

Local Public Affairs

Q100 features 90 minutes of public service programming each week. Q in the Community is an interview based program that gives community non-profits, civil service organizations, etc. the opportunity to inform the public of the organizations issues or events.

Creating or Selecting Programming

Public service programming for Q100 is determined through several methods. First and foremost Q100 has an open door to the public. Phone calls and emails soliciting messages to air are encouraged and routed to our in-house public service director. We also keep ourselves aware of community events and offer our airwaves to those organizations.

Bi-annually we hold public service ascertainment sessions. In these sessions at least 12 guests from the Atlanta community are interviewed one on one about their organizations efforts and needs. Guests are selected from several areas of the community including military, education, public service, transportation, women's interests, etc. Past guests include representatives from the Clayton County Board of Education and the Georgia Council on Alcohol and Drugs.

Civic, Cultural and Other Community-Responsive Programming

All public service programming on Q100 is localized. Our main public service resource is our Public Service Announcements. PSAs on Q100 run seven times per day, in every daypart, seven days a week.

In our PSAs we've informed the Atlanta community of exhibits at the High Museum of Atlanta and the Atlanta Botanical Gardens, the College Park Arts Festival, Q100 publicized a special 9/11 display at the Jimmy Carter Library and Museum and Q100 annually supports the Festival of Trees at the Atlanta Civic Center and the Atlanta Film Festival. All of these events have enjoyed amazing success, we hope in part due to our contribution.

Through our PSAs we've also educated on issues of public concern. We've run pollution awareness messages for the Clean Water Campaign. Q100 regularly informs listeners of blood drive locations for the Red Cross of Atlanta. We've run educational PSAs for AID Atlanta, Naronon and the Georgia Transplant Foundation.

All of the above topics as well as dozens more are covered quarterly and in depth on our weekly, 90 minute program, Q in the Community. Q in the Community also features regular visits from the College Park based Better Business Bureau. President of the BBB, Fred Elsberry, discusses topics such as identity fraud and safe internet purchasing.

The program also regularly features safety programming dependent on the time of year. In May we run a prom safety program; around the holidays, DUI awareness; in the summer, boating safety.

Station Participation in Community Activities

After over a decade serving the Atlanta community Q100 has become the station city event coordinators and non-profits call on annually for assistance. Q100 supports many events through PSAs and specialty public service programming. Throughout the year we also support many events on-site.

Each year we support and have our own walking team for AIDS Walk Atlanta. Q100 has also been involved in the restoration of playgrounds and most recently heavily devoted PSA time to hurricane relief efforts both locally and for our neighboring states.

Q100 is also very active with the Atlanta High School community. The Bert Show covers high school football on Monday mornings and all of the Q100 air staff have adopted a high school teams from Cobb, Fultion and Clayton counties. Each staff member champions their team on air and attends several games. Q100 has also broadcast live from these high schools.

Q100's morning drive team, The Bert Show, also has its own public service initiative. Annually the Bert Show hosts Bert's Big Adventure, a dream trip to Walt Disney World for critically and terminally ill children. The trip is paid in full for the participants as well as for the medical staff that must travel with the children to make the adventure possible.

There is also a Q in the Community page at allthehitsQ100.com where all public service announcements are mirrored and contain additional information.

Q100 is also is involved in Levi alert, which is Georgia's Amber Alert.