

WBVJ's PSA commitment consists of: Sportsability Alliance (formerly Florida Disabled Outdoor Association), United Way of the Big Bend, Big Brothers & Big Sisters of the Big Bend and Elder Care Services of Florida. WBVJ is a media supporter for the Sportsability Alliance whose mission is to enrich lives through accessible, inclusive recreation and active leisure for people of all abilities and all ages. In addition, we run other local and regional and national PSA campaigns to support local charitable causes in the Big Bend Area. Some of the other PSA campaigns target children's issues as well as community issues. Campaigns such as a Project Roadblock, Foundation for a Better Life, Make A Wish Foundation, Feeding America, and veteran's support PSA's. To supplement WBVJ and enhance the educational value of the network's NBC Kids programs, NBC also aired several promos and public service announcements from the AD Council and Foundation for a Better Life to give information to those who are 16 and under. In addition to core children's programming, the station airs public service announcements and network news programming that have educational and informational value for children. The station also produces Our Issues Tallahassee, a show that focuses on issues important to the community and we have done over 200 shows over the past 9 years. WBVJ airs a community calendar each week that gives local charitable organizations a forum to reach the citizens of Tallahassee with important information about fund raising community wide events.