

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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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
- Disaster Relief
- The Arts
- Economic Development
- Aids/HIV
- Cancer
- Dieting
- Children's Issues
- Local Charities

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

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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**10/2/2016** - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) & CECILIA MEGGS(UNITED WAY)

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

SEGMENT (1): DISCUSSION REGARDING SUICIDE PREVENTION MONTH (SEPTEMBER)

***ISSUE COVERED: GENERIC HEALTH CONCERNS DURATION: 5 MIN***

SEGMENT (2): COLD & FLU SEASON Q&A

***ISSUE COVERED: SUPPORT FOR LOCAL NON-PROFITS DURATION: 5 MIN***

SEGMENT (3): DISCUSSION REGARDING LIGHTHOUSE MINISTRIES AND THE UNITED WAY AND THEIR INVOLVEMENT IN THE COMMUNITY

***ISSUE COVERED: HEALTH CARE FOR NEEDY & COMMUNITY DEVELOPMENT DURATION: 10 MIN***

SEGMENT (4): HOPE HEALTH 25<sup>TH</sup> ANNIVERSARY AND HOW THEY HAVE SERVED THE PEE DEE. ALSO, DOWNTOWN FLORENCE DEVELOPMENT AND THE PROGRESS OF PROJECTS IN AND AROUND THE DOWNTOWN AREA

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

***ISSUE COVERED: FIRE PREVENTION DURATION: 5 MIN***

SEGMENT (1): DISCUSSION ABOUT FIRE PREVENTION (FIRE PREVENTION WEEK)

***ISSUE COVERED: HEART HEALTH ADVOCACY DURATION: 10 MIN***

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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SEGMENT (2): HEARTWALK AND THE SCOPE OF PARTICIPATION IN THE PEE DEE

***ISSUE COVERED: HEART HEALTH & WOMENS HEALTH***

***DURATION: 10 MIN***

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)

***ISSUE COVERED: LOCAL COMMUNITY EVENTS DURATION: 5 MIN***

SEGMENT (4): LOCAL EVENTS: WILSON H.S HOMECOMING & OKTOBERFEST

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

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

***ISSUE COVERED: STROKE & HEART ATTACK AWARENESS***

***DURATION:10 MIN***

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

***ISSUE COVERED: LOCAL DISASTER RELIEF DURATION: 10 MIN***

SEGMENT (2): RECAP OF HURRICAN MATTHEW AND THE STORM DAMAGE LEFT BEHIND AS WELL AS INFORMATION ON HOW TO GET

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HELP FOR BOTH RESIDENTIAL AND BUSINESSES AFFECTED (FEMA & SBA).

***ISSUE COVERED: DIABETES AWARENESS DURATION: 5 MIN***

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

***ISSUE COVERED: WOMENS HEALTH DURATION: 5 MIN***

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)

***ISSUE COVERED: CHILDREN SAFETY DURATION: 10 MIN***

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

***ISSUE COVERED: HEALTHY EATING DURATION: 10 MIN***

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

***ISSUE COVERED: MINORITY ECONOMIC AWARENESS DURATION: 10 MIN***

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

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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**(HOPE HEALTH FLORENCE) RENEE BAFALIS (FEMA)**

***ISSUE COVERED: SPINE & BACK HEALTH DURATION: 10 MIN***

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

***ISSUE COVERED: LOCAL DISASTER RELIEF DURATION: 10 MIN***

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

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

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)**

***ISSUE COVERED: CHARITABLE ORGANIZATIONS DURATION: 10 MIN***

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

***ISSUE COVERED: LOCAL DISASTER RELIEF DURATION: 10 MIN***

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

***ISSUE COVERED: HEALTHY EATING DURATION: 5 MIN***

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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SEGMENT (3): JUICING AND THE HEALTH BENEFITS OF A JUICE DIET.

***ISSUE COVERED: LOCAL COMMUNITY EVENTS DURATION: 5 MIN***

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

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

***ISSUE COVERED: CHILDRENS HEALTH DURATION: 10 MIN***

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

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

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

***ISSUE COVERED: HEALTHY DIETING DURATION: 10 MIN***

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

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

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

***ISSUE COVERED: HIV/AIDS AWARENESS DURATION: 10 MIN***

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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SEGMENT (1): DISCUSSION REGARDING AIDS AWARENESS MONTH AND AIDS AND HIV CASES IN THE PEE DEE. ALSO MEDICODE POLICY AND WHAT IT MEANS

***ISSUE COVERED: ADVOCACY FOR ARTS AWARENESS DURATION: 5 MIN***

SEGMENT (2): PERFORMING ARTS EVENTS IN CONJUNCTION WITH FRANCIS MARION UNIVERSITY

***ISSUE COVERED: ECONOMIC DEVELOPMENT DURATION: 5 MIN***

SEGMENT (3): A DISCUSSION REGARDING CONTINUED DEVELOPMENTS IN THE FLORENCE DOWNTOWN AREA

***ISSUE COVERED: HEALTHY EATING DURATION: 10 MIN***

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**

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

SEGMENT (1): HEALTH HACKS AND SUGGESTIONS ON HOW TO COMBAT COLD & FLU SEASON FOR BOTH CHILDREN & ADULTS

***ISSUE COVERED: YOUTH ADVOCACY SUPPORT DURATION: 5 MIN***

SEGMENT (2): ANGEL TREE PROGRAM. DISCUSSION REGARDING THE S.C YOUTH ADVOCATE PROGRAM AND ITS IMPACT ON THE LOCAL COMMUNITY

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

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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SEGMENT (3): BATTLING HOLIDAY DEPRESSION. HOW TO COPE AND HOW TO FIND HELP DURING THE HOLIDAYS

***ISSUE COVERED: HELPING THE NEEDY DURATION: 5 MIN***

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**

***ISSUE COVERED: HEALTHY EATING DURATION: 10 MIN***

SEGMENT (1): EATING CASHEWS AND THE MANY HEALTH BENEFITS IT PROVIDES AS WELL AS QUALITIES AND MEDICINAL PROPERTIES. DISCUSSION REGARDING EXERCISING

***ISSUE COVERED: SUPPORT FOR LOCAL CHILDREN CHARITIES DURATION: 10 MIN***

SEGMENT (2): TOYS FOR TOTS IN THE COMMUNITY. HOW LISTENERS CAN DONATE AND WHERE. DISCUSSION ABOUT OTHER HOLIDAY CHARITABLE ORGANIZATIONS AND THEIR INVOLVEMENT IN THE COMMUNITY

***ISSUE COVERED: HOLIDAY SAFETY ADVOCACY DURATION: 10 MIN***

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\*\***

***ISSUE COVERED: PROPER DIETING***

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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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
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