

WMJM-FM
Louisville, KY

Quarterly List of Programming Responsive to Issues of Community Concern
1st Quarter 2014
April 9, 2014

In our ongoing effort to serve the public interest, WMJM-FM broadcasts programming responsive to issues of concern to Louisville 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:

Legal advice: WMJM airs a weekly one-hour public service program on Sunday mornings which offers legal advice to the community.

Health and Wellness: There are numerous health concerns throughout our community. WMJM remains committed to providing this community with the most up-to-date information on health services available. The focus for this quarter was on the National Black AIDS Awareness Week.

Community Involvement: WMJM airs a daily community calendar as well as :30 recorded PSAs as part of our Main Line Cares campaign which supports numerous community related events and services that are free and open to the public. This quarter WMJM participated in the MLK Motorcade and Rally, Polar Bear Plunge to benefit Special Olympics, University of Louisville Conference on the Black Family

Career Development: WMJM remains committed to providing this community with information about available employment opportunities. The focus for this quarter was on the Louisville Urban League Career Expo.

Kentucky Broadcaster's Association: Each quarter WMJM airs a number of public service announcements submitted by the Kentucky Broadcaster's Association. These announcements vary in their focus, but are always relevant to the community-at-large.

Most significant programming treatment of issues this quarter:

<u>Issue</u>	<u>Program</u>	<u>Description</u>	<u>Date</u>	<u>Time/Duration</u>
Legal Advice	The Side Bar	The Side Bar is a weekly one-hour community service program that airs at 6 am on Sundays. A wide range of topics that affect the entire community are discussed.	January - March 2014	The 1 hr program aired 12 times
Health and Wellness	National Black AIDS Week	WMJM supported this event through PSAs	February 2014	:30 PSA aired approx 40 times
	Special Olympics Polar Bear Plunge	WMJM supported this event through PSAs, and live a appearance	February 2014	:30 PSA aired approx 75 times
Community Involvement	Main Line Cares PSAs	WMJM airs :30 PSA to support various community-based caused each month	January – March 2014	:30 PSAs aired approx 300 times
	University of Louisville Conference on the Black Family	WMJM supported this event through PSAs,	March 2014	:10 PSA aired approx. 40 times
Career Development	Louisville Urban League Career Expo	WMJM supported this event through PSAs, and live a appearance	March 2014	:30 PSAs aired approx 50 times
Kentucky Broadcaster's ASSN	Kentucky 811	Recorded PSA from Kentucky Broadcaster's Assn	January – March 2014	:30 PSA aired 39 times
	Govs Office of Agriculture	Recorded PSA from Kentucky Broadcaster's Assn	January – March 2014	:30 PSA aired 52 times
	Army National Guard	Recorded PSA from Kentucky Broadcaster's Assn	January – March 2014	:30 PSA aired 75 times
	Postsecondary	Recorded PSA from Kentucky Broadcaster's Assn	January – March 2014	:30 PSA aired 74 times
	KY Transportation	Recorded PSA from Kentucky Broadcaster's Assn	January – March 2014	:30 PSA aired 77 times
	KY Adult Education	Recorded PSA from Kentucky Broadcaster's Assn	January – March 2014	:30 PSA aired 73 times
	Gear Up	Recorded PSA from Kentucky Broadcaster's Assn	January – March 2014	:30 PSA aired 38 times
	Kentucky Career Center	Recorded PSA from Kentucky	January – March	:30 PSA aired 37 times

		Broadcaster's Assn	2014	
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