

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00 AM	Weather/Local and Current Events - 3 minutes						A Joyful Noise with Jim Morgan
7:30 AM	The Morning Show with Jim Morgan						
8:00 AM							
8:30 AM							
9:00 AM	Weather :60						
9:30 AM	PSA - Humane Society of North Myrtle Beach :60 sec. Adoptions/Donations						
10:00 AM						Surf Countdown Jay Kinlaw	
10:30 AM	Traffic :60						
11:00 AM	Weather/Local and Current Events - 3 minutes						
11:30 AM	The Jim Quick Radio Show						
12:00 PM							
12:30 PM						Atlantic Coast Mortgage with Wayne Page - 3 minutes Loans/Brokerage	
1:00 PM	Weather :60		PSA - HSNMB			On The Beach With Charlie Brown	
1:30 PM							
2:00 PM	Traffic :60						
2:30 PM							
3:00 PM	Weather/Local and Current Events - 3 minutes						
3:30 PM	The Traffic Jam with DJ Heavy						
4:00 PM							
4:30 PM							
5:00 PM							
5:30 PM							
6:00 PM						Fat Harold's LIVE with Jay Kinlaw	
6:30 PM						Swampsoul With Jim Quick	
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM							
11:00 PM							
12:00 AM							
1:00 AM							
2:00 AM							
3:00 AM							
4:00 AM							
5:00 AM							
6:00 AM							

 Carolina Beach Music and Classic Hits Auto Programming

2022 4th Quarter



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WVCO, Loris, South Carolina
Quarterly Issues/Programs Report/4Q 2022

As shown on the attached program schedule (specific times, shows, and program segments are identified in the schedule), each week WVCO The Surf broadcasts a variety of shows, public announcements, weather updates, traffic reports, animal adoption features, local event announcements, consumer opportunities, financial programming, and other similar content that discusses issues of interest to the Loris community and the surrounding area which includes beach and vacation communities from Georgetown to Wilmington, NC.

Most traffic and weather announcements and updates are 30 – 60 seconds long, but the precise length depends on the nature of the material. Local and current events are discussed for periods of time from 60 seconds long to up to 3 minutes long, depending on what events and news there is to report.

Each weekday the station airs public service announcements in collaboration with the Humane Society of North Myrtle Beach to educate the community about pet adoption opportunities, the importance of spaying/neutering pets, and how to help the Humane Society. These 60-second segments are a listener favorite and support the significant efforts of the Humane Society to education the public about our furry friends. Every Wednesday the station spotlights a shelter pet for adoption.

- The Atlantic Coast Mortgage Show with Wayne Page is a four-minute segment that identifies consumer and financial matters, home ownership, and tax issues.

During the program segments listed above, the station routinely discusses some of the following issues that are important to our listeners:

*Because our listeners include beach communities and tourists, weather is always important. It doesn't matter if it's going to be sunny and warm, rainy and humid, windy, hurricane approaching, thunderstorms, or cold, our listeners want updates on weather throughout the day so that they can prepare for their days and for their fun. Weather provided by **WBTW NEWS 13**

* Because our listeners include residents as well as beach communities and tourists, traffic is always important. We keep listeners updated on the flow of traffic, infrastructure repairs and maintenance that affects traffic, accidents that affect traffic, how weather affects traffic—about anything traffic related is to our listeners from information provided by **SCDOT**

*Pet adoption and pet care are important to our listeners, and our Humane Society announcements educate the community about these issues. Participating shelters include **Grand Strand Humane Society** and **Humane Society of North Myrtle Beach**. 94.9 The Surf promotes **"The Pet Of The Day"** and all fundraisers by our Humane Societies.

*Taxes, finances, and consumer issues are important to our listeners, and as indicated above, we provide information about these issues every weekday. Also, how to get home loans, tips for qualifying for lower mortgage rates and related issues with Wayne Page from **Atlantic Coast Mortgage**.

*We tell listeners about local and community events that are important to enjoying life in our community and at the beach, including local church youth programs and vacation bible schools. Participating churches include: King of Glory Lutheran Church, Little River Methodist, OD Church of the Lost and Found, Waterbrook Community Church and The Myrtle Beach Church of Christ.

*We announced for TR Cancer Fighters 501c3, Toys for Tots Christmas Drive 501c3 and Women of Hope 501c3

*We announced for NMB Humane Society Annual Events including Caterday Night Fever Fundraiser

*We participated in Society of Stranders & JR SOS Events

*We announced for Brunswick and Horry County, Public Health Services

*We announced for Intracoastal Christmas Regatta 2022 Fundraising

*We announced for The Long Bay Symphony schedules and shows.

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