



**Station WAMJ/WUMJ (FM)
Roswell/Atlanta, GA**

**Quarterly List of Programming Responsive to Issues of Community Concern
First Quarter 2012
April 10, 2012**

In our ongoing effort to serve the public interest, Station WAMJ (FM) broadcasts programming responsive to issues of concern to Mableton/Atlanta and its listening public. The following is a brief description of those issues, and of the station's most significant programming treatment of them:

Issues of importance this quarter included the following:

- Law Enforcement and Safety: Don't Drive Drunk**
- Social and Civic: Dr. Martin Luther King, Jr. Events**
- Health: Body Spirit & Mind Health Fair**
- Social and Civic: Hosea Feed the Hungry**
- Health: Be the Match Bone Marrow Donation**
- Social and Civic: Congressman David Scott Job Fair**
- Social and Civic: Stand Up Against Child Exploitation**
- Health: Women and Girls Free HIV Testing**
- Social and Civic: Apex Museum**

Most significant programming treatment of issues in the First Quarter of 2012:

Issue/Organization	Program	Description		Duration
Law Enforcement and Safety: Don't Drive Drunk	PSA campaign	Driving drunk puts your life and the lives of others in danger. This PSA reminds people that local police authorities are on extra alert with extra patrols looking for reckless drivers including DUIs, seatbelt violations and speeding.	1/1-1/4	:60 sec 5x's daily
Law Enforcement and Safety: Free Rides for Tippy Drivers	PSA campaign	This PSA campaign informs listeners about the free rides available to take them from a club, bar or restaurant to their home safely. There is also a tow truck service that will tow cars and the drivers home for free.	1/1-1/4	:60 sec 5x's daily
Social and Civic: Wellspring Living Come Together Concert	PSA campaign	Encouraged people to support a gospel concert featuring Andrea Crouch, Vicki Winans, and Anthony Evans. The proceeds raised benefited Wellspring Living, an organization that's dedicated to giving girls who are victims of sex trafficking an opportunity to restore their lives.	1/5-1/15	:60 sec 5x's daily
Health: King Week Health Fair & Youth Expo	Event	Radio One partnered with the King Center to present a Health Fair and Youth Expo during the celebration of Dr. Martin Luther King, Jr weekend.	1/7	9:00am-4:00pm
Social and Civic: Saint Philip MLK Weekend	PSA campaign	Saint Philip AME Church invites the public to celebrate the life of Dr. Martin Luther King Jr. The featured weekend speakers, Dr. Cornell West and Rev. Dr. Floyd Flake, spoke on how Dr.	1/10-1/14	:60 sec 2x's daily

		King's Dream is necessary in our time.		
Social and Civic: MLK Events	PSA campaign	Information on various MLK events around the area, encouraging listeners to attend and to log onto our websites to get a listing of all the activities and details.	1/10-1/16	:60 sec 2x's daily
Health: Body Spirit & Mind Health Fair	PSA campaign	In memory of Dr. King, the Andrew & Walter Young Family YMCA held a 3-day healthy lifestyles event, January 15 – January 16. The event was a call to action to focus on a healthy diet and regular physical activity for treating and preventing diseases like diabetes, hypertension, heart disease and obesity.	1/11-1/15	:20 sec 2x's daily
Social and Civic: Hosea Feed the Hungry	PSA campaign	Hosea Feed the Hungry asks the community to volunteer and donate food items for the upcoming MLK Dinner. It also encourages people to bring their families to the annual MLK Dinner to celebrate goodwill and Dr. King's life.	1/13-1/16	:60 sec 2x's daily
Social and Civic: Rev. Jesse Jackson Occupy in Atlanta	PSA campaign	Reverend Jesse Jackson announced his support of the Occupy Movement in Atlanta and linked the movement with the civil rights strategies of the 60's.	1/25-1/26	:20 sec 2x's daily
Health: Be the Match- Bone Marrow Donation	PSA campaign	Be the Match continues to inform people about the power they have to help save lives by donating bone marrow and participating in bone marrow drives in the community.	1/17-1/31	:60 sec 5x's daily
Social and Civic: New Year New You	Event	Radio One Atlanta presented their annual New Year New You event, offering panels with medical and beauty professional and health screenings. Attendees were entertained with musical performances by Angie Stone, The Nevel Sisters and Avery Sunshine. The event was held at Word of Faith Cathedral.	1/21	10:00am-4:00pm
Law Enforcement and Safety: Stop Texting & Driving	PSA campaign	Stop Texts, stop wrecks, dot org is promoting a positive campaign against texting and driving. The PSA illustrates how difficult it can be to do two things at once.	2/1-2/14	:30 sec 5x's daily
Social and Civic: Stand Up Against Child Exploitation	PSA campaign	This organization is informing people about the issue of child sex abuse and how to stop it.	2/3-2/17	:60 sec 5x's daily
Social and Civic: Let Go and Let God	PSA campaign	Singers and artists join forces to present gospel concert fundraiser. The event supported a non-profit group dedicated to helping people with Vitiligo. (Vitiligo Bond Inc.) The group offers information on this rare skin disorder as well as informs people about the latest treatment options.	2/3-2/12	:60 sec 2x's a week
Health: The Arts of AIDS	Event	Radio One Atlanta partnered with Alpha Kappa Alpha, Inc. to present an AIDS Awareness fundraiser at the Apex Museum. Proceeds benefited AIDS research.	2/3	7:00pm-10:00pm
Health: Natl. Black HIV/AIDS Awareness	Event	Radio One Atlanta joined Greenbriar Mall in commemorating National Black HIV/AIDS Awareness Day. Free HIV screenings and information were available to attendees.	2/4	12:00pm-5:00pm
Social and Civic: Apex Museum	PSA campaign	This campaign shares Black History information and promotes visiting the only Black History Museum in the city of Atlanta, the Apex Museum.	2/15-2/29	:20 sec 2x's weekly
Social and Civic: Under My Skin	PSA campaign	A Black History Play that examines the effects of race and skin color on African-Americans and children.	2/11-2/25	:60 sec 5x's weekly
Social and Civic: Day of Free Service	PSA campaign	Trowers Dream Academy and King of Clippers partnered to give back to the Atlanta community by offering a day of free services including free haircuts, massages, games and more.	2/22-2/25	:60 sec 5x's daily
Health: Women and Girls Free HIV Tests	PSA campaign	The Empowerment Resource Center is inviting women to come out for free HIV Tests to help fight against the HIV/AIDS Disease that is devastating the Black community.	3/9-3/16	:60 sec 2x's daily
Social and Civic: Cong. John Lewis/ Women's History	PSA campaign	Congressman Lewis held a public forum to discuss ways to shatter the glass ceiling that hinders women in society. He spoke about how discrimination exists and should be overcome.	3/13-3/17	:60 sec 2x's daily

Month				
Health: A-Town Day	PSA campaign	A metro-wide event that combines a Health Fair with outdoor concerts. Attendees are able to get various free health screenings and medical consultations as well as enjoy buying from vendors and listening to local musical artists.	3/14-3/17	:60 sec 5x's daily
Social and Civic: Greater Atlanta Shoot-Out	PSA campaign	Positive American Youth is hosting a police tournament featuring local agencies and others from around the country. The winner will play the HOT 107-9 Hot Shots. The NACA tour will be at the Georgia World Congress Center offering homeowners opportunities a chance to meet with their lenders for the chance to lower their mortgage rates and avoid foreclosure.	3/14-3/18	:60 sec 5x's daily
Social and Civic: Trayvon Martin	PSA campaign	This portion of the newscast focused on reminding people to stay calm and allow justice to prevail regarding the Trayvon Martin case. Also communicated that if they chose to participate in protests, to do so peacefully.	3/15-3/31	:20 sec 2x's daily
Health: Christians with HIV	PSA campaign	Personality and recording artist, Darlene McCoy is supporting Christians who are living with HIV/AIDS by inviting them to join a support group to meet and support each other.	3/16-3/31	:60 sec 5x's daily
Social and Civic: Cong. David Scott Job Fair	PSA campaign	Congressman Scott invites people in the metro area to attend his annual Job Fair. He says he has hundreds of businesses who have agreed to hire people to help ease the painful unemployment problem.	3/16-3/30	:60 sec 5x's daily
Health: March of Dimes	PSA campaign	The annual March for Babies Campaign kicked off with people signing up for the walk. Money raised from this annual campaign will support research to fight birth defects.	3/20-3/31	:60 sec 5x's daily
Health: I Will Survive Walk	PSA campaign	Organizers invite everyone including their children to enjoy a Fashion Show Fundraiser at the Melia Hotel. Proceeds help financially support women going through cancer treatment.	3/25-3/31	:60 sec 5x's daily
Social and Civic: Cong. David Scott Job Fair	Event	Radio One Atlanta joined Congressman David Scott for his annual Job Fair. Hundreds of businesses were onsite at the GA International Convention Center ready to hire new employees.	3/30	10:00am-3:00pm