

WJRD Quarterly Issues/Programs List 1st Quarter 2024

This report represents examples of WJRD's commitment to community service and responding to the needs of the community. In addition, the station runs a full complement of public service spots designed to assist civic or charitable organizations in need or to share their important messages to our listeners.

Following is a list of "Issues" and areas of public concern that WJRD addressed during the 1st Quarter of 2024.

Fire Arts & Education
Fundraisers for non-profit
Public Health & Wellness
Public Safety
Public Schools/Business Support and Education
Substance Abuse Recovery

Alabama Broadcasters Association AND OTHER PSA ANNOUNCEMENTS

Alabama Adult Protective Services
Alabama Department of Human Resources
Alabama Department of Public Health - Covid
Alabama Department of Transportation
Alabama Tourism
Alabama Veterans Affairs
Auburn University "At Work"

Adopt A School – Education/Business Partnership Program
Buy Local Campaign for Tuscaloosa & Northport
Caring Days Adult Daycare Facility
Veterans Memorial Park

*Various local organizations – 5K races-fundraisers/safety awareness/health & wellness

WJRD
ISSUES REPORT
1st Quarter 2024
On-Air Activities

Issue: **Public Health**

Program Title: “YMCA New Year No Join Fee”

Description: This 3-minute segment highlighted the local, non-profit YMCA of Tuscaloosa, whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all, through three areas of focus: Healthy Living, Youth Development, and Social Responsibility. The segment promoted the YMCA’s promotion of No Join Fee for the month of January as well as provided an overview of what a YMCA membership offers. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WJRD 01/07/24 & 01/14/24

Issue: **Non-Profit Fundraiser**

Program Title: “Tuscaloosa’s One Place Chili Cookoff”

Description: This 3-and-a-half-minute segment highlighted the local, non-profit Tuscaloosa’s One Place, which empowers families to achieve their full potential by providing resources to promote self-sufficiency, strengthening families, and preventing child abuse and neglect to improve the quality of life for all members of our community. The segment promoted their annual Chili Cookoff fundraiser. The segment was recorded by Ashley Cornelius, Director of Communications for Tuscaloosa’s One Place.

Air Dates: 6:20am WJRD 01/21/24

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ISSUES REPORT
1st Quarter 2024
On-Air Activities

Issue: **Fine Arts and Education**

Program Title: “Tuscaloosa Symphony’s Stillman Returns Concert”

Description: This four-minute segment highlighted the local, nonprofit Tuscaloosa Symphony Orchestra. The TSO’s mission is to foster and encourage the appreciation of music through live concert performances and educational programs that are diverse, enriching and of the highest quality. The segment promoted the TSO’s upcoming “Stillman Returns” performance as well as future shows. The segment was recorded by Natassia Perrine, Executive Director of the Tuscaloosa Symphony Orchestra.

Air Dates: 6:20am WJRD 01/28/24

Issue: **Recovery Services**

Program Title: “R.O.S.S Grand Opening”

Description: This 4-minute segment highlighted the local, non-profit Recover Organization of Support Specialist’s Tuscaloosa Recovery Community Center, whose mission is to assist those struggling with substance use disorder. The segment promoted their grand opening as well as described the services they offer. The segment was recorded by Mark Litvine, Director of Marketing for R.O.S.S.

Air Dates: 6:20am WJRD 02/04/24

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ISSUES REPORT
1st Quarter 2024
On-Air Activities

Issue: **Public Health**

Program Title: “YMCA Share the Love Event”

Description: This 2-and-a-half-minute segment highlighted the local, non-profit YMCA of Tuscaloosa, whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all, through three areas of focus: Healthy Living, Youth Development, and Social Responsibility. The segment promoted the YMCA’s ‘Share the Love’ promotion, which included no join fee for new members. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WJRD 02/11/24 & 02/18/24

Issue: **Public Support and Education**

Program Title: “Adopt a School Week”

Description: This four-minute segment highlighted the local, nonprofit Adopt a School Program. The Adopt-A-School program, sponsored by the Chamber of Commerce of West Alabama, the Tuscaloosa City Schools and the Tuscaloosa County Schools, has served children in the public-school systems since 1985. Each school in the city and county system has at least one business that serves as their Adopt-A-School partner. The segment promoted this year’s ‘Adopt-A-School Week,’ which serves to express appreciation to the program’s partners and to highlight the benefits delivered to the schools. The segment was recorded by Carolyn Tubbs, Director of Education Programs for the Chamber of Commerce of West Alabama.

Air Dates: 6:20am WJRD 2/25/24

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ISSUES REPORT
1st Quarter 2024
On-Air Activities

Issue: **Fine Arts and Education**

Program Title: “Tuscaloosa Symphony’s Carnival of the Animals”

Description: This four-minute segment highlighted the local, nonprofit Tuscaloosa Symphony Orchestra. The TSO’s mission is to foster and encourage the appreciation of music through live concert performances and educational programs that are diverse, enriching and of the highest quality. The segment promoted the TSO’s upcoming “Carnival of the Animals” performance as well as future shows. The segment was recorded by Natassia Perrine, Executive Director of the Tuscaloosa Symphony Orchestra.

Air Dates: 6:20am WJRD 03/03/24

Issue: **Public Health**

Program Title: “YMCA Community Run”

Description: This 2-and-a-half-minute segment highlighted the local, non-profit YMCA of Tuscaloosa, whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all, through three areas of focus: Healthy Living, Youth Development, and Social Responsibility. The segment promoted the YMCA’s ‘Community Run,’ a four-mile run open to both members and non-members, as well as provided an overview of what a YMCA membership offers. The segment was recorded by Riley Strickland, Membership Director for the YMCA of Tuscaloosa.

Air Dates: 6:20am WJRD 03/10/24 & 3/17/24

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ISSUES REPORT
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Issue: **Public Safety**

Program Title: “Tuscaloosa Fire and Rescue Cooking Safety”

Description: This three-and-a-half-minute segment highlighted the local, nonprofit Tuscaloosa Fire and Rescue Department. The segment provided safety tips regarding cooking as well as promoted kitchen safety devices. The segment was recorded by Holly Whigham, Public Safety Educator for Tuscaloosa Fire and Rescue.

Air Dates: 6:20am WJRD 3/24/24

Issue: **Non-Profit Fundraiser**

Program Title: “West Alabama Food and Wine Festival”

Description: This four-minute segment promoted the 2024 West Alabama Food and Wine Festival. The West Alabama Food & Wine Festival brings together our growing culinary community of local chefs, restaurateurs, and food and wine enthusiasts to celebrate a variety of Southern flavors and experiences unique to our region. In addition to raising money for West Alabama Food Bank, which distributes food to agencies across nine Alabama counties to help alleviate hunger in the state, the festival will also raise money for Turning Point this year. A first-year beneficiary, Turning Point is the second-oldest domestic violence shelter in the state of Alabama, serving and supporting survivors for more than 35 years. The segment was recorded by Debbie Sanford Metz, Board Member for the West Alabama Food and Wine Festival.

Air Dates: 6:20am WJRD 03/31/24

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