

WMFX-FM/FOX 102.3



Quarterly Issues and Programs Report

Fourth Quarter 2015

OCT- NOV- DEC

From: KOKO, Public Affairs Director
Date: October 1 – December 31, 2015

Index

I. *Fox Focus, Sunday Mornings at 6:30 A.M.*

A 30 minute interview-discussion Show on a variety of local, regional and national topics of concern to the community.

II. On-Air Public Service Announcements

III. Website Public Service Announcements

IV. Public Service Events

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Fox Focus- 6:30a.m.

Education 7 ½ mins **Richland School District One** **Oct. 4**

Tracy Cooper, District Liaison, promotes the 2nd Annual “Nothing but Net” Charity Basketball game featuring school employees. This friendly basketball rematch will be held to raise funds to defeat Breast Cancer. The “Nothing but Net” challenge will feature a breast cancer survivor celebration/recognition presentation, a mascot competition and free throw shooting contest between Richland One Superintendent, Dr. Craig Witherspoon and Richland Two Superintendent Dr. Debbie Hamm..

Health 7 ½mins **The Possibilities Fund Endowment** **Oct. 4**
For CLL

Henry Richardson, Founder, gives the purpose of this unique fund which is to help people in need access the latest approved treatments for Chronic Lymphatic Leukemia; the most common type of the Leukemia. Henry describes his experience as a trail candidate for the drug Ibrutinib, talks about other forms of treatment such as Blood Stem Cell Bone Marrow Transplant and talks about tomorrow’s miracle drugs. He also promotes the upcoming Golf Tournament which will raise funds to help patients pay for the expensive drug Ibrutinib.

Community 7 ½mins **Patter Pets Inc.** **Oct. 4**
Organization

Haley Ray, Board President, discusses their mission to provide a safe haven to dogs and cats in a home like environment. She also promotes the First Annual Dog & Pony Show which will also feature a Car Show, and she talks about the need for volunteers. This special event is to increase awareness and education in the community about animal rescue and pet well-being while raising funds. Literature and Education on reporting Animal Abuse and how to protect animals from weather conditions will also be provided.

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Women	7 ½mins	Domestic Violence	Oct. 4
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Councilwoman Tamika Isaac Devine defines domestic violence and says South Carolina again ranks first in the nation for the rate of women murdered by men, with a rate of 2.32 per 100,000. She discusses the results of Gov. Nikki Haley's recent Domestic Violence Task Force, talks about the dynamics of abuse, whether there are any common threads that link a "certain type of woman" as one who is most likely to be abused, gives the characteristics of an abuser, and warning signs. She also promotes the Annual Mayor's Walk Against Domestic Violence.

Community Organization	7 ½mins	The American Red Cross	Oct. 11
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Bill Cronin, Executive Director of Chapter Services, gives the mission of the organization and says not only is blood essential during the upcoming holiday months, but funds are needed during hurricane season and disasters such as the October flood to help those in need during disaster situations. Bill asks listeners to contribute to the Texting Campaign and donate \$10. Proceeds enable the Red Cross to expand their capacities of providing up to 300,000 meals a day; increase the number of trained volunteers and have up to 30,000 trained for disaster response.

Charity	7 ½mins	The Christopher Conner Foundation	Oct. 11
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Dr. Shane Conner, President, gives the history and mission of the Foundation which is to operate exclusively for charitable, cultural and educational purposes. He talks about their grassroots fundraising campaign that supports local musicians and their families with medical and educational financial assistance. Dr. Shane also promotes the 8th Annual Golf for Conner Benefit Tournament and the need for sponsors. Proceeds will benefit other charitable organizations which provide healing through music and music related fund raisers for children and adults in need.

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Charity **7 ½mins** **Central Community Foundation** **Oct. 11**
JoAnn Turnquist, President and CEO encourages Non-Profit 501c-3 Organizations to register for the 3rd Annual Midlands Gives Day which is set for Tuesday May 3rd, 2016. She gives the criteria for eligibility, and shares that this year will feature more bonus pools, prizes and matching gifts for incentive. JoAnn explains the enormous benefits to nonprofits for participating which includes receiving extensive training in social media and online marketing, as well as webinar series on matching gifts, thanking donors and board engagement.

Health **7 ½mins** **The Southeast Dairy Association** **Oct. 11**
Registered Dietician Mickela Mitchell speaks about how we can be more sugar savvy and how we can use food to fight fatigue and lower our chances of getting Alzheimer's. Additionally, researchers are finding that nutrients in specific foods such as berries, nuts and milk may reduce the effects of age-related conditions like Alzheimer's. Mickela explains the research and provide tips on the best foods to boost brain power. She also promotes an appearance at the South Carolina State Fair in which she will have samples of healthy snacks.

Public Safety **10mins** **S.C. Emergency Management Division** **Oct. 18**
Derrec Becker, Public Information Coordinator South Carolina Emergency Management Division says that the state has lowered its emergency status and that recovery operations have expanded as a result of the October flood. He notes DHEC is offering no-cost tetanus vaccinations for South Carolinians affected by flooding at state health department locations, he instructs people with flood losses to register with the Federal Emergency Management Agency for disaster assistance, ask questions about an open application and meet with multiple agencies offering aid.

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Service 10mins Hope Reigns Oct. 18

Organization

Chris Chiles, Director gives the history and mission of the organization which is a charitable service division of Eight Days of Hope. The primary goal is to assist disaster victims 48-72 hours after a disaster strikes anywhere in the contiguous 48 states. The means to meeting this goal is through clearing debris, tarping roofs, gutting water damaged homes and salvaging personal property. These are the most basic immediate actions necessary to preserve property and livelihood. In so doing, Chris says they are seeking volunteers seek to build bonds with home owners, community leaders and other disaster relief organizations for immediate relief and in hope of laying a foundation for future disaster-recovery efforts.

Community 10mins The American Red Cross Oct. 18

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The Poor 10mins The Salvation Army Oct. 25

Andrew McIntyre, Director of Public Relations & Volunteer Services informs listeners of a new phase of disaster relief which has begun. The Salvation Army has established a Flood Relief Center. The center will provide clean up kits, snack boxes and limited clothing vouchers which will be redeemed at The Salvation Army Family Store to flood survivors with a FEMA print out and a picture ID. He calls for volunteers to help with distribution. He also mentions the new registration times for the Christmas Assistance Program. Need will be greater as a result of the October Flood, therefore he asks for volunteers with that program as well.

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Public Safety 15mins S.C. Emergency Management Division Oct. 25
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Entertainment 15mins S.C. State Museum Oct. 25

Merritt McHaffie McNeely, Director of Marketing promotes the 2nd Annual Growl at the Moon, Tricks and Treats and laser lights shows held during October at the State Museum. In addition to the museum being decorated for Halloween, the new Planetarium has been transformed into a giant jack-o-lantern to glow orange during the night. Inside the planetarium, guests can see HalloScream Laser Lights, a family-friendly laser light show featuring a variety of Halloween musical favorites.

Education 10mins The University of South Carolina Nov. 1

In response to the recent Flood in our state. Christopher Witko, Director of the MPA program announces that the University of South Carolina has added a concentration in emergency management to its Master of Public Administration degree. He explains why the emergency management component was added to the degree, how South Carolina will benefit from having more people trained in preparing for and responding to disasters, how having more people in government positions and private business could have helped communities, and who would be best suited for getting this degree?

Government 10mins The Regional Mayors Forum Nov. 1

Mayor of Cayce, Elise Partin states that the Regional Mayors Forum – a collaborative of all mayors in Richland and Lexington Counties, as well as mayors from Sumter and Camden, S.C. – will urge the public to donate to the S.C. Flood Relief Fund at Central Carolina Community Foundation, where 100% of donations go directly to local, non-profit organizations providing flood relief in Midlands. She also talks about how Cayce is responding to the needs of victims of the October flood and how people can get assistance through her office.

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Government 10mins Federal Emergency Management Nov. 8
Officials Agency(FEMA)/Small Business Admin.

Michael Peacock, Small Business Administration PIO and Carl Henderson- FEMA, outline the Disaster assistance available from FEMA to flood survivors, but they must register before the deadline of Dec. 04, 2015. They said help is also available from the State of South Carolina for survivors with unmet needs by calling 2-1-1. South Carolina flood survivors may be eligible disaster assistance from the Small Business Administration (SBA) for low cost loans to help recover from the floods.

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Health 15mins The American Cancer Society Nov. 15

Lisa Hartzog, Columbia Area Community Engagement Staff discusses their “Road To Recovery” program (transportation) and our Holiday Giving Campaign that will begin in December. Also, every November, they set aside the third Thursday to encourage smokers to go the distance, and to finally give up smoking. This year’s “Great American Smoke out” theme is QUIT LIKE A CHAMPION. She encourages smokers to get ready to lose the habit, and become victorious over tobacco.

Business 15mins Engenuity SC Nov. 15

Meghan Hughes Hickman, Executive Director talks about EngenuitySC's upcoming event, *Ignite!* A cool part of *Ignite!* is the Ideas Contest, in which small business owners, entrepreneurs, savvy students & forward-thinkers compete to win \$5000 toward their "big idea" to move the Midlands forward.

Government 10mins South Carolina DSS Nov. 22

South Carolina DSS Recognizes November as National Adoption Awareness Month. Dawn Barton, Region II Adoptions Administrant states that they are hosting a variety of outreach events across the state in an attempt to educate the community on the need for foster, adoptive and mentoring opportunities, particularly for older youth 13-17 who remain in the custody of the agency. She invites listeners to come to one of the events and learn more about the possibility of adoption.

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Government 10 mins Federal Emergency Management Nov. 22
Officials Agency(FEMA)/Small Business Admin.

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Youth 10mins Big Brothers Big Sisters of Greater Columbia Nov. 22

Jennifer Hodges, Public Relations and Communications Coordinator, gears up for their 1st Annual The Big Little Run in December. Formerly known as The Bow Tie Run, The Big Little Run is a family-friendly run and walk event that celebrates the Big Brothers Big Sisters of Greater Columbia program and the matches they serve. The event will feature a one-mile fun run/walk with child's costume contest and a 5K timed run. The route will showcase some of Columbia's historic residential charm, will start and end at the family-friendly location of Sims Park, and along the way will feature some of Big Brothers Big Sisters partnerships throughout the community.

The Poor 15mins The Salvation Army Nov. 29

Andrew McIntire Director of Public Relations & Volunteer Services shares with listeners that the Salvation Army of the Midlands has begun a new phase of disaster relief. They have established a Flood Relief Center at 3400 Forest Drive in Columbia. They will provide clean up kits, snack boxes and limited clothing vouchers which will be redeemed at The Salvation Army Family Store to flood survivors with a FEMA print out and a picture ID. They are also asking for volunteers to help.

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Government 15 mins Federal Emergency Management Nov. 29
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Entertainment 6mins The Columbia City Ballet Dec. 6

Artistic & Executive Director William Starrett, promotes *Nutcracker*, Columbia's holiday family tradition, performed by The Columbia City Ballet. *Nutcracker* has the distinction of being Koger Center's first *Nutcracker* production and longest consecutively running annual arts event. He discusses their mission which is to be a premier professional ballet company in the Southeast through the presentation of our art and expression to a constantly growing and diverse audience. William also talks about Special Events & Tours, Educational Outreach, Membership Opportunities, and how people can support the ballet.

Education 6mins The City of Columbia Dec. 6

The Community Development Department is hosting a home buying seminar on how to purchase a home on a budget. The seminar is geared towards first time buyers, those who are on a budget and even flood victims who may have lost their homes. Loan Officer, Felicia Wilks, states that the workshop will be a great opportunity to find out the ease of buying a house. During the workshop participants will learn how to purchase a home on a budget, the benefits of homeownership, budgeting tactics, loan requirements, what to do after closing, how to decorate with limited funds and much more

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Recreation 6mins S.C. State Museum Dec. 6
Jared Glover, Public Relations Manager, promotes four floors of exhibits on South Carolina history, art, natural history and science and technology during the holiday season. In addition, listeners can explore the universe in the state-of-the-art Observatory, see holiday shows in the 55ft digital dome Planetarium and hop on board *THE POLAR EXPRESS 4-D EXPERIENCE* in the 4D Theatre. The museum also features Tasting Tuesdays, Printmaking Demos, Holiday Laser Shows and Live Music. The State Museum presents "Frozen Sing-A-Long," a magical evening to spark young guests' imagination at the end of December.

Recreation 6mins Irmo Chapin Recreation Commission Dec. 6
Laurie Shaffer, promotes the Annual Saluda Shoals Holiday Lights on the River, the Midlands largest drive-thru Lights Show. The park comes alive in a blaze of more than a million sparkling lights. Holiday Lights on the River features over 400 themed, animated light displays on a two-mile loop of the park. Laurie also talks about the many programs and activities available at the park, employment opportunities and more.

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Health 7 ½mins Ronald McDonald House Charities Dec. 20

Jennifer Kresslein, Family Room Coordinator, promotes the “Send Their Love On Angels’ Wings Campaign. For every \$10 donation, an angel is placed on a holiday tree in the common areas of the Ronald McDonald House of Columbia. She also talks about the more than 350 beneficiaries of the house. These families are seeking shelter and solace during an extremely stressful time in their lives- facing the uncertainties of having a critically ill or injured child. Jennifer also talks about volunteer opportunities.

Community 7 ½ mins Pawmetto Lifeline Dec. 20
Organization

Taylor Wilson, Director of Marketing and Communications says that many folks think a “puppy” for Christmas is such a good idea, but many give up on the idea after the “newness” has worn off. She educates listeners about euthanasia rates in the Midlands, the programs they have to help the community address pet overpopulation, and promotes some of their holiday programs such as the Boarding and Doggy Daycare program, where 100% of the proceeds go to help save homeless pets from the local municipal shelters.

Recreation 7 ½mins S.C. State Museum Dec. 20

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Entertainment 7 ½mins The Columbia City Ballet Dec. 20

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Environment 10mins The City of Columbia Dec. 27

Mary Pat Bauldaf, Sustainability Coordinator, encourages residents to not only recycle fried turkey used cooking oil from the holidays; but to make it a practice to do year round thorough the City's used cooking oil recycling program: Southern Fried Fuel. She also gives the benefits of recycling which are as follows: it saves money associated with wastewater maintenance, it helps air quality and the environment, and it benefits the local economy.

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Government 10mins Federal Emergency Management Dec. 27
Officials Agency(FEMA)/Small Business Admin.

Michael Peacock, Small Business Administration PIO and Carl Henderson- FEMA, outline the Disaster assistance available from FEMA to flood survivors. The deadline has been extended to Jan. 4, 2016. They said help is also available from the State of South Carolina for survivors with unmet needs by calling 2-1-1. South Carolina flood survivors may be eligible disaster assistance from the Small Business Administration (SBA) for low cost loans to help recover from the floods.

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ON-AIR PUBLIC SERVICE ANNOUNCEMENTS

The following is a brief list of PSA's broadcast in daily rotation during this quarter.

1. Senator Lindsay Graham Disaster Relief Forum



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WEBSITE PUBLIC SERVICE ANNOUNCEMENTS

The following is a brief list of PSA's posted on the website during this quarter.

6th Annual ABATE of Lexington's Kids Fun Day is scheduled for Saturday, Sept 26th from 10 am - 3 pm. A FREE event with games and activities for kids ages toddler to 12 complete with inflatables, a dunking booth and various games. The Lexington County Sheriff's Department Explorer Post will be there doing safety fingerprinting and other emergency response vehicles on site. Sponsored by ABATE of Lexington and VFW Post 8738.

Join the Fox crew for the 15th Annual Christmas Charity Ride for Vets in the Midlands. The ride starts at Carolina Honda and ends at Dorn VA Hospital. Donations are needed. Visit [Vets Ride](#) for more info!

Fox 102.3 presents Can Jam 2015 at the Music Farm on November 25 to benefit Harvest Hope Food Bank. The fun starts at noon and will go into the night. This is a family-friendly event. During the day, there will be food trucks, music outside, and activities for the kids. The music inside starts at 5pm. Tickets will be \$15, \$10 if you bring 5 cans of food. Kids 12 and under get in free with 5 cans of food.

Make plans now to attend the 2014 Possibilities Fund Golf Tournament on Friday, October 10th, 2014. Indian Rivers Golf Club at 200 Indian River Drive, West Columbia, SC 29170 will be hosting the event again this year. This is a unique and special purpose fund where much research has been done and continues to be done to help those in need get to the CURE. Chronic Lymphatic Leukemia is CURABLE.



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WEBSITE PUBLIC SERVICE ANNOUNCEMENTS

The following is a brief list of PSA's posted on the website during this quarter.

WATER DISTRIBUTION SITES IN RICHLAND COUNTY

Walmart - 5424 Forest Drive

Lower Richland High School -2615 Lower Richland Boulevard

Landmark Drive - 3700 Landmark Drive near the Richland Mall

Former Sam's Club Parking Lot - 1401 Sunset Drive

Dutch Square (former Belk parking lot) - 421 Bush River Road

Midlands Shopping Center - 2638 Two Notch Road

Eastover Park - 1301 Main Street, Eastover

Gadsden Community Center - 1660 South Goodwin Circle, Gadsden, SC

The centers are open until 6:30 p.m..

The city's also set up a series of water filling stations, where you must bring a

Water Filling Stations

Fire Station 4, 446 Spears Creek Church Road

Fire Station 18, 7401 Fairfield Road

Fire Station 29, 121 Old Congaree Run



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WEBSITE PUBLIC SERVICE ANNOUNCEMENTS

The following is a brief list of PSA's posted on the website during this quarter.

Fire Station 34, 321 Elders Pond Drive

Columbia Place Mall, 7201 Two Notch Road

1522 Gladden Street, Near water tower

Greenview Park, 6700 David Street

Hyatt Park, 950 Jackson Avenue

Heathwood Park, 800 Abelia Road

Southeast Park, 951 Hazelwood Road

Those filling stations are open from 9 a.m. to 9 p.m

Here are the phone numbers and websites you may need in the event of an emergency:

How to Get Help:

First, people who have emergencies should call 9-1-1.

United Way: 2-1-1

Red Cross Assistance: 855-773-3175

SCEMD 24-hour question line: 1-866-246-0133.



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WEBSITE PUBLIC SERVICE ANNOUNCEMENTS

The following is a brief list of PSA's posted on the website during this quarter.

State road conditions: 1-855-467-2368 (8:00 a.m -7:00 p.m.) Web: www.scdot.org

FEMA Disaster Assistance Hotline: 1-800-621-3352 website:www.disasterassistance.gov

Unemployment assistance to people who lose their job as a direct result of the storm. [Unemployment Insurance Information](#)

Want to Donate Your Service? Call Here: 1-888-585-9643

Dead or Sick Animals: 803.929.6000

Columbia Non-Emergency Line: 803-545-3000

Richland County Ombudsman Office (To report problems): 803.929.6000

SC Bar Association Free Legal Assistance: 1-877-797-227 ext. 120, 803-576-3815, or e-mail disasterinfo@scbar.org

State road and bridge closings: <http://dbw.scdot.org/RoadConditionsemr/default.aspx>

FEMA assistance: <http://www.disasterassistance.gov/>

Real-time road conditions: <http://206.74.144.9/RoadConditions/default.aspx?t=win>

DOWNLOAD THE FREE RED CROSS EMERGENCY APP



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WEBSITE PUBLIC SERVICE ANNOUNCEMENTS

The following is a brief list of PSA's posted on the website during this quarter.

The free Red Cross Emergency App makes it easy to prepare for severe weather by providing instant access to weather and emergency alerts, life-saving information and ways to contact family and friends in case an event occurs. The app covers 14 different types of disasters including tornadoes and flooding and lets users customize more than 35 emergency alerts for themselves and where loved ones live. The app contains preloaded content so users can access guidance from Red Cross experts even without mobile connectivity, and allows users to easily toggle between Spanish and English.

The app is available in app stores by searching for the Red Cross Emergency or by going to: redcross.org/apps.

ROAD CLOSURES

These are reported closures. Other street closings may be in effect. For detailed information go to <http://dbw.scdot.org/RoadConditionsemr/default.aspx>

CLOSINGS AND DELAYS

BUSINESS
Blythewood Head Start Center: Delayed 2 Hours Tuesday
Gonzales Gardens Head Start Center: Closed Tuesday; All Employees Report At Normal Time
Pineview Head Start Center: Closed Tuesday; All Employees Report At Normal Time
Pontiac Head Start: Delayed 2 Hours Tuesday
St. Andrews Head Start Center: Closed Tuesday; All Employees Report At Normal Time
Tyson Foods, Inc.: Closed Tuesday



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The following is a brief list of PSA's posted on the website during this quarter.

CHURCHES Shepherd's Center of Columbia: Closed Wednesday

DAYCARE Washington Street CDC: Opening Tuesday At; 9am Tuesday Wateree Comm. Action Headstart: Closed Tuesday; Staff Must Report

SCHOOLS CLARENDON DISTRICT 1: Delayed 1 hour; All Employees Report At Normal Time Grace Baptist Christian School Sumter Location: Opening Wednesday At; 7am Lee County School District: 1 hour delay Tuesday for students. Staff report at normal time RICHLAND

DISTRICT 1: Closed Tuesday for students. District employees report to work at 9am

EMERGENCY SHELTERS

CLARENDON COUNTY

- Scott's Branch High School
9253 Alex Harvin Hwy, Summerton, SC 29148
- Manning High School, Manning
- East Clarendon High School, Turbeville

Lexington County:

- Lexington County Leisure Center, 108 Park Road, Lexington
- Seven Oaks Park, 200 Leisure Lane, Columbia

(Both shelters are pet-friendly. However, pet owners are encouraged to bring crates for the pets and, at minimum, all pets are expected to be on a leash. Owners should ensure they have proof of up to date inoculations (shots), adequate food supply and supplies to clean up after their pet.)



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Richland County:

- A.C. Flora High School, 1 Falcon Drive, Columbia
- St. Andrews Baptist Church, 230 Bush River Road, Columbia

Newberry County:

- Newberry High School

Kershaw County:

- Camden High School

Sumter County:

- Sumter High School

Orangeburg County:

- Bowman-Bethune High School, Charleston Highway

[Click here for a link to the American Red Cross.](#)

The shelters give residents evacuated due to flooding a safe, dry place to sleep, meals, and other services.



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WEBSITE PUBLIC SERVICE ANNOUNCEMENTS

The following is a brief list of PSA's posted on the website during this quarter.

The Red Cross encourages anyone coming to a shelter to bring the following items for each member of their family: prescription and emergency medications, extra clothing, pillows, blankets, hygiene supplies, important documents and other comfort items. It's also important not to forget special items for children, such as diapers, formula and toys, and other items for family members who have unique needs.

An easy way to find an open shelter is to download the free Red Cross Emergency App. The app displays open Red Cross shelters on an easy to use map interface and is updated every 30 minutes. The app is available in app stores by searching for the Red Cross Emergency or by going to redcross.org/apps.

Disaster Assistance: If you sustained losses or damage from the October flooding you may be eligible for disaster aid. For more information, or to apply call 800-621-3362 or visit DisasterAssistance.gov

In light of the major recovery effort underway due to the October 2015 Flood, the Mayor's Walk Against Domestic Violence has been cancelled. Instead, Mayor Steve Benjamin and Councilwoman Tameika Isaac Devine encourages anyone who had planned to participate to put on their purple gear and take steps in their local neighborhoods to assist with the cleanup and volunteer efforts. To volunteer or donate:

United Way of the Midlands

American Red Cross

South Carolina ranks number one in the nation in the rate of women murdered by men. If you are a victim of domestic violence or know a victim, call sister-care at 800-637-7606 for assistance.

DHEC and the U.S. Dept. Of Health and Human Services remind you when cleaning up after a disaster; be careful of cuts and wounds. To prevent infection, including tetanus, clean all cuts and wounds with soap and clean water, use antibiotic ointment, and cover. If a wound swells or drains, seek medical attention immediately. To learn more, call 1-800-CDC-INFO.

WMFX-FM

LIVE BROADCASTS AND COMMUNITY EVENTS

Fourth Quarter 2015

Oct-Nov-Dec



The following is a summary of community events and activities WMFX participated in this quarter:

- 10.06.15-
10.07.15 WIS-TV/ALPHA MEDIA FLOOD RELIEF
RADIOTHON/TELETHON- A total of \$736,000 was raised to help families directly affected by the October flood

- 10.08.15 ALPHA MEDIA FLOOD RELIEF: Stations delivering water, visiting shelters and First Responders.

- 11.25.15 CAN JAM FOR THANKSGIVING

- 12.05.15 CARILLON CHRISTMAS PARADE

- 12.10.15 ALPHA CARES COAT DRIVE

- 12.12.15 BREAKFAST WITH SANTA

- 12.13.15 VETS CHARITY RIDE

- 12.31.15 FAMOUSLY HOT NEW YEAR'S EVE
CELEBRATION