

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

JANUARY 1 - MARCH 31, 2011

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 8:00-8:30 AM & 10:00-10:30 PM
DESCRIPTION HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: KNOW YOUR HERITAGE: AFRICAN AMERICAN HISTORY MONTH
SOURCE TIMELESS ENTERTAINMENT
DATE/TIME FEBRUARY 20, 11:00-12:00; FEBRUARY 27, 11:00-11:30 AM
DESCRIPTION THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING AFRICAN AMERICAN COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF THEIR CULTURAL HERITAGE.

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

COLLEGE ACCESS CAMPAIGN
FORECLOSURE PREVENTION: MAKING HOMES AFFORDABLE
IRS FREE FILE
EARNED INCOME CREDIT
VETERAN SUPPORT
COLLEGE CRASH COURSE: NFL
LIVE UNITED: PUBLIC SERVICE INVOLVEMENT
ENERGY SAVERS
NATIONAL GUARD

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

WE SPONSORED & ALLYSON, ED, TIM & RICH WERE CELEBRITY WAITERS AT THE AMERICAN RED CROSS HEROES LUNCHEON, FEBRUARY 24

ALSO SPONSORED THE RED CROSS GOLF TOURNAMENT, FEBRUARY 26.

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.

SPONSORED THE SENIOR LIFE EXPO. ALLYSON FLOYD & TONYA BROWN EMCEED, MARCH 11-13

MEDIA SPONSOR: MB S.E.A.S. (SUCCESSFULLY EDUCATING ALL STUDENTS) FUNDRAISER, MAR 19

SPONSORED THE WIPL CONFERENCE & DINNER AT CCU. (WOMEN IN PHILANTHROPY & LEADERSHIP) MARCH 25

SPONSORED MBACCC F.L.A.V.O.R. SUPPORTING LOCAL CULINARY SCHOLARSHIPS, MARCH 31

ISSUE: HEALTH CARE/COST

PROGRAM: IMARA WOMAN MAGAZINE TV
SOURCE: IMARA COMMUNICATIONS GROUP, INC.
DATE/TIME: FEB.13 & 20, 12:30-1:00 PM; MARCH 20 & MARCH 21 12:30-1:00 PM;
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

ANTI-SMOKING CAMPAIGN
ANTI-TEXTING CAMPAIGN
LET'S MOVE.GOV CHILDHOOD OBESITY CAMPAIGN
MARCH OF DIMES WALK FOR BABIES CAMPAIGN
LEAD POISONING PREVENTION SERIES
MEN'S HEALTH ISSUES CAMPAIGN
FLU VACCINATION (4 SPOT SERIES)
UNITED WAY
BOOSTER SEAT CAMPAIGN
HELP HOSPITALIZED VETS
SHRINERS HOSPITAL FOR CHILDREN

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

WE SPONSORED THE CONWAY MEDICAL CENTER WINTER GALA FUNDING OUTREACH VAN SERVICES TO POOR & UNINSURED, JANUARY 22

GRAND STRAND REGIONAL MEDICAL CENTER HEALTH FAIR, CHIEF METEOROLOGIST ED PIOTROWSKI & ANCHOR TIM MCGINNIS MANNED BOOTH, FEBRUARY 5

WE SPONSORED & ALLYSON, ED, TIM & RICH WERE CELEBRITY WAITERS AT THE AMERICAN RED CROSS HEROES LUNCHEON, FEBRUARY 24

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FLORENCE COUNTY DISABILITIES FOUNDATION BBQ FUNDRAISER. ALLYSON FLOYD & MALLORY NICHOLLS GUEST SERVERS, MARCH 8.

SPONSORED THE SENIOR LIFE EXPO. ALLYSON FLOYD & TONYA BROWN EMCEED, MARCH 11-13

SPONSORED THE PEE DEE STREET RODDERS RUN TO THE SUN MOTORCYCLE DRIVE, BENEFITS CHILDREN'S MIRACLE NETWORK & MULTIPLE SCLEROSIS SOCIETY, MARCH 17-19

SPONSORED COOKIES FOR CANCER DRIVE, 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 ECO COMPANY
SOURCE LITTON
DATE/TIME SUNDAYS 7:00-7:30 AM
DESCRIPTION PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE TRIFECTA
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: 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

ARBOR DAY: PLANT A TREE FOR CLEAN WATER
PARK DAY CAMPAIGN: GET OUTDOORS (3SPOTS)
LIVE UNITED: COMMUNITY ENGAGEMENT
LEAD POISONING PREVENTION
HUMANE SOCIETY (2 SPOTS)
ADOPT A PET
SOUTH CAROLINA NATIONAL GUARD
RECYCLING PSA
ENERGY EFFICIENCY (2 SPOTS)
VETERANS SUPPORT CAMPAIGN
READY.GOV FLOOD PREPAREDNESS
NATIONAL GUARD (2 SPOTS)

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.

TONYA BROWN EMCEED LEVEL GREEN UMC REVIVAL IN MARLBORO COUNTY, JANUARY 20

SPONSORED MYRTLE BEACH HOME & BOAT SHOW, JANUARY 12

MALLORY SPOKE ON A PANEL ABOUT BROADCAST METEOROLOGY TO THE AMERICAN METEOROLOGICAL SOCIETY IN SEATTLE, JANUARY 22

ANCHOR TIM MCGINNIS SPOKE TO PAWLEYS ISLAND ROTARY CLUB, MARCH 3

WE SPONSORED THE GREENWING EXTRAVAGANZA, A YOUTH-ORIENTED SATURDAY FEATURING DEMONSTRATIONS IN HUNTING, FISHING, & ENVIRONMENTAL ISSUES, MARCH 5

SPONSORED THE SPRING GARDEN EXPO, 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 PSA'S
TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

MENTORING-BIG BROTHERS-BIG SISTERS
ANTI-TEXTING CAMPAIGN (2 SPOTS)
THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS
FATHERHOOD (3 SPOTS)
VETERAN'S SUPPORT CAMPAIGN
ADOPTION (6 SPOT SERIES)
UNITED WAY (3 SPOT SERIES)
NATIONAL GUARD (3 SPOTS)
LIFELONG LITERACY (2 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

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HOOP ZONE BANQUET, AWARDS CEREMONY FOR GIFTED HIGH SCHOOL STUDENTS WHO EXCEL IN BOTH ACADEMICS & SPORTS, MARCH 13

RBC CUP BASKETBALL TOURNAMENT BENEFITS MYRTLE BEACH HAVEN, BATTERED WOMEN'S SHELTER, MARCH 16

MEDIA SPONSOR: MB S.E.A.S. (SUCCESSFULLY EDUCATING ALL STUDENTS) FUNDRAISER, MAR 19

TONYA BROWN WAS A PANELIST AT THE JOURNALISM CAREER FORUM, MORIS COLLEGE IN SUMTER, MARCH 25

METEOROLOGIST MALLORY NICHOLLS SPOKE AT NORTH MYRTLE BEACH CAREER FAIR, MARCH 25

SPONSORED MBACCC F.L.A.V.O.R. SUPPORTING LOCAL CULINARY SCHOLARSHIPS, MARCH 31

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.

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.

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SOURCE: WPDE NEWSCHANNEL 15
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VETERAN SUPPORT
COLLEGE CRASH COURSE: NFL
LIVE UNITED: PUBLIC SERVICE INVOLVEMENT
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ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: AFRICAN AMERICAN SHORT FILMS
SOURCE: BANDAMI
DATE/TIME: FEBRUARY 13 11300-12:30 PM
DESCRIPTION: CONTEMPORATRY INDEPENDENT FILMS CREATED BY AFRICAN AMERICAN INDIVIDUALS

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MENTORING: BIG BROTHERS-BIG SISTERS
COMMUNITY ENGAGEMENT: PUBLIC SERVICE
LEAD POISONING PREVENTION
VETERANS SUPPORT CAMPAIGN
ADOPTION (3 SPOT SERIES)
UNITED WAY
FATHERHOOD INVOLVEMENT (4 SPOT SERIES)
NATIONAL GUARD (2 SPOTS)
LIFELONG LITERACY (2 SPOTS)
BOYSTOWN HOTLINE
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WE RUN A LOCAL COMMUNITY CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

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

linda revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>
Sent: Tuesday, April 05, 2011 4:09 PM
Subject: 1st Quarter Ascertainment 2011

1st Quarter Ascertainment 2011

JANUARY

- 05 - Tonya judged Johnsonville High School Beauty Pageant
- 06 - Joel spoke to Leadership Grand Strand class of MB Chamber of Commerce.. on how to deal with the news media.
- 09 - Tonya emceed Major Brown's birthday celebration in Charleston County
- 14 - Tim and Mallory spoke to 3 classes at Forestbrook Middle School, part of their Career Day
- 19 - Tracy gave station tour to Conway Leadership
- 20 - Tracy gave station tour to Cub Scout Pack 804
- 20 - Tonya emceed Level Green UMC Revival in Marlboro County
- 21 - Tonya judged Piggly Wiggly Cake Competition in Florence
- 22 - Mallory spoke on a panel about broadcast meteorology to the American Meteorological Society in Seattle

FEBRUARY

- 04 - Jason judged the Girl Scouts 'Death by Chocolate' Event in Myrtle Beach
- 05 - Tonya emceed Macedonia Baptist Church arts gala
- 06 - Tonya was Black History Speaker at Praise Judah Holiness Church Marlboro County
- 12 - Tonya was Speaker at Black History Program Timmonsville Library
- 12 - Ed and Tim in a booth at the Grand Strand Regional Health Fair at Coastal Grand Mall
- 12 - Jason, Ed, and Ryan in booth at Myrtle Beach Home Show and Boat Show
- 13 - Allyson at CCU Chapel Dedication in Conway
- 13 - Tonya was Black History Speaker Piney Grove Church, Maxton NC
- 15 - Tonya was Speaker at Black History Alpha Fraternity Program at North Eastern Technical College Cheraw
- 17 - Tim spoke to CNC (Myrtle Beach area marketing group) at Hampton Inn at Broadway at the Beach about broadcasting.
- 19 - Tim in Kidz Time Festival booth at Broadway at the Beach.
- 20 - Tonya was Black History Speaker Pleasant Hill Baptist Church Marlboro County
- 24 - Allyson, Ed, Tim, Rich celebrity servers at Red Cross Luncheon in Myrtle Beach

MARCH

- 03 - Tim spoke to Pawley's Island Rotary Club in Pawley's Island
- 08 - Mallory and Allyson celebrity servers for Florence County Disabilities Foundation BBQ in Scranton
- 11 - Allyson emceed Senior Life Expo in Florence
- 12 - All on air personalities at NMB St. Patricks Day Parade and Festival
- 12 - Tonya was emcee of Senior Life Expo Florence
- 19 - Tonya was emcee United Methodist Women annual tea and hat show Bennettsville
- 19 - Mallory did Taste of the Coast food judging; Barefoot Landing
- 19 - Mallory gave Station Tour; John Trudeau
- 20 - Tonya was emcee Black Marriage Day Ebenezer Baptist Church Florence
- 22 - Darren and Jason part of Kids Night at Chic-fil-a in Conway
- 23 - Allyson gave station tour to 3 and 4 year olds from St Paul's Episcopal Day School in Conway
- 25 - Allyson emceed at Women in Leadership Conference and Celebration in Myrtle Beach
- 25 - Tonya was panelist Journalism Career Forum, Morris College Sumter
- 25 - Mallory spoke at North Myrtle Beach Career Fair
- 26 - Tonya was emcee at Denise Rogers Hair Competition in Dillon County
- 29 - Mallory spoke at Lake View High School Career Day

SPECIALS

February 8 and 9 - Mallory did two-part special report on Wind Turbines and the potential effectiveness of harnessing wind energy on the Grand Strand

February 17 - Allyson did one part special report on a man who's been waiting 8 years on a kidney transplant and explored organ donation

February 22 - Tim did two part special report on what people do when they believe a drunk driver is about to get behind the wheel. Would they stop them?

March 2 - Joel did special report on stuttering and how a young stutterer was inspired by the movie The King's Speech

March 10 - Held WPDE Hoop Zone Banquet to recognize top High School basketball players in the area

March 12 - Carried St Patricks Day Parade live on the air from North Myrtle Beach