



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

**Quarterly List of Programming Responsive to Issues of Community Concern  
First Quarter 2013  
April 10, 2013**

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 & Safety: DUI New Year's Eve**
- Social and Civic: Martin Luther King, Jr. Service Project**
- Social and Civic: Job Corp and Department of Labor**
- Health: National Black HIV AIDS Awareness Day**
- Social and Civic: Hosea Feed the Hungry**
- Health: Georgia Drug Card**
- Social and Civic: College Park Gun Buy Back**

**Most significant programming treatment of issues in the First Quarter of 2013:**

<b>Issue/Organization</b>	<b>Program</b>	<b>Description</b>		<b>Duration</b>
Law Enforcement and Safety: <b>DUI New Year's Eve</b>	PSA campaign	Information was shared with the public about alternative public transportation that is available to people in case they have had too much to drink during their New Year's Celebrations.	1/1-1/3	:15, :30, :60 sec 5x's daily
Law Enforcement and Safety: <b>DUI Celebratory Gunfire</b>	PSA campaign	Area police agencies and the Georgia State Patrol are warning people against firing guns to bring in the New Year. Bullets that go up will come down, and they can kill. The campaign also reminds listeners that firing weapons is against the law.	1/1-1/2	:10, :60 sec 3x's daily
Social and Civic: <b>Teens What's the Rush</b>	PSA campaign	The youth division of the City of Refuge teamed up with an area stage writer, to create a production designed to entertain teens and inform them against making hasty decisions that can hurt them.	1/5-1/12 1/16-1/26	:60 sec 5x's daily
Social and Civic: <b>Job Corp and Dept. of Labor</b>	PSA campaign	Job Corp offered their "Education Matters" recruitment kick-off event to encourage young adults ages 16 to 24 to sign up for their two year program and to get a GED or get certified in many technical fields.	1/7-1/10	:60 sec 5x's daily
Social and Civic: <b>King Holiday Kick Off</b>	Event	Radio One on air personalities join the public at the King Center as they kick off the Dr. Martin Luther King, Jr. weekend activities at Freedom Hall.	1/11	1:00p- 7:00pm
Social and Civic: <b>King Holiday Events</b>	PSA campaign	Dr. Martin Luther King Jr.'s daughter, Bernice King, informed the public about inspiring programs to commemorate the 84th birthday of Dr. King. With the recent Sandy Hook shootings, this year's focus will particularly be on pushing non-violence	1/16-1/21	:60 sec 5x's daily

		as a way of life.		
Social and Civic: <b>Hosea Feed the Hungry and MLK Celebration</b>	PSA campaign	Hosea Feed the Hungry offers dinners and services to the poor and working class families for the 43 <sup>rd</sup> year to help highlight Dr. King's vision of serving others.	1/17-1/21	:60 sec 5x's daily
Health: <b>New Year, New You</b>	Event Live Broadcast	Radio One joined forces with area hospitals and companies to present a Health Fair that offered screenings, information and panels that benefit total well-being.	1/19	12:00pm-5:00pm
Social and Civic: <b>MLK Day of Service</b>	Event	Listeners were solicited on air to join Radio One personalities and staff for a MLK Day Service Project. Everyone came together in South West Atlanta to help Grower's Cooperative Patchwork City Farms.	1/21	9:00am-1:00pm
Social and Civic: <b>Congressman David Scott's Help for Homeowners Events</b>	PSA campaign	Congressman Scott brings various mortgage lenders and banking resources to the area for one big event to help homeowners who are struggling with mortgage payments.	1/21-1/25	:30 sec 5x's daily
Social and Civic: <b>Shorty's Run the Runway Community Support</b>	PSA campaign	Area organization that encourages confidence and self-esteem in young kids is holding their big annual fashion show to raise money for Back to School supplies.	1/26-2/14	:60 sec 5x's daily
Health: <b>National Black HIV AIDS Awareness</b>	Event	Radio One Atlanta came together on the 7 <sup>th</sup> Annual National Black HIV AIDS Awareness Day to encourage listeners to come to Greenbriar Mall for free screenings. Know your status.	2/2	12:00pm-4:00pm
Social and Civic: <b>College Park Gun Buy Back</b>	PSA campaign	College Park Councilman Joe Carne invited people to turn in guns, assault weapons and other firearms for cash as a way to help get dangerous weapons off the streets and make neighborhoods safer; restoring a sense of community.	2/3-2/9	:20, :60 sec 5x's daily
Social and Civic: <b>Karaoke Night for Show Me Shoes</b>	PSA campaign	Area activist asked the Atlanta community to donate prom dress, special occasion attire and shoes to benefit area high school seniors who may not have the means to buy clothes for the prom.	2/2-2/5	:30 sec 5x's daily
Social and Civic: <b>Closing the Gap Between Men and Women</b>	PSA campaign	Radio One's SiMan is joining other male celebrities for a special panel discussion to examine methods that couples can better relate to each other in an effort to build stronger families.	2/14-2/16	:60 sec 5x's daily
Health: <b>Georgia Drug Card</b>	PSA campaign	Disseminated information about a state-wide assistance program that can save residents of Georgia up to 75% off prescriptions.	2/2-2/5	:30 sec 5x's daily
Social and Civic: <b>Pre-Selma Voting Rights Rally</b>	PSA campaign	Area activists invited the public to join them for a rally to hear stories and inspiration from those who sacrificed and marched in the civil rights movement especially the Bloody Sunday March across the Edmond Pettis Bridge.	2/21-2/24	:60 sec 5x's daily
Social and Civic: <b>Historical Selma Bus Pilgrimage</b>	PSA campaign	Area activists invited the public to join them on a historical bus pilgrimage to Alabama to retrace and commemorate the 48th anniversary of the Selma to Montgomery March. This march helped to lead to the Voting Rights Act.	2/22-2/25	:60 sec 5x's daily
Health: <b>National HIV AIDS Day</b>	PSA campaign	Essence of Hope and Another Chance of Atlanta teamed up with Recovery Consultants of Atlanta to invite people to come out for free HIV AIDS tests on National Women and Girls HIV AIDS Day on March 9 <sup>th</sup> .	2/27-3/9	:60 sec 5x's daily
Social and Civic: <b>National Read Across America</b>	Event	Radio One personalities spent time in area elementary schools reading to students for National Read Across America Day	3/1	9:00am-11:00am

Social and Civic: <b>Saint Philip AME Church-Women's Week</b>	PSA campaign	St. Phillip AME Church celebrated Women's Week with a free empowerment event featuring guest speakers and recording artists. Workshop topics included finances, fitness, family and faith.	3/1-3/17	:60 sec 5x's daily
Social and Civic: <b>Show Me Shoes</b>	PSA campaign	The Show Me Shoes Foundation is offering free Prom Dresses to area high school teens who may not otherwise be able to afford a dress for this year's prom.	3/6-3/16	:60 sec 5x's daily
Health: <b>A-Town Day</b>	PSA campaign	Local activists sponsor annual event, called "A-Town Day". Its main purpose is to inform the public about preventative measures to live healthy. The event combines live entertainment, food, and activities; in addition to valuable health screenings and information.	3/8-3/16	:60 sec 5x's daily
Social and Civic: <b>Day of Healing, Domestic Violence Day</b>	PSA campaign	Angel of God Outreach held its annual event to support women who have been victims of domestic violence, molestation and mental and emotional abuse.	3/12-3/16	:60 sec 5x's daily
Social and Civic: <b>I Will Survive, Breast Cancer Fundraiser</b>	PSA campaign	Area activist teams up with former NFL player, Ed Hartwell for a fashion and comedy fundraiser to raise money to benefit breast cancer awareness.	3/16-3/30	:60 sec 5x's daily
Social and Civic: <b>Shortys Run the Runway</b>	PSA campaign	Ms. Juicy of the Ricky Smiley Morning show invited area kids to audition for her annual Shortys Run the Runway Fashion Show to help raise money for school supplies for families in need. The show is also designed to excite area youth for the upcoming school year.	3/16-3/30	:60 sec 5x's weekly
Social and Civic: <b>Women on the Rise Conference</b>	PSA campaign	Dr. Cynthia McDonald with the Cara Organization invited women who have been dealing with trials and hard times to come to a conference to speak with counselors and to encourage them to have hope while going through adversity.	3/31-4/5	:60 sec 5x's weekly