

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

OCTOBER 30 – DECEMBER 31, 2010

## ISSUES LIST

1. ECONOMY/PERSONAL FINANCE  
Lack of access roads to beach  
Large population of older citizens  
Tourism
2. HEALTH CARE/COST  
High rate of heart disease  
Poor health practices due to low income  
Elderly health care  
Fixed incomes
3. ENVIRONMENT  
Beach erosion  
Land pollution  
Wetlands
4. CRIME  
Summer tourists  
Bikers
5. IMAGE  
Strip clubs  
Bars
6. PREJUDICE/INTOLERANCE  
Tensions in the community
7. EDUCATION  
High rate of drop-outs  
Lack of interest in furthering education  
Lack of financial assistance

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: THIS OLD HOUSE & TODAY'S HOMEOWNER  
SOURCE: TIME4 MEDIA, INC.  
DATE/TIME: RUNS EARLY SUNDAY MORNINGS THROUGHOUT QUARTER  
DESCRIPTION: SHOW FOR HOMEOWNERS THAT DELIVERS PRACTICAL ADVICE TO HOMEOWNERS ON MAINTAINING AND IMPROVING A HOME.

PROGRAM: CAROLINA & COMPANY  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: WEEKDAYS 8:00-8:30 AM & 10:00-10:30 PM  
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: KNOW YOUR HERITAGE: HISPANIC COLLEGE QUIZ SHOW  
SOURCE: CENTRAL CITY PRODUCTIONS  
DATE/TIME: SUNDAY, OCT. 3 11:30-NOON & 1:00-1:30 PM  
DESCRIPTION: THE PURPOSE OF THE "KNOW YOUR HERITAGE HISPANIC COLLEGE QUIZ SHOW" SERIES IS TO ENCOURAGE THE APPRECIATION OF LATINO HERITAGE BY ALL PEOPLE IN AN ENTERTAINING QUIZ SHOW FORMAT. THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING HISPANIC COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF HISPANIC HISTORY.

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

COMMUNITY ENGAGEMENT: COLLEGE CRASH COURSE  
COMMUNITY ENGAGEMENT: PUBLIC SERVICE  
VETERAN SUPPORT  
FORECLOSURE  
HIGH SCHOOL DROP OUT CAMPAIGN  
LIVE UNITED: PUBLIC SERVICE INVOLVEMENT  
ENERGY SAVERS  
NATIONAL GUARD

WWMB EITHER SPONSORED OR CO-SPONSORED THE FOLLOWING:

WE ARE AN ONGOING SPONSOR OF THE PALMETTO ADVENTURE PROJECT WHICH IS BUILDING A PLAYGROUND IN THE CAROLINA FOREST COMMUNITY

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

NEWS DIRECTOR, VICTORIA SPECHKO PARTICIPATED IN A MEDIA PANEL FOR THE MB CHAMBER OF COMMERCE, OCT 7.

WE SPONSORED THE BELIN BBQ FUNDRAISER, BENEFITTING COMMUNITY OUTREACH, NOV 6.

SPONSORED THE "ONE HUNDRED BLACK MEN" EVENT OF THE YOUTH LEADERSHIP ACADEMY, NOVEMBER 13.

NEWS ANCHOR, ALLYSON FLOYD SPOKE TO BROADCASTING STUDENTS AT FRANCIS MARION UNIVERSITY, NOV. 17

SPONSORED THE UNITED NEGRO COLLEGE FUND'S "SALUTE TO EXCELLENCE" GALA, DEC 3

AMERICAN RED CROSS BLOOD DRIVE, DEC 17

ISSUE: HEALTH CARE/COST

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

PSA'S AIR SIGN-ON TO SIGN-OFF AT VARIOUS TIMES

LEAD POISONING PREVENTION SERIES  
AMERICAN HEART ASSOCIATION  
MEN'S HEALTH ISSUES CAMPAIGN  
FLU VACCINATION (4 SPOT SERIES)  
UNITED WAY  
BOOSTER SEAT CAMPAIGN  
MARCH OF DIMES  
DRUNK DRIVING (9 SPOT SERIES)  
HELP HOSPITALIZED VETS  
SHRINERS HOSPITAL FOR CHILDREN

WWMB EITHER SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

SPONSORED ALZHEIMER'S WALK @ BROADWAY AT THE BEACH. TIM MCGINNIS EMCEED, NOV 13

CHIEF METEOROLOGIST ORGANIZED A GROUP OF WPDE EMPLOYEES TO PARTICIPATE IN A PACK-A-THON TO FEED THE HUNGRY IN AFRICA, OCT 9

HE ALSO EMCEED THE MYRTLE BEACH HEART WALK, OCT 16

WE CO-SPONSORED THE RELAY FOR LIFE KICK-OFF, WITH CHIEF METEOROLOGIST ED PIOTROWSKI EMCEEING THE EVENT, NOV 4

WE SPONSORED & ED PIOTROWSKI EMCEED COASTAL CAROLINA UNIVERSITY HEART ASSOCIATION EVENT IN CONWAY, DEC 1

AMERICAN RED CROSS BREAKFAST WITH SANTA FUNDRAISER, DEC 4

AMERICAN RED CROSS BLOOD DRIVE, DEC 17

PROJECT ROADBLOCK DRIVE SOBER NEW YEAR'S CAMPAIGN, DEC 26-31

SEE ATTACHED FOR ADDITIONAL COMMUNITY APPEARANCES.

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH JAROD MILLER  
SOURCE LITTON  
DATE/TIME MONDAYS 7:00-7:30 AM

DESCRIPTON INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA  
SOURCE MG PERIN, INC.  
DATE/TIME TUESDAYS 7:00-7:30 AM

DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES  
SOURCE LITTON  
DATE/TIME WEDNESDAYS 7:00-7:30 AM

DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM ECO COMPANY  
SOURCE LITTON  
DATE/TIME SUNDAYS 7:00-7:30 AM

DESCRIPTON PROGRAM JACK HANNA'S ANIMAL ADVENTURES  
SOURCE TRIFECTA  
DATE/TIME WEDNESDAYS 7:00-7:30 AM

DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM McNEELEY'S OUTDOORSMAN  
SOURCE TIMBERWOLF PRODUCTIONS  
DATE/TIME SUNDAYS 8:00-8:30 AM

DESCRIPTON EDUCATIONAL WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE. SEE ATTACHED FOR EACH PROGRAM'S CONTENT DESCRIPTION.

PROGRAM: SC OUTDOORS  
SOURCE JAY GREGG  
DATE/TIME SUNDAYS 8:30-9:00 AM

DESCRIPTION COVERS HUNTING, FISHING, & EXPLORING NEW AREAS OF SOUTH CAROLINA OUTDOOR LIFE.

ENVIRONMENT, CONT'D

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

LIVE UNITED: COMMUNITY ENGAGEMENT  
LEAD POISONING PREVENTION  
HUMANE SOCIETY (2 SPOTS)  
ADOPT A PET  
SOUTH CAROLINA NATIONAL GUARD  
RECYCLING PSA  
ENERGY EFFICIENCY (2 SPOTS)  
VETERANS SUPPORT CAMPAIGN  
READY.GOV FLOOD PREPAREDNESS  
NATIONAL GUARD ( 2 SPOTS)

WE ARE AN ONGOING SPONSOR OF THE PALMETTO ADVENTURE PROJECT WHICH IS BUILDING A PLAYGROUND IN THE CAROLINA FOREST COMMUNITY.

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

ED EMCEED THE GROUND ZERO BANQUET IN MYRTLE BEACH, OCT 7

HE ALSO SPOKE TO A GEORGETOWN SENIOR GROUP ON HURRICANES, OCT 12

ANCHOR ALLYSON FLOYD PARTICIPATED IN A COASTAL CAROLINA UNIVERSITY MENTORING DAY AT BROOKGREEN GARDENS, OCT 14

WPDE SPONSORED THE WALK FOR THE ANIMALS, OCT 16

CHIEF METEOROLOGIST ED PIOTROWSKI SPOKE AT THE COASTAL ANIMAL RESCUE LUNCHEON IN MURRELLS INLET, NOV 11

HE ALSO GAVE A TOUR TO THE PAWLEYS ISLAND CUB SCOUT TROOP, NOV 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: NEWS AT 10 ON THE CW INCLUDES MUG SHOTS 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

FATHERHOOD (3 SPOTS)  
VETERAN'S SUPPORT CAMPAIGN  
ADOPTION (6 SPOT SERIES)  
UNITED WAY (3 SPOT SERIES)  
HIGH SCHOOL DROPOUT CAMPAIGN  
DRUNK DRIVING PREVENTION (8 SPOT SERIES)  
NATIONAL GUARD ( 2 SPOTS)  
LIFELONG LITERACY ( 2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

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NEWS DIRECTOR, VICTORIA SPECHKO PARTICIPATED IN A MEDIA PANEL FOR THE MB CHAMBER OF COMMERCE, OCT 7.

WE SPONSORED THE BELIN BBQ FUNDRAISER, BENEFITTING COMMUNITY OUTREACH, NOV 6.

SPONSORED THE "ONE HUNDRED BLACK MEN" EVENT OF THE YOUTH LEADERSHIP ACADEMY, NOVEMBER 13.

NEWS ANCHOR, ALLYSON FLOYD SPOKE TO BROADCASTING STUDENTS AT FRANCIS MARION UNIVERSITY, NOV. 17

SPONSORED THE UNITED NEGRO COLLEGE FUND'S "SALUTE TO EXCELLENCE" GALA, DEC 3

AMERICAN RED CROSS BLOOD DRIVE, DEC 17

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: IMAGE

PROGRAM: RIVERTALK  
DISTRIBUTOR: LUCKY DOG PRODUCTION  
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00 AM  
DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE ON WHAT'S HAPPENING IN OUR TOWNS.

PROGRAM: CAROLINA & COMPANY  
SOURCE: WPDE NEWSCHANNEL 15  
DATE/TIME: WEEKDAYS 8:00-8:30 AM & 10:00-10:30 PM  
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: GOSPEL CHRISTMAS  
SOURCE: BANDAMI  
DATE/TIME: SUNDAY, DEC 19 & DEC 25 10:00-11:00 PM & 2:00-3:00PM  
DESCRIPTION: ST. LOUIS SYMPHONY CHORUS

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

GED DIPLOMA  
FORECLOSURE  
LIVE UNITED: COMMUNITY ENGAGEMENT  
ENERGY EFFICIENCY  
HISPANIC HERITAGE COMMUNITY SERVICE  
READY.GOV

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CHIEF METEOROLOGIST PLAYED IN THE WOUNDED WARRIOR GOLF TOURNAMENT, MURRELLS INLET, OCT 4

NEWS DIRECTOR, VICTORIA SPECHKO PARTICIPATED IN A MEDIA PANEL FOR THE MB CHAMBER OF COMMERCE, OCT 7

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED A GROUND ZERO BANQUET IN MYRTLE BEACH, OCT 7

CHIEF METEOROLOGIST ORGANIZED A GROUP OF WPDE EMPLOYEES TO PARTICIPATE IN A PACK-A-THON TO FEED THE HUNGRY IN AFRICA, OCT 9

ANCHOR ALLYSON FLOYD ATTENDED CCU MENTORING DAY AT BROOKGREEN GARDENS, OCT 14

ED PIOTROWSKI EMCEED NMB WHEELCHAIR BASKETBALL TOURNAMENT, OCT 15

HE ALSO EMCEED THE MYRTLE BEACH HEART WALK, OCT 16

WE CO-SPONSORED THE RELAY FOR LIFE KICK-OFF, WITH CHIEF METEOROLOGIST ED PIOTROWSKI EMCEEDING THE EVENT, NOV 4

WE SPONSORED THE BELIN BBQ FUNDRAISER, BENEFITTING COMMUNITY OUTREACH, NOV 6.

SPONSORED ALZHEIMER'S WALK @ BROADWAY AT THE BEACH. TIM MCGINNIS EMCEED, NOV 13

IMAGE, CONT'D

SPONSORED THE "ONE HUNDRED BLACK MEN" EVENT OF THE YOUTH LEADERSHIP ACADEMY, NOVEMBER 13.

NEWS ANCHOR, ALLYSON FLOYD SPOKE TO BROADCASTING STUDENTS AT FRANCIS MARION UNIVERSITY, NOV. 17

ED PIOTROWSKI EMCEED BROADWAY AT THE BEACH TREE LIGHTING CEREMONY, NOV 20

HE ALSO REPRESENTED THE STATION IN THE ROLLING THUNDER GOLF TOURNAMENT, NOV 27

WE SPONSORED & ED PIOTROWSKI EMCEED COASTAL CAROLINA UNIVERSITY HEART ASSOCIATION EVENT IN CONWAY, DEC 1

SPONSORED THE UNITED NEGRO COLLEGE FUND'S "SALUTE TO EXCELLENCE" GALA, DEC 3

AMERICAN RED CROSS BREAKFAST WITH SANTA FUNDRAISER, DEC 4

ED PIOTROWSKI EMCEED THE MURRELLS INLET TREE LIGHTING CEREMONY, DEC 5

HE ALSO JUDGED THE TASTE OF THE TOWN EVENT, DEC 9

AMERICAN RED CROSS BLOOD DRIVE, DEC 17

PROJECT ROADBLOCK DRIVE SOBER NEW YEAR'S CAMPAIGN, DEC 26-31

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: AFRICAN AMERICAN SHORT FILMS  
SOURCE: BANDAMI  
DATE/TIME: SATURDAY DEC. 11 1:00-2:00 PM  
DESCRIPTION: CONTEMPORARY INDEPENDENT FILMS CREATED BY AFRICAN AMERICAN INDIVIDUALS

PROGRAM: KNOW YOUR HERITAGE: HISPANIC COLLEGE QUIZ SHOW  
SOURCE: CENTRAL CITY PRODUCTIONS  
DATE/TIME: SUNDAY, OCT. 3 11:30-NOON & 1:00-1:30 PM  
DESCRIPTION: THE PURPOSE OF THE "KNOW YOUR HERITAGE HISPANIC COLLEGE QUIZ SHOW" SERIES IS TO ENCOURAGE THE APPRECIATION OF LATINO HERITAGE BY ALL PEOPLE IN AN ENTERTAINING QUIZ SHOW FORMAT. THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING HISPANIC COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF HISPANIC HISTORY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

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

COMMUNITY ENGAGEMENT: PUBLIC SERVICE  
LEAD POISONING PREVENTION  
VETERANS SUPPORT CAMPAIGN  
ADOPTION (3 SPOT SERIES)  
UNITED WAY  
FATHERHOOD INVOLVEMENT (4 SPOT SERIES)  
HIGH SCHOOL DROPOUT PREVENTION  
NATIONAL GUARD (2 SPOTS)  
LIFELONG LITERACY (2 SPOTS)  
BOYSTOWN HOTLINE  
HELP HOSPITALIZED VETS

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SPONSORED THE UNITED NEGRO COLLEGE FUND'S "SALUTE TO EXCELLENCE" GALA, DEC 3

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

ISSUES: EDUCATION

PROGRAM: CAROLINA & COMPANY  
SOURCE WPDE NEWSCHANNEL 15  
DATE/TIME WEEKDAYS 8:00-8:30 AM & 11:00-11:30 PM  
DESCRIPTION HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

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WWMB CW 21 IS AN ONGOING MAJOR SPONSOR OF LIMOS FOR LEARNING (A READING PROGRAM WHICH REWARDS READERS WITH A LIMO RIDE AND LUNCH) & OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS. WWMB CW21 IS A SPONSOR OF THE FLORENCE SYMPHONY

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

LIVE UNITED: COMMUNITY ENGAGEMENT  
HIGH SCHOOL DROP OUT PREVENTION  
COMMUNITY ENGAGEMENT: COLLEGE CRASH COURSE  
VETERAN SUPPORT CAMPAIGN  
CURIOUS READER  
LIFELONG LITERACY (2 SPOT SERIES)  
BOYS TOWN HOTLINE  
SC SPECIAL OLYMPICS  
ENERGY EFFICIENCY

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SPONSORED THE UNITED NEGRO COLLEGE FUND'S "SALUTE TO EXCELLENCE" GALA, DEC 3

END ZONE BANQUET, ANNUAL EVENT PRESENTING SCHOLARSHIP TO A TALENTED ATHLETE WITH GOOD ACADEMIC RECORD, DEC 12

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL 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.

WE OFFER INTERNSHIPS FOR COLLEGE CREDIT TO LOCAL UNIVERSITY JOURNALISM STUDENTS.

**linda revel**

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**From:** "Allyson Floyd" <allyson@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Tuesday, January 04, 2011 4:03 PM  
**Subject:** Final Ascertainment list..

**2010 4th Quarter Ascertainment****OCTOBER**

October 1 Ed played in Florence Chamber Golf Tournament  
 October 4 Ed played in Murrells Inlet - Wounded Warrior Golf Tournament  
 October 5 Ed spoke in Florence - Savannah Grove Elem  
 October 6 Ed gave NMB Rotary Speech  
 October 7 Ed was emcee in Myrtle Beach - Ground Zero Banquet  
 October 7 Victoria on media panel for the MB Area Chamber of Commerce  
 October 8 Darren part of Myrtle Beach Pack a Thon to feed the hungry  
 October 9 Ed part of Myrtle Beach - Pack A Thon to feed hungry  
 October 12 Ed gave Georgetown - Speech to Seniors about Hurricanes  
 October 12 Allyson live at 6 and 7 at Myrtle Beach Taste of the Town  
 October 13 Ed spoke in Dillon - Gordon Elem  
 October 13 Ed spoke in Marion - Johnakin Middle School  
 October 14 Allyson attended CCU mentoring day for elementary students at Brookgreen Gardens in Murrells Inlet  
 October 14 Darren spoke at Washington Park Elementary School in Laurinburg, NC  
 October 15 Ed emceed NMB - Wheelchair Basketball tournament  
 October 16 Ed in Myrtle Beach - emceed Walk for the Animals  
 October 16 Ed emceed Myrtle Beach Heart Walk  
 October 21 Ed spoke in Pawleys Island - Waccamaw Intermediate  
 October 27 Ed spoke in Conway - Conway HS Career Day  
 October 30 Ed emceed Myrtle Beach - Haunted House of Fashions

**NOVEMBER**

November 4 Ed spoke at Myrtle Beach - Relay for Life Kick Off  
 November 5 Ed spoke at Carolina Forest - Ocean Bays Middle Career Day  
 November 6 Ed in Florence - Spelling Bee Judge  
 November 9 Ed gave station tour - Pee Dee Elementary  
 November 10 Ed spoke at Loris HS Career Day  
 November 10 Lisa spoke at Aynor Middle career day  
 November 10 Darren and Ed gave station tour to Forestbrook Elem Students  
 November 11 Darren gave station tour to Forestbrook Elem Students  
 November 11 Ed spoke in Murrells Inlet - Coastal Animal Rescue luncheon  
 November 12 Darren and Ed gave station tour to Forestbrook Elem Students  
 November 13 Tim emceed the Alzheimer's Walk at Broadway at the Beach  
 November 15 Ed gave station tour to Pawleys Island Cub Scout Troop  
 November 16 Darren and Ed gave station tour to Forestbrook Elem Students  
 November 16 Lisa spoke at UNC Pembroke to broadcasting students  
 November 17 Darren and Ed gave station tour to Forestbrook Elem Students  
 November 17 Allyson spoke to Broadcasting students at Francis Marion University in Florence  
 November 17 Ed spoke in Conway - Whittimore Park Middle Career Day  
 November 18 Darren and Ed gave station tour to Forestbrook Elem Students  
 November 18 Lisa spoke at North Myrtle Beach Middle career day  
 November 19 Ed spoke in Murrells Inlet - Burgess Elem. Career Day  
 November 20 Tim and Ed emceed Tree Lighting at Broadway at the Beach  
 November 23 Ed and Darren gave station tour to Brittons Neck Elem. students  
 November 23 Ed spoke in NMB - NMBHS Career Day  
 November 27 Ed played in Conway - Rolling Thunder Golf Tournament  
 November 30 Lisa spoke at North Myrtle Beach High career day

## **DECEMBER**

December 1 Ed emceed CCU Heart Association event in Conway  
December 3 Ed gave station tour Conway Elem students  
December 4 Tonya and Holly in Hartsville Parade  
December 4 Ed and Mallory in Georgetown Parade  
December 4 Tim, Joel, and Allyson in Mullins Christmas Parade  
December 4 Tonya in Marion Christmas Parade  
December 4 Tim and Ed in North Myrtle Beach Christmas Parade  
December 5 Ed, Whitney, and Victoria in Murrells Inlet Parade  
December 5 Ed emceed Murrells Inlet Tree Lighting  
December 5 Allyson in Darlington Parade  
December 7 Ed gave station tour to Pee Dee Elem. students  
December 8 Ed played in Conway - 9 hole golf tournament for St Nicholas Festival  
December 8 120 students from Pee Dee Elementary here for station tour with Ed, Darren and Tracy  
December 9 Ed judged Conway Taste of the Town  
December 9 Ed gave station tour to First Presbyterian Growing Tree students from Myrtle Beach  
December 9 WPDE held End Zone Banquet where Rich and Mark awarded 2010 Zoneman to top area High School football player  
December 11 Allyson, Lisa, Darren, Joel, and Ed in Conway Christmas Parade  
December 11 Allyson, Victoria, Tracy, and Ed in Surfside Beach Christmas Parade  
December 15 Ed spoke at Calvary Christian School in Socastee  
December 16 Darren gave station tour to Loris High School production class  
December 18 Ed played in Myrtle Beach - Christmas Child Golf Tournament

## **SPECIAL PROJECTS**

December 10 Krispy Kreme Toy Drive - WPDE teamed up with Krispy Kreme to give away doughnuts for toys for Toys for Tots. All on air personalities make appearances

December 15 WPDE sponsored blood drives in Florence, Conway, and Myrtle Beach. Allyson, Ed, Tim, Darren, and Holly at those locations

During November and December, WPDE was drop off site for Toys for Tots at Florence and Conway studios, promoting on air and asking viewers to give

**WPDE/WWMB PSA LIST (Fourth Quarter 2010) Revised 1/6/11**

FORECLOSURE (2 spots)	Economy	:30
COLLEGE CRASH COURSE	Education	:30
FLU PREVENTION SERIES (4 spots)	Health	:30
HIGH SCHOOL DROPOUT CAMPAIGN	Education	:30
LEAD POISONING PREVENTION (4 spots)	Health	:30
FATHERHOOD INVOLVEMENT (4 spots)	Community/ Crime Prevention	:30
LIFELONG LITERACY (2 spots)	Education	:30
ADOPTION CAMPAIGN (3 spots)	Community/ Crime Prevention	:30
COMMUNITY ENGAGEMENT SERIES (6 SPOTS)	Education, Economy, Community,	:30
UNITED WAY v. 1,2	Health, Children	:30
BOOSTER SEATS (2 spots)	Children, Health	:30
MARCH OF DIMES	Children, Health	:30
HUMANE SOCIETY v. 1,2	Environment	:30
SCBA NATIONAL GUARD (2 spots)	National Guard	:30
DRUNK DRIVING	Health	:60
DRUNK DRIVING (3 spots)	Health	:30
SCBA: STORM CHASERS	Coast Guard	:30
SCBA: NATIONAL GUARD (2 spots)	National Guard	:30
LIVE UNITED: COMMUNITY ENGAGEMENT	Education, Health, Income	:30
HEIFER INTERNATIONAL COMMUNITY (3 spots)	Prejudice, Global Economy	:30
MARCH OF DIMES (2 spots)	Health, Children, Special Needs	:30
ENERGY EFFICIENCY (2 spots)	Environment, Economy	:30
LONG BAY SYMPHONY	Education	:30
MEN'S HEALTH ISSUES (3 spots)	Health	:30
PET ADOPTION (6 spots)	Environment	:30
VETERANS HISTORY PROJECT	Community/Special Needs	:30
NEWBORN & CHILD SURVIVAL (5 spots)	Health, Youth	:30
MENTAL HEALTH RECOVERY (7 spots)	Community, Prejudice, Health	:30
CURIOUS READER (2 spots)	Education	:30
DID YOU PLAY TODAY?	Health/Youth	:30
SHRINERS HOSPITALS	Community/Health	:20
BOYSTOWN HOTLINE	Youth	:20
HELP HOSPITALIZED VETS	Special Needs	:20

**linda revel**

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**From:** "Billy Huggins" <wlhuggins@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Wednesday, December 29, 2010 8:10 AM  
**Subject:** Fw: Plan for 12-10-2010

ascertainment for wpde and wwmb

----- Original Message -----

**From:** Victoria Spechko  
**To:** wlhuggins@wpde.com  
**Sent:** Monday, December 13, 2010 9:56 AM  
**Subject:** Fw: Plan for 12-10-2010

----- Original Message -----

**From:** David Moore  
**To:** Victoria Spechko  
**Cc:** Miles Herring ; Tammy herring  
**Sent:** Sunday, December 12, 2010 10:11 AM  
**Subject:** RE: Plan for 12-10-2010

No ! Thank You for all your help and wpde TV15 staff's help.  
 We have had a very successful event this year at Krispy Kreme with the toys for tots event.  
 We have doubled last's year's totals in cash donations and tripled the toy intake.  
 Last year we did this event on a Tuesday and the counts were down from the year before  
 We must remember that next year.

Totals for this year -	1455 toys and \$3602.92 in cash donations
Totals for last year -	572 toys and \$1647.64 in cash donations
Difference	- +883 toys and \$1955.28 in cash donations
	+154%                    +118%

We need to thank The Grand Strand area for a job well done.  
 There is still hope and compassion in our community and I am proud to live here.

Merry Christmas,

David A. Moore  
 Director of Operations  
 Krispy Kreme Doughnut Co.  
 Miles Herring Group

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**From:** vspechko@wpde.com  
**To:** dmoore200@hotmail.com  
**Subject:** Re: Plan for 12-10-2010  
**Date:** Fri, 10 Dec 2010 11:24:16 -0500

David,

I just wanted to say thank you for all your help with the event today. I'm so sorry we were unable to do the live shot in North Myrtle Beach. We had one of our trucks breakdown at our banquet Thursday night and we didn't have enough turn around time to get it fixed before the early morning live shots.

12/29/2010

I hope you have a great holiday!

Victoria

— Original Message —

**From:** Victoria Spechko

**To:** David Moore

**Sent:** Wednesday, December 01, 2010 3:32 PM

**Subject:** Plan for 12-10-2010

To: David

Re: Krispy Kreme Toys for Tots Drive - Friday, December 10th

We will be live in the 5:30am, 6am and 6:30am half hours of GMC from Krispy Kreme NMB at 1300 Highway 17 South and Garden City Krispy Kreme at 2607 Hwy 17 Business.

\*We will do live hits at Garden City until 10am.

\*We will do live hits at the NMB location until 11am.

\*We will be live from 12:00-12:30pm with our show Carolina & Company from the 19th Avenue Myrtle Beach location. We will do live hits from the MB location until 3pm. We will then be live at that location at 6pm and 7pm.

Work for you?

Victoria

12/29/2010

**linda revel**

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**From:** "Billy Huggins" <wlhuggins@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Wednesday, December 15, 2010 7:57 AM  
**Subject:** Fw: Sponsors

ascertainment for both stations

----- Original Message -----

**From:** Francie Dunlap  
**To:** Francie Dunlap  
**Sent:** Tuesday, December 14, 2010 11:54 AM  
**Subject:** Sponsors

Dear Sponsors,

Your contribution to our fundraiser, ***Books 'n Boil***, was invaluable to the success of this event. Because of your generosity, Friends of Florence County Library System raised \$19,000 that will help acquire new books as well as support quality childrens' programs in the coming year.

State aid to public libraries, used to purchase books and other library materials, has decreased by 57% due to the economic downturn and is projected to decline an additional 15% in 2011. During this time, your support throughout the coming year will be greatly appreciated as we look forward to ***Books 'n Boil*** 2011!

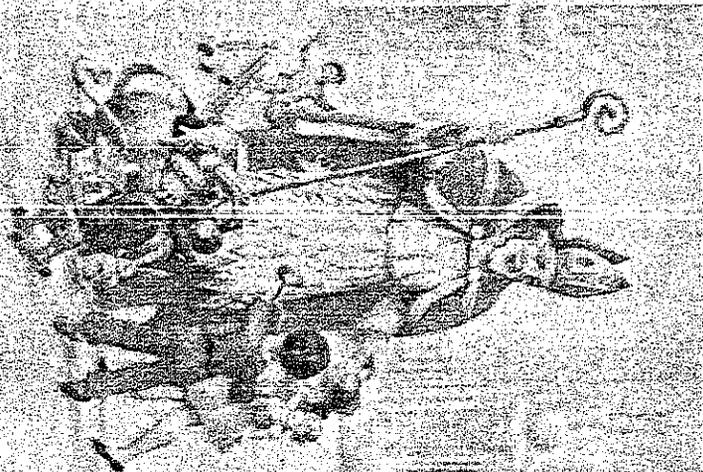
Sincerely,  
Francie Dunlap

--  
Francie Dunlap  
Development Officer  
Friends of Florence County Library  
509 South Dargan St.  
Florence, SC 29506  
843.413.7064  
[fhdunlap@gmail.com](mailto:fhdunlap@gmail.com)

12/15/2010

# 1. Nicholas Winterfest is Dec. 8-11

hat do a camel, used books and great people, humongous inflatables, delicious food, holiday crafts and Old Saint have in common? It will be featured in the upcoming St. Paul's Annual St. Nicholas Winterfest. The 2010's St. Nicholas Winterfest is being from the church campus to downtown Conway's Jerry Cox Peanut house, Lower Warehouse, tractor and grounds. All four days of great food and activities on over four acres of Historic downtown Conway, the St. Nicholas Winterfest could be one of the biggest best holiday season events in the area's history. Winterfest, which spans four days, begins with a Dec. 8 golf tournament at Conway Country Club hosted by the Conway Country Club. Conway Christmas Cuisine Dec. 9 p.m. 4:30 p.m. to 8:30 p.m. brings over 100 local area restaurants together to provide a sampling of their skills to inflame palates. Friday the event continues with an inflatable amusement park including camel rides, a petting zoo and an inflatable amusement park that make you wish you were a kid again. Adults have Dec. 10-11 to present their gifts from 10 a.m. - 4 p.m. Dec. 10, Winterfest continues from 6:30 p.m. Dec. 10, Winterfest con-



tinues with an evening of live music, dinner and professional football player Roman Gabriel III, who will provide a motivating as well as reflective discussion addressing men and women young and old enlightening them on the posi-

tives of life, faith and value of character. Dec. 11 brings the "Best Q in Conway" a barbecue cook-off sponsored by the Waccamaw Sertoma Club attracting novice as well as the more seasoned. Wrist bands will be sold by the Sertoma Club that will allow wearers to sample the various barbecue entries.

St. Paul's Brotherhood of St. Andrews will send hundreds of Santa's flying into a model of downtown Conway with various size chimneys. Those Santa's falling into a chimney will earn their sponsors a cash prize. Brotherhood members will be selling 1,000 chances to win all over town.

Numerous children's activities and an opportunity to meet St. Nicholas make Dec. 11 an day the whole family will enjoy.

St. Nicholas devoted his life to helping the needy, blessing the seamen and merchants as well as giving his entire fortune away to the less fortunate. The week of Dec. 8-11 was chosen due to the relevance of the passing of St. Nicholas on Dec. 6, as well as the start of the Christmas season in downtown Conway.

Funds raised by the St. Nicholas Winterfest are used to assist needy in the local, national and international communities.

**Breakfasts with Santa**

**WEDNESDAY**

2010 Winterfest is the best & special gift! Proceeds for charity!

March of Dimes Foundation

South Carolina Chapter  
Pee Dee Division  
314 Laurel Street, Suite 201  
Conway, South Carolina 29526  
Telephone (843) 488-DIME (3463)  
Fax (843) 488-3464

marchofdimes.com

November 29, 2010

Billy Huggins  
WPDE News Channel 15  
1194 Atlantic Avenue  
Conway, South Carolina 29526

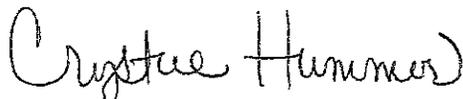
Dear Billy:

On behalf of the March of Dimes, we would like to thank you for your support of the 2010 Community Servant Award honoring Steve Chapman. Your check in the amount of \$1,500.00 has been received and is greatly acknowledged.

Money raised from the Community Servant Award will help ensure that one day all babies will be born healthy. In our state alone, one in six babies is born premature. That's on average, 184 babies in South Carolina per week. This is the #1 cause of newborn death and the biggest threat to babies' health today. If we don't join together to fight premature birth, the problem will only get worse.

Thank you again for your support of the March of Dimes and for honoring Steve Chapman in such a special way.

Sincerely,



Crystal Hummer  
Executive Director, Pee Dee Division

LITTLE RIVER   
CHAMBER OF COMMERCE  
AND VISITORS CENTER  
*"There's something here for everyone"*

1180 Hwy. 17 N., Suite 1 ♦ P.O. Box 400, Little River, SC 29566 ♦ 843.249.6604 ♦ Fax: 843.249.9788  
www.littleriverchamber.org

October 25, 2010

WPDE  
700 S. Cashua Drive  
Myrtle Beach, SC 29501

Dear WPDE Team:

Thank you for contributing to the success of the Little River Chamber of Commerce & Visitors Center 6<sup>th</sup> Annual Shrimp & Jazz Festival. More than 5,000 people attended the event this year. Your sponsorship and support helped to showcase our community.

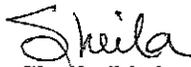
The Little River Chamber of Commerce & Visitors Center's commitment to Little River is to promote community improvement, tourism and commerce by proactive leadership and community involvement. Festivals like the Shrimp & Jazz Festival are an integral part of this commitment. Your involvement ensures that we achieve our goals.

Please mark your calendar for October 8-9, 2011 for next year's event. We hope that you will be able to participate in the 7<sup>th</sup> Shrimp & Jazz Festival in Little River. Together we can help Little River grow and prosper.

Sincerely,



Jennifer Walters  
Executive Director



Sheila Little  
Marketing Director

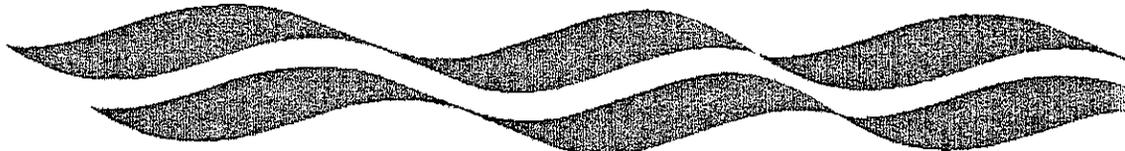


Sandi Madorno  
Office Manager



Debra Kordiak  
Staff Assistant

Your Staff of the Little River Chamber of Commerce & Visitors Center





Personal Pathways



to success™

Whittemore Park Middle School  
Certificate of Appreciation

is hereby granted to:

*Jaime Barock, WPPDE*

For your contribution to the success of WPPMS Career Convention

Awarded November 17, 2010

*Stephanie Kingsmore*

Mrs. Stephanie Kingsmore, Career Convention Coordinator

**2010 March of Dimes  
Community Servant Award**

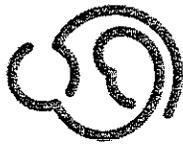
**Table Sponsors**

Brittain Resort Management  
Chapin Company  
Contractdata.net  
Fuel Interactive

Myrtle Beach Area Chamber of Commerce  
Spring House Family Restaurant  
WPDE News Channel 15

**Special Thanks**

Crown Reef Resort Conference Center  
Marshall Light and Sound  
US Foodservice

**march  of dimes®**

**2010 Community Servant Award Breakfast**

*Honoring*

***Steve Chapman***

November 17, 2010  
7:00 a.m. -- 9:00 a.m.  
Crown Reef Resort Conference Center

# FRIENDS of FLORENCE COUNTY LIBRARY

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October 27, 2010

Mr. Billy Huggins  
WPDE TV-15  
PO Box 51150  
Myrtle Beach, SC 29579

Dear Billy,

Friends of Florence County Library appreciate your sponsorship for *Books 'n Boil*, a fundraiser that will benefit the Florence County Library System. Because of your interest and support we will be able to provide books, CDs, DVDs and downloadable online resources to accommodate patrons who rely on these essential materials.

Your financial investment in the FCLS has been invaluable. I will be sending you outcomes of the event by electronic mail so you can see that *Books 'n Boil* appears to have been a rousing success!

As you know, public libraries serve as community centers and offer a wide range of social services as well as cultural benefits. Please let me know if you would like to visit The Doctors Bruce and Lee Foundation Library to know more about what your public library can do for you.

Sincerely,



Francie Dunlap  
Development Officer  
Friends of Florence County Library  
509 South Dargan Street  
Florence, SC 29506

Billy,  
Thanks for  
all of the ads,  
PSAs and  
Carolina wine—  
we appreciate the  
great PR. Wonderful  
seeing you last  
week

