

1Q 2024 ISSUES AND PROGRAMS LIST

WWMB

FLORENCE & MYRTLE BEACH, SOUTH CAROLINA

January 1, 2024 – March 31, 2024

## LIST OF ISSUES

### **ECONOMY/INFLATION**

The Myrtle Beach area is the #1 fastest growing area, with rent increases up 36% since before the pandemic. As the nation deals with rising inflation – affecting everything from food to gas prices – we focused on the impact this is having on our communities and industries. We're also seeing impacts to other communities from workforce shortages and inflation issues.

### **FLOODING**

In the past several years, our communities have dealt with a number of major weather events, from a historic 1,000-year flood in 2015 to several hurricanes like Matthew and Florence. While those events caused flooding, we're also now seeing flooding after minor weather events. In some cases, development is to blame, in others it's a lack of attention or resources to flood mitigation. We continue to be a voice for those in our community who are seeing flooding over and over again.

### **GROWTH AND DEVELOPMENT**

Horry County is one of the fastest growing areas in the country. This quarter we saw a number of major developments along highways in our community. Residents are concerned that the roads are not able to handle the number of cars safely. We covered discussions about building moratoriums and how growth puts a strain on resources in our community. It also leads to issues with stormwater drainage, which leads to flooding. As we build up more and more, places begin to see flooding that haven't before. We are committed to covering the growth in our area and the challenges it presents to our communities.

### **PEE DEE CRIME**

The crime wave in the Pee Dee continues. Sheriffs there tell us young people aren't considering the consequences and have no consideration for the value of human life. We make sure we are able to cover not only the crimes, but the solutions being presented, and the impact on the families involved.

Below is a list of some of the significant issues responded to by Station WWMB, Florence/Myrtle Beach, South Carolina, along with the most significant programming treatment of those issues for the period January 1, 2024 to March 31, 2024. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

<b>Description of Issue</b>	<b>Program/Segment</b>	<b>Date</b>	<b>Time</b>	<b>Duration</b>	<b>Narration of Type and Description of Program/Segment</b>
<b>PEE DEE VIOLENCE/ CRIME</b>	<b>7am</b>	<b>01/02</b>	<b>7:31AM</b>	<b>:30</b>	<b>A 9-month narcotics investigation in Scotland County netted three arrests and 30 weapons seized.</b>
<b>GROWTH/ DEVELOPMENT</b>	<b>7am</b>	<b>01/03</b>	<b>7:04AM</b>	<b>:45</b>	<b>Conway City Council approves third reading for new development that'll bring 3000 homes to the area.</b>
<b>GROWTH/ DEVELOPMENT</b>	<b>7am</b>	<b>01/03</b>	<b>7:05AM</b>	<b>:30</b>	<b>Horry Co. Council moves forward with plans to redevelop blighted mall in Murrells Inlet.</b>
<b>ELECTION</b>	<b>7am</b>	<b>01/03</b>	<b>7:33AM</b>	<b>1:00</b>	<b>Horry County is consolidating voting locations for the presidential primaries.</b>
<b>GROWTH/ DEVELOPMENT</b>	<b>7am</b>	<b>01/04</b>	<b>7:10AM</b>	<b>:45</b>	<b>Lawmakers pre-file legislation that would impact the way counties levy impact fees on development projects.</b>
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>01/04</b>	<b>7:31AM</b>	<b>:45</b>	<b>Clio PD is under investigation by the state criminal justice academy.</b>
<b>ELECTION</b>	<b>7am</b>	<b>01/16</b>	<b>7:05AM</b>	<b>2:15</b>	<b>VP Kamala Harris delivers keynote address at King Day at the Dome Rally in Columbia, SC ahead of SC's presidential primary.</b>

<b>Description of Issue</b>	<b>Program/Segment</b>	<b>Date</b>	<b>Time</b>	<b>Duration</b>	<b>Narration of Type and Description of Program/Segment</b>
<b>GROWTH/ DEVELOPMENT</b>	7am	01/16	7:26AM	:30	U-Haul data shows SC is third-most-moved-to state in 2023.
<b>ELECTION</b>	7am	01/16	7:31AM	:30	Fla. Gov. Ron DeSantis campaigns in Greenville ahead of presidential primary.
<b>PEE DEE CRIME/ VIOLENCE</b>	7am	01/17	7:02AM	:30	Timmonsville officer on leave following arrest in Florence County.
<b>GROWTH/ DEVELOPMENT</b>	7am	01/17	7:04am	:45	Horry Co. Council rescinds support for land donation for new Humane Society facility after residents voice concerns.
<b>ELECTION</b>	7am	01/17	7:33AM	:30	DeSantis talks gender-affirming care in campaign appearance in South Carolina.
<b>PEE DEE CRIME/ VIOLENCE</b>	7am	01/18	7:02AM	:30	Two suspects are wanted in an armed robbery of a Lumberton Dollar General.
<b>GROWTH/ DEVELOPMENT</b>	7am	01/18	7:03AM	:45	Horry County's first-ever domestic violence shelter is planned.
<b>GROWTH/ DEVELOPMENT &amp; ECONOMY</b>	7am	01/18	7:05AM	1:00	Infrastructure report card shows 11% of bridges in SC are structurally deficient. Nearly 10,000 more got a "C" rating. Gov. McMaster asks for \$500M to start infrastructure improvements.

<b>Description of Issue</b>	<b>Program/Segment</b>	<b>Date</b>	<b>Time</b>	<b>Duration</b>	<b>Narration of Type and Description of Program/Segment</b>
<b>GROWTH/ DEVELOPMENT</b>	<b>7am</b>	<b>02/09</b>	<b>7:03AM</b>	<b>:45</b>	SCDOT holds public input meetings on intersection improvements in Florence.
<b>ELECTION</b>	<b>7am</b>	<b>02/09</b>	<b>7:18AM</b>	<b>:30</b>	Donald Trump announces Conway rally ahead of GOP Presidential Primary.
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/09</b>	<b>7:26AM</b>	<b>:45</b>	Following a deadly shooting on the UNC-Pembroke campus, students are rallying for
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/10</b>	<b>7:30AM</b>	<b>:30</b>	Three people are shot following an altercation outside of a convenience store in Robeson County.
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/10</b>	<b>7:31am</b>	<b>:30</b>	Extra police are on the UNC-Pembroke campus following multiple deadly incidents of violence both on and near the school.
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/13</b>	<b>7:03AM</b>	<b>:30</b>	Shots rang out in a church parking lot in Darlington County.
<b>ELECTION</b>	<b>7am</b>	<b>02/13</b>	<b>7:03am</b>	<b>1:30</b>	Nikki Haley makes campaign stop in SC ahead of GOP Presidential Primary
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/13</b>	<b>7:31AM</b>	<b>:30</b>	A trial begins for a Florence man accused of pulling the trigger during a deadly car game.

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<b>ELECTION</b>	<b>7am</b>	<b>02/13</b>	<b>7:32AM</b>	<b>:30</b>	<b>The Town of Atlantic Beach's Council violated state law by failing to meet in January. That follows the failure to certify November election results.</b>
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/14</b>	<b>7:05am</b>	<b>:30</b>	<b>Lumberton PD launches internal investigation after one of its own is arrested by state troopers.</b>
<b>PEE DEE CRIME/ VIOLENCE &amp; AT THE STATEHOUSE</b>	<b>7am</b>	<b>02/14</b>	<b>7:15am</b>	<b>:30</b>	<b>SC House rejects Senate's version of the Constitutional Carry Bill.</b>
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/14</b>	<b>7:31am</b>	<b>:30</b>	<b>Florence city leaders pass resolution urging state lawmakers to pass Hate Crime Bill.</b>
<b>GROWTH/ DEVELOPMENT</b>	<b>7am</b>	<b>02/14</b>	<b>7:32</b>	<b>:45</b>	<b>Horry County leads the state in HOA complaints, per latest state data.</b>
<b>GROWTH/ DEVELOPMENT</b>	<b>7am</b>	<b>02/14</b>	<b>7:34AM</b>	<b>:45</b>	<b>Conway Medical Center donates \$1M to HGTC for it to expand nursing program, to improve workforce development.</b>
<b>GROWTH/ DEVELOPMENT</b>	<b>7am</b>	<b>02/27</b>	<b>7:31a</b>	<b>:45</b>	<b>As the county population and development boom continue, the Historic Commission approves new historical sites.</b>

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<b>ELECTION</b>	<b>7am</b>	<b>2/27</b>	<b>7:33a</b>	<b>2:30</b>	Comments Trump made in SC over the weekend receive backlash nationwide.
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/28</b>	<b>7:03a</b>	<b>:30</b>	Two people are in custody following two armed robberies in Robeson County.
<b>GROWTH/ DEVELOPMENT</b>	<b>7am</b>	<b>02/28</b>	<b>7:10am</b>	<b>:30</b>	Myrtle Beach announces construction of a new theater as part of its effort to revitalize the downtown area.
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>02/28</b>	<b>7:31a</b>	<b>:45</b>	Myrtle Beach announces construction of a new theater as part of its effort to revitalize the downtown area.
<b>ENVIRONMENT</b>	<b>7am</b>	<b>02/28</b>	<b>7:32a</b>	<b>1:30</b>	Evaluation of the data shows Earth's warming trends since the late 1800s, and how much warming we've seen in Coastal Carolina.
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>03/05</b>	<b>7:02a</b>	<b>:30</b>	Shots were fired near a basketball game in Darlington, and police are investigating.
<b>PEE DEE CRIME/ VIOLENCE</b>	<b>7am</b>	<b>03/05</b>	<b>7:03a</b>	<b>:45</b>	An armed robbery on the Coker University campus prompted a school lockdown and one arrest.

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PEE DEE CRIME/ VIOLENCE	7am	03/05	7:03a	:30	A student killed in a shooting near the UNC-Pembroke campus is identified.
ELECTION	7am	03/05	7:04a	1:30	After a series of blunders and months of an uncertified election, Atlantic Beach Town Council passes ordinance to handoff election responsibilities to the county.
PEE DEE CRIME/ VIOLENCE	7am	03/05	7:32pm	:30	Police are looking for a man wanted in a shooting outside of a Lumberton laundromat that seriously injured another person.
GROWTH/ DEVELOPMENT	7am	03/05	7:43am	:45	Bank of America donates \$250,000 to HGTC to continue efforts to expand its health science program.
ELECTION	7am	03/06	7:00am	5:00	The results of the NC Primaries are in. We look at the outcomes of all the big state races.
PEE DEE CRIME/ VIOLENCE	7am	03/06	7:09a	:30	A man who shot and killed a Dillon school principal is sentenced to 50 years in prison.
ELECTION	7am	03/06	7:29am	:30	SC's Nikki Haley drops out of race for president.



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PEE DEE CRIME/ VIOLENCE	7am	03/06	732am	:30	A dozen were arrested and 19 more are wanted in a theft operation in Robeson County.

**WWMB is an ongoing sponsor of:**

A Father's Place  
ALS – South Carolina  
American Red Cross  
American Heart Association  
Care House of the Pee Dee  
Champion Autism Network  
Children's Recovery Center  
CMC Foundation  
Collin's Kids  
Dragon Boat at the Beach  
Gifts From the Heart  
Grand Strand Humane Society  
Ground Zero  
Habitat for Humanity  
Help 4 Kids  
Jefferson Awards – Multiplying Good  
Kind Keepers  
Make-a-Wish SC  
March of Dimes  
Meals on Wheels  
NAB  
Palmetto Pride  
Pilot Club of Darlington  
Project Golf  
Salvation Army  
SOS Autism Awareness  
SOS Care  
South Carolina Forestry Commission  
Spokes of Hope  
Special Olympics  
Special Operations Wounded Warriors  
Stand for the Silent  
Surfrider Foundation  
Toys for Tots  
Wreaths Across America

**Public Service Announcements aired in 1Q 2024**

ALS of South Carolina  
Collins Kids  
Gifts from the Heart  
Ground Zero  
March of Babies  
Project Golf