

**WIRE-CD ATLANTA, GA**  
**Issues & Programming Report**  
**Forth Quarter 2023**

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 discussions focused on racism. Issues discussed included racism in people's everyday lives, in the workplace and at school as well as interracial dating, teacher/student and community/police relations. The discussion inquired if everyone has some racist attitudes and is there a way to know if you may harbor racist attitudes toward others. Where racial attitudes originated, possibly from parents or friends and how television or movies may perpetuate racism. Also the part politicians may play both for and against racial attitudes. The discussion concluded with the need to not place blame but to take responsibility for one's own racial attitudes, recognize them and once recognized and understood prevent them. 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 run PSA's during the breaks and we air PSAs and short for programming throughout the day and evening.. These PSA and videos vary in length between 30 and 120 seconds and discuss a wide variety of issues such as high blood pressure prevention, foster care and adoption, cancer prevention, vaccinations, suicide prevention, organ donation, emergency preparedness, recycling and the environment, food bank directories and donations and a variety of other topics directly related to the health and wellbeing of the viewers in the communities we serve.

This Quarter in response to increased infections we aired PSA's for Covid and RSV vaccinations detailed in this year's first and second quarters Issues and Programming reports as well as the PSAs about how to tell the difference between Covid, RSA and Flu. We continue to air all American Food Bank spots and the CDC How to Protect Yourself This Flu Season: CDC epidemiologist Michelle Hughes answers four commonly asked questions about how to protect yourself this flu season. Questions answered are: Why should I get a flu vaccine? How effective will the flu vaccine be this year? Is it too late for me to get vaccinated this year? How else can I protect myself from flu besides getting vaccinated?

We have added four new 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 al due solely to vaping. Very convincing, very sad.

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