

WMXL
Lexington, KY
Quarterly Issues/Programs List
First Quarter, 2024
04/08/2024

WMXL
Quarterly Issues/Programs List

WMXL provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Athletics \ Sports Revenue \ Education \ Politics \ Public Policy \ Economic Policy:** Remembering U of L asst Jerry Jones \ WKU football generated \$34 million in media exposure \ Gov Beshear's Education Initiatives \ Legislation in Frankfort
- **Cancer Awareness, Law Enforcement:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Culture \ Holiday Celebrations \ Dental Health \ Public Policy \ Government \ Technology \ Consumer Affairs:** Ireland and Kentucky similarities \ Children's Dental Health Month and the fight to keep fluoride in drinking water \ The latest mobile technology available to Kentuckians
- **Education \ Public Policy \ Governance \ Relationships \ Social Media \ Consumer Affairs \ Sports \ Baseball:** Should JCPS be broken up and other issues facing Kentucky education \ Why are Kentuckians paying so much for dating apps? \ History of baseball in Kentucky and some top MLB picks from schools in the Commonwealth
- **Employment \ Workplace \ Economy \ Consumer Affairs \ Education \ Public Policy \ Government \ Sports :** Workplace Trust in Kentucky \ The Wrong Uses of Credit Cards \ Potentially Breaking Up the State's Largest Public School System \ Girls Sweet 16 Review
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started.
- **Gambling \ Addictions \ Finance \ Sports \ Public Policy \ Education \ Agriculture \ Consumerism:** Helping those with problem gambling addictions \ How to fix the issues with college basketball \ Kentucky Beef is in demand
- **History \ Conflict \ War \ Preservation \ Mental Health \ Healthcare \ Children's Issues \ Sports \ Prep Activities:** Efforts to preserve Kentucky's Historical Battlefields \ Are Mental Health Experts the Problem with Society? \ Looking back at this past weeks Boys Sweet 16
- **Home Improvement \ Energy Conservation \ Environmental \ Public Service \ Military \ Careers:** Keeping our homes protected from the elements \ Benefits of service in the Army Reserves
- **Mathematics \ Data Science \ Sports Analytics \ Education :** Using science and data analytics to predict the NCAA Tournament
- **Online fraud, Holiday Philanthropy:** Discuss health tips for the new year and how to spot and help victims of human trafficking.
- **Politics \ Governance \ Public Policy \ Economy \ Technology \ Social Media \ Automotive:** Happenings in State Government \ What to expect as we look into 2024
- **Public Safety \ Education \ Parenting \ Mental Health \ Commerce \ Consumer Spending \ Economy \ Legislation \ Governance:** School Shootings and Parental Responsibility \ Valentine's Retail Spending and Card Swipe Fee Legislation

- **Public policy \ Government \ Economics \ Animal Health \ Health \ Education :** Kentucky lawmakers for a coalition to keep the lights on in rural Kentucky \ Latest veterinary trends for our household pets in 2024 \ KCTCS gets major federal grants
- **Theft \ Public Safety \ Personal Fiance \ Health \ Well Being \ Sports:** How can we best protect ourselves from identity theft? \ Are we staring at our screens too much? \ UK soccer star talks about having professional soccer in Kentucky

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Politics \ Governance \ Public Policy \ Economy \ Technology \ Social Media \ Automotive	Kentucky Focus	Happenings in State Government \ What to expect as we look into 2024	Mike Duboski \ Scott Fitzgerald	01/07/2024 05:58 AM	029:30
Online fraud, Holiday Philanthropy	9007792 iHeartRadio Communities: Public Affairs Special	Discuss health tips for the new year and how to spot and help victims of human trafficking.	K. Stokes, K. Hodder	01/07/2024 06:28 AM	029:50
Athletics \ Sports Revenue \ Education \ Politics \ Public Policy \ Economic Policy	Kentucky Focus	Remembering U of L asst Jerry Jones \ WKU football generated \$34 million in media exposure \ Gov Beshear's Education Initiatives \ Legislation in Frankfort	Marty Pollio \ Craig Greenberg \ Scott Fitzgerald	01/14/2024 05:57 AM	029:29
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started.	M. King III, A. King	01/14/2024 06:27 AM	029:50
Public policy \ Government \ Economics \ Animal Health \ Health \ Education	Kentucky Focus	Kentucky lawmakers for a coalition to keep the lights on in rural Kentucky \ Latest veterinary trends for our household pets in 2024 \ KCTCS gets major federal grants	Joe Arnold \ Gene O'Neill \ Dr, Dana Varble	01/21/2024 05:59 AM	029:30
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss the fight against prostate cancer and providing resources to law enforcement agencies	R. Ginyard, B. Alexander	01/21/2024 06:29 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Home Improvement \ Energy Conservation \ Environmental \ Public Service \ Military \ Careers	Kentucky Focus	Keeping our homes protected from the elements \ Benefits of service in the Army Reserves	Keli Reynolds \ Dr. Jeff Cortez	01/28/2024 05:57 AM	029:30
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.agencies	R. Ginyard, B. Alexander	01/28/2024 06:26 AM	029:50
Theft \ Public Safety \ Personal Fiance \ Health \ Well Being \ Sports	Kentucky Focus	How can we best protect ourselves from identity theft? \ Are we staring at our screens too much? \ UK soccer star talks about having professional soccer in Kentucky	Terri Miller \ Rory O'Neill \ Erin Real \ Arin Wright	02/04/2024 05:58 AM	029:30
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.agencies	R. Ginyard, B. Alexander	02/04/2024 06:28 AM	029:50
Public Safety \ Education \ Parenting \ Mental Health \ Commerce \ Consumer Spending \ Economy \ Legislation \ Governance	Kentucky Focus 02/09 16:54	School Shootings and Parental Responsibility \ Valentine's Retail Spending and Card Swipe Fee Legislation	Charles Pemberton \ Steve McClain	02/11/2024 05:58 AM	029:35
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.agencies	R. Ginyard, B. Alexander	02/11/2024 06:27 AM	029:50
Education \ Public Policy \ Goverance \ Relationships \ Social Media \ Consumer Affairs \ Sports \ Baseball	Kentucky Focus 02/15 19:10	Should JCPS be broken up and otehr issues facing Kentucky education \ Why are Kentuckians paying so much for dating apps? \ History of baseball in Kentucky and some top MLB picks from schools in the Commonwealth	Dr. Marty Polio \ Mike Dobuski	02/18/2024 05:59 AM	029:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.agencies	R. Ginyard, B. Alexander	02/18/2024 06:29 AM	029:50
Education \ Public Policy \ Governance \ Relationships \ Social Media \ Consumer Affairs \ Sports \ Baseball	Kentucky Focus 02/15 19:10	Should JCPS be broken up and otehr issues facing Kentucky education \ Why are Kentuckians paying so much for dating apps? \ History of baseball in Kentucky and some top MLB picks from schools in the Commonwealth	Dr. Marty Polio \ Mike Dobuski	02/25/2024 05:57 AM	029:30
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/25/2024 06:27 AM	029:50
Culture \ Holiday Celebrations \ Dental Health \ Public Policy \ Government \ Technology \ Consumer Affairs	Kentucky Focus 02/29 19:10	Ireland and Kentucky similarties \ Children's Dental Health Month and the fight to keep flouride in drinking water \ The latest mobile technology available to Kentuckians	John O'Dwyer \ Dr. Pat Carroll \ Mike Dobuski	03/03/2024 05:57 AM	029:30
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/03/2024 06:27 AM	029:50
Gambling \ Addictions \ Finance \ Sports \ Public Policy \ Education \ Agriculture \ Consumerism	Kentucky Focus 03/07 19:10	Helping those with problem gambling addictions \ How to fix the issues with college basketball \ Kentucky Beef is in demand	Mike Stone \ Scott Davenport	03/10/2024 06:05 AM	029:27
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cure	R. Nunley	03/10/2024 06:35 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Employment \ Workplace \ Economy \ Consumer Affairs \ Education \ Public Policy \ Government \ Sports	Kentucky Focus 03/14 20:10	Workplace Trust in Kentucky \ The Wrong Uses of Credit Cards \ Potentially Breaking Up the State's Largest Public School System \ Girls Sweet 16 Review	Wes Bricker \ Rory O'Neill \ Marty Polio	03/17/2024 06:00 AM	029:28
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/17/2024 06:29 AM	029:50
Mathematics \ Data Science \ Sports Analytics \ Education	Kentucky Focus 03/21 20:10	Using science and data analytics to predict the NCAA Tournament	Dr. Jeff Heath	03/24/2024 05:59 AM	029:27
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/24/2024 06:29 AM	029:50
History \ Conflict \ War \ Preservation \ Mental Health \ Healthcare \ Children's Issues \ Sports \ Prep Activities	Kentucky Focus 03/28 20:10	Efforts to preserve Kentucky's Historical Battlefields \ Are Mental Health Experts the Problem with Society? \ Looking back at this past weeks Boys Sweet 16	Colleen Cheslak-Poulton \ Dr. Charles Pemberton \ Johnathan Shell	03/31/2024 05:57 AM	029:28
Cancer Awareness, Law Enforcement	9007792 iHeartRadio Communities: Public Affairs Special	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 06:26 AM	029:49

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
LPI/10/WMXLCONTESTDISCLAIMER	Local Promo Inventory	000:06	166