



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

**Quarterly List of Programming Responsive to Issues of Community Concern
Second Quarter 2012
July 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:

- Health: March for Babies**
- Social and Civic: Hosea Feed the Hungry**
- Health: Boys and Girls Club**
- Social and Civic: Tax Day & Tax Tips**
- Social and Civic: Home Foreclosure Event**
- Health: National HIV Testing Day**
- Social and Civic: 100 Black Men of America**
- Social and Civic: Get Financially Fit Workshop**

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

Issue/Organization	Program	Description		Duration
Health: March for Babies Campaign	PSA campaign	Local March of Dimes organization encourages people to participate in their annual charity in which the proceeds help to prevent birth defects.	4/1-4/15	:60 sec , :30 sec 5x's daily
Social and Civic: Hosea Feed the Hungry-Volunteers	PSA campaign	Hosea Feed the Hungry is asking people to join them and volunteer this weekend to help cook their annual holiday dinner for 15 to 20,000 people.	4/6-4/7	:20 sec 3x's daily
Social and Civic: Hosea Feed the Hungry	PSA campaign	Hosea Feed the Hungry invited the public out to join their annual Easter Dinner to enjoy a healthy holiday meal and help volunteer in providing services for the poor and/or homeless.	4/4-4/8	:60 sec , :30 sec 5x's daily
Social and Civic: Camp Airie Hires	PSA campaign	Minister Toby Brown said he was looking to hire 300 camp counselors to open Camp Arie in Atlanta at a local rec center. He explained activities including, chess, basketball, football and cheerleading, arts and crafts and reading.	4/12-5/1	:60 sec 5x's daily
Social and Civic: Boys and Girls Club	PSA campaign	Spokesperson and actor, Denzel Washington encourages the public to get involved and help support the Boys and Girls Club.	4/14-4/21	:30 sec 5x's daily
Social and Civic: Tax Day and Tax Day tips	PSA campaign	An announcement sharing news tips to inform people where they can go to check the latest tax codes to get the best tax breaks.	4/14-4/15	:10 sec , :30 sec 5x's daily

Health: Sista Soul Program	PSA campaign	Aid Atlanta is offering free AIDS/HIV testing for the public. This campaign encourages young ladies to encourage each other to get tested.	4/28-6/28	:60 sec 5x's daily
Social and Civic: PAY USA Green Hoops	PSA campaign	Mentoring organization, PAY USA invited the public to a charity basketball game to support activities for the youth in the community.	4/25-4/28	:60 sec 5x's daily
Health: March of Dimes	Event	Radio One Atlanta once again partnered with the March of Dimes on their campaign for healthier babies. Listeners were encouraged to join our stations for the walk as we raise money and awareness for prenatal care. On air personalities were on hand to host the walks at different locations around the city.	4/28	8a- 12p
Social and Civic: USPS Stamp Out Hunger	PSA campaign	Letter Carriers of the United States Postal Services are requesting people to leave non perishable food items in their mail boxes so they can collect them for their annual Stamp Out Hunger Food Drive.	5/5-5/12	:30 sec 5x's daily
Social and Civic: Home Foreclosure Event	PSA campaign	Congressman David Scott invited federal housing officials to Atlanta to discuss the foreclosure crisis as well as organize a "Foreclosure Prevention" Event so homeowners could meet with banks and mortgage lenders to possibly lower their mortgages.	5/13-6/2	:60 sec 5x's daily
Social and Civic: Cash Out Celebrity Basketball Game Food Drive	PSA campaign	Local Hip Hop artist, Cash Out, invited people to a celebrity basketball with admission being a donation of a non perishable food item to fight local hunger.	5/24-5/26	:60 sec, :30 sec 5x's daily
Social and Civic: Eagles Soar Performance	PSA campaign	Area camp invites the public to support their foundation that benefits their program designed to encourage at-risk kids to participate in the performing arts.	5/26-6/1	:60 sec 5x's daily
Social and Civic: Atlanta Diversity Employment	PSA campaign	Area companies sending recruiters to hire people to diversify their staff. Opportunities include finance, sales, management, healthcare and engineering.	6/10-6/13	:10 sec 3x's daily
Social and Civic: Young Pretty Academy Ambassadors	PSA campaign	The Atlanta Fashion Network invites young girls to join a youth organization dedicated to community and educational events. Activities include collecting food for area food pantries, workshops on self esteem and seminars on the fashion industry.	6/6-6/15	:60 sec 5x's daily
Social and Civic: Proud Father's Rally	PSA campaign	Omega Psi Phi invited fathers from the metro area to join them at the State Capitol for a rally to celebrate fatherhood. Also provided, legal counseling, DNA Tests, Job and Career opportunities. This was a part of President Obama's fatherhood and mentoring national initiative.	6/13-6/16	:30 sec 5x's daily
Social and Civic: Father's Day of Giving	PSA campaign	PAY USA invites families to join them for their Father's Day of Giving barbecue. The money raised will go to support community activities for the youth.	6/14-6/16	:60 sec 5x's weekly
Social and Civic: Happy Father's Day from Tracy Martin	PSA campaign	Tracy Martin, father of Trayvon Martin invites people to write their congressmen and governors to repeal any and all laws similar to the Stand Your Ground Law in Florida which is the basis of defense for the man who shot his son.	6/16-6/18	:60 sec 5x's weekly
Health: Empower HIV	PSA campaign	Empowerment Resource Center teams up with local rapper, Winsor Jones to encourage young people to protect themselves and get tested for HIV and AIDS.	6/16-6/27	:60 sec, :30 sec 5x's daily
Social and Civic: 100 Black Men of America	PSA campaign	The 100 Black Men of America invites families to join them for a Robotics Exhibition and Showcase for Family Enrichment Day. The day features free health screenings, interactive games and giveaways for people of all ages.	6/14-6/16	:30 sec, :15 sec 3x's daily
Social and Civic: Summit on Youth Violence	PSA campaign	DeKalb CEO Burrell Ellis teams up with Radio One Atlanta to invite the public to a discussion on the youth violence and how to prevent it.	6/18-6/20	:30 sec, :10 sec 5x's daily

Social and Civic: Get Financially Fit Workshop	PSA campaign	The Concerned Black Clergy team up with Wells Fargo to offer tips on how to improve someone's financial situation, understand credit, budget and the best ways to get into a home.	6/22-6/23	:15 sec, :10 sec 3x's daily
Health: The Stand	PSA campaign	AIDS Activist, Raymond Duke discussed the importance of everyone taking responsibility to get tested for HIV Aids.	6/26-6/27	:60 sec 5x's daily
Health: National HIV Testing Day	Events	Radio One joined forces with the CDC and community organizations to inform listeners of free HIV testing sites for the 19 th annual National HIV Testing Day. On air personalities from each station were calling in from multiple locations all over the city.	6/27	10a- 3p
Social and Civic: Prevention Plus	PSA campaign	A local organization encourages young people to stay in school and lets them know about programs available in case they need help passing the GED.	6/30-	:30 sec 5x's daily