



WHTA
Atlanta, GA
Quarterly List of Programming Responsive to Issues of Community Concern
First Quarter 2024
April 10, 2024

In our ongoing effort to serve the public interest, WHTA (FM) broadcasts programming responsive to issues of concern to Atlanta and its listening public. Following is a brief description of those issues, and of the station’s most significant promotions and programming treatment of them:

Issues of importance this quarter included the following:

- Social and Civic: King Center/King Holiday**
- Health: New Year Routine Health Checkups**
- Law Enforcement and Safety: City Of South Fulton Youth Violence Conference**
- Social and Civic: Mayor Maynard Jackson’s 50th Inauguration Celebration**
- Health: Flu Shots**
- Social and Civic: Six Flags Job Fair**
- Health: Prostate Cancer Awareness**
- Law Enforcement and Safety: National Human Trafficking Awareness Month**
- Social and Civic: Know Your Voter ID**
- Health: Colon Cancer Screenings**

Most significant programming treatment of issues in the First Quarter 2024:

Issue/Organization	Program	Description		Duration
Social and Civic: KING CENTER KING HOLIDAY	PSA campaign	The King Center announced plans for the annual commemorative Dr. Martin Luther King Jr. Celebration. A planned kickoff reception will be on January 9 th to lead up to the January 15 th holiday.	1/2-1/15	:30 sec 3-5x’s daily
Health: NEW YEAR ROUTINE HEALTH CHECKUPS	PSA campaign	Health professionals are encouraging people to schedule and maintain regular health checkups to maintain a healthy 2024. Check-ups allow you and your doctor to look at your medical history, risk factors for disease and plan for medical treatment.	1/1-1/5	:20 sec 3-5x’s daily
Law Enforcement and Safety: CHRISTMAS TREE RECYCLING	PSA campaign	Fire officials say it’s time to take down your natural Christmas trees and send them to the recycling Centers. The longer you keep them up, the more they dry out and become fire dangers.	1/4-1/5	:20 sec 3-5x’s daily
Health: FLU SHOTS	PSA campaign	The CDC says Georgia is one of seven states experiencing high flu activity. Health professionals are encouraging people to consider the flu vaccine to reduce severity.	1/7-1/15	:30 sec 3-5x’s daily
Health: GRADY NEW	PSA campaign	Grady is opening up five new neighborhood health clinics to fill the gaps left open now that Wellstar has closed down the	1/10-1/15	:20 sec 3-5x’s daily

HEALTH CLINICS		Atlanta Medical Center. Two are planned for Fulton County and three will be in Dekalb County.		
Social and Civic: MAYOR MAYNARD JACKSON's 50th INAUGURATION CELEBRATION	PSA campaign	The city of Atlanta planned special public events to mark the 50 th anniversary of Atlanta's first Black mayor. Current Mayor Andre Dickens joined several past mayors including Keisha Lance-Bottoms and Kaseem Reed to acknowledge Maynard Jackson's accomplishments.	1/8-1/12	:20 sec 3-5x's daily
Social and Civic: KING CENTER BELOVED GLOBAL SUMMIT AND ANNUAL HOLIDAY	PSA campaign	The King Center held its Beloved Community Global Summit to discuss local and international issues and solutions. Monday, January 15 th , millions around the world honored Dr. King. The Atlanta community held several activities including the annual service at Ebenezer Baptist church.	1/8-1/12	:20 sec 3-5x's daily
Social and Civic: SIX FLAGS JOBS FAIR	PSA campaign	Six Flags Over Georgia was looking to hire a thousand workers for their 2024 season. They held a big jobs fair to hire for several positions including ride operators, cashiers, and life guards.	1/10-1/12	:20 sec 3-5x's daily
Social and Civic: ATLANTA OFFICE OF CONSTIUITENT SERVICES	PSA campaign	The Atlanta Mayor's office is asking for help providing blankets and coats for the needy this winter. Donations will be given out at warming centers.	1/10-1/15	:30 sec 3-5x's daily
Law Enforcement and Safety: NATIONAL HUMAN TRAFFICKING AWARENESS AND PREVENTION MONTH	PSA campaign	Mayor Andre Dickens and other city officials urged the public to get involved in the fight to stop human trafficking. He says Hartsfield-Jackson Airport is frequently used to move victims; therefore airport employees are being trained to identify possible victims.	1/15-1/25	:30 sec 3-5x's daily
Social and Civic: ROSA PARKS DAY	PSA campaign	The City of Atlanta kicked off a series of birthday celebrations for Civil rights icon, Rosa Parks. Her refusal to give up her bus seat ignited the civil rights movement. Activities including an empowerment session at St. Paul AME Church and a celebration service at Ebenezer Baptist Church on February 4 th , her actual birthday. Georgia lawmakers held Rosa Parks Day on February 5 th .	2/2-2/5	:30 sec 3-5x's daily
Social and Civic: RYAN CAMERON FOUNDATION	PSA campaign	The Ryan Cameron Foundation renovated the teacher's lounge at Cross Keys High School as a way to encourage educators. Updates included a paint job, new furniture and wall accessories. The foundation planned more renovations at more schools.	2/2-2/6	:20 sec 3-5x's daily
Health: AMERICAN HEART MONTH	PSA campaign	February is American Hearth Month. Heart disease is a leading cause of death in the United States. Coronary Artery Disease is the most common form of heart disease and a major cause of heart attack. Men over 45 and post-menopausal women have a higher risk of coronary artery disease. Black and Hispanic adults of all ages are at increased risk.	2/1-2/20	:60 sec 3-5x's daily
Social and Civic: KNOW YOUR VOTER ID	PSA campaign	VoteRiders, a non-partisan non profit group that educates voters about how citizens can get a Voter ID, with all services provided free of cost. VoteRiders (www.voteriders.org) is dedicated to ensuring that Voter ID laws do not prevent any eligible voter from casting a ballot due to a lack of acceptable ID or because of voter confusion.	2/5-3/12	:30 sec 3-5x's daily

Law Enforcement and Safety: UNDERAGE DRINKING	PSA campaign	SAMHSA's national youth substance use prevention campaign helps parents and caregivers, educators, and community members get informed, be prepared, and take action to prevent underage drinking and other substance use.	2/5-3/12	:30 sec 3-5x's daily
Social and Civic: AMC BLACK HISTORY- NEW BLACK HISTORY	PSA campaign	AMC Networks is celebrating Black History Month with its award-winning Annual Black History Month PSA campaign. The campaign, in partnership with the NAACP, features Members of the Congressional Black Caucus sharing stories of inspiration and perseverance that inspire them. The spots, featuring Representatives Andre Carson, Emanuel Cleaver, James Clyburn, Bonnie Watson Coleman, Gwen Moore, Donald Payne, Jr., and Hank Johnson, touch on what Black History Month means to each of them, both personally and historically, covering timely and important topics including the impact of Historically Black Colleges and Universities (HBCUs), the fight to protect voting rights of African Americans, and the powerful women who helped shape American History.	2/1-2/29	:60 sec 3-5x's daily
Social and Civic: AMC BLACK HISTORY MONTH/ BLACK WOMEN	PSA campaign	AMC Networks is celebrating Black History Month with its award-winning 7th Annual Black History Month PSA campaign. The campaign, in partnership with the NAACP, features Members of the Congressional Black Caucus sharing stories of inspiration and perseverance that inspire them. The spots, featuring Representatives Andre Carson, Emanuel Cleaver, James Clyburn, Bonnie Watson Coleman, Gwen Moore, Donald Payne, Jr., and Hank Johnson, touch on what Black History Month means to each of them, both personally and historically, covering timely and important topics including the impact of Historically Black Colleges and Universities (HBCUs), the fight to protect voting rights of African Americans, and the powerful women who helped shape American History.	2/1-2/29	:30 sec 3-5x's daily
Law Enforcement and Safety: HEALTHY RELATIONSHIPS	PSA campaign	If you or someone you know is in an abusive or unhealthy relationship, seek help. Call the National Domestic Violence Hotline at 1-800-799- SAFE (7322)	2/1-2/29	:30 sec 3-5x's daily
Social and Civic: SEE THE SIGNS DOMESTIC VIOLENCE	PSA campaign	Recognize the signs of domestic abuse. This message lists a few signs including verbal abuse and blame shifting. If you or someone you know is in an abusive or unhealthy relationship, seek help. Call the National Domestic Violence Hotline at 1-800-799- SAFE (7322) or text 741741 to speak to a crisis counselor.	2/5-2/25	:60 sec 3-5x's daily
Health: PROSTATE CANCER AWARENESS	PSA campaign	GenesisCare USA has partnered with the Prostate Cancer Research to raise awareness of the higher risk of prostate cancer in Black men. Statistics show that one in four black men will be diagnosed with prostate cancer compared to one in eight men of other ethnicities. Despite this, just under a quarter (24%) are aware of the higher risk. This video encourages men to talk openly about prostate cancer and symptoms.	2/5-2/29	:60 sec 3-5x's daily
Social and Civic: VOTER REGISTRATION	PSA campaign	February 12 th was the last day to register for those wanting to participate in the Presidential Primary on March 12 th . Early Voting started February 19 th .	2/1-2/11	:30 sec 3-5x's daily
Social and Civic: EARLY VOTING	PSA campaign	March 8 th is the last day to cast an early vote for the Presidential Primary in Georgia. The actual primary election day is March 12 th	2/5-2/7	:20 sec 3-5x's daily
Social and Civic: CONGRESSMAN	PSA campaign	Atlanta's main post office has been renamed to honor the late Congressman John Lewis.	2/15-2/22	:20 sec 3-5x's daily

JOHN LEWIS MAIN POST OFFICE				
Social and Civic: AHMAUD ARBERY DAY	PSA campaign	February 23 rd is officially Ahmaud Arbery Day. Arbery was killed by three racist men who chased him while he was jogging in Brunswick, Georgia. Around the country, activists use the holiday to promote racial justice and equality.	2/20- 2/22	:20 sec 3-5x's daily
Social and Civic: GEORGIA POOR PEOPLE'S CAMPAIGN	PSA campaign	Activists worked to encourage more people to register to vote and participate in this year's election cycle and choose candidates who will help low and middle-income households. Organizer, Rev. William Barber says low wage votes have been long ignored.	3/4- 3/5	:20 sec 3-5x's daily
Social and Civic: PICK UP THE MIC PUT DOWN GUNS EVENT	PSA campaign	The Reyardrol Foundation is sponsoring a concert event hoping to influence youth culture. They want to encourage teens to stop violent conflict resolution. To put down the guns and consider music instead.	3/18- 3/31	:60 sec 3-5x's daily
Social and Civic: FINANCIAL HELP FOR OLDER FAMILY MEMBERS	PSA campaign	Inflation continues to rise, leaving millions of older family members facing tough choices. For Seniors who are struggling and family members who care for them, there are benefits programs that can help. This is part of an awareness campaign from The National Council on Aging who advocates for older Americans.	3/15- 3/31	:60 sec 3-5x's daily
Law Enforcement and Safety: MARTA SAFETY PROTOCOLS	PSA campaign	MARTA reminds riders that there are Security phones at all their locations in order for riders to report crimes or suspicious activity. Riders can also download the "See and Say" App to report incidents.	3/7- 3/10	:20 sec 3-5x's daily
Health: COLON CANCER SCREENINGS	PSA campaign	Colorectal Cancer awareness is important because many cases of cancer of the colon or rectum are preventable. Screening by colonoscopy can prevent this cancer because precancerous polyps found during the procedure can be removed at the same time. Furthermore, colonoscopy can also detect the cancer at early stages, when treatment is more likely to be successful. The PSA is sponsored by Stand up To Cancer and features Grammy winning will.i.am.	3/15- 3/31	:60 sec 3-5x's daily
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Law Enforcement and Safety: CISA	PSA campaign	CISA (CYBERSECURITY and INFRASTRUCTURE SECURITY AGENCY) is part of federal cyber security. They lead the national effort in understanding, managing and reducing risk to cyber and physical threats.	3/15- 3/31	:30 sec 3-5x's daily
Social and Civic: HARTSFIELD JACKSON AIRPORT JOBS FAIR	PSA campaign	Job seekers are invited to jobs fair on March 8 th . The airport needs to fill 2300 positions for the upcoming spring and summer travel seasons. Those who cannot make the event in person can apply online at www.ATLcom	3/3- 3/10	:30 sec 3-5x's daily
Social and Civic: SPRING BREAK HARTSFIELD JACKSON	PSA campaign	Hartsfield- Jackson Airport officials are asking people to get to the airport earlier than usual to avoid a crunch at security check lines. Officials expect 7.6 million people will pass through Hartsfield-Jackson between March 14 th and April 7 th .	3/13- 3/25	:20 sec 3-5x's daily