

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

JANUARY 1 – MARCH 31, 2010

## 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: TODAY'S HOMEOWNER  
SOURCE: TIME4 MEDIA, INC.  
DATE/TIME: SUNDAYS 4:30-5:00 AM  
OTO SATURDAY, MARCH 27 2:00-2:30 PM  
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 8:00-8:30 AM & 11:00-11:30 PM  
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

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

ENERGY EFFICIENCY  
READY.GOV  
SC CAN (HIGHER LEARNING)  
GRADUATION  
FORECLOSURE  
FDIC: SAVE  
DEBT: HOW TO FIND HELP  
HIGH SCHOOL DROP OUT PREVENTION  
RECYCLING PROGRAM

WWMB-CW21 EITHER SPONSORED OR CO- SPONSORED THE FOLLOWING:

METEOROLOGIST DARREN STACK GAVE TOUR OF THE STATION TO LEADERSHIP, CONWAY. JANUARY 18.

OUR STATION PARTICIPATED IN HAITI RELIEF DRIVE, JANUARY 19.

CHIEF METEROLOGIST, ED PIOTROWSKI, ANCHORS ALLYSON FLOYD & TIM MCGINNIS PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, FEBRUARY 26.

ANCHOR ALLYSON FLOYD EMCEED SENIOR LIFE EXPO IN FLORENCE, MARCH 13.

CHIEF METEROLOGIST, ED PIOTROWSKI & ANCHOR ALLYSON FLOYD AT LUNCHEON HONORING MILITARY & LAW ENFORCEMENT IN MURRELLS INLET, MARCH 25.

ANCHORS ALLYSON FLOYD & TIM MCGINNIS WERE ICE AWARD PRESENTERS FOR MB CHAMBER OF COMMERCE, MARCH 27.

SEE ATTACHED FOR OTHER LOCAL APPEARANCES.

ISSUE: HEALTH CARE/COST

PROGRAM: YOUR GREEN LIFE  
SOURCE IMG/BIG FISH  
DATE/TIME SUNDAY, JANUARY 3, 4:00-5:00 PM & SUNDAY, MARCH 7, 10:30-11:30 AM  
DESCRIPTION EXPLORES STORIES ON HEALTHY LIVING, GREEN TECHNOLOGY AND COST-  
SAVING HABITS THAT ALL PROMOTE A SUSTAINABLE ENVIRONMENT.

PROGRAM: KNOW YOUR HERITAGE  
SOURCE TIMELESS ENTERTAINMENT  
DATE/TIME SUNDAY JANUARY 24 3:00-5:00 PM  
DESCRIPTION BLACK COLLEGE QUIZ SHOW COVERING TOPICS FROM HEALTH TO POLITICS.

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

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

AMERICAN HEART ASSOCIATION  
AUTISM AWARENESS  
DIABETES  
FLU.GOV  
DRUNK DRIVING (9 SPOTS)  
CPR  
TIMING IS EVERYTHING (TEEN PREGNANCY)  
UNCONDITIONAL LOVE (TEEN PREGNANCY)  
ARTHRITIS (5 SPOTS)  
BEANEX.ORG (QUIT SMOKING)  
MARCH OF DIMES (2 SPOTS)  
DID YOU PLAY TODAY?  
HELP HOSPITALIZED VETS  
SHRINERS HOSPITAL FOR CHILDREN

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OUR STATION PARTICIPATED IN HAITI RELIEF DRIVE, JANUARY 19.

WE SPONSORED THE CONWAY MEDICAL CENTER WINTER GALA FUNDRAISER FOR HEALTHREACH PROGRAMS, JANUARY 23.

WE SPONSORED GRAND STRAND REGIONAL MEDICAL CENTER'S HEALTH FAIR, FEBRUARY 6.

METEOROLOGISTS, ED PIOTROWSKI AND KRISTEN VAN DYKE, PLUS ANCHORS ALLYSON FLOYD & TIM MCGINNIS WERE CELEBRITY WAITERS FOR AMERICAN RED CROSS LUNCHEON FUNDRAISER, MYRTLE BEACH, FEBRUARY 25.

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ANCHOR ALLYSON FLOYD EMCEED SENIOR LIFE EXPO IN FLORENCE, PROVIDING FREE HEALTH INFORMATION & SEMINARS TO SENIORS, MARCH 12-13.

OUR STATION SPONSORED THE 2010 RUN TO THE SUN CAR & TRUCK SHOW BENEFITTING CHILDREN'S MIRACLE NETWORK & NATIONAL MULTIPLE SCLEROSIS SOCIETY, MARCH 19-20.

WE SPONSORED THE NASCAR SPEEDPARK MINI-GOLF TOURNAMENT BENEFITTING THE AMERICAN RED CROSS, MARCH 20.

SEE ATTACHED FOR ADDITIONAL COMMUNITY APPEARANCES.

**ISSUE: ENVIRONMENT**

PROGRAM: EXPLORATION WITH JAROD MILLER  
SOURCE: LITTON  
DATE/TIME: MONDAYS 7:00-7:30 AM

DESCRIPTION: 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

DESCRIPTION: 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: WEDNESDAYS 7:00-7:30 AM

DESCRIPTION: 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

DESCRIPTION: 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: YOUR GREEN LIFE  
SOURCE: IMG/BIG FISH  
DATE/TIME: SUNDAY, JANUARY 3, 4:00-5:00 PM & SUNDAY, MARCH 7, 10:30-11:30 AM

DESCRIPTION: EXPLORES STORIES ON HEALTHY LIVING, GREEN TECHNOLOGY AND COST-SAVING HABITS THAT ALL PROMOTE A SUSTAINABLE ENVIRONMENT.

PROGRAM: REELIN' UP THE COAST  
SOURCE: HARNETT & FOSTER  
DATE/TIME: SUNDAYS 10:00-10:30 AM THRU FEB. 7; 9:00-9:30 AM THEREAFTER

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.

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.

**ENVIRONMENT, CONTINUED**

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

**HUMANE SOCIETY (2 SPOTS)  
COASTGUARD: STORM CHASERS  
RECYCLING PSA  
BECOMENAEX.ORG (QUIT SMOKING)  
ENERGY EFFICIENCY (2 SPOTS)  
WE ALL LIVE DOWNSTREAM: WINYAH RIVERS ASSOCIATION  
RECYCLE BATTERIES  
READY.GOV**

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

**WWMB-CW21 EITHER SPONSORED OR CO-SPONSORED THE FOLLOWING:**

**ANCHORS ALLYSON FLOYD, HOLLY MORGAN, & METEOROLOGIST DARREN STACK STAFF A WPDE BOOTH AT THE BOAT SHOW IN MYRTLE BEACH, JANUARY 9.**

**OUR STATION PARTICIPATED IN HAITI RELIEF DRIVE, JANUARY 19.**

**CHIEF METEROLOGIST, ED PIOTROWSKI, ANCHORS ALLYSON FLOYD & TIM MCGINNIS PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, FEBRUARY 26.**

**WE SPONSORED "RIVER REVERIE: 1880 AND BEYOND," A LOOK AT HISTORIC DOWNTOWN CONWAY, BENEFITTING RIVERKEEPERS AND THE WACCAMAW WILDLIFE REFUGE, MARCH 26.**

**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 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

ADOPTION (6 SPOTS)  
UNITED WAY (3 SPOTS)  
FATHERS (4 SPOTS)  
HIGH SCHOOL DROPOUT PREVENTION  
DRUNK DRIVING PREVENTION (8 SPOTS)  
SC CAN (HIGHER LEARNING)  
GRADUATION  
TEEN PREGNANCY (2 SPOTS)  
NATIONAL GUARD (2 SPOTS)  
LIFELONG LITERACY (2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

WWMB-CW21 EITHER SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

OUR STATION PARTICIPATED IN UNITED WAY EXTREME CANNED FOOD DRIVE, JANUARY 15.

METEOROLOGIST DARREN STACK GAVE TOUR OF THE STATION TO LEADERSHIP, CONWAY, JANUARY 18.

CHIEF METEROLOGIST, ED PIOTROWSKI, ANCHORS ALLYSON FLOYD & TIM MCGINNIS PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, FEBRUARY 26.

WE SPONSORED THE USA V. CANADA BATTLE OF THE BEACH, BENEFITTING MYRTLE BEACH HAVEN, OFFERING TEMPORARY SHELTER & FOOD TO HOMELESS FAMILIES & INDIVIDUALS, MAR. 13

CHIEF METEROLOGIST, ED PIOTROWSKI & ANCHOR ALLYSON FLOYD AT LUNCHEON HONORING MILITARY & LAW ENFORCEMENT IN MURRELLS INLET, MARCH 25.

OUR STATION SPONSORED A CHARITY BASKETBALL TOURNAMENT AT LORIS HIGH SCHOOL BENEFITTING THE FINKLEA ALUMNI COMMUNITY CENTER, MARCH 27.

WE ALSO SPONSORED THE NORTH MYRTLE BEACH CHAMBER OF COMMERCE PRAYER BREAKFAST, A FREE NON-DENOMINATIONAL EVENT. MARCH 16.

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

|                     |   |
|---------------------|---|
| <b>ISSUE:</b>       | <b>IMAGE</b>  |
| <br>                |   |
| <b>PROGRAM:</b>     | RIVERTALK   |
| <b>DISTRIBUTOR:</b> | LUCKY DOG PRODUCTION  |
| <b>DATE/TIME</b>    | MONDAY THRU FRIDAY 7:30-8:00 AM   |
| <b>DESCRIPTION:</b> | 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. |
| <br>                |   |
| <b>PROGRAM:</b>     | CAROLINA & COMPANY  |
| <b>SOURCE</b>       | WPDE NEWSCHANNEL 15   |
| <b>DATE/TIME</b>    | WEEKDAYS 8:00-8:30 AM & 11:00-11:30 PM  |
| <b>DESCRIPTION</b>  | HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.                               |
| <br>                |   |
| <b>PROGRAM:</b>     | WE HAVE A DREAM   |
| <b>SOURCE</b>       | ENTERTAINMENT STUDIOS   |
| <b>DATE/TIME</b>    | SUNDAY, FEBRUARY 7 2:00-4:00 PM   |
| <b>DESCRIPTION</b>  | MARTIN LUTHER KING CELEBRATION SPECIAL HONORING FAMOUS AFRICAN AMERICAN INDIVIDUALS.  |
| <br>                |   |
| <b>PROGRAM:</b>     | KNOW YOUR HERITAGE  |
| <b>SOURCE</b>       | TIMELESS ENTERTAINMENT  |
| <b>DATE/TIME</b>    | SUNDAY JANUARY 24 3:00-5:00 PM  |
| <b>DESCRIPTION</b>  | BLACK COLLEGE QUIZ SHOW COVERING TOPICS FROM HEALTH TO POLITICS.  |

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

|                  |  |
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| <b>PROGRAM</b>   | PSA'S  |
| <b>DATE/TIME</b> | AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF |
|                  | UNITED WAY                                     |
|                  | HUMANE SOCIETY                                 |
|                  | BE A DAD                                       |
|                  | ENERGY EFFICIENCY                              |
|                  | READY.GOV                                      |
|                  | SC CAN (HIGHER LEARNING)                       |
|                  | GRADUATION                                     |
|                  | HERITAGE COMMUNITY SERVICES                    |
|                  | MARCH OF DIMES                                 |
|                  | LIFELONG LITERACY                              |
|                  | HELP HOSPITALIZED VETS                         |

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GRAND STRAND REGIONAL MEDICAL CENTER'S HEALTH FAIR, FEBRUARY 6.

DEATH BY CHOCOLATE, GIRL SCOUTS OF EASTERN SOUTH CAROLINA FUNDRAISER, FEBRUARY 11.

IMAGE, CONTINUED

OUR STATION SUPPORTS KIDZTIME KIDS CLUB FESTIVAL, BROADWAY AT THE BEACH. DEMONSTRATIONS, ARTS & CRAFTS, FEBRUARY 20.

WE SPONSORED "SEUSSICAL THE MUSICAL," AT SOCASTEE HIGH SCHOOL, PRESENTED BY THEIR DRAMA DEPARTMENT, FEBRUARY 18-21.

OUR ANCHORS \* WEATHER PEOPLE PARTICIPATED IN THE AMERICAN RED CROSS CELEBRITY WAITER LUNCHEON, FEBRUARY 25.

WE SPONSORED CAROLINA FOREST HIGH SCHOOL'S PERFORMANCE OF "GREY GARDENS: THE MUSICAL, PRESENTED BY THE DRAMA DEPARTMENT, MARCH 4-7.

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ROYAL PRINCESS GALA AT MARKET COMMON, BENEFITTING AMERICAN RED CROSS HEROES CAMPAIGN, MARCH 6.

ANCHOR ALLYSON FLOYD EMCEED SENIOR LIFE EXPO IN FLORENCE, MARCH 12-13.

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ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: WHAT'S UP/QUE PASA (E/I)  
SOURCE: TVS  
DATE/TIME: FRIDAYS 7:00-7:30 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: KNOW YOUR HERITAGE  
SOURCE: TIMELESS ENTERTAINMENT  
DATE/TIME: SUNDAY JANUARY 24 3:00-5:00 PM  
DESCRIPTION: BLACK COLLEGE QUIZ SHOW COVERING TOPICS FROM HEALTH TO POLITICS.

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SOURCE: ENTERTAINMENT STUDIOS  
DATE/TIME: SUNDAY, FEBRUARY 7 2:00-4:00 PM  
DESCRIPTION: MARTIN LUTHER KING CELEBRATION SPECIAL HONORING FAMOUS AFRICAN AMERICAN INDIVIDUALS.

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PROGRAM: PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED

AUTISM AWARENESS  
ADOPTION (6 SPOTS)  
UNITED WAY (3 SPOTS)  
FATHERS (4 SPOTS)  
HIGH SCHOOL DROPOUT PREVENTION  
DRUNK DRIVING PREVENTION (8 SPOTS)  
SC CAN (HIGHER LEARNING)  
GRADUATION  
TEEN PREGNANCY (2 SPOTS)  
NATIONAL GUARD ( 2 SPOTS)  
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HELP HOSPITALIZED VETS

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ISSUES: EDUCATION

PROGRAM: CAROLINA & COMPANY  
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RUN AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF  
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AUTISM AWARENESS  
SC CAN (HIGHER LEARNING)  
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HIGH SCHOOL DROPOUT PREVENTION  
BOYS TOWN HOTLINE  
SC SPECIAL OLYMPICS  
ENERGY EFFICIENCY

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)

WE OFFER INTERNSHIPS FOR COLLEGE CREDIT TO LOCAL UNIVERSITY JOURNALISM STUDENTS.

METEOROLOGIST DARREN STACK GAVE TOUR OF THE STATION TO LEADERSHIP, CONWAY, JANUARY 18.

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(SEE ATTACHED LIST FOR SPECIFICS)

**WPDE/WWMB PSA LIST (FIRST Quarter 2010) Revised 3/12/10**

|   |                                 |     |
|---|---------------------------------|-----|
| AMERICAN HEART ASSOCIATION                  | Health                          | :30 |
| UNITED WAY                                  | Health, Children                | :30 |
| AUTISM AWARENESS                            | Children, Special Needs         | :30 |
| MARCH OF DIMES                              | Children, Health                | :30 |
| HUMANE SOCIETY v. 1                         | Environment                     | :30 |
| HUMANE SOCIETY v. 2                         | Environment                     | :30 |
| SESAME STREET v.1                           | Education                       | :30 |
| SESAME STREET v.2                           | Education                       | :30 |
| ADOPTION v. 1,2,3                           | Family                          | :30 |
| ADOPTION v. 4,5                             | Family                          | :15 |
| ADOPTION V.6                                | Family                          | :30 |
| DIABETES                                    | Health                          | :30 |
| UNITED WAY, V. 2                            | Community                       | :15 |
| UNITED WAY, V. 3                            | Community                       | :30 |
| BE A DAD, v.1,2,3                           | Family                          | :30 |
| BE A DAD, v. 4                              | Family                          | :15 |
| SCBA BORN READY (2 spots)                   | National Guard                  | :30 |
| FLU.GOV (5 spots)                           | Health                          | :30 |
| DRUNK DRIVING                               | Health                          | :60 |
| DRUNK DRIVING (3 spots)                     | Health                          | :30 |
| DRUNK DRIVING (5 spots)                     | Health                          | :15 |
| CPR   | Health                          | :30 |
| SCBA: SC CAN (Higher Learning)              | Education                       | :30 |
| SCBA: TIMING IS EVERYTHING (Teen Pregnancy) | Youth/Education                 | :60 |
| SCBA: UNCONDITIONAL LOVE (Teen Pregnancy)   | Youth/Education                 | :60 |
| SCBA: GRADUATION (Higher Learning)          | Youth/Education                 | :30 |
| SCBA: STORM CHASERS                         | Coast Guard                     | :30 |
| SCBA: NATIONAL GUARD (2 spots)              | National Guard                  | :30 |
| ARTHRITIS (2 spots)                         | Health                          | :30 |
| ARTHRITIS (2 spots)                         | Health                          | :15 |
| ARTHRITIS                                   | Health                          | :10 |
| BECOMEANEX.ORG (Quit Smoking) 2 spots       | Health                          | :30 |
| HERITAGE COMMUNITY SERVICES                 | Prejudice                       | :30 |
| MARCH OF DIMES (2 spots)                    | Health, Children, Special Needs | :30 |
| ENERGY EFFICIENCY (2 spots)                 | Environment, Economy            | :30 |
| LIFELONG LITERACY (2 SPOTS)                 | Education                       | :30 |
| READY.GOV                                   | Environment, Economy            | :30 |
| DID YOU PLAY TODAY?                         | Health/Youth                    | :30 |
| SHRINERS HOSPITALS                          | Community/Health                | :20 |
| BOYSTOWN HOTLINE                            | Youth                           | :20 |
| HELP HOSPITALIZED VETS                      | Special Needs                   | :20 |

**Linda Revel**

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**From:** "Allyson Floyd" <allyson@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Friday, April 02, 2010 11:39 PM  
**Subject:** 1ST QUARTER ASCERTAINMENT

**1st Quarter Ascertainment 2010 News Department**

January 9 - Allyson, Holly, Darren in booth for Boat Show in Myrtle Beach  
January 18th - Darren gave tour of station to Leadership Conway  
January 19th - Darren at Haiti Relief drive  
February 5 - Darren and Ed gave station tour  
February 25 - Allyson, Ed, Tim, Kristen celebrity servers at Red Cross event in Myrtle Beach  
February 26 - Allyson gave station tour to Conway Christian School 6th and 7th graders  
February 26 - Darren, Allyson, Ed, Tim helped at 1001 Homes for Haiti at CCU  
March 2- Darren gave station tour for St. Andrews MB 1st graders  
March 2 - Allyson gave station tour to homeschool group from Horry County  
March 6 - Allyson, Ed, and Kristen at Princess Party for American Red Cross  
March 9 - Allyson, Holly, and Tim celebrity servers for Florence County Disabilities Foundation BBQ in Scranton  
March 11 - Darren gave station tour for Aynor Kindergarten  
March 12 - Allyson emcee for Senior Life Expo in Florence  
March 12 - Darren gave station tour for Aynor Kindergarten  
March 13 - Allyson emcee for Senior Life Expo in Florence  
March 16 - Allyson gave station tour to kindergarteners from St Pauls Episcopal Day School in Conway  
March 25 - Allyson and Ed at lunch honoring military and law enforcement in Murrells Inlet  
March 27 - Allyson and Tim presented ICE Award for MB Chamber