ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

APRIL 1 – JUNE 30, 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 6:00-6:30 AM
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

WARRANTY
CENSUS IMPORTANCE (5 SPOT SERIES)
ENERGY EFFICIENCY
READY.GOV
SC CAN (HIGHER LEARNING)
GRADUATION
FORECLOSURE
FDIC: SAVE
DEBT: HOW TO FIND HELP

WWMB EITHER SPONSORED OR CO-SPONSOREDTHE FOLLOWING:

METEOROLOGIST DARREN STACK & ANCHORS ALLYSON FLOYD & HOLLY MORGAN PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, APRIL 7

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE A SPEECH TO THE NMB OPTIMIST CLUB, APRIL 7

NEWS DIRECTOR VICTORIA SPECHKO PARTICIPATED ON BEHALF OF THE STATION AT SCBA JOB FAIR, COLUMBIA APRIL 13

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE A SPEECH TO CONWAY ROTARY CLUB, APRIL 29

ANCHOR TIM MCGINNIS, PANELIST FOR THE DEMOCRATIC GUBERNATORIAL DEBATE, MAY 26

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE A SPEECH, MB CONVENTION CENTER, MAY 31

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE HURRICANE PREPAREDNESS SPEECH, JUNE 1 & AT THE HURRICANE EXPO, JUNE 7

SEE ATTACHED FOR OTHER LOCAL APPEARANCES.

ISSUE: HEALTH CARE/COST

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

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

CHILDHOOD OBESITY (7 SPOT SERIES)
UNDERAGE DRINKING (5 SPOT SERIES)
TEEN SUICIDE PREVENTION
SCBA: EAT SMART, MOVE MORE (9 SPOT SERIES)
LEAD POISONING PREVENTION (8 SPOT SERIES)
LUPUS AWARENESS (5 SPOT SERIES)
NEWBORN & CHILD SURVIVAL (5 SPOT SERIES)
MENTAL HEALTH RECOVERY (7 SPOT SERIES)
AMERICAN HEART ASSOCIATION
AUTISM AWARENESS
UNITED WAY
FLU VACCINATION (4 SPOT SERIES)
DRUNK DRIVING (9 SPOT SERIES)
CPR
TIMING IS EVERYTHING (TEEN PREGNANCY)
UNCONDITIONAL LOVE (TEEN PREGNANCY)
ARTHRITIS (5 SPOTS)
BEANEX.ORG (QUIT SMOKING)
MARCH OF DIMES (2 SPOTS)
HELP HOSPITALIZED VETS
SHRINERS HOSPITAL FOR CHILDREN

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

CHIEF METEOROLOGIST, ED PIOTROWSKI AT AUTISM KICK OFF EVENT, MURRELLS INLET, APRIL 2

METEOROLOGIST DARREN STACK & ANCHORS ALLYSON FLOYD & HOLLY MORGAN PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, APRIL 7

ED PIOTROWSKI EMCEED HORRY COUNTY SPECIAL OLYMPICS, SOCASTEE, APR 7

CHIEF METEROLOGIST, ED PIOTROWSKI EMCEED "WALK A MILE IN HER SHOES", MYRTLE BEACH-MEN'S MARCH TO STOP RAPE, SEXUAL ASSAULT, & GENDER VIOLENCE, APRIL 10

CHIEF METEOROLOGIST, ED PIOTROWSKI EMCEED BLOOD DONORS APPRECIATION LUNCH, APR 15

REPORTER GRAEME MOORE EMCEED THE MARCH OF DIMES WALK, CONWAY, APRIL 24

METEOROLOGIST ED PIOTROWSKI WORKED THE CHICK-FIL-A DRIVE THRU FOR THE AMERICAN CANCER SOCIETY, MYRTLE BEACH APRIL 27

CHIEF METEOROLOGIST, ED PIOTROWSKI, ANCHOR ALLYSON FLOYD & SPORTS DIRECTOR RICH CRAMPANIS PARTICIPATED IN THE AMERICAN CANCER SOCIETY RELAY FOR LIFE, APRIL 30

METEOROLOGISTS ED PIOTROWSKI AND KRISTEN VANDYKE WERE IN THE AUTISM JAMBOREE DUNKING BOOTH, CONWAY, MAY 8

ALLYSON FLOYD EMCEED THE DISABILITIES FOUNDATION TALENT SHOW IN FLORENCE, MAY 13

METEOROLOGIST, ED PIOTROWSKI & SPORTS DIRECTOR RICH CRAMPANIS PLAYED IN THE KINGSTON GOLF CLASSIC WHICH BENEFITS CONWAY HOSPITAL'S HEALTHREACH PROGRAM, MAY 29

TIM MCGINNIS EMCEED LINKING HANDS FOR LIFE LIVING DONOR EVENT, MYRTLE BEACH, JUNE 5

REPORTER JOEL ALLEN EMCEED THE CANCER SURVIVORSDAY EVENT, MYRTLE BEACH, JUNE 5

ED PIOTROWSKI AT AMERICAN RED CROSS BLOOD DRIVE JUNE 9 & WRAP UP, JUNE 17

SEE ATTACHED FOR ADDITIONAL COMMUNITY APPEARANCES.

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH JAROD MILLER
SOURCE LITTON
DATE/TIME MONDAYS 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 TUESDAYS 7:00-7:30 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 WEDNESDAYS 7:00-7:30 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: REELIN' UP THE COAST
SOURCE HARNETT & FOSTER
DATE/TIME SUNDAYS 9:00-9:30 AM

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.

PROGRAM NATIONAL HURRICANE SURVIVAL TEST
SOURCE: RON SACH COMMUNICATIONS
DATE/TIME SUNDAY, JUNE 27, 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.

SEE ATTACHED LIST FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

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
SOUTH CAROLINA NATIONAL GUARD
RECYCLING PSA
BECOMENAEX.ORG (QUIT SMOKING)
ENERGY EFFICIENCY (2 SPOTS)
PET ADOPTION (6 SPOT SERIES)
VETERANS HISTORY PROJECT
LEAD POISONING PREVENTION (8 SPOT SERIES)
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).

METEOROLOGIST DARREN STACK & ANCHORS ALLYSON FLOYD & HOLLY MORGAN PARTICIPATED IN "1001 HOMES FOR HAITI" AT CCU, APRIL 7

DARREN STACK WAS A SCIENCE FAIR JUDGE AT FORESTBROOK MIDDLE SCHOOL, APRIL 8

METEOROLOGIST ED PIOTROWSKI WAS EARTH DAY EVENT EMCEE AT MARKET COMMON, APRIL 17

ANCHOR TIM MCGINNIS EMCEED EARTH DAY CELEBRATION, MYRTLE BEACH, APRIL 17

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE A SPEECH TO CONWAY ROTARY CLUB, APRIL 29

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE HURRICANE PREPAREDNESS SPEECH, JUNE 1 & AT THE HURRICANE EXPO, JUNE 7

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

DRIVE SAFE, DRIVE INSURED
MENTAL HEALTH RECOVERY (7 SPOT SERIES)
ADOPTION (6 SPOT SERIES)
UNITED WAY (3 SPOT SERIES)
FATHERS (3 SPOTS)
HIGH SCHOOL DROPOUT PREVENTION
DRUNK DRIVING PREVENTION (8 SPOT SERIES)
SC CAN (COMMISSION ON HIGHER LEARNING)
GRADUATION (TEEN PREGNANCY PREVENTION)
TEEN PREGNANCY (3 SPOT SERIES)
NATIONAL GUARD (2 SPOTS)
LIFELONG LITERACY (2 SPOTS)
TEEN SUICIDE PREVENTION
UNDERAGE DRINKING (5 SPOT SERIES)
VETERANS HISTORY PROJECT
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

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CHIEF METEOROLOGIST, ED PIOTROWSKI EMCEED "WALK A MILE IN HER SHOES", MYRTLE BEACH-MEN'S MARCH TO STOP RAPE, SEXUAL ASSAULT, & GENDER VIOLENCE, APRIL 10

NEWS DIRECTOR VICTORIA SPECHKO PARTICIPATED ON BEHALF OF THE STATION AT SCBA JOB FAIR, COLUMBIA APRIL 13

METEOROLOGISTS ED PIOTROWSKI & KRISTEN VAN DYKE, ANCHOR ALLYSON FLOYD & SPORTS DIRECTOR RICH CRAMPANIS WERE CARRABBAS WAITERS FOR YMCA FUNDRAISER, APRIL 21

METEROLOGIST, DARREN STACK HAD FORESTBROOK MIDDLE SCHOOL STUDENT SHADOW, APR 29

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED CASA LUNCHEON. MAY 4

DARREN STACK HAD FORESTBROOK MIDDLE SCHOOL STUDENT SHADOW, MAY 13

ED PIOTROWSKI, DARREN STACK, ALLYSON FLOYD, & RICH CRAMPANIS PLAYED IN THE WPDE SPORTS SHOOTOUT GOLF TOURNAMENT WHICH RAISES MONEY FOR OUR STUDENT ATHLETE SCHOLARSHIP PROGRAM, SURFSIDE, MAY 17

DARREN STACK GAVE STATION TOUR TO GEORGETOWN COUNTY MENTORING PROGRAM, JUNE 24

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: A NATION REMEMBERS THE PENTAGON
SOURCE NEW VISION
DATE/TIME SUNDAY, MAY 30 2:00-3:00 PM & SATURDAY JUNE 5 1:00- 2:00PM
DESCRIPTION THE STORY OF THE 9/11 PENTAGON MEMORIAL AND AN INTIMATE LOOK AT THE LIVES OF THOSE TOUCHED BY THIS TRAGEDY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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DATE/TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

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CENSUS IMPORTANCE (5 SPOT SERIES)
ENERGY EFFICIENCY
READY.GOV
SC CAN (COMMISSION ON HIGHER LEARNING)
GRADUATION (TEEN PREGNANCY PREVENTION)
HISPANIC SCHOLARSHIP FUND (4 SPOT SERIES)
MENTAL HEALTH RECOVERY (7 SPOT SERIES)
CURIOUS READER
LIFELONG LITERACY (2 SPOT SERIES)
HERITAGE COMMUNITY SERVICES (3 SPOT SERIES)
CENSUS INFORMATION (5 SPOT SERIES)
BOYS TOWN HOTLINE
HELP HOSPITALIZED VETS

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IMAGE, CONTINUED

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DARREN STACK GAVE STATION TOUR TO GEORGETOWN COUNTY MENTORING PROGRAM, JUNE 24

SEE ATTACHED FOR OTHER LOCAL APPEARANCES.

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: 18TH ANNUAL TRUMPET AWARDS
SOURCE TIMELESS ENTERTAINMENT
DATE/TIME SUNDAY APRIL 4 4:00-6:00 PM
DESCRIPTION RECOGNIZES SIGNIFICANT CONTRIBUTIONS TO THE ENTERTAINMENT INDUSTRY AND AFRICAN AMERICAN COMMUNITY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

AUTISM AWARENESS
CHILDHOOD OBESITY (7 SPOT SERIES)
TEEN SUICIDE
VETERANS HISTORY PROJECT
HISPANIC SCHOLARSHIP FUND (4 SPOT SERIES)
LUPUS AWARENESS (5 SPOT SERIES)
MENTAL HEALTH RECOVERY (7 SPOT SERIES)
ADOPTION (3 SPOT SERIES)
UNITED WAY
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HIGH SCHOOL DROPOUT PREVENTION
SC CAN (COMMISSION ON HIGHER LEARNING)
GRADUATION (TEEN PREGNANCY PREVENTION)
NATIONAL GUARD (2 SPOTS)
LIFELONG LITERACY (2 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

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PREJUDICE/INTOLERANCE, CONT'D

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REPORTER JOEL ALLEN EMCEED THE CANCER SURVIVORS DAY EVENT, MYRTLE BEACH, JUNE 5
PREJUDICE & INTOLERANCE, CONTINUED

DARREN STACK GAVE STATION TOUR TO GEORGETOWN COUNTY MENTORING PROGRAM, JUNE 24

WE SPONSORED THE CAROLINA FOREST BUSINESS LEADERS CHARITY GOLF TOURNAMENT WHICH BENEFITTED THE SPECIAL KID SPONSOR PROGRAM, HELPING ABUSED & NEGLECTED CHILDREN. JUNE 27

WE RUN 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

PSA'S
RUN AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF
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CENSUS INFORMATION (5 SPOT SERIES)
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.

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DARREN STACK GAVE STATION TOUR TO GEORGETOWN COUNTY MENTORING PROGRAM, JUNE 24

linda revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>
Sent: Saturday, July 03, 2010 12:13 AM
Subject: 2nd Quarter Ascertainment 2010 for News

APRIL 2010
02 Ed at Autism Kick off Event Murrells Inlet
07 Allyson, Darren, Holly helped with Home for Haiti at Coastal Carolina University
07 Ed was Horry County Special Olympics emcee in Socastee
07 Ed was NMB Optimist Club Speaker NMB
08 Darren was Science Fair judge at Forestbrook Middle in Horry County
08 Darren gave Aynor Elem. 2ND Grade Tour of station
10 Ed was Walk a Mile in Her Shoes MC Myrtle Beach
11 Ed threw out first pitch at Red Cross day at Pelicans Myrtle Beach
13 Victoria part of SCBA job fair in Columbia
15 Ed was Blood donors Appreciation lunch MC Myrtle Beach
17 Ed was Earth Day Celebration MC Myrtle Beach
17 Tim was emcee for Earth Day event at Market Common in Myrtle Beach
19 Ed was Trio Dinner Judge Myrtle Beach
20 Ed worked Chick Fil A Drive Thru for ARC Myrtle Beach
21 Ed, Allyson, Rich and Kristen Carrabbas Waiter for YMCA Myrtle Beach
23 Darren part of McDonalds Elementary Environmental Day.
24 Allyson, Victoria, Ed, Darren, Holly and Kristen part of Dragon Boat Race in Myrtle Beach
24 Graeme was emcee for March of Dimes walk in Conway
27 Ed worked Chick Fil A Drive Thru for American Cancer Society Myrtle Beach
29 Darren had student from Forestbrook Middle Job Shadow
29 Ed gave Conway Rotary Club speech
30 Allyson, Ed, Rich at Relay for Life in Myrtle Beach

MAY 2010
01 Ed in BLessing of the Inlet booth, Murrells Inlet
04 Ed was CASA Luncheon Speaker Myrtle Beach
05 Ed was Carolina Forest Elem Speaker Carolina Forest
06 Ed was National Day of Prayer Spaghetti Dinner Participant NMB
08 Ed and Kristen were in Autism Jamboree Dunking booth Conway
12 Allyson keynote speaker for Quill and Scroll induction at Carolina Forest High
13 Allyson emceed Disabilities Foundation Talent Show in Florence
13 Ed was Speaker Trinity Episcopal Church Myrtle Beach
13 Darren had student from Forestbrook Middle Job Shadow
14 Darren in Caravelle Cup Golf Tournament in Horry County
15 Darren in Caravelle Cup Golf Tourney in Horry County
15 Ed was Foxtrot Parade Grand Marshall Marion
16 Ed was Blue Crab Festival Booth - Little River
17 Rich, Ed, Allyson, Darren part of WPDE Sports Shootout Golf Tournament in Surfside Beach
18 Ed gave Tiger Cubs Tour Conway
21 Ed was Ocean Bays Middle Speaker Carolina Forest
22 Ed was Ground Zero Beach Band Blast MC - Myrtle Beach
23 Ed was Food Fight Gala MC - Myrtle Beach
26 Darren in Mullins Chamber Golf Tourney
26 Tim was panelist for Democratic gubernatorial debate in Myrtle Beach
29 Ed and Rich in Kingston Golf Classic Conway
29 Allyson, Tim, and Mola in Memorial Day parade in Myrtle Beach
31 Ed gave Memorial Day Speech at MB Convention Center

JUNE 2010
01 Ed was Pickle Ball Participant Myrtle Beach

01 Ed gave Hurricane Preparedness Speech Myrtle Beach
02 Ed was Waccamaw ELem. Awards MC Conway
03 Ed gave Pawleys Island Library SPeech Pawleys Island
05 Darren in CFBLA Golf tournament- Man O'War. 1-7pm
05 Tim was emcee of Linking Hands for Life Living Donor Event in Myrtle Beach
05 Ed was in Coca Cola Jailbreak at Sun Fun Myrtle Beach
05 Joel was MC at the Cancer Survivors Day event in Myrtle Beach
07 Ed was MB Hurricane Expo Speaker
09 Ed part of Blood Drive Myrtle Beach
17 Ed in American Red Cross Wrap Up Event Myrtle Beach
24 Darren and Tracy gave studio tour for Horry and Georgetown County students in mentoring program
26 Graeme was judge at Myrtle Beach Fire House Cook off
26 Allyson at Riverfest in Conway

WPDE/WWMB PSA LIST (Second Quarter 2010) Revised 7/6/10

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. 1,2	Environment	:30
SESAME STREET v.1, 2	Education	:30
ADOPTION v. 1,2,3	Family	:30
DIABETES MANAGEMENT	Health	:30
UNITED WAY, 2SPOTS	Community	:30
BE A DAD, v.1,2,3	Family	:30
FLU VACCINATION (4 spots)	Health	:30
SCBA BORN READY (2 spots)	National Guard	:30
DRUNK DRIVING	Health	:60
DRUNK DRIVING (3 spots)	Health	:30
CPR	Health	:30
SCBA: SC CAN (Commission on Higher Learning)	Education	:30
SCBA: TIMING IS EVERYTHING (Teen Pregnancy)	Youth/Education	:60
SCBA: UNCONDITIONAL LOVE (Teen Pregnancy)	Youth/Education	:60
SCBA: GRADUATION (Teen Pregnancy)	Youth/Education	:30
SCBA: STORM CHASERS	Coast Guard	:30
SCBA: NATIONAL GUARD (2 spots)	National Guard	:30
BECOMEANEX.ORG (Quit Smoking) 2 spots	Health	:30
HERITAGE COMMUNITY SERVICE (3 spots)	Health/Youth	:30
BI-LO CHARITIES	Community	:30
MARCH OF DIMES (2 spots)	Health, Children, Special Needs	:30
ENERGY EFFICIENCY (2 spots)	Environment, Economy	:30
LIFELONG LITERACY (2 spots)	Education	:30
CHILDHOOD OBESITY (7 spots)	Health/Youth	:30
TEEN SUICIDE (2 spots)	Mental Health/Youth	:30
UNDERAGE DRINKING (5 spots)	Mental Health/Youth	:30
PET ADOPTION (6 spots)	Environment	:30
CENSUS (5 spots)	Community, Economy	:30
VETERANS HISTORY PROJECT	Community/Special Needs	:30
SCBA: EAT SMART, MOVE MORE SERIES (9 spots)	Health	:30
DRIVE SAFE: DRIVE INSURED	Community, Economy, Health	:30
LEAD POISONING PREVENTION (8 spots)	Children, Health	:30
HISPANIC SCHOLARSHIP FUND (4 spots)	Education, Youth, Prejudice	:30
LUPUS AWARENESS (5 spots)	Health, Youth, Prejudice	:30
NEWBORN & CHILD SURVIVAL (5 spots)	Health, Youth	:30
CHILDHOOD ASTHMA	Health, Youth	:30
MENTAL HEALTH RECOVERY (7 spots)	Community, Prejudice, Health	:30
CURIOUS READER (2 spots)	Education	:30
WARRANTY (2 spots)	Community, Economy	: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

SPECIAL KID SPONSOR PROGRAM

Our mission is to make children's lives brighter through community involvement, support and care. We give children a chance to go beyond abuse and neglect, by enabling them to experience life in a warm, nurturing environment. We may never eliminate the need for foster care, but by caring for and supporting children currently housed in the state's foster care system we believe that we can make a difference. We are honored to provide opportunities for special children and we are thankful for your support, your volunteer work and your donations.

www.SpecialKidSponsorProgram.com

BUILDING FUTURES AUTISM CLINIC

Our mission is to provide individualized and effective Applied Behavioral Analysis (ABA) Therapy that will encourage each child receiving our services to reach his/her optimum development.

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Limos For Learning™
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June 7, 2010

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

Dear Billy,

Thank you again for your valuable contribution to Limos For Learning™. Because of your support over 50,000 second, third & fourth-graders benefited from our motivational reading incentive program. 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**

> **"Wonderful program! It has made a real difference. I am so proud that children recognized included LD, ADD, Cerebral Palsy, ESL students! A life-changing experience for some of these students." – Teacher/Coordinator**

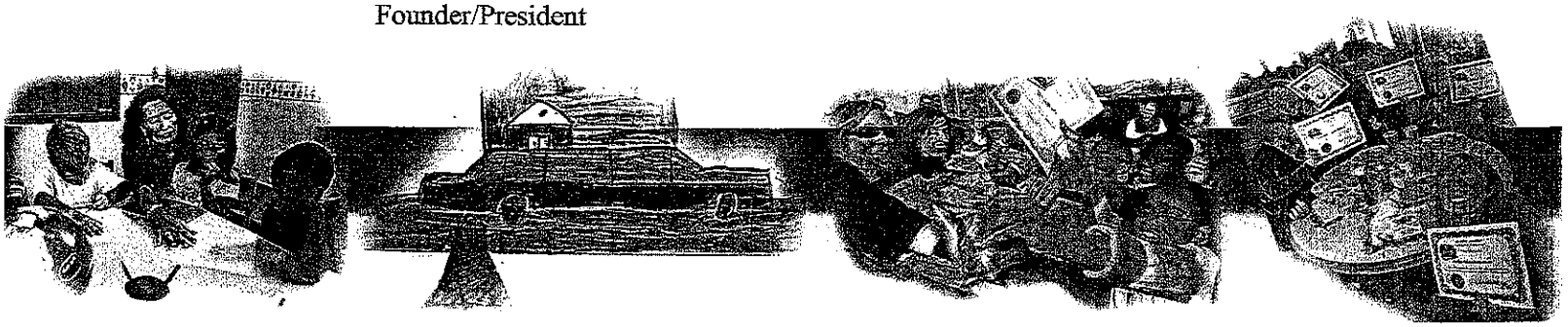
> **"What a wonderful program! My child was "beaming" when he got back from Limos For Learning. The experience was one he will NEVER forget and one of the most positive academic experiences he has had. He could not quit talking about every aspect of the day! Thank you!" – Parent**

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,

Betsy

Betsy Ross
Founder/President



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William W Hatcher

William W. Hatcher
Regional Director
Charlotte Regional Census Center

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