



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

**Quarterly List of Programming Responsive to Issues of Community Concern
Fourth Quarter 2013
January 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 and Safety: Dekalb County Public Safety Forum**
- Social and Civic: Get Out to Vote Rally**
- Health: Sick Cell Testing**
- Social and Civic: AIDS Walk Atlanta 5K**
- Social and Civic: Holiday Coat Drive**
- Social and Civic: Positive American Youth Food Drive**
- Social and Civic: Red Cross Save the Day**

Most significant programming treatment of issues in the Fourth Quarter of 2013:

Issue/Organization	Program	Description		Duration
Law and Safety: Dekalb County Public Safety Forum	PSA campaign	Commissioner Sharon Barnes Sutton held an informational meeting about public safety, police and fire response in the county along with economic development. The forum was held at the Wade Walker park YMCA.	10/1-10/9	:10, :60 3x's daily
Social and Civic: Get out to Vote Rally	PSA campaign	The Voter Empowerment Collaborative held an informational rally to educate voters about local municipal elections on Mon. October 7th.	10/1-10/7	:60 sec 5x's daily
Social and Civic: Pretty in Pink Cancer Survivor Luncheon	<u>Liner campaign</u> Live event	Listeners nominated Breast Cancer survivors to be honored and pampered at a special luncheon featuring celebrity recording artists Chante Moore at the Riverdale Town Center.	10/1-10/12	Live Liners
Social and Civic: Breaking the Chains Mirror Project	PSA campaign	Angel of God Outreach sponsored a women's empowerment conference to help women who are victims of domestic and verbal abuse. The event featured their mirror affirmation project to enforce positive images.	10/2-10/12	:60 sec 5x's daily
Social and Civic: Frank Ski Kids Foundation	PSA campaign	The Frank Ski Kids Foundation solicited nominations for its Local Legend Scholarship. The scholarship honors outstanding female students who have achieved academic success while making significant contributions in their community. Local Legend Scholarship recipients receive \$1,000 towards college.	10/7-10/12	:30, :60 sec 5x's daily

Social and Civic: Lift Up Atlanta Benefit Concert	PSA campaign	Local organization, Lift Up Atlanta held its annual benefit concert featuring spoken word artists. Proceeds benefit financial services for the homeless and the working poor as well as their job readiness program.	10/10-10/19	:30 sec 5x's daily
Social and Civic: Million Man March Anniv. Bus Trip	PSA campaign	The Voter Empowerment Collaborative sponsored round-trip bus trips to participate in the 18th anniversary celebration of the Million Man March. Minister Louis Farrakhan was set to deliver an economic address to end poverty.	10/8-10/16	:10, :60 sec 5x's daily
Social and Civic: Destined for Greatness Concert	PSA campaign	Destined for Greatness Outreach sponsored a musical concert to help raise money to build a transitional youth shelter specifically to help young men leaving jail and prisons leave a life of crime and succeed.	10/8-10/16	:60 sec 5x's daily
Social and Civic: New Life Presbyterian Celebration of Life Event	PSA campaign	Organizers held a "Celebration of Life" day featuring a Cancer Walk and a free Gospel Concert at New Life Presbyterian Church. Funds from the walk benefit Sisters by Choice run their mobile breast cancer clinics, as well as help St. Jude Children's hospital.	10/9-10/12	:60 sec 5x's daily
Social and Civic: Pay Day 6th Book Give Away	PSA campaign	Reec of Positive American Youth held their 6th annual "Pay Day" featuring a celebrity Basketball game, book-bag give-away, and a step-show. Proceeds benefit free services for the community.	10/12-10/26	:60 sec 5x's daily
Social and Civic: AIDS Walk Atlanta & 5K	PSA campaign	AID Atlanta invited listeners to participate in the 23 rd Annual AIDS 5K Walk-Run. Their goal is to raise awareness and money to fight HIV/AIDS locally.	10/12-10/26	:60 sec 5x's daily
Health: Obamacare Information Health Fair	PSA campaign	The Lord of Jesus Christ of the Apostolic Faith Church held an informational health fair about Obamacare. They had live website navigators on site and available to help participants choose the right plan.	10/24-10/26	:60 sec 5x's daily
Social and Civic: Voter Issues	PSA campaign	Voter activists gave a reminder to people to vote and information on how voters could get information to make it to their correct voting locations.	10/16-10/29	:60 sec 5x's daily
Health: National Kidney Action Day	PSA campaign	The staff at the American Kidney Fund encouraged people to join them for Atlanta's Kidney Action Day. They had free kidney health screenings as well as healthy cooking and fitness demonstrations.	11/2-11/4	:60 sec 5x's daily
Social and Civic: National Black Pre-Law Conference	PSA campaign	Organizers held an informational event offering valuable information for people who want to go to law school, become attorneys or enter the legal field in any way.	11/5-11/15	:60 sec 5x's daily
Social and Civic: Arthritis Foundation	PSA campaign	Radio One Atlanta joined forces with the Arthritis Foundation to raise awareness and money for their Jingle Bell Run 5K. There are 1.6 million adults and 9,200 children in GA with a doctor diagnosed form of arthritis. Staff and on air personalities also participated in the Jingle Bell Run.	11/6-11/15	:60 sec 5x's daily
Health: Sickle Cell Testing w/Lucille O'Neal	PSA campaign	NBA star Shaquille O'Neal's mother urged people to get tested to find out whether they are carriers for sickle cell anemia. She also gave listeners advice on how they could contact the Sickle Cell foundation of Georgia.	11/9-11/19	:60 sec 5x's daily
Social and Civic: NCBW Gourmet Gents	<u>PSA campaign</u> Live Event	Radio One Atlanta participated in the 23 rd annual National Coalition of 100 Black Women's Gourmet Gents fundraiser for their Teens on the Move program. Male on air personalities participated by preparing their signature dishes and called in from the event to encourage listeners to attend.	11/11-11/17	<u>Liners</u> On site call-ins
Social and Civic: Steve Harvey Annual Turkey Giveaway	<u>Liner campaign</u> Live Event	Comedian, author and morning show host, Steve Harvey, presented his annual community turkey giveaway to the less fortunate. This year's event was held at Mt. Ephraim Baptist Church. Afternoon drive on air personality SiMan was a onsite	11/12-11/26 11/26	<u>Live liners</u> Live Call-ins

		doing call-ins.		
Social and Civic: Holiday Coat Drive	PSA campaign	The Gate City Lodge #42 held its annual coat drive to help the homeless and poor in the community.	11/27-12/15	:60 sec 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 5x's daily
Social and Civic: PAY USA Food Drive	<u>Live Broadcast</u> Liners	Radio One Atlanta partnered with Positive American Youth, as a non-profit organization with a proven track record of feeding those in need in the community. HOT 107.9, Praise 102.5/102.9 and Majic 107.5/97.5 all broadcasted live from Kroger Grocery store on Cascade Avenue encouraging listeners to donate to the Food Drive.	12/6	10:00am-7:00pm
Social and Civic: Come Let's Celebrate Christmas	PSA campaign	Mount Olive Missionary Baptist Church held its annual free Christmas Concert to encourage the Christmas spirit for the whole family.	12/6-12/15	:60 sec 5x's daily
Social and Civic: Jonathan Babineaux/ Diaper Drive	PSA campaign	NFL Falcon Jonathan Babineaux held a diaper drive to help homeless newborns and toddlers who live in the Genesis Shelter in Atlanta. Jonathan is also volunteering time to baby-sit with 14 infants.	12/9-12/15	:10, :30 sec 5x's daily
Social and Civic: Students Without Mothers	PSA campaign	Activists invited listeners to attend the "Girls and Gowns" Jazz Christmas Celebration. Proceeds benefit the organization Students without Mothers, which empowers students who have lost their mothers due to death or anything else, to continue their education. The group also provides scholarships for college bound seniors.	12/13-12/15	:60 sec 5x's daily
Social and Civic: Christmas Coat Drive	PSA campaign	The Calvin Stennis Foundation held its annual Christmas Campaign to collect coats, food and monetary donations. Their goal was to help 3,000 families for the holidays.	12/13-12/22	:60 sec 5x's daily
Social and Civic: Widows of Opportunity	PSA campaign	Activist, Kimberly Richardson held a support group meeting to help area widows emotionally cope with any possible depression during the holidays.	12/13-12/16	:60 sec 5x's daily
Social and Civic: 4Hosea.org	PSA campaign	CEO, Elizabeth Omalimi asks the community to support their organization, Hosea Feed the Hungry. They offer financial assistance, food and services to the homeless and the working poor.	12/24-12/31	:60 sec 5x's daily
Social and Civic: Red Cross Save the Day	PSA campaign	The American Red Cross encourages people to do their part to help others suffering from a tragedy either by giving blood, volunteering or donating money.	12/25-12/31	:30 sec 5x's daily
Social and Civic: Red Cross Holiday Giving Catalogue	PSA campaign	Actress and singer, Reba McIntyre, encourages people to support the American Red Cross by buying Christmas gifts from the Red Cross's Holiday Giving Catalogue. You can order things like hot meals for disaster victims for \$50 or vaccinations for 100 kids for \$100.	12/25-12/31	:30 sec 5x's daily
Social and Civic: New Coat/Food Drive Christmas	PSA campaign	The Calvin Stennis Foundation extended its annual Christmas Campaign to collect more coats, food and monetary donations. Their goal is to help 3,000 families for the holidays.	12/25-12/30	:60 sec 5x's daily