



- ATLANTA'S BEST MIX OF R&B -

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

**Quarterly List of Programming Responsive to Issues of Community Concern  
First Quarter 2016  
April 10, 2016**

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 and Safety: Child Abuse Law**
- Law Enforcement and Safety: Don't Drive Buzzed**
- Social and Civic: MLK Day of John Lewis**
- Health: Mental Illness Help**
- Social and Civic: Teen Talks Summit**
- Law Enforcement and Safety: APD Active Shooter Presentation**
- Social and Civic: Atlanta Children Shelter**
- Social and Civic: Congressman David Scott's Job Fair**

**Most significant programming treatment of issues in the First Quarter of 2016:**

<b>Issue/Organization</b>	<b>Program</b>	<b>Description</b>		<b>Duration</b>
Law Enforcement and Safety: <b>Celebratory Gunfire</b>	PSA campaign	Area advocates and concerned citizens are asking people to be aware of the dangers of celebratory gunfire- firing firearms in the air, since the bullets must fall and land somewhere. In past cases, the bullets have gone through roofs and hurt or killed people.	12/3-1/7	:10, :30 sec 3-5x's daily
Law Enforcement and Safety: <b>Child Abuse Law</b>	PSA campaign	Local advocates are encouraging victims of child sexual abuse to come forward and report their attackers. A new law extends the statute of limitations giving them more time to talk to authorities.	1/1-1/14	:60 sec 3-5x's daily
Law Enforcement and Safety: <b>Don't Drive Buzzed</b>	PSA campaign	State Troopers are warning people about the dangers of even light drinking. It's easy for drivers to get buzzed without knowing how incapacitated they are. Buzzed driving is drunk driving in the law.	1/1-1/7	:60 sec 3-5x's daily
Law Enforcement and Safety: <b>Triple A Tow to Go</b>	PSA campaign	Triple A is offering its "Tow to go" Program to give free safe rides home to people who have had too much alcohol to drink. Rides must come from restaurants, clubs or bars and must be going home.	12/31-1/2	:60 sec 3-5x's daily
Social and Civic: <b>Dante Sipp Needs A Kidney</b>	PSA campaign	22-year old Dante Sipp has a rare kidney disease that has to spend 9 hours a day on dialysis machines to live. He's asking people to become a living donor and give him a kidney.	1/1-1/26	:60 sec 3-5x's daily

Social and Civic: <b>MLK Day of John Lewis</b>	PSA campaign	Congressman John Lewis looks back and gives us an inspirational account of how he got involved with the Civil Rights movement and Dr. Martin Luther King. We also encouraged people to honor Dr. King by volunteering in local communities for the King Holiday.	1/7- 1/16	:60 sec 3-5x's daily
Social and Civic: <b>MLK Day with Rev. Joseph Lowery</b>	PSA campaign	Civil Rights leader, Rev. Joseph Lowery spoke about the life and legacy of Dr. King. Advocates also encouraged people to honor Dr. King by volunteering in local communities on the King Holiday.	1/9- 1/17	:60 sec 3-5x's daily
Law Enforcement and Safety: <b>Stop Texting and Driving</b>	PSA campaign	Advocates educate drivers about how taking attention from the roads for a few seconds going 55 mph can cause serious damage.	1/7- 1/14	:60 sec 3-5x's daily
Health: <b>Mental Illness Help</b>	PSA campaign	An area psychologist urges people in the African-American community suffering from depression to get help. Many people won't seek help do to the stigma of having mental illness. He gave tips on how to seek help and get inexpensive medications for treatment.	1/27- 2/15	:60 3-5x's daily
Social and Civic: <b>Free Tax Help</b>	PSA campaign	The IRS offers free software called Free File to help voters get their taxes done for free.	1/28- 2/28	:60 sec 3-5x's daily
Health: <b>Blood Pressure is Serious</b>	PSA campaign	High blood pressure can badly damage hearts. People are urged to eat healthy, exercise and get medical help to treat their high blood pressure.	1/28- 2/14	:60 sec 3-5x's daily
Social and Civic: <b>Opportunity Schools District Forum</b>	PSA campaign	The South DeKalb Improvement Association invites the public to get the facts about the Governor's Opportunity School District. Representatives on both sides of the issue debated and answered questions about whether it will help area children. The OSD will appear on this November's ballot so voters should be informed.	2/16- 2/20	:60 sec 3-5x's daily
Social and Civic: <b>Early Voting</b>	PSA campaign	People are encouraged to vote in Georgia's Primary to help elect a President that would act favorably to our community. Voters were also asked to vote early.	2/23- 2/26	:30 sec 3-5x's daily
Social and Civic: <b>Teen Talks Summit</b>	PSA campaign	Millions of people fall victim to physical violence and sex trafficking. Teens are especially vulnerable. Georgia has the 3 <sup>rd</sup> highest rate of teen dating violence in the US. Teens ages 12 to 19 were invited to the Teen Talk Summit to talk about these issue and ways to protect themselves.	2/23- 2/27	:60 sec 3-5x's daily
Law Enforcement and Safety: <b>APD Active Shooter Presentation</b>	PSA campaign	The Atlanta Police Department offered a seminar to teach people how to identify potentially violence situations and how to respond. They'll teach important steps if confronted with a person with a gun to save lives.	2/24- 3/9	:60 sec 3-5x's daily
Social and Civic: <b>Legacy Ball</b>	PSA campaign	Voice Today invited the public to attend the annual Legacy Ball hosted by Vince and Barbara Dooley. Proceeds support outreach programs for Voice Today which works to stop child sexual abuse. According to the FBI, sex trafficking is widespread in Georgia, but Atlanta is one of the largest hubs for sex trafficking.	3/1- 3/5	:30 sec 3-5x's daily
Social and Civic: <b>Heart of a Women Summit</b>	PSA campaign	Greater Community Church of God in Christ invited area women to hear 10 powerful speakers prepared to give messages meant to encourage women to become poised for success. They shared information about succeeding socially and economically.	3/1- 3/19	:60 sec 3-5x's daily
Social and Civic: <b>Clark's Spirit of Greatness Gala</b>	PSA campaign	Clark University recognized its alumni with its Alumni Achievers Spirit of Greatness Gala. During Clark's 150 years, many of their graduates have gone on to shape the history of this county so the school wanted to celebrate these distinguished alumni and their accomplishments.	3/17- 3/19	:60 sec 3-5x's daily

Social and Civic: <b>Caregivers 911 Fashion Show</b>	PSA campaign	This celebrity fashion show featured appearances from area celebrities. The event supports families of seriously ill patients. Many have had to leave their jobs to care for them and are dealing with financial difficulties.	3/12-3/31	:60 sec 3-5x's daily
Social and Civic: <b>Atlanta Children Shelter</b>	PSA campaign	The Atlanta Children's shelter works to provide support for homeless families striving to become self-sufficient. They asked for public support by participating in their "5 to Thrive" 5-k Run and Walk. Money raised supported programs for homeless children and families in the metro area.	3/18-3/26	:60 sec 3-5x's daily
Social and Civic: <b>Delta Celebration of Women</b>	PSA campaign	The public was invited to celebrate area women of outstanding service and achievement. The ladies of the alumnae chapter of Delta Sigma Theta offered this celebration to honor House Minority leader, Rep. Stacy Abrams; Dr. King's sister, Dr. Christine King Farris and Trumpet Awards Founder, Xernona Clayton. Money raised supports scholarships for Atlanta High School students.	3/22-4/2	:60 sec 3-5x's daily
Social and Civic: <b>Congressman David Scott's Jobs Fair</b>	PSA campaign	Congressman Davis Scott held his annual Jobs Fair to assist area people looking for employment. This year the fair offered 5-thousand jobs from companies like AT &T, Home Depot, Marta and Delta. There were also resources available to specially help veterans as well as representatives from the SBA to help area business owners get ahead. Home Safe Georgia was also there to help struggling homeowners pay their mortgages for up to 2 years.	3/21-4/1	:60 sec 3-5x's daily
Social and Civic: <b>Georgia Peach Fashion Week</b>	PSA campaign	Desire Glover with Twin of a Kind Foundation invited public to attend their Fashion Week with community events, entertainment and three nights of fashion. The Georgia Peach Fashion Week will feature plus size models, celebrities. Proceeds fund mentoring programs to encourage self esteem among young people regardless of their size, skin color or physical image.	3/19-4/9	:60 sec 3-5x's daily