

## **WMHZ Quarterly Issues/Programs List**

For the 4th Quarter of 2015

(October 1st, 2015 – December 31<sup>st</sup>, 2015)

The following report has been prepared in accordance with F.C.C. guidelines regarding Public Service, Issues of Public Concern and Programs of features addressing these issues that are of public interest to WMHZ's "City of License" Holt, AL.

***Following is a list of "Issues" and areas of Public concern that WMHZ addressed during the 4th Quarter of 2015.***

Business/Education  
Poverty  
Military/Education/Employment Opportunities  
Education  
Animal Welfare  
Charity  
Art/Entertainment

### ***Alabama Broadcasters Association AND OTHER PSA ANNOUNCEMENTS***

Adopt A School  
Alabama Housing Finance Authority  
Army National Guard  
ADEM – Recycling  
Alabama Dept of Human Resources  
Alabama Dept of Transportation  
We Are Broadcasters  
International Crane Assoc  
ALEA – Alabama Graduated Driver's License Law  
School Bus Safety  
Buy Local Campaign  
NAB We Are Broadcasters Campaign  
Shelton State  
Wounded Warrior Project  
Alabama Blues Project  
Unity Tuscaloosa  
Samaritan's Purse Shoebox Ministry  
Marine Corp Celebration  
Veterans Day  
Turning Point  
Tuscaloosa County Preservation Society  
Tuscaloosa County Health Dept – Flu Clinic  
ACS Breast Cancer Screenings  
Women's Red Shoe Affair – Heart Disease  
Keep Hope Alive – Kidney Foundation  
ASPCA

**WMHZ**  
**ISSUES REPORT**  
**4th Quarter 2015**  
**October-November-December**  
**On-Air Activities**

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**Issue:** **Partnerships between local businesses & local school systems**

**Program Title:** **Adopt-A-School**

**Description:** **The Adopt-A-School Program**

**Duration:** **One minute – airs as a PSA throughout the month**

Initiated in 1985, the **Adopt-A-School program** is an effective grassroots partnership between education and the business and private sectors of Tuscaloosa County. The purpose of the program is to utilize the vast amounts of human resources and talents of the business community to strengthen, enhance, and enrich the quality of education in our 58 public schools of the Tuscaloosa City and Tuscaloosa County School systems.

A joint partnership between The Chamber of Commerce of West Alabama and the Tuscaloosa City and Tuscaloosa County School Systems, the program has created an effective working relationship between the business and industrial community and the local school systems and has become an expected part of our community's educational fabric connecting business and education. Businesses and organizations may choose to participate in the program as an **ADOPTER** by partnering with a specific school, by sponsoring the overall program financially as a **SUSTAINER**, or by supporting the annual Nucor Steel Tuscaloosa Adopt-A-School Golf Tournament.

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This report represents examples of our stations commitment to community service and responding to the needs of the community. In addition, the station runs a full complement of public service spots designed to assist civic or charitable organizations in need or to share their important messages to our viewers.

**WMHZ  
ISSUES REPORT  
October 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>Wings of Grace</u></b>
<b>Program Title:</b>	<b>“Wings of Grace Relief Center”</b>
<b>Description:</b>	<b>This four minute segment highlighted the local, nonprofit Wings of Grace, a Forest Lake Baptist Church based relief project which serves the homeless and poverty stricken population of the Tuscaloosa area. The segment provided and organizational overview and promoted their need for specific supplies and volunteers. The segment was recorded by Terri Hibbard, Director of Wings of Grace Relief Center.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 10/4/15</b>

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**WMHZ  
ISSUES REPORT  
October 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>Alabama National Guard</u></b>
<b>Program Title:</b>	<b>“Recruiting Drive”</b>
<b>Description:</b>	<b>This four minute segment highlighted the Alabama National Guard. The segment provided a brief organizational overview and promoted recruitment by summarizing benefits and job opportunities. Contact information and the recruitment process were stated in the conclusion. The segment was recorded by LTC Brad Benton, State Recruiting and Retention Commander for the Alabama National Guard.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 10/11/15</b>

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**WMHZ  
ISSUES REPORT  
October 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>Literacy Council of West Alabama</u></b>
<b>Program Title:</b>	<b>“Reflections on Harper Lee”</b>
<b>Description:</b>	<b>This four minute segment highlighted the Literacy Council of West Alabama, a non-profit organization founded in 2008 by the Chamber of Commerce of West Alabama and many other community partners to reduce illiteracy in the community. The segment provided a brief organizational overview and promoted their fundraiser, Reflections on Harper Lee, A Conversation with Wayne Flynt. The segment was recorded by Sonny Ryan, Board Member for the Literacy Council of West Alabama.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 10/18/15</b>

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WMHZ  
ISSUES REPORT  
October 2015

**On-Air Activities**

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<b>Issue:</b>	<b><u>Alabama SPCA</u></b>
<b>Program Title:</b>	<b>“Tails and Ales”</b>
<b>Description:</b>	<p>This two and a half minute segment highlighted Alabama SPCA, an animal welfare nonprofit organization based in Tuscaloosa and operates throughout the state. Goals of the organization include:</p> <ol style="list-style-type: none"><li>1. Establishing relationships with local Agencies in an effort to save abandoned, abused or injured pets from suffering by establishing and maintaining a network of individuals willing to provide temporary foster care for abandoned companion animals until such time as a permanent home for them would be found.</li><li>2. To help educate and inform the public through events, educational sessions/trainings, educational materials and by maintaining a website and/or other on-line services, resources, forums, or operations to enable and enhance the learning and conduct of all aspects of health, care and welfare of dogs, cats and/or other animals.</li><li>3. To advocate for the needless euthanizing of abandoned pets by promoting spay and neuter, to increase public awareness with respect to the plight of homeless pets, and to foster a culture of kindness to animals. The segment was recorded by Genie Buchanan, Board Member for the Alabama SPCA and Ty West, University of Alabama Senior in Marketing and promoted their “Tails and Ales” fundraiser.</li></ol>
<b>Air Dates:</b>	<b>6:20am WMHZ 10/25/15</b>

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**WMHZ  
ISSUES REPORT  
November 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>West Alabama Christmas Market</u></b>
<b>Program Title:</b>	<b>“West Alabama Christmas Market”</b>
<b>Description:</b>	<b>This four minute segment highlighted the West Alabama Christmas Market, an annual event held in Tuscaloosa designed to raise both funds and awareness of Samaritan’s Purse Operation Christmas Child. Samaritan’s Purse is a nondenominational evangelical Christian organization providing spiritual and physical aid to hurting people around the world. The segment was recorded by Jan Hall, Coordinator of the West Alabama Christmas Market.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 11/1/15</b>

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**WMHZ  
ISSUES REPORT  
November 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>Community Soup Bowl</u></b>
<b>Program Title:</b>	<b>“Community Soup Bowl”</b>
<b>Description:</b>	<b>This two minute segment highlighted a local non profit organization, Community Soup Bowl. Based in Tuscaloosa, Community Soup Bowl is supported by 5 downtown Tuscaloosa churches and operates on donations, both monetary and supply. The segment was recorded by Amy Grinstead, Executive Director of Community Soup Bowl.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 11/8/15 &amp; 11/15/15</b>

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**WMHZ  
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November 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>Tuscaloosa Symphony Orchestra</u></b>
<b>Program Title:</b>	<b>Much Ado About Mozart</b>
<b>Description:</b>	<b>This four minute segment highlighted the local, nonprofit Tuscaloosa Symphony Orchestra. The TSO's mission is to foster and encourage the appreciation of music through live concert performances and educational programs that are diverse, enriching and of the highest quality. The segment promoted the TSO's 'Much Ado about Mozart' performance as well as previewed the remainder of the 2015 season. The segment was recorded by Jenny Mann, Executive Director of the Tuscaloosa Symphony Orchestra.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 11/22/15</b>

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November 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>Alabama National Guard</u></b>
<b>Program Title:</b>	<b>“Recruiting Drive”</b>
<b>Description:</b>	<b>This four minute segment highlighted the Alabama National Guard. The segment provided a brief organizational overview and promoted recruitment by summarizing benefits and job opportunities. Contact information and the recruitment process were stated in the conclusion. The segment was recorded by LTC Brad Benton, State Recruiting and Retention Commander for the Alabama National Guard.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 11/29/15</b>

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**On-Air Activities**

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<b>Issue:</b>	<b><u>Tuscaloosa Symphony Orchestra</u></b>
<b>Program Title:</b>	<b>Christmas Concert</b>
<b>Description:</b>	<b>This four minute segment highlighted the local, nonprofit Tuscaloosa Symphony Orchestra. The TSO's mission is to foster and encourage the appreciation of music through live concert performances and educational programs that are diverse, enriching and of the highest quality. The segment promoted the TSO's 'Christmas' performance as well as previewed the upcoming 2016 season. The segment was recorded by Jenny Mann, Executive Director of the Tuscaloosa Symphony Orchestra.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 12/13/15</b>

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December 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>Alabama SPCA</u></b>
<b>Program Title:</b>	<b>“Adoption and Volunteering”</b>
<b>Description:</b>	<p>This four minute segment highlighted Alabama SPCA, an animal welfare nonprofit organization based in Tuscaloosa and operates throughout the state. Goals of the organization include:</p> <ol style="list-style-type: none"><li>1. Establishing relationships with local Agencies in an effort to save abandoned, abused or injured pets from suffering by establishing and maintaining a network of individuals willing to provide temporary foster care for abandoned companion animals until such time as a permanent home for them would be found.</li><li>2. To help educate and inform the public through events, educational sessions/trainings, educational materials and by maintaining a website and/or other on-line services, resources, forums, or operations to enable and enhance the learning and conduct of all aspects of health, care and welfare of dogs, cats and/or other animals.</li><li>3. To advocate for the needless euthanizing of abandoned pets by promoting spay and neuter, to increase public awareness with respect to the plight of homeless pets, and to foster a culture of kindness to animals. The segment was recorded by Genie Buchanan, Board Member for the Alabama SPCA.</li></ol>
<b>Air Dates:</b>	<b>6:20am WMHZ 12/20/15</b>

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ISSUES REPORT  
December 2015**

**On-Air Activities**

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<b>Issue:</b>	<b><u>Alabama National Guard</u></b>
<b>Program Title:</b>	<b>“Recruiting Drive”</b>
<b>Description:</b>	<b>This four minute segment highlighted the Alabama National Guard. The segment provided a brief organizational overview and promoted recruitment by summarizing benefits and job opportunities. Contact information and the recruitment process were stated in the conclusion. The segment was recorded by LTC Brad Benton, State Recruiting and Retention Commander for the Alabama National Guard.</b>
<b>Air Dates:</b>	<b>6:20am WMHZ 12/27/15</b>

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