



WMYB  
92.1 MHz  
NM License, LLC  
Myrtle Beach

QUARTERLY ISSUES AND PROGRAMS REPORT  
January 01, 2024-March 31, 2024

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SUBMITTED BY: TARA HARDER

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## **PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS**

**(6-10A,10A-3P,3p-7p,7p-12a, 12a-12a,) All stations ran a free PSA schedule to promote International Women's Day benefitting The Jacqueline Rodgers Foundation who support women in their fight against breast cancer. And Shuckin' on the Strand Oyster Roast Benefitting Substitutes for Santa, providing a Christmas event and gifts for local children.**

**(6-10a,10-3P,3p-7p, 7p-12a,12a-12, on-air liners, station websites) Promoted and gave away tickets to the The 10th Annual Oyster Roast and Bloody Mary Contest with proceeds going to The Sea Beyond Foundation, committed to protecting our ocean, waterways and beaches. Money raised was over \$20,000.**

**(6-10a,10-3P,3p-7p, 7p-12a,12a-12, ) Ran PSA schedules on all stations to promote the 4h Annual Operation Cigars for Warriors Golf tournament. All money raised go towards purchasing & sending cigars to troops overseas. Operation Cigar for Warriors has sent over 1.1 million donated cigars directly to our troops wherever they are serving in the world.**

**(6-10a,10-3P,3p-7p, 7p-12a,12a-12, on-air liners, station websites) Promoted our 5<sup>th</sup> annual Coats for the Coast Coat drive. Encouraged listeners to donate new and gently used coats at drop off locations that were provided. All donated items went to the New Directions Shelter for Men, Woman and Families. All stations dropped off donations plus provided lunch for everyone at the shelter.**

**(6-10a,station Facebook pages, on-air liners) Had Bojangles on WYAV to discuss their Heart Health Promotion donating some of their proceeds from heart shaped biscuits to Conway Medical Center's Cardiovascular Unit. Facebook posts about the biscuits and proceeds were posted on all our station Facebook pages & mentioned on-air.**

Coverage Addressing the Following Issues:

- 1) International Woman's Day
- 2) Environment protection/awareness
- 3) 4<sup>th</sup> Annual Operation Cigars for Warriors
- 4) 5<sup>th</sup> Annual Coats for the Coast Coat Drive
- 5) Heart Awareness/Fundraiser



Tara Harder <tharder@dbcradio.com>

**Fwd: Q1 PSA'S**

1 message

Tara Harder <tharder@dbcradio.com>  
To: Tara Harder <tharder@dbcradio.com>

Tue, Apr 9, 2024 at 9:03 AM

**Tara Harder**

**Traffic Manager**

**DBC Radio of Myrtle Beach**

tharder@dbcradio.com

1016 OCALA STREET

MYRTLE BEACH, SC 29577

843-446-8029



----- Forwarded message -----

From: **Beth Simmons** <bsimmons@dbcradio.com>  
Date: Thu, Mar 7, 2024 at 11:12 AM  
Subject: Re: Q1 PSA'S  
To: Tara Harder <tharder@dbcradio.com>  
Cc: Charlie Steele <csteele@dbcradio.com>, Ricky Pegram <rroberts@dbcradio.com>, Crash <crash@dbcradio.com>, Zack Williams <zwilliams@dbcradio.com>, Scott Mann <smann@dbcradio.com>, Howard Nixon <hnixon@dbcradio.com>

Hi Tara

**Wave and KZQ** promoted The 10th Annual Oyster Roast and Bloody Mary Contest with proceeds going to The Sea Beyond Foundation, committed to protecting our ocean, waterways and beaches.

**T&A Morning Show**

Tommy and I spoke to Grand Strand Brewing Company about their Anniversary Party with proceeds going to Conway Medical Center.

We also had Bojangles on the air to discuss their Heart Health Promotion donating some of their proceeds from heart shaped biscuits to Conway Medical Center's Cardiovascular Unit.

ENTRY

\$20



2

PM

WVMC 8TH ANNUAL

# HERO'S BENEFIT

MAY 4TH



COME OUT AND SUPPORT WVMC & LOCAL VETERAN  
MICHAEL WIESTLING, WHO WAS RECENTLY  
DIAGNOSED WITH CANCER.

MUSIC ★ FOOD ★ PRIZES



3534 US 17 BUS. Murrells Inlet, SC.

All event proceeds will go to our veteran Michael Weistling

We reserve the right to refuse anyone at anytime

[www.warvetismc.com](http://www.warvetismc.com)

## Event Press Release: Coats for the Coast Coat Drive Delivery

**Date Release:**  
January 22, 2024

# PRESS RELEASE

## Coats for the Coast Coat Drive

DBC Radio Myrtle Beach along with Bojangles have once again teamed up for the 5th Annual Coats for the Coast Coat Drive. Coats collected over the past month will be delivered to New Directions of Horry County this Tuesday, January 23rd at 12:15 PM. They are located at 1005 Osceola Street, Myrtle Beach. Join us as we deliver coats and lunch provided by Bojangles to those in need within our community.



### Our Contact

Beth Simmons  
Promotions Director  
(520) 390-1575  
BSimmons@dbcradio.com

Charlie Steele  
Operations Manager  
(843) 448-1041  
Csteele@dbcradio.com

15th ANNUAL MURRELLS INLET

# Soup Off

SUNDAY • JAN 14th • 2024 • 11AM

PROCEEDS BENEFIT SHRINER'S HOSPITAL FOR CHILDREN

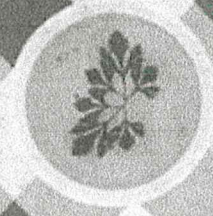
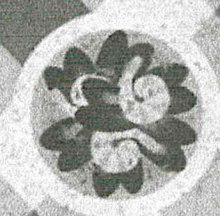
• 3 CATEGORIES •

MEAT • SEAFOOD • VEGETABLE  
OVER \$2000 IN PRIZES  
FOR SOUP CONTESTANTS  
CONTACT SBB FOR DETAILS

Sunny  
Leafwind

# SUCK • BANG • BLOW

3393 HIGHWAY 17 BUS SOUTH • MURRELLS INLET, SC • 843.651.7960 • WWW.SUCKBANGBLOW.COM



**FOR IMMEDIATE RELEASE**

December 15, 2023

**Media Contact:**

Marlane White, Dir. Of Communications  
Myrtle Beach Area Chamber of Commerce  
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**Grand Strand Freedom Week Events Planned for Jan. 12-16 to Inspire Inclusion and Belonging**

*Annual MLK Day Parade, Small Business Expo & Community Service Events Scheduled*



*Pictured Above: On Jan. 13, 2024, the MLK Annual Parade is set to step off at 10 a.m. and travel along Ocean Blvd. from 15<sup>th</sup> Ave. N to 8<sup>th</sup> Ave. N. Image Credit: Visit Myrtle Beach*

MYRTLE BEACH, S.C.—The Carolina African American Heritage Foundation (CAAHF), in partnership with the City of Myrtle Beach and the Myrtle Beach Area Chamber of Commerce (MBACC), is pleased to announce that the 2024 Grand Strand Freedom Week will be held Jan. 12 to 16 with a series of events planned to honor the legacy of Martin Luther King Jr., promoting inclusion and belonging.

“Grand Strand Freedom Week is all about bringing our residents and communities together and empowering each other through education and support. We call on all our community to embrace diversity, appreciate differences, and work collectively toward creating an environment where everyone feels valued and respected,” said CAAHF Chairwoman Marcella Swans.

A highlight of the week is the annual Martin Luther King Jr. Parade at 10 a.m. on Saturday, Jan. 13. Community groups are encouraged to participate. The route runs along Myrtle Beach’s Ocean Boulevard, from 15th to 8th Avenues North.

Following the parade, the MLK Community Resource Fair for Youth will be held from Noon to 3 p.m. at Myrtle Beach Middle School, 3101 North Oak Street.



On Sunday, the CommUNITY Ecumenical Service takes place from 4 to 7 p.m. at the First Presbyterian Church of Myrtle Beach at 3810 Robert M. Grissom Parkway.

On Martin Luther King Jr. Day, the MLK Drum-Major Awards and Breakfast at the Myrtle Beach Convention Center will honor those in the community who are working to encourage unity and strength through achieving common goals. In the spirit of Dr. King, volunteers will participate in a service project at Bathsheba Bowens Memorial Park that afternoon.

The week will close with the first-ever Diversity, Equity and Inclusion (DEI) Forum and Small Business Expo from 10 a.m. to 2 p.m. on Tuesday. The forum and expo will be held at the Horry-Georgetown Technical College Business Conference Center in The Market Common, 950 Crabtree Lane.

All events are free to attend except for the Drum-Major Awards and Breakfast and the DEI Forum and Small Business Expo. For more information and to register for events, visit [CAAHF.org](http://CAAHF.org).

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**Editor's Note:** *Images of previous MLK Parades in Myrtle Beach can be downloaded [HERE](#).*

**About Myrtle Beach Area Chamber of Commerce and Convention and Visitors Bureau:**

Since 1938, the Myrtle Beach Area Chamber of Commerce (MBACC) has stood as the unified voice of the Grand Strand's business community — serving Myrtle Beach, North Myrtle Beach, Little River, Loris, Atlantic Beach, Carolina Forest, Conway, Aynor, Socastee, Surfside Beach, Garden City Beach, Murrells Inlet, Litchfield Beach and Pawleys Island. The U.S. Chamber of Commerce has awarded MBACC its five-star accreditation — one of only a few chambers in South Carolina to earn this distinction. The Myrtle Beach Area Convention and Visitors Bureau (CVB) and its destination marketing arm, Visit Myrtle Beach, promote tourism through various partnerships and initiatives to advance the economic success of the Grand Strand. For more information, visit [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com), [MyrtleBeachAreaCVB.com](http://MyrtleBeachAreaCVB.com) and [VisitMyrtleBeach.com](http://VisitMyrtleBeach.com).

**CAROLINA AFRICAN  
AMERICAN HERITAGE  
FOUNDATION (CAAHF)  
PRESENTS**

**JANUARY 15, 2024  
9AM  
SHERATON MYRTLE BEACH  
CONVENTION CENTER**

# **MLK DRUM MAJOR AWARDS & BREAKFAST**



**KEYNOTE SPEAKER  
DR. TIFFANY HOLLIS  
ASSOCIATE PROFESSOR,  
COASTAL CAROLINA UNIVERSITY**

**2023 DRUM MAJOR AWARDS  
ETTA GREENE CARTER & BLAKELY ROOF**



**REGISTER AND PURCHASE  
TICKETS OR A TABLE TODAY!**

**WWW.CAAHF.ORG**

# Join Us

**DISCOVER NEW  
BUSINESS  
OPPORTUNITIES**



**PRESENTED BY**

**CAROLINA AFRICAN AMERICAN  
HERITAGE FOUNDATION (CAAHF)**

## 2024 DEI FORUM & SMALL BUSINESS EXPO

### FEATURED PANELISTS



*Kelvin Waites  
Diversity, Equity & Inclusion Director  
City of Myrtle Beach*



*Amanda Masterpaul  
Artist-Activist-Educator  
Coastal Carolina University*



*Les Echols  
Director of Community &  
Minority Enterprise Greater  
Florence Chamber of Commerce*



**January 16, 2024 | 10am-2pm**  
Horry Georgetown Technical College  
Conference Center (Market Commom)950 Crabtree Lane  
Myrtle Beach, SC



**PANELISTS:**



**DR. TIFFANY HOLLIS**  
Associate Professor  
Coastal Carolina University



**BRANDY CAMPBELL**  
Broker in Charge  
Palms Realty



**SHARDE' CRAWFORD**  
Attorney at Law  
The Lovely Lawfirm



**ELIZABETH FERRARO**  
Co-Owner  
Rivertown Property Inspections



**FABIOLA JOHNSON**  
Owner  
Salt & Detox Oasis and  
Kosta Bowls Carolina Forest



**DEVANIE MCCARTNEY**  
Owner  
Self Love Photo Co.



**4TH ANNUAL**  
*Celebration of*  
**INTERNATIONAL  
WOMEN'S DAY**

**FRIDAY, MARCH 8, 2024**  
**MARINA INN AT GRANDE DUNES**  
**10AM - 2PM**

**TICKETS AVAILABLE AT:**  
**[WD24.EVENTBRITE.COM](http://WD24.EVENTBRITE.COM)**



**KEYNOTE SPEAKER**  
**CYNTHIA BARNES**  
**CEO, NATIONAL ASSOCIATION OF WOMEN  
SALES PROFESSIONALS**

**FOR IMMEDIATE RELEASE**

January 24, 2024

**Media Contact:**

Marlane White  
Communications Manager  
Myrtle Beach Area Chamber of Commerce  
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C: (843) 256-6373  
[Marlane.White@VisitMyrtleBeach.com](mailto:Marlane.White@VisitMyrtleBeach.com)



**Tickets Now Available for 15th Annual Shuckin’ on the Strand Oyster Roast**

*February 24 charity event to serve Low Country favorites along Murrells Inlet marsh.*



*PICTURED: The annual Shuckin’ on the Strand Oyster Roast is a charitable fundraiser for Grand Strand Young Professionals. Now in its 15<sup>th</sup> year, the roast will take place on Feb. 24, 2024, at the Hot Fish Club in Murrells Inlet, S.C. CREDIT: MBACC*

MYRTLE BEACH, S.C.—Tickets are now available for the much-anticipated 15<sup>th</sup> annual Shuckin’ on the Strand Oyster Roast to take place on Saturday, Feb. 24, 2024, from Noon to 4 p.m. at the Hot Fish Club at 4911 Highway 17 Business in Murrells Inlet, S.C.

Hosted by Grand Strand Young Professionals (GSYP) and sponsored by Grand Strand Health, the roast is a charitable fundraiser for Substitutes for Santa, which provides 150 Horry County students with holiday gifts and festive entertainment in December.

“Shuckin’ on the Strand is a very popular event for Grand Stranders and visitors alike. The food and music are exceptional, yet the true essence lies in the fact that all proceeds go toward our annual charity to support local students,” said Isabella Cenatiempo, GSYF liaison for the Myrtle Beach Area Chamber of Commerce.

A limited number of tickets are currently on sale for \$40, which includes admission, all-you-can-eat oysters, one plate of chicken bog and fixings, and two beers. Options are available to add a commemorative oyster shucker for \$5, and to purchase tickets for children or chicken bog-only for \$10.

Learn more and purchase tickets at [GrandStrandYoungProfessionals.com](http://GrandStrandYoungProfessionals.com).

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*Editor’s Note: Images from previous Shuckin’ on the Strand can be downloaded [HERE](#). Images of Substitutes for Santa can be downloaded [HERE](#).*

**About Grand Strand Young Professionals**

Founded in 2008, Grand Strand Young Professionals is a program of the Myrtle Beach Area Chamber of Commerce for members ages 21 to 40. Participants take part in monthly networking, education and community service opportunities, including Substitutes for Santa, an annual holiday celebration for 150 Horry County students. For more information, visit [www.Facebook.com/GrandStrandYP](http://www.Facebook.com/GrandStrandYP).

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