



BridgeWays 2022 Coverage Report
Updated: August 2022

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S'mores and Pours

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- Email Blast 8/15

[WATCH: BridgeWays Alabama to host 10th annual S'mores and Pours | CBS 42](#)
[BridgeWays Alabama to host 10th annual S'mores and Pours | NaijaOnPoint](#)
[BridgeWays Alabama to host 10th annual S'mores and Pours | Top News-USA](#)
[BridgeWays Alabama to host 10th annual S'mores and Pours | NewsBreak](#)
[WATCH: BridgeWays Alabama to host 10th annual S'mores | NewsFinale.com](#)
[Weekend Roundup: June 9-12, 2022 | Happenings in the Ham](#)


1  **WBRC-FOX...Television** Market: Birmingham-Anniston-Tuscaloosa, AL

Good Day Alabama Jun 9 2022

[8:44:48 AM] [0:18] We're here at Avondale brewing company and they're got a big event to we've got Sidney Knight from BridgeWays. First tell me about this S'mores and Pours event. [View](#)

[8:45:30 AM] [0:40] There's a lot to do at this event but it is really good causes for and you're the junior board president. Tell me a little bit about bridge does BridgeWays is a non profit. Maybe an environment that isn't good so we look for alternative to put them in to connect them with IL people in their community trying to give mentori group and career development. You know, character devel and, you know, try to deal withs they're facing right now in their commu then the money from tonight will go to support proceeds from tonight will directly support everything that we. [View](#)

Nielsen Audience:66,062 Calc Publicity Value:\$638

2  **WIAT [CBS 42]...Television** Market: Birmingham-Anniston-Tuscaloosa, AL

WATCH: BridgeWays Alabama to host 10th annual S'mores and Pours fundraiser Thursday Jun 7 2022

WATCH: BridgeWays Alabama to host 10th annual S'mores and Pours fundraiser Thursday BIRMINGHAM, Ala. WIAT)- Thomas Henry, the vice president of BridgeWays' junior board, sat down with CBS 42 News Anchor Michael Clark to discuss the organization's 10th annual S'mores and Pours fundraiser taking place Thursday night at Avondale Brewing Company. BridgeWays is a Birmingham based organization who's mission is to "instill a genuine sense of hope, purpose, and self-worth by connecting young people to their peers, their schools, and their families - and ultimately, to their potential as responsible, contributing citizens of their communities." The event will begin at 5 p.m. Henry says. attendees can expect food, live music, shopping, and of course, s'mores. Around the Web [Subscribe Now CBS 42 Daily News](#) [View](#)

Unique Visitors:57,892 Calc Publicity Value:\$627

3  **WIAT [CBS 42]...Television** Market: Birmingham-Anniston-Tuscaloosa, AL

10th Annual S'mores and Pours Fundraiser

Jun 7 2022

10th Annual S'mores and Pours Fundraiser BIRMINGHAM, Ala. WIAT) - The tenth annual S'mores and Pours fundraising benefiting BridgeWays is taking place at Avondale Brewing Company on June 9 from 5-9:30 p.m. BridgeWays Junior Board Vice President Thomas Henry joined CBS 42 News to discuss the event. Watch the full interview in the video player above. Author: Austin Franklin

[View](#) 

Unique Visitors:57,892

Calc Publicity Value:\$627

4  **WBRC-FOX...Television** Market: Birmingham-Anniston-Tuscaloosa, AL

FOX 6 News at Noon

Jun 7 2022

[12:24:23 PM] [0:23] Joeys a joining us now from bridge w. he's on the Junior board there to tet Thursday's bd pours have been how you doi doir having me. Alright well, y on the Junior boardridge weighs just before we talk about nd of tell us and go over what BRIDGE WAYS is and does. Yeah so ways is an organization. Essentiall we teach young people grades krougs.

[View](#) 

[12:25:31 PM] [0:20] Great great. Okay that's good. You're doing some good things there, but you got a big event that will help with the proceeds going to BRIDGE WAYS. Talk pours a s'mores and pours event. Yese te annual fundraiser that we'r boaf the for a fun.

[View](#) 

Nielsen Audience:35,922

Calc Publicity Value:\$473

5  **WIAT-CBS...Television** Market: Birmingham-Anniston-Tuscaloosa, AL

Noon News

Jun 7 2022

[12:22:26 PM] [0:24] Blanc Megan. New at noon the juniper is excited to announce the 10th annual sports imports 1. So first tell us about that's taking place this coming Thursday.

[View](#) 

[12:22:56 PM] [0:02] First talk about what bridgeway's is and what it does.

[View](#) 

[12:22:58 PM] [0:13] At bridgeway's we have a mission to instill a genuine sense of hope, purpose and self-worth by connecting young people to their peers, their families and schools. Ultimately to progress the potentials to be contributing citizens to their communities.


[View](#) 

[12:24:20 PM] [0:14] You guys could get more information both on her facebook page or instagram. Both of those are bridgeway's Alabama appeared very easy to find. Very easy to locate.

[View](#) 

Nielsen Audience:18,460

Calc Publicity Value:\$636

6  **WCFT-ABC...** **Television** Market: Birmingham-Anniston-Tuscaloosa, AL


Talk of Alabama Jun 7 2022

[9:50:54 AM] [0:01] Yeah. So bring the whole family. You can get dinner there. [View](#)

[9:51:01 AM] [0:24] That's right. Bridgeway's as you develop an organization serving kids, families and youth in our communities. What we try to do is instill a sense of self pride, self worth and hope for some of these kids that are dealing with today's emerging issues that are affecting their communities. [View](#)

[9:53:43 AM] [0:05] Certainly. Help for these children who may be in tough situations are delayed with some of those issues at school or at home with their peers and helping them through that giving them a mentoring program. That is what s'mores imports will benefit. [View](#)


Nielsen Audience:19,613 Calc Publicity Value:\$226

7  **Homewood Star...** **Newspaper** Market: Birmingham-Anniston-Tuscaloosa, AL

S'mores and Pours Event Jun 6 2022

S'mores and Pours Event The BridgeWays Junior Board would like to invite you to the 10th Annual S'mores and Pours Event, on June 9th at Avondale Brewing Company! This fundraiser brings together 400+ members of the community for a fun, bohemian-chic night of local brews, delicious food, silent auction, pop-up shops, local artists, live music by T.U.B. and S'MORE! Tickets include 2 beer tickets, a taste of local restaurants, and, of course, s'mores! All proceeds benefit BridgeWays' programs for children, youth and families in our local community. [View](#)

Unique Visitors:1,725 Calc Publicity Value:\$63

8  **Birmingham Now...** **Online Only** Market: Birmingham-Anniston-Tuscaloosa, AL

9 local weekend events, scrumptious Donut Day recs + more-June 3-5 By Patience Itson LAST UPDATED 06 Jun 2 2022

When: Saturday, June 4 | 2PM-Midnight Cost: Advance \$25 | Gate \$30 | VIP - \$100 | Kids 12 + under - Free Tickets Why go? You'll find a family-friendly environment with more vendors, artists, fan groups + costumes than one could ever dream. When: Saturday, June 4, 10AM-6PM | Sunday, June 5, 11AM-5PM Cost: For more happenings, visit our events calendar When: Wednesday, June 8 | 6PM Cost: Up to \$10 S'mores & Pours benefiting BridgeWays When: Thursday, June 9 | 5-9:30PM Cost: Adults - \$30 | Kids 6-18 - \$10 | Kids 5 + under - Free Friends of. Children's Harbor Auction When: Saturday, June 11 | 6-9PM Cost: When: Saturday, June 11 | 8PM Where: Begins on 32nd Street in Lakeview, Ends at Our Place, 2115 7th Ave S, Birmingham, AL 35233 Cost: Free admission When: Sunday, June 12 | 11AM Cost: Free admission PLUS: The Taste of 4th Avenue Jazz Festival. returns after 3 years this August. [View](#)

Unique Visitors:26,665

Calc Publicity Value:\$390

9



Birmingham Now... **Online Only** Market: Birmingham-Anniston-Tuscaloosa, AL

27 local events for a fantastic month of June By Patience Itson LAST
UPDATED 05/25/22

May 25
2022

More info When: Saturday, June 4, 10AM-6PM | Sunday, June 5, 11AM-5PM Where: The BJCC, 1 Richard Arrington Jr Blvd N, Birmingham, AL 35203 Cost: Tickets What: A boho-chic wonderland with food from Taco Mama, a silent auction and raffles, local pop-up shops and artists, live music and Avondale. s finest brews. Proceeds benefit BridgeWays. More info When: Thursday, June 9 | 5-9:30PM Where: Avondale Brewing Co, 201 41st St S, Birmingham, AL 35222 Cost: \$10-\$30 | Kids 5 + under - Free Tickets What: The spirited, romantic and beloved musical story of Maria and the von Trapp Family. More info When: Thursday-Sunday, June 9-26 | Thursday-Saturday 7:30PM, Sunday 2:30PM Where: Virginia Samford Theatre, 1116 26th St S, Birmingham, AL 35205 Cost: Reserved Seating \$43 | Students - \$23 Tickets What: Hosted by the Central Alabama Caribbean American Organization, this is a family-friendly celebration of Caribbean culture with food, music.

[View](#)

Unique Visitors:26,665

Calc Publicity Value:\$378

Total TV Story Count:	4
Total Print Story Count:	5
Total Audience:	310,896
Total Nielsen Audience:	140,057
Total Unique Visitors:	170,839
Total Calc Publicity Value:	\$4,058

Black Nurses Association

1.



WCFT-ABC **Television** Market: Birmingham-Anniston-Tuscaloosa, AL (45)

Focus @ 4

May 9 2022 04:00PM CT

[4:44:30 PM] Tonight at 5 o'clock, the Birmingham Black Nurses Association will lay a wreath at the Monday u many of Pauline Fletcher who was the first **black nurse** in the state of Alabama.


[View](#)

Nielsen Audience: 27,295
Calc Publicity Value: \$570

TV Story Count: 1

Audience: 27,295
Calc Publicity Value: \$570

My Choices Matter

1.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL
WBRC FOX 6 News at 4 PM Apr 28 2022

[4:53:19 PM] [0:20] Birmingham's South Hampton Elementary School is getting an important lesson today. **BridgeWays** an organization that helps kids. The "My Choices Matter " program helps teach children how to avoid and handle dangerous situations.

[View](#) 

Nielsen Audience: 34,836 Calc Publicity Value: \$230 Calc Publicity Value: \$230

TV Story Count: 1
Audience: 34,836
Calc Publicity Value: \$230

ABC 33/40 Anti-Bullying

1.  **WCFT-ABC Television** Market: Birmingham-Anniston-Tuscaloosa, AL
ABC 33/40 Good Morning Alabama Apr 8 2022

[5:49:24 AM] [0:27] Let's talk about Pelham's anti-bully program "Bullying has gotten so much worse from when I was in middle school. So I'm glad I get to be a part of the experience helping them in that journey growing up. Hardy works with hardy works with the nonprofit BridgeWays' "Outside-In" program where she received training to identify what bullying looks like, the different kinds and ways to combat it. In March, Hardy and other peer helpers raised money to keep the anti-bullying program at their school.

[View](#) 

Nielsen Audience: 9,439
Calc Publicity Value: \$135

2. abc3340.com **Television** Market: Birmingham-Anniston-Tuscaloosa, AL



High school students address bullying with younger students through anti-bullying

Apr 8 2022

When she's not in class learning, she's a peer helper at Pelham Middle School. Her focus is putting an end to bullying. "Bullying has gotten so much worse from when I was in middle school," Hardy said, "so I'm glad I get to be a part of the experience helping them in that journey growing up." She works with the nonprofit BridgeWays' "Outside-In" program where she received training to identify what bullying looks like different kinds and ways to combat it. "It's cool watching kids develop and grow in their maturity because when you're little it's like it's a joke, it's funny you pick on somebody because that's like the cool thing to do," Hardy said, "we've shown the school that not bullying, being a good person is cool." In March, Hardy and other peer helpers raised money to keep the anti-bullying program at their school. "I think it's a big problem, BridgeWays Character Development program manager Kelly Koncsol said. "It's everywhere in every school right now." Koncsol says the program was developed in response to a rise in bullying. Since the pandemic, she's noticed an increase in cyber bullying.

[View](#)

Unique Visitors: 122,285
Calc Publicity Value: \$1,488

3.  **WCFT-ABC Television** Market: Birmingham-Anniston-Tuscaloosa, AL
ABC 33/40 News at 6pm

Apr 7 2022

[6:16:42 PM] [0:25] Brenda: she works with a non-profit group which is BridgeWays outside-in program where she received training to identify what bullying looks like, the different kinds and ways to combat it, and in March, hardy and other peer helpers raised money to help the anti-bullying program at their school. Way to go! Well, multiple school districts dismissed early yesterday, our area was at an enhanced risk level for severe storms.

[View](#)

Nielsen Audience: 63,743
Calc Publicity Value: \$750

4.  **WCFT-ABC Television** Market: Birmingham-Anniston-Tuscaloosa, AL
Focus @ 4

Apr 7 2022

[4:14:33 PM] [0:15] Bullying is so much worse than when I was at middle school. I hope to help them that journey. She works with BridgeWays, where she received training to identify what bullying looks like, the different kinds, and the way to combat it

[4:15:50 PM] [0:15] If you'd like to see BridgeWays outside program in your child's school you can learn more by going to our website. ABC 33/40.com..


[View](#) 

[View](#) 

Nielsen Audience: 27,295
Calc Publicity Value: \$900

TV Story Count:	3
Print Story Count:	1
Audience:	222,762
Nielsen Audience:	100,477
Unique Visitors:	122,285
Calc Publicity Value:	\$3,273


Absolutely Alabama Camp Fletcher

1.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL (45)
FOX 6 News at 9PM Mar 20 2022 09:00 PM CT

[9:55:31 PM] In a spot that's absolutely a historical footnote to many in our state, but Pauline Fletcher was a true pioneer. Her first accomplishments were in the medical field but her ongoing legacy is the Camp she founded that continues to impact on the communities today. Because not only was she visionary she was also absolutely Alabama. Campfires, are as old as camps and camping and this is a story an important Camp, a Camp with a history and a mission. It is called Camp Fletcher. Pauline Fletcher, a woman of vision and determination. She went to school and became the first African-American RN in the state of Alabama. She was bothered by the fact that a Camp that would serve black children didn't exist. So, she built one. She had to have help from a Dr. Windham in Birmingham to finish the construction of the first building we now call Rosa Windham. He named it after his daughter who had died from TB and she had a background in Tuberculosis with Jefferson County and understood the importance of fresh air. The Klan (KKK) raided the Camp in 1948 and her circle of supporters, diverse circle of Christian, Jew, male, female came together and said this will not happen again. Pauline Fletcher forged ahead and the results of her vision are still impacting children today.

[View](#) 


Nielsen Audience: 43,489
Calc Publicity Value: \$5,340

2.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL (45)
FOX 6 News Sunday at 8 AM Mar 20 2022 08:00 AM CT

[8:23:06 AM] In a spot that's absolutely a historical footnote to many in our state, but Pauline Fletcher was a true pioneer. Her first accomplishments were in the medical field but her ongoing legacy is the Camp she founded that continues to impact on the communities today. Because not only was she visionary she was also absolutely Alabama. Campfires, are as old as camps and camping and this is a story an important Camp, a Camp with a history and a mission. It is called Camp Fletcher. She was originally from Georgia and moved to Alabama to go to school and became the first RN in the state of Alabama. She was bothered by the fact that black children didn't exist. So she got the bit between her teeth and she built one. She had to have help from a Dr. Windham in Birmingham to finish the construction of the first building we now call Rosa Windham. He named it after his daughter who had died from TB and she had a background in Tuberculosis with Jefferson County and understood the importance of fresh air. The Klan (KKK) raided the Camp in 1948 and her circle of supporters, diverse circle of supporters Christian, Jew, male, female came together and said this will not happen again. Pauline Fletcher forged ahead and the results of her vision are still impacting children today. I've a believer in camping; How it establishes independence a confidence in children's Camp where kids and enjoy the best part of Alabama which is being outside in the sun kids. Which was Pauline Fletcher's idea all along.

[View](#) 

Nielsen Audience: 49,776
Calc Publicity Value: \$989

3.  **WAFF-NBC Television** Market: Huntsville-Decatur-Florence, AL (79)
WAFF 48 News Today Sunday at 6 AM Mar 20 2022 06:00 AM CT

[6:23:30 AM] Only be a footnote to many in the history of our state, but Pauline Fletcher was a true pioneer. Her accomplishments were first made in the medical field, but her ongoing legacy is the camp she founded in Jefferson County in 19-26. Not only was Fletcher a woman of vision, but she was also absolutely Alabama. Campfires, I guess, are as old as camps and camping and this is a story about a very important camp, a camp with a history and an ongoing mission. It is called Camp Fletcher, the namesake of Pauline Fletcher, a woman of vision and determination. She was originally from Georgia and moved to Alabama and went to school and became the first African- American RN in the state of Alabama. She was bothered by the fact that a camp that would accept black children didn't exist. So, she got the bit between her teeth, and she built one. She had to have help from a doctor Windham in Birmingham to finish the construction of that first building which we now call Rosa Windham because he donated the money because his daughter had died from TB, and she was a nurse and had a background in tuberculosis with Jefferson County and. Understood the importance of fresh air. The Klan raided the camp in 1948 and her circle of supporters, diverse circle of supporters, white, black, Christian, Jew, male, female came together and said this will not happen at a camp for kids. Pauline Fletcher forged ahead, and the results of her vision are still impacting children today. I have a 13-year-old daughter, Devin, and she's been coming here for eight or nine years. It's a great local day camp. It's an old historic, well-established camp. It was the first integrated camp in the south. I've always been a big believer in camping; How it establishes independence and confidence in children. It's a camp where kids can go and be kids and enjoy the best part of Alabama which is being outside in the

summertime and playing and being kids. Which was Pauline Fletcher's idea all along. Kids just aren't political. They're not red or blue. They're just kids and I think she would love it, cause that's what she was striving for. Attending to the health of kids. Black kids, white kids, rich kids, poor kids all here at the same time and they get along beautifully. And I think she would be proud. I do. Pauline Fletcher had a vision, that the camp she founded could make a difference..

[View](#) 

Nielsen Audience: 9,008
Calc Publicity Value: \$376

4.  **WTVM-ABC Television** Market: Columbus, GA (127)

News Leader 9 Morning at 7
AM


Mar 20 2022 07:00 AM CT

[5:24:04 AM] Her name may be a historical footnote to many in Alabama, but Pauline Fletcher was a true pioneer. Her accomplishments were first made in the medical field, but her ongoing legacy is the camp she founded in rural Jefferson County in 19-26. Not only was Fletcher a woman of vision, but she was also absolutely Alabama. Campfires, I guess, are as old as camps and camping and this is a story about a very important camp, a camp with a history and an ongoing mission. It is called Camp Fletcher, the namesake of Pauline Fletcher, a woman of vision and determination. She was originally from Georgia and moved to Alabama and went to school and became the first African- American RN in the state of Alabama. She was bothered by the fact that a camp that would accept black children didn't exist. So, she got the bit between her teeth, and she built one. She had to have help from a doctor Windham in Birmingham to finish the construction of that first building which we now call Rosa Windham because he donated the money because his daughter had died from TB, and she was a nurse and had a background in tuberculosis with Jefferson County and. Understood the importance of fresh air. The Klan raided the camp in 1948 and her circle of supporters, diverse circle of supporters, white, black, Christian, Jew, male, female came together and said this will not happen at a camp for kids. Pauline Fletcher forged ahead, and the results of her vision are still impacting children today. I have a 13-year-old daughter, Devin, and she's been coming here for eight or nine years. It's a great local day camp. It's an old historic, well-established camp. It was the first integrated camp in the south. I've always been a big believer in camping; How it establishes independence and confidence in children. It's a camp where kids can go and be kids and enjoy the best part of Alabama which is being outside in the summertime and playing and being kids. Which was Pauline Fletcher's idea all along. Kids just aren't political. They're not red or blue. They're just kids and I think she would love it, cause that's what she was striving for. Attending to the health of kids. Black kids, white kids, rich kids, poor kids all here at the same time and they get along beautifully. And I think she would be proud. I do. Pauline Fletcher had a vision, that the camp she founded could make a difference. It did. It still does.

[View](#) 

Nielsen Audience: 5,837
Calc Publicity Value: \$940

WAFF-NBC Television Market: Huntsville-Decatur-Florence, AL (79)


5.  WAFF 48 News Today Sunday
at 5 AM

Mar 20 2022 05:00 AM CT

[5:24:04 AM] Welcome back! Her name may only be a footnote to many in the history of our state, but Pauline Fletcher was a true pioneer. Her accomplishments were first made in the medical field, but her ongoing legacy is the camp she founded in rural Jefferson County in 19-26. Not only was Fletcher a woman of vision, but she was also absolutely Alabama. Campfires, I guess, are as old as camps and camping and this is a story about a very important camp, a camp with a history and an ongoing mission. It is called Camp Fletcher, the namesake of Pauline Fletcher, a woman of vision and determination. She was originally from Georgia and moved to Alabama and went to school and became the first African- American RN in the state of Alabama. She was bothered by the fact that a camp that would accept black children didn't exist. So, she got the bit between her teeth, and she built one. She had to have help from a doctor Windham in Birmingham to finish the construction of that first building which we now call Rosa Windham because he donated the money because his daughter had died from TB, and she was a nurse and had a background in tuberculosis with Jefferson County and. Understood the importance of fresh air. The Klan raided the camp in 1948 and her circle of supporters, diverse circle of supporters, white, black, Christian, Jew, male, female came together and said this will not happen at a camp for kids. Pauline Fletcher forged ahead, and the results of her vision are still impacting children today. I have a 13-year-old daughter, Devin, and she's been coming here for eight or nine years. It's a great local day camp. It's an old historic, well-established camp. It was the first integrated camp in the south. I've always been a big believer in camping; How it establishes independence and confidence in children. It's a camp where kids can go and be kids and enjoy the best part of Alabama which is being outside in the summertime and playing and being kids. Which was Pauline Fletcher's idea all along. Kids just aren't political. They're not red or blue. They're just kids and I think she would love it, cause that's what she was striving for. Attending to the health of kids. Black kids, white kids, rich kids, poor kids all here at the same time and they get along beautifully. And I think she would be proud. I do. Pauline Fletcher had a vision, that the camp she founded could make a difference. It did. It still does.

[View](#) 

Nielsen Audience: 4,760
Calc Publicity Value: \$418

6.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL (45)
FOX 6 News at 9PM Mar 18 2022 09:00 PM CT

Camp Fletcher's founder, Pauline Fletcher's name may be a historical footnote to many in our state, her true accomplishments were in the medical field but her ongoing legacy is the camp she founded in rural Jefferson County in 1926. Its impact on children continues today. Because, not only was she a visionary, she was also Absolutely Alabama.

Campfires, I guess, are as old as camps and camping and this is a story about a very important camp, a camp with a history and mission. It is called Camp Fletcher after its founder Pauline Fletcher, a woman of vision and determination. She was originally from Georgia and moved to Alabama and went to school and became the first African-American RN in the state of Alabama bothered that would accept black children didn't exist. So, she got the bit between her teeth, and she built one. She had to have help from a doctor Windham in Birmingham to finish the construction of that first building which we now call Rosa Windham because he donated the money because his daughter had died from TB, and she was a nurse


and had a background in tuberculosis with Jefferson County and. Understood the importance of fresh air.

[View](#) 

[9:25:02 PM] The Klan raided their camp in 1948 and her circle often came together and said will not happen at a Camp for kids. The results of her camp are still impacting children today. I have a 13-year-old daughter, Devin, and she's eight or nine years old. It's a great old historic, well-established camp. It is an integrated camp in the south. I've always been a big camp advocate; How it establishes independence, a camp where kids can go and be kids and enjoy the best part being outside in the summertime and kids. Which was Pauline Fletcher's idea.

[View](#) 

Nielsen Audience: 50,308
Calc Publicity Value: \$7,800

7.  **WAFF-NBC Television** Market: Huntsville-Decatur-Florence, AL (79)
48 NEWS AT NOON Mar 18 2022 12:00 PM CT

[12:22:59 PM] Footnote to many in the history of our state, but Pauline Fletcher was a true pioneer. Her accomplishments were first made in the medical field, but her ongoing legacy is the camp she founded in rural Jefferson County in 1926. Its ongoing impact on the lives of children continues today because not only was she a woman of vision, but she was also absolutely Alabama. Campfires, I guess, are as old as camps and camping and this is a story about a very important camp, a camp with a history and an ongoing vision and determination. She was originally from Georgia and moved to Alabama and went to school and became the first African-American RN in the state of Alabama. She was bothered by the fact that a camp that would accept black children didn't exist. So, she got the bit between her teeth, and she built one. She had to have help from a doctor Windham in Birmingham to finish the construction of that first building which we now call Rosa Windham because he donated the money because his daughter had died from TB, and she was a nurse and had a background in tuberculosis with Jefferson County and. Understood the importance of fresh air. The Klan raided the camp in 1948 and her circle of supporters, a diverse circle of supporters, white, black, Christian, Jew, male, female came together and said this will not happen at a camp for kids. Pauline Fletcher forged ahead, and the results of her vision are still impacting children today. I have a 13-year-old historic, well-established Camp. It was the first integrated camp in the south. I've always been a big believer in camping; How it establishes independence and confidence.


[View](#) 

[12:25:01 PM] Confidence in children. It's a camp where kids can go and be kids and enjoy the best part outside in the summertime and playing and being kids. Which was Pauline Fletcher's idea all along. Kids just aren't political. They're not red or blue. They're just kids and I think she would love it, cause that's what she was striving for. Attending to the health of kids. Black kids, white kids, rich kids, poor kids all think she would be proud. I do. Pauline Fletcher had a vision, that the camp she founded could make a difference. It did. It still does, still providing an in Birmingham, city and county leaders took time to honor one local civil rights leader who is retiring soon.

[View](#) 

Nielsen Audience: 14,550

Calc Publicity Value: \$1,080

8.  **WAFF-NBC Television** Market: Huntsville-Decatur-Florence, AL (79)
48 NEWS AT 12 Mar 18 2022 12:00 PM CT

[12:23 PM] This is a story an important Camp, a Camp with a history and a mission. It is called Camp Fletcher. She was originally from Georgia and moved to Alabama to go to school and became the first RN in the state of Alabama. She was bothered by the fact that black children didn't exist.

[View](#) 

TV Story Count:	8
TV Audience:	191,828
TV Nielsen Audience:	191,828
Calc Publicity Value:	\$22,296

PHS Check Presentation

1.  **Shelby County Reporter Newspaper** Market: Birmingham-Anniston-Tuscaloosa, AL
Pelham High School students make donation to anti-bullying nonprofit Mar 17 2022

Pelham High School students make donation to anti-bullying nonprofit The Pelham High School Peer Helpers made a special \$750 donation of funds they raised for **BRIDGEWAYS** Alabama as part of their anti-bullying campaign. (Reporter Photo/Keith McCoy) Author: Michelle Love

[View](#) 

Unique Visitors: 6,712

Calc Publicity Value: \$738


2.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL
Good Day Alabama 5AM Mar 17 2022

[5:50:22 AM] [0:29] Money raised by students at Pelham High School's program for anti-bullying they presented the non-profit group, **BRIDGEWAYS**. That will help support the group's character development program and lead up to the 60s in activities involving lessons on problems like cliques, prejudices, and stereotypes.

[View](#) 

Nielsen Audience: 30,874

Calc Publicity Value: \$290


3.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL
Good Day Alabama 4:00AM Mar 17 2022

[4:52:25 AM] [0:39] All money by students is going toward a bullying program. They presented the nonprofit group **BRIDGE WAYS** with that. For seven hundred fifty dollars that money will support the group's character development program called here to address bullying like the problems that they think are so big right now, like it is not as big as it seems and they're not going through life telling a kid don't bully.

[View](#) 

Nielsen Audience: 16,148

Calc Publicity Value: \$78

4.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL
FOX 6 News at 9PM Mar 16 2022

[9:39:03 PM] [0:28] The testing site is for those who are symptomatic and require an appointment. Students at Pelham High School in their schools. Today - they presented the non-profit group **BRIDGEWAYS** with a check.

[View](#) 

Nielsen Audience: 50,308

Calc Publicity Value: \$1,680

5.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL
FOX 6 News at 5PM Mar 16 2022

[5:30:21 PM] [0:37] Students at pelham pelham raise money to keep an anti-bullying program in their schools. Today they presented the non-profit group **BRIDGEWAYS** with a check for 750 dollars. That money will help support **BRIDGEWAYS'** character development program called Outside In. Shelby Hardy senior peer helper program addresses an increase of bullying in schools.

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Nielsen Audience: 52,339

Calc Publicity Value: \$1,850

TV Story Count: 4
Nielsen Audience: 149,669
Calc Publicity Value: \$4,636

Brunch with BridgeWays

[Photos](#)

1.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL (45)
FOX 6 News at 9PM Mar 10 2022 09:00 PM CT

[9:39:24 PM] A central Alabama organization that helps support children holding a special today to highlight the impact of the pandemic on kids. "BRUNCH with BRIDGEWAYS" was this afternoon at the Harbert Center. According to BRIDGEWAYS their mission is even more important because of the effects on children, like anxiety, stress and depression. A healthy way programs, including in schools, to support children with mentoring, character development. It serves 12 counties in central Alabama.

[View](#) 

Nielsen Audience: 50,308
Calc Publicity Value: \$2,820

2.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL (45)
WBRC FOX 6 News at 4 PM Mar 10 2022 04:00 PM CT

[4:54:11 PM] "BRUNCH with BridgeWays this afternoon highlighted all of the organization's programs. According to BRIDGEWAYS the pandemic has made their mission even more important because of its effects on children, like increased anxiety, stress and bullying. BridgeWays provides a variety methods of impact, including in schools, to support children with mentoring, character development.

[View](#) 

Nielsen Audience: 34,836
Calc Publicity Value: \$265

TV Story Count: 2
Audience: 85,144
Calc Publicity Value: \$3,085


Camp Fletcher Coverage

[Link to Media Clips](#)

Online:

- [Birmingham 365](#)
- [ABC 33/40](#)
- [FOX 6](#)

Media Mentions:

1.  **WCFT-ABC Television** Market: Birmingham-Anniston-Tuscaloosa, AL
Talk of Alabama Feb 15 2022

[9:21:48 AM] [0:14] Stoney: Let's get to Bridgeway's Alabama, the organization. The company actually bought out Camp Fletcher recently.

[View](#) 

[9:22:02 AM] [0:31] Actually, we transitioned- we were formally Campfire, disaffiliated from the National organization and became Bridgeway's June 1 last year. Even before we were bridgeway's we owned the property but we established a 501(c)(3) to hold the property so if anything ever happened to our organization that can't property would remain as a community asset. Stoney, we consider it to be hallowed ground.

[View](#) 

[9:25:07 AM] [0:04] Go to Bridgeway's website. Bridgewaysal.org.

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Nielsen Audience: 19,613
Calc Publicity Value: \$398

2.  **WSFA-NBC Television** Market: Montgomery-Selma, AL
Today in Alabama at 6 AM Feb 14 2022

[6:45:15 AM] [0:22] Today, as Russell Jones shows us, kids are still enjoying the camp while learning its history. **CAMP FLETCHER** was founded in 1926 Pauline Bray Fletcher; the first African-American registered nurse in Alabama. She recognized a lack of opportunities for inner-city black children to explore nature and the outdoors.

[View](#) 

[6:45:45 AM] [0:33] The non-profit organization, **BRIDGEWAYS** runs a camp. They provide direct service to over 13,000 young people teaching kindness, caring, and respect for everyone. President-elect's son Morris says most campers are underprivileged kids and deserve a fun week in the outdoors. "It allows the kids to get outdoors, learn to swim, canoe, archery, and things they normally couldn't do, especially during the summer."


[View](#) 

Nielsen Audience: 17,773
Calc Publicity Value: \$1,650

3.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL
FOX 6 News at 4 PM Feb 14 2022

[04:53:13 PM] [2:17] **CAMP FLETCHER** was founded nearly 100 years ago by first African-American nurse all Jones So, 100 years ago first African-American nurse in label Jones shows us, kids are still enjoying the camping it's felt; The first African-American register for inner-city black children to explore now, nearly a hundred years later, kids can still learn the background of the camp is very important, councilor and show was the first African-American nurse wanted this camped non-profit organization, Bridgeways provides for 13,000 young people teaching kindness, caring, and respect for everyone.

Nielsen Audience: 34,836
Calc Publicity Value: \$932

4.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL
FOX 6 News at 10PM Feb 13 2022


[10:19:38 PM] [2:17] **CAMP FLETCHER** was founded nearly 100 years ago by first African-American nurse all Jones So, 100 years ago first African-American nurse in label Jones shows us, kids are still enjoying the camping it's felt; The first African-American register for inner-city black children to explore now, nearly a hundred years later, kids can still learn the background of the camp is very important, councilor and show was the first African-American nurse wanted this camped non-profit organization, Bridgeways provides for 13,000 young people teaching kindness, caring, and respect for everyone.

[View](#) 

[10:22:19 PM] [0:20] Camp Fletcher was 100 years age first African-American nurse in label Jones shows us, kids are still enjoying the camping it's felt; The first African-American registers for inner-city black children to explore now, nearly a hundred years later, kids can still learn the background of the camp is very important, councilor and show was the first African-American nurse wanted this camped non-profit organization, **BRIDGEWAYS** runs provide direct care for 13,000 young people teaching kindness, caring, and respect for everyone. President-electees mos. are underprivileged kids and deserve fun.

[View](#) 


Nielsen Audience: 48,720
Calc Publicity Value: \$7,850

5.  **WBRC-FOX Television** Market: Birmingham-Anniston-Tuscaloosa, AL
FOX 6 News at 9PM Feb 13 2022

[9:10:52 PM] [4:07] How an over 100-year-old camp is still keeping kids entertained while teaching **CAMP FLETCHER** was founded nearly 100 years ago first African-American nurse in Alabama still enjoying the camp while learning its history. Russell Jones has more. **CAMP FLETCHER** was by Pauline; The first African-American registered nurse in Alabama. She, with other supporters, recognized a lack of opportunities for inner-city black children to explore now; nearly a hundred years later, kids can learn from her example.

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Nielsen Audience: 43,489
Calc Publicity Value: \$14,820

7.  **WBRC-FOX Radio** Market: Birmingham-Anniston-Tuscaloosa, AL
FOX 6 News at 9PM Feb 13 2022

[6:37:09 AM] Camp Fletcher was founded by Pauline Fletcher back in 1926. She saw that there weren't as many opportunities for inner-city kids to explore nature and the great outdoors and now. Kids are still learning from what she started nearly a 100 years ago. The organization called BridgeWays for Alabama runs the camp now. And they have more than 13,000 kids who teach the kids about kindness, caring and respect for everyone.

[View](#) 

Nielsen Radio Audience: 400
Calc Publicity Value: \$20

8.  **al.com Everything Alabama Newspaper** Market: Birmingham-Anniston-Tuscaloosa, AL
Camp Fletcher: Bessemer woodland preserve aims to change the lives of young peop Apr 22 2022

"They all recognized a lack of opportunities for inner-city children to explore nature and the outdoors," Cowser said. "Now, nearly 100 years later, kids can still learn from [Fletcher's] example." Fletcher's dream still lives today. The nonprofit organization **BridgeWays** of Alabama runs Camp Fletcher. In the Summer Day Camp program, young people in grades one through 12 enjoy a broad range of experiences and challenges while making friends and spending time in the great outdoors, Cowser explained. "Program hours are designed to accommodate parents' work schedules, providing their children with enriching experiences throughout the summer," he added. We aim to honor Nurse Fletcher and her incredible legacy with this BioBlitz." There is no charge to attend or participate in any BioBlitz activity, but participants should register in advance at the Cahaba River Society website (cahabariversociety.org/event/camp-fletcher-bioblitz) Camp Fletcher is located at 5150 Fletcher Rd. Bessemer, AL 35022. For more information, visit [www. BridgeWaysAL.org](http://www.BridgeWaysAL.org). Note to readers: if you purchase something through one of our affiliate links we may earn a commission. Author: Fletcher Amarr Croskey

[View](#) 

Unique
Visitors: 871,227 Calc Publicity Value: \$4,194


9.  **Birmingham Times Online Only** Market: Birmingham-Anniston-Tuscaloosa, AL
How Bessemer's Hidden Gem - Camp Fletcher - Changes Lives of Young People Apr 21 2022

"They all recognized a lack of opportunities for inner-city children to explore nature and the outdoors," Cowser said. "Now, nearly 100 years later, kids can still learn from [Fletcher's] example." Fletcher's dream still lives today. The nonprofit organization **BridgeWays** of Alabama runs Camp Fletcher. In the Summer Day Camp program, young people in grades one through 12 enjoy a broad range of experiences and challenges while making friends and spending time in the great outdoors, Cowser explained. "Program hours are designed to accommodate parents' work schedules, providing their children with enriching experiences throughout the summer," he added. We aim to honor Nurse Fletcher and her incredible legacy with this BioBlitz." There is no charge to attend or participate in any BioBlitz activity, but participants should register in advance at the Cahaba River Society website (cahabariversociety.org/event/camp-fletcher-bioblitz) Camp Fletcher is located at 5150 Fletcher Rd. Bessemer, AL 35022. For more information, visit [www. BridgeWaysAL.org](http://www.BridgeWaysAL.org).

[View](#) 

Unique
Visitors: 12,819

Calc Publicity Value: \$300

10.  **WCFT-ABC Television** Market: Birmingham-Anniston-Tuscaloosa, AL (45)
ABC 33/40 News at 5pm May 6 2022 05:00PM CT

[5:05:11 PM] **Camp Fletcher** have new and exciting summer plans, but they need more people to help execute those plans, from camp counselors to lifeguards they are on the hunt.

[View](#) 


[5:05:27 PM] The goals that they haven't met, filling open position in **Camp Fletcher**.

[View](#) 

[5:06:02 PM] We want to make sure that we have the appropriate number of staff for the children who are registered that we have capacity before we take anyone off the waiting list the y m c a, starts recruiting in December to meet its ratio of 1 counselor at 15, and something at. **Camp Fletcher** is ratio of 1 counselor to 12 kids.

[View](#) 

Nielsen Audience: 47,467
Calc Publicity Value: \$820

11.  **WCFT-ABC Television** Market: Birmingham-Anniston-Tuscaloosa, AL (45)
Focus @ 4 May 6 2022 04:00PM CT

[4:05:31 PM] Here at **Camp Fletcher** in Bessemer, they have a wait list because of staff shortages. More parents are comfortable this summer to send their children to camp. For example, **Camp Fletcher** has exceeded the number of campers expected this year. Right now, around 100 children are signed up for each week of camp, but they will need more counselors before any more children can come off the waitlist.

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Nielsen Audience: 27,295
Calc Publicity Value: \$630

TV Story Count:	8
Radio Story Count	1
Print Story Count:	2
Total Audience:	1,123,639
TV Calc Publicity Value:	\$31,614