

ISSUES AND PROGRAMS LIST

WWMB

MYRTLE BEACH, SOUTH CAROLINA

OCTOBER 1, 2006 – DECEMBER 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: SPECIAL SERIES PACKAGES: CAROLINA HOMETOWNS
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: ONGOING THROUGH NOVEMBER 17, 2006 10 PM TUESDAYS
DESCRIPTION: SHOWCASES TOWNS IN THE GRAND STRAND AND THE PEE DEE CITING THEIR HISTORIC, ECONOMIC, AND CULTURAL DEVELOPMENT AND THEIR RESPECTIVE IMPACT ON THE ECONOMY OF SOUTH CAROLINA.

PROGRAM: SPECIAL: STATE TREASURER DEBATE
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: OCTOBER 29, 2006 4:00-4:30 PM
DESCRIPTION: CANDIDATES WERE GIVEN EQUAL OPPORTUNITY TO PRESENT THEIR STRENGTHS TO THE VOTING PUBLIC.

PROGRAM: SPECIAL: SC LIEUTENANT GOVERNOR DEBATE
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: NOVEMBER 5, 2006 3:30-4:00 PM
DESCRIPTION: CANDIDATES WERE GIVEN EQUAL OPPORTUNITY TO PRESENT THEIR VIEWS TO THE VOTING PUBLIC.

PROGRAM: SPECIAL: SC GUBERNATORIAL DEBATE
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: NOVEMBER 5, 2006 4:00-5:00 PM
DESCRIPTION: CANDIDATES WERE GIVEN EQUAL OPPORTUNITY TO PRESENT THEIR VIEWS ON RELEVANT ISSUES IN THEIR RESPECTIVE CAMPAIGNS.

PROGRAM: SPECIAL REPORT: BOAT TAXES
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: NOVEMBER 9, 2006 DURING 10 PM NEWSCAST
DESCRIPTION: HOW HORRY COUNTY IS LOSING OUT ON MILLIONS OF DOLLARS BECAUSE THE TAX ON BOATS IS SO HIGH AND WHAT IS BEING DONE TO GET SOME OF THAT MONEY BACK.

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

ISSUE: ECONOMY/PERSONAL FINANCE, CONT'D

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

URBAN INITIATIVE
LABOR DAY: HONORING OUR WORKFORCE
HOME OWNERSHIP AND DEBT
TELEMARKETING SMARTS FOR SENIORS
LIFE IS CALLING: PEACE CORPS
HABITAT FOR HUMANITY
STAY SAFE ONLINE: BUSINESSES
CIVILIANS WORKING FOR NATIONAL DEFENSE

WWMB CW21 CO-SPONSORED THE FOLLOWING:

MASQUERADE BALL & AUCTION FOR HABITAT FOR HUMANITY (OCTOBER 21)

ED PIOTROWSKI WAS KEYNOT SPEAKER FOR THE STUDENT COUNCIL DISTRICT II LEADERSHIP RALLY (OCTOBER 30) & GAVE SPEECH AT JUNIOR ACHIEVEMENT LUNCHEON (NOVEMBER 2)

CHRISTMAS CHILD PROJECT FOR WACCAMAW COMMUNITY FOUNDATION & PARDUE CHILDREN IN NEED FUND

DECEMBER 13: TOYS FOR TOTS FOR SALVATION ARMY

ISSUE: CRIME.

PROGRAM: GRAND STRAND/PEE DEE'S MOST WANTED
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME WEEKLY – SATURDAY'S AT 11:00AM
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: SPECIAL REPORT: DEADLY DECISIONS: CAR CRASHES
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME NOVEMBER 22, 2006 DURING 10 PM NEWSCAST
DESCRIPTION A LOOK AT THE TOP FIVE CAUSES OF CAR CRASHES IN HORRY COUNTY.

SEE ATTACHED FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

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

DOMESTIC VIOLENCE PREVENTION: BASEBALL
REDUCING GUN VIOLENCE
FATHERHOOD INVOLVEMENT
BOY SCOUTS: POSITIVE ROLE MODELS
TELEMARKETING SMARTS FOR SENIORS
ROTARY INTERNATIONAL: PEACE
STAY SAFE ONLINE: BUSINESSES
HIGH SCHOOL DROPOUT PREVENTION
CITIZENS WORKING FOR NATIONAL DEFENSE

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

OCTOBER 7: THE FLORENCE & HORRY COUNTY SHERIFF'S OFFICE BIKES AND BADGES POKER RUN TO BENEFIT YOUTH PROGRAMS SPONSORED BY THE SHERIFF'S OFFICE.

OCTOBER 7: GRAND STRAND COALITION AGAINST VIOLENCE COMMUNITY EVENT

DECEMBER 28-30: BOYS AND GIRLS CLUB OF THE PEE DEE PEPSI CAROLINA CLASSIC BASKETBALL TOURNAMENT. ALL PROCEEDS BENEFIT AFTERSCHOOL YOUTH PROGRAMS IN THE PEE DEE.

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME MONDAY THRU FRIDAY 8:00-8:30 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: TREND WATCH
DISTRIBUTOR: TWI
DATE/TIME NOVEMBER 12, 2006 4:00-4:30 PM
DESCRIPTION: A BAROMETER OF POPULAR STYLE AND CULTURE, BRINGING VIEWERS UP
TO DATE ON WHAT IS NEXT IN THE WORLD OF STYLE, ENTERTAINMENT, AND
LUXURY.

OCTOBER 11: ANCHOR ALLYSON FLOYD WAS EMCEE FOR PURSE AUCTION
FOR CAMP FOR CHILDREN WITH CANCER.

OCTOBER 21: METEOROLOGIST ED PIOTROWSKI WAS NARRATOR FOR MASTERS
CHORAL CONCERT.

NOVEMBER 3: COASTAL CAROLINA UNIVERSITY HOMECOMING GOLF
TOURNAMENT

ANCHORS & STAFF APPEARED IN MANY LOCAL HOLIDAY PARADES

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.

SC TECHNICAL COLLEGE
NATIONAL GUARD: IN THEIR OWN WORDS
YOUTH VOTERS CAMPAIGN
AIM HIGHER: COLLEGE
HIGH SCHOOL DROPOUT PREVENTION
ARBOR DAY: TREES FOR AMERICA
URBAN INITIATIVE
HOME OWNERSHIP
HABITAT FOR HUMANITY
CIVILIANS WORKING FOR NATIONAL DEFENSE
SPIRIT OF COMMUNITY AWARDS

ISSUES: EDUCATION

PROGRAM CAROLINA HOMETOWNS NEWS SEGMENT
SOURCE WPDE NEWSCHANNEL 15
DATE/TIME 10 PM TUESDAYS ONGOING THROUGH NOVEMBER 17
DESCRIPTION HIGHLIGHTS THE HISTORY AND DEVELOPMENT OF SOUTH CAROLINA CITIES AND TOWNS.

PROGRAM: SPECIAL: SC SUPERINTENDENT OF EDUCATION DEBATE
SOURCE WPDE
DATE/TIME OCTOBER 29, 2006 3:00-4:00 PM
DESCRIPTION CANDIDATES WERE GIVEN EQUAL OPPORTUNITY TO PRESENT THEIR VIEWS IN AN ATTEMPT TO INFORM THE VOTING PUBLIC.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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.

SOUTH CAROLINA BROADCASTER'S ASSOCIATION JOB FAIR IN COLUMBIA.

OUR ANCHORS VISITED MANY SCHOOLS IN OUR AREA AND TALKED WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION.

VOICES FOR SOUTH CAROLINA'S CHILDREN'S PICASSO PROJECT—ACHIEVEMENT IN THE ARTS OPPORTUNITY FOR YOUTH KINDERGARTEN THROUGH HIGH SCHOOL.

NOVEMBER 15: TASTE OF RESTAURANT ROW FUNDRAISER FOR FRIENDSHIP HOUSE PRE-SCHOOL

DECEMBER 28-30: BOYS AND GIRLS CLUB OF THE PEE DEE PEPSI CAROLINA CLASSIC BASKETBALL TOURNAMENT. ALL PROCEEDS BENEFIT AFTERSCHOOL YOUTH PROGRAMS IN THE PEE DEE.

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

BORN LEARNING: EARLY CHILDHOOD DEVELOPMENT
MY WONDERFUL WORLD.ORG (60SEC)
YOUTH VOTERS CAMPAIGN
SC TECH COLLEGE
LIFELONG LITERACY
GARFIELD ON WRITING
SPIRIT OF COMMUNITY AWARDS
AIM HIGHER: COLLEGE
HIGH SCHOOL DROPOUT PREVENTION
LIFE IS CALLING: PEACE CORPS

WWMB CW21 IS A MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA.

OUR SPORTS DEPARTMENT AWARDS SEVEN SCHOLARSHIPS TO STUDENTS WHO HAVE ACHIEVED EXCELLENCE IN BOTH ATHLETICS AND ACADEMICS. THREE \$5,000 AWARDS AND FOUR \$1,000 AWARDS WERE GIVEN THIS QUARTER.

WPDE/WWMB PSA LIST (OCTOBER) Revised 10/03/06

8001	AMERICA ON THE MOVE (New Version)	:60	UFN
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: HEROES CAMPAIGN	:30	UFN
8504	FIGHT GLOBAL WARMING	:30	3/23/2007
8505	BLOOD DONATION SUPERHEROES	:30	8/21/2007
8506	PROTECT OCEANS/LITTLE MERMAID	: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	WACCAMAW INDIANS PAU WAU	:30	11/5/2006
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	9/30/2007
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	LIFE IS CALLING: PEACE CORPS	:10	UFN
8537	CAFETERIA: REACHING OUT	:10	UFN

WPDE/WWMB PSA LIST (October) Revised 10/04/06 PRIORITY

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	9/30/2007

WPDE/WWMB PSA LIST (NOVEMBER) Revised 10/30/06

8001	AMERICA ON THE MOVE (New Version)	:60	UFN
8002	ENVIRONMENTAL PROTECTION AGENCY	:60	UFN
8003	FACES OF INFLUENZA	:60	3/31/2007
8004	HABITAT FOR HUMANITY	:60	UFN
8020	ALCOHOLICS ANONYMOUS	: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 AND KIDS	:60	UFN
8503	LOCAL RED CROSS: HEROES CAMPAIGN	:30	UFN
8504	ROTARY INTERNATIONAL: PEACE	:30	UFN
8505	BLOOD DONATION SUPERHEROES	:30	8/21/2007
8506	PROTECT OCEANS/LITTLE MERMAID	:30	UFN
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
8508	BILLY HARDEE BOYS HOME	:30	UFN
8509	BOOSTER SEAT: MONKEY BARS	:30	UFN
8510	WACCAMAW INDIANS PAU WAU	:30	11/5/2006
8511	BORN LEARNING: EARLY CHILDHOOD DEVELOPMENT	:30	8/22/2007
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
8513	BOY SCOUTS	:30	UFN
8514	TEEN STRESS	:30	UFN
8515	UNDERSTANDING DISABILITIES	:30	UFN
8516	MARCH OF DIMES	:30	UFN
8517	ADOPTION AND FOSTER CARE	:30	UFN
8518	STAY SAFE ONLINE: Businesses	:30	UFN
8519	ARBOR DAY: CHILDREN'S PROGRAMMING	:30	UFN
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2007
8521	JUVENILE DIABETES (Kid Version)	:30	UFN
8522	GARFIELD ON WRITING	:30	UFN
8523	CHILDREN'S HOLIDAY ART	:20	12/15/2006
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	HIGHSCHOOL DROPOUT PREVENTION	:15	UFN
8529	QUICK-FIX ORTHODONTICS	:15	UFN
8530	RONALD MCDONALD HOUSE	:15	UFN
8531	CIVILIANS WORKING FOR NATIONAL DEFENSE	: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	LIFE IS CALLING: PEACE CORPS	:10	UFN
8537	CAFETERIA: REACHING OUT	:10	UFN

WPDE/WWMB PSA LIST (October) Revised 10/04/06 PRIORITY

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	9/30/2007

WPDE/WWMB PSA LIST (NOVEMBER) Revised 10/30/06

AMERICA ON THE MOVE	Physical Fitness	:60
ENVIRONMENTAL PROTECTION AGENCY: flower	Environment	:60
FACES OF INFLUENZA	Health	:60
HABITAT FOR HUMANITY	Financial/Community	:60
ALCOHOLICS ANONYMOUS	Heath/Substance Abuse	: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: LOCAL HEROES	Safety	:30
ROTARY INTERNATIONAL: Eradicating Polio	Environment/Health	:30
BLOOD DONATION/SUPERHEROES	Health/Community	:30
PROTECT OCEANS/LITTLE MERMAID	Environment	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
STROKE AWARENESS	Health	:30
WACCAMAW INDIANS PAU WAU	Ethnic/Cultural	:30
BORN LEARNING: Early Childhood Development	Family/Children	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
BOY SCOUTS	Youth/Community	:30
TEEN STRESS	Youth/Community	:30
UNDERSTANDING DISABILITIES	Special Needs	:30
MARCH OF DIMES	Infant Health	:30
ADOPTION & FOSTER CARE	Family/ Kids	:30
STAY SAFE ON-LINE: BUSINESSES	Finance	: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
CHILDREN'S HOLIDAY ART PROJECT	Youth/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
HIGH SCHOOL DROP OUT PREVENTION	Youth/Education	:15
QUICK-FIX ORTHODONTICS	Health	:15
RONALD MCDONALD HOUSE	Youth/Community	:15
CIVILIANS WORKING FOR NATIONAL DEFENSE	Gov't/Finance	: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
LIFE IS CALLING: PEACE CORPS	Global Community	:10
(NCSA) COAST GUARD: Shield of Freedom	Patriotism	:60

WPDE/WWMB PSA LIST (DECEMBER) Revised 12/04/06

8001	AMERICA ON THE MOVE (New Version)	:60	UFN
8002	ENVIRONMENTAL PROTECTION AGENCY	:60	UFN
8003	FACES OF INFLUENZA	:60	3/31/2007
8004	HABITAT FOR HUMANITY	:60	UFN
8020	ALCOHOLICS ANONYMOUS	:60	UFN
8021	REDUCING GUN VIOLENCE	:60	UFN
8022	NARCANON	:60	UFN
8024	GIRL SCOUTS VOLUNTEER DRIVE	:30	UFN
8026	FLORENCE CONCERTS IN THE PARK	:30	1/12/2007
8501	NEW FOOD SAFETY: USDA	:60	UFN
8502	ENVIRONMENT: POLAR BEARS	:60	UFN
8503	CANCER PREVENTION & WOMEN	:30	UFN
8504	ROTARY INTERNATIONAL: PEACE	:30	UFN
8505	BLOOD DONATION SUPERHEROES	:30	8/21/2007
8506	PROTECT OCEANS/LITTLE MERMAID	:30	UFN
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2006
8508	BILLY HARDEE BOYS HOME	:30	UFN
8509	DEPRESSION IS REAL	:30	UFN
8511	BORN LEARNING: EARLY CHILDHOOD DEVELOPMENT	:30	8/22/2007
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2006
8513	BOY SCOUTS	:30	UFN
8514	TEEN STRESS	:30	UFN
8515	CHRONIC FATIGUE SYNDROME	:30	UFN
8516	MARCH OF DIMES	:30	UFN
8517	HORRY COUNTY UNITED WAY	:30	UFN
8518	STAY SAFE ONLINE: Businesses	:30	UFN
8519	SECOND HAND SMOKE: DINNER	:30	11/11/2007
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2007
8521	JUVENILE DIABETES (Kid Version)	:30	UFN
8522	ALMOST FED...ON GIVING	:30	9/13/2007
8523	CHILDREN'S HOLIDAY ART	:20	12/15/2006
8524	SHRINER'S CHILDREN'S HOSPITALS	:20	UFN
8525	TELEMARKETING SMARTS FOR SENIORS	:20	May-08
8526	EPA: RADON	:20	UFN
8527	HOME OWNERSHIP & DEBT	:15	1/1/2007
8528	HIGHSCHOOL DROPOUT PREVENTION	:15	UFN
8529	QUICK-FIX ORTHODONTICS	:15	UFN
8530	RONALD MCDONALD HOUSE	:15	UFN
8531	CIVILIANS WORKING FOR NATIONAL DEFENSE	:15	UFN
8532	DIABETES & STROKE	:15	UFN
8533	DREAMS: MULTIPLE SCLEROSIS SOCIETY	:15	UFN
8534	CANCER PROJECT: NUTRITION	:15	UFN
8535	SPIRIT OF COMMUNITY AWARDS	:15	UFN
8536	LIFE IS CALLING: PEACE CORPS	:10	UFN
8537	CAFETERIA: REACHING OUT	:10	UFN

WPDE/WWMB PSA LIST (October) Revised 10/04/06 PRIORITY

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	9/30/2007

WPDE/WWMB PSA LIST (DECEMBER) Revised 12/04/06

AMERICA ON THE MOVE	Physical Fitness	:60
ENVIRONMENTAL PROTECTION AGENCY: flower	Environment	:60
FACES OF INFLUENZA	Health	:60
HABITAT FOR HUMANITY	Financial/Community	:60
ALCOHOLICS ANONYMOUS	Heath/Substance Abuse	:60
REDUCING GUN VIOLENCE	Safety/Community	:60
NARCANON	Drug Abuse/Health	:60
FOOD SAFETY: USDA	Health/Consumer Awareness	:60
GIRL SCOUT MEMBERSHIP DRIVE	Youth/Community	:30
ENVIRONMENT: POLAR BEARS	Environment	:60
CANCER PREVENTION & WOMEN	Health	:30
ROTARY INTERNATIONAL: Eradicating Polio	Environment/Health	:30
BLOOD DONATION/SUPERHEROES	Health/Community	:30
PROTECT OCEANS/LITTLE MERMAID	Environment	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
DEPRESSION IS REAL	Health	:30
BORN LEARNING: Early Childhood Development	Family/Children	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
BOY SCOUTS	Youth/Community	:30
TEEN STRESS	Youth/Community	:30
CHRONIC FATIGUE SYNDROME	Health	:30
MARCH OF DIMES	Infant Health	:30
HORRY COUNTY UNITED WAY	Community	:30
STAY SAFE ON-LINE: BUSINESSES	Finance	:30
SECOND HAND SMOKE & DINNER	Health/Kids	:30
(NCSA) SC TECH COLLEGE #2	Education	:30
JUVENILE DIABETES RESEARCH (Kids version)	Health/ Kids	:30
ALMOST FED... ON GIVING	Community	:30
CHILDREN'S HOLIDAY ART PROJECT	Youth/Community	:20
SHRINER'S CHILDREN'S HOSPITALS	Children/Community	:20
TELEMARKETING SMARTS & SENIORS	Consumer Awareness	:20
EPA: RADON	Envoronment/Health	:20
HOME OWNERSHIP & ANNOYING DEBT	Consumer Awareness	:15
HIGH SCHOOL DROP OUT PREVENTION	Youth/Education	:15
QUICK-FIX ORTHODONTICS	Health	:15
RONALD MCDONALD HOUSE	Youth/Community	:15
CIVILIANS WORKING FOR NATIONAL DEFENSE	Gov't/Finance	:15
DIABETES & STROKE	Health 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
LIFE IS CALLING: PEACE CORPS	Global Community	:10
(NCSA) COAST GUARD: Shield of Freedom	Patriotism	:60

October 2006 News Department Ascertainment

04 Ed in ARC golf tournament @ Indian Wells Garden City
 05 Ed was Shrimp and Jazz Festival Judge Little River
 05 Ed was Kids Time Speaker Myrtle Beach
 10 Ed gave Royal Elementary speech Florence
 11 Allyson was emcee for Purse Auction for Camp for Kids with Cancer in Myrtle Beach
 14 Ed was AHA Heart Walk MC Myrtle Beach
 14 Allyson, Ed, Victoria, Kevin, Jaimie, Kyle, Lauren in the Myrtle Beach HeartWalk
 19 Ed gave speech at Washington Park Elem Laurinburg
 19 Kyle part of Loris Bog Off Evening of Elegance
 21 Kyle in booth for Loris Bog Off
 21 Ed and Jim were Walk for Animals emcees Myrtle Beach
 21 Ed was Op.Helmet Chili Cook off Judge North Myrtle Beach
 21 Ed was Narrator for Masters Choral Concert Myrtle Beach
 22 Ed was Speaker Risen Christ Lutheran Church North Myrtle Beach
 24 Ed did Live Shot Taste of the Town Myrtle Beach
 25 Ed gave NMB HS Speech North Myrtle Beach
 28 Ed in Grace Ministries Golf Tournament Murrells Inlet
 30 Lauren was keynote speaker for the Student Council District II Leadership Rally, Waccamaw High School

October 29th.. WPDE aired a live one hour debate between the gubernatorial candidates

Carolina Hometowns

Oct 6 Lamar
 Oct 13 Lake View
 Oct 20 Loris
 Oct 27 Kingstree

November 2006 Ascertainment News Department

02 Ed gave Speech at Junior Achievement Luncheon North Myrtle Beach
 03 Ed in CCU homecoming Golf Tournament Conway
 04 Mike was a judge at the Pee Dee State Farmers Market Turkey Cook-Off
 04 Kyle emceed Loris Band Day in Loris
 07 Ed spoke at Royall Elementary Florence
 08 Ed spoke at Hartsville Middle Hartsville
 11 Ed and Kristen were Oyster Festival Judges at Broadway in Myrtle Beach
 11 Kristen emceed Kidz Club at Ripley's Aquarium in Myrtle Beach
 11 Kristen judged chili cook-off at Episcopal Church in Surfside Beach
 14 Ed was St James Middle Teacher Idol Judge Murrells Inlet
 15 Lauren and Darren were judges for Taste of Restaurant Row in Myrtle Beach
 15 Ed spoke at McCormick Elem Mullins
 15 Ed spoke at Dewey L Carter Elem Florence
 15 Ed spoke at Lake View Elem Lake View
 18 Ed and Allyson emceed Tree Lighting MC Broadway at the Beach Myrtle Beach
 18 Kyle, Jaimie, and Mike were in Cheraw Christmas Parade
 20 Ed hosted Pee Dee Elem Field Trip Conway
 21 Ed spoke at Aynor Middle School Aynor
 28 Ed spoke at Green Sea Floyd Elem Green Sea
 28 Ed was Salvation Army Guest Bell Ringer @ Sam's Club Myrtle Beach
 29 Ed gave Cub Scout Tour Myrtle Beach
 29 Lauren was part of Profile: MB and the GS (USAir), House of Blues
 30 Ed was Conway Window Display Contest Judge Conway

Special Reports

Ascertainment

11/9.. 6pm.. Boat Tax.. How Horry County is losing out on millions of dollars because the tax on boats is so high and what's being done to try and get some of that money back.

11/22.. 6pm and 11pm.. Deadly Decisions.. Part one at six looked at the top five causes of car crashes in Horry County.. Part two introduced us to a mother who lost her son in a car accident.

11/26.... Pantry Makeover.. 11pm Helping a family take the "bad for you" foods out of their pantry and replace them with healthier alternatives.

Carolina Hometowns
 The Rivers
 November 3

Carolina Hometowns
 The Land
 November 10

Carolina Hometowns
 The Railroads
 November 17

December 2007 Ascertainment for News Department

- 01 Kyle, Kristen, and Lauren rode in the Loris Christmas Parade
- 02 Allyson, Joel, Lauren, and Ed rode in the Myrtle Beach Parade
- 02 Kyle, Darren, Kristen, and Kyle rode in the Hartsville Parade
- 07 Ed gave Ocean Bays Elem Tour Conway
- 07 Rich emceed Mr. Football Banquet in Myrtle Beach
- 08 Rich announced North South All Star Game in Myrtle Beach
- 08 Ed part of Junior Achievement Golf Tourn North Myrtle Beach
- 09 Jim, Allyson, Ed, Lauren, Kyle, Mike, Kristen, and Darren rode in the Conway Christmas Parade
- 09 Jim, Allyson, Ed, Lauren, Joel, and Kristen rode in the Surfside Beach Christmas Parade

- 09 Ed, Lauren, Darren, and Sherrie rode in the North Myrtle Beach Christmas Parade
- 10 Allyson, Ed, Jim, Tonya, Kevin and Sherrie rode in the Johnsonville Christmas Parade
- 13 Ed was MB Online Luncheon Speaker Myrtle Beach
- 14 Ed was Kiwanis Special Needs Speaker Conway
- 15 Ed gave Socastee HS stats class speech Socastee
- 16 Kyle and Mike rode in the Florence Christmas Parade
- 20 Ed was Newcomers luncheon speaker Myrtle Beach



FLORENCE COUNTY SHERIFF'S OFFICE

William K. "Kenney" Boone, Sheriff

August 21, 2006

Dear Sponsors,

On behalf of the Florence and Horry County Sheriff's Offices, we would like to take this opportunity to thank you for your support of the Sheriff's Annual Badges and Bikes Poker Run which will be held on **Saturday, October 7, 2006**. This year, funds raised from this event will benefit youth programs in both Florence and Horry Counties.

This run will begin at **Creek Ratz** at Murrells Inlet, S.C., and will end up at **H.B. Spokes Saloon** at North Myrtle Beach. Stops along the route include **Myrtle Beach Harley Davidson**, **Stool Pigeons** (Broadway at the Beach), and **House of Blues**. Applications can be obtained at all sponsor locations or Florence and Horry County Sheriff's Offices.

Over the next several weeks, **102.1 The Fox**, **Wheelz 100.5** (Florence), **WKZO 101.7**, **WAVE 104.1** (Myrtle Beach), and **WPDE TV-15** will be helping us with advertising and promotion of this event. Adams Outdoor Advertising will have five billboards set up on the highway between Florence and Myrtle Beach for September and October. The three days prior to this event, we will be having volunteers and officers handing out flyers to the many fall bike rally participants hoping to gain additional support.

Should you have any suggestions or ideas about the upcoming poker run, please contact me at the Florence County Sheriff's Office at (843) 665-2121 ext. 339.

Thanking you in advance for your support of this event, I am

Yours very truly,

Lt. Wayne A. Howard

WAH/kch

from 10/5 - 11/5

1027 Point View Drive
Florence, SC 29501

SC 8510
Sent POP NOV 8
23x PDE 83x MB

October 2, 2006

WPDE-TV-15/WWMB TV-21
Attn: Linda Revel
PO Box 51150
Myrtle Beach, SC 29579

Dear Ms. Revel:

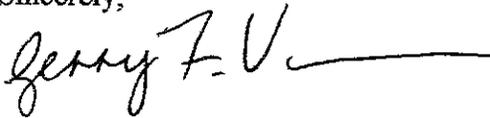
This is in follow-up to a PSA tape you should have received sometime last week regarding the Waccamaw Indian People's 14th Annual PauWau scheduled for November 4th and 5th, 2006 in Aynor, South Carolina. For your information, the Waccamaw Indian People's 501C non-profit organization # is 5709700329. We appreciate any amount of time your station can air the PSA.

In addition, we would also like to request that some kind of written documentation of the amount of air time our tape receives be forwarded to me at the address listed above.

If you have any questions or concerns about the tape, please feel free to contact me at 843/665-9676.

Thanking you again in advance.

Sincerely,



Jerry F. Vann
(Attacking Hawk, Member # 282)

The State of South Carolina

Military Department



Office of the Adjutant General

STANHOPE S. SPEARS
MAJOR GENERAL
THE ADJUTANT GENERAL

1 NATIONAL GUARD ROAD
COLUMBIA, S.C. 29201-4766

October 30, 2006

Ms. Debbie Yost
Traffic Director
WPDE-TV
PO Box 51150
Myrtle Beach, SC 29579

Dear Ms. Yost:

As a participant in the Non-Commercial Sustaining Announcement (NCSA) program, the SC Army National Guard (ARNG) would like to take this opportunity to thank you for the important role you play in scheduling the Guard's recruiting spots that air on your station(s).

Because of your station's partnership with ARNG and the South Carolina Broadcasters Association, ARNG in South Carolina just closed its fiscal year by exceeding its recruiting goals. We so appreciate the airtime that your station(s) donated to make this possible and hope your station(s) will continue to support the ARNG campaign in the coming year.

You may or may not be the NCSA Coordinator at your station(s) but we know that the traffic instructions and spots ultimately pass through your hands for scheduling and you are a vital link to the success of our broadcast campaign. The young people we rely on to serve are watching their television sets and listening to their radios, and through your assistance our organization's mission and purpose are reaching them.

We appreciate your patriotism and willingness to support the South Carolina Army National Guard through your position as a traffic director. Again, thank you for all you do in support of this state and nation. On National Traffic Director's Day, you are to be commended on a job well done!

Sincerely,

A handwritten signature in cursive script, reading "Stanhope S. Spears".

Stanhope S. Spears
Major General, SCARNG
The Adjutant General

Certificate of Appreciation

Presented to

WPFD & WJMB

for their support of

6th Annual Ride for the Animals

September 30, 2006

Media Sponsor



The Humane Society
of North Myrtle Beach, Inc.
A warm heart for a loving home!

Beverly Hanks

9/30/06

Event Organizer

Date


FOUNDATION

File

November 24, 2006

Mr. Billy Huggins
WPDE - 15
PO Box 51150
Myrtle Beach SC

Dear Mr. Billy Huggins,

On behalf of the Conway Medical Center Employees and the CMC Foundation, thank you very much for making a donation toward our 2006 Employee Fund Drive. Your donation was used as an incentive for employees to give back to their hospital and to their community to benefit our **HEALTHREACH** programs.

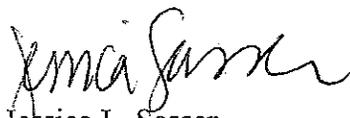
Because of continued corporate support, the Foundation has been very successful in its fundraising efforts to assist Conway Medical Center's **HEALTHREACH** programs for the medically underserved in our area. It is with your help, our employees raised over \$60,000. It is a rewarding experience to watch over 1,000 employees come together to reach their goal. This money will be used to fund various community outreach programs offered by Conway Medical Center.

As a not-for-profit institution, the CMC Foundation provides funding to cover the gaps that occur in a fiscally tight healthcare environment where the needs are great for programs the hospital simply cannot finance. With community support, our **HEALTHREACH** programs and preventative health care services are now accessible to even the most isolated areas of our community.

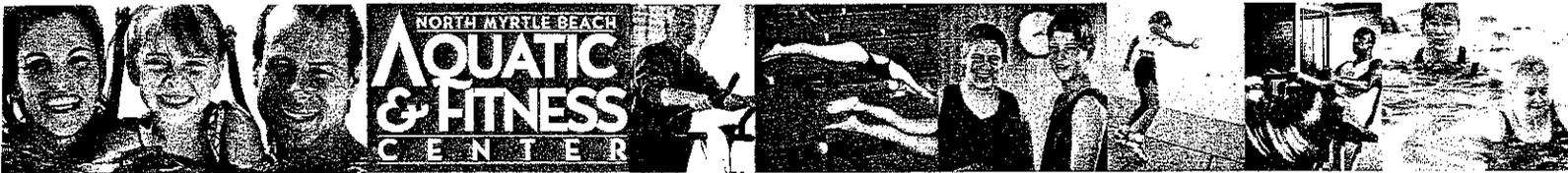
For example, funds will be used to assist with our Patient Transportation program for cancer patients who have no means of transportation to and from their various treatments during their illness. Funds will also assist with our Backpack Buddies program offering assistance to school children who qualify for free lunch during the week, but have no nutrition during the weekends or during the summer months. Monies raised will also assist our **HEALTHREACH** mobile van, which goes out into the community and provides free cholesterol screenings, mammograms, and prostate screenings to those in the community who have no health insurance.

Again, we thank you for making our 2006 Employee Fund Drive a huge success. If you have any questions regarding the CMC Foundation and our **HEALTHREACH** programs, please feel free to contact us at (843) 347-8058 or visit our website at www.conwaymedicalcenter.com.

Sincerely,



Jessica L. Sasser
Associate Executive Director



FCC

Billy Huggins
WPDE
Myrtle Beach, SC 29578
November 8, 2006

File

Gala Committee

Dear Billy,

- Melinda Chappell
- Ruth Anne Ellis
- Pat Estep
- Patti Hilton
- Jeri McCumbee
- Joan Meacham
- Matt Sedota
- Heather Smith
- Cleo Steele
- Joyce Thomas
- Sue Trost
- Kathryn Tilghman

I hope this note finds you well. Please accept my sincere thanks for your sponsorship of the Red, White & Blue Fundraising event. It was a wonderful success. The event raised \$8,388.81 for AFC scholarships for children and persons with disabilities who are financially challenged. I have enclosed the "mini" commercial that was produced and shown at the event. Thanks again for your continued support. Hope you have a wonderful holiday.

With warmest regards,

Melinda

Melinda Chappell

843.281.3737 p
843.281.3746 f

