



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

**Quarterly List of Programming Responsive to Issues of Community Concern
Fourth Quarter 2015
January 8, 2015**

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: Young Middle School’s “Restore and Reboot” Program**
- Social and Civic: Ceasar Mitchell College Prep Series**
- Law Enforcement and Safety: Stranger Danger**
- Social and Civic: Hosea Helps – Rental Assistance**
- Law Enforcement and Safety: Child Sexual Abuse Law Changes**
- Social and Civic: School Takeover Town Hall Meeting**
- Social and Civic: Radio One Christmas Angel Campaign**

Most significant programming treatment of issues in the Fourth Quarter of 2015:

Issue/Organization	Program	Description		Duration
Social and Civic: Hosea Helps	PSA campaign	Executive Director, Elizabeth Omilami, explained the services that Hosea Helps offers the public 365 days of the year for everyone in need. They also invited people to help them make a difference and donate and/or volunteer.	10/1- 10/23	:60 sec 3-5x’s daily
Social and Civic: Young Middle School’s “Restore and Reboot” Program	PSA campaign	Jeans Childs Young Middle School collected electronic devices to help their students achieve. School officials asked for new or refurbished desktop or laptop computers.	10/1- 10/15	:60 sec 3-5x’s daily
Social and Civic: Ceasar Mitchell College Prep Series	PSA campaign	Atlanta City Council President, Ceasar Mitchell held his 18th annual College Prep Series to help area students get ready for ACT and SAT college entrance exams free of charge. Parents were also offered a free College prep parent session to help their kids in the competitive process of getting into the best schools available.	10/2- 10/17	:60 sec 3-5x’s daily
Law Enforcement and Safety: Stranger Danger	PSA campaign	Middle school students warned other children about the dangers of leaving with someone they don’t know. They advised them to say “No”, then run away in accordance to safety tips from area law enforcement.	10/10- 10/19	:60 sec 3-5x’s daily

Social and Civic: Hosea Helps – Rental Assistance	PSA campaign	Executive Director, Elizabeth Omilami, talked about the need of their rental assistance program that Hosea Helps has for low income families. She says they also offer assistance paying rent, utilities and food.	10/26-11/2	:60 sec 3-5x's daily
Law Enforcement and Safety: Halloween Safety	PSA campaign	Area law enforcement talk about the latest type of dangerous candy that may circulate during Halloween night. They give safety tips to parents on how to keep their kids safe.	10/20-10/30	:60 sec 3-5x's daily
Social and Civic: School Takeover Town Hall Meeting	PSA campaign	Senator Vincent Forte held a public meeting to talk to parents of students in schools that may be controlled by the governor's new Opportunity Schools District. He wanted input for parents and he wanted to tell concerned parents about what to do next to avoid the takeover.	10/31-11/5	:60 sec 3-5x's daily
Law Enforcement and Safety: Child Sexual Abuse Law Changes	PSA campaign	Advocates want people to know about the Hidden Predator Act that extends the statute of limitations to allow victims the time to pursue justice. The retroactive window is open but will close in 2017.	11/13-11/20	:60 sec 3-5x's daily
Social and Civic: Students Without Mothers Supply Drive	<u>Live Liners</u> Live Broadcast	Non profit organization, Students Without Mothers, focuses on helping children who have lost their mothers because of death or other circumstances. Radio One Atlanta joined forces with them to collect school supplies for children in need.	11/21	
Social and Civic: Joyful Noise for Toys	PSA campaign	St. Philip AME Church is holding its annual "Joyful Noise for Toys" Christmas Concert. Attendees were invited to ring in the holiday season with beautiful Christmas Music. Attendees were also encouraged to bring a toy for their annual toy drive.	11/26-12/12	:60 sec 3-5x's daily
Social and Civic: Holiday Jam	PSA campaign	25 Talented Entertainers from Atlanta teamed up with the Rayopral Foundation to offer a free Christmas Holiday Concert. All area children were invited to come to the party and concert to enjoy free toys, free entertainment and free food to help usher in the Christmas Spirit.	11/28-12/20	:30, :60 3-5x's daily
Social and Civic: Real Men Read	PSA campaign	Columbia Elementary School in Decatur invited men from the metropolitan area to come to the school and sign up for their annual "Real Men Read" event. The event is designed to showcase positive male role models, reading, to inspire the students to read. Male Radio One Atlanta on air personalities participated in this special community event.	11/27-12/10	:60 sec 3-5x's daily
Social and Civic: Grandparents Gone Wired	PSA campaign	A message asking young people to take time out and show their older parents and/or grandparents how to use computers and smartphones. A gesture of kindness like that could help many older Americans who live alone because they could benefit from social media sites.	11/20-11/30	:30 sec 3-5x's daily
Social and Civic: Radio One Christmas Angel Campaign	On Air Campaign	Radio One Atlanta brightened the holidays for select children and families in group homes/shelters. Various letters were read on the air during the day and listeners called in to pick a letter and made donations to fulfill the requests of those in need.	11/27-12/11	Mon- Fri 10a-7p 3 week campaign
Social and Civic: Talk to Kids about Drugs	On site	This announcement from Drugfree.org informs parents that there is help if they are having trouble talking to their kids about drugs.	12/1-12/7	:30 sec 3-5x's daily
Law Enforcement and Safety: Don't Drive Buzzed	PSA campaign	Drivers were warned about the consequences of driving "Buzzed". The law considers a little tipsy the same as a drunk driver. This means thousands of dollars in court fines, and insurance fines.	12/9-12/15	:60 sec 3-5x's daily
Law Enforcement and Safety: Texting and Driving	PSA campaign	This announcement informs drivers that a text can take away your attention for about 5 seconds. At 55 mph, that's the time it takes to travel the length of a football field and consequently cause a lot of dangerous damage.	12/12-12/18	:30 sec 3-5x's daily

Law Enforcement and Safety: Celebratory Gunfire	PSA campaign	Law enforcement warned listeners about the dangers of shooting guns in the air for the holidays. Bullets that go up, have to fall and they have fallen and killed people.	12/20-12/31	:60 sec 3-5x's daily
Social and Civic: Fusion from Africa to Hip Hop	PSA campaign	The non profit performing arts organization, Dancical Productions, provided a unique Kwanza Celebration. The production was based on the seven principles recognized each day of Kwanza. A great educational community event.	12/25-12/30	:10, :60 sec 3-5x's daily
Law Enforcement and Safety: Triple A Tow to Go Program	PSA campaign	Triple A's "Tow to Go" Program gives drivers who've had too much to drink a safe tow home during the holidays.	12/24-12/31	:60 sec 3-5x's daily
Social and Civic: Jubilee Day	PSA campaign	The Atlanta NAACP invites the public out to their Jubilee Day in observance of the Emancipation Proclamation. They also honored longtime community activist, Tyrone Brooks for his life of service.	12/30-1/1	:10, :60 sec 3-5x's daily