

QUARTERLY ISSUES/PROGRAMS LIST

FILED: January 10, 2011

There follows a listing of some of the significant issues responded to by Station WMMP, Charleston, South Carolina, along with the most significant programming treatment of those issues for the period October 1, 2010 through December 31, 2010. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

DESCRIPTION OF ISSUE

PROGRAM/SEGMENT DATE

TIME

COMMUNITY ISSUES

1. HOMELESSNESS

Viewers learn about a non-profit organization dedicated to identifying the needs of homeless people and to finding solutions to homelessness in the upstate through programming, housing and advocacy. Every year, the UHC provides housing and case management for hundreds of homeless individuals and families. They need community members and groups to help in the fight against homelessness. In 2007, there were 7,192 homeless adults and children in the upstate. Too many people cannot find safe, affordable housing.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
10/2/10, 10/9/10, 10/16/10, 10/23/10, 10/30/10
Segment Time: 6:29

2. COMMUNITY ARTS EDUCATION

The Peace Center for the Performing Arts is marking a milestone birthday this month – 20 years. They offer many Broadway plays, concerts and shows, but this venue also supports the arts education at area schools through their Peace Outreach Programs (POP). This has been a nationally recognized arts education program that serves 70,000 students, teachers and community members from all across the Upstate each year. The largest single component is the annual performance series for school groups. They help students experience literature, history and science through the arts, giving them a whole new way to think about what they're learning in school.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
11/6/10, 11/13/10, 11/20/10, 11/27/10
Segment Time: 8:30

3. CHARITABLE GIVING

The Greenville Woodworkers Guild is preparing for the many holiday projects they have this year. On a typical day, a group of men and women create wooden works of art – cabinets, benches, bowls, guitars and toys to take home, give to friends and family but their most valued pieces usually go to a local charity.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
12/4/10, 12/11/10, 12/18/10, 12/25/10
Segment Time: 5:48

MINORITY AND ETHNIC ISSUES

1. URBAN LEAGUE

Viewers learned of the various programs they offer such as Career Development & Learning Center, Project Reconnect, Pre-College Enrollment, Housing Services, Youth Leadership Development Institute. These programs stem from their mission to enable those in need to attain economic self-sufficiency through advocacy, collaboration, and targeted services focused on education, job training and employment.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
10/2/10, 10/9/10, 10/16/10, 10/23/10, 10/30/10
Segment Time: 8:51

2. MARTIN LUTHER KING, JR.

Nika White and Curtis Johnson with the MLK Dream Weekend event lets us in on all the activities scheduled for the 2011 MLK Dream Weekend starting January 14th. This is a community-wide event to honor the memory of Dr. Martin Luther King, Jr., by helping to fulfill his dream, live out his values and celebrate the diversity of the communities in which we serve. Some of the activities include community service projects, teen events and the Day of Dreams which is designed to challenge the community to adopt the attitude of not only having a dream but then to pursue those dreams.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
12/4/10, 12/11/10, 12/18/10, 12/25/10
Segment Time: 7:46

HEALTH AND SAFETY ISSUES

1. DRIVING SAFETY

We learned that state lawmakers are considering legislation that would ban texting while driving. Distracted driving is the leading cause of traffic accidents and deaths in the state. Recent studies by the National Traffic Administration show that cell phones are not the entire problem, since the identification of distraction and its role in a crash by law enforcement can be very difficult. Distracted driving can include, eating, adjusting the radio, and talking to passengers.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
11/6/10, 11/13/10, 11/20/10, 11/27/10
Segment Time: 9:30

1. ORGAN DONATION

The organ and tissue procurement organization in South Carolina tells us that every 11 minutes another person is added to the national transplant waiting list. Nationally, 18 people a day die waiting for a life saving transplant. That is approximately 1 person every 90 minutes. 90% of those on the South Carolina list are in need of a kidney. One donor has the potential to save up to 8 lives through organ donation and improve the lives of up to 50 or more through tissue donation.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
11/6/10, 11/13/10, 11/20/10, 11/27/10
Segment Time: 9:30

3. AIDS AND HIV

December 1st is World AIDS Day. Day to day, most of us probably don't think much about HIV and AIDS. We are aware that it's a big problem in Africa and we have heard celebrities talking about it. But each year in December the world is focused on the life or death struggle against AIDS. South Carolina is in the top 10 in the nation for AIDS case rates. Every 9-1/2 minutes someone in the United States is infected with HIV. More than 20% of people with HIV/AIDS in the U.S. do not know they are infected. South Carolina currently has a waiting list for free or reduced-cost HIV medications.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
12/4/10, 12/11/10, 12/18/10, 12/25/10
Segment Time: 10:38

FINANCIAL ISSUES

1. PERSONAL FINANCES

Our local financial expert, Rick Van Der Noord, informs us about age eligibility for certain retirement benefits. There are several key retirement milestones tied to specific birthdays or ages. He walked us through each of them.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
12/4/10, 12/11/10, 12/18/10, 12/25/10
Segment Time: 2:48

WMMP-TV CHARLESTON, SOUTH CAROLINA
QUARTERLY ISSUES/PROGRAMS LIST

October 1, 2010 through December 31, 2010

PUBLIC SERVICE ANNOUNCEMENTS

DURING THE ABOVE-REFERENCED PERIOD, WMMP-TV, CHARLESTON, SOUTH CAROLINA, AIRED BOTH LOCALLY AND NATIONALLY PRODUCED PUBLIC SERVICE ANNOUNCEMENTS ON A RUN-OF-SCHEDULE BASIS:

OCTOBER 2010	820	PSA'S AIRED
NOVEMBER 2010	643	PSA'S AIRED
DECEMBER 2010	776	PSA'S AIRED

WHAT'S UPDATE COMMUNITY CALENDAR

DURING THE ABOVE-REFERENCED PERIOD, WMMP-TV, CHARLESTON, SOUTH CAROLINA, PRODUCED AND AIRED A :30 COMMUNITY CALENDAR "WHAT'S UPDATE?"

AS FOLLOWS:

OCTOBER 2010	50	TIMES
NOVEMBER 2010	50	TIMES
DECEMBER 2010	50	TIMES

COMMUNITY SPONSORSHIPS/ACTIVITIES

TURKEY DAY RUN

JAMES ISLAND CONNECTOR RUN & WALK

ROUNDBALL CLASSIC

CHARLESTON CHRISTMAS PARADE

THURSDAY NIGHT LIGHTS SCHOLARSHIP PRESENTATION

WMMP-TV CHARLESTON, SOUTH CAROLINA
QUARTERLY ISSUES/PROGRAMS LIST

OCTOBER 1, 2010 THROUGH DECEMBER 31, 2010

CORE PROGRAMMING

10/3/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
10/10/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
10/17/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
10/24/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
10/31/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
11/7/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
11/14/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
11/21/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
11/28/10	10AM	THR RIGHT SIDE WITH ARMSTRONG WILLIAMS
12/5/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
12/12/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
12/19/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
12/26/10	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS

LIVING GREEN – OCTOBER 1, 2010 THROUGH DECEMBER 31, 2010

Charleston County provides an extensive educational campaign to provide information and assistance on ways to reduce pollution and improve our air and water quality in order to protect the environment for future generations.

Guests and panelists appear on the weekly show, including experts and scientists on the local, state and national level.

Programs will focus on:

Reducing on-road diesel emissions through reduced idling, retrofits and the use of
Alternative fuel vehicles

Controlling open burning

Promoting mass transit and encouraging the use of public transportation

Working with boaters to address marine pollution

Other air and water pollution reduction strategies aimed at both the general public
And specific audiences

Saturday	10/2/10	11 a.m.
Saturday	10/9/10	11 a.m.
Saturday	10/16/10	11 a.m.
Saturday	10/23/10	11 a.m.
Saturday	10/30/10	11 a.m.
Saturday	11/6/10	11 a.m.
Saturday	11/13/10	11 a.m.
Saturday	11/20/10	11 a.m.
Saturday	11/27/10	11 a.m.
Saturday	12/4/10	11 a.m.
Saturday	12/11/10	11 a.m.
Saturday	12/18/10	11 a.m.
Saturday	12/25/10	11 a.m.