

“IN FOCUS”

AIR DATE: April 21, 2013

HOST: Claire Beverly

MAIN ISSUE #1: Schools and Education

MAIN ISSUE #1: TOTAL TIME 10 minutes

MAIN ISSUE #1: PROGRAM SUMMARY

The Heritage Classic Foundation, in partnership with Belk has awarded eleven Low Country schools for participating in the 3rd Annual “Plaid About Reading” Program. The winning school, Okatie Elementary School, received an award of \$500 for their accomplished 16,983 books read and a visit from Pro Golfer and RBC Heritage Pat Champ Buran Gay. The school that read the least number of books was also given \$500. Each of the other schools received \$250. We speak with Gay about why he wanted to appear, Scott Sutton of Belk about why they participate, and Laura Phillips of Okatie Elementary about their reading programs.

GUEST #1 NAME: Brian Gay

GUEST #1 TITLE: Pro Golfer

GUEST #1 ORGANIZATION: Heritage Classic Foundation

GUEST #1 PHONE: 843-671-2448

GUEST #1 PR CONTACT: Angela McSwain

GUEST #2 NAME: Laura Phillips

GUEST #2 TITLE: Literacy Coordinator

GUEST #2 ORGANIZATION: Okatie Elementary School

GUEST #2 PHONE: 843-322-7700

GUEST #2 PR CONTACT: None

GUEST #3 NAME: Scott Sutton

GUEST #3 TITLE: Store Manager

GUEST #3 ORGANIZATION: Belk Store

GUEST #3 PHONE: 843-522-9599

GUEST #3 PR CONTACT: None

MAIN ISSUE #2: Kids and Family; Schools and Education; Community Event
MAIN ISSUE #2: TOTAL TIME 10 minutes
MAIN ISSUE #2: PROGRAM SUMMARY

The Heritage Classic Scholar Program has once again given fifteen scholarships to graduating seniors in Beaufort County. At a luncheon sponsored by Palmetto Electric and held at the Sonesta Resort, a total of \$278,000 dollars in scholarships made possible by a Verizon Foundation Grant, were given out. Thirteen of the scholarships are for \$18,000, and two more for \$22,000. Addressing the kids and their parents was one of the first ever scholarship recipients: US Navy Commander Michael Brasseur who spoke the importance of the Heritage Scholar Program and its impact on his education and life choices.

GUEST #1 NAME: Ward Kirby
GUEST #1 TITLE: Scholar Chairman and Master of Ceremony
GUEST #1 ORGANIZATION: The Heritage Classic Foundation Scholar Program
GUEST #1 PHONE: 843-671-2448
GUEST #1 PR CONTACT: Angela McSwain

GUEST #2 NAME: Michael Brasseur
GUEST #2 TITLE: Commander
GUEST #2 ORGANIZATION: U.S. Navy
GUEST #2 PHONE: None
GUEST #2 PR CONTACT: Angela McSwain

MAIN ISSUE #3: Kids and Family, Seniors, School and Education, Health
MAIN ISSUE #3: TOTAL TIME 10 minutes
MAIN ISSUE #3: PROGRAM SUMMARY

Local charities and organizations are once again getting help from the Heritage Classic Foundation's Birdies for Charity Program. Last week, RBC Heritage Mascot/Ambassador Sir Willie Innes visited three nonprofit organizations which are recipients of charity donations from the Birdies for Charity Program. Willie went to The Children's Center, a pre-school early program center; the Hilton Head Island Humane Association, a no-kill animal shelter; and Memory Matters, an organization helping people diagnosed with Alzheimer's disease. (This portion is a rebroadcast from April 7th. See previous sheet for guest and contact information)