

WJRD Quarterly Issues/Programs List 4th Quarter 2022

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 4th Quarter of 2022.

Education
Fundraisers for non-profit
Health & Wellness
Public Safety

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 Public Health - Hepatitis A
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
4th Quarter 2022
On-Air Activities**

Issue: Education

Program Title: “CHOM October Events”

Description: This three-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 October events as well as previewed future events. The segment was recorded by Bryan Darling, Public Programs Coordinator for CHOM.

Air Dates: 6:20am WJRD 10/2/22

Issue: Public Safety

Program Title: “Tuscaloosa Fire and Rescue Fire Safety Week”

Description: This four-minute segment highlighted the local, nonprofit Tuscaloosa Fire and Rescue Department. The segment promoted Fire Safety Week, which encouraged the public to check their fire alarms, create escape plans and provided other fire safety tips. The segment was recorded by Holly Whigham, Fire and Life Safety Educator for Tuscaloosa Fire and Rescue.

Air Dates: 6:20am WJRD 10/9/22

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WJRD
ISSUES REPORT
4th Quarter 2022
On-Air Activities

Issue: Non-Profit Fundraiser

Program Title: “Human Trafficking Awareness Part 2”

Description: This 2-and-a-half-minute segment highlighted the local, nonprofit West Alabama Human Trafficking Task Force, a law enforcement division made up of law enforcement agents from several local departments. The segment provided an overview of the issue of human trafficking, plus promoted the ‘Shop to Stop’ human trafficking fundraising event. The segment was recorded by Ashley Blalock of the Northport Police Department, assigned to the West Alabama Human Trafficking Task Force.

Air Dates: 6:20am WJRD 10/16/22

Issue: Non-Profit Fundraiser

Program Title: “Shop to Stop Human Trafficking Part 3”

Description: This two-minute segment highlighted the local, nonprofit Soroptimists International of Tuscaloosa, a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment. The segment provided an overview of the program, plus promoted their ‘Shop to Stop’ human trafficking event and a Boston Butt sale leading up to the event. The segment was recorded by Kacie Obradovich, Member of Soroptimists International of Tuscaloosa.

Air Dates: 6:20am WJRD 10/23/22

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WJRD
ISSUES REPORT
4th Quarter 2022
On-Air Activities

Issue: Non-Profit Fundraiser

Program Title: “Buy for Rise”

Description: This two-minute segment highlighted Buy for Rise, a fundraiser for the Rise Center, a nationally recognized early childhood education program that is dedicated to excellence in service, research, and teaching. The program predominately serves young children with disabilities, but also includes children who do not have disabilities. The RISE model is a unique blend of early childhood education, child development, early childhood special education, and integrated therapy. The segment promoted their ‘Buy for Rise’ fundraising sale. The segment was recorded by Andi Gillen, Director, and Bailey Chambers, Assistant Director for the Rise School.

Air Dates: 6:20am WJRD 10/30/22

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 November events as well as previewed future events. The segment was recorded by Bryan Darling, Public Programs Coordinator for CHOM.

Air Dates: 6:20am WJRD 11/6/22

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WJRD
ISSUES REPORT
4th Quarter 2022
On-Air Activities

Issue: Fine Arts and Education

Program Title: “Tuscaloosa Symphony Orchestra Autumn 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 “Autumn” performance as well as their annual Christmas show. The segment was recorded by Natassia Perrine, Executive Director of the Tuscaloosa Symphony Orchestra.

Air Dates: 6:20am WJRD 11/13/22

Issue: Non-Profit Fundraiser

Program Title: “YMCA Rudolph Run 8K”

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 annual Rudolph Run 8k as well as explained what programs benefitted from funds generated by the race. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WJRD 11/20/22 & 11/27/22

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**WJRD
ISSUES REPORT
4th Quarter 2022
On-Air Activities**

Issue: Public Safety

Program Title: “Tuscaloosa Fire and Rescue Holiday Safety”

Description: This four-minute segment highlighted the local, nonprofit Tuscaloosa Fire and Rescue Department. The segment provided safety tips for the Christmas holiday, including tips regarding interior and exterior decorations, trees, candles and cooking safety. The segment was recorded by Holly Whigham, Public Safety Educator for Tuscaloosa Fire and Rescue.

Air Dates: 6:20am WJRD 12/4/22

Issue: Fine Arts and Education

Program Title: “Tuscaloosa Symphony Orchestra Holiday 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 “Holiday” performance as well as future shows. The segment was recorded by Natassia Perrine, Executive Director of the Tuscaloosa Symphony Orchestra.

Air Dates: 6:20am WJRD 12/11/22

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ISSUES REPORT
4th Quarter 2022
On-Air Activities**

Issue: Community Event

Program Title: “UA Museums ‘All Day Holiday’”

Description: This three-and-a-half-minute segment highlighted the University of Alabama Museums system, a division of the College of Arts and Sciences that encompasses five museums. The segment promoted their ‘All-Day Holiday’ event, particularly the events and activities at the Mildred Westervelt Warner Transportation Museum. The event is free to the public. The segment was recorded by Katherine Edge, Director of the Mildred Westervelt Warner Transportation Museum and Fran Viseilli (Father Time).

Air Dates: 6:20am WJRD 12/18/22

Issue: Public Safety

Program Title: “Tuscaloosa Fire and Rescue Holiday Safety”

Description: This four-minute segment highlighted the local, nonprofit Tuscaloosa Fire and Rescue Department. The segment provided safety tips for the Christmas holiday, including tips regarding interior and exterior decorations, trees, candles and cooking safety. The segment was recorded by Holly Whigham, Public Safety Educator for Tuscaloosa Fire and Rescue.

Air Dates: 6:20am WJRD 12/25/22

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ISSUES REPORT
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On-Air Activities

Issue: **Education - Partnerships between local businesses & local school systems**

Program Title: **Adopt-A-School**

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 58 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.

We record several PSAs on the 1st Monday of each month. The content includes a school representative, usually the principal or someone directly involved with the Adopt-A-School program, along with their business adopter describing their partnership and how it benefits the school and students. We routinely air 4 to 5 promos on each station per day Mon-Sun throughout the entire month.

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