



WKZQ -FM  
96.1 MHz  
NM License, LLC  
Forestbrook

## QUARTERLY ISSUES AND PROGRAMS REPORT

July 01, 2023-September 30, 2023

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SUBMITTED BY: TARA HARDER

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## **PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS**

(6-10A,10A-3P,3p-7p,7p-12a, 12a-12a, on-air liners, station websites) All stations promoted and Helping Hand's Pack the Pantry Summer Food Drive. This promotion encouraged donations for our local food pantry.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, on-air liners, station websites) Sponsored and promoted the 4th Annual HWY 15 Back to School Bash. All stations helped collect school supplies for students in need within Horry County. Donation drop off points were listed on each radio station website. We have helped supply over 4,000 students/families with school supplies since the beginning of the drive (4 years ago)

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, on-air liners, station websites) Promoted and hosted a free HIV testing in our radio station parking lot on National HIV Testing Day. National HIV Testing Day highlights the importance of HIV testing for everyone.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, station websites) Ran :15 sponsorships on each station promoting the speakeasy fundraiser to increase awareness and prevention of human trafficking within our community.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, ) Ran commercials for the Palmetto Literacy Council Young Author Awards and Book Drive. They are a 501c3 organization educating children and adults. Their tutoring services are free.

Coverage Addressing the Following Issues:

- 1) Hunger Awareness
- 2) School Supply Drive
- 3) Health Awareness
- 4) Sex Trafficking Awareness
- 5) Literacy/Education Awareness



**Careteam+**

FAMILY HEALTH & SPECIALTY CARE

# SOUTHERN HIV/AIDS AWARENESS DAY

**SATURDAY AUG 19  
11A-3P  
DBC RADIO  
1016 OCALA ST  
MYRTLE BEACH**

**DETAILS AT  
961WKZQ.COM**





**Careteam+**  
FAMILY HEALTH & SPECIALTY CARE

**No matter who you are,  
HIV testing is right for you.**

Join Careteam Plus in collaboration  
with DBC Radio and local food trucks for

*Southern HIV/AIDS Awareness Day*

**Know for sure. Get tested.**

#knowyourstatus



JOIN US AT DBC RADIO

**SATURDAY, AUGUST 19TH**

**1016 OCALA ST, MYRTLE BEACH, SC | 11 AM - 3 PM**

**\$5 FOOD TRUCK TICKETS WILL BE AVAILABLE TO THE FIRST 20 ELIGIBLE HIV TESTS.  
FOR MORE INFORMATION PLEASE CALL OUR PREVENTION TEAM AT (843) 234-0005.**





Tara Harder &lt;tharder@dbcradio.com&gt;

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**Re: Q3-PUBLIC FILE**

1 message

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**Ron "Crash" Kissell** <crash@dbcradio.com>  
To: Tara Harder <tharder@dbcradio.com>

Fri, Sep 22, 2023 at 9:33 AM

I helped with the Adaptive Surf Wheel to Surf event this month.

On Fri, Sep 22, 2023 at 9:17 AM Tara Harder <tharder@dbcradio.com> wrote:  
Good Morning,

Please let me know ( If you haven't already) if you talked on air or were/will be involved in any PSA events from July--end of this month. I will include them in your station's public file report.

Dave- if you can put your PSA sheet under my door or on my desk by the end of next week that would be great!

Thanks!

*Tara Harder*

Traffic Manager

DBC Radio of Myrtle Beach

tharder@dbcradio.com

1016 OCALA STREET

MYRTLE BEACH, SC 29577

843-446-8029



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Good vibes always,

Crash



Ron **"CRASH"** Kissell

96.1 WKZQ - Dick Broadcasting Co. Inc.

PD / PM Drive 3:00P- 7:00P WKZQ

**1016 Ocala St. Myrtle Beach, SC 29577**

843 448 1041 ext. 308

**Direct Line 843-839-2667**

**[www.961wkzq.com](http://www.961wkzq.com)**



Tara Harder &lt;tharder@dbcradio.com&gt;

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## Traffic Billboards for PSAs

1 message

**Beth Simmons** <bsimmons@dbcradio.com>

Tue, Aug 1, 2023 at 10:12 AM

To: Tara Harder &lt;tharder@dbcradio.com&gt;, Trimeshia Pringle &lt;tpringle@dbcradio.com&gt;

Cc: Zack Williams &lt;zwilliams@dbcradio.com&gt;, Ron Crash Kissell &lt;crash@dbcradio.com&gt;, Scott Mann

&lt;smann@dbcradio.com&gt;, Dave Priest &lt;dpriest@dbcradio.com&gt;, Ricky Pegram &lt;rroberts@dbcradio.com&gt;, Charlie Steele &lt;Csteele@dbcradio.com&gt;

Hi Tara and Meesha,

Can You schedule these Traffic PSA Billboards for things we are currently discussing on all stations?

Thank you,

Beth

### Traffic PSA Billboards

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#### HELPING HAND (END DATE 8/4/23)

There's still time to donate to Helping Hand's Pack the Pantry Summer Food Drive...details at (radio station website)

#### HWY 15 BACK TO SCHOOL SUPPLY DRIVE (END DATE 8/16/23)

The Highway 15 Back to School Bash is happening August 18th and we're collecting school supplies for students in need within Horry County. Find donation drop off points at (radio station website)

#### SOUTHERN HIV/AIDS AWARENESS DAY (END DATE 8/18/23)

(Radio Station) has teamed up with Careteam+ for Southern HIV/AIDS Awareness Day. Join us Saturday, August 19<sup>th</sup> from 11AM-3PM for Free HIV Testing, Food Trucks, Music & More at 1016 Ocala Street.

#### SPEAKEASY FUNDRAISER TO INCREASE AWARENESS AND PREVENTION OF HUMAN TRAFFICKING (END DATE 8/17/23)

Buy your ticket now for the speakeasy fundraiser to increase awareness and prevention of human trafficking within our community. Details at (radio website)

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**Beth Simmons**  
T&A Morning Co-Host  
DBC Promotion Director Myrtle Beach  
Business: (843) 448-1041



### **Celebrate National Family Literacy Month with Palmetto Literacy Council**

Friday, September 29, 2023 - FAMILY FUN NIGHT! 6 pm and ends at 9 pm Tickets must be purchased to attend. There will be games, refreshments, and so much fun. Saturday, September 30, 2023 - OPEN to the PUBLIC and FREE! Hours are 9 am to 3 pm. The Blood Connection will hold a blood drive on Saturday as well.

**Friday, September 29, 2023**, will be a FAMILY FUN NIGHT! The fun this evening begins at 6 pm and ends at 9 pm. **Tickets must be purchased to attend the Friday night festivities!** *Dress up as your favorite book character!*

**Author Awards** will be given to winners who write the best books. These awards will be judged by the CCU English Honors Society. There will be winners for Grades K-2, Grades 3-5, and Grades 6-8. Prizes for winners will be announced. Those who have won will receive a prize and the opportunity to read their books to an audience. Submit your book online to [info@palmettoliteracy.org](mailto:info@palmettoliteracy.org). If you can't scan your book--we know you'll illustrate it! Check with your local library to get help or contact [info@palmettoliteracy.org](mailto:info@palmettoliteracy.org). The rubric for judging will be posted soon!

Books will be for sale on Friday--ticket holders will get the first choice of our collection of over **6,000 gently and new books**. Authors of published books will offer their books for sale and to be autographed as well.

***There will be games, refreshments, and so much fun.***

**Saturday, September 30, 2023 - 9 am - 3 pm**, and is open to the public. **No admission-FREE**. Bring everyone who wants to add to their home library! The books are cheap and in great condition! Authors of published books will offer their books for sale.

The Blood Connection will hold a blood drive on Saturday as well.

*Celebrate the 90 year Anniversary of the  
END of PROHIBITION!*

*Supporting Youth Service Initiatives*

*Join us in our*

## **SPEAKEASY FUNDRAISER**

**To increase awareness and prevention  
of Human Trafficking in our communities**

Date: Thursday, August 24, 2023

Time: 6pm to 10pm

Location: 3001 Nightlife

920 Lake Arrowhead Rd. Myrtle Beach

*Live Entertainment*

*Hors d'oeuvres*

*Featured Guest Speakers*

*Ticket Price \$25 a Person*

**Purchase Tickets  
online by August 17th  
[3001nightlifemb.com](http://3001nightlifemb.com)  
843-232-7941**



**Sponsored by the NMB  
Rotary Club, 3001 Nightlife  
and numerous other sponsors**



**3001  
NIGHTLIFE**



Tara Harder &lt;tharder@dbcradio.com&gt;

## HWY 15 Back to School Supply Drive

1 message

Beth Simmons &lt;bsimmons@dbcradio.com&gt;

Thu, Jul 20, 2023 at 12:25 PM

To: Dave Priest <dpriest@dbcradio.com>, Scott Mann <smann@dbcradio.com>, Ricky Pegram <rroberts@dbcradio.com>, Ron Crash Kissell <crash@dbcradio.com>, Zack Williams <zwilliams@dbcradio.com>

Cc: Charlie Steele <Csteele@dbcradio.com>, Howard Nixon <hnixon@dbcradio.com>, Arthur Greene <agreene@dbcradio.com>, Gary Kyle <gkyle@dbcradio.com>, Tara Harder <tharder@dbcradio.com>

Hi Everyone,

Tomorrow will be the start to the HWY 15 Back to School Supply drive at participating Bojangles locations. All of our boxes will be at drop off locations through August 16th and then we will hand them out August 18th from 6-8PM. Right now we only have info on our websites for the donation part of the event. As we get closer, I will post a link for info for students in need within our community to accept donations.

The liner and web art is below...

### HWY 15 BACK TO SCHOOL SUPPLY DRIVE

\* Now through August 16th, we are collecting school supplies for students, K-5th, in need within Horry County

\* Supplies needed:

- Clear Backpacks
- Earbuds
- Markers
- Zipper Pouch
- #2 Pencils
- Colored Pencils
- Highlighters
- Composition Books
- Crayons
- Gluesticks

\* You can drop off your donated school supplies to participating Bojangles locations across the Grand Strand and our location at 1016 Ocala Street.

\* More info and drop off locations at (Radio Station!)

Thanks,

Beth

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**Beth Simmons**  
**T&A Morning Co-Host**  
**DBC Promotion Director Myrtle Beach**  
**Business: (843) 448-1041**

