

Public Affairs Program Topic List
In Focus
Q2: April – June 2016

<u>Date</u>	<u>Main Title/Topic (s)</u>	<u>Main Guest</u>
4/3	Domain ID Protection	Susan Speros
4/10	Bluffton's Garvin House	Debbie Szpanka
4/17	RBC Heritage Charities/ Zonta	Various / Lynette Rush
4/24	LDSS Night Champions / LIFE Wheelchair	Amy Riesinger/Bob McGarry
5/1	LDSS Movie	David and Bill DeSanctis
5/8	Savannah Humane Society	Michelle Thevenin
5/15	Bluffton Don Ryan Center	David Nelems
5/22	Hurricane Season	Meredith Ley
5/29	HHI Circle To Circle	Jim Gant
6/5	Hurricane Season Rerun	Meredith Ley
6/12	Beaufort County Elections	Cynthia Bensch and Mike Covert
6/19	Health Probiotics / Horizons Education	Ellen Blossman / Christy Edwards
6/26	Partnership Health America / HHI Beaches	Amaris Bradley / Scott

"IN FOCUS"

AIR DATE: April 3, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Small Business Issues

MAIN ISSUE #1 TOTAL TIME: 15 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

Jeb Bush recently made headlines for allegedly forgetting to renew his domain name. It was discovered that JebBush.com was pointing to Donald Trump's official campaign website. Since this news originally broke, we have learned that Bush never owned JebBush.com, and Trump never had control of that domain. A company in Australia owns it. This brings to light the important, and often overlooked, point that maintaining your domain name is crucial for your business. Remember, your domain name is an extension of your business. It plays a major role in your online reputation with your customers and search engines. We'll get some advice about how to protect your business domain.

GUEST #1 NAME: Susan Speros

GUEST #1 TITLE: Owner

GUEST #1 NAME: Lauren Dingus

GUEST #1 TITLE: Director of Web and Graphics

GUEST #1 ORGANIZATION: The Lowcountry Down Syndrome Society

GUEST #1 PR CONTACT: Mary Catherine Mousourakis Carriage Trade 912-660-2654

MAIN ISSUE(S) #2: Charitable Event

MAIN ISSUE #2 TOTAL TIME: 15 Minutes

MAIN ISSUE #2 PROGRAM SUMMARY:

Next Weekend Make-A-Wish® South Carolina will host the inaugural Walk For Wishes® on Hilton Head Island in which hundreds of people are expected to participate to raise money to grant the wishes of children with life-threatening medical conditions. Proceeds from the walk will help ensure that every medically-eligible child receives a wish. A fulfilled wish offers a sick child a much-needed retreat from doctors and hospitals, helping them focus on just being a kid again. We will talk about what a "Wish" costs, what Make a Wish can (and cannot!) do for kids and their families and how their work has proven to help a child physically as well as mentally.

GUEST #2 NAME: Bill Tiller

GUEST #2 TITLE: President / CEO

GUEST #2 ORGANIZATION: Make a Wish Foundation

GUEST #2 PR CONTACT: Maggie Nash Morton 843.290.6300

"IN FOCUS"

AIR DATE: April 10, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Local History, Culture and Art

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Town of Bluffton has selected a contractor to stabilize and rehabilitate the Garvin House, the only home on the May River owned by a former slave. The approximate \$292,000 project, funded primarily by public grants, will begin in late April and continue into the fall. The Garvin House will be rehabilitated using existing materials or materials which match the historic integrity of the project. The structure will be stabilized and its windows, doors and roof will be replaced. When finished, the story of the Garvin House and its residents will be told through interpretative signs displayed inside and outside the house. We'll talk about why the Garvin House is significant to Bluffton, its history and condition, and its restorations and the Town's plans for opening it to the public.

GUEST #1 NAME: Debbie Szpanka

GUEST #1 TITLE: Public Information Officer

GUEST #1 ORGANIZATION: Town of Bluffton

GUEST #1 PHONE: 843.540.2274

GUEST #1 PR CONTACT:

"IN FOCUS"

AIR DATE: April 17, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Local Events / Charity

MAIN ISSUE #1 TOTAL TIME: 15 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Heritage Classic Foundation is a nonprofit organization dedicated to improving lives throughout the state of South Carolina. As the general sponsor of the PGA TOUR's RBC Heritage Presented by Boeing, millions of dollars generated from ticket sales and sponsorships are distributed to charitable organizations. This month eight outstanding Beaufort County high school seniors were named Heritage Classic Foundation Scholars and will get help with money for college. The Foundation also funds four \$2,500 scholarships to USC Beaufort and two \$1,500 scholarships to the Technical College of the Low Country. Last Month, Heritage Mascot Sir Willie Innes went on his annual Charity Tour for the 48th Annual RBC Heritage visiting organizations that benefits from the Foundation's Birdies for Charity and Champions Fore Charity programs. Willie went to AMIkids Beaufort to visit with youth who have committed non-violent offenses getting education and training through a program with the state Dep. of Juvenile Justice. He helped students with projects and discussed the impact AMIkids has had on their lives. Then at the YMCA of Beaufort County, he participated in a preschool music class

GUEST #1 NAME: Various

GUEST #1 TITLE:

GUEST #1 ORGANIZATION:

GUEST #1 PR CONTACT:

MAIN ISSUE(S) #2: Local Events / Charity / Women's Issues

MAIN ISSUE #2 TOTAL TIME: 15 Minutes

MAIN ISSUE #2 PROGRAM SUMMARY:

Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy as well as scholarship programs. Locally, the Zonta Club of Hilton Head Island is an active Club providing enhancing awareness of local women's initiatives and opportunities. In February, the Zonta Club of HHI has joined forces with CODA, Hope Haven and LCAHT to bring awareness to the issues of domestic violence, sexual assault and human trafficking through the #NoMore campaign. We'll hear how that went and about two great upcoming fundraisers: "Sip for a Cause" and "Swing for a Cause".

GUEST #2 NAME: Lynette Rush

GUEST #2 TITLE: Board Member

GUEST #2 ORGANIZATION: Zonta Club of Hilton Head Island

GUEST #2 PR CONTACT: Lynette Cell 843-422-6682

"IN FOCUS"

AIR DATE: April 24, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Local Events / Charity
MAIN ISSUE #1 TOTAL TIME: 15 Minutes
MAIN ISSUE #1 PROGRAM SUMMARY:

The Lowcountry Down Syndrome Society (LDSS) is a family support group to benefit people with Down syndrome and their families through local leadership, outreach, education, and advocacy to champion and celebrate acceptance and inclusion. Meetings are held every 4th Tuesday of the month, typically with a guest speaker and social time for families to meet and interact with one another. The Lowcountry Down Syndrome Society (LDSS) announces the seventh annual Night of Champions, celebrating local businesses that hire and retain differently-abled people, including those with Down syndrome, and recognizing the contributions made by those employees.

GUEST #1 NAME: Allyson Harvin
GUEST #1 TITLE: Board Member
GUEST #1 ORGANIZATION: The Lowcountry Down Syndrome Society
GUEST #1 PR CONTACT: Myandi Peterson, Carriage Trade PR, 912-844-9990

MAIN ISSUE(S) #2: Local Events / Charity
MAIN ISSUE #2 TOTAL TIME: 15 Minutes
MAIN ISSUE #2 PROGRAM SUMMARY:

Living Independence for Everyone (LIFE, Inc.) is a nonprofit organization dedicated to enriching and improving the lives of people with disabilities. LIFE's mission is to level the playing field for people with disabilities in order to create a world in which everyone can fully participate. LIFE will once again join with Armstrong State University, Integrity Medical, Chatham Area Transit Paratransit Service and the Oglethorpe Lodge for their annual Wheelchair Cleaning event on Saturday, April 30th. This event will give individuals who use wheelchairs an opportunity to have their chairs inspected and cleaned for free.

GUEST #2 NAME: Bob McGarry
GUEST #2 TITLE: Executive Director
GUEST #2 ORGANIZATION: LIFE, Inc.
GUEST #2 PR CONTACT: Fran Todd 912-920-2414

"IN FOCUS"

AIR DATE: May 1, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Kids, Local Charity Event

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

Lead Actor, David DeSanctis will attend a special screening of his film "Where Hope Grows" on Wednesday, May 11th. The event is sponsored by Savannah AMBUCS, the Lowcountry Down Syndrome Society and the Coastal Center for Developmental Services. The movie will last 96 minutes and afterward, DeScantis and his parents will hold a 30 minute question and answer session. Premiering in theaters last year, "Where Hope Grows" is about a baseball player whose professional career was cut short due to his personal problems and is suddenly awakened and invigorated by a young-man with Down syndrome who works at the local grocery store. The Coastal Center for Developmental Services, Inc. is a private, non-profit 501©(3) agency that provides training and employment-related services to more than 300 individuals with developmental disabilities. The Lowcountry Down Syndrome Society (LDSS) is a family support group to benefit people with Down syndrome and their families through local leadership, outreach, education, and advocacy to champion and celebrate acceptance and inclusion.

We will talk with David and his father about David's experience as an actor who also happens to have Down Syndrome, about living and working with Down Syndrome; acting; the movie business; and how parents can find support and organizations to help those with Down Syndrome contribute to society.

GUEST #1 NAME: David DeSanctis

GUEST #1 TITLE: Actor

GUEST #1 NAME: Bill DeSanctis

GUEST #1 TITLE: Parent

GUEST #1 ORGANIZATION: "Where Hope Grows"

GUEST #1 PHONE:

GUEST #1 PR CONTACT: Marjorie Young, CarriageTrade PR, 912-844-9990

"IN FOCUS"

AIR DATE: May 8, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Animals, Public Safety, Local Charity Event

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Humane Society for Greater Savannah envisions a community that understands, values and promotes the ways in which pets enrich our lives. The mission of the Humane Society for Greater Savannah is to better the lives of pets and people. All funding of The Humane Society for Greater Savannah is by private donation from individuals, businesses, trusts and foundations; bequests; special events; grants; and from the proceeds of our "Pick of the Litter" Thrift Shop. They receive NO funding from any government agency, and no money from any other animal welfare organization including the Humane Society of the United States. We will talk about their many program to help pets and people get and stay connected including their local costs Spay/Neuter and Vaccination clinic "Pet Fix Savannah"; dog training courses; "Nuzzle Buddies" which helps kids with reading issues and Operation New Hope in which prisoners learn to train dogs, benefiting them both. And their Doggie Carnival fundraiser is coming up!

GUEST #1 NAME: Michelle Thevenin

GUEST #1 TITLE: Executive Director

GUEST #1 NAME: Becca Bruni

GUEST #1 TITLE: Director of Development

GUEST #1 ORGANIZATION: The Humane Society for Greater Savannah

GUEST #1 PHONE: (912) 354-9515

GUEST #1 PR CONTACT: none

"IN FOCUS"

AIR DATE: May 15, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Local Business

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Don Ryan Center for Innovation is a 501(c)(3) community driven organization designed to support new innovative/technology company formation and development in Bluffton and the surrounding region. The program blends the attributes of hands-on consulting support, resource identification and availability, and long distance learning to help increase the probability entrepreneurs, who we call innovators, will be successful. It is a public-private partnership, with the support of the Town of Bluffton, Clemson University and eViCore Healthcare, that reports to an experienced seven member board appointed by the Town Council that works in cooperation with the Clemson University Institute for Economic and Community Development to create, accelerate, expand and incubate jobs in our region.

GUEST #1 NAME: David Nelems

GUEST #1 TITLE: Executive Director

GUEST #1 ORGANIZATION: The Don Ryan Center for Innovation

GUEST #1 PHONE: 843-540-0405

GUEST #1 PR CONTACT: Debbie Szpanka, Town of Bluffton, 843-540-2274

"IN FOCUS"

AIR DATE: May 22, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Public Safety, Emergency Preparedness

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

Here comes Hurricane Season! It officially starts June 1, but we have already had two named storms and some experiences this year with flooding and wind damage. So are you prepared? We will talk about what tropical storms and hurricanes are, the various terms you might hear, how you can get your home and family ready for bad weather, how officials decide if and when we must evacuate, how evacuation and reentry work, and how the County helps those with nowhere to go and those with special medical or functional needs. We will also talk about how you can put together a plan and supplies.

GUEST #1 NAME: Meredith Ley

GUEST #1 TITLE: Public Information Officer

GUEST #1 ORGANIZATION: Chatham Emergency Management Agency

GUEST #1 PHONE: 912-201-4500

GUEST #1 PR CONTACT: none

"IN FOCUS"

AIR DATE: May 29, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Traffic, Safety, Local Business, Local Politics

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Circle to Circle Committee was chartered by Town Council to develop an area plan for the area extending from Grayco through Sea Pines Circle area and on to the Coligny Circle area. The charter included developing a long-term vision and addressing challenges with traffic and parking. The Committee will hold a total of four community forums on June 1st and 2nd to share the conclusions reached by the Committee and to gather input before recommendations are finalized to the Planning Commission and Town Council. The Committee and urban planning consultants from Design Workshop will share background and both short-term and longer term approaches to addressing issues identified in earlier community forums conducted last May. Topics to be addressed include: congestion at Sea Pines Circle, parking issues at Coligny, growing pedestrian and bicycle congestion and others.

GUEST #1 NAME: Jim Gant

GUEST #1 TITLE: Chairman

GUEST #1 ORGANIZATION: Circle To Circle Committee

GUEST #1 PHONE: 843-785-7602

GUEST #1 PR CONTACT: Shawn Colin HHI Deputy Dir Community Development 843-341-4696

"IN FOCUS"

AIR DATE: June 5, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Public Safety, Emergency Preparedness

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

Here comes Hurricane Season! It officially starts June 1, but we have already had two named storms and some experiences this year with flooding and wind damage. So are you prepared? We will talk about what tropical storms and hurricanes are, the various terms you might hear, how you can get your home and family ready for bad weather, how officials decide if and when we must evacuate, how evacuation and reentry work, and how the County helps those with nowhere to go and those with special medical or functional needs. We will also talk about how you can put together a plan and supplies.

GUEST #1 NAME: Meredith Ley

GUEST #1 TITLE: Public Information Officer

GUEST #1 ORGANIZATION: Chatham Emergency Management Agency

GUEST #1 PHONE: 912-201-4500

GUEST #1 PR CONTACT: none

THIS PROGRAM IS A REBROADCAST DUE TO TIME CONSTRAINTS

"IN FOCUS"

AIR DATE: June 12, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Local Politics and Elections

MAIN ISSUE #1 TOTAL TIME: 30 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The race for Beaufort County Council District 7 has been one of the most hotly contested races of this election season. We sit down with both GOP Candidates for the seat – together and talk about they feel are the biggest issues facing Beaufort County and biggest challenges to getting those issues resolved; the north/south county divide and how to balance what is best for the county with what is best for Bluffton and the Southern Carolina Alliance, which helps facilitate business development in Allendale, Bamberg, Barnwell, Colleton, Hampton and Jasper counties, and whether Beaufort should join it.

GUEST #1 NAME: Cynthia Bensch

GUEST #1 TITLE: Incumbent Candidate, GOP, Beaufort County Council Member District 7

GUEST #1 NAME: Mike Covert

GUEST #1 TITLE: Challenger Candidate, GOP, Beaufort County Council District 7

GUEST #1 ORGANIZATION:

GUEST #1 PHONE:

GUEST #1 PR CONTACT:

"IN FOCUS"

AIR DATE: June 19, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Health

MAIN ISSUE #1 TOTAL TIME: 15 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

On Tuesday, June 21, Ellen Blossman, Ph.D. will present, "Eat Well and Boost Your Energy With Phytochemicals" as the second of four lectures in the 2016 Encourage Health Education Series. The goal of this presentation is to raise awareness of the role of phytochemicals for our health and inspire the audience to choose nutrient-dense foods that will boost the immune system and, thereby, promote better health. While scientific research supports the role of vitamins, minerals, and enzymes for our health, Dr Ellen Blossman plans to bring another nutritional category, called phytochemicals, to our attention. Now that scientists are now able to measure and classify them, and have found they contain "anti-aging, anti-disease, anti-fungal and anti-viral properties."

GUEST #1 NAME: Ellen Blossman, Ph.D.

GUEST #1 TITLE: Guest Speaker

GUEST #1 ORGANIZATION: Enmarket's Encourage Health Education Series

GUEST #1 PR CONTACT: Cynthia White, Carriage Trade PR - 912-844-9990

MAIN ISSUE(S) #2: Education

MAIN ISSUE #2 TOTAL TIME: 15 Minutes

MAIN ISSUE #2 PROGRAM SUMMARY:

Horizons Savannah is a transformational, community-centered program proven to close the opportunity and achievement gaps for low-income children. They believe all children, regardless of income, should have the opportunity to realize their potential. Students begin their Horizons journey in Kindergarten and return year after year through high school to our summer and school year programs. It's a long-term and deep engagement with students who come to us with a broad range of academic ability. As a fundraiser, Horizons Savannah will hold the annual Summer Sizzler 5K Race on Saturday, June 25th.

GUEST #2 NAME: Christy Edwards

GUEST #2 TITLE: Executive Director

GUEST #2 ORGANIZATION: Horizons Savannah

GUEST #2 PR CONTACT: Cynthia White, Carriage Trade PR - 912-844-9990

"IN FOCUS"

AIR DATE: June 26, 2016

HOST: Claire Beverly

MAIN ISSUE(S) #1: Health, Local Business

MAIN ISSUE #1 TOTAL TIME: 15 Minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

The Partnership for a Healthier America is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with – but independent from – First Lady Michelle Obama's Let's Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation's most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Enmarket has announced it has partnered with PHA through a commitment to provide healthier choices to customers in the effort to help end childhood obesity. Enmarket is only the sixth convenience store chain in the country to do so.

GUEST #1 NAME: Amaris Bradley

GUEST #1 TITLE: Senior Manager

GUEST #1 ORGANIZATION: Partnership for a Healthier America

GUEST #1 NAME: Matt Clements

GUEST #1 TITLE: Director of Marketing

GUEST #1 ORGANIZATION: Enmarket

GUEST #1 PR CONTACT: Cynthia White, Carriage Trade PR - 912-844-9990

MAIN ISSUE(S) #2: Public Safety, Local Government

MAIN ISSUE #2 TOTAL TIME: 15 Minutes

MAIN ISSUE #2 PROGRAM SUMMARY:

Yes, it was a big delay. But finally it's time for the sand on the beaches of Hilton Head Island to be renourished – literally built back up on the shore by pumping it up from the ocean floor. We'll speak with the head of the Town's engineering department about why and how often beach sand has to be renourished; how they know when it's time; what the process entails, how they protect wildlife during the process, where and when it's being done and how – it is paid for. And – why it is starting later than they had hoped. We'll also get his words of advice or caution for beachgoers and/or homeowners during the renourishment project.

GUEST #2 NAME: Scott Liggett

GUEST #2 TITLE: Director of Public Projects & Facilities

GUEST #1 ORGANIZATION: The Town of Hilton Head Island

GUEST #1 PHONE: 843-341-4776

GUEST #1 PR CONTACT: none