

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

OCTOBER 1, 2007 – DECEMBER 31, 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: BEAUTIFUL HOMES AND GREAT ESTATES
SOURCE: ASCENT MEDIA
DATE/TIME: SUNDAYS 5:30-6:00 AM
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: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

ASK THE GOVERNMENT (60S.)
HABITAT FOR HUMANITY (60S.)
EVERY VOTE MATTERS
INSURANCE SCAM PREVENTION
SUPPORT YOUR LOCAL AGRICULTURE
WILDFIRE PREVENTION
HEALTH COVERAGE EDUCATION
FORECLOSURE PREVENTION
SECURITY INVESTMENT PROTECTION
FINANCIAL LITERACY: RETIREMENT
THE POVERTY LINE
MINORITY EDUCATION
INVENTIONS: CAT MAGNET
UNITED WAY: UNEMPLOYMENT
POWER OUT: FOOD SUPPLY (60S)
HIGH SCHOOL DROP OUT PREVENTION

WWMB CW21 CO-SPONSORED THE FOLLOWING:

ED PIOTROWSKI, CHIEF METEROLOGIST, GAVE A SPEECH AT KIWANIS CLUB, CONWAY. OCT. 30

GEORGETOWN CHAMBER OF COMMERCE GOLF TOURNAMENT ON NOV.5

ENTIRE STAFF PARTICIPATED IN THE HARVEST HOPE & LOW COUNTRY FOOD BANK FOOD DRIVE FOR HORRY, GEORGETOWN, & FLORENCE COUNTIES. NOV.28

FRONT FOUR ANCHORS SPENT DAY AT VETERAN'S FUNDRAISER TO SEND WWII VETS TO SEE THE MEMORIAL IN WASHINGTON DC, OCT.17

ED PIOWTROWSKI EMCEED FLORENCE SYMPHONY ORCHESTRA EVENT, NOV. 30

TOYS FOR TOTS TOY DRIVE CAMPAIGN AND COLLECTED OVER 1000 TOYS AT OUR MYRTLE BEACH & FLORENCE OFFICES.

PROMOTED AND CO-SPONSORED THE UNITED NEGRO COLLEGE FUND BENEFIT, DEC. 7

THE JUNIOR ACHIEVEMENT GOLF TOURAMENT, DEC. 7

ED PIOTROWSKI GAVE A SPEECH AT KIWANIS CLUB, MYRTLE BEACH. DEC. 12

WE PARTICIPATED IN 12 CHRISTMAS PARADES THROUGHOUT THE GRAND STRAND & PEE DEE.

ISSUE: HEALTH CARE/COST

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

MEDIC ALERT: RIGHT INFORMATION
CANCER SURVIVORS NETWORK
CHOLESTEROL & STROKE
HEALTH COVERAGE EDUCATION
MARCH OF DIMES: PRE-MATURE BABIES
ALZHEIMERS CAREGIVERS
SHRINERS HOSPITAL FOR CHILDREN
CHILDHOOD OBESITY PREVENTION
WEST NILE VIRUS
FACES OF INFLUENZA (60 S)
MENINGITIS
BLOOD DONATION
DIANE KEATON: COLORECTAL CANCER TESTING
DERMATOLOGY: TANNING & SKIN CANCER (60 S)
MIGRAINE RELIEF
DEPRESSION IS REAL
VEGGIE THERAPY

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

BREAST CANCER AWARENESS MONTH STYLE SHOW & CAROLINA REGIONAL CANCER CENTER, &
BREAST CANCER AWARENESS WALK, GEORGETOWN HOSPITAL SYSTEM, OCT. 6

HEARTWALK 2007, BENEFITS AMERICAN HEART ASSOCIATION, OCT. 13

LIGHT THE NIGHT: LEUKEMIA AND LYMPHOMA SOCIETY WALK FUNDRAISER, OCT. 25

LINDSEY'S MIRACLE RUN, BENEFITTING THE MAKE A WISH FOUNDATION AND JOHNATHAN'S
JOURNEY (SPINAL MUSCULAR ATROPHY), NOV.3

"I BELIEVE CHILDREN'S HOLIDAY FUNDRAISER, BENEFITTING COLLINS KIDS FOUNDATION AND
HELP4KIDS FOUNDATION, BOTH PROVIDING ASSISTANCE TO THE UNDER-INSURED, DEC.3

SPONSORED BLOOD DRIVES, DEC. 13 AT MCALISTER'S DELI, SURFSIDE, AND DEC. 20 AT MAGNOLIA
MALL IN FLORENCE, AND COASTAL GRAND MALL IN MYRTLE BEACH FOR AMERICAN RED CROSS

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH RICHARD WEISS
SOURCE LITTON
DATE/TIME SATURDAYS 7:00-7:30 AM
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 7:30-8:00 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 SATURDAYS 8:00-8:30 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.

PROGRAM: ECOZONE PROJECT
SOURCE TWI
DATE/TIME DECEMBER 8, 2007 2:30-3:30 PM DECEMBER 29, 2008 2:00-3:00 PM
DESCRIPTON 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.

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

ONTHIN ICE: POLAR BEARS (60S)
ENVIRONMENTAL PROTECTION AGENCY: EMISSIONS (60 SEC)
AMERICAN KENNEL CLUB (60S)
GLOBAL WARMING: TRAIN
REPLANTING OUR NATIONAL FORESTS
RECHARGEABLE BATTERIES @ HOME
SUPPORT YOUR LOCAL AGRICULTURE
NATIONAL PEST MANAGEMENT
WILDFIRE PREVENTION
PETA: DOGFIGHTING
NATURE CONSERVATORY
WEST NILE VIRUS
DERMATOLOGY: TANNING BEDS

ENVIRONMENT, CONT'D

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

WWMB CW 21 CO-SPONSORED EACH OF THE FOLLOWING:

METEOROLOGIST ED PIOTROWSKI SPOKE AT WHITE CRANE DAY, OCT. 15

WWMB CW21 CO-SPONSORED THE HUMANE SOCIETY'S WALK FOR THE ANIMALS, OCT. 20

CO-SPONSORED TAKE A KID FISHING, OCT. 20

CO-SPONSORED TASTE OF RESTAURANT ROW BENEFITTING THE GRAND STRAND HUMANE SOCIETY, NOV.15

WE RUN THE PSA, "GRINDING OF THE GREENS" FROM CHRISTMAS DAY THROUGH JANUARY 14, ENCOURAGING PEOPLE TO RECYCLE THEIR CHRISTMAS TREES AT THE SOLID WASTE AUTHORITY.

WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

ISSUE: CRIME.

PROGRAM: NEWS AT 10 ON THE CW INCLUDES MUG SHOTS 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

HIGH SCHOOL DROPOUT PREVENTION
OPTIMISTS: MAKING A DIFFERENCE
REDUCING GUN VIOLENCE
TEEN ALANON
TEEN SUICIDE PREVENTION (60S)
NATIONAL RUNAWAY SWITCHBOARD (60S)
INSURANCE SCAM PREVENTION
PETA: DOGFIGHTING
BIG BROTHERS: CHESS
NARCANON (60 S)
WILDFIRE PREVENTION
BILLY HARDEE HOME FOR BOYS
CTBER BULLYING
SECURITY INVESTMENT PROTECTION
NEGLIGENT DRIVING & CELL PHONES
DRINKING ONE TOO MANY
NATIONAL GUARD: IN THEIR OWN WORDS
BOYS & GIRLS TOWN: PARENTING
BOYS & GIRLS CLUB
STRONG COMMUNITY: FAMILY

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

TAKE A KID FISHING, OCT. 20

ED PIOTROWSKI MADE APPEARANCES AND GAVE SPEECHES AT FOUR DIFFERENT HIGH SCHOOLS IN OCTOBER AND AT SIX CAREER DAYS DURING THE MONTH OF NOVEMBER.

WPDE WAS A MEDIA SPONSOR FOR THE JUNIOR ACHIEVEMENT GOLF TOURNAMENT DEC. 7

WE PROMOTED A CHRISTMAS TREE SALE BENEFITTING THE TARA HALL HOME FOR BOYS

HOLIDAY INVITATIONAL GIRLS BASKETBALL TOURNAMENT, DEC. 18

FAMILY NIGHT OUT, BENEFITTING SANTA'S HELPERS CHARITY OF THE MYRTLE BEACH POLICE DEPARTMENT, DEC. 19.

CAROLINA CLASSIC BASKETBALL TOURNAMENT BENEFITTING THE BOYS AND GIRLS CLUBS OF THE PEE DEE, DEC. 26-29

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME: MONDAY THRU FRIDAY 6:30-7:00 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: THE EASIEST HOLIDAY PARTY EVER
SOURCE: IMG
DATE/TIME: NOVEMBER 17, 2007 10:00-10:30 AM; DECEMBER 23, 2007 1:30-2:00 PM
DESCRIPTION: FAMILY CIRCLE DEMONSTRATES EVERYTHING FROM TABLE SETTINGS TO DESSERTS AND PARTY FAVORS.

PROGRAM: BEAUTIFUL HOMES AND GREAT ESTATES
SOURCE: ASCENT MEDIA
DATE/TIME: SUNDAYS 5:30-6:00 AM
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.

OPTIMISTS: PASS IT ON
HIGH SCHOOL DROPOUT PREVENTION
SECURITY INVESTMENT PROTECTION
COMMUNITIES IN SCHOOLS
FORECLOSURE PREVENTION
SUPPORT OUR LOCAL AGRICULTURE
HELP HOSPITALIZED VETERANS
MINORITY EDUCATION
EVERY VOTE MATTERS
LITERACY
THE POVERTY LINE
CHILDHOOD OBESITY PREVENTION
FINANCIAL LITERACY: RETIREMENT
HABITAT FOR HUMANITY
DERMATOLOGY: TANNING BEDS
NATIONAL GUARD: IN THEIR OWN WORDS
UNITED WAY: UNEMPLOYMENT

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

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

BREAST CANCER AWARENESS MONTH STYLE SHOW, CAROLINA REGIONAL CANCER CENTER, ASSISTING FEMALE CANCER PATIENTS WITH APPEARANCE, OCT. 6

ED PIOTROWSKI WAS CHILI COOK-OFF JUDGE, BROADWAY AT THE BEACH, OCT.13

ALLYSON FLOYD AND KRISTEN VAN DYKE EMCEED BEACH BAND BLAST IN SOCASTEE, OCT. 13

FRONT FOUR ANCHORS SPENT DAY AT VETERAN'S FUNDRAISER TO SEND WWII VETS TO SEE THE MEMORIAL IN WASHINGTON DC, OCT.17

ED PIOTROWSKI AND JIM HEATH EMCEED THE WALK FOR THE ANIMALS, OCT.20

ED PIOTROWSKI EMCEED THE SPELLING BEE FOR GREENWOOD/DELMAR ELEMENTARY SCHOOL, OCT. 27

MIKE ESIAN EMCEED MISS FLORENCE PAGEANT AT FRANCIS MARION UNIVERSITY, OCT. 27

CHICK-FIL-A CHARITY SOFTBALL TOURNAMENT, PROCEED BENEFIT FOSTERING HOPE, A SUPPORT-ORGANIZATION FOR FOSTER FAMILIES, NOV.2-4

LINDSEY'S MIRACLE RUN, BENEFITTING THE MAKE A WISH FOUNDATION AND JOHNATHAN'S JOURNEY (SPINAL MUSCULAR ATROPHY), NOV.3

ED PIOTROWSKI GAVE VETERANS DAY SPEECHES AT SOCASTEE HIGH & ST. JAMES HIGH, NOV. 9

ANCHOR LAUREN LOWREY JUDGED TASTE OF RESTAURANT ROW, NOV. 14

ALLYSON FLOYD EMCEE AT FLORENCE COUNTY DISABILITIES FOUNDATION EVENT, NOV. 20

ED PIOTROWSKI GAVE SPEECH TO NHC SENIORS HOME, NOV. 28

ED PIOTROWSKI EMCEED FLORENCE SYMPHONY ORCHESTRA EVENT, NOV. 30

WWMB CW 21 PARTICIPATED IN 12 DIFFERENT CHRISTMAS PARADES IN THE GRAND STRAND AND THE PEE DEE.

"I BELIEVE CHILDREN'S HOLIDAY FUNDRAISER, BENEFITTING COLLINS KIDS FOUNDATION AND HELP4KIDS FOUNDATION, BOTH PROVIDING ASSISTANCE TO THE UNDER-INSURED, DEC.3.

CAMP HOPE GOLF TOURNAMENT, FUNDRAISER FOR DISABLED VETERANS, DEC.8

OUR PARTICIPATION IN THE TOYS FOR TOTS CAMPAIGN BROUGHT 1000 MORE TOYS INTO THE MARINE CORPS TOY DRIVE.

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 6:00-6:30 AM
DESCRIPTION: A WEEKLY MULTI-CULTURAL SHOW THAT EMPHASIZES WHAT WE HAVE IN COMMON WITH OTHER CULTURES WHILE TEACHING TODAY'S YOUTH TO APPRECIATE OUR DIFFERENCES. EVERY WEEK, THE SHOW BILINGUALLY PRESENTS A NEW THEME, SUCH AS CROSS-CULTURAL UNDERSTANDING, THE DANGERS OF DRUGS AND SMOKING, AND READING APPRECIATION, THROUGH A HIP COMBINATION OF RAP AND HUMOR.

PROGRAM: LATIN LIFESTYLES
SOURCE: CF ENTERTAINMENT
DATE/TIME: SATURDAYS 2:00-2:30 AM
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:
DIABETES, DIGITAL TV TRANSITION, PROJECT ROADBLOCK.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

MARTIN LUTHER KING: BUILD THE DREAM
HOUSING DISCRIMINATION
HELP HOSPITALIZED VETERANS
COURTESY: PASS IT ON
AUTISM AWARENESS
CHILDHOOD OBESITY PREVENTION
MINORITY EDUCATION
CYBER BULLYING
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
COMMUNITIES IN SCHOOLS

PREJUDICE & INTOLERANCE, CONT'D

WWMB CW 21 CO-SPONSORED EACH OF THE FOLLOWING:

BREAST CANCER AWARENESS MONTH STYLE SHOW, CAROLINA REGIONAL CANCER CENTER,
ASSISTING FEMALE CANCER PATIENTS WITH APPEARANCE, OCT. 6

FRONT FOUR ANCHORS SPENT DAY AT VETERAN'S FUNDRAISER TO SEND WWII VETS TO SEE THE
MEMORIAL IN WASHINGTON DC, OCT.17

CHICK-FIL-A CHARITY SOFTBALL TOURNAMENT, PROCEED BENEFIT FOSTERING HOPE, A SUPPORT-
ORGANIZATION FOR FOSTER FAMILIES, NOV.2-4

LINDSEY'S MIRACLE RUN, BENEFITTING THE MAKE A WISH FOUNDATION AND JOHNATHAN'S
JOURNEY (SPINAL MUSCULAR ATROPHY), NOV.3

ALLYSON FLOYD EMCEE AT FLORENCE COUNTY DISABILITIES FOUNDATION EVENT, NOV. 20

ED PIOTROWSKI GAVE SPEECH TO NHC SENIORS HOME, NOV. 28

"I BELIEVE CHILDREN'S HOLIDAY FUNDRAISER, BENEFITTING COLLINS KIDS FOUNDATION AND
HELP4KIDS FOUNDATION, BOTH PROVIDING ASSISTANCE TO THE UNDER-INSURED, DEC.3.

CAMP HOPE GOLF TOURNAMENT, FUNDRAISER FOR DISABLED VETERANS, DEC.8

ISSUES: EDUCATION

PROGRAM: SAFETY FACTORY (E/I)
SOURCE: SALTWATER PRODUCTIONS (LOCAL)
DATE/TIME: SATURDAYS 9:00-9:30 AM
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

HIGH SCHOOL DROPOUT PREVENTION
ASK THE GOVERNMENT
MINORITY EDUCATION
EVERY VOTE MATTERS
INVENTIONS: CAT MAGNET
COMMUNITIES IN SCHOOLS
PALMETTO ROBOTICS (60S)
BOYS & GIRLS TOWN: PARENTING
MARTIN LUTHER KING: BUILD THE DREAM

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 MADE APPEARANCES AND GAVE SPEECHES AT FOUR DIFFERENT HIGH SCHOOLS IN OCTOBER AND AT SIX CAREER DAYS DURING THE MONTH OF NOVEMBER.

REPORTER MIKE ESSIAN EMCEED MISS TEEN FLORENCE PAGENT EVENT AT FRANCIS MARION UNIVERSITY, OCT. 27

SPONSORED INTERNATIONAL FOOD & WINE FESTIVAL, FUNDRAISER FOR THE HORRY COUNTY EARLY COLLEGE HIGH SCHOOL, NOV. 9-10

CHEVY END ZONE BANQUET: RICH CRAMPANIS, OUR SPORTS DIRECTOR PRESENTS MONETARY AWARDS TO DESERVING STUDENT ATHLETES, DEC. 6

PROMOTED AND CO-SPONSORED THE UNITED NEGRO COLLEGE FUND BENEFIT, DEC. 7

WPDE WAS A MEDIA SPONSOR FOR THE JUNIOR ACHIEVEMENT GOLF TOURNAMENT DEC. 7

HOLIDAY INVITATIONAL GIRLS BASKETBALL TOURNAMENT, DEC. 18

CAROLINA CLASSIC BASKETBALL TOURNAMENT BENEFITTING THE BOYS AND GIRLS CLUBS OF THE PEE DEE, DEC. 26-29

November 2007 Ascertainment for News Department

04 Ed gave Myrtle Beach Middle School Speech Myrtle Beach
08 Ed was Sons of Italy Speaker Murrells Inlet
12 Ed gave Hartsville Middle School Speech Hartsville
13 Ed was Chili Cook Off Judge Broadway at the Beach Myrtle Beach
13 Allyson and Kristen emceed Beach Band Blast in Socastee
13 Kristen spoke at Kidz Time at Ripley's Aquarium in Myrtle Beach
15 Ed was White Cane Day Speaker Conway
16 Ed did Taste of the Town Live Shot at 6 and 7pm
17 Ed, Ally, Jim, Rich, Victoria, Joel part of Veterans Fundraiser Myrtle Beach to send WWII Vets to see their memorial in Washington, DC
19 Ed was MC of MBHS Pep Rally Myrtle Beach
19 Ed was Freak Friday Presenter 1st Presbyterian Church Myrtle Beach
20 Ed and Jim emceed Walk for Animals MC Myrtle Beach
23 Ed gave WeatherCenter Tour from Conway Middle
25 Ed gave WeatherCenter tour from Socastee (forestbrook)
27 Ed was MC Spelling Bee Greenwood/Delmae Elem. Florence
27 Mike emceed Miss Florence 2007, Miss Teen Florence 2007, Miss Greater Pee Dee 2007, Miss Greater Pee Dee Teen 2007 at Francis Marion University
30 Ed gave Kiwanis Speech Conway
31 Ed did Halloween Live Shot Murrells Inlet at 6pm and 7pm

November 2007 Ascertainment for News Department

- 01 Ed and Darren gave Forestbrook Elem Tour Socastee
- 02 Ed gave Career Speech North Myrtle Beach
- 03 Ed was MC Lindsey Little Miracles Myrtle Beach
- 05 Ed in Georgetown Chamber of Commerce Golf Tour. Pawleys Island
- 06 Ed gave Career Speech Myrtle Beach High School
- 09 Ed gave Vet Day Speech St James HS Socastee
- 09 Ed gave Vet Day Speech Socastee HS Socastee
- 10 Darren emceed KidzTime at Ripleys Aquarium in Myrtle Beach
- 13 Ed gave Speech Pleasant Hill Elem. Pleasant Hill (georgetown Co)
- 13 Darren and Lauren gave station tour to homeschooled students
- 14 Lauren was judge for Taste of Restaurant Row
- 17 Ed, Allyson, and Jim emceed Tree Lighting Broadway at the Beach Myrtle Beach
- 20 Ed gave Brittons Neck Speech Brittons Neck
- 20 Allyson emcee of Florence County Disabilities Foundation Campaign Kickoff
- 28 Ed gave NHC Seniors Home Speech Murrells Inlet
- 28 Entire staff working for food drive at Ashley Furniture store in MB and Flo
- 30 Ed was emcee Florence Symphony Orchestra Event Florence
- 30 Allyson and Darren gave Conway Christian School tour of station

November 1st.. Mike Essian Special Report on how police reconstruct Hit and Run Accidents. Aired at 7pm and 11pm.

November 4th.. Jim Heath one hour special Road to the White House. Included interviews with all major presidential candidates

November 15th.. Lauren Lowrey special report Recalled looking at all recalled toys and how easy they are to buy on the internet aired at 7pm and 11pm

November 20th.. Allyson Floyd special report Caring for the Caregivers. Helping the people who care for aging parents while raising a family. Aired at 7pm and 11pm.

November 27th.. Amanda Kinseth special report Spammed on email problems and how to fix them. Part one at 7pm. Part two at 11pm

amanda
Special Report "Spammed" Part 1 and Part 2
Aired November 27... 7pm & 11pm

December 2007 Ascertainment for News Department

- 1 Lauren, Sharon, Aisha, Alex rode in Aynor Christmas Parade
Allyson Sherrie, Amanda, Ed, Stef and Steve rode in Myrtle Beach parade
Graeme and Darren rode in Hartsville parade
Lauren and Stef rode in Marion parade
Allyson, Amanda, Sherrie, Kristen, and Ed rode in North Myrtle Beach parade
- 2 Tonya, Amanda and Sherrie rode in Laurinburg parade
Allyson and Graeme rode in Darlington parade
Ed and Victoria rode in Murrells Inlet parade
- 6 Ed live at Christmas tree lighting in Myrtle Beach
- 7 Ed played in Jr Achievement Golf Tourney in North Myrtle Beach
- 8 Allyson, Lauren, Kristen, Stef, Mike, Ed, Sharon, and Joel rode in Conway parade
Allyson Victoria, Kristen, Ed, Mike and Joel rode in Surfside Beach parade
Darren spoke at Kidztime at Broadway at the Beach
- 9 Allyson, Tonya, and Mike rode in Johnsonville parade
- 12 Ed gave Kiwanis Luncheon speech in Myrtle Beach
- 17 Ed at McAlisters Deli Blood Drive in Surfside Beach

December 13th...NewsChannel 15 live from 5:30am until 7:30pm throughout the day at a Toy Drive at Krispy Kreme locations in Horry County for Toys for Tots

December 20th.. NewsChannel 15 sponsored blood drives at Magnolia Mall in Florence and Coastal Grand Mall in Myrtle Beach for American Red Cross. Live there throughout the day

WPDE/WWMB PSA LIST (OCTOBER) Revised 10/01/07

UNICEF FOR CHILDREN	Global	:60
AMERICAN KENNEL CLUB	Animal Awareness	:60
ASK THE GOVERNMENT	Consumer Education	:60
NARCANON	Drug Awareness	:60
TEEN SUICIDE PREVENTION	Youth	:60
HABITAT FOR HUMANITY	Environment	: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	
REPLANTING OUR NATIONAL FORESTS	Environment	:60
NATIONAL RUNAWAY SWITCHBOARD	Youth/Community	:60
RECHARGEABLE BATTERIES: @HOME	Environment	:30
CHOLESTEROL & STROKE	Health	:30
SUPPORT YOUR LOCAL AGRICULTURE	Environment/Community	: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
CYBER BULLYING	Youth/Community	:30
MARCH OF DIMES	Infant Health	:30
ALZHEIMERS' CAREGIVERS	Seniors' Health/Community	:30
THE POVERTY LINE	Finance/Community	:30
INVENTIONS: CAT MAGNET	Youth/Education	:30
NATIONAL PEST MANAGEMENT	Health	:30
SECURITY INVESTMENT PROTECTION	Economy	:30
COMMUNITIES IN SCHOOLS	Education	: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 (NOVEMBER) Revised 11/02/07

FACES OF INFLUENZA	Health	:60
WAYS TO HAPPINESS	Community	:60
ASK THE GOVERNMENT	Consumer Education	:60
NARCANON-NEW	Drug Awareness	:60
POWER OUT FOOD SAFETY	Health	:60
HABITAT FOR HUMANITY	Environment	:60
ENVIRONMENTAL PROTECTION AGENCY	Environment	:60
MENINGITIS ON CAMPUS	Youth/Health	:20
MEDIC ALERT: RIGHT INFORMATION	Health	:20
CANCER SURVIVOR'S NETWORK	Health	:60
DIANE KEATON CANCER PSA	Health	:60
EVERY VOTE MATTERS	Citizenship	:30
REPLANTING OUR NATIONAL FORESTS	Environment	:60
NATIONAL RUNAWAY SWITCHBOARD	Youth/Community	:60
RECHARGEABLE BATTERIES: @HOME	Environment	:30
CHOLESTEROL & STROKE	Health	:30
SUPPORT YOUR LOCAL AGRICULTURE	Environment/Community	:30
UNITED WAY: UNEMPLOYMENT	Economy	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
HOUSING DISCRIMINATION	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
CYBER BULLYING	Youth/Community	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
MAKE-A-WISH FOUNDATION	Children/Community	:30
REDUCING GUN VIOLENCE	Crime	:30
INVENTIONS: CAT MAGNET	Youth/Education	:30
NATIONAL PEST MANAGEMENT	Health	:30
SECURITY INVESTMENT PROTECTION	Economy	:30
COMMUNITIES IN SCHOOLS	Education	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
OBESITY PREVENTION	Health	:15
TEEN ALANON	Youth/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 (DECEMBER) Revised 12/03/07

FACES OF INFLUENZA	Health	:60
WAYS TO HAPPINESS	Community	:60
ASK THE GOVERNMENT	Consumer Education	:60
NARCANON-NEW	Drug Awareness	:60
POWER OUT FOOD SAFETY	Health	:60
HABITAT FOR HUMANITY	Environment	:60
DERMATOLOGY: TANNING BEDS & CANCER	Health/Youth	:60
MENINGITIS ON CAMPUS	Youth/Health	:20
MLK: BUILD THE DREAM	Tolerance	:20
DEPRESSION IS REAL	Health	:60
DIANE KEATON CANCER PSA	Health	:60
EVERY VOTE MATTERS	Citizenship	:30
REPLANTING OUR NATIONAL FORESTS	Environment	:60
ON THIN ICE: POLAR BEARS	Environment	:60
GLOBAL WARMING: TRAIN	Environment	:30
CHOLESTEROL & STROKE	Health	:30
HIGH SCHOOL DROPOUT PREVENTION	Youth/Education	:30
UNITED WAY: UNEMPLOYMENT	Economy	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
HOUSING DISCRIMINATION	Financial	:30
HEALTH COVERAGE EDUCATION	Health	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
FORECLOSURE PREVENTION	Economy	:30
OPTIMISTS/MAKING A DIFFERENCE	Youth/Community	:30
CYBER BULLYING	Youth/Community	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
MAKE-A-WISH FOUNDATION	Children/Community	:30
REDUCING GUN VIOLENCE	Crime	:30
INVENTIONS: CAT MAGNET	Youth/Education	:30
VEGGIE THERAPY	Health	:30
SECURITY INVESTMENT PROTECTION	Economy	:30
COMMUNITIES IN SCHOOLS	Education	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
NATURE CONSERVATORY	Environment	:20
HELP HOSPITALIZED VETERANS	Patriotism/Prejudice	:20
OBESITY PREVENTION	Health	:15
TEEN ALANON	Youth/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

Dear Linda,

On behalf of the Leukemia & Lymphoma Society, I want to express our appreciation for your help in making the 2007 Light the Night Walk a success! Thank you for aiding our Walk promotion. Over 300 people walked with over \$37,000 raised!

Sincerely,
Laura Regner



HEART WALK

Sent e-mail 6/18

2007 Start! Heart Walk

Co-Chairs

Joel Davis
Bill McKown

Sponsor Chair

Mark Lazarus

Industry Leaders

Jay Baldwin
Denise Blackburn
Mike Blanton
Kathy Bradley
Charlie Brindel
Dr. Ray Cleary
Russell Cooper
Jack Devine, Jr.
Phil Elvis
Andriette Flesch
Woody Ford
Lee Hewett
Fred Jasper
Mark Kruea
Glenda Page
Joe Pearl
Matt Scalise
Tom Scott
Jackie Thompson
Deane Vinson
Brian Williamson

President

Ray Spitz

2007 - 2008

Waccamaw Region

Board of Directors

Emma Ruth Brittain
Lynda Bryan
Kathleen Burroughs
Shannon Camp
Hilda Carter
Greg Everett
Woody Ford
Joyce Gardner
Kim Gore
Todd Harms
Herman Holmes
Celeste Jackson
Deanne Johnson
Ashley Lane
Anne Laymon
Rita Siegal Levine
Glanda McIntyre
Caroline McKee
Jack Monroe
Clark Parker
Judy Rodman
Gael Sansbury
Jackie Thompson
Lance Thompson
Deane Vinson
Renee Wikstrom

Medical Representatives

Curtis Bryan, M.D.
Andrew J. Gresko, M.D.
Joseph L. Trask, M.D.

Senior Area Director

Tammy H. Eaves

Director of Corporate

Relations

Robert MacConnell

1506 Gumm Plaza, Highway 501
Myrtle Beach, SC 29577
(843) 282-2931

June 1, 2007

Mr. Billy Huggins
WPDE-TV 15
1194 Atlantic Avenue
Conway 29526

Dear Mr. Huggins:

The 16th Annual START! Waccamaw Area Heart Walk will be held at Broadway at the Beach on Saturday, October 13, 2007 at 10 a.m. It will begin in the Hero's Harbour section of Broadway. Participants will walk through the inside of Ripley's Aquarium for the first one-half mile leg of the route and continue walking throughout Broadway at the Beach. The walk is a three-mile non-competitive fun walk that is suitable for the entire family. In fact many people bring children of all ages from those in strollers to teenagers and it is a great way for you to demonstrate the importance of exercise and living a healthy lifestyle. All of the funds raised at this event support research to fight cardiovascular disease and provide valuable educational programs throughout Horry and Georgetown counties.

Your company has been a valuable sponsor of this event in the past and your last donation was \$1000. We invite you to step up to the next level by increasing your sponsorship contribution to \$2000. It is 100% tax deductible and we need your donation so we can make this a record breaking year. Research is our top priority and it is very costly, so your increased sponsorship will help save more lives along the Grand Strand. Enclosed is a sponsor proposal that explains our sponsor options and lists all the benefits that your company will receive. We are providing these to you early so you can include a corporate sponsorship in your annual budget. You can select the level of sponsorship that meet's your corporate objectives and fax it to 843-626-2856. Payment is not due until September 30, 2007; however, you will begin receiving the benefits listed in the proposal immediately, such as logo placement printed in advertising and promotional materials. We will need your commitment soon so we can include your logo on these materials.

We raised \$229,000 last year and have set an aggressive fundraising goal of \$275,000 and 2,000 walkers this year. We encourage you to form a team of walkers from your company in addition to your corporate sponsorship. No team is too big or too small to participate, so please call and sign up your team today. Supporting the Heart Walk also teaches your employees the benefits of living a heart healthy lifestyle, including a moderate diet and exercise. As a business leader concerned about the health of your employees, supporting the American Heart Walk is one way you can help fight cardiovascular disease and stroke.

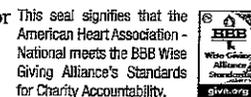
To make a corporate donation, complete the enclosed sponsor form and return it today. To enroll your team, or to find out more details about this event, please call the American Heart Association at (843) 282-2931. We are looking forward to walking with you and your team at the Heart Walk on October 13!

Sincerely,

Joel A. Davis
Joel Davis
Co-Chairman

Mark Lazarus
Mark Lazarus
Sponsorship Chairman

Tammy H. Eaves
Tammy Eaves
Senior Area Director



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



September 29, 2007

WPDE & CW
Linda Revel and Kevin Abadie
1194 Atlantic Ave
Conway, SC 29526

Dear Betty:

On behalf of The Humane Society of North Myrtle Beach, Inc. Board of Directors, I would like to personally thank you for your recent contribution to support the 3rd Annual Paws Across the Water Duck Race held on September 8, 2007 at Barefoot Landing. This event could not have been the success it was without your help!!

The Duck Race raised \$31,000.00 for the homeless animals cared for by the Humane Society of North Myrtle Beach. It is people like you and your generosity that enables us to better serve the growing homeless animal population in our area.

Once again, the Humane Society of North Myrtle Beach thanks you for your contribution.

Sincerely,

Vicki Blair
President

The Advertising Council Inc.

Peggy Conlon

President & CEO

October, 31 2007

Honorable Henry Brown
United States House of Representatives
1124 Longworth HOB
Washington, DC 20515

Dear Congressman Brown:

The Ad Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the outstanding support our PSAs received from television station WPDE-TV (located in your Congressional district and owned by Barrington Broadcasting Group, LLC).

For sixty-five years, the Ad Council has relied on the pro bono resources of the advertising agency and media communities to deliver thousands of inspirational messages to the American people. Our PSA campaigns, created in partnership with our Federal Government and non profit sponsors, raise awareness, change behaviors and save lives.

However, the Ad Council's PSAs could never reach the public without the generous support of our media partners and stations like WPDE-TV. Rather than paying for airtime for our PSAs, we rely exclusively on donated advertising time from the media. We are delighted to report that in 2006, the media donated over \$1.9 billion in free airtime and space – an unprecedented amount!

In 2006, WPDE-TV donated an impressive and substantial amount of airtime to our PSAs. Their steadfast commitment to public service allows the Ad Council to continue to communicate important messages to your constituents, helping the families and communities of your district.

Because of the media's remarkable generosity, the Ad Council is able to communicate critical messages to the public on a host of pressing issues, including preventing youth reckless driving, obesity prevention, promoting financial literacy and autism awareness. In addition, the media rallied behind the Ad Council's new PSA campaign *Generous Nation*, which inspires Americans to give more of themselves (volunteering and donating) over the course of their daily lives.

Please join me in commending WPDE-TV for using its valuable airtime to improve the lives of your constituents. You may contact the station at the following address:

Billy Huggins, General Manager
PO Box 51150
Myrtle Beach, SC 29579
843-234-9733

If you have any questions regarding this TV station's notable contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at dkulzer@adcouncil.org or (212) 984-1905.

Sincerely,



Peggy Conlon
President and CEO
The Advertising Council, Inc.

cc: Billy Huggins; General Manager/WPDE-TV
James Yager, CEO/Barrington Broadcasting Group, LLC



The Advertising Council Inc.

Peggy Conlon
President & CEO

October 31, 2007

Billy Huggins
General Manager
WPDE-TV
PO Box 51150
Myrtle Beach, SC 29579

Dear Billy:

On behalf of the Ad Council's Board of Directors, I would like to thank you for WPDE-TV's steadfast support of our PSAs. In 2006, your station demonstrated a remarkable commitment to public service by donating valuable and substantial airtime to the Ad Council's PSAs.

Your contribution enables the Ad Council to communicate public service messages that help raise awareness, change behaviors and ultimately, save lives. In appreciation, we have shed light on your wonderful support by mailing a letter to Congressman Brown (please see enclosed). This is one small gesture we do every year to thank those select TV stations who have demonstrated an exemplary commitment to our PSAs.

We are happy to report that in 2006, the media--TV, cable, radio, newspaper, magazine, online, alternative and outdoor--donated more than \$1.9 billion in time and space to our campaigns. It is only because of the collective and extraordinary generosity of stations such as WPDE-TV that we can proudly report such an impressive amount.

Moreover, broadcasters such as yourself allow the Ad Council to continue to communicate vitally important messages to local communities across the nation. Your support has been essential whether it's our *Generous Nation* campaign, which motivates Americans to give more of themselves in the course of their daily lives, our childhood obesity campaign or our "Boost" campaign, which motivates students to stay in high school

For 65 years, the Ad Council's mission has been to leverage the power of the media and advertising communities to create positive social change. WPDE-TV's support and dedication to public service makes that possible and we are extremely grateful.

Should you have any questions or would like the Ad Council to send letters to any other Congressmembers in WPDE-TV's viewing area, please contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at dkulzer@adCouncil.org or (212) 984-1905.

Kind Regards,



Peggy Conlon
President and CEO
The Advertising Council, Inc.



CERTIFICATE OF APPRECIATION

This certificate is awarded to

W J D & P W

Linda David Havin Skladis

in recognition of valuable contributions to

THE HUMANE SOCIETY OF NORTH MYRTLE BEACH, INC

Wendell M. Davis

Signature

8 SEPT 2007

Date

Wendell M. Davis

Signature

8 SEPT 2007

Date

Linda Revel

From: "Elizabeth Ross" <flagmaker@earthlink.net>
To: "Linda Revel" <lrevel@wpde.com>
Cc: <lee@wpde.com>
Sent: Monday, December 03, 2007 3:39 PM
Subject: RE: Limos for Learning Program

Hi Linda,

First, thank you and the entire WPDE team for your wonderful support of the Limos For Learning Literacy program.

Thanks to your help which has increased public awareness/support of our program, Limos For Learning continues to grow to reach more kids and schools in the Pee Dee region. We have come a long way since my first meeting with Billy and Lee -- last year L4L benefited over 15,600 elementary students in 9 SC counties alone! We appreciate your continued support and owe a great deal of thanks to everyone at WPDE for believing in our organization and our mission to motivate students to become better readers.

The contact information on the spot is still correct and yes, please continue to run it. This year the Horry/Georgetown Literacy Reward Days (normally held in December) have shifted to the latter part of March to better accommodate scheduling of our statewide "tour" of school districts. We will advise WPDE of exact dates after the first of the year.

Best wishes for a joyous holiday season!

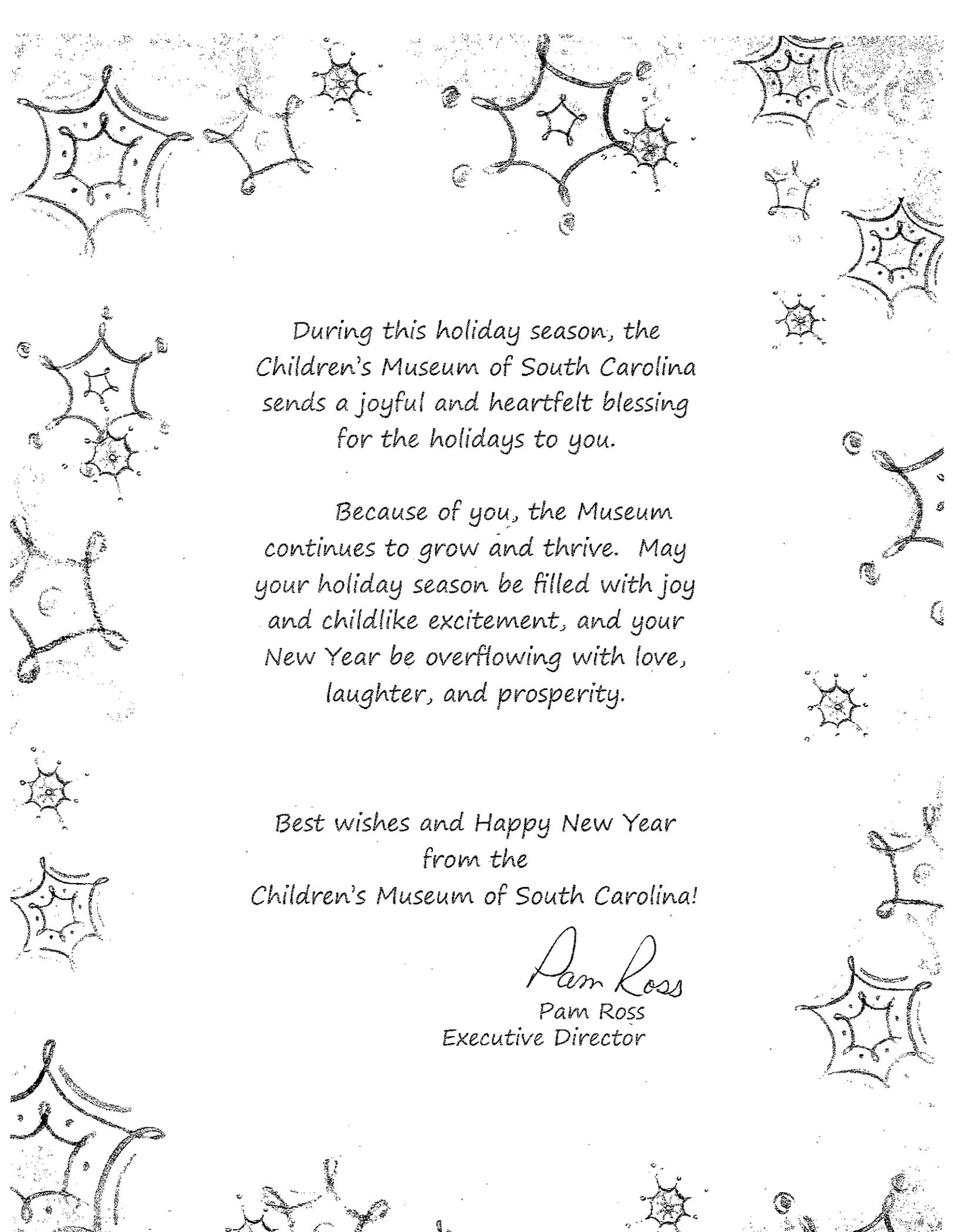
Betsy Ross
Limos For Learning
864-923-3179

From: Linda Revel [mailto:lrevel@wpde.com]
Sent: Monday, December 03, 2007 3:20 PM
To: flagmaker@earthlink.net
Subject: Limos for Learning Program

WPDE is still running your Limos for Learning Promotional Spot. I am just checking in to be sure that we should still continue to run it and that all of the information is still up-to-date.

Linda Revel
Promotions Manager
WPDE Newschannel 15
PO Box 51150
Myrtle Beach, SC 29579

843.234.9733 x245



During this holiday season, the
Children's Museum of South Carolina
sends a joyful and heartfelt blessing
for the holidays to you.

Because of you, the Museum
continues to grow and thrive. May
your holiday season be filled with joy
and childlike excitement, and your
New Year be overflowing with love,
laughter, and prosperity.

Best wishes and Happy New Year
from the
Children's Museum of South Carolina!

Pam Ross
Pam Ross
Executive Director

United States Marine Corps Reserve

TOYS FOR TOTS

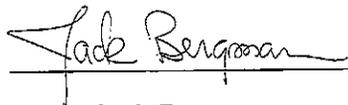
☆☆☆ Commander's Award ☆☆☆

*The U.S. Marine Corps Reserve
is proud to recognize*

WPDE NEWS CHANNEL 15

*for outstanding achievement in support
of the 2006 Toys for Tots Program.*

*These generous contributions have enabled us
to help fulfill the Christmas dreams of our
nation's neediest children.*



Jack Bergman
LtGen, USMCR
Commander
Marine Forces Reserve



Coordinator
U.S. Marine Corps Reserve
Toys for Tots Program



January 7, 2008

Grand Strand Detachment #873
Marine Corps League, Inc.
Post Office Box 1104, Murrells Inlet, South Carolina 29576

Address reply to:
Commandant

Mr. Billy Huggins
General Manager, WPDE-TV
1194 Atlantic Avenue
Conway, SC 29526-8222

Dear Mr. Huggins,

I am writing this letter to thank you and your very competent staff in giving our Detachment coverage during our recent "Toys for Tots" and "Operation Rudolph" campaigns.

Without your TV coverage, we would not have been able to accomplish our goals for both of our campaigns. During "Operation Rudolph," we were able to ship approximately 700 packages, each weighing between 35 and 40 pounds, to our troops in Iraq and Afghanistan. During the "Toys for Tots" campaign, we collected over 25,000 toys. Your coverage each evening during the campaign in your Evening News programs definitely was a great boost to our efforts to collect toys for the needy children of Horry County.

Our Detachment is hosting the Southeast Division Conference of the Marine Corps League on the 27th, 28th and 29th of February and the 1st and 2nd of March. We are once again coming to you for coverage during our Conference, especially during our opening ceremony. We will have many distinguished guests during this time, which I cannot, at this time, name due to not knowing what their commitments will be during the Conference.

As the time approaches for the Conference, we will be able to furnish you with more definitive information. Your contacts for the Conference are Co-Chairmen John W. Kovaleik, National Vice Commandant for the Southeast Division, Marine Corps League (293-6380) or Chuck Tidwell (650-7082), Paymaster.

Semper Fidelis,

R. J. Raynes
Robert J. Raynes
Commandant

"Once A Marine, Always A Marine"