

WHAL  
Memphis, TN  
Quarterly Issues/Programs List  
First Quarter, 2024  
04/10/2024

WHAL  
Quarterly Issues/Programs List

WHRK provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Breast Cancer Awareness:** (No issue/program description given.)
- **COACHING WHITEHAVEN HIGH:** COACH SAULSBERRY TALKS ABOUT HIS YEARS AS A COACH, WORKING WITH NFL TEAM TAMPA AND THE SHOWBOATS
- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **DOMESTIC VIOLENCE HELP:** YWCA OF MEMPHIS HELPS WOMEN AND MEN THAT HAVE SUFFERED FROM DMESTIC VIOLENCE
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Filing Taxes, Donating Blood:** Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.
- **Fraud/Scam Awareness, Nutriti:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.

- **Heart Health and STDS:** Director Taylor talks about heart health and sexual health and help at local health department

- **Life in Hollywood and Work:** Cocoa Brown shares wisdom from Hollywood, and her Wigs Of Love Foundation

- **MLGW New Beginnings:** Ursula Madden has taken on a new position with MLGW and the future in her position

- **MLK DAY:** RYAN JONES TALKS MLD DAY AND HISTORY OF DR KING

- **MS Awareness:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur

- **Online fraud, Holiday Philant:** Discuss health tips for the new year and how to spot and help victims of human trafficking.

- **Oral Hygiene:** Dr Q shares tips about taking care of your mouth with insurance and without

- **Public Health:** Discuss heart disease among women, and American women living with or those at risk of heart disease

- **Public Health, Domestic Viole:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.

- **Public Transit:** (No issue/program description given.)

- **SERVICING FOOD NEEDS IN MEMPH:** CATHY POPE SHARES ALL OF THE EVENTS AND SERVICES FOR MEMPHIS AND THE MID SOUTH

- **Social Media in Memphis:** Jeremy talks about his success and give tips about social media

- **THE JOURNEY TO WRITING:** (No issue/program description given.)

- **THE US CIVIL RIGHTS TRAIL:** Aisha Withers shares the historic information about the Withers Museum in the Civil Rights Trail

- **Tech and Social Media, Humani:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.

- **Veterans Affairs, Black Histo:** Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.

**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss health tips for the new year and how to spot and help victims of human trafficking.	K. Stokes, K. Hodder	01/07/2024 05:41 AM	029:50
Oral Hygiene	The Pulse/Dental Health	Dr Q shares tips aobout taking care of your mouth with insurance and without	Dr Quodarrius Toney	01/06/2024 06:41 AM	031:15

Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/13/2024 06:02 AM	029:50
MLK DAY	THE PULSE NCRM	RYAN JONES TALKS MLD DAY AND HISTORY OF DR KING	RYAN JONES	01/14/2024 07:01 AM	029:59
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/21/2024 05:55 AM	029:49
DOMESTIC VIOLENCE HELP	The Pulse/YWCA	YWCA OF MEMPHIS HELPS WOMEN AND MEN THAT HAVE SUFFERED FROM DMESTIC VIOLENCE	MARQUIEPTA ODOM	01/20/2024 07:00 AM	031:54
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/28/2024 06:03 AM	029:49
THE JOURNEY TO WRITING	The Pulse - AVERY CUNNINGHAM		AVERY CUNNINGHAM	01/27/2024 07:00 AM	030:51
Filing Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.	R. Steber, J. McNamara	02/04/2024 05:55 AM	029:49
SERVICING FOOD NEEDS IN MEMPH	The Pulse - MID SOUTH FOOD BANK	CATHY POPE SHARES ALL OF THE EVENTS AND SERVICES FOR MEMPHIS AND THE MID SOUTH	CATHY POPE	02/02/2024 06:58 AM	030:09
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss heart disease among women, and American women living with or those at risk of heart disease	C. GORRE	02/11/2024 05:35 AM	029:49
THE US CIVIL RIGHTS TRAIL	THE PULSE Withers Museum	Aisha Withers shares the historic information about the Withers Museum in the Civil Rights Trail	AISHA WITHERS	02/10/2024 06:38 AM	030:03

Social Media in Memphis	The Pulse/Jeremy Jackson	Jeremy talks about his success and give tips about social media	Jeremy Jackson	02/17/2024 06:03 AM	032:14
Veterans Affairs, Black Histo	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/25/2024 06:02 AM	029:49
Heart Health and STDS	The Pulse - Shelby County Health Department	Director Taylor talks about heart health and sexual health and help at local health department	Doctor Michelle Taylor	02/24/2024 07:01 AM	032:35
Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/03/2024 06:02 AM	029:49
Public Transit	THE PULSE MATA	<b>MATA</b>	Baccara Mauldin	03/02/2024 07:02 AM	031:19
MS Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur	R. Nunley	03/10/2024 06:00 AM	029:49
Life in Hollywood and Work	THE PULSE/WHM Cocoa Brown	Cocoa Brown shares wisdom from Hollywood, and her Wigs Of Love Foundation	Actress Comedian Cocoa Brown	03/9/2024 07:04 AM	032:48
Tech and Social Media, Humani	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/17/2024 06:01 AM	029:49
MLGW New Beginnings	The Pulse/MLGW	Ursula Madden has taken on a new position with MLGW and the future in her position	Ursula Madden	03/16/2024 07:01 AM	030:47
Cancer Awareness, Law Enforce	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/24/2024 06:01 AM	029:50

COACHING WHITEHAVEN HIGH	The Pulse/COACH RODNEY SAULSBERRY	COACH SAULSBERRY TALKS ABOUT HIS YEARS AS A COACH, WORKING WITH NFL TEAM TAMPA AND THE SHOWBOATS	RODNEY SAULSBERRY	03/23/2024 07:01 AM	032:50
Fraud/Scam Awareness, Nutriti	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 06:03 AM	029:49
Breast Cancer Awareness	THE PULSE SISTA STRUT BIG SUE	Breast Cancer Survivor	BIG SUE	03/30/2024 07:02 AM	032:13

**Section II**

**PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Adoption	Adopt Us Kids	000:59	36
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	8
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	4
COMMUNITY INVOLVEMENT	AMERICAN HEART ASSOCIATION	000:29	6
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	13
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	7
COMMUNITY INVOLVEMENT	UNCF	000:30	11
FINANCIAL COACHING	OPERATION HOPE	000:29	6
HEALTH & WELLNESS	WOMEN HEART	000:29	12
Public Health	organ donation	000:15	14
REFORMA ALLIANCE	REFORM ALLIANCE	000:30	7
REFORMA ALLIANCE	REFORM ALLIANCE	000:30	6
REFORMA ALLIANCE	REFORM ALLIANCE	000:30	6