

WGWW

ISSUES AND PROGRAMS REPORT

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The current licensee HSH Birmingham (WJSU) Licensee, LLC (“HSH”), acquired the station, WGWW(TV), from TV Alabama Inc. on February 27, 2015. See BALCDT-20140100CIL.

As the Commission is aware, and in connection with the Allbritton transaction, the WGWW station license was slated to be surrendered October 1, 2014. See DA-14-1055 (rel July 25, 2014). On September 1, 2014, 30 days prior to the October 1 surrender deadline, the above referenced assignment application was filed and accepted for filing. As a result, the station license was not surrendered on October 1, 2014. However, due to the complex nature of the then proposed transaction; the station’s normal programming was interrupted. HSH is in the process of implementing procedures which would allow the station to broadcast and highlight the important issues relevant to Tuscaloosa and the surrounding DMA. One step the Licensee has taken is to secure a new affiliation for its station. Beginning October, 2015, the stations new affiliation will be Heroes & Icons. This agreement allows the Licensee more opportunity for local preemptions to cover issues which affect the Birmingham area.

Another step that was taken was by an employee planning and filming a project about payday loans. This project was to show how these loans can often lead to owing a larger amount than the person originally borrowed and to show the people of Alabama ways to avoid the problem or make an informed decision.

It should be noted that the station’s original call sign, WJSU (TV) was changed to WGWW on March 11, 2015.

During the pandemic we have been keeping people up to date on the current numbers and what they can do to protect themselves and others. We have also talked about the political climate. How Democrats and Republicans are handling the situation. How each side is using what is happening to push their agendas. We had shows about the Black Lives Matter. Covering the protests and the arrests that have been made with the officers involved in some of the deaths. We hosted a virtual town hall here in Alabama about food deserts. We had a guest from the Harvest Community Charity as well as a guest from Tuskegee University come on and talk about this issue. They addressed how we these situations arise and how we can help to give people access to fresh, healthy foods.

