



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

**Quarterly List of Programming Responsive to Issues of Community Concern
Second Quarter 2014
July 10, 2014**

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:

- Social and Civic: Primary Voting Drive**
- Social and Civic: VITA Tax Preparation Service**
- Health: STD Awareness Month**
- Social and Civic: Teen Parent Academic Center**
- Law Enforcement and Safety: 5 Second Text Distraction**
- Social and Civic: Victory Stop the Violence Festival**
- Health: Mental Health Fair**

Most significant programming treatment of issues in the Second Quarter of 2014:

Issue/Organization	Program	Description		Duration
Social and Civic Drum Major for Justice Gala	PSA campaign	SCLC Women host Drum Major for Justice Gala to honor people who have worked to progress civil and human rights	4/1-4/3	:30sec 5x's daily
Social and Civic Kendrick Johnson Coalition	PSA campaign	A coalition of civil and human rights groups organized a rally for justice concerning the Kendric Johnson case, in the suspicious death of a young man found dead at a Valdosta high school and law enforcement dismissed it as accidental.	4/1-4/4	:60 sec 5x's daily
Social and Civic: Push the Kradle Fashion Show	PSA campaign	Charity Fashion show by Push the Kradle to help raise money to build an area group home for abused and abandoned children.	4/4-4/25	:60 sec 5x's daily
Social and Civic: Primary Voting Drive	PSA campaign	The new United Voting Coalition encourages voters to participate in area Primary Elections which are routinely overlooked.	4/3-4/19	:30 sec 5x's daily
Social and Civic: New United Voting Coalition Voting Education	PSA campaign	The New United Voting Coalition visited several locations to encourage people to register to vote. The organization had a goal to register at least 3,000 new voters in about 2 weeks. They reminded people of important issues and places where volunteers will be to register people to vote.	4/4-4/19	:60 sec 5x's daily
Social and Civic: VITA Tax Prep Service	PSA campaign	Volunteer qualified Tax Preparers were available to offer free tax preparation for the public.	4/9-4/15	:30 sec 5x's daily

Social and Civic: What's Your Hustle Entrepreneurial Workshop	PSA campaign	Local teens organize to encourage their peers to turn their ideas and hobbies into their own business. They hold an annual business work shop to teach teens how to make business plans, market and other essential skills.	4/11-4/26	:60 sec 5x's daily
Health: STD Awareness Month	PSA campaign	This was part of the CDC's informational "GYT: Get Yourself Tested" campaign to let women know that STD's left untreated can leave women sterile.	4/15-4/22	:30 5x's daily
Social and Civic: Teen Parent Academic Center	PSA campaign	Favor Academy opened an area academic center specifically to help teenage parents. Counselors are available for free tutorials, GED test preparation, as well as academic and career counseling.	4/20-4/26	:60 sec 5x's daily
Social and Civic: Dine Out and Do Good Day	PSA campaign	Open Hand- Atlanta partnered with 106 restaurants in the Atlanta area to help raise money for people suffering from chronic illnesses who need medically specific meals. The "Dine out and Do Good" day was April 23, 2014.	4/22-4/23	:60 sec 5x's daily
Social and Civic: Primary Voting Promotions	PSA campaign	Radio One Atlanta targeted community promotions to encourage registered voters of all ages and backgrounds to make it to the polls to vote in Primary Elections to elect local and state officials.	4/24-5/20	:60 sec 5x's daily
Social and Civic: Real Men Read 2	PSA campaign	Columbia Elementary School in Decatur invited men in the metro area to come to their Real Men Read Day to encourage young students to read. Many students in the school live in homes without male role models. This has proven to be an important annual activity for the school.	4/24-5/2	:60 sec 5x's daily
Social and Civic: Arthritis Foundation	Live Event	MAJIC 107.5/97.5 personality, Chubb Rock joins the Arthritis Foundation to raise money during a Happy Hour event.	4/18-4/24 4/24	:30 sec 5pm -7pm
Health: Project Think Pink	PSA campaign	Two Middle School girls teamed up to push breast cancer awareness programs. Both lost loved ones to the disease and they are determined to encourage early detection. They're asking the public for their support by buying tickets and joining them for their Venetian Gala.	5/1-5/15	:60 sec 5x's daily
Social and Civic: RGB Tech Training Center	PSA campaign	An area training center offered free Microsoft Office Certification Training and job placement assistance. It's a federally funded program for the community.	5/8-5/18	:60 sec 5x's daily
Social and Civic: Vote May 20th	PSA campaign	Bishop Aaron B. Lackey and Voters Empowerment Collaborative encourage voters to select people who make major decisions in our local lives by voting in the upcoming Primary Elections.	5/10-5/20	:60 sec 5x's daily
Social and Civic: Victory Stop The Violence Festival	PSA campaign	Pastor Jerome Carradine and Victory Outreach Atlanta invited the community to their Stop the Violence Festival that featured the dramatic stage play, "For the Love of Money", a Kids Corner, live entertainment, car show, a Play Station tournament and testimonies about overcoming destructive lifestyles.	5/17-5/24	:60 sec 5x's daily
Law Enforcement and Safety: DUI Memorial Day	PSA campaign	Area law enforcement reminds motorists not to drink and drive. It was part of a "Drunk driving, over the limit and Under Arrest" Memorial Day Holiday campaign.	5/25-5/30	:30 sec 5x's daily
Social and Civic: How Big is Your Dream	PSA campaign	The How Big Is Your Dream Foundation offers relevant information and training to help area kids reach their goals in the music and arts industries. They encourage kids ages 6 and up, to register to for the annual "How Big is your Dream" music camp.	5/24-6/16	:60 sec 5x's daily
Law Enforcement and Safety: 5 Second Text	PSA campaign	Stop Text Stop Wrecks.org reminds motorists how being distracted even for 5 seconds can lead to serious and even deadly car accidents.	5/24-5/30	:60 sec 5x's daily

Distraction				
Law Enforcement and Safety: Car Seat Safety	PSA campaign	Safety experts remind parent to make sure their kids are in the right car seat for their size and age.	5/25-5/30	:60 sec 5x's daily
Social and Civic: Positive American Youth	PSA campaign	Positive American Youth mentoring group offered free summer activities for kids. Different events were offered weekly to encourage kids to participate in positive activities for the Summer break.	5/28-6/15	:60 sec 5x's daily
Social and Civic: Sickle Cell Gala	PSA campaign	The group, Winning the Battles in Your Mind, invited the public to their annual gala to help families of children with serious illnesses. This year, the gala benefited families with children with Sickle Cell anemia. The organization helps pay light bills, rent or other financial responsibilities.	5/29-6/21	:60 sec 5x's daily
Social and Civic: Show Me Shoes/Master Class	PSA campaign	Show Me Shoes Foundation teamed up with Radio One to offer teenage girls a free class to learn about the Entertainment, Fashion, Film and Media industries. Experts were on hand to share knowledge and give direction regarding working in their desired fields.	6/6-6/19	:60 sec 5x's daily
Social and Civic: GABWA Gala	PSA campaign	The Georgia Association of Black Women Attorneys informed the public about services GABWA offers as well as how they support black women in the law profession. They also invited the public to join them for their annual GABWA Gala to fund scholarships for law students.	6/6-6/28	:60 sec 5x's weekly
Social and Civic: Mayor's Youth Program	PSA campaign	Michael Sterling with the Atlanta Workforce Development agency talks about Mayor Kasim Reed's youth program. It provides employment opportunities for Atlanta's youth. Mr. Sterling asked area businesses to join the Mayor's Youth program by offering teens opportunities so they could gain job skills and appreciate earning money.	6/10-6/25	:60 sec 5x's daily
Social and Civic: Little Bou Bou Rally	PSA campaign	Local activists invited the public to a rally to support the 19-month old baby that was critically injured in a no-knock drug raid in Habersham County.	6/11-6/14	:60 sec 5x's daily
Social and Civic: Mo More Chains Event	PSA campaign	Area life coaches and counselors are offering a day of empowerment and restoration to help women deal with challenges. Mature teens and adult women were invited to share their stories and get support from other women in similar situations.	6/18-6/28	:60 sec 5x's weekly
Health: Mental Health Fair	PSA campaign	The group, Mental Health in the African-American Community (MHAAC) held a mental health fair to help people recognize symptoms of mental health problems. The stress related to poverty and racism can help trigger many problems, so MHAAC held the Mental Health Fair to offer free mental health screenings, resources and information.	6/26-6/30	:60 sec 5x's weekly