

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

JULY 1- SEPTEMBER 30, 2012

## ISSUES LIST

- |    |                          |   |
|----|--------------------------|---|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach<br>Large population of older citizens<br>Tourism                                |
| 2. | HEALTH CARE/COST         | High rate of heart disease<br>Poor health practices due to low income<br>Elderly health care<br>Fixed incomes |
| 3. | ENVIRONMENT              | Beach erosion<br>Land pollution<br>Wetlands   |
| 4. | CRIME                    | Summer tourists<br>Bikers   |
| 5. | IMAGE                    | Strip clubs<br>Bars   |
| 6. | PREJUDICE/INTOLERANCE    | Tensions in the community   |
| 7. | EDUCATION                | High rate of drop-outs<br>Lack of interest in furthering education<br>Lack of financial assistance            |

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: THIS OLD HOUSE & TODAY'S HOMEOWNER  
SOURCE: TIME4 MEDIA, INC.  
DATE/TIME: RUNS EARLY SUNDAY MORNINGS THROUGHOUT QUARTER  
DESCRIPTION: SHOW FOR HOMEOWNERS THAT DELIVERS PRACTICAL ADVICE TO HOMEOWNERS ON MAINTAINING AND IMPROVING A HOME.

PROGRAM: CAROLINA & COMPANY  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: WEEKDAYS 10:00-10:30 PM  
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: THEY SERVE IN SILENT VIGIL  
SOURCE: NEW VISIONS  
DATE/TIME: SUNDAY JULY 15 3:00-3:30 PM  
DESCRIPTION: HEROIC STORIES OF FAMILIES BEHIND AMERICA'S FRONTLINE WARRIORS.

PROGRAM DATE/TIME: PSA'S  
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: SMART MONEY

ENERGY EFFICIENCY SERIES  
FORECLOSURE PREVENTION  
SC NATIONAL GUARD

WWMB CW-21 EITHER SPONSORED OR CO- SPONSORED THE FOLLOWING:

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

PALMETTO POINT CHURCH OF GOD 7<sup>TH</sup> ANNUAL CHARITY GOLF TOURNAMENT, AUG 18

ICE RECYCLING ENVIRONMENTAL CLASSIC GOLF TOURNAMENT, (ALSO BENEFITS BREAST CANCER AWARENESS) AUG 20-26

WOUNDED WARRIOR GOLF TOURNAMENT, FUNDS WWII VETS TRIP TO MEMORIAL IN WASHINGTON, DC, SEPT 7

DEAD DOG SALOON 9/11 ANNUAL MEMORIAL EVENT, SEPTEMBER 11

ARNOLDS POOLS CHARITY GOLF TOURNAMENT FOR GRAND STRAND MIRACLE LEAGUE, SEPT 12

SOUTH ATLANTIC SHRINERS GRAND PARADE AND FREE ORTHOPEDIC SCREENING FOR CHILDREN, SEPTEMBER 22

FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

ISSUE: HEALTH CARE/COST

PROGRAM: IMARA WOMAN MAGAZINE TV  
SOURCE: IMARA COMMUNICATIONS GROUP, INC.  
DATE/TIME: 2<sup>ND</sup> & 3<sup>RD</sup> SUNDAYS OF THE MONTH, 12:30-1PM  
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

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

BRING CHANGE TO MIND: GLENN CLOSE BI-POLAR PSA  
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

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ICE RECYCLING ENVIRONMENTAL CLASSIC GOLF TOURNAMENT, (ALSO BENEFITS BREAST CANCER AWARENESS) AUG 20-26

ARNOLDS POOLS CHARITY GOLF TOURNAMENT FOR GRAND STRAND MIRACLE LEAGUE, SEPT 12

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FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

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

SEE ATTACHED FOR MORE PUBLIC APPEARANCES

ISSUE: ENVIRONMENT

PROGRAM ANIMAL EXPLORATION WITH JAROD MILLER  
SOURCE LITTON  
DATE/TIME MONDAYS 7:00-7:30 AM  
DESCRIPTON INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA  
SOURCE MG PERIN, INC.  
DATE/TIME TUESDAYS 7:00-7:30 AM  
DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S INTO THE WILD  
SOURCE LITTON  
DATE/TIME WEDNESDAYS 7:00-7:30 AM  
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM WILD ABOUT ANIMALS  
SOURCE LITTON  
DATE/TIME SATURDAYS 6:00-6:30 AM  
DESCRIPTON THIS PROGRAM TEACHES CHILDREN FOUR STORIES EACH WEEK ON THE WORLD'S MOST FASCINATING ANIMALS.

PROGRAM ECO COMPANY  
SOURCE LITTON  
DATE/TIME SUNDAYS 7:00-7:30 AM  
DESCRIPTON EXPLORES ALL ASPECTS OF BEING GREEN AND HOW WE IMPACT OUR WORLD.

PROGRAM McNEELEY'S OUTDOORSMAN  
SOURCE TIMBERWOLF PRODUCTIONS  
DATE/TIME SUNDAYS 10:30-11:00 AM  
DESCRIPTON EDUCATIONAL WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE. SEE ATTACHED FOR EACH PROGRAM'S CONTENT DESCRIPTION.

PROGRAM: SC OUTDOORS  
SOURCE JAY GREGG  
DATE/TIME SUNDAYS 8:30-9:00 AM  
DESCRIPTION COVERS HUNTING, FISHING, & EXPLORING NEW AREAS OF SOUTH CAROLINA OUTDOOR LIFE.

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

TAKE ME FISHING PSA  
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

ENVIRONMENT PSA'S, CONT'D

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.

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WOUNDED WARRIOR GOLF TOURNAMENT, FUNDS WWII VETS TRIP TO MEMORIAL IN WASHINGTON, DC, SEPT 7

CITY OF MULLINS GOLDEN LEAF FESTIVAL, SEPTEMBER 22

COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

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

ISSUE: CRIME

SEE ATTACHED FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

PROGRAM TIME	PSA'S 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 SC NATIONAL GUARD ( 3 SPOTS) BOYSTOWN HOTLINE HELP HOSPITALIZED VETS
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WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: IMAGE

PROGRAM: RIVERTALK  
DISTRIBUTOR: LUCKY DOG PRODUCTION  
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00 AM  
DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE ON WHAT'S HAPPENING IN OUR TOWNS.

PROGRAM: CAROLINA & COMPANY  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: WEEKDAYS 10:00-0:30 PM  
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: IMARA WOMAN MAGAZINE TV  
SOURCE: IMARA COMMUNICATIONS GROUP, INC.  
DATE/TIME: AIRS THE SECOND & THIRD SUNDAY OF EACH MONTH  
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

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

REACH OUT & READ  
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  
SC NATIONAL GUARD ( 3 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

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WE CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.  
ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: IMARA WOMAN MAGAZINE TV  
SOURCE: IMARA COMMUNICATIONS GROUP, INC.  
DATE/TIME: SECOND AND THIRD SUNDAY EACH MONTH, 12:30 PM  
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

PROGRAM: WE HAVE A DREAM  
SOURCE: ENTERTAINMENT STUDIOS  
DATE/TIME: SATURDAY, AUGUST 4 2:00-3:00 PM  
DESCRIPTION: PROFILES THE LIVES OF AFRICAN AMERICAN ICONS WHO HAVE INSPIRED GREATNESS IN OTHERS.

PROGRAM: KNOW YOUR HERITAGE HISPANIC COLLEGE QUIZ SHOW, EPISODES 1-4  
SOURCE: TIMELESS ENTERTAINMENT  
DATE/TIME: SUNDAY SEPTEMBER 23 & 30 5:00-6:00 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: GOSPEL MUSIC PRESENTS  
SOURCE: BADAMI  
DATE/TIME: SUNDAY SEPTEMBER 23 4:00-5:00 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

BRING CHANGE TO MIND: GLENN CLOSE BI-POLAR PSA  
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

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FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

ISSUES: EDUCATION

PROGRAM: AFRICAN AMERICAN SHORT FILMS  
SOURCE: BADAMI  
DATE/TIME: SUNDAY SEPTEMBER 30 4:00-5:00 PM

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

WE ARE 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

HORRY COUNTY MUSEUM TOBACCO HERITAGE DAY, AUGUST 4

PALMETTO POINT CHURCH OF GOD 7<sup>TH</sup> ANNUAL CHARITY GOLF TOURNAMENT, BENEFITS YOUTH PROGRAMS IN THE COMMUNITY, AUG 18

FLORENCE COUNTY SHERIFF'S OFFICE RIDE FOR CYSTIC FIBROSIS, BENEFITS CAMP PEE DEE PRIDE, SEPT. 29

WE HAVE ACCOMMODATED 4 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.

