



WWHK-AM  
NM License, LLC  
Myrtle Beach

QUARTERLY ISSUES AND PROGRAMS REPORT  
October 01, 2023-December 31, 2023

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SUBMITTED BY : TARA HARDER

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## **PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS**

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(6-10A,10A-3P,3p-7p,7p-12a, 12a-12a, on-air liners, station websites) All stations cross promoted the WYAV 104.1 FM food drive. This promotion encouraged to donate food items to the Myrtle Beach Community Kitchen & Hygiene products to the New Directions homeless shelter.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, on-air liners, station websites) Promoted the Conway Ford & Salvation Ford "Toys for Tots" toy drive. All toys go to children in Horry County.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, on-air liners, station websites) Promoted & participated in the 2<sup>nd</sup> Annual "Boobie Bowl" in October for all stations. Our Deejaays bowled with listeners. All money raised through purchase of bowling and raffles went to MB Fire Cares. MB Fire Cares distributed money to local families affected by breast cancer

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, ) Ran commercials that promoted the " NMB Woman's Club 27<sup>th</sup> Annual Christmas Tour of Homes". All money raised through this event benefit local charities & schools.

(6-10a,10-3P,3p-7p, 7p-12a,12a-12, station websites) Started promoting our "Coats for the Coast Drive". Collecting new and gently used coats to donate to the New Directions Shelter for Men, Woman and Children.

Coverage Addressing the Following Issues:

- 1) Food Drive
- 2) Toy Drive
- 3) Breast Cancer Awareness
- 4) 27<sup>th</sup> Annual Christmas Tour of Homes
- 5) Coats for the Coast Drive





# PAW FEST



## Mollies Angels Foundation

2ND ANNUAL

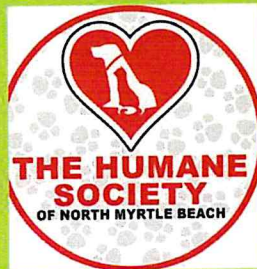
## VENDOR EVENT

NANNIE ANNIE'S

1315 SC-90, CONWAY, SC 29526

LOTS OF VENDORS, FOOD, MUSIC AND  
ADOPTABLE ANIMALS!!

**OCTOBER 1 | 11 AM UNTIL 4PM**



MOLLIESANGELSFOUNDATION@GMAIL.COM



# Friendly's



**SATURDAY IS THE MEALS ON WHEELS BENEFIT HOSTED BY YOUR LOCALLY OWNED FRIENDLY'S AT 48TH AVENUE AND KINGS HIGHWAY IN MYRTLE BEACH FROM NOON UNTIL 2!**

**ENJOY A SWEET TREAT! AND AS A THANK YOU FOR YOUR DONATION TO THIS WORTHY CAUSE, FRIENDLY'S WILL GIVE YOU A FREE ICE CREAM !**

**PROFITS FOR THE DAY ARE DONATED TO MEALS ON WHEELS. THEY PROVIDE FREE HOME DELIVERED MEALS TO THE HOMEBOUND, TERMINALLY ILL, AND ELDERLY.**

**SUPPORT YOUR NEIGHBORS IN NEED - AND ENJOY A FREE ICE CREAM! COURTESY OF YOUR LOCALLY OWNED FRIENDLY'S!**

## **Public Service Announcement**

### **THE 27th ANNUAL CHRISTMAS TOUR OF HOMES IS BACK!**

Sponsored by the North Myrtle Beach Woman's Club

December 8<sup>th</sup>, 2023 Friday from 4:00 to 8:00 PM

Do you need decorating or gift ideas? Do you enjoy looking at beautiful homes? Do you need time to soak up the holiday season without interruption? This event is for YOU!

The North Myrtle Beach Woman's Club is proud to showcase 6 amazing homes decorated in their unique holiday splendor. You will also have an opportunity to buy raffle tickets for a chance to win a money tree with cash.

Tickets are \$30 in advance from Hope Taylor & Co., Purpleologist in Barefoot, Destination NMB, or from any member of the NMB Woman's Club. Tickets can also be bought at the door of any of the houses on the tour on the night of the event for \$35.

Thank you for supporting the NMB Woman's Club events. With your support, they are able to provide assistance to many in our community.

For more information and a list of the homes, visit [northmyrtlebeachwomansclub.org](http://northmyrtlebeachwomansclub.org) or our Facebook page North Myrtle Beach Woman's Club.

Happy Holidays!



THE NMB WOMAN'S CLUB  
**27th Annual**  
**Christmas Tour of Homes**

FRIDAY DECEMBER 8, 2023

**4:00 PM - 8:00PM**

Explore the Private Interiors of Six Spectacular Homes Decorated for the Christmas Season!



*Tickets*

\$30.00 | Pre-Sale

\$35.00 | At the Door

*Purchase tickets in advance at Destination NMB, Purpleologist & Hope Taylor & Co.*

**ENTER TO WIN  
A RAFFLE**

for a Money \$ Tree

\$350 Value

**TICKETS AVAILABLE  
AT EACH HOME!**



*Proceeds for this event benefit local schools and charities.*

Learn more about our charities at:  
[Northmyrtlebeachwomansclub.org](http://Northmyrtlebeachwomansclub.org) or  
[Facebook/nmbwomansclub](https://www.facebook.com/nmbwomansclub)