Legislation Details (With Text)

File #:	130540	**Version:** 0	**Name:**		
Type:	Resolution		**Status:**	ADOPTED	
File created:	6/13/2013		**In control:**	CITY COUNCIL	
On agenda:			**Final action:**	6/13/2013	
Title:	Honoring, recognizing and commending WURD Radio for its ten years of service as "The Voice of the Community."				
Sponsors:	Councilmember Johnson, Councilmember Goode, Councilmember Jones, Councilmember Blackwell, Councilmember Reynolds Brown, Councilmember Kenney, Councilmember Greenlee, Councilmember Green, Councilmember Oh, Councilmember Henon, Councilmember O'Brien, Councilmember Squilla				
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Date	Ver.	Action By	Action	Result	Tally
6/13/2013	0	CITY COUNCIL	Introduced and Ordered Placed on This Week's Final Passage Calendar	Pass	
6/13/2013	0	CITY COUNCIL	ADOPTED		

Honoring, recognizing and commending WURD Radio for its ten years of service as “The Voice of the Community.”

WHEREAS, WURD Radio is the only African-American owned and operated talk radio station in the Commonwealth of Pennsylvania. Celebrating ten years as “The Voice of the Community,” WURD serves as the heartbeat of the African-American urban market, providing information and solutions that educate, uplift and inspire the heart and soul of Philadelphia; and

WHEREAS, 900AM-WURD offers a unique two-way talk format that is widely recognized as the pulse of the African-American community locally, regionally, and nationally. WURD has helped shape every major event in the region, from mayoral races to presidential elections, from the street corner to the corner suite, WURD has tackled the hard issues as an influential, respected and powerful voice in the marketplace; and

WHEREAS, WURD has one of the most popular morning show programs, “Wake Up With WURD,” hosted by Stef Renee and a team of co-hosts as the only show in the market that boasts the Mayor, School Superintendent, District Attorney and Executive Director of the Philadelphia Housing Authority as regular monthly guests. WURD also features regular issue-driven conversations with U.S. Congressman Robert Brady and U.S. Senator Robert Casey. In addition, WURD is the exclusive broadcaster of Philadelphia City Council’s weekly proceedings; and

WHEREAS, Additionally, WURD re-launched its web site with a heightened emphasis on dynamic content and social media and debuted a customized WURD application for mobile devices so listeners can take WURD anywhere; and

WHEREAS, Beyond the airwaves, WURD has an award-winning symposium series, WURD Speaks. This

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event series gathers local, national and international experts to share insights on issues ranging from health care, education, entertainment and economic development to arts, culture and civic engagement; and

WHEREAS, By spreading its voice on-air, online and in the community, WURD has attracted creative partnerships with blue chip clients such as Universal Companies, PECO, Keystone Mercy Health Plan, United Health, Peirce College, Wells Fargo, and PNC Bank. Leading organizations like the Philadelphia Theatre Company, Art Sanctuary, the Kimmel Center, the University of Pennsylvania and WHYY have also established strategic partnerships with WURD on several groundbreaking initiatives; and

WHEREAS, WURD Has become a gathering point for the diverse voices that exist in the Delaware Valley; now therefore

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we hereby honor, recognize, and commend WURD Radio for its ten years of service as “The Voice of the Community.”

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to WURD Radio as evidence of the sincere sentiments of this legislative body.

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