

WMFX-FM/FOX 102.3
Quarterly Issues and Programs Report
Fourth Quarter 2014
OCT- NOV- DEC



From: KOKO, Public Affairs Director
Date: October 1 – December 31, 2014

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. Public Service Announcements
- III. Public Service Events
- IV. Letters of Concern (None)

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Fox Focus- 6:30a.m.

Education 10mins The Governor’s School for the Oct. 5
Arts and Humanities

Former First Lady of S.C. Rachel Hodges, gives the history, and mission for the school, discusses the huge impact that this public, residential school for the arts is having on kids across South Carolina, highlight a few alumni who have successfully made it such as Tony award winner Patina Miller; HBO's "Boardwalk Empire" star Wrenn Schmidt; Netflix's "Orange is the New Black" star Danielle Brooks, Fox TV's "Sleepy Hollow" star Nicole Beharie; Andrew Pastides (USC President Harris Pastides' son) and graphic designer Maria Fabrizio, whose "Wordless News" illustrations are featured lately on NPR.org. She also promotes the 1st annual fundraiser.

Health 10mins The Possibilities Fund Oct. 5

Henry Richardson, Founder discusses his journey to better health after participating in a trial study for a new drug to treat Leukemia. He credits the experimental drug as the reason he has outlived the Doctor’s 2008 terminal diagnosis. However, the drug is extremely expensive to other patients. Therefore, he explains the purpose of his organization which is to raise money to help those in need receive innovative treatment for Chronic Lymphatic Leukemia at Georgia Regents University Cancer Center with an upcoming golf tournament.

Women 10mins National Association of Women Oct. 5
In Construction

Susan Clary, Marketing Director and Member on the Board of Directors, gives the history and mission of the organization, discusses the educational opportunities, and available scholarships for women in the Construction Industry, and talks about membership requirements.

Women 10mins Domestic Violence Awareness Oct 12
Month

Councilwoman Tamika Devine promotes the upcoming annual Mayor’s Walk Against Domestic Violence. She notes that South Carolina has been ranked second in the nation for homicides by men against women,(although it is a growing concern for men.) This is critical issue for our state. This walk is in honor of the lost, support of the fighters and admiration of survivors.

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Military 10mins USO South Carolina Oct. 12
Joanie Thresher, Director discusses the mission and history of the organization, the need for volunteers; and due to security issues promotes the last Columbia Metropolitan Airport “Runway Run”.

Charity 10mins Central Carolina Community Oct. 12
Foundation
Nancye Bailey, Midlands Gives Coordinator, talks about the success of the inaugural event which raised over \$700K was raised for 150 local nonprofits in just 24 hours, the Foundation’s goals for the second year of Midlands Gives, and the registration process for local nonprofits.

Environment 15mins Palmetto Pride Oct 19
Sarah Lyles, who handles the Public Relations and Communications as well as manages the Keep South Carolina Beautiful network, talks about the history and mission of the organization and highlights the many programs and volunteer opportunities.

Military 15mins USO South Carolina Oct. 19
Joanie Thresher, Director discusses the mission and history of the organization, the need for volunteers; and due to security issues promotes the last Columbia Metropolitan Airport “Runway Run”.

Business 15mins Central Midlands Transit System Oct. 26
Dr. Robert Snider, Executive Director of The Comet introduces the new transit system which boasts new energy and leadership for the Midlands. He talks about innovative features which improve transit mobility in the midlands, the addition of frequency of services and extended hours along major corridors in Richland County as well as providing innovative technology for ease of use. He also promotes the upcoming Family Fall Fest, an annual free event for the community.

Women 15mins National Association of Women Oct. 26
In Construction
Susan Clary, Marketing Director and Member on the Board of Directors, gives the history and mission of the organization, discusses the educational opportunities, and available scholarships for women in the Construction Industry, and talks about membership requirements.

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The Poor 15mins The Salvation Army Nov. 2
Major Coulson discusses the registration process for families in need during The Salvation Army of the Midlands' Annual Christmas Warehouse program. He also calls for volunteers to assist with registering the families, sorting and distributing toys, and participating in toy drives.

Education 15mins The Governor's School for the Nov. 2
Arts and Humanities
Former First Lady of S.C. Rachel Hodges, gives the history, and mission for the school, discusses the huge impact that this public, residential school for the arts is having on kids across South Carolina, highlight a few alumni who have successfully made it such as Tony award winner Patina Miller; HBO's "Boardwalk Empire" star Wrenn Schmidt; Netflix's "Orange is the New Black" star Danielle Brooks, Fox TV's "Sleepy Hollow" star Nicole Beharie; Andrew Pastides (USC President Harris Pastides' son) and graphic designer Maria Fabrizio, whose "Wordless News" illustrations are featured lately on NPR.org. She also promotes the 1st annual fundraiser.

Military 10mins Operation Veteran Support Nov. 9
Glen Brown, Founder and CEO states the mission and history of the organization, highlights services provided to Veterans which include benefit enrollment, career counseling, and temporary housing, and promotes the upcoming Veteran Coat Drive.

Military 10mins DVD's 4 Vets Nov. 9
Laurance Baschkin, talks about the history and mission of the non-profit organization. The idea is to Donate DVD's to returning Vets had suffered Traumatic Brain Injuries (TBI) and other serious wounds which required long term rehabilitation. He discusses the criteria for donating DVD's and tells listeners which V.A. Hospital is a participating drop-off location.

Community 10mins American Red Cross Nov. 9
Organization
Krystal Overmeyer, Communications Manager, and Mary McGuiness, USC Student/Blood Drive Coordinator promote the 30th Annual Carolina Clemson Blood Drive which comes at the start of the holiday season when the blood supply typically weakens. Listeners are asked to show their school spirit and donate blood. The winning school collecting the most pints of blood will win the coveted trophy during half-time ceremonies at the Carolina-Clemson Football game. They discuss the importance of donating blood as well as explain the blood donation process and how people should prepare for donating blood.

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Fox Focus- 6:30a.m.

Community 6mins Columbia Animal Services Nov. 16
Organization

Marli Drum, Executive Director partners with The Animal Mission, The Humane Society of South Carolina, Pawmetto Lifeline, Pet's Inc., Richland County Animal Care and Lexington County Animal Services 5 for a cat spay/neuter blitz in an effort to decrease the number of unwanted litters of kittens. The goal is to spay/neuter 300 cats during the two days as pet over-population is a community problem.

The Elderly 9mins Socks for Seniors Nov. 16

Jamie Coin, Co-Founder looks to partner with volunteers in the Columbia area this Holiday Season and bring holiday cheer along with a pair of new socks to warm the hearts and cover the cold feet of our elderly seniors. The Socks for Seniors program benefits those living alone and in nursing homes and yes even those seniors that are homeless.

Environment 9mins The City of Columbia Nov. 16

Mary Pat Bauldaf, Sustainability Coordinator, encourages Residents to Recycle Fried Turkey Used Cooking Oil from Thanksgiving and every other day of the year through the City's used cooking oil recycling program, Southern Fried Fuel. She also gives the benefits of recycling which are as follows: (1) it saves money associated with wastewater maintenance (2) it helps air quality and the environment and (3) it benefits the local economy.

Community 5mins American Red Cross Nov 16
Organization

Krystal Overmeyer, Communications Manager, and Mary McGuiness, USC Student/Blood Drive Coordinator promote the 30th Annual Carolina Clemson Blood Drive which comes at the start of the holiday season when the blood supply typically weakens. Listeners are asked to show their school spirit and donate blood. The winning school collecting the most pints of blood will win the coveted trophy during half-time ceremonies at the Carolina-Clemson Football game. They discuss the importance of donating blood as well as explain the blood donation process and how people should prepare for donating blood.

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Fox Focus- 6:30a.m.

Health 10mins Cooperative Care Nov. 23
Case Managers Troy Bowers and Kabra Benford remind listeners that World AIDS Day is Dec. 1, and Cooperative Care is encouraging South Carolinians to get tested. More than 15,000 people are known to be living with HIV/AIDS in South Carolina, but it's important for others to get free testing and know their status. Early diagnosis can link people to services that will help them stay healthy longer, benefit most from treatment, reduce costly hospital visits, and help prevent transmission to others.

Environment 10mins The City of Columbia Nov. 23
Mary Pat Bauldaf, Sustainability Coordinator, encourages Residents to Recycle Fried Turkey Used Cooking Oil from Thanksgiving and every other day of the year through the City's used cooking oil recycling program, Southern Fried Fuel. She also gives the benefits of recycling which are as follows: (1) it saves money associated with wastewater maintenance (2) it helps air quality and the environment and (3) it benefits the local economy.

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Health 10mins Cooperative Care Nov. 30
Case Managers Troy Bowers and Kabra Benford remind listeners that World AIDS Day is Dec. 1, and Cooperative Care is encouraging South Carolinians to get tested. More than 15,000 people are known to be living with HIV/AIDS in South Carolina, but it's important for others to get free testing and know their status. Early diagnosis can link people to services that will help them stay healthy longer, benefit most from treatment, reduce costly hospital visits, and help prevent transmission to others.

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Community 10mins American Red Cross Nov. 30
Organization

Krystal Overmeyer, Communications Manager, and Denise Bailey, Volunteer Supervisor discuss the increased need of blood donation during the holidays season. They promote the "Give Something that Means Something Campaign urging people to donate blood and blood platelets. They also talk about other ways to give back such as purchasing something from the online catalogue, or giving the gift of time by volunteering. .

Community 10mins Columbia Animal Services Nov 30
Organization

Marli Drum, Executive Director partners with The Animal Mission, The Humane Society of South Carolina, Pawmetto Lifeline, Pet's Inc., Richland County Animal Care and Lexington County Animal Services 5 for a cat spay/neuter blitz in an effort to decrease the number of unwanted litters of kittens. The goal is to spay/neuter 300 cats during the two days as pet over-population is a community problem.

Women 15mins Sister Care Dec 7

Nancy Barton, Executive Director talks about services for battered women and their children, shares some facts about abuse and the problems we face with domestic violence in South Carolina and nationally, and what people can do to help.

Community 15mins SC State Museum Dec. 7
Organization

Tut Underwood, promotes the annual two-week WinterFest celebration, which will include games, crafts, visits from Santa, a "Frozen" Party, movies and much more for all ages to enjoy, highlights seasonal shows in the Planetarium, 4D Theater and Observatory and the upcoming Antique Road Show in January.

Community 15mins Pawmetto Lifeline Dec. 14
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 "new" has worn off. She educates listeners about euthanasia rates in the Midlands, the programs they have to help the community address pet overpopulation, and promote some of their holiday programs, like our Boarding and Doggy Daycare program, where 100% of proceeds go to help us save homeless pets from the local municipal shelters.

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The Poor 15mins Harvest Hope Food Bank Dec 14
Denise Holland, President/CEO encourages listeners to participate in food drives and make financial donations to the food bank during the holiday season. They had a record breaking week following Thanksgiving and need to buy critical components of food to restock the shelves throughout the winter months.

Environment 10mins The City of Columbia Dec 14
Mary Pat Bauldaf, Sustainability Coordinator, encourages Residents to Recycle Fried Turkey Used Cooking Oil from Thanksgiving and every other day of the year through the City's used cooking oil recycling program, Southern Fried Fuel. She also gives the benefits of recycling which are as follows: (1) it saves money associated with wastewater maintenance (2) it helps air quality and the environment and (3) it benefits the local economy.

Environment 10mins Save the Manatee Club Dec. 21
Janice Nearing, Director of Public Relations, discusses the apparent danger of the Manatee and points out that they live in South Carolina waters, discusses why people should be concerned, talks about current legislation for environmental protection and what people can do to help, and also promotes their new 2014 calendar .

Community 10mins Irmo Chapin Recreation Dec. 21
Organization Commission
Laurie Shaffer, promotes the Annual Holiday Lights on the River, The Midlands Largest Drive-Through 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! She also talks the many services and programs provided for residents.

Community 10mins SC State Museum Dec. 21
Organization
Tut Underwood, promotes the annual two-week WinterFest celebration, which will include games, crafts, visits from Santa, a "Frozen" Party, movies and much more for all ages to enjoy, highlights seasonal shows in the Planetarium, 4D Theater and Observatory and the upcoming Antique Road Show in January.

WMFX-FM

WEBSITE PUBLIC SERVICE ANNOUNCEMENTS

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Registration is open for the **City of Columbia's** 8th Annual Mayor's Walk Against Domestic Violence on Saturday, October 11, 2014 at Finlay Park at 9 a.m. For registration or vendor information, contact the City of Columbia Public Relations Department at 803-545-3020, pio@columbiasc.net or visit <http://www.columbiasc.net/headlines/071020141557-mayors-walk-against-domestic-violence>

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.

Saturday, October 11, 2014, The Humane Society is excited to partner with the River Rat Brewery to raise funds and awareness about the services that the Humane Society provides such as our low cost spay and neuter clinic, animal cruelty investigation, and adoption referral. It will be an exciting afternoon of barks, brews, and bands. There will be a silent auction, an adoption hour, and dogs are welcome to attend! <http://humanesc.org/woofstock-2014/>

Saturday, October 11, 2014, This edition of our audience-favorite concert gets a festive, Oktoberfest spin. Come early for the River Rat Brewery beer, kielbasa and trimmings, and soft pretzel (tickets \$15 or \$10 at SCPhilharmonic.com/Oktoberfest), and then stay for an all-Beethoven 2014/2015 season opener featuring pianist Hugo Kitano. Concert ticket prices start at \$17. Concert sponsored by Marcia & John Stine. Call 803.251.2222 or visit KogerCenterForTheArts.com for concert tickets.

http://www.scphilharmonic.com/calendar.aspx?event_id=77

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WEBSITE PUBLIC SERVICE ANNOUNCEMENTS

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Tuesday, October 21, 2014 | 9am - 12pm - In recognition of National Disability Employment Awareness Month, SC Works joins with the Columbia Mayor's Committee on Employment of People with Disabilities for their first job fair. Meet a huge selection of employers looking for new, eager employees. Learn about opportunities and accommodations and network with key contacts throughout the Midlands. Employers like BlueCross BlueShield, Time Warner Cable, Verizon Wireless and more will be there!

http://www.midlandsonestop.org/public_docs/capflyer-jobfair-large%20copy.pdf

Registration begins at 8am under the Gazebo. 5k will start at 10am. Proceeds will be donated to a local Women's Non-Profit Organization. For more information, contact Darryl Pressley at 803-795-3459 or visit <http://www.sumtersc.gov/4th-annual-omega-men-against-domestic-violence-5k-walkrun-2014-10-11>

Be a good sport and show your support! Heels not required. Registration begins at 10am, Kick Stands up at 11am. Proceeds benefit Tuomey Support Group & Palmetto Health Breast Cancer. For more info, call 803-406-5917 or 803-406-9621

In recognition of National Disability Employment Awareness Month, SC Works joins with the Columbia Mayor's Committee on Employment of People with Disabilities for their first job fair. Meet a huge selection of employers looking for new, eager employees. Learn about opportunities and accommodations and network with key contacts throughout the Midlands!

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Come out with Fox 1023 for the 1th annual Vets Charity Ride. Donations are needed to bring Christmas to our Vets at Dorn VA Hospital. Drop off your donations at any area all SC Federal Credit Union of visit vetsride.org for other locations.

The City of Columbia Parks and Recreation Department is accepting registrations for the Challenger Flag Football League for children and young adults between 8yrs. and 21yrs. with disabilities. Registration is required and the **last day to register is Friday, October 17**. League play begins at 4p.m. October 19. Practice and games will be held at Greenview Park, 6700 David Street, Columbia, SC 29203. Registration forms are can be submitted at any community recreation Center or at the Parks and Recreation Administration Office at 1111 Parkside Drive, Columbia, SC 29203, or download a registration form, visit Parks & Recreation's [Athletics page online](#). Forms can be faxed to 803-343-8744 or email jstroman@columbiasc.net.

Celebrate Veterans Day at the 36th Annual City of Columbia Veterans Day Parade on Tuesday, November 11, 2014. Known as one of the Southeast's largest Veterans Day Parade, the event will kick off at 11 a.m. from the intersection of Sumter and Laurel streets, and travel southbound on Sumter Street ending at Pendleton Street near the State House.

Local agencies will be raising money at Krispy Kreme Doughnuts for Special Olympics of South Carolina Oct. 1, Noon - 10pm; Oct. 2, 6a - 10p. and Oct. 3, 6a- 10p at four locations: 200 Knox Abbot Road, Cayce; 6614 Garners Ferry Road, Columbia; 10 Clemson Road, Columbia; 6594 Sunset Blvd, Lexington. Please give generously. Free doughnuts with donations!

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The City of Columbia recognizes Domestic Violence Awareness Month with the annual Mayor's Walk Against Domestic Violence, Saturday, October 11, 2014 at Finlay Park, 930 Laurel Street. Mayor Steve Benjamin, Councilwoman Tameika Isaac Devine, domestic violence advocates and supporters will be in attendance. The walk is free and registration can be found online at www.columbisc.net. Registration is also open for team captains and exhibitors. For more information please contact the Public Relations, Marketing and Media Department at 803-545-3020.

The Humane Society will partner with the River Rat Brewery to present Woolstock 2014 featuring Jet Lag Jones. Activities include a silent auction, adoption hour, and corn-hole. Bring your chairs or blankets and dogs are welcome to attend. For more information, call (803) 783-1267 or email esmith@humanesc.org

WMFX-FM
ON-AIR PUBLIC SERVICE ANNOUNCEMENTS
FOURTH QUARTER 2014
OCT-NOV-DEC

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

1. The Great Southeast Shakeout Earthquake Drill
2. American Red Cross
3. The United Way
4. SC State Museum
5. United States Coast Guard
6. Peace Corp
7. Salvation Army
8. Asthma Foundation
9. American Heart Association
10. Leukemia and Lymphoma Society
11. Paralyzed Veterans of America
12. Bullying Prevention

WMFX-FM

LIVE BROADCASTS AND COMMUNITY EVENTS

Fourth Quarter 2014

Oct- Nov- Dec

The following is a brief list of community events and activities WMFX participated in this quarter.



COMMUNITY EVENTS/ ACTIVITIES:

The Public Service and Programming Department at **WMFX-FM** is proud to have been involved in various local events that reflect our commitment to serving the community. **WMFX-FM** collaborated with representatives for civic and non-profit organizations that include but are not limited to: The American Red Cross Fright for Life Blood Drive, The Great Southeast ShakeOut Earthquake Drill, The Salvation Army Toy Drive, The SC State Fair and the Cops on Doughnuts Shops Campaign, and the Vets Charity Christmas Ride



ANALYSIS:

In review of events this quarter, The Public Service Department has maintained consistent coverage of significant events aimed at keeping the Midlands community up-to-date on various topics that impact South Carolina. **WMFX-FM** also provided daily-recorded announcements about a variety of local events that reflected our commitment to being the community's top resource for health and fitness, job opportunities and family oriented activities.



IDEAS FOR NEXT QUARTER:

The Public Service Department will continue playing an active role in community events. **WARQ-FM** will maintain visibility in covering local news that directly affects our community and continue collaborating with other departments within Alpha Media. Planned events include: Girls World Expo and St. Baldrick's Shave-A-Thon to Fight Kid's Cancer.