

## ISSUES/PROGRAMS SUMMARY

1<sup>st</sup> quarter – (Jan – Mar) 2024

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** –WJH 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.
- **Healthcare/Veterans** – WJH 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** – WJH aired a campaign (through Jan.31) 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** – WJH 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. A second message encouraged the use of seat belts by all passengers, with testimonials from first responders of the importance of seat belt usage.
- **Elder Care** - WJH 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** - WJH 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** – WJH 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.
- **Small Businesses** - WJH aired a campaign (beginning Feb. 7) on behalf of the AL Dept. of Labor, reminding small business owners of the resources available to help them.
- **Social Services** - WJH aired a campaign (beginning Feb. 7) on behalf of Auburn University entitled “Auburn at Work,” which aimed to both promote one of the state’s largest public universities, and to remind citizens of the various services offered statewide through Auburn programs.

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

- **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**.