

WESC-AM 660
Greenville, SC

Issues and Programs
Fourth Quarter, 2023

WESC PUBLIC SERVICE TRAFFIC/WEATHER/NEWS

:92 LOCAL NEWS

- 3 PER WEEKDAY
- 15 PER WEEK
- (AVERAGE OF) 60 PER MONTH

:15 LOCAL WEATHER

- 2 PER HOUR-6A-2P, 1 PER HOUR 2P-7P (DAILY TOTAL 21)
- 147 PER WEEK
- (AVERAGE OF) 588 PER MONTH

:30 LOCAL TRAFFIC

- 3 PER HOUR 6A-9A, 2 PER HOUR 3P-6P (WEEKDAYS ONLY)
- 15 PER DAY
- 75 PER WEEK
- (AVERAGE OF) 300 PER MONTH

Total local information commitment:

- 1,167 minutes for the quarter
- Average of 97 minutes per week
- Average of 389 minutes per month

WESC
Greenville, SC
Quarterly Issues/Programs List
Fourth Quarter, 2023
01/09/2024

WESC
Quarterly Issues/Programs List

WESC 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:

**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
LOCAL YOUTH	CCC USMC Toys For Tots	Captain Greg Pro talks about Toys For Tots	Greg Pro	10/07/2023 07:00 AM	030:02
FUNDRAISING/HEALTH AND WELLNESS	CCC Let There Be Mom/Dine Out For Mom	Kipra Anderson Executive Director talks about fundraiser	Kipra Anderson	10/14/2023 07:01 AM	030:04
VETERAN AFFAIRS	CCC SC Veterans Alliance	Randy Lydick talks about the SC Veterans Salute	Randy Lydick	10/21/2023 06:59 AM	030:21
VETERAN AFFAIRS	CCC SC Veterans Salute/Davids Table	Michelle Albrect with SC Veterans Salute 1027	Michelle Albrect	10/28/2023 07:02 AM	030:05
VETERAN AFFAIRS	CCC SC Veterans Upstate Salute/Meals On Wheels	Michelle Albrect with SC Veterans Salute	Michelle Albrect	11/04/2023 05:59 AM	030:02
VETERAN AFFAIRS	CCC SC Veterans Upstate Salute/Meals On Wheels	Michelle Albrect with SC Veterans Salute	Michelle Albrect	11/11/2023 06:02 AM	030:02
HOMELESSNESS	CCC Miracle Hill	PR Director Susan Pottberg talks about charity event	Susan Pottberg	11/18/2023 07:01 AM	027:34
SENIOR CARE	CCC Senior Action	Director Andrea Smith talks about	Andrea Smith	12/02/2023 06:59 AM	030:02

		Senior Action			
ANIMAL WELFARE	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss facilitating pet adoptions, providing vaccines and affordable pet treatment options.	S. KOGUT	12/09/2023 07:02 AM	029:49
HEALTH	CCC Favor Greenville	Leslie Prezenger with Favor Greenville	Leslie Prezenger	12/16/2023 07:02 AM	030:03
SENIOR CARE	CCC Senior Action	Director Andrea Smith talks about Senior Action	Andrea Smith	12/23/2023 07:00 AM	030:02
HEALTH	CCC Favor Greenville	Leslie Prezenger with Favor Greenville	Leslie Prezenger	12/30/2023 07:00 AM	030:03

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
(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
	Ad Council	000:28	4
	Ad Council	000:29	3
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	14
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	2
COMMUNITY INVOLVEMENT	SHINE A LIGHT	000:30	8
HEALTH AND FITNESS	Ad Council	000:30	1
HEALTH AND FITNESS	Ad Council	000:30	4
HEALTH AND FITNESS	Ad Council	000:30	3
HEALTH AND FITNESS	Ad Council	000:30	7
HOMEBASE	HOMEBASE	000:30	14
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:29	8
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:30	5
MENTAL HEALTH	Ad Council	000:29	2
MENTORSHIP & VOLUNTEERING	BIG BROTHERS BIG SISTERS	000:30	6

ORGAN DONATION	Ad Council	000:30	1
RECYCLING	Ad Council	000:30	2
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	5
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	5
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	4
WILDLIFE AWARENESS	Ad Council	000:29	1