

**WWIN-FM**  
**Baltimore, MD**  
Quarterly Report of Programming  
Responsive to Issues of Community Concerns  
3rd Quarter 2013

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**
- **Unemployment**
- **Education**
- **Economic Empowerment**
- **Pedestrian Safety**

**HEALTH**

<b>Program</b>	Sunday Morning Joy
<b>Organization</b>	Chesapeake Urology
<b>Description</b>	Participated with Chesapeake Urology for the Greater Prostate Cancer Challenge Walk/Run
<b>Date</b>	September 29 <sup>th</sup> , 2013
<b>Time</b>	6a-10am
<b>Location</b>	Towson University; callbacks performed by Tim Watts.

**UNEMPLOYMENT**

<b>Program</b>	D.L. Hughley
<b>Organization</b>	Reach Media
<b>Description</b>	During the D.L. Hughley Show, he discussed the impending government shutdown and how 800,000 governmental employees will be furloughed and how it will affect others besides federal employees.
<b>Date</b>	September 30 <sup>th</sup> , 2013
<b>Time</b>	3-7p
<b>Location</b>	On Air

## EDUCATION

**Program** Tim Watts  
**Organization** Security Square Mall  
**Description** Magic 95.9 along with Security Square Mall patrons donated school supplies to school aged children.  
**Date** August 24<sup>th</sup>, 2013  
**Time** 10a-3p  
**Location** Several callbacks throughout the day from Lolo (2 per hour).

**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** July 1<sup>st</sup>, 2013-September 30<sup>th</sup>, 2013  
**Time** 6a-10a  
**Location** On Air

## ECONOMIC EMPOWERMENT

**Program** All On-Air Dayparts  
**Guests** Music Industry Performers from all genres  
**Organization** Radio One Baltimore/City of Baltimore  
**Description** This year Radio One Baltimore teamed with the City of Baltimore for the African American Festival which featured the Stone Soul Picnic Stage. The two day festival which brings together the community with national and local African-American entertainment acts. Also at the festival are several organizations dedicated to obtaining careers, health and wellness and home ownership.  
**Date** July 6<sup>th</sup> & 7<sup>th</sup>, 2013  
**Time** 12 noon-9p each day  
**Location** M & T Bank Stadium's parking lot; callbacks throughout the day from various jocks.

## **PEDESTRIAN SAFETY**

<b>Program</b>	Tim Watts
<b>Organization</b>	State Highway Administration
<b>Description</b>	More than 100 deaths occur annually from pedestrians being struck while crossing streets. To help prevent this, we, along with the State Highway Administration, distributed materials to school aged children such as reflective backpacks and water bottles. (Van Run)
<b>Date</b>	September 9 <sup>th</sup> , 2013/September 13 <sup>th</sup> , 2013
<b>Time</b>	12 noon-1p
<b>Location</b>	Reisterstown Rd & Sudbrook Ln./33 <sup>rd</sup> & St Paul St.