

ISSUES AND PROGRAMS LIST

WPDE

FLORENCE, SOUTH CAROLINA

OCTOBER 1 – DECEMBER 31, 2008

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 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: WALL STREET JOURNAL
SOURCE: NBC UNIVERSAL
DATE/TIME: SUNDAYS 9:00-9:30 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: BROWN KETNER DEBATE
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: OCTOBER 21, 2008 7:00-8:00 PM
DESCRIPTION: INCUMBENT REPUBLICAN HENRY BROWN AND HIS DEMOCRATIC CHALLENGER LINDA KETNER DEBATE LIVE IN OUR CONWAY STUDIO. ANCHOR JIM HEATH, FACILITATOR.

PROGRAM: WUKELA PEARCE DEBATE
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: OCTOBER 8, 2008 7:00-8:00 PM
DESCRIPTION: THE TWO FLORENCE MAYORAL CANDIDATES DEBATE LIVE IN OUR CONWAY STUDIO. ANCHOR JIM HEATH, FACILITATOR.

PROGRAM: ROAD TO THE WHITEHOUSE: THE CHOICE
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: NOVEMBER 2, 2008 9:00-10:00 AM
DESCRIPTION: ANCHOR JIM HEATH EXPLORES BOTH CANDIDATES & THEIR BACKGROUNDS.

PROGRAM: SPECIAL REPORT: HOT JOBS
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: NOVEMBER 6 & 20, 2008 11:00 PM NEWSCAST
DESCRIPTION: REPORTER, LINDSAY TYNER REPORTS ON THE BEST CAREERS TO GO INTO WHERE WORK IS STILL AVAILABLE. PART 2: HOW TO PREPARE YOURSELF FOR JOB INTERVIEWS.

PROGRAM: SPECIAL REPORT: JOB HUNTING
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: NOVEMBER 13, 2008 7:00 PM NEWSCAST
DESCRIPTION: REPORTER, TONYA BROWN FOLLOWS A MAN RECENTLY OUT OF WORK AND DOCUMENTS HIS EFFORTS AT FINDING A NEW JOB.

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

FINANCIAL LITERACY FOR TEENS
VISTA: FIGHTING POVERTY IN SC
ECONOMIC OPPORTUNITY COUNCIL
NAIC: LONG TERM HEALTH INSURANCE
WATER CONSERVATION
EPA: BUY FUEL-EFFICIENT CARS
HOMEBUILDERS ASSOCIATION
FDIC: NOBODY CARES
ATTORNEY GENERAL: INVESTMENT FRAUD ALERT
AVOID THE PATH TO FORECLOSURE
TOUGH CLASSES: COLLEGE ACCESS
PROJECT VOTE SMART
FINANCIAL AID FOR COLLEGE
STUDENT FINANCIAL AID (60S.)
SOCIAL SECURITY ONLINE
PATIENT ADVOCATE FOUNDATION
FORECLOSURE PREVENTION
FINANCIAL LITERACY: FEED THE PIG
HELP HOSPITALIZED VETERANS
HIGH SCHOOL DROP OUT PREVENTION

WPDE SPONSORED OR CO-SPONSORED THE FOLLOWING:

WPDE HOSTED A FINANCIAL ASK THE PROFESSIONALS PHONE BANK STAFFED BY CREDIT UNION AND BANKING PROFESSIONALS, OCTOBER 15

CHIEF METEROLOGIST, ED PIOTROWSKI WAS HABITAT FOR HUMANITY GUEST BUILDER, OCT. 24

SPORTS DIRECTOR RICH CRAMPANIS EMCEED COLLINS KIDS FUNDRAISER IN CONWAY. PROCEED PROVIDE MEDICAL HELP AND EQUIPMENT TO UNDERPRIVILEGED CHILDREN IN HORRY COUNTY, OCTOBER 27.

ANCHOR ALLYSON FLOYD PARTICIPATED IN MEDIA PANEL FOR MYRTLE BEACH AREA CHAMBER OF COMMERCE, OCTOBER 29

WPDE SPONSORED AND CHIEF METEROLOGIST, ED PIOTROWSKI PARTICIPATED IN THE LOU KRIEGER ADOPT-A-TREE HIGHWAY BEAUTIFICATION PROJECT GOLF TOURNAMENT, NOVEMBER 1

ED PIOTROWSKI GAVE MYRTLE BEACH ROTARY SPEECH, NOVEMBER 3

WPDE HOSTED JOB FAIR AT THE FLORENCE CIVIC CENTER, NOVEMBER 17.

GOOD MORNING CAROLINAS ANCHOR, SHARON GREENE WAS CAREER DEVELOPMENT MONTH SPEAKER AT MYRTLE BEACH HIGH SCHOOL, NOVEMBER 25.

IN EVERY NEWSCAST DURING THE MONTH OF NOVEMBER, WE RAN A DIFFERENT STORY ABOUT SAVING MONEY, CALLED "THE 30 DAYS OF SAVINGS" REPORTS.

ED PIOTROWSKI GAVE GEORGETOWN ROTARY SPEECH, DECEMBER 4

WPDE NEWSCHANNEL 15 HOSTS THE END ZONE BANQUET WHERE NEWSCHANNEL 15 SPORTS PRESENTS THE ZONEMAN TROPHY TO A HIGH SCHOOL STUDENT AND AWARDS THREE \$1,000 SCHOLARSHIP CHECKS TO DESERVING STUDENTS, DECEMBER 11

WPDE NEWSCHANNEL 15 COLLECTED OVER 1400 TOYS IN OUR ANNUAL TOYS FOR TOTS CAMPAIGN IN CONJUNCTION WITH THE U.S. MARINE CORPS IN HORRY & GEORGETOWN COUNTIES AND THE SALVATION ARMY.

ISSUE: HEALTH CARE/COST

PROGRAM: YOUR TOTAL HEALTH
SOURCE: NBC UNIVERSAL
DATE/TIME: SUNDAYS 9:00-9:30AM
DESCRIPTION: THIS PROGRAM APPEALS TO A GROWING VIEWER BASE WHO IS INTERESTED IN HEALTH ISSUES. EACH WEEK VIEWERS ARE PROVIDED ANSWERS TO PRESSING HEALTH ISSUES.

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

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

BOOSTER SEATS
ANTI-STERIOD USE
KIDS: CLEAN HANDS
GUIDE TO IMMUNIZATIONS (60S)
TALK TO YOUR KIDS ABOUT SEX
TEEN PREGNANCY PREVENTION (60S)
SPECIAL OLYMPICS SC
RESTLESS LEG SYNDROME
AMERICAN HEART ASSOCIATION
RED CROSS: GIVE BLOOD
NARCANON
GUIDE DOGS FOR THE BLIND
TEEN ASTHMA
SENIOR-FRIENDLY HEALTH WEBSITE
LONG-TERM HEALTH INSURANCE
ORTHOPAEDICS
MARCH OF DIMES: INFANT HEALTH
DIABETES: NOW OR LATER
SHRINERS HOSPITAL FOR CHILDREN
WEST NILE VIRUS
DIANE KEATON: COLORECTAL CANCER TESTING

WPDE SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

ANCHOR ALLYSON FLOYD EMCEED THE BREAST CANCER AWARENESS FASHION SHOW AT THE COASTAL GRANDE MALL, OCTOBER 4.

WPDE SPONSORED THE AMERICAN HEART ASSOCIATION'S HEARTWALK AND SPONSORED A TEAM TO WALK LED BY CHIEF METEROLOGIST ED PIOTROWSKI, OCTOBER 18.

WPDE SPONSORED THE FIRE & LIFE SAFETY EXPO, OCTOBER 25.

SPORTS DIRECTOR RICH CRAMPANIS EMCEED COLLINS KIDS FUNDRAISER IN CONWAY. PROCEEDS PROVIDE MEDICAL HELP & EQUIPMENT TO NEEDY CHILDREN IN HORRY COUNTY, OCT 27.

SPONSORED LIGHT THE NIGHT, LEUKEMIA LYMPHOMA WALK, OCTOBER 30

CHIEF METEROLOGIST ED PIOTROWSKI, MIRACLE LEAGUE FUNDRAISER, NOVEMBER 1.

WE SPONSORED THE MARCH OF DIMES CHEF'S AUCTION FUNDRAISER, NOVEMBER 3.

WE SPONSORED LINDSEY'S LITTLE MIRACLES RUN. BENEFITS JONATHAN'S JOURNEY AND MAKE-A-WISH FOUNDATION, NOVEMBER 11.

WPDE SPONSORED THE TASTE OF RESTAURANT ROW AND METEROLOGIST KRISTEN VAN DYKE WAS A FOOD JUDGE AT THE EVENT. THE EVENT BENEFITS UNITED WAY AND THE SERTOMA CLUB. NOVEMBER 19.

WPDE SPONSORED THE CONWAY MEDICAL CENTER'S LOVE LIGHTS PROGRAM. PROCEEDS BENEFIT THE BREAST CANCER INITIATIVE WHICH PROVIDES ASSISTANCE TO LOW INCOME AND NON-INSURED WOMEN. NOVEMBER 25

WPDE NEWSCHANNEL 15 SPONSORED A BLOOD DRIVE FOR THE AMERICAN RED CROSS AT THE COASTAL GRAND MALL IN MYRTLE BEACH AND THE MAGNOLIA MALL IN FLORENCE FROM 11 AM -7 PM. WE DID LIVE CUT-INS THROUGHOUT THE DAY TO PROMOTE, DECEMBER 17.

WPDE SPONSORED TARA HALL HOME FOR BOYS CHRISTMAS TREE SALE.

WE ALSO SPONSORED THE CHRISTMAS CHILD ANGEL TREE PROGRAM. PROCEEDS BENEFIT LIGHTHOUSE CARE AND WACCAMAW COMMUNITY FOUNDATION, DECEMBER 20.

ISSUE: CRIME

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

VETERAN SUICIDE PREVENTION (60S)
SUPPORT FOSTER CARE
GUARDIAN AD LITEM PSA
REDUCING GUN VIOLENCE (60S)
SPIRIT OF COMMUNITY AWARDS
AMERICAN HUMANE SOCIETY: BULLIES
RESPECT RELIGIOUS BELIEFS OF OTHERS (60S)
OPTIMISTS CONTRIBUTE
NARCANON (60S)
VISTA FIGHTING POVERTY IN SC (60S)
BOYS TOWN: TEENS (60S)
WILDFIRE CAMPAIGN
ATTORNEY GENERAL ON FRAUD
HIGH SCHOOL DROPOUT PREVENTION
(RUNS IN BOTH ENGLISH & SPANISH)
PLAY SAFE ONLINE
TALK TO YOUR KIDS ABOUT SEX
BILLY HARDEE HOME FOR BOYS
TEEN ALANON
BIG BROTHERS: CHESS

WPDE SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

SPORTS DIRECTOR RICH CRAMPANIS EMCEED TOUCHDOWN CLUB MEETING IN CONWAY, OCTOBER 30.

ED PIOTROWSKI GAVE SPEECH TO MYRTLE BEACH ROTARY, NOVEMBER 3.

GOOD MORNING CAROLINAS ANCHOR, SHARON GREENE WAS CAREER DEVELOPMENT MONTH SPEAKER AT MYRTLE BEACH HIGH SCHOOL, NOVEMBER 25.

WE SPONSORED RAPE CRISIS CENTER GOLF TOURNAMENT, DECEMBER 5.

WPDE HOSTS THE END ZONE BANQUET. PRESENTS THE ZONEMAN TROPHY TO A HIGH SCHOOL STUDENT AND AWARDS THREE \$1,000 SCHOLARSHIPS TO DESERVING STUDENTS, DECEMBER 11

WPDE SPONSORED TARA HALL HOME FOR BOYS CHRISTMAS TREE SALE.

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. SEE ATTACHED.

ISSUE: DRUG USE/PREVENTION

PROGRAM: SPECIAL REPORT: HOT JOBS
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: NOVEMBER 6 & 20, 2008 11:00 PM NEWSCAST
DESCRIPTION: REPORTER, LINDSAY TYNER REPORTS ON THE BEST CAREERS TO GO INTO WHERE WORK IS STILL AVAILABLE. PART 2: HOW TO PREPARE YOURSELF FOR JOB INTERVIEWS.

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DATE/TIME: NOVEMBER 13, 2008 7:00 PM NEWSCAST
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SEE ATTACHED LIST OF 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

ANTI STEROIDS
SC DRUG-FREE PARTNERS
AMERICAN HUMANE SOCIETY: BULLY
BUPRENORPHINE ADDICTION
GUARDIAN AD LITEM
DARLINGTON COUNTY DSS: FOSTER CARE
VETERAN SUICIDE PREVENTION
SPIRIT OF COMMUNITY AWARDS
VISTA: FIGHTING POVERTY IN SOUTH CAROLINA
NARCANON (60 S)
ARTS EDUCATION
TOUGH CLASSES: COLLEGE ACCESS
BOYS & GIRLS CLUB: TEENS
HIGH SCHOOL DROPOUT PREVENTION
TEEN ALANON
OPTIMISTS CONTRIBUTE
BIG BROTHERS: CHESS
BILLY HARDEE HOME FOR BOYS

WPDE SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

CHIEF METEROLOGIST ED PIOTROWSKI GAVE A POW/MIA DEDICATION SPEECH, MURRELLS INLET, NOVEMBER 9

GOOD MORNING CAROLINAS ANCHOR, SHARON GREENE WAS CAREER DEVELOPMENT MONTH SPEAKER AT MYRTLE BEACH HIGH SCHOOL, NOVEMBER 25.

WPDE NEWSCHANNEL 15 HOSTS THE END ZONE BANQUET WHERE NEWSCHANNEL 15 SPORTS PRESENTS THE ZONEMAN TROPHY TO A HIGH SCHOOL STUDENT AND AWARDS THREE \$1,000 SCHOLARSHIP CHECKS TO DESERVING STUDENTS, DECEMBER 11

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, HIGH SCHOOL, AND HOME SCHOOL GROUPS DURING THIS QUARTER. PLEASE SE ATTACHED.

ISSUES: EDUCATION

PROGRAM: BROWN KETNER DEBATE
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME OCTOBER 21, 2008 7:00-8:00 PM
DESCRIPTION INCUMBENT REPUBLICAN HENRY BROWN AND HIS DEMOCRATIC CHALLENGER LINDA KETNER DEBATE LIVE IN OUR CONWAY STUDIO. ANCHOR JIM HEATH, FACILITATOR.

PROGRAM: WUKELA PEARCE DEBATE
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME OCTOBER 8, 2008 7:00-8:00 PM
DESCRIPTION THE TWO FLORENCE MAYORAL CANDIDATES DEBATE LIVE IN OUR CONWAY STUDIO. ANCHOR JIM HEATH, FACILITATOR.

PROGRAM: ROAD TO THE WHITEHOUSE: THE CHOICE
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME NOVEMBER 2, 2008 9:00-10:00 AM
DESCRIPTION ANCHOR JIM HEATH EXPLORES BOTH CANDIDATES & THEIR BACKGROUNDS.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

WPDE CO-SPONSORED THE FOLLOWING:

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

HIGH SCHOOL DROPOUT PREVENTION
(RUNS IN ENGLISH & SPANISH)
FINANCIAL LITERACY FOR TEENS
ANTI-STEROIDS
TOUGH CLASSES: COLLEGE PREP
ARTS EDUCATION: RAISING BRAHMS
PROJECT VOTE SMART
FINANCIAL AID FOR COLLEGE (60S)
OCEANS AWARENESS
LEAGUE OF WOMEN VOTERS (60S)
ECONOMIC OPPORTUNITY COUNCIL
MARTIN LUTHER KING: BUILD THE DREAM

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.

ANCHOR ALLYSON FLOYD PARTICIPATED IN MEDIA PANEL FOR MYRTLE BEACH AREA CHAMBER OF COMMERCE, OCTOBER 29

GOOD MORNING CAROLINAS ANCHOR, SHARON GREENE WAS CAREER DEVELOPMENT MONTH SPEAKER AT MYRTLE BEACH HIGH SCHOOL, NOVEMBER 25.

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ISSUE: ENVIRONMENT

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE LITTON SYNDICATION
DATE/TIME SATURDAY'S (WEEKLY) 7:00-7:30 AM
DESCRIPTION THIS SHOW INTRODUCES YOU TO WILD AND ENDANGERED SPECIES OF ANIMALS. IT SHOWS THE IMPORTANCE OF THE CARE AND PRESERVATION OF ENDANGERED SPECIES AND HOW TO APPRECIATE THEM.

PROGRAM: SPECIAL REPORT: EARTHQUAKES
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME NOVEMBER 10, 2008 6:00 PM NEWSCAST
DESCRIPTION METEOROLOGIST KRISTEN VAN DYKE'S SPECIAL REPORT ON EARTHQUAKES, HOW COMMON THEY ARE HERE, AND WHAT YOU SHOULD DO IF WE HAVE ONE.

PROGRAM: SPECIAL REPORT: TSUMANIS
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME NOVEMBER 17, 2008 6:00 PM NEWSCAST
DESCRIPTION METEOROLOGIST KRISTEN VAN DYKE'S SPECIAL REPORT ON TSUMANIS—HOW LIKELY ONE IS HERE, WHAT IT WOULD DO, AND HOW TO REACT.

PROGRAM: SPECIAL REPORT: WINTER STORMS
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME NOVEMBER 24, 2008 6:00 PM NEWSCAST
DESCRIPTION METEOROLOGIST KRISTEN VAN DYKE'S SPECIAL REPORT ON WINTER STORMS. A LOOK BACK ON THE ON'ES WE HAVE HAD AND WHAT CAUSED THEM.

PROGRAM: YOUR GREEN LIFE
SOURCE IMG/BIG FISH
DATE/TIME DECEMBER 28, 2008 4:00-5:00 PM
DESCRIPTION EXPLORES STORIES ON HEALTHY LIVING, GREEN TECHNOLOGY AND COST-SAVING HABITS THAT ALL PROMOTE A SUSTAINABLE ENVIRONMENT.

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

GEORGETOWN RECYCLING PROGRAM
ENERGY EFFICIENCY FOR KIDS: UNPLUGGING
AMAZING OCEANS
EARTH SHARE PROMISES
HURRICANE PREP: SAVE YOUR PETS (60S)
ENVIRONMENTAL PROTECTION AGENCY: NEW CARS (60S)
ENVIRONMENTAL HURRICANE PREP: PLANTING
WATER CONSERVATION
EARTH SHARE PROMISES
UNEXPECTED WILDFIRES
WILDFIRES: KEEP IT SAFE
ATV WILDFIRES
NATURE CONSERVATORY
SLEEP TIGHT: PEST CONTROL

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).

WPDE SPONSORED THE FOLLOWING:

SPONSORED GRAND STRAND HUMANE SOCIETY WALK FOR THE ANIMALS, OCTOBER 18.

WPDE SPONSORED AND CHIEF METEROLOGIST, ED PIOTROWSKI PARTICIPATED IN THE LOU KRIEGER ADOPT-A-TREE HIGHWAY BEAUTIFICATION PROJECT GOLF TOURNAMENT, NOVEMBER 1

SPONSOR OF THE WACCAMAW RIVER ROAST AND TOAST, NOVEMBER 8

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.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

NATIVE AMERICAN CULTURAL FESTIVAL
AMERICAN HUMANE SOCIETY: BULLIES
SPECIAL OLYMPICS OF SOUTH CAROLINA
VETERAN SUICIDE PREVENTION
SPIRIT OF COMMUNITY AWARDS
GUIDE DOGS FOR THE BLIND
RESPECT THE RELIGIOUS BELIEFS OF OTHERS (60S)
ECONOMIC OPPORTUNITY COUNCIL
MARTIN LUTHER KING: BUILD THE DREAM
FORCLOSURE PREVENTION
SENIOR-FRIENDLY HEALTH WEBSITE
STUDENT FINANCIAL AID
HELP HOSPITALIZED VETERANS
SHRINERS HOSPITAL FOR CHILDREN
STRONG COMMUNITY: FAMILY
BILLY HARDEE HOME FOR BOYS

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SPORTS DIRECTOR RICH CRAMPANIS EMCEED COLLINS KIDS FUNDRAISER IN CONWAY. PROCEEDS PROVIDE MEDICAL HELP & EQUIPMENT TO NEEDY CHILDREN IN Horry COUNTY, OCT 27.

ANCHOR ALLYSON FLOYD PARTICIPATED IN MEDIA PANEL FOR MYRTLE BEACH AREA CHAMBER OF COMMERCE, OCTOBER 29

CHIEF METEROLOGIST ED PIOTROWSKI, MIRACLE LEAGUE FUNDRAISER, NOVEMBER 1.

WE SPONSORED LINDSEY'S LITTLE MIRACLES RUN. BENEFITS JONATHAN'S JOURNEY AND MAKE-A-WISH FOUNDATION, NOVEMBER 11.

WPDE SPONSORED TARA HALL HOME FOR BOYS CHRISTMAS TREE SALE.

WE ALSO SPONSORED THE CHRISTMAS CHILD ANGEL TREE PROGRAM. PROCEEDS BENEFIT LIGHTHOUSE CARE AND WACCAMAW COMMUNITY FOUNDATION, DECEMBER 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.

News Department Ascertainment for 4th Quarter 2008

03 Lindsay judged homecoming at Florence Christian School
04 Ed and Kristen at Surfside Beach Family
Festival...Dunking Booth Surfside
04 Ed was Myrtle Beach Harley Davidson Fundraiser judge
North Myrtle Beach
04 Allyson was emcee of Breast Cancer Awareness Fashion Show
at Coastal Grande Mall in Myrtle Beach
08 Ed spoke at Savannah Grove Elem. Florence
09 Ed spoke at Dewey L Carter Elem. Florence
09 Ed gave Grand Strand Ministers Assoc. Speech Myrtle
Beach
11 Ed was Socastee Beach Band Blast MC Socastee
11 Ed was Lindseys Little Miracles MC Myrtle Beach
13 Ed spoke at Pleasant Hill Elem. Andrews
14 Ed gave Long bay Power Squadron Speech Garden City
15 Ed gave Christian Academy Speech Myrtle Beach
15 Ed gave Grace Baptist Preschool Speech Myrtle Beach
16 Sharon emceed Waccamaw High Talent Show Pawleys Island
16 Darren gave tour of station for Myrtle Beach High School
18 Ed was HeartWalk Walker Myrtle Beach
22 Ed gave Brittons Neck Elem Speech Brittons Neck
22 Ed gave Socastee Home Schoolers Speech Socastee
23 Allyson part of Inspiring Women's Luncheon at CCU in
Conway
23 Ed was Judge Cutie Pie Contest Myrtle Beach
24 Ed was Habitat for Humanity Guest Builder for an hour
Myrtle Beach
26 Ed in Bowling For Babies..March of Dimes...Myrtle Beach
27 Rich emceed Collins Kids benefit in Conway
28 Ed gave Poyner School Speech Florence
29 Ed gave Brunson Dargan Elem. Speech Darlington
29 Darren was Halloween judge at Pee Dee Elementary
29 Allyson part of media panel for Myrtle Beach Area Chamber
of Commerce
30 Ed gave Homewood Elem. Speech
30 Rich emceed Touchdown Club meeting in Conway
31 Ed gave Marion HS Geography Class Speech Marion

10/29 Joel Allen with a special report at 7pm on the Gray
Man of Horry County
10/30 Joel Allen with a special report at 7pm on Alice Flagg

10/31 Joel Allen with special report at 7pm on Drunken Jack

November Appearances

01 Ed in Lou Krieger Golf Tournament in Murrells Inlet
 01 Ed made Miracle League Appearance Myrtle Beach
 03 Ed gave MB Rotary Speech Myrtle Beach
 04 Ed gave Spring Hill Middle Speech Laurinburg
 06 Ed gave Royal Elem. Speech Florence
 08 Ed and Jim were Walk for the Animals MC Myrtle Beach
 08 Allyson was word pronouncer for spelling bee at Delmae Elem in Florence
 09 Ed gave POW/MIA dedication speech Murrells Inlet
 13 Ed gave speech at Wallace-Gregg Elem. Myrtle Beach
 14 Ed judged Ocean Bays Talent Show Myrtle Beach
 15 Darren was BBQ judge at Horry County Fairgrounds in Loris
 15 Ed judged Murrells Inlet Oyster Roast Murrells Inlet
 18 Ed gave MBHS Speech Myrtle Beach
 19 Ed gave speech at Risen Christ Lutheran Sch. North Myrtle Beach
 20 Ed gave MB Elementary Speech Myrtle Beach
 20 Darren emceed Martins Golf and Tennis Fashion show in Myrtle Beach
 22 Ed was Broadway Tree Lighting MC Myrtle Beach
 22 Allyson and Graeme emceed Dancing with the Horry County Stars in Myrtle Beach
 24 Ed gave Hartsville HS Speech Hartsville
 25 Sharon was Career Development Month Speaker at Myrtle Beach High School
 26 Ed gave MB Intermediate Speech Myrtle Beach

In every newscast during the month of November, we ran a different story about saving money in unusual but easy ways. Called the 30 Days of Savings reports

11/6 at 11pm...Lindsay Tyner special report on Hot Jobs. What are the best careers to go into these days where you can find work.

11/13 at 7pm..Tonya Brown introduces us to a man recently out of work and follows him as he tries to find a job

11/20 at 11pm..Lindsay Tyner special report on Hot Jobs 2.. How to be the best candidate for the job.

11/11 at 7pm...Sharon Greene special report on Veterans Day

introducing us to some vets and showing how they've impacted all of our lives.

11/26 at 11pm... Lindsay Tyner special report Survival Story. Woman shot in the head by a robber and left for dead
11/10 at 6pm...Kristen Van Dyke special report on Earthquakes..how common they are here and what you should do if we have one.

11/17 at 6pm.. Kristen Van Dyke special report on Tsunamis...how likely one is here, what it would do, and how to react

11/24 at 6pm..Kristen Van Dyke special report on Winter Storms.. A look back at the ones we've had and what caused them.

December Appearances

03 Ed spoke at Loris Elementary Loris
04 Ed spoke at Georgetown Rotary Georgetown
06 Mola, Amanda, and Joel in the Myrtle Beach Christmas Parade
06 Kristen, Ed, and Victoria in the Georgetown Parade
06 Tonya in the Mullins parade
06 Tonya in the Marion parade
06 Darren and Ed in the North Myrtle Beach Parade
07 Allyson and Jessica in the Darlington parade
07 Jim, Ed, Victoria, and Stephanie in the Murrells Inlet Parade
09 Ed gave 1st Presbyterian Tour Conway
13 Allyson, Jim, Stephanie, Ed, Cam, Darren, Joel, Mola in the Conway Parade
13 Allyson, Jim, Kristen, Cam, Angie, Jaimie, Victoria in the Surfside Beach Parade
14 Tonya, Johnny, and Jessica in the Johnsonville parade
18 Ed spoke at Kiwanis Christmas Party Conway
20 Allyson, Tonya, and Mola in the Florence Christmas Parade

All month we accepted toys at our Florence and Conway studios for Toys for Tots

12/11 Held the End Zone Banquet where NewsChannel 15 Sports presented the Zoneman trophy and honored area high school football players

12/16 NewsChannel 15 live at Krispy Kreme Grand Strand Locations collecting toys for Toys for Tots Drive. 6am-7pm

12/17 NewsChannel 15 and American Red Cross held blood drives at Coastal Grand Mall in Myrtle Beach and Magnolia

Mall in Florence from 11am-7pm.
12/18 NewsChannel 15 and Ripleys Aquarium accepted toys for
Toys for Tots Drive