

**WIRE-CD ATLANTA, GA**  
**Issues & Programming Report**  
**First Quarter 2024**

The following information contains a list of issue oriented programming aired during the above quarter and a brief description of each program.

**Zebby's Zoo**

Zebby's Zoo is an educational program aimed at the childhood audience. Interspersed with color, letter and number education it includes lessons in issues encountered by toddlers to early teens including object lessons in ethics, respect, cooperation, self-esteem, honesty, empowerment and friendship. The roles and importance of parents, teachers, the military and police in children's lives are likewise explored. Zebby's Zoo airs every Tuesday and Friday at 6:00 and 6:30 AM.

**Did You Ever Wonder**

Did You Ever Wonder is a show that answers questions about how common items people see and use every day are made. It is aimed at the preteen to young adult and explains the historic, manufacturing and scientific principles and the importance to our economy of items such as automotive and computer manufacturing, paper manufacturing, the US aviation industry, chocolate and even jellybeans. Did You Ever Wonder airs every Tuesday and Friday at 7:00 AM

**Love To Talk**

Love to Talk is a one hour host moderated call in audience participation show featuring discussions on various topics important to the community. This quarter's topics included the concept of a free society, self-expression and disrespect. Discussed were reasons for self-expression, forms of self-expression, where to draw the line between self-expression in a free society, disrespect and going entirely too far. Also included was school and teacher quality, the influence of music videos and media portrayals of girls and women. Discussed were the disadvantages of teaching at the same level for a varied student population, the over emphasis of remedial classes and how teacher pay is impacting the quality of the learning experience. The next segment discussed the impact of music videos on popular culture and included the videos influence on young people's ability to separate fantasy from reality and how girls and women's portrayal in the media contribute to unrealistic expectations of both self-image and how male and female interactions are negatively affected. Other topics were the various support groups available to the public, why they are useful and when to seek their assistance. The first groups discussed were Alcoholics Anonymous and Al-Anon. The second groups discussed were local suicide prevention hotlines and social service groups like the various states Department of Human Services. Relationship discussions included biracial and gay relationships and teen pregnancy, the need to communicate, to understand different points of view, that regardless of label society assigns the relationship we are all people and we all need and deserve the love and respect of our friends, family and fellow man. Teen pregnancy discussion included the fact that engaging in sex has consequences, when and how to say no, the role of parents and the need to communicate within the family before teens consider having sex. The discussions continued with

the fact that sex is an adult activity with adult consequences and the need to accept responsibility for one's actions. Once a teen becomes pregnant the role of parents and the need to seek the support and advice of parents, family, friends and relatives, and the role of support groups and/or church. Love to Talk is broadcast every Friday at 8:30 AM.

### **Public Service Announcements and Short Form Programs:**

In lieu of advertising during our 3-hour children's programming block we air PSA's during the breaks and throughout the entire day. These PSA vary in length between 30 and 120 seconds and discuss a wide variety of issues and topics directly related to the health and wellbeing of the viewers in the communities we serve. We continue to run American Food Bank spots during the lunch hour and before dinner time as the need for their services and donations will only increase over time.

This Quarter we continue to the dangers of vaping with the four spots from the U.S. Department of Health and Human Services, National Institutes of Health and National Cancer Institute's [teen.smokefree.gov](http://teen.smokefree.gov) about the dangers of teen vaping. All four segments feature real teens Matty, Lia, Ella, Danny, Max, Garbiella, Kd-Jo, Katelyn, Issac, Chloe and Aaliyah, some as young as 11 when they started vaping sharing their stories of hard times, lost opportunities, social disruption all due solely to vaping.

Cut short by the resurgence of Covid and RSV we have resumed the HPV campaign with the HHS's "We Can Do This" campaign two PSAs featuring Dr. Ilan Shapiro, Medical Director of Health and Wellness Education, AltaMed Health Services California discussing in the first of the two the benefit of getting yourself vaccinated to protect your family and friends and in the second PSA vaccinating children for protection against Covid particularly "long" Covid disease.

CDC PSAs for the HPV Vaccine:

CDC's "HPV Vaccine is Cancer Prevention – Ask a Doctor": [www.CDC.gov/HPV/ask](http://www.CDC.gov/HPV/ask)

"Can I Ask You a Question?" Featuring various Pediatricians:

Dr. Jose Rodriguez Pediatrician for 21 Years, PSA Question 1: "I just took John to the doctor, do boys need an HPV vaccination? Yes to prevent cancer of the penis, anus and even the back of the throat. He needs to be protected just like your daughter Elizabeth is."

Dr. Jose Rodriguez PSA Question 2: "I just returned from the doctor for Jake's annual physical and they want to give him the HPV vaccination next year when he turns 11, why does he need it at such a young age? Like with any vaccine we want to give your son the vaccine earlier rather than later to protect your son before he's ever exposed to the virus. Did you vaccinate your sons? Defiantly, I gave both my sons the HPV vaccine when they turned 11. It's important for preventing cancers that are caused by HPV."

Dr. Jose Rodriguez PSA Question 3: “Eliza is getting an HPV vaccination, what types of disease are caused by HPV. I’m worried about her getting unnecessary shots? It’s definitely necessary, some HPV infections can cause cancer of the cervix, the back of the throat but you can protect Eliza from these cancers by getting 2 doses of the HPV vaccine before she turns 13.”

Dr. Amy Levine Pediatrician, PSA Question 1: “Our daughter is only 11 and not into boys, does she need the HPV vaccine? : HPV is a very common infection that can lead to cancer and disease later in life so we want to make sure she’s protected long before being exposed to HPV. CDC recommends completing the vaccine series by the age of 13, we begin HPV vaccinations at our clinic as early as 9.”

Dr. Amy Levine Pediatrician, PSA Question 2: “I just got back from getting Phillip his HPV shot, how do I know it works, does it really prevent cancers? Yes. HPV vaccine prevents infections that can cause some cancers, since the vaccine has become available some types of HPV infections that can cause cancers have decreased significantly in the US.”

Dr. Amy Levine Pediatrician, PSA Question 3: “I’m taking Sophie to the doctor tomorrow for her HPV vaccination, is there any chance it could cause infertility? Over 10 years of research has shown us the HPV vaccine is very safe, there’s no evidence that it can affect future fertility. In fact women that develop an HPV pre-cancer or cancer may need to undergo a treatment that could affect their future ability to have children so it’s a good idea she’s getting vaccinated.”

We have added PSA’s from various sources regarding Surgeon General Dr Murthy’s warning about the dangers of social media for children and teens with rates of anxiety, depression and loneliness increasing for this group due to excessive use of the various social media platforms.

The first a condensation of the key points of Dr. Murthy’s Today show interview in which the Surgeon General describes youth mental health as “the defining issue of our time” and continues to say many young people spend on average over 3.5 hours a day on these social media platforms and which research shows doubles the risk of symptoms of depression and anxiety. While the social media platforms say they have an age limit of 13 years old to make an account studies show over 40 percent of children 8-12 say they’ve used social media. Dr. Murthy calls for congress to get involved with regulations to prevent this abuse.

The second is a Washington Post interview sponsored by the Educational Development Center in which Dr. Murthy goes even further with a call for regulating the age young people can be on social media to after middle school or even after early high school. He proposes a plan for groups of families to band together to oppose the use of social media for all the groups children until the age of up to 17 years and feels these groups are the most effective form of regulating social media use.

PSA and programs run at various time throughout the broadcast day.