

WJMX-AM
Florence, SC
Quarterly Issues/Programs List
Fourth Quarter, 2017
01/02/2018

WJMX-AM
Quarterly Issues/Programs List

WJMX 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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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
- Breast Cancer Awareness
- The Arts
- Economic Development
- Aids/HIV
- Cancer
- Dieting
- Children Safety
- Local Charities
- Education
- Learning Disabilities

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

**10/1/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON
(HOPE HEALTH FLORENCE) AUDREY CHILDERS (DARLINGTON CO.)**

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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SCHOOL DIST.)

ISSUE: EDUCATION DURATION: 15 MIN

SEGMENT (1): THE RED APPLE PASS FOR TEACHERS IN DCSD AS WELL AS GROUND BREAKING ON NEWS SCHOOLS, SAT SCORES AND A RECAP OF THE MAGNET SCHOOL FAIR FOR DARLINGTON COUNTY.

ISSUE: CARDIOVASCULAR HEALTH DURATION: 10 MIN

SEGMENT (2): A DISCUSSION REGARDING CARDIOVASCULAR HEALTH AND HOW TO IMPROVE YOU CARDIOVASCULAR HEALTH; THE PROPER EXERCISES AND THE RIGHT FOODS TO EAT. PLUS HOW HOPE HEALTH FLORENCE CAN ASSIST.

10/8/2017 - ** SPECIAL **IHEARTMEDIA PROGRAMMING****

ISSUE: LEARNING DISABILITIES

DURATION: 30 MIN

Host/Producer: Dave Savage

The show explores the ways in which music can unlock the potential of those who struggle with reading, writing, math, organization or focus. 1 in 5 people have learning and attention issues, like ADHD and dyslexia. The show will feature stories from experts, teachers, parents and kids with learning and attention issues and how music has such a big impact on these children's lives

WE WERE ADVISED THAT THIS COULD AIR IN PLACE OF OUR REGULAR PUBLIC AFFAIRS PROGRAM.

10/15/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) SUE HAM (DARLINGTON CO. SCHOOL DIST.)

ISSUE: BREAST CANCER AWARENESS

DURATION: 15 MIN

SEGMENT (1): A DISCUSSION REGARDING BREAST CANCER AWARENESS MONTH. ACTIVITIES IN THE PEE DEE AREA DURING THE MONTH OF OCTOBER; WHERE TO GET SCREENED AND STATISTICS IN

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THE PEE DEE AREA.

ISSUE: EDUCATION DURATION: 10 MIN

SEGMENT (2): THE DARLINGTON CO. SCHOOL DIST. RISE UP CHALLENGE AND HOW PARENTS CAN GET THEIR KIDS INVOLVED AND THE SCHOLORSHIP PROGRAM INITIATIVE

10/22/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) MAL WEATHERLY (LESLIES HOPE CHARITY)

ISSUE: EDUCATION/CHILD SAFETY DURATION: 10 MIN

SEGMENT (1): THE DARLINGTON CO. SCHOOL DIST. HOLIDAY CARD ART CONTEST, BOARD WORK SESSION & EXERCISING CAUTION AT BUS STOPS

ISSUE: LOCAL CHARITIES DURATION: 5 MIN

SEGMENT (2): THE LESLIE HOPE CHARITY IN THE PEE DEE AREA; MENTAL HEALTH & SUICIDE PREVENTION INITIATIVE

ISSUE: HEALTH DURATION: 10 MIN

SEGMENT (3): A DISCUSSION REGARDING MOVEMENT VARIABILITY AND HOW TO PRACTICE ALTERNATIVE SOLUTIONS TO BETTER HEALTH

10/29/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) ABBY LOCKLEAR & TARA STUBBS (JR LEAGUE OF MALBORO CO.)

ISSUE: CHARITABLE CAUSES DURATION: 15 MIN

SEGMENT (1): A DISCUSSION REGARDING THE JR CHARITY LEAGUE OF

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MALBORO CO. THE PURPOSE IT SERVES, COMMUNITY INITIATIVES, HOW TO GET INVOLVED AS WELL THEIR ROLE IN THE MALBORO CO. AND SURROUNDING AREAS

ISSUE: COMMUNITY DURATION: 10 MIN

SEGMENT (2): OCTOBER EVENTS IN AND AROUND FLORENCE CO. INCLUDING ANNUAL BREAST CANCER WALK 5K AND OTHER ACTIVITIES IN THE AREA

11/5/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) ROBERT STEADMAN (LOCAL ACTIVIST) CHRIS MCKAGEN (DARLINGTON CO. SCHOOL DIST.)

ISSUE: EDUCATION DURATION: 10 MIN

SEGMENT (1): DCIS & FDTC OFFERING COLLEGE CLASSES & HOW TO GET INVOLVED. BRUNSON DARGAN ELEMENTARY & ITS JOINED TRANSFORM OF SC INITIATIVE. UPDATE ON CURRENT EVENTS WITHIN THE DARLINGTON CO. SCHOOL DIST.

ISSUE: CHARITIES DURATION: 10 MIN

SEGMENT (2): A DISCUSSION REGARDING THE REDBASKET.ORG CHARITY AND ITS INVOLVEMENT IN THE COMMUNITY AS WELL AS HOW TO GET PARTICIPATE IN THE WOODMAN FOR LIFE CAMPAIGN

ISSUE: HEALTH DURATION: 10 MIN

SEGMENT (3): DRY NEEDLING AND THE HEALTH BENEFITS OF ACCUPUNCTURE AS WELL AS A DISCUSSION REGARDING CUPPING AND HOW THE BODY REACTS TO THE PRACTICE

11/12/2017 - ** SPECIAL IHEARTMEDIA PROGRAMMING**

Host/Producer(s): iHeartCountry's Bobby Bones and 24/7 News correspondent Sharon Reid.

The Sounds of Heroes: A Special Presentation from iHeartRadio and Musicians On Call

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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- Just in-time for Veteran's Day, *The Sounds of Heroes: A Special Presentation from iHeartRadio and Musicians On Call*, pays tribute to America's war heroes and active-duty members of the military. It tells the story of Musicians On Call's mission of bringing musicians into hospitals, nursing homes and hospice centers. Artists perform bedside for patients, to lift the spirits of those who have served our country.

WE WERE ADVISED THAT THIS COULD AIR IN PLACE OF OUR REGULAR PUBLIC AFFAIRS PROGRAM.

11/19/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) CHRIS MCKAGEN (DARLINGTON CO. SCHOOL DIST.) DR. VEERAL OZA (MCLEOD HEALTH)

ISSUE: EDUCATION DURATION: 10 MIN

SEGMENT (1): WENDYS HIGH SCHOOL HEISMAN CONTESTANTS AS WELL AS RISK CONTROL AWARD/SAFETY AND DARLINGTON HIGH SCHOOL NEWSCASTS

ISSUE: DIET HEALTH DURATION: 10 MIN

SEGMENT (2): A DISCUSSION REGARDING ACIDIC FOODS TO AVOID; WHY ACIDIC IS BAD PLUS ADDING ALKALINE FOODS TO OUR DIET AND WHAT TO AVOID

ISSUE: PANCREATIC CANCER AWARENESS DURATION: 10 MIN

SEGMENT (3): RISK FACTORS FOR PANCREATIC CANCER; PANCREATIC CANCER MONTH. SCREENINGS FOR COLON AND OTHER CANCERS. WHERE IN THE PEE DEE TO GET SCREENED FOR A VARIETY OF CANCERS

11/26/2017 - ***REPEAT OF LAST WEEKS SHOW (11/19) DUE TO THE THANKSGIVING HOLIDAY***

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

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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(DARLINGTON SCHOOL DIST.) PAM MCDANIEL (FLORENCE SCHOOL DIST. ONE)

ISSUE: AIDS AWARENESS DURATION: 10 MIN

SEGMENT (1): A DISCUSSION REGARDING WORLD AIDS DAY AND AN OVERVIEW OF AIDS & HIV IN THE PEE DEE AREA; THE STATISTICS AS WELL AS WHAT THE FUTURE LOOKS LIKE FOR OUR AREA AND HOW LOCAL ORGANIZATIONS ARE HELPING

ISSUE: EDUCATION DURATION: 10 MIN

SEGMENT (2): DARLINGTON SCHOOL DIST. ALL STATE CHORAL HONORS PROGRAM AS WELL AS THE 1 TO 1 PROGRAM AS WELL AS AN OVERVIEW OF THE 2018/2019 ACADEMIC CALENDER.

ISSUE: EDUCATION DURATION: 5 MIN

SEGMENT (3): FLORENCE SCHOOL DIST. 1 AND THE GROUND BREAKING FOR THE BRAND NEW SOUTHSIDE MIDDLE SCHOOL AS WELL AS END OF THE YEAR ACTIVITIES IN THE SCHOOL DISTRICT.

12/10/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) CHRIS MCKAGEN (DARLINGTON SCHOOL DIST.) HALEY SCHAEFER & MACKENZIE CLEMENTSON (PEE DEE COALITION)

ISSUE: FLU SEASON AWARENESS DURATION: 10 MIN

SEGMENT (1): A DISCUSSION REGARDING FLU SEASON AND THE SEVERITY OF THE FLU IN THE PEE DEE AREA. WHERE TO FIND VACCINES AND ARE THEY ALWAYS EFFECTIVE; ALSO PRECAUTIONARY MEASURES TO TAKE TO HELP AVOID THE FLU.

ISSUE: EDUCATION DURATION: 5 MIN

SEGMENT (2): DARLINGTON SCHOOL DIST. REGISTRATION DATES FOR

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ADULT ED. AS WELL AS PLANS FOR THE SCHOOL DIST. IN THE FINAL WEEK BEFORE CHRISTMAS BREAK.

ISSUE: COMMUNITY OUTREACH DURATION: 10 MIN

SEGMENT (3): THE PEE DEE COALITION AND WHAT SERVICES THEY PROVIDE LOCALLY. THEIR #METOO EVENT AND HOW THE COMMUNITY CAN SUPPORT THE COALITION.

12/17/2017 - PRODUCER: DENIS DAVIS/GUEST(S) LARRY SMITH (COMMUNITY TIME MAGAZINE) AUDRY CHILDERS (DARLINGTON CO. SCHOOL DIST.) LES ECHOLS (FLORENCE CHAMBER OF COMMERCE)

DURATION: 10 MIN ISSUE: MINORITY AFFAIRS

SEGMENT (1): A DISCUSSION REGARDING THE 7TH DAY ADVENTUS CHURCH AND ITS ROLL IN THE AFRICAN AMERICAN COMMUNITY. ALSO THE MLK PARADE DATE AND HOW TO GET INVOLVED.

DURATION: 5 MIN ISSUE: EDUCATION

SEGMENT (2): DARLINGTON CO. SCHOOL DIST BOARD MEETING & CALNEDER AS WELL AS THE EDUCATION FORUM RECAP AND DATES FOR THE HOLIDAY BREAK.

DURATION: 10 MIN ISSUE: COMMUNITY OUTREACH

SEGMENT (3): THE FLORENCE CHAMBER OF COMMERCE AND THE SUCCESS OF THE BUILDING BRIDGES CAMPAIGN AND HOW TO GET INVOLVED. MLK ACTIVITES FOR THE UPCOMING MONTH OF JANUARY.

12/24/2017 - ***REPEAT OF LAST WEEKS SHOW (12/17) DUE TO THE CHRISTMAS HOLIDAY***

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12/31/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)

ISSUE: HEALTH DURATION: 15 MIN

SEGMENT (1): NEW YEARS HEALTH RESOLUTIONS: WEIGHT LOSS TIPS AND HOW TO STAY ON TRACK AS WELL AS STAYING FOCUSED ON YOUR HEALTH GOALS THROUGHOUT THE YEAR

ISSUE: HEALTH DURATION: 10 MIN

SEGMENT (2): HOW TO MAINTAIN YOUR NEW YEARS HEALTH RESOLUTIONS AND EXAMPLES OF WHY PEOPLE QUIT.

**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
HEALTH: 60	AMERICAN CANCER SOCIETY 5K		:30
ENVIRONMENT: 37	PEE DEE DIST. WATER ENVIRON. BI-MONTHLY MEETING		:30