

## **p1st Quarter 2012 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 25<sup>th</sup> – Feb 6<sup>th</sup> - 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 1<sup>st</sup> – Feb 11<sup>th</sup> – 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 15<sup>th</sup> – Feb 25<sup>th</sup> – 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 22<sup>nd</sup> – Mar 2<sup>nd</sup> – 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  
1/24/2012 - 2/12/2012

**Client:** AWWIN  
**Event:** Women of the Year Conference  
**Station Applicable:** All  
30 PSA's per week  
03/17/2012 - 03/31/2012

**Client:** Old Savannah City Mission  
**Event:** Womens Shelter  
**Station Applicable:** All  
30 PSA's per week.  
March 21, 2012 - Ongoing

## **Community Urban Affairs Forum Show**

**E93 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 1<sup>st</sup> Quarter 2012 included the following:**

>January 2012

>1st This show yielded information

>that encourage listeners how to keep their New Years Resolution.

8th This show gave us some information about exercise and how important it is to get to moving!

15th All Hail the males! This show saluted our male listeners by encouraging them to improve their bodies.

22nd All Hail the females! We honored women by talking about the importance of exercise.

29th This show welcomed our returning guest Quenesta Devoe and Theresa Watson who talked about the importance of mentoring and how to identify a good mentor.

February 2012

5th This show focused on Heart Awareness month and how important it is to stay fit.

12th Heart Awareness month continues. The focus was on statistics and you having a yearly heart exam.

19th Interviewed Coletta Gray in reference to Heart Awareness locally.

26th Heart Awareness focused on women getting physicals and their blood pressure check regularly.

March 2012

4th This show focused on heart care and people as young as five can have heart disease.

11th and 18th Interview Theresa Watson on the issue of adult bullying.

25th A new host for the community show took over on this date



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## 2nd Quarter 2012 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 29<sup>th</sup> – June 12<sup>th</sup> - 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 19<sup>th</sup> – 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 26<sup>th</sup> – 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,	2012	-	April	20,	2012
30		PSA's		per		week

Habitat			for			Humanity
Habitat		Restore		Clearance		Sale
May	28,	2012	-	June	2,	2012
30		PSA's		per		week

Interdenominational			Ministerial			Alliance
Ready,	Set	,	Go	Back	to	School
June	4,	2012	-	June	29,	2012
30		PSA's		per		week
Live						Liners

Regal

Entertainment

Summer	Movie	Express	(Will	Rogers	Foundation)
June	8,	2012	-	June	30,
15		PSA's		per	week
Live					Liners
Web Inclusion					

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### **April**

1<sup>st</sup>- Occupy Savannah- Interviewed Brett, head of Occupy Savannah. Discussed the Occupy movement, how it began, and what their activities in the Coastal Empire.

8<sup>th</sup>- Benefits of Massage- Interviewed Laffetja Jones, massage therapist. Discussed health benefits of massage and at-home techniques.

15<sup>th</sup>- Image, Memories, and Legacy- Discussed how one has control over their public image, and how they can alter how others view them.

22<sup>nd</sup>- Sexual Assault Awareness Month – Interviewed Mary McAlister, Executive Director of Savannah Rape Crisis Center. Discussed how to avoid becoming a victim of sexual assault and what to do if sexual assault has occurred.

29<sup>th</sup>- Skincare- Discussed how to take care of each skin type in Coastal weather

### **May**

6<sup>th</sup>- Higher Education- Interviewed Dr. Hall, Principal of VECA and Anais Hall-Garrison, Graduate student. Discussed importance of higher education in today's society

13<sup>th</sup>- Testing Tips- Discussed testing tips for children and adults and offered tips of stress reduction.

20<sup>th</sup>- High Energy Activity Training- Interviewed Othello Brandy, personal trainer. Discussed importance of healthy eating while exercising and offered healthy food alternatives

27<sup>th</sup>- High Energy Activity Training- Interviewed Othello Brandy, personal trainer. Discussed ways to maintain an active lifestyle and offered activity suggestions.

## June

3<sup>rd</sup>- Staycation- Discussed staycations and things to do while staying in local areas.

10<sup>th</sup>- Couponing- Discussed couponing and offered tips on how to save money on groceries.

17<sup>th</sup>- Father's Day- Discussed importance of fatherhood and effects it has on child's development. Discussed local organizations that offer support to fathers.

24<sup>th</sup>- Activities for Summer- Discussed events and activities held for children during summer throughout local area.

### **3rd Quarter 2012 Public Affairs Report for WTYB-FM Savannah**

July 9<sup>th</sup> – 15<sup>th</sup> – Magic 103.9 and the City of Savannah Sponsored a Stop the Violence Concert at the 37<sup>th</sup> street park. This was a free event for the public. We provided music, on air talent served as host, and prizes and giveaways.

July 30<sup>th</sup> – July 21<sup>st</sup> - 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 9<sup>th</sup> – 20<sup>th</sup> – Magic 103.9 along with Savannah State University sponsored a Yard Fest for Back to School. We provided music and hosted various events on the campus. We gave away a lot of E93 prizes and giveaways. We also aired a minimum of 100 minutes of live announcements liners and promos.

August 13<sup>th</sup> – 17<sup>th</sup> - Magic 103.9 along with the Chatham County Youth Commission sponsored a free boat ride for High School students in connection with Back to School. Students were invited to come and enjoy live music, prizes, and contests. We also aired a minimum 100 minutes of live announcements liners, and Promos.

August 31<sup>st</sup> – September 25<sup>th</sup> – Magic 103.9 and the City of Savannah promoted the Savannah Jazz Festival. This was a week of free events including a free Jazz Concert in the Park. We aired a minimum of 100 live announcements for this event.

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Topics covered during the 3rd Quarter 2012 included the following:

**Month of July**

July 2012

1<sup>st</sup>- Teen Success Summer Program- Interview Calvin H. from YMCA to discuss Teen Success Summer Program, a program focused on improving teen's involvement throughout Chatham County

8<sup>th</sup>- Beat the Heat- Due to recorded breaking heat throughout the summer season, discussed ways for citizens to remain cool and local program and services that provided ways to escape the heat

15<sup>th</sup>- Water Safety- Interviewed Tempest Jolley, lifeguard for Chatham County Aquatics Center. Discussed water safety for area pools and during water activities

23<sup>rd</sup>- Create-A-Schedule- Discussed the importance of time management and how to create a schedule for daily life

29<sup>th</sup>- Mommy Time-Out- Discussed importance of parents taking time for themselves and local parent organizations and groups.

### August

5<sup>th</sup>- Rewind-Replayed interview about mental health. Was out due to illness

12<sup>th</sup>- Children Activities- Discussed importance of electives and activity for children. Discussed local programs for children of all ages.

19<sup>th</sup>- Back to School Shopping- Offered tips on how to save money on back to school shopping and rules of Ga. Tax Free Weekend plus surrounding states.

26<sup>th</sup>- Helping With Your Student's Success- Offered tips on how parents can assist with their student's success in school and offered information of local PTAs and school supported programs.

### September

2<sup>nd</sup>- Stress Management- Offered tips on how to cope with stress for this upcoming school year

9<sup>th</sup>- System Error / Did not run

16<sup>th</sup>- Thrift Shopping- Offered tips on how to thrift shop and spoke about local thrift shops in Low Country

23<sup>rd</sup>- Farmer's Market- Discussed pros and cons of shopping at local farmer's markets. Referenced information on multiple farmer's markets throughout Low Country area

30<sup>th</sup>- How to Turn Your Hobby into Your Hustle- Discussed ways to bring in extra income and basics of starting a small business

## **4TH Quarter 2012 Public Affairs Report for WTYB-FM Savannah**

October 16 – We hosted a non violence event at the Richard Street park from 12p-1p. We had prizes and giveaways for everyone in attendance. We aired 20 live liners to support this event.

November 23rd / MAGIC Food Drive. MAGIC Personalities along with Down South Customs, and Deep South Riders Motorcycle clubs helped the May Street YMCA to collect canned foods for the less fortunate and giveaway free turkeys. A total of 160 recorded promos and 70 live liners.

December 18th / 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.

### **PSA's**

#### **WTYB**

**Organization: St. Jude**

**Event: St. Jude Give Thanks Walk**

**(15) Live mention Per Week**

**October 16, 2012 - November 17, 2012**

**Logo inclusion on website**

**Station personality participated at event**

**Organization: Tybee Island Historical Society**

**Event: Puttin On The Ritz**

**October 5, 2012 - October 27, 2012**

**30 PSA's Per Week**

**Live Mentions**

**Logo Inclusion on station website**

**Organization: West Broad Street YMCA**

**Event: Miracle on May St.**

**November 28, 2012 - December 15, 2012**

**30 PSA's as per week**

**Live Mentions**



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Topics covered during the 4th Quarter 2012 included the following:

### **October**

**7<sup>th</sup>- Fall Gardening- Discussed creating your own garden, tips for growing indoor/outdoor, and how to grown within this area**

**14<sup>th</sup>- Car Maintenance- Discussed importance of car maintenance and creating a schedule and timeline for maintenance**

**21<sup>th</sup>- Community Service- Discussed importance of community service for individuals and families. Offered information on community service opportunities with Coastal Empire**

**28<sup>rd</sup>- Save Now, Spend Later- Offered tips on how to save for future and discussed importance of saving.**

### **November**

**4<sup>th</sup>- Never too Late- Discussed continuing education through technical and online schools**

**11<sup>th</sup>- Holiday High Alert- Discussed how to stay safe during holidays while shopping and traveling with tips from Jasper County PD**

**18<sup>th</sup>-System Error**

**25<sup>th</sup> – Thanksgiving the Healthy Way- Interviewed local chef about ways to cook healthier during holiday**

### **December**

**2<sup>nd</sup>- Holiday Stress Management- Offered tips on how to cope with stress and emotions during holiday season**

**9<sup>th</sup>- Cold Outside, Hot Within- Discussed ways to save money on electricity during winter and ways to stay warmer.**

**16<sup>th</sup>-Christmas Budget- Discussed how to set up a budget for Christmas/holiday expenses**

**23<sup>rd</sup>-Christmas Budget (part 2) - Offered tips on free or homemade crafts to lessen holiday expense**

**30<sup>th</sup> - New Year, New Start- Discussed how to selected New Year's resolutions and establish the change throughout the year**