

**WWIN-FM**  
**Baltimore, MD**  
Quarterly Report of Programming  
Responsive to Issues of Community Concerns  
4th Quarter 2014

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**
- **Education**
- **Homelessness**
- **Community Outreach**
- **Family Education**

**HEALTH**

<b>Program</b>	Tim Watts/April Watts
<b>Organization</b>	University of Maryland Medical System
<b>Description</b>	The University of Maryland Medical System participated in Tom Joyner's "Take A Loved One To The Doctor" day, which included seminars, free health screenings, and immunizations.
<b>Date</b>	October 17th, 2014
<b>Time</b>	10a-3p
<b>Location</b>	Live broadcast from Mondawin Mall with Tim Watts and April Watts.

<b>Program</b>	Sunday Morning Joy
<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 26th, 2014
<b>Time</b>	6a-12 noon
<b>Location</b>	Hunt Valley; callbacks performed by Linc Stokes

## **COMMUNITY OUTREACH**

<b>Program</b>	DL Hughley
<b>Organization</b>	WMAR/Channel 2
<b>Description</b>	KinderTime Annual Toy Drive headquartered at ABC/Channel 2, in which people dropped off toys for the children of the less fortunate.
<b>Date</b>	December 23rd, 2014
<b>Time</b>	3pm-7pm
<b>Location</b>	Tim Watts and LaDawn Black on location from WMAR with callbacks from Ladawn Black.

## **FAMILY EDUCATION**

<b>Program</b>	LaDawn Black
<b>Organization</b>	The Family Tree
<b>Description</b>	The Brent A. Rosenberg Family Fair & Walk was a free morning of activities for all families in the Baltimore Metro area to show their support for children by taking part in this fair. The walk provides a way for families to reconnect, spend quality time together, and gather information on keeping families strong and safe.
<b>Date</b>	November 8 <sup>th</sup> , 2014
<b>Time</b>	10am-11am
<b>Location</b>	Harry and Jeanette Weinberg Center Y at Stadium Place, Callbacks from April Watts.

Stand Up To Cancer: A 60 second spot which raises the public awareness of this disease and locations where you can go for free cancer screenings.

***Spot aired 42 times this month***

**December 2014:**

Childhood Hunger: : A 60 second spot from the Partnership to End Childhood Hunger in Maryland. More than 21 percent of households in Maryland send their child to school hungry. The State of Maryland partnered with No Kid Hungry to help provide school meals to impoverished children.

***Spot aired 45 times this month***

Drug Awareness: A 60 second spot which explains how we need to protect our young people from drug addiction. Every year, families are devastated by drug use. This PSA explains the programs which offer new solutions and new directions for substance abuse prevention.

***Spot aired 67 times this month***

Stand Up To Cancer: a 60 second spot which raises the public awareness of this disease and locations where you can go for free cancer screenings.

***Spots aired 44 times this month***

<b>Program</b>	Drug Free Awareness PSA
<b>Organization</b>	Drug Free Awareness
<b>Description</b>	60 second message to public to raise awareness on the importance of being drug-free
<b>Date</b>	October 2014- December 2014
<b>Time</b>	PSA (rotation)
<b>Location</b>	On Air (aired 60 times)
<b>Duration</b>	60 seconds

### Spiritual Outreach

<b>Program</b>	Vantage Point (LIVE SHOW)
<b>Organization</b>	Vantage Point
<b>Description</b>	The objective of this show was to educate listeners on everyday scriptures that can be helpful during time of dismay.
<b>Date</b>	December 31 <sup>st</sup> 2014
<b>Time</b>	10:00am
<b>Location</b>	On air
<b>Duration</b>	15 minutes

<b>Program</b>	Toni Hatton Productions (LIVE SHOW)
<b>Organization</b>	Toni Hatton Productions
<b>Description</b>	The objective of this show was to inform way you can become one with yourself spiritual day by day.
<b>Date</b>	November 12 <sup>th</sup> , 2014
<b>Time</b>	12:00pm
<b>Location</b>	On air
<b>Duration</b>	27 minutes

### Education

<b>Program</b>	United Way PSA
<b>Organization</b>	United Way
<b>Description</b>	The objective of this PSA is to inform listeners on ways they can help educate children
<b>Date</b>	October 2014 - November 2014 (rotation)
<b>Time</b>	PSA rotation
<b>Location</b>	On air