

WJMX  
Florence, SC  
Quarterly Issues/Programs List  
Third Quarter, 2017  
09/26/2017

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
- Hurricane Preparedness
- Economic Development
- Financial Awareness
- Cancer
- Dieting
- Child Safety
- Education
- Disabilities
- Law Enforcement

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

**7/2/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON**

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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**(HOPE HEALTH FLORENCE) DR. DENNIS WAGGON (CLEAR SCHOLIOSIS CENTER)**

***ISSUE: SCHOLIOSIS AWARENESS      DURATION: 10 MIN***

SEGMENT (1): WHAT IS SCHOLIOSIS, HOW TO DETECT IT AND THE STEPS TO COMBAT THE DISEASE. WHAT TO DO DIFFERENTLY ACCORDING TO SCHOLIOSIS RESEARCH

***ISSUE: FIREWORKS SAFETY AWARENESS      DURATION: 10 MIN***

SEGMENT (2): A DISCUSSION REGARDING FIREWORKS SAFETY AND HOW TO PLAN A SAFE AND ENJOYABLE 4<sup>TH</sup> OF JULY HOLIDAY

***ISSUE: EDUCATION      DURATION: 10 MIN***

SEGMENT (3): DARLINGTON CO. SCHOOL DIST. PROJECT INTERCEPT AND WHAT IT'S ABOUT. THE DSAP SUMMER PROGRAM AS WELL AS THE BOOK MOBILE PROGRAM.

**7/9/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)**

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

SEGMENT (1): CONTINUED DEVELOPMENT OF THE FLORENCE DOWNTOWN AREA. WHAT PROJECTS ARE UNDERWAY, FUTURE DEVELOPMENT AND NEW TRAFFIC PATTERNS IN THE AREA

***ISSUE: EDUCATION      DURATION: 10 MIN***

SEGMENT (2): FLORENCE SCHOOL DIST. 1 BACK TO SCHOOL DATES AND CONSTRUCTION UPDATES ON NEW SCHOOLS

***ISSUE: COMMUNITY      DURATION: 10 MIN***

SEGMENT (3): HOPE HEALTH FACILITY CONSTRUCTION UPDATE ON THE NEW WING AND HOW IT WILL SERVE THE COMMUNITY

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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**7/16/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)**

***ISSUE: COMMUNITY & LAW ENFORCEMENT      DURATION: 10 MIN***

SEGMENT (1): LAW ENFORCEMENT IN THE COMMUNITY AND NEW INITIATIVES TO PREVENT CRIME IN THE PEE DEE

***ISSUE: FINANCIAL AWARENESS      DURATION: 10 MIN***

SEGMENT (2): HOW TO GROW YOUR 401K AND THE WHERE TO INVEST YOUR MONEY AND HOW TO GET STARTED AS WELL AS SMART RETIREMENT PLANNING

***ISSUE: HEALTH & FITNESS      DURATION: 10 MIN***

SEGMENT (3): THE RIGHT FITNESS PROGRAM FOR YOU AND YOUR SPOUSE AS WELL AS A LIST INITIATIVES TO HEALTHY LIVING

**7/23/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) NIKKI PLAYER, JULIE JEBAILY, & WILL ISGETT (MISS S.C PAGEANT SCHOLARSHIP) NANAFAU ESHUN (MINORITY BUSINESS EMPOWERMENT)**

***ISSUE: YOUTH ADVOCACY DURATION: 15 MIN***

SEGMENT (1): MISS PEE DEE AND THE MISS PEE DEE TEEN SCHOLARSHIP PAGEANT; HOW TO PARTICIPATE AS WELL AS HOW TO BE A SPONSOR. THE PAGEANTS INVOLVEMENT WITH MISS AMERICA AS WELL AS THE CHILDRENS MIRACLE NETWORK

***ISSUE: MINORITY AWARENESS      DURATION: 15 MIN***

SEGMENT (2): BUSINESS EMPOWERMENT MINORITY EXPO & CAREER FAIR. KEYNOTE SPEAKERS, WHY MINORITIES SHOULD ATTEND AS WELL AS HOW TO BECOME A SPONSOR

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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**7/30/2017** - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) AUDREY CHILDERS (DARLINGTON CO. SCHOOL DIST.) PAM MCDANIEL (FLORENCE SCHOOL DIST. ONE)

**ISSUE: CHILD SAFETY AWARENESS/HEAT STROKE AWARENESS**  
**DURATION: 10**

SEGMENT (1): A DISCUSSION REGARDING SUMMER HEAT; HEAT STROKES AND LOOK BEFORE YOU LOCK REGARDING CHILD SAFETY AS WELL AS HOW TO PROPERLY STAY HYDRATED DURING THE SUMMER MONTHS

**ISSUE: EDUCATION DURATION: 15 MIN**

SEGMENT (2): DARLINGTON CO. SCHOOL DIST REGISTRATION, FOOD SERVICE TRAINING, PARENT LEADERSHIP, AS WELL AS NEW ADMINISTRATION LEADERSHIP AND TIPS ON HOW TO SPOT FAKE NEWS

**ISSUE: EDUCATION DURATION: 5 MIN**

SEGMENT (3): FLORENCE SCHOOL DIST. ONE REGISTRATION AS WELL AS AN UPCOMING FORUM AND CONSTRUCTION UPDATES ON NEW SCHOOLS AND HOW TO PREPARE FOR THE FIRST DAY OF SCHOOL

**8/6/2017** - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE)

**ISSUE: HEALTH DURATION: 15 MIN**

SEGMENT (1): A DISCUSSION REGARDING HYDRATION AND HOW TO COMBAT DEHYDRATION; WHAT ARE THE SYMPTOMS AND HOW MUCH WATER IS TOO MUCH WATER.

**ISSUE: PUBLIC EVENTS DURATION: 12 MIN**

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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SEGMENT (2): THE SOLAR ECLIPSE AND WHAT TO EXPECT AND WHERE IS THE BEST PLACE IN THE PEE DEE AREA TO VIEW THE ECLIPSE

**8/13/2017** - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) CHRIS MCKAGEN (DARLINGTON CO. SCHOOL DIST.)

***ISSUE: EDUCATION DURATION: 10 MIN***

SEGMENT (1): A DISCUSSION REGARDING THE START OF SCHOOL IN DARLINGTON CO. AND WHAT TO EXPECT; NEW SCHOOLS, TRAFFIC PATTERNS AND LATE REGISTRATION

***ISSUE: PUBLIC EVENTS DURATION: 10 MIN***

SEGMENT (2): THE SOLAR ECLIPSE AND THE SAFETY PRECAUTIONS FOR THOSE WHO WANT TO VIEW THE HISTORICAL EVENT. WHERE TO GET PROPER SUNGLASSES IN THE PEE DEE AREA

***ISSUE: COMMUNITY OUTREACH DURATION: 10 MIN***

SEGMENT (3): THE FLORENCE CHAMBER OF COMMERCE PROFESSIONAL DEVELOPMENT PROGRAM AND HOW TO GET INVOLVED BOTH AS A SPONSOR AND INDIVIDUAL

**8/20/2017** - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) CHRIS MCKAGEN (DARLINGTON CO. SCHOOL DIST.) KENNEY BOONE (FLORENCE CO. SHERIFFS DEPT.) ED PIATROWSKI (WPDE-TV ABC 15 METEOROLOGIST)

***ISSUE: EDUCATION DURATION: 10 MIN***

SEGMENT (1): A DISCUSSION REGARDING THE INTERIM SUPERINTENDENT FOR THE DARLINGTON CO. SCHOOL DIST. AS WELL AS THE TEACHER FORUM AND HOW PARENTS CAN GET INVOLVED

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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***ISSUE: PUBLIC EVENTS      DURATION: 10 MIN***

SEGMENT (2): THE SOLAR ECLIPSE AND WHAT TO EXPECT REGARDING TRAFFIC DELAYS, THE BEST ROUTES TO TAKE WITHIN THE STATE OF S.C AS WELL AS ALTERNATIVE SAFETY ROUTES

***ISSUE: SCIENCE              DURATION: 10 MIN***

SEGMENT (3): ED PIATROWSKI EXPLAINS WHAT EXACTY TO EXPECT FOR VIEWERS OF THE SOLAR ECLIPSE AND EXACTLY WHAT WE WILL SEE WHEN IT OCCURS

**8/27/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) CHRIS MCKAGEN (DARLINGTON CO. SCHOOL DIST.)DONNA COLLIS (HARVEST HOPE)**

***ISSUE: HUNGER AWARENESS      DURATION: 10 MIN***

SEGMENT (1): HUNGER AWARENESS MONTH FOR SEPTEMBER AND WHAT HARVEST HOPE PROVIDES TO THE LOCAL COMMUNITY. THE STATISTICS IN THE PEE DEE AREA, AND THE HOPE NOW INITIATIVE TO COMBAT HUNGER IN THE AREA

***ISSUE: EDUCATION      DURATION: 15 MIN***

SEGMENT (2): A DISCUSSION REGARDING THE RED APPLE PASS AND WHAT IT MEANS TO THE DARLINGTON CO. SCHOOL DIST. ALSO THE MAGNET FAIR AND HOW TO GET INVOLVED AS A SPONSOR OR PARTICIPATE.

***ISSUE: COMMUNITY OUTREACH              DURATION: 5 MIN***

SEGMENT (3): LEADERSHIP FLORENCE AND THE BUSINESS AFTER HOURS EVENT AS WELL AS THE LEGISLATIVE BREAKFAST.

**9/3/2017 - \*\*SPECIAL IHEARTMEDIA PROGRAMMING\*\***

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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**ISSUE: HURRICANE SUPPORT    DURATION: 30 MIN**

*“Texas Strong - Support for Victims of Hurricane Harvey”*

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

**9/10/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) LES ECHOLS (FLORENCE CHAMBER OF COMMERCE) RAY FARMER (SC DEPT. OF INSURANCE)**

**ISSUE: COMMUNITY OUTREACH        DURATION: 10 MIN**

SEGMENT (1): A DISCUSSION REGARDING THE LEADERSHIP FLORENCE PROGRAM AS WELL THE BUSINESS AFTER HOURS EVENT AND THE LEGISLATIVE BREAKFAST AND HOW TO GET INVOLVED.

**ISSUE: HURRICANE PREPAREDENESS                          DURATION: 15 MIN**

SEGMENT (2): SC DEPT OF INSURANCE AND THEIR STORM READY CAMPAIGN. A DISCUSSION ABOUT BEING PREPARED, PUTTING A PLAN IN PLACE AND PROTECTING YOUR FAMILY AS WELL AS PROPERTY.

**9/17/2017 - \*\*SPECIAL IHEARTMEDIA PROGRAMMING\*\***

**ISSUE: HURRICANE SUPPORT    DURATION: 30 MIN**

*“iHeartRadio Presents: Support for Victims of the Hurricanes”*

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

**9/24/2017 - PRODUCER: DENIS DAVIS/GUEST(S) DR. HUTCHINSON (HOPE HEALTH FLORENCE) CHRIS MCKAGEN (DARLINGTON CO. SCHOOL DIST.) DR. JOSEPH HOYLE**

**ISSUE: COMMUNITY OUTREACH        DURATION: 10 MIN**

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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SEGMENT (1): FLORENCE CHAMBER OF COMMERCE LEGISLATIVE BREAKFAST AS WELL AS GOLF TOURNAMENT AND THE KICKIN' CHICKEN & CHILI EVENT AND HOW TO GET INVOLVED. PLUS THE LEADERSHIP FLORENCE EVENT

**ISSUE: EDUCATION DURATION: 10 MIN**

SEGMENT (2): DARLINGTON CO. SCHOOL DIST. INCLEMENT WEATHER POLICY AS WELL AS MAKE UP DAYS. NEW TEACHER OF THE YEAR AS WELL AS DETAILS ON THE PARENT/TEACHER CONFERENCE AND THE 4 ESSENTIAL QUESTIONS PARENTS SHOULD ASK.

**ISSUE: PROSTATE HEALTH AWARENESS DURATION: 10 MIN**

SEGMENT (3): A DISCUSSION REGARDING PROSTATE HEALTH AS WELL AS PROSTATE CANER & OTHER DISEASES REGARDING THE PROSTATE. BEST PRACTICES TO HELP PREVENT PROSTATE CANCER.

**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: 80	SISTA STRUT CANCER WALK		:30



ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY: 65	HOUSING AUTH. SCHOOL SUPPLIES DROP OFF		:30
ENVIRONMENT: 37	PEE DEE DIST. CLEAN WATER INITIATIVE		:30
EDUCATION: 40	FLO. SCHOOL DIST 1 BOOK/READING DRIVE		:30

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