

## **Q1 2023**

### **W231DP /WULT /WTOX**

ULTRA Radio together with the Virginia Department of Health informed the Hispanic community about the COVID-19 pandemic. The station had commercials/public announcements on every commercial break to encourage people to take the precautions recommended by the CDC. For example, known Latino artists encouraging people to keep their distance, wash their hands, stay at home, and other recommendations.

ULTRA Radio provided Chesterfield County a weekly free segment of about 15-20 minutes in which topics like food, financial aid, free services, government programs, and others were discussed. Furthermore, there were interviews with community leaders in the metro area. The Segment was led by the Multicultural Community Coordinator, Juan Santacoloma and the morning show host, Demetrio Flores.