



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

**Quarterly List of Programming Responsive to Issues of Community Concern
Fourth Quarter 2014
January 9, 2014**

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: Colorectal Cancer Screenings**
- Social and Civic: Voter Awareness**
- Health: Mental Health in the African American Community**
- Social and Civic: Real Men Read Day**
- Law Enforcement and Safety: Buzzed and Drunk Driving**
- Social and Civic: Radio One Christmas Angel Campaign**
- Health: Red Cross Winter Drive**

Most significant programming treatment of issues in the Fourth Quarter of 2014:

Issue/Organization	Program	Description		Duration
Social and Civic: Mammograms Mondays	On Air Segment	Midday personality, Carol Blackmon in conjunction with The Center for Black Women's Wellness offers women a discounted Mammogram based on a patient's ability to pay-done on a sliding scale. Kaiser Permanente is a sponsor of this service also.	Oct-Dec	Every Monday
Social and Civic: Want Ads Wednesday	On Air Segment	Midday personality, Carol Blackmon, shares current job listings for that Wednesday and the week. The job opportunities are also posted on our website.	Oct-Dec	Every Wednesday
Social and Civic: Thanksgiving Thursday	On Air Segment	Midday personality, Carol Blackmon, gives away Thanksgiving dinner (turkey with fixings) to listeners in need, during the Thanksgiving Thursday segment. This initiative has fed thousands of families this year alone, thanks to the non-profit partner, PAY USA.	Oct-Dec	Every Thursday
Health: Colorectal Cancer Screenings	PSA campaign	Area activists and celebrities urge people to get screened for colorectal cancer because it is the second leading cancer killer for people over 50, and it can come without any symptoms.	9/25-10/12	:30sec
Social and Civic: Voter Awareness	PSA campaign	Afternoon drive on air personalities SiMan and Chubb Rock urged listeners to get registered to vote and to vote in elections every year, especially the local and state races.	9/30-11/4	:60 sec 5x's daily
Health: Swab your Check for Tishana	PSA campaign	Family of 13-year old Tishana Mitchell, urged people to get their cheeks swabbed to see if they are a bone marrow match for her. Tishana is suffering from leukemia and a bone marrow	10/1-10/11	:30, :60 sec 5x's daily

		transplant could actually cure her. They also informed audience on the importance of more African-Americans to get on the bone marrow registry.		
Social and Civic: Awesome Atlanta Foundation	PSA campaign	The Atlanta Chapter of the Awesome Foundation offers to give a person or a group a thousand dollars to come up with ideas that would benefit the community. They give away the money once a month.	10/10-10/11	:30 sec 5x's daily
Health: Mental Health in the African American Community	PSA campaign	Organizer sponsors an open discussion to the public every Monday night to deal with suicide and depression in the African-American community. She talks about the need of such discussions to combat suicide.	10/15-10/20	:60 5x's daily
Health: Greater Elizabeth Breast Cancer Awareness	PSA campaign	October is Breast Cancer Awareness Month. The church held its annual Health Fair and Block Party to educate the public about breast cancer and its mortality rate among African-Americans as well as on Obamacare sign up and Medicare.	10/17-10/25	:60 sec 5x's daily
Social and Civic: Be Someone Chess Motivation Seminar	PSA campaign	Motivational speaker, Orrin Hudson offers a free seminar to help teach kids analytical thinking through the game of chess.	11/1-11/15	:30 sec 5x's daily
Social and Civic: Real Men Read Day	PSA campaign	Columbia Elementary School invites men living in the metropolitan area to visit the school for "Real Men Read" Day. It helps provide positive male role models for the students at a school where 70 – 80% of them are living in single mother households.	11/13-12/8	:30, :60 sec 5x's daily
Social and Civic: Awesome Atlanta Foundation	PSA campaign	The Atlanta Chapter of the Awesome Foundation offers to give a person or a group a thousand dollars to come up with ideas that would benefit the community. They give away the money once a month.	11/18-11/26	:30 sec 5x's daily
Social and Civic: Holiday Help for Widows	PSA campaign	Since holidays can leave many women who have lost loved ones feeling depressed, Widows of Opportunity, a support group dedicated to helping area widows offered a special therapy session to help them get through the holidays with as little pain as possible.	11/18-11/24	:30 sec 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 and listeners made donations to fulfill the requests of those in need.	11/28-12/12	Mon- Fri 10a-7p
Social and Civic: Joyful Noise for Toys	PSA campaign	St. Phillip AME church held its annual Christmas Concert only asking for a new unwrapped toy donation to get in. All toys were collected to give to needy children in the community.	11/29-12/14	:30 sec 5x's daily
Social and Civic: Toys For Tots	PSA campaign	The Marine Corp Reserve held its annual Toy Drive and Collections around the area to help all kids in the area get toys for Christmas.	12/9-12/16	:30 sec 5x's daily
Health: Red Cross Winter Drive	PSA campaign	The American Red Cross says blood donations drop during the winter months, so they campaigned for people to donate blood and platelets to help save lives.	12/9-12/22	:60 sec 5x's daily
Social and Civic: Be Someone for Christmas	PSA campaign	Area chess champion and motivational speaker, invited area kids to enjoy a free life skills training seminar. He uses the game of chess to teach kids analytical thinking and encourages them to always make the smart and right moves.	12/9-12/20	:60 sec 5x's daily
Social and Civic: Black Out Sunday	PSA campaign	Center of Hope in Riverdale, GA was among hundreds of congregations across the country to ask people to wear black to church to express the idea that Black Lives Matter and to denounce the grand jury decisions in Ferguson, MO and New York.	12/12-12/14	:60 sec 5x's daily
Social and Civic: Mayor's Masked	PSA campaign	The United Negro College Fund (UNCF) held its annual Mayor's masked Ball Fundraiser. Money raised provides	12/15-12/20	:30 sec 5x's daily

Ball		college scholarships for deserving students.		
Social and Civic: PAY USA “Soles for Souls”	PSA campaign	Rec of PAY USA asked the community to donate shoes to help raise 25,000 shoes for kids in need.	12/16-12/18	:60 sec 5x’s daily
Social and Civic: Power of Our Dollar	PSA campaign	Area youth and activists invited the public to join them in a “teach in” and demonstration to educate people about the strength of spending in the African-American community and to encourage more people to support black businesses.	12/17-12/21	:30, :60 sec 5x’s daily
Law Enforcement and Safety: Buzzed and Drunk Driving	PSA campaign	An informational PSA to inform the public about how expensive DUIs can be. Also to let listeners know about Triple-A’S “Tow to Go” Program during the holidays. They tow people who have had too much to drink to make sure the person and their vehicle makes it home safely.	12/25-1/2	:60 sec 5x’s daily
Social and Civic: Emancipation Day Celebration	PSA campaign	The Atlanta Chapter of the NAACP invited people to spend some time during the first day of the New Year by appreciating the Emancipation of African slaves and learning a little more about history.	12/30-1/1	:10, :30 sec 5x’s daily