

**Cumulus Media Quarterly Issues and Programs Reconciliation Report**

Station: WSSX-FM


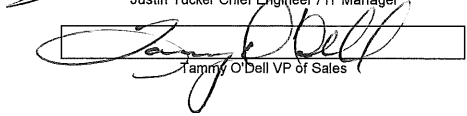
Quarter: 2

Year: 2012

Program	Air Date	Air Time
DINING WITH FRIENDS IN AN EFFORT TO BATTLE AIDS	April 1, 2012	6:00:00 AM
RECIPES FOR LIFE	April 8, 2012	6:01:22 AM
LOW COUNTRY ASSOCIATION FOR THE BLIND	April 15, 2012	6:00:48 AM
PROTECTING CHILDREN FROM PREDATORS	April 22, 2012	6:00:52 AM
MAKING LOW COUNTRY HOMES MORE LIVABLE FOR THE INDIGENT	April 29, 2012	6:02:45 AM
THE NORTH CHARLESTON ARTS FESTIVAL	May 6, 2012	6:00:57 AM
TEACHING KIDS SAFE BIKE RIDING	May 13, 2012	6:02:11 AM
ARTS WALKING IN DOWNTOWN CHARLESTON	May 20, 2012	6:05:25 AM
MAY IS OLDER AMERICANS MONTH	May 27, 2012	6:00:34 AM
THE CHARLESTON METRO CHAMBER OF COMMERCE	June 3, 2012	6:00:00 AM
GETTING READY FOR HURRICANE SEASON 2012 IN CHARLESTON COUNTY	June 10, 2012	6:02:31 AM
THE SUBJECT WE LOVE TO HATE...INSURANCE AND STORM PREP	June 17, 2012	6:03:20 AM
THE SOUTH CAROLINA STATE FAIR	June 24, 2012	6:03:34 AM

Report Filed on 7-9-12 by:

Report Reviewed by

  
 Justin Tucker Chief Engineer / IT Manager  
  
 James O'Dell VP of Sales

WSSX-FM

Affidavit

Cat	ID	Date	Aired	Sched	Length	Status	Description
COM	DA2000	12-04-01	06:00:00	06:00:00	29:41	on-air	DINING FRIENDS
COM	DA2000	12-04-08	06:01:22	06:00:00	29:50	on-air	RECIPES4LIFE
COM	DA2000	12-04-15	06:00:48	06:00:00	29:59	on-air	BLIND ASSOC
COM	DA2000	12-04-22	06:00:52	06:00:00	29:57	on-air	DEE NORTON CENTER
COM	DA2000	12-04-29	06:02:45	06:00:00	29:59	on-air	OPERATION HOME
COM	DA2000	12-05-06	06:00:57	06:00:00	29:58	on-air	NOCHAS ARTS FESTIVAL
COM	DA2000	12-05-13	06:02:11	06:00:00	29:32	on-air	BIKE RODEO
COM	DA2000	12-05-20	06:02:25	06:00:00	29:55	on-air	CHARLESTON ARTS
COM	DA2000	12-05-27	06:00:34	06:00:00	29:47	on-air	MAY SENIORS MONTH
COM	DA2000	12-06-03	06:00:00	06:00:00	29:59	on-air	CHAS METRO CHAMBER
COM	DA2000	12-06-10	06:02:31	06:00:00	29:56	on-air	CHAS EMS
COM	DA2000	12-06-17	06:03:20	06:00:00	29:59	on-air	HURRICANE 2012
COM	DA2000	12-06-24	06:03:34	06:00:00	30:00	on-air	SCSTATEFAIR

Affidavit Options:

Start Date:

July 2012						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

End Date:

June 2012						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

NCU-Descrip  
 NCU-DA2000  
 AM4-Descrip  
 PR4-Descrip  
 PR2-Descrip  
 CSU-Descrip  
 PR3-Descrip  
 PR1-Descrip  
 PR5-Descrip  
 COM-Descrip

List  
 Create  
 Print  
 Done

Start ID: DA2000      Stop ID: DA2000



**INVOICE**

**PAY THIS AMOUNT: \$0.00**

Remit To: PO Box 645091  
 Cincinnati, OH 45264-5091  
 Station: Charleston - WSSX-FM  
 Phone#: 843-277-1216

Bill To: FCC

Invoice #: 2537490  
 Invoice Date: 04/30/12  
 Order #: 395

Advt#662

Acct Exec: BARBARA YOUNG

Estimate #:

Terms: Due on Receipt

Description: Public Affairs Show

Day	Date	Time	Len	Line #	Rate	Product
Sun	04/01/12	6:00AM	30	2334	\$0.00	FCC
Sun	04/08/12	6:00AM	30	2334	\$0.00	FCC
Sun	04/15/12	6:00AM	30	2334	\$0.00	FCC
Sun	04/22/12	6:00AM	30	2334	\$0.00	FCC
Sun	04/29/12	6:00AM	30	2334	\$0.00	FCC

Amount Due

\$0.00

Total Spots 5

**PAY THIS AMOUNT: \$0.00**

Remit To: PO Box 645091  
 Cincinnati, OH 45264-5091  
 Station: Charleston - WSSX-FM  
 Phone#: 843-277-1216

Bill To: FCC

Invoice #: 2538354  
 Invoice 05/31/12  
 Date:  
 Order #: 395

Advt#662

Acct Exec: BARBARA YOUNG  
 Estimate #:

Terms: Due on Receipt

Description: Public Affairs Show

Day	Date	Time	Len	Line #	Rate	Product
Sun	05/06/12	6:00AM	30	2334	\$0.00	FCC
Sun	05/13/12	6:00AM	30	2334	\$0.00	FCC
Sun	05/20/12	6:00AM	30	2334	\$0.00	FCC
Sun	05/27/12	6:00AM	30	2334	\$0.00	FCC

Amount Due \$0.00

Total Spots 4

Terms: Due on Receipt

**PAY THIS AMOUNT: \$0.00**

Remit To: PO Box 645091

Cincinnati, OH 45264-5091

Station: Charleston - WSSX-FM

Phone#: 843-277-1216

Bill To: FCC

Invoice #: 2539220

Invoice Date: 06/30/12

Date:

Order #: 395

Advt#662

Acct Exec: BARBARA YOUNG

Estimate #:

Terms: Due on Receipt

Description: Public Affairs Show

Day	Date	Time	Len	Line #	Rate	Product
Sun	06/03/12	6:00AM	30	2334	\$0.00	FCC
Sun	06/10/12	6:00AM	30	2334	\$0.00	FCC
Sun	06/17/12	6:00AM	30	2334	\$0.00	FCC
Sun	06/24/12	6:00AM	30	2334	\$0.00	FCC

Amount Due \$0.00

Total Spots 4

Terms: Due on Receipt

DINING WITH FRIENDS IN AN EFFORT TO BATTLE AIDS

AIR DATE: APRIL 1, 2012

GUEST: BRAD CHILDS...EXECUTIVE DIRECTOR WITH LOW COUNTRY AIDS SERVICES/ CHARLESTON

DISCUSSION CENTERED ON THIS ANNUAL EVENT AND THE GOOD IT DOES.

CHILDS SAYS THAT AFTER MORE THAN 30 YEARS OF AIDS...MANY ARE GETTING CARELESS AGAIN WITH THEIR PERSONAL LIVES. SIMPLE PRE-CAUTIONS CAN GREATLY CURTAIL THE INCIDENTS OF HIV INFECTION.

SOUTH CAROLINA RATES FAR TOO HIGH WHEN IT COMES TO THE NUMBERS OF THOSE CONTRACTING THE DEADLY DISEASE. SOUTH CAROLINA IS 9<sup>TH</sup> IN THE NATION.

NEW ALERTS ARE GOING OUT IN THE BLACK COMMUNITY...WHERE THE STIGMA IS STRONG. TOO MANY MEN ON THE DOWN-LOW...LIVING DOUBLE LIVES AND INFECTING WOMAN AS WELL AS MEN. CONDOMS AND HONESTY WOIULD GO A LONG WAY TO FORCING A DROP IN THE INFECTION RATE.

MAY 5<sup>TH</sup> ....IS THE ANNUAL DINING WITH FRIENDS FUNDRAISER. THE IDEA IS TO THROW A PARTY OR DINNER.....COLLECT MONEY FROM YOUR GUESTS...AND THAT MONEY GOES TO HELP THOSE STRUGGLING WITH HIV INFECTION AND AIDS. THE MONEY HELPS DEFRAID COSTS FOR THOSE WHO ARE SICK WITH THE DISEASE.

THE WAIT CONTINUES FOR A CURE....OR AT LEAST BETTER DRUGS.

## RECIPES FOR LIFE

AIR DATE: APRIL 8, 2012

GUESTS: DR. DEBBIE BRYANT...ASSISTANT DIRECTOR OF PREVENTION CENTER AND OUTREACH WITH HOLLINGS CANCER CENTER

JIM ETHRIDGE...PROGRAM CO-ORDINATOR FOR CANCER DISPARITY PROGRAM AT THE HOLLINGS CANCER CENTER

DISCUSSION CENTERED ON AN ANNUAL EVENT THAT INVITES THE PUBLIC TO MAKE MORE RESPONSIBLE DECISIONS WHEN IT COMES TO DIET.

THE IDEA OF NUTRITION AND PREVENTATIVE HEALTH HAS BEEN GAINING STEAM. RECIPES FOR LIFE HOPES TO CEMENT THAT IDEA.

THE EFFORT BELIEVES THAT WHEN WE MAKE MORE RESPONSIBLE FOOD DECISIONS....WE ARE ENRICHED AND EMPOWERED TO WORK TO STAY WELL.

THE EFFORT DOES NOT INTEND TO BE A 'WET BLANKET' IN TELLING PEOPLE WHAT TO EAT. EVEN THEY SAY THERE WOULD LIKELY BE A REBELLION. AND THAT WE CAN STILL EAT OUR FAVORITES....FROM PIZZA TO MAC AND CHEESE. THE RECIPES-FOR-LIFE ATTITUDE TRIES TO SHOW PEOPLE THAT YOU CAN MAKE BETTER FOOD DECISIONS WHILE ALSO ENJOYING YOUR FAVORITES. MODERATION IS THE KEY.

BOTH BRYANT AND ETHRIDGE BELIEVE THAT LIFE CAN BE ENRICHED WHEN WE MAKE BETTER CHOICES IN ALL AREAS....INCLUDING MEALTIMES.

LOW COUNTRY ASSOCIATION FOR THE BLIND

AIR DATE: APRIL 15, 2012

GUEST: OLIVIA FRENCH.....DEVELOPMENT DIRECTOR FOR THE ASSOCIATION FOR THE BLIND

DISCUSSION CENTERED ON THE GIFT OF SIGHT AND HOW FRAGILE IT IS. WHEN SURVEYED.....MOST AMERICANS FEEL LOSING THE SENSE OF SIGHT WOULD BE THE MORE DIFFICULT TO COPE WITHOUT.

FRENCH SAYS WE TAKE OUR EYES FOR GRANTED IN THIS CULTURE. THE OLDER WE GET.....THE WORSE OUR EYESIGHT BECOMES. THAT'S NOT UNUSUAL. BUT SOMETIMES ILLNESSES HASTEN VISION LOSS.

OUR EYES ARE MOST VUNERABLE....ESPECIALLY AS WE AGE. MACULAR DEGENERATION IS A PRIME REASON OLDER SOUTH CAROLINAINS GO BLIND. IT CAN BE SLOWED DOWN WITH PROPER CARE AND MEDICATION. BUT IT DOES HAPPEN....AND FRENCH SAYS THAT'S WHY ALL SHOULD GET REGULAR PROFESSIONAL CHECKUPS.

THE ASSOCIATION FOR THE BLIND WORKS TO HELP THOSE WHO ARE LEARNING TO LIVE WITHOUT VISION. IT CAN CONNECT THOSE WITH WEAK VISION GET HELP.

THERE ARE VARYING DEGREES OF VISION LOSS. AT THE LOW END ARE THOSE WHO WEAR CORRECTIVE LENSES OR GLASSES. QUITE COMMON. THEN THERE'S LOW VISION.....LEGAL BLINDNESS.....AND TOTAL BLINDNESS. FRENCH SAYS THESE RESIDENTS NEED ASSISTANCE THAT THE ASSOCIATION FOR THE BLIND GLADLY GIVES. WORD TO THE SIGHTED.....GET YOUR EYES CHECKED



## PROTECTING CHILDREN FROM PREDATORS

AIR DATE: APRIL 22, 2012

GUEST: ELIZABETH HAWKER...EXECUTIVE DIRECTOR OF THE DEE NORTON LOW COUNTY CHILDRENS CENTER

DISCUSSION CENTERED ON APRIL BEING CHILD ABUSE PREVENTION MONTH. THE DEE NORTON CHILDRENS CENTER IS BUSY THESE DAYS...WITH CASES OF VIOLENCE AND SEXUAL ABUSE AGAINST KIDS.

CHILD SEXUAL ABUSE ALWAYS GRABS HEADLINES...BUT HAWKER SAYS KIDS UNDERGO OTHER KINDS OF ABUSE TOO. AND WHILE SEXUAL ABUSE LEAVES VERY DEEP PSYCHOLOGICAL SCARS...OTHER KINDS OF PHYSICAL AND EMOTIONAL ABUSE CAN BE JUST AS HARMFUL.

THE CHILDRENS CENTER ALSO WORKS AS CHILD ADVOCATES FOR KIDS AND WORKS WITH THE FAMILY.

THERE ARE TOO MANY KIDS IN FOSTER CARE IN OUR STATE. THE DEE NORTON LOW COUNTRY CHILDRENS CENTER WORKS TO BRING THE FAMILY TOGETHER...OFTEN TEACHING FAMILY MEMBERS HOW TO HANDLE SITUATIONS SO ABUSE DOES NOT OCCUR. OF COURSE IF THE ABUSE IS CRIMINAL...THE CENTER WORKS ON BEHALF OF THE KIDS.

HAWKER SAYS KIDS DO HEAL...BUT SOME KIDS END UP NEEDING MORE HELP THAN OTHERS. THE CENTER WORKS TO GET THE HELP THE KIDS AND FAMILIES NEED TO HEAL.

THE CENTER ALSO DREAMS OF THE DAY IT GOES OUT OF BUSINESS...BUT UNTIL ADULTS LEARN HOW CONTROL THEMSELVES AND NOT HURT CHILDREN...THE CENTER IS HERE TO STAY

MAKING LOW COUNTRY HOMES MORE LIVABLE FOR THE INDIGENT

AIR DATE: APRIL 29.2012

GUESTS: LISA POTTS, EXECUTIVE DIRECTOR OF OPERATION HOME AND GARY TILLER...OWNER OF TILLER CONSTRUCTION COMPANY

DISCUSSION CENTERED ON THE ANNUAL OPERATION HOME EFFORT THAT TARGETS RESIDENTS WHOSE HOMES ARE FALLING APART. THE EFFORT RAISES MONEY TO REPAIR THE HOMES OF THE ELDERLY AND THOSE WHO CAN'T DO THE WORK....OR CAN'T AFFORD TO DO THE WORK TO FIX PROBLEMS.

THIS EFFORT DOES NOT SEEK TO GIVE LOW COUNTRY RESIDENTS A FASHIONALBE REDUX OF A HOME.....BUT RATHER MAES REPAIRS VITAL TO THE LIVABILITY OF A HOME.

POTTS SAYS TOO MANY HOMES ARE VERY OLD...AND THEIR LONGTIME RESIDENTS ARE PUTTING UP WITH L;EAKY ROOFS...BROKEN TOILETS.....BROKEN STAIRS.....AND OTHER PROBLEMS THAT MAKE HOMES ALMOST UNLIVABLE.

TILLER OWNS A CONSTRUCTION COMPANY AND IS INVOLVED WITH OPERATION HOME BECAUSE HE SAYS HE COULD NOT BELIEVE THE CONDITIONS MANY IN THE LOW COUNTRY LIVE IN. AND HE DONATES TIME AND MATERIALS TO MAKE THESE NECESSARY REPAIRS.

THE WAITING LIST IS LONG....AND EVERY YEAR OPERATION HOME HOLD A BIG FUNDRAISER TO GET THE FUNDS NECESSARY TO MAKE THESE VITAL REPAIRS TO SOME OF THE HOMES IN THE LOW COUNTRY.

## THE NORTH CHARLESTON ARTS FESTIVAL

AIR DATE: MAY 6, 2012

GUESTS: MARTY BASANCON...DIRECTOR OF THE CITY OF NORTH CHARLESTON CULTURAL ARTS DEPT....AND ANN SIMMONS...ARTS COORDINATOR WITH THE NORTH CHARLESTON ARTS FESTIVAL

DISCUSSION CENTERED ON THE ANNUAL ARTS FESTIVAL....WHICH HAS BECOME VERY POPULAR....ATTRACTING MORE LOCAL AND OUT-OF-TOWN ARTISTS EVERY YEAR.

THE EFFORT WORKS TO GIVE LOCAL ARTISTS A STAGE.....TO SHOW THE LOW COUNTRY ALL THE CITY HAS TO OFFER.

THE ARTS FESTIVAL ALSO WORKS TO HELP ENHANCE THE IMAGE OF THE CITY. ALL ADMIT THAT MANY TIMES NORTH CHARLESTON IS ASSOCIATED WITH CRIME. AND THAT IMAGE IS HARD TO ERASE. THIS...EVEN THOUGH CRIME IN NORTH CHARLESTON IS DOWN.

THE NORTH CHARLESTON ARTS FESTIVAL ALSO GIVES THE CITY A LEG UP WHEN IT COMES TO ENHANCING ECONOMIC DEVELOPMENT. THE CITY GOVT IS FIRMLY BEHIND THIS ANNUAL EFFORT.

THE FESTIVAL IS ALSO GOOD FOR BUSINESSES IN THE CITY AND THE OLD VILLAGE AREA OF NORTH CHARLESTON. FOLKS WHO DON'T USUALLY COME INTO THE VILLAGE AREA....COME AND ENJOY. THE FESTIVAL HELPS REPOSITION THE IMAGE OF NORTH CHARLESTON IN THE MINDS OF THE LOW COUNTRY.

## TEACHING KIDS SAFE BIKE RIDING

AIR DATE: MAY 13, 2012

GUEST: MAUDRA ROGERS...INJURY PREVENTION COORDINATOR  
AND SAFE KIDS COORDINATOR AT MUSC CHILDRENS HOSPITAL

DISCUSSION CENTERED ON THE BICYCLE.....WHICH IN KIDS' WORLD  
IS THEIR CAR. IT'S FREEDOM!

BUT ROGERS SAYS CHILDRENS HOSPITAL SEES FAR TOO MANY KID  
INJURIES DUE TO SAFETY CONCERNS.

BUT MAY 19<sup>TH</sup>...MUSC PLANS TO HOLD A BIKE RODEO AND SAFETY  
FAIR. ITS TO GET PARENTS AND KIDS THINKING SAFETY WHEN IT  
COMES TO BIKES AND OTHER ASPECTS OF LIFE.

THERE WAS A TIME HELMETS WERE NERDY. A KID THAT WORE A  
BIKE HELMET BETTER BE IN THE TOUR DE FRANCE OR  
SOMETHING...AND NOT RIDING UP TO THE STORE FOR CANDY. BUT  
THE UNTOLD STORY IS THAT LOTS OF KIDS DID SUFFER HEAD  
INJURIES BECAUSE THEY DIDN'T WEAR HELMETS.

NOW...THEY ARE THE NORM...FOR BETTER OR WORSE. ROGERS  
SAYS KIDS DO GET SKINNED UP WHILE GROWING UP. BUT THE IDEA  
IS TO KEEP THEM FROM SUSTAINING CRITICAL INJURIES WHILE  
RIDING BIKES.

THE BIKE RODEO WILL OFFER THE FIRST 400 ATENDEES FREE  
HELMETS. AND THERE WILL BE SKILLS CONTESTS AS WELL.

PARENTS WILL BE TREATED TO LOTS OF INFORMATION THAT CAN  
HELP WITH THE KIDS IN THE AREAS OF SAFETY...NUTRITION....AND  
EDUCATION.

THIS WILL BE THE 5<sup>TH</sup> ANNUAL BIKE RODEO AND SAFETY FAIR.

ARTS WALKING IN DOWNTOWN CHARELSTON

AIR DATE: MAY 20, 2012

GUEST: JACK TRACEY.....OFFICE OF SPECIAL MEDIA IN THE CITY OF CHARLESTON

DISCUSSION CENTERED ON A NEW PROGRAM "ART WALKING". ITS PICKED UP ON COMMUNITY ACCESS OUTLETS IN THE LOW COUNTRY TO PROMOTE THE ARTS IN CHARLESTON.

CHARELSTON'S MUSEUM COMMUNITIES SEE A LOT OF TRAFFIC THRU ITS DOORS. BUT THERE ARE MANY MORE LIVING HERE THAN TAKE IN A MUSEUM ON AN AFTERNOON. ART WALKING HOPES TO ENTICE FOLKS TO COME AND TAKE A LOOK AT WHAT OUR MUSEUMS HAVE TO OFFER.

THE HOSTS OF THE PROGRAM ARE SEEN DISCOVERING THE ARTS RIGHT ALONG WITH THE VIEWER. THESE ARE NOT ART SPECIALISTS. THEY ARE LEARNING WHAT CHARLESTON'S MUSEUMS HAVE TO OFFER....RIGHT ALONG WITH YOU.

CHARELSTON HAS AN ART COMMUNITY THAT IS SAID TO BE MORE THAN WILLING TO HELP YOU LEARN ABOUT ART. AND ITS NOT JUST THE MUSEUMS THAT WANT TO HELP RESIDENTS DISCOVER ART....BUT THE MYRIAD GALLERIES ALSO LOVE WHEN FOLKS COME IN AND JUST LOOK AT THEIR ARTWORK.

THE ARTS ENHANCE OUR COMMUNITY....AS DOES THE UPCOMING SPOLETO FESTIVAL. IT ENHANCES THE CITY'S COFFERS....AS WELL AS THE HEARTS AND MINDS OF THOSE WHO CHOOSE TO TAKE A LOOK.

ART WALKING CAN BE SEEN ON COMCAST C-2...AS WELL AS OTHER OUTLETS IN THE LOW COUNTRY

MAY IS OLDER AMERICANS MONTH

AIR DATE: MAY 27, 2012

GUEST: LINDA NAERT...WITH THE TRIDENT AREA ASSOCIATION ON AGING

DISCUSSION CENTERED ON MAY BEING OLDER AMERICANS MONTH. AND WITH THE AGING BABY BOOMER POPULATION...IT IS A VERY IMPORTANT MONTH.

HOW ARE OUR SENIORS DOING IN THE LOW COUNTRY? THE ANSWER IS SOME ARE DOING VERY WELL....BUT MANY OTHERS ARE HAVING A HARD TIME. COSTS ARE GOING UP FASTER AND SENIORS' INCOMES REMAIN FIXED AND STRAINED.

THEY ARE FACING MANY CHALLENGES. ILLNESS GETS MORE COMMON THE OLDER WE GET. MEDICINES GET MORE EXPENSIVE AND ANY GOVT HELP IS NEVER ENOUGH.

ON THE PLUS SIDE OF BEING A SENIOR.....THEY HAVE VAST LIFE EXPERIENCES AND CAN TELL THEIR STORIES OTHERS CAN LEARN FROM.

MEDICARE IS A CONCERN AND MANY OLDER RESIDENTS NEED HELP IN FILING OUT THE FORMS. THE T-A-A-A OFTEN HOLDS WORKSHOPS THAT HELP OLDER RESIDENTS UNDERSTAND WHAT THEIR CHOICES ARE.

FINALLY....MANY OLDER RESIDENTS IN THE LOW COUNTRY CLOSELY WATCH POLITICS....AND ARE CONCERNED ABOUT WHAT THEY MAY FACE IN THE FUTURE. MANY SAY THE CURRENT PICTURE IS STRESSFUL

THE CHARLESTON METRO CHAMBER OF COMMERCE

AIR DATE: JUNE 3, 2012

GUEST: BRYAN DERREBERRY...PRESIDENT OF THE CHARLESTON METRO CHAMBER OF COMMERCE

DISCUSSION CENTERED ON THE CHAMBER AND WHAT IT DOES. DERREBERRY SAYS THE CHARLESTON METRO CHAMBER IS AMONG THE LARGEST IN THE COUNTRY. AND IT WORKS HARD TO GATHER MEMBERS.

THE CHAMBER WORKS TO HELP BUSINESSES OF ALL SIZES DO WELL. IT DOES THIS THRU WORKSHOPS AND NETWORKING TO HELP THE BUSINESS PERSON IN THE LOW COUNTRY GROW ITS INTERESTS AS BEST THEY CAN.

BUSINESSES TODAY...BOTH LARGE AND SMALL...FACE A LOT OF CHALLENGES TODAY. TAXES...LIABILITY...PRICES FOR MATERIALS...JOBS....WHAT IT CAN DO AND WHAT IT CAN'T DO AS FAR AS INCREASING COMMERCE. BUSINESSES TODAY WORK HARD TO STAY IN BUSINESS.

THE CHAMBER OFFERS BUSINESS TYPES THE TOOLS THEY NEED TO THRIVE.

DERREBERRY SAYS NON-BUSINESS OWNERS OFTEN HAVE NO IDEA HOW HARD IT IS TO DO BUSINESS TODAY. THE BUSINESS PERSON'S JOB IS 24/7 WITH A LOT OF PRESSURE. AND HE SAYS ITS SMALL BUSINESS THAT WILL LEAD THIS COUNTRY TO PROSPERITY AGAIN....IF GIVEN A CHANCE

## GETTING READY FOR HURRICANE SEASON 2012 IN CHARLESTON CO

AIR DATE: JUNE 10, 2012

GUESTS: KATHY HAYNES...CHIEF OF OPERATIONS FOR  
CHARLESTON CO EMERGENCY MANAGEMENT

DISCUSSION DEALT WITH PREPPING FOR THE HURRICANE SEASON. HAYNES SAYS HER OFFICE IS CONSTANTLY FINE TUNING WHAT HER OFFICE DOES. THAT IS TO DIRECT EMERGENCY OPERATIONS TO BETTER SERVE THE PUBLIC IN THE EVENT OF A CATASTROPHIC SITUATION.

RIGHT NOW WE ARE IN HURRICANE SEASON...AND WHILE THE SEASON IS YOUNG...NOW IS THE TIME TO BEGIN PREPARING. HAYNES SAYS HER OFFICE DOES ITS BEST TO GET THE WORD OUT TO KEEP RESIDENTS SAFE...BUT THAT THERE IS ONLY SO MUCH HER OFFICE CAN DO. WHEN IT COMES RIGHT DOWN TO IT....IT IS UP TO INDIVIDUALS TO WORK TO SAVE THEMSELVES WHEN BAD WEATHER HITS.

HER OFFICE WORKS TO PAY PARTICULAR ATTENTION TO THOSE WHO CAN'T HELP THEMSELVES IN THE EVENT OF A STORM. NAMELY THE ELDERLY AND INDIGENT. ABLE BODIED RESIDENTS MUST MAKE PLANS TO HELP THEMSELVES...IN ORDER TO AVOID A "KATRINA" SITUATION WHERE RESIDENTS OF NEW ORLEANS STOOD HELPLESSLY IN RISING WATER...WAITING TO BE RESCUED.

THE COASTAL RESIDENTS CONCERN HER OFFICE. THE COAST IS BECOMING MORE POPULATED EVERY YEAR. EFFORTS ARE HONED EVERY YEAR TO BETTER HANDLE COASTAL EVACUATIONS.

ONLY THE GOVERNOR CAN AND WILL ISSUE MANDATORY EVACUATIONS. HAYNES SAYS THAT WHEN VOLUNTARY EVACUATIONS ARE ORDERED...NO ONE LISTENS. PREP NOW!



THE SUBJECT WE LOVE TO HATE.....INSURANCE AND STORM PREP

AIR DATE: JUNE 17, 2012

GUEST: RUSS DUBISKY...EXECUTIVE DIRECTOR OF THE SOUTH CAROLINA INSURANCE NEWS SERVICE...BASED IN COLUMBIA

DISCUSSION CENTERED ON SOMETHING NO ONE LIKES TO TALK ABOUT...INSURANCE. WE HATE TO PAY THE PREMIUMS...THEY ARE ALWAYS MORE THAN WE THINK THEY SHOULD BE...BUT WITHOUT INSURANCE...WE HAVE NOTHING SHOULD A STORM HAPPEN.

DUBISKY SAYS THAT WHILE THE HOUSING INDUSTRY WORKS TO MAKE HOMES AS STRONG AS POSSIBLE...FEW AFFORDABLE IMPROVEMENTS CAN MAKE A COASTAL HOME SURVIVE A CAT 4 OR 5 STORM. SO RESEARCH IS DONE CONSTANTLY TO HELP HOMEOWNERS BE ABLE TO AFFORD COVERAGE...WHILE INSURANCE COMPANIES DECIDE HOW MUCH RISK THEY WANT TO TAKE ON. HE SAYS IT IS A BALANCING ACT...BECAUSE IF THERE IS A STORM...AN INSURANCE COMPANY MUST BE ABLE TO PAY OUT ON DAMAGES.

RENTERS ALSO NEED TO CONSIDER INSURANCE. ITS A LOT CHEAPER THAN PROTECTING A STAND ALONE HOME. AROUND 200 DOLLARS A YEAR. PRETTY AFFORDABLE.

INSURANCE ALSO NEEDS TO BE CONSIDERED SHOULD YOU MAKE SIZABLE HOME IMPROVEMENTS. WHAT'S INSIDE THE HOME MUST ALSO BE INSURED. YOU SHOULD TELL YOUR AGENT IF YOU RENOVATE THE KITCHEN...OR BUY A BIG NEW FLAT SCREEN TV. IF YOU WANT THEM REPLACED IN THE EVENT OF A STORM OR THEFT...INSURANCE HAS TO KNOW ABOUT IT. CHECK COVERAGE NOW...BEFORE A BIG STORM HITS

## THE SOUTH CAROLINA STATE FAIR

AIR DATE: JUNE 24, 2012

GUEST: NANCY SMITH....SPOKESPERSON FOR THE SOUTH CAROLINA STATE FAIR AND ITS FARM TO FAIR PROGRAM

DISCUSSION CENTERED ON THE SOUTH CAROLINA STATE FAIR AND A NEW EDUCATION PROGRAM FOR KIDS.....AS A WAY TO GET THEM EXCITED ABOUT THE FAIR. MORE IMPORTANTLY....THE FARM TO FAIR PROGRAM WORKS TO EDUCATE KIDS ON WHERE THEIR FOOD COMES FROM.

THE STATE FAIR IS A FUN 10 DAYS IN COLUMBIA. THERE'S FAIR FOOD....AND THE MIDWAY RIDES. BUT THE FARM TO FAIR PROGRAM PREPS KIDS ON THE AGRICULTURAL ASPECTS OF THE FAIR.

THE STATE FAIR WEBSITE....SCSTATEFAIR.ORG....INCLUDES GAMES KIDS CAN PLAY THAT TEACH THEM COUNTING GAMES AND ABOUT THEIR FOOD. WHERE DOES CORN COME FROM....AND HOW IT GETS TO THE TABLE.

KIDS CAN PLAY THE GAMES....COMPLETE THE ONLINE FUN TASKS...AND PRINT OUT A BLUE RIBBON THEY CAN TAKE TO THE FAIR IN THE FALL....AND GET A PRIZE.

THE STATE FAIR HOPES TO ENCOURAGE KIDS TO GET INVOLVED IN FARMING IN SOUTH CAROLINA.