

## **WJRD Quarterly Issues/Programs List 1st 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 1st Quarter of 2023.*

Children's Hands On Education  
Fine Arts & Education  
Fundraisers for non-profit  
Health & Wellness

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

Alabama Adult Protective Services  
Alabama Clean Fuels Coalition  
Alabama Department of Human Resources  
Alabama Department of Labor  
Alabama Department of Public Health - Covid  
Alabama Department of Transportation  
Alabama Developmental Disabilities Network  
Alabama Housing Finance Authority  
Alabama Tourism  
Alabama Veterans Affairs

Adopt A School – Education/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**  
**1<sup>st</sup> Quarter 2023**  
**On-Air Activities**

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**Issue:** Non-Profit Fundraiser

**Program Title:** “YMCA Community Organization”

**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 ‘\$0 Membership fee’ for the month as January as well as provided details about programs at the YMCA. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

**Air Dates:** 6:20am WJRD 01/01/23

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**Issue:** Education

**Program Title:** “CHOM November Events”

**Description:** This two-minute segment highlighted the local, nonprofit Children’s’ Hands On Museum of Tuscaloosa. With 25 exhibits, CHOM offers newborns through age 13 a place just for them! Exhibits, special events, holiday celebrations and parties are all part of CHOM. The segment promoted CHOM’s ‘2<sup>nd</sup> Saturday’ event for January as well as provided general details at the museum. The segment was recorded by Bryan Darling, Public Programs Coordinator for CHOM.

**Air Dates:** 6:20am WJRD 1/8/23

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**WJRD  
ISSUES REPORT  
1<sup>st</sup> Quarter 2023  
On-Air Activities**

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**Issue:** Arts and Education

**Program Title:** “Transportation Museum Threaded Through History”

**Description:** This three-minute segment highlighted the Mildred Westervelt Warner Transportation Museum, whose mission is to broaden the knowledge of transportation related topics that gave rise to the City of Tuscaloosa’s development and human culture through exhibits and quality programs of research, instruction, and service. The segment promoted their ‘Threaded Through History’ exhibit. The segment was recorded by Katherine Edge, Director of the Mildred Westervelt Warner Transportation Museum.

**Air Dates:** 6:20am WJRD 1/15/23 & 1/22/23

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**Issue:** Fine Arts and Education

**Program Title:** “Tuscaloosa Symphony ‘I Can Tell the World’ 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 upcoming “I Can Tell the World” 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 1/29/23

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**WJRD  
ISSUES REPORT  
1<sup>st</sup> Quarter 2023  
On-Air Activities**

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**Issue:** Education

**Program Title:** “CHOM February Events”

**Description:** This two-minute segment highlighted the local, nonprofit Children’s’ Hands On Museum of Tuscaloosa. With 25 exhibits, CHOM offers newborns through age 13 a place just for them! Exhibits, special events, holiday celebrations and parties are all part of CHOM. The segment promoted CHOM’s ‘2<sup>nd</sup> Saturday’ event for February as well as provided general details at the museum. The segment was recorded by Bryan Darling, Public Programs Coordinator for CHOM.

**Air Dates:** 6:20am WJRD 2/5/23

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**Issue:** Non-Profit Fundraiser

**Program Title:** “Public Health-Hybrid Program”

**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 their new Hybrid workout program as well as provided general details about the YMCA. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

**Air Dates:** 6:20am WJRD 02/12/23

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**WJRD**  
**ISSUES REPORT**  
**1<sup>st</sup> Quarter 2023**  
**On-Air Activities**

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**Issue:** Public Support and Education

**Program Title:** “Adopt a School Week”

**Description:** This two-minute segment highlighted the local, nonprofit Adopt a School Program. The Adopt-A-School program, sponsored by the Chamber of Commerce of West Alabama, the Tuscaloosa City Schools and the Tuscaloosa County Schools, has served children in the public-school systems since 1985. Each school in the city and county system has at least one business that serves as their Adopt-A-School partner. The segment promoted this year’s ‘Adopt-A-School Week,’ which serves to express appreciation to the program’s partners and to highlight the benefits delivered to the schools. The segment was recorded by Carolyn Tubbs, Director of Education Programs for the Chamber of Commerce of West Alabama.

**Air Dates:** 6:20am WJRD 02/19/23

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**Issue:** Fundraiser for Non-Profit Organization

**Program Title:** “Miles for Missions 7K”

**Description:** This two-minute segment promoted the 3rd Miles for Mission and 1 Mile Run/Walk. This event serves as a fundraiser for Operation Christmas Child, an outreach of Samaritan’s Purse. Every year, Samaritan’s Purse packs shoeboxes filled with toys, school supplies, and hygiene items for children around the world. Since 1993, more than 188 million children in more than 170 countries and territories have received an Operation Christmas Child shoebox. The segment was recorded by Ruth Harmon, Race Director for the Miles for Missions 7K.

**Air Dates:** 6:20am WJRD 2/26/23 & 3/5/23

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**ISSUES REPORT**  
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**On-Air Activities**

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**Issue:** Fine Arts and Education

**Program Title:** “Tuscaloosa Symphony ‘Give Me Space’ 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 upcoming “Give Me Space” performance, featuring students from area arts programs. The segment also promoted their Community Input meeting. The segment was recorded by Natassia Perrine, Executive Director of the Tuscaloosa Symphony Orchestra.

**Air Dates:** 6:20am WJRD 3/12/23 & 3/19/23

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**Issue:** Non-Profit Fundraiser

**Program Title:** “Hospice of West Alabama Family 5K”

**Description:** This two-and-a-half-minute segment highlighted the local, nonprofit Hospice of West Alabama. Hospice of West Alabama is a non-profit, community-based hospice provider that has served Bibb, Greene, Hale, Pickens, Fayette, Lamar and Tuscaloosa counties since 1982. The segment provided information about HOWA as well as promoted their annual Family 5K fundraiser. The segment was recorded by Latrelle Porter, Executive Director of Hospice of West Alabama and Kelley Bonner, Public Relations Coordinator for Hospice of West Alabama.

**Air Dates:** 6:20am WJRD 3/26/23

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