

**WTCB B106.7 FM  
WNKT 107.5 FM  
WOMG 98.5 FM  
WISW 1320 AM**

**ISSUES AND PROGRAMS FOR 2ND QUARTER, 2017**

**“CAPITAL CONNECTIONS” PUBLIC AFFAIRS SHOW**

**AIRS SUNDAY MORNINGS AT 6AM  
(30 MINUTES IN LENGTH)**

**HOSTED BY TONY CLYBURN**

**WTCB/WNKT/WOMG/WISW PUBLIC SERVICE COMMUNITY ISSUES  
2ND QUARTER 2017**

**Proposed Topics:**

- March Of Dimes March
- Alcohol Awareness
- Kids Day Lexington
- New Minor League Fireflies Team (with Tim Tebow)
- Dancing With The Stars – Lexington
- Cancer of Many Colors
- Juvenile Justice Job Fair
- Sexual Assault Awareness and Self Defense
- Midlands Gives
- Fitness & Health

**WTCB ISSUES PROGRAMMING**  
**2<sup>ND</sup> QUARTER 2017 (APR-MAY-JUNE)**

**APRIL 22, 2017**

**WTCB BROADCAST LIVE AND EMCEED THE MARCH OF DIMES MARCH FOR BABIES IN COLUMBIA, SC.**

For the weeks leading up to the event, WTCB took on the issue of birth defects and premature babies. Representatives of the March of Dimes guested on WTCB's Tony Clyburn Show to talk about the event and the goals. WTCB devoted tens of thousands of dollars of airtime to the event. Tony emceed with our TV co-sponsors WLTX, Columbia's CBS affiliate.

**APRIL 29, 2017**

**KIDS DAY/LEXINGTON**

WTCB and Cumulus Media are media sponsors for this annual event in downtown Lexington, SC. This year's event was expanded and covered four city blocks, including the Cumulus Stage at the new Icehouse Amphitheatre. Brent Johnson host the stage entertainment that included musicians and theatre students and adults from area schools and churches, plus mascots from high schools, colleges, and local business.

WNKT devoted tens of thousands of dollars of airtime to promote the event.

Displays included safety exhibits from Lexington Police, Lexington Fire Department, Lexington County Sheriff and EMTs.

WNKT shines in this environment as it is an extension of our involvement in schools and our family friendly local image. Several dignitaries, including the Mayor, guested on our shows leading up to the event. And many were live on the air with us from the event.

## **WTCB NIGHT AT THE FIREFLIES**

Over multiple nights throughout the spring and summer, WTCB hosted and emceed events at the new minor league ballpark, Spirit Communications Park. While WTCB did not benefit financially, we felt the need to support the NY Mets Single-A franchise because of their reach in to the community and because the ballpark is the centerpiece of a new downtown development plan. Also, it allowed us to partner with the team in promoting Tim Tebow, who played the first half of the season with the Fireflies. We all know how charitable he was and is. Much of our coverage focused on the issue of downtown development and tax payer investment in this project. Not all residents were on board with this project and so far, development around the park has been slower than expected.

**MAY 6, 2017**

## **DANCING WITH THE STARS/LEXINGTON**

In previous years, both Tony Clyburn and Jodi Paige, WTCB Personalities, were contestants in this charity event. Now both have returned to emcee the event. WTCB devoted hundreds of dollars of free publicity for the very successful event.

**MAY 13, 2017**

## **ACTS METRO EMPOWER RUN**

WTCB Afternoon Personality Tony Clyburn emceed and RAN in this charity event and heavily promoted the event on his show.

**MAY 18, 2018**

## **CANCER OF MANY COLORS – HOPE EVENT**

Yet again, WTCB's Tony Clyburn emceed his charity event to fight cancer among all races and backgrounds...and promoted the event on his show.

**MAY 20, 2017**

**SPRING VALLEY HIGH SCHOOL CLASSES OF 70'S**

This unique reunion event was promoted by, and emceed by, WTCB's Tony Clyburn.

**MAY 21, 2017**

**EDVENTURE COOKING EVENT**

Two of our Cumulus personalities, including Tony Clyburn, were among the 100 Men cooking for Children to raise money for the EdVenture Children's Museum. Hundreds of dollars in publicity given to the event.

**MAY 26-29, 2017**

**OPERATION THANK YOU**

This Memorial Day Weekend Event was held at AMC Movie Theatres. Listeners were encouraged to come to the theatre lobby to sign thank you cards for our troops stationed overseas. Brent Johnson hosted part of the event and Chaplain Brian Bohlman promoted the event on Brent's WTCB Morning Show.

**MAY 31 & JUNE 27, 2017**

**WTCB SUPPORTS JOB FAIR FOR SC DEPARTMENT OF JUVENILE JUSTICE**

WTCB devoted thousands of dollars in support for the South Carolina Juvenile Justice Department in helping them fill hundreds of jobs throughout their prison and rehabilitation facilities...everything from chefs and teachers to corrections officers and nurses. The SC Department of Corrections deemed this campaign a success and plan to use WTCB in future job events. Tony Clyburn broadcast live from both events.

**JUNE 2017**

**SATURDAY NIGHT WITH THE BOMBERS**

Summer League Baseball in Lexington, South Carolina included fireworks after the game, sponsored by WTCB. While WTCB did not benefit financially from the Saturday night events, we felt it was important to support the summer league that included some players from the SC Gamecocks baseball team and others from the Lexington/Columbia area. Brent Johnson and Tony Clyburn hosted the events.