



WWHK-AM  
NM License, LLC  
Myrtle Beach

QUARTERLY ISSUES AND PROGRAMS REPORT  
OCTOBER 01, 2022-DECEMBER 31, 2022

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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, on-air liners)** All DBC on air personalities participated along with listeners in the Bobbie Bowl. A donation of \$10 to play and all money raised goes to MB Fire Cares and they will use it to help local women battling breast cancer. Bowling for Bobbies raised over \$2500.

**(6-10A,10A-3P, 3p-7p, 7p-12a,12a-12a, on-air liners)** Heavily promoted the Grand Strand Down Syndrome Society "Buddy Walk". The walk raises awareness about down syndrome and raises money for our local GDDSS to be able to help out individuals and families with down syndrome. The Buddy Walk raised over \$38,000 and 8 new local families became members of the GDDSS.

**(6-10a,10-3P,3p-7p, 7p-12a,12a-12, liners)** Promoted The Adaptive Surf Project surfing event. The Adaptive Surf Project helps local individuals who have a disability surf by designing and giving away adaptive surfboards, while taking them surfing.

**(6-10a,10-3P,3p-7p, 7p-12a,12a-12, Liners)** Promoted PRIDE IN THE PARK presented by Care Team Plus. A family friendly community event promotes unity, inclusion, and awareness of sexual gender diversity and aim to create a sense of community and safe places for LGBTQ + individuals, their families and their allies.

**(6-10a,10-3P,3p-7p, 7p-12a,12a-12, liners)** Promoted the 12<sup>th</sup> Annual Myrtle Beach Professional Firefighter Association Charity Pancake breakfast with Santa. All donations raised will go to help purchase presents for local kids that may not have Christmas otherwise.

Coverage Addressing the Following Issues:

- 1) BREAST CANCER AWARENESS
- 2) DOWN SYNDROME AWARENESS
- 3) DISABLITY AWARENESS
- 4) DIVERSITY AWARENESS
- 5) ANNUAL CHRISTMAS TOY FUNDRAISER

# All Regular Spots

WWHK-AM

From 10/01/22 To 12/31/22 Filtered By Selection

As of Thursday, Jan 5 2023

Station	Advertiser	Product	Air Date	Air Time	Media #	Contract #	Len	Line Remarks
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	5:25:26AM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	6:50:07AM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	7:53:24AM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	8:24:31AM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	9:29:24AM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	11:26:26AM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	12:27:54PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	3:23:33PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	4:50:42PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	5:53:39PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	6:24:58PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	7:49:10PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	8:24:11PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	10:44:09PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/08/2022	11:20:25PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/09/2022	10:23:15AM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/09/2022	1:26:07PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/09/2022	2:25:07PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/09/2022	4:27:23PM	N255	115150	15	PSA
WWHK-AM	MYRTLE BEACH FIRE	PSA Charity Pancake Break	12/09/2022	9:47:09PM	N255	115150	15	PSA



Tara Harder <tharder@dbcradio.com>

(no subject)

1 message

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

Mon, Dec 5, 2022 at 10:59 AM

this saturday from 8 to 1 Myrtle Beach Professional Firefighter Association will host the 12th Annual Charity Pancake Breakfast with Santa at St John's the Baptist Greek Orthodox Church on 33rd Ave N. all donations raised will go to help purchase presents for local kids that may not have Christmas otherwise.

*Tara Harder*

Traffic Director

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