

**ISSUES AND PROGRAMS LIST**

**WPDE**

**FLORENCE, SOUTH CAROLINA**

**OCTOBER 1- DECEMBER 31, 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 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: COASTAL TODAY  
SOURCE: COASTAL CAROLINA UNIVERSITY  
DATE/TIME: SUNDAYS 12:30-1:00 PM  
DESCRIPTION: AN INSIDE LOOK AT WHAT IS HAPPENING AT CCU ON CAMPUS, WITH INTERVIEWS WITH STUDENTS, ALUMNI, FACULTY, & STAFF.

PROGRAM: SPECIAL REPORT: HURRICANE SANDY  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: NOVEMBER 12, 2012 NEWS AT 6 & 11PM  
DESCRIPTION: 29 CREW MEMBERS FROM SANTEE COOPER IN THE GRAND STRAND AREA HAVE WORKED 16-HOUR SHIFTS TO BRING POWER BACK TO CENTRAL NEW JERSEY. SPECIAL REPORT BY SPORTS DIRECTOR RICH CHRAMPANIS.

PROGRAM: SPECIAL REPORT: HOMELESS IN HORRY COUNTY, ONE WOMAN'S JOURNEY  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: NOVEMBER 21, 2012 NEWS AT 11PM  
DESCRIPTION: WEEKEND ANCHOR, LISA EDGE EXAMINES THE ECONOMIC DOWNTURN'S EFFECT ON A LOCAL SINGLE MOTHER AND THE FAMILY SHELTER WHICH HELPED HER TURN AROUND HER SITUATION.

PROGRAM: PSA'S  
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF  
DESCRIPTION: CONWAY MEDICAL CENTER SMARK SNACKS  
COAST RTA COATS FOR KIDS HOLIDAY COAT DRIVE  
FOCUS ON FAMILY: EVERYDAY CHALLENGES  
EMPLOYMENT FOR PEOPLE WITH DISABILITIES  
WILDFIRE PREVENTION CAMPAIGN  
DEBT RESOLUTION TRAPS  
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION: SMART MONEY  
ENERGY EFFICIENCY SERIES  
FORECLOSURE PREVENTION  
SC NATIONAL GUARD

ECONOMY/PERSONAL FINANCE, CONT'D

WPDE NEWSCHANNEL 15 SPONSORED THE FOLLOWING:

WE ARE ONGOING SPONSORS OF THE BURROUGHS & CHAPIN ART MUSEUM & THE RIVERTOWN BLUEGRASS SOCIETY.

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED GEORGETOWN HOSPITAL SYSTEM'S BREAST CANCER WALK, OCTOBER 6

NEWS DIRECTOR, VICTORIA SPECHKO SPOKE TO MBACC BUSINESS LEADERS ABOUT MEDIA COVERAGE AND SOCIAL MEDIA IN MYRTLE BEACH, OCTOBER 9

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED GROUND ZERO BANQUET IN MYRTLE BEACH, BENEFITS TEEN RECREATION & OUTREACH FACILITY, OCTOBER 11

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED WACCAMAW COMMUNITY FOUNDATION'S FOOD FOR THE SOUL EVENT, OCTOBER 13

SPONSORED PAWS FOR A CAUSE, MERCY CARES PET PEACE OF MIND WHICH ALLOWS HOSPICE PATIENTS TO KEEP THEIR PETS, CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED, OCTOBER 20

SPONSOR OF THE FIND A DREAM FUNDRAISER, WHOSE MISSION IS TO ATTAIN A SAFE, SUPPORTIVE ENVIRONMENT FOR YOUTH & YOUNG ADULTS OF DIVERSE SOCIAL, ECONOMIC & ETHNIC BACKGROUNDS, NOVEMBER 2

SPONSOR OF THE BELIN ANNUAL BBQ, BENEFITTING THE BELIN OUTREACH FUND FOR LOCAL COMMUNITY, NOVEMBER 3

JASON CLASPELL, CHIEF METEOROLOGIST ED PIOTROWSKI, & ANCHOR ALLYSON FLOYD TOOK PART IN THE TOTAL MEDIA RELIEF DRIVE TO RAISE MONEY FOR AMERICAN RED CROSS & HURRICANE SANDY VICTIMS, MYRTLE BEACH NOVEMBER 12

YMCA GOLF CLASSIC FUNDS CHILDREN'S PROGRAMS, DECEMBER 1

RED CROSS RESCUE RACERS & RIVERTOWN REINDEER RACE BENEFITS RED CROSS, DECEMBER 1

6<sup>TH</sup> ANNUAL I BELIEVE FUNDRAISER BENEFITS HELP 4 KIDS & COLLINS KIDS FOUNDATION, DEC 3

UNITED NEGRO COLLEGE FUND 20<sup>TH</sup> GALA, DECEMBER 7

NEWS DIRECTOR, VICTORIA SPECHKO REPRESENTED THE MEDIA IN AN EMERGENCY DISASTER EXERCISE FOR HORRY COUNTY AND COUNTT MUNICIPALITIES, DECEMBER 5

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SURFSIDE ROTARY SPEECH, DECEMBER 5

HORRY COUNTY FOOD DRIVE, PARTNERED WITH HORRY COUNTY FOOD BANK, THRU DEC 21

SEE ATTACHED LIST OF ABC PROGRAMS RELATING TO THIS ISSUE.

ISSUE: HEALTH CARE/COST

PROGRAM LETHAL AND LEGAL: HOW TO PROTECT YOUR KIDS FROM SPICE  
SOURCE: WPDE NEWSCHANNEL 15 SPECIAL REPORT  
DATE/TIME NOVEMBER 12, 2012 NEWS AT 11PM  
DESCRIPTION SYNTHETIC MARIJUANA DRUG MANUFACTURERS CONTINUE TO ALTER CHEMICALS TO MAKE DRUGS LEGAL ONCE AGAIN. REPORTER BRIANNA SMITH.

PROGRAM JUSTICE FOR JADA  
SOURCE: WPDE NEWSCHANNEL 15 SPECIAL REPORT  
DATE/TIME NOVEMBER 20, 2012 NEWS AT 11PM  
DESCRIPTION REPORTER LINDSEY THEIS COVERS THE CONTROVERSY SURROUNDING THE FATAL CRASH ON 501 WHICH CLAIMED THE LIFE OF A 4-YEAR-OLD: THE TRACTOR TRAILER DRIVER WAS ON A CELL PHONE.

PROGRAM FIERCE GOODBYE: LIVING IN THE SHADOW OF SUICIDE  
SOURCE: MENNONITE MEDIA  
DATE/TIME SUNDAY, DECEMBER 2, 2:00-3:00 PM & DECEMBER 30, 2:00-3:00 PM  
DESCRIPTION A FAITH-BASED PERSPECTIVE ON SUICIDE.

PROGRAM REINVENT YOURSELF WITH MORE MAGAZINE  
SOURCE: MORE MAGAZINE SYNDICATION  
DATE/TIME SUNDAY, NOVEMBER 16, 1:00-2:00 PM & DECEMBER 16, 3:00-4:00 PM  
DESCRIPTION WOMEN WHO HAVE CHANGED THEIR LIVES FOR THE BETTER AND WHAT THEY HAVE LEARNED.

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

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

PROJECT ROADBLOCK SAFE DRIVING CAMPAIGN  
MUPPETS HOLIDAY SAFETY  
FOCUS ON FAMILY: DEPRESSION  
HOLIDAY SAFE RIDE PSA  
SALUTE TO AMERICA'S HEROES  
UNDERAGE DRINKING CAMPAIGN (6 SPOTS)  
MARCH OF DIMES  
ANTI-TEXTING CAMPAIGN (3 SPOTS)  
UNPLANNED PREGNANCY PREVENTION  
ADHD AWARENESS  
CONWAY MEDICAL CENTER SMART SNACKS  
MEDICAL TREATMENT OPTIONS AWARENESS  
DRIVE FOR COPD  
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:

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED GEORGETOWN HOSPITAL SYSTEM'S BREAST CANCER WALK, OCTOBER 6

SPONSORED PAWS FOR A CAUSE, MERCY CARES PET PEACE OF MIND WHICH ALLOWS HOSPICE PATIENTS TO KEEP THEIR PETS, CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED OCTOBER 20

RED CROSS RESCUE RACERS & RIVERTOWN REINDEER RACE BENEFITS RED CROSS, DECEMBER 1

6<sup>TH</sup> ANNUAL I BELIEVE FUNDRAISER BENEFITS HELP 4 KIDS & COLLINS KIDS FOUNDATION, DEC 3

SEMI-ANNUAL NEWSCHANNEL 15 RED CROSS BLOOD DRIVE AT THE COASTAL GRAND & MAGNOLIA MALLS, COLLECTED 173 UNITS OF BLOOD, DECEMBER 12

ISSUE: CRIME

PROGRAM BULLIED TO THE EDGE  
SOURCE: WPDE NEWSCHANNEL 15 SPECIAL REPORT  
DATE/TIME OCTOBER 25, 2012 NEWS AT 6 & 11PM  
DESCRIPTION REPORTER RYAN NAQUIN LOOKS AT ONE SOCASTEE FAMILY AND THE HIGH SCHOOL VIOLENCE THAT TRANSPIRED AS THE RESULT OF BULLYING.

PROGRAM LETHAL AND LEGAL: HOW TO PROTECT YOUR KIDS FROM SPICE  
SOURCE: WPDE NEWSCHANNEL 15 SPECIAL REPORT  
DATE/TIME NOVEMBER 12, 2012 NEWS AT 6 & 11PM  
DESCRIPTION SYNTHETIC MARIJUANA DRUG MANUFACTURERS CONTINUE TO ALTER CHEMICALS TO MAKE DRUGS LEGAL ONCE AGAIN. REPORTER BRIANNA SMITH.

PROGRAM FIERCE GOODBYE: LIVING IN THE SHADOW OF SUICIDE  
SOURCE: MENNONITE MEDIA  
DATE/TIME SUNDAY, NOVEMBER 16, 1:00-2:00 PM & DECEMBER 30, 2:00-3:00 PM  
DESCRIPTION A FAITH-BASED PERSPECTIVE ON SUICIDE.

PROGRAM CHEVY END ZONE BANQUET  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME DECEMBER 9, 2012 1:00-2:00 PM  
DESCRIPTION ANNUAL AWARDS SHOW WHERE NEWSCHANNEL 15 AWARDS LOCAL HIGH SCHOOL ATHLETES WHO HAVE EXCELLED BOTH IN SPORTS & ACADEMICS.

SEE ATTACHED FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

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

PROJECT ROADBLOCK SAFE DRIVING CAMPAIGN  
FOCUS ON FAMILY: DEPRESSION  
HOLIDAY SAFE RIDE PSA  
SALUTE TO AMERICA'S HEROES  
LIFELONG LITERACY  
UNPLANNED PREGNANCY PREVENTION  
ANTI-TEXTING & DRIVING CAMPAIGN  
LUDACRIS NATIONAL RUNAWAY SWITCHBOARD  
FINISH HIGH SCHOOL CAMPAIGN  
MILITARY FAMILIES FATHERHOOD CAMPAIGN  
MENTORING-BIG BROTHERS-BIG SISTERS  
THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS  
VETERAN'S SUPPORT CAMPAIGN  
SC NATIONAL GUARD ( 3 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

WE ARE ONGOING SPONSORS OF THE BURROUGHS & CHAPIN ART MUSEUM & THE RIVERTOWN BLUEGRASS SOCIETY.

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED GROUND ZERO BANQUET IN MYRTLE BEACH, BENEFITS TEEN RECREATION & OUTREACH FACILITY, OCTOBER 11

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED WACCAMAW COMMUNITY FOUNDATION'S FOOD FOR THE SOUL EVENT, OCTOBER 13

CRIME, CONTINUED,

SPONSOR OF THE FIND A DREAM FUNDRAISER, WHOSE MISSION IS TO ATTAIN A SAFE, SUPPORTIVE ENVIRONMENT FOR YOUTH & YOUNG ADULTS OF DIVERSE SOCIAL, ECONOMIC & ETHNIC BACKGROUNDS, NOVEMBER 2

SPONSOR OF THE BELIN ANNUAL BBQ, BENEFITTING THE BELIN OUTREACH FUND FOR LOCAL COMMUNITY, NOVEMBER 3

YMCA GOLF CLASSIC FUNDS CHILDREN'S PROGRAMS, DECEMBER 1

6<sup>TH</sup> ANNUAL I BELIEVE FUNDRAISER BENEFITS HELP 4 KIDS & COLLINS KIDS FOUNDATION, DEC 3

UNITED NEGRO COLLEGE FUND 20<sup>TH</sup> GALA, DECEMBER 7

HORRY COUNTY FOOD DRIVE, PARTNERED WITH HORRY COUNTY FOOD BANK, THRU DEC 21

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

ISSUE: DRUG USE/PREVENTION

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SOURCE: WPDE NEWSCHANNEL 15 SPECIAL REPORT  
DATE/TIME OCTOBER 25, 2012 NEWS AT 6 & 11PM  
DESCRIPTION REPORTER RYAN NAQUIN LOOKS AT ONE SOCASTEE FAMILY AND THE HIGH SCHOOL VIOLENCE THAT TRANSPIRED AS THE RESULT OF BULLYING.

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FOCUS ON FAMILY: DEPRESSION  
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YMCA GOLF CLASSIC FUNDS CHILDREN'S PROGRAMS, DECEMBER 1

6<sup>TH</sup> ANNUAL I BELIEVE FUNDRAISER BENEFITS HELP 4 KIDS & COLLINS KIDS FOUNDATION, DEC 3

UNITED NEGRO COLLEGE FUND 20<sup>TH</sup> GALA, DECEMBER 7

HORRY COUNTY FOOD DRIVE, PARTNERED WITH HORRY COUNTY FOOD BANK, THRU DEC 21

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: COASTAL TODAY  
SOURCE: COASTAL CAROLINA UNIVERSITY  
DATE/TIME: SUNDAYS 12:30-1:00 PM  
DESCRIPTION: AN INSIDE LOOK AT WHAT IS HAPPENING AT CCU ON CAMPUS, WITH INTERVIEWS WITH STUDENTS, ALUMNI, FACULTY, & STAFF.

PROGRAM: KNOW YOUR HERITAGE HISPANIC COLLEGE QUIZ SHOW  
SOURCE: TIMELESS ENTERTAINMENT  
DATE/TIME: SATURDAY OCTOBER 14 2:00-4:00 PM  
DESCRIPTION: THE PURPOSE OF THIS SERIES IS TO ENCOURAGE THE APPRECIATION OF LATINO HERITAGE BY ALL PEOPLE IN AN ENTERTAINING QUIZ SHOW FORMAT. THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING HISPANIC COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF HISPANIC HISTORY.

PROGRAM: E:60 SPECIAL INSPIRATION  
SOURCE: ESPN  
DATE/TIME: NOVEMBER 4, 2012 4:00-6:00 PM  
DESCRIPTION: PRIMETIME NEWSMAGAZINE FEATURING PROFILES, INVESTIGATIONS, AND CUTTING EDGE STORIES ON EMERGING AND ESTABLISHED SPORTS.

PROGRAM: ADOPTION SPECIAL REPORT  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: NOVEMBER 15, 2012 NEWS AT 6 & 11PM  
DESCRIPTION: REPORTER JOEL ALLEN COVERS HORRY COUNTY FAMILY FROM LONGS HAS OPENED UP THEIR HOME TO 4 ORPHANED CHILDREN, TWO FROM THE OTHER SIDE OF THE WORLD: ETHIOPIA & THE UKRAINE.

PROGRAM: FAITHFUL EXODUS: ARE AMERICANS LOSING THEIR RELIGION  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: NOVEMBER 19, 2012 NEWS AT 6 & 11PM  
DESCRIPTION: ANCHOR JASON CLASPELL COVERS THE MAJOR SHIFT TAKING PLACE WITH RELIGION IN AMERICA AND THE IMPACT IT IS HAVING ON PEOPLE GOING TO CHURCH.

PROGRAM: AFRICAN AMERICAN SHORT FILMS  
SOURCE: BADAMI  
DATE/TIME: SUNDAY DECEMBER 30 2:00-3:00 PM

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

EDUCATION, CONTINUED

RIVERTOWN BLUEGRASS SOCIETY  
BURROUGHS & CHAPIN ART MUSEUM  
FOCUS ON FAMILY SERIES  
LIFELONG LITERACY  
ADHD AWARENESS  
REACH OUT & READ  
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION  
FINISH HIGH SCHOOL CAMPAIGN (5 SPOTS)  
MENTORING- BIG BROTHERS-BIG SISTERS  
VETERAN SUPPORT CAMPAIGN  
BOYS TOWN HOTLINE

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 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.

WPDE NEWSCHANNEL 15 SPONSORED THE FOLLOWING:

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE A SPEECH TO ENVIRONMENTAL STUDIES CLASS, GEORGETOWN, OCTOBER 2

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED GROUND ZERO BANQUET IN MYRTLE BEACH, BENEFITS TEEN RECREATION & OUTREACH FACILITY, OCTOBER 11

SPONSOR OF THE FIND A DREAM FUNDRAISER, WHOSE MISSION IS TO ATTAIN A SAFE, SUPPORTIVE ENVIRONMENT FOR YOUTH & YOUNG ADULTS OF DIVERSE SOCIAL, ECONOMIC & ETHNIC BACKGROUNDS, NOVEMBER 2

SPONSOR OF THE BELIN ANNUAL BBQ, BENEFITTING THE BELIN OUTREACH FUND FOR LOCAL COMMUNITY, NOVEMBER 3

REPORTER BRIANNA SMITH JUDGED THE WACCAMAW HIGH SCHOOL TALENT SHOW, NOV 8

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE A SPEECH TO PALMETTO YOUTH ACADEMY, FLORENCE, NOVEMBER 16

MORNING ANCHORS JASON CLASPELL & CRYSTAL COSTA HOSTED Horry COUNTY DANCING WITH THE STARS, PROCEEDS BENEFIT LOCAL EDUCATION IN MYRTLE BEACH, NOVEMBER 17

CHIEF METEOROLOGIST ED PIOTROWSKI SPOKE AT CAREER DAY, LORIS HIGH SCHOOL, NOV 20

YMCA GOLF CLASSIC FUNDS CHILDREN'S PROGRAMS, DECEMBER 1

RED CROSS RESCUE RACERS & RIVERTOWN REINDEER RACE BENEFITS RED CROSS, DECEMBER 1

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UNITED NEGRO COLLEGE FUND 20<sup>TH</sup> GALA, DECEMBER 7

REPORTER BRIANNA SMITH JUDGED THE ST. JAMES MIDDLE SCHOOL TALENT SHOW FOR SPECIAL OLYMPICS, DECEMBER 14

BASKETBALL HOLIDAY INVITAIONAL, SERIES OF WOMEN'S BASKETBALL TOURNAMENTS, DEC 18-22

BEACH BALL CLASSIC, LOCAL & NATIONAL HIGH SCHOOL BASKETBALL TOURNAMENTS, DEC 26-31

WE REGULARLY ACCOMMODATE DIFFERENT INTERNS IN NEWS, SALES & OUR CREATIVE DEPARTMENT DURING EACH 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: COASTAL TODAY  
SOURCE COASTAL CAROLINA UNIVERSITY  
DATE/TIME SUNDAYS 12:30-1:00 PM  
DESCRIPTION AN INSIDE LOOK AT WHAT IS HAPPENING AT CCU ON CAMPUS, WITH INTERVIEWS WITH STUDENTS, ALUMNI, FACULTY, & STAFF.

PROGRAM: SPECIAL REPORT: HURRICANE SANDY  
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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

NATIONAL 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  
SOUTH CAROLINA NATIONAL GUARD: FLOOD, STORM, WILDFIRE

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.

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE A SPEECH TO ENVIRONMENTAL STUDIES CLASS, GEORGETOWN, OCTOBER 2

SPONSORED PAWS FOR A CAUSE, MERCY CARES PET PEACE OF MIND WHICH ALLOWS HOSPICE PATIENTS TO KEEP THEIR PETS, OCTOBER 20

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RED CROSS RESCUE RACERS & RIVERTOWN REINDEER RACE BENEFITS RED CROSS, DECEMBER 1

HORRY COUNTY FOOD DRIVE, PARTNERED WITH HORRY COUNTY FOOD BANK, THRU DEC 21

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: GOSPEL TRIBUTE TO THE HOLIDAYS  
SOURCE BADAMI  
DATE/TIME SUNDAY DECEMBER 2 1:00-2:00 PM  
SUNDAY DECEMBER 22 2:00-3:00 PM  
SUNDAY DECEMBER 29 3:00-4:00 PM  
DESCRIPTION A MIXTURE OF TRADITIONAL & URBAN HOLIDAY GOSPEL MUSIC.

PROGRAM: GOSPEL MUSIC PRESENTS  
SOURCE BADAMI  
DATE/TIME SUNDAY DECEMBER 23 3:00-4:00 PM  
DESCRIPTION A MIXTURE OF TRADITIONAL & URBAN CONTEMPORARY GOSPEL MUSIC.

PROGRAM: AFRICAN AMERICAN SHORT FILMS  
SOURCE BADAMI  
DATE/TIME SUNDAY DECEMBER 30 2:00-3:00 PM

PROGRAM: KNOW YOUR HERITAGE HISPANIC COLLEGE QUIZ SHOW  
SOURCE TIMELESS ENTERTAINMENT  
DATE/TIME SUNDAY OCTOBER 14 2:00-4:00 PM  
THE PURPOSE OF THIS SERIES IS TO ENCOURAGE THE APPRECIATION OF LATINO HERITAGE BY ALL PEOPLE IN AN ENTERTAINING QUIZ SHOW FORMAT. THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING HISPANIC COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF HISPANIC HISTORY.

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  
NATIONAL GUARD ( 2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

WPDE NEWSCHANNEL 15 SPONSORED EACH OF THE FOLLOWING:

NEWS DIRECTOR, VICTORIA SPECHKO SPOKE TO MBACC BUSINESS LEADERS ABOUT MEDIA COVERAGE AND SOCIAL MEDIA IN MYRTLE BEACH, OCTOBER 9

CHIEF METEOROLOGIST ED PIOTROWSKI PARTICIPATED IN THE FEED THE HUNGRY PACKATHON, MYRTLE BEACH, OCTOBER 11

PREJUDICE & INTOLERANCE, CONT'D

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED GROUND ZERO BANQUET IN MYRTLE BEACH, BENEFITS TEEN RECREATION & OUTREACH FACILITY, OCTOBER 11

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED WACCAMAW COMMUNITY FOUNDATION'S FOOD FOR THE SOUL EVENT, OCTOBER 13

SPONSORED PAWS FOR A CAUSE, MERCY CARES PET PEACE OF MIND WHICH ALLOWS HOSPICE PATIENTS TO KEEP THEIR PETS, CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED, OCTOBER 20

SPONSOR OF THE FIND A DREAM FUNDRAISER, WHOSE MISSION IS TO ATTAIN A SAFE, SUPPORTIVE ENVIRONMENT FOR YOUTH & YOUNG ADULTS OF DIVERSE SOCIAL, ECONOMIC & ETHNIC BACKGROUNDS, NOVEMBER 2

SPONSOR OF THE BELIN ANNUAL BBQ, BENEFITTING THE BELIN OUTREACH FUND FOR LOCAL COMMUNITY, NOVEMBER 3

JASON CLASPELL, CHIEF METEOROLOGIST ED PIOTROWSKI, & ANCHOR ALLYSON FLOYD TOOK PART IN THE TOTAL MEDIA RELIEF DRIVE TO RAISE MONEY FOR AMERICAN RED CROSS & HURRICANE SANDY VICTIMS, MYRTLE BEACH NOVEMBER 12

YMCA GOLF CLASSIC FUNDS CHILDREN'S PROGRAMS, DECEMBER 1

RED CROSS RESCUE RACERS & RIVERTOWN REINDEER RACE BENEFITS RED CROSS, DECEMBER 1

6<sup>TH</sup> ANNUAL I BELIEVE FUNDRAISER BENEFITS HELP 4 KIDS & COLLINS KIDS FOUNDATION, DEC 3

UNITED NEGRO COLLEGE FUND 20<sup>TH</sup> GALA, DECEMBER 7

REPORTER BRIANNA SMITH JUDGED THE ST. JAMES MIDDLE SCHOOL TALENT SHOW FOR SPECIAL OLYMPICS, DECEMBER 14

HORRY COUNTY FOOD DRIVE, PARTNERED WITH HORRY COUNTY FOOD BANK, THRU DEC 21

WE REGULARLY ACCOMMODATE DIFFERENT INTERNS IN NEWS, SALES & OUR CREATIVE DEPARTMENT DURING EACH QUARTER AS PART OF THEIR COLLEGE REQUIREMENTS.