

Issues And Programs Report

WFMH-AM/WMCJ-AM

April – June 2023

Issues

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

1. Type 2 Diabetes prevention
2. Elder abuse and neglect
3. Mpox symptom awareness and vaccination
4. Emergency preparation
5. Adult foster care

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

Programs

1. Type 2 Diabetes prevention

WFMH-AM and WMCJ-AM aired 30 second PSAs from the Ad Council 52 times in April, 64 times in May, and 64 times in June on behalf of the Centers for Disease Control and Prevention and the American Medical Association encouraging listeners to visit a website where they can take a 1-minute risk test to see if they might have prediabetes which can lead to Type 2 Diabetes. The PSAs highlighted the importance of early diagnosis, speaking with one's doctor, and visiting the website to learn more about prediabetes. These PSAs were titled "Remote Control" and "Warning App."

2. Elder abuse and neglect

WFMH-AM and WMCJ-AM aired 30 second PEP spots from the Alabama Broadcasters Association 53 times in April, 64 times in May, and 64 times in June 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.

3. Mpox symptom awareness and vaccination

WFMH-AM and WMCJ-AM aired 30 second Pep spots from the Alabama Broadcasters Association 52 times in April, 64 times in May, and 64 times in June on behalf of the

Alabama Department of Public Health to bring awareness to Alabamians of the symptoms of Mpox and to encourage vaccination to prevent the Mpox infection.

4. Emergency preparation

WFMH-AM and WMCJ-AM aired 30 second PSAs from the Ad Council on behalf of the Federal Emergency Management Agency dealing with the importance of being prepared in case of an emergency 30 times in April, 69 times in May, and 45 times in June. These PSAs were titled “Hero: Steve” and “Hero: Karen.”

5. Adult foster care

WFMH-AM and WMCJ-AM aired 30 second PEP spots from the Alabama Broadcasters Association 52 times in April, 64 times in May, and 64 times in June on behalf of the Alabama Department of Human Resources encouraging responsible, caring adults in Alabama to become adult foster care providers. A website where one can find out more information was also provided.