

Issues And Programs Report

WFMH-AM/WMCJ-AM

January – March 2023

Issues

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

1. Elder abuse and neglect prevention
2. Mpox symptom awareness and vaccination
3. Adult foster care
4. Lung cancer screening
5. Covid-19 vaccination for persons with disabilities

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

Programs

1. Elder abuse and neglect prevention

WFMH-AM and WMCJ-AM aired 30 second PEP spots from the Alabama Broadcasters Association 60 times in January, 49 times in February, and 50 times in March 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.

2. Mpox symptom awareness and vaccination

WFMH-AM and WMCJ-AM aired 30 second Pep spots from the Alabama Broadcasters Association 61 times in January, 48 times in February, and 51 times in March 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.

3. Adult foster care

WFMH-AM and WMCJ-AM aired 30 second PEP spots from the Alabama Broadcasters Association 60 times in January, 48 times in February, and 51 times in March 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.

4. Lung cancer screening

WFMH-AM and WMCJ-AM aired 30 second PSAs from the Ad Council 60 times in January, 49 times in February, and 51 times in March 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."

5. Covid-19 vaccination for persons with disabilities

WFMH-AM and WMCJ-AM aired 30 second PEP spots from the Alabama Broadcasters Association 26 times in January, 48 times in February, and 27 times in March on behalf of the Alabama Developmental Disabilities Network encouraging people with disabilities in Alabama who live in a care facility or rely on close contact with their caregivers to get vaccinated due to their greater risk of exposure to the Covid-19 virus.