

WWIN-FM
Baltimore, MD
Quarterly Report of Programming
Responsive to Issues of Community Concerns
3rd 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**
- **Education**
- **Economic Empowerment**
- **Pedestrian Safety**

HEALTH

Program	Tim Watts
Organization	University of Maryland Medical System
Description	The medical system participated in Tom Joyner's "Take A Loved One To The Doctor" day, which included seminars, free health screenings, and immunizations.
Date	September 30 th , 2011
Time	10a-3p
Location	The University of Maryland Health Park

Program	Jeff Majors
Organization	Chesapeake Urology
Description	Participated with Chesapeake Urology for the Greater Prostate Cancer Challenge Walk/Run
Date	September 25, 2011
Time	10a-12noon
Location	St Joseph Medical Center; callbacks performed by Tim Watts.

VOTER REGISTRATION

Program All Dayparts
Organization Radio One Baltimore/Mondawmin Mall
Description Mondawmin Mall held a late voter registration drive for the upcoming primary election in September.
Date August 24th, 2011
Time 9a-9p
Location Mondawmin Mall: Callbacks performed by various Magic jocks throughout the day.

EDUCATION

Program Tom Joyner/Tim Watts
Organization Panera Bread
Description The Magic 95.9 made stops at area Panera Bread restaurants and picked up donated school supplies, while giving out various Panera Bread prizes.
Date August 5th, 2011
Time 9a-3p
Location Several callbacks throughout the day from Linc Stokes (2 per hour).

Program Tim Watts
Organization Essex Health Center
Description The health center provided immunizations for returning students, also they collected school supplies for the students.
Date August 12th, 2011
Time 12p-1p
Location Essex Health Center; callbacks performed by Linc Stokes

Program Mykel Hunter
Organization Cherry Hill Community Association
Description The Cherry Hill Community Association had a back to school health day assessment. This day included immunizations and donated school supplies for students.
Date August 13th, 2011
Time 10a-12noon; two callbacks performed by April Watts

ECONOMIC EMPOWERMENT

Program All On-Air Dayparts
Guests Music Industry Performers from all genres
Organization Radio One Baltimore/City of Baltimore
Description This year Radio One Baltimore teamed with the City of Baltimore for the African American Festival which featured the Stone Soul Picnic Stage. The two day festival which brings together the community with national and local African-American entertainment acts. Also at the festival are several organizations dedicated to obtaining careers, health and wellness and home ownership.
Date July 2nd and 3rd 2011
Time 12 noon-9p each day
Location M & T Bank Stadium's parking lot; callbacks throughout the day from various jocks.

PEDESTRIAN SAFETY

Program Michael Baisden
Organization State Highway Administration
Description More than 100 deaths occur annually from pedestrians being struck while crossing streets. To help prevent this, we, along with the State Highway Administration, distributed materials to school aged children such as reflective backpacks and water bottles.
Date September 22, 2011
Time 5-7p
Location Park Heights and Northern Parkway, callbacks Performed by Linc Stokes.