

**WWIN-FM**  
**Baltimore, MD**  
Quarterly Report of Programming  
Responsive to Issues of Community Concerns  
4th Quarter 2011

Magic 95.9 is a pillar in the Baltimore, African-American community. As a result of this, we have always made community issues and problems a priority when making decisions on programming on WWIN-FM.

**Issues** of importance this quarter included the following:

- **Health**
- **Voter Registration**
- **Homelessness**
- **Economic Empowerment**
- **Relationships**

**HEALTH**

<b>Program</b>	Jeff Majors
<b>Organization</b>	Chesapeake Urology
<b>Description</b>	Chesapeake Urology sponsored free prostate and health screenings to the community.
<b>Date</b>	October 9 <sup>th</sup> , 2011
<b>Time</b>	8a-10a
<b>Location</b>	Wayland Baptist Church; callbacks performed by Belinda.

<b>Program</b>	Jeff Majors
<b>Organization</b>	Susan G. Komen
<b>Description</b>	Participated in the Susan G. Koman Race for the Cure. A run/walk in which all proceeds went to research for the cure of breast cancer.
<b>Date</b>	October 23, 2011
<b>Time</b>	6a-12 noon
<b>Location</b>	Hunt Valley; callbacks performed by Mykel Hunter.

## VOTER REGISTRATION

**Program** Tim Watts  
**Organization** Radio One (Magic 95.9)  
**Description** Performed Van Runs to do last minute registrations before the registration deadline.  
**Date** October 3<sup>rd</sup>-7<sup>th</sup>, 2011  
**Time** 12p-1p  
**Location** Various locations throughout Baltimore; Callbacks performed by various Magic jocks throughout the day.

## HOMELESSNESS

**Program** Lolo  
**Organization** Jeff Majors Tour for the Homeless  
**Description** Gospel artist Jeff Majors performed a benefit concert in which all proceeds went to help the problem of homelessness in Baltimore.  
**Date** October 14<sup>th</sup>, 2011  
**Time** 6p-8p  
**Location** Israel Baptist Church; callbacks performed by Mykel Hunter.

**Program** Tim Watts  
**Organization** Wal Mart  
**Description** Radio One's Annual Toy Drive headquartered at Wal Mart, in which people dropped off toys for the children of less fortunate.  
**Date** December 16th, 2011  
**Time** 10a-3p  
**Location** On location at Owings Mills location of Walmart: live broadcast.

## ECONOMIC EMPOWERMENT

**Program** Tim Watts  
**Organization** Neighborhood Assistance Corporation of America (N.A.C.A.)  
**Description** N.A.C.A.'s "Save The Dream Tour" was an event establish to help homeowners with unaffordable mortgages a solution to cut the payments by hundreds of dollars with the help of on location NACA counselors.  
**Date** November 11<sup>th</sup>, 2011  
**Time** 12p-2p  
**Location** The Baltimore Convention Center; callbacks performed by Mykel Hunter.

## RELATIONSHIPS

**Program** Lolo  
**Organization** Radio One (Magic 95.9)  
**Description** Magic 95.9's Afternoon Drive Host/Relationship expert Michael Baisden came to town to have a movie screening of his relationship documentary, "***Do Women Know What They Want?***" After the screening, Michael Baisden had a discussion along with a question/answer session posing the question to the male and female audience members.  
**Date** December 1<sup>st</sup>, 2011  
**Time** 7p-10p  
**Location** Reginald Lewis Museum; call backs performed by Mykel Hunter