

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

OCTOBER 1- DECEMBER 31, 2012

ISSUES LIST

- | | | |
|----|--------------------------|---|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach
Large population of older citizens
Tourism |
| 2. | HEALTH CARE/COST | High rate of heart disease
Poor health practices due to low income
Elderly health care
Fixed incomes |
| 3. | ENVIRONMENT | Beach erosion
Land pollution
Wetlands |
| 4. | CRIME | Summer tourists
Bikers |
| 5. | IMAGE | Strip clubs
Bars |
| 6. | PREJUDICE/INTOLERANCE | Tensions in the community |
| 7. | EDUCATION | High rate of drop-outs
Lack of interest in furthering education
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: REINVENT YOURSELF WITH MORE MAGAZINE
 SOURCE: MORE MAGAZINE SYNDICATION
 DATE/TIME: SUNDAY DECEMBER 9 2:00-3:00 PM
 DESCRIPTION: WOMEN WHO HAVE CHANGED THEIR LIVES FOR THE BETTER AND WHAT THEY HAVE LEARNED.

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

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

WWMB CW21 EITHER SPONSORED OR CO-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

ECONOMY/PERSONAL FINANCE, CONT'D

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

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

UNITED NEGRO COLLEGE FUND 20TH GALA, DECEMBER 7

NEWS DIRECTOR, VICTORIA SPECHKO REPRESENTED THE MEDIA IN AN EMERGENCY DISASTER EXERCISE FOR Horry COUNTY AND COUNTY 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 CW PROGRAMS RELATING TO THIS ISSUE.

ISSUE: HEALTH CARE/COST

PROGRAM: IMARA WOMAN MAGAZINE TV
SOURCE: IMARA COMMUNICATIONS GROUP, INC.
DATE/TIME: 2ND & 3RD 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.

PROGRAM: REINVENT YOURSELF WITH MORE MAGAZINE
SOURCE: MORE MAGAZINE SYNDICATION
DATE/TIME: SUNDAY DECEMBER 9 2:00-3:00 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.

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

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

WWMB CW 21 EITHER SPONSORED OR CO-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 CARE'S 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

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

WWMB CW 21 CO-SPONSORED THE SEMI-ANNUAL NEWSCHANNEL 15 RED CROSS BLOOD DRIVE AT THE COASTAL GRAND & MAGNOLIA MALLS, COLLECTED 173 UNITS OF BLOOD, DECEMBER 12

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 WILD ABOUT ANIMALS
SOURCE LITTON
DATE/TIME WEDNESDAYS 7:00-7:30 AM
DESCRIPTON EACH EPISODE WILL CONSIST OF FOUR (4) DIFFERENT STORIES DESIGNED TO TEACH CHILDREN ABOUT BOTH EXOTIC AND UNIQUE ANIMALS, AS WELL AS TO EDUCATE THEM FURTHER ABOUT ANIMALS THEY SEE EVERYDAY.

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.

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.

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

ENVIRONMENT, CONT'D

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.

WWMB CW21 EITHER SPONSORED OR CO-SPONSORED THE FOLLOWING:

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

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

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: CRIME

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

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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

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

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UNITED NEGRO COLLEGE FUND 20TH 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: 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.

PROGRAM: AFRICAN AMERICAN SHORT FILMS
SOURCE: BADAMI
DATE/TIME: SUNDAY DECEMBER 2 3:00-4:00 PM

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

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

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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 APPEARED AT THE TASTE OF THE TOWN CONWAY LIVE SHOT, OCTOBER 9

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

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

IMAGE, CONTINUED

CHIEF METEOROLOGIST ED PIOTROWSKI LIVE AT THE HTC ANNUAL MEETING, OCTOBER 16

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

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED GRAND STRAND HUMANE SOCIETY'S WALK FOR THE ANIMALS, OCTOBER 27

CHIEF METEOROLOGIST ED PIOTROWSKI JUDGED THE COASTAL CANINE HOWL-O-WEEN EXTRRAVAGANZA, OCTOBER 28

CHIEF METEOROLOGIST ED PIOTROWSKI LIVE SHOT FROM MURRELLS INLET HALLOWEEN ON THE MARSHWALK, OCTOBER 31

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

CHIEF METEOROLOGIST ED PIOTROWSKI JUDGED THE GRAND STRAND CORVETTE CLUB CAR SHOW, NOVEMBER 3

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

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

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

CHIEF METEOROLOGIST ED PIOTROWSKI TASTE OF CONWAY JUDGE, NOVEMBER 15

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 LORIS HIGH SCHOOL CAREER DAY, NOVEMBER 26

YMCA GOLF CLASSIC FUNDS CHILDREN'S PROGRAMS, DECEMBER 1

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

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

UNITED NEGRO COLLEGE FUND 20TH GALA, DECEMBER 7

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

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SURFSIDE ROTARY SPEECH, DECEMBER 5

CHIEF METEOROLOGIST ED PIOTROWSKI LIVE AT LEGENDS FOR TOYS FOR TOTS, DECEMBER 6

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

REPORTER BRIANNA SMITH JUDGED THE CITY OF MYRTLE BEACH UGLY SWEATER CONTEST, DECEMBER 22

TALENT APPEARED IN 12 LOCAL CHRISTMAS PARADES THIS HOLIDAY SEASON

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: GOSPEL MUSIC PRESENTS
SOURCE: BADAMI
DATE/TIME: SUNDAY DECEMBER 2 2:00-3:00 PM
SATURDAY DECEMBER 29 2:00-3:00 PM
DESCRIPTION: A MIXTURE OF TRADITIONAL & URBAN CONTEMPORARY GOSPEL MUSIC.

PROGRAM: AFRICAN AMERICAN SHORT FILMS
SOURCE: BADAMI
DATE/TIME: SUNDAY DECEMBER 2 3:00-4:00 PM

PROGRAM: STELLAR AWARDS GOSPEL TRIBUTE TO THE HOLIDAYS
SOURCE: BADAMI
DATE/TIME: SUNDAY DECEMBER 30 5:00-6:00 PM
DESCRIPTION: A MIXTURE OF TRADITIONAL & URBAN HOLIDAY 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
NATIONAL GUARD (2 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

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PREJUDICE & INTOLERANCE, CONT'D

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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

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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.

ISSUES: EDUCATION

PROGRAM: AFRICAN AMERICAN SHORT FILMS
SOURCE BADAMI
DATE/TIME DECEMBER 2 3:00-4:00 PM

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

WE ARE AN ONGOING MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCE 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.

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

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

WWMB CW 21 SPONSORED OR CO- 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

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YMCA GOLF CLASSIC FUNDS CHILDREN'S PROGRAMS, DECEMBER 1

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

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

EDUCATION, CONTINUED

UNITED NEGRO COLLEGE FUND 20TH GALA, DECEMBER 7

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

BASKETBALL HOLIDAY INVITATIONAL, 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.