

**LIST OF ISSUES AND PROGRAMS**

**JANUARY 1<sup>ST</sup>, 2024 – MARCH 31<sup>ST</sup>, 2024**

**WSRV-FM  
97.1 THE RIVER**

**COX RADIO, LLC.  
GAINESVILLE-ATLANTA, GEORGIA**

**ISSUES AND ANSWERS**

**DURING THE PERIOD OF JANUARY 1<sup>ST</sup>, 2024 – MARCH 31<sup>ST</sup>, 2024  
THE FOLLOWING ISSUES AND PROBLEMS WERE AMONG THOSE ADDRESSED BY WSRV-FM:**

**HEALTH**

**RACE RELATIONS / RACIAL**

**COMMUNITY/EDUCATION**

**CHILDREN / YOUNG ADULT**

**FINANCE / BUSINESS / TECHNOLOGY**

## **WSRV-FM**

### **ASCERTAINMENT STATEMENT**

**WSRV FM/97.1 The River develops on air programming to address issues of importance to Gainesville, Atlanta, and surrounding communities.**

WSRV-FM also produces two community affairs talk shows, which address a variety of topics and issues of concern including politics, education, health, business, lifestyle issues and civic and social issues. The Dr. Joe Show and Perspectives air every Sunday morning.

Issues on the program are ascertained through interviews with community leaders, including representatives of charitable and civic/social/civil rights organizations and others who make a difference in the communities in which we serve. WSRV-FM also solicits community input via the website.

| <u>LIST OF PROGRAMS</u> | <u>AIRTIMES</u> | <u>LENGTH</u> | <u>PROGRAM DESCRIPTION</u>   |
|-------------------------|-----------------|---------------|--|
| DR. JOE SHOW            | SUN 6:00AM      | 60 MINUTES    | LOCALLY PRODUCED PUBLIC AFFAIRS PROGRAM DEALING WITH LOCAL ISSUES OR TOPICS OF GENERAL INTEREST.             |
| PERSPECTIVES            | SUN 7:00AM      | 30 MINUTES    | LOCALLY PRODUCED PUBLIC AFFAIRS PROGRAM DEALING WITH LOCAL ISSUES OR TOPICS OF PARTICULAR MINORITY INTEREST. |

## **COMMUNITY EVENTS**

- No events this quarter

## WSRV-FM ISSUES & PROGRAMS – 1<sup>st</sup> Quarter 2024

The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

### ISSUE & DESCRIPTION HEALTH

### DATE TIME LENGTH

1-7-2024 6:00AM 60:00

Dr Joe Show: Fat Fighting Foods Part

Dr Joe covered the best foods to eat to help fight against fat. Show content was also provided by live callers with questions about the topic and general health questions.

1-14-2024 6:00AM 60:00

Dr Joe Show: Top foods to avoid that give you brain fog

Dr Joe discussed the most common foods that induce brain fog. Show content was also provided by callers with questions about the topic and general health related questions.

1-21-2024 7:00AM 30:00

Perspectives: We Dream a World by Yolanda Renee King

In this stirring tribute to Coretta Scott King and Martin Luther King, Jr., their granddaughter, Yolanda — a national civil rights figure in her own right — is ready to lead in this powerful picture book text! With inspiration from Langston Hughes and deep love for her grandparents, Yolanda King shows the world that young people are strong enough to carry on their elders' legacy while creating a new path for themselves. Her words are meaningful and universal, painting an expressive tableau of the issues facing young people today — racial equality, bullying, gun violence, climate change, disease, community, empowerment, inclusion, and more. Yolanda's words will comfort and inspire the next generation of dreamers.

1-21-2024 6:00AM 60:00

Dr Joe Show: 21 Best foods that lower blood pressure

Dr Joe conversed about what he feels are the 21 best foods that can help lower your blood pressure. Show content was also driven by live callers about the topic as well as general health related questions.

1-28-2024 6:00AM 60:00

**Dr Joe Show: Long Covid and a Holistic approach**

Dr Joe discussed the topic of long covid and how to take a holistic approach to fighting against it. Show content was also provided by live callers with questions pertaining to the topic as well as general health related questions.

2-4-2024 7:00AM 30:00

**Perspectives: Protecting your mental health**

Mental health issues can affect anyone. One in 5 American adults experienced a mental health condition each year. One in 6 young people have experienced depression. It's okay not to be okay and it is as important to ask for help. Often, people in crisis or in need of help seek to connect with a professional with whom they can relate. Frederick Walker is one such person. He is founder of Walker Family Services, an Atlanta-based mental health treatment center. What makes Frederick additionally skilled at his craft, he too has battled mental health challenges. His center has been open and active for a decade now and growing. Walker is a Licensed Clinical Social Worker and a Certified Psychiatric Rehabilitation Practitioner (CPRP). That is, he has mastered the principles of psychiatric rehabilitation and understand how to implement them in practice.

2-4-2024 6:00AM 60:00

**Dr Joe Show: A case against Sugar**

Dr Joe discussed the negative effects of sugar and what it does to the body. He also provided healthier options that taste just as good. The show was driven by live callers with general health related questions.

2-11-2024 6:00AM 60:00

**Dr Joe Show: The Truth about Vitamin D's Health Benefits**

Dr Joe communicated to his audience the truth about Vitamin D's health benefits and why it's an important supplement for human health. The show content was also driven by live callers with questions about the topic as well as general health.

2-18-2024 6:00AM 60:00

**Dr Joe Show: Thyroid/Immune Action Points**

Dr Joe gave his listeners a checklist to provide them with action points to make them aware of potential triggers and underlying imbalances so you can regain your thyroid and immune health. The show content was also provided by live callers with questions about the topic as well as general health.

2-25-2024 7:00AM 15:00

**Perspectives: Black Health Matters Expo returns to Atlanta March 2**

The Black Health Matters Summit and Expo returns to Atlanta March 2. Rosalyn Young Daniels joins Perspectives to discuss how the event delivers vital health education through impactful and enlightening interactive events where attendees can engage directly with leading health

and wellness experts and advocates. The event will be held at The Loudermilk Conference Center, 40 Courtland St. NE, Atlanta, GA 30303, from 8:30 AM to 4:00 PM EST. The event is FREE, open to the community, and as a hybrid event, attendees can enjoy the offerings either in-person or virtually. Attendees will be treated to stimulating and informative panel discussions and presentations, energizing fitness sessions, and free health screenings and immunizations. Complimentary breakfast and lunch and parking will be offered, and FREE giveaways and prizes will be distributed throughout the day. To register go to [www.bhm2024wintersummit.com](http://www.bhm2024wintersummit.com).

2-25-2024 6:00AM 60:00

Dr Joe Show: Causes of Anxiety and Depression

Dr Joe's topic of discussion this evening was about the causes of anxiety and depression, and how genetics, trauma and stress all play a factor in anxiety and depression. The Show content was driven by live callers about the topic as well as general health related questions.

3-3-2024 6:00AM 60:00

Dr Joe Show: Why most people need multivitamins

Dr Joe discussed the main reason why most people need multivitamins and which ones are most beneficial. The show content was driven by this topic as well as live callers with general health related questions.

3-10-2024 6:00AM 60:00

Dr Joe Show: The worst foods for your brain

Dr Joe discussed the worst foods for your brain and why you should avoid them. The show content was centered on this topic alongside live callers with general health related questions.

3-17-2024 7:00AM 15:00

Perspectives: Tackling the inequities in health care

Their stories will stun you. In collaboration with the local Atlanta Morehouse School of Medicine, a national quantitative study was conducted to shed light on the prevalence and impact of pain inequity among Black communities. The study surveyed 2,000 Americans and revealed 93% of Black individuals feel the impact of pain on their day-to-day lives with 83% facing negative experiences when seeking help managing pain, and 3 out of 4 acknowledging biases in pain diagnosis and treatment. On today's show we talk with Inaayah. She's local. She's a dedicated pre-med student, and pain equity advocate. We also talk with Derek who shares his perspective as a black male migraine sufferer since childhood, shedding light on the challenges of having one's pain dismissed. Derek's experiences, including a concerning visit to the ER and witnessing his father's stroke, underscore the urgency of believing and validating individuals dealing with chronic pain.

3-17-2024 6:00AM 60:00

Dr Joe Show: When to call 911: Serious Symptoms to never ignore

Dr Joe discussed the main symptoms to never ignore and when you should seek immediate medical care. The show content was driven by this topic as well as live callers with general health related questions.

3-24-2024 7:00AM 15:00

Perspectives: A meal on Wednesday will help in the fight against childhood cancer

No family prepares for cancer. The local nonprofit Cure Childhood Cancer does. Central to the group's mission is supporting families devastated by a childhood cancer diagnosis. My guest today for Perspectives is Kristin Connor, Cure Childhood Cancer's Chief Executive Officer. March is the Month of Giving for Jersey Mike's subs and 100-percent of all sales this week are going to charity. Cure Childhood Cancer will benefit this week by your having lunch, a snack or taking the team after practice to a Jersey Mike's Subs in Atlanta, Athens, Macon, and Columbus. Only 4% of every federal dollar spent goes to fight pediatric cancer. Connor says Wednesday is the day you can make a big impact. Last year the effort raised nearly \$500,000 for the organization.

3-24-2024 6:00AM 60:00

Dr Joe Show: Eating Hacks

Dr Joe discussed his eating hacks to help you lose weight effectively and increase your quality of life. The show content was driven by this topic as well as live callers with general health related questions.

3-31-2024 7:00AM 15:00

Perspectives: The Best Cancer Screening is the test that is completed

Colorectal cancer has jumped from being the fourth leading cause of cancer death in men and women under 50 years old to first in men and second in women in less than two decades. The American Cancer Society recommends that people at average risk of colorectal cancer start regular screening at age 45. By increasing screening rates in people 45 to 49 years old, including awareness of convenient, noninvasive stool tests, we can help reverse this trend. Dr. Bruce Waldholtz of the American Cancer Society tell us that in Georgia, only 64% of people aged 45 and older are up to date on their colorectal screening. Among adults aged 45 to 50, 80% are not getting screened. ACS estimates 4,940 people in Georgia will be diagnosed with colorectal cancer in 2024 and 1,660 will die from the disease. Screening can detect polyps and other problems before they become cancer and detect colorectal cancer early when it may be easier to treat. Early-stage colorectal cancer typically does not cause symptoms, which is why planning a screening schedule based on patient risk is so important.

3-31-2024 6:00AM 60:00

Dr Joe Show: Coffee: Good or Bad

Dr Joe discussed the pros and cons of coffee and which ones are best if you are to partake. The show content was driven by this topic as well as live callers with general health related questions.

**ISSUE & DESCRIPTION**  
**RACE RELATIONS**

**DATE**                      **TIME**                      **LENGTH**

1-7-2024                      7:00AM                      15:00

Perspectives: In the Gardens of Edin with Rosey Lee!

The first Perspectives of 2024 features a conversation with debut author Rosey Lee. Her debut novel is The Gardens of Edin. A little about the story - when the bonds in their family begin to fray, four Black women fight to preserve their legacy, heal their wounds, and move forward together in this heartwarming contemporary debut novel with loose parallels to beloved women from the Bible. Rosey Lee writes stories about complicated families and complex friendships, but a happy ending is guaranteed.

1-14-2024                      7:00AM                      15:00

Perspectives: Alan Stein wants you to get hired while Dr. Brandi Waters drops knowledge on African American history

Alan Stein says, "you own your career. I'll help you to accelerate it." Stein is the man behind Kadima Careers an organization dedicated to helping ambitious professionals get more interviews, better jobs, and better income. He established Kadima Careers to address the inefficiencies, biases, and illogical hiring process that hinders great candidates from achieving great careers. Kadima helps people land great jobs faster with more pay at the world's best companies. Alan has been a global leader and hiring manager at Google, Meta, Salesforce, American Express, and Tableau among others. We also spend time with The College Board's Dr. Brandi Waters talking about the new AP African American Studies course. It is a college-level interdisciplinary introductory course that covers the history and experiences of African Americans in the United States within the broader context of the African diaspora. Students will explore diverse topics such as early African societies and the roots of the Transatlantic Slave Trade, the Great Migration and the Civil Rights Movement, and the Black is beautiful movement of the 1970s. This revised framework will be used when the course is formally launched in the 2024-25 academic year.

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2-18-2024 7:00AM 30:00

Perspectives: Clark Atlanta University Professor Dr. Daniel Black says "Don't Cry for Me"

The Smyrna community is celebrating Black History Month with a Celebration Dinner with Dr. Daniel Black, author of the novel, Don't Cry for Me. The dinner will be held Friday, February 23, at 5:30 p.m. at Smyrna Community Center. Dr. Daniel Black is an award-winning novelist, professor, activist, mentor and public speaker. His published works include They Tell Me of Home, The Sacred Place, Perfect Peace, Twelve Gates to the City, The Coming, Listen to the Lambs, Don't Cry for Me, and Black on Black. His novel, The Coming, was published to broad critical acclaim in 2015 and is a first-hand account of the trauma and triumph of Africans aboard a slave ship in the 16th century. Dr. Black has a Ph.D. in African American Studies and has spent the majority of his 30 academic years as a professor of African American Studies at his beloved alma mater, Clark Atlanta University. The Black History Month Celebration Dinner includes dinner, a presentation by Dr. Black, and book signing. Book sales will be available on site, courtesy of Bookmiser. Dinner is catered by Chef Mark Brown and will feature contemporary Southern cuisine.

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Perspectives: New study reveals what Black fathers want and need

Recently, during the 'State of Black Fathers in Fulton County' Forum, two of the leading voices on fatherhood, Fathers Incorporated and the Moynihan Institute for Fatherhood Research and Policy, released their latest report: "The Dynamics of Atlanta Black Dads: Unpacking the Myths and Realities of Non-Resident Fatherhood in Fulton County, Georgia". On Perspectives we go one-on-one with the founder and CEO of both

organizations, Kenneth Braswell on this one-of-a-kind research report. Braswell's hope is that the findings will have far reaching implications and impact across the nation as the new cornerstone in understanding and addressing the unique challenges and triumphs of Black fathers.

3-10-2024 7:00AM 15:00

Perspectives: The importance of voting in every election

Throughout the country, we've seen anti-voter legislation, political violence, and targeted misinformation. All of this is meant to create deliberate barriers to participating in our electoral process. The Leadership Conference wants to empower people, especially young people of color, to be the change they want to see in the system because we know that for our democracy to work for all of us, it must include us all. And Still, I Vote (ASIV) is a campaign of The Leadership Conference Education Fund that recognizes when we wield our power at the ballot box, we can deliver for our communities. The goal of the ASIV campaign is to engage, educate, and increase civic participation so we can protect our freedoms and strengthen our democracy. One of the ways we are failing as a democracy is our criminal-legal system, which is plagued with inequities. The objective of Vision for Justice (V4J) is to provide specific information about how to improve the criminal-legal system, to help hold our elected leaders accountable, and to amplify the urgent need for a new paradigm for public safety. For there to be justice for all, changes such as passing sentencing reform, improving prison conditions, and helping formerly incarcerated people reintegrate into society must occur to create a system that acknowledges the humanity of all people.

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2-11-2024 7:00AM 15:00

Perspectives: Michael Lombardi writes about Football Done Right

On this Super Bowl Sunday, we sit down with three-time Super Bowl-winning executive and strategist Michael Lombardi. In his book Football Done Right, he's setting the record straight on the coaches, players and history of the NFL. He that takes readers on the ultimate journey through the NFL's history where he presents his calls on the greatest players and coaches the sport has ever seen. Lombardi has done it all—from scout to executive to coach—and with this book, he tackles all aspects of the sport, channeling his 35+ years of experience with the NFL into an all-encompassing celebration of the game. From “Monday Night Football” to Super Bowl Sunday, the NFL is a dominating force in the lives of millions of fans who tune in and passionately cheer for their favorite teams. And when the games are over, the conversation is just getting started. Through his incisive analysis, first-person experience, and hard stats, Lombardi makes a definitive case for the most influential coaches and best players, while also honoring the many change makers, trade negotiators, and sportscasters who played an essential role in popularizing the game that we recognize today.

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2-25-2024 7:00AM 15:00

Perspectives: Teaching children why language always matters

All of us know that language matters, that some words paint a picture of an old way of looking at social issues. So, because the words we use have the power to influence how we view others, PETA’s humane education division, TeachKind, has created a new language guide—Words Matter—that’s packed with lessons, lists of animal-friendly idioms, and everything else educators need to help children learn to use language that’s kind and respectful to animals. Educator All of us know that language matters, that some words paint a picture of an old way of looking at social issues. So, because the words we use have the power to influence how we view others, PETA’s humane education division, TeachKind, has created a new language guide—Words Matter—that’s packed with lessons, lists of animal-friendly idioms, and everything else educators need to help children learn to use language that’s kind and respectful to animals.

3-3-2024 7:00AM 15:00

Perspectives: Staying Safe on college campuses

Anxious students at the University of Georgia returned to class Feb 26 following the murder of Augusta University nursing student Laken Hope Riley. Authorities found Riley dead after a run near a lake on campus. Barb Jordan is my guest on Perspectives. She is the founder of an organization called Always BEV or Always Be Vigilant. Jordan is an educator and public speaker who lost her sister to homicide. She teaches women to use situational awareness to protect themselves from predators. She points out warning signs and red flags. She is a frequent guest on college campuses with useful tips and habits women can use to minimize danger to themselves.

3-3-2024 7:00AM 15:00

Perspectives: New study reveals what Black fathers want and need

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3-10-2024 7:00AM 15:00

Perspectives: Support the Arts in Atlanta and help people in Ukraine

Friday, March 15 will be a special evening at Atlanta Symphony Hall as Oleksandr Stoianov and his wife Kateryna Kukhar, founder and principal dancers of the Grand Kyiv Ballet will be performing Gisselle in Atlanta. Theirs is a harrowing and dramatic story as the couple is living in the US - in Seattle, WA because of the war in their homeland. A portion of proceeds from the event will be directed toward the renovation effort of the Kyiv State Choreographic College in Kyiv. The performance is one of the couple's 60 city national tour. They learned of the invasion at the worst possible time. He was in France. She was in Germany. The kids were in Kyiv. They have since been reunited and their daughter is adapting well to live in the USA. So is their son who wants to play soccer professionally. You'll fall in love with this couple and their family.

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Perspectives: The importance of voting in every election

Throughout the country, we've seen anti-voter legislation, political violence, and targeted misinformation. All of this is meant to create deliberate barriers to participating in our electoral process. The Leadership Conference wants to empower people, especially young people of color, to be the change they want to see in the system because we know that for our democracy to work for all of us, it must include us all. And Still, I Vote (ASIV) is a campaign of The Leadership Conference Education Fund that recognizes when we wield our power at the ballot box, we can deliver for our communities. The goal of the ASIV campaign is to engage, educate, and increase civic participation so we can protect our freedoms and strengthen our democracy. One of the ways we are failing as a democracy is our criminal-legal system, which is plagued with

inequities. The objective of Vision for Justice (V4J) is to provide specific information about how to improve the criminal-legal system, to help hold our elected leaders accountable, and to amplify the urgent need for a new paradigm for public safety. For there to be justice for all, changes such as passing sentencing reform, improving prison conditions, and helping formerly incarcerated people reintegrate into society must occur to create a system that acknowledges the humanity of all people.

3-17-2024 7:00AM 15:00

Perspectives: Cassius Butts is Exceptional: Being the Exception to the Rule

EXCEPTIONAL: Being the Exception to the Rule outlines a journey of supporting everyone - from small business stakeholders and entrepreneurs to seasoned executives - to define their passion for success while cementing their purpose. Cassius Butts is an accomplished executive who has found success as a business strategist and trusted advisor. He has served or advised officials in four United States presidential administrations (Bush, Obama, Trump, and Biden). He is now focused on helping to create blueprint solutions for C-suite executives, small businesses, and private/public sector entities. Cassius Butts believes your life plan is based on finding your passion, figuring out who you really are, wanting to know why you're here, and creating experiences that are driven by your very own purpose. For most people, that journey doesn't start until later in life or after a significant event. He shares that event and how it shaped his future on this episode of Perspectives.

3-24-2024 7:00AM 15:00

Perspectives: How MEQ will make you a better leader

MEQ stands for Mindset, Emotional Intelligence and Leadership Qualities and is the foundation Dr. Sabine Charles uses to coach leaders and executives. Charles is an author, public speaker and professional certification exam tutor. Charles believes leadership is not just about vision; it's about creating a connection that inspires. She says with Leadership MEQ, her students develop the skills to lead not just with strategy, but also with heart. Charles puts her theories to the test via virtual leadership seminars and a hybrid course and gratitude and growth retreat this fall.

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**ISSUE & DESCRIPTION**  
**CHILD / YOUNG ADULT ISSUES**

**DATE**                      **TIME**                      **LENGTH**

1-14-2024                      7:00AM                      30:00

Perspectives: Alan Stein wants you to get hired while Dr. Brandi Waters drops knowledge on African American history  
 Alan Stein says, "you own your career. I'll help you to accelerate it." Stein is the man behind Kadima Careers an organization dedicated to helping ambitious professionals get more interviews, better jobs, and better income. He established Kadima Careers to address the inefficiencies, biases, and illogical hiring process that hinders great candidates from achieving great careers. Kadima helps people land great jobs faster with more pay at the world's best companies. Alan has been a global leader and hiring manager at Google, Meta, Salesforce, American Express, and Tableau among others. We also spend time with The College Board's Dr. Brandi Waters talking about the new AP African American Studies course. It is a college-level interdisciplinary introductory course that covers the history and experiences of African Americans in the United States within the broader context of the African diaspora. Students will explore diverse topics such as early African societies and the roots of the Transatlantic Slave Trade, the Great Migration and the Civil Rights Movement, and the Black is beautiful movement of the 1970s. This revised framework will be used when the course is formally launched in the 2024-25 academic year.

2-25-2024                      7:00AM                      15:00

Perspectives: Teaching children why language always matters  
 All of us know that language matters, that some words paint a picture of an old way of looking at social issues. So, because the words we use have the power to influence how we view others, PETA's humane education division, TeachKind, has created a new language guide—Words Matter—that's packed with lessons, lists of animal-friendly idioms, and everything else educators need to help children learn to use language that's kind and respectful to animals. Educator All of us know that language matters, that some words paint a picture of an old way of looking at social issues. So, because the words we use have the power to influence how we view others, PETA's humane education division, TeachKind, has created a new language guide—Words Matter—that's packed with lessons, lists of animal-friendly idioms, and everything else educators need to help children learn to use language that's kind and respectful to animals.

3-3-2024                      7:00AM                      15:00

Perspectives: Staying Safe on college campuses  
 Anxious students at the University of Georgia returned to class Feb 26 following the murder of Augusta University nursing student Laken Hope Riley. Authorities found Riley dead after a run near a lake on campus. Barb Jordan is my guest on Perspectives. She is the founder of an organization called Always BEV or Always Be Vigilant. Jordan is an educator and public speaker who lost her sister to homicide. She teaches women to use situational awareness to protect themselves from predators. She points out warning signs and red flags. She is a frequent guest on college campuses with useful tips and habits women can use to minimize danger to themselves.

3-3-2024 7:00AM 15:00

Perspectives: New study reveals what Black fathers want and need

Recently, during the 'State of Black Fathers in Fulton County' Forum, two of the leading voices on fatherhood, Fathers Incorporated and the Moynihan Institute for Fatherhood Research and Policy, released their latest report: "The Dynamics of Atlanta Black Dads: Unpacking the Myths and Realities of Non-Resident Fatherhood in Fulton County, Georgia". On Perspectives we go one-on-one with the founder and CEO of both organizations, Kenneth Braswell on this one-of-a-kind research report. Braswell's hope is that the findings will have far reaching implications and impact across the nation as the new cornerstone in understanding and addressing the unique challenges and triumphs of Black fathers.

3-10-2024 7:00AM 15:00

Perspectives: Support the Arts in Atlanta and help people in Ukraine

Friday, March 15 will be a special evening at Atlanta Symphony Hall as Oleksandr Stoianov and his wife Kateryna Kukhar, founder and principal dancers of the Grand Kyiv Ballet will be performing Gisselle in Atlanta. Theirs is a harrowing and dramatic story as the couple is living in the US - in Seattle, WA because of the war in their homeland. A portion of proceeds from the event will be directed toward the renovation effort of the Kyiv State Choreographic College in Kyiv. The performance is one of the couple's 60 city national tour. They learned of the invasion at the worst possible time. He was in France. She was in Germany. The kids were in Kyiv. They have since been reunited and their daughter is adapting well to live in the USA. So is their son who wants to play soccer professionally. You'll fall in love with this couple and their family.

3-24-2024 7:00AM 15:00

Perspectives: A meal on Wednesday will help in the fight against childhood cancer

No family prepares for cancer. The local nonprofit Cure Childhood Cancer does. Central to the group's mission is supporting families devastated by a childhood cancer diagnosis. My guest today for Perspectives is Kristin Connor, Cure Childhood Cancer's Chief Executive Officer. March is the Month of Giving for Jersey Mike's subs and 100-percent of all sales this week are going to charity. Cure Childhood Cancer will benefit this week by your having lunch, a snack or taking the team after practice to a Jersey Mike's Subs in Atlanta, Athens, Macon, and Columbus. Only 4% of every federal dollar spent goes to fight pediatric cancer. Connor says Wednesday is the day you can make a big impact. Last year the effort raised nearly \$500,000 for the organization.

**ISSUE & DESCRIPTION**

**DATE**

**TIME**

**LENGTH**

**FINANCE / BUSINESS / TECHNOLOGY**

2-11-2024 7:00AM 15:00

Perspectives: Michael Lombardi writes about Football Done Right

On this Super Bowl Sunday, we sit down with three-time Super Bowl-winning executive and strategist Michael Lombardi. In his book Football Done Right, he's setting the record straight on the coaches, players and history of the NFL. He that takes readers on the ultimate journey through the NFL's history where he presents his calls on the greatest players and coaches the sport has ever seen. Lombardi has done it all—from scout to executive to coach—and with this book, he tackles all aspects of the sport, channeling his 35+ years of experience with the NFL

into an all-encompassing celebration of the game. From “Monday Night Football” to Super Bowl Sunday, the NFL is a dominating force in the lives of millions of fans who tune in and passionately cheer for their favorite teams. And when the games are over, the conversation is just getting started. Through his incisive analysis, first-person experience, and hard stats, Lombardi makes a definitive case for the most influential coaches and best players, while also honoring the many change makers, trade negotiators, and sportscasters who played an essential role in popularizing the game that we recognize today.

2-11-2024 7:00AM 15:00

Perspectives: No One Can Stop Me But Me

Jennifer Hernandez is far from an overnight success. In her memoir, *No One Can Stop Me But Me*, she shares her journey from trauma to recovery. She challenges others facing hardships to allow themselves to say, "I deserve more." Her story demonstrates how anyone courageous enough to help themselves can change their narrative and impact not only their own lives positively, but also the lives of others. Hernandez is an award-winning entrepreneur and single mother of four with 18 years in the mortgage industry. Her passion today is helping others like her find their way into their first homes. She ranks in the top one percent of loan officers nationwide, is a top woman originator and holds the #1 position for FHA lending in her home state of Illinois.

2-25-2024 7:00AM 15:00

Perspectives: Teaching children why language always matters

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3-17-2024 7:00AM 15:00

Perspectives: Cassius Butts is Exceptional: Being the Exception to the Rule

EXCEPTIONAL: Being the Exception to the Rule outlines a journey of supporting everyone - from small business stakeholders and entrepreneurs to seasoned executives - to define their passion for success while cementing their purpose. Cassius Butts is an accomplished executive who has found success as a business strategist and trusted advisor. He has served or advised officials in four United States presidential administrations (Bush, Obama, Trump, and Biden). He is now focused on helping to create blueprint solutions for C-suite executives, small businesses, and private/public sector entities. Cassius Butts believes your life plan is based on finding your passion, figuring out who you really are, wanting to know why you're here, and creating experiences that are driven by your very own purpose. For most people, that journey doesn't start until later in life or after a significant event. He shares that event and how it shaped his future on this episode of Perspectives.

3-24-2024 7:00AM 15:00

Perspectives: How MEQ will make you a better leader

MEQ stands for Mindset, Emotional Intelligence and Leadership Qualities and is the foundation Dr. Sabine Charles uses to coach leaders and executives. Charles is an author, public speaker and professional certification exam tutor. Charles believes leadership is not just about vision; it's about creating a connection that inspires. She says with Leadership MEQ, her students develop the skills to lead not just with strategy, but also with heart. Charles puts her theories to the test via virtual leadership seminars and a hybrid course and gratitude and growth retreat this fall.

3-24-2024 7:00AM 15:00

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