

ISSUES AND PROGRAMS LIST

WWMB

MYRTLE BEACH, SOUTH CAROLINA

JANUARY 1 – MARCH 31, 2006

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: HEALTH CARE/COST

PROGRAM: TODAY'S HEALTH # 14
SOURCE TWI
DATE/TIME SATURDAY MARCH 18 1:30-2:00PM
DESCRIPTION: TAKING CHARGE OF YOUR HEALTH – A LOOK AT THE NEWEST INNOVATIONS IN MEDICAL AND HEALTH RELATED PRODUCTS AND SERVICES. EXPERTS PROVIDE VALUABLE INSIGHT INTO THE LATEST TECHNIQUES, TREATMENTS AND HEALTHCARE. HELPS VIEWERS MAKE HEALTHIER DECISIONS IN EVERY ASPECT OF THEIR LIVES.

PROGRAM PARENTING & BEYOND # 12
SOURCE TWI
DATE/TIME SATURDAY, MARCH 18, 2006 2:30-3:00PM
DESCRIPTION FAMILY NUTRITION, HEALTH & SAFETY
THIS PROGRAM IS A VITAL RESOURCE TO HELP PARENTS RAISE HEALTHY AND HAPPY CHILDREN. IT INCLUDES TEACHING YOUR CHILDREN ABOUT PROPER BATHROOM HYGIENE, SMART NUTRITION CHOICES FOR YOUR KIDS LUNCH AND TALKING TO YOUR KIDS ABOUT DRUGS.

PROGRAM: ASK THE PROFESSIONALS PHONE BANK (NOT ON AIR)
CARDIOLOGISTS FROM LOCAL HOSPITALS ANSWERED HEART HEALTH QUESTIONS FROM VIEWERS.

WWMB WAS CO-SPONSOR OF THE FOLLOWING:

GRAND STRAND HEALTH FAIR – HEALTH FAIR WITH INFORMATION AND TESTING FOR CHOLESTEROL, BLOOD PRESSURE, ETC.
SENIOR LIFE EXPO – ISSUES REALTING TO SENIORS SUCH AS HEALTH, FINANCES, ETC.

PROGRAM: PSA'S
PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN ON TO SIGN OFF EACH DAY.

BLOOD DONATION
NATIONAL KIDNEY FOUNDATION
WEIGHT LOSS & ESSENTIAL NUTRITION
HEART DISEASE & WOMEN
TAKING CONTROL OF SICKLE CELL DISEASE
CANCER RESEARCH & PREVENTION
SHRINER'S CHILDRENS' HOSPITALS
PARENTS AGAINST MENINGITIS
MIGRAINE RELIEF

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: FIRST BUSINESS
SOURCE: WEB FN
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00AM
DESCRIPTION: THIS PROGRAM TALKS ABOUT INVESTING, SCREENING THE MARKET AND BUSINESS POLICIES IN GENERAL. VIEWERS LEARN FROM ECONOMISTS, ANALYSTS, AUTHORS AND BUSINESS OWNERS.

PROGRAM: ASK THE PROFESSIONALS PHONE BANK (NOT ON AIR) REPRESENTATIVES FROM THE BETTER BUSINESS BUREAU ANSWERED VIEWERS QUESTIONS.

WWMB CO-SPONSORED THE FOLLOWING:

CMC BACKPACK BUDDIES – UNDERPRIVILEGED CHILDREN RECEIVE BACKPACKS FILLED WITH FOOD.
GIRL SCOUT COOKIES – MAJOR FUNDRAISING EFFORT FOR LOCAL GIRLS SCOUTS.
US OPEN MINI GOLF TOURNAMENT - BRINGS IN THOUSANDS OF TOURISTS TO HELP THE LOCAL ECONOMY.
BIKES AND BADGES – BRINGS IN BIKERS TO HELP LOCAL ECONOMY.

PROGRAM: PSA'S
THESE ANNOUNCEMENTS ARE RUN AT VARIOUS TIMES DURING OUR BROADCAST DAY.

INDEPENDENCE FOR SENIORS
WWW.FIRSTGOV.GOV
FINANCIAL PLANNING
PREVENTING IDENTITY THEFT
SECURITY INVESTMENT PROTECTION

ISSUE: CRIME.

PROGRAM: GRAND STRAND/PEE DEE'S MOST WANTED
SOURCE WPDE
DATE/TIME WEEKLY – SUNDAY'S AT 6:30PM
DESCRIPTION THIS 30-MINUTE PROGRAM SHOWCASES CRIMES AND CRIMINALS IN OUR VIEWING AREA. IT IS CLOSELY FORMATED LIKE "AMERICA'S MOST WANTED".. WE HAVE BEEN TOLD THAT THIS PROGRAM IS MOST EFFECTIVE IN CATCHING CRIMINALS.

WWMB CO-SPONSORED THE FOLLOWING:

PROGRAM: ASK A LAWYER – REPRESENTATIVES FROM THE FLORENCE BAR ASSOCIATION ANSWERED LEGAL QUESTIONS FROM VIEWERS.

PROGRAM: PSA'S
PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON TO SIGN-OFF DAILY.

IDENTITY THEFT PREVENTION
ONLINE EXPLOITATION OF YOUTH
RUNAWAYS
SECURITY INVESTMENT PROTECTION
DOMESTIC VIOLENCE

ISSUE: ENVIRONMENT

PROGRAM JACK HANNA'S ANIMAL ADVENTURES

SOURCE LITTON

DATE/TIME SATURDAYS 9-9:30AM

DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVINGS THE ANIMALS AND THE HABITAT IN WHICH THEY LIVE.

WWMB CO-SPONSORED THE FOLLOWING:

RECYCLE – IN CONJUNCTION WITH HORRY COUNTY SOLID WASTE. PROMOTES RECYCLING IN THE SCHOOLS. KIDS GET PRIZES AT THE END OF EACH MONTH FOR THE MOST RECYCLABLE MATERIAL COLLECTED.

ENVIRONMENTAL EAGLE – EVERY YEAR ONE ENVIRONMENTALLY MINDED CITIZEN RECEIVES AN AWARD FOR CONSERVATION EFFORTS AND ENVIRONMENTAL AWARENESS.

MYRTLE BEACH HURRICANE PREPAREDNESS EXPO - PROPER PREPARATION IN CASE OF A HURRICANE.

PROGRAM: PSA'S

THESE ANNOUNCEMENTS ARE RUN FROM SIGN ON TO SIGN OFF AT VARIOUS TIMES DURING THE DAY.

BATTERY RECYCLING
ENERGY STAR: PREVENT POLLUTION
WILDFIRE PREVENTION
NATURAL RESOURCE
YOUTH & COMMUNITY SERVICE

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME MONDAY THRU FRIDAY 7-7:30AM
SUNDAY 1-2PM

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: WE HAVE A DREAM
DISTRIBUTOR: ENTERTAINMENT STUDIOS
DATE/TIME SATURDAY, 2/25/06 2-4:00PM
DESCRIPTION INSPIRATIONAL AND MOTIVATIONAL SHOW CENTERED UPON MANY OF OUR COUNTRY'S MOST SUCCESSFUL BLACK AMERICANS.

WWMB CO-SPONSORED THE FOLLOWING:

US OPEN MINI-GOLF TOURNAMENT – THIS TOURNAMENT BRINGS IN HUNDREDS OF TOURIST TO THE AREA FOR THE WEEKEND. THEY GET TO EXPERIENCE MYRTLE BEACH AT ITS BEST.

BASEBALL AT THE BEACH – THIS TOURNAMENT BRINGS IN HUNDREDS OF BSEBALL PLAYERS AND THEIR FAMILIES TO THE AREA FOR THE WEEKEND.

PROGRAM: PSA'S
PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON TO SIGN-OFF DAILY.

AMERICAN INDIAN HERITAGE
MAKE A WISH FOUNDATION
SOLDIERS CREED

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: LATIN LIFESTYLES
SOURCE CF ENTERTAINMENT
DATE/TIME SUNDAYS 4:00-4:30AM
DESCRIPTION THIS PROGRAM TAKES A LOOK AT THE LIFESTYLES OF OUR
LATIN COMMUNITY WITH THE HOPE OF OTHER ETHNIC GROUPS
UNDERSTANDING THE LIFE STYLE OF OUR LATIN NEIGHBORS.

PROGRAM: NUESTRO BARRIO
SOURCE CF ENTERTAINMENT
DATE/TIME SATURDAYS 12:30-1:PM
DESCRIPTION THIS PROGRAM TAKES A LOOK AT THE LIFESTYLES OF OUR
LATIN COMMUNITY WITH THE HOPE OF OTHER ETHNIC GROUPS
UNDERSTANDING THE LIFE STYLE OF OUR LATIN NEIGHBORS.

WWMB ALONG WITH WPDE FUNDED SCHOLARSHIPS AT COASTAL CAROLINA
UNIVERSITY AND FRANCES MARION UNIVERSITY THAT TARGET MINORITY
CANDIDATES.

PROGRAM: PSA'S
THESE ANNOUNCEMENTS ARE RUN DURING ALL TIME PERIODS.

AMERICAN INDIAN HERITAGE
EMBRACE CHANGE:HIRE DISABLED
DON'T FORGET AMERICA'S VETS
BOYS & GIRLS CLUB NATIONAL HOTLINE
PARENTAL INVOLVEMENT IN SCHOOLS

ISSUE: EDUCATION

WWMB CO-SPONSORED THE FOLLOWING:

LIMOS FOR LEARNING – TARGETING THIRD GRADE STUDENTS, THIS PROGRAM PROMOTES THE IMPROVEMENT OF READING SKILLS THROUGH INCENTIVES. (LUNCH AND A LIMO RIDE)

WWMB ALONG WITH WPDE HAS SCHLORSHIPS AT COASTAL AND FMU THAT TARGET MINORITY CANDIDATES.

OUR ON-AIR PERSONALITIES WENT TO SEVERAL AREA SCHOOLS TO TALK WITH STUDENTS ABOUT HOW IMPORTANT IT IS TOO GET AN EDUCATION. ALSO SEVERAL GROUPS OF STUDENTS WERE GIVEN A TOUR OF OUR FACILITIES.

PROGRAM: PSA'S
THESE ANNOUNCEMENTS ARE RUN AT VARIOUS TIMES DURING THE DAY AND NIGHT.

SC TECHNICAL COLLEGE
NATIONAL GUARD
AMERICAN INDIAN HERITAGE
MATH & SCIENCE FOR GIRLS
PARTNERS FOR SCIENCE & TECHNOLOGY
AIM HIGHER:COLLEGE

SEE ATTACHMENTS FOR OTHER PROGRAMS, ETC.