



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

**Quarterly List of Programming Responsive to Issues of Community Concern  
Second Quarter 2013  
July 10, 2013**

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:**

- Law Enforcement & Safety: GBI Georgia's Not Buying It**
- Social and Civic: Financially Fit**
- Social and Civic: Congressman David Scott's Job Fair**
- Health: National HIV AIDS Testing Day**
- Social and Civic: American Red Cross Disaster Preparedness**
- Health: Autism Speaks Walk**
- Social and Civic: HUD Housing Discrimination**
- Health: American Heart Association**

**Most significant programming treatment of issues in the Second Quarter of 2013:**

<b>Issue/Organization</b>	<b>Program</b>	<b>Description</b>		<b>Duration</b>
Law Enforcement and Safety: <b>GBI, Georgia's Not Buying It</b>	PSA campaign	The GBI launched an aggressive campaign against child sex trafficking by letting people who participate in this crime know the legal consequences they will face.	4/1-4/3	:30 5x's daily
Health: <b>Leukemia &amp; Lymphoma Society Awareness</b>	PSA campaign	This organization encouraged the public to help support research efforts to find a cure for leukemia and lymphoma.	4/1-4/2	:60 sec 3x's daily
Social and Civic: <b>Women on the Rise- A Day of Big Girl Talk</b>	PSA campaign	The Kara Organization hosts a free seminar for women to deal with emotional, family, financial, abuse and/or self-esteem issues. Counselors were available at Emory University to assist people needing their advice.	4/1-4/5	:60 sec 5x's daily
Social and Civic: <b>Financially Fit/Concerned Black Clergy</b>	PSA campaign	The Concerned Black Clergy hosted a free financial seminar to help people handle their finances better. Topics included credit scores, foreclosures, identity theft, and financing higher education.	4/1-4/6	:60 sec 5x's daily
Social and Civic: <b>One Thousand Jobs Fair</b>	<u>PSA campaign</u> LIVE broadcast	Congressman David Scott held his 10 <sup>th</sup> annual jobs fair. It's one of the biggest area jobs fairs in the state, featuring 100 companies offering 1,676 jobs. MAJIC 107.5/97.5's Carol Blackmon, Praise 102.5's Darlene McCoy and HOT 107.9's Maria More broadcasted their show's live form the Job Fair.	4/3-4/19 4/19	:60 sec 5x's daily 10:00am-3:00pm

Social and Civic: <b>American Red Cross/Disaster Preparedness Summit</b>	<u>Live Event</u> Liners	Joseph's Network partnered with the American Red Cross for a faith based disaster preparedness summit. This free day long event focused on informing leaders in the faith based community so they can inform their members.	4/11 4/1- 4/11	10:00am- <u>12:00pm</u> :10 Liners
Health: <b>Winning Childhood Cancer Battles</b>	PSA campaign	Local organization held an elegant after-5 fashion show to raise money for the Children Healthcare of Atlanta to provide treatment for children with cancer. The night featured children with cancer wearing classic fashions, dinner, and a local celebrity comedian.	4/20- 4/27	:60 sec 5x's daily
Social and Civic: <b>PAY USA Grocery Giveaway</b>	PSA campaign	This organization provided free groceries to individuals in need in the community.	4/11- 4/14	:30 sec 5x's daily
Social and Civic: <b>Music Mania/ American Cancer Society</b>	PSA campaign	Students of the Lassiter High School Interact Club host their annual community-wide talent competition to raise money for the American Cancer Society.	4/13- 4/19	:60 sec 5x's daily
Social and Civic: <b>What's Your Hustle?</b>	PSA campaign	Teen Disc Jockey, DJ Crisis, holds an entrepreneurial workshop for area teenagers to encourage and teach them how to create a business, raise funds, hire and manage employees.	4/16- 4/20	:60 sec 5x's daily
Social and Civic: <b>Support the Good</b>	PSA campaign	Local activists hold a rally to support teachers in the Atlanta Public School system. Community members focused on their positive contributions in the wake of the school system's recent scandal.	4/13- 4/19	:60 sec 5x's daily
Health: <b>Ques Run Walk and Health Fair for Diabetes</b>	PSA campaign	Fraternity brothers of a local Omega Psi Phi chapter held a Health Fair and 5-K to specifically spread awareness about diabetes. Money raised benefited the Diabetes Association of Atlanta.	4/26- 5/3	:60 sec 5x's daily
Health: <b>Autism Speaks Walk</b>	PSA campaign	Area Autism Awareness organization held a fundraiser walk to raise money for Autism research.	4/27- 5/15	:30 sec 5x's daily
Social and Civic: <b>Zeta Phi Beta's Storks Nest Blitz</b>	PSA campaign	A local Zeta Phi Beta chapter teamed up with the March of Dimes to donate baby items to area mothers in need. The event was held at the Mall of the West End.	5/2- 5/4	:30, :60 sec 5x's daily
Social and Civic: <b>Café 458</b>	PSA campaign	The Atlanta Center for Self-Sufficiency opened up a café on Sundays to help raise funds to financially support services that help homeless families.	5/11- 5/27	:60 sec 5x's daily
Social and Civic: <b>HUD Housing Discrimination</b>	PSA campaign	Awareness campaign informed the public that housing discrimination in many forms is illegal. Discrimination can be against a racial group, against the elderly or against families with children.	5/11- 5/25	:60 sec 5x's daily
Health: <b>Dial 911 American Heart Association</b>	PSA campaign	This American Heart Association awareness campaign taught people the signs and symptoms of a heart attack and the importance of calling 911.	5/11- 5/18	:60 sec 5x's daily
Health: <b>Foundation Fighting Blindness</b>	PSA campaign	The Foundation Fighting Blindness launched a campaign to increase awareness about age related blindness. Early detection is key.	5/16- 5/31	:30 sec 5x's daily
Social and Civic: <b>Juneteenth Douglas County</b>	PSA campaign	Douglas County Commissioner, Henry Mitchell invited the public to their annual Juneteenth Celebration to commemorate the date that all the slaves in the United States were freed. It's the largest event in the city with family activities, food, games and more.	5/29- 6/15	:60 sec 5x's daily
Social and Civic: <b>The Madd Institute</b>	PSA campaign	Local film-maker taught area kids audition skills so they can take advantage of the growing opportunities opening in the Atlanta area in film. More than 50% of the kids who attended qualified for scholarships to enjoy the program at no costs.	6/1- 6/4	:60 sec 5x's daily

Social and Civic: <b>Acting Summer Camp for Kids</b>	PSA campaign	Local film-maker awarded scholarships to area students to attend a free or low-cost Summer camp for acting.	6/7-6/14	:60 sec 5x's daily
Social and Civic: <b>HBCU Run Walk</b>	PSA campaign	Historically Black Colleges and Universities Alumni Alliance held a 5K Run/Walk fundraiser to support scholarship programs for local students who want to attend HBCU's.	6/7-6/14	:60 sec 5x's daily
Social and Civic: <b>Good Teachers Appreciation</b>	PSA campaign	Local activists honored area superintendents and teachers in Fulton, Dekalb, and Clayton counties for a job well done. The public was invited to an event on June 18 to show appreciation.	6/8-6/13 6/14-6/18	:60 sec 5x's daily
Health: <b>Children with Cancer</b>	PSA campaign	This fundraiser help provide financial support for families who have children with cancer. Many times parents have to quit their jobs to care for their children as they fight cancer. The money raised will help pay bills for parents who prove their children are cancer patients.	6/16-6/28	:60 sec 5x's weekly
Social and Civic: <b>NAACP Community Planning</b>	PSA campaign	Reverend Dr. R.L. White, president of the Atlanta NAACP invited the public to join them in a grassroots movement to buy back guns in an effort to fight gun violence and create safer communities.	6/15-6/19	:60 sec 5x's weekly
Social and Civic: <b>Proud Fathers Rally/Domestic Violence</b>	<u>Liner campaign</u> Live event	The men of Omega Psi Phi hosted a Proud Fathers Rally and Stance Against Domestic Violence at the Georgia State Capitol. The rally petitions and challenges fathers to take a more active role as the leader of the family. Family advocacy agents were on site to provide resources to eliminate domestic violence.	6/3-6/15 6/15	:10 Liners 10:00am-12:00pm
Social and Civic: <b>PAY USA Free Barbeque</b>	PSA campaign	Families in the community were invited to a free barbecue by Pay USA. Local fraternities donate and cooked food for this community event.	6/20-6/22	:60 sec 5x's weekly
Social and Civic: <b>Brand and Imaging Summer Camp</b>	PSA campaign	Local motivational speaker held a free summer camp for children 5 to 16 years old to help teach them how to brand themselves. Topics included wealth building, resume writing and public speaking.	6/22-6/25	:60 sec 5x's weekly
Health: <b>National HIV Testing Day</b>	PSA campaign	AIDS disproportionately affects the African-American community. Health officials say testing is key to fighting this disease. Area activists, hip-hop artists, clergy encouraged people to get tested.	6/25-6/27	:60 sec 5x's weekly