ISSUES AND PROGRAMS LIST

WWMB

MYRTLE BEACH, SOUTH CAROLINA

JULY 1, 2006 – SEPTEMBER 30, 2006

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: FIRST BUSINESS
SOURCE: WEB FN
DATE/TIME MONDAY THRU FRIDAY THROUGH 9/15/06 7:30-8:00AM
DESCRIPTION: THIS PROGRAM TALKS ABOUT INVESTING, SCREENING THE MARKET AND BUSINESS POLICIES IN GENERAL. VIEWERS LEARN FROM ECONOMISTS, ANALYSTS, AUTHORS AND BUSINESS OWNERS.

PROGRAM: YOUR 2006 GUIDE TO SURVIVE
SOURCE WPDE PRODUCTIONS
DATE/TIME JULY 8, 2006 5PM-6PM
DESCRIPTION HURRICANE SPECIAL ON BEING PREPARED AND MAKING INFORMED DECISIONS REGARDING PROTECTING YOUR HOME, FAMILY, AND POSSESSIONS.

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
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

URBAN INITIATIVE
SAVE AND INVEST.ORG
CAR CARE
TELEMARKETING SMARTS FOR SENIORS
HOME OWNERSHIP AND DEBT
LABOR DAY: HONORING OUR WORKFORCE

WPDE CO-SPONSORED THE FOLLOWING:

WPDE GIVES A SCHOLARSHIP TO FRANCIS MARION UNIVERSITY FOR A DESERVING STUDENT

SEPTEMBER 11 MEDIA DAY: RAISE FUNDS WITH UNITED WAY FOR HORRY COUNTY FIRE, POLICE & RESCUE

NATIONAL GOLF ASSOCIATION HOOTERS PRO-AM TOUR—BRINGS THOUSANDS OF TOURISTS TO HELP LOCAL ECONOMY

ISSUE: HEALTH CARE/COST

PROGRAM PSA'S
DATE/TIME AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

SECOND HAND SMOKE AND KIDS (60SEC)
HURRICANE MENTAL HEALTH & CHILDREN
MARCH OF DIMES
SUPPORT THE RED CROSS
STEROID-FREE YOUTH
CHILDHOOD ASTHMA
TAKE CONTROL OF SICKLE CELL DISEASE
CHILDHOOD OBESITY PREVENTION
PRIMARY IMMUNODEFICIENCY CAMPAIGN
MULTIPLE SCLEROSIS SOCIETY
AMERICA ON THE MOVE: FITNESS
PARENTS AGAINST MENINGITIS
FOOD SAFETY: USDA
JUVENILE DIABETES
CANCER PROJECT: NUTRITION

ON AIR PERSONNEL EMCEED MAKE A WISH GOLF TOURNAMENT ON JULY 8-10

ON JULY 13, WE SPONSORED A BLOOD DRIVE WITH THE AMERICAN RED CROSS IN FLORENCE AND MURRELLS INLET. ALSO ON AUGUST 10 IN CONWAY.

WE SPONSORED AND OUR WEATHER PERSONNEL EMCEED BOOTS ON THE BEACH FUNDRAISER ON AUGUST 19 TO RAISE MONEY FOR THE AMERICAN CANCER SOCIETY

AUGUST 29, CO-SPONSORED GOLF TOURNAMENT TO RAISE FUNDS FOR ALZHEIMER'S & CO-HOSTED SEPTEMBER 23 ALZHEIMER'S WALK.

SEPPTEMBER 2: MUSCULAR ASSOCIATION MINI-GOLF TOURNAMENT

SPONSORED AN OVARIAN CANCER SEMINAR ON SEPTEMBER 8.

SEPTEMBER 13: MIRACLE LEAGUE GOLF TOURNAMENT.

SEPTEMBER 27: CURE FOR A LIFETIME GOLF TOURNAMENT

ISSUE: ENVIRONMENT

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE LITTON
DATE/TIME SATURDAYS 9-9:30AM
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVINGS THE ANIMALS AND THE HABITAT IN WHICH THEY LIVE.

PROGRAM McNEELEY'S OUTDOORSMAN
SOURCE TIMBERWOLF PRODUCTIONS
DATE/TIME SUNDAYS 8:00-8:30AM
DESCRIPTON THE SERIES INCLUDES AN EDUCATIONAL BLEND OF WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING KIDS AND PEOPLE OF ALL AGES ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE.

PROGRAM: YOUR 2006 GUIDE TO SURVIVE
SOURCE WPDE PRODUCTIONS
DATE/TIME JULY 8, 2006 5PM-6PM
DESCRIPTON HURRICANE SPECIAL ON BEING PREPARED AND MAKING INFORMED DECISIONS REGARDING PROTECTING YOUR HOME, FAMILY, AND POSSESSIONS.

PROGRAM: THE NATIONAL HURRICANE SURVIVAL INITIATIVE
SOURCE RON SACHS COMMUNICATIONS
DATE/TIME AUGUST 12, 2006 7:00-7:30PM
DESCRIPTON THIS PROGRAM TEACHES SURVIVAL GUIDELINES, EVACUATION PROCEDURES, LIST OF ITEMS NEEDED, AND SAFETY ISSUES.

PROGRAM TODAYS ENVIRONMENT
SOURCE TWI
DATE/TIME SEPTEMBER 3, 2006 3:30-4:00 PM
DESCRIPTON THIS PROGRAM IS A VALUABLE RESOURCE FOR VIEWERS INTERESTED IN DELVING FURTHER INTO RECYCLING, CONSERVING, AND PRESERVING OUT ENVIRONMENT. IT PROVIDES A SERIES OF ECO IDEAS THAT CAN MAKE A DIFFERENCE.

WWMB CO-SPONSORED THE FOLLOWING:

ENVIRONMENTAL EAGLE – EVERY YEAR ONE ENVIRONMENTALLY MINDED CITIZEN RECEIVES AN AWARD FOR CONSERVATION EFFORTS AND ENVIRONMENTAL AWARENESS.

AUGUST 5: COOL BEANS RACE PROMOTES MAKING THE MOST OF WHAT YOU HAVE BY LELARNING TO TAKE DISCARDED OBJECTS AND MAKE SOMETHING USEFUL OUT OF THEM.

ENVIRONMENT, CONT'D

PROGRAM PSA'S
DATE/TIME AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

MY WONDERFUL WORLD (60SEC)
FORCES OF NATURE: RECYCLE (60SEC)
EARTHSHARE CAMPAIGN: RECYCLING (60SEC)
WILDFIRE PREVENTION
FIGHT GLOBAL WARMING
ARBOR DAY: TREES FOR AMERICA: KID FOCUS
CLOSER TO NATURE, CLOSER TO YOU
ENERGY STAR: PREVENT POLLUTION

ISSUE: CRIME.

PROGRAM: GRAND STRAND/PEE DEE'S MOST WANTED
SOURCE WPDE
DATE/TIME WEEKLY – SUNDAY'S AT 6:30PM
DESCRIPTION THIS 30-MINUTE PROGRAM SHOWCASES CRIMES AND CRIMINALS IN OUR VIEWING AREA. IT IS CLOSELY FORMATED LIKE "AMERICA'S MOST WANTED".. WE HAVE BEEN TOLD THAT THIS PROGRAM IS MOST EFFECTIVE IN CATCHING CRIMINALS.

PROGRAM: MISSING
SOURCE TELCO PRODUCTIONS
DATE/TIME WEEKLY – SATURDAY'S AT 7:00 AM
DESCRIPTION THIS 30-MINUTE PROGRAM FOCUSES ON THE MISSING JUVENILES AND ADULTS THAT DISAPPEAR DAILY ACROSS THE UNITED STATES. IT ALSO INCLUDES SAFETY TIPS AND REAL LIFE STORIES TO HELP FIND MISSING PEOPLE.

PROGRAM: PSA'S
PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON TO SIGN-OFF DAILY.
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

REDUCING GUN VIOLENCE
BOXING: MENTORS FOR YOUTH
DOMESTIC VIOLENCE: TEACH YOUR CHILDREN
PREVENTING IDENTY THEFT
BULLYING PREVENTION

WWMB CO- SPONSORED THE CRIMESTOPPERS GOLF TOURNAMENT ON 9/2/06

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME MONDAY THRU FRIDAY 7-7:30AM; SUNDAY 1-2PM
EFFECTIVE SEPTEMBER 11: MONDAY THRU FRIDAY 8:00-8:30 AM
SUNDAY 1:00-2:00 PM
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.

METEROLOGIST ED PIOTROWSKI WAS GRAND MARSHALL AT PIRATELAND 4TH OF JULY PARADE. ON 7/13, HEA GAVE SPEECH AT THE CONWAY ROTARY CLUB; 7/20 HE APPEARED AS PEE DEE COUNCIL GONG SHOW JUDGE. HE ALSO GAVE AN INTERVIEW TO GRAND STRAND MAGAZINE ON JULY 20.

DURING AUGUST, ED PIOTROWSKI WAS EMCEE AT THE FLORENCE CONVOCATION; ON AUGUST 26, HE REPRESENTED OUR STATION IN THE CF BUSINESS LEADERS GOLF TOURNEY TO BENEFIT WACCAMAW YOUTH CENTER.

SEE ATTACHED SHEETS FOR MORE PERSONAL APPEARANCES.

PROGRAM: PSA'S
DATE/TIME PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON TO SIGN-OFF DAILY. THEY ARE 30 SECONDS IN LENGTH UNLESS OTHERWISE NOTED.

EARTH SHARE CAMPAIGN
SC TECHNICAL COLLEGE
NATIONAL GUARD: IN THEIR OWN WORDS
COAST GUARD: SHIELD OF FREESOM
AIM HIGHER: COLLEGE
HIGH SCHOOL DROPOUT PREVENTION
ARBOR DAY: TREES FOR AMERICA
CRISTEL HOUSE THANKYOU
SPIRIT OF COMMUNITY AWARDS

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: LATIN LIFESTYLES
SOURCE CF ENTERTAINMENT
DATE/TIME SATURDAYS 12:00-12:30 PM
DESCRIPTION THIS PROGRAM TAKES A LOOK AT THE LIFESTYLES OF OUR LATIN COMMUNITY WITH THE HOPE OF OTHER ETHNIC GROUPS UNDERSTANDING THE LIFE STYLE OF OUR LATIN NEIGHBORS.

PROGRAM: NUESTRO BARRIO
SOURCE CF ENTERTAINMENT
DATE/TIME SATURDAYS 12:30–1:00 PM
DESCRIPTION THIS PROGRAM TAKES A LOOK AT THE LIFESTYLES OF OUR LATIN COMMUNITY WITH THE HOPE OF OTHER ETHNIC GROUPS UNDERSTANDING THE LIFE STYLE OF OUR LATIN NEIGHBORS.

PROGRAM: WE HAVE A DREAM
SOURCE ENTERTAINMENT STUDIOS
DATE/TIME JULY 30, 2006 3:00–4:00 PM
DESCRIPTION THIS PROGRAM TAKES A LOOK AT OUR COUNTRY'S MOST SUCCESSFUL AFRICAN-AMERICANS. A TRUE INSPIRATIONAL AND MOTIVATIONAL PIECE.

WWMB ALONG WITH WPDE FUNDED SCHOLARSHIPS AT COASTAL CAROLINA UNIVERSITY AND FRANCES MARION UNIVERSITY THAT TARGET MINORITY CANDIDATES. TWO SPORTS SCHOLARSHIPS ARE ALSO AWARDED EVERY YEAR.

PROGRAM: PSA'S
THESE ANNOUNCEMENTS ARE RUN DURING ALL TIME PERIODS.

ENBRACE THE CHANGE: HIRE DISABLED
VETERANS AFFAIRS: FROM EVERY CORNER
CAFETERIA: REACHING OUT
UNDERSTANDING DISABILITIES
CRISTEL HOUSE THANKYOU
CHILD OBESITY PREVENTION
LOVE IS WHAT THEY'LL HEAR
BULLYING PREVENTION

ISSUE: EDUCATION

WWMB CO-SPONSORED THE FOLLOWING:

B&C KIDS TIME CLUB - A MONTHLY MEETINGS FOR CHILDREN INVOLVING EDUCATION AND RECREATION.
LIMOS FOR LEARNING – TARGETING THIRD GRADE STUDENTS, THIS PROGRAM PROMOTES THE IMPROVEMENT OF READING SKILLS THROUGH INCENTIVES. (LUNCH AND A LIMO RIDE).

WWMB ALONG WITH WPDE HAS SCHLORSHIPS AT COASTAL AND FMU THAT TARGET MINORITY CANDIDATES.

OUR ON-AIR PERSONALITIES WENT TO SEVERAL AREA SCHOOLS TO TALK WITH STUDENTS ABOUT HOW IMPORTANT IT IS TOO GET AN EDUCATION. ALSO SEVERAL GROUPS OF STUDENTS WERE GIVEN A TOUR OF OUR FACILITIES.

JULY 20: HORRY COUNTY MUSEUM SUMMER PROGRAM

AUGUST 13: BOYS AND GIRLS CLUB

AUGUST 16: CHILDREN'S MUSEUM OF SOUTH CAROLINA

(SEE ATTACHED LIST)

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

MY WONDERFUL WORLD.ORG (60SEC)
HIGH SCHOOL DROPOUT PREVENTION
MATH & SCIENCE FOR GIRLS
AIM HIGHER: COLLEGE
SC TECH COLLEGE
LIFELONG LITERACY
YOUTH VOTERS CAMPAIGN
GARFIELD ON WRITING
SPIRIT OF COMMUNITY AWARDS

SEE ATTACHMENTS FOR OTHER PROGRAMS, ETC.

WPDE/WWMB PSA LIST (JULY) Revised 6/28/06

8001	**FIRSTGOV.GOV**	**:60**	**May-07**
8002	**MY WONDERFUL WORLD**	**:60**	**UFN**
8003	**DISASTER PREPARATION: RED CROSS**	**:60**	**UFN**
8004	**FORCES OF NATURE: RECYCLE**	**:60**	**UFN**
8501	EARTH SHARE CAMPAIGN	:60	7/31/2006
8502	SECOND HAND SMOKE & KIDS	:60	UFN
8503	**LOCAL RED CROSS: LOCAL KATRINA SURVIVORS**	**:30**	**UFN**
8504	**FIGHT GLOBAL WARMING**	**:30**	**3/23/2007**
8505	GUN CONTROL	:30	UFN
8506	**HURRICANE: SAVE YOUR PET**	**:30**	**UFN**
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
8508	HIGH SCHOOL DROPOUT PREVENTION	:30	1/9/2007
8509	BOOSTER SEAT: MONKEY BARS	:30	UFN
8510	HURRICANE MENTAL HEALTH & CHILDREN	:30	UFN
8511	**FATHERHOOD INVOLVEMENT**	**:30**	**11/30/2006**
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
8513	MATH & SCIENCE FOR GIRLS	:30	UFN
8514	**URBAN INITIATIVE**	**:30**	**UFN**
8515	EMBRACE THE CHANGE: HIRE DISABLED	:30	UFN
8516	**MARCH OF DIMES**	**:30**	**UFN**
8517	WILDFIRE PREVENTION	:30	UFN
8518	SAVE AND INVEST.ORG	:30	UFN
8519	SUPPORT RED CROSS: Help America	:30	3/1/2008
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8521	STEROID-FREE	:30	UFN
8522	BOXING: Community Drug Prevention	:30	12/13/2006
8523	**WHOLE NEW GAME– TEENS**	**:20**	**UFN**
8524	CHILDHOOD ASTHMA	:20	UFN
8525	VETERANS AFFAIRS: From Every Corner	:20	UFN
8526	TAKING CONTROL OF SICKLE CELL DISEASE	:20	UFN
8527	AIM HIGHER: COLLEGE	:15	UFN
8528	DOMESTIC VIOLENCE: FATHER & SON	:15	UFN
8529	DRIVING BUZZED: "HOUSE PARTY"	:15	11/14/2006
8530	**LIFELONG LITERACY**	**:15**	**Sep-07**
8531	**WEAR A LIFE JACKET–COAST GUARD**	**:15**	**UFN**
8532	**CAR CARE**	**:15**	**UFN**
8533	ARBOR DAY: TREES FOR AMERICA	:15	UFN
8534	CHILD OBESITY PREVENTION "Grandpa"	:15	10/21/2006
8535	BOYS & GIRLS CLUB NATIONAL HOTLINE "Robo"	:15	UFN
8536	**CLOSER TO NATURE, CLOSER TO YOU**	**:10**	**UFN**
8537	CAFETERIA: REACHING OUT	:10	UFN
8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	6/30/2006

WPDE/WWMB PSA LIST (JUNE) Revised 3/28/06 PRIORITY

8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	6/30/2006

WPDE/WWMB PSA LIST (JULY) Revised 6/28/06

FIRSTGOV.GOV	Consumer Information	:60
MYWONDERFULWORLD.ORG	Education	:60
DISASTER PREPAREDNESS: FLOOD	Safety	:60
FORCES OF NATURE: RECYCLE	Environmental	:60
EARTH SHARE CAMPAIGN	Environmental	:60
SECOND HAND SMOKE & KIDS	Health Awareness	:60
LOCAL RED CROSS: KATRINA SURVIVORS	Community	:30
FIGHT GLOBAL WARMING	Environmental	:30
GUN CONTROL	Safety/Community	:30
HURRICANE: SAVE YOUR PET	Humane Community	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
HIGH SCHOOL DROPOUT PREVENTION	Education	:30
BOOSTER SEAT: Monkey Bars	Safety	:30
HURRICANE MENTAL HEALTH & CHILDREN	Mental Health	:30
FATHERHOOD INVOLVEMENT	Family	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
MATH & SCIENCE FOR GIRLS	Education	:30
URBAN INITIATIVE	Community	:30
EMBRACE THE CHANGE: HIRE DISABLED	Community	:30
MARCH OF DIMES	Infant Health	:30
WILDFIRE PREVENTION	Environmental	:30
SAVE AND INVEST.ORG	Consumer Awareness	:30
SUPPORT AMERICAN RED CROSS	Community	:30
(NCSA) SC TECH COLLEGE #2	Education	:30
STEROID-FREE	Health	:30
BOXING: COMMUNITY FOR DRUG PREVENTION	CommunityWell-Being	:30
WHOLE NEW GAME--TEENS	Family/Community	:20
CHILDHOOD ASTHMA	Health Awareness	:20
VETERANS AFFAIRS: From Every Corner	Patriotism	:20
TAKING CONTROL OF SICKLE CELL DISEASE	Health Awareness	:20
AIM HIGHER: COLLEGE	Education	:15
DOMESTIC VIOLENCE: FATHER & SON	Awareness	:15
DRIVING BUZZED: "HOUSE PARTY"	Safety	:15
LIFELONG LITERACY	Education	:15
WEAR A LIFE JACKET	Safety	:15
CAR CARE	Consumer Awareness	:15
ABROR DAY: TREES FOR AMERICA	Environmental	:15
CHILD OBESITY PREVENTION "Grandpa"	Health	:15
BOYS & GIRLS CLUB NATIONAL HOTLINE "Robo"	Community	:15
WHEN YOU REALLY LISTEN, LOVE IS HEARD	Family	:10
CAFETERIA "Reaching Out"	Community	:10
(NCSA) COAST GUARD: Shield of Freedom	Patriotism	:60

WPDE/WWMB PSA LIST (AUGUST) Revised 7/31/06

8001	FIRSTGOV.GOV	:60	May-07
8002	MY WONDERFUL WORLD	:60	UFN
8003	DISASTER PREPARATION: RED CROSS	:60	UFN
8004	FORCES OF NATURE: RECYCLE	:60	UFN
8501	**PRIMARY IMMUNODEFICIENCY CAMPAIGN**	**:60**	**UFN**
8502	SECOND HAND SMOKE & KIDS	:60	UFN
8503	**LOCAL RED CROSS: WATER SAFETY**	**:30**	**UFN**
8504	FIGHT GLOBAL WARMING	:30	3/23/2007
8505	GUN CONTROL	:30	UFN
8506	HURRICANE: SAVE YOUR PET	:30	UFN
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
8508	HIGH SCHOOL DROPOUT PREVENTION	:30	1/9/2007
8509	BOOSTER SEAT: MONKEY BARS	:30	UFN
8510	HURRICANE MENTAL HEALTH & CHILDREN	:30	UFN
8511	FATHERHOOD INVOLVEMENT	:30	11/30/2006
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
8513	**BOY SCOUTS**	**:30**	**UFN**
8514	URBAN INITIATIVE	:30	UFN
8515	**UNDERSTANDING DISABILITIES**	**:30**	**UFN**
8516	MARCH OF DIMES	:30	UFN
8517	**ADOPTION AND FOSTER CARE**	**:30**	**UFN**
8518	SAVE AND INVEST.ORG	:30	UFN
8519	**ARBOR DAY: CHILDREN'S PROGRAMMING**	**:30**	**UFN**
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8521	STEROID-FREE	:30	UFN
8522	**CRISTEL HOUSE THANKYOU**	**:30**	**8/31/2006**
8523	WHOLE NEW GAME– TEENS	:20	UFN
8524	CHILDHOOD ASTHMA	:20	UFN
8525	**TELEMARKETING SMARTS FOR SENIORS**	**:20**	**May-08**
8526	**AIM HIGHER: COLLEGE**	**:20**	**UFN**
8527	**HOME OWNERSHIP & DEBT**	**:15**	**1/1/2007**
8528	**DOMESTIC VIOLENCE: BASEBALL**	**:15**	**UFN**
8529	DRIVING BUZZED: "HOUSE PARTY"	:15	11/14/2006
8530	LIFELONG LITERACY	:15	Sep-07
8531	WEAR A LIFE JACKET–COAST GUARD	:15	UFN
8532	CAR CARE	:15	UFN
8533	**DREAMS: MULTIPLE SCLEROSIS SOCIETY**	**:15**	**UFN**
8534	CHILD OBESITY PREVENTION "Grandpa"	:15	10/21/2006
8535	BOYS & GIRLS CLUB NATIONAL HOTLINE "Robo"	:15	UFN
8536	CLOSER TO NATURE, CLOSER TO YOU	:10	UFN
8537	CAFETERIA: REACHING OUT	:10	UFN
8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	8/31/2006

WPDE/WWMB PSA LIST (JUNE) Revised 3/28/06 PRIORITY

8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	8/31/2006

WPDE/WWMB PSA LIST (AUGUST) Revised 7/31/06

FIRSTGOV.GOV	Consumer Information	:60
MYWONDERFULWORLD.ORG	Education	:60
DISASTER PREPAREDNESS: FLOOD	Safety	:60
FORCES OF NATURE: RECYCLE	Environmental	:60
PRIMARY IMMUNODEFICIENCY CAMPAIGN	Health	:60
SECOND HAND SMOKE & KIDS	Health Awareness	:60
LOCAL RED CROSS: WATER SAFETY	Safety	:30
FIGHT GLOBAL WARMING	Environmental	:30
GUN CONTROL	Safety/Community	:30
HURRICANE: SAVE YOUR PET	Humane Community	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
HIGH SCHOOL DROPOUT PREVENTION	Education	:30
BOOSTER SEAT: Monkey Bars	Safety	:30
HURRICANE MENTAL HEALTH & CHILDREN	Mental Health	:30
FATHERHOOD INVOLVEMENT	Family	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
BOY SCOUTS	Youth/Community	:30
URBAN INITIATIVE	Community	:30
UNDERSTANDING DISABILITIES	Special Needs	:30
MARCH OF DIMES	Infant Health	:30
ADOPTION & FOSTER CARE	Family/ Kids	:30
SAVE AND INVEST.ORG	Consumer Awareness	:30
ARBOR DAY: CHILDREN'S PROGRAMMING	Environment/Kids	:30
(NCSA) SC TECH COLLEGE #2	Education	:30
STEROID-FREE	Health	:30
CRISTEL HOUSE THANKYOU	Community/Youth	:30
WHOLE NEW GAME–TEENS	Family/Community	:20
CHILDHOOD ASTHMA	Health Awareness	:20
TELEMARKETING SMARTS & SENIORS	Consumer Awareness	:20
AIM HIGHER: COLLEGE	Education	:20
HOME OWNERSHIP & ANNOYING DEBT	Consumer Awareness	:15
DOMESTIC VIOLENCE: BASEBALL	Family/Domestic Violence	:15
DRIVING BUZZED: "HOUSE PARTY"	Safety	:15
LIFELONG LITERACY	Education	:15
WEAR A LIFE JACKET	Safety	:15
CAR CARE	Consumer Awareness	:15
DREAMS: MULTIPLE SCLEROSIS	Health	:15
CHILD OBESITY PREVENTION "Grandpa"	Health	:15
BOYS & GIRLS CLUB NATIONAL HOTLINE "Robo"	Community	:15
WHEN YOU REALLY LISTEN, LOVE IS HEARD	Family	:10
CAFETERIA "Reaching Out"	Community	:10
(NCSA) COAST GUARD: Shield of Freedom	Patriotism	:60

juvenile diabetes

WPDE/WWMB PSA LIST (SEPTEMBER) Revised 8/29/06

8001	**AMERICA ON THE MOVE**	**:60**	**Sep-06**
8002	MY WONDERFUL WORLD	:60	UFN
8003	**DISASTER PREPARATION: HURRICANE**	**:60**	**UFN**
8004	FORCES OF NATURE: RECYCLE	:60	UFN
8020	**PARENTS AGAINST MENINGITIS**	**:60**	**UFN**
8021	**REDUCING GUN VIOLENCE**	**:60**	**UFN**
8022	**LOVE IS WHAT THEY'LL HEAR**	**:60**	**UFN**
8501	**FOOD SAFETY: USDA**	**:60**	**UFN**
8502	SECOND HAND SMOKE & KIDS	:60	UFN
8503	LOCAL RED CROSS: WATER SAFETY	:30	UFN
8504	FIGHT GLOBAL WARMING	:30	3/23/2007
8505	**BULLYING PREVENTION**	**:30**	**10/2/2006**
8506	HURRICANE: SAVE YOUR PET	:30	UFN
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
8508	**YOUTH VOTERS CAMPAIGN**	**:30**	**7/11/2007**
8509	BOOSTER SEAT: MONKEY BARS	:30	UFN
8510	**FAMILY DAY SEPT. 25**	**:30**	**9/26/2006**
8511	FATHERHOOD INVOLVEMENT	:30	11/30/2006
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
8513	BOY SCOUTS	:30	UFN
8514	URBAN INITIATIVE	:30	UFN
8515	UNDERSTANDING DISABILITIES	:30	UFN
8516	MARCH OF DIMES	:30	UFN
8517	ADOPTION AND FOSTER CARE	:30	UFN
8518	**LABOR DAY PSA**	**:30**	**UFN**
8519	ARBOR DAY: CHILDREN'S PROGRAMMING	:30	UFN
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8521	**JUVENILE DIABETES (Kid Version)**	**:30**	**UFN**
8522	**GARFIELD ON WRITING**	**:30**	**UFN**
8523	WHOLE NEW GAME– TEENS	:20	UFN
8524	CHILDHOOD ASTHMA	:20	UFN
8525	TELEMARKETING SMARTS FOR SENIORS	:20	May-08
8526	AIM HIGHER: COLLEGE	:20	UFN
8527	HOME OWNERSHIP & DEBT	:15	1/1/2007
8528	DOMESTIC VIOLENCE: BASEBALL	:15	UFN
8529	**DRIVING BUZZED: "KARAOKE"**	**:15**	**11/14/2006**
8530	LIFELONG LITERACY	:15	Sep-07
8531	WEAR A LIFE JACKET--COAST GUARD	:15	UFN
8532	CAR CARE	:15	UFN
8533	DREAMS: MULTIPLE SCLEROSIS SOCIETY	:15	UFN
8534	**CANCER PROJECT: NUTRITION**	**:15**	**UFN**
8535	**SPIRIT OF COMMUNITY AWARDS**	**:15**	**UFN**
8536	WHEN YOU REALLY LISTEN, LOVE IS HEARD	:10	UFN
8537	CAFETERIA: REACHING OUT	:10	UFN
8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	8/31/2006

WPDE/WWMB PSA LIST (JUNE) Revised 3/28/06 PRIORITY

8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8538	(NCSA) COAST GUARD: SHIELD OF FREEDOM	:60	8/31/2006

WPDE/WWMB PSA LIST (SEPTEMBER) Revised 9/18/06

AMERICA ON THE MOVE	Physical Fitness	:60
MYWONDERFULWORLD.ORG	Education	:60
LIGHT THE NIGHT WALK: LEUKEMIA/LYMPHOMA	Health/Community	:60
FORCES OF NATURE: RECYCLE	Environmental	:60
PARENTS AGAINST MENINGITIS	Heath/Youth	:60
REDUCING GUN VIOLENCE	Safety/Community	:60
LOVE IS WHAT THEY'LL HEAR	Family	:60
FOOD SAFETY: USDA	Health/Consumer Awareness	:60
GIRL SCOUT MEMBERSHIP DRIVE	Youth/Community	:30
SECOND HAND SMOKE & KIDS	Health Awareness	:60
LOCAL RED CROSS: WATER SAFETY	Safety	:30
FIGHT GLOBAL WARMING	Environmental	:30
BULLYING PREVENTION	Safety/Children	:30
HURRICANE: SAVE YOUR PET	Humane Community	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
YOUTH VOTERS CAMPAIGN	Civic Education	:30
BOOSTER SEAT: Monkey Bars	Safety	:30
FAMILY DAY SEPT. 25	Family	:30
FATHERHOOD INVOLVEMENT	Family	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
BOY SCOUTS	Youth/Community	:30
URBAN INITIATIVE	Community	:30
UNDERSTANDING DISABILITIES	Special Needs	:30
MARCH OF DIMES	Infant Health	:30
ADOPTION & FOSTER CARE	Family/ Kids	:30
LABOR DAY: Employment Security Commission	Work Force	:30
ARBOR DAY: CHILDREN'S PROGRAMMING	Environment/Kids	:30
(NCSA) SC TECH COLLEGE #2	Education	:30
JUVENILE DIABETES RESEARCH (Kids version)	Health/ Kids	:30
GARFIELD ON WRITING	Education/Youth	:30
WHOLE NEW GAME--TEENS	Family/Community	:20
CHILDHOOD ASTHMA: PEZ	Health Awareness	:20
TELEMARKETING SMARTS & SENIORS	Consumer Awareness	:20
AIM HIGHER: COLLEGE	Education	:20
HOME OWNERSHIP & ANNOYING DEBT	Consumer Awareness	:15
DOMESTIC VIOLENCE: BASEBALL	Family/Domestic Violence	:15
DRIVING BUZZED: "KARAOKE"	Safety	:15
LIFELONG LITERACY	Education	:15
WEAR A LIFE JACKET	Safety	:15
CAR CARE	Consumer Awareness	:15
DREAMS: MULTIPLE SCLEROSIS	Health	:15
CANCER PROJECT: NUTRITION	Health	:15
SPIRIT OF COMMUNITY AWARDS	Community	:15
WHEN YOU REALLY LISTEN, LOVE IS HEARD	Family	:10
CAFETERIA "Reaching Out"	Community	:10
(NCSA) COAST GUARD: Shield of Freedom	Patriotism	:60

Ascertainment for News Department July 2006

4 Ed was Grand Marshall Pirateland 4th Parade Surfside Beach
8-10 Ed was in Make Wish Golf Tournament in Myrtle Beach
10 Ed gave 50s Club Speech Garden City
12 Ed gave Hurricane Speech NMB Chamber
13 Ed gave speech to Conway Rotary Club
13 Ed was live at Inlet Square Mall Blood Drive Murrells Inlet
18 Ed gave Myrtle Trace Hurricane Speech in Conway
18 Ed was Gator 107.9 guest on Hurricanes in Myrtle Beach
20 Ed spoke at Horry Co. Museum Summer Program in Conway
20 Ed was Pee Dee Council Gong Show Judge Myrtle Beach
20 Ed gave Grand Strand magazine interview Myrtle Beach
25 Ed gave Pawleys Island home owners speech

July 6th... Allyson, Ed, and Jim presented one hour hurricane special..Your 2006 Guide to Survive from 7-8pm on WPDE. It re-aired that night on WWMB. We interviewed guest and gave information about the hurricane season.

July 13th..WPDE sponsored a blood drive with the American Red Cross in Florence and Murrells Inlet.

Carolina Hometowns airs at 6pm on Fridays and at 6am on Mondays and 10pm on Tuesdays.
July 7
Horry County

July 14
McBee

July 21
Sellers

July 28
Cool Spring

Ascertainment for News Department for August 2006

03 Ed was Florence Convocation Emcee in Florence
10 Ed was Blood Drive Participant in Conway
12 Ed and Darren played in Promiseland Golf Tournament in Myrtle Beach
13 Ed was Boys & Girls Club Steak & Steak MC Myrtle Beach
15 Ed was Trinity Presbyterian Speaker Surfside Beach
16 Ed was Children's Museum of SC Speaker in Myrtle Beach
19 Ed was Boots on the Beach (ACS) MC in Myrtle Beach
22 Ed was Inlet Square Mall Kids Club Speaker Murrells Inlet
26 Ed and Darren played in CF Business Leaders Golf Tourney for Waccamaw Youth Center in Myrtle Beach
26 Ed was Back to School Bash MC North Myrtle Beach
29 Ed played in Alzheimer's Golf Tournament in Myrtle Beach
30 Ed was Carrabbas Celebrity Server in Myrtle Beach

Carolina Hometowns
August 4th..Conway
August 18th.. Pamplico
August 25th..Mullins

September 2006 Ascertainment
News Department

02 Ed was MC MDA Mini Golf Tournament Myrtle Beach
04 Ed in Tidewater Pro AM Tournament Little River
05 Ed gave Habitat for Humanity Speech Myrtle Beach
06 Ed and Darren in Hooters Pro AM Golf Tournament Little River
09 Ed was Paws Across the Water MC North Myrtle Beach
11 Allyson, Jim, Ed, Rich, Sherrie, Josh part of the United Way fundraiser in Myrtle Beach Total Media Two to raise money for fire victims' fund
12 Ed gave Murrells Inlet Rotary Speech Murrells Inlet
12 Darren in Chevy Dealers Tournament in Horry County
12 Joel spoke at career day at Forestbrook Middle School
13 Ed in Miracle League Golf Tournament Conway
14 Ed gave Royall Elem. Speech Florence
22 Ed did Pavilion Live Shot Myrtle Beach
22 Victoria and Sherrie part of Horry County Day of Caring event in Horry County
23 Ed was MC Alzheimers Walk Myrtle Beach
27 Ed in Cure for a Lifetime Golf Tournament North Myrtle Beach
27 Darren gave speech to 6th and 7th grade at Forestbrook Middle School in Horry County
30 Ed was Greek Festival MC Stage 1 Myrtle Beach
30 Darren was emcee for 1st annual Shriners Tourney for Children's Hospital

Carolina Hometowns
September 8
Lake City Hometown

September 15
Aynor Hometown

September 22
Timmonsville Hometown

September 29
Society Hill Hometown