

WMFX-FM/FOX 102.3



Quarterly Issues and Programs Report

Fourth Quarter 2016

OCT- NOV- DEC

From: KOKO, Public Affairs Director
Date: October 1 – December 31, 2016

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

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

Military **10mins** **S.C. Run for the Fallen** **Oct. 2**
Mike and Brandy Hill, Founders, discuss the mission of the organization, give an event description, why they started it, explain what a gold star family is, what they hope to be able to accomplish, what they need from the community, how the community can become involved, last year's success and sponsorship opportunities.

Entertainment **10mins** **The Columbia City Ballet** **Oct. 2**
Artistic & Executive Director William Starrett, promotes Dracula, *Ballet With a Bite*". Blood, fangs, and death are just a few of the things people will find in this favorite Halloween cult classic. Based on the novel by Bram Stoker, Count Dracula continues his seductive reign of terror with his Brides of Darkness in Transylvania.

Military **10mins** **R.A.V.E** **Oct. 2**
Gracie Gibson, Founder of Remembering All Veteran's Everyday gives the history of the organization which was founded and co-founded by Veterans. She talks about their mission which is to provide housing for homeless veterans, and she promotes the 1st Annual Masquerade Gala.

Community **15 mins** **Historic Columbia & Palladium** **Oct. 9**
Organization **Society**
Anna Kate Twitty, Director of Marketing & Communications for Historic Columbia and Grace Saulter, President of the Palladium Society, promote the 13th annual Bluegrass, Bidding & BBQ, They give an overview of the event, and give the mission of Historic Columbia and talk about the Palladium Society, a dynamic group of young professionals who support the mission of Historic Columbia through education, social and fundraising initiatives.

Military **15mins** **S.C. Run for the Fallen** **Oct. 9**
Mike and Brandy Hill, Founders, discuss the mission of the organization, give an event description, why they started it, explain what a gold star family is, what they hope to be able to accomplish, what they need from the community, how the community can become involved, last year's success and sponsorship opportunities.

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

Charity **7 ½ mins** **Healthy Learners** **Oct. 16**
Joanne Pauling-Jones gives the purpose and the mission of the organization, services they provide, the impact to the state of SC, and how they are funded. Matt Younginer and Monte Lee, Clemson Head Baseball Coach promote the 17th Annual Healthy Learners Champions for Children Golf Tournament in Memory of George Younginer.

Entertainment **7 ½ mins** **The Columbia City Ballet** **Oct. 16**
Artistic & Executive Director William Starrett, promotes Dracula, *Ballet With a Bite*". Blood, fangs, and death are just a few of the things people will find in this favorite Halloween cult classic. Based on the novel by Bram Stoker, Count Dracula continues his seductive reign of terror with his Brides of Darkness in Transylvania.

Community **7 ½ mins** **Historic Columbia & Palladium** **Oct. 16**
Organization **Society**
Anna Kate Twitty, Director of Marketing & Communications for Historic Columbia and Grace Saulter, President of the Palladium Society, promote the 13th annual Bluegrass, Bidding & BBQ, They give an overview of the event, and give the mission of Historic Columbia and talk about the Palladium Society, a dynamic group of young professionals who support the mission of Historic Columbia through education, social and fundraising initiatives.

Health **7 ½ mins** **SC Youth Suicide Prevention** **Oct. 16**
Initiative
Dr. Alex Karydi, Program Director, addresses alarming statistics with suicide among our youth and talks about the warning signs, common myths, how can schools and communities work together to prevent suicide and available resources.

The Elderly **10mins** **The Carolina's Center for** **Oct. 23**
Medical Excellence
Andrea Fuller, Chairperson for the S.C Coalition for Older Adult Immunization, promotes Senior Vaccination Season as declared by Governor Mark Sanford, and stresses the importance of people 65yrs and older to get not only a flu shot but a pneumonia shot as well. She discusses the alarming death rate among that age group, she dispels the myths of flu shot and gives out the web address for the Flu Clinic Finder, the most comprehensive listing of Flu clinic in North and South Carolina, including listing from major vendors, hospitals and health departments and small physician practices.

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

Military **10mins** **R.A.V.E** **Oct. 23**
Gracie Gibson, Founder of Remembering All Veteran's Everyday gives the history of the organization which was founded and co-founded by Veterans. She talks about their mission which is to provide housing for homeless veterans, and she promotes the 1st Annual Masquerade Gala.

Entertainment **10 mins** **The Columbia City Ballet** **Oct. 23**
Artistic & Executive Director William Starrett, promotes Dracula, *Ballet With a Bite*". Blood, fangs, and death are just a few of the things people will find in this favorite Halloween cult classic. Based on the novel by Bram Stoker, Count Dracula continues his seductive reign of terror with his Brides of Darkness in Transylvania.

Women **10 mins** **Girl Scouts of South Carolina -** **Oct. 30**
Mountains to Midlands
Karen Kelly, Director, Marketing and Communications, is excited to share that they are celebrating the 100th anniversary of the highest award a Girl Scout can earn (currently called the Gold Award.). She talks about what one has to do to receive the award, some of the benefits of the Gold Award and invites listeners to attend the ceremony and help celebrate the millions of Girl Scouts who have positively impacted their communities and the world.

Recreation **10 mins** **SC State Museum** **Oct. 30**
The S.C. State Museum is geared up for a Holiday Season with exciting family friendly events. Jared Glover, Public Relations Manager highlights the Halloween adventure as the SC State Museum transforms into the Museum of Oz. He promotes Growl at the Moon the Museum's after hours Halloween party featuring: a chance to see *The Wizard of Oz 4-D Experience*TM and a rock and roll laser show, night sky observing in the Boeing Observatory, live music, food, craft beer and more.

Health **10 mins** **SC Youth Suicide Prevention** **Oct. 30**
Initiative
Dr. Alex Karydi, Program Director, addresses alarming statistics with suicide among our youth and talks about the warning signs, common myths, how can schools and communities work together to prevent suicide and available resources.

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

Education **10mins** **Claflin University** **Nov. 6**
J. Craig Cotton, Director of Public Relations for the Office of Communications and Marketing, promotes the 11th Annual Claflin University Golf Classic. The tournament is a fundraiser to support FOCUS 100 (Friends of Claflin University Students) and student-athlete scholarships at Claflin. For more than a decade, FOCUS 100 has provided financial support to help students who experience unexpected hardships remain in school and continue their education. This year's golf tournament will also be a fundraiser for scholarships to support more than 120 student athletes who represent Claflin in 11 intercollegiate sports.

Health **10mins** **Rodney Harmon** **Nov. 6**
Rodney Harmon, Breast Cancer Survivor shares his story of fighting Breast Cancer from a man's perspective. He talks about the history of the disease in his family, the support he received from family, friends and co-workers, and encourages all men to get tested as 400 men a year now die from breast cancer. Rodney Harmon knows first-hand that breast cancer can affect men.

Women **10mins** **The Women's Shelter** **Nov. 6**
Executive Director, Kathy Riley promotes the 37th Annual Thanksgiving Souper held each year on the Thursday before Thanksgiving at the shelter. Participants may enjoy delicious soup, crackers, and tea as well as live entertainment for the minimal suggested donation of \$5.00 per person. This simple meal serves as a reminder that hunger and homelessness still exists in our community. All proceeds benefit The Women's Shelter.

Education **15mins** **Claflin University** **Nov. 13**
J. Craig Cotton, Director of Public Relations for the Office of Communications and Marketing, promotes the 11th Annual Claflin University Golf Classic. The tournament is a fundraiser to support FOCUS 100 (Friends of Claflin University Students) and student-athlete scholarships at Claflin. For more than a decade, FOCUS 100 has provided financial support to help students who experience unexpected hardships remain in school and continue their education. This year's golf tournament will also be a fundraiser for scholarships to support more than 120 student athletes who represent Claflin in 11 intercollegiate sports.

Women **15mins** **The Women's Shelter** **Nov. 13**
Executive Director, Kathy Riley promotes the 37th Annual Thanksgiving Souper held each year on the Thursday before Thanksgiving at the shelter. Participants may enjoy delicious soup, crackers, and tea as well as live entertainment for the minimal suggested donation of \$5.00 per person. This simple meal serves as a reminder that hunger and homelessness still exists in our community. All proceeds benefit The Women's Shelter.

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

Women **15mins** **Nurse-Family Partnership** **Nov. 20**
Outreach

Shannon Capuano, Outreach Worker, gives the history and mission of the organization, explains how the program can benefit 1st time pregnant women, how women can get involved, describes her own personal experience using the program, and encourages pregnant women to visit their website for more information.

Youth **15mins** **Big Brothers Big Sisters of** **Nov. 20**
Greater Cola

Jennifer Hodges, Public Relations and Communications Coordinator, gears up for their 2nd Annual The Big Little Run in December. 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.

Environment **7 ½ mins** **The City of Columbia** **Nov. 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.

Government **7 ½ mins** **D-HEC** **Nov 27**

Tony Price, Spokesperson, states that World AIDS Day is Dec. 1, and the S.C. Department of Health and Environmental Controls 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 tested 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.

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

The Poor **7 ½ mins** **Harvest Hope Food Bank** **Nov. 27**
Denise Holland, CEO, stresses the importance for more donations during the holiday months. They are at a critical need not only because of the holidays but because of the effects of Hurricane Matthew. She encourages people to volunteer at the shelter, calls on churches, businesses and civic groups to hold food drives and encourages monetary donations.

Military **7 ½ mins** **The Marines Toys For Tots** **Nov. 27**
Foundation
Coordinator SSgt Quentin Bryant Members of the community are asked to drop new, unwrapped toys in collection boxes positioned in local businesses. While the Toys for Tots coordinator organizes, coordinates and manages the campaign, the ultimate success depends on the support of the local community and the generosity of those that donate toys.

Environment **7 ½ mins** **The City of Columbia** **Nov. 27**
Mary Pat Baldauf, 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.

Health **7 ½ mins** **Cooperative Care** **Nov. 27**
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.

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

Recreation 10 mins Irmo Chapin Rec. Commission Dec. 4

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.

Women 10 mins Sister Care Dec. 4

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.

The Poor 10 mins The Salvation Army Dec. 4

Mark Barrett, Director of Public Relations & Volunteer Services talks about the significance of the Bell Ringers who are seen outside the Wal-Mart and Sam's Club Stores and explains the criteria for becoming a Bell Ringer. He explains how many families are being helped with the Christmas Assistance program, highlights their biggest current needs other than volunteering, and invites people to shop at their Family Store for the holidays.

Safety 7 ½mins DHEC Dec. 11

Ann Stone with Child Passenger Safety Program, states the history and mission of the program and how they are funded. She stresses that motor vehicle crashes are the leading cause of death and injury for children over one year of age. When properly installed, child safety seats can reduce the risk of death by 71 percent for infants and 54 percent for toddlers. Seat belt usage increases the chances for surviving a crash by nearly 45 percent. She also promotes several upcoming free car seat check-up events across the Midlands in anticipation of the heavy travel season.

Entertainment 7 ½ mins The Columbia City Ballet Dec. 11

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 Membership Opportunities, and how people can support the ballet throughout the year.

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

Government 7 ½ mins **Secretary State Treasurer** **Dec. 11**
South Carolina Secretary of State, Mark Hammond announces the 18th Annual Scrooges and Angels List and encourages charitable givers to educate themselves about various charities by learning how the organizations are spending their donations. He directed listeners to a website that enables people to check the charitable expense records of an organization. He also gives the criteria for being selected an “Angel”.

Recreation 7 ½ mins **Irmo Chapin Rec. Commission** **Dec. 11**
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.

Recreation 7 ½ mins **S.C. State Museum** **Dec. 18**
Jared Glover, Public Relations Manager, promotes two weeks of special 4D and planetarium shows, family-friendly events and more during Holidays. The museum also features Tasting Tuesdays, Printmaking Demos, Holiday Laser Shows and Live Music.

Entertainment 7 ½ mins **The Columbia City Ballet** **Dec. 18**
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 Membership Opportunities, and how people can support the ballet throughout the year.

Employment 7 ½ mins **SC DHEC** **Dec. 18**
Valerie Thacker and Tacquetta Gibson Workforce Developer for Newberry and Laurens Counties, promote the upcoming Newberry Job Fair which will showcase numerous employers who will be hiring on the spot. They give details about what to bring and how to prepare for interviews.

WMFX-FM
2016 PROGRAMS & ISSUES REPORT
OCT • NOV • DEC
4th Quarter Report

Fox Focus- 6:25a.m.

Youth 7 ½ mins SC DHEC Dec. 18
Nicole Foulks, Regional Director discusses the process for adopting or fostering a child, costs associated with adoption, support and training for families, and explains Daniel's Law and how it protects new-born babies. Melissa Burchmore, Adoptive Parent shares her story of finalizing the adoption of a 5-year-old girl who has been in her care since August of 2013.

Recreation 10 mins Famously Hot New Year Dec. 25
FHNY co-chair, Laura Basile, promotes the upcoming New Year's Eve Celebration, South Carolina's Largest NYE Celebration. She talks about the economic impact for the city, plans for security, what guests can expect during the celebration and volunteer opportunities.

Environment 10 mins The City of Columbia Dec. 25
Mary Pat Baldauf, 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.

Employment 10 mins SC DHEC Dec. 25
Valerie Thacker and Tacquetta Gibson Workforce Developer for Newberry and Laurens Counties, promote the upcoming Newberry Job Fair which will showcase numerous employers who will be hiring on the spot. They give details about what to bring and how to prepare for interviews.



OCT • NOV • DEC
4th Quarter Report- 2016

ON-AIR PUBLIC SERVICE ANNOUNCEMENTS

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

SCBA: SC Tech, Advance Manufacturing Automotive, Medical,	10.01.16- 12.31.16
SC MEP-Training Certificate	10.01.16 -10.30.16
SC United FC	10.01.16- 10.02.16
American Red Cross (Hurricane Matthew)	10.01.16- 10.15.16
Harvest Hope Food Bank "Every Dollar"	10.23.16- 12.31.16

WMFX-FM 102.3
LIVE BROADCASTS AND COMMUNITY EVENTS
Fourth *Quarter* 2016
Oct- Nov- Dec



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

- | | |
|---------------|--|
| Oct. 26, 2016 | Alpha Cares Relief Drive |
| Oct. 29, 2016 | Mayor's Domestic Violence Walk |
| Nov. 12, 2016 | Welcome Home to Carolina Yellow Ribbon
Ride |
| Dec. 11, 2016 | Vet's Christmas Charity Ride |