the Darkness Walk". Proceeds benefit local and national suicide prevention efforts and awareness programs.
Fox Focus	11.17.19	6:30am	7 ½ mins	An interview with THE LRADAC Foundation about the history, mission and benefit for individuals and families impacted by addiction.
Fox Focus	12.29.19	6:30am	10 mins	An interview with Famously Hot New Year promoting the upcoming outdoor concert headlined by a nationally re-renowned band, supported by local artists, a midnight count-down and fireworks display.

73.3526 (e)(11)(i), (e)(12); 73.3527(e)(8) Issues/programs lists. For AM, FM, TV and Class A broadcast stations, every three months a list of programs that provided the station's most significant treatment of community issues during the preceding three month period. The list for each calendar quarter is to be filed by the tenth day of the succeeding calendar quarter (e.g., January 10, April 10, July 10, October 10). The list shall include a brief narrative describing what issues were given significant treatment and the programming that provided this treatment. The description of the programs shall include, but shall not be limited to, the time, date, duration, and title of each program in which the issue was treated. The lists described in this paragraph shall be retained in the public inspection file until final action has been taken on the station's next license renewal application.

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ISSUE: Women

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	12.01.19	6:30am	10 mins	An interview with Sister Care bringing awareness to domestic violence issues in South Carolina and the services and programs the shelter provides for battered women and their children, and holiday needs for the shelter.
Fox Focus	10.13.19	6:30am	7 ½ mins	An interview with Nurse-Family Partner explaining how the program benefits 1st time pregnant women, how women can get involved and how to apply.

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ISSUE: Health

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	10.13.19	6:30am	7 ½ mins	An interview with The SC Chapter of the American Foundation for Suicide Prevention promoting the "Columbia Out of the Darkness Walk". Proceeds will benefit local and national suicide prevention and awareness programs.
Fox Focus	10.27.19	6:30am	7 ½ min	Interview with the Nat'l Alliance on Mental Illness (NAMI) raising awareness during Mental Health Week, discussing efforts in fighting stigmas, educating the public, and advocating for policies that support people with mental illness.

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ISSUE: The Poor

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	10.27.19	6:30am	7 ½ mins	An interview about the history and mission of the Oliver Gospel Mission, volunteer opportunities, and the upcoming annual "Golfing for the Homeless" Golf Tournament.
Fox Focus	12.08.19	6:30am	10 mins	An interview with Big Homie Lil Homie about the need for donated Christmas toys for poor and disadvantaged boys during the holiday season, the benefit of mentoring these young men as well as volunteer opportunities.

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ISSUE: Gov't & Safety Officials

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	11.17.19	6:30am	7 ½ mins	An interview with Internet Security Expert Tim Callan about the extent of phishing schemes and the tricks criminals use to attack us. He shares simple tips that can foil these phishing fraudsters.
Fox Focus	10.06.19	6:30am	10 mins	An interview with Richland County Sheriff Dept. about how the RCSD is working to create better community engagement, & the future of law enforcement in a diverse changing culture.

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ISSUE: Education

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	10.13.19	6:30am	10 mins	An interview with The South Carolina Governor's School for the Arts and Humanities promoting auditions for the upcoming school year, summer programs and how students explore and refine their talents.
Fox Focus	11.03.19	6:30am	10 mins	An interview with Employee Benefits Expert, Brad Chignoli who tames the anxiety of the Open Enrollment process by educating listeners with a quick guide to help make the best choices for health insurance, life insurance, and disability insurance.
SCBA: SC Tech Cyber PSA	10.01.19- 12.31.19	6a-12a	30 sec	A PSA airing multiple times promoting the educational value of the SC Technical College System and encourages attendance throughout the State.

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ISSUE: Charity

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	12.22.19	6:30am	10 ½ mins	An interview with the Irmo-Chapin Recreation Commission promoting the Annual Holiday Lights on the River, the Midlands largest Drive-Through Lights Show! She also talks the many services and programs provided for residents.
Fox Focus	12.29.19	6:30am	10 mins	An interview with MADD South Carolina promoting the "Tie One On For Safety" Campaign to eliminate drunk and drugged driving during the holidays. He mentions membership opportunities and volunteer needs.

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ISSUE: Military

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
SCBA: Army Nat'l Guard	10.01.19- 12.31.19	6a-12a	30 sec	PSA Campaign, "Something Greater", focuses on our Citizen-Soldiers' commitment to community and country as well as personal and professional benefits Guard service offers.
Fox Focus	11.03.19	6:30am	7 ½ mins	An interview with the Sumter County Vets Association to promotes the annual Veterans Day Ceremony at Mabry Memorial in Sumter. The program honors all veterans, living and deceased from all conflicts the United States was engaged in.

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ISSUE: Business Community

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
SCBA: MEP PSA	10.01.19- 12.31.19	6a-12a	30 sec	PSA explaining value offered to small and mid-size manufacturers in S.C. who want to see their manufacturing operations grow through partnership with this organization.
SCBA: SC Asphalt Pavement Assoc.	10.01.19- 12.31.19	6a-12a	30 sec	PSA Campaign to promote job availabilities in South Carolina with the SC Asphalt Pavement Association for both men and women.

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ISSUE: Youth

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	10.27.19	6:30am	5 mins	An interview with Federation of Families of South Carolina about the importance of children's mental health, through education, awareness, support, and advocacy for families of children and youth with emotional, behavioral, mental or substance use disorders.
Fox Focus	10.02.19	6:30am	6 mins	An interview with Richland County Rec Commission promoting Halloween activities for children, future Projects for the commission and how citizens can get involved.

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The following is a summary of community events and activities of WMFX-FM participated in this quarter:

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fur Ball Moonlight Gala	10.05.19	7p- 11p	4 hr	Live broadcast for the Annual Fur Ball Gala to Benefit Pawmetto Lifeline.
City of Columbia	11.11.19	11a- 12p	1 hr	Participant in the 41st Annual parade hosted by City of Columbia.
Carolina/Clemson Blood Drive	11.19.19	10a- 2p	5 hr	Live broadcast during the 35th Annual blood drive. Clemson collected 2,441 units, while USC collected 2,108 saving over 13,000 lives.
Carillon Christmas Parade	12.07.19	9a-1p	4 hr	Live broadcast and participant in the 66th Annual Parade.

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