

ULTRA RADIO RICHMOND

# QUARTERLY REPORTS

W231DP/ WULT /WTOX

2022

ULTRA RADIO RICHMOND

**Q1 2022**

**W231DP/ 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.

ULTRA Radio supported the Center for Disease Control and Prevention by giving daily updates of the number of COVID-19 cases and number of people vaccinated in Virginia during the morning show. Furthermore, the official Facebook page shared information about the recommendations given by the CDC to stop the spread of COVID-19.

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**Q2 2022**

**W231DP/ WULT /WTOX**

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ULTRA Radio informed the audience about the Consulate of Peru first visit to Richmond after the pandemic in June 2022. The information was shared through social media daily posts. The General Consul of Peru gave an interview to the morning show to encourage people to attend to the mobile consulate.

ULTRA Radio informed the audience about the Consulate of El Salvador visit to Richmond in June 2022. The information was shared through social media daily posts. The General Sub-consul of El Salvador together with the president of the Salvadoran committee gave an interview to the morning show to encourage people to attend to the mobile consulate.

ULTRA RADIO RICHMOND

**Q3 2022**

**W231DP/ 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 in the county. In the same segment, Juan Santacoloma interviewed different community leaders who shared information concerning mental health, disabilities, and much more.

ULTRA RADIO RICHMOND

**Q4 2022**

**W231DP/ 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 in the county. In the same segment, Juan Santacoloma interviewed different community leaders who shared information concerning mental health, disabilities, and much more.

ULTRA Radio partnered with FeedMore, COCOSAL-RVA, Velasco Realty Group, and El Toro Banquet Room to organize a Thanksgiving Drive-Thru/Food Distribution for the community of Richmond. The event required a pre-registration which opened two weeks before the event and it achieved its limit in less than 24 hours. The event took place on November 22<sup>nd</sup>, 2022, and more than 250 families benefitted from it.

ULTRA Radio invited Officer Jose Uribe, the Hispanic Liaison from Chesterfield County Police to an interview on December 22<sup>nd</sup>. He informed the community about DUIs, checkpoints, and other topics related to the upcoming holidays. He also shared information about the “Academia para la Comunidad Hispana,” and how the registration is open for the community.

ULTRA Radio provided the department of Crime Solvers Chesterfield /Colonial Heights a public service announcement. The Fugitive of the Week and the Crime of the Week are posted on the official page of Ultra Radio Richmond and are mentioned live during the Morning Show.

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