

In our ongoing effort to serve the public interest, WWLG broadcasts programming responsive to issues of concern to Columbus and the surrounding service area. Following is a list of those issues, and of the station's most significant programming treatment of them.

# QUARTERLY ISSUES REPORT

Urban One Columbus

Station: WWLG 102.5 FM

City Of License-

Baltimore

1st Quarter

January 1, 2024 through

March 31, 2024

WE CARE ABOUT OUR COMMUNITY Our live broadcast program mid-day from 10 am-3 pm is a show called “Perlitas Live” where our host, Perla Garcia provides relevant information to engage and inform our Hispanic/Spanish/Latino community. We have local news, weather, sports, immigration, and events for our Hispanic families in Columbus. Also, we have events where we bring our Hispanic community together to help, inform and entertain.

**Date: 01/18/2024-01/31/2024-Topic: Disney on Ice Columbus**

Description: For this event, we give tickets live on air to the musical Disney on Ice at the Nationwide Arena three weeks before the event. February 2nd to 6th. Our community enjoys time with their family in an indoor arena with a safe environment for families to enjoy a night featuring all the favorite Disney on Ice characters for the family.

**Date: 01/30/2024 Topic: The Cutest Couple Contest**

Description: A fun contest for Hispanic couples in the city. To celebrate Valentine's Day, we invite the community to support each other by posting a picture of them as a couple. The picture with the most likes wins the cutest couple contest and the ultimate date night for Valentine's Day. This event is online at [www.lagrande1025.com](http://www.lagrande1025.com). We supported the event with promotions, live air mentions, and social media posts.

**Date: 02/22/2024; Topic: Columbus Crew Season Tickets**

Description: a new collaboration with the Columbus Crew soccer team for their 2024 season, starting February 24 to October 19, 2024. Our host engages with the community at the games as well by providing tickets every Thursday for the weekend games for the Hispanic families, bringing them together and enjoying quality time, as well as for them to be part of a state team and be part of the city activities. We provide each game on air, on the app, and online in Spanish. We support the games with tickets, promos, live mentions, interviews, and social media posts.

**Date –02/10/2024 Topic: Disney on Ice Cincinnati**

Description: For this event, we give tickets live on air to the musical Disney on Ice Magic in the Stars in our neighboring city, Cincinnati, one week before the event is presented at Heritage Bank Center from March 7–10. Our community enjoys magical time with their family in an indoor arena with a safe environment for families to enjoy a night featuring all the favorite Disney on Ice characters for the whole family.

**Date: 02/20/2024 Topic: Juan Valladares, Columbus Crew Narrator Interview**

Description: An on-air event for the Hispanic community in Columbus to present the new collaboration with the station and the champion of the MLS, the Columbus Crew soccer team. In this new journey, we bring a Spanish narrator for the games live on air to our community. Our host interviewed Juan Valladares to discuss the newest collaboration and look for community support for the city team. This inspired the community to bring families together to engage in activities such as soccer and inspire them to join sports.

**Date: 02/21/2024 Topic: Columbus Crew interviews with Chistian Ramirez**

Description-on-Air event inviting the community to assist in the Crew games to bring families together as well to join us to celebrate the Hispanic culture with Hispanic players on the team that inspired young kids to engage in sport and for Hispanic families to be on the city team.

**Date: 02/29-03/01 2024 Topic: St. Jude's Hospital Marathon**

Description: A two-day event for St. Jude's Reach hospital. Raising money for the kids. We share the stories of kids and families battling cancer, as well as their needs; we ask our community to donate and support through the web sites, apps, social media, and St. Jude's phone number for donations; we share information about research in the hospital and its affiliations around the world; living expenses; treatment and therapy; transportation; food; medical attention; consulting; creative programs; education; and much more. We invited different representatives of the community to support this event and to assist in distributing information in different types of ways, such as religious, political, liberal, and inspirational. We support this event with promotions, on-air mentions, stories, social media posts, a website, and a phone number. We give details of the information on how to donate step by step and help support kids and families in need of donations by becoming an angel of hope for them.

**Date –03/07/2024 Topic: MLS Analyst Giovanni Savarese ALL Star Game Interview**

Description: We had a virtual conversation with Giovanni on a stream filled with information about how our city will be hosting the all-stars soccer game in partnership with MLS with Hispanic soccer players for the Hispanic families, to enjoy bringing them together as a community, enjoying quality time at the games with their families, and becoming part of the soccer city team, as well as inspiring them to participate in sports.

**Date: 03/20/2024** Topic: Job Fair

Description This is an event by the urban family bringing the job and recruitment fair that takes place at the Columbus metropolitan library. We encourage our community to get a better job or career, and we provide them with information sessions along with a wide range of job opportunities across various industries and networking opportunities with recruiters. It is a free event supported by promotions, on-air mentions, and posts on social media.

**Date: 03/31/2024** Topic: Easter Classic

Description: An indoor/outdoor event at Independence High School for a safe alternative to the traditional egg hunt, providing a safe environment for families to enjoy a day of Easter activities with food and a bag of candies for the kids, featuring games, music, a concession stand, a friendly basketball game, pictures with the Easter bunny, and educational resources for the whole family.

### 1<sup>st</sup> Quarter PSA Rotation

- 1.- PSA Veterans Career Giver: The veteran's department transforms the people that helps veterans with the latest technologies and excellent benefits transform your future with [www.vacarrers.gov](http://www.vacarrers.gov)  
(:15 seconds, airs 15+times)
- 2.-PSA Feeding America: Because of the actual crisis America is living 50 million people can go hungry and feeding America is helping those who need it the most, if you want to help too, go can go to [www.feedingAmerica.org/en-español](http://www.feedingAmerica.org/en-español) brought to you by feeding America 200 banks in action (:30 seconds, airs 15+ times)
- 3.-PSA AARP: Find the resources you need to help your loved ones with AARP they got the guides to take care of them, for tools, and suggestions go to [www.aarp.org/cuidar or call 1888-971-2013](http://www.aarp.org/cuidar or call 1888-971-2013) brought to you by AARP. (:60 seconds, airs 10+ times)
- 4.-PSA ASA AMA: To find warnings or signs of high blood pressure, you need a medical plan you can find details in [www.bajesupresion.org](http://www.bajesupresion.org) brought to you by the American stroke association and the American health association.(:30 seconds, airs 15+times)
- 5.- PSA NHTSA: For how to correctly protect your child and keep them safe while you drive make sure to check all rules and restrictions with the right information in [www.nhtsa.gov/protegidos](http://www.nhtsa.gov/protegidos).  
brought to you by NATIONAL HIGHWAY TRAFFIC AND SAFETY ASSOCIATION.  
(:30 seconds, airs 10+ times)

6.-PSA student AID: With a little over a hundred and fifty million dollars in different programs to help students reach their full careers and goals in life, find help for students on [www.studentaid.gov](http://www.studentaid.gov) brought to you by American mind. (:15 seconds, airs 10+ times)

7.-PSA 211: For resources or help with food, medical, and other resources for families in need, it can be as easy as to call #211 or visit [ww.211.org](http://ww.211.org) to get the help you need, brought to you by United Way Airs (:15 seconds, airs 15+times)

8.-PSA MSP: Kids sometimes cannot find the words to express themselves with help of the right song it can be easy to start the conversation to get starting in a fresh conversation with your child go to [www.escuchandosentimientos.org](http://www.escuchandosentimientos.org) (listen to their feelings, brought to you by add council.  
(:15 seconds, airs 10+ times)

9.-PSA COVID-19 VACCINE: Latinos came from all different backgrounds and with different ideas but we all want the same thing, and that is to have a healthy relationship with one other keep the loved ones safe, and healthy, with the most recent Vaccine Information for Latinos over 12 years old. Available to all at [www.detiende.org](http://www.detiende.org) the vaccination is easy and free, brought to you by add council (:60 seconds, airs 15+times)  
ave events where we bring our community together to help, inform and entertain.