



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

**Quarterly List of Programming Responsive to Issues of Community Concern
Third Quarter 2012
October 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:

- Social and Civic: Prevention Plus**
- Law Enforcement & Safety: Fulton County Police National Night Out**
- Health: Congressman David Scott's Health Fair**
- Social and Civic: Show Me Shoes**
- Social and Civic: League of Women Voters**
- Health: The Center for Black Women's Wellness**
- Social and Civic: Magic Johnson's Bridgescape**
- Social and Civic: Dekalb County Youth Violence Prevention**

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

| Issue/Organization | Program | Description | | Duration |
|--|----------------|--|---------------|---------------------------------|
| Social and Civic: Prevention Plus | PSA campaign | This is an area program that pays young people from 17 to 24 years of age to go through a learning program to get a GED, and/or teach construction skills. Students are eligible various paid jobs. | 7/1- 7/15 | :30 sec 5x's daily |
| Social and Civic: Hosea Feed the Hungry-Volunteers | PSA campaign | Area organization teamed up with local celebrities to encourage people in a tweeting campaign to donate money to help Hosea Feed the Hungry to supply food, clothing, and school supplies. | 7/15- 7/30 | :60, :30, :10 sec 3x's daily |
| Social and Civic: NAACP Voter Registration Drive | PSA campaign | In an effort to encourage voter participation, The Atlanta Branch of the NAACP was at various events around the community registering people to vote. Among their stops included the Yolanda Adams Health & Wellness Fair. | 7/1- 7/31 | :60 sec , :10 sec 5x's daily |
| Social and Civic: Josh Powell Camp | PSA campaign | Professional basketball player, Josh Powell offered basketball camp to help kids sharpen their athletic skills. Boys and girls ages 8 to 18 could participate. | 7/6- 7/27 | :60 sec 5x's daily |
| Social and Civic: City of Refuge | PSA campaign | City of Refuge, Atlanta provided free meals to children ages 2 to 18 during the summer. Georgia is the only state where poverty has risen for 3 consecutive years, and may area families are in need. | 7/15- 9/29 | :30 sec 5x's daily |
| Social and Civic: Rich Kids Basketball School | PSA campaign | The Rap group, the Rich Kids invited people to come to an area Celebrity School Supply Drive Basketball game. Free admission at the JP Carr Gym in Conyers, Georgia with a | 7/19- 7/21 | :60 sec, :30 sec 5x's daily |

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| Supply Drive | | donation of school supplies. | | |
| Social and Civic: Youth Conference | PSA campaign | The Charlie Boy Gang invited area teens to a Youth and Empowerment Arts Conference sponsored by America Raves. Events included a kick-boxing martial arts demonstration, a Bullying Seminar, and a Gospel flash mob video. | 7/19-7/22 | :60 sec 5x's daily |
| Social and Civic: Dekalb Youth Violence Prevention Conf. | PSA campaign | DeKalb County CEO, Burrell Ellis, announced an important initiative to fight youth violence and develop prevention strategies to help young people in the community. | 7/20-7/24 | :60 sec, :30 sec 5x's daily |
| Social and Civic: Live debate on T-Splot Bill | Live Broadcast | Atlanta Mayor Kasim Reed and state Senator Vincent Fort stopped by our stations and engaged in a heated debate over the T-Splot transportation referendum. The proposed 1% sales tax throughout the region is expected to fund a list of transportation projects within the area. The debate was moderated by Radio One Atlanta's news/community affairs director, Denise Dunbar, and Majic 107.5 / 97.5's Carol Blackmon. It aired on all Radio One Atlanta stations. | 7/26 | 12:00p-1:00p |
| Social and Civic: iDream 4 Youth's Teen Leadership Summit | PSA campaign | Area youth ages 12 to 18 were invited to the iDream Teen Leadership Summit hosted by the Atlanta Dream's Dream 4 Youth Foundation. There were discussions about current challenges such as bullying, self-confidence, education and more. | 8/2-8/3 | :20 sec, :10 sec 5x's daily |
| Social and Civic: Gresham Rec. Center's Camp Superstars | PSA campaign | Dekalb County hosted Camp Superstars as a Summer day camp to give young people ages 5-15 a positive summer experience. | 7/31-8/3 | :60 sec, :10 sec 5x's daily |
| Law Enforcement & Safety: Fulton County Police National Night Out | PSA campaign | The Fulton County Police Department met with communities for a crime and drug prevention event. National Night Out is designed to heighten crime awareness and encourage community support of crime prevention efforts. | 8/7 | :60 sec, :10 sec 5x's daily |
| Social and Civic: NAACP Voter Registration Drive | PSA campaign | In an effort to encourage voter participation, The Atlanta Branch of the NAACP was at various events around the community registering people to vote. Among their stops included the Praise in the Park annual concert. | 8/1-8/31 | :60 sec, :10 sec 5x's daily |
| Social and Civic: Ignite! 2012 | PSA campaign | The Maynard Jackson Youth Foundation celebrated 20 years of service and dedication to guiding young people to become leaders. The Ignite! 2012 event included honoring current Atlanta Mayor Kasim Reed, and former Mayors, Shirley Franklin and Andrew Young. | | :20 sec, :10 sec 2x's daily |
| Social and Civic: Cool Girls Pink Pin Bowl | PSA campaign | This Bowl-a-Thon benefits the Cool Girls Program, a one-on-one mentoring program that matches Cool Girls participants with female community volunteers who act as role models, provide friendship, personal support and endeavor to reinforce positive decision-making. | 8/22-8/26 | :20 sec 2x's daily |
| Health: Cupcakes and Cocktails | PSA campaign | An area health activist teamed up with Cancer Wellness at Piedmont Hospital for an evening of wine tasting, silent auctions and live music to help raise money. Proceeds were given to Cancer Wellness for research and treatment. | 8/8-8/11 | :60 sec 5x's daily |
| Health: Congressman David Scott's Health Fair | PSA campaign | Congressman David Scott hosted his 8 th Annual District Health offering free health screenings at Mundy's Mill High School in Jonesboro. Screenings included prostate cancer PSA screening, breast cancer exams, HIV/AIDS, diabetes screenings, blood pressure, cholesterol, sickle cell, vision, dental and more. | 8/14-8/18 | :60 sec 5x's daily |

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| Social and Civic: 1000 Women in White | PSA campaign | New Zion Baptist Church hosted “1000 Women in White” which was a 2-day symposium to educate, inspire and empower women. The purpose was to present a dialogue to exchange ideas and come across social, economic and age differences for common goals. | 8/21-8/25 | :20 sec, :10 sec 2x’s weekly |
| Health: Praise with Purpose Organ Donation | PSA campaign | Life Link Foundation sponsored Praise with Purpose Awareness Day to spread the word on organ and tissue donations. Activities included seminars and a concert. Volunteers helped people sign up to become donors. One person’s donation can touch up to 56 lives. | 8/30-9/2 | :60 sec 5x’s weekly |
| Health: St. Philip AME Stroke Awareness | PSA campaign | The Saint Phillip AME Health Ministry held a Stroke Awareness 5K Run/Walk to help raise funds for stroke awareness. Information was available on stroke awareness and prevention as well as other free health screenings. | 9/22-9/28 | :20 sec, :10 sec 3x’s daily |
| Social and Civic: Payday | PSA campaign | An area mentoring organization held a full day of events for area youth to enjoy. Activities included a tennis clinic, youth basketball and safety clinic, drum line competition and a Celebrity All-Star basketball game. Money raised help support free activities for at-risk youth. | 9/15-9/29 | :60 sec 5x’s daily |
| Social and Civic: Brews for the 82s | PSA campaign | Local pub sponsored a “Welcome Home Benefit” for troops coming from Afghanistan. Money raised benefits the Wounded Warrior Project and assist soldiers injured at war. | 9/10-9/15 | :60 sec, :30 sec, :10 sec 5x’s daily |
| Social and Civic: Vision Ministries Youth Conference | PSA campaign | Vision Ministries Holiness Church invited young ladies having problems with their sexuality, who are thinking about suicide or have been abused to attend a special 2-day conference. The first day focuses on seminars and positive discussions. The second day features a huge Gospel Concert. | 9/15-9/28 | :60 sec 5x’s daily |
| Social and Civic: Show Me Shoes | PSA campaign | Area nonprofit organization collects shoes, dresses and accessories to help families in need. In addition to the shoe drive, they held their anniversary celebration to thank the community for their support. | 9/13-9/18 | :60 sec 5x’s daily |
| Social and Civic: League of Women Voters | PSA campaign | In an effort to encourage voter participation, The League of Women Voters announced an information site where voters could get latest information for Voter IDs. | 9/10-9/20 | :60 sec, :10 sec 5x’s daily |
| Social and Civic: Voter Protection Event | PSA campaign | Reps. John Lewis, David Scott, and Hank Johnson held a “For the People” Voter Protection Event at the state capitol to make sure all eligible voters in Georgia are registered and prepared to vote this fall. | 9/21-9/25 | :60 sec, :10 sec 5x’s daily |
| Health: The Center for Black Women’s Wellness | PSA campaign | The Center for Black Women’s Wellness joins with Morehouse College to present the Minority Male Health Project to provide free health screenings including blood pressure, glucose, cholesterol, Prostate-Specific Antigen, and more. | 9/19-9/20 | :20 sec, :10 sec 5x’s daily |
| Social and Civic: NAACP Voter Registration Drive | Live Event | Radio One Atlanta joined forces with the NAACP at different locations in the Atlanta metro area offering onsite Voter Registration opportunities and encouraging listeners to be active in their communities. | 9/24 | 11:00a- 2:00p |
| Social and Civic: Magic Johnson’s Bridgescape | PSA campaign | The Bridgescape Academy opened and is ready to enroll young students who dropped out of school so that they can get a certified Georgia Diploma, for free. The program offers a combination of online and classroom learning with help finding a job or going to college. | 9/26-9/28 | :60 sec, :10 sec 5x’s daily |