

ISSUES/PROGRAMS SUMMARY

4th quarter – (Oct – Dec) 2023

WAJH covered several community issues this quarter with various forms of programming, including ongoing public service announcement campaigns, and promotions for significant events in the community. For the following issues, a 30-second public service announcement was aired at least once daily during the quarter, unless otherwise noted:

- **Adoption/Foster Care** –WAJH aired a campaign (throughout the quarter) supporting efforts by the Alabama Department of Human Resources to encourage foster care and adoption. The program aired daily throughout the quarter and specifically encouraged foster and adoptive parenthood.
- **Vaccines** – WAJH aired a campaign (throughout the quarter) on behalf of the Alabama Dept. of Public Health, encouraging childhood vaccinations, focusing on their requirement for the upcoming school year.
- **Spanish Language Healthcare** - WAJH aired a campaign (throughout the quarter) on behalf of the Alabama Dept. of Public Health, encouraging childhood vaccinations, focusing on their requirement for the upcoming school year, all in Spanish for the sizable Hispanic community in the Birmingham area.
- **Healthcare/Veterans** – WAJH aired a campaign (throughout the quarter) on behalf of the VA reminding veterans of a hotline for veterans to connect with other veterans when facing post-combat challenges.
- **Pollution/Transportation** – WAJH aired a campaign (throughout the quarter) on behalf of the Alabama Clean Fuels Coalition, promoting electric vehicles. The messages focused on the vehicles being fast, powerful, and fun to drive.
- **Highway Safety** – WAJH aired a campaign (throughout the quarter) on behalf of the AL Dept. of Public Safety, encouraging use of rear seatbelts, with a reminder that rear seatbelts are required by law.
- **Elder Care** - WAJH aired a campaign (throughout the quarter) on behalf of the state DHR's division of Adult Protective Services, reminding the public to be alert and report suspected elder abuse and neglect.
- **Mental Healthcare** - WAJH aired a campaign (throughout the quarter) on behalf of the AL Dept. of Mental Health, informing the public of a "Connect Alabama" app, which links people to mental health services, focusing on treatment of substance abuse.
- **Tourism** – WAJH aired a campaign (throughout the quarter) on behalf of the AL Dept. of Tourism, promoting a new program designed to help promote various Alabama attractions in the wake of the pandemic shutdown.
- **Public Health-Monkey Pox** - WAJH aired a campaign (throughout the quarter) on behalf of the AL High Dept. of Public Health, giving information on the "M-Pox" epidemic which began affecting Alabama in late 2022. The message gave M-Pox symptoms and treatment options.

WAJH aired the following long-form programs, dealing at length with significant community issues:

- **Pharmacies in peril** – WAJH aired the 20-minute program “Healthy Dose,” on 12/7 at 5 p.m. and 12/14 at 5 pm. The program, hosted by pharmacist Anthony Bolus, featured a discussion on the growing problem of pharmacies being shorted reimbursement costs for medication by insurance companies. The issue is especially affecting small pharmacies, many of which cannot stay in business while losing money on drug sales.
- **Cultural Enrichment: Jazz** – WAJH aired a daily (weekdays at noon), one-hour program featuring traditional jazz music. The program was hosted by jazz author Bart Grooms, who discusses artist biographies and places them and the music in its historical context in the development of American culture. The program also emphasizes contributions made to jazz by local and regional artists.
- **Cultural Enrichment: Local Jazz and Education** – WAJH aired daily (once per hour) music from Alabama artists, giving some mention and biographical information on the artists. The program intends to educate and remind people of the contributions made to music by local musicians, in keeping with the mission of the Alabama Jazz Hall of Fame.

Each Sunday at 10 am, WAJH provided the community with the live broadcast of the Vestavia Hills Baptist Church **worship service**.