

WEGL 91.1 FM Quarterly Issues Programs List
January 1-March 31, 2023
Placed in Public File- April 3, 2023

WEGL aired the following PEP spots from the Alabama Broadcasters Association. The spots ran four times a day January 1st – March 31st.

I. January PSA's

- **Alabama Tourism Department:** The Alabama Tourism Department is charged with promoting the state's attractions, including sites built around natural resources and historic places. Tourism is not only important in the process of teaching Alabamians and visitors about the state's rich resources and history, it is also a major economic driver. Tax revenue collected at tourist sites around the state are critical for the operating budget on an annual basis. The Tourism Department's "All In One Ticket" (AIOT) campaign promotes a brand new initiative. Sites across the state have come together through the Department to participate. A consumer may purchase one of these AIOTs and visit as many of the listed sites as possible during the life of the ticket, which they may determine at the time of purchase. Spots include two :30s for radio and a :15 and :30 for TV.
- **Alabama PALS: People Against A Littered State:** are working to reduce litter throughout our state and encourage people to volunteer to clean up our natural resources. This summer's PALS campaign reminds viewers and listeners that "It's Not Hard to Not Litter". It demonstrates the proper disposal of trash in cans at gas pumps, store fronts, offices and home instead of throwing it out of cars. There is one thirty second spot for both radio and television.
- **AL Clean Fuels Coalition:** The Alabama Clean Fuels Coalition, in an effort to raise awareness of and hasten the adoption of electric vehicles, will educate consumers, utilities, utility regulators and government officials through the ABA's PEP program. We are substituting in two :30 spots. Please replace all previous Electric Vehicle spots.
- **AL Developmental Disabilities Network:** The Alabama Developmental Disabilities Network has launched a Covid-19 vaccination PEP campaign for persons with disabilities. Persons with disabilities are at higher risk for exposure and serious illness than the general population. This messaging encourages them to get vaccinated. These spots for radio and television remind persons with disabilities that if they live in a care facility or rely on close contact with their caregivers, their risk of exposure to Covid-19 is greater. In addition, persons with disabilities are more likely to have other complicating health risks like diabetes or heart disease. The spots encourage people to call the ADDN for more information.
- **Alabama Department of Education:** The Alabama State Department of Education is addressing the issue of childhood hunger with a program to provide lunches throughout the summer months. The Alabama State Department of Education is launching the "Break for a Plate" summer food program to address the issue of childhood hunger by providing lunches throughout the summer months. The radio spot encourages listeners to go to www.breakforaplate.com or call "211".
- **Alabama Department of Public Health COVID-19 Vaccinations":** The Alabama Department of Public Health is providing Covid-19 vaccinations across the state in response to the pandemic. Alabamians need information about the benefits of being vaccinated, when they

are eligible to receive the vaccine and where they may get it. The Alabama Department of Public Health has provided radio and TV spot announcements to inform Alabamians about which groups are currently eligible and where to go to make arrangements to get the vaccine. Currently group 1b (under CDC guidelines) is eligible. The ADPH will update this information as the situation evolves and spots will be updated. This campaign is beginning with a :30 for both radio and TV and a :60 for both.

- **ADPH Hepatitis A:** Alabama is experiencing an outbreak of Hepatitis A, a contagious, vaccine-preventable liver infection that is spread in the feces of infected people. Failure to wash hands after using the restroom or changing a diaper can result in the spread of this vaccine preventable disease. The Alabama Department of Public Health is launching a long term PEP campaign to remind Alabamians of the importance of washing your hands to prevent the spread of Hepatitis A and to encourage people to get the vaccine. There are :30 and :60 versions for radio and a :30 TV spot in this campaign.
- **Alabama Department of Labor:** The Alabama Department of Labor is tasked with providing workers and employers with resources to help train and employ a skilled workforce. They also have resources to connect potential employees with employers across the state. In order to assist people across the state, the DOL has opened Career Centers in numerous locations. During the COVID-19 pandemic, these centers have been closed to the public. The Alabama Department of Labor has provided a new spot in response to the COVID-19 pandemic. Because their Career Centers are closed, the spot (:15 TV and :30 radio) directs the audience to their website for more information and to file unemployment claims online.
- **APS "Elder Abuse":** The Alabama Department of Human Resources is working to bring attention to the abuse of elderly persons in Alabama. AL DHR is launching a brand new campaign aimed at protecting the elderly population in our state. The :30 radio spot gives examples of elderly persons being abused or abandoned by family or care givers. The spot provides a 1-800 number where people can report suspected abuse.
- **ALDOT "Move over", ALGO Traffic App:** The Alabama Department of Transportation (ALDOT) is bringing awareness to two issues of great importance across our state for the remainder of the year. Spot announcements will air on the following subject matter: Railway Safety and Move Over when you see flashing lights. Alabama Department of Transportation has two spots rotating starting July 2020 until further notice. One spot focuses on Railway Safety... "Never try to beat and train. It is a deadly game." The second spot focuses on making drivers aware of the consequences of littering along our roadways. The new PEP campaign is designed to make Alabama drivers aware that tossing trash out of your window can result in a \$500 fine. The second infraction will cost \$1,000.
- **Alabama Army National Guard "Serve Close To Home / Trade Skills / Fire Response/ Give Back / COVID Response":** Highly-trained Army National Guard members are ready to respond to emergencies at a moment's notice. These first responders are crucial to our Nation's defense, protecting citizens during emergencies and helping communities recover from natural disasters. The "Be More" marketing campaign tells the Guard story with the goal of recruiting the Citizen-Soldiers necessary to protect our community. The Army National Guard's "Be More" marketing campaign includes television and radio commercials that share the Guard's commitment to our community, and to providing our citizen-soldiers with the opportunities to lead, learn, and gain in-demand job skills-all while serving part-

time, close to home, and receiving educational and financial benefits. Our first spots in this series are titled “Be First” and “Make a Difference.” There is one of each for radio and TV and they are all :30 in length.

- **Veterans Affairs “Generic Services, County Services”:** The Alabama Department of Veterans Affairs spots inform veterans that there are County Veterans Service Offices that are open by appointment during the COVID-19 crisis. At these offices they can get help with VA claims services, education benefits, VA home loans and referrals for temporary housing, healthcare, counseling and even job placement. The spots, two :30s for radio and one :30 for TV, provide a phone number and website where veterans and their dependents can go for more information.
- **AL Developmental Disabilities Network:** The Alabama Developmental Disabilities Network continues to work to raise awareness that Covid-19 can be much more serious for persons with disabilities. Persons with disabilities are at higher risk for exposure and serious illness than the general population. This messaging encourages them and their caregivers to get vaccinated. These spots for radio and television remind persons with disabilities that if they rely on close contact with their caregivers, their risk of exposure to Covid-19 is greater. The spots encourage people to ask their doctors or call the ADDN for more information
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II. February

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- **AL Housing Finance Authority:** The Alabama Housing Finance Authority is working to raise awareness of Emergency Rental Assistance Alabama, a federally funded program for eligible Alabama residents struggling with rent and utility payments, including delinquency. The Alabama Housing Finance Authority is using radio spots to inform residents of the state about Emergency Rental Assistance Alabama. Through this program, Alabama residents who rent can receive assistance. There are 30 and 60 second spots, including Spanish language spots, in this campaign.

III. March

- **VitAL (Connect Alabama):** VitAL is a trusted partnership between Alabama state agencies and the University of Alabama School of Social Work. The VitAL team works with community and organizational stakeholders across all of Alabama's 67 counties. VitAL is utilizing the PEP program to make people aware of the "Connect Alabama" app. The app provides a connection to resources for those with substance use, mental health and other issues. There is a :30 radio spot.
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