

Q4 2023

W231P /WULT /WTOX

ULTRA Radio provided Chesterfield County Public Schools a weekly free segment of about 15-20 minutes. Juan Santacoloma, the Multicultural Outreach Specialist of Chesterfield Public Schools, led the segment in which he provided the audience with relevant information about the schools, especially during a critical time like the COVID-19 pandemic. In the same segment, Juan Santacoloma interviewed different community leaders who shared information connected to the kids attending public schools.

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.