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Honoring WURD Radio on the occasion of their Founder's Day, which memorializes the late owner/founder Walter P. Lomax Jr., M.D., and recognizing the station's role as the voice of the African American community.

WHEREAS, Founded in 2003 by famed physician and philanthropist Walter P. Lomax, Jr., M.D., WURD Radio is the only African American-owned and operated talk radio station in the Commonwealth of Pennsylvania. Through its platform on air, online, and in the community, WURD has worked tirelessly to provide information and solutions that uplift and inspire African Americans in Philadelphia and well beyond; and

WHEREAS, The two-way talk radio format at WURD encourages listeners to become active participants in the most important conversations focused on issues facing Philadelphia and the conversations around every major event, from mayoral races to presidential elections, from the corner suite to the street corners; and

WHEREAS, In recent years, WURD has focused heavily on expanding the station's digital presence and content, presenting robust visual offerings via online livestreams. WURD has also worked to diversify its lineup through the introduction of lifestyle content focusing on food and drink history, love and relationships, and contemporary issues; and

WHEREAS, In addition to its on-air programming, WURD has pioneered the journalistic coverage of environmental justice and racism through the ecoWURD initiative, which presents environmental issues as they specifically pertain to the African American community. Through ecoWURD Magazine, ecoWURD.com, and two annual environmental summits, WURD has led the way in examining how public policy can greatly impact environmental outcomes; and

WHEREAS, WURD has further demonstrated its commitment to economic empowerment through its Lively-HOOD initiative, which provides a job portal to help people find employment, coverage of Philadelphia's Black tech environment and startups, and on-air and online content encouraging financial education and advancement; and

WHEREAS, Community events sponsored by WURD, including its annual Founder's Day and Empowerment Experience, have highlighted issues related to health and wellness, financial literacy and empowerment and education; and

WHEREAS, As "the pulse of the Black community" in Philadelphia, WURD has consistently encouraged Black Philadelphians to vote and the station plays a vital part in discussions of today's political issues and provides invaluable coverage of Philadelphia politics and thoughtful insight into developments that affect Philadelphia's residents; and

WHEREAS, WURD is committed to celebrating Black joy and excellence, recognizing that while the African American community in Philadelphia faces trials and challenges including violence, poverty, gentrification, and unaffordable housing, WURD is uniquely positioned to remind the world of the immeasurable contributions that Black people have made to the fabric of the City of Brotherly Love; and

WHEREAS, WURD's reputation for excellence has ensured that Dr. Lomax's vision will thrive for years beyond. Under the leadership of President and CEO Sara M. Lomax, and with the invaluable hosts who make up the station's daily line-up, WURD will continue to play a crucial role in our City and nation's most important conversations; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby honors WURD Radio on the occasion of their Founder's Day and recognizes the station's role as the voice of the African American 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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