

p1st Quarter 2013 Public Affairs Report for WTYB-FM Savannah

Jan. 11th -18th – WTYB participated in the MLK Observance Day parade and we aired a minimum of 100 minutes of liners of the week events.

Jan 25th – Feb 6th - WTYB aired a minimum 100 minutes of live announcements for AWOL (All walks of life) Hip Hop Play. A non Profit organization that put together a free play for elementary, middle and High school students at the Lucas theater. MAGIC jocks served as host for this event.

Feb 1st – Feb 11th – WTYB aired a minimum of 100 minutes of live announcements and produced promos for the Black Heritage Committee School Day Extravaganza. This was a free event for students at the Civic Center that entertained and educated kids on Black History. MAGIC jocks served as the host.

Feb 15th – Feb 25th – WTYB aired a minimum of 75 minutes of live announcements for the Savannah State University Press Institute. This was an event catering to High School Seniors and college students about a career in radio. MAGIC personalities served on a panel discussion.

Feb 22nd – Mar 2nd – WTYB participated in Dr. Suess Day at Juliette Low Elementary. A minimum of 100 minutes of live announcements were made and Jocks read Dr. Suess books to students.

PSA's

Client: Bear Foot Sports
Event: HH Half Marathon 5k/10
Stations Applicable: WIXV, WZAT, WJCL
30 PSA's per week
1/24/2013 - 2/12/2013

Client: AWWIN
Event: Women of the Year Conference
Station Applicable: All
30 PSA's per week
03/17/2013 - 03/31/2013

Client: Old Savannah City Mission
Event: Womens Shelter
Station Applicable: All
30 PSA's per week.
March 21, 2013 - Ongoing

Community Urban Affairs Forum Show

Magic 103.9 airs Coastal Spotlight each Sunday morning from 5:30am-6:00am. Each week, 3 local charities are given 10 minutes of airtime each to talk about their events and activities. The remaining 5 minutes is used to discuss an issue of importance to the Savannah area.

Topics covered during the 1st Quarter 2013 included the following:

6th - New Year, New You- Discussed how to set and complete New Year's Resolutions.
With

13th - Unveiling a new you- How to accept change and growth in your life

20th - Stop the Violence- A discussion about self defense and awareness due to increase of violence in Low Country

27th - Healthy Motivation- A conversation about healthy eating habits and workout tips from local physical trainers.

February

3rd - Feed the Pig- Discussed savings plans and tips.

10th - Tax Refund- Discussed positive uses for tax refund w/ accountant Herman Pate

17th - Building a Stronger Unit- Discussed the importance of maintaining a relationship with your partner while maintaining a family.

24th - Me Time- Discussed taking alone time to decrease depression and as stress relief

March

3rd - Spring Cleaning- Offered tips and tricks (from local cleaning service) into Spring Cleaning and schedule to ease cleaning.

10th - DIY- Discussed DIY activities that can become hobbies or save/generate income

17th - The Convo- A conversation on how to explain and discuss society events to children. W/ assistance from Dr. Lane, child therapist.

24th - Family Fun Time- Discussed how to incorporate family physical activity to decrease childhood obesity

31st - Family Fun Time Part 2- Discussed healthy cooking tips and ways to add more fruits and vegetables into children's diet to prevent childhood obesity

2nd Quarter 2013 Public Affairs Report for WTYB-FM Savannah

May 1st - MAGIC 103.9 along with the Chatham County Youth Commission put on a free concert in the park for the family and youth. The purpose was to promote non-violence with youth in the community. We also aired a minimum 100 minutes of live announcements liners, and Promos.

May 29th - June 12th - MAGIC 103.9 Participated in The American Diabetes Association 2010 campaign. This event raised the awareness of Diabetes in the black community. We aired a minimum of 100 minutes of live announcements for this event, as well as recorded promo's.

June 7 - June 19th - MAGIC 103.9 participate in Juneteenth at a neighborhood park to promote and raise the awareness of African American slavery and music in Savannah. We aired 75 minutes of live announcements for this event.

April 26th - April 30th MAGIC 103.9 teamed up with Chatham County for Chatham County Week. We attended daily events and workshops for the youth. We aired a minimum of 100 minutes of live on air liners and promo's.

Savannah			Sailing			Center
Sailing		Regetta	for	Autistic		Children
April	2,	2013	-	April	20,	2013
30		PSA's		per		week
Habitat			for			Humanity
Habitat		Restore		Clearance		Sale
May	28,	2013	-	June	2,	2013
30		PSA's		per		week
Interdenominational			Ministerial			Alliance
Ready,	Set	,	Go	Back	to	School
June	4,	2013	-	June	29,	2013
30		PSA's		per		week
Live						Liners
Regal						Entertainment

16th-Father's Day- Discussed importance of a Father in family and child development. Advised of local and national groups for Fathers and programs offered to help mothers learn how to support and talk with distance fathers.

23rd- Stay Cool- Advised low cost ways to keep cool during summer heat as well as local programs assisting those in need and local programs offering shelter from heat.

30th- Keeping Hope- Discussed how to remain resilient while seeking employment, activities to help job search, and local programs offered to assist through process.

3rd Quarter 2013 Public Affairs Report for WTYB-FM Savannah

August 3rd – Magic 103.9 and Youth for a Cleaner Environment presented the 5th Annual Healthy Kids First Wellness Fair at Forsyth Park from 10-2p. This was a free event for the public. We provided music, on air talent served as host, and prizes and giveaways.

August 13th- 24th - Magic 103.9 and the Savannah Interdenominational Ministerial Alliance sponsored a Back to School Event held the Savannah Civic Center. This was a free event where we passed out free book bags and on air talent hosted. We also provided 100 minutes of live announcement liners and Promo's.

August 16th- 22nd Magic 103.9, Subway, and Second Harvest promoted our first annual Feed a Friend food drive at area Subway restaurants Thursday August 22nd.

September 23rd- 28th- Magic 103.9 and Carmike Wynnsong Cinemas presented The Children's Educational Food Fair. This was a free event for listeners to view the movie Cloudy with a Chance of Meatballs 2, while learning fun and interesting food facts and ideas. We aired a minimum 100 minutes of live announcements liners, and Promos.

September 19th- October 5th E93 and The Georgia Music Awards presented The Ear Candy Music Fest at The Boiler Room. Proceeds benefited AMBUCS of Savannah. We aired a minimum 100 minutes of live announcements liners, and Promos.

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Topics covered during the 3rd Quarter 2013 included the following:

Month of July

July 2013

7th- **Summer Fun**- Focused on at home or cost efficient summer fun activities in Savannah and Low Country area. Highlighted Chatham County Parks and Recreation activities and events sponsored by local businesses.

14th – **Summer Safety**- Discussed ways to stay safe while traveling and abroad during summer. Tips provided by SCPD.

21st- **Summer Schooling**- Offered tips on how to continue child's education experience throughout summer. Gave info on local programs available in local area.

28th – **Parents Support Success!** - Discussed how parents can support their children's education by grade level and local programs available to assist with tutoring.

August

4th- **Estiny Day**- Interviewed Tashya Flen, creator of Estiny Day; a local mentorship program. Discussed organization, their purpose and goals.

11th- **Estiny Day (continued)** - Interviewed local members of Estiny Day to discuss how organization has effected them personally. Interviewed program director and mayor from satellite chapter to discuss long-term effects membership has had on participants and city.

18th- **Carver Heights Stallions**- Interviewed Coach Carter, head coach of local recreational football team. Discussed importance of male role models and physical activity during childhood.

25th- **Carver Heights Stallions (continued)** - Interviewed Mrs. Jones, parent of Stallion player. Discussed her and her child's participation with team and positive affect it had on her son's health and social abilities.

September

1st- **Back to School Savings**- Provided tips on saving money during back to school shopping. Explained GA, SC, and FL tax-free weekend.

8th- **Lester "Leck" White**- Interviewed Mr. White and discussed his 35 years of service to local community.

15th- **Meal Planning and Savings**- Discussed importance meal planning plays on budget and health.

22nd- **Meal Planning and Savings (continued)** - Discussed ways to save money by meal planning and sample meal plans.

29th- **Active Kids and Adults**- Discussed statistics of childhood obesity and discussed positive role physical and social activity has on children and senior citizens. Gave information on local senior centers.

4th Quarter 2013 Public Affairs Report for WTYB-FM Savannah

November 9th- Magic set up a tent and played music during the Rock n' Roll Marathon. We aired 20 live liners.

December 7th- Magic set up a tent and provided a DJ for the Savannah Bridge Run. We aired 20 live liners.

December 14th / We participated in the Westside Christmas parade. We rode in the neighborhood parade and then played music and the end of the parade in the neighborhood park and passed out free cd's. We aired 60 live liners to promote this event.

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Topics covered during the 4th Quarter 2013 included the following:

October

6th- Fall Gardening- Discussed creating your own garden, tips for growing indoor/outdoor, and how to grown within this area

13th- Car Maintenance- Discussed importance of car maintenance and creating a schedule and timeline for maintenance

20th- Community Service- Discussed importance of community service for individuals and families. Offered information on community service opportunities with Coastal Empire

27th- Save Now, Spend Later- Offered tips on how to save for future and discussed importance of saving.

November

3rd- Never too Late- Discussed continuing education through technical and online schools

10th- Holiday High Alert- Discussed how to stay safe during holidays while shopping and traveling with tips from Jasper County PD

17th-System Error

26th – Thanksgiving the Healthy Way- Interviewed local chef about ways to cook healthier during holiday

December

1st- Holiday Stress Management- Offered tips on how to cope with stress and emotions during holiday season

8th- Cold Outside, Hot Within- Discussed ways to save money on electricity during winter and ways to stay warmer.

15th-Christmas Budget- Discussed how to set up a budget for Christmas/holiday expenses

22nd-Christmas Budget (part 2) - Offered tips on free or homemade crafts to lessen holiday expense

29th- New Year, New Start- Discussed how to selected New Year's resolutions and establish the change throughout the year