

WJAB-FM Local Content and Services Report 2024

Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Health issues such as heart health, HIV, diabetes, strokes, children's health, hunger, mental health, child trafficking, and eyesight, continue to be of interest in the Tennessee Valley and therefore remains a focus of our service to the community. Public Service Announcements, local and national news stories, and interviews remains our standard methods of delivering information. We continue to serve as a conduit between our licensee and the larger community by airing weekly/monthly programming that feature University faculty and staff with expertise in various fields of interest.

Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

During this reporting period, we have continued our partnerships with the following organizations and committees: United Women of Color, Tennessee Valley Jazz Society, Huntsville Museum of Art, Rosa Parks Committee, Huntsville/Madison County, Huntsville City Schools, Hudson/Alpha Institute, National Pan-Hellenic Council of North Alabama, Greater Huntsville Interdenominational Ministerial Fellowship, Inc., Alpha Phi Alpha Fraternity Incorporated, Delta Theta Lambda Chapter, Huntsville Jazz in The Park Committee, Huntsville Office of Diversity, Equity and Inclusion, , Arts Huntsville, Love Huntsville, First Stop, and Huntsville Music Office. These partnerships focused on voter education, voter registration, scholarships, music, civil rights education, and homelessness. WJAB and Alabama Cooperative Extension continue to produce a monthly broadcast highlighting Extension's educational and outreach services to the public. We also involved in partnerships with organizations and departments at Alabama A&M University to promote events designed to engage, entertain, empower and support students and the Tennessee Valley.

What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

The feedback we receive from our community partners continues to create measurable indicators that show the impact of our coverage of its program. Where we see the most impact is in our relationship with Arts Huntsville. So much so, that we are in discussions to develop a weekly/monthly program.

Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

Now entering its ninth year, The Latin Jazz House is our main source of engagement with the ever-growing Latino community in the Tennessee Valley. Our partnership with Alabama Cooperative Extension gives us another opportunity to reach out the Latino and Latina community with information about programs that help their families. Interviews are conducted with personnel that are bi-lingual to share the information with this minority community. We continued to offer special programming during specialty months, such as Women's History Month and Native American Heritage Month, geared towards those communities.

Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

These are frightening times for public broadcasting, particularly for small stations such as WJAB. The simple fact is that existing without the support of CPB does not look promising. More than ever, unbiased reporting of events and insightful analysis on current events, is vital. These things are at the core of what we do in public broadcasting. I hope that we will continue to receive funds that allow us to provide this much needed service. I say without hesitation that CPB funding continues to be the lifeblood of this public broadcasting entity.