

**ISSUES AND PROGRAMS LIST**

**WPDE**

**FLORENCE, SOUTH CAROLINA**

**JANUARY 1 - MARCH 31, 2010**

## LIST OF ISSUES

1. **ECONOMY/PERSONAL FINANCE** LAY-OFFS ARE CONTINUING AT LOCAL PLANTS. ASSISTANCE PROGRAMS NOT SUFFICIENT TO COVER NEEDS.
2. **HEALTH CARE/COST** SOUTH CAROLINA HAS ONE OF THE HIGHEST RATES OF HEART DISEASE IN THE NATION. DEATH RATE IS HIGH FOR NEW BORN'S DUE TO POOR HEALTH PRACTICES AND COST. ELDERLY HEALTH CARE IS INADEQUATE DUE TO FIXED INCOME AND HIGH COST OF MEDICINE AND TREATMENT.
3. **CRIME** HIGH CRIME RATE DUE IN PART TO THE ECONOMY. ALSO ATTRIBUTED TO LACK OF EDUCATION. GUNS AND DRUGS ARE EXTREMELY EASY TO GET.
4. **DRUG USE/PREVENTION** HIGHEST RATE OF DRUG USE IN THE STATE. I-95 IS CONSIDERED THE "PIPELINE" FROM FLORIDA TO NEW YORK AND DRUGS FLOW FREELY INTO THE AREA.
5. **EDUCATION** AREA HAS EXTREMELY HIGH RATE OF DROP-OUTS. LACK OF INTEREST IN FURTHERING EDUCATION. LACK OF FINANCIAL ASSISTANCE IS A DIRECT CAUSE OF LACK OF EDUCATION.
6. **ENVIRONMENT** DUE TO PROXIMITY TO NUCLEAR PLANT, AND SEVERAL OTHER PLANTS THAT DUMP WASTE, WE ARE MORE AWARE OF ENVIRONMENTAL NEEDS OF OUR AREA.
7. **PREJUDICE/INTOLERANCE** THIS IS BECOMING MORE OF A PROBLEM AS MINORITIES LOSE JOBS DUE TO LACK OF TRAINING AND EDUCATION. THEY FEEL THEY ARE NOT FAIRLY TREATED BY OUR LOCAL LEADERS.

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: SPECIAL REPORT: MAKING IT COUNT  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: THURSDAY, FEBRUARY 25 6 & 11 PM NEWSCAST  
DESCRIPTION: A LOOK AT THE CENSUS AND HOW MUCH SC LOST OUT ON LAST TIME AROUND BECAUSE OF LOW RETURN RATES

PROGRAM: WALL STREET JOURNAL  
SOURCE: NBC UNIVERSAL  
DATE/TIME: SUNDAYS 6:30-7:00 AM  
DESCRIPTION: THIS PROGRAM LOOKS AT THE MARKET FROM THE WEEK IN REVIEW. ANALYSIS OF DIFFERENT STOCKS, ETC. OFFERS INVESTMENT ADVICE, INTERVIEWS TOP MONEY MANAGERS AND IN-DEPTH PERSPECTIVES ON MARKET CONDITIONS.

PROGRAM: CAROLINA THIS WEEK  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: SUNDAYS 9:00-9:30 AM  
DESCRIPTION: LEARN MORE ABOUT SOUTH CAROLINA POLITICS, AND ABOUT THE PEOPLE WHO WANT TO LEAD OUR STATE, CITIES AND COUNTIES AND WHERE THEY STAND ON THE ISSUES. CAROLINA THIS WEEK WITH TIM MCGINNIS WILL FEATURE LOCAL AND NATIONAL POLITICIANS, AND CENTER ON ISSUES AFFECTING PEOPLE ON THE GRAND STRAND AND IN THE PEE DEE.

PROGRAM: CAROLINA & COMPANY  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: WEEKDAYS NOON  
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH, HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

SEE ATTACHED LIST OF ABC PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S  
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

ENERGY EFFICIENCY  
READY.GOV  
SC CAN (HIGHER LEARNING)  
GRADUATION  
FORECLOSURE  
FDIC: SAVE  
DEBT: HOW TO FIND HELP  
HIGH SCHOOL DROP OUT PREVENTION  
RECYCLING PROGRAM

WPDE NEWSCHANNEL 15 SPONSORED THE FOLLOWING:

METEOROLOGIST DARREN STACK GAVE TOUR OF THE STATION TO LEADERSHIP, CONWAY. JANUARY 18.

OUR STATION PARTICIPATED IN HAITI RELIEF DRIVE, JANUARY 19.

CHIEF METEROLOGIST, ED PIOTROWSKI, ANCHORS ALLYSON FLOYD & TIM MCGINNIS PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, FEBRUARY 26.

ANCHOR ALLYSON FLOYD EMCEED SENIOR LIFE EXPO IN FLORENCE, MARCH 13.

CHIEF METEROLOGIST, ED PIOTROWSKI & ANCHOR ALLYSON FLOYD AT LUNCHEON HONORING MILITARY & LAW ENFORCEMENT IN MURRELLS INLET, MARCH 25.

ANCHORS ALLYSON FLOYD & TIM MCGINNIS WERE ICE AWARD PRESENTERS FOR MB CHAMBER OF COMMERCE, MARCH 27.

SEE ATTACHED FOR OTHER LOCAL APPEARANCES.

ISSUE: HEALTH CARE/COST

PROGRAM: YOUR GREEN LIFE  
SOURCE IMG/BIG FISH  
DATE/TIME SUNDAY, JANUARY 10 1:00-2:00 PM  
SATURDAY, MARCH 6 1:30-2:30 PM  
DESCRIPTION EXPLORES STORIES ON HEALTHY LIVING, GREEN TECHNOLOGY AND COST-SAVING HABITS THAT ALL PROMOTE A SUSTAINABLE ENVIRONMENT.

PROGRAM: SPECIAL REPORT: BROKEN TRUST  
SOURCE WPDE NEWSCHANNEL 15  
DATE/TIME WEDNESDAY, MARCH 3 11:00 PM NEWSCAST  
DESCRIPTION REPORTER MOLA LENGHI EXAMINES INAPPROPRIATE STUDENT-TEACHER RELATIONSHIPS AND HOW THEY CAN BE PREVENTED.

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

PSA'S AIR SIGN-ON TO SIGN-OFF AT VARIOUS TIMES

AMERICAN HEART ASSOCIATION  
AUTISM AWARENESS  
DIABETES  
FLU.GOV  
DRUNK DRIVING (9 SPOTS)  
CPR  
TIMING IS EVERYTHING (TEEN PREGNANCY)  
UNCONDITIONAL LOVE (TEEN PREGNANCY)  
ARTHRITIS (5 SPOTS)  
BEANEX.ORG (QUIT SMOKING)  
MARCH OF DIMES (2 SPOTS)  
DID YOU PLAY TODAY?  
HELP HOSPITALIZED VETS  
SHRINERS HOSPITAL FOR CHILDREN

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

OUR STATION PARTICIPATED IN HAITI RELIEF DRIVE, JANUARY 19.

WE SPONSORED THE CONWAY MEDICAL CENTER WINTER GALA FUNDRAISER FOR HEALTHREACH PROGRAMS, JANUARY 23.

WE SPONSORED GRAND STRAND REGIONAL MEDICAL CENTER'S HEALTH FAIR, FEBRUARY 6.

METEOROLOGISTS, ED PIOTROWSKI AND KRISTEN VAN DYKE, PLUS ANCHORS ALLYSON FLOYD & TIM MCGINNIS WERE CELEBRITY WAITERS FOR AMERICAN RED CROSS LUNCHEON FUNDRAISER, MYRTLE BEACH, FEBRUARY 25.

CHIEF METEROLOGIST, ED PIOTROWSKI, ANCHORS ALLYSON FLOYD & TIM MCGINNIS PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, FEBRUARY 26.

OUR ANCHORS WERE CELEBRITY WAITERS FOR THE FLORENCE COUNTY DISABILITIES FOUNDATION BBQ IN SCRANTON, MARCH 9.

ANCHOR ALLYSON FLOYD EMCEED SENIOR LIFE EXPO IN FLORENCE, PROVIDING FREE HEALTH INFORMATION & SEMINARS TO SENIORS, MARCH 12-13.

OUR STATION SPONSORED THE 2010 RUN TO THE SUN CAR & TRUCK SHOW BENEFITTING CHILDREN'S MIRACLE NETWORK & NATIONAL MULTIPLE SCLEROSIS SOCIETY, MARCH 19-20.

WE SPONSORED THE NASCAR SPEEDPARK MINI-GOLF TOURNAMENT BENEFITTING THE AMERICAN RED CROSS, MARCH 20.

SEE ATTACHED FOR ADDITIONAL COMMUNITY APPEARANCES.

ISSUE: CRIME

PROGRAM: SPECIAL REPORT: BROKEN TRUST  
SOURCE WPDE NEWSCHANNEL 15  
DATE/TIME WEDNESDAY, MARCH 3 11:00 PM NEWSCAST  
DESCRIPTION REPORTER MOLA LENGHI EXAMINES INAPPROPRIATE STUDENT-TEACHER RELATIONSHIPS AND HOW THEY CAN BE PREVENTED.

PROGRAM: WPDE INCLUDES A CRIMESTOPPERS SEGMENT EVERY SATURDAY NIGHT DURING OUR 11 PM NEWSCAST. THEN WE SINGLE OUT AN URGENT "MOST WANTED" PERSON, CREATE A PROMOTIONAL SPOT AND RUN IT AS A PSA, AIRING UNTIL THE CRIMINAL IS APPREHENDED.

SEE ATTACHED FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

PROGRAM PSA'S  
TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

ADOPTION (6 SPOTS)  
UNITED WAY (3 SPOTS)  
FATHERS (4 SPOTS)  
HIGH SCHOOL DROPOUT PREVENTION  
DRUNK DRIVING PREVENTION (8 SPOTS)  
SC CAN (HIGHER LEARNING)  
GRADUATION  
TEEN PREGNANCY (2 SPOTS)  
NATIONAL GUARD (2 SPOTS)  
LIFELONG LITERACY (2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

OUR STATION PARTICIPATED IN UNITED WAY EXTREME CANNED FOOD DRIVE, JANUARY 15.

METEOROLOGIST DARREN STACK GAVE TOUR OF THE STATION TO LEADERSHIP, CONWAY. JANUARY 18.

CHIEF METEROLOGIST, ED PIOTROWSKI, ANCHORS ALLYSON FLOYD & TIM MCGINNIS PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, FEBRUARY 26.

WE SPONSORED THE USA V. CANADA BATTLE OF THE BEACH, BENEFITTING MYRTLE BEACH HAVEN, OFFERING TEMPORARY SHELTER & FOOD TO HOMELESS FAMILIES & INDIVIDUALS, MAR. 13

CHIEF METEROLOGIST, ED PIOTROWSKI & ANCHOR ALLYSON FLOYD AT LUNCHEON HONORING MILITARY & LAW ENFORCEMENT IN MURRELLS INLET, MARCH 25.

OUR STATION SPONSORED A CHARITY BASKETBALL TOURNAMENT AT LORIS HIGH SCHOOL BENEFITTING THE FINKLEA ALUMNI COMMUNITY CENTER, MARCH 27.

WE ALSO SPONSORED THE NORTH MYRTLE BEACH CHAMBER OF COMMERCE PRAYER BREAKFAST, A FREE NON-DENOMINATIONAL EVENT. MARCH 16.

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: DRUG USE/PREVENTION

SEE ATTACHED LIST OF ABC PROGRAMS THAT RELATE TO THIS ISSUE

PROGRAM PSA'S  
RUNS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF  
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

ADOPTION (6 SPOTS)  
UNITED WAY (3 SPOTS)  
FATHERS (4 SPOTS)  
HIGH SCHOOL DROPOUT PREVENTION  
DRUNK DRIVING PREVENTION (8 SPOTS)  
SC CAN (HIGHER LEARNING)  
GRADUATION  
TEEN PREGNANCY (2 SPOTS)  
NATIONAL GUARD ( 2 SPOTS)  
LIFELONG LITERACY ( 2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

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PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, FEBRUARY 26.

WPDE SPONSORED CAROLINA FOREST HIGH SCHOOL'S PERFORMANCE OF "GREY GARDENS: THE  
MUSICAL, PRESENTED BY THE DRAMA DEPARTMENT, MARCH 4-7.

WE SPONSORED THE USA V. CANADA BATTLE OF THE BEACH, BENEFITTING MYRTLE BEACH  
HAVEN, OFFERING TEMPORARY SHELTER & FOOD TO HOMELESS FAMILIES & INDIVIDUALS, MAR. 13

CHIEF METEROLOGIST, ED PIOTROWSKI & ANCHOR ALLYSON FLOYD AT LUNCHEON HONORING  
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ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. WE ALSO CONDUCT REGULAR  
TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUES: EDUCATION

PROGRAM: CAROLINA THIS WEEK  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: SUNDAYS 9:00-9:30 AM  
DESCRIPTION: LEARN MORE ABOUT SOUTH CAROLINA POLITICS, AND ABOUT THE PEOPLE WHO WANT TO LEAD OUR STATE, CITIES AND COUNTIES AND WHERE THEY STAND ON THE ISSUES. CAROLINA THIS WEEK WITH TIM MCGINNIS WILL FEATURE LOCAL AND NATIONAL POLITICIANS, AND CENTER ON ISSUES AFFECTING PEOPLE ON THE GRAND STRAND AND IN THE PEE DEE.

PROGRAM: SPECIAL REPORT: DIGITAL DRAMA  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: TUESDAY, FEBRUARY 9 11:00 PM NEWSCAST  
DESCRIPTION: GOOD MORNING CAROLINAS ANCHOR, HOLLY MORGAN COVERS HOW PEOPLE BREAK UP THROUGH TECHNOLOGY.

PROGRAM: SPECIAL REPORT: BROKEN TRUST  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: WEDNESDAY, MARCH 3 11:00 PM NEWSCAST  
DESCRIPTION: REPORTER MOLA LENGHI EXAMINES INAPPROPRIATE STUDENT-TEACHER RELATIONSHIPS AND HOW THEY CAN BE PREVENTED.

PROGRAM: SPECIAL REPORT: EARTHQUAKE  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: TUESDAY, MARCH 23 11:00 PM NEWSCAST  
DESCRIPTION: METEOROLOGIST KRISTEN VAN DYKE SPECIAL REPORT ON THE LIKELIHOOD OF A QUAKE IN OUR AREA AFTER THE HAITI EARTHQUAKE.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

WPDE IS AN ONGOING MAJOR SPONSOR OF LIMOS FOR LEARNING (A READING PROGRAM WHICH REWARDS READERS WITH A LIMO RIDE AND LUNCH) & OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS.

WPDE IS A SPONSOR OF THE FLORENCE SYMPHONY ORCHESTRA

PSA'S  
RUNS AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF  
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

AUTISM AWARENESS  
SC CAN (HIGHER LEARNING)  
GRADUATION (HIGHER LEARNING)  
HIGH SCHOOL DROPOUT PREVENTION  
BOYS TOWN HOTLINE  
SC SPECIAL OLYMPICS  
ENERGY EFFICIENCY

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALKED WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION. OUR STATION PROVIDES REGULAR TOURS TO ELEMENTARY, HIGH SCHOOL, AND HOME-SCHOOLED GROUPS TO PROVIDE AN INSIDE LOOK AT WEATHER REPORT & NEWS PRODUCTION PROCEDURES. (SEE ATTACHED LIST FOR SPECIFICS)

WE OFFER INTERNSHIPS FOR COLLEGE CREDIT TO LOCAL UNIVERSITY JOURNALISM STUDENTS.

EDUCATION, CONTINUED

WPDE NEWSCHANNEL 15 SPONSORED THE FOLLOWING:

METEOROLOGIST DARREN STACK GAVE TOUR OF THE STATION TO LEADERSHIP, CONWAY. JANUARY 18.

DEATH BY CHOCOLATE, GIRL SCOUTS OF EASTERN SOUTH CAROLINA FUNDRAISER, FEBRUARY 11.

OUR STATION SUPPORTS KIDZTIME KIDS CLUB FESTIVAL, BROADWAY AT THE BEACH. DEMONSTRATIONS, ARTS & CRAFTS, FEBRUARY 20.

WE SPONSORED "SEUSSICAL THE MUSICAL," AT SOCASTEE HIGH SCHOOL, PRESENTED BY THEIR DRAMA DEPARTMENT, FEBRUARY 18-21.

WPDE SPONSORED CAROLINA FOREST HIGH SCHOOL'S PERFORMANCE OF "GREY GARDENS: THE MUSICAL, PRESENTED BY THE DRAMA DEPARTMENT, MARCH 4-7.

OUR STATION SPONSORED THE 2010 RUN TO THE SUN CAR & TRUCK SHOW BENEFITTING CHILDREN'S MIRACLE NETWORK & NATIONAL MULTIPLE SCLEROSIS SOCIETY, MARCH 19-20.

CHIEF METEROLOGIST, ED PIOTROWSKI & ANCHOR ALLYSON FLOYD AT LUNCHEON HONORING MILITARY & LAW ENFORCEMENT IN MURRELLS INLET, MARCH 25.

WPDE SPONSORED "RIVER REVERIE: 1880 AND BEYOND," A LOOK AT HISTORIC DOWNTOWN CONWAY, BENEFITTING RIVERKEEPERS AND THE WACCAMAW WILDLIFE REFUGE, MARCH 26.

OUR STATION SPONSORED A CHARITY BASKETBALL TOURNAMENT AT LORIS HIGH SCHOOL BENEFITTING THE FINKLEA ALUMNI COMMUNITY CENTER, MARCH 27.

ISSUE: ENVIRONMENT

PROGRAM: JACK HANNA'S ANIMAL ADVENTURES  
SOURCE: LITTON SYNDICATION  
DATE/TIME: SATURDAY'S (WEEKLY) 7:00-7:30 AM  
DESCRIPTION: INTRODUCTION TO WILD AND ENDANGERED SPECIES OF ANIMALS & THE IMPORTANCE OF THE CARE AND PRESERVATION OF ENDANGERED SPECIES.

PROGRAM: YOUR GREEN LIFE  
SOURCE: IMG/BIG FISH  
DATE/TIME: SUNDAY, JANUARY 10 1:00-2:00 PM  
SATURDAY, MARCH 6 1:30-2:30 PM  
DESCRIPTION: EXPLORES STORIES ON HEALTHY LIVING, GREEN TECHNOLOGY AND COST-SAVING HABITS THAT ALL PROMOTE A SUSTAINABLE ENVIRONMENT.

PROGRAM: REELIN' UP THE COAST  
SOURCE: HARNETT & FOSTER  
DATE/TIME: SUNDAY, JANUARY 17, 2:30 PM & SUNDAY, JANUARY 24, 3:30 PM  
DESCRIPTION: SALTWATER SHOW INVOLVING SC DEPT. OF NATURAL RESOURCES & VARIOUS CONSERVATION GROUPS TO EDUCATE VIEWERS ON THE BEST WAY TO PRESERVE OUR RESOURCES FOR THE FUTURE.

PROGRAM: IMAGINATION: IT STARTS WITH YOU  
SOURCE: ABC  
DATE/TIME: SUNDAY, FEBRUARY 14, 12:30-1:00 PM  
DESCRIPTION: SPECIAL FOCUSING ON THE POWER OF ONE PERSON AND HOW IMPORTANT VOLUNTEERISM IS TO COMMUNITIES THROUGHOUT THE COUNTRY. FOCUSES ON DREAM FOUNDATION, GIRLS CLUB, AND SPECIAL OLYMPICS.

PROGRAM: SPECIAL REPORT: EARTHQUAKE  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: TUESDAY, MARCH 23 11:00 PM NEWSCAST  
DESCRIPTION: METEOROLOGIST KRISTEN VAN DYKE SPECIAL REPORT ON THE LIKELIHOOD OF A QUAKE IN OUR AREA AFTER THE HAITI EARTHQUAKE.

SEE ATTACHED LIST FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

PSA'S: AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES  
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

HUMANE SOCIETY (2 SPOTS)  
COASTGUARD: STORM CHASERS  
RECYCLING PSA  
BECOMENAEX.ORG (QUIT SMOKING)  
ENERGY EFFICIENCY (2 SPOTS)  
WE ALL LIVE DOWNSTREAM: WINYAH RIVERS ASSOCIATION  
RECYCLE BATTERIES  
READY.GOV

OUR METEOROLOGIST SPOKE TO SEVERAL GROUPS AND SCHOOLS ABOUT THE WEATHER AND THE EFFECTS OF HURRICANES ALONG OUR COAST LINE. WE HAVE ALSO DONE MANY TOURS OF OUR WEATHER STUDIO (SEE ATTACHED LIST).

ANCHORS ALLYSON FLOYD, HOLLY MORGAN, & METEOROLOGIST DARREN STACK STAFF A WPDE BOOTH AT THE BOAT SHOW IN MYRTLE BEACH, JANUARY 9.

OUR STATION PARTICIPATED IN HAITI RELIEF DRIVE, JANUARY 19.

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WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

ISSUE: PREJUDICE & INTOLERANCE

PROGRAM PUPPET LOVE  
SOURCE LOCAL  
DATE/TIME SATURDAYS 7:30-8:00 AM  
DESCRIPTION PUPPETS ARE USED TO CONVEY RELIGIOUS MESSAGES, TO ADDRESS LOCAL ISSUES, TO PROMOTE RACE RELATIONS AND TO URGE CHILDREN TO CONTINUE EDUCATION.

PROGRAM: SPECIAL REPORT: DATING BYTES  
SOURCE WPDE NEWSCHANNEL 15  
DATE/TIME TUESDAY, FEBRUARY 16 DURING NEWSCHANNEL 15 NEWS AT 11 PM  
DESCRIPTION GOOD MORNING CAROLINA'S ANCHOR, HOLLY MORGAN EXAMINES HOW TO FIND LOVE ONLINE.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PROGRAM PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED

AUTISM AWARENESS  
ADOPTION (6 SPOTS)  
UNITED WAY (3 SPOTS)  
FATHERS (4 SPOTS)  
HIGH SCHOOL DROPOUT PREVENTION  
DRUNK DRIVING PREVENTION (8 SPOTS)  
SC CAN (HIGHER LEARNING)  
GRADUATION  
TEEN PREGNANCY (2 SPOTS)  
NATIONAL GUARD (2 SPOTS)  
LIFELONG LITERACY (2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

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OUR STATION PARTICIPATED IN HAITI RELIEF DRIVE, JANUARY 19.

WE SPONSORED THE CONWAY MEDICAL CENTER WINTER GALA FUNDRAISER FOR HEALTHREACH PROGRAMS, JANUARY 23.

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WE SPONSORED THE NASCAR SPEEDPARK MINI-GOLF TOURNAMENT BENEFITTING THE AMERICAN RED CROSS, MARCH 20.

WPDE RUNS A LOCAL COMMUNITY CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

A COPY OF ABC'S QUARTERLY REPORT IS ATTACHED.

**WPDE/WWMB PSA LIST (FIRST Quarter 2010) Revised 3/12/10**

AMERICAN HEART ASSOCIATION	Health	:30
UNITED WAY	Health, Children	:30
AUTISM AWARENESS	Children, Special Needs	:30
MARCH OF DIMES	Children, Health	:30
HUMANE SOCIETY v. 1	Environment	:30
HUMANE SOCIETY v. 2	Environment	:30
SESAME STREET v.1	Education	:30
SESAME STREET v.2	Education	:30
ADOPTION v. 1,2,3	Family	:30
ADOPTION v. 4,5	Family	:15
ADOPTION V.6	Family	:30
DIABETES	Health	:30
UNITED WAY, V. 2	Community	:15
UNITED WAY, V. 3	Community	:30
BE A DAD, v.1,2,3	Family	:30
BE A DAD, v. 4	Family	:15
SCBA BORN READY (2 spots)	National Guard	:30
FLU.GOV (5 spots)	Health	:30
DRUNK DRIVING	Health	:60
DRUNK DRIVING (3 spots)	Health	:30
DRUNK DRIVING (5 spots)	Health	:15
CPR	Health	:30
SCBA: SC CAN (Higher Learning)	Education	:30
SCBA: TIMING IS EVERYTHING (Teen Pregnancy)	Youth/Education	:60
SCBA: UNCONDITIONAL LOVE (Teen Pregnancy)	Youth/Education	:60
SCBA: GRADUATION (Higher Learning)	Youth/Education	:30
SCBA: STORM CHASERS	Coast Guard	:30
SCBA: NATIONAL GUARD (2 spots)	National Guard	:30
ARTHRITIS (2 spots)	Health	:30
ARTHRITIS (2 spots)	Health	:15
ARTHRITIS	Health	:10
BECOMEANEX.ORG (Quit Smoking) 2 spots	Health	:30
HERITAGE COMMUNITY SERVICES	Prejudice	:30
MARCH OF DIMES (2 spots)	Health, Children, Special Needs	:30
ENERGY EFFICIENCY (2 spots)	Environment, Economy	:30
LIFELONG LITERACY (2 SPOTS)	Education	:30
READY.GOV	Environment, Economy	:30
DID YOU PLAY TODAY?	Health/Youth	:30
SHRINERS HOSPITALS	Community/Health	:20
BOYSTOWN HOTLINE	Youth	:20
HELP HOSPITALIZED VETS	Special Needs	:20

**Linda Revel**

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**From:** "Allyson Floyd" <allyson@wpde.com>

**To:** "Linda Revel" <lrevel@wpde.com>

**Sent:** Friday, April 02, 2010 11:39 PM

**Subject:** 1ST QUARTER ASCERTAINMENT

**1st Quarter Ascertainment 2010 News Department**

January 9 - Allyson, Holly, Darren in booth for Boat Show in Myrtle Beach

January 18th - Darren gave tour of station to Leadership Conway

January 19th - Darren at Haiti Relief drive

February 5 - Darren and Ed gave station tour

February 25 - Allyson, Ed, Tim, Kristen celebrity servers at Red Cross event in Myrtle Beach

February 26 - Allyson gave station tour to Conway Christian School 6th and 7th graders

February 26 - Darren, Allyson, Ed, Tim helped at 1001 Homes for Haiti at CCU

March 2- Darren gave station tour for St. Andrews MB 1st graders

March 2 - Allyson gave station tour to homeschool group from Horry County

March 6 - Allyson, Ed, and Kristen at Princess Party for American Red Cross

March 9 - Allyson, Holly, and Tim celebrity servers for Florence County Disabilities Foundation BBQ in Scranton

March 11 - Darren gave station tour for Aynor Kindergarten

March 12 - Allyson emcee for Senior Life Expo in Florence

March 12 - Darren gave station tour for Aynor Kindergarten

March 13 - Allyson emcee for Senior Life Expo in Florence

March 16 - Allyson gave station tour to kindergarteners from St Pauls Episcopal Day School in Conway

March 25 - Allyson and Ed at lunch honoring military and law enforcement in Murrells Inlet

March 27 - Allyson and Tim presented ICE Award for MB Chamber