

Issues Affecting Our Region

WTCB-FM

Q1 2019

1. Adults with Disabilities
2. Opioid Abuse
3. Homelessness
4. Mental Health
5. Domestic Abuse
6. Education/Literacy
7. Healthcare
8. Medical Marijuana/Recreational
9. Jobs
10. Transportation/Traffic

Issues Affecting Our Region

WTCB-FM

Q4 2018

During 2019, WOMG underwent a change in Program Directors. Our new Program Director was hired, August 31st. Shortly thereafter, hurricane Florence swept through our region. The aftermath of that storm was, by far, the biggest concern in our region during the 4th quarter.

WTCB 2018 Q4 PUBLIC SERVICE

Public Concern: Hurricane Florence

Date: 9/8-10/5

Station Response: Emergency collections

When Hurricane Florence threatened the North Carolina coast and Midlands areas, WTCB-fm responded with regular news updates during this period, as well as supplemental coverage provided by our television partner, WLTX TV.

Once the hurricane passed, it became clear that many people in our region were in need of emergency supplies. WTCB-fm, in conjunction with sister stations WNKT-FM, WLXC-FM, and WOMG-FM responded to this emergency situation by hosting two full (8 hours) broadcast days to collecting needed aid.

These broadcasts took place on 9/25/2018 and 10/5/2018. During these broadcasts, WTCB-fm filled two large moving trucks with items such as water, clothing, non-perishables, and toiletries. These items were then sent to people in need in Wilmington, NC as well as Myrtle Beach, SC- 2 regions hit the worst by the storm.

Leading up to the broadcasts, WTCB-fm aired 10 announcements per day and supplemented that with calls to action on our Facebook page and station web site.

The Women's Shelter of Columbia

Public Concern: Homelessness in Columbia

Date: 9/17/2018-12/12/2018

Station Response: Fundraiser

The Women's Shelter of Columbia offers a safe environment for homeless women in crisis and the necessary resources to build strong and healthy lives.

The Women's Shelter is an independent, non-profit agency. They have evolved over the last 30 years from providing basic emergency shelter for homeless women in Columbia, into a multifaceted organization that now serves the Midlands area with comprehensive programming.

Dedicated staff, volunteers, and licensed professionals work together to provide a comprehensive program to an average of 90 women each year. Residents may participate in this program for up to two years.

The Women's Shelter of Columbia relies on private donations to remain open.

Between 9/17/2018 WTCB-FM teamed with Live Nation and the Trans-Siberian Orchestra to present a special Christmas show at the Colonial Life Arena. One dollar of each ticket sold was donated to The Women's Shelter of Columbia. Through the promotional efforts of WTCB-FM, we were able to present the Women's Shelter a check for \$9,040...the biggest fundraiser they've benefitted from to date.

Our efforts involved 40 promotional announcements per week for a total of 340 announcements during this period.