

WJMX  
Florence, SC  
Quarterly Issues/Programs List  
First Quarter, 2017  
03/30/2017

WJMX  
Quarterly Issues/Programs List

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

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**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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WJMX-AM 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 3<sup>RD</sup> 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

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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DISPLAY.

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**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

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**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***

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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

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**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

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**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

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