

WWIN-FM Baltimore, MD

Quarterly Report of Programming
Responsive to Issues of Community Concerns
4th Quarter 2018

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
- Voter Registration
- Lifestyle

HEALTH

Program	April Watts
Organization	University of Maryland Medical System
Description	The University of Maryland Medical System participated in "Fall Back to Good Health, which included seminars, free health screenings, and immunizations.
Date	October 19 TH , 2018
Time	10a-3p
Location	Live broadcast with April Watts from Mondawin Mall.

Program	April Watts
Guest	Dr. Dave
Description	Around Christmas time there are a spike of suicides. Psychologist Dr. Dave came in to talk to April to give the audience 6 suicide prevention tips.
Date	December 19 th , 2018
Time	11am
Location	On Air

EDUCATION

Program Tom Joyner
Organization The Tom Joyner Foundation
Description Every month, Tom Joyner chooses an Historically Black College as The School of the Month and awards a deserving student scholarship money to further their education.
Date October 1st, 2018-December 31st, 2018
Time 7:37am & 8:37am every Thursday
Location On Air

Program Tom Joyner
Guest Roland Martin
Description Roland talked to the president of Bennett College, Phyllis Worthy Dawkins. She discussed how the college was in danger of losing its accreditation due to “inadequate financial resources” and the steps she was taking to raise the 5 million dollars needed to keep their accreditation.
Date December 17th, 2018
Time 7:16am
Location On Air

HOMELESSNESS

Program April Watts
Organization Walmart
Description The Radio One coat and food drive in which listeners dropped off canned goods and other items for less fortunate families to assist feeding them during the holiday season.
Date November 16th, 2018
Time 10am-6pm (Live Broadcast 10am-3pm)
Location Live broadcast Walmart in Owings Mills with April Watts.

Program April Watts
Organization Walmart
Description The Radio One Toy Drive along with Walmart, in which people dropped off toys for the children of the less fortunate.
Date December 14th, 2018
Time 10am-6pm (Live Broadcast 10am-3pm)

Location Randallstown Walmart on Liberty Road

VOTER REGISTRATION

Program April Watts
Organization Mondawmin Mall
Description Magic 95.9 along with Mondawmin Mall held a last minute voter registration rally to sign up people before the October 16th deadline at 9:00pm.
Date October 16th, 2018
Time 10am-6pm
Location Live Broadcast on location from Mondawmin Mall (10am-3pm).

LIFESTYLE

Program All On-Air Dayparts
Guests Music Industry Performers from all genres
Organization Radio One Baltimore
Description Radio One Baltimore presented the Be Expo Baltimore. This was a day filled with product sampling, panel discussions, health screenings, beauty makeovers, culinary experiences and performances from some of music's hottest Hip Hop, R&B and Inspirational artists
Date November 10th, 2018
Time 11am-7pm
Location Baltimore Convention Center; callbacks throughout the day from various Magic 95.9 jocks (April Watts, Ryan Da Lion and Nori Nori).