

WMHZ Quarterly Issues/Programs List 4th Quarter 2023

This report represents examples of WMHZ'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 WMHZ addressed during the 4th Quarter of 2023

Fire Arts & Education
Fundraisers for non-profit
Public Health & Wellness
Public Safety

Alabama Broadcasters Association AND OTHER PSA ANNOUNCEMENTS

Alabama Adult Protective Services
Alabama Department of Human Resources
Alabama Department of Public Health - Covid
Alabama Department of Transportation
Alabama Securities Commission
Alabama Tourism
Alabama Veterans Affairs
Alabama Vital Connect Fentanyl
Auburn University "At Work"

Adopt A School – Education/Business 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.

**WMHZ
ISSUES REPORT
4th Quarter 2023
On-Air Activities**

Issue: Non-Profit Fundraiser

Program Title: “Buy for Rise”

Description: This three-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 Bailey Chambers, Assistant Director for the Rise School.

Air Dates: 6:20am WMHZ 10/01/23

Issue: Public Safety

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

Description: This two-minute segment highlighted the local, nonprofit Tuscaloosa Fire and Rescue Department. The segment provided safety cooking safety tips as part of Fire Prevention Week, as well as promoted the TFR’s Fire Prevention Expo, a community event. The segment was recorded by Holly Whigham, Public Safety Educator for Tuscaloosa Fire and Rescue.

Air Dates: 6:20am WMHZ 10/08/23

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WMHZ
ISSUES REPORT
4th Quarter 2023
On-Air Activities

Issue: **Non-Profit Fundraiser**

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Description: This three-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 Bailey Chambers, Assistant Director for the Rise School.

Air Dates: 6:20am WMHZ 10/15/23

Issue: **Public Health**

Program Title: “YMCA Open Doors Wellness Week”

Description: This four-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 ‘Community Open Doors Wellness Week’, a weeklong celebration dedicated to fostering holistic well-being within the community. This event is designed to inspire individuals and families to prioritize their health, connect with others, and discover the wealth of resources available for a balanced and fulfilling life. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WMHZ 10/22/23 & 10/29/23

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WMHZ
ISSUES REPORT
4th Quarter 2023
On-Air Activities

Issue: Fine Arts and Education

Program Title: “Tuscaloosa Symphony ‘Moonlit Melodies’ 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 “Moonlit Melodies” 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 WMHZ 11/05/23

Issue: Fine Arts and Education

Program Title: “Tuscaloosa Symphony Education Programs”

Description: This three-and-a-half-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 education programs including Meet the Maestro and Musical Read Alouds. The segment was recorded by Natassia Perrine, Executive Director of the Tuscaloosa Symphony Orchestra.

Air Dates: 6:20am WMHZ 11/12/23 & 11/19/23

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WMHZ
ISSUES REPORT
4th Quarter 2023
On-Air Activities

Issue: **Public Health**

Program Title: “YMCA Wellness Week and Rudolph Run”

Description: This four-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, both, their ‘Community Open Doors Wellness Week’, a weeklong celebration dedicated to fostering holistic well-being within the community and their annual Rudolph Run 8K, a major fundraiser for the YMCA. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WMHZ 11/26/23

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 WMHZ 12/03/23

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WMHZ
ISSUES REPORT
4th Quarter 2023
On-Air Activities

Issue: **Public Safety**

Program Title: “Tuscaloosa Fire and Rescue Holiday Safety”

Description: This three minute and 15 second 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 WMHZ 12/10/23 & 12/17/23

Issue: **Non-Profit Fundraiser**

Program Title: “Leadership Tuscaloosa Bus Stop Shelter”

Description: This three-minute segment highlighted Leadership Tuscaloosa, a nine-month leadership development program for young professionals in the Tuscaloosa area. The segment promoted the Leadership Tuscaloosa program as well as their fund-raising efforts to purchase covered bus stop shelters for community residents utilizing Tuscaloosa Transit. The segment was recorded by Laura Reeves, Leadership Tuscaloosa Project Spokesperson.

Air Dates: 6:20am WMHZ 12/24/23 & 12/31/23

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