

QUARTERLY ISSUES/PROGRAMS LIST

FILED: APRIL 10, 2008

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 January 1, 2008 through March 31, 2008. 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**

CHILDREN'S ISSUES

1. CHILDREN'S HEALTH

Obesity has reached epidemic proportions in South Carolina occurring in 61% of the population and 20% if the children. Poor food choices and sedentary lifestyles are the greatest contributing factors. The impact on children and adolescents is staggering. In this half-hour we gave an overview of the health issues related to childhood obesity and offered some sound prevention measures recommended to parents of these children. Program was hosted by Judy Johnson with guests, Dr. Doug Winsett, Pediatric Gastroenterologist, Dr. Karen Kemper, Professor of Public Health Sciences at Clemson University, and Marge Condrasky, Nutrition Professor at Clemson University.

**FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
1/26/08
Program time: 30:00 minutes**

2. TEACHING GOOD MANNERS THROUGH READING

Hosted by Dana Ashmore, children's author, Delores Tullos, has written and published a children's book entitled "The ABC's of Character for People Around the World." Ms. Tullos was in Greenville on Martin Luther King, Jr. Day to read her book to children at an MLK Young Dreamer's Day event. She is trying to teach kids that character and good manners do matter.

**FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
2/2/08, 2/9/08, 2/16/08, 2/23/08
Segment Time: 5:13**

3. HEALTHIER LIFESTYLES FOR KIDS

Host Judy Johnson interviews Patsy Smith, Program Director of Zest Quest, a nonprofit organization formed by the Cliffs Communities to fight childhood obesity. This program is an organization of wellness coaches and volunteers with a mission to educate and inspire elementary school children to choose and maintain a healthy lifestyle.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
3/1/08, 3/8/08, 3/15/08, 3/22/08
DURATION: 8:00

PUBLIC HEALTH & SAFETY ISSUES

1. BLOOD DONATIONS

Laura Stamm of The Blood Connection informed us that every 3 second someone in our region needs a blood transfusion. One in ten hospital patients will need blood and 350 pints of blood are needed every single day to serve our community. The vital gift of blood donation is a matter of life and death.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
2/2/08, 2/9/08, 2/16/08, 2/23/08
Segment Time: 10:15

2. FEEDING THE ELDERLY AND HOMEBOUND

Host Judy Johnson interviews Laura Ashley, Executive Director of Anderson Meals on Wheels. Each day this organization prepares and delivers 650 meals to the homebound elderly and disabled across the upstate. They are holding an annual fundraiser in February to help fund their efforts to serve the Anderson County community. They have been in operatin for 32 years and depend on private donations to operate.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
2/2/08, 2/9,08, 2/16/08, 2/23/08
Segment Time: 6:36

3. HEALTHIER OUTDOOR LIVING FOR FAMILIES

Rick Fisher, Director – The Cliffs Foundation and Jorge Calzadilla, Director Clemson University Youth Learning Institute have formed a partnership to take children hiking, biking and paddling in the Upstate and Western North Carolina. This is part of a larger vision for healthy outdoor living. This new partnership is called the Carolina Preserve Initiative which is designed to invest in future generations of families through the gateway of healthy living and the outdoors.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
3/1/08, 3/8/08, 3/15/08, 3/22/08, 3/29/08
Segment Time: 8:29

ISSUES MILITARY

1. INJURED MILITARY SERVICE MEMBERS

Jeff Holt and Paul Howell, volunteers with The Wounded Warrior Project, are interviewed by Judy Johnson. This is a non-profit group dedicated to raising awareness and enlisting the public's aid for the needs of severely injured service men and women, to help severely injured service members and assist each other in providing unique, direct programs and services to meet their needs. They are hosting a fundraising banquet on May 15th to benefit the Wounded Warrior Project. They also strive to educate the public on the bravery and needs of our nation's injured service members.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
3/1/08, 3/8/08, 3/15/08, 3/22/08, 3/29/08
Segment Time: 7:00

MINORITY AND ETHNIC ISSUES

1. MARTIN LUTHER KING, JR., HOLIDAY

The MLK Dream Weekend provides the opportunity to not only honor the memory of Dr. Martin Luther King, Jr., but to celebrate the diversity of the communities in which we live. With compassion, togetherness and a community spirit they've been successful in their work to change lives and explore possibilities for people of all races. Several events are planned for this special weekend in January to create an inclusive atmosphere that speaks to all people so that we may live Dr. King's dream, and fulfill his legacy. MLK Dream Weekend initiatives are a collaborative effort of church, business and community leaders.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
1/5/08, 1/12/08, 1/19/08, 1/26/08
Segment Time: 9:38

ECONOMIC ISSUES

1. HOMELESSNESS IN SOUTH CAROLINA

Mike Chesser, Director of the Upstate Homeless Coalition, addresses the issues that surround homelessness. The coalition provides solutions for ending the problem through being at the forefront on advocacy issues, providing essential programs for homeless people, building affordable housing, and collaborating with other resources in the Upstate. We learned that there were approximately 5,600 people that experienced homelessness in the last year in the Upstate and that would include thousands of children. After the interview a 5-minute video showing a couple's transition from living outside to a new home was shown.

FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
1/5/08, 1/12/08, 1/19/08, 1/19,08, 1/26/08
Segment Time: 15:03

DTV CONVERSION ISSUES

1. COUNTDOWN TO DTV – ARE YOU READY?

The National Association of Broadcasters have produced a very informative and educational program explaining to viewers about the upcoming digital conversion and what it means to them. "Countdown to DTV – Are You Ready?" gives very specific action items you can take and how it will affect viewers with cable, satellite, or over-the-air viewing.

**FOCUS ON THE PALMETTO STATE 8:30 AM SATURDAY
3/29/08
Total Running Time: 23:00 Minutes**

WMMP-TV CHARLESTON, SOUTH CAROLINA
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JANUARY 1, 2008 THROUGH MARCH 31, 2008

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:

JANUARY 2008	1,780	PSA'S AIRED
FEBRUARY 2008	1,604	PSA'S AIRED
MARCH 2008	2,031	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:

JANUARY 2008	50	TIMES
FEBRUARY 2008	50	TIMES
MARCH 2008	50	TIMES

COMMUNITY SPONSORSHIPS/ACTIVITIES

2/27/08	WMMP/WTAT COMMUNITY JOB FAIR
3/11/08	MIDLAND PARK ELEMENTARY CAREER DAY
3/20/08	FT. JOHNSON MIDDLE SCHOOL CAREER DAY

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NON-CORE PROGRAMMING SPECIALS

1/13/08	1230PM	GOSPEL MUSIC PRESENTS: GREAT PERFORMANCES
1/27/08	12PM	AMERICAN LEGACY
1/27/08	3PM	AFRICAN-AMERICAN SHORT FILMS
FEBRUARY		"EXTRAORDINARY CITIZENS" VIGNETTES OF PROMINENT LOCAL AFRICAN-AMERICANS IN HONOR OF "BLACK HISTORY MONTH"
2/3/08	1PM	AMERICAN LEGACY
2/3/08	12PM	RENEW ORLEANS
2/9/08	5PM	GOSPEL MUSICA PRESENTS: GREAT PERFORMANCES