

WJRD Quarterly Issues/Programs List 2nd 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 2nd Quarter of 2023

Business Development
Fine Arts & 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 Developmental Disabilities Network
Alabama Tourism
Alabama Veterans Affairs
Alabama Vital Connect Alabama
Alabama Vital Connect Fentanyl

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
2nd Quarter 2023
On-Air Activities**

Issue:	<u>Public Health</u>
Program Title:	“Bella Bar”
Description:	This 2-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 Bella Bar program, a small group training class for women only, designed to introduce barbell strength training, as well as provided general details about the YMCA. The segment was recorded by Michael Johnson, Wellness Director for the YMCA of Tuscaloosa.
Air Dates:	6:20am WJRD 04/2/23 & 4/9/23

Issue:	<u>Community Event</u>
Program Title:	“DBC Diversity Summit”
Description:	This 2-minute segment promoted the Chamber of Commerce of West Alabama’s 9th Annual Diverse Business Council Diversity Summit, “Diversity is Now,” featuring Dr. Nadia Richardson with a presentation that explores what’s missing from most company DEI efforts. The segment was recorded by JacQuan Winters, Chair for the Diverse Business Council for the Chamber of Commerce of West Alabama.
Air Dates:	6:20am WJRD 04/16/23

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Issue:	<u>Fine Arts and Education</u>
Program Title:	“Tuscaloosa Symphony ‘Reveries and Passions’ 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 “Reveries and Passions” 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 4/23/23 & 4/30/23

Issue:	<u>Military Recruitment</u>
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 5/7/23

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Issue:	<u>Public Health</u>
Program Title:	“YMCA Murph Challenge”
Description:	This 2-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 Murph Challenge, a CrossFit workout where you run one mile, do 100 pull-ups, 200, push-ups, 300 bodyweight squats, and then run another mile while wearing a 20lb vest. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.
Air Dates:	6:20am WJRD 05/14/23

Issue:	<u>Non-Profit Fundraiser</u>
Program Title:	“Sleepy Kraken Run-Yak”
Description:	This four-minute segment highlighted the local, nonprofit S.P.A.N. of Tuscaloosa County, an alternative school program whose mission is to prevent the incarceration of at-risk youth through counseling and education. The segment provided details at the S.P.A.N program as well as promoted the 4th Annual Sleepy Kraken Run Yak, an event that combines running with paddle events. The event will serve as a fundraiser for S.P.A.N. The segment was recorded by Marilou Baker, Program Director of S.P.A.N of Tuscaloosa County.
Air Dates:	6:20am WJRD 5/21/23 & 5/28/23

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Issue: Public Safety

Program Title: “Tuscaloosa Fire and Rescue Grill and Hotel 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 outdoor grilling tips as well as hotel and motel safety. The segment was recorded by Holly Whigham, Public Safety Educator for Tuscaloosa Fire and Rescue.

Air Dates: 6:20am WJRD 06/4/23 & 6/11/23

Issue: Public Health

Program Title: “YMCA General Info”

Description: This 2-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 06/18/23

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Issue:	<u>Fine Arts and Education</u>
Program Title:	“Tuscaloosa Symphony ‘4th of July Celebration on the River’ 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 “4th of July Celebration on the River” 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 06/26/2023
