

WMFX-FM/FOX 102.3



Quarterly Issues and Programs Report

Third Quarter 2019

JULY-AUG-SEPT

From: KOKO, Public Affairs Director
Date: July 1, 2019 – Sept 30, 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 3rd 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	07.07.19	6:30am	7 ½ mins	An interview with Riverbanks Zoo about 2 new initiatives: Dinosaurs Around the World: The Great Outdoors and Toucan Tuesdays, an Annual Food Drive Benefiting Harvest Hope Food Bank.
Fox Focus	07.07.19	6:30am	7 ½ mins	An interview with Family Connection of SC about the history and mission of the organization; a variety of programs to help support families, including support and volunteer opportunities.

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: Community Organization (Cont'd)

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	07.21.19	6:30am	6 mins	An interview with The Meeting Place Church of Greater Columbia about their Nation Night Out event to bring the community together.
Fox Focus	08.04.19	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	09.08.19	6:30am	6 mins	An interview with THE LRADAC Foundation promoting the inaugural Rock for Recovery Concert. Proceeds benefit individuals and families impacted by addiction.

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ISSUE: Women

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	07.07.19	6:30am	7 ½ mins	An interview with Sister Care bringing awareness to domestic violence issues in South Carolina and the services and programs the shelter provides for women and children.
Fox Focus	09.29.19	6:30am	6 mins	An interview with Emma's Diaper Boutique about the mission to show love to the most precious of our society and to strengthen families by providing a reliable supply of free baby diapers in South Carolina.

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ISSUE: Health

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	08.04.19	6:30am	7 ½ mins	Interview with SC DHEC about free nicotine replacement therapy available to smokers who do not have health insurance through the agency's tobacco Quitline.
Fox Focus	07.14.19	6:30am	7 ½ mins	An interview with cancer survivor and advocate Rudy Morgan promoting Men's Health Month, and introducing a new, anonymous national Prostate Cancer Registry which collects information from prostate cancer survivors about their experiences to help better understand survivors' needs and outcomes.
Fox Focus	07.07.19	6:30am	7 ½ mins	An interview with American Academy of Dermatology addressing public concern of the safety of sunscreen and the dangers of self made sunscreen.

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ISSUE: Health (Cont'd)

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	08.11.19	6:30am	7 ½ mins	An interview with Henry of The Possibilities Fund about the purpose of this unique fund which is to help people in need access the latest approved treatments for Chronic Lymphatic Leukemia. Henry describes his experience as a trail candidate for the drug Ibrutinib, and promotes the upcoming Golf Tournament which will raise funds to help patients pay for the expensive drug Ibrutinib.
Fox Focus	07.14.19	6:30am	7 ½ mins	Interview with American Red Cross promoting 2nd annual #MissingTypes Campaign which illustrates the critical role every prospective blood donor has in ensuring lifesaving blood products are available to patients.

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ISSUE: The Poor

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	07.21.19	6:30am	6 mins	An interview with Central SC Habitat for Humanity about how they're addressing the need for affordable housing in the Midlands, the requirements to enter the program, and the benefits of the Neighborhood Revitalization program.
Fox Focus	07.21.19	6:30am	6 mins	An interview with SC DHEC's WIC team who introduce the eWIC card, a paperless option for WIC participants to redeem their monthly benefits.

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ISSUE: Minority

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	08.18.19	6:30am	7 ½ mins	An interview with the NAACP Columbia Chapter #5508 promoting their annual community yard sale.

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ISSUE: Gov't & Safety Officials

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
The Brady Center to Prevent Gun Violence PSA	07.01.19-09.19.19	6a- 12a	30 sec	PSA campaign encouraging gun-owning parents to learn about safe gun storage and responsible ownership, educating them on steps to make their family and home safer.
Fox Focus	09.08.19	6:30am	6 mins	An interview with the Nat'l Safety Council about Mayor Steven Benjamin's declaration of Airbag Recall Repair Month in Columbia during September. More than 44,000 vehicles in the Columbia metropolitan area, have unrepaired, recalled airbags. Of these, 12,000 have 2 unrepaired, recalled airbags.
Fox Focus	09.15.19	6:30am	6 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.

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ISSUE: Education

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
Fox Focus	09.01.19	6:30am	6 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.
SCBA: SC Tech Cyber PSA	07.01.19- 09.30.19	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	09.08.19	6:30am	6 mins	An interview with the American Red Cross concerning relief efforts in the aftermath of Hurricane Dorian and how listeners can help.
Fox Focus	07.14.19	6:30am	7 ½ mins	An interview with The Oliver Gospel Mission about the history and mission of the organization, volunteer opportunities, the Thrift Store; and the upcoming annual "Golfing for the Homeless" Golf Tournament.

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ISSUE: Military

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
SCBA: Army Nat'l Guard	07.01.19- 10.31.19	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.

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ISSUE: Business Community

PROGRAM NAME	DATE	TIME	DURATION	DESCRIPTION
SCBA: MEP PSA	07.01.19- 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.	07.01.19- 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	07.28.19	6:30am	10 mins	An interview with the S.C. Junior Golf Association about their mission to shape the lives of kids through the game of golf, and provide opportunities to boys and girls that might not otherwise have the chance to experience golf and its many benefits.
Fox Focus	09.29.19	6:30am	6 mins	An interview with River's Edge Retreat's Founder, Steve Ware who states their mission and shares his story about how being a homeless teenager inspired him to want to give back to other youths by providing. He encourages parents to sign their children up for summer camps.

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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
Rock 4 Recovery	09.26.19	5p-10p	5 hr	Live broadcast at the LRADAC Foundation's inaugural Rock for Recovery Concert. Proceeds benefit individuals and families impacted by addiction.
Ronald McDonald House	08.13.19	12p-2p	2hr	As part of Alpha Cares Day, employees took part in the "Make N Take" which involved providing a meal and a fun craft for the children and families.
Central SC Habitat for Humanity Restore	07.27.19	1p-4p	3 hrs	As part of Alpha Cares Day, employees assisted clearing the floor to make room for new items, processing new donations, discarding midnight drop off disposals, recycling metal, and clearing the back warehouse.

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