

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

APRIL 1 – JUNE 30, 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: PSA'S
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

DEBT RESOLUTION TRAPS

NATN'L ENDOWMENT FOR FINANCIAL EDUCATION
SOCIAL SECURITY SIGN-UP ON LINE CAMPAIGN
STAY IN HIGH SCHOOL CAMPAIGN
NEW ENERGY EFFICIENCY SERIES
SALVATION ARMY TORNADO DISASTER RELIEF
SUMMER FOOD PROGRAM
COLLEGE ACCESS CAMPAIGN
FORECLOSURE PREVENTION
VETERAN SUPPORT
COLLEGE CRASH COURSE: NFL
LIVE UNITED: PUBLIC SERVICE INVOLVEMENT
NATIONAL GUARD

WWMB CW 21 SPONSORED OR CO-SPONSORED THE FOLLOWING:

WE SPONSORED THE NAACP FREEDOM FUND DINNER & REPORTER TONYA BROWN EMCEED, APRIL 8

SPONSORED THE SALTWATER ANGLERS FLOUNDER TOURNAMENT. PROCEEDS FUND A \$1K MARINE SCIENCE SCHOLARSHIP AT CCU, APRIL 29

MAJOR SPONSOR OF THE MARCH OF DIMES WALK FOR BABIES, APRIL 30

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED REDCROSS FUNDRAISER, MAY 9

SPONSOR OF THE WOMEN IN PHILANTHROPY LEADERSHIP WOMEN'S CONFERENCE, MAY 10

SPONSORED THE MURRELLS INLET RACE FOR THE INLET, PROCEED BENEFITTING LOCAL COMMUNITY PROJECTS, MAY 21

MEDI SPONSOR OF THE KINGSTON GOLF CLASSIC, BENEFITTING HEALTHREACH PROGRAM, SMART SNACKS, & EDUCATIONAL TRAINING PROGRAM FOR TEENAGED BABYSITTERS, MAY 25-27

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED COMMUNITY EVENTS & MADE APPEARANCES AT TOWN HALL MEETINGS FOR DIFFERENT COMMUNITIES ALONG THE GRAND STRAND & THE PEE DEE & SPOKE AT CAREER DAYS AT LOCAL SCHOOLS. SEE ATTACHED LIST OF APPEARANCES.

ISSUE: HEALTH CARE/COST

PROGRAM: IMARA WOMAN MAGAZINE TV
SOURCE: IMARA COMMUNICATIONS GROUP, INC.
DATE/TIME: APRIL 24, MAY 15, MAY 22, JUNE 19, JUNE 26, 12:30-1PM
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

DRIVE FOR COPD
GOOD CLEAN WATER
CPR INFORMATION
ROACH, MOUSE, BED BUG WARNINGS
NO KID HUNGRY CAMPAIGN
SUMMER FOOD PROGRAM
FOOD SAFETY AWARENESS
ANTI-SMOKING CAMPAIGN
ANTI-TEXTING CAMPAIGN
LET'S MOVE.GOV CHILDHOOD OBESITY CAMPAIGN
MARCH OF DIMES WALK FOR BABIES CAMPAIGN
MEN'S HEALTH ISSUES CAMPAIGN
BOOSTER SEAT CAMPAIGN
HELP HOSPITALIZED VETS
SHRINERS HOSPITAL FOR CHILDREN

WWMB CW 21 EITHERED SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED & WE SPONSORED AMERICAN RED CROSS FUNDRAISERS, APRIL 2, MAY 9

SPONSORED RELAY FOR LIFE, ANNUAL AMERICAN CANCER SOCIETY FUNDRAISING EVENT. CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED MULTIPLE LOCAL EVENTS, APRIL 8-9, APRIL 29, MAY 20, JUNE 11 & JUNE 27.

METEOROLOGIST MALLORY NICHOLS EMCEED THE FLORENCE COUNTY DISABILITIES FOUNDATION TALENT SHOW, APRIL 12

MAJOR SPONSOR OF THE MARCH OF DIMES WALK FOR BABIES, STATION TEAM PARTICIPATED IN WALK, ANCHOR TIM MCGINNIS EMCEED AWARDS CEREMONY, APRIL 30

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE SPEECH TO THE GRAND STRAND REGIONAL MEDICAL CENTER'S VOLUNTEER CORPS, MAY 3

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE "LET'S MOVE" SPEECH TO ELEMENTARY SCHOOL STUDENTS IN MARION, MAY 5

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED REDCROSS FUNDRAISER, MAY 9

MEDI SPONSOR OF THE KINGSTON GOLF CLASSIC, BENEFITTING HEALTHREACH PROGRAM—A MOBILE MEDICAL VAN & SUPPLIES MAMMOGRAMS FOR LOW INCOME WOMEN, SMART SNACKS, & EDUCATIONAL TRAINING PROGRAM FOR TEENAGED BABYSITTERS, MAY 25-27

ANCHOR JOEL ALLEN EMCEED & ENGINEER ROBERT BLAIR DJ'D FOR CANCER SURVIVORS DAY, MYRTLE BEACH, JUNE 5

METEOROLOGIST DARREN STACK GAVE STATION TOUR TO STEPHANIE MACK, LOCAL SPECIAL OLYMPIAN, JUNE 24

SEE ATTACHED FOR MORE PUBLIC 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 ECO COMPANY
SOURCE LITTON
DATE/TIME SUNDAYS 7:00-7:30 AM
DESCRIPTON PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE TRIFECTA
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: 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 SACHS
DATE/TIME SUNDAY, JUNE 5, 3:00-3:30 & JUNE 19, 2:00-2:30 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

NEW ENERGY EFFICIENCY CAMPAIGN
HEIFER INTERNATIONAL
GOOD CLEAN WATER
TAKE ME FISHING
STORE FRONT EARTHQUAKE

ENVIRONMENT PSA'S, CONT'D

PROTECTING NATURE, PRESERVING LIFE
ROACH, MOUSE & BED BUG CAMPAIGN
RECONNECTING KIDS WITH NATURE
SMOKE-FREE Horry COUNTY
ARBOR DAY: PLANT A TREE FOR CLEAN WATER
PARK DAY CAMPAIGN: GET OUTDOORS (3SPOTS)
LIVE UNITED: COMMUNITY ENGAGEMENT
HUMANE SOCIETY (2 SPOTS)
ADOPT A PET
SOUTH CAROLINA NATIONAL GUARD
VETERANS SUPPORT CAMPAIGN
READY.GOV FLOOD PREPAREDNESS
NATIONAL GUARD STORM CHASERS

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.

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED THE EARTH DAY MUSIC FESTIVAL, APRIL 16

SPONSORED THE SALTWATER ANGLERS FLOUNDER TOURNAMENT. PROCEEDS FUND A \$1K MARINE SCIENCE SCHOLARSHIP AT CCU, & ALSO FUND THE ARTIFICIAL REEF PROGRAM, APRIL 29

28 EMPLOYEES PARTICIPATED IN THE DRAGON BOAT RACES GROUND ZERO FUNDRAISER, APRIL 30

MEDIA SPONSOR FOR THE FLORENCE SHERIFF'S OFFICE FISHING TOURNAMENT BENEFITTING SUMMER CAMP PROGRAM, PEE DEE PRIDE, MAY 21

SPONSORED THE MURRELLS INLET RACE FOR THE INLET, PROCEED BENEFITTING LOCAL COMMUNITY PROJECTS, MAY 21

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE HURRICANE SPEECHES: SEASONS GROUP, MAY 10
SUMMIT PLACE, JUNE 7; DEBORDIEU, PAWLEYS ISLAND, JUNE 28

METEOROLOGIST DARREN STACK ANOUNCED AWARDS FOR USA TRACK & FIELD YOUTH CHAMPIONSHIPS, MYRTLE BEACH, JUNE 28

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE WEATHER TALK TO PRINCETON ACADEMY, JUNE 29

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE TEACH MY PEOPLE WEATHER TALK, TMP PROVIDES FREE SPIRITUALLY-DRIVEN PROGRAMS TO SC FAMILIES, PROVIDING ACADEMIC ASSISTANCE, CHARACTER DEVELOPMENT, CULTURAL & SPIRITUAL ENRICHMENT, JUNE 30.

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

LUDACRIS NATIONAL RUNAWAY SWITCHBOARD
WILDFIRE PREVENTION CAMPAIGN
FINISH HIGH SCHOOL CAMPAIGN
COLLEGE CAMPAIGN
DEBT RESOLUTION TRAPS
MILITARY FAMILIES FATHERHOOD CAMPAIGN
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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WE SPONSORED THE NAACP FREEDOM FUND DINNER & REPORTER TONYA BROWN EMCEED, APRIL 8 & NAACP WOMAN OF THE YEAR BANQUET, JUNE 25

28 WPDE EMPLOYEES PARTICIPATED IN THE DRAGON BOAT RACES GROUND ZERO FUNDRAISER, APRIL 30

CHIEF METEOROLOGIST ED PIOTROWSKI MADE A GUEST APPEARANCE AT THE HORRY GEORGETOWN TECHNICAL COLLEGE GRADUATION DINNER, MAY 12

REPORTER TONYA BROWN EMCEED EDUCATIONAL GALA, DILLON, MAY 21

MEDIA SPONSOR FOR THE FLORENCE SHERIFF'S OFFICE FISHING TOURNAMENT BENEFITTING SUMMER CAMP PROGRAM, PEE DEE PRIDE, MAY 21

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED THE WALK A MILE IN HER SHOES, AIMED AT STOPPING RAPE, SEXUAL ASSAULT & GENDER VIOLENCE. ALL PROCEED BENEFIT VICTIMS OF DOMESTIC VIOLENCE, SEXUAL ASSAULT AND OTHER VIOLENT CRIMES, MAY 21

CHIEF METEOROLOGIST ED PIOTROWSKI GAVE TEACH MY PEOPLE WEATHER TALK, TMP PROVIDES FREE SPIRITUALLY-DRIVEN PROGRAMS TO SC FAMILIES, PROVIDING ACADEMIC ASSISTANCE, CHARACTER DEVELOPMENT, CULTURAL & SPIRITUAL ENRICHMENT, JUNE 30.

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 & 10:00-0:30 PM
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: IMARA WOMAN MAGAZINE TV
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DATE/TIME: APRIL 24, MAY 15, MAY 22, JUNE 19, JUNE 26, 12:30-1PM
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PROGRAM: AFRICAN AMERICAN SHORT FILMS
DISTRIBUTOR: BADAMI
DATE/TIME: APRIL 30, 2:00-3:00 PM; MAY 21, 2:00-3:00 PM
DESCRIPTION: RANGING FROM COMEDY TO DRAMA AND ALL THE SHADES IN-BETWEEN, THE FILMS IN THESE SPECIALS ARE THE VOICES AND IMAGES OF CONTEMPORARY LIFE IN THE AFRICAN AMERICAN COMMUNITY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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NATN'L ENDOWMENT FOR FINANCIAL EDUCATION
SOCIAL SECURITY SIGN-UP ON LINE CAMPAIGN
STAY IN HIGH SCHOOL CAMPAIGN
NEW ENERGY EFFICIENCY SERIES
SALVATION ARMY TORNADO DISASTER RELIEF
SUMMER FOOD PROGRAM
COLLEGE ACCESS CAMPAIGN
FORECLOSURE PREVENTION
VETERAN SUPPORT
COLLEGE CRASH COURSE: NFL
LIVE UNITED: PUBLIC SERVICE INVOLVEMENT
NATIONAL GUARD

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IMAGE, CONT'D

METEOROLOGIST MALLORY NICHOLS EMCEED THE FLORENCE COUNTY DISABILITIES FOUNDATION TALENT SHOW, APRIL 12

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MAJOR SPONSOR OF THE MARCH OF DIMES WALK FOR BABIES, STATION TEAM PARTICIPATED IN WALK, ANCHOR TIM MCGINNIS EMCEED AWARDS CEREMONY, APRIL 30

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METEOROLOGIST DARREN STACK ANOUNCED AWARDS FOR USA TRACK & FIELD YOUTH CHAMPIONSHIPS, MYRTLE BEACH, JUNE 28

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: PREJUDICE/INTOLERANCE

PROGRAM: AFRICAN AMERICAN SHORT FILMS

SOURCE BANDAMI

DATE/TIME APRIL 30, 2:00-3:00 PM; MAY 21, 2:00-3:00 PM

DESCRIPTION: RANGING FROM COMEDY TO DRAMA AND ALL THE SHADES IN-BETWEEN, THE FILMS IN THESE SPECIALS ARE THE VOICES AND IMAGES OF CONTEMPORARY LIFE IN THE AFRICAN AMERICAN COMMUNITY.

PROGRAM: 19TH ANNUAL TRUMPET AWARDS

SOURCE TIMELESS ENTERTAINMENT

DATE/TIME SUNDAY APRIL 3, 4:00-6:00 PM

DESCRIPTION ACKNOWLEDGES THE ACCOMPLISHMENTS OF INDIVIDUALS WHO HAVE SIGNIFICANTLY ENHANCED THE LIVES OF OTHERS BY PARTNERING WITH THE CAUSE OF EQUALITY, VOID OF COLOR OR GENDER PREJUDICE.

PROGRAM: IMARA WOMAN MAGAZINE TV

SOURCE IMARA COMMUNICATIONS GROUP, INC.

DATE/TIME APRIL 24, MAY 15, MAY 22, JUNE 19, JUNE 26, 12:30-1PM

DESCRIPTION SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

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

NOT ACCEPTABLE: MINORITY SLURS & THE "R" WORD
YOU ARE NOT ALONE: SENIOR CITIZENS LEAGUE
THINK BEFORE YOU SPEAK: ANTI- HOMOPHOBIC SLURS FOR TEENS
MILITARY FATHER INVOLVEMENT
MENTORING: BIG BROTHERS-BIG SISTERS
COMMUNITY ENGAGEMENT: PUBLIC SERVICE
VETERANS SUPPORT CAMPAIGN
ADOPTION (3 SPOT SERIES)
NATIONAL GUARD (2 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

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MEDIA SPONSOR OF THE 5K AUTISM WALK BENEFITTING THE BUILDING FUTURES AUTISM CLINIC & THE DOGS FOR AUTISM PROGRAM, APRIL 9

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MEDI SPONSOR OF THE KINGSTON GOLF CLASSIC, BENEFITTING HEALTHREACH PROGRAM, SMART SNACKS FOR THE POOR AND UNINSURED, MAY 25-27

SPONSORED HOLES FOR HEROES, VETERANS GOLF TOURNAMENT, MAY 31

CANCER SURVIVORS DAY. JOEL ALLEN EMCEE & ROBERT BLAIR DJ, JUNE 5

TONYA BROWN EMCEE FOR THE MALE CHORUS ANNIVERSARY GALA, BLENHEIM, JUNE 26

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

ISSUES: EDUCATION

PROGRAM: EVERYDAY EDISON 101
SOURCE: NEW VISIONS SYNDICATION
DATE/TIME: MAY 1, 2:00-2:30 PM, MAY 7 1:00- 1:30 & 1:30-2:00 PM, MAY 8 3:00-3:30 & 3:30-4:00PM, MAY 22, 2:30-3:00 PM, JUNE 4, 1:00- 1:30 & 1:30-2:00 PM
DESCRIPTION: 8-PART HALF-HOUR SERIES EDUCATES VIEW ON POPULAR CONSUMER PRODUCTS THAT MAKE IT TO ATORE SHELVES. FOLLOW INVENTORS AS THEIR RAW IDEA TRANSFORMS INTO REALITY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

WWMB CW21 IS AN ONGOING MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS. WE ALSO SPONSOR OF THE FLORENCE SYMPHONY ORCHESTRA

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

NATN'L ENDOWMENT FOR FINANCIAL EDUCATION
FINISH HIGH SCHOOL CAMPAIGN
COLLEGE ACCESS CAMPAIGN
DEBT RESOLUTION TRAPS
MENTORING- BIG BROTHERS-BIG SISTERS
COMMUNITY ENGAGEMENT: COLLEGE CRASH COURSE
VETERAN SUPPORT CAMPAIGN
LIFELONG LITERACY (2 SPOT SERIES)
BOYS TOWN HOTLINE
ENERGY EFFICIENCY

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METEOROLOGIST DARREN STACK ANOUNCED AWARDS FOR USA TRACK & FIELD YOUTH CHAMPIONSHIPS, MYRTLE BEACH, JUNE 28

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALK 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.

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: Friday, July 01, 2011 11:53 PM
Subject: 2nd Quarter Ascertainment 2011

I'm leaving the EOC reports in your mailbox...
Ally

2nd Quarter Ascertainment 2011

APRIL

01 Ed spoke at Conway HS Career Day Conway
01 Tracy gave station tour for Pee Dee Elementary
02 Ed was Red Cross BiLo Hot Dog cooker Conway
05 Ed and Tracy gave Covenant Towers station Tour Myrtle Beach
06 Ed gave NMB Women's club speech NMB
07 Ed gave Maryville Elem weather talk Georgetown
08 Ed at Relay for Life CCU Conway
08 Tonya was Toast Mistress for NAACP Freedom Fund Banquet in Florence
09 Ed at Relay for Life Little River
10 Tonya was Emcee Choir Parade at Bethel Baptist Church in Marion
11 Ed gave NMB Elem weather talk NMB
12 Ed and Rich Free Cone day scooper Myrtle Beach
12 Mallory emceed Florence County Disabilities Foundation Talent Show
14 Tracy gave station tour for Longs Head Start
15 Ed gave Homewood Elem weather talk Conway
15 Ed gave Hartsville home schoolers station tour
16 Tonya was Speaker Girl Scouts Program Marlboro County
16 Ed was Earth day Music Fest MC Myrtle Beach
16 Ed was Carolina SuperStar Judge Loris
19 Ed gave Delmae Elem weather talk Florence
26 Ed gave Carolina Forest Elem weather talk Carolina Forest
29 Ed and Allyson at Relay for Life in Myrtle Beach
30 Tim and Holly emceed March of Dimes Walk for Babies
30 WPDE employees (28 of us) part of Dragon Boat races in Myrtle Beach Ground Zero fundraiser
30 Tonya was Emcee for Woman of Year in Bennettsville

MAY

03 Ed gave Speech to GSRMC Volunteer at luncheon Myrtle Beach
04 Ed was YMCA luncheon server at Carrabbas Myrtle Beach
05 Ed gave Lets Move in School Speech Marion
09 Ed part of Red Cross Fundraiser Myrtle Beach
10 Ed gave Hurricane Speech to Seasons group. Myrtle Beach
11 Ed gave Speech to open Honor Flight Golf Tournament Pawleys Island
12 Ed was Guest at HGTC graduates dinner Myrtle Beach
13 Ed gave Myrtle Beach Primary weather talk Myrtle Beach
14 Ed was BBQ cook off judge at Heritage Festival Johnsonville

7/5/2011

- 14 Tonya was Emcee Church Festival Lake City
- 15 Ed gave Speech at Kingston Presbyterian Men breakfast Conway
- 17 Ed gave Lakes of Litchfield Hurricane Speech Murrells Inlet
- 18 Ed gave South Conway Elem weather talk Conway
- 20 Ed at Relay for Life Conway
- 21 Tonya was Emcee Education Gala in Dillon
- 21 Ed was MC Walk a Mile in Her Shoes event Myrtle Beach
- 24 Ed emceed Horry county schools award ceremony Conway
- 27 Ed part of Career Day Myrtle Beach Middle Myrtle Beach
- 28 Darren, Holly, and Tim in Memorial Day Weekend Parade in Myrtle Beach
- 28 Ed and Rich played in Kingston Golf Classic golf tournament Conway
- 30 Ed gave Speech at VFW post Murrells Inlet
- 31 Ed emceed Gilligans Island golf tourn for red Cross Garden City

JUNE

- 04 Ed played in Hard Rock Cafe Golf tournament Myrtle Beach
- 05 Joel was emcee and Robert DJ for Cancer Survivors Day in Myrtle Beach
- 07 Ed gave Summit Place Hurricane Speech Little River
- 11 Ed at Relay for Life Barefoot landing NMB
- 14 Ed gave Long Bay Power Squadron Hurricane Speech Myrtle Beach
- 15 Ed gave Conway home schooler station tour Conway
- 27 Ed emceed Margaritaville Luncheon for red Cross Myrtle Beach
- 28 Ed gave Hurricane Speech at Debordieu Pawleys Island
- 29 Ed gave Princeton Academy weather talk Carolina Forest
- 30 Ed gave Teach my People weather talk Pawleys Island
- 15 Darren gave station tour to Horry County Homeschoolers
- 20 Darren and Tracy gave station tour to Florence Christian Academy Summer program
- 24 Darren gave station tour to Stephanie Mack, Local Special Olympian with a love for weather
- 25 Tonya was Emcee NAACP Freedom Fund/Woman of Year Banquet in Marion
- 26 Tonya was Male Chorus Anniversary Emcee in Blenheim
- 28 Darren announced awards for USA Track and Field Youth Championships in Myrtle Beach



Heroes Campaign

Coastal South Carolina Chapter
3531 Pampas Drive
Myrtle Beach, SC 29577

Georgetown Service Center
537 Lafayette Circle
Georgetown, SC 29440

WFOE

Committee

June 29, 2011

Chair
Ed Piotrowski

Mike Arakas

Anne Pearce-Baroody

John Bertolli

David "Blue" Fields

Kermit "K2" Gibson

Patti Hilton

Freddie Hyatt

Rev. John Kassouf

Kathryn Hoy Kauffman

Cindra Marshall

Matt Sedota

MaryBeth Smith

John Sprawls, Ph.D.

Tammy Swails

Wanda Wilder

WPDE-TV15
Mr. Billy Huggins
PO Box 51150
Myrtle Beach, SC 29579-0020

Dear Mr. Huggins:

Many thanks for playing a huge role in the success of our annual **"Heroes for the American Red Cross Campaign."** Everyday citizens are making a difference in their community by becoming Heroes for the ARC and we are extremely grateful. Your \$500.00 donation made on Friday, June 17, 2011 brings hope to those in need and supports the programs and services of the Coastal South Carolina Chapter, which serves Horry, Georgetown, and Williamsburg counties.

Your generous donation ensures that our chapter will be able to provide essential services to critical needs such as disaster relief and preparedness. Since July 1, 2010, the Coastal South Carolina Chapter has provided immediate emergency services to 558 local residents of whom 209 were children, spending \$99,686 meeting their needs for food, clothing, and shelter in responding to 165 incidents. The Chapter also provides disaster crisis counseling as well as recovery planning and networks with other community groups to assist with the families' recovery.

The Red Cross also provides life-saving training everyday to thousands of people in our community through CPR, first aid, water safety and life guard training, babysitter training and automated external defibrillator training. We also provide support to our U. S. troops and their families. In 2010 we provided 510 emergency military communication responses and access to financial assistance.

We appreciate your compassionate concern and generosity. The "we" stands for people you may never meet but who appreciate your support. It may be a disaster victim given a meal and shelter on a cold night...an accident victim saved by CPR...or a serviceman notified of the birth of his child. All of them are thankful to you. Without you, there would be no Red Cross to give help when it is needed.

Sincerely,
Nanci
Nanci Conley
Senior Major Gift Officer

Billy - Thank you for all you do to support the Red Cross And THANK YOU for ED!!!

The American Red Cross is a tax-exempt, nonprofit organization as described in section 501c (3) of the IRS Code. For federal tax purposes, the Red Cross provided no goods or services to you with your contribution, and your donation will not be sold or exchanged for property or services.



Community Partner

Chapter Headquarters: 843-477-0020 * Georgetown Service Center: 843-546-5422
website: www.coastalscarc.org



June 28, 2011

Mr. Billy Huggins
WDPE News Channel 15
1194 Atlantic Avenue
Conway, SC 29526

Dear Billy:

On behalf of the Conway Chamber of Commerce and the Community Affairs Committee, thank you for your commitment to this year's Riverfest Celebration. The event was a true success and your participation, along with the full array of contributing area businesses, speaks volumes to what Conway is all about. Great people. Great community. Great fellowship.

Again, thank you for your kind generosity.

Sincerely,

Bridgette M. Johnson
Executive Vice President

linda revel

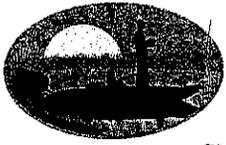
From: "Marty Shelley" <mshelley@wpde.com>
To: "Traffic Instructions Instructions" <ti@wpde.com>
Cc: "Programming Barich" <programming@wpde.com>
Sent: Tuesday, June 28, 2011 12:31 PM
Subject: Promo Cart#

Memo 9473

Bone Marrow Drive_ex0701 11AM
15 sec

Marty Shelley
Creative Services/Promotions Director

WPDE NewsChannel 15/WWMB CW21
1194 Atlantic Avenue
Conway, SC 29526
843-234-9733 ext. 202
843-742-9824
mshelley@wpde.com



MURRELLS INLET 2020

A Clear Vision For The Inlet
June 10, 2011

Assessment

Billy Huggins
WPDE / WMB
10 University Blvd.
Conway, SC 29526

Dear Billy,

On behalf of the Murrells Inlet 2020 Board of Directors and the *2011 Race for the Inlet* Committee, I extend to you our sincerest appreciation for your donation of the production and airing of the TV commercial in support of our *2011 Race for the Inlet* fundraiser on May 21, 2011. The commercial quality was top-notch, and the publicity brought in many participants from the area. With your contribution, we were able to raise over \$12,000 at the event. These funds will allow Murrells Inlet 2020 to continue working towards its goals of making Murrells Inlet a nice place to live, work and visit. We are also pleased to report that over 400 people participated in the event. What a great testimony of community support and interest!

Given the event's continued success over the past six years, we plan to continue to run the race annually. We hope you will join us again in 2012. Next year's race will return to an early spring date. We thank you for your support over this past year and look forward to working together with you in the upcoming years.

Murrells Inlet 2020 is a 501c3 non-profit organization. Your donation is tax-deductible as permitted by current IRS regulation.

With Warmest Regards,

Susan M. Sledz
Executive Director, Murrells Inlet 2020

A 501 C3 non-profit organization

p 843.357.2007

f 843.357.2913

po box 1357, murrells inlet, sc 29576

info@murrellsinletsc.com

www.murrellsinletsc.com

Federal Tax ID: 58-2336725



May 30, 2011

Mr. William L. Huggins
WPDE NewsChannel 15 (Conway Studio)
Post Office Box 51150
Myrtle Beach, SC 29579-0020

Dear Mr. Huggins:

Thank you very much for your recent gift to the Women in Philanthropy and Leadership Women's Conference and Celebration of Inspiring Women at Coastal Carolina University. Your participation helps advance the dreams of our founders and prepares students properly for the challenges of a changing world.

As resources are constantly being stretched, private support is necessary in order for the University to continue offering academic, athletic and cultural programs for our students and the community. Gifts such as yours help provide these opportunities, and your continued support makes it possible for us to secure a brilliant future for this University.

On behalf of the University, thank you again for your gift and your continued support.

Sincerely,

David A. DeCenzo
President

CMC
FOUNDATION

ASCERTAINMENT

June 3, 2011

Mr. Billy Huggins
WPDE
PO Box 51150
Myrtle Beach, SC 29579

Dear Billy,

twmb

We were very pleased to have WPDE as the Media Sponsor for the 18th annual Kingston Golf Classic. Your support for the event enables the Conway Medical Center *HEALTHREACH* Program to continue to have a significant impact on our community by offering many outreach initiatives including:

- The mobile medical van offering critical medical services to those unable to access them through ordinary means
- Smart Snacks providing healthy snacks each weekend to school children in need
- Mammography services to medically underserved women unable to afford them
- Education programs for teens wishing to provide babysitting services
- Community screenings for specific disorders

The Kingston Golf Classic Steering Committee and the staff at Legends paid close attention to important details to make this year's event enjoyable. We hope that your guests were pleased with the entire "Kingston" weekend. We will send surveys to each participant to obtain their valued feedback.

Thank you so much for your support of the Kingston Golf Classic and Conway Medical Center Foundation. We hope to see you at the 2012 Classic to be held on May 25, 26 and 27.

Sincerely,



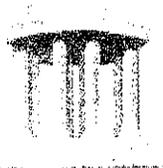
Berns Massey
Executive Director



Jessica Sasser
Associate Executive Director



Ellen Simanski
Administrative Assistant



COASTAL EDUCATIONAL FOUNDATION

May 24, 2011

Mr. William L. Huggins
WPDE NewsChannel 15 (Conway Studio)
Post Office Box 51150
Myrtle Beach, SC 29579-0020

Dear Mr. Huggins:

Thank you for your generosity in supporting Coastal Carolina University through the Coastal Educational Foundation. Our shared commitment to tradition, integrity and excellence has been essential to positioning the University as a premier institution and will be even more important in the days ahead. Your valuable contributions help guarantee that the University will continue to thrive as a major intellectual, athletic and cultural center, enriching the quality of life for our students, alumni and community.

Again, we very much appreciate your important contributions to Coastal Carolina University.

Sincerely,

David A. DeCenzo

President
Coastal Carolina University

Lawson Holland

Vice President
Office for Philanthropy

W. Stovall Witte, Jr.

Chief Executive Officer
Coastal Educational Foundation

Mr. William L. Huggins
WPDE NewsChannel 15
(Conway Studio)

RECEIPT

Receipt Number:
Gift Processed Date: 5/10/2011

Purpose Women in Philanthropy and Leadership Women's Conference and
Celebration of Inspiring Women – 6130

In-Kind Gift: WIPL Conference TV Commercial Advertising, Live Interviews and Tile Ad

Unless otherwise indicated, no goods or services were provided to you in return for your charitable contribution and the entire amount of your contribution is tax deductible to the full extent otherwise allowed by law. Please retain this receipt for your records.
Business

March of Dimes Foundation
South Carolina Chapter
Pee Dee Division
314 Laurel Street, Suite 201
Conway, South Carolina 29526
Telephone (843) 488-DIME (3463)
Fax (843) 488-3464
marchofdimes.com

May 16, 2011

Linda Revel
WPDE News Channel 15
1194 Atlantic Avenue
Conway, SC 29526

Dear Linda:

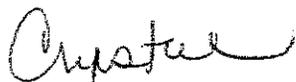
With deep appreciation, we acknowledge receipt of your team's donation of \$105.00 to the 2011 March of Dimes Horry County March for Babies. *Please note this amount does not include sponsorship, but does include projected matching gifts or other amounts that you may have indicated we will receive.* We are so pleased that you and your team, WPDE News Channel 15, chose to support us and we can assure you that your contribution will help us continue working toward the day when all South Carolina babies will have a healthy start in life.

For more than 70 years, March of Dimes has been a pathfinder, seeking answers through research and providing local programs and services for women of childbearing age and educational resources for medical professionals.

1 in 7 babies in South Carolina is born prematurely (before 37 weeks gestation), that's more than 9,569 each year. The March of Dimes focus on premature birth has led to increased awareness around the severity of prematurity as well as major breakthroughs in research and public policy.

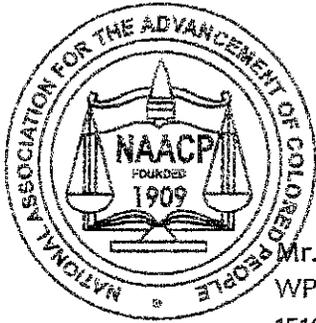
We are proud of our accomplishments and success in helping babies begin healthy lives and making sure moms know that we care about them. We understand that every baby born healthy is a victory for the March of Dimes. Thank you for your support of our mission and your confidence in our work!

Sincerely,



Crystal Hummer
Executive Director

P.S. Please watch what we are doing in our state—visit marchofdimes.com/southcarolina



Florence Branch

National Association for the Advancement of Colored People
Freedom Fund Dinner Co-Chairs
Idella Hamlin Greene
Raysaw Gaddy

Mr. Billy Huggins
WPDE-TV
1510 South Floyd Drive
Florence, SC 29501

Re: Letter of Appreciation

Dear Mr. Huggins:

Please accept my sincerest appreciation on behalf of the Florence Branch of the National Association for the Advancement of Colored People for supporting our annual Freedom Fund Dinner. We do hope that you enjoyed your evening. If you were not able to attend we ask that you join us in April 2012 to support the work of the world's oldest civil rights organization.

I have enclosed a souvenir booklet if you were a sponsor or placed an ad. Please take a moment to review your ad and let me know if there are any problems. As sponsors and contributors you represent key leadership in our communities helping to reinforce our work for equality and fairness in the workplace and in an ever-growing diverse society. We appreciate your support more than you know.

We regret Congressman Clyburn was not able to attend the dinner as our guest speaker, and he sends his regrets. As you may know he was committed to resolving the budget impasse in Washington to avoid a government shutdown. We were fortunate to have a Clyburn (SC State Representative William Bill Clyburn), Chairman of the Legislative Black Caucus speak in his absence.

Again, on behalf of the Florence Branch of the NAACP, I thank you for joining us and for supporting the annual dinner. We ask that you consider us in your budget planning to continue supporting our work to end racial discrimination. Please feel free to call me at 843.662.1482 or email madie@pdhs.org if we can ever be of assistance to you.

With kindest regards, I am:

Very Truly Yours,


for MADIE ROBINSON
PRESIDENT

Madie Robinson
President

Rev. Franklin Briggs
1st Vice President

Jeunette Pendergrass
2nd Vice President

Mary Gregg
Secretary

Helen Sims
Assistant Secretary

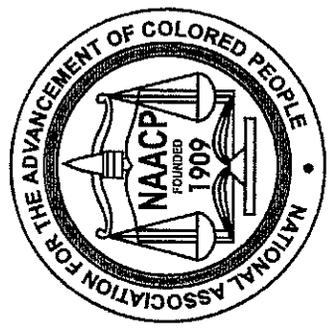
Raysaw Gaddy
Treasurer

Thaddeus Barr
Assistant Treasurer

To: Victoria Billy Take out at

Back page

FLORENCE BRANCH



20 11

Chartered May 1937

Freedom Fund Dinner

"Affirming America's Promise"

Speaker:
U.S. Congressman
JAMES E. CLYBURN (SC-6)
House Assistant Democratic Leader

Friday, April 8, 2011
SIMT Building / Florence Darlington Technical College
Florence, South Carolina • 7:00 PM



GE Healthcare of Florence, SC

Best wishes to Florence Branch NAACP
on your Freedom Fund Dinner