

**WESC-AM 660**  
**Greenville, SC**

**Issues and Programs**  
Third 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-AM  
 Greenville, SC  
 Quarterly Issues/Programs List  
 Third Quarter, 2023  
 10/10/2023  
 WESC-AM

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
Community Events	CCC Childrens Museum of the Upstate	Director Catie Davis talks about the museum	Catie Davis	07/01/2023 06:59 AM	030:02
Distracted Driving, History	9007792 iHeartRadio Communities: Public Affairs Special	Discuss suicide & cyber-bullying awareness and prevention including proposed federal legislation.	M. Molak	07/08/2023 07:00 AM	029:50
Community Events	CCC Childrens Museum of the Upstate	Director Catie Davis talks about the museum	Catie Davis	07/15/2023 07:01 AM	030:02
Senior Care	CCC Senior Action	Director Andrea Smith talks about Senior Action	Andrea Smith	07/22/2023 07:01 AM	030:02
Community Events	CCC Eupphria and Smart Arts	Kim Eades Board Member of Euphoria	Kim Eades	07/29/2023 07:01 AM	030:05
Veteran's Affairs, Weather	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss issues regarding veteran's affairs, weather trends and technology/generational differences.	K. Sheren, R. Stagich, Dr. J.	08/05/2023 07:00 AM	029:50
Youth Programs	CCC Girl Scouts of South Carolina	CEO Lora Tucker talks about enrollment	Lora Tucker	08/12/2023 06:59 AM	030:01
Youth Programs	CCC Girl Scouts of South Carolina	CEO Lora Tucker talks about enrollment	Lora Tucker	08/19/2023 07:01 AM	030:01

Community Service	CCC Greer CPW and Salvation Army	Alison Rauch with CPW Bea Smith with Salvation Army	Alison Rauch, Bea Smith	08/26/2023 06:59 AM	030:04
Health	CCC Favor Greenville	Leslie Prezenger with Favor Greenville	Leslie Prezenger	09/02/2023 07:00 AM	030:03
Fundraising	CCC Coles Vitory Lap Fundraiser	Clint Henderson with Cole's Victory Lap	Clint Henderson	09/09/2023 07:02 AM	030:03
Community Service	CCC Greer CPW and Salvation Army	Alison Rauch with CPW Bea Smith with Salvation Army	Alison Rauch, Bea Smith	09/16/2023 07:00 AM	030:04
Fundraising	CCC Davids Table	Skeeter Powell from David's Table Talks About Fundraiser	Skeeter Powell	09/23/2023 06:02 AM	031:07
Community Involvement	CCC Let There Be Mom	Kipra Anderson, Founder and Executive Director	Kipra Anderson	09/30/2023 06:00 AM	030:04

**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
<b>(Insert network and/or syndicator-provided programs lists here.)</b>				

**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 AND FITNESS	Ad Council	000:28	4
HEALTH AND FITNESS	Ad Council	000:29	6
HEALTH AND FITNESS	South Carolina Broadcasters A	000:30	12
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:29	3
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:29	4
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:29	4
COMMUNITY INVOLVEMENT	ADDICTION AND MENTAL HEALTH	000:30	7
COMMUNITY INVOLVEMENT	GLOBAL CITIZEN	000:30	7
DOMESTIC VIOLENCE	NO MORE.ORG	000:30	12
GLOBAL CITIZEN	GLOBAL CITIZEN	000:30	5
HEALTH AND FITNESS	Ad Council	000:30	4
HEALTH AND FITNESS	Ad Council	000:30	8
HEALTH AND FITNESS	Ad Council	000:30	3
HEALTH AND FITNESS	Ad Council	000:30	4
MENTAL HEALTH	Ad Council	000:29	3
MENTORSHIP & VOLUNTEERING	BIG BROTHERS BIG SISTERS	000:30	9

NO KID HUNGRY	NO KID HUNGRY	000:29	6
NO KID HUNGRY	NO KID HUNGRY	000:29	8
ORGAN DONATION	Ad Council	000:30	2
RECYCLING	Ad Council	000:30	3
TRAVEL AND SAFETY	NHTSA	000:29	13
WILDLIFE AWARENESS	Ad Council	000:29	1