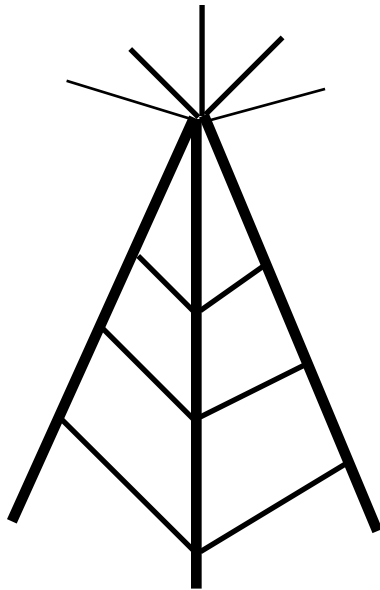


# Capital Campaign

2005: Phase One



89.3 FM

**WRFG-ATLANTA**

# WRFG's Capital Campaign Objectives

## Phase One:

Move Antenna

## Phase Two:

Improve WRFG's Studio and  
Office Infrastructure

# WRFG's Capital Campaign 2005: Phase One

## Contents

WRFG's History and Mission	One
WRFG's Minority Leadership and Programming	Two
WRFG's Programs	Three
WRFG's Milestones	Five
WRFG's Strengths	Seven
Description of the Project	Ten
WRFG's Long Range Plans	Twelve
Benefits to the Atlanta Community	Thirteen
The Cost of WRFG's Capital Campaign Project	Fourteen
Organizational/Financing Plans	Fifteen
WRFG's Board of Directors	Sixteen

Attachments

WRFG: Atlanta's Station for Progressive Information

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Radio Free Georgia Broadcasting Foundation, Inc.

(WRFG-Atlanta 89.3FM)



## WRFG's History & Mission

WRFG is Atlanta's alternative community radio station. Created in 1971 as a 501(c)3 non-profit organization, WRFG exists to provide a voice for those who have been traditionally denied access to the broadcast media and it offers the involvement of a broad cross-section of the community to guarantee that access. In WRFG's volunteer manual it states that "WRFG is a community oriented, educational, alternative medium and our programming must reflect this. We are for those alternatives that uplift human dignity and give people more control over their lives. WRFG is opposed to those forces in our lives that dehumanize and oppress people, especially economic exploitation, racism, sexism, militarism, anti-immigrant chauvinism, and sexual orientation discrimination."

WRFG began broadcasting in July 1973 at eighteen watts on a part-time schedule. In the 31 years since then, WRFG has grown considerably. By 1995, it expanded to a 100,000 watt station that broadcasts 24 hours a day, seven days a week. Volunteers from all over the metro-Atlanta area produce the programs. WRFG is also an affiliate of the national Pacifica Broadcasting Foundation.

Because of our station, countless people in the city who have been denied access to the media have been provided the opportunity to interpret and present their own culture and news to the general public. As the first community radio station in the southeast, WRFG is still the only Atlanta station that actively recruits and trains program producers from among its listeners.



## WRFG's Minority Leadership & Programming

WRFG has always taken pride in the fact that its Board of Directors, and, therefore, ownership of the station, is composed of a majority of those who are minorities in U.S. society. The representation of minorities on the Board of Directors has traditionally been of women and people of color. Presently, there are 17 members on the Board of which 6 are women and 9 are people of color (7 African American and 2 Asian). Two of our Board members have visual impairments; one is legally blind.

The Executive Committee of the station is empowered to make decisions enumerated in the by-laws and in the interim between Board meetings. Women predominate in the leadership of the Board's Executive Committee as President, Vice President, Secretary and Treasurer. One male serves on the Executive Committee in an at-large position.

WRFG's staff also is composed of minorities. Of the 3 staff members, 2 are African American men and 1 is a European American woman.

The composition of the minority representation and its interests also is reflected in the station's programming. The station has programs that highlight the African Diaspora (i.e., Africa, the Caribbean); the southern culture of both African American and European American influence (i.e., blues, jazz, bluegrass, Cajun); contemporary African American influence (i.e., hip-hop); and alternative non-commercial public affairs programs regarding issues impacting, for example, low-income communities, women, gay, lesbian, bisexual and transgender persons, and communities of color throughout the world. The vast majority of the on-air producers at WRFG are people of color with a good balance of women and men.



## WRFG's Programs

**Program Overview:** To accomplish our mission, WRFG is on-air 24 hours a day presenting a diversity of programs with over 100 volunteer producers who have taken WRFG's broadcast class. The class includes instruction on the station's policies and Federal Communications Commission (FCC) regulations. Our programs offer both public affairs and cultural expression. Several of our producers have developed careers in commercial radio after gaining training and experience at WRFG. Our audience, like our programming and volunteers, is diverse (see the schedule of WRFG's programs in the attachments)..

We believe that uplifting human dignity can be accomplished in many ways. One is to provide alternative information and/or analysis about current affairs in the local, regional, national and international arenas. We have been driven with the knowledge that more in-depth analysis of what faces us provides us with better criteria upon which to make important decisions in our lives. Through our public affairs and general programming, we have always provided a breadth of information to our listening audience. In tandem with our public affairs programs, we encourage our music program producers to educate their audiences about the origins of the music they highlight, as well as information about the musicians and their instruments.

**Public Affairs:** WRFG's public affairs programs provide a breadth of information to the listening audience. They include locally produced and nationally produced programs on topics ranging from women's issues, the environment, peace and justice, labor, the world's trade and economic challenges, health issues, news from our southern region of the United States, the African continent, the

Caribbean region and more.... WRFG's public affairs producers interview experts and activists in the city, state, region and international communities. The station also provides information about upcoming events in the city. The public affairs producers have also offered city-wide and in-studio forums on a vast range of topics including prison issues, racism, Atlanta history, voting procedures, homeland security and others. These events are invariably organized with the sponsorship and assistance of other organizations and independent media in the city.

**Music and Cultural Expressions:** We recognize that a critical component necessary to uplifting human dignity is cultural and artistic expression. We believe that exposure to the world's cultures, including subcultures in our own society, leads to tolerance and more appreciation of oneself and others. Both African American and European American subcultures have always had a prominent role at WRFG. Our position in the southeast United States is something we take seriously as we have always included in our programming every major musical expression that has evolved in the south. Early in WRFG's line-up jazz was featured and it remains a vital part of our programming... WRFG is the only station in Atlanta to feature "bluegrass" music... and we are the only station in the southeast with a morning drive-time "blues" schedule. All of these musical expressions evolved in the south and are generally considered the epitome of indigenous American culture. Other WRFG programs include musical expressions such as zydeco, avant-garde, rock, folk, rap and hip-hop.

At WRFG we have always provided an opportunity for diverse and international cultural and musical expressions. Our history has included programming by Africans, Vietnamese, Latinos, Cambodians, Iranians, Indians, Native Americans, Haitians, Cubans, Irish, Scottish, Caribbean, etc. The programs often include music, poetry, literature and other relevant information about these cultures. WRFG is Fundamental to a Functioning Democracy: The station plays a critical role in the democratic system because it offers a vehicle for diversity in the market place of ideas and culture.

# WRFG Milestones



1973 - WRFG hits the Atlanta airwaves broadcasting at 18 watts.

1974 - WRFG's power increases to 1,250 watts.

1977 - WRFG receives the first of three National Telecommunications Information Administration (NTIA) grants for studio and production improvements.



1977 - WRFG work begins on Living Atlanta series, funded by grants from the National Endowment for the Humanities (NEH). (Between 1977 and 1980 WRFG produced the 50 part Living Atlanta series on Atlanta's history, The program won national awards and established a tradition of documentary excellence at WRFG.)



1979 - WRFG receives National Federation of Community Broadcasters (NFCB) awards for Living Atlanta program on railroad workers. Later WRFG received 3 additional NFCB awards.

1980 - WRFG's power increases to 24,300 watts and broadcasts in stereo.



1982 - WRFG successfully converts former Moreland School into Little Five Points Community Center. WRFG begins 24 hour programming.

1985 - WRFG launches Radio Records Label.



1987 - WRFG receives Metropolitan Atlanta Community Foundation Award for most improved management by a small non-profit organization. WRFG wins two "Golden Reel" awards, the first time in history that one station wins two "Golden Reels" in a single year.



1988 - WRFG receives Georgia Governor's Awards in the Humanities for "enhancing the quality of life in Georgia."

1989 - WRFG honored by Atlanta Magazine as the Best of Atlanta 1989 for "Best Alternative Radio."



1990 - Living Atlanta book published by the University of Georgia Press, written by volunteers Harlon Joye, Cliff Kuhn and Bernard West.

1991 - WRFG receives first Community Services Grant.



1992 - WRFG reaches its 20th year. The station is granted FCC approval of increase to 100,000 watts.



1995 - WRFG is voted “Best FM Radio Station” by Creative Loafing newspaper (every year since then WRFG has been honored by Creative Loafing either for its station overall or specific programs areas).



1996 - WRFG broadcasts “live” remotes to Atlanta from Anna Livia 103.8 FM in Dublin, Ireland. Broadcasts “live” remotes to Atlanta from Ocho Rios, Jamaica.



1997 WRFG celebrates “Bob Marley’s Birthday” in Atlanta with a “live” remote from Jamaica. WRFG broadcasts “live” from the Caribbean Music Festival in Nassau, Bahamas.



2002 - WRFG hosts the last FCC hearing in the country on “Media Deregulation” rules with FCC Commissioners Michael Copps and Jonathon Adelstein on the Emory University campus. WRFG builds a sizable coalition of other independent media and university schools of communications for the event which was broadcast live across the country on Pacifica and NPR stations.



2004 - Creative Loafing honors WRFG for its Peach Blossom Festival for its excellent programming.



2004 - WRFG’s Blues programs win the “Keeping the Blues Alive Award” from the National Blues Foundation.

2004 - WRFG works to establish the Southern Media Justice Coalition - a collaborative of independent media and university Schools of Communication in Atlanta.

2004 - WRFG holds a series of forums throughout the year in coalition with the Southern Media Justice Coalition on Electronic Voting, Homeland Security, the G-8 Meeting in Brunswick, Georgia and the Amendment One on Marriage.

2004 - WRFG produces program on electronic voting for national distribution to Pacifica stations across the country.

2004 - WRFG signs contract to move its antenna to dramatically improve its on-air signal and increase its listener base.



## WRFG's Strengths

WRFG is an Arena for Innovative Programming Including:

- local, regional, national, and international issues being explored;
- unique progressive voices not heard on commercial media;
- programs that honor our Southern culture and regional progressive movements.

WRFG Encourages Emerging Musical and Literary Talents: Throughout WRFG's history we have provided an provided an opportunity for new local talent to perform live on the air and for seasoned and emerging poets and writers to express and share their opinions and literary expertise.

WRFG is Volunteer Driven: This is perhaps one of the most unique aspects and strengths of the station. All of the ore than 100 on-air producers are volunteers. The volunteers are also engaged in implementing the station's policies through participation in one of the three standing committees: the Program Committee, the Operations Committee and the Finance Committee. All of these committees have volunteers as members and chairpersons. In the past year we have also begun to include people outside the station to be members of the Program and Finance committee to encourage more community in-put.

WRFG is Mission Based: The role of the Program Committee is primarily to ensure that the station's programs adhere to WRFG's mission. The mission is foremost in all aspects of the station, be it programs or events.

WRFG is Radio Made by Us - People We Know - and not a Faceless Corporation: It is often said that one of the important aspects of WRFG is that it is non-commercial. In that respect, listeners are not exposed to lengthy commercials. As a result, the station's financial support is drawn largely from its listeners and volunteers throughout the Atlanta area. Further and importantly, the programming is not determined by corporate interests but rather guided by the station's mission and requests from the community and volunteers.

WRFG's is Diverse: As a respected voice in the community, it provides the opportunity for an abundance of cultures, ethnic groups and races, and consequently diverse point of views, to be expressed. Indeed, the Atlanta Journal & Constitution writer, Tom Teepen, once said that if WRFG were to have more cultures represented it would have to invent them. The station is democracy in action.

WRFG's Events are Entertaining and Informative: The station's holds musical events such as its Labor Day Blues Barbecue, the Peachblossom Festival, the Bob Marley Celebration, etc. and community public affairs forums. All of our musical events include aspiring and often well-known local and regional musicians; our community forums include experts in current and historical affairs from Atlanta and throughout the nation (i.e. in the past WRFG has hosted the legendary Pete Seeger and Arlo Guthrie, and more recently Amy Goodman of Pacifica's Democracy Now! - see the attachments).

WRFG's Public Affairs Events have had National Impact: In 2003 WRFG held the last town hall meeting in the country on the Federal Communications Commission's plan to deregulate media ownership. We developed a sizable coalition of independent media, community organizations and university schools of communication to hold the event on Emory University's campus. The event was attended by 600 Atlantans and broadcast live across the country on National Public Radio and Pacifica stations. It included the participation of two FCC commissioners, Michael Copps and Jonathan Adelstein from Washington DC; Pacifica producer Amy Goodman from New York; John Sugg, senior editor of Creative Loafing, and others.

WRFG's Documentaries have made Historically Significant Contributions: Through a grant from the National Endowment for the Humanities, WRFG researched and produced the "Living Atlanta Series" about Atlanta's racial and economic history between the two world wars. This award winning fifty-two, thirty minute recorded series of interviews and commentaries from Atlanta residents and historians was broadcast on WRFG and published as a book by the University of Georgia Press. The broadcast series and the books have since been distributed in libraries across the country (see more information about the project in the attachments).

WRFG has been Instrumental in Creating a Coalition of Independent Media: Recognizing the need to strengthen Atlanta and regional independent media in the face of the consolidation of major media entities, WRFG has been instrumental in the creation of the Southern Media Justice Coalition in the aftermath of the FCC town hall meeting in 2003. The coalition is attempting to bring together independent media, community organizations and schools of communication to provide avenues and broader opportunities for the breadth of voices in the community to be heard by the general public.

Local and National Recognition of WRFG's Programs: WRFG has consistently received recognition from Atlanta's Creative Loafing for its programs. This year our bluegrass programs - the Peachblossom Festival - were particularly recognized by Creative Loafing's annual awards.

Importantly, in 2004 WRFG's Good Morning Blues Program was honored with the National Blues Foundation's prestigious "Keeping the Blues Alive Award."

WRFG has Longevity: The station has now existed slightly more than three decades and, in its 31 years, has played a substantial role in Atlanta's constantly expanding community.

WRFG currently operates with an effective radiated power of 100 kilowatts from a leased 200 foot tower, located on the campus of Clark/Atlanta University just south of downtown Atlanta. The station has operated continuously from these facilities since the mid-1980's.



## Description of the Project

Despite operating at a maximum power of 100,000 watts, the WRFG signal has suffered from poor signal coverage due to terrain blockage and multipath interference since the inception of its broadcasting. Clark/Atlanta University's tower and the top of the tower is nearly the same elevation as the surrounding terrain. An engineering study was commissioned in 1998 to investigate the signal problems. That study concluded that WRFG must relocate its transmitting antenna to a higher location if any signal improvement was to be realized. FM broadcasting requires a clear path from antenna to an individual receiver, and the existing facility did not even provide a good signal to the studio only 5 miles east of the WRFG tower. Clearly, a structure with additional height was needed to solve the lack of signal coverage.

A search of available tower locations was undertaken, but no suitable tower was available until early 2002, when a new tower was constructed northeast of downtown. This new structure, the Richland Towers, is nearly 2000 feet in height. The attached profile graphs show the difference between the existing Clark University antenna and the Richland antenna locations. While the Clark University location clears the immediate terrain by less than 150 feet, the Richland location clears the immediate terrain by over 600 feet.

A location on the Richland structure has been made available to WRFG and the station has been approved by the FCC to utilize the Richland facility. This location will solve all of the WRFG signal problems, and provide strong coverage to the entire metro Atlanta area region for the first time in the station's history.

Because of the increased height at the Richland facility, WRFG will reduce its effective radiated power to compensate for the better look-angle to the region and to protect distant stations from prohibited signal overlap. This will result in better coverage to the Atlanta region, and also result in operational savings by reducing electric power consumption. Unfortunately, the existing WRFG transmitter is 15 years old, and the manufacturer is no longer in business. This transmitter is not digital compatible and it is increasingly undependable.

The existing antenna is unsuitable for use at the Richland facility. Nothing short of a complete replacement of the WRFG dissemination facility is in order. The station cannot continue broadcasting for much longer with its current equipment.

Another more recent development has accentuated the need for the station to move its antenna. As a 100,000 watt station and under the new FCC regulations, WRFG is emitting too much radiation at its present site. To remain at full power the station would need to build a fence that would extend to the middle of Fair Street in southwest Atlanta, which, of course, is not realistic. This has required the station to lower its transmission power to 70% of its capacity. WRFG is presently under an FCC temporary permit to broadcast at this lowered power and the only way it can resume to full power is when the antenna is moved to the new site.



## WRFG's Long Range Plans

**WRFG will benefit considerably from the move to the new tower site and it corresponds with our long range plans listed below:**

- Outreach to audiences that have been denied access to media outlets;
- To continue developing our presence as the flagship station in the southeast United States offering progressive news, information and culture from and about the south;
- Be an on-going source of encouragement for alternative news & information;
- Respond to the increasing multi-cultural make-up of Atlanta;
- Promote alternative, informative programming on local, regional, national and international issues;
- Support the unique quality of our programmers and programming;
- Continue to explore networking opportunities with other non-profit organizations;
- Solidify marketing strategies that ensure long range financial stability;
- Create evaluation tools for assessing effectiveness within the station and in the community;
- Increase outreach in the areas of education and schools of communication at local universities;
- Continue to expand collaboration with other independent media organizations in Atlanta and throughout the region.



## Antenna Move: Benefits to the Atlanta Community

**Increase Height of Antenna:** FM broadcasters need to place their antennas at the highest possible location. WRFG's antenna, however, is presently 150 feet above ground on a tower on Fair Street in south Atlanta. It does not and does not provide for an interference-free reception.

**Increased Coverage in Atlanta:** It is estimated that once WRFG's antenna is located at a considerable height that surmounts the present barriers that create shadows in our signal, approximately 100,000 additional potential listeners would be able to hear WRFG's programming. At the new location WRFG's antenna will be 600 feet above ground, which will radically increase the station's coverage. Under the present circumstances many of our supporters are not able to hear our programming from their homes and when driving in some areas of the city.

**Increased Efficiency:** Our efficiency should improve considerably with the new and protected housing of our transmitter. As mentioned, WRFG is presently vulnerable to extreme weather such as lightening strikes and ice storms, which can temporarily prevent the station from broadcasting. This has invariably resulted in unexpected expenses for replacement of major tubes and other repairs to our transmitter. With a protected location WRFG should be in the position to consistently broadcast its programs with relatively few interruptions. Once the move had been made, however, the old transmitter can be used as a back-up.

**Allow Full Power of our Transmitter:** Our present location does not allow for the full transmission of our 100,000 watt signal power. To comply with the FCC regulations we have needed to temporarily reduce our signal to 70% of its capacity.



## The Cost of Capital Campaign Project

The items needed for WRFG's move to the new tower location are as follows:

• Directional antenna	\$30,000
• New 10,000 watt transmitter	\$65,000
• Move Transmitter to New Tower Site	\$3,500
• Implementation Expenses	
- Antenna installation	\$12,000
- Transmitter installation	\$10,000
- Feedline	\$10,000
- Build-out expenses	\$10,000
- Test equipment at transmitter	\$6,350
- Test equipment at studio	\$11,850
• Remote control and audio processing	\$15,000
• Microwave	\$10,000
• Consultation and Contingency Expenses	\$20,000
• FCC 340 Application	\$1,800
<b>TOTAL</b>	<b>\$205,500</b>



## Organizational/ Financing Plans

There are two committees created to advise and assist in the capital campaign: one is a general committee of individuals in the city that support the station; the other is a “media” committee composed of representatives of Atlanta’s communications community.

With WRFG’s board taking the lead, the station has developed four stages to raise the monies for the move to the new tower.

The stages of campaign are as follows:

- Firstly, 100% of the board members are engaged in raising an individually pledged amounts of money for the campaign.
- Secondly, we will approach major funders in the city for financial contributions. These will include individuals, foundations and corporations.
- Thirdly, we will make the campaign public to our on-air listeners for their donations.
- Fourthly, we will raise funds through an extensive e-mail campaign.

# WRFG's Board of Directors

Heather Gray, President

Cheryl Odeleye, Vice President

Jo Ann Cooper, Treasurer

Gloria Slaughter, Secretary

Nadim Ali, At-Large Representative

Jagan Bhargave

Ed Brown

Hassan Crockett

Dazon Dixon Diallo

Harlon Joye

Manorma Pandit

Joe Parko

Mike Seigler

Sobukwe Shukura

Adam Shapiro

Brian Sherman

Joe Shifalo

# Attachments

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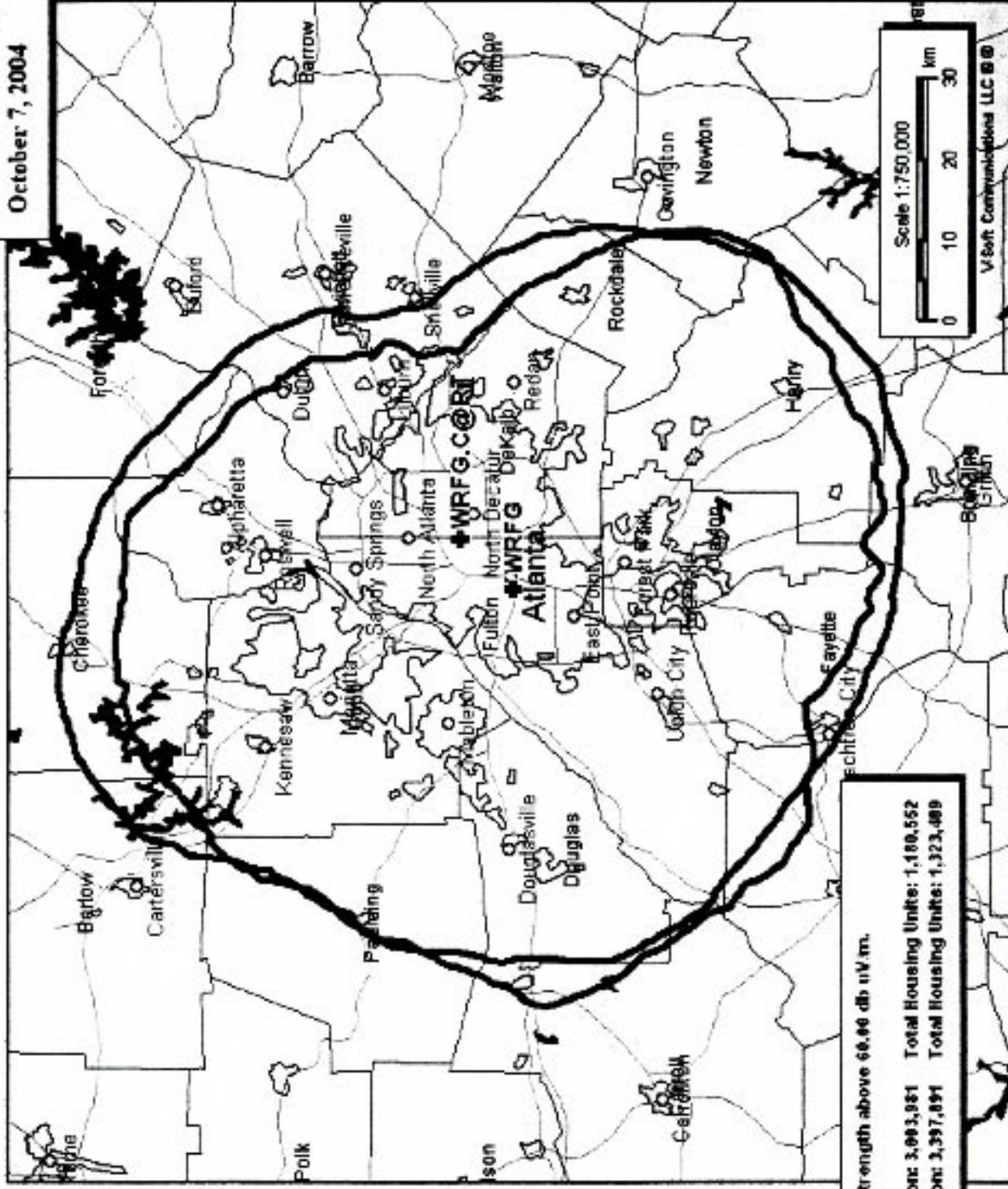
Map of New Coverage Area

WRFG's Program Schedule

Examples of Awards

Comparison of WRFG and WRFG.C@RT 60dBu contours

Richland Towers, Inc.  
October 7, 2004



**WRFG**  
 BLE19851010KA  
 Latitude: 33-44-56 N  
 Longitude: 004-24-26 W  
 ERP: 100.00 kW  
 Channel: 207  
 Frequency: 89.3 MHz  
 HAAT: 85.0 m  
 AMSL Height: 361.0 m  
 Elevation: 315.0 m  
 Horiz. Pattern: Directional  
 Vert. Pattern: No

**WRFG.C@RT**  
 BRP20030219ADT  
 Latitude: 33-40-26 N  
 Longitude: 084-20-22 W  
 ERP: 85.00 kW  
 Channel: 207  
 Frequency: 89.3 MHz  
 HAAT: 148.0 m  
 AMSL Height: 432.0 m  
 Elevation: 285.0 m  
 Horiz. Pattern: Directional  
 Vert. Pattern: No

■ WRFG  
 ■ WRFG.C@RT

Population report for field strength above 60.00 dB uV/m.  
**WRFG** Total Population: 3,003,981 Total Housing Units: 1,180,552  
**WRFG.C@RT** Total Population: 3,397,891 Total Housing Units: 1,323,489

Scale 1:750,000  
 0 10 20 30 km  
 V-Soft Communications LLC 080

# WRFG 89.3 FM Program Schedule

Your Station for Progressive Information

1083 Austin Avenue NE Atlanta GA 30307 404 523 3471 Office 404 523 8989 Studio

Listen on the World Wide Web [www.wrfg.org](http://www.wrfg.org)

MON	TUES	WED	THURS	FRI	SAT	SUN
 <p><i>Good Morning Blues</i> Traditional &amp; Contemporary Blues (6am - 10am) NEWS AND VIEWS (6am-10am) 5 min on the hour each hour</p>					<p><b>DOO-WOP</b> 50's/60's R&amp;B 6am - 9am</p>	<p><b>GOOD TIME GOSPEL</b> 5am - 7am</p>
<p><b>Rhythm &amp; Brunch</b> R&amp;B from '50s to today's latest sounds (10am - 12noon)</p>					<p><b>JAZZ STRAIGHT NO CHASER</b> 9am - 12noon</p>	<p><b>ROUTE 66</b> 7am - 9am</p>
<p><b>WORLD PARTY</b> African, Latin, American, Caribbean Music, News, Views &amp; Interviews (12noon - 4pm)</p> 					<p><b>AFRICAN EXPERIENCE WORLDWIDE</b> 12noon - 3pm</p>	<p><b>MY OWN HOUSE</b> 9am - 11am</p>
<p>Free Speech News - 4-4:30PM</p>					<p><b>COUNTERSPIN</b></p>	<p><b>MUSIC FROM INDIA</b> 11am - 1pm</p>
<p>Latino USA</p>	<p>Labor Forum</p>	<p>Special Programs</p>	<p>Making Contact</p>		<p><b>ROCKERS INTERNATIONAL (Caribbean)</b> 3pm - 6pm</p>	<p><b>ZYDECO SHOW</b> 1pm - 3pm</p>
<p><b>Democracy Now!</b> 5-6PM (Friday 4:30-5:30PM)</p>						
<p><b>Just Peace</b> 6-7PM</p>	<p>Lambda Radio Report In Tune to Nature</p>	<p>Current Events Health Issues Today</p>	<p><b>Sista's Time</b> 6-7PM</p>	<p><b>What Good is a Song</b> 5:30-7PM</p>	<p><b>SERENATA LATINA</b> 6pm - 9pm</p>	<p><b>PLAIN OL' HORIZONS</b> 3pm - 5pm</p>
<p><b>PEACH STATE FESTIVAL</b> AMERICANA, FOLK, COUNTRY &amp; BLUEGRASS (7pm - 9pm)</p> 						<p><b>CELTIC SHOW</b> 5pm - 7pm</p>
 <p><b>Jazz To Soothe Your Soul</b> Traditional/Contemporary Jazz Commentary &amp; Interviews (9pm - 11pm)</p>					<p><b>BEATS &amp; LYRICS (Hip Hop)</b> 9pm - 12mn</p>	<p><b>FOX'S MINSTREL</b> 7pm - 10pm</p>
<p><b>NIGHT WATCH</b> Edutainment: African Diaspora, Poetry, Lectures. &amp; Information (11pm - 2am)</p>					<p><b>ALTERNATIVE ROCK SOULUTIONS (Black Rock)</b> 12mn - 2am</p>	<p><b>GRAY ZONE (Talk)</b> 10pm - 12mn</p>
<p><b>Ruff, Rugged and Raw</b> Righteous Revolutionary Rap &amp; Reggae (2am - 6am)</p> 					<p><b>EARLY MORNING MOODS (House Music)</b> 2am - 5am</p>	<p><b>M.A.P.T.I.M.E.</b> Jazz Music &amp; Metaphysical Reasonings 12mn - 6am</p>
<p>Effective April 1, 2002. Programs subject to change without notice.</p>						

89.3 FM

# WRFG-ATLANTA

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1083 Austin Avenue • Atlanta GA 30307

404 523 3471 (office)

404 523 8989 (studio)

[www.wrfg.org](http://www.wrfg.org)

“streaming to the world”