

**Cumulus Media Quarterly Issues and Programs Reconciliation Report**

Station: WSSX

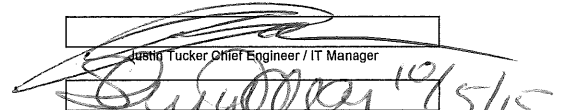
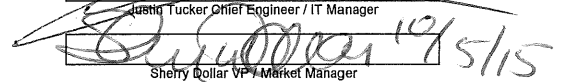
Quarter: 3

Year: 2015

Program	Air Date	Air Time
THE NEED FOR SUMMER BLOOD DONATIONS	July 5, 2015	6:01:13 AM
GIRLS AND THE ALL-IMPORTANT STEM STUDIES	July 12, 2015	6:02:16 AM
PROTECTING YOUR EYES AND PROLONGING SIGHT IN THE SUMMERTIME	July 19, 2015	6:00:05 AM
THE CHARLESTON COUNTY SCHOOL DISTRICT...EDUCATION THE CHILDREN OF MIGRANTS IN THE DISTRICT	July 26, 2015	6:00:04 AM
FREE HOME BUYING HELP IS AVAILABLE THRU FAMILY SERVICES	August 2, 2015	6:01:33 AM
THE OPPORTUNITY IS COMING FOR YOU TO WALK TO END ALZHEIMER'S DISEASE	August 9, 2015	6:00:43 AM
EFFORTS TO RAISE MONEY FOR SAFER PEDESTRIAN CONCERNS	August 16, 2015	6:02:22 AM
ESCAPING DOMESTIC VIOLENCE THRU "MY SISTER'S HOUSE"	August 23, 2015	6:01:19 AM
SIGHT IMPAIRED VETERANS OF AMERICA...ARE INVITING YOU TO GO BOWLING WITH THEM!	August 30, 2015	6:01:37 AM
THE INDEPENDENCE FIND...MAKING CHARLESTON THE HOME OF ITS EFFORTS	September 6, 2015	6:00:15 AM
LACE UP YOUR WALKING SHOES FOR THE ANNUAL AMERICAN HEART ASSOCIATION HEART WALK	September 13, 2015	Computer failed to Cue Audio
IT THE PINK!!!! TIME TO RACE FOR THE CURE	September 20, 2015	6:02:02 AM
DREAM CENTER CLINIC...WALK FOR HOPE	September 27, 2015	6:01:51 AM

Report Filed on 10-5-15 by:

Report Reviewed by

  
 Justin Tucker Chief Engineer / IT Manager  
  
 Sherry Dollar VP / Market Manager

WSSX

Affidavit

Cat	ID	Date	Aired	Sched	Length	Status	Description
COM	DA2000	15-07-05	06:01:13	06:00:00	29:11	on-air	RED CROSS SUMMER BLOO...
COM	DA2000	15-07-12	06:02:16	06:00:00	29:17	on-air	STEM SCOUTS
COM	DA2000	15-07-19	06:00:05	06:00:00	29:21	on-air	KIDS VISION
COM	DA2000	15-07-26	06:00:04	06:00:00	29:15	on-air	CCSD MIGRANT STUDENTS ...
COM	DA2000	15-08-02	06:01:33	06:00:00	29:13	on-air	FAMILY SERVICES HOMEBU...
COM	DA2000	15-08-09	06:00:43	06:00:00	29:16	on-air	ALZHEIMERS WALK
COM	DA2000	15-08-16	06:03:22	06:00:00	29:11	on-air	LINDSEY RANZ GOLF
COM	DA2000	15-08-23	06:01:19	06:00:00	29:15	on-air	[2]
COM	DA2000	15-08-30	06:01:37	06:00:00	29:17	on-air	BLIND VETS
COM	DA2000	15-09-06	06:00:15	06:00:00	28:47	on-air	LT DAN WEEKEND
COM	DA2000	15-09-20	06:02:02	06:00:00	29:16	on-air	RACE FOR THE CURE
COM	DA2000	15-09-27	06:02:51	06:00:00	29:15	on-air	DREAM CENTER CLINIC

Affidavit Options:

Start Date:

October 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

End Date:

September 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

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## THE NEED FOR SUMMER BLOOD DONATIONS

AIR DATE: JULY 5, 2015

GUEST: CANDY OLIVER SPOKESPERSON AND DONOR RECRUITER  
FOR THE AMERICAN RED CROSS/CHARLESTON

DISCUSSION CENTERED ON THE AMERICAN RED CROSS' NEVERENDING EFFORTS TO GET LOW COUNTRY RESIDENTS TO DONATE BLOOD. THE NEED IS ALWAYS HIGH...BUT IN THE SUMMER, DONATION RATES DROP. THIS IS BECAUSE OF VACATIONS AND A SUMMER ATTITUDE. THAT ATTITUDE DOES NOT ALWAYS MAKE ROOM FOR DONATIONS.

THE RED CROSS AND CUMULUS MEDIA TV PARTNER COUNTON2 RECENTLY HELD A BLOOD DRIVE. OLIVER SAYS IT WAS A GOOD DRIVE...AND THAT THERE WERE QUITE A FEW FIRST-TIME DONORS. SHE SAYS THAT IS ALWAYS GOOD NEWS.

WITH ALL THE HOSPITAL SYSTEMS IN THE LOW COUNTRY....THERE IS ALWAYS A DEMAND FOR BLOOD. IF THERE IS NOT ENOUGH...BLOOD MUST BE IMPORTED FROM OTHER STATES....AND THAT ADDS TO THE PRICE OF CARE A PATIENT GETS.

BLOOD PRODUCTS ARE ALWAYS NEEDED...FOR THOSE UNDERGOING SURGERIES...CANCER PATIENTS....SICKLE CELL PATIENTS....BLEEDERS....AND OTHERS.

THE RED CROSS HAS AN APP THAT CAN BE DOWNLOADED TO SMART PHONES. THRU THAT APP....ONE CAN SCHEDULE THEIR BLOOD DONOR TIME. IT'S A GREAT WAY TO HELP THE COMMUNITY WITH SOMETHING ONLY INDIVIDUALS MAKE.....BLOOD.

## GIRLS AND THE ALL-IMPORTANT STEM STUDIES

AIR DATE: JULY 12, 2015

GUESTS: JEN SANDI....GIRL LEADERSHIP EXPERIENCE SPECIALIST AND DONNA LEE...COMMUNICATIONS DIRECTOR.....BOTH ARE WITH THE GIRL SCOUTS OF EASTERN SOUTH CAROLINA.

DISCUSSION CENTERED ON A GIRL SCOUT SPONSORED EVENT ON AUGUST 11<sup>TH</sup> AT TRIDENT TECH. ITS CALLED 'IMAGINE YOUR STEM FUTURE'. AND IT IS AIMED AT SCHOOL AGED GIRLS IN GRADES 9-12.

IT IS A FREE DAY LONG EVENT THAT WILL WORK TO INSPIRE FEMALE STUDENTS TO GET INTERESTED IN STEM STUDIES. STEM STANDS FOR...SCIENCE....TECHNOLOGY....ENGINEERING AND MATH.

THE JOBS OF THE FUTURE WILL REQUIRE THESE STUDIES AND THE DEMAND IS HIGH NOW! NEW CORPORATIONS MOVING INTO THE LOW COUNTRY AND THE STATE CURRENTLY SAY THEY NEED MORE WORKERS WHO UNDERSTAND THESE SUBJECTS. AND BECAUSE THERE IS ALREADY A NEED.....THE SALARIES ARE PRETTY GOOD.

LEE AND SANDI LAMENT THE FACT THAT ALL TOO OFTEN....GIRLS THINK THEY CAN'T DO MATH OR SCIENCE. THIS DAY AT TRIDENT TECH WILL SUPPLY THE GIRLS WITH INTERESTING SPEAKERS AND HANDS ON EXPERIENCE TO GIVE THE GIRLS AN IDEA OF WHAT THE STEM SPECIALTIES ARE ALL ABOUT.

THE DAY IS SPONSORED BY THE GIRL SCOUTS.....BUT GIRLS WHO WANT TO ATTEND THIS EVENT DO NOT HAVE TO BE IN THE SCOUTS.

THE GIRL SCOUTS OF EASTERN SOUTH CAROLINA HAS HELD EDUCATION EFFORT LIKE THIS BEFORE. INTEREST IS GROWING.

PROTECTING YOUR EYES AND PROLONGING SIGHT IN THE  
SUMMERTIME

AIR DATE: JULY 19, 2015

GUESTS: BROOKES HARKEN , DIRECTOR OF PROGRAMS WITH THE ASSOCIATION FOR THE BLIND AND VISUALLY IMPAIRED....LOCATED IN WEST ASHLEY. AND DR JAMES HILL....LOW VISION EXPERT WITH THE STORM EYE INSTITUTE

DISCUSSION CENTERED ON SUMMERTIME AND HOW TO PROTECT YOUR EYES DURING THE HOT AND HUMID SEASON. ABOVE ALL THE EXPERT SAYS ALWAYS WEAR SUNGLASSES....SINCE HARMFUL RAYS CAN CHIP AWAY AT YOUR EYE HEALTH AND VISION IN GENERAL.

ITS IMPORTANT FOR KIDS TO WEAR GOOD EYE PROTECTION AS WELL. AND FOR THE SMALLEST KIDS...THAT SAND IS NOT ONLY AN EYE IRRITANT....BUT CAN CAUSE ABRASIVE DAMAGE TO EYES.

LOW VISION CONTINUES TO BE A GROWING PROBLEM WITH AN AGING POPULATION AND MANY RETIREES MOVING TO THE LOW COUNTRY.

DR HILL REMINDS ALL THAT EYE PROBLEMS CAN BE REMEDIED...AND VISION PROLONGED....BUT SCHEDULED EYE EXAMS ARE A MUST. THAT IS THE ONLY WAY TO FIND NEW PROBLEMS AND PROLONG VISION.

THE ASSOCIATION FOR THE BLIND AND VISUALLY IMPAIRED...LOCATED IN WEST ASHLEY...VISITS WITH US QUARTERLY....TO DISCUSS VISION CONCERNS OF PEOPLE OF ALL AGES...FROM INFANTS TO THE AGED

THE CHARLESTON COUNTY SCHOOL DISTRICT....EDUCATING THE CHILDREN OF MIGRANTS IN THE DISTRICT

AIR DATE: JULY 26, 2015

GUEST: CELINA ANTHONY....CHARLESTON CO SCHOOL DISTRICT TITLE-1 BILINGUAL CO-ORDINATOR

DISCUSSION CENTERED ON THIS SERVICE THE SCHOOL DISTRICT PROVIDES FOR ALL KIDS IN THE DISTRICT....EVEN THOSE IN CHARLESTON CO ON A PART TIME BASIS. THESE ARE THE KIDS OF MIGRANT WORKERS.

THE LAW SAYS THE COUNTY MUST EDUCATE SCHOOL AGED KIDS...AND THESE MIGRANT KIDS ARE NOT EXCEPTION.

ANTHONY ADMITS THAT ITS VERY DIFFICULT TO FIND AND KEEP TRACK OF THE EDUCATIONAL PROCESS FOR THESE KIDS...SINCE THEIR PARENTS ARE ONLY HERE FOR A SEASON AND THEN THEY MOVE ON.

STILL....THE SCHOOL DISTRICT USES FUNDING IT HAS TO EDUCATE THESE STUDENTS....TEACH THEM ENGLISH....AND EVEN WORK WITH THEIR PARENTS TO INSURE THEY UNDERSTAND THEIR CHILDREN NEED TO ATTEND CLASSES.

THESE CLASSES ARE NOT USUALLY IN THE SCHOOLS THEMSELVES. TEACHERS USUALLY GO TO WHERE THE MIGRANTS ARE...AND MAKE SURE THEY ATTEND A CERTAIN NUMBER OF HOURS A WEEK LEARNING THE BASICS. SOMETIMES THE DISTRICT SEES THESE STUDENTS A COUPLE OF TIMES A YEAR....BUT THERE ARE ALSO INSTANCES WHERE THESE KIDS....WHO TRAVEL WITH THEIR WORKER FAMILIES...LEAVE THE AREA AND ARE NOT SEEN AGAIN BY THE CURRENT SYSTEM.

FREE HOME BUYING HELP IS AVAILABLE THRU FAMILY SERVICES

AIR DATE: AUGUST 2, 2015

GUEST: JENNA JOHNSON...IN CHARGE OF DEVELOPMENT WITH FAMILY SERVICES IN NORTH CHARLESTON. THE ORGANIZATION IS FUNDED BY THE TRIDENT UNITED WAY.

DISCUSSION CENTERED ON THE FACT THAT THE IMPROVING ECONOMY IS NOT HAVING A POSITIVE EFFECT ON EVERYONE WITH A MORTGAGE. FEDERAL PROGRAMS HAVE BEEN ABLE TO KEEP MANY IN THEIR HOMES....BUT OTHERS ARE STILL ON THE EDGE...UNABLE TO AFFORD THEIR MORTGAGES. EFFORTS ARE UNDERWAY TO HELP THEM.

FOR THOSE WHO WANT TO BECOME HOMEOWNERS....THE PROGRAM IS AN INTENSE EFFORT TO EDUCATE ALL AS TO THE RESPONSIBILITY OF BECOMING A HOME OWNER. IT STARTS WITH GETTING OUT OF DEBT...WHICH CAN TAKE A FEW YEARS FOR SOME. BUT IT TEACHES PARTICIPANTS THE VALUE OF GOOD CREDIT.

JOHNSON SAYS A PROBLEM WITH THOSE SEARCHING FOR HOMES IS THAT IT IS EASY TO 'LOVE' ALL THE HOMES YOU VISIT....ESPECIALLY THE NEWER ONES. BUT THAT GOOD SENSE MUST OVER RULE EMOTION WHEN MAKING SUCH A HUGE MULTI-YEAR COMMITMENT.

BEING RESPONSIBLE WITH MONEY IS THE FIRST AND MOST IMPORTANT STEP TO BECOMING A HOMEOWNER...AND FAMILY SERVICES TAKES FAMILIES THRU EVERY STEP...SO THAT HOME PURCHASED IS A GOOD DECISION....AND NOT A NIGHTMARE TO MAINTAIN.

THE OPPORTUNITY IS COMING FOR YOU TO WALK TO END  
ALZHEIMERS DISEASE

AIR DATE: AUGUST 9, 2015

GUEST: AMANDA NEWBERRY...DIRECTOR OF DEVELOPMENT WITH  
THE LOW COUNTRY COASTAL REGION OF THE ALZHEIMERS  
ASSOCIATION

DISCUSSION CENTERED ON THE ANNUAL WALK....AS WELL AS THE  
MEMORY ROBBING DISEASE KNOWN AS ALZHEIMERS. IT IS A FATAL  
DISEASE...BECAUSE THE BRAIN DOES NOT TELL THE BODY WHAT  
THAT IT NEEDS TO BREATHE AS WELL AS PERFORM OTHER 'ROUTINE'  
TASKS.

IT IS TRAGIC...BUT ALZHEIMERS CAN BE DIAGNOSED IN THOSE AS  
YOUNG AS 35. IT IS NOT A DISEASE THAT AFFECTS THE ELDERLY.  
AND IT IS A DISEASE THAT IS GROWING. IT IS ESTIMATED NOW THAT  
AS MANY AS 16 MILLION WILL GET THE ALZHEIMERS DIAGNOSIS BY  
THE YEAR 2050.

THIS PUTS PRESSURE ON YOUNGER PEOPLE WHEN IT COMES TO HOW  
AND WHO WILL TAKE CARE OF FAMILY MEMBERS....AND IT BRINGS  
UP NEW CONCERNS ABOUT INSURANCE AND CARE FOR THESE  
VICTIMS.

THE WALK IS HELD EVERY FALL...AND DRAWS MORE AND MORE  
PARTICIPANTS EVERY YEAR. SPECULATION IS THAT MOST OF THOSE  
WHO WALK DO SO BECAUSE SOMEONE IN THEIR FAMILY HAS BEEN  
DIAGNOSED. IT IS A GROWING PROBLEM...AND MONEY RAISED NOT  
ONLY FUNDS MUCH NEEDED RESEARCH....BUT ALSO NEW MEMORY-  
PROLONGING MEDICINES.



## EFFORTS TO RAISE MONEY FOR SAFER PEDESTRIAN CONCERNS

AIR DATE: AUGUST 16, 2015

GUEST: LYNETTE RANZ....THE MOTHER OF A DAUGHTER WHO DIED CROSSING THE CROSSTOWN DOWNTOWN. LINDSEY TAYLOR-RANZ WAS JUST 22 YEARS OLD WHEN SHE WAS STRUCK AND KILLED.

DISCUSSION ON SAFER CROSSWALKS FOR PEDESTRIANS IS HIGHLY PERSONAL FOR LYNETTE...AS SHE LOST HER DAUGHTER IN A CARvsPEDESTRIAN ACCIDENT.

LYNETTE IS HOLDING THE SECOND ANNUAL LINDSAY TAYLOR RANZ GOLF TOURNAMENT AT COOSAW CREEK AUG 22<sup>ND</sup> ....TO RAISE MONEY NEEDED TO LOBBY LAWMAKERS TO MAKE CROSSWALKS AND WALKWAYS SAFER FOR WALKERS.

LYNETTE SAYS IT IS DIFFICULT TO BE ON THIS PERSONAL MISSION....BECAUSE IT IS PERSONAL. BUT SHE SAYS SHE SEES LOTS OF PEDESTRIAN CONCERNS....AT SCHOOL BUS STOPS....THE LACK OF SIDEWALKS IN SOME AREAS....AND CROSSWALKS THAT AT NOT CLEARLY MARKED.

SHE SAYS ONE CANNOT JUST BELIEVE THAT MOTORISTS WILL KNOW WHERE THE CROSSWALKS ARE....ESPECIALLY WHEN THEY ARE NOT CLEARLY MARKED.

SHE DOES ADMIT THAT PERSONAL RESPONSIBILITY IS KEY FOR PEDESTRIANS...BECAUSE THEY CAN LOSE THEIR LIVES IF THEY DECIDE TO CROSS A BUSY STREET. BUT SHE SAYS HER DAUGHTER DID CROSS RESPONSIBLY. THE MOTORIST ...SHE SAYS....DISREGARDED THE WALKWAY.

ESCAPING DOMESTIC VIOLENCE THRU 'MY SISTER'S HOUSE'

AIR DATE: AUGUST 23, 2015

GUEST: ELMIRE RAVEN...EXECUTIVE DIRECTOR OF MY SISTER'S HOUSE....A SHELTER FOR WOMEN AND THEIR KIDS ESCAPING VIOLENCE IN THE HOME

DISCUSSION CENTERED ON THE 30 YEAR OLD SHELTER. MY SISTER'S HOUSE CAN TAKE IN ABOUT 30 VICTIMS OF DOMESTIC VIOLENCE AND THEIR CHILDREN. AND YES...THERE IS A WAITING LIST. THE ORGANIZATION HAS 3 'SECRET' LOCATIONS. THOSE LOCATIONS ARE NEVER PUBLICIZED...FOR THE SAFETY OF THE WOMEN FLEEING VIOLENCE.

MS RAVEN HERSELF WAS A VICTIM OF DOMESTIC VIOLENCE...AND YOU WOULD NOT KNOW IT IF YOU SAW HER. SHE IS A STRONG AND ASSERTIVE WOMAN. BUT YEARS AGO....SHE HAD A BOYFRIEND WHO BULLIED HER...AND KEPT TABS ON WHERE SHE WENT. AT THE TIME SHE WORKED AS AN OFFICER IN THE COUNTY JAIL. ITS NOT A JOB FOR WUSSES!

THE EFFORT TO ESCAPE AN ABUSER MIGHT SEEMS LIKE A NO-BRAINER FOR TOO MANY. JUST LEAVE! BUT THE EFFORT IS COMPLICATED...AS THERE MAY BE CHILDREN INVOLVED....LITTLE MONEY....AND THE FACT THAT WOMEN CAN STILL 'LOVE' THEIR ABUSERS. IT MEANS ANY JUST CAN'T PACK UP AND LEAVE A VIOLENT SITUATION.

MY SISTER'S HOUSE IS PLANNING FALL FUNDRAISERS AS IT ALWAYS NEEDS DONATIONS FROM THE PUBLIC TO OPERATE.

SIGHT IMPAIRED VETERANS OF AMERICA.....ARE INVITING YOU TO GO BOWLING WITH THEM!

AIR DATE: AUGUST 30, 2015

GUESTS: AVERY BROOKS....VICE PRESIDENT OF THE LOCAL SIVA CHAPTER...AND WITH HIM GARY RICE....PRESIDENT OF SIVA IN THE LOW COUNTRY.

DISCUSSION CENTERED ON THE CONCERNS OF SIGHT IMPAIRED AND BLIND VETERANS. BROOKS IS A NAVY VETERAN AND TOTALLY BLIND. RICE IS A NAVY VET AND IS LOSING HIS EYESIGHT.

BOTH ARE ENTHUSIASTIC MEMBERS OF SIGHT IMPAIRED VETERANS. THE ORGANIZATION IS PLANNING A BOWLING EVENT AT ROYAL LANES IN GOOSE CREEK ON SEPT 12<sup>TH</sup>. THEY SURE HOPE THE PUBLIC CAN COME OUT AND HELP.

THE ACTUAL ORGANIZATION HAS ABOUT 60 MEMBERS....HALF OF THOSE ARE ACTIVE MEMBERS. BROOKS SAYS BEING SIGHT IMPAIRED CAN CUT YOU OFF FROM SOCIETY...ESPECIALLY IF YOU DON'T HAVE A FRIEND OR FAMILY MEMBER WHO CAN HELP TAKE YOU OUT. MANY FEAR GOING OUT. THEY AR AFRAID THEY WILL GET LOST OR HURT AND THAT NO ONE WILL HELP THEM.

BROOKS AND RICE CROWED ABOUT THEIR WIVES...AND THE HELP AND UNDERSTANDING THEY CONTRIBUTE TO THE RELATIONSHIP. AND BROOKS SAYS HE IS THE COOK IN HIS HOME. COOKING WHILE BLIND! HE SAYS THAT WILL THE HELP OF CLASSES THAT USED TO BE HELD THRU THE V-A....HE HAS DINNER WAITING FOR HIS WIFE WHEN SHE COMES HOME!

THE SIGHT IMPAIRED VETERANS OF AMERICA HOPES THE BOWLING EVENT BRINGS OUT MORE VETS WHO ARE ISOLATED BY THEIR LACK OF VISIONAND VISION PROBLEMS.

THE INDEPENDENCE FUND....MAKING CHARLESTON THE HOME OF ITS EFFORTS

AIR DATE: SEPTEMBER 6, 2015

GUEST: TOMMY RIEMAN....EXECUTIVE DIRECTOR OF THE INDEPENDENCE FUND

DISCUSSION CENTERED ON THE UPCOMING WEEKEND OF EVENTS TO BRING ATTENTION TO THIS VITAL VETERAN EFFORT. ON SEPTEMBER 18<sup>TH</sup> AND 19<sup>TH</sup>....THERE IS TO BE A HUGE CONCERT AT THE COLISEUM...FEATURING THE LT DAN BAND AND ACTOR GARY SINISE AS WELL AS OTHER PERFORMERS.

ON THE 19<sup>TH</sup>....HUNDREDS OF PHYSICALLY CHALLENGED VETERANS WILL BIKE FROM THE COLISEUM...TO PARTIOTS POINT AND BACK TO THE COLISEUM. IT IS TO SHOW THE STRENGTH AND DETERMINATION OF THESE VETERANS ....WHO'VE COME BACK TO CIVILIAN LIFE WITH MANY CHALLENGES.

THERE WILL ALSO BE AN EXPO FOR THE DISABLED VETERANS...WITH PRODUCTS NOT KNOWN TO THE GENERAL PUBLIC BUT CAN BE VITAL TO IMPROVE THE QUALITY OF LIFE FOR THESE WARRIORS WHO'VE COME BACK FROM THE BATTLEFIELD BROKEN AND IN NEED OF HELP.

THE INDEPENDENT FUND SURVIVES ON DONATIONS....SO THESE EVENTS...EVEN THE CONCERT...ARE FREE TO THE PUBLIC. ITS HOPES THEY WILL INSPIRE DONATIONS TO THIS WORTHY CAUSE.

THE INDEPENDENCE FUND FUNDS LIKE CHANGING TRACK CHAIRS. THESE ARE EXTREME WHEELCHAIRS....ON TANK TRACKS...AND THOSE 1000 VETERANS WHO'VE RECEIVED THEM FREE OF CHARGE FROM THE FUND...FIND THEM LIFE CHANGING.

LACE UP YOUR WALKING SHOES FOR THE ANNUAL AMERICAN  
HEART ASSOCIATION HEART WALK

AIR DATE: SEPTEMBER 13, 2015

GUESTS: KELLY MASTERSON...MARKETING AND COMMUNICATIONS  
DIRECTOR WITH THE AMERICAN HEART ASSOCIATION-MID  
ATLANTIC REGION-CHARLESTON

DONNA NOUVELLE...A HEART ASSOCIATION WALK BOARD MEMBER  
WITH A PERSONAL STORY ABOUT CPR

DISCUSSION CENTERED ON THE ANNUAL HEART WALK WHICH  
HAPPENS SATURDAY OCTOBER 3<sup>RD</sup> IN DOWNTOWN CHARLESTON.  
THE WALK PARTICIPATION CONTINUES TO GROW AND MASTERSON  
ATTRIBUTES THAT TO MORE FAMILIES BEING TOUCHED BY HEART  
DISEASE IN THEIR OWN FAMILIES.

NOUVELLE PRESENTED HER VERY PERSONAL STORY ON THE  
IMPORTANCE OF REGULAR CITIZENS LEARNING CPR. THE METHOD  
IS EASY TO LEARN AND IT SAVED HER HUSBAND'S LIFE. SHE TOLD  
THE STORY OF AN INCIDENT LAST APRIL WHEN SHE AND HER  
HUSBAND WERE PLAYING TENNIS...WHEN HE SUFFERED CARDIAC  
ARREST. SHE SAID HE WAS CLINICALLY DEAD FOR UP TO 11  
MINUTES. WERE IT NOT FOR BYSTANDERS WHO KNEW CPR...SHE  
WOULD BE A WIDOW. ROB IS DOING WELL TODAY...AND PLANS TO  
BE AT THE HEART WALK.

CPR IS USUALLY OFFERED FREE OF CHARGE BY FIRE TEAMS....AND  
THE AMERICAN RED CROSS. NOUVELLE SAYS IT'S A SIMPLE  
PROCEDURE THAT CAN KEEP SOMEONE ALIVE UNTIL PARAMEDICS  
SHOW UP. THIS YEAR'S HEART WALK WILL INCLUDE A CPR  
BOOTH...PROMOTING THE KNOWLEDGE OF THIS LIFESAVING SKILL.

IN THE PINK!!!! TIME TO RACE FOR THE CURE

AIR DATE: SEPTEMBER 20, 2015

GUESTS: LUCY SPEARS....GRANT WRITER FOR THE LOW COUNTRY KOMEN FOUNDATION AND JESSICA LEVCOFF...2015 RACE FOR THE CURE RACE CHAIR.

DISCUSSION CENTERED ON THIS YEAR'S RACE FOR THE CURE....HAPPENING OCTOBER 17, 2015 ON DANIEL ISLAND. THE EVENT ATTRACTS THOUSANDS OF PARTICIPANTS EVERY YEAR...AND GROWING.

SOUTH CAROLINA HAS A LOW 'CURE' RATE AMONG RURAL SOUTH CAROLINIANS...MAINLY BECAUSE OF A LACK OF RESOURCES IN THOSE AREAS. THE KOMEN-LOW COUNTRY ORGANIZATION KEEPS 75% OF WHAT THE RACE FOR THE CURE MAKES...TO EDUCATE AND HELP RURAL SOUTH CAROLINA RESIDENTS. THE LOCAL KOMEN FOUNDATION SERVES 17 COUNTIES.....800-THOUSAND WOMEN AND THEIR FAMILIES. THAT'S A LOT OF AREA TO EDUCATE AND SERVE.

BREAST CANCER DOES NOT DESCRIMINATE....BUT IT IS PECULIAR IN THAT BLACK WOMEN TEND TO HAVE A PARTICULAR FORM OF BREAST CANCER THAT IS DIFFICULT TO FIGHT. KOMEN RESEARCHERS ARE TRYING TO DETERMINE THE REASONS FOR THIS.

THE KOMEN FOUNDATION ALSO WORKS TO GET YOUNG WOMEN THINKING ABOUT THEIR POSSIBILITY OF GETTING A BREAST CANCER DIAGNOSIS. MORE WOMEN IN THEIR 30S ARE BEING DIAGNOSED. BREAST CANCER HAS A GREATER CHANCE OF AFFECTING WOMEN 50 AND OLDER. BUT YOUNGER WOMEN ALSO MUST BE MADE AWARE. THE KOMEN RACE DOLLARS WORK TO COVER ALL THESE BASES

DREAM CENTER CLINIC.....WALK FOR HOPE

AIR DATE: SEPTEMBER 27, 2015

GUEST: DR JEFF LEINBERGER...EXECUTIVE DIRECTOR OF THE DREAM CENTER CLINIC IN NORTH CHARLESTON

UNDER DISCUSSION WAS THE HISTORY AND MISSION OF THE DREAM CENTER CLINIC. THE CLINIC .....WITH THE HELP OF DOCTORS AND MEDICAL STAFF FROM THE MAJOR HOSPITAL SYSTEMS IN THE LOW COUNTRY....PROVIDE FREE MEDICAL CARE FOR THOSE WHO MEET CERTAIN GUIDELINES. THOSE GUIDELINES INCLUDE FAMILIES OR INDIVIDUALS BEING 200% BELOW THE POVERTY LINE. THE CLINIC HAS BEEN SUCCESSFUL INFINDING CANCERS...AND DIRECTING PATIENTS TO THE HOSPITALS...WHICH GIVE FREE LIFE-SAVING CARE.

THE CLINIC OPERATES ON GRANTS AND DONATIONS. THE AVERAGE COST PER PATIENT IS 25 DOLLARS. IT DEPENDS ON A LOT OF VOLUNTEER HELP....AND GETS IT FROM CHURCHES.

DR LEINBERGER WAS INSPIRED TO TAKE HIS MEDICAL EDUCATION AND USE IT TO HELP THE POOR. HE SAID HE DOESN'T HAVE TO DO IT....BUT HE FEELS HE WANTS TO USE HIS MEDICAL DEGREE FOR A HIGHER PURPOSE.

THE DREAM CENTER CLINIC IS HOLDING A 'WALK FOR HOPE' SATURDAY OCTOBER 3<sup>RD</sup> IN PARK CIRCLE. THE MONEY RAISED WILL HELP THOSE WHO CAN'T AFFORD MEDICAL CARE. THESE PATIENTS HAVE EVEN FALLEN THRU MEDICAID GAPS...AND MANY ARE WORKING FAMILIES...AND YET THEY STILL CAN'T AFFORD MEDICAL CARE.