

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

JANUARY 1, 2008 – MARCH 31, 2008

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:	BEAUTIFUL HOMES AND GREAT ESTATES
SOURCE	ASCENT MEDIA
DATE/TIME	SUNDAYS 5:30-6:00 AM
DESCRIPTION	UP CLOSE TOUR OF THE MOST BEAUTIFUL HOMES AND ESTATES IN THE WORLD. MEET THE OWNERS, ARCHITECTS, AND DECORATORS AS THEY SHARE THEIR PASSION FOR LIVING AT ITS VERY BEST.
PROGRAM	PSA'S
DATE/TIME	AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF
	HABITAT FOR HUMANITY (60S.)
	STUDENT FINANCIAL AID (60S.)
	E-FILE YOUR TAXES
	HOUSING DISCRIMINATION
	NAIC: LONG TERM HEALTH INSURANCE
	SECURITY INVESTMENT PROTECTION
	FORECLOSURE PREVENTION
	SECURITY INVESTMENT PROTECTION
	FINANCIAL LITERACY: FEED THE PIG
	SC STUDENT LOAN ASSOCIATION
	MINORITY EDUCATION
	INVENTIONS: CAT MAGNET
	HELP HOSPITALIZED VETERANS
	MINORITY EDUCATION
	HIGH SCHOOL DROP OUT PREVENTION

WWMB-CW21 CO-SPONSORED THE FOLLOWING:

REPORTER, JOEL ALLEN GAVE PRESENTATION TO LEADERSHIP GRAND STRAND ON NEWS MEDIA, JANUARY 3

ED PIOTROWSKI, CHIEF METEROLOGIST & GM, BILLY HUGGINS FACILITATED LEADERSHIP EVENT AT COASTAL CAROLINA UNIVERSITY, JANUARY 15

METEROLOGIST, DARREN STACK JUDGED MISS MYRTLE BEACH & TEEN MYRTLE BEACH PAGEANT, FEBRUARY 16-17

MYRTLE BEACH MARATHON, FEBRUARY 17

CHIEF METEROLOGIST, ED PIOTROWSKI WAS A GUEST ON THE GREG EVERITT SHOW, FEB. 21

MYRTLE BEACH JOB EXPO, FEBRUARY 28

CHIEF METEROLOGIST, ED PIOTROWSKI EMCEED LONG BAY SYMPHONY FUNDRAISER IN LITCHFIELD BEACH, MARCH 2

CHIEF METEROLOGIST, ED PIOTROWSKI GAVE SPEECH AT PAWLEYS ISLAND ROTARY, MARCH 6

CANADIAN-AMERICAN DAYS , MARCH 8-16

REPORTER, JOEL ALLEN SPOKE TO COASTAL AD AND MARKETING PROFESSIONALS, MARCH 19

ANCHOR, ALLYSON FLOYD EMCEED SENIOR LIFE EXPO IN FLORENCE, MARCH 14

BUSINESS & RESTAURANT EXPO, MARCH 27

5K RACE FOR THE INLET, MARCH 29

ANCHOR, JIM HEATH WAS A PANELIST AT THE SURFSIDE BEACH CANDIDATE DEBATE, MARCH 30

ISSUE: HEALTH CARE/COST

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

BREAST CANCER AWARENESS
CHOLESTEROL & STROKE
SENIOR-FRIENDLY HEALTH WEBSITE
LONG-TERM HEALTH INSURANCE
PLAY 60: KEEP FIT
FOOD PYRAMID
MARCH OF DIMES: PRE-MATURE BABIES
DIABETES: NOW OR LATER
SHRINERS HOSPITAL FOR CHILDREN
OBESITY PREVENTION
WEST NILE VIRUS
DERMATOLOGY: TANNING & SKIN CANCER (60 S)
MIGRAINE RELIEF
FACES OF INFLUENZA (60 S)
MENINGITIS ON CAMPUS
DIANE KEATON: COLORECTAL CANCER TESTING
MEDICAL TOURISM (60 S)
DEPRESSION IS REAL
VEGGIE THERAPY

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

HEALTH FAIR, COASTAL GRAND MALL, FEBRUARY 2

JAZZ, DINNER & CHOCOLATE, CAROLINA CANCER FOUNDATION FUNDRAISER, FEBRUARY 14

HOORAY FOR HOLLYWOOD, AMERICAN RED CROSS FUNDRAISER, FEBRUARY 15

SHRINERS GOLF TOURNAMENT, PROCEEDS BENEFIT SHRINERS HOSPITAL FOR CHILDREN,
FEBRUARY 16

AMERICAN HEART ASSOCIATION HEART BALL 2009, FEBRUARY 23

AMERICAN RED CROSS HEROES CAMPAIGN, OUR ANCHORS & WEATHERMEN WERE CELEBRITY
WAITERS FOR RED CROSS FUNDRAISER, FEBRUARY 28 & MARCH 4

MCLEOD RUN/WALK, PROCEEDS BENEFIT HOSPITAL, MARCH 15

SENIOR LIFE EXPO, MARCH 15

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH RICHARD WEISS
SOURCE LITTON
DATE/TIME SATURDAYS 7:00-7:30 AM
DESCRIPTON THIS PROGRAM INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA
SOURCE MG PERIN, INC.
DATE/TIME SATURDAYS 7:30-8:00 AM
DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE LITTON
DATE/TIME SATURDAYS 8:00-8:30 AM
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM McNEELEY'S OUTDOORSMAN
SOURCE TIMBERWOLF PRODUCTIONS
DATE/TIME SUNDAYS 8:00-8:30 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.

PROGRAM: ECOZONE PROJECT
SOURCE TWI
DATE/TIME JANUARY 6, 2008 2:30-3:30 PM
JANUARY 28, 2008 10:30-11:30 AM
DESCRIPTION THIS SERIES OF FOUR PROGRAMS PRESENTING CELEBRITY GREEN MAKEOVER SPECIALS IS DEDICATED TO IMPROVING THE QUALITY OF LIFE IN COMMUNITIES ACROSS THE COUNTRY. IT BRINGS TOGETHER BUSINESS AND GOVERNMENT TO ADDRESS CRITICAL ENVIRONMENTAL CHALLENGES IN THE AREAS OF AIR, ENERGY, GREEN SPACES, AND WATER.

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

ON THIN ICE: POLAR BEARS (60S)
2008 NATURE EXPLORE (60S)
GLOBAL WARMING
SAVE OUR WETLANDS (60s)
ASPCA: PUT AN END TO ANIMAL CRUELTY
RECYCLE BATTERIES
NATURE CONSERVATORY
WEST NILE VIRUS
DERMATOLOGY: TANNING BEDS

OUR METEOROLOGIST SPOKE TO SEVERAL GROUPS AND SCHOOLS ABOUT THE WEATHER AND IT'S EFFECTS AND ALSO THE EFFECTS OF HURRICANES ALONG OUR COAST LINE. WE HAVE ALSO DONE MANY TOURS OF OUR WEATHER STUDIO (SEE ATTACHED LIST).

WWMB CW21 CO-SPONSORED THE FOLLOWING:

CHIEF METEOROLOGIST ED PIOTROWSKI, GUEST SPEAKER ON LOCALLY-PRODUCED CABLE SHOW, RIVERTALK, FEBRUARY 18

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED LOCAL OYSTER FESTIVAL, MYRTLE BEACH, FEBRUARY 23

WACCAMAW RIVER CONFERENCE, MARCH 1

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE WEATHER SPEECH AT COASTAL GRAND MALL, MARCH 7

5K RACE FOR THE INLET, PROCEEDS BENEFIT MURRELLS INLET 2008 & LOCAL BEAUTIFICATION, MARCH 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.

PROGRAM: NEWS AT 10 ON THE CW INCLUDES MUG SHOTS IN ALL OUR NEWS PROGRAMS CALLING ATTENTION TO LOCAL CRIMES AND CRIMINALS AND ASKING VIEWERS TO CONTACT CRIMESTOPPERS IF THEY HAVE ANY FURTHER INFORMATION TO OFFER. WE SINGLE OUT AN URGENT "MOST WANTED" PERSON, CREATE A PROMOTIONAL SPOT AND RUN IT AS A PSA, AIRING SEVERAL TIMES A DAY EACH WEEK.

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

BOYS TOWN: TEENS
CHILDREN & POVERTY
HIGH SCHOOL DROPOUT PREVENTION
AMBER ALERTS
OPTIMISTS: MAKING A DIFFERENCE
REDUCING GUN VIOLENCE
TEEN ALANON
ASPCA: PUT AN END TO ANIMAL CRUELTY
BIG BROTHERS: CHESS
NARCANON (60 S)
BILLY HARDEE HOME FOR BOYS
NEGLIGENT DRIVING & CELL PHONES
NATIONAL GUARD: IN THEIR OWN WORDS
BOYS & GIRLS CLUB: PARENTING
MINORITY EDUCATION
STRONG COMMUNITY: FAMILY

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

ED PIOTROWSKI, CHIEF METEROLOGIST & GM, BILLY HUGGINS FACILITATED LEADERSHIP EVENT AT COASTAL CAROLINA UNIVERSITY, JANUARY 15

ED PIOTROWSKI WAS BLOCK KID COMPETITION JUDGE, SOCASTEE, FEBRUARY 15

NORTH/SOUTH ALL-STAR BASKETBALL TOURNAMENT, MARCH 14-16

LIMOS FOR LEARNING, ELEMENTARY SCHOOL CHILDREN WITH ACHIEVEMENTS IN READING ARE REWARDED WITH A FANCY DINNER AND A LIMOSINE RIDE, CHIEF METEROLOGIST, ED PIOTROWSKI EMECCED SEVERAL OF THE PRESENTATIONS, MARCH 17-20

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER.

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME: MONDAY THRU FRIDAY 6:30-7:00 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: BEAUTIFUL HOMES AND GREAT ESTATES
SOURCE: ASCENT MEDIA
DATE/TIME: SUNDAYS 5:30-6:00 AM
DESCRIPTION: UP CLOSE TOUR OF THE MOST BEAUTIFUL HOMES AND ESTATES IN THE WORLD. MEET THE OWNERS, ARCHITECTS, AND DECORATORS AS THEY SHARE THEIR PASSION FOR LIVING AT ITS VERY BEST.

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

JAMESTOWN LEGACY
HOUSING DISCRIMINATION
MEDICAL TOURISM
STUDENT FINANCIAL AID
SECURITY INVESTMENT PROTECTION
HIGH SCHOOL DROPOUT PREVENTION
SECURITY INVESTMENT PROTECTION
COMMUNITIES IN SCHOOLS
FORECLOSURE PREVENTION
OPTIMISTS: MAKING A DIFFERENCE
HELP HOSPITALIZED VETERANS
MINORITY EDUCATION
EVERY VOTE MATTERS
CHILDREN & POVERTY
CHILDHOOD OBESITY PREVENTION
FINANCIAL LITERACY: FEED THE PIG
HABITAT FOR HUMANITY
DERMATOLOGY: TANNING BEDS
NATIONAL GUARD: IN THEIR OWN WORDS

OUR STATION RUNS A LOCAL COMMUNITY CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

IMAGE, CONTINUED

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AMERICAN HEART ASSOCIATION HEART BALL 2009, FEBRUARY 23

MYRTLE BEACH JOB EXPO, FEBRUARY 28

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CANADIAN-AMERICAN DAYS , MARCH 8-16

LIMOS FOR LEARNING, ELEMENTARY SCHOOL CHILDREN WITH ACHIEVEMENTS IN READING ARE REWARDED WITH A FANCY DINNER AND A LIMOSINE RIDE, CHIEF METEROLOGIST, ED PIOTROWSKI EMECCED SEVERAL OF THE PRESENTATIONS, MARCH 17-20

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ANCHOR, ALLYSON FLOYD EMCEED SENIOR LIFE EXPO IN FLORENCE, MARCH 14

BUSINESS & RESTAURANT EXPO, MARCH 27

5K RACE FOR THE INLET, MARCH 29

ANCHOR, JIM HEATH WAS A PANELIST AT THE SURFSIDE BEACH CANDIDATE DEBATE, MARCH 30

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER.

SEE ATTACHED SHEETS FOR MORE PERSONAL APPEARANCES AND TV-STATION TOURS.

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: WHAT'S UP/QUE PASA (E/I)
SOURCE TVS
DATE/TIME SATURDAYS 6:00-6:30 AM
DESCRIPTION A WEEKLY MULTI-CULTURAL SHOW THAT EMPHASIZES WHAT WE HAVE IN COMMON WITH OTHER CULTURES WHILE TEACHING TODAY'S YOUTH TO APPRECIATE OUR DIFFERENCES. EVERY WEEK, THE SHOW BILINGUALLY PRESENTS A NEW THEME, SUCH AS CROSS-CULTURAL UNDERSTANDING, THE DANGERS OF DRUGS AND SMOKING, AND READING APPRECIATION, THROUGH A HIP COMBINATION OF RAP AND HUMOR.

PROGRAM: LATIN LIFESTYLES
SOURCE CF ENTERTAINMENT
DATE/TIME SATURDAYS 2:00-2:30 AM
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.

(DURING THESE SHOWS WE RUN SPANISH LANGUAGE PSA'S ON THESE TOPICS: DIABETES, DIGITAL TV TRANSITION, PROJECT ROADBLOCK.)

PROGRAM WE HAVE A DREAM
SOURCE ENTERTAINMENT STUDIOS
DATE/TIME JANUARY 21, 2008 10:00-11:00 AM
DESCRIPTION INTERVIEWS PROFILE AND FEATURE SOME OF OUR MOST SUCCESSFUL, WELL-KNOWN, AND POPULAR AFRICAN AMERICANS. DESIGNED AS AN INSPIRATIONAL AND MOTIVATIONAL PROGRAM.

PROGRAM RENEW ORLEANS
SOURCE ECLIPES
DATE/TIME JANUARY 21, 2008 12:30 -1:30 PM
DESCRIPTION TAKES PLACE AGAINST THE BACKDROP OF A 23,000 SQ. FT. COMMUNITY CENTER IN THE POST KATRINA-RAVAGED MID-CITY NEIGHBORHOOD. THE ARCHITECTURE, CULINARY AND CULTURAL INFLUENCES ARE MULTI-CULTURAL IN ORIGIN: AFRICAN, CARIBBEAN, FRENCH, SPANISH, BRITISH, AND SOUTH AMERICAN.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

MARTIN LUTHER KING: BUILD THE DREAM
CHILDREN & POVERTY
HOUSING DISCRIMINATION
FORCLOSURE PREVENTION
SENIOR-FRIENDLY WEBSITE
STUDENT FINANCIAL AID
ASTRONAUT RECRUITMENT: DIVERSITY
HELP HOSPITALIZED VETERANS
COURTESY: PASS IT ON
AUTISM AWARENESS
CHILDHOOD OBESITY PREVENTION
MINORITY EDUCATION
SHRINERS HOSPITAL FOR CHILDREN
STRONG COMMUNITY: FAMILY
BILLY HARDEE HOME FOR BOYS
COMMUNITIES IN SCHOOLS

PREJUDICE & INTOLERANCE, CONT'D

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

SIGNING DAY SPECIAL: SPORTS DIRECTOR, RICH CRAMPANIS HIGHLIGHT HIGH SCHOOL STUDENTS RECRUITED BY COLLEGES WITH SPORTS SCHOLARSHIPS, FEBRUARY 6

SPECIAL EDUCATION GROUP TOUR, MARCH 5

FLORENCE COUNTY DISABILITIES FOUNDATION CELEBRITY BBQ FUNDRAISER, SCRANTON, MARCH 11

FLORENCE COUNTY DISABILITIES FOUNDATION CELEBRITY BBQ FUNDRAISER, FLORENCE, MARCH 11

ANCHOR, ALLYSON FLOYD EMCEED SENIOR LIFE EXPO IN FLORENCE, MARCH 14

SENIOR LIFE EXPO, MARCH 15

THE STATION MAINTAINS A LOCAL COMMUNITY CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

ISSUES: EDUCATION

PROGRAM: SAFETY FACTORY (E/I)
SOURCE SALTWATER PRODUCTIONS (LOCAL)
DATE/TIME SATURDAYS 9:00-9:30 AM
DESCRIPTION Horry County Fireman, Todd Cartner, has organized a group of elementary school-aged children in creating this weekly kid-friendly television production with a newscast format. It focuses on the safety aspects of a particular theme, such as the internet, sports equipment, or seat belt useage.

PROGRAM: SPECIAL REPORT: GRAVEYARDS OF CONFEDERATE SOLDIERS
SOURCE NEWSCHANNEL 15 NEWS AT 10 ON THE CW
DATE/TIME FEBRUARY 12, 2008 PART OF NEWS BROADCAST
DESCRIPTION HISTORY AND PRESERVATION OF GRAVE SITES WHICH ARE PART OF OUR LOCAL HERITAGE.

SEE ATTACHED LIST OF CW ISSUES REPORT ON PROGRAMMING.

WWMB-CW21 CO-SPONSORED THE FOLLOWING:

B&C KIDS TIME CLUB. MONTHLY MEETINGS FOR CHILDREN INVOLVING EDUCATION AND RECREATION.

LIMOS FOR LEARNING – REWARDS KIDS FOR READING BY TAKING THEM TO LUNCH AND A LIMO RIDE. WPDE'S CONTINUED SUPPORT HAS ENABLED THE PROGRAM TO EXPAND TO NUMEROUS ADDITIONAL SCHOOLS IN THE PEE DEE AREA.

WWMB CW21 IS AN ONGOING MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SC.

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

STUDENT FINANCIAL AID (60S)
JAMESTOWN LEGACY
ASTRONAUT RECRUITMENT
HIGH SCHOOL DROPOUT PREVENTION
AUTISM AWARENESS
MINORITY EDUCATION
EVERY VOTE MATTERS
INVENTIONS: CAT MAGNET
COMMUNITIES IN SCHOOLS
PALMETTO ROBOTICS (60S)
BOYS & GIRLS TOWN: PARENTING
MARTIN LUTHER KING: BUILD THE DREAM

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALKED 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 PROCEDURES. (SEE ATTACHED LIST FOR SPECIFICS)

METEROLOGIST DARREN STACK JUDGES SCHOOL SCIENCE FAIR AT FORESTBROOK MIDDLE SCHOOL, FEBRUARY 21

WACCAMAW RIVER CONFERENCE, MARCH 1

SPECIAL EDUCATION GROUP TOUR, MARCH 5

NORTH/SOUTH ALL-STAR BASKETBALL TOURNAMENT, MARCH 14-16

HOLIDAY INVITATIONAL GIRLS BASKETBALL TOURNAMENT, DEC. 18

CAROLINA CLASSIC BASKETBALL TOURNAMENT BENEFITTING THE BOYS AND GIRLS CLUBS OF THE PEE DEE, DEC. 26-29

January 2008 Ascertainment for News Department

03 Joel gave presentation to Leadership Grand Strand on dealing with News Media

04 Ed was Judge Girl Scout Talent Show Myrtle Beach

15 Ed and Billy were Facilitators of Leadership Event CCU Conway

17 Ed gave Ocean Bays Elementary Speech Carolina Forest

17 Ed gave 1st United Methodist Church Speech Myrtle Beach

26 Ed was Winter Gala MC for Conway Medical Center Conway

31 Ed gave Waccamaw Elementary Speech Pawleys Island

Republican Debate Preview Show 7:30-8pm 1/10/08

Democratic Debate Preview Show 7:30-8pm 1/21/08

February 2008 Ascertainment News Department

02 Allyson, Ed, Jim, and Lauren in booth for Health Fair Coastal Grande Mall Myrtle Beach
06 Ed gave Tour Myrtle Beach Elem Myrtle Beach
09 Ed gave Kidz Time Festival Speech Myrtle Beach
09 Lindsay emceed ballet at Coker College Hartsville
11 Ed was guest in Flo. Youth Orchestra Florence
12 Ed gave Waccamaw Elem. Speech Pawleys Island
15 Ed was Block Kid Competition Judge Socastee
15 Ed did Live Shot/Start 5k for Myrtle Beach Marathon at Ripleys Myrtle Beach
16 Ed was 1/2 Marathon participant Myrtle Beach
16 Darren judged Miss Myrtle Beach and Teen Myrtle Beach/Paradise Resort
17 Darren judged Miss Myrtle Beach and Teen Myrtle Beach/Paradise Resort
18 Darren gave station tour to students from Lake View HS
18 Ed was Guest on Diane D. Stokes Show Myrtle Beach
18 Ed was Guest on River Talk Conway
20 Ed gave Georgetown Chamber Speech Georgetown
21 Ed was Guest on Greg Everitt Show Murrells Inlet
21 Darren judged school science fair Forestbrook Middle School Conway
21 Ed and Allyson were Presenters ICE Awards in North Myrtle Beach
23 Ed was MC Oyster Festival B at the B Myrtle Beach
26 Ed gave Lakewood Elem Speech Surfside
28 Ed, Allyson, Jim, Joel, Lauren, Stephen celebrity waiters for ARC Heroes Kickoff Myrtle Beach
29 Darren gave studio tour to students from Myrtle Beach Intermediate

2/6.. Rich did half hour high school football signing day special

February 1st, 630am

"Wear Red Day" (special VBV with American Heart Association)

February 2nd, 9am - 1pm

"Grand Strand Regional Medical Center, Health Fair"

Coastal Grand Mall (promoting Feel Great, and setting up interviews for pieces)

February 6th. 630am

"CDV, Number 1 killer" (special VBV with Cardiologist from Grand Strand)

February 7th, 630am

Live interview with Director of local American Heart Association on what causes heart disease

February 8th, 630am

"lack of Vitamin D named new risk factor for CDV"

February 11th (through) February 15th, (Monday-Friday) 630am

"Risk Factor Week"

All week long we broke down each of the 6 major, controllable Risk Factors for Heart Disease.

- Monday, Feb. 11th: "high blood pressure," PKG on stress and blood pressure
- Tuesday, Feb. 12th: "smoking," VBV with a Cardiopulmonary nurse who teaches smoking cessation
- Wednesday, Feb. 13th: "diet," PKG... I went to Bi Lo with a dietician a few days before and did a story on what a healthy grocery cart should look like
- Thursday, Feb. 14th: "high cholesterol and diabetes," VBV with a specialist at Grand Strand

March 2008 Ascertainment for News Department

- 01 Ed in First Tee of MB Golf Tour Myrtle Beach
- 02 Ed was MC Long Bay Symphony Fundraiser Litchfield Beach
- 03 Ed was Whittimore Park Guest Reader Conway
- 04 Allyson at Heroes Campaign Kick off in Florence
- 05 Ed gave Palmetto Bays Elem Speech Myrtle Beach
- 05 Ed gave Special Ed. Tour at Station Conway
- 06 Ed was Conway HS Career Day Presenter Conway
- 06 Ed gave Pawleys Island Rotary Speech Pawleys Island
- 07 Ed gave Weather Speech Coastal Grande Mall Myrtle Beach
- 10 Joel read to students North Myrtle Beach Primary
- 11 Ed was Guest Speaker Grand Dunes Marriott Myrtle Beach
- 11 Ed gave Waccamaw Elem. Speech Conway
- 11 Allyson and Autumn at Celebrity BBQ for Florence Cty Disabilities Foundation in Scranton
- 11 Graeme and Sharon at Celebrity BBQ for Florence Cty Disabilities Foundation in Florence
- 12 Ed was Guest Speaker Wild Wing Conway
- 13 Ed was Guest Speaker Holiday Inn Surfside
- 13 Joel spoke to Coastal Ad and Marketing Professionals in Myrtle Beach
- 14 Darren gave speech at Aynor Elementary
- 14 Joel at 9th grade career day at North Myrtle Beach High
- 14 Allyson emceed Senior Life Expo in Florence
- 14 Allyson emceed Senior Life Expo in Florence
- 15 Ed was Hooray For Hollywood MC Litchfield Beach
- 17 Ed was Keynote SPeaker Limos for Learning Conway
- 18 Ed gave Green Sea Floyds Speech Green Sea
- 18 Ed gave Special Ed Tour at Station Conway
- 18 Darren gave Whittimore Park Middle School tour Conway
- 19 Ed was Keynote Speaker Limos for Learning Surfside
- 20 Ed at Aynor Middle Career Day Aynor
- 20 Darren gave Christian Academy Kindergarten tour
- 22 Ed was Tiger Grande Chili Cook off Judge Conway
- 29 Ed in Fatz Family Day Dunking Booth Conway
- 29 Graeme spoke to SPJ regional spring conf in Columbia
- 30 Jim panelist at Surfside Beach Candidate debate
- 31 Ed made Fatz Cafe Appearance/Live Conway

WPDE/WWMB PSA LIST (JANUARY) Revised 1/03/08

FACES OF INFLUENZA	Health	:60
WAYS TO HAPPINESS	Community	:60
CHILDREN & POVERTY	Youth/Economics	:60
NARCANON-NEW	Drug Awareness	:60
POWER OUT FOOD SAFETY	Health	:60
HABITAT FOR HUMANITY	Environment	:60
DERMATOLOGY: TANNING BEDS & CANCER	Health/Youth	:60
BOYS & GIRLS CLUB: PARENTING	Family/Youth	:60
MIGRAINE RELIEF	Health	:60
MENINGITIS ON CAMPUS	Youth/Health	:20
MLK: BUILD THE DREAM	Tolerance	:20
DEPRESSION IS REAL	Health	:60
DIANE KEATON CANCER PSA	Health	:60
EVERY VOTE MATTERS	Citizenship	:30
MOVEMENT	Health	:60
ON THIN ICE: POLAR BEARS	Environment	:60
GLOBAL WARMING: TRAIN	Environment	:30
CHOLESTEROL & STROKE	Health	:30
HIGH SCHOOL DROPOUT PREVENTION	Youth/Education	:30
AMBER ALERTS	Youth/Safety	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
HOUSING DISCRIMINATION	Financial	:30
HEALTH COVERAGE EDUCATION	Health	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
FORECLOSURE PREVENTION	Economy	:30
OPTIMISTS/MAKING A DIFFERENCE	Youth/Community	:30
COURTESY: PASS IT ON	Community	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
BREAST CANCER AWARENESS	Health	:30
REDUCING GUN VIOLENCE	Crime	:30
INVENTIONS: CAT MAGNET	Youth/Education	:30
VEGGIE THERAPY	Health	:30
SECURITY INVESTMENT PROTECTION	Economy	:30
COMMUNITIES IN SCHOOLS	Education	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
OBESITY PREVENTION	Health	:15
TEEN ALANON	Youth/Health	:15
AUTISM AWARENESS	Children/Health	:15
NEGLIGENT DRIVING & CELL PHONES	Safety Awareness	:15
MINORITY EDUCATION	Health/Community	:15
DIABETES: NOW OR LATER	Health	:15
WEST NILE VIRUS	Health	:15
FINANCIAL LITERACY: RETIREMENT	Financial	:15
STRONG COMMUNITY: FAMILY	Community & Family	:10
BOYS & GIRLS CLUB	Family	:10

WPDE/WWMB PSA LIST (FEBRUARY) Revised 1/31/08

MEDICAL TOURISM	Health	:60
WETLANDS	Environment	:60
CHILDREN & POVERTY	Youth/Economics	:60
NARCANON-NEW	Drug Awareness	:60
STUDENT FINANCIAL AID	Education	:60
HABITAT FOR HUMANITY	Environment	:60
DERMATOLOGY: TANNING BEDS & CANCER	Health/Youth	:60
BOYS & GIRLS CLUB: PARENTING	Family/Youth	:60
MIGRAINE RELIEF	Health	:60
MENINGITIS ON CAMPUS	Youth/Health	:20
MLK: BUILD THE DREAM	Tolerance	:20
DEPRESSION IS REAL	Health	:60
DIANE KEATON CANCER PSA	Health	:60
ASPCA: PUT AN END TO ANIMAL CRUELTY	Environment	:30
MOVEMENT	Health	:60
ON THIN ICE: POLAR BEARS	Environment	:60
HOUSING DISCRIMINATION	Economics/Prejudice	:30
CHOLESTEROL & STROKE	Health	:30
HIGH SCHOOL DROPOUT PREVENTION	Youth/Education	:30
AMBER ALERTS	Youth/Safety	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
HOUSING DISCRIMINATION	Financial	:30
SENIOR-FRIENDLY HEALTH WEBSITE	Health/Seniors	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
FORECLOSURE PREVENTION	Economy	:30
OPTIMISTS/MAKING A DIFFERENCE	Youth/Community	:30
COURTESY: PASS IT ON	Community	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
BREAST CANCER AWARENESS	Health	:30
RECYCLING BATTERIES	Environment	:30
INVENTIONS: CAT MAGNET	Youth/Education	:30
VEGGIE THERAPY	Health	:30
PLAY 60: KEEP FIT	Health	:30
HEALTHY BALANCE: Jungle Book	Health	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
OBESITY PREVENTION	Health	:15
TEEN ALANON	Youth/Health	:15
AUTISM AWARENESS	Children/Health	:15
NEGLIGENT DRIVING & CELL PHONES	Safety Awareness	:15
MINORITY EDUCATION	Health/Community	:15
DIABETES: NOW OR LATER	Health	:15
WEST NILE VIRUS	Health	:15
FINANCIAL LITERACY: FEED THE PIG	Financial	:15
STRONG COMMUNITY: FAMILY	Community & Family	:10
BOYS & GIRLS CLUB	Family	:10

WPDE/WWMB PSA LIST (MARCH) Revised 2/29/08

MEDICAL TOURISM	Health	:60
WETLANDS	Environment	:60
CHILDREN & POVERTY	Youth/Economics	:60
NARCANON-NEW	Drug Awareness	:60
STUDENT FINANCIAL AID	Education	:60
JAMESTOWN LEGACY	history	:60
2008 NATURE EXPLORE	Environment	:60
BOYS & GIRLS CLUB: PARENTING	Family/Youth	:60
BOYS TOWN TEENS	Family/Youth	:60
MENINGITIS ON CAMPUS	Youth/Health	:20
MLK: BUILD THE DREAM	Tolerance	:20
E-FILE TAXES	Economy	:60
DIANE KEATON CANCER PSA	Health	:60
ASPCA: PUT AN END TO ANIMAL CRUELTY	Environment	:30
MOVEMENT	Health	:60
ON THIN ICE: POLAR BEARS	Environment	:60
HOUSING DISCRIMINATION	Economics/Prejudice	:30
CHOLESTEROL & STROKE	Health	:30
HIGH SCHOOL DROPOUT PREVENTION	Youth/Education	:30
AMBER ALERTS	Youth/Safety	:30
TEEN ASTHMA	Health/Youth	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
HOUSING DISCRIMINATION	Financial	:30
SENIOR-FRIENDLY HEALTH WEBSITE	Health/Seniors	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
FORECLOSURE PREVENTION	Economy	:30
NAIC: LONG TERM CARE INSURANCE	Economy/Seniors/Health	:30
SECURITY INVESTMENT PROTECTION	Economy	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
BREAST CANCER AWARENESS	Health	:30
RECYCLING BATTERIES	Environment	:30
INVENTIONS: CAT MAGNET	Youth/Education	:30
ASTRONAUT RECRUITMENT: Diversity	Economy/Education	:30
PLAY 60: KEEP FIT	Health	:30
HEALTHY BALANCE: Jungle Book	Health	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
OBESITY PREVENTION	Health	:15
TEEN ALANON	Youth/Health	:15
AUTISM AWARENESS	Children/Health	:15
NEGLIGENT DRIVING & CELL PHONES	Safety Awareness	:15
MINORITY EDUCATION	Health/Community	:15
DIABETES: NOW OR LATER	Health	:15
WEST NILE VIRUS	Health	:15
FINANCIAL LITERACY: FEED THE PIG	Financial	:15
STRONG COMMUNITY: FAMILY	Community & Family	:10
BOYS & GIRLS CLUB	Family	:10