

On an ongoing basis, we maintain contact and confer with local government, civic, and business leaders, as well as members of the general public, about what they perceive as top-of-mind issues important to the communities we serve.

Recurring priority topics:

- Education
- Health care
- Opportunities for young people
- Employment opportunities, the labor pool, and availability of quality housing
- Health of the local retail economy
- Drug and alcohol abuse

Area community leaders have expressed concerns relating to challenges associated with municipal population decline, which is additionally affecting local school system enrollment; rural healthcare; workforce development and related industrial needs; infrastructure such as roads and bridges; substance abuse; tax revenue and public services; and voter registration along with participation in upcoming elections.

We strive to provide responsive and helpful programming. Further, we also work to educate and inform the people we are privileged to serve through a variety of public service announcements, local news coverage, community calendars, and other programs.

Issues and Responsive Programming

WRFS broadcast programming dealing with various issues important to the community.

1. Community Calendar: Our community calendar aired four times each weekday in the 7:00 a.m., 8:00 a.m., noon, and 4:00 p.m. hours. Length averaged two minutes and included local news and well as information solicited from and contributed by listeners, local organizations, and local government agencies.
2. Public Affairs: Sunday morning at 4:30 a.m., we aired InfoTrak, a half-hour program. Details are attached.
3. Public Affairs: Sunday morning at 5:00 a.m., we aired Viewpoints, a half-hour program. Details are attached.
4. Health & Wellness: Sunday morning at 5:30 a.m., we aired Radio Health Journal, a half-hour program. Details are attached.

5. Public Service Campaigns: In addition to long-form public affairs programming, we broadcast public service messages for many local, state, and national organizations including:

Alabama Bicentennial Commission
Alabama Childhood Food Solutions
Alabama Department of Human Resources
Alabama Department of Public Health
Alabama Department of Transportation
Alabama Housing Finance Authority
Alabama National Guard
AlabamaWorks
Alexander City Chamber of Commerce
Alexander City Schools
American Diabetes Association
American Heart Association
American Medical Association
Centers for Disease Control and Prevention
Federal Emergency Management Agency
National Highway Traffic Safety Administration
Office of National Drug Control Policy
Office of the Alabama Secretary of State
Sylacauga Alliance for Family Enhancement
The Humane Society of the United States
U.S. Department of Agriculture
U.S. Department of Health & Human Services
U.S. Department of Veterans Affairs
U.S. Forest Service

WRFS aired a total of 2,974 scheduled public service announcements during this quarter, representing approx. 26 hours of airtime.