

WJAB continued its program to educate African Americans on various kinds of cancers that impact the minority community and how to recognize the signs of this disease. The staff provided health tips on preventing cancer. The campaign included the following: a series of interviews with health professionals; numerous PSAs: interviews with survivors and family members; PSAs on our campus Channel 78; WJAB partnered with several health organizations and community organizations to promote this campaign and to ensure that it would be a sustainable project beyond the WJAB effort and its involvement.

WJAB collaborated with the following organizations, 100 Black Men of America Huntsville Chapter, Scottsboro Boys Museum, National Voting Right Museum, Southern Christian Leadership Conference (SCLC), NAACP, Alabama A&M University Marching Maroon & White Band, District Six Commissioner Bob Harrison, Epsilon Gamma Omega Chapter, Alpha Kappa Alpha Sorority, Incorporated, Bulldog Pride Community Service club. Alabama A&M University Health and Wellness Center, XI Omicron Chapter, Omega Psi Phi Fraternity, Incorporated, Huntsville Alumni Chapter, Kappa Alpha Psi Fraternity, Incorporated, Alabama A&M University College of Engineering, Technology & Physical Sciences, Alabama A&M University College of Agricultural, Life & Natural Sciences, Alabama A&M University Office of Marketing, Communications and Advancement, American Cancer Society Be the March Program, Alabama A&M University Edmonton Heights Neighborhood Revitalization Project, Huntsville/Madison County Chapter of the American Cancer Society, Alabama A&M University Alumni Association Huntsville/Madison County Chapter and Progressive Alumni Chapter, Ant-n-Soul Society, various local newspapers, online newspaper outlets radio stations and television stations.

The station worked with several community and university groups to promote and participate in a bone marrow registration drive at a football game to add more minorities to the list of potential donors for patients needing a bone marrow transplant. A total of 92 people registered on that day. We highlighted a young African American female who is in need of a transplant and she became the face of the campaign. We will be able to continue to get feedback from her and her family as well as the health organizations and community organizations working with her. This will be an ongoing project.

WJAB has produced ongoing programs for the Spanish speaking community. The staff works with several communities and educational organizations to provide information that is important to the group of listeners. The station also airs a variety of music and PSAs in Spanish on a daily basis, as well as news stories that address the Hispanic and Latin community.