



WYAV
104.1 MHz
NM License, LLC
Myrtle Beach

QUARTERLY ISSUES AND PROGRAMS REPORT

January 1 ,2024- March 31,2024

SUBMITTED BY: TARA HARDER

PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

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(6-10A,10A-3P,3p-7p,7p-12a, 12a-12a,) All stations ran a free PSA schedule to promote International Women's Day benefitting The Jacqueline Rodgers Foundation who support women in their fight against breast cancer. And Shuckin' on the Strand Oyster Roast Benefitting Substitutes for Santa, providing a Christmas event and gifts for local children.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, on-air liners, station websites) Promoted and gave away tickets to the The 10th Annual Oyster Roast and Bloody Mary Contest with proceeds going to The Sea Beyond Foundation, committed to protecting our ocean, waterways and beaches. Money raised was over \$20,000.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12,) Ran PSA schedules on all stations to promote the 4h Annual Operation Cigars for Warriors Golf tournament. All money raised go towards purchasing & sending cigars to troops overseas. Operation Cigar for Warriors has sent over 1.1 million donated cigars directly to our troops wherever they are serving in the world.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, on-air liners, station websites) Promoted our 5th annual Coats for the Coast Coat drive. Encouraged listeners to donate new and gently used coats at drop off locations that were provided. All donated items went to the New Directions Shelter for Men, Woman and Families. All stations dropped off donations plus provided lunch for everyone at the shelter.

(6-10a,station Facebook pages, on-air liners) Had Bojangles on WYAV to discuss their Heart Health Promotion donating some of their proceeds from heart shaped biscuits to Conway Medical Center's Cardiovascular Unit. Facebook posts about the biscuits and proceeds were posted on all our station Facebook pages & mentioned on-air.

Coverage Addressing the Following Issues:

- 1) International Woman's Day
- 2) Environment protection/awareness
- 3) 4th Annual Operation Cigars for Warriors
- 4) 5th Annual Coats for the Coast Coat Drive
- 5) Heart Awareness/Fundraiser



Tara Harder <tharder@dbcradio.com>

Fwd: Q1 PSA'S

1 message

Tara Harder <tharder@dbcradio.com>
To: Tara Harder <tharder@dbcradio.com>

Tue, Apr 9, 2024 at 9:03 AM

Tara Harder

Traffic Manager

DBC Radio of Myrtle Beach

tharder@dbcradio.com

1016 OCALA STREET

MYRTLE BEACH, SC 29577

843-446-8029



----- Forwarded message -----

From: **Beth Simmons** <bsimmons@dbcradio.com>

Date: Thu, Mar 7, 2024 at 11:12 AM

Subject: Re: Q1 PSA'S

To: Tara Harder <tharder@dbcradio.com>

Cc: Charlie Steele <csteele@dbcradio.com>, Ricky Pegram <rroberts@dbcradio.com>, Crash <crash@dbcradio.com>, Zack Williams <zwilliams@dbcradio.com>, Scott Mann <smann@dbcradio.com>, Howard Nixon <hnixon@dbcradio.com>

Hi Tara

Wave and KZQ promoted The 10th Annual Oyster Roast and Bloody Mary Contest with proceeds going to The Sea Beyond Foundation, committed to protecting our ocean, waterways and beaches.

T&A Morning Show

Tommy and I spoke to Grand Strand Brewing Company about their Anniversary Party with proceeds going to Conway Medical Center.

We also had Bojangles on the air to discuss their Heart Health Promotion donating some of their proceeds from heart shaped biscuits to Conway Medical Center's Cardiovascular Unit.

ENTRY

\$20



2

PM



WVMC 8TH ANNUAL

HERO'S BENEFIT

MAY 4TH



COME OUT AND SUPPORT WVMC & LOCAL VETERAN MICHAEL WIESTLING, WHO WAS RECENTLY DIAGNOSED WITH CANCER.

MUSIC ★ FOOD ★ PRIZES



3534 US 17 BUS. Murrells Inlet, SC.

All event proceeds will go to our veteran Michael Weistling

We reserve the right to refuse anyone at anytime

www.warvetismc.com

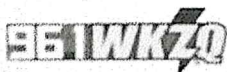
Event Press Release: Coats for the Coast Coat Drive Delivery

Date Release:
January 22, 2024

PRESS RELEASE

Coats for the Coast Coat Drive

DBC Radio Myrtle Beach along with Bojangles have once again teamed up for the 5th Annual Coats for the Coast Coat Drive. Coats collected over the past month will be delivered to New Directions of Horry County this Tuesday, January 23rd at 12:15 PM. They are located at 1005 Osceola Street, Myrtle Beach. Join us as we deliver coats and lunch provided by Bojangles to those in need within our community.



Our Contact

Beth Simmons
Promotions Director
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BSimmons@dbcradio.com

Charlie Steele
Operations Manager
(843) 448-1041
Csteele@dbcradio.com

15th ANNUAL MURRELLS INLET

Soup Off

SUNDAY • JAN 14th • 2024 • 11AM

PROCEEDS BENEFIT SHRINER'S HOSPITAL FOR CHILDREN

• 3 CATEGORIES •

MEAT • SEAFOOD • VEGETABLE
OVER \$2000 IN PRIZES
FOR SOUP CONTESTANTS
CONTACT SBB FOR DETAILS

Sunny Leafwind



SUCK • BANG • BLOW

3393 HIGHWAY 17 BUS SOUTH • MURRELLS INLET, SC • 843.651.7960 • WWW.SUCKBANGBLOW.COM

FOR IMMEDIATE RELEASE

December 15, 2023

Media Contact:

Marlane White, Dir. Of Communications
Myrtle Beach Area Chamber of Commerce
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Marlane.White@VisitMyrtleBeach.com



**Grand Strand Freedom Week Events Planned for Jan. 12-16 to
Inspire Inclusion and Belonging**

Annual MLK Day Parade, Small Business Expo & Community Service Events Scheduled



Pictured Above: On Jan. 13, 2024, the MLK Annual Parade is set to step off at 10 a.m. and travel along Ocean Blvd. from 15th Ave. N to 8th Ave. N. Image Credit: Visit Myrtle Beach

MYRTLE BEACH, S.C.—The Carolina African American Heritage Foundation (CAAHF), in partnership with the City of Myrtle Beach and the Myrtle Beach Area Chamber of Commerce (MBACC), is pleased to announce that the 2024 Grand Strand Freedom Week will be held Jan. 12 to 16 with a series of events planned to honor the legacy of Martin Luther King Jr., promoting inclusion and belonging.

“Grand Strand Freedom Week is all about bringing our residents and communities together and empowering each other through education and support. We call on all our community to embrace diversity, appreciate differences, and work collectively toward creating an environment where everyone feels valued and respected,” said CAAHF Chairwoman Marcella Swans.

A highlight of the week is the annual Martin Luther King Jr. Parade at 10 a.m. on Saturday, Jan. 13. Community groups are encouraged to participate. The route runs along Myrtle Beach’s Ocean Boulevard, from 15th to 8th Avenues North.

Following the parade, the MLK Community Resource Fair for Youth will be held from Noon to 3 p.m. at Myrtle Beach Middle School, 3101 North Oak Street.

On Sunday, the CommUNITY Ecumenical Service takes place from 4 to 7 p.m. at the First Presbyterian Church of Myrtle Beach at 3810 Robert M. Grissom Parkway.

On Martin Luther King Jr. Day, the MLK Drum-Major Awards and Breakfast at the Myrtle Beach Convention Center will honor those in the community who are working to encourage unity and strength through achieving common goals. In the spirit of Dr. King, volunteers will participate in a service project at Bathsheba Bowens Memorial Park that afternoon.

The week will close with the first-ever Diversity, Equity and Inclusion (DEI) Forum and Small Business Expo from 10 a.m. to 2 p.m. on Tuesday. The forum and expo will be held at the Horry-Georgetown Technical College Business Conference Center in The Market Common, 950 Crabtree Lane.

All events are free to attend except for the Drum-Major Awards and Breakfast and the DEI Forum and Small Business Expo. For more information and to register for events, visit CAAHF.org.

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Editor's Note: Images of previous MLK Parades in Myrtle Beach can be downloaded [HERE](#).

About Myrtle Beach Area Chamber of Commerce and Convention and Visitors Bureau:

Since 1938, the Myrtle Beach Area Chamber of Commerce (MBACC) has stood as the unified voice of the Grand Strand's business community — serving Myrtle Beach, North Myrtle Beach, Little River, Loris, Atlantic Beach, Carolina Forest, Conway, Aynor, Socastee, Surfside Beach, Garden City Beach, Murrells Inlet, Litchfield Beach and Pawleys Island. The U.S. Chamber of Commerce has awarded MBACC its five-star accreditation — one of only a few chambers in South Carolina to earn this distinction. The Myrtle Beach Area Convention and Visitors Bureau (CVB) and its destination marketing arm, Visit Myrtle Beach, promote tourism through various partnerships and initiatives to advance the economic success of the Grand Strand. For more information, visit MyrtleBeachAreaChamber.com, MyrtleBeachAreaCVB.com and VisitMyrtleBeach.com.

**CAROLINA AFRICAN
AMERICAN HERITAGE
FOUNDATION (CAAHF)
PRESENTS**

**JANUARY 15, 2024
9AM
SHERATON MYRTLE BEACH
CONVENTION CENTER**

MLK DRUM MAJOR AWARDS & BREAKFAST



**KEYNOTE SPEAKER
DR. TIFFANY HOLLIS
ASSOCIATE PROFESSOR,
COASTAL CAROLINA UNIVERSITY**

**2023 DRUM MAJOR AWARDS
ETTA GREENE CARTER & BLAKELY ROOF**



**REGISTER AND PURCHASE
TICKETS OR A TABLE TODAY!**

WWW.CAAHF.ORG

Join Us

**DISCOVER NEW
BUSINESS
OPPORTUNITIES**



PRESENTED BY

**CAROLINA AFRICAN AMERICAN
HERITAGE FOUNDATION (CAAHF)**

2024 DEI FORUM & SMALL BUSINESS EXPO

FEATURED PANELISTS



*Kelvin Waites
Diversity, Equity & Inclusion Director
City of Myrtle Beach*



*Amanda Masterpaul
Artist-Activist-Educator
Coastal Carolina University*



*Les Echols
Director of Community &
Minority Enterprise Greater
Florence Chamber of Commerce*



January 16, 2024 | 10am-2pm
Horry Georgetown Technical College
Conference Center (Market Commom)950 Crabtree Lane
Myrtle Beach, SC



PANELISTS:



DR. TIFFANY HOLLIS
Associate Professor
Coastal Carolina University



BRANDY CAMPBELL
Broker in Charge
Palms Realty



SHARDE' CRAWFORD
Attorney at Law
The Lovely Lawfirm



ELIZABETH FERRARO
Co-Owner
Rivertown Property Inspections



FABIOLA JOHNSON
Owner
Salt & Detox Oasis and
Kosta Bowls Carolina Forest



DEVANIE MCCARTNEY
Owner
Self Love Photo Co.



4TH ANNUAL
Celebration of
**INTERNATIONAL
WOMEN'S DAY**

FRIDAY, MARCH 8, 2024
MARINA INN AT GRANDE DUNES
10AM - 2PM

TICKETS AVAILABLE AT:
IWD24.EVENTBRITE.COM



KEYNOTE SPEAKER
CYNTHIA BARNES
**CEO, NATIONAL ASSOCIATION OF WOMEN
SALES PROFESSIONALS**

FOR IMMEDIATE RELEASE

January 24, 2024

Media Contact:

Marlane White
Communications Manager
Myrtle Beach Area Chamber of Commerce
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Marlane.White@VisitMyrtleBeach.com



Tickets Now Available for 15th Annual Shuckin’ on the Strand Oyster Roast

February 24 charity event to serve Low Country favorites along Murrells Inlet marsh.



PICTURED: The annual Shuckin’ on the Strand Oyster Roast is a charitable fundraiser for Grand Strand Young Professionals. Now in its 15th year, the roast will take place on Feb. 24, 2024, at the Hot Fish Club in Murrells Inlet, S.C. CREDIT: MBACC

MYRTLE BEACH, S.C.—Tickets are now available for the much-anticipated 15th annual Shuckin’ on the Strand Oyster Roast to take place on Saturday, Feb. 24, 2024, from Noon to 4 p.m. at the Hot Fish Club at 4911 Highway 17 Business in Murrells Inlet, S.C.

Hosted by Grand Strand Young Professionals (GSYP) and sponsored by Grand Strand Health, the roast is a charitable fundraiser for Substitutes for Santa, which provides 150 Horry County students with holiday gifts and festive entertainment in December.

“Shuckin’ on the Strand is a very popular event for Grand Strand residents and visitors alike. The food and music are exceptional, yet the true essence lies in the fact that all proceeds go toward our annual charity to support local students,” said Isabella Cenatiempo, GSYF liaison for the Myrtle Beach Area Chamber of Commerce.

A limited number of tickets are currently on sale for \$40, which includes admission, all-you-can-eat oysters, one plate of chicken bog and fixings, and two beers. Options are available to add a commemorative oyster shucker for \$5, and to purchase tickets for children or chicken bog-only for \$10.

Learn more and purchase tickets at GrandStrandYoungProfessionals.com.

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Editor’s Note: Images from previous Shuckin’ on the Strand can be downloaded [HERE](#). Images of Substitutes for Santa can be downloaded [HERE](#).

About Grand Strand Young Professionals

Founded in 2008, Grand Strand Young Professionals is a program of the Myrtle Beach Area Chamber of Commerce for members ages 21 to 40. Participants take part in monthly networking, education and community service opportunities, including Substitutes for Santa, an annual holiday celebration for 150 Horry County students. For more information, visit www.Facebook.com/GrandStrandYP.

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