

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

JULY 1, 2007 – SEPTEMBER 30, 2007

## 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 6:30-7:00AM (THROUGH SEPTEMBER 7)  
DESCRIPTION: THIS PROGRAM TALKS ABOUT INVESTING, SCREENING THE MARKET AND BUSINESS POLICIES IN GENERAL. VIEWERS LEARN FROM ECONOMISTS, ANALYSTS, AUTHORS AND BUSINESS OWNERS.

PROGRAM: HOMETIME  
SOURCE: TWI  
DATE/TIME: SUNDAYS 7:30-8:00 AM THROUGH AUGUST 26  
DESCRIPTION: PROGRAM FEATURES STEP-BY-STEP INSTRUCTIONS FOR HOME IMPROVEMENT REMODELING AND REPAIR. PROJECTS INCLUDE DECKS, KITCHEN AND BATH REMODELING, PAINTING, AND LANDSCAPING.

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

INSURANCE SCAM PREVENTION  
EVERY VOTE MATTERS  
FORECLOSURE PREVENTION  
FINANCIAL LITERACY: RETIREMENT  
HEALTH COVERAGE EDUCATION  
PATIENT INVOLVEMENT: ASK QUESTIONS (60 SEC)  
THE POVERTY LINE  
MINORITY EDUCATION  
HURRICANE PREPARATION  
HURRICAN-RELATED FLOODING  
WILDFIRE PREVENTION  
HABITAT FOR HUMANITY

WWMB SPONSORED OR CO-SPONSORED THE FOLLOWING:

ED PIOTROWSKI, CHIEF METEROLOGIST, GAVE A SPEECH AT HURRICANE PREPAREDNESS SEMINARS ON JULY 17, 18, & 26, AUGUST 7 AT DIFFERENT COMMUNITY DEVELOPMENTS IN THE GRAND STRAND EMPHASIZING STEPS TO TAKE TO PROTECT FAMILY & PROPERTY.

ED PIOTROWSKI GAVE DILLON ROTARY CLUB SPEECH ON JULY 23.

WWMB CO-SPONSORED THE AMERICAN RED CROSS GOLF TOURNAMENT ON AUGUST 4, 2007. PROCEEDS BENEFIT LOCAL RED CROSS FIRE RELIEF FUND.

REPORTER TONYA BROWN EMCEED THE 2007 BLACK FAMILY EXPO WHICH OFFERS BUSINESS-RELATED WORKSHOPS & FINANCIAL SEMINARS FOR THE COMMUNITY. AUGUST 11.

ED PIOTROWSKI PARTICIPATED IN THE CAROLINA BUSINESS LEADERS GOLF TOURNAMENT IN MURRELLS INLET, AUGUST 11 & WAS ALSO A SPEAKER AT SUNOCO IN HARTSVILLE ON AUGUST 15.

RICH CRAMPANIS, OUR SPORTS DIRECTOR WAS GUEST SPEAKER AT THE CONWAY ROTARY CLUB ON AUGUST 30.

ED PIOWTROWSKI PLAYED IN THE HABITAT FOR HUMANITY GOLF TOURNAMENT ON SEPTEMBER 15.

NEWS ANCHOR, ALLYSON FLOYD SPOKE AT A LUNCHEON FOR ELECTED AND APPOINTED WOMEN IN MYRTLE BEACH ON SEPTEMBER 17.

ISSUE: HEALTH CARE/COST

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

CANCER SURVIVORS NETWORK  
HEALTH COVERAGE EDUCATION  
HEART HEALTH AWARENESS  
PRODUCE FOR BETTER HEALTH  
PATIENT INVOLVEMENT: ASK QUESTIONS (60 SEC)  
RED CROSS: THERE IS A PLACE  
BLOOD DONATION  
ALZHEIMERS CAREGIVERS  
CHILDHOOD OBESITY PREVENTION  
WEST NILE VIRUS  
FLU PANDEMIC PREPARATION (60 SEC)  
MEDIC ALERT: RIGHT INFORMATION  
MORGAN FREEMAN: COLORECTAL CANCER SCREENING  
DIANE KEATON: COLORECTAL CANCER TESTING  
DERMATOLOGY: TANNING & SKIN CANCER (60 SEC)  
MENTAL HEALTH: ANTI-STIGMA  
DIABETES & STROKE  
MARCH OF DIMES: PRE-MATURE BABIES

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

METEOROLOGIST DARREN STACK PARTICIPATED IN THE HELPING HANDS GOLF TOURNAMENT BENEFITTING DISABLED AND QUADRAPELIGIC CHILDREN, JULY 7.

MERLE HAGGARD, SPORTS REPORTER, SPOKE AT THE PALMETTO WELLNESS & INJURY CENTER PEE DEE FOOTBALL CLASSIC LUNCHEON, BENNETTSVILLE ON JULY 11.

CO- SPONSORED BLOOD DRIVES AT THE COASTAL GRAND MALL IN MYRTLE BEACH AND THE MAGNOLIA MALL IN FLORENCE RUSULTING IN 150 DONORS. JULY 31.

CO-SPONSORED A DAY AT WILD WATER AND WHEELS ON AUGUST 19, WITH PROCEEDS BENEFITTING COLLIN'S KIDS FOUNDATION, A FUND SET TO HELP FAMILIES PAY FOR MEDICAL EQUIPMENT AND OTHER MEDICAL EXPENSES FOR THEIR CHILDREN.

ED PIOTROWSKI PLAYED IN THE GRAND STRAND OPTIMISTS GOLF TOURNAMENT, BENEFITTING THE AUTISM ADVOCATE FOUNDATION, AUGUST 25.

ED PIOTROWSKI AND ANCHOR LAUREN LOWREY EMCEED THE MUSCULAR DYSTROPHY ASSOCIATION MINI GOLF TOURNAMENT AT BROADWAY AT THE BEACH, SEPTEMBER 1. WEEKEND.

WE PRODUCED FOUR PSA'S PROMOTING THE DANGERS OF RIPCURRENTS IN OUR AREA TO HELP WARN AND PROTECT SUMMER VISITORS TO THE GRAND STRAND. (RAN THROUGH LABOR DAY)

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH RICHARD WEISS  
SOURCE LITTON  
DATE/TIME SATURDAYS 7:30-8:00 AM UNTIL SEPTEMBER 15; 7:00-7:30 AM THEREAFTER;  
SUNDAYS 11:00-11:30 AM UNTIL AUGUST 26  
DESCRIPTON THIS PROGRAM INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA  
SOURCE MG PERIN, INC.  
DATE/TIME SATURDAYS 8:00-8:30 AM UNTIL SEPTEMBER 15; 7:30-8:00 am THEREAFTER  
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 8:30-9:00 AM UNTIL SEPTEMBER 1; 8:00-8:30 AM THEREAFTER  
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.

PROGRAM: ECOZONE PROJECT  
SOURCE TWI  
DATE/TIME AUGUST 13, 2007 3:00-4:00 PM  
DESCRIPTION THIS SERIES OF FOUR PROGRAMS PRESENTING CELEBRITY GREEN MAKEOVER SPECIALS IS DEDICATED TO IMPROVING THE QUALITY OF LIFE IN COMMUNITIES ACROSS THE COUNTRY. IT BRINGS TOGETHER BUSINESS AND GOVERNMENT TO ADDRESS CRITICAL ENVIRONMENTAL CHALLENGES IN THE AREAS OF AIR, ENERGY, GREEN SPACES, AND WATER.

ENVIRONMENT, CONT'D.

PSA'S

AIR SIGN-ON TO SIGN-OFF AT VARIOUS TIMES  
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

ASTHMA INHALERS & THE ENVIRONMENT (60 SEC)  
NATURE CONSERVATORY  
AMERICAN KENNEL CLUB  
WILDFIRE PREVENTION  
PETA: DOGFIGHTING  
DISASTER PREPAREDNESS: EMERGENCY MEETING PLACE  
WEST NILE VIRUS  
ENVIRONMENTAL PROTECTION AGENCY: EMISSIONS (60 SEC)  
OPERATION MIGRATION: CRANES  
HURRICANE PREPARATION  
DISASTER PREP: SAVE YOUR PET  
DERMATOLOGY: SKIN CANCER (60 SEC)  
PROTECTING OUR PENGUINS (60 SEC)  
PETA: LIFE ON A CHAIN  
NUCLEAR THREAT INITIATIVE

OUR METEOROLOGIST SPOKE TO SEVERAL GROUPS AND SCHOOLS ABOUT THE WEATHER AND ITS EFFECTS AND ALSO THE EFFECTS OF HURRICANES ALONG OUR COAST LINE. WE HAVE ALSO DONE MANY TOURS OF OUR WEATHER STUDIO (SEE ATTACHED LIST).

ED PIOTROWSKI, CHIEF METEOROLOGIST, GAVE A SPEECH AT HURRICANE PREPAREDNESS SEMINARS ON JULY 17, 18, & 26, AUGUST 7 AT DIFFERENT COMMUNITY DEVELOPMENTS IN THE GRAND STRAND EMPHASIZING STEPS TO TAKE TO PROTECT FAMILY & PROPERTY.

ED PIOTROWSKI, AND SEVERAL REPORTERS PARTICIPATED IN THE BOAT PARADE IN MURRELLS INLET, JULY 4.

JOEL ALLEN MANNED THE DUNK TANK FOR THE AMERICAN RED CROSS FUNDRAISER, JULY 7.

ED PIOTROWSKI GAVE A SPACE CAMP SPEECH IN PAWLEYS ISLAND, JULY 18.

CO-SPONSORED THE RED CROSS GOLF TOURNAMENT IN PAWLEYS ISLAND AUGUST 4.

ED PIOTROWSKI PARTICIPATED IN THE "SAVE A TREE" GOLF TOURNAMENT, AUGUST 19.

CO-SPONSORED THE HUMANE SOCIETY'S PAWS ACROSS THE WATER DUCK RACE ON SEPTEMBER 8.

CO-SPONSORED AND ED PIOTROWSKI PLAYED IN THE HABITAT FOR HUMANITY GOLF TOURNAMENT ON AUGUST 15.

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: MISSING  
SOURCE TELCO PRODUCTIONS  
DATE/TIME WEEKLY – SATURDAY'S AT 7:00 AM UNTIL SEPTEMBER 15  
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.

NEWS AT 10 ON THE CW INCLUDES MUG SHOTS IN ALL OUR NEWS PROGRAMS 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

ONLINE SEXUAL EXPLOITATION OF YOUTH (60 SEC)  
TEEN SUICIDE PREVENTION  
INSURANCE SCAM PREVENTION  
PETA: DOGFIGHTING  
BIG BROTHERS: CHESS  
NARCANON (60 SEC)  
WILDFIRE PREVENTION  
RECKLESS DRIVING & YOUTH  
OPERATION ROADBLOCK CAMPAIGN  
DRINKING ONE TOO MANY  
NEGLIGENT DRIVING & CELL PHONES  
NATIONAL GUARD: IN THEIR OWN WORDS  
LIFE IS CALLING: PEACE CORPS  
BILLY HARDEE HOME FOR BOYS  
BOY SCOUTS & HABITAT FOR HUMANITY  
BOYS & GIRLS TOWN: PARENTING  
BOYS & GIRLS CLUB  
STRONG COMMUNITY: FAMILY

WWMB SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

ED PIOTROWSKI SPOKE AT A SUMMER SCHOOL PROGRAM, JULY 10.

RICH CRAMPANIS, SPORTS DIRECTOR, SPOKE AT THE SERTOMA CLUB ON JULY 23. IT IS AN ORGANIZATION THAT EMPHASIZES YOUTH CAUSES AND COMMUNITY NEEDS.

CO-SPONSOR FOR THE GRAND STRAND OPTIMISTS CLUB GOLF TOURNAMENT WHICH BENEFITTED THE HORRY COUNTY SHELTER HOME, AUGUST 25.

CO-SPONSORED A FAMILY DAY AT WILD WATER AND WHEELS ON AUGUST 26 OFFERING REDUCED ADMISSION TO OUR VIEWERS AND AN OPPORTUNITY TO MEET ON-AIR TALENT.

ED PIOTROWSKI SPOKE AT THE SERTOMA CLUB IN AKELS ON SEPTEMBER 11. IT IS A VOLUNTEER CIVIC ORGANIZATION THAT EMPHASIZES YOUTH CAUSES AND COMMUNITY NEEDS.

ISSUE: IMAGE

PROGRAM: RIVERTALK  
DISTRIBUTOR: LUCKY DOG PRODUCTION  
DATE/TIME: MONDAY THRU FRIDAY 8:00-8:30 AM UNTIL SEPTEMBER 7; 6:30-7:00 AM THEREAFTER  
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: ALLURE BACKSTAGE  
SOURCE: TWI  
DATE/TIME: AUGUST 25, 2007 3:30-4:00 PM & SEPTEMBER 2, 2007 6:30-7:00 PM  
DESCRIPTION: ALLURE MAGAZINE GOES BACKSTAGE AT THE FASHION SHOWS IN NEW YORK, MILAN, AND PARIS TO CAPTURE NEW LOOKS AND TRENDS OF THE SEASON.

PROGRAM: BEAUTIFUL HOMES AND GREAT ESTATES  
SOURCE: ASCENT MEDIA  
DATE/TIME: SATURDAYS 11:00-11:30 AM UNTIL AUGUST 25  
DESCRIPTION: UP CLOSE TOUR OF THE MOST BEAUTIFUL HOMES AND ESTATES IN THE WORLD. MEET THE OWNERS, ARCHITECTS, AND DECORATORS AS THEY SHARE THEIR PASSION FOR LIVING AT ITS VERY BEST.

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.

FORECLOSURE PREVENTION  
INSURANCE SCAM PREVENTION  
MINORITY EDUCATION  
EVERY VOTE MATTERS  
LITERACY  
THE POVERTY LINE  
CHILDHOOD OBESITY PREVENTION  
FINANCIAL LITERACY: RETIREMENT  
WOUNDED WARRIORS  
HABITAT FOR HUMANITY  
DERMATOLOGY  
SC TECHNICAL COLLEGE  
NATIONAL GUARD: IN THEIR OWN WORDS  
HORRY COUNTY UNITED WAY

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

IMAGE, CONTINUED

ED PIOTROWSKI AND SEVERAL REPORTERS APPEARED IN THE BOAT PARADE IN MURRELLS INLET, JULY 4.

JOEL ALLEN MANNED THE DUNK TANK FOR THE AMERICAN RED CROSS FUNDRAISER IN MYRTLE BEACH, JULY 7.

CHIEF METEROLOGIST ED PIOTROWSKI GAVE SPACE CAMP SPEECH IN PAWLEYS ISLAND, JULY 18.

ED PIOTROWSKI AND ANCHOR ALLYSON FLOYD BROADCAST NEWS LIVE FROM COLONIAL MALL FOR THE RELEASE OF THE HARRY POTTER BOOK, JULY 20.

ED PIOTROWSKI SOKE AT THE BAREFOOT LADIES LUNCHEON IN NORTH MYRTLE BEACH, AUGUST 9.

ED PIOTROWSKI PARTICIPATED IN THE CAROLINA BUSINESS LEADERS GOLF TOURNAMENT ON AUGUST 11.

ED EMCEED THE FLORENCE SCHOOL DISTRICT #1 CONVOCATION, AUGUST 15.

ED PIOTROWSKI EMCEED THE BATTLE OF THE BANDS IN MYRTLE BEACH, AUGUST 18.

ENTIRE WEATHER TEAM APPEARED AT WILD WATER AND WHEELS IN MYRTLE BEACH FOR FAMILY APPRECIATION DAY, AUGUST 26.

ED PIOTROWSKI HORRY COUNTY DEMOCRATS GUEST SPEAKER, AUGUST 28.

METEROLOGIST DARREN STACK JUDGED SMOKE ON THE BEACH COOKING CONTEST, AUGUST 31.

MORNING ANCHOR, LAUREN LOWREY JUDGED THE CLASSIC CAR SHOW IN MYRTLE BEACH, SEPTEMBER 1.

ED PIOTROWSKI THREW OUT THE FIRST PITCH AT THE PELICANS BASEBALL GAME ON FAN APPRECIATION DAY, SEPTEMBER 2.

ALLYSON FLOYD SPOKE AT FBC SENIOR CITIZENS LUNCHEON, SEPTEMBER 11.

ED PIOTROWSKI JUDGED SENIOR CITIZENS PAGEANT IN PAWLEYS ISLAND, SEPTEMBER 16.

METEROLOGIST DARREN STACK PARTICIPATED IN THE UNITED WAY DAY OF CARING, SEPTEMBER 28.

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 6:30-7:00 AM BEGINNING SEPTEMBER 1  
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: NUESTRO BARRIO  
SOURCE: CF ENTERTAINMENT  
DATE/TIME: SATURDAYS 2:00-2:30 AM UNTIL SEPTEMBER 2  
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: LATIN LIFESTYLES  
SOURCE: CF ENTERTAINMENT  
DATE/TIME: SATURDAYS 2:30-3:00 AM UNTIL SEPTEMBER 2; 2:00-2:30 AM THEREAFTER  
SUNDAYS 12:30-1:00 AM UNTIL SEPTEMBER 9  
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.

DURING THESE SHOWS WE RUN SPANISH LANGUAGE PSA'S ON THESE TOPICS:  
DRUG USE PREVENTION, BOOSTER SEAT USE, AND DISEASE PREVENTION.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

AUTISM AWARENESS  
CHILDHOOD OBESITY PREVENTION  
MINORITY EDUCATION  
SC SPECIAL OLYMPICS  
WOUNDED WARRIORS  
ONLINE SEXUAL EXPLOITATION  
SHRINERS HOSPITAL FOR CHILDREN  
BOYS & GIRLS TOWN: PARENTING  
STRONG COMMUNITY: FAMILY  
MENTAL HEALTH ANTI-STIGMA  
BILLY HARDEE HOME FOR BOYS  
THE POVERTY LINE

PREJUDICE, CONT'D

CO-SPONSORED AND METEOROLOGIST DARREN STACK PARTICIPATED IN THE HELPING HANDS GOLF TOURNAMENT BENEFITTING DISABLED AND QUADRAPELIGIC CHILDREN, JULY 7.

ED PIOTROWSKI GAVE A SPEECH AT THE GRAND STRAND OPTIMISTS CLUB, JULY 19.

CO-SPONSORED & ED PIOTROWSKI PLAYED IN THE GRAND STRAND OPTIMISTS GOLF TOURNAMENT, BENEFITTING THE AUTISM ADVOCATE FOUNDATION, AUGUST 25.

ED PIOTROWSKI AND ANCHOR LAUREN LOWREY EMCEED THE MUSCULAR DYSTROPHY ASSOCIATION MINI GOLF TOURNAMENT AT BROADWAY AT THE BEACH, SEPTEMBER 1.

CO-SPONSORED GRAND STRAND MIRACLE LEAGUE GOLF TOURNAMENT BENEFITTING SPECIAL NEEDS CHILDREN, SEPTEMBER 12.

ED JUDGED THE GEORGETOWN SENIORS PAGEANT IN PAWLEYS ISLAND, SEPTEMBER 16.

DARREN STACK PARTICIPATED IN THE UNITED WAY DAY OF CARING IN CONWAY ON SEPTEMBER 28.

ISSUES: EDUCATION

PROGRAM: SAFETY FACTORY (E/I)  
SOURCE SALTWATER PRODUCTIONS (LOCAL)  
DATE/TIME SATURDAYS 9:00-9:30 AM BEGINNING SEPTEMBER 1  
DESCRIPTION Horry County Fireman, Todd Cartner, has organized a group of elementary school-aged children in creating this weekly kid-friendly television production with a newscast format. It focuses on the safety aspects of a particular theme, such as the internet, sports equipment, or seat belt useage.

SEE ATTACHED LIST OF CW ISSUES REPORT ON PROGRAMMING.

WWMB-CW21 CO-SPONSORED THE FOLLOWING:

B&C KIDS TIME CLUB. MONTHLY MEETINGS FOR CHILDREN INVOLVING EDUCATION AND RECREATION.

LIMOS FOR LEARNING – REWARDS KIDS FOR READING BY TAKING THEM TO LUNCH AND A LIMO RIDE. WPDE'S CONTINUED SUPPORT HAS ENABLED THE PROGRAM TO EXPAND TO NUMEROUS ADDITIONAL SCHOOLS IN THE PEE DEE AREA.

WWMB CW21 IS AN ONGOING MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SC.

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

MINORITY EDUCATION  
EVERY VOTE MATTERS  
BORN LEARNING: EARLY CHILDHOOD DEVELOPMENT  
SC TECHNICAL COLLEGE  
BOYS & GIRLS TOWN: PARENTING  
LITERACY  
SCHOOL FOUNDATION

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL, AND SUMMER CAMP 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.

ED PIOTROWSKI GAVE A SPACE CAMP SPEECH AT PAWLEYS ISLAND, JULY 18.

DARREN STACK APPEARED AT THE PROMISELAND GOLF TOURNAMENT ON JULY 28. THEY PROMOTE CHILDREN'S LEADERSHIP CURRICULUM.

ED PIOTROWSKI GAVE A SPEECH AT THE DARLINGTON LIBRARY SUMMER READING PROGRAM ON JULY 31 & AT CONWAY ELEMENTARY, AUGUST 8.

WWMB CO-SPONSORED & REPORTER TONYA BROWN EMCEED THE 2007 BLACK FAMILY EXPO WHICH OFFERED YOUTH-RELATED WORKSHOPS & CAREER INFORMATION FOR THE TEEN COMMUNITY. AUGUST 11.

ED PIOTROWSKI EMCEED THE FLORENCE SCHOOL DISTRICT 1 CONVOCATION, AUGUST 14.

WPDE SPONSORED THE BONECRUSHER SMITH CELEBRITY GOLF TOURNAMENT, SEPTEMBER 9, WHICH RAISED MONEY FOR A SCHOLARSHIP FOR A DESERVING YOUTH AT Horry County Technical College.

METEROLOGIST DARREN STACK SPOKE TO TWO GROUPS AT FORESTBROOK MIDDLE SCHOOL ON SEPTEMBER 17 & LAUREN LOWREY SPOKE TO FIFTH GRADERS AT SAVANNAH GROVE ELEMENTARY SCHOOL IN FLORENCE ON SEPTEMBER 20.

Ascertainment for News Department July 2007

- 04 Ed, Sherrie, Kyle, and Lauren part of Boat Parade Murrells Inlet
- 07 Ed in Make a Wish Golf Tournament Myrtle Beach
- 07 Darren in South Strand Helping Hands at International Golf Club in Surfside Beach
- 07 Joel was in dunk tank for an American Red Cross fundraiser in Myrtle Beach
- 10 Ed gave Summer School Program Speech Conway
- 11 Mark Haggard at Palmetto Wellness & Injury Center Pee Dee Football Classic Luncheon in Bennettsville
- 17 Ed spoke at Hurricane Seminar Myrtle Trace Conway
- 18 Ed gave Space Camp Speech Pawleys Island
- 18 Ed part of Hurricane Seminar Waccamaw management Myrtle Beach
- 19 Ed gave GS Optimist Club Speech Myrtle Beach
- 20 Ed and Allyson live at 10 and 11 for release of Harry Potter Book Colonial Mall North Myrtle Beach
- 23 Ed gave Dillon Rotary Club Speech Dillon
- 23 Rich spoke to Sertoma Club in Myrtle Beach
- 26 Ed gave St Michaels Hurricane Speech Garden City
- 28 Darren in Promiseland Golf Tournament in Conway
- 31 Ed gave Darlington Library Summer Reading Program Speech Darlington

July 31st WPDE sponsored blood drives at Coastal Grand Mall in Myrtle Beach and Magnolia Mall in Florence. Allyson live there at 12noon and 6pm.

July 19th 11pm... Lauren Lowrey's special report on Car Thefts and Break ins in Myrtle Beach and exactly where they're happening.

July 20th 11pm.. Lauren Lowrey's follow up special report on recovering stolen vehicles in Myrtle Beach

July 31st 11pm.. Amanda Kinseth special report on exercising at home vs. at the gym

August 2007 Ascertainment for News Department

- 04 Ed in American Red Cross Golf Tournament Pawleys Island
- 07 Ed was Forestbrook Hurricane Conference Speaker Socastee
- 08 Ed gave Conway Elem. Special Ed. Tour Conway
- 09 Ed was Speaker Barefoot Ladies Lunch North Myrtle Beach
- 11 Ed in Carolina Business Leaders Golf Tourn. Murrells Inlet
- 14 Ed was Florence School Dist 1 Convocation MC Florence
- 15 Ed was Speaker at Sonoco Hartsville
- 18 Ed was Battle of the Bands MC Myrtle Beach
- 19 Ed in Adopt a Tree Golf Tournament Murrells Inlet
- 25 Ed made Appearance at Walmart for Humane Society North Myrtle Beach
- 26 Ed, Kristen, Darren made Appearance at WPDE family Day
- 28 Ed was Horry Co Democrats Speaker Myrtle Beach
- 29 Ed, Allyson, Mike, and Kristen were Celebrity servers for YMCA at Carrabbas Myrtle Beach
- 30 Rich was Guest speaker at Conway Rotary Club
- 31 Darren was Smoke on the Beach judge in Myrtle Beach

WPDE Gamecocks/Clemson Preview Tuesday 8/28

WPDE CCU Football Preview Wednesday 8/29

## September 2007 Ascertainment News Department

- 01 Ed and Lauren MC MDA Mini Golf Tournament Broadway at the Beach, Myrtle Beach
- 01 Lauren judged classic car show and presented awards in Myrtle Beach
- 02 Ed Throw out first Pitch at Pelican game, Myrtle Beach
- 03 Ed Play in ProAm golf tournament, Little River
- 08 Ed Guest at Italian festival, Myrtle Beach
- 08 Ed Co-MC Duck race for Humane Society, North Myrtle Beach
- 09 Ed BoneCrusher Smith Golf Tourn celeb player, Conway
- 11 Ed Sertoma Club Speech Akels, Myrtle Beach
- 11 Ed Ladies Luncheon Speech Luigi's, Myrtle Beach
- 11 Allyson spoke to Conway FBC Senior Citizens group
- 12 Ed Play in Miracle League Charity Golf Tourn, Conway
- 15 Ed Play in Habitat for Humanity Golf Tourn, Myrtle Beach
- 16 Ed Judge Georgetown Seniors Pageant, Pawleys Island
- 17 Allyson at luncheon for elected and appointed women in Myrtle Beach
- 17 Darren spoke to two groups at Forestbrook Middle School Myrtle Beach
- 19 Kristen and Lauren gave station tour
- 20 Lauren spoke to 5th graders at Savannah Grove Elementary School in Florence
- 24 Ed and Rich Attend Collins Kids Dinner, Myrtle Beach
- 25 Ed Briggs Elementary Speech, Florence
- 27 Ed Waccamaw Community Hosp. Speech, Murrells Inlet
- 28 Ally read to Kindergarteners at Conway Christian School
- 28 Darren helped at United Way Day of Caring in Conway

**WPDE/WWMB PSA LIST (July) Revised 6/29/07**

PATIENT INVOLVEMENT: ASK QUESTIONS	Health	:60
ASTHMA INHALERS & THE ENVIRONMENT	Environment	:60
ONLINE SEXUAL EXPLOITATION	Safety/Community	:60
NARCANON	Drug Awareness	:60
DERMATOLOGY	Health	:60
FLU PANDEMIC PREPARATION	Health	:60
ENVIRONMENTAL PROTECTION AGENCY	Environment	:60
WOUNDED WARRIORS	Patriotism	:20
MEDIC ALERT: RIGHT INFORMATION	Health	:20
MORGAN FREEMAN CANCER PSA	Health	:60
DIANE KEATON CANCER PSA	Health	:60
EVERY VOTE MATTERS	Citizenship	
RED CROSS: There's a Place	Health/Community	:60
ENVIRONMENT: PENGUINS	Environment	:60
OPERATION MIGRATION: CRANES	Environment	:30
PRODUCE FOR BETTER HEALTH	Health	:30
CHILDREN & FLOODS	Safety	:30
WILDFIRE PREVENTION	Environment	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
INSURANCE SCAM PREVENTION	Financial	:30
BORN LEARNING: Early Childhood Development	Family/Children	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
RECKLESS DRIVING & YOUTH	Safety	:30
PETA: LIFE ON A CHAIN	Animal Awareness	:30
EMERGENCY MEETING PLACE	Safety/Environment	:30
MARCH OF DIMES	Infant Health	:30
ALZHEIMERS' CAREGIVERS	Seniors' Health/Community	:30
THE POVERTY LINE	Finance/Community	:30
NUCLEAR THREAT INITIATIVE	Environment	:30
(NCSA) SC TECH COLLEGE #2	Education	:30
HURRICANE PREPARATION	Safety	:30
SAVE YOUR PET	Safety	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
BOYS & GIRLS TOWN: PARENTING	Family/Teens	:20
MENTAL HEALTH: ANTI-STIGMA	Community/Awareness	:15
DRINKING ONE TOO MANY	Health	:15
AUTISM AWARENESS	Children/Health	:15
NEGLIGENT DRIVING & CELL PHONES	Safety Awareness	:15
BLOOD DONATION	Health/Community	:15
CHILDHOOD OBESITY PREVENTION	Children's Health	:15
WEST NILE VIRUS	Health	:15
FINANCIAL LITERACY: RETIREMENT	Financial	:15
STRONG COMMUNITY: FAMILY	Community & Family	:10
BOYS & GIRLS CLUB	Family	:10

**WPDE/WWMB PSA LIST (AUGUST) Revised 8/09/07**

UNICEF FOR CHILDREN	Global	:60
AMERICAN KENNEL CLUB	Animal Awareness	:60
ONLINE SEXUAL EXPLOITATION	Safety/Community	:60
NARCANON	Drug Awareness	:60
TEEN SUICIDE PREVENTION	Youth	:60
FLU PANDEMIC PREPARATION	Health	:60
ENVIRONMENTAL PROTECTION AGENCY	Environment	:60
WOUNDED WARRIORS	Patriotism	:20
MEDIC ALERT: RIGHT INFORMATION	Health	:20
CANCER SURVIVOR'S NETWORK	Health	:60
DIANE KEATON CANCER PSA	Health	:60
EVERY VOTE MATTERS	Citizenship	
RED CROSS: There's a Place	Health/Community	:60
NATIONAL RUNAWAY SWITCHBOARD	Youth/Community	:60
OPERATION MIGRATION: CRANES	Environment	:30
PRODUCE FOR BETTER HEALTH	Health	:30
HURRICANE RELATED FLOODING	Safety	:30
WILDFIRE PREVENTION	Environment	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
INSURANCE SCAM PREVENTION	Financial	:30
HEALTH COVERAGE EDUCATION	Health	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
FORECLOSURE PREVENTION	Economy	:30
PETA: DOGFIGHTING	Animal Awareness	:30
EMERGENCY MEETING PLACE	Safety/Environment	:30
MARCH OF DIMES	Infant Health	:30
ALZHEIMERS' CAREGIVERS	Seniors' Health/Community	:30
THE POVERTY LINE	Finance/Community	:30
NUCLEAR THREAT INITIATIVE	Environment	:30
(NCSA) SC TECH COLLEGE #2	Education	:30
HURRICANE PREPARATION	Safety	:30
SAVE YOUR PET	Safety	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
BOYS& GIRLS TOWN: PARENTING	Family/Teens	:20
MENTAL HEALTH: ANTI-STIGMA	Community/Awareness	:15
DRINKING ONE TOO MANY	Health	:15
AUTISM AWARENESS	Children/Health	:15
NEGLIGENT DRIVING & CELL PHONES	Safety Awareness	:15
MINORITY EDUCATION	Health/Community	:15
CHILDHOOD OBESITY PREVENTION	Children's Health	:15
WEST NILE VIRUS	Health	:15
FINANCIAL LITERACY: RETIREMENT	Financial	:15
STRONG COMMUNITY: FAMILY	Community & Family	:10
BOYS & GIRLS CLUB	Family	:10

**WPDE/WWMB PSA LIST (September) Revised 9/03/07**

8001	UNICEF FOR CHILDREN	:60	UFN
8002	AMERICAN KENNEL CLUB	:60	UFN
8003	ONLINE SEXUAL EXPLOITATION	:60	3/12/2008
8004	NARCANON	:60	UFN
8020	TEEN SUICIDE PREVENTION	:60	UFN
8021	FLU PANDEMIC PREPARATION	:60	UFN
8022	ENVIRONMENTAL PROTECTION AGENCY	:60	UFN
8034	WOUNDED WARRIORS	:20	UFN
8035	MEDIC ALERT: THE RIGHT INFORMATION	:20	UFN
8043	CANCER SURVIVOR'S NETWORK	:30	UFN
8044	DIANE KEATON CANCER PSA	:30	UFN
8053	EVERY VOTE MATTERS	:30	1/31/2008
<b>8065</b>	<b>CLYBURN: DIABETES</b>	<b>:30</b>	<b>10/30/2007</b>
<b>8066</b>	<b>CLYBURN: HEART</b>	<b>:30</b>	<b>10/30/2007</b>
<b>8067</b>	<b>DEMINT: LITERACY</b>	<b>:30</b>	<b>10/30/2007</b>
<b>8068</b>	<b>DEMINT: VOLUNTEERS</b>	<b>:30</b>	<b>10/30/2007</b>
<b>8069</b>	<b>BIG BROTHERS: CHESS</b>	<b>:30</b>	<b>UFN</b>
<b>8074</b>	<b>SANTEE COOPER</b>	<b>:30</b>	<b>UFN</b>
<b>8076</b>	<b>SCHOOL FOUNDATION GALA</b>	<b>:30</b>	<b>9/21/2007</b>
<b>8077</b>	<b>HORRY COUNTY UNITED WAY</b>	<b>:30</b>	<b>12/31/2007</b>
<b>8079</b>	<b>SC SPECIAL OLYMPICS</b>	<b>:30</b>	<b>10/22/2007</b>
8501	RED CROSS: There is a Place	:60	3/1/2008
8502	NATIONAL RUNAWAY SWITCHBOARD	:60	UFN
8503	OPERATION MIGRATION: CRANES	:30	UFN
8504	PRODUCE FOR BETTER HEALTH	:30	UFN
8505	CDC: HURRICANE RELATED FLOODING	:30	10/31/2007
8506	WILDFIRE PREVENTION	:30	UFN
8508	BILLY HARDEE BOYS HOME	:30	UFN
8509	INSURANCE SCAM AWARENESS	:30	UFN
8511	HEALTH COVERAGE EDUCATION	:30	UFN
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2007
8513	FORECLOSURE PREVENTION	:30	UFN
8514	PETA: DOGFIGHTING	:30	UFN
8515	EMERGENCY MEETING PLACE	:30	UFN
8516	MARCH OF DIMES (NEW SPOT)	:30	5/31/2008
8517	ALZHEIMERS' CAREGIVERS	:30	UFN
8518	THE POVERTY LINE	:30	12/31/2007
8519	NUCLEAR THREAT INITIATIVE	:30	UFN
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2007
8521	HURRICANE PREPARATION	:30	9/30/2007
8522	SAVE YOUR PET	:30	9/30/2007
8524	SHRINERS CHILDREN'S HOSPITAL: George Lopez	:20	UFN
8525	NATURE CONSERVATORY	:20	UFN
8526	MUSSINA FOR BOYS & GIRLS TOWN: Parenting	:20	UFN
8528	MENTAL HEALTH ANTI-STIGMA: Video Game	:15	11/29/2007
8529	DRINKING ONE TOO MANY	:15	12/23/2007
8530	AUTISM AWARENESS	:15	Apr-08
8531	NEGLIGENT DRIVING & CELL PHONES	:15	UFN
8532	MINORITY EDUCATION	:15	4/9/2008
8533	CHILDHOOD OBESITY PREVENTION: PLAY	:15	12/26/2007
8534	WEST NILE VIRUS	:15	UFN



September 21, 2007

Ms. Linda Revel  
Public Service Director, WWMB  
P.O. Box 51150  
Myrtle Beach, SC 29579

Dear Linda,

On behalf of the American Beverage Institute, I would personally like to thank you for helping to make our Negligent Driving Campaign such a success. Our public service announcements garnered national media attention, and more importantly, created public awareness about the dangers of negligent driving. This accomplishment would not have been possible without your help and commitment.

Currently, a second phase of this campaign is under consideration and we hope that in the future we might be able to call on you to help us continue in these efforts.

With the utmost gratitude,

James Bowers  
Creative Director  
202.463.7110

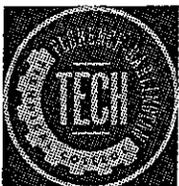
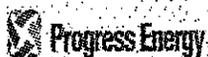


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# SC Black Family Expo 2007

The Eastern South Carolina Minority Health Summit

Post Office Box 4197\* Florence, SC, 29502-4197\* PH: (843) 667-1818 Fax: (843) 662-9880

## THANK YOU!

September 11, 2007

WPDE TV 15  
Ms. Linda Revel  
PO Box 51150  
Myrtle Beach, SC 29579

Dear: Ms. Revel:

Thank you for being a sponsor at this year's SC Black Family Expo.

We want you to know we appreciate the endorsements, resources, and dedication that you have given us from the planning stages to the actual event itself.

We sincerely hope that you will join us again at next year's 2008 SC Black Family Expo, tentatively scheduled to be held at the Florence Civic Center on August 9, 2008.

Again thank you for being apart of this annual event.

With deepest regards from all of us at DBS Communications/The Community Times

Sincerely,

Larry D. Smith-Founder

Diana B. Smith-CEO, President

LDS/sam



www.scblackfamilyexpo.com