

Public Issues and Programming

April/May/June 2012

WEZV/WGTN (Easy 105.9/100.7)

WYEZ (Movin 94.5)

FIDELITY BROADCASTING CORPORATION – Myrtle Beach, SC

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Homeless Pets

In an effort to address the growing problem of homeless animals, the stations organized a weekly program call "Best Friend Of The Week". The Best Friend Of The Week airs on WEZV/WGTN at 9:45 each Tuesday morning. Length of broadcast varies from 7-12 minutes. Each program includes a representative of an area shelter, as well as a homeless pet. Pictures and details are posted on www.wezv.com.

- April 3 – Grand Strand Humane Society
- April 10 – Waccamaw Animal Rescue Mission
- April 17 – Coastal Animal Rescue
- April 24 – Grand Strand Humane Society
- May 1 – Waccamaw Animal Rescue Mission
- May 8 – Coastal Animal Rescue
- May 15 – Grand Strand Humane Society
- May 22 – Coastal Animal Rescue
- May 29 – Waccamaw Animal Rescue Mission
- June 5 – Grand Strand Humane Society
- June 12 – Coastal Animal Rescue
- June 19 – Waccamaw Animal Rescue Mission

WYEZ (Movin 94.5) airs the interview segment on the following morning, recording immediately following the live broadcast on WEZV/WGTN.

April 18, 2012 – All stations broadcast live from KROGER 12N-2PM requesting donations of pet supplies in support of a year long goal of 10,000 pounds. Stations conducted three live Sixty Second Breaks per hour.

All stations aired live announcements throughout the period requesting listeners make donations of Pet Supplies in support of the 10,000 pound goal for 2012. (Note-as of 6/30/12 a total of 5025 pounds of pet supplies collected)

Arts Community

(WEZV/WGTN)

The local Arts Community is constantly in contact with the radio stations asking for support in promotion and exposure to a variety of events. The stations attempt to provide coverage to as many arts organizations as possible:

- The Long Bay Symphony – Interview with Dr. Charles Jones Evans on April 25, 2012 – Aired 4:10pm for 10 minutes. (approx.) Promote upcoming concert.
- The Long Bay Symphony – Interview with Marilyn Grigas on May 30, 2012 at 4:10pm for 7 minutes. (approx.). Promote upcoming golf tournament in support of The Symphony.
- The Carolina Master Chorale – Interview with Dr. Timothy Koch on April 30, 2012 at 9:30am. Promoting upcoming concert.
- The Burroughs and Chapin Art Museum – Stations aired a series of Live public service announcements regarding a variety of events at the Museum. (estimated 15-30 second announcements, 6AM-7PM)
- Theatre Of The Republic – Interview with Tim McGhee, director of Theatre of The Republic on April 3, 2012 at 4:10pm. Promoting upcoming production.

McLeod Children's Hospital

Representatives of McLeod Hospital requested stations support of the Children's Miracle Network:

May 31, 2012 WEZV/WGTN broadcast live from Kroger, Garden City to promote fundraiser for Children's Miracle Network. Six live breaks we broadcast 10AM-12N.

June 1, 2012 WEZV/WGTN broadcasts live from Kroger, North Myrtle Beach, 10AM-12N. (same as above)

June 16, 2012 WYEZ broadcast live from FoodLion 11AM-1PM in support of Children's Miracle Network fundraiser. (six breaks during the period)

Rotary Club of Conway

The Rotary Club of Conway requested stations support of second annual event, "Comedy Special".

April 16, 2012- 9:30am interview with Tom Brown of Rotary Club, and one of the guest comedians via telephone. (WEZV/WGTN)

April 20, 2012 – 9:30am interview with Tom Brown of Rotary Club, and one of the guest comedians via telephone. (WEZV/WGTN)

ALL Stations aired a series of both recorded (:60) and Live announcements promoting the event, April 10 – 22, 2012.

Seniors-Home Bound

The United Way of Horry County and WEZV/WGTN have worked together for 10 years to support home bound seniors. On May 1st, gift bags are delivered to almost 1000 seniors. The stations air a series of live announcements April 1 – 30, 2012 promoting the event and asking listeners to participate. Announcements are approximately 30 seconds, and were aired between 6AM and 7PM all days.

Children-Hunger

WEZV/WGTN responded to requests from an organization called "Help4Kids" to support "Back Pack Buddies". The group fills backpacks for 2400 elementary school students each weekend during the school year, and is attempting to collect 75,000 cans of "Vienna Sausages". The stations aired (continuing through August)

live announcements encouraging listeners to participate, and serve as a drop off center for donations.

June 19, 2012 – Interview with Cindy Taylor of Help4Kids at 4:10PM, approximately 10 minutes duration.

HABITAT For Humanity

All Stations were promotional partners for the second annual “Pawleys Pavilion Reunion”, a benefit for Habitat’s 90 home.

Stations aired a series of both live and recorded public service announcements April 1 – May 12, 2012 on a rotating basis.

May 12, 2012 – Station served as Host/Emcee at the event, 6PM-11PM.

May 8, 2012 – Interview at 4:10pm with Annette Pereault of Habitat. (approx. 7 minutes)

Local Individual

WYEZ (Movin 94.5) changed it’s on air name for one day only, April 27, 2012 to “Jarrod 94.5” in support of Jarrod Danko, 11, who required a Kidney Transplant. Throughout the entire day, the name of the station was used to support a fundraiser conducted during the same day at the MB SkyWheel. An interview with Tom Lorenz of The Sky Wheel was conducted at 8:30AM.

Misc

All stations regularly air public service announcements in support of local non-profit organizations. A small sample is attached of material used is attached.