

ISSUES AND PROGRAMS LIST

WWMB

MYRTLE BEACH, SOUTH CAROLINA

OCTOBER 01 – DECEMBER 31, 2005

## 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 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: ASK THE PROFESSIONALS – PHONE BANK (NOT ON AIR)  
SOURCE: WPDE  
DATE/TIME: NOVEMBER 10, 2005 5-7PM  
DESCRIPTION: FINANCIAL PLANNERS ANSWERED VIEWERS CALL-IN QUESTIONS.

WWMB CO-SPONSORED THE FOLLOWING:

CMC BACKPACK BUDDIES – UNDERPRIVILEGED CHILDREN RECEIVE BACKPACKS FILLED WITH FOOD.  
CHRISTMAS CHILD GOLF TOURNAMENT – PROCEEDS BENEFITED THE ANGEL TREE PROJECT FOR CHRISTMAS  
TOYS FOR TOTS – A MONTH LONG TOY DRIVE FOR CHILDREN.  
KRISPY KREME TOYS – A LIVE TOY DRIVE IN CONJUNCTION WITH THE SALVATION ARMY FOR CHRISTMAS  
DOOBIE BROS. CONCERT – PROCEEDS BENEFIT THE KATRINA FUND.

PROGRAM: PSA'S  
THESE ANNOUNCEMENTS ARE RUN AT VARIOUS TIMES DURING OUR BROADCAST DAY.

PREVENTING IDENTITY THEFT  
SAVE ENERGY  
CANS FOR HABITAT: RECYCLE  
ENERGY STAR: GLOBAL WARMING  
HABITAT HURRICANE REBUILDING  
CHILDREN IN NEED: RONALD McDONALD HOUSE  
SECURITY INVESTMENT PROTECTION  
SHRINERS CHILDRENS HOSPITAL

ISSUE: HEALTH CARE/COST

PROGRAM: TODAY'S HEALTH # 12

SOURCE TWI

DATE/TIME SUNDAY, 12/11/05 2:00-2:30PM

DESCRIPTION: TAKING CHARGE OF YOUR HEALTH – A LOOK AT THE NEWEST INNOVATIONS IN MEDICAL AND HEALTH RELATED PRODUCTS AND SERVICES. EXPERTS PROVIDE VALUABLE INSIGHT INTO THE LATEST TECHNIQUES, TREATMENTS AND HEALTHCARE. HELPS VIEWERS MAKE HEALTHIER DECISIONS IN EVERY ASPECT OF THEIR LIVES.

PROGRAM PARENTING & BEYOND # 11

SOURCE TWI

DATE/TIME SUNDAY, 12/11/05 2:30-3:00PM

DESCRIPTION FAMILY NUTRITION, HEALTH & SAFETY

THIS PROGRAM IS A VITAL RESOURCE TO HELP PARENTS RAISE HEALTHY AND HAPPY CHILDREN. IT INCLUDES TEACHING YOUR CHILDREN ABOUT PROPER BATHROOM HYGIENE, SMART NUTRITION CHOICES FOR YOUR KIDS LUNCH AND TALKING TO YOUR KIDS ABOUT DRUGS.

PROGRAM: ASK THE PROFESSIONALS PHONE BANK (NOT ON AIR)  
REPRESENTATIVES FROM CITIZENS AGAINST SPOUSE ABUSE  
ANSWERED DOMESTIC VIOLENCE QUESTIONS FROM VIEWERS.

WWMB WAS CO-SPONSOR OF THE FOLLOWING:

BLOOD DRIVES IN FLORENCE AT MAGNOLIA MALL AND IN MYRTLE BEACH AT INLET SQUARE MALL

RETURN TO THE BEACH – A PT CRUISER SHOW WITH PROCEEDS GOING TO THE MUSCULAR DYSTROPHY ASSOCIATION.

BIG FISH TOURNAMENT – PROCEEDS BENEFITED THE PARKER MIRACLE HOUSE, A HOME FOR FAMILIES TO STAY IN WHILE RECEIVING CANCER TREATMENT.

KIDS HEALTH/SAFETY FAIR – KIDS RECEIVED HEALTH AND SAFETY INSTRUCTION AND WPDE COLORING BOOKS.

PROGRAM: PSA'S

PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN ON TO SIGN OFF EACH DAY.

FLU VACCINE

ALZHEIMERS ASSOCIATION

SECOND HAND SMOKE AND BABIES

STEROID ABUSE AND YOUNG MEN

FLU VACCINE FOR KIDS

CHECK YEARLY, SEE CLEARLY

MARCH OF DIMES: PREMATURE BIRTH

CHILDHOOD ASTHMA

BLOOD DONATION

ISSUE: ENVIRONMENT

PROGRAM JACK HANNA'S ANIMAL ADVENTURES

SOURCE LITTON

DATE/TIME SATURDAYS 9-9:30AM

DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVINGS THE ANIMALS AND THE HABITAT IN WHICH THEY LIVE.

WWMB CO-SPONSORED THE FOLLOWING:

RECYCLE – IN CONJUNCTION WITH HORRY COUNTY SOLID WASTE. PROMOTES RECYCLING IN THE SCHOOLS. KIDS GET PRIZES AT THE END OF EACH MONTH FOR THE MOST RECYCLABLE MATERIAL COLLECTED.

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

DOOBIE BROS. CONCERT – PROCEEDS BENEFITED THE KATRINA FUND IN CONJUNCTION WITH THE AMERICAN RED CROSS

PROGRAM: PSA'S

THESE ANNOUNCEMENTS ARE RUN FROM SIGN ON TO SIGN OFF AT VARIOUS TIMES DURING THE DAY.

CANS FOR HABITAT – RECYCLING

ENERGY STAR – GLOBAL WARMING

HURRICANE REBUILDING

SAVE ENERGY – SUPER POWER

ENERGY STAR – PREVENT POLLUTION

BATTERY RECYCLING

ISSUE: CRIME.

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

WWMB CO-SPONSORED THE FOLLOWING:

CRIMESTOPPERS POKER RUN – TO BENEFIT THE PEE DEE CRIME-  
STOPPERS POLICE UNIT.

PROGRAM: PSA'S  
PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON  
TO SIGN-OFF DAILY.

PREVENTING IDENTITY THEFT  
ONLINE EXPLOITATION OF YOUTH  
PUT THE BRAKES ON DRUNK DRIVING  
STEROID ABUSE & YOUNG MEN  
SECURITY INVESTMENT PROTECTION

ISSUE: IMAGE

PROGRAM: RIVERTALK  
DISTRIBUTOR: LUCKY DOG PRODUCTION  
DATE/TIME MONDAY THRU FRIDAY 7-7:30AM  
SUNDAY 1-2PM

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: RIVERTOWN XMAS CARD  
DISTRIBUTOR: LUCKY DOG PRODUCTION  
DATE/TIME SUNDAY, 12/25/05 4:00-6:00PM  
DESCRIPTION: COVERAGE OF ACTIVITIES IN THE TOWN OF CONWAY. INCLUDES THE CHRISTMAS PARADE, ETC.

PROGRAM: THE OTHER WISE MAN  
DISTRIBUTOR: TOM KINARD  
DATE/TIME SUNDAY, 12/25/05 6:30-7:00PM  
DESCRIPTION: A READING TELLING THE STORY OF THE BIRTH OF CHRIST.

WWMB CO-SPONSORED THE FOLLOWING:

MASTERS MINI-GOLF TOURNAMENT – THIS TOURNAMENT BRINGS IN HUNDREDS OF TOURIST TO THE AREA FOR THE WEEKEND. THEY GET TO EXPERIENCE MYRTLE BEACH AT ITS BEST.  
DOWNTOWN GOES UPTOWN – A SEMI-FORMAL COMMUNITY EVENT TO BENEFIT CONWAY'S DOWNTOWN REVITALIZATION COMMITTEE.  
PEPSI CAROLINA CLASSIC – A HIGH SCHOOL BASKETBALL TOURNAMENT FEATURING THE BEST LOCAL HIGH SCHOOL PLAYERS.

PROGRAM: PSA'S  
PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON TO SIGN-OFF DAILY.

HORRY COUNTY MUSEUM  
REACH – INTEGRITY  
HURRICANE KATRINA

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: LATIN LIFESTYLES  
SOURCE CF ENTERTAINMENT  
DATE/TIME SUNDAYS 4:00-4:30AM  
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.

WWMB ALONG WITH WPDE FUNDED SCHOLARSHIPS AT COASTAL CAROLINA  
UNIVERSITY AND FRANCES MARION UNIVERSITY THAT TARGET MINORITY  
CANDIDATES.

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

INDEPENDENCE FOR SENIORS  
INTEGRITY  
SOLDIERS CREED  
AMNESTY INTERNATIONAL  
AMERICAN INDIAN HERITAGE  
EMBRACE THE CHANGE: HIRE THE DISABLED

ISSUE: EDUCATION

WWMB CO-SPONSORED THE FOLLOWING:

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

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

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

PROGRAM: PSA'S  
THESE ANNOUNCEMENTS ARE RUN AT VARIOUS TIMES DURING THE DAY AND NIGHT.

BOOSTER SEAT EDUCATION  
AMERICAN HISTORY RESOURCE  
EARLY CHILDHOOD DEVELOPEMENT  
SC TECH COLLEGES  
KIDS EXPLORE CLUB  
AMERICAN INDIAN HERITAGE

SEE ATTACHMENTS FOR OTHER PROGRAMS, ETC.

## Ascertainment for News Department November 2005

- 02 Ed spoke at Forestbrook Elementary in Socastee
- 05 Ed was Oyster Festival Judge in Myrtle Beach and Brian was emcee of the event
- 05 Kyle emceed Loris Band Day
- 07 Jim was live at 6pm and emcee for March of Dimes Signature Chef's Auction at Myrtle Beach Convention Ctr
- 08 Ed gave Conway 1st Baptist Speech
- 09 Ed spoke at Whittimore Park Middle School Conway
- 10 Jim Moderated a live debate aired on WPDE from 7pm-7:30 for Myrtle Beach Mayor
- 11 Ed gave Veterans Day Speech VFW 10420 in Murrells Inlet
- 12 Allyson and Jim did a Kidz Club appearance at Ripley's Aquarium at Broadway at the Beach
- 13 Ed was in Golf Tournament in Socastee
- 14 Ed spoke to Journalism Class Carolina Forest HS in Myrtle Beach
- 15 Ed was Live Palace Theater for Rockettes at 6pm in Myrtle Beach
- 16 Ed was live at 6pm for A Taste of Restaurant Row in North Myrtle Beach and Brian and Ted were judges
- 18 Jim was Keynote speaker for Horry County Firefighter Recruits graduation in Conway
- 18 Ed live at 6pm for Santa Arrival Colonial Mall in North Myrtle Beach
- 19 Ed was emcee Tree Lighting Broadway at the Beach in Myrtle Beach
- 21 Brian had Talkin Trash at Aynor Elementary
- 22 Brian had Talkin Trash at Pee Dee Elementary
- 23 Brian had Talking Trash at North Myrtle Beach Intermediate
- 22 Ed spoke to Johnsonville Lions Club
- 26 Kyle and Von rode in the Lamar Christmas Parade
- 30 Ed live from 5am-12:30pm Krispy Kreme Live for Toys in Garden City
- 30 Ed spoke at North Myrtle Beach Middle School Career Day

244

- November 3rd... Ask the Professionals phone bank from 5pm - 7pm. We had representatives from Citizens Against Spouse Abuse answering domestic violence questions from viewers.
- November 10th.. WPDE aired a live debate between Myrtle Beach Mayoral Candidates from our studios from 7pm -7:30pm
- #1 — November 10th... Ask the Professionals phone bank from 5pm-7pm. We had financial planners answering viewers questions.
- November 30th.. We were live at Krispy Kreme restaurants in Garden City, Myrtle Beach, and North Myrtle Beach from 5am-1pm holding a toy drive for Toys for Tots.

## Ascertainment report for News Department for October 2005

- 01 Ted was at North Myrtle Beach Primary School for Fall Festival
- 02 Ed at NMB Fire/Rescue Benefit Golf Tournament
- 02 Brian and Ted judged a BBQ competition in North Myrtle Beach
- 04 Allyson moderated Town Hall meeting on Domestic Violence in Conway
- 05 Ed at Radiothon for the American Heart Assoc. in Myrtle Beach
- 08 Allyson at Kidz Club event at MagiQuest
- 12 Ed gave speech at Pee Dee in Marion County
- 15 Ed was American Heart Assoc. Heartwalk MC in Myrtle Beach
- 15 Victoria, Warren, Marshall, Brian and Rebecca walked in Heartwalk in Myrtle Beach
- 15 Kyle at the Loris Bog Off in Loris
- 15 Kyle and Allyson emceed the Socastee Beach Band Blast
- 17 Ed gave Carolina Forest Elem. Speech in Myrtle Beach
- 17 Allyson spoke to journalism students at Francis Marion Univ in Florence
- 20 Ed gave St James Elem speech in Socastee
- 20 Ed live at 6 for Taste of the Town in Myrtle Beach
- 22 Ed at North Myrtle Beach Fall Festival
- 22 Ed and Jim were Walk for the Animals emcees in Myrtle Beach
- 22 Candace was judge for pet costume contest for the Walk for Animals in Myrtle Beach
- 22 Diane, Candace and Kyle were in the Walk for Animals in Myrtle Beach
- 26 Ed gave speech at Pleasant Hill Elem. in Georgetown Co.
- 27 Ed gave North Myrtle Beach HS Speech
- 27 Kyle emceed the Georgetown Boil and Stump
- 28 Ed played in Pee Dee Chapter of ARC golf toum. in Darlington
- 28 Mark Haggard played in Coastal Carolina 2005 Golf Tournament in Conway
- 29 Allyson modeled in Fashion show fundraiser for Conway Medical Center Auxiliary
- 31 Ed gave St James Middle School Speech in Socastee
- 31 Ed Live at six and judged Costume Contest in Murrells Inlet

Thursday, October 27th.. WPDE aired a live 30 minute debate between the three candidates for Myrtle Beach Mayor moderated by Jim Heath in our studios

## December 2005 Ascertainment for the News Department

- 02 Ed at CFHS Performing Arts Play Carolina Forest  
 02 Ted, Von, and Kyle in the Loris Christmas Parade  
 03 Ed, Rebecca and Jim in the Murrells Inlet Christmas Parade  
 03 Joel, Candace, and Ted in the Myrtle Beach Holiday Parade  
 03 Kyle and Von in the Hartsville Christmas Parade  
 03 Brian, Candace, and Kyle and in Aynor Christmas Parade  
 04 Ed, Ted, and Victoria in the Georgetown Christmas Parade 04 Allyson and  
 Tonya in the Darlington Christmas Parade  
 09 Ed gave Seaside Elem. Speech Garden City  
 10 Ed, Allyson, Jim, Brian, Joel, Rebecca, Ted and Kyle in the Conway Christmas Parade  
 10 Ed at Kids Time Christmas Party Myrtle Beach  
 10 Ed, Allyson, Victoria, Joel, and Jim Surfside Christmas Parade  
 10 Ed and Brian in the North Myrtle Beach Christmas Parade  
 11 Ed and Tonya in the Johnsonville Christmas Parade  
 12 Ed gave Georgetown Rotary Speech  
 13 Ed Live Christmas Town 6pm Myrtle Beach  
 14 Ed Live Inlet Square Mall Blood Drive 6pm and 12noon Murrells Inlet  
 15 Ed Kiwanas Christmas Party MC Conway  
 17 Allyson, Jim, and Kyle in the Florence Christmas Parade  
 21 Ed gave Kingston Elem Afterschool Speech Conway  
 21 Ed gave St James HS Journalism Speech Murrells Inlet

We began our 25th anniversary year with Carolina Hometowns. Stories that air each Friday at 6pm spotlighting a different town in our viewing area.

- December 2nd... Conway  
 December 9th... Darlington  
 December 16th... Georgetown  
 December 23rd... Latta  
 December 30th.. Blenheim

2 — December 14th.. WPDE sponsored a blood drive with the American Red Cross at Inlet Square Mall in Murrells Inlet and Magnolia Mall in Florence



# TOPICS

## 4<sup>th</sup> Quarter Healthy Living



### Today's Health #12

- ❖ Taking charge of your health

### Today's Health #13

- ❖ Cardiovascular health



### Parenting & Beyond #10

- ❖ Bathroom basics
- ❖ Planning for flu shots

2

### Parenting & Beyond #11

- ❖ Family nutrition, health & safety

2



HEALTHY



LIVING

# Program Facts

2

**TITLE:** HEALTHY LIVING 4<sup>th</sup> QUARTER 2005:  
Today's Health (2 Half-Hour Specials)  
Parenting and Beyond (2 Half-Hour Specials)

**4<sup>th</sup> QUARTER  
BROADCAST  
WINDOWS:**

<b>Parenting &amp; Beyond 10:</b>	<b>October 21, 2005 – January 1, 2006</b>
<b>Today's Health 12:</b>	<b>October 21, 2005 – January 1, 2006</b>
<b>Today's Health 13:</b>	<b>November 18, 1005 – February 5, 2006</b>
<b>Parenting &amp; Beyond 11:</b>	<b>November 18, 1005 – February 5, 2006</b>

**BARTER SPLIT:** 3 ½ Minutes Network -- 3 ½ Minutes Local per show

**DESCRIPTION:** The newest installments of TWI's *Healthy Living* series, **Today's Health** and **Parenting and Beyond** are half-hour magazine shows that address some of today's hot-button issues.

**Today's Health** provides an extraordinary look at the latest innovations in medical and health related products and services. Hosted by tennis great Chris Evert, the Emmy-nominated program explores a full range of health, lifestyle and human interest stories, with input by medical and industry experts who provide valuable insight into the latest techniques, treatments and healthcare developments. From childhood learning disabilities and geriatric care to common ailments and specialized conditions, **Today's Health** helps viewers make healthier decisions in every aspect of their lives.



Hosted by actress and mother Cheryl Ladd, **Parenting and Beyond** is an Emmy Award winning series that shares valuable news and advice for today's active parents. It explores all aspects of child-rearing, from infancy through teens, and introduces products and ideas that make family life easier. From health and safety to education and nutrition, **Parenting and Beyond** is a vital resource to help parents raise healthy and happy children.



**PROMOTION:** VNRs and on-air promos will be available via satellite. Downlink coordinates will follow. No product restrictions apply. Window included in the show for local billboards. Promotional kits will be mailed to stations. Uncut interviews and B-Rolls available for station use.

**SALES SUPPORT:** To assist in advertising and TV listings be sure to contact TWI with your air date as soon as possible. Air dates and times may be e-mailed to [rsultan@imgworld.com](mailto:rsultan@imgworld.com).





4

## DARLINGTON COUNTY SHERIFF'S OFFICE

1621 HARRY BYRD HWY/ P.O. BOX 783  
DARLINGTON, SOUTH CAROLINA 29532  
SHERIFF W. G. CAMPBELL

TELEPHONE (843) 398-4501

FAX (843) 398-4502

Mr. Billy Huggins, General Manager  
WPDE – TV  
P.O. Box 51190  
Myrtle Beach, S.C. 29579

December 13, 2005

Dear Mr. Huggins,

Please let me take this opportunity to thank you and your staff for another successful year in our partnership with Grand Strand and Pee Dee's Most Wanted.

As usual, all of those who have a hand in the effort have surpassed themselves and it is much appreciated by law enforcement. It again is a joy to work with Jim and Arthur, however, many hands, too numerous to mention, are equally appreciated.

May each of you have a very Merry Christmas and a Happy New Year, as well as a successful 2006.

Sincerely,

A handwritten signature in cursive script, appearing to read "Robin Bryant".

Lt. Robin Bryant

*L. Wina*



4

*Local TV Puts the Brakes on Drunk Driving*

**STATION PARTICIPATION LETTER**

Dear **Billy**,

Thank you for your participation in the TVB/Ad Council **PROJECT ROADBLOCK** project. **WPDE-TV** has volunteered to run at least the following number of spots:

**Mon-Sat., 12/26-12/31/05: 40**

**Estimated Value \$: 6,000.00**

PSA's will be shipped/available for download on or about December 1, 2005.

Sincerely,

*Chris Rohrer*

<< To Homepage

**Linda McCaskill**

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**From:** "Billy Huggins" <whuggins@wpde.com>  
**To:** "Linda McCaskill" <linda@wpde.com>  
**Sent:** Thursday, November 17, 2005 1:47 PM  
**Subject:** Fw: Telescope Viewing in Murrells Inlet

5

Use this on ascertainment  
 — Original Message —

**From:** TV15WX@aol.com  
**To:** whuggins@wpde.com  
**Sent:** Thursday, November 17, 2005 12:33 AM  
**Subject:** Telescope Viewing in Murrells Inlet

Billy...

Thought you and/or Melissa would like to see the email below. Apparently the telescope viewing went well. Ugh....feeling sick...gotta go!

Ed

**Subj:** Hi Ed, Steve From the Skygazers  
**Date:** 11/16/2005 9:21:43 P.M. Eastern Standard Time  
**From:** artguy@sccoast.net  
**To:** TV15WX@aol.com  
*Sent from the Internet (Details)*

Hi Ed, how've you been? It's been a while but I wanted to drop you a line and tell you how grateful I am for your on-air promotional efforts in support of our public telescope viewing at Marsh Walk last Saturday. Everyone had a great time. Many of the folks that stopped by mentioned that they heard your mention of the event. Our club just turned one year old and we're now an officially registered non-profit organization. We hope to have more public viewings in the next few months. Winter is great for clear skies but it's sometimes hard to get the public out in the cold for any period of time. Sidewalk viewings are nice because we can set up where the public is already out and about. Most if not all are excited about looking through a telescope, some for the first time in their lives.

I hope that you'll be able to join us sometime soon. A few of us go down to Huntington Beach State Park on Saturday nights when the weather permits. The skies down there are surprisingly dark and great for astrophotography. A light dome to the north from MB and a small one to the south from Litchfield but East, West and over head is very dark. Milky Way clearly visible. It's worth the trip just for the meteor show alone. You're welcome to join us anytime.

Here's some of my latest astro shots taken with my LX200 and Canon 20D (first few pages):  
<http://photobucket.com/albums/y67/Nighthd/Astrophotography/>

These are shots taken with my 100-400L telephoto lens and Canon 20D piggy-backed on top of my scope.  
<http://photobucket.com/albums/y67/Nighthd/Astrophotography/Piggy%20Back/>

Check out the lightning and Moon shot taken at the Garden City Pier on this page (lucky shot).  
<http://photobucket.com/albums/y67/Nighthd/Atmospheric%20and%20Weather/>

Thanks again Ed for your help in making our Marsh Walk public viewing a success.

Take care,

Steve Ellwood  
 Grand Strand Skygazers  
[www.skygazers.org](http://www.skygazers.org)

11/18/2005

**Linda McCaskill**

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**From:** "Michelle Camp" <mcamp@wpde.com>  
**To:** "Linda McCaskill" <linda@wpde.com>  
**Sent:** Wednesday, December 21, 2005 10:26 AM  
**Subject:** Fw: Limos For Learning - AP Wire Release

1

You can put this in the public file. Michelle

— Original Message —

**From:** Betsy Ross  
**To:** 'Jim Heath' ; [tbrown@wpde.com](mailto:tbrown@wpde.com) ; [allyson@wpde.com](mailto:allyson@wpde.com)  
**Cc:** [lee@wpde.com](mailto:lee@wpde.com) ; 'Michelle Camp'  
**Sent:** Wednesday, December 21, 2005 9:40 AM  
**Subject:** Limos For Learning - AP Wire Release

"Thank you" is an inadequate expression of our appreciation for your support. However, until you are "better paid," we hope you will accept our sincere appreciation for your invaluable support. Without your help, we would not be in the position of taking our program to the next level.

I wanted to share a bit of news with you – Apparently AP Wire picked up an article by the Florence Morning News written in response to your coverage of the Literacy Reward Days (unless you guys had something to do with this?). I received a phone call yesterday morning from a friend in Alabama who heard about our Pee Dee program events on the John Boy and Billy syndicated radio talk show. Apparently they picked it up from the AP story (which, by the way is not quite right as we do NOT reward good grades – oh, well). When I did a Google News search, we were amazed to see stations from New Hampshire, Ohio, Maine and Florida to California on the west coast have posted the AP story (ABC, NBC) – and the list continues to grow every hour!

Thanks to everyone at WPDE – without your interest and willingness to take a chance on my "crazy little idea that WORKS," thousands of kids in SC would not be smiling today because they became better readers.

Happy holidays,

Betsy  
864-923-3179

Limos For Learning: Rewarding Kids on the Road to Reading Excellence!  
[www.LimosForLearning.org](http://www.LimosForLearning.org)



OUTREACH ACTIVITY DESCRIPTION FORM

Year: 2005

Name of Activity: Job Fair - SCBA

Description of Initiative:

Every year, the South Carolina Broadcasters Association hosts a job fair in Columbia for students entering the field of Radio or Television News, Sales and Production.

This year, Lee Camp and I attended.

I gathered resumes for news and production. I interviewed

approximately 20 students for a reporter position I had available.

Upon returning to the station

I set up 2nd interviews with 2 of the candidates and hired

Ashley Blackstone. Below are a list of the schools that participated

USC, College of Charleston,

Newberry College, Morris College

Furman University

- Completed by:

Victoria Specko

News Director

WPDE Newschannel 15



April 7, 2005

Ms. Victoria Spechko  
WPDE-TV  
1194 Atlantic Ave.  
Conway, SC 29526

Dear Victoria:

Thank you so much for your station's participation in the SCBA Job Fair April 5, 2005 in Columbia. This year's event was a great success due to the strong support from our member stations. Over 75 radio and television stations were represented and over 150 broadcasting students from all across the state actually attended!

The event provided students a unique and valuable opportunity to learn first hand about career options in the broadcasting industry in SC. By having your management, human resources and other hiring personnel on hand, students were able to receive counsel, submit their resumes, network and gain information about your station.

We hope the Job Fair was beneficial to your company's recruiting efforts and we appreciate your participation in supporting the next generation of SC broadcasters.

Sincerely,

Karen Nettles  
Executive Assistant

## PSA/PROMO REPORT October 05

- 4 Promo Most Wanted Half Hour Show  
An half-hour crimestoppers show produced with local law enforcement officers to bring criminals to justice. (WPDE-TV 15/WWMB UPN 21)
- 1 Promo B & C Kids Time Kids Club :15  
Co-sponsored by WPDE TV 15 with Burroughs and Chapin. Monthly Kids Club meetings for children involving education and recreation. (WPDE-TV 15/WWMB UPN 21)
- 3 Promo Recycle :30  
Co-sponsored by WPDE TV 15 with the Horry County Solid Waste Authority. Promotes recycling of newspaper, plastic and aluminum in the schools. Kids get prizes at the end of the month. (WPDE-TV 15/WWMB UPN 21)
- 1 Promo CMC Backpack Buddies :30  
Co-sponsored by WPDE TV with Conway Medical Center. Underprivileged children receive backpacks every weekend filled with food. (WPDE-TV 15/WWMB UPN 21)
- 5 Promo Masters Mini-Golf Tournament :30  
Co-sponsored by WPDE TV. A miniature golf tournament that brings in two thousand tourists the area for the weekend. (WPDE-TV 15/WWMB UPN 21)
- Promo Legislative Pig Pickin' :30  
Co-sponsored by WPDE TV with the Coastal Carolina Association of Realtors. Meet the local, state and national politicians which represent this area. (WPDE-TV 15/WWMB UPN 21)
- 2 Promo Return to the Beach 6 :30  
Co-sponsored by WPDE TV 15. A PT Cruiser car show. Proceeds benefit the Muscular Dystrophy Association. (WPDE-TV 15/WWMB UPN 21)
- 3 Promo Environmental Eagle :30  
Co-sponsored by WPDE TV 15 with the Horry County Solid Waste Authority. Every year one environmentally minded citizen receives an award for conservation efforts and environmental awareness. (WPDE-TV 15/WWMB UPN 21)

2

Promo

**Big Fish Tournament :30**

Co-sponsored by WPDE TV 15. Proceeds benefit the Parker Miracle House, a home for families to stay while receiving cancer treatment.  
(WPDE-TV 15/WWMB UPN 21)

2

Promo

**Kids' Health/Safety Fair :30**

Co-sponsored by WPDE TV with the Colonial Mall and Loris Healthcare Systems. Kids received health and safety instruction and WPDE Safety coloring books.  
(WPDE-TV 15/WWMB UPN 21)

## PSA/PROMO REPORT November 05

- Promo      **Most Wanted Half Hour Show**  
An half-hour crimestoppers show produced with local law enforcement officers to bring criminals to justice. (WPDE-TV 15/WWMB UPN 21)
- Promo      **Myrtle Beach Mayoral Debate/Run-off**  
An half-hour live debate and a live debate run-off, both produced by WPDE TV 15 to discuss the election issues. (WPDE-TV 15/WWMB UPN 21)
- Promo      **B & C Kids Time Kids Club :15**  
Co-sponsored by WPDE TV 15 with Burroughs and Chapin. Monthly Kids Club meetings for children involving education and recreation. (WPDE-TV 15/WWMB UPN 21)
- Promo      **Recycle :30**  
Co-sponsored by WPDE TV 15 with the Horry County Solid Waste Authority. Promotes recycling of newspaper, plastic and aluminum in the schools. Kids get prizes at the end of the month. (WPDE-TV 15/WWMB UPN 21)
- Promo      **CMC Backpack Buddies :30**  
Co-sponsored by WPDE TV with Conway Medical Center. Underprivileged children receive backpacks every weekend filled with food. (WPDE-TV 15/WWMB UPN 21)
- 5      Promo      **Downtown Goes Uptown :30**  
Co-sponsored by WPDE TV. A semi-formal community event to benefit Conway's Downtown Revitalization Committee. (WPDE-TV 15/WWMB UPN 21)
- |      Promo      **Christmas Child Golf Tournament :30**  
Co-sponsored by WPDE TV. A golf tournament to benefit the McDonald's Angel Tree project for Christmas. (WPDE-TV 15/WWMB UPN 21)
- |      Promo      **Toys for Tots :30**  
Co-sponsored by WPDE TV 15. A month long Christmas Toy Drive for children. (WPDE-TV 15/WWMB UPN 21)
- |      Promo      **Krispy Kreme Toys :30**  
Co-sponsored by WPDE TV 15 with Krispy Kreme Donuts. A live toy drive in conjunction with the Salvation Army for Christmas.

(WPDE-TV 15/WWMB UPN 21)

14 3

Promo

Doobie Brothers Concert :30

Co-sponsored by WPDE TV 15. Proceeds benefit the Katrina Fund with the American Red Cross.

(WPDE-TV 15/WWMB UPN 21)

PSA/PROMO REPORT December 05

- Promo Most Wanted Half Hour Show  
An half-hour crimestoppers show produced with local law enforcement officers to bring criminals to justice. (WPDE-TV 15/WWMB UPN 21)
- Promo B & C Kids Time Kids Club :15  
Co-sponsored by WPDE TV 15 with Burroughs and Chapin. Monthly Kids Club meetings for children involving education and recreation. (WPDE-TV 15/WWMB UPN 21)
- Promo Recycle :30  
Co-sponsored by WPDE TV 15 with the Horry County Solid Waste Authority. Promotes recycling of newspaper, plastic and aluminum in the schools. Kids get prizes at the end of the month. (WPDE-TV 15/WWMB UPN 21)
- 5 Promo Pepsi Carolina Classic :30  
Co-sponsored by WPDE TV. A high school basketball tournament featuring the best local high school basketball players. (WPDE-TV 15/WWMB UPN 21)
- Promo Christmas Child Golf Tournament :30  
Co-sponsored by WPDE TV. A golf tournament to benefit the McDonald's Angel Tree project for Christmas. (WPDE-TV 15/WWMB UPN 21)
- Promo Toys for Tots :30  
Co-sponsored by WPDE TV 15. A month long Christmas Toy Drive for children. (WPDE-TV 15/WWMB UPN 21)
- Promo Krispy Kreme Toys :30  
Co-sponsored by WPDE TV 15 with Krispy Kreme Donuts. A live toy drive in conjunction with the Salvation Army for Christmas. (WPDE-TV 15/WWMB UPN 21)
- 7 Promo Limos for Learning :30  
Co-sponsored by WPDE TV 1. An educational reading program for 3<sup>rd</sup> grade students. The award is a limousine ride to lunch. (WPDE-TV 15/WWMB UPN 21)

WPDE/WWMB PSA LIST (October) Revised 9/28/05

8001	NATIONAL COMMISSION ON WRITING	:60	UFN
8002	PREVENTING IDENTITY THEFT	:60	UFN
8003	FAITH IN ACTION: INDEPENDENCE FOR SENIORS	:60	UFN
8501	FLU VACCINE	:60	3/31/2006
8502	ALZHEIMER'S ASSOCIATION	:60	UFN
8503	SECOND HAND SMOKE & BABIES	:30	UFN
8504	CANS FOR HABITAT: RECYCLING	:30	UFN
8505	STEVE SPURRIER: BUCKLE UP	:30	UFN
8506	(NCSA) SHIELD OF FREEDOM	:30	12/31/2005
8507	(NCSA) SOLDIER'S CREED	:30	12/31/2005
8508	ONLINE EXPLOITATION OF YOUTH	:30	UFN
8509	BOOSTER SEAT EDUCATION	:30	UFN
8510	HORRY COUNTY MUSEUM	:30	UFN
8511	ENERGY STAR: GLOBAL WARMING (EPA)	:30	6/9/2006
8512	(NCSA) NATIONAL GUARD: I AM	:15	12/31/2005
8513	HURRICANE HUNTER: AIR FORCE RESERVE	:30	10/30/2005
8514	UNICEF: KIDS HELPING KIDS	:30	UFN
8515	AMERICAN HISTORY RESOURCE: LOCAL.GOV	:30	7/11/2006
8516	STEROID ABUSE & YOUNG MEN	:30	UFN
8517	UNITED WAY: SPB	:30	UFN
8518	HABITAT HURRICANE REBUILDING	:30	UFN
8519	EARLY CHILDHOOD DEVELOPMENT: LAUNDROMAT	:30	2/16/2006
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8521	CHILDHOOD ASTHMA: FIGHT	:30	7/11/2006
8522	HOPE: A PHONE CALL AWAY (RUNAWAYS)	:30	UFN
8523	IMAGINE: AMNESTY INTERNATIONAL	:20	12/30/2005
8524	BLOWN ENGINE: METH	:20	12/31/2005
8525	MEDIC ALERT: CHER	:20	UFN
8526	FUND FOR ANIMALS: SPAY OR NEUTER	:20	UFN
8527	LIVING IN CHAOS: ALCOHOLICS ANONYMOUS	:15	UFN
8528	SAVE ENERGY: SUPER POWERS	:15	UFN
8529	CIVITAN: JAKE DELHOMME/SPECIAL NEEDS	:15	UFN
8530	KIDS NEED FLU VACCINE TOO	:15	Mar-06
8531	REACH: INTEGRITY	:15	UFN
8532	VOICES FOR RECOVERY: ARTIST	:15	UFN
8533	NATIONAL PEST MANAGEMENT: KIDS	:15	UFN
8534	AMERICA ON THE MOVE	:15	UFN
8535	KIDS EXPLORE CLUB: CLOSER TO NATURE	:15	UFN
8536	WWW.FIRSTGOV.GOV	:10	UFN
8537	HURRICANE KATRINA FOR SCHOOLS	:10	UFN
8538	CHECK YEARLY, SEE CLEARLY	:60	UFN

WPDE/WWMB PSA LIST (October) Revised 10/28/05

8506	(NCSA) SHIELD OF FREEDOM	:30	12/31/2005
8507	(NCSA) SOLDIER'S CREED	:30	12/31/2005
8512	(NCSA) NATIONAL GUARD: I AM	:15	12/31/2005
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006

11/4

# November PSA revision

## WPDE/WWMB PSA LIST (November) Revised 11/04/05

8001	NATIONAL COMMISSION ON WRITING	:60	UFN
8002	PREVENTING IDENTITY THEFT	:60	UFN
8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
8501	FLU VACCINE	:60	3/31/2006
8502	ALZHEIMER'S ASSOCIATION	:60	UFN
8503	MARCH OF DIMES: PREMATURE BIRTH	:30	UFN
8504	CANS FOR HABITAT: RECYCLING	:30	UFN
8505	PUT IT IN WRITING: AMERICAN HOSPITAL ASSOC.	:30	UFN
<b>8506</b>	<b>AMERICAN INDIAN HERITAGE: Taking Care of the Gifts</b>	<b>:30</b>	<b>12/31/2005</b>
8507	(NCSA) SOLDIER'S CREED	:30	12/31/2005
8508	ONLINE EXPLOITATION OF YOUTH	:30	UFN
8509	BOOSTER SEAT EDUCATION	:30	UFN
8510	HORRY COUNTY MUSEUM	:30	UFN
8511	ENERGY STAR: GLOBAL WARMING (EPA)	:30	6/9/2006
8512	(NCSA) NATIONAL GUARD: I AM	:15	12/31/2005
8513	CHILDREN IN NEED: RONALD MC DONALD HOUSE	:30	UFN
8514	UNICEF: KIDS HELPING KIDS	:30	UFN
8515	EMBRACE THE CHANGE: HIRE DISABLED	:30	UFN
8516	WEIGHT LOSS & ESSENTIAL NUTRITION	:30	UFN
8517	UNITED WAY: CAMERON	:30	UFN
8518	HABITAT HURRICANE REBUILDING	:30	UFN
8519	EARLY CHILDHOOD DEVELOPMENT: LAUNDROMAT	:30	2/16/2006
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8521	CHILDHOOD ASTHMA: FIGHT	:30	7/11/2006
8522	HOPE: A PHONE CALL AWAY (RUNAWAYS)	:30	UFN
8523	CHILDREN'S CANCER CENTER: HOLIDAY ART	:20	12/30/2005
8524	BLOWN ENGINE: METH	:20	12/31/2005
8525	MEDIC ALERT: CHER	:20	UFN
8526	ALATEEN: "FEELINGS"	:20	UFN
8527	LIVING IN CHAOS: ALCOHOLICS ANONYMOUS	:15	UFN
8528	DON'T FORGET AMERICA'S VETS	:15	UFN
8529	CIVITAN: JAKE DELHOMME/SPECIAL NEEDS	:15	UFN
8530	KIDS NEED FLU VACCINE TOO	:15	Mar-06
8531	REACH: INTEGRITY	:15	UFN
8532	VOICES FOR RECOVERY: ARTIST	:15	UFN
8533	AMERICAN KENNEL CLUB: "KID'S PROMISE"	:15	UFN
8534	AMERICA ON THE MOVE	:15	UFN
8535	BOYS & GIRLS CLUB NATIONAL HOTLINE	:15	UFN
8536	WWW.FIRSTGOV.GOV	:10	UFN
8537	HURRICANE KATRINA FOR SCHOOLS	:10	UFN
8538	CHECK YEARLY, SEE CLEARLY	:60	UFN

## WPDE/WWMB PSA LIST (November) Revised 11/04/05

8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
8507	(NCSA) SOLDIER'S CREED	:30	12/31/2005
8512	(NCSA) NATIONAL GUARD: I AM	:15	12/31/2005
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006

**WPDE/WWMB PSA LIST (December) Revised 11/29/05**

8001	ENERGY STAR: PREVENT POLLUTION	:60	UFN
8002	BLOOD DONATION	:60	UFN
8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
8501	FLU VACCINE	:60	3/31/2006
8502	ALZHEIMER'S ASSOCIATION	:60	UFN
8503	MARCH OF DIMES: PREMATURE BIRTH	:30	UFN
8504	HOLIDAY BEAUTY: BATTERY RECYCLING	:30	UFN
8505	PUT IT IN WRITING: AMERICAN HOSPITAL ASSOC.	:30	UFN
8506	AMERICAN INDIAN HERITAGE: Taking Care of the Gifts	:30	12/31/2005
8507	(NCSA) SOLDIER'S CREED	:30	12/31/2005
8508	ONLINE EXPLOITATION OF YOUTH (NEW SPOT)	:30	UFN
8509	BOOSTER SEAT EDUCATION	:30	UFN
8510	HORRY COUNTY MUSEUM	:30	UFN
8511	SECURITY INVESTMENT PROTECTION	:30	UFN
8512	(NCSA) NATIONAL GUARD: I AM	:15	12/31/2005
8513	CHILDREN IN NEED: RONALD MC DONALD HOUSE	:30	UFN
8514	FRAGILE X SYNDROME	:30	UFN
8515	EMBRACE THE CHANGE: HIRE DISABLED	:30	UFN
8516	WEIGHT LOSS & ESSENTIAL NUTRITION	:30	UFN
8517	UNITED WAY OF HORRY COUNTY	:30	UFN
8518	HABITAT HURRICANE REBUILDING	:30	UFN
8519	EARLY CHILDHOOD DEVELOPMENT: LAUNDROMAT	:30	2/16/2006
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006
8521	CHILDHOOD ASTHMA: FIGHT	:30	7/11/2006
8522	HOPE: A PHONE CALL AWAY (RUNAWAYS)	:30	UFN
8523	CHILDREN'S CANCER CENTER: HOLIDAY ART	:20	12/30/2005
8524	BLOWN ENGINE: METH	:20	12/31/2005
8525	SHRINERS CHILDREN'S HOSPITALS	:20	UFN
8526	ALATEEN: "FEELINGS"	:20	UFN
8527	LIVING IN CHAOS: ALCOHOLICS ANONYMOUS	:15	UFN
8528	DON'T FORGET AMERICA'S VETS	:15	UFN
8529	CIVITAN: JAKE DELHOMME/SPECIAL NEEDS	:15	UFN
8530	KIDS NEED FLU VACCINE TOO	:15	Mar-06
8531	MAKE-A WISH FOUNDATION	:15	UFN
8532	LINKAGES TO LIFE: ORGAN DONOR	:15	UFN
8533	AMERICAN KENNEL CLUB: "KID'S PROMISE"	:15	UFN
8534	AMERICA ON THE MOVE	:15	UFN
8535	BOYS & GIRLS CLUB NATIONAL HOTLINE	:15	UFN
8536	WWW.FIRSTGOV.GOV	:10	UFN
8537	HURRICANE KATRINA FOR SCHOOLS	:10	UFN
8538	CHECK YEARLY, SEE CLEARLY	:60	UFN

**WPDE/WWMB PSA LIST (DECEMBER) Revised 11/04/05**

8003	(NAB) PSA CONSTITUENTS SERVICES	:60	UFN
8507	(NCSA) SOLDIER'S CREED	:30	12/31/2005
8512	(NCSA) NATIONAL GUARD: I AM	:15	12/31/2005
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2006