

WJMX  
Florence, SC  
Quarterly Issues/Programs List  
Fourth Quarter, 2016  
12/16/2016

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

**10/2/2016 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) & CECILIA MEGGS(UNITED WAY)**

SEGMENT (1): DISCUSSION REGARDING SUICIDE PREVENTION MONTH (SEPTEMBER)  
SEGMENT (2): COLD & FLU SEASON Q&A  
SEGMENT (3): DISCUSSION REGARDING LIGHTHOUSE MINISTRIES AND THE UNITED WAY AND THEIR INVOLVEMENT IN THE COMMUNITY  
SEGMENT (4): HOPE HEALTH 25TH ANNIVERSARY AND HOW THEY HAVE SERVED THE PEE DEE. ALSO, DOWNTOWN FLORENCE DEVELOPMENT AND THE PROGRESS OF PROJECTS IN AND AROUND THE DOWNTOWN AREA

**10/9/2016 – PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) & DR. RAJ MALIK(DIRECTOR OF CARDIOLOGY AT MCLEOD HOSPITAL)**

SEGMENT (1): DISCUSSION ABOUT FIRE PREVENTION (FIRE PREVENTION WEEK)  
SEGMENT (2): HEARTWALK AND THE SCOPE OF PARTICIPATION IN THE PEE DEE  
SEGMENT (3): Q&A WITH DR. MALIK REGARDING STROKE & HEART ATTACK STATISTICS IN S.C, PARTICULARLY IN THE PEE DEE. ALSO BREAST CANCER AWARENESS DISCUSSION (OCT. BREAST CANCER AWARENESS MONTH)  
SEGMENT (4): LOCAL EVENTS: WILSON H.S HOMECOMING & OKTOBERFEST

**10/16/2016 \*\*RE-RUN OF PREVIOUS SHOW(10/9/16) DUE TO SOME OF OUR STATIONS OFF THE AIR BECAUSE OF HURRICANE MATTHEW\*\***

**10/23/2016 –PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)**

SEGMENT (1): DISCUSSION REGARDING STROKE AND HEART ATTACK STATISTICS IN THE PEE DEE AND SURROUNDING AREAS & HOW TO PREVENT & CURE THE ILLNESS.

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SEGMENT (2): RECAP OF HURRICAN MATTHEW AND THE STORM DAMAGE LEFT BEHIND AS WELL AS INFORMATION ON HOW TO GET HELP FOR BOTH RESIDENTIAL AND BUSINESSES AFFECTED (FEMA & SBA).

SEGMENT (3): DISCUSSION REGARDING PRE-DIABETES PREVENTION AND INSIGHT ON LIFESTYLE AWARENESS

SEGMENT (4): BREAST CANCER AWARENESS MONTH (OCTOBER) AND ACTIVITIES IN THE AREA REGARDING BCA

**10/30/2016 –PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) LES ECHOLS (FLORENCE CHAMBER OF COMMERCE) & SHERIFF KENNEY BOONE (FLORENCE COUNTY SHERIFFS OFFICE)**

SEGMENT (1): HALLOWEEN SAFETY TIPS WITH SHERIFF KENNEY BOONE AND THINGS TO AVOID. TIPS FOR KIDS AND PARENTS. REPORTING SUSPICIOUS ACTIVITY

SEGMENT (2): DISCUSSION ABOUT DIETING. GOOD CARBS VS BAD CARBS AND WHAT FOODS TO EAT AND WHAT TO AVOID

SEGMENT (3): FLORENCE CHAMBER OF COMMERCE INITIATIVES REGARDING SMALL AND MINORITY BUSINESSES IN THE AREA (SPOTLIGHT & BUILDING BRIDGES CAMPAIGN)

**11/6/2016 – PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) RENEE BAFALIS (FEMA)**

SEGMENT (1): SPINE HEALTH AND STEPS TO TAKE TO PREVENT BACK PROBLEMS AND WHAT TO DO WHEN BACK PROBLEMS OCCUR

SEGMENT (2): PHONE INTERVIEW WITH RENEE BAFALIS OF FEMA: AFTERMATH OF HURRICAN MATTHEW. FEMA CLAIMS DEADLINES; WHAT SCAMS TO LOOK OUT FOR; INSURANCE INFO FOR RESIDENTIAL AND SMALL BUSINESS AND WHAT IS COVERED

SEGMENT (3): LOCAL BUSINESSES OPENINGS AND CLOSING IN THE DOWNTOWN AREA

**11/13/2016 – PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) DONNA LOLLAS (HARVEST HOPE)**

SEGMENT (1): HARVEST HOPE AND THEIR CONTRIBUTION TO THE COMMUNITY AS WELL HOW DONATIONS CAN BE MADE IN REGARD TO HOMELESSNESS AND THE NEEDY

SEGMENT (2): RECOVERY AFTER HURRICANE MATTHEW. PROGRESS MADE, NEEDS IN THE COMMUNITY REGARDING SHELTER, CLEAN-UP AND INSURANCE INFORMATION AND RECAPPING PROGRESS MADE AS OF THIS WEEK

SEGMENT (3): JUICING AND THE HEALTH BENEFITS OF A JUICE DIET.

SEGMENT (4): LOCAL EVENTS AND HAPPENINGS AS WELL AS THE HOPE HEALTH GALA

**11/20/2016 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) LES ECHOLS (FLORENCE CHAMBER OF COMMERCE)**

SEGMENT (1): TAX ON SUGERY DRINKS. THE IMPACT AND THE HEALTH RISKS OF SODAS

SEGMENT (2): FLORENCE CHAMBER OF COMMERCE SMALL BIZ SATURDAY. THE PROGRESS OF THE BUILDING BRIDGES CAMPAIGN AS WELL AS THE DIVERSITY TRAINING INITIATIVE

SEGMENT (3): THE BENEFITS OF HEALTHY DIETING. ATKINS DIET AND THE POSITIVE AND NEGATIVE EFFECTS OF TAKING THE ATKINS PILL

**11/27/2016 \*\*RE-RUN OF PREVIOUS SHOW (11/20/2016) DUE TO THE THANKSGIVING HOLIDAY\*\***

**12/04/2016 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)**

SEGMENT (1): DISCUSSION REGARDING AIDS AWARENESS MONTH AND AIDS AND HIV CASES IN THE PEE DEE. ALSO MEDICODE POLICY AND WHAT IT MEANS

SEGMENT (2): PERFORMING ARTS EVENTS AS WELL AS DISCUSSING CONTINUED

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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DEVELOPMENTS IN THE FLORENCE DOWNTOWN AREA  
 SEGMENT (3): RDOT VEGETABLES VS EXOTIC FRUITS AND THE HEALTH BENEFITS OF BOTH

**12/11/2016 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) LURLENE JERRY & GILBERT BRIDGES**  
 SEGMENT (1): HEALTH HACKS AND SUGGESTIONS ON HOW TO COMBAT COLD & FLU SEASON FOR BOTH CHILDREN & ADULTS  
 SEGMENT (2): ANGEL TREE PROGRAM. DISCUSSION REGARDING THE S.C YOUTH ADVOCATE PROGRAM AND ITS IMPACT ON THE LOCAL COMMUNITY  
 SEGMENT (3): BATTLING HOLIDAY DEPRESSION. HOW TO COPE AND HOW TO FIND HELP DURING THE HOLIDAYS  
 SEGMENT (4): SALVATION ARMY AND THE HOLIDAY INITIATIVES THEY ARE INVOLVED IN PERTAINING TO THE PEE DEE AREA

**12/18/2016 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) RUJON WILLIAMS**  
 SEGMENT (1): EATING CASHEWS AND THE MANY HEALTH BENEFITS IT PROVIDES AS WELL AS QUALITIES AND MEDICINAL PROPERTIES. DISCUSSION REGARDING EXERCISING  
 SEGMENT (2): TOYS FOR TOTS IN THE COMMUNITY. HOW LISTENERS CAN DONATE AND WHERE. DISCUSSION ABOUT OTHER HOLIDAY CHARITABLE ORGINIZATIONS AND THEIR INVOLVEMENT IN THE COMMUNITY  
 SEGMENT (3): HOLIDAY SAFETY TIPS. PARKING LOT SAFETY AND THE BEST PRACTICES TO USE WHILE SHOPPING DURING THE HOLIDAYS AT AREA SHOPPING MALLS AND CENTERS

**12/25/2016 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)**  
 \*\*REPEAT OF SEGMENT 1 AND 2 FROM 12/19/2016\*\*  
 SEGMENT (3): FOOD DIARIES. HOW TO COUNT CALORIES AND WHAT TO COUNT. DIETING THE PROPER WAY AND TIPS ON HOW TO ACCOMPLISH DIETING GOALS

**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	DATE/TIME	DURATION
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(Insert network and/or syndicator-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	DURATION	RUNS
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH: 72	GIRL SCOUTS OF EASTERN S.C CANCER WALK		:30
COMMUNITY: 70	CITY OF BENNETTSVILLE FREE THANKSGIVING DINNER		:30
ENVIRONMENT: 25	PEE DEE DIST. WATER ENVIRONMENT SOLUTIONS TO I&I PROBLEMS		:30
EDUCATION: 37	DARLINGTON CO. LIBRARY SYSTEM AUTHOR FAIR		:30
40	THE SCHOOL FOUNDATION FUNDRAISING EVENT		:30

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