

ISSUES AND PROGRAMS LIST  
WWMB  
FLORENCE & MYRTLE BEACH, SOUTH CAROLINA

October 1, 2021 – December 30, 2021

## LIST OF ISSUES

### **CORONAVIRUS VACCINE, SURGE AND OMICRON**

In fourth quarter 2021, we saw the development and spread of the Omicron variant of Coronavirus. We had to shift our coverage to the impact this new variant was having on case numbers and the community response. We also focused on the approval of booster shots, providing the community with not only where they were available but how many people were or should be taking advantage of the shot.

### **PEE DEE/BORDER BELT CRIME**

The number of shootings, murders, and drug related crimes has communities in both the Pee Dee and Border Belt counties of our viewing area. In addition to covering the crimes themselves, we consistently reached out to officials about what they were doing to not only solve the crimes but bring the crime rate down.

### **FLOODING**

In the past five 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 the 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.

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 October 1, 2021 to December 31, 2021. 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>
Growth	7am Newscast	10/6	7:04am	1:30	I73 Funding: We looked into Horry County's debate over where county funding was coming from
Pee Dee Crime	7am Newscast	10/12	7:31am	45 seconds	Marlboro County officials target nightclubs as a way to reduce crime
COVID	7am Newscast	10/14	7:34am	45 seconds	Horry County Schools response to new guidance from the state health director
Growth	7am Newscast	11/5	7:05am	30 seconds	We covered a community meeting where residents could voice concerns about the impact of growth on Highway 90
Pee Dee Crime	7am Newscast	11/9	7:03am	45 seconds	Group in Florence calls for a cease fire to stop the violence. They want zones set up in the city.
Pee Dee Crime	7am Newscast	11/11	7:26am	45 seconds	We ask the sheriffs what they plan to do about the crime in the Pee Dee
Flooding	7am Newscast	11/16	7:30am	45 seconds	FEMA asks for public input on its National Flood Insurance Program

Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
Growth	7am Newscast	12/3	7:32am	45 seconds	We attended the HC Planning Commission meeting to review plans from a developer wanting to add thousands of new homes to the Burdges area over 5 years
Growth	7am Newscast	12/8	7:32am	45 seconds	Developer holds meeting about plans for 4K new homes and 10K new residents along Highway 707

### **Community Event Promotion**

None due to COVID-19

### **Public Service Announcements aired in 4Q 2021**

Alzheimer's Foundation  
American Academy of Pediatrics  
American Academy Pediatrics & Brady Center  
American Red Cross  
Army National Guard  
Advertising Council, Buzzed Driving Prevention  
Child Mind Institute  
Children's Recovery Center  
Champion Autism Network  
Drug Free Kids  
Gun Safety  
Make A Wish Foundation, SC  
Pet Rescue Sticker  
San Diego Zoo Global  
SC MEP  
SCBA Call 811  
SCBA Forestry Commission  
Shriners Hospital  
Smile Train  
SOS Care  
Southeastern Guide Dog Association  
Tideland Health Foundation  
Toys For Tots  
UNICEF  
U.S. Air Force  
U.S. Department of Transportation  
US Centers For Disease Control  
US Marines  
YMCA