

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

October 1, 2011 through December 31, 2011

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	520	PSA'S AIRED
NOVEMBER	651	PSA'S AIRED
DECEMBER	1,199	PSA'S AIRED

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CORE PROGRAMMING

10/2/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
10/9/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
10/16/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
10/23/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
10/30/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
11/6/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
11/13/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
11/20/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
11/27/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
12/4/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
12/11/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
12/18/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS
12/25/2011	10AM	THE RIGHT SIDE WITH ARMSTRONG WILLIAMS

QUARTERLY ISSUES/PROGRAMS LIST – 4th Quarter 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, 2011 to December 31, 2011. 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	Duration	Narration of Type and Description of Program/Segment
1. Preserving South Carolina Heritage	Focus on the Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Oct. 2 Oct. 9 Oct. 16 Oct. 23 Oct. 30	8:30 am	30 minutes	George Bell, the Chairman of the Archaeological Trust Board tells us that archaeologists from around the world have their eyes on South Carolina as experts uncover a pre-historic site dating back tens of thousands of years ago. It is the oldest known existence of man in the world. The site is known as the Toppers site. It is one of the many archaeological sites being organized and funded by the South Carolina Institute of Archaeology and Anthropology Segment time – 10:50 Guest: George Bell, Chairman S.C. Institute of Archeology
2. Speech, Hearing and Learning Problems	Focus on the Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Oct. 2 Oct. 9 Oct. 16 Oct. 23 Oct. 30	8:30 am	30 minutes	A local agency called Clarity is helping children and adults who have speech, hearing and learning issues. Clarity has been working in our community for more than 60 years. Their mission is to help individuals with speech, hearing, learning and developmental challenges realize their potential and improve the quality of their life. Segment time – 7:25 Guest: Casey Sanders, Director of Development – Clarity

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Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
3. Safe Youth Activities	Focus On The Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Nov. 6 Nov. 13 Nov. 20 Nov. 27	8:30am	30 minutes	Eddie Barnes with the Reedy River Association told us that four area churches have come up with a great alternative for local youth to hang out after their high school football games. They are concerned that our youth are falling victim to gangs, drinking, drugs and violence. Their mission is to provide a safe environment to participate in social and physical activities. They can play basketball, volleyball, video games, dance, watch movies and enjoy free food. You just need to present a high school ID to come in.
4. Residential Treatment Facility	Focus On The Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Nov. 6 Nov. 13 Nov. 20 Nov. 27	8:30 am	30 minutes	Segment time -- 5:42 Guest: Eddie Barnes Serenity Place is a 16-bed residential facility for pregnant women and young mothers with their preschool-age children. This residential treatment center for drug or alcohol addiction is intensive and their daily life is structured with a focus on parenting, positive family and individual living skills.
					Segment time -- 9:06 Guest: Natalie Fryer, Manager of Women's Services -- Serenity Place

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5. Rape Crisis and Child Abuse	Focus On The Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Nov. 6 Nov. 13 Nov. 20 Nov. 27	8:30am	30 minutes	This group was formerly known as the Greenville Rape Crisis and Child Abuse Center. Their mission remains the same: to end sexual violence and child abuse and the impact of these crimes through prevention, education, investigation, treatment and advocacy. Greenville County continues to rank highest in the entire state for reported cases of child maltreatment and sexual assault Segment time: 12.42 Guest: Shauna Galloway-Williams, Executive Director The Julie Valentine Center
6. Affordable Housing	Focus On The Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Dec. 4 Dec. 11 Dec. 18 Dec. 25	8:30 am	30 minutes	GHF is a non-profit organization established in 2008 to promote affordable housing and community development as a critical vehicle for fostering stable families and healthy communities in the Upstate of South Carolina. They recently received a prestigious designation from the U.S. Dept. of Treasury to become the first Certified Community Financial Institution (CDFI) to serve our area which will further enable GHF to provide local solutions for local people to achieve financial stability. Segment time – 6:01 Guest: Deborah McKeety, President The Greenville Housing Fund

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Description of Issue	Program/Segment	Date	Time	Duration	Narration of Type and Description of Program/Segment
7. Holiday Assistance For Needy Families	Focus on the Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Dec. 4 Dec. 11 Dec. 18 Dec. 25	8:30 am	30 minutes	The Salvation Army shares information about their holiday activities that are helping our community. As always, they have the red kettles out at various stores to collect money to provide assistance to purchase toys for needy children. They also have volunteer opportunities available such as toy packing and bell ringing. Their Food Pantry has been very busy and provides assistance to many during this holiday season and the rest of the year, as well. One of their newest endeavors is the Kroc Community Center which opened several months ago. They describe it as one big family-friendly melting pot where the community can come to focus on education, recreation, mentoring and wholesome family values. This beautiful facility offers wellness and enrichment programs, a pool, performing arts, soccer field and a tennis complex. Located right in the heart of downtown Greenville, this new center brings new possibilities to all that enter its doors.
8. Science and Health Education	Focus on the Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Dec. 4 Dec. 11 Dec. 18 Dec. 25	8:30 am	30 minutes	Segment time – 11:23 Guests: Pamela Garcia and Major Bobby Lancaster The Salvation Army This month we took a field trip to the S.C. State Museum in Columbia to see the newest exhibit called BODY WORLDS VITAL. This new health exhibit is designed to educate Americans on common diseases and preventive care and to encourage them towards wellness. On display are real human bodies, organs and organ systems that are assembled to teach guests how to take care of their bodies and live longer, healthier lives. We see healthy bodies, as well as diseased ones to illustrate how life choices impact our bodies. The museum will be presenting a number of programs related to this exhibit such as a health fair and a blood drive. Segment – 2:02

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9. Martin Luther King, Jr.	Focus on the Palmetto State Public Affairs Program Hosted by: Judy Johnson Produced by: Vicki Merck	Sunday Dec. 4 Dec. 11 Dec. 18 Dec. 25	8:30 am	30 minutes	Nika White with MLK Dream Weekend lets us in on all the activities scheduled for the 2012 MLK Dream Weekend starting January 13 th . 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 live. 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. Segment time – 6:26 Guest: Nika White – MLK Dream Weekend