

WJRD Quarterly Issues/Programs List 3rd Quarter 2023

This report represents examples of WJRD's 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 listeners.

Following is a list of "Issues" and areas of public concern that WJRD addressed during the 3rd Quarter of 2023

Education
Fundraisers for non-profit
Military Recruitment
Public Health & Wellness
Public Safety

Alabama Broadcasters Association AND OTHER PSA ANNOUNCEMENTS

Alabama Adult Protective Services
Alabama Department of Human Resources
Alabama Department of Labor
Alabama Department of Public Health - Covid
Alabama Department of Transportation
Alabama PALS
Alabama Tourism
Alabama Veterans Affairs
Alabama Vital Connect Fentanyl

Adopt A School – Education/Business Partnership Program
Buy Local Campaign for Tuscaloosa & Northport
Caring Days Adult Daycare Facility
Veterans Memorial Park

*Various local organizations – 5K races-fundraisers/safety awareness/health & wellness. We also air a generous amount of Ad Council PSAs.

WJRD
ISSUES REPORT
3rd Quarter 2023 On-Air Activities

Issue: Public Safety

Program Title: “Tuscaloosa Fire and Rescue Fireworks and Heat Safety”

Description: This four-minute segment highlighted the local, nonprofit Tuscaloosa Fire and Rescue Department. The segment provided safety tips for the summer season, including fireworks safety as well as how to recognize indicators of heat related health issues. The segment was recorded by Holly Whigham, Public Safety Educator for Tuscaloosa Fire and Rescue.

Air Dates: 6:20am WJRD 07/02/23

Issue: Public Health

Program Title: “YMCA General Info”

Description: This two-and-a-half-minute segment highlighted the local, non-profit YMCA of Tuscaloosa, whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all, through three areas of focus: Healthy Living, Youth Development, and Social Responsibility. The segment promoted general info about the YMCA including personal training sessions, group exercise classes and child watch availability. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WJRD 07/09/23

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WJRD
ISSUES REPORT
3rd Quarter 2023 On-Air Activities

Issue: Fundraiser for Non-Profit Organization

Program Title: “Hot Hundred”

Description: This four-minute segment promoted the 21st Hot Hundred, a cycling event with six route options ranging in distance from 30 miles to 116 miles. Funds raised via sponsorships and registration fees support the Tuscaloosa Mental Health Alliance, a nonprofit organization which assists those affected by mental health through education, awareness, support and collaboration. The segment was recorded by Laura Reeves, President of the Tuscaloosa Mental Health Alliance.

Air Dates: 6:20am WJRD 07/16/23

Issue: Public Health

Program Title: “YMCA Nutrition Seminar”

Description: This two-minute segment highlighted the local, non-profit YMCA of Tuscaloosa, whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all, through three areas of focus: Healthy Living, Youth Development, and Social Responsibility. The segment promoted their Free Nutrition Seminar, part of their healthy heart initiative. The segment was recorded by Michael Johnson, Wellness Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WJRD 07/23/23

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WJRD
ISSUES REPORT
3rd Quarter 2023 On-Air Activities

Issue: Non-Profit Fundraiser

Program Title: “Adopt-A-School Golf Tournament”

Description: This four-minute segment highlighted the local, nonprofit Adopt-A-School program. 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 55 public schools of the Tuscaloosa City and Tuscaloosa County School systems, as well as surrounding counties. The segment provided an overview of the program, as well as promoted their annual golf tournament fundraiser. The segment was recorded by Carolyn Tubbs, Director of Education Programs for the Chamber of Commerce of West Alabama.

Air Dates: 6:20am WJRD 7/30/23

Issue: Fine Arts and Education

Program Title: “Community Night”

Description: 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 “Community Night,” a fundraiser held at a local restaurant, as well as previewed future shows. The segment was recorded by Natassia Perrine, Executive Director of the Tuscaloosa Symphony Orchestra.

Air Dates: 6:20am WJRD 8/6/23

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WJRD
ISSUES REPORT
3rd Quarter 2023 On-Air Activities

Issue: Public Health

Program Title: “YMCA No Join Fee Info”

Description: This three-minute segment highlighted the local, non-profit YMCA of Tuscaloosa, whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all, through three areas of focus: Healthy Living, Youth Development, and Social Responsibility. The segment promoted general info about the YMCA including current personal training discounts and their current ‘no join fee’ promotion. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WJRD 08/13/23

Issue: Non-Profit Fundraiser

Program Title: “Adopt-A-School Golf Tournament”

Description: This four-minute segment highlighted the local, nonprofit Adopt-A-School program. 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 55 public schools of the Tuscaloosa City and Tuscaloosa County School systems, as well as surrounding counties. The segment provided an overview of the program, as well as promoted their annual golf tournament fundraiser. The segment was recorded by Carolyn Tubbs, Director of Education Programs for the Chamber of Commerce of West Alabama.

Air Dates: 6:20am WJRD 8/20/23

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WJRD
ISSUES REPORT
3rd Quarter 2023 On-Air Activities

Issue: Non-Profit Fundraiser

Program Title: “Humane Society of West Alabama Canine Classic”

Description: This two-minute and 45 second segment highlighted the local, nonprofit Humane Society of West Alabama, a no-kill, all-volunteer shelter whose mission is to care for and find homes for unwanted animals. The segment promoted the 20th Annual Canine Classic 5K, Tuscaloosa’s longest standing 5K. The segment was recorded by Skye Guye, Race Director for the Canine Classic.

Air Dates: 6:20am WJRD 8/27/23

Issue: Fine Arts and Education

Program Title: “Tuscaloosa Symphony ‘Land of the Free’ Concert”

Description: 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 “Land of the Free” performance as well as previewed future shows. The segment was recorded by Natassia Perrine, Executive Director of the Tuscaloosa Symphony Orchestra.

Air Dates: 6:20am WJRD 9/3/23

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ISSUES REPORT
3rd Quarter 2023 On-Air Activities

Issue: **Public Health**

Program Title: “YMCA Overtime Day”

Description: This two-minute segment highlighted the local, non-profit YMCA of Tuscaloosa, whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all, through three areas of focus: **Healthy Living, Youth Development, and Social Responsibility**. The segment promoted their “Overtime Day,” which is open to the community and includes food, fitness classes and games. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WJRD 09/10/23

Issue: **Military Recruitment**

Program Title: “Alabama National Guard”

Description: 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, as well as explained the enlistment process. The segment was recorded by Brittany McDonald and Jeffery Musser for the Alabama National Guard.

Air Dates: 6:20am WJRD 09/17/23

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Issue: Community Event

Program Title: “Kentuck Festival of the Arts”

Description: This three minute and 45 second segment promoted the Kentuck Festival of the Arts. The two-day festival has its roots in folk art and features 270+ artists, live music, spoken word, activities for children, folk and contemporary craft demonstrations, food trucks, and local craft brews. The festival benefits the Kentuck Art Center which provides year-round programming with the mission to perpetuate the arts, engage the community, and empower the artist. Kentuck's programming includes opportunities to interact with art and culture seven days a week for free. The segment was recorded by Ashley Williams, Marketing Manager for Kentuck.

Air Dates: 6:20am WJRD 09/24/23

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ISSUES REPORT
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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 55 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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