

WDAR-FM
Florence, SC
Quarterly Issues/Programs List
First Quarter, 2017
03/30/2017

WDAR-FM
Quarterly Issues/Programs List

WDAR-FM provides its listeners with programming and public service announcements that address issues of concern to our local community.

Section I
LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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WDAR-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- Health & Fitness
 - The Arts
 - Economic Development
 - Aids/HIV
 - Cancer
 - Dieting
 - Children's Issues
 - Local Charities
 - Education
 - Disabilities
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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- Texting & Driving

AROUND THE PEE DEE (ISSUES PROGRAM) 7:00AM – 7:30AM

1/1/2017 - **NO PROGRAM DUE TO THE NEW YEARS HOLIDAY**

1/8/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)

ISSUE COVERED: FOLIC ACID AWARENESS DURATION: 10 MIN

SEGMENT (1): NATIONAL FOLIC ACID AWARENESS MONTH AND THE HEALTH EFFECTS. ALSO A DISCUSSION REGARDING B VITAMINS AND THE HEALTH BENEFITS OF THE VITAMIN

ISSUE COVERED: PROBIOTIC DIETS DURATION: 5 MIN

SEGMENT (2): A DISCUSSION REGARDING PROBIOTICS AND THE HEALTH BENEFITS OF PROBIOTIC DIET

ISSUE COVERED: ARTS ADVOCACY DURATION: 5 MIN

SEGMENT (3): MLK CELEBRATION AT FRANCIS MARION UNIVERSITY AND THE SCHEDULE OF EVENTS AT FMU THROUGH THE ARTS PROGRAM

ISSUE COVERED: FITNESS & HEALTH DURATION: 10 MIN

SEGMENT (4): FITNESS VS A NEW YEARS RESOLUTION. HOW TO FULFILL HEALTH RESOLUTIONS AND STAY FOCUSED

1/15/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) PAM MCDANIEL (FLORENCE SCHOOL DIST. 1)

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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ISSUE COVERED: DIGESTIVE HEALTH ***DURATION: 10 MIN***

SEGMENT (1): HEALTH HACKS. A DISCUSSION ABOUT CHEWING FOOD THE RIGHT WAY AND DIGESTIVE ADVICE.

ISSUE COVERED: TECH & EDUCATION ***DURATION: 10 MIN***

SEGMENT (2): FLORENCE SCHOOL DIST 1 HURRICANE MATTHEW MAKE-UP DAYS. NEW TECHNOLOGY IN SCHOOLS AROUND THE PEE DEE AND THE IMPACT IT IS MAKING ON AREA STUDENTS.

ISSUE COVERED: VITAMIN C HEALTH BENEFITS ***DURATION: 10 MIN***

SEGMENT (3): A DISCUSSION REGARDING VITAMIN C. BENEFITS, AND WHAT TO LOOK FOR REGARDING BUYING PRODUCTS WITH VITAMIN C.

1/22/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)

ISSUE COVERED: ELDERLY HEALTH AWARENESS
DURATION: 10 MIN

SEGMENT (1): A DISCUSSION REGARDING ARTHRITIS. CAUSES AND HOW TO SEEK HELP REGARDING THE ILLNESS.

ISSUE COVERED: ECONOMIC DEVELOPMENT ***DURATION: 10 MIN***

SEGMENT (2): FLORENCE CHAMBER OF COMMERCE AND THE WOMEN LEADERSHIP BUSINESS TRAINING SEMINAR ON FEB 3RD AND HOW TO GET INVOLVED.

ISSUE COVERED: ARTS AWARENESS ***DURATION: 10 MIN***

SEGMENT (3): NEW EXHIBITS AT THE FLORENCE COUNTY MUSEUM INCLUDING THE EUGENE THMASON EXHIBIT CURRENTLY ON

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DISPLAY.

1/29/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) DAWN JOHNSON & GLENDA HYMAN (FLORENCE CO. DISABILITIES & SPECIAL NEEDS BOARD) PAM MCDANIEL (FLORENCE CO. SCHOOL DIST 1)

ISSUE COVERED: GLUTEN DIETING DURATION: 10 MIN

SEGMENT (1): A DISCUSSION REGARDING GLUTEN FREE DIETS AND THE HEALTH BENEFITS.

ISSUE COVERED: DISABILITIES AWARENESS DURATION: 10 MIN

SEGMENT (2): FLORENCE CO. DISABILITIES & SPECIAL NEEDS: WHAT THEY DO, THEIR SERVICES AND AVAILABILITY TO THE PEE DEE AREA AND WHAT KIND OF SUPPORT THEY PROVIDE

ISSUE COVERED: YOUTH ADVOCACY DURATION: 5 MIN

SEGMENT (3): DISCUSSION REGARDING FLORENCE SCHOOL DIST. 1 HAPPENINGS AND ACTIVITIES IN CONJUNCTION WITH AFTER SCHOOL PROGRAMS IN THE PEE DEE

ISSUE COVERED: CHILDRENS CHARITIES DURATION: 5 MIN

SEGMENT (4): CHANGE CUPIDS AND HOW THE PUBLIC CAN GET INVOLVED IN BECOMING A CHANGE CUPID FOR MCLEOD REG. CHILDRENS HOSPITAL

2/5/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) CARL HUMPHRIES (HOPE HEALTH FLORENCE) PAM MCDANIEL (FLORENCE CO. SCHOOL DIST 1)

ISSUE COVERED: PROPER BREATHING TECHNIQUES DURATION: 10

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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MIN

SEGMENT (1): A DISCUSSION REGARDING HEALTH HACKS: ABDOMINAL BREATHING AND THE HEALTH BENEFITS REGARDING THE ACTIVITY

ISSUE COVERED: UNINSURED HEALTH AWARENESS DURATION: 10 MIN

SEGMENT (2): HOPE HEALTH FLORENCE: IT'S BENEFIT TO THE PEE DEE AREA AS A FED. QUALIFIED HEALTH CENTER. WHAT IT MEANS TO THE UNINSURED IN THE LOCAL COMMUNITY.

ISSUE COVERED: GRADE REALIGNMENT DURATION: 10 MIN

SEGMENT (3): A DISCUSSION ABOUT FLORENCE SCHOOL DIST. 1 RECONFIGURATION. WHAT GRADE LEVELS ARE REALIGNING AND WHERE

2/12/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)

****REPEAT OF SHOW FROM 2/5/17 DUE TO RADIOTHON****

2/19/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) LES ECHOLS (FLORENCE CHAMBER OF COMMERCE)

ISSUE COVERED: ADHD/ANXIETY AWARENESS DURATION: 10 MIN

SEGMENT (1): A DISCUSSION REGARDING ADHD. WHAT CAUSES THE DISORDER AND WHAT CAN BE DONE TO CURE IT. ANXIETY, WHO IT AFFECTS AND WHY AND WHAT CAN BE DONE TO GET HELP

ISSUE COVERED: ECONOMIC DEVELOPMENT DURATION: 10 MIN

SEGMENT (2): DOWNTOWN FLORENCE PROGRESS. NEW PROJECTS AS

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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WELL AS FUTURE PROJECTS AND WHAT TO EXPECT

ISSUE COVERED: COMMUNITY OUTREACH/JOB TRAINING

DURATION: 10 MIN

SEGMENT (3): FLORENCE CHAMBER OF COMMERCE: LEGISLATIVE BREAKFAST, THE BUILDING BRIDGES CAMPAIGN. OUTLOOK LUNCHEON AS WELL AS A DISCUSSION REGARDING THE CHAMBERS CUSTOMER SERVICE TRAINING INITIATIVE

2/26/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)

ISSUE COVERED: HYPERTENSION AWARENESS DURATION: 10 MIN

SEGMENT (1): A DISCUSSION REGARDING HYPERTENSION. AN OVERVIEW OF THE HEALTH RISKS AND HOW TO TREAT IT

ISSUE COVERED: SODIUM/CAFFINE AWARENESS

DURATION: 10 MIN

SEGMENT (2): DIETING. HOW MUCH IS TOO MUCH COFFEE AND CAFFINE. ALSO TOO MUCH SODUIM IN YOUR DIET AND HOW TO REDUCE

ISSUE COVERED: ECONOMIC DEVELOPMENT DURATION: 10 MIN

SEGMENT (3): DOWNTOWN FLORENCE OPEN HOUSE. CONTINUED DEVELOPMENTS AND THE PROGRESS OF PROJECTS ON-GOING IN THE DOWNTOWN AREA

3/05/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) LES ECHOLS & MICHAEL MILLER (FLORENCE CHAMBER OF COMMERCE)

ISSUE COVERED: COLORECTAL CANCER AWARENESS

DURATION: 10 MIN

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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SEGMENT (1): COLON CANCER AWARENESS MONTH: THE STATS AS WELL AS TIPS ON PREVENTION. HOW TO GET SCREENED AND WHAT KIND OF LIFESTYLE TO LEASD TO HELP AVOID THE CANCER

ISSUE COVERED: COMMUNITY OUTREACH DURATION: 10 MIN

SEGMENT (2): FLORENCE CHAMBER OF COMMERCE UPCOMING COMMUNITY EVENTS: BUSINESS LUNCHEON AND THE BUILDING BRIDGES INITIATIVE CAMPAIGN

ISSUE COVERED: ECONOMIC DEVELOPMENT DURATION: 10 MIN

SEGMENT (3): A DISCUSSION REGARDING HARTSVILLE’S BYERLY PARK \$7 MILLION WATERPARK EXPANSION AND WHAT IT MEANS TO THE COMMUNITY IN AND AROUND DARLINGTON COUNTY

3/12/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)

ISSUE COVERED: DST & HEART HEALTH DURATION: 10 MIN

SEGMENT (1): DAYLIGHT SAVINGS TIME. DISCUSSION REGARDING HEALTH ASPECTS OF DST AND IT BEING ONE OF THE MOST STRESSFUL DAYS OF THE YEAR REGARDING HEART CONDITIONS

***ISSUE COVERED: ALTERNATIVE HEALTH AWARENESS
DURATION: 5 MIN***

SEGMENT (2): THE HEALTH EFFECTS OF “GROUNDING” AND APPLE SEEDS AND THE NEGEATIVE ELEMENTS CONTAINED IN APPLE SEEDS.

***ISSUE COVERED: COLORECTAL CANCER AWARENESS
DURATION: 5 MIN***

SEGMENT (3): COLON CANCER AWARENESS MONTH AND WHERE TO GET COLORECTAL SCREENINGS IN THE PEE DEE AREA.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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ISSUE COVERED: HIV/AIDS AWARENESS DURATION: 10 MIN

SEGMENT (4): WOMENS & GIRLS AWARENESS DAY AND A SHORT DISCUSSION REGARDING HIV/AIDS. LIGHTHOUSE MINISTRIES FUNDRAISING EVENT TO ASSIST IN COMMUNITY INITIATIVES

3/19/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) RAY FARMER (SC DEPT. OF INSURANCE)

***ISSUE COVERED: COLORECTAL CANCER AWARENESS
DURATION: 5 MIN***

SEGMENT (1): COLON CANCER AWARENESS MONTH RECAP: WHERE TO GET SCREENED IN THE PEE DEE AREA AND PREVENTATIVE METHODS

***ISSUE COVERED: ALTERNATIVE HEALTH AWARENESS
DURATION: 10 MIN***

SEGMENT (2): FOAM ROLLING EXERCISE: HOW IT WORKS AND WHAT MUSCLES AND TENDONS ARE AFFECTED. WHERE IN THE PEE DEE AREA THAT TEACHES THE EXERCISE

ISSUE COVERED: TEXTING & DRIVING AWARENESS DURATION: 10 MIN

SEGMENT (3): A DISCUSSION WITH RAY FARMER OF THE SCDOJ AND WHY SOUTH CAROLINA IS THE WORST STATE FOR TEXTING & DRIVING. WHAT CAN THE PUBLIC CAN DO TO ADVOCATE THE TEXTING & DRIVING PLEDGE

ISSUE COVERED: HEART HEALTH WALK DURATION: 5 MIN

SEGMENT (4): A QUICK DISCUSSION REGARDING THE SPRING FLING 5K WALK AT THE DARLINGTON RACEWAY AND HOW TO GET

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REGISTERED

3/26/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) WILL ISGETT (USA PAGENT)

ISSUE COVERED: LOCAL ORGANIC FARMING DURATION: 10 MIN

SEGMENT (1): LOCAL FARMS: A DISCUSSION REGARDING ORGANIC FARMING IN THE PEE DEE AREA. WHERE TO FIND LOCALLY GROWN ORGANIC FOODS AND A RUN-DOWN OF LOCAL ORGANIC FARMS THROUGHOUT THE ENTIRE PEE DEE

ISSUE COVERED: YOUTH ADVOCACY DURATION: 10 MIN

SEGMENT (2): MISS DARLINGTON/MISS DARLINGTON TEEN SCHOLARSHIP PAGENT: HOW TO GET INVOLVED BOTH AS A DONOR AND AS A PARTICIPANT, ADVICE FROM WILL ISGETT ON WHAT IT TAKES AND DETAILS ON THE PAGENT ITSELF; WHERE IT TAKES PLACE, AS WELL AS PARTICIPATION DEADLINES

ASSUE COVERED: TEXTING & DRIVING AWARENESS DURATION: 10 MIN

SEGMENT (3): RECAP OF THE SCDOI TEXTING & DRIVING CAMPAIGN AND STEPS TO AVOID TEXTING & DRIVING

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION / TIME	DURATION
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(Insert network and/or syndicated or provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DESCRIPTION	DURATION
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ISSUE	ORGANIZATION	DURATION	TITLE
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HEALTH
:
MCLEO
D
CHILDR
ENS
HOSP.
RADIOT
HON/CH
ANGE
CUPIDS
:30
110
COMMU
NITY:
DARLIN
GTON
CO.
LIBRAR
Y/FREE
TAX
HELP
:30
52
ENVIRO
NMENT:
POYNO
R
ADULT
CC/CRE
ATING
A
CLIMAT

I S S U E	O R G A N I Z A T I O N O R	D U R A T I O N	R U N S
	T I T L E		

E FOR
 CHANG
 E
 :30
 33
 EDUCA
 TION:
 FLOREN
 CE CO.
 LIBRAR
 Y
 SYSTEM
 /FREE
 ADULT
 WINTER
 :30
 42

 &
 SPRING
 PROGR
 AMS
