

ISSUES AND PROGRAMS LIST

WPDE

FLORENCE, SOUTH CAROLINA

APRIL 1- JUNE 30, 2012

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 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, ABOUT THE PEOPLE WHO WANT TO LEAD OUR STATE, CITIES & COUNTIES, WHERE THEY STAND ON THE ISSUES. TIM MCGINNIS WILL FEATURE LOCAL & NATIONAL POLITICIANS, AND CENTER ON ISSUES AFFECTING 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.

PROGRAM: 7TH US CONGRESSIONAL DISTRICT DEMOCRATIC DEBATE
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME TUESDAY JUNE 5 8:00-9:00 PM

PROGRAM: 7TH US CONGRESSIONAL DISTRICT REPUBLICAN DEBATE
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME THURSDAY JUNE 7 8:00-10:00 PM

PROGRAM: 7TH US CONGRESSIONAL DISTRICT REPUBLICAN DEBATE RUNOFF
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME FRIDAY, JUNE 22 8:00-10:00 PM

PROGRAM: KNOW YOUR ZONE
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME THURSDAY JUNE 28 7:00-8:00 PM
DESCRIPTION HURRICANE SPECIAL WITH CHIEF METEOROLOGIST ED PIOTROWSKI AIMED AT INFORMING RESIDENTS OF THE ZONE CHANGES WHICH HAVE TAKEN PLACE FOR THIS HURRICANE SEASON. WITH A FOCUS ON EVACUATION PLANS.

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

EMPLOYMENT FOR PEOPLE WITH DISABILITIES
GEORGETOWN LIBRARY FINANCIAL EDUCATION
(10 SPOT CAMPAIGN)
WILDFIRE PREVENTION CAMPAIGN (3 SPOTS)
DEBT RESOLUTION TRAPS
ROTARY INTERNATIONAL
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION (2 SPOTS)

ENERGY EFFICIENCY SERIES
FORECLOSURE PREVENTION
SC NATIONAL GUARD

ECONOMY, CONT'D

WPDE NEWSCHANNEL 15 SPONSORED THE FOLLOWING:

ANCHOR ALLYSON FLOYD AND LOCAL SALES MANAGER, DAVID BRIDGEMAN REPRESENTED WPDE AT THE SOUTH CAROLINA BROADCASTERS ASSOCIATION JOB FAIR IN COLUMBIA, APRIL 12

ED PIOTROWSKI, NEWS DIRECTOR VICTORIA SPECHKO, & GMC ANCHORS JASON CLASPELL & HOLLY MORGAN WERE IN THE DRAGON BOAT RACE FOR GROUND ZERO TEEN CLUB. APRIL 28

MORNING ANCHOR JASON CLASPELL EMCEED THE CAROLINA FOREST STUMP MEETING FOR POLITICAL CANDIDATES, MAY 16.

SEE ATTACHED LIST OF ABC PROGRAMS RELATING TO THIS ISSUE.

ISSUE: HEALTH CARE/COST

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

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

ARTHRITIS PREVENTION
UNDERAGE DRINKING CAMPAIGN (6 SPOTS)
MARCH OF DIMES
BE A FAN OF THE SPECIAL OLYMPICS (3 SPOTS)
MARION COUNTY ANESTHESIA
ANTI-TEXTING CAMPAIGN (3 SPOTS)
PROJECT ROADBLOCK SAFE DRIVING CAMPAIGN
UNPLANNED PREGNANCY PREVENTION
ADHD AWARENESS
CONWAY MEDICAL CENTER SMART SNACKS
MEDICAL TREATMENT OPTIONS AWARENESS
CHILDHOOD OBESITY CAMPAIGN
SPECIAL NEEDS "NOT ACCEPTABLE" LABELS
DRIVE FOR COPD
GOOD CLEAN WATER
ROACH, MOUSE, BED BUG WARNINGS
FOOD SAFETY AWARENESS
ANTI-SMOKING CAMPAIGN
HELP HOSPITALIZED VETS
SHRINERS HOSPITAL FOR CHILDREN

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

MEDIA SPONSOR FOR THE JOHN WALSH DNA LIFEPRINT EVENT. PROVIDED FREE CHILD SAFETY KITS TO FAMILIES WHICH INCLUDED FINGERPRINTS (TO BE SAVED IN FBI DATATBASE), DIGITAL PHOTOS, & DNA KITS TO EACH ATTENDING FAMILY, APRIL 14.

SPONSOR OF AMERICAN CANCER SOCIETY, RELAY FOR LIFE WALKS AT THE MARKET COMMON ON APRIL 20, RIVERFRONT PARK, APRIL 27, AND LORIS HIGH SCHOOL, MAY 4.

SPONSORED FINDADREAM.ORG, NON-PROFIT WHICH REACHES OUT TO COMMUNITY CHILDREN TO HELP PROVIDE A HEALTHY CHANNEL TO FIND AND WORK TOWARD FULFILLING THEIR DREAM, APRIL 26.

MARCH OF DIMES WALK FOR BABIES, APRIL 28.

SPONSORED AMERICAN RED CROSS HOLES FOR HEROES MINI GOLF TOURNAMENT FUNDRAISER, MAY 14.

MICROWAVE SURF CHALLENGE, GARDEN CITY PIER BENEFITS BOYS AND GIRLS CLUB & THE AMERICAN RED CROSS, JUNE 2.

SPONSORED YOUR HEALTH, YOUR DECISION, UNDERSTANDING TREATMENT OPTIONS, IN PARTNERSHIP WITH CONWAY MEDICAL CENTER

SEE ATTACHED FOR MORE PUBLIC APPEARANCES

ISSUE: CRIME

SEE ATTACHED FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

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

REACH OUT & READ
LIFELONG LITERACY
UNPLANNED PREGNANCY PREVENTION
ANTI-TEXTING & DRIVING CAMPAIGN
LUDACRIS NATIONAL RUNAWAY SWITCHBOARD
WILDFIRE PREVENTION CAMPAIGN
FINISH HIGH SCHOOL CAMPAIGN
DEBT RESOLUTION TRAPS
MILITARY FAMILIES FATHERHOOD CAMPAIGN
MENTORING-BIG BROTHERS-BIG SISTERS
THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS
FATHERHOOD (3 SPOTS)
VETERAN'S SUPPORT CAMPAIGN
ADOPTION (6 SPOT SERIES)
UNITED WAY (3 SPOT SERIES)
SC NATIONAL GUARD (3 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

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GRAND STRAND SALTWATER ANGLERS 11TH ANNUAL SPRING FLOUNDER FISHING TOURNAMENT
APRIL 28

ED PIOTROWSKI, NEWS DIRECTOR VICTORIA SPECHKO, & GMC ANCHORS JASON CLASPELL & HOLLY MORGAN WERE IN THE DRAGON BOAT RACE FOR GROUND ZERO TEEN CLUB. APRIL 28

SPONSORED SECOND CHANCE PROM, BENEFITS KEEP FLORENCE BEAUTIFUL, MAY 4

SPONSORED AMERICAN RED CROSS HOLES FOR HEROES MINI GOLF TOURNAMENT FUNDRAISER,
MAY 14.

20TH ANNUAL FLORENCE SHERIFFS FISHING TOURNAMENT BENEFITS LOCAL YOUTH PROGRAMS,
MAY 26

MICROWAVE SURF CHALLENGE, GARDEN CITY PIER BENEFITS BOYS AND GIRLS CLUB & THE
AMERICAN RED CROSS, JUNE 2.

REPORTER TONYA BROWN, SPOKE AT YOUTH EXPLOSION, BENNETTSVILLE, JUNE 9

WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: DRUG USE/PREVENTION

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LIFELONG LITERACY
REACH OUT & READ
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WILDFIRE PREVENTION CAMPAIGN
FINISH HIGH SCHOOL CAMPAIGN
DEBT RESOLUTION TRAPS
MILITARY FAMILIES FATHERHOOD CAMPAIGN
MENTORING-BIG BROTHERS-BIG SISTERS
THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS
FATHERHOOD (3 SPOTS)
VETERAN'S SUPPORT CAMPAIGN
ADOPTION (6 SPOT SERIES)
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ISSUES: EDUCATION

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SOURCE WPDE NEWSCHANNEL 15
DATE/TIME FRIDAY, JUNE 22 8:00-10:00 PM

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SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

WPDE IS AN ONGOING MAJOR SPONSOR 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 & FLORENCE LITTLE THEATRE, BACKPACK BUDDIES, HELP FOR KIDS, & THE FRANKLIN G. BURROUGHS & SIMEON B. CHAPIN ART MUSEUM. ALSO CONWAY MEDICAL CENTER SMART SNACKS PROGRAM FOR LOWER INCOME STUDENTS.

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

RIVERTOWN BLUEGRASS SOCIETY
LIFELONG LITERACY
ADHD AWARENESS
REACH OUT & READ
GEORGETOWN LIBRARY FINANCIAL EDUCATION SERIES
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION
FINISH HIGH SCHOOL CAMPAIGN (5 SPOTS)
DEBT RESOLUTION TRAPS
MENTORING- BIG BROTHERS-BIG SISTERS
VETERAN SUPPORT CAMPAIGN
BOYS TOWN HOTLINE

EDUCATION, CONT'D

ANCHOR ALLYSON FLOYD AND LOCAL SALES MANAGER, DAVID BRIDGEMAN REPRESENTED WPDE AT THE SOUTH CAROLINA BROADCASTERS ASSOCIATION JOB FAIR IN COLUMBIA, APRIL 12

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HONOR FLIGHT FOR WORLD WAR II VETERANS TRIP TO THE VETERAN'S MEMORIAL IN WASHINGTON DC, MAY 23

20TH ANNUAL FLORENCE COUNTY SHERIFF'S TOURNAMENT BENEFITS SUMMER CAMP PROGRAMS FOR LOCAL YOUTH, MAY 26

KING OF THE INLET FISHING CHALLENGE, MURRELLS INLET ROTARY BENEFITS LOCAL REEFS, OYSTER RECYCLING, & BUYS EDUCATIONAL MATERIALS FOR LOCAL SCHOOLS, JUNE 1

MICROWAVE SURF CHALLENGE, GARDEN CITY PIER BENEFITS BOYS AND GIRLS CLUB & THE AMERICAN RED CROSS, JUNE 2.

REPORTER TONYA BROWN, SPOKE AT YOUTH EXPLOSION, BENNETTSTVILLE, JUNE 9

AL WISSING MEMORIAL KIWANIS GOLF TOURNAMENT BENEFITS YOUTH PROGRAMS IN THE COMMUNITY, Horry County School K-KIDS, BUILDERS CLUB, JUNE 23

WE HAVE ACCOMMODATED 7 DIFFERENT INTERNS IN NEWS, SALES & OUR CREATIVE DEPARTMENT DURING THIS QUARTER AS PART OF THEIR COLLEGE REQUIREMENTS.

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALK 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.

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: REELIN' UP THE COAST
SOURCE HARNETT & FOSTER
DATE/TIME USED AS A SPECIAL BROADCAST THROUGHOUT THE QUARTER
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: KNOW YOUR ZONE
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME THURSDAY JUNE 28 7:00-8:00 PM
DESCRIPTION HURRICANE SPECIAL WITH CHIEF METEOROLOGIST ED PIOTROWSKI AIMED AT INFORMING RESIDENTS OF THE ZONE CHANGES WHICH HAVE TAKEN PLACE FOR THIS HURRICANE SEASON. WITH A FOCUS ON EVACUATION PLANS.

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

SURFRIDER FOUNDATION: PROTECT DOLPHINS_DON'T LITTER OCEANS
VISIT NATIONA PARKS
USDA FOREST SERVICE
GRAND STRAND PET SUPPLIES FOOD DRIVE
SAVE R CATS
PET ADOPTION
WILDFIRE PREVENTION
ENERGY EFFICIENCY CAMPAIGN
GOOD CLEAN WATER
ROACH, MOUSE & BED BUG CAMPAIGN
SMOKE-FREE HORRY COUNTY
ARBOR DAY: PLANT A TREE FOR CLEAN WATER
PARK DAY CAMPAIGN: GET OUTDOORS (3SPOTS)
HUMANE SOCIETY (2 SPOTS)
SOUTH CAROLINA NATIONAL GUARD
VETERANS SUPPORT CAMPAIGN
READY.GOV FLOOD PREPAREDNESS

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED COMMUNITY EVENTS & MADE APPEARANCES AT TOWN HALL MEETINGS FOR DIFFERENT COMMUNITIES ALONG THE GRAND STRAND & THE PEE DEE. SEE ATTACHED LIST OF APPEARANCES.

SECOND CHANCE PROM, BENEFITS KEEP FLORENCE BEAUTIFUL, MAY 4.

SPONSORED PAWLEYS ISLAND REUNION, BENEFITTING HABITAT FOR HUMANITY, MAY 12

KING OF THE INLET FISHING CHALLENGE, MURRELLS INLET ROTARY BENEFITS LOCAL REEFS, OYSTER RECYCLING, & BUYS EDUCATIONAL MATERIALS FOR LOCAL SCHOOLS, JUNE 1

MICROWAVE SURF CHALLENGE, GARDEN CITY PIER BENEFITS BOYS AND GIRLS CLUB & THE AMERICAN RED CROSS, JUNE 2.

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: STELLAR AWARDS TRIBUTE TO MOTHER'S DAY
SOURCE GMC ENTERTAINMENT
DATE/TIME SATURDAY MAY 12 2:00-3:00 PM
DESCRIPTION YOLANDA ADAMS HOSTS A TRIBUTE TO MOTHERS. PERFORMERS FROM TOP STARTS IN GOSPEL MUSIC,

PROGRAM: GOSPEL MUSIC PRESENTS: A GOSPEL CHRISTMAS
SOURCE BADAMI
DATE/TIME SUNDAY JUNE 10 1:00-2:00 PM
DESCRIPTION A MIXTURE OF TRADITIONAL & URBAN CONTEMPORARY GOSPEL MUSIC.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

EMPLOYMENT FOR PEOPLE WITH DISABILITIES
BE A FAN OF SPECIAL OLYMPICS
AMERICA'S VET DOGS
GUIDE DOG FOUNDATION
NOT ACCEPTABLE: MINORITY SLURS & THE "R" WORD
YOU ARE NOT ALONE: SENIOR CITIZENS LEAGUE
THINK BEFORE YOU SPEAK: ANTI- HOMOPHOBIC SLURS FOR TEENS
MILITARY FATHER INVOLVEMENT
MENTORING: BIG BROTHERS-BIG SISTERS
VETERANS SUPPORT CAMPAIGN
ADOPTION (3 SPOT SERIES)
NATIONAL GUARD (2 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

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ANCHOR ALLYSON FLOYD EMCEED FLORENCE COUNTY DISABILITIES FOUNDATION TALENT SHOW, MAY 15

MORNING ANCHOR JASON CLASPELL EMCEED THE CAROLINA FOREST STUMP MEETING FOR POLITICAL CANDIDATES, MAY 16.

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