



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

**Quarterly List of Programming Responsive to Issues of Community Concern
Third Quarter 2016
October 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:

- Social and Civic: Be Someone**
- Law Enforcement and Safety: Chief George Turner/Safe 4th of July**
- Social and Civic: Strategy for Change Town Hall Meeting**
- Health: Congressman David Scott’s Health Fair**
- Law Enforcement and Safety: Fireworks Safety**
- Social and Civic: Widows Grief Workshop**
- Social and Civic: Cops Answering the call for Change**
- Health: National Recovery Month**
- Law Enforcement and Safety: Buzzed Driving GPS**

Most significant programming treatment of issues in the Second Quarter of 2016:

Issue/Organization	Program	Description		Duration
Social and Civic: Be Someone	PSA campaign	An area life coach invites youth to a seminar to motivate young people to use their minds to make smart decision to get ahead in life.	7/1- 7/2	:60 sec 3-5x’s daily
Law Enforcement and Safety: APD Chief George Turner – Safe 4th of July	PSA campaign	Atlanta’s Police chief says the force is prepared to keep the public safe and he outlines preparations. He reminds people to stay alert and report anything suspicious to help keep the holidays safe.	7/1- 7/4	:60 sec 3-5x’s daily
Law Enforcement and Safety: Fireworks Safety	PSA campaign	An announcement informing people about the dangers of fireworks including sparklers. They urged the public to be very careful using fireworks and preferably to leave fireworks to the experts.	7/1- 7/7	:60 sec 3-5x’s daily
Law Enforcement and Safety: Celebratory Gunfire	PSA campaign	An announcement explaining the dangers of bullets that are shot up in the air. They will come down and can fatally hit someone.	7/1- 7/6	:30 sec 3-5x’s daily
Law Enforcement and Safety: Buzzed	PSA campaign	A reminder that “buzzed” driving is just as dangerous as drunk driving and it carries the same fines and legal penalties.	7/1- 7/15	:30 sec 3-5x’s daily

Driving GPS				
Social and Civic: Black Girls Survive Cancer	PSA campaign	Cancer survivor's support group invites the public to join them at the Apex Museum to share amazing stories of determination and faith.	7/2-7/9	:60 sec 3-5x's daily
Law Enforcement and Safety: Buzzed Sarah Driving	PSA campaign	A dramatization about two Sarah's who drank too much. One took a cab and made it home safely the other hit someone. The announcement urges those who drink too much to drink responsibly.	7/3-7/13	:30 sec 3-5x's daily
Social and Civic: Strategy for Change Town Hall Meeting	<u>Live Broadcast</u> Live Liners	In light of the numerous protests and violence experienced in our community and nation, Radio One Atlanta came together for a special Town Hall Meeting, a real Strategy for Change. Personalities and panelists (activists, artists, etc.) who are dedicated to making a positive change, united to converse with members of our community and move towards positive change. The town hall meeting was moderated by Rickey Smiley.	7/12	6:00pm-8:00pm
Social and Civic: Widows Grief Workshop	PSA campaign	A widow's support group invites women to join them to share their stories and learn coping mechanisms to deal with the loss of a loved one.	7/13-7/19	:60 sec 3-5x's daily
Social and Civic: West Georgia Fall League	PSA campaign	Area coaches in Cobb County volunteer to train kids interested in developing basketball skills, ages 6 to 18. They use sports as a motivation to keep kids focused on achievement and discipline.	7/22-7/30	:60 3-5x's daily
Social and Civic: Back to School Jam	<u>Live Broadcast</u> Live Liners	Radio One Atlanta joined forces with Greenbriar Mall for their Annual Back to School Jam. Listeners could enjoy live entertainment, giveaways and free school supplies like; backpacks, notebooks and more.	7/23 Liners: 7/9-7/23	10:00am - 3:00pm
Social and Civic: Stop the Violence Take Back Old Natl.	PSA campaign	The "Take Back Old Nat" Event features a concert, various vendors and a voter registration drive to promote unity in the community; to fight violence and to promote partnerships with area police.	7/27-7/30	:60 sec 3-5x's daily
Social and Civic: Dance for Defax	PSA campaign	Moves to Inspire Fitness celebrates National Dance day by inviting the public to a dance off fundraiser. Participants are asked to donate \$5 and school supplies. Proceeds benefit the Rockdale County Defax.	7/27-7/30	:60 sec 3-5x's daily
Social and Civic: What About Love Fashion Show	PSA campaign	A fashion designer organized a fashion show and invited local police officers to join her models and show off local designs. It's her way to use the beauty of runway to focus on positive change.	8/2-8/13	:60 sec 3-5x's daily
Social and Civic: Bridge da Gap	PSA campaign	An area producer has come up with an academic program that uses hip hop beats to excite kids to learn through music and videos.	8/2-8/15	:60 sec 3-5x's daily
Health: Congressman David Scott Health Fair	<u>PSA campaign</u> Live Liners	Congressman David Scott invites the public to take advantage of various free health screenings. The event showcases the VA to connect veterans to resources as well as mortgage help for struggling homeowners.	8/3-8/6	:60 sec 3-5x's daily
Social and Civic: Cops Answering the call for Change	PSA campaign	National Organization of Black Law Enforcement Executives (NOBLE) invites the public to talk about action items they want to introduce to law enforcement agencies around the country to try to encourage positive relationships between police and minority communities	8/6-8/11	:60 sec 3-5x's daily
Social and Civic: Male Action Coalition	PSA campaign	Listeners were invited to a special tribute to soul poet, Gil Scott Heron at the Shrine of the Black Madonna. Proceeds benefit the Male Action Coalition which provides mentoring and rites of passage for African American boys.	8/23-8/27	:60 sec 3-5x's daily

Social and Civic: Brothers Destiny Grooming Foundation	PSA campaign	Griff from the Erica Campbell Morning show invited listeners to join him for Gospelfest 2016. This gospel event benefits Brothers Destiny Grooming Foundation which provides free grooming classes in schools and shelters.	8/19-8/27	:60 sec 3-5x's daily
Social and Civic: Dr. Chapman Bully Free	PSA campaign	Dr. Sid Chapman, president of Georgia Association of Educators, encouraged teachers and parents to take the pledge as adults to fight bullying.	9/3-9/10	:60 sec 3-5x's daily
Social and Civic: 9/11 First Responders Appreciation	On site	Radio One Atlanta On Air personalities partners with Jackson Communications to visit area Fulton County Police Departments and Fire Station to deliver food and acknowledge their daily sacrifice to protect and serve our communities.	9/11	Live Call-ins 10:00am – 3:00pm
Health: National Recovery Month	PSA campaign	Essence of Hope Inc. celebrates September, which is National Recovery Month. They're inviting people to a Recovery in the park celebration to enjoy basketball tournaments, free giveaways, free food and panel discussions. Anyone with addictions and mental disorders are welcome to talk to counselors.	9/15-9/24	:60 sec 3-5x's daily
Social and Civic: Parks Spelling Bee	PSA campaign	Students from 3 rd to 12 th grades are encouraged to sign up for an area Spelling Bee sponsored by Cobb County Parks Department. Money raised benefits the families of breast cancer survivors and breast cancer research.	9/21-9/30	:60 sec 3-5x's daily
Social and Civic: Hymns and Hip Hop	PSA campaign	Hymns and Hip Hop leaders invite High school and college students out to a Justice Weekend at Ebenezer Baptist. Participants will discuss and strategize on what's needed to see positive changes in the community.	9/22-9/25	:60 sec 3-5x's daily
Social and Civic: National Voter Registration Day	<u>Live Broadcast</u> Live Liners	Tuesday, September 27 th was National Voter Registration Day. Radio One Atlanta went in the community and broadcasted live all day on all four stations. We worked in conjunction with local voter registration organizations to get people registered to vote and encourage them actually vote this election season and always.	9/27	10:00am-7:00pm
Social and Civic: Atlanta Hip Hop Day	PSA campaign	Local producers, artists and dancers gather to showcase the elements of hip hop. Organizers focus on the original focus of the genre which is social and political awareness. Participants are encouraged to register to vote and volunteer in the community.	9/28-9/30	:60 sec 3-5x's daily
Social and Civic: Underwater Georgia Town Hall	PSA campaign	Senator Vincent Forte invites homeowners to an information Town Hall Meeting to explain how struggling homeowners can get up to \$50,000 in federal grant money to help them balance losses in real estate values.	9/30-(10/11)	:60 sec 3-5x's daily