

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

APRIL 1, 2009 – JUNE 30, 2009

## 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 1:00-1:30 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.

SEE ATTACHED LIST OF ABC PROGRAMS RELATING TO THIS ISSUE.

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

ENERGY EFFICIENT VEHICLES  
COLLEGE.GOV  
HIGH SCHOOL DROP OUT PREVENTION  
WHEN YOU START WITH ROTARY  
GEORGETOWN RECYCLING PROGRAM  
HORRY COUNTY UNITED WAY  
MINORITY EDUCATION  
ECONOMIC OPPORTUNITY COUNCIL  
HOMEBUILDERS ASSOCIATION  
FDIC PSA  
ATTORNEY GENERAL: INVESTMENT FRAUD ALERT  
FINANCIAL EDUCATION: ROYAL FAMILY

WWMB CW21 SPONSORED OR CO-SPONSORED THE FOLLOWING:

CHIEF METEOROLOGIST, ED PIOTROWSKI EMCEED SPECIAL OLYMPICS EVENT IN SOCASTEE, APRIL 1  
HE ALSO SPOKE AT CAREER DAY, AYNOR MIDDLE SCHOOL, APRIL 2

WE PARTICIPATED IN THE SOUTH CAROLINA BROADCASTERS ASSOCIATION JOB FAIR, APRIL 7

LIVE AT TOTAL MEDIA DAY, RAISING MONEY FOR VICTIMS OF HORRY COUNTRY WILDFIRE, APRIL 28

CHIEF METEOROLOGIST, ED PIOTROWSKI SPOKE AT CAREER DAY, JOHNSONVILLE HIGH SCHOOL,  
APRIL 30 & NARFE SPEECH, LITCHFIELD BEACH, MAY 19

WE CO-SPONSORED AN ASK THE PROFESSIONALS PHONE BANK: BANKING QUESTIONS.  
ANSWERING FINANCE-RELATED QUESTIONS FROM 5:30-7:30 PM, MAY 20

ASK THE PROFESSIONALS PHONE BANK: UNEMPLOYMENT. STAFFED PHONE LINES ANSWERING  
QUESTIONS WITH REPRESENTATIVES FROM THE EMPLOYMENT SECURITY COMMISSION, MAY 21

WEATHER TEAM & NEWS ANCHORS PERSONAL APPEARANCE AT WPDE BOOTH, SUN FUN  
FESTIVAL MYRTLE BEACH, JUNE 6

METEOROLOGIST DARRIN STACK GAVE HORRY GEORGETOWN TECHNICAL COLLEGE EDUCATION  
& FUTURES PROGRAM TOUR OF STATION, JUNE 15

CO-SPONSORED CAROLINA FOREST BUSINESS LEADER'S CHARITY GOLF TOURNAMENT, JUNE 27

SOME PROMOTIONS FEATURED A COMPLETE AIR CONDITIONING SYSTEM GIVEAWAY WHICH WE  
CO-SPONSORED WITH WPDE NEWSCHANNEL 15

ISSUE: HEALTH CARE/COST

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

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

TEEN DATING VIOLENCE  
VETERAN SUICIDE PREVENTION (60S)  
NARCANON  
GUIDE TO IMMUNIZATIONS (60S)  
ALCOHOLICS ANONYMOUS  
MARCH OF DIMES  
BOOSTER SEATS  
TALK TO YOUR KIDS ABOUT SEX  
JOINTS DON'T JUMP  
BUPRENORPHINE ADDICTION  
RED CROSS: GIVE BLOOD  
NUTRITION EDUCATION  
ANTI-STEROID USE  
KIDS: CLEAN HANDS  
SPECIAL OLYMPICS SC  
AMERICAN HEART ASSOCIATION  
RED CROSS: GIVE BLOOD  
MARCH OF DIMES: INFANT HEALTH  
SHRINERS HOSPITAL FOR CHILDREN  
ARTHRITIS WALK  
WEST NILE VIRUS  
DIANE KEATON: COLORECTAL CANCER TESTING

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

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED SOUTH STRAND FOR LIFE GALA, APRIL 8

SPONSORED THE JANICE GAUSE CERVICAL CANCER AWARENESS RACE, & CHIEF METEOROLOGIST ED PIOTROWSKI WAS IDOL JUDGE FOR CANCER BUSTERS, NMB, APRIL 25

WWMB CO-SPONSORED THE RED CROSS FUNDRAISER WITH CHIEF METEOROLOGIST ED PIOTROWSKI, NORTH MYRTLE BEACH, MAY 7

RED CROSS SPAGHETTI DINNER FUNDRAISER, ANCHOR TIM MCGINNIS AND METEOROLOGIST DARREN STACK WERE CELEBRITY SERVERS. MYRTLE BEACH, MAY 7

ALLYSON FLOYD EMCEED THE FLORENCE COUNTY DISABILITIES FOUNDATION FUNDRAISER, MAY 8

WWMB CO-SPONSORED THE RELAY FOR LIFE WITH CHIEF METEOROLOGIST ED PIOTROWSKI, MYRTLE BEACH, MAY 8

WWMB CO-SPONSORED & CHIEF METEOROLOGIST ED PIOTROWSKI PLAYED IN THE HARD ROCK GOLF TOURNAMENT FOR V-FOUNDATION, MYRTLE BEACH, JUNE 6

REPORTER JOEL ALLEN EMCEED MYRTLE BEACH CANCER SURVIVORS DAY, JUNE 7

CHIEF METEOROLOGIST ED PIOTROWSKI APPEARED AT THE RED CROSS WRAP UP CELEBRATION AT FREESTYLE MUSIC PARK, MYRTLE BEACH, JUNE 12

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPEECH AT AUTISM LUNCHEON, JUNE 16

WWMB CO-SPONSORED CAROLINA FOREST BUSINESS LEADER'S CHARITY GOLF TOURNAMENT SUPPORTING SPECIAL KIDS SPONSOR PROGRAM, BUILDING FUTURES AUTISM CLINIC, JUNE 27

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH RICHARD WEISS  
SOURCE LITTON  
DATE/TIME SATURDAYS 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 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. SEE ATTACHED FOR EACH PROGRAM'S CONTENT DESCRIPTION.

PROGRAM: NATIONAL HURRICANE SURVIVAL TEST  
SOURCE RON SACHS COMMUNICATIONS  
DATE/TIME JUNE 28, 2009 5:30-6:00 PM  
DESCRIPTION INSTRUCTIONS FOR THE COMING HURRICANE SEASON INCLUDES STORM-PROOFING, SAFETY, EMERGENCY SUPPLY RATIONS, WHEN TO EVACUATE, PLUS ALL THE NECESSARY DOCUMENTS YOU NEED TO KEEP HANDY.

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

BALD EAGLES & GLOBAL WARMING  
ENVIRONMENTAL PROTECTION AGENCY: LEAF  
RECYCLING PSA  
WE ALL LIVE DOWNSTREAM: WINYAH RIVERS ASSOCIATION  
ENERGY EFFICIENCY PSA FOR KIDS  
EPA: NEW CARS (60S)  
RECYCLE BATTERIES  
ASPCA: ADOPT A PET  
KID VID: EMEERCENCY PREPAREDNESS  
EARTH SHARE PROMISES  
WATER CONSERVATION  
EARTH SHARE PROMISES  
UNEXPECTED WILDFIRES  
WILDFIRES: KEEP IT SAFE  
WEST NILE VIRUS

OUR METEOROLOGIST SPOKE TO GROUPS AND SCHOOLS ABOUT THE WEATHER AND EFFECTS OF HURRICANES ALONG OUR COAST LINE. WE ALSO DO TOURS OF OUR WEATHER STUDIO (SEE ATTACHED). WE ALLOW AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

WWMB CW21 SPONSORED THE FOLLOWING:

LIVE AT TOTAL MEDIA DAY, RAISING MONEY FOR VICTIMS OF HORRY COUNTRY WILDFIRE, APRIL 28

METEOROLOGIST ED PIOTROWSKI SPOKE AT BLESSING OF THE INLET, MURRELLS INLET, MAY 2

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE HURRICANE EXPO SPEECH, JUNE 1

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

TEEN DATING VIOLENCE  
VETERAN SUICIDE PREVENTION (60S)  
NARCANON (60S)  
BOYS TOWN: PARENTS  
DAD KNOWS BEST  
HIGH SCHOOL DROPOUT PREVENTION  
YOUTH RECKLESS DRIVING  
ADOPT TEENS  
ANTI-STEROIDS  
ALCOHOLICS ANONYMOUS  
HOME OF CARE: WE CARE  
HELP HOSPITALIZED VETERANS  
REDUCING GUN VIOLENCE (60S)  
TEEN ALANON  
WILDFIRE CAMPAIGN  
ATTORNEY GENERAL ON FRAUD (RUNS IN BOTH ENGLISH & SPANISH)  
PLAY SAFE ONLINE  
TALK TO YOUR KIDS ABOUT SEX

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

CHIEF METEROLOGIST, ED PIOTROWSKI SPOKE AT CAREER DAY, AYNOR MIDDLE SCHOOL, APRIL 2

WWMB PARTICIPATED IN THE SOUTH CAROLINA BROADCASTERS ASSOCIATION JOB FAIR, APRIL 7

WWMB CO-SPONSORED THE SPRING FLOUNDER TOURNAMENT BENEFITTING COASTAL CAROLINA UNIVERSITY SCHOLARSHIP PROGRAM, APRIL 25

LIMOS FOR LEARNING, A PROGRAM WHICH REWARDS YOUTH FOR READING. ED PIOTROWSKI EMCEED GEORGETOWN EVENT, APRIL 28 & IN SURFSIDE MAY 1

CHIEF METEROLOGIST, ED PIOTROWSKI SPOKE AT CAREER DAY, JOHNSONVILLE HIGH SCHOOL, APRIL 30

WWMB CO-HOSTED GOLF TOURNAMENT TO BENEFIT WPDE SCHOLARSHIP FUND, JUNE 2

SPORTS DIRECTOR RICH CRAMPANIS PARTICIPATED IN CHANTS FOR A DAY, YOUTH EVENT WITH THE COASTAL CAROLINA FOOTBALL TEAM, JUNE 6

CO-SPONSORED KIWANIS CLUB CHARITY GOLF TOURNAMENT BENEFITTING LOCAL YOUTH SERVICES, JUNE 20

CO-SPONSORED CAROLINA FOREST BUSINESS LEADER'S CHARITY GOLF TOURNAMENT BENEFITTING THE SPECIAL KIDS SPONSOR PROGRAM BUILDING FUTURES AUTISM CLINIC, JUNE 27

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.

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

SENIOR CITIZENS LEAGUE  
ENERGY EFFICIENCY  
COLLEGE.GOV  
WHEN YOU START WITH ROTARY  
ECONOMIC OPPORTUNITY COUNCIL  
HIGH SCHOOL DROPOUT PREVENTION  
DAD KNOWS BEST  
EPA: GAS SAVING CARS  
GEORGETOWN RECYCLING  
HOMEBUILDERS ASSOCIATION  
HABITAT FOR HUMANITY  
AVOID THE PATH TO FORECLOSURE  
FINANCIAL EDUCATION  
WILDFIRE CAMPAIGN (3 SPOTS)  
HELP HOSPITALIZED VETERANS  
FINANCIAL LITERACY

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

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SPONSORED THE JANICE GAUSE CERVICAL CANCER AWARENESS RACE, & CHIEF METEOROLOGIST ED PIOTROWSKI WAS IDOL JUDGE FOR CANCER BUSTERS,NMB, APRIL 25

LIVE AT TOTAL MEDIA DAY, RAISING MONEY FOR VICTIMS OF HORRY COUNTY WILDFIRE, APRIL 28

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RED CROSS SPAGHETTI DINNER FUNDRAISER, ANCHOR TIM MCGINNIS AND METEOROLOGIST DARREN STACK WERE CELEBRITY SERVERS. MYRTLE BEACH, MAY 7

ALLYSON FLOYD EMCEEDTHE FLORENCE COUNTY DISABILITIES FOUNDATION FUNDRAISER, MAY 8

**IMAGE, CONTINUED**

**WWMB CO-SPONSORED THE RELAY FOR LIFE WITH CHIEF METEOROLOGIST ED PIOTROWSKI, MYRTLE BEACH, MAY 8**

**CHIEF METEOROLOGIST, ED PIOTROWSKI SPOKE AT CAREER DAY, JOHNSONVILLE HIGH SCHOOL, APRIL 30 & NARFE SPEECH, LITCHFIELD BEACH, MAY 19**

**WE CO-SPONSORED AN ASK THE PROFESSIONALS PHONE BANK: BANKING QUESTIONS. ANSWERING FINANCE-RELATED QUESTIONS FROM 5:30-7:30 PM, MAY 20**

**ASK THE PROFESSIONALS PHONE BANK: UNEMPLOYMENT. STAFFED PHONE LINES ANSWERING QUESTIONS WITH REPRESENTATIVES FROM THE EMPLOYMENT SECURITIES COMMISSION, MAY 27**

**WEATHER TEAM & NEWS ANCHORS PERSONAL APPEARANCE AT WPDE BOOTH, SUN FUN FESTIVAL MYRTLE BEACH, JUNE 6**

**WWMB CO-SPONSORED & CHIEF METEOROLOGIST ED PIOTROWSKI PLAYED IN THE HARD ROCK GOLF TOURNAMENT FOR V-FOUNDATION, MYRTLE BEACH, JUNE 6**

**REPORTER JOEL ALLEN EMCEED MYRTLE BEACH CANCER SURVIVORS DAY, JUNE 7**

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**METEOROLOGIST DARREN STACK GAVE HARRY GEORGETOWN TECHNICAL COLLEGE EDUCATION & FUTURES PROGRAM TOUR OF STATION, JUNE 15**

**CO-SPONSORED CAROLINA FOREST BUSINESS LEADER'S CHARITY GOLF TOURNAMENT, JUNE 27**

**JUNE PROMOTIONS FEATURED A COMPLETE AIR CONDITIONING SYSTEM GIVEAWAY WHICH WE CO-SPONSORED WITH WPDE NEWSCHANNEL 15.**

**CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPEECH AT AUTISM LUNCHEON, JUNE 16**

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**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 9:00-9:30 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. (DURING THESE SHOWS WE RUN SPANISH LANGUAGE PSA'S ON THESE TOPICS: MENTAL HEALTH-ANTI-STIGMA, DIGITAL TV TRANSITION, STAY IN HIGH SCHOOL)

PROGRAM: NOBEL PEACE PRIZE CONCERT  
SOURCE: IMG  
DATE/TIME: APRIL 12, 10:30-11:30 AM; APRIL 18, MAY 3, MAY 31, 2:00-3:00 PM; MAY 24, 4:00-5:00 PM

PROGRAM: TRUMPET AWARDS  
SOURCE: TURNER BROADCASTING  
DATE/TIME: APRIL 5, 10:30-11:30 AM; APRIL 25, 12:00-2:00 PM; APRIL 26, 4:00-6:00 PM, MAY 3, 3-5:00PM  
DESCRIPTION: THE TRUMPET AWARDS WERE CREATED TO HERALD THE ACCOMPLISHMENTS OF BLACK AMERICANS WHO HAVE SUCCEEDED AGAINST IMMENSE ODDS. SPECIAL RECOGNITION IS GIVEN TO THE FEW, WHO SYMBOLIZE THE MANY, WHO HAVE OVERCOME THE ILLS OF RACISM AND POVERTY AND ACHIEVED SPECIAL GREATNESS.

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

VETERAN SUICIDE PREVENTION  
SENIOR CITIZEN LEAGUE  
GUIDE DOGS FOR THE BLIND  
ADOPT TEENAGERS  
ECONOMIC OPPORTUNITY COUNCIL  
SC SPECIAL OLYMPICS  
FORCLOSURE PREVENTION  
SENIOR-FRIENDLY HEALTH WEBSITE  
HELP HOSPITALIZED VETERANS  
SHRINERS HOSPITAL FOR CHILDREN  
BILLY HARDEE HOME FOR BOYS

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CHIEF METEROLOGIST, ED PIOTROWSKI EMCEED SPECIAL OLYMPICS EVENT IN SOCASTEE, APRIL 1

ALLYSON FLOYD EMCEED THE FLORENCE COUNTY DISABILITIES FOUNDATION FUNDRAISER, MAY 8

CHIEF METEOROLOGIST GAVE NATIONAL ACTIVE AND RETIRED FEDERAL EMPLOYEES SPEECH, LITCHFIELD BEACH, MAY 19.

CO-SPONSORED & ED PIOTROWSKI PARTICIPATED IN THE AMERICAN LEGION GOLF TOURNAMENT, NORTH MYRTLE BEACH, JUNE 7

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WWMB CO-SPONSORED CAROLINA FOREST BUSINESS LEADER'S CHARITY GOLF TOURNAMENT SUPPORTING SPECIAL KIDS SPONSOR PROGRAM, BUILDING FUTURES AUTISM CLINIC, JUNE 27

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

ISSUES: EDUCATION

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WWMB CW 21 IS AN ONGOING MAJOR SPONSOR OF LIMOS FOR LEARNING (A READING PROGRAM WHICH REWARDS READERS WITH A LIMO RIDE AND LUNCH) & OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS.

WWMB CW21 IS A SPONSOR OF THE FLORENCE SYMPHONY ORCHESTRA AND THE CHILDREN'S MUSEUM OF SOUTH CAROLINA

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

COLLEGE.GOV  
HIGH SCHOOL DROPOUT PREVENTION (RUNS IN ENGLISH & SPANISH)  
FINANCIAL LITERACY  
ANTI-STERIODS  
TOUGH CLASSES: COLLEGE PREP  
ARTS EDUCATION: RAISING BRAHMS  
KID VID 2009: EXPLORE NATURE  
KID VID: NUTRITION EDUCATION  
ECONOMIC OPPORTUNITY COUNCIL  
SC SPECIAL OLYMPICS

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

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EMCEED GEORGETOWN EVENT, APRIL 28 & SURFSIDE, MAY 1

CHIEF METEROLOGIST, ED PIOTROWSKI SPOKE AT CAREER DAY, JOHNSONVILLE HIGH SCHOOL,  
APRIL 30

WPDE HOSTED GOLF TOURNAMENT TO BENEFIT WPDE SCHOLARSHIP FUND, JUNE 2

SPORTS DIRECTOR RICH CRAMPANIS PARTICIPATED IN CHANTS FOR A DAY, YOUTH EVENT WITH  
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METEOROLOGIST DARREN STACK GAVE HORRY GEORGETOWN TECHNICAL COLLEGE EDUCATION  
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KIWANIS CLUB CHARITY GOLF TOURNAMENT BENEFITTING LOCAL YOUTH SERVICES, JUNE 20

CO-SPONSORED CAROLINA FOREST BUSINESS LEADER'S CHARITY GOLF TOURNAMENT  
BENEFITTING THE SPECIAL KIDS SPONSOR PROGRAM BUILDING FUTURES AUTISM CLINIC, JUNE 27

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. WE  
GIVE 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)

**WPDE/WWMB PSA LIST (Second Quarter 2009) Revised 4/10/09**

TEEN DATING VIOLENCE	Crime	:60
ENVIRONMENTAL PROTECTION AGENCY: LEAF	Environment	:60
VETERAN SUICIDE PREVENTION	Mental Health	:60
NARCANON-NEW	Drug Awareness	:60
BOOSTER SEATS	Safety/Health	:60
SENIOR CITIZENS LEAGUE	Tolerance/Community	:60
GUIDE TO IMMUNIZATIONS	Health	:60
COLLEGE.GOV	Education	:60
BOYS TOWN PARENTS	Family/Youth	:60
WHEN YOU START WITH ROTARY	Environment/Health	:20
DAD KNOWS BEST	Family	:20
HIGH SCHOOL DROPOUT PREVENTION	Education	:60
DIANE KEATON CANCER PSA	Health	:60
YOUTH RECKLESS DRIVING	Safety	:30
RECYCLE BATTERIES	Environment	:30
WILDFIRES KEEP IT SAFE	Environment	:30
BALD EAGLE & GLOBAL WARMING	Environment	:30
GEORGETOWN RECYCLING PROGRAM	Environment	:30
HORRY COUNTY UNITED WAY	Community	:30
WE ALL LIVE DOWNSTREAM: RIVERKEEPER	Environment	:30
HOMEBUILDERS ASSOCIATION	Economy	:15
ALCOHOLICS ANONYMOUS	Health	:30
AVOID THE PATH TO FORECLOSURE	Community/Economic	:60
2009 NATURE EXPLORE	Youth/Environment	:60
GUARDIAN AD LITEM	Youth/Community	:30
TALK TO YOUR KIDS ABOUT SEX	Youth/Safety	:30
ECONOMIC OPPORTUNITY COUNCIL	Economy/Prejudice	:30
SC SPECIAL OLYMPICS	Youth/Prejudice	:30
ASPCA ADOPT A PET	Youth/Environment	:30
HOME OF CARE: WE CARE	Youth/Community	:30
MINORITY EDUCATION	Education/Tolerance	:30
JOINTS DON'T JUMP	Health/Seniors	:30
BUPRENORPHINE ADDICTION	Health/Addiction	:30
HUNGER PREVENTION	Economy/Health	:30
FINANCIAL EDUCATION: ROYAL FAMILY	Economy	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
EMERGENCY PREPAREDNESS: KIDS	Environment	:30
ENERGY EFFICIENCY	Environment/Economy	:30
RED CROSS GIVE BLOOD	Community/Health	:30
NUTRITION EDUCATION	Health/Education	:30
GUIDE DOGS FOR THE BLIND	Special Needs	:30
KID VID: THE ARTS	Education	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
SLEEP TIGHT: PEST CONTROL	Health	:15
TEEN ALANON	Youth/Health	:15
PLAY SAFE ONLINE	Youth/Mental Health & Safety	:15
ARTHRITIS WALK	Health	:15

**WPDE/WWMB PSA LIST (Second Quarter 2009) Revised 4/10/09**

<b>8001</b>	<b>TEEN DATING VIOLENCE</b>	<b>:60</b>	<b>Dec-09</b>
<b>8002</b>	<b>ENVIRONMENTAL PROTECTION AGENCY: LEAF</b>	<b>:60</b>	<b>UFN</b>
8003	VETERAN SUICIDE PREVENTION	:60	UFN
8004	NARCANON-	:60	UFN
8020	BOOSTER SEATS	:60	7/15/2009
<b>8021</b>	<b>SENIOR CITIZENS LEAGUE</b>	<b>:60</b>	<b>UFN</b>
8022	GUIDE TO IMMUNIZATIONS	:60	UFN
<b>8023</b>	<b>COLLEGE.GOV</b>	<b>:60</b>	<b>UFN</b>
<b>8024</b>	<b>BOYS TOWN: PARENTS</b>	<b>:60</b>	<b>UFN</b>
8034	WHEN YOU START WITH ROTARY	:20	UFN
<b>8035</b>	<b>DAD KNOWS BEST</b>	<b>:20</b>	<b>UFN</b>
<b>8043</b>	<b>HIGH SCHOOL DROPOUT PREVENTION</b>	<b>:30</b>	<b>2/23/2010</b>
8044	DIANE KEATON CANCER PSA	:30	UFN
<b>8053</b>	<b>YOUTH RECKLESS DRIVING</b>	<b>:30</b>	<b>2/16/2010</b>
<b>8119</b>	<b>RECYCLE BATTERIES</b>	<b>:15</b>	<b>UFN</b>
8120	WILDFIRES: KEEP IT SAFE	:15	UFN
<b>8121</b>	<b>BALD EAGLE &amp; GLOBAL WARMING</b>	<b>:30</b>	<b>UFN</b>
<b>8122</b>	<b>ADOPT TEENS</b>	<b>:30</b>	<b>9/24/2009</b>
8130	ANTI-STERIODS	:30	7/12/2009
8143	RECYCLING	:30	UFN
8148	HORRY COUNTY UNITED WAY	:30	UFN
8160	WE ALL LIVE DOWNSTREAM	:30	UFN
8164	ALCHOHOLICS ANONYMOUS	:30	UFN
8501	AVOID THE PATH TO FORECLOSURE	:60	UFN
<b>8502</b>	<b>KID VID: 2009 NATURE EXPLORE</b>	<b>:60</b>	<b>UFN</b>
8503	GUARDIAN AD LITEM PSA	:30	UFN
<b>8504</b>	<b>TALK TO YOUR KIDS ABOUT SEX: NEW VERSION</b>	<b>:30</b>	<b>UFN</b>
8505	ECONOMIC OPPORTUNITY COUNCIL	:30	UFN
8506	SC SPECIAL OLYMPICS	:30	UFN
<b>8508</b>	<b>KID VID: ASPCA ADOPT A PET</b>	<b>:30</b>	<b>9/30/2009</b>
8509	HOME OF CARE: WE CARE	:30	UFN
<b>8511</b>	<b>JOINTS DON'T JUMP</b>	<b>:30</b>	<b>UFN</b>
8513	BUPRENORPHINE ADDICTION	:30	UFN
<b>8514</b>	<b>HUNGER PREVENTION</b>	<b>:30</b>	<b>11/14/2009</b>
<b>8515</b>	<b>FINANCIAL LITERACY: ROYAL FAMILY</b>	<b>:30</b>	<b>11/20/2009</b>
<b>8516</b>	<b>MARCH OF DIMES (NEW SPOT)</b>	<b>:30</b>	<b>4/24/2009</b>
<b>8517</b>	<b>KID VID: EMERGENCY PREPAREDNESS</b>	<b>:30</b>	<b>9/16/2009</b>
8518	ENERGY EFFICIENCY	:30	9/2/2009
<b>8519</b>	<b>RED CROSS GIVE BLOOD: CHANGE A LIFE</b>	<b>:30</b>	<b>3/1/2010</b>
<b>8520</b>	<b>KID VID: NUTRITION ED</b>	<b>:30</b>	<b>12/31/2009</b>
8521	GUIDE DOGS FOR THE BLIND	:30	UFN
<b>8522</b>	<b>KID VID: THE ARTS</b>	<b>:30</b>	<b>10/14/2009</b>
<b>8524</b>	<b>SHRINERS CHILDREN'S HOSPITAL: Andy Garcia</b>	<b>:20</b>	<b>UFN</b>
8525	NATURE CONSERVATORY	:20	UFN
8526	HELP HOSPITALIZED VETERANS	:20	UFN
8528	SLEEP TIGHT: PEST CONTROL	:15	UFN
8529	TEEN AL-ANON	:15	UFN
8530	PLAY SAFE ONLINE	:15	UFN
<b>8533</b>	<b>ARTHRITIS WALK</b>	<b>:15</b>	<b>10/1/2009</b>
8534	WEST NILE VIRUS	:15	UFN
9354	CPR SAVED ME/RED CROSS	:30	UFN

**WPDE/WWMB PSA LIST Revised 4/10/09 PRIORITY**

8098	(NCSA) NATIONAL GUARD	:30	3/31/2009
8125	(NCSA) ATTORNEY GENERAL	:30	4/30/2009
8158	(NCSA) TEEN PREGNANCY CAMPAIGN	:60	6/30/2009
8159	(NCSA) TEEN PREGNANCY CAMPAIGN	:30	6/30/2009

**EN ESPANOL**

8011	(SPANISH) COLLEGE DROPOUT PREVENTION	:30	UFN
8012	(SPANISH) DTV TRANSITION version 3	:30	UFN
8080	DTV TRANSITION VERSION 3	:30	UFN

**Linda Revel**

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**From:** "Allyson Floyd" <allyson@wpde.com>  
**To:** <elrevel@mindspring.com>; "Linda Revel" <lrevel@wpde.com>  
**Sent:** Wednesday, July 08, 2009 12:19 AM  
**Subject:** 2nd Quarter Ascertainment for News

2nd Quarter Ascertainment 2009 for News Department

**APRIL**

01 Ed was Special Olympics MC Socastee  
 02 Ed spoke at Career Day Aynor Middle Aynor  
 03 Ed was All Aboard Kids Gala MC Myrtle Beach  
 07 Victoria at SCBA Job Fair  
 08 Ed was South Strand for Life MC Murrells Inlet  
 09 Ed was Judge Sweetie Pie Contest Myrtle Beach  
 16 Darren was judge at Forestbrook Middle Science Fair in Horry County  
 21 Ed gave 1st Presebyterian Growing Tree Speech Myrtle Beach  
 21 Ed served at Free Cone Day Myrtle Beach  
 22 Ed, Darren, and Tim Servers at YMCA Carabbas Luncheon Myrtle Beach  
 22 Darren spoke at Forestbrook Elementary in Horry County  
 23 Ed was at Jersey Mikes Fundraiser for Autism Conway  
 24 Ed gave McDonald Elem. speech Georgetown  
 25 Ed was Idol Judge for Cancer Busters NMB  
 28 Ed gave Limos for Learning Speech NMB  
 29 Sharon spoke at Jonakin Middle School in Marion  
 29 Allyson spoke at Jonakin Middle School in Marion  
 30 Ed spoke at Johnsonville HS Career day Johnsonville

April 28th.. NewsChannel 15 was live all day at Total Media III in Myrtle Beach. We joined other media outlets to raise money for the American Red Cross for victims of the Horry County Wildfires.

**MAY**

01 Ed gave Limos For Learning Speech Surfside  
 01 Darren gave station tour to Homewood Elementary School  
 01 Ed gave Homewood Tour Conway  
 02 Ed made Blessing of the Inlet Appearance Murrells Inlet  
 06 Ed gave Pawleys Island Ladies Club Speech Pawleys Island  
 07 Ed was at Red Cross Fundraiser NMB  
 07 Darren and Tim servers for Red Cross Spaghetti Dinner Fundraisers in Myrtle Beach  
 08 Ed made Relay for Life appearance Myrtle Beach  
 08 Allyson emcee for Florence Cty Disabilities Foundation Talent Show  
 09 Ed was Palmetto Bays Elem. Talent Judge Conway  
 17 Ed was Theaterfest Judge Myrtle Beach  
 17 Ed gave Ripleys VIP speech Myrtle Beach  
 17 Ed at Red Cross ARlo Guthrie Fundraiser NMB  
 19 Ed gave NARFE Speech Litchfield Beach  
 27 Ed gave Palmetto Bays Speech Conway  
 27 Darren spoke at Lakewood Elementary School in Horry County

**JUNE**

01 Ed gave Hurricane Expo Speech Myrtle Beach  
 06 Ed in Hard Rock Golf Tourn for V-Foundation Myrtle Beach  
 06 Allyson, Mola, Kristen, Ed, and Tim in booth for Sun Fun in Myrtle Beach  
 07 Ed in American Legion Golf Tourn Eagles Nest NMB  
 07 Joel was emcee for Myrtle Beach Cancer Survivors Day  
 12 Ed at Red Cross Wrap up Celebration Freestyle Music Park Myrtle Beach  
 13 Ed in CCU Golf Tournament Conway  
 15 Darren gave tour of station for HGTC Education and Futures program  
 16 Ed gave Autism Luncheon Speech Myrtle Beach

7/9/2009

18 Ed gave Hurricane Speech to Burgess Community Socastee

19 Ed at David Thomspn Lunch Myrtle Beach

27 Darren in Carolina Forest Business Leader's Charity Golf Tournament in Myrtle Beach

30 Ed gave Hurricane Speech to Independent insurance agents of the Grand Stand Myrtle Beach

30 Darren gave station tour to members of St Mary Missionary Baptist Church

June 1st- NewsChannel 15 hosted a live Web Chat with Emergency Managers from Horry and Georgetown Counties, Chief Meteorologist Ed Piotrowski, and representative of SC Insurance News Service

June 2nd- WPDE Golf Tournament. We once again held a golf tournament to raise money for our WPDE Scholarship fund. This was in Surfside Beach. Many NewsChannel 15 employees played and took part.



1322 CELEBRITY CIRCLE  
MYRTLE BEACH, SC 29577

PHONE: (843) 946-0007  
FAX: (843) 946-0003  
HARDROCK.COM

**MYRTLE BEACH**

June 17, 2009

Mr. Billy Huggins  
WPDE Newschannel 15  
1194 Atlantic Avenue  
Conway, SC 29526

Dear Mr. Huggins:

We wish to take this opportunity to thank NewsChannel 15 and WPDE TV for supporting the 3<sup>rd</sup> Annual Hard Rock Cafe Charity Golf Outing to benefit the V Foundation for Cancer Research. It was another successful event thanks to the continued support of friends and neighbors such as you.

We are pleased to announce that the event raised over \$12,000.00 for the V Foundation through this single event, and we will continue our commitment to the charity by raising funds throughout the year through our donated fountain-change, live music ticket sales and other miscellaneous fund raising efforts.

Once again, on behalf of Hard Rock Cafe and the V Foundation for Cancer Research, we thank you for your support.

Best Regards,

A handwritten signature in black ink, appearing to read "Don Morris", written over a white background.

Don Morris  
General Manager  
Hard Rock Cafe Myrtle Beach



**Linda Revel**

---

**From:** "Billy Huggins" <wlhuggins@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Thursday, May 07, 2009 9:00 AM  
**Subject:** Fw: Green Sea Head Start Spring Festival Donation

ascertainment

— Original Message —

**From:** Tosha Thomas  
**To:** wlhuggins@wpde.com  
**Sent:** Wednesday, May 06, 2009 4:29 PM  
**Subject:** RE: Green Sea Head Start Spring Festival Donation

Mr. Huggins:

Thank you so much for the t-shirts. Our center really appreciates your generosity.

Sincerely,

Tosha Thomas

Family Services

Green Sea Head Start Center

---

**From:** wpde1@att.blackberry.net [mailto:wpde1@att.blackberry.net]  
**Sent:** Friday, May 01, 2009 4:30 PM  
**To:** Tosha Thomas  
**Subject:** Re: Green Sea Head Start Spring Festival Donation

Got it!

Sent via BlackBerry by AT&T

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**From:** "Tosha Thomas"  
**Date:** Fri, 1 May 2009 16:22:22 -0400  
**To:** <wlhuggins@wpde.com>  
**Subject:** Green Sea Head Start Spring Festival Donation

Mr. Huggins:

My name is Tosha Thomas and I am a Family Service Worker here at Green Sea Head Start. We are having our annual Spring Fun Festival on Friday May 8, 2009 and we are soliciting donations for door prizes for our event. Anything your organization could donate would be greatly appreciated. As per our conversation today, I will give you a call on Monday to see if you have anything for our school. I look forward to speaking with you.

Thanks so much in advance for your generosity!

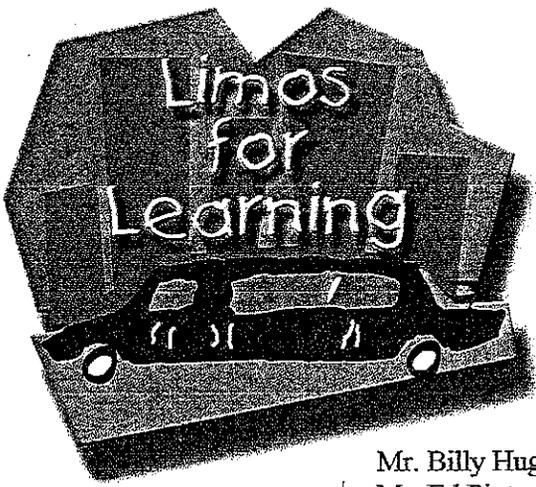
*Tosha Thomas*

*Family Service Worker*

*Green Sea Head Start*

*Waccamaw EOC*

*843-756-4770 fax 843-756-4771*



June 18, 2009

**Limos For Learning™**  
*Rewarding Kids on  
the Road to Reading  
Excellence!*

Post Office Box 921  
Laurens, SC 29360  
Phone: (864)923-3179  
[www.LimosForLearning.org](http://www.LimosForLearning.org)

Mr. Billy Huggins  
Mr. Ed Piotrowski  
WPDE TV-15  
1194 Atlantic Avenue  
Conway, SC 29579

Dear Mr. Huggins,

*Billy and our WPDE friends,*

Thank you again for your valuable contribution to *Limos For Learning™*. With your support over 16,000 second, third & fourth-graders benefited from our motivational reading incentive program this year. This *simply* would not have been possible without your generosity and partnership!

While we can never thank you enough, perhaps the heartfelt thanks from participating principals, teachers, parents and the children say it best:

*"Thank you so much for letting us go to Limos For Learning. I had so much fun. It inspired me to read more than just my twenty minutes of reading after school. I've finished two chapter books since then. Thank you so much for sponsoring us. I had a great time." - Student*

*"Thank you so much for providing the Limos For Learning experience for our children. In my thirty five years of teaching, I have not found a program that captures the heartbeat of children the way this one does." - Literacy Coach*

*"It was summed up when one of my girls looked at me and said, "Ms. McDonald, I never imagined this!" - Teacher*

**Our Board of Directors:**

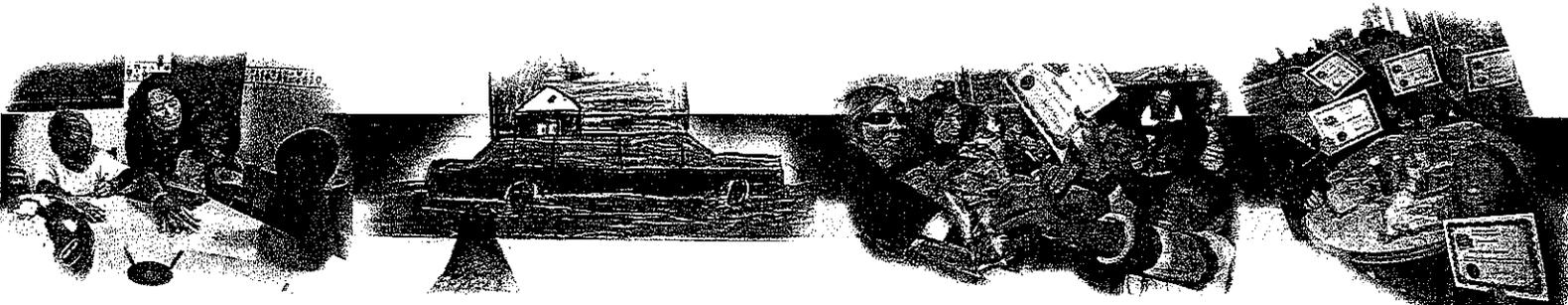
Carl F. Barker  
Thomas K. Herron  
Lew S. Resseguie  
Elizabeth M. Ross  
Lindsay T. Ross  
Mel Tillar

We are already hard at work preparing for the next school year. We hope you enjoy seeing the smiles of improved and more confident readers and ask for your continued support in our journey on the road to reading excellence.

With kindest regards,

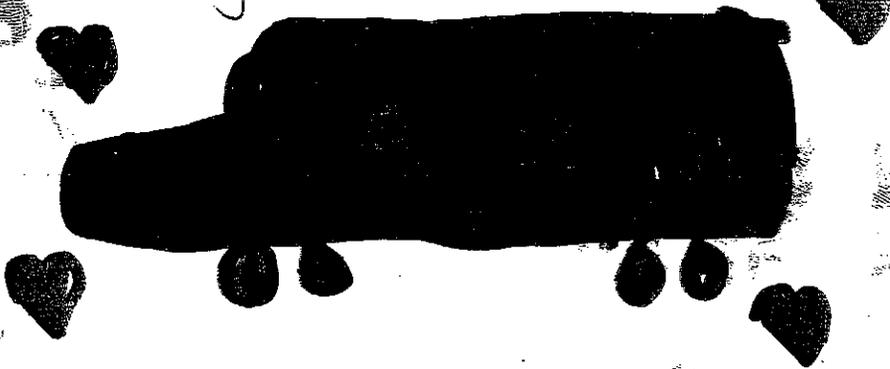
**Limos For Learning™**  
is a non-profit 501C3  
charitable organization

*Betsy*  
Betsy Ross  
Founder/President



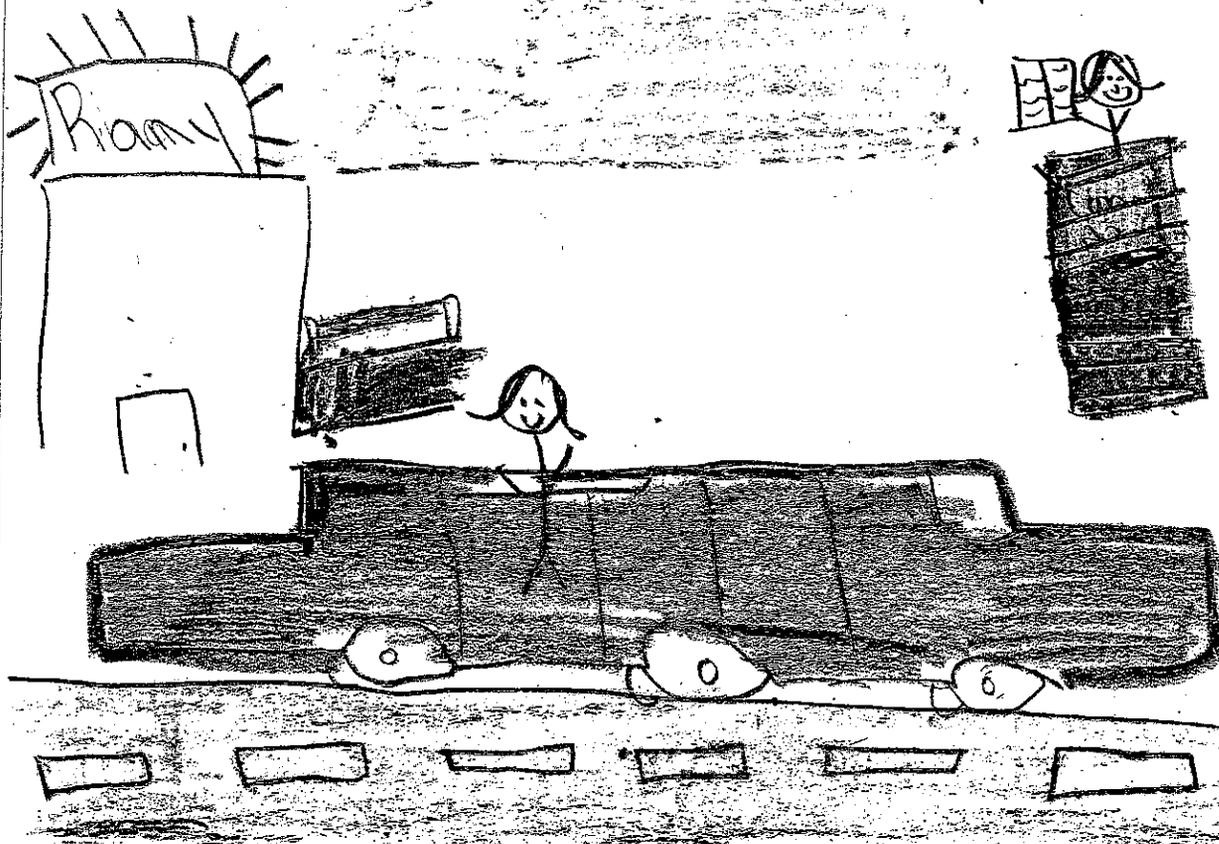
Dear Sponsor,

Limos For Learning was so much fun!!! I hope I can do it next year! I wanted to thank you for everything, like the great food from Ryans, the awesome limo, the cool magician and all the magic he did, the parents and helpers, the amazing people that talk to us up on the stage, the super-dopper limo driver and just **EVERYTHING!!!** Also thank you the the news people and video-camera people and the photographers!!!



Thanks for  
everything,  
Love!

Hanna  
Cassidy



Dear Sponsor,  
I really want to thank you for pick me for limo for learning it was a great experience I love everything I did. The best was riding in the limo and being on TV and don't let me forget the red carpet and the magic tricks. Why I think reading is important because it a great way to learn new word and so can get smarter by reading.

Love,

Jewel