

Issues And Programs Report

WFMH-AM/WMCJ-AM

July – September 2022

Issues

WFMH-AM and WMCJ-AM identified the following topics as significant issues facing our community this quarter:

1. Hepatitis A prevention
2. Lung cancer screening
3. Alabama Army National Guard recruitment
4. Rental assistance
5. Elder abuse and neglect prevention

This report contains the most significant treatment of these community issues during this quarter.

Programs

1. Hepatitis A prevention

WFMH-AM and WMCJ-AM aired 30 second Pep spots from the Alabama Broadcasters Association 50 times in July, 47 times in August, and 48 times in September on behalf of the Alabama Department of Public Health regarding the current outbreak of Hepatitis A in Alabama and to remind Alabamians of the importance of washing hands after using the restroom or changing a diaper to prevent the spread of this contagious, vaccine-preventable disease.

2. Lung cancer screening

WFMH-AM and WMCJ-AM aired 30 second PSAs from the Ad Council 50 times in July, 46 times in August, and 48 times in September on behalf of the American Lung Association informing current and former smokers about a new low dose CT scan for lung cancer and providing a website which has a simple quiz to determine if one is eligible for the procedure. These PSAs were titled “Save Your Life” and “Next Step.”

3. Alabama Army National Guard recruitment

WFMH-AM and WMCJ-AM aired 30 second PEP spots from the Alabama Broadcasters Association 51 times in July, 46 times in August, and 48 times in September on behalf of the Alabama Army National Guard describing how they serve local communities and the

benefits of serving in the Guard. The PEP spots were titled “Be First” and “Make A Difference.”

4. Rental assistance

WFMH-AM and WMCJ-AM aired 60 second PEP spots from the Alabama Broadcasters Association 15 times in July, 47 times in August, and 48 times in September on behalf of the Alabama Housing Finance Authority informing Alabamians who have been impacted by the Covid pandemic and need financial assistance with rent and utilities about a program providing such assistance. A website where one can determine if they are eligible was also provided.

5. Elder abuse and neglect prevention

WFMH-AM and WMCJ-AM aired 30 second PEP spots from the Alabama Broadcasters Association 50 times in July, 47 times in August, and 47 times in September on behalf of the Alabama Department of Human Resources Adult Protective Services to bring attention to the abuse and neglect of elderly persons in Alabama. The spots provided a 1-800 number where people can report suspected abuse or neglect.