

October/November/December 2022

Fourth Quarter

Issues and Programming

WEZV-FM and WYEZ-FM (100% simulcast)

Submitted by Matt Sedota

SHRIMP FEST 2022-

Local Community Festival from Little River Chamber of Commerce. LIVE BROADCAST on Site October 8, 2022 9AM-2PM. Various interviews with Chamber representatives and vendors.

HABITAT FOR HUMANITY

October 12, 2022 – Interviews at Ceremony for first ever Horry Georgetown Tech “build”. On Site on Highway 701 – Staff of Habitat as well as Habitat Home Owner interviewed. AIRED after 3pm on 10/12/22.

TASTE OF THE TOWN

Annual Fundraiser event for St. Andrew Catholic School. Series of station produced promotions featuring kids from St. Andrews aired in two weeks prior to event. OCTOBER 18, Live on site broadcast 2PM-6PM. Interviews conducted with volunteers and vendors.

ZOMBIE CARWASH

October 22, 2022 – Series of pre-recorded announcements aired two weeks prior, promoting the event for WOMEN OF CHOICE. On site event 5PM-8PM at Grand Strand Nissan – Free Halloween, car wash, food trucks. Executive Director interviewed/recorded for announcements.

HALLOWEEN

MB Pelicans Halloween – October 28, 2022- Stations promoted and participated in free community event at Pelicans Stadium. Free trick or treating. Interview conducted week prior with Pelicans VP Marketing, live announcements aired in support of the event.

TOYS FOR TOTS

Event on November 9, 2022 at Burger Fi – 4PM-7PM – Live remote broadcast in support of Toys for Tots donations.

FOOT SCREENINGS

Interviews/Broadcast on November 16, 2022 at North Myrtle Beach Aquatic and Fitness Center. Interviews with Dr. Tarek Amin, offering free foot screenings. (11AM-1PM)

ANNUAL FOOD COLLECTION EVENT

November 23, 2022 – All Day promotion/fund raising event at Wal-Mart Market Common, to support MEALS ON WHEELS – “Fill The Truck” promotion. Live broadcasts on site 7AM-3PM. Interviews with Meals on Wheels staffing, and other volunteers and donators. Promotion included two weeks of pre-recorded announcements prior to the event.

TREE LIGHTING

City of North Myrtle Beach Tree Lighting interview on November 29, 2022 – City of NMB Rec Department interviewed. Hosting/MC event 11/29/22.

MB AREA CHAMBER

November 30, 2022 interview with Karen Riordan MB Area Chamber of Commerce to promote WINTER WONDERLAND AT THE BEACH – Season long event. 9:45AM.