



October 20, 2003

Stephen G. Wallace  
Chairman & Chief Executive Officer

Penelope Wells  
Executive Director & President

SADD, Inc.  
NATIONAL HEADQUARTERS  
255 Main Street  
P.O. Box 800  
Marlborough MA 01752  
508/481-3568  
508/481-5759 fax  
877-SADD-INC toll-free

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Mr. Chairman:

As the Federal Communications Commission's Localism Taskforce analyzes how broadcasters serve their communities, I wanted to enlighten you on how they have benefited Students Against Destructive Decisions (SADD) in our efforts to help young people make decisions that will not only benefit them today, but also in the long run.

SADD is a youth organization that promotes teen empowerment and uses peer influence to spread the message of positive decision-making. The SADD organization is comprised of thousands of high school and middle school chapters that embrace a "No Use" policy and help educate their peers about potentially destructive decisions. SADD was founded on the simple philosophy that young people, empowered to help each other, are the most effective force in prevention. Broadcasters have helped spread this philosophy through running our public service announcements and helping to publicize our many events.

Local broadcasters are key communicators and influencers in our children's lives. Encouraging today's youth to say no to drugs, alcohol, and other destructive behaviors are just a few of the steps we can take to help our children lead long, healthy, and successful lives. Local broadcasters are invaluable in this capacity. Their commitment to helping SADD spread the importance of making sound decisions has been unparalleled.

We are grateful for the relationship we have with local radio and television broadcasters. Without them, our message could not possibly reach the millions of eyes and ears it does today. Thank you for your time and consideration.

Sincerely,

Penny Wells  
Executive Director & President

cc: Commissioners Abernathy, Martin, Copps, and Adelstein



Charles B. Wang International  
Children's Building  
699 Prince Street  
Alexandria, VA 22314-3175  
U.S.A.

Telephone 703.274.3900

Facsimile 703.274.2222

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

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

October 15, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

Dear Mr. Chairman:

The National Center for Missing & Exploited Children has enjoyed a longstanding and important relationship with America's local radio and television stations.

In 1996, 9-year-old Amber Hagerman was kidnapped and murdered in Arlington, Texas. Amber's tragic death had such a profound impact on her community and throughout northern Texas that it prompted regional law-enforcement agencies and the Dallas/Fort Worth (Texas) Association of Radio Managers to develop a system to help recover abducted children. It was named the AMBER Alert system in her honor.

When law enforcement issues an AMBER Alert, local radio and television stations interrupt programming to broadcast information about the abducted child using the Emergency Alert System (EAS). To date, there are 46 statewide AMBER Alert systems around the country, 16 regional plans, and 31 local plans. Since the program's inception, the AMBER Alert has assisted in the recovery of 106 abducted children. In April 2003, President Bush signed AMBER into law and Assistant Attorney General Deborah Daniels was appointed National AMBER Alert Coordinator.

The AMBER program is so successful because it utilizes the immediacy and localism that are hallmarks of free, over-the-air broadcasting. The power of local broadcasters to engage their communities in the search cannot be overstated. Statistics show that in 74 percent of abduction homicides, the child is killed within the first three hours. Broadcasters have the capability to saturate their communities with the vital information needed when time is of the essence.

One of many examples occurred just last year in Franklin County, North Carolina. An 18-month-old girl was reported missing by her parents and found safe thanks to North Carolina's AMBER Alert System. As soon as Jade Creech was reported missing an AMBER Alert hit the airwaves. A short time later, a friend of the suspect had seen and heard the Alerts and convinced the abductor to return the child. The suspect called authorities and turned herself in. Jade was safely reunited with her family.

By participating in the AMBER Alert system, broadcasters are helping to save children's lives. As the FCC examines localism in broadcasting, the National Center for Missing & Exploited Children would like to bring to the Commission's attention that the AMBER Alert system is a stellar example of how local radio and television stations serve their communities.

Sincerely,

Ernie Allen, President & CEO  
National Center for Missing & Exploited  
Children



# ALLIANCE TO SAVE ENERGY

*Creating an Energy-Efficient World*

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Exelon Corporation*

Michael D. Thieneman  
*Executive Vice President and  
Chief Technology Officer  
Whirlpool Corporation*

October 16, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Mr. Chairman:

Founded in 1977, the Alliance to Save Energy is a non-profit coalition of business, government, environmental and consumer leaders. The Alliance to Save Energy promotes energy efficiency worldwide to achieve a healthier economy, a cleaner environment and energy security. Energy efficiency is the quickest, cleanest and cheapest way to extend our nation's energy supplies.

The Alliance has enjoyed a long and fruitful relationship with local broadcasters. Without their outstanding commitment to running our public service announcements and promoting energy conservation, our message would not have the far-reaching scope it does today. Thanks to local broadcasters, energy conservation is now a familiar concept to many Americans and more consumers are doing their part to help save our planet's precious resources.

Broadcasters help give a voice to the voiceless and make a real difference in the world. The Alliance to Save Energy considers broadcasters a partner in our quest to preserve the Earth's energy and to them we express our gratitude and appreciation.

We hope this letter will serve as an important tool as the FCC's Localism Taskforce takes into account broadcasters' commitment to their local communities. Broadcasters have proven time and time again that the issues

important to their audiences are also important to them. Energy conservation is one of those issues. Thank you for your time and consideration in this matter.

Sincerely,

A handwritten signature in cursive script, appearing to read "Rozanne Weissman".

Rozanne Weissman  
Director of Communications and Marketing

cc: Commissioner Abernathy  
Commissioner Martin  
Commissioner Copps  
Commissioner Adelstein



March  
of Dimes  
*Saving babies, together*

*March of Dimes  
Birth Defects Foundation*

1275 Mamaroneck Avenue  
White Plains, NY 10605  
Telephone (914) 997-4641  
Fax (914) 997-4662  
Email: [dstaples@marchofdimes.com](mailto:dstaples@marchofdimes.com)

October 21, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Douglas A. Staples  
*Senior Vice President  
Strategic Marketing  
& Communications*

Dear Mr. Chairman:

As the FCC's new taskforce examines localism in broadcasting, I wanted to write and inform you just how helpful free, over-the-air local radio and television stations are to local March of Dimes chapters. Local radio and television stations in a range of communities are incredibly generous with their airtime and other resources, helping us convey critical health messages about having healthy babies and supporting fundraising efforts. As just a few examples:

- WMTW-TV in Portland, Maine helped the March of Dimes collect a record-breaking statewide total of \$570,000 in April of 2001. WMTW promoted nine walks in its coverage area, including major walks in Lewiston and Portland. Using its on-air talent, the station produced and aired a PSA to encourage viewers to participate in the local walk. WMTW's anchors and on-air meteorologist regularly highlighted the walk events in the newscast and then served as on-site emcees for the Portland and Lewiston events on the day of the walk.
- KLIZ-FM in Brainerd, Minnesota is a strong supporter of the March of Dimes, airing 480 Public Service Announcements for the organization in 2001, for a contribution of nearly \$10,000. The local WalkAmerica drew more than 150 walkers and raised \$55,000 for the charity. KLIZ morning personalities hosted Star Chefs for the March of Dimes, an annual event that recruits local chefs to prepare their specialties for ticket buyers. In 2001, the event attracted more than 500 area residents and raised more than \$38,000.
- WJAR-TV in Providence, Rhode Island provided \$67,000 worth of on-air support to the March of Dimes WalkAmerica. Thanks to the station's promotional efforts, the event attracted a record-breaking 2,000 walkers in 2001. WJAR helped the local March of Dimes chapter raise more than \$263,000 during the event.

As examples like these demonstrate, the March of Dimes has traditionally enjoyed a unique synergy between its local chapters and local television and radio broadcast stations. As the FCC examines the record of America's local broadcasters, America's local March of Dimes voice their strong support for our local station partners.

Sincerely

Cc: Commissioner Copps  
Commissioner Adelstein  
Commissioner Martin  
Commissioner Abernathy



THE SALVATION ARMY  
USA NATIONAL HEADQUARTERS



**Theresa Whitfield**  
Media Relations Director

## SALVATION ARMY

**W. TODD BASSETT**  
National Commander

615 Slaters Lane  
Alexandria, VA 22313  
Theresa\_Whitfield@USN.SalvationArmy.org

Office (703) 684-5500  
Direct (703) 519-5893  
Fax (703) 684-5538

(Founded in 1865)

WILLIAM BOOTH, FOUNDER

### NATIONAL HEADQUARTERS

615 Slaters Lane  
Alexandria, VA 22313  
Telephone: (703) 684-5500  
Fax: (703) 684-3478

Mailing Address  
P.O. Box 269  
Alexandria, VA 22313

October 20, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Mr. Chairman:

As the FCC's localism taskforce initiates its consideration of broadcasters' commitment to localism, the Salvation Army and its local "Corps" would like to commend America's local radio and television stations for their partnership with the Army. Through our collaborations with these stations, we are able to make a difference in the lives of people on a local, community-by-community basis.

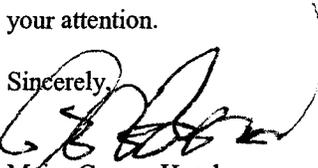
In 2001, WKRG-TV in Mobile, Alabama assisted the local Salvation Army with the "Angel Tree" campaign, which encourages area residents to provide holiday gifts to needy families by "adopting" angels placed on Christmas trees throughout the community. To support the campaign, WKRG aired an intense schedule of Public Service Announcements featuring station's news anchors asking residents to visit area Angel trees and do their part to help the needy. The station also produced and aired news stories about the effort, including follow-up stories on some of the appreciative families who had received Angel Tree gifts.

When the local Salvation Army Corps in Des Moines needed help with its flagging holiday kettle campaign, it turned to WHO-AM, KXNO-AM, KVJZ-FM, KMXD-FM and KKDM-FM. By the end of the 2001 holiday season, the stations devoted more than \$350,000 of airtime to the kettle campaign. The stations' efforts helped the Salvation Army achieve an increase in kettle donations over the previous year.

The annual "Coats for Kids" campaign spearheaded by WGAL-TV in Lancaster, Pennsylvania collected 5,500 coats for disadvantaged children and teens in the area in 2001. Working with the local Salvation Army, WGAL asked viewers to bring outgrown coats to participating dry cleaners to be mended, cleaned and collected by the Salvation Army.

These stations represent just a handful of the hundreds of local radio and television stations across the country that works hand-in-hand with their local Salvation Army "Corps." The Salvation Army is pleased every year to partner with local broadcasters to solve local issues and I am proud to bring these stations - that exemplify the principle of localism - to your attention.

Sincerely,

  
Major George Hood  
National Community Relations  
& Development Secretary

cc: Commissioner Copps  
Commissioner Adelstein  
Commissioner Martin  
Commissioner Abernathy



Techniques for Effective  
Alcohol Management

**TEAM Coalition, Inc.**  
1101 Wilson Blvd., Suite 1700  
Arlington, VA 22209-2266  
(877) 2-TEAM-CO  
(703) 741-0121 phone  
(703) 524-1487 fax  
www.teamcoalition.org

October 15, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Mr. Chairman:

The TEAM (Techniques for Effective Alcohol Management) Coalition is a 501(c)(3) non-profit coalition that provides effective alcohol service training in public assembly facilities and promotes responsible alcohol consumption that enhances the entertainment experience while reducing alcohol-related instances both in facilities and on surrounding roadways.

Since TEAM's inception, local radio and television broadcasters have effectively assisted us in getting out our message about responsible drinking. The TEAM Coalition produces Public Service Announcements (PSAs) on this topic that are played on in-stadium video boards.

While this is effective, our reach would be but a fraction of what it is were it not for the help of local radio and television stations across the country that air the PSAs during their programming. Every year, stations contribute valuable airtime to help educate the public about responsible alcohol consumption.

TEAM is proud of our partnership with local broadcast radio and television stations. As the FCC's taskforce examines broadcast localism, we wanted to make you aware how committed local broadcasters have been in tackling the alcohol abuse issue and how helpful, in particular, they have been to TEAM. We are confident you will agree this is a fine example of local broadcasters serving local communities.

Sincerely,

Jill Pepper  
Executive Director  
TEAM Coalition, Inc.



**American  
Red Cross**

National Headquarters

October 21, 2003

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Mr. Chairman:

As the FCC's localism taskforce undertakes an examination of all the ways local broadcast stations serve local communities, I wanted to draw to your attention the longstanding partnership between local broadcasters and the American Red Cross. Through the airing of disaster preparedness and response messages, promoting blood drives, and highlighting health and international issues, local radio and television stations in communities across the country assist the American Red Cross in saving lives.

Following the tragic events of September 11, 2001, local broadcasters played a key role in assisting the Red Cross in raising funds, collecting pints of blood and responding to the tragedy. As just a few examples, KRAN-AM/FM, KVLO-FM, KURB-FM, KLAL-FM, KOKY-FM, and KIPR-FM in Little Rock Arkansas organized and promoted a fund-raising campaign that collected more than \$125,000 for the American Red Cross. WBWN-FM, WBNQ-FM and WJBC-AM in Central Illinois raised more than \$828,000 for the American Red Cross. WIS-TV in Columbia, South Carolina, cooperated with the American Red Cross to organize an on-air fundraising campaign that collected \$326,000 for the families of the victims of the September 11 attacks. On-air personalities and staff from KORL-FM, KPOI-FM, KDDB-FM and KQMQ-FM in Honolulu, Hawaii, helped the local chapter of the American Red Cross raise \$28,000 to help victims of the attacks. Five days after the attacks, WROC-TV in Rochester, New York joined with the Red Cross to produce an eight-hour telethon that collected more than \$1 million to support the relief effort. A four-week fundraising effort by WARM-FM in York, Pennsylvania, collected more than \$110,000 for the American Red Cross's disaster relief efforts in the aftermath of the September 11 attacks.

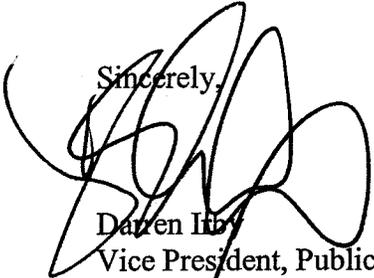
Clearly, local radio and television broadcasters played an important role assisting the American Red Cross in responding to the events of September 11. However, local radio and television stations have long partnered with local Red Cross chapters during good times as well as bad. For example, the 2001 KLOS-FM blood drive organized in Los Angeles, California brought in more than 4,300 pints of blood in less than 20 hours. Since its inception, the KLOS Blood Drive has collected more than 55,000 pints of blood, directly benefiting more than 167,000 people. The station committed the equivalent of \$250,000 in promotional and public service airtime to the

***Together, we can save a life***

event. Since 1996, KGY-AM in Olympia, Washington, has been a major media sponsor of an annual fundraising breakfast honoring local heroes, with all proceeds from the events supporting the disaster relief efforts of the American Red Cross. In 2002, the Thurston/Mason Red Cross Real Heroes Breakfast collected more than \$75,000 to aid local victims of fires, floods and other disasters, including the February 2001 earthquake in Nisqually, Washington. KGY provided more than \$4,000 in on-air promotional support from the event, in addition to sponsoring the breakfast and making its own cash donation.

Hundreds of local radio and television stations like these across the country assist the American Red Cross every year as we fulfill our mission of providing relief to victims of disasters and helping people prevent, prepare for, and respond to emergencies. The simple fact is lives would be lost without the important partnership between local broadcasters and the American Red Cross. As the FCC examines localism in broadcasting, I wanted to make you aware that the American Red Cross and our local chapters are proud of and thankful for our partnership with America's local broadcasters.

Sincerely,



Darren Ibb  
Vice President, Public Relations  
American Red Cross

cc: Commissioner Abernathy  
Commissioner Martin  
Commissioner Copps  
Commissioner Adelstein



### **Local Broadcasters Support the American Red Cross**

Hundreds of local radio and television stations across the country assist the American Red Cross every year as we fulfill our mission of providing relief to victims of disasters and helping people prevent, prepare for, and respond to emergencies. The simple fact is that lives would be lost without the important partnership between local broadcasters and the Red Cross.

The American Red Cross and our local chapters are proud of and thankful for our partnership with America's local broadcasters. Examples of successful partnerships include the following:

- In Roanoke, Virginia, the CBS affiliate generously donated public service announcements through the year, totaling more than \$45,000 from March to May alone. The NBC affiliate shot a PSA during Hurricane Isabel, which ran for two weeks.
- In Florence, South Carolina, CBS affiliate WBTW TV 13 has been a great supporter of the American Red Cross. The chapter has frequently featured live interview guests on its noon and 5:00 p.m. newscasts. Additional coverage has covered topics ranging from the need for blood donations and disaster relief support to hurricane preparedness. The station has also carried feature stories on family fire victims and military assistance. During the September 11 memorial radio broadcasts, live remotes were done at three Florence locations. The chapter is in the process of creating a local PSA promoting Red Cross health and safety courses with an anchor who has completed CPR training. The chapter has had similar results working with WPDE TV 15 affiliate in Florence and Myrtle Beach.
- In Savannah, Georgia, WSAV teamed up with the local chapter for the Lowes hurricane fair, producing a PSA using its anchor. The station also produced a hurricane preparedness PSA which ran in fixed times from July-September. In addition, WTOC has generously supported the Disaster Relief Fund and Hurricane Isabel. WTOC is also the chapter's media sponsor for two large fund-raising events.
- In Augusta, Georgia, the chapter receives support from television and radio media outlets. In June of each year, the chapter has a media appreciation luncheon and invites all on-air personalities and management. Event coverage includes the annual meeting, volunteer a-thon, PSAs, World Aids Day forum, local house fires, CPR Saturday, Boot Scoot Boogie Bash, Red Cross kids safety tips, homeland security, Red Cross Health Fair, Hot Southern Night, outstanding youth board member, hurricane season, Red Cross babysitters training, and more.

***Together, we can save a life***

- In Greensboro, North Carolina, the local chapter has had a longtime partnership with television stations in their market. WFMY (CBS affiliate) has sponsored their Holiday Blood Drive, one of the largest in the state, for the past 38 years. WXII (NBC affiliate) has partnered with local area chapters for the past two years for "Save a Life Saturday," which provided free health and safety training for families throughout the community.
- In Sarasota, Florida, local radio stations supported the Youth Corps "Red Sox for Red Cross" event. The Red Sox (minor league baseball) gave away tickets for prizes and had a local celebrity and former baseball player do live interviews to talk about the fund raiser.
- In Fort Myers, Florida, WINK (CBS affiliate) conducted a telethon that raised \$69,000 for the National Disaster Relief Fund in response to tornadoes that struck Oklahoma and Texas. Additionally, the local NBC affiliate raised almost \$11,000 for the Disaster Relief Fund through its Red Cross relief account. In fall 2001, the local ABC affiliate raised more than \$300,000 for the Liberty Fund.
- In Forest City, North Carolina, the Rutherford County Chapter relies on the radio to ensure their sparsely populated jurisdiction is aware of blood drives, training opportunities and chapter programs. Jim Bishop, owner and manager of WCAB, received recognition at the chapter's annual meeting in June for his outstanding commitment to helping the American Red Cross. He frequently invites the chapter to the studio to record spots or to talk about new programs. Many successes of the chapter are directly attributable to his love of the American Red Cross and his ability to spread the word about programs.

# NCADD

National Commission Against Drunk Driving

October 16, 2003

▲  
**Robert C. Stempel**  
Chairman  
Board of Directors

▲  
**John V. Moulden**  
President

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Mr. Chairman:

As the Federal Communications Commission undertakes its examination of how local broadcast stations serve local communities, the National Commission Against Drunk Driving (NCADD) would like to make the Commission aware of the longstanding support America's local radio and television broadcast stations have provided in advancing the NCADD's mission to reduce impaired driving and its tragic consequences.

Drunk driving is a serious national and local issue. In a single year, drunk driving killed 17,000 people and injured half a million more. It is also, however, an issue of particular concern to North and South Carolinians. In 2002, in North Carolina 536 people were killed and 551 died in South Carolina in alcohol-related traffic crashes.

North and South Carolina's broadcasters have been steadfast allies in the fight against drunk driving. For example:

- During the 1996 push for the SC Omnibus Highway Safety Act and the 2000 campaign to adopt .08 Illegal Per Se drunk driving limit, WIS-TV, WLTX-TV and the statewide South Carolina Radio Network provided extensive coverage of our coalition's efforts to pass these life-saving bills. The NCADD, MADD-SC and other advocates were interviewed on numerous occasions during these legislative sessions. This year WIS-TV interviewed NCADD staff regarding the implementation of the .08 legislation this year.
- In North Carolina, local radio and television stations have provided extensive coverage of the innovative statewide "Click It or Ticket" and "Booze It or Lose It" campaigns to increase seat belt usage and deter drunk driving since the inception of both programs. These nationally-recognized efforts owe much of their success to the

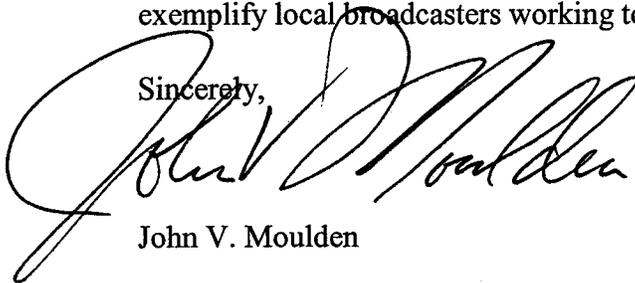
National Commission Against Drunk Driving

8403 Colesville RD. ▲ Suite 370 ▲ Silver Spring, MD 20910 ▲ (240) 247-6004 ▲ Fax (240) 247-7012  
Successor to Presidential Commission on Drunk Driving ▲ Not-For-Profit, 501(c)(3)

- In North Carolina, local radio and television stations have provided extensive coverage of the innovative statewide "Click It or Ticket" and "Booze It or Lose It" campaigns to increase seat belt usage and deter drunk driving since the inception of both programs. These nationally-recognized efforts owe much of their success to the heightened public awareness of these programs which local broadcasters made possible.
- Local broadcasters frequently contact the NCADD for live interviews during key holidays. For example, WBT radio in Charlotte, NC included the NCADD in their morning call-in show before the Labor Day holiday to make listeners aware of the increase in drunk driving during that period.

Drunk driving affects millions of Americans every year, and thousands of Carolinians. It is an issue of national import for the entire country, but an acute problem in North and South Carolina. As the FCC documents all the ways local broadcast stations serve local communities, the NCADD commends the local television and radio broadcasters in North and South Carolina for their efforts to reduce drunk driving. We are confident you will agree the examples above exemplify local broadcasters working to solve critical local and national problems.

Sincerely,



John V. Moulden

President



## St. Jude Children's Research Hospital

ALSAC • Danny Thomas, Founder

July 10, 2003

WKKT- Kat Country  
Attn: John Roberts, Program Director  
801 Wood Ridge Center Drive  
Charlotte, NC 28217

Dear Friends,

Edith Wharton once said "there are two ways of spreading light—to be the candle or the mirror that reflects it". On behalf of the patients and staff of St. Jude Children's Research Hospital, we would like to thank you for being our candle in helping to spread the light of St. Jude.

The 2003 Kat Country/ St. Jude Radiothon was absolutely incredible thanks to your participation and hard work. Please know how much we appreciate your dedication to the children of St. Jude. You helped to raise over \$113,000 to help the kids at St. Jude Children's Research Hospital. That is fantastic!

We at St. Jude truly appreciate your support and the money that you have raised will be put to good use. Since the hospital first opened in 1962, the overall survival rate for childhood cancer has increased greatly. It is due to the dedication and generosity of people like yourselves that St. Jude is able to continue to search for a cure for cancer and other catastrophic childhood illnesses so that one day Danny Thomas' dream—that no child should die in the dawn of life—will become a reality.

It was truly a pleasure to work with you during the radiothon. I had a great time and have some great memories, I hope that you did as well. The radiothon was a marvelous success and I look forward to working with you in the future as we continue to battle catastrophic childhood diseases. I hope that you realize that the hard work you put into this radiothon is greatly valued. We hope that you will continue to support our children. Thank you for your continued dedication to saving the lives of children across the world. I look forward to seeing you soon!

Sincerely,

Sarah Hackett  
Event Marketing Specialist  
ALSAC/ St. Jude Children's Research Hospital



**St. Jude Children's  
Research Hospital**

ALSAC • Danny Thomas, Founder

September 23, 2003

Valerie Gladden  
Promotions Director  
WKKT Kat Country  
801 E. Morehead St.  
Suite 200  
Charlotte, NC 28202

Dear Valerie,

Thank you and WKKT- Kat Country for the support of the 2003 Roadway/St. Jude Motorcycle Rally. I really appreciate Kat Country's help with the promotion of the event. The PSA's were great as well as the informational link that you created on the Kat Country website.

The motorcycle rally was such a success and everyone had a great time. We ended up raising over \$15,000 for St. Jude! Thanks again for helping us "spread the word" about this event and as always you guys did a great job. I look forward to working with you in the future as we continue to battle catastrophic childhood diseases.

It is due to the dedication and generosity of people and companies like Clear Channel and WKKT that St. Jude is able to continue to search for a cure for cancer and other catastrophic childhood illnesses so that one day Danny Thomas' dream—that no child should die in the dawn of life—will become a reality.

Sincerely,

Sarah Hackett  
Event Marketing Specialist  
ALSAC/ St. Jude Children's Research Hospital

Oct 17 03 07:18a

WRHI WRHM

8033242860

p. 3



STATE OF SOUTH CAROLINA  
THE SENATE

ROBERT W. HAYES, JR.  
SENATOR YORK COUNTY  
SENATORIAL DISTRICT NO. 15

COMMITTEES:

ETHICS, CHAIRMAN  
BANKING & INSURANCE  
EDUCATION  
FINANCE  
GENERAL  
MEDICAL AFFAIRS

SENATE ADDRESS:  
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GRESSETTE SENATE OFFICE BLDG  
P.O. BOX 142  
COLUMBIA, SC 29202  
TEL: (803) 217-6410  
FAX: (803) 212-6499  
EMAIL: SET@SCSENATE.ORG

HOME ADDRESS:  
P.O. BOX 904  
ROCK HILL, SC 29731  
803-324-2400

October 16, 2003

TO WHOM IT MAY CONCERN:

It is my understanding that the FCC's "Localism Task Force" is scheduled to meet on October 22<sup>nd</sup> in Charlotte. I would hereby like to inform the committee of the great civic involvement of WRHI-AM and WRHM-FM in the York County community.

I can always expect to see our local radio stations in attendance at meetings of our City Council, County Council, and State Delegation, and hear the voices of those making news in our community on their many local news broadcasts. For over twenty years WRHI has broadcast a thirty minute public affairs show from a local restaurant that talks about issues of importance to our city, county and community. I personally have appeared on this show (Straight Talk) a number of times, and appreciate the forum it has given me to discuss issues that are important to our community.

Rock Hill and York County have numerous community events, including our annual Come See Me Festival, Jubilee Arts Festival, Festi-Fun, Summerfest, etc. We have always been able to count on our local radio stations to help promote these events, be involved in developing these events, and broadcast live from these events.

We in Rock Hill and York County have always been able to count on our local radio stations in time of emergency to broadcast important information from our police and fire departments, emergency preparedness departments, etc. Not only do they get critical information out on the air that people need to hear, but they're also there broadcasting live, giving full coverage of the problem. This has been invaluable to our community.

We are fortunate in Rock Hill and York County that our radio stations are committed to serving our community in every way that we have asked. I would greatly appreciate it if you would consider this at your meeting.

Sincerely,

Robert W. Hayes, Jr.

RWHJr/sa

Oct 17 03 08:18a  
Oct 17 03 07:18a  
Oct 16 03 02:06p

SCBR  
WRHI WRHM  
803 831 1427

8037324085  
8033242860  
803 831 1427

p.3  
P.2  
P.2

4543 Charlotte Highway Ste. #111  
Lake Wylie, SC 29711  
803-831-8958

.....

## The Mike Short Agency

October 16, 2003

FCC  
Localism Task Force

Dear Sir or Madam:

I am writing in support of the principals Our Three Sons Broadcasting, the licensee of WRHI-TV and WRHM-FM located in Rock Hill, SC.

I have served for the last nine years on the York County Council and for the last three years as its Chairman. During that time I have had many, many opportunities to see first hand their commitment to our County. Not only have they regularly covered the meetings of our local political subdivisions (county government, city governments, local school boards, local state legislative delegation), they have also consistently promoted events of interest and importance in our local communities.

We have always been able to count on our local station to be one of the "key" providers of local coverage and support. WE know they will be there whether coverage concerns a local emergency, a local festival, or a local sports event.

Not only has the support come from the collective operation of the station, but it's principals have also served through the years on key boards and commissions within our community, contributing not only the station's expertise but their own personal talents as well.

We are indeed fortunate that our Radio stations are committed to serving our community in whatever way we have asked.

Sincerely,



Mike Short  
The Mike Short Agency

.....

Oct 17 03 08:18a  
Oct 17 03 07:17a  
6-26-1995 2:29AM

SCBA  
WRHI WRHM  
FROM

8037324085  
8033242860

P. 1

P. 2

**Shrine Bowl of the Carolinas**

377 Carowinds Blvd., Suite 105  
Fort Mill, South Carolina 29706  
(803) 547-0300  
(803) 548-2095 (NC & SC only)  
FAX # (803) 547-9545



Sponsoring Temples:  
OMAH, Charleston, SC  
SUDAN, New Bern, NC  
HEAZ, Greenville, SC  
JAMM, Columbia, SC  
AMRAN, Raleigh, NC



Federal Communication System

TO WHOM IT MAY CONCERN:

The radio stations of WRHI and WRHI-FM have joined the effort of promoting the Shrine Bowl of the Carolinas in helping to raise money for Shriners Hospitals for Children.

The work that the radio stations have done to help fill the stadium and make this a success for the past two years is validated by all the accolades that we have received. The expertise and work of Mr. Allen Miller, Mr. Manning Kimmel and their staffs have exceeded any imagination of greatness involved in community service, and they should be recognized for their dedication and service.

Shriners Hospitals all over America will benefit in the work that their group helps to accomplish. Even though this is about an all-star football game, it is really about helping kids all over America.

Best regards,

W. E. "Boogie" Smith  
Executive Director

**Benefits Shriners Hospitals For Children**  
[www.shrine-bowl.com](http://www.shrine-bowl.com)



## JOEL KAY-2002 HIGHLIGHTS

Joel Kay is currently the Sports Director and Traffic Manager of WRIX-AM Homeland Park SC and WRIX-FM Honea Path/Anderson SC. Mr. Kay has been involved in the play-by-play broadcasts for the Belton Honea Path High School football team each season since 1975. His first high school broadcasts as "the voice of the BHP Bears" were done while he was employed at WHPB-AM in Belton SC. These games were taped on Friday nights and played back on Saturday mornings since WHPB-AM was a daytime only station. Mr. Kay was hired on at WRIX-FM in Honea Path SC in the late 1970s, about six months after that station signed on for the first time, and he has been associated with WRIX since then in numerous capacities including operations manager, program director, music director, and news director. He spent many years as an "on the air" personality at both WHPB-AM and WRIX-FM. During the early years of the BHP football broadcasts on WRIX-FM, he provided the color commentary for the games. Then in the early 1980s he reassumed his position as "the voice of the BHP Bears", a position that he has held since that time. It was during the early years of his high school football broadcasts that Mr. Kay conducted weekly interviews with the head football coaches of 8 upstate high schools during football season. In recent years Mr. Kay has continued his high school coach interviews with the head coaches at Belton Honea Path High School in Honea Path SC and Westside High School in Anderson SC. Mr. Kay also was the voice of the Anderson College Trojans from 1980-1982. In addition, he did the play by play of Erskine College Basketball from 1990-1992. Mr. Kay also broadcasted selected high school baseball games in the early 1990s including the 3-A state championship game between Belton Honea Path and Garrett High School in 1990. He also broadcasted numerous American Legion Baseball games in the 1980s and early 1990s for the Belton Post 51 team. Mr. Kay is 47 years old, married, and the father of two sons. The highlights contained in this entry are from the Belton Honea Path verses Daniel high School football game aired live on WRIX-FM on October 11, 2002.

## STAR AWARDS

WCBD-TV Charleston

Television Category #12 – Local Programming

Reporter Meredith Land and Photographer Carl Mullins traveled with the Charleston troops to Germany and then onto Afghanistan to see what our Lowcountry military were doing in Operation Enduring Freedom.

What they found is that a government mission and a political objective had become Charleston's Mission. Charleston planes were bringing more than 90 percent of the troops, arms and materials into the region.

News Two also found another world where U-S policy was coming face to face with the people of Afghanistan including their children. News Two also brought messages to the troops from school children in the Charleston area.

Executive Producer Scott Fitzgerald helped put the finishing touches on their work into a half hour special report, Charleston's Mission which aired in February 2003.



**WTCB/B106.7FM ORANGEBURG/COLUMBIA  
2003 RADIO STATION OF THE YEAR ENTRY**

WTCB/B106.7FM continued to super-serve the Midlands of South Carolina between April 1, 2002 – March 31, 2003. B106.7 was involved with at least thirty (30) major events raising more than \$2,000,000.00 on the local level. Over \$200,000 in recorded airtime, and over \$500,000 in live promotional announcements were contributed to local charities, big and small. All from one radio station, not a cluster! In 2002, WTCB was honored with the “Station of the Year” STAR Award from the South Carolina Broadcasters Association; a National Association of Broadcasters’ “Crystal Award”; and a fifth NAB Marconi Award nomination. WTCB believes in customer service as we continue to broadcast live around the clock, 24-hours-a-day, seven-days-a-week...a rarity in this consolidated broadcast world. Award-winning air personalities (averaging ten years each with WTCB) have earned the trust of our listeners to provide them with the details on what affects their lives, whether it’s an impending terrorist attack, where to drop off donations for the local Food Bank, or how to dress their kids for school each morning. During 2002, WTCB also reached the #1 position in local revenues for the first time in the station’s history, according to the independent accounting firm that reports radio revenues for all stations in the market. WTCB also enjoyed ratings success, ranking #3 with Women 25-54 and #4 with Adults 25-54.

During the outbreak of the war in Iraq, B106.7 proved once again to be the station that the listeners in our 17-county coverage area can count on. The tone of the music on WTCB was respectful and patriotic, while overseas news updates were provided at least twice an hour.

WTCB/B106.7FM also became the flagship station for the University of South Carolina Gamecock Football broadcasts in 2002. Our coverage was embraced by fans, as we not only delivered a 100,000 watt signal to much of the state, but we also took a fan-friendly approach to our broadcasts. With the “Gamecocks” of the University of South Carolina, under the direction of Lou Holtz, it’s not just about sports. Each game is a huge event that caters to families, which is among the numerous reasons WTCB/B106.7 was awarded the broadcast rights! Our tailgate show, featuring our morning show team and our afternoon drive host, delivered the ambiance of the fans’ experiences prior to the game, extensive traffic reports, and provided important commentary about the team. From diehards to passive fans, B106.7 was unmatched in its inaugural endeavor into the broadcast sports arena.



### *News & Vital Information*

Keeping the public informed is a job that WTCB takes very seriously on a daily basis. News Director Doug Spets, a 16-year morning staple, provides concise and informative newscasts for the award-winning B106.7 morning show. As a music intensive format, WTCB has top, professional air personalities who know how to get the day's events to the listeners, striking a perfect balance with a great blend of music from the 80's, 90's and today. As WTCB/B106.7 is one of the only LIVE, 24-hours-a-day, seven days-a-week radio stations in the Columbia radio market, we're able to provide services like immediate weather and news updates, while taking the time to answer the phones and helping answer listeners' questions.

### *Radiothon 2003*

The 2<sup>nd</sup> annual B106.7 Radiothon to benefit the Palmetto Health Children's Hospital again showcased the strength of WTCB's veteran airstaff. From part-timers to full-timers, the 15-person B106.7 programming staff embraced the opportunity to let our listeners know what an incredible facility the Columbia area has that is dedicated to the needs of sick and injured children. B106.7 hosted several smaller events prior to the Radiothon along with doing months of preliminary interviews and production. On Sunday, February 16<sup>th</sup>, B106.7 was proud to announce that \$80,000 had been raised through Radiothon phone pledges. The most important part of that announcement was that, as Palmetto Health Children's Hospital is a Children's Miracle Network facility, 100% of that money stays at that facility to impact LOCAL kids.

### *Commitment to Family*

Our commitment to family is apparent by every event with which we're involved. A sampling of those events is highlighted below:

**DIRECT CONNECTION** – Each Sunday morning we air this nationally syndicated show that is produced and hosted by our own morning show host, Brent Johnson. This contemporary show features the best in Christian music and helps families start their Sundays on the right track.

**ST. PATRICK'S DAY CHARITY CELEBRATION** – Family-friendly event that benefits numerous charities in the Midlands of South Carolina.

**KIDS CLUB** – Over 250 children and their parents attend these free, monthly meetings.

**CAREER AND READING DAYS**- WTCB air personalities Brent Johnson, Jodi Paige, Tony Clyburn, Chris Logan and Benji Norton all spend several days a year speaking in our local elementary, middle and high schools. All have a great rapport with children of all ages and enjoy the chance to read or speak to them.

**ANNUAL TREE LIGHTING**- B106.7 sponsors a huge Christmas tree, located outside the entrance of our most popular shopping mall. Each year, we pick one child to light the tree in front of hundreds of listeners and media.



**ICE CREAM PARTIES-** Each week during a specific month in the summer, B106.7 gives away a Mayfield Ice Cream party for a deserving Day Camp or children's educational program. B106.7's air personalities attend and scoop the ice cream for the kids.

**AUTOMATIC PRIZE MACHINE PARTIES --** WTCB listeners have the opportunity to win cash and prizes with the Automatic Prize Machine Card. With over 29,000 members in the cardholder program, the station allows any member of the family, regardless of age, to join. This makes B106.7 a "child-friendly" radio station that invites entire families to participate in live broadcasts.

### *Content*

As a 100,000-watt station with a 17-county reach, B106.7 takes its program content very seriously. While presenting a fun and energetic broadcast, WTCB is mindful that children are listening at any given time, and blue humor and questionable language is avoided. The B106.7 morning show prides itself as a "clean" show, without losing the fun and entertaining reputation it has earned through the years. Anyone can tell a dirty joke, but true professionals can talk about even delicate subjects in such a way that parents will not be embarrassed in front of their kids.

### *Community service*

Commitment to the community is a hallmark of WTCB/B106.7FM. B106.7's sponsorship helped increase participation and funds raised in such events as the American Heart Walk, the March of Dimes Walk for Life, the Women's Shelter Souper and Coats for Kids. In addition to the incredible year of service to charitable organizations and public service announcements, WTCB relished the opportunity to address issues and create awareness for local organizations. "Rent Brent" raised over \$2,500 for the local children's shelter. This program involved hiring one of our morning show hosts, Brent Johnson, for an entire week to do whatever jobs he was hired to do. We took promotional events like "Sesame Street LIVE" and turned them into character appearances and book swaps at which children could donate books for a local charity and receive a Sesame Street book in return! WTCB has also utilized the worldwide web to promote charities by devoting space on the B106.7 web page. Plus, our locally produced program, "Capital Connections", devotes thirty minutes to the newsmakers of the Midlands to discuss important, relevant issues each week.

### *Station Awards*

- 2002 "Radio Station of the Year" award from the South Carolina Broadcasters Association
- 2002 "Richard M. Uray Service Project of the Year" award from the SCBA
- 2002 National Association of Broadcasters "Crystal Award"

**It is virtually impossible to chronicle the services WTCB/B106.7 provides to the Midlands of South Carolina in a limited presentation. We are proud of our community interaction and look forward to making 2003-2004 even bigger!**

**Thank you for your consideration of WTCB/B106.7 as the South Carolina Broadcasters Association Radio Station of the Year.**

## **WSPA-TV**

### Television Station of the Year Narrative

#### Category 15

Those of us who work in television are privileged to be part of an industry that influences the lives of millions, every minute, every day. But as fortunate as we may be to work through such a powerful medium, the success of our enterprise requires us to perform miracles; for we are paid to make believers of the most skeptical population in the history of the world. And the verdict of our viewers, regarding the truthfulness of our message, directly determines our financial success or failure.

At WSPA-TV we have found that to convert others, we too must be believers in what we do. We found that the believability of our image is not judged solely by what we say we are or by how creatively we say it. Ultimately, we are judged by our actions within the local community, a community of which we are ourselves a part. With this in mind, we have taken a new direction by branding ourselves as advocates for the welfare of our viewers.

Under the banner "On Your Side", each area of our operation is required to analyze, plan, and act for the betterment of our community. With our "On Your Side" philosophy of reporting, we are holding the powerful accountable; we are insuring that our viewers' voices are heard in setting public policy; and we are

providing our audience with the kind of information that can make a significant difference in their quality of life.

To this end our News Department produces over thirty-one hours of live News and Weather every week. Our coverage encompasses reports from over twenty-nine counties and three states. Last year we intensified our emphasis on consumer issues by dedicating a full-time reporter to uncover product and business concerns. We also initiated a "Crimetracker" campaign that helps our viewers avoid and even prevent violent crime by utilizing television reports and interactive media. Our extensive coverage of medical issues kept our community informed on health dangers such as the West Nile Virus and SARS. Our Storm Team Coverage provided our community with up-to-the-minute weather information vital to the safety of our viewers.

But our involvement in the community is not limited to the information we provide. We are leaders in the kind of public service that requires an active physical and creative role as well. We initiated "Operation Warm," a campaign to gather and distribute blankets to local homeless shelters throughout the area. Likewise, our "Fan Club" gathered and distributed fans for those who had no access to air conditioning. WSPA was the largest media sponsor for the "Race for the Cure", an event designed to raise funds for the fight against breast cancer. In fact, last year WSPA-TV aired over five thousand public service

announcements, and we produced, free-of-charge, over two hundred public service announcements for non-profit organizations in our area.

We, the employees of WSPA-TV, are proud of the direction we have taken. Our goal is to be judged as the best by those we serve, to be advocates for the good of our community, to win the trust of our viewers by the "image" of our true reflection.



**BRENT JOHNSON**  
**WTCB-FM ORANGEBURG/COLUMBIA, SC**  
**RADIO PERSONALITY OF THE YEAR**

Marconi Award Nominee, WTCB Morning Personality and Program Director Brent Johnson has entertained B106.7 listeners for twelve successful years. Brent's steady ratings and unparalleled community involvement have been recognized many times by the South Carolina Broadcasters Association, the National Association of Broadcasters, Columbia Metropolitan Magazine, Radio Ink Magazine and a number of other organizations.

In addition to hosting the B106.7 Morning Show, Brent also became the Network Host for the Pre-game and Post-game broadcasts of the University of South Carolina Football Network and wrote and produced pre-game segments and voiced network billboards for all USC Sports broadcasts.

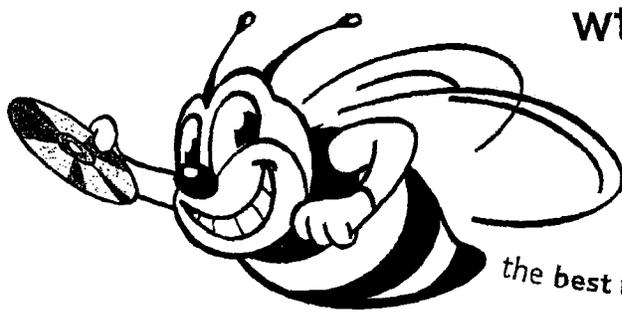
And if that were not enough, Brent is now heard on over eighty radio stations nationwide as host, writer and producer of his nationally syndicated two-hour Contemporary Christian music show, "Direct Connection".

Brent started in radio 25 years ago at the age of 14, and still holds that youthful enthusiasm for this business. And he still maintains that radio is a community service industry and proves that with a stunning number of appearances each year.

This past year, Brent again hosted "Rent Brent", a full week of working at other people's jobs at \$50 per hour to raise money for Palmetto Place Emergency Shelter. Brent polished silver, worked the drive-thru at Chick-fil-A, played piano and sang on a listener CD, replaced windshields at a glass company, sold toilets, waited tables and much more to raise more than \$2,500.

In the past year Brent has been involved with so many other projects:

- \* Producer of music and children montages for Children's Miracle Network Radiothon
- \* Emcee of American Heart Walk
- \* Emcee for S.C. Broadcasters Hall Of Fame Induction Ceremony
- \* Emcee for American Cancer Society Relay For Life
- \* Emcee and musical performance for Columbia After Dark, an outreach for Christian singles
- \* Numerous appearances at Elementary and Middle School Career Days, Reading Days, and Literary Fairs Emcee and participant in CF Walk
- \* Emcee Columbia Business Awards



wtcb

**b106.7***the best mix of the 80s, 90s, and today*

-2-

- \* Host of Mayfield Ice Cream Parties for Daycare and summer programs
- \* Emcee of South Carolina Broadcasters Star Awards
- \* Played in Kiwanis Celebrity Golf Tournament
- \* Emcee and musical performer at Blythefest in Blythewood, SC
- \* Food Drive for Harvest Hope
- \* Interviewer at S.C. Broadcasters Job Fair
- \* Live on-air donation of platelets at Red Cross
- \* Musical performer at Fort Lawn Youth Rally
- \* Member of Media Fellowship International
- \* Celebrity Omelet Maker at Farm City Week
- \* Emcee Bingo Night at Midway Elementary
- \* Judge for Children's Hospital Art Contest  
and many, many, many, more!

But this is obviously a business, and charity alone will not pay the bills. Brent's show has consistently been a ratings and revenue winner. The Fall 2002 Arbitron ratings show another Top Three finish with the target demo of Women 25-54, and Top Four with Persons 25-54. And the financial success of his show and input in other areas helped contribute to WTCB reaching the #1 position in local revenues for the first time in the station's history.

Brent takes pride that his and WTCB's success has not come at the expense of cutting corners when it comes to ethics. His show is designed to appeal to an adult audience, but also a show the whole family can enjoy without embarrassment. He believes it is too easy to do blue humor. It's more difficult to do a clean show, but the payoff is worth it. At the end of the broadcast day, you have to be able to live with what you have said and the influence it has.

Brent is also a published songwriter and musician in his church band. He uses this talent to reach deeper into the community. This Christmas, one of his original songs, "Christmas Day" will be included on a charity CD sponsored by the local Navy Reserves to provide Christmas for military families without sufficient income.

**A proponent of live and local radio...a servant of the community...a well  
prepared broadcaster...a hard working professional...  
a husband and father...and we hope,  
your choice as South Carolina Radio Personality of the Year, Brent Johnson.**



D. Leslie Tindal - Commissioner

State of South Carolina  
**Department of Agriculture**

Wade Hampton Office Building  
P. O. Box 11280  
Columbia, S. C. 29211

Telephone: (803) 734-2210  
Fax: (803) 734-2192

December 18, 2002

Mr. Brent Johnson  
WTCB Radio  
PO Box 5106  
Columbia, SC 29250

Dear Mr. Johnson,

A huge thank you for preparing omelets at our annual Richland County Farm City Week kick-off luncheon. We really enjoyed having you and hope you had a good time.

If I can ever be of any help to you, just give me a call.

Again, we appreciate all you did to make our 2002 Farm City Week activity so successful.

Have a very Merry Christmas and a great New Year.

With kind regards,

Sincerely,

*Donna Bundrick*

Donna Bundrick  
Richland County Farm City Week Committee



# **SCBA AND SCETV**

## **PARTNER FOR STATEWIDE MILITARY NEWS COVERAGE WORKSHOP**

Broadcast and print journalists throughout the state were able to attend a comprehensive military news coverage workshop Thursday, February 13. SCBA and the South Carolina Military Department collaborated to pull the panel of experts together. SCETV originated the workshop from their facility in Columbia and distributed the feed via satellite. Representatives from all branches of the service (active, guard and reserve components) delivered briefings to news personnel outlining their specific missions. The two-hour workshop also featured a detailed review of the current Department of Defense guidelines, an overview of community support efforts and an interactive question & answer session via phone and email.

Television stations received the workshop through their digi-cipher receivers. A station in each market served as host site for print and radio journalists. Radio stations were offered a live audio feed. SCBA made video taped versions of the workshop available and a recap of the military contact information was posted on the SCBA website.

The workshop's three-fold purpose was to support the public information efforts of the military, raise the standard of military reporting, and deliver the very best in complete and accurate military coverage to the news audiences in South Carolina.

## SOUTH CAROLINA

# AMBER ALERT

A Partnership of Law Enforcement & Broadcasting

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FOR IMMEDIATE RELEASE

September 12, 2002  
Columbia, South Carolina

## Joint Task Force To Develop South Carolina Amber Alert System

The S.C. Sheriffs' Association, the S.C. Police Chiefs' Association, the South Carolina Broadcasters Association and the State Law Enforcement Division have announced plans to develop a statewide protocol for alerting the public in the case of child abduction. Now being implemented in some 18 states across the country, the Amber Alert is a voluntary partnership between law enforcement and broadcasters. In South Carolina, the plan will be rolled out in stages over the next several months.

A joint committee of law enforcement representatives and broadcasters has been established to advance this initiative. By resolution, Governor Hodges appointed Chief Robert Stewart of SLED to coordinate state government assistance. Rich O' Dell, General Manager of WLTX-TV in Columbia and President-Elect of SCBA, will be the point person for the broadcasters. "South Carolina broadcasters have a deep commitment to public service, and working hand-in-hand with law enforcement has always been a key partnership. But, the issue of child abductions prompted the association leadership to take this special action," said O'Dell. Representation from the SC Branch of the National Center for Missing and Exploited Children and the SC Department of Transportation will also be central to this effort. Chief Stewart commented, "The basic structure for a law enforcement/broadcast partnership of this type has been in place in South Carolina for many years; our new effort will focus on strengthening and enhancing the systems already in place. We will build on Richland County's Malcolm Alert, Charleston's Lowcountry Amber Plan, Greenville County's Alert System and other plans currently under development to expand the statewide system. Activation criteria for the South Carolina Child Alert will be developed to ensure it works at peak efficiency as a law enforcement tool." Governor Hodges said, "As governor and a parent of two young sons, I am committed to making South Carolina as safe as possible for our children. The development of a statewide Amber Alert System is yet another step in that direction."

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**Law Enforcement**

Jeffrey B. Moore, CAE, SC Sheriffs' Association  
7338 Broad River Rd., Irmo, SC 29063  
Phone: (803) 749-0265, Fax: (803) 732-0325  
Email: SHERIFFSC@aol.com

**Broadcasting**

Shani White, SC Broadcasters Association  
One Harbison Way, Ste 112, Columbia, SC 29212  
Phone: (803) 732-1186, Fax: (803) 732-4085  
Email: shani@scba.net

## SOUTH CAROLINA

# AMBER ALERT

A Partnership of Law Enforcement & Broadcasting

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## FOR IMMEDIATE RELEASE

November 14, 2002  
Columbia, South Carolina

## South Carolina Implements Amber Alert System

At a press conference today on the State House grounds in Columbia, there was formal announcement of the South Carolina AMBER Alert System.

Representative Chip Limehouse, opened the conference and officially announced implementation of the new statewide plan. The South Carolina AMBER Alert program is a voluntary partnership of law enforcement and broadcasting to alert the public in cases of child abduction. Listeners and viewers are given information about the abduction so they can assist law enforcement in locating the child.

Jeffrey Moore, who heads the SC Sheriffs' Association, provided background on the initial SC alert, the development of state plans across the country, and detailed how the new plan for our state was developed. Chief Robert Stewart of the South Carolina Law Enforcement Division is the state's point person for law enforcement, named to that spot by Executive Order of the Governor's office. At the conference, Chief Stewart recapped the longstanding and strong partnership between law enforcement and broadcasting and explained the many ways modern technology will broaden and enhance the new plan. The SC Department of Transportation will be a vital partner in the program introducing the use of electronic highway message signs as one of the powerful communication tools. The detailed activation criteria for the plan were presented as well as operational protocol for law enforcement and broadcasting. Rich O'Dell, who serves as the Chair of the AMBER Committee for the South Carolina Broadcasters Association reviewed the role of broadcasters in the program and announced the overwhelmingly positive results of the statewide test of the plan. 192 radio stations and 30 television stations have declared their participation as AMBER Alert station partners. Margaret Frierson, of the South Carolina branch of the National Center for Missing and Exploited Children closed the conference delivering the national perspective from NCMEC, and introducing special guests that included family members of South Carolina child abduction victims.

Media in attendance were provided a packet of information that included background press release, overview of the new program, list of AMBER Alert Joint Task Force member organizations, AMBER Alert activation criteria, and contact information. Those materials are attached herewith.

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**Law Enforcement**

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## SOUTH CAROLINA

**AMBER ALERT**

A Partnership of Law Enforcement &amp; Broadcasting

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**FOR IMMEDIATE RELEASE**

August 27, 2003  
Columbia, South Carolina

## South Carolina AMBER Alert System Launches Phase Two

At a press conference today in the first floor lobby of the State House, a formal announcement was made regarding the South Carolina AMBER Alert System. The S.C. AMBER Alert program is a voluntary partnership of law enforcement and broadcasting to alert the public in cases of child abduction. Listeners and viewers are given information about the abduction so they can assist law enforcement in locating the child.

Jeffrey Moore, the Executive Director of the S.C. Sheriffs' Association, opened the conference and announced the implementation of phase two of the statewide plan. Rich O'Dell, who serves as Chair of the AMBER committee for the S.C. Broadcasters Association reviewed the role of the broadcasters in the program, the successful results of the second statewide test and the new utilization of the EAS system. Dick Jenkins, who is the Safety and Systems Engineer for the S.C. Dept. of Transportation, detailed the importance of the highway message signs, and elaborated on the federal funding to allow for the quick activation of those message boards. Kathryn Richardson, SLED's spokesperson, discussed the national conference and announced the new affiliates to the program; BellSouth and the S.C. Education Lottery. Marcia Purday, Manager of Public Relations and Regulatory and External Affairs for BellSouth, discussed the communication structure that disseminates the alert to technicians, employees and customers. The S.C. Education Lottery Executive Director, Ernie Passailaigue, explained the communications network that will be utilized for the S.C. AMBER Alert. Margaret Frierson, of the S.C. Branch of the National Center for Missing and Exploited Children, closed the conference with the national perspective from NCMEC.

Media in attendance were provided a packet of information that included press releases from the S.C. Department of Transportation, BellSouth and the S.C. Education Lottery and contact information.

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**Law Enforcement**

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Email: shani@scba.net

# SOUTH CAROLINA AMBER ALERT

A Partnership of Broadcasting and Law Enforcement

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## OVERVIEW

### PURPOSE OF THE SC AMBER ALERT

The South Carolina AMBER Alert is a partnership of law enforcement and broadcasting to alert the public in cases of child abduction. Citizens will be provided information about the abduction so they can aid law enforcement in locating the child.

### WHO ACTIVATES THE AMBER ALERT?

Upon notification by a police department or sheriff's department, the South Carolina Law Enforcement Division is the only entity that can activate the SC AMBER Alert.

### ACTIVATION CRITERIA

An AMBER Alert will be activated only when the following criteria are met.

- The law enforcement agency believes that the child has been abducted (taken from their environment unlawfully, without authority of law, and without permission from the child's parent or legal guardian).
- The child is 16 years old or younger, and the law enforcement agency believes the child is in immediate danger of serious bodily harm or death.
- The individual is 17 years old or older, and is believed to be at risk for immediate danger of serious bodily harm or death due to a proven physical or mental disability.
- All other possibilities for the victim's disappearance have been reasonably excluded.
- There is sufficient information available to disseminate to the public that could assist in locating the victim, suspect, or vehicle used in the abduction.

### HOW DOES THE PROGRAM WORK?

- Local law enforcement agency determines that a case meets the criteria for AMBER activation
- Local law enforcement agency notifies SLED
- SLED distributes AMBER Alert to broadcast stations via email, fax and the EAS system. Stations immediately air the AMBER Alert message, and continue to air the message at 15 minute intervals for the next three hours, or until the alert is cancelled.
- SLED will distribute AMBER Alert to all South Carolina law enforcement agencies
- SLED will distribute AMBER Alert to SC DOT for activation of traffic advisory signs
- Via broadcast messages and highway signs, citizens will be advised to call 911 if they have information regarding the abduction.

**South Carolina Broadcasters Association STAR Awards  
Category 14: Richard M. Uray Service Project of the Year  
Title: "Truth Check"**

South Carolina's 2002 election year proved to be one of the most interesting and expensive in recent memory.

The country's most senior Senator, Strom Thurmond (R-SC), announced his intention to retire at the end of his term. That set up an open-seat race that became one of the most closely-watched in the country.

At the same time, South Carolina Republicans sought to unseat the one-term Democratic Governor, Jim Hodges, in what became a bitter and hard-fought battle.

As Greenville, South Carolina's television market leader, WYFF-TV undertook one of the largest political projects in its history as a public service to our viewers. The station's political unit aimed to provide its viewers with the most comprehensive political reports in the state.

Throughout the election year, WYFF offered primary and general election candidates free airtime. The station's political unit produced long-form interviews with candidates that often lasted as long as five minutes. Reporters followed the candidates on the campaign trail, became intimately familiar with the candidates' platform, and provided thoughtful and knowledgeable coverage on election night.

While every facet of WYFF's campaign coverage was important, the centerpiece of the station's political efforts was its Truth Check segment.

With the help of a grant from Best Practices in Journalism, WYFF established a team dedicated to in-depth research of political claims. Beginning two days after voters picked the candidates for the general election, WYFF began the project. Between June and November, the Truth Check team produced reports up to five times a week analyzing claims made in television ads, in debates, and on the campaign trail.

Truth Check proved to be a remarkable success.

Voters made clear their opinions in countless e-mails and phone calls.

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**"Truth Check is the best thing I have seen in TV news in fifty years."**

**"Since no one seems to want to talk 'issues' this has been about the only way to try and decide who is the lesser of two evils."**

**"I think it is great that WYFF has taken the lead in revealing the truth on campaign ads."**

**"This kind of investigation is of real interest and value to voters.  
Please let the management know this is appreciated by your viewers."**

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Determined to provide information to more people than those who lived in the station's viewing area, WYFF's Web site, TheCarolinaChannel.com, published companion pieces to each of the broadcast reports. Those Web-based Truth Check reports provided even more in-depth looks at the claims and allowed readers to examine the claims, statistics, and facts in even more depth.

The Associate Editor of South Carolina's most respected newspaper, *The State*, published an editorial applauding the station's efforts.

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**"ONE OF THE handful of daily must-visits during this year's gubernatorial campaign was the Web site of Greenville TV station WYFF.**

**There, you could find not only video and a transcript of the TV ads aired in the races for governor and U.S. Senate, but also a dissection of the claims made in the ads: who's telling the truth, who's exaggerating, who's flat-out lying."**

Cindi Scoppe  
Associate Editor  
*The State*  
11/29/02

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Over the course of the year, WYFF-TV broadcast 32 Truth Check reports, investigating 77 different candidate claims, and dedicating days to research and production. In the end, WYFF offered viewers arguably the most understandable political coverage available in the state of South Carolina.

At the conclusion of the project, the station compiled the most relevant reports into an hour-long special that aired four days before the election and gave viewers one last chance to understand the issues in the two races. While WYFF offered the program as a public service to its viewers, station managers were gratified to learn the 60-minute special received the highest ratings of any program airing during that hour.

While Truth Check offered viewers an opportunity to examine the veracity of the candidates' claims, it also allowed viewers to better understand the issues of the race, including prescription drug coverage, school voucher programs, social security benefits, and the status of the state's economy.

We consider the beneficiaries of our public service campaign the voters of South Carolina. I have attached one of dozens of letters and emails received from viewers thanking us for the 6-month project.

Thank you for your consideration.

## Ready To Vote

Category: Richard M. Uray Service Project of the Year

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*During the 2000 Presidential Election, less than half of South Carolina voters went to the polls. We were 42<sup>nd</sup> in the nation in the percentage of voters who vote.*

*In the April 2002 Municipal Election in Columbia, only 18 percent of the registered voters voted.*

### Project Synopsis

To counteract this epidemic of voter apathy, SCETV designed **Ready To Vote**, an outreach project of the network's 2002 election coverage targeted to high school students. The goal of **Ready to Vote** was to involve as many South Carolina teens in the American electoral experience as possible, through print and broadcast journalism, a candidate forum, Web-based educational activities and participation in an on-line straw vote. Working in partnership with *The State* newspaper and the Carolina Journalism Institute, SCETV created a range of journalistic and educational opportunities for the state's high school students. It is our belief that **Ready to Vote** planted a seed of civic responsibility in the minds of these soon-to-be voters that they will carry into their adult lives.

### **Ready To Vote Productions and Activities:**

- **Ready To Vote: *Speak Up! Speak Out!*** – An hour-long teen forum with the 2002 S.C. gubernatorial candidates marking their first on-air appearance together during election season. Unlike most debates, the candidates fielded questions from an audience of over 100 student leaders from South Carolina. To give the show a more youthful feel, two student co-hosts assisted the moderator and the Root Doctors performed music live in studio for the opening, transitions and closing.
- **Ready To Vote Web site:** [www.knowitall.org/rtv](http://www.knowitall.org/rtv) - an educational Web site designed to:
  - educate students about their right to vote
  - provide a place for students to vote on and discuss issues
  - feature student reports in print and broadcast formats
  - inform students about the history of voting with an RTV quiz and RTV voter card
  - supply teachers with lesson plans and classroom activities
  - give students a place to vote online in a student straw poll
- **Ready To Vote PSAs** – Students selected from the USC Carolina Journalism Institute served as talent in three SCETV public service announcements produced to educate and inform South Carolinians about voting and the **Ready To Vote** educational Web site.

- **Newspapers In Education – Ready To Vote** was featured bi-weekly in six issues of *The State* newspaper and distributed to teachers around South Carolina for classroom use. The information, although targeted to school aged students, provided readers of all ages with facts about voting, including information about voter registration.
- **Ready To Vote Report on SCETV Election 2002 coverage** – RTV Student reporter Amanda Alpert, a senior at Dutch Fork High School, reported the results of the RTV student straw poll on election night. A comparison of the students' results and the actual election results were posted on the Web site.

### Goals:

- To educate high school students in South Carolina about the electoral process and the importance of good citizenship
- To provide a forum for high school students to ask questions and express their views about the 2002 election
- To involve students directly in the electoral process through an online straw poll, a broadcast forum with the gubernatorial candidates
- To provide journalistic opportunities for students on multiple media platforms

The objective of **Ready To Vote** was to inform and educate soon-to-be-voters about the electoral process and to give them a voice. We contacted 250 high school guidance counselors, principals and media specialists, and sent 3,300 direct mail pieces to journalism, history and government teachers. We presented the project at EdTech, the Emerging Public Leaders Program at the Riley Institute and the South Carolina Scholastic Press Association.

### Impact

Our unique teen forum with the gubernatorial candidates was broadcast statewide on SCETV, with multiple broadcasts into the classroom on Instructional Television. It was also picked up by C-Span and broadcast nationwide. Student participation as gauged by Web Trends site traffic software indicated an increase in weekly Web site user sessions by 209 per cent over the two months leading up to the election. Over 2,000 high school students voted for SC Senatorial and Gubernatorial candidates on the **RTV** site. Results were announced on SCETV's 2002 Election Night coverage.

The response from teachers, parents and students, has motivated SCETV to provide more opportunities for high school student civic engagement and multimedia journalism. The project will be a significant part of SCETV's 2004 election coverage. **Ready To Vote** is being offered to Public Television stations throughout the system as a community outreach model for voter education and civic engagement.



**WTCB/B106.7FM  
ORANGEBURG / COLUMBIA  
RICHARD M. URAY SERVICE PROJECT OF THE YEAR**

The 2<sup>nd</sup> Annual B106.7 Radiothon to benefit the Palmetto Health Children's Hospital began on February 13, 2003. The four days that followed were some of the most powerful days of broadcasting in Columbia. On February 16 the announcement was made that the B106.7 Radiothon had raised over \$80,000 in phone pledges alone! Thanks to the Children's Miracle Network, 100% of the money raised stays at the Palmetto Health Children's Hospital to help local children. Being a Children's Miracle Network hospital also allows the staff to not only save lives, give quality of life and make miracles happen, they ensure that quality care is provided regardless of the family's ability to pay.

Helping people on a local level is not a new concept for WTCB/B106.7. We help raise over \$1 million annually for several charities throughout the Midlands. The B106.7 Radiothon was an opportunity for the entire staff to embrace the reason we got into the radio industry - to be real broadcasters and to serve the public.

The preparation for Radiothon began months prior to the event itself. New digital equipment was purchased and used to ensure a digitally clear signal for our 4-day live broadcast. The on-air staff met with hospital personnel to learn what they do on a daily basis. We learned that for most, their work is more than just a job. These people touch the lives of over 82,000 children and their families every year, many of whom profoundly affected them with regards to their personal lives.

Interviews were also conducted with children who had been patients or were inpatient at that time. When talking with the parents, we found that the children were the source of strength for the families. All interviews provided touching and inspirational stories to share with our listeners.

Some of the interviews of these local families were put to music to create montages which aired throughout the weekend. We were also able to help parents tell THEIR stories and why the Children's Hospital is so important to Columbia and the outlying areas. The montages were produced by our air-staff, about local children, helping reinforce the fact that this is unlike most Radiothons. There are no "national" segments or canned pieces. This Radiothon is 100% locally produced.



-2-

Our air personalities were able to really explain what really happens at the Children's Hospital. They told stories of babies who were born months too early, of teens who went through kidney transplants, children suffering with cancer and more. The on-air staff told the stories so listeners could put a familiar face on the kids they were hearing about. It's that "theatre of the mind" which makes Radio such a powerful and effective medium.

The B106.7 on-air sound essentially remained the same during our 4-day Radiothon to benefit the Palmetto Health Children's Hospital, though we *did* abandon formatics for a more important cause. Special pre-recorded liners were produced and aired and we hosted a "Pay-per-Play" on Valentine's Day, where anything was played for a specified donation. Of course, there were live breaks from the Hospital Auditorium where the Radiothon festivities were being hosted and we played a few of the pre-recorded montages each hour. The music was also carefully chosen to fit the mood of the event, delivering a well-polished package that would maintain the listeners' interest.

B106.7 is proud of its listeners because they always come through to support our efforts! They embraced the pre-Radiothon program, "B106.7 Change Cupids". The audience was given the opportunity to register in mid-January, and were given the task of collecting change from friends, co-workers, fellow church members and others from February 1 - 12. The change really added up as over \$5,000 was collected in that two-week time period! As we continue to grow and develop the Radiothon, we look forward to making these numbers multiply as well!

WTCB/B106.7FM has made a long-term commitment to the Palmetto Children's Hospital. Radiothon will continue to be an annual event as will programs we are developing to complement the Radiothon event. The B106.7 Radiothon provides the opportunity to showcase an outstanding facility that is available to families in our community. This event also allows our veteran air-staff to prove the power of our medium and how that power can impact thousands every day.

**WTCB/B106.7FM appreciates your consideration for the  
2003 Richard M. Uray Service Project of the Year Award.**

**SCBA STAR AWARDS SUBMISSION  
CATEGORY: RICHARD M. URAY SERVICE PROJECT OF  
THE YEAR  
SUBMITTED BY: BILL HOWARD  
WMYB-FM/STAR 92.1**

**IN 1999, I WAS SHOWN A PUSH-PIN MAP OF THE  
GREATER GRAND STRAND AREA. THE INTENSE CLUSTER  
OF PINS ON THE SOUTH END OF THE BEACH WAS THE FIRST  
THING THAT CAUGHT MY EYE. I WAS THEN TOLD THAT EACH  
PUSH-PIN REPRESENTED A CHILD THAT HAD BEEN DIAGNOSED  
WITH A BLOOD RELATED CANCER IN THE LAST THREE YEARS.  
AS THE FATHER OF FIVE HEALTHY CHILDREN, MY HEART WAS  
DEEPLY TOUCHED AND I FELT MOVED TO HELP. THIS WAS THE  
BEGINNING OF THE CONCEPT TO HAVE A RADIOTHON TO RAISE  
MUCH NEEDED MONEY, BUT ALSO, AS IMPORTANT, TO RAISE  
THE AWARENESS THAT OUR COMMUNITY HAD A ABNORMALLY  
HIGH INCIDENCE OF BLOOD RELATED CANCERS IN CHILDREN,  
AND THAT PARENTS SHOULD BE MADE AWARE AFTER AN  
EXTENDED CONVERSATION WITH FRANK CANNING, THE  
EXECUTIVE DIRECTOR OF THE SOUTH CAROLINA LEUKEMIA  
/LYMPHOMA SOCIETY, I WAS EXCITED TO LEARN THAT IN 40  
YEARS, THE SURVIVAL RATE FOR BLOOD RELATED CANCERS**

HAS RISEN FROM 4% TO 80%. I TOOK THIS AS AN IMPETUS TO JOIN THIS WAR; FOR IT IS A FIGHT WE ARE WINNING. I PICTURED A BRIDGE 80% COMPLETE. A BEAUTIFUL STRUCTURE BUT STILL UNUSABLE. THUS THE "BUILDING A BRIDGE TO LIFE" RADIOTHON WAS BORN. I ASKED MY LISTENERS TO HELP US FINISH THE BRIDGE AND THEY HAVE RESPONDED IN A HUGE WAY. OUR GOALS WERE TO RAISE AWARENESS AND MUCH NEEDED FUNDS. WE HAVE ACCOMPLISHED BOTH WITH \$15,000 RAISED ON THIS, OUR THIRD EFFORT. THE NUMBER OF CHILDREN AND ADULTS DIAGNOSED WITH CANCER HAS RISEN AS WELL, BUT I LIKE TO THINK WE HAVE INDEED RAISED THE AWARENESS LEVEL, AND PARENTS ARE NOTICING WARNING SIGNS AND PLACING THEIR CHILDREN IN A POSITION TO GET MUCH NEEDED HELP AND SAVE LITTLE LIVES. IN THE THREE YEARS WE HAVE PURSUED THIS PROJECT WE HAVE RAISED NEARLY \$50,000 THAT GOES TO HELP FAMILIES IN OUR COMMUNITY WITH INFORMATION, SUPPORT, AND MEDICATION. A PORTION OF THE FUNDS RAISED ALSO GOES TO FUND RESEARCH, SO WE NEVER HAVE TO HAVE RADIOTHONS TO COMBAT BLOOD RELATED CANCERS AGAIN.

South Carolina Chapter 1247 Lake Murray Boulevard Irmo, SC 29063

Tel: 803.749.4299 Fax: 803.749.4088  
[www.leukemia-lymphoma.org](http://www.leukemia-lymphoma.org)



June 26, 2002

Mr. Barry Brown  
NextMedia of Myrtle Beach  
1116 Ocala Street  
Myrtle Beach, SC 29577

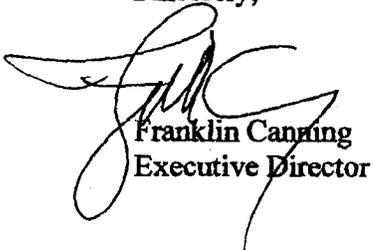
Dear Mr. Brown,

The Leukemia & Lymphoma Society would like to thank NextMedia for holding Bill Howard's Bridge to Life Radiothon and generously allowing us to use your station. Over \$15,000 was raised to support our patient services and research programs in South Carolina. This would not have been possible without your support.

I would like to commend Bill Howard, all of the other on-air personalities, as well as your staff, for their professionalism and dedication.

If we can ever be of assistance to your or any of your listeners, please do not hesitate to call me at 803-749-4299.

Sincerely,



Franklin Canning  
Executive Director

# WCRE-AM

*Cheraw, South Carolina*

## “Radio Station of the Year Award”

1420 WCRE is a 1,000 watt local radio station serving the community of Cheraw and surrounding areas in Chesterfield and Marlboro counties. WCRE signed on the air July 17, 1953. Even though WCRE is one of South Carolina's smallest stations in signal and billing, it serves the community as well as some of the states largest stations. WCRE broadcasts 24 hours a day from our studios located at 541 Highway #1 South.

WCRE is an “Oldies” formatted station playing music from the 50's, 60's and 70's. Local news, weather, sports and public service are the focus of WCRE. Morning drive features three hours of local news and topics of local interest. We have a local News Director who covers all local news stories as well as reporting breaking state and national news.

### MANAGEMENT PHILOSOPHIES AND OBJECTIVES:

WCRE is locally owned. The goal of WCRE is “to super serve the community” with programming targeted to the local community. Every listener is important and all sides of issues are presented so the listener can develop his or her own informed opinion. The staff is small and each person performs multiple tasks.

### PROGRAMMING:

WCRE uses Scott Studios as its operating system. All music, commercials, liners, special features and jingles are aired from the computer. The vast music library features all top songs from the 50's, 60's and 70's as well as local favorites such as "beach music," seasonal songs and other requested music of local interest. During football season, we air a special high school football program on Saturday mornings. Sunday mornings feature gospel music from 6:00 until 11:00 and the 1<sup>st</sup> Baptist Church service is carried live from 11:00 until 12:00 noon. The Catholic Hour from St. Peter's Catholic Church airs Sunday afternoon from 3:00 until 4:00 and the Maranatha Church's morning service is replayed at 4:00. Christmas music is played extensively during the holidays. WCRE has on-air contests for listeners to win various prizes. WCRE's website is [www.wcrradio.com](http://www.wcrradio.com).

### NEWS:

Monday through Friday, we air local news eight times a day at 6:00 a.m., 6:30 a.m., 7:00 a.m., 7:30 a.m., 8:00 a.m., 8:30 a.m. 12:00 noon and a daily news wrap-up featuring a stock market report at 5:00 p.m. WCRE is an AP affiliate for state and national news and it airs once an hour each morning or when breaking. Special weekend news is reported live when needed. We break into scheduled programming at any time for local, state, national or international news because our community wants to be informed.

### WEATHER:

During severe weather, WCRE constantly informs the community with updates, closings and road conditions. Because we maintain emergency contact

numbers with the school districts, major industries and local governments, WCRE is usually the first media outlet to receive weather related notifications. We update our website with closings every 30 minutes. The entire WCRE staff helps with website updates and answering phones during severe weather conditions. We attempt to maintain our equipment to the fullest extent and despite several snows this past year, WCRE did not experience any power outages!

### SPORTS:

WCRE is the home of Cheraw Braves football. We broadcast all home and away games live. Our broadcast crew consists of Mitch Johnson, the "Voice of the Braves," play-by-play; George Adams, color commentary; Susan Gilmour, on the board; Jane Pigg and Connie Davis who report other area scores and assist the announcers. We air a special halftime feature, "The Braves Spotlight," that focuses on an academic or extra-curricular activity at Cheraw High School. This gives the school a chance to promote academics to the huge football audience.

For the past 24 years, George Adams has hosted "The Saturday Morning Quarterback" show. This program airs Saturday mornings at 9:00 and recaps the Friday night games. In addition to our Cheraw Braves, the program features the Chesterfield Rams, the Marlboro County Bulldogs and the Pageland Central Eagles. The program runs during football season and during the playoffs as long as any one of our featured teams is playing.

### PUBLIC SERVICE:

This past year (April 1, 2002 -- March 31, 2003) WCRE devoted over 1,416 hours to public service.

WCRE airs a minimum of one PSA each hour and broadcasts live from

many community events in our area. We air the South Carolina Broadcasters NCSA public service announcements. In addition, the morning show invites all local organizations to the show to help promote awareness of and attendance at their events.

Some of the events we covered include The Cheraw Spring Festival; The Four Seasons Garden Club Spring Garden Tour; The Patrick Pine Straw Festival; The Pageland Watermelon Festival; The Chesterfield Olde Towne Festival; The Ruby Jubilee; The Olde Towne Christmas; Relay for Life; WalkAmerica; Cheraw Rotary Club BBQ and Auction; The Cheraw Homecoming Parade; The Marlboro County NAACP MLK Parade; and the Palmetto Invitational Boat Races. We rode in or broadcast from 11 parades and our staff members emceed at 13 events. WCRE helped the Cheraw Rotary Club raise funds to purchase a \$10,000 thermal imaging camera for the Cheraw Fire Department and raise over \$16,000 for their annual high school scholarship program. We did a marathon broadcast from the Brocks Mill Fire Department to help them raise money to purchase updated air-packs (\$2,500 each) for the fire fighters.

During local elections, WCRE broadcasts "Live From the Count" from the Chesterfield County Courthouse and we maintain the WCRE Election Website. We give live updates and post numbers on our website as the individual precincts report in. We interview the winners when the elections are over. During the June primary (2002), our website received 14,972 hits between 7:00 p.m. and 12:00 midnight!

#### RECOGNITION:

WCRE has received awards, citations and recognition this past year from

Relay for Life, The American Red Cross, Hospice, The United Way of Chesterfield County, St. Peter's Catholic Church, The American Cancer Society, WalkAmerica, The Cheraw Rotary Club and The Greater Chesterfield Chamber of Commerce.

IN CLOSING:

WCRE serves the community 24 hours a day, seven days a week with news, weather, public service, local information and humor from a small staff with limited resources. WCRE deserves to be named South Carolina's Radio Station of the Year because of the tireless dedication of the employees who work constantly and devote countless hours to making our community a better place to live, work and play. It is our goal to make every listener's day just a little better because he or she listened to WCRE.

Respectfully submitted by:

Jane Pigg

WCRE Radio

Phone: 843-537-7887 / Fax: 843-537-7307 / Email: [jane@wcreradio.com](mailto:jane@wcreradio.com)



**American  
Red Cross**

Upstate South Carolina Chapter  
Serving Greenville and Laurens Counties  
P. O. Box 9035  
Greenville, SC 29604  
Tel: (864) 271-8222  
Fax: (864) 282-8663  
Web: [www.redcross.org/sc/greenville](http://www.redcross.org/sc/greenville)  
E-Mail: [wrightann@usa.redcross.org](mailto:wrightann@usa.redcross.org)

January 15, 2002

WYFF  
P. O. Box 788  
Greenville, SC 29602

Dear Friends:

If there is a better way to say thank you, please let us know. We cannot say it enough. On that tragic day back in September 2001, we all watched with horror as our nation was under attack. The following morning our staff was sitting at Channel 4 headquarters planning a telethon for later that afternoon.

Please realize how instrumental the telethon was in providing our citizens with an immediate way to help the victims in New York, Pennsylvania, and Washington, D.C. It was tremendously successful, raising over \$375,000 at last count. Thanks to Channel 4, the viewing audience was well informed on the Red Cross relief efforts, and as a result we have received thousands of new volunteers and contributors.

We would like you to know what an amazing event it was from our perspective as well. Never before in the history of this Chapter have we seen such an outpouring of support from the community. The telethon had over 58 volunteers, some who have been involved with the Red Cross for years, others who had never volunteered before. We had members of our Board of Directors, college and high-school students, former New Yorker's, bankers, teachers, truck-drivers, and lawyers, all sitting side-by-side for a common cause. It was something we had never seen before and a tribute to the compassionate spirit of Greenville County.

As the months pass, please know what a pleasure it was to work with each of you before, during, and after the telethon. Everyone was so willing to help and many worked long, hard hours. Thanks to the support of WYFF, the telethon was one of the first, and one of the most successful, in the country.

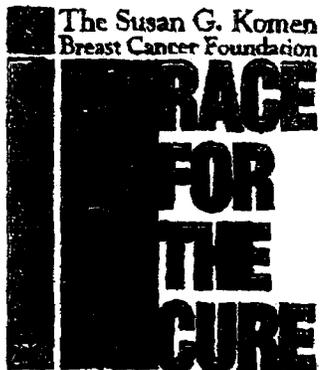
With much appreciation,

A handwritten signature in cursive script that reads "Ann Wright".

Ann Wright  
Chapter Manager

*Together, we can save a life*

### Komen Upstate South Carolina Race for the Cure®



Presented by

National Series Sponsors  
 American Airlines  
 Ford Division  
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 Yoplait

National Series Honorary Chair  
 Francie Larrieu Smith

Upstate Honorary Chair  
 Pamela Graham

Seventh Anniversary  
 September 29, 2001

Komen Upstate South Carolina  
 Race for the Cure®  
 225 S. Pleasantburg Dr., Unit C3  
 Greenville, SC 29607  
 Phone 864-298-CURE  
[www.upstateracefortheCure.org](http://www.upstateracefortheCure.org)

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 Dallas, TX 75244  
 972.855.1600

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To Whom it may Concern:

10/04/01

The intent of this letter is to acknowledge the involvement of WSPA News Channel 7 in various events falling under the auspices of the Upstate South Carolina Affiliate of the Susan G. Komen Breast Cancer Foundation. News Channel 7 and its staff donated countless hours in PSA's, advertisement, media coverage, sponsorship commitments and personal appearances that directly contributed to the success of our premier event, The Komen Upstate SC Race for the Cure. In addition to record breaking crowds, this life style event raised over \$180,000 for our mission: to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment.

Additional fundraising events sponsored by News Channel 7 were Caroling for the Cure, which raised more than \$2,000, and The Survivor's Luncheon raising over \$7,000. We must also credit Channel 7 for contributing towards the recognition of our name and purpose in the Upstate South Carolina community. With more recognizable branding, responses to donation requests and memorials have increased as well.

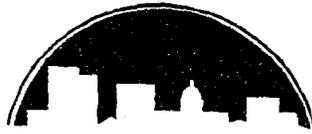
The Upstate South Carolina Affiliate of the Susan G. Komen Breast Cancer Foundation values the support and hopes for a continued relationship with WSPA News Channel 7.

Respectfully

Angel Lowe - President

Susan G. Komen Breast Cancer Foundation  
 Upstate SC Affiliate

Susan G. Komen Breast Cancer Foundation  
 Upstate South Carolina Affiliate



## COLUMBIA ACTION COUNCIL

April 11, 2001

Ms. Vivian Burnside  
Director of Community Affairs  
WIS-TV 10  
PO Box 367  
Columbia, SC 29202

Dear Vivian:

Kids Day Columbia was a huge success! On behalf of the Columbia Action Council, I would like to thank you for help making it such a wonderful event. This year was our biggest and best yet! We are estimating between 8,000-10,000 people attended-- not bad for a day's work! The weather was wonderful for most of the day; I think everyone enjoyed it immensely!

I want to thank WIS for co-presenting Kids Day. The helicopter was a huge hit with children and adults alike; we really appreciate everyone at WIS who made it possible. I also want to thank you for helping us promote Kids Day. Mary Pais did a phenomenal job on the promo spot, and I appreciate Scott and Terry letting us further promote the event on Midday and Sunrise. WIS has been a tremendous asset to the Columbia Action Council and all of our events. Our hats are off to you for making it all possible! I have included some pictures and other materials from Kids Day. As you can see it was an awesome success!

Thanks again for your support at Kids Day. In its nine year history, it has become the premiere event for families and a wonderful way to kick off Spring! For over 20 years the Columbia Action Council has been producing fun and affordable events for families in the Midlands; your generosity helps make it all possible. Please feel free to contact me if you have any questions or comments about Kids Day or any of our events. I look forward to working with you in future events and remember: "if it's in Columbia and it's fun... We're There!"

Sincerely,

Blake Daniels  
Director of Special Projects &  
Public Information

# Gear Up for Learning

*Collecting School Supplies for Children in Need*

September 14, 2001

Miller Communications  
P. O. Box 1269  
Sumter, SC 29151

Dear Friends:

We greatly appreciate the publicity, remotes and all your hard work for the *Gear Up for Learning* program. You helped make this program a success!!

We placed over 1,460 bright yellow bags of supplies in our community's schools for children in need!

Thank you for helping us bring smiles to the faces of our school children!

Yours truly,

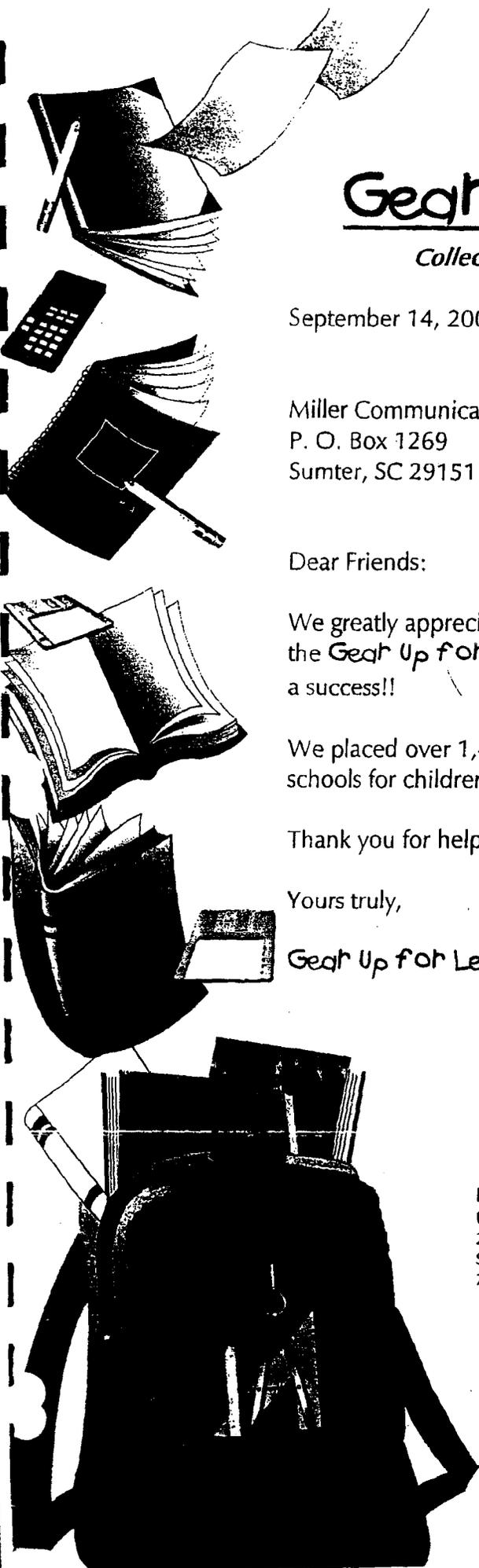
*Gear Up for Learning*

Katy Greenawalt  
United Ministries of Sumter County  
2 N. Main Street  
Sumter, SC 29150  
775-0757

Mary Sheridan  
Sumter School Dist. Two  
P. O. Box 2425  
Sumter, SC 29151  
469-6900, ext 103

Shelly Galloway  
Sumter School Dist. 17  
P. O. Drawer 1180  
Sumter, SC 29151  
469-8536, ext. 206

Ginger Martin-Geddings  
Brown & Martin Co., Inc.  
1580 Airport Road  
Sumter, SC 29153  
469-8857





P.O. Box 21069  
Columbia, SC 29221-1069

Jim Hodges  
Governor  
State of South Carolina

August 21, 2001

Mr. Brent Johnson  
Program Director  
B-106 WTCB FM  
1801 Charleston Highway  
Cayce, South Carolina 29033

Dear Mr. Johnson:

On behalf of the school district at the South Carolina Department of Juvenile Justice, I would like to thank you for your participation in the August 14, 2001 Professional Development program. I felt your presentation was very appropriate for the needs of our educational staff.

I want to express my appreciation for taking time from your busy schedule to work with our school district. Comments received from our educational staff have been very positive.

Thank you for your support of our educational programs here at the Department of Juvenile Justice. I look forward to working with you again in the future.

Sincerely,

Deborah D. Fite, Ph.D.  
Deputy Director of Education

DDF/dm



*Someone to Stand by You*

December 18, 2001

Ms. Marsa Jarrett  
WYFF 4  
505 Rutherford Street  
P.O. Box 788  
Greenville, SC 29602

Dear Marsa:

The Greenville Branch Office of the Upstate SC Chapter Alzheimer's Association would like to express our deepest appreciation of your support for the 2001 Memory Walk. We are so grateful to Channel 4 for their corporate sponsorship, and the support of the WYFF staff. We would also like to extend our thanks to the staff for their appearance at the local walks. Our walkers were motivated despite the weather, and we all felt we were part of a team effort.

The Greenville Memory Walk raised over \$57,000 and had 325 walkers participate. We could not have accomplished these goals and reached this success without the excellent production work and generosity of WYFF.

The funds raised at the Memory Walk will help us continue to provide free services and programs to the more than 20,000 Upstate individuals affected by Alzheimer's disease. Services, such as, caregiver support groups, respite care, educational programs, information and newsletters, and in-service training.

Please extend our thanks to the entire WYFF staff. We thank you for your support and look forward to working with you in the future.

Sincerely,

Chris Parker  
Greenville Coordinator





Ellen Hines Smith Girls' Home, Inc.  
 P.O. Box 15111  
 Spartanburg, South Carolina 29302  
 (864) 573-9223  
 FAX (864) 597-0815

June 18, 2001

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 Jimmie Dunbar  
 Wanda Earnhardt  
 Nan Foster  
 Audrey Grant  
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 Betsy Jones  
 Virginia New  
 Anna Gray Phillips  
 Caroline Smith

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 Johnnye Code-Stewart  
 Mary Jane Sanders  
 Ben Alford  
 Lt. Audrey McNair  
 Robert M. Tilloisen  
 Lynn Carman Jordan  
 Katie Brophy  
 Ellen Hines Smith (1940-1998)

Ms. Emily Evans  
 WSPA-TV Channel 7  
 250 International Drive  
 Spartanburg SC 29301

Dear Ms. Evans:

The Board of Directors, program staff and volunteers of the Ellen Hines Smith Girls' Home are proud to provide quality enrichment and therapeutic services in a home-like environment for twenty-three adolescent girls. Our mission, since 1974, would have been impossible without the assistance and support received from caring, responsible people from this community.

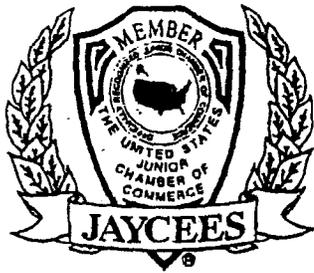
We would like to thank you for the tour you provided our girls of News Channel 7. Your participation and generosity are very much appreciated.

In closing, once again our sincere thanks is extended for your support of our programs.

Sincerely,

Sheldon Mitchell  
 Executive Director

*Ellen Hines Smith Girls' Home is a private, non-profit treatment Agency, Federal ID# 57-0601487. No goods or services were exchanged for this donation.*



Cayce-West Columbia

# Junior Chamber of Commerce

*Leadership Training Through Community Service*

November 19, 2001

Dear Ms. Burnside & WIS Staff,

On behalf of the Cayce - West Columbia Jaycees and myself, I wanted to write and express our sincere appreciation for WIS's support and sponsorship of our Hall of Horrors 2001. We had a very successful run at our new location in Cayce, and part of that success was through the promotion that WIS provided. We exceeded our expected attendance record. Additionally, I believe that we successfully re-established our new Hall of Horrors attraction as being the best in the midlands.

You might be interested in knowing that we raised over \$7000 in a matter of 11 nights. This money will benefit S.C. Jaycee Camp Hope, The Ronald McDonald House of Columbia, and the other local charitable causes that our chapter supports. Just this week, we are using a portion of the proceeds to provide Thanksgiving dinner baskets to 65 local families who are in need. Other portions of the proceeds will be used to provide Christmas gifts for children at Palmetto Place and Sister-care.

Once again, thank you for your station's support. I firmly believe that this year's event would not have been as successful without it. We are hopeful that WIS will consider sponsoring this event again in 2002. I will be in contact with you later next year to discuss this further. Should you ever need to reach me, my business number is 213-5238.

Sincerely,

Paul Hunter  
2001 Hall of Horrors Chairman

**Jennifer Jensen**

---

**From:** Brent Johnson [bjohnson@b106fm.com]  
**Sent:** Thursday, February 21, 2002 1:54 PM  
**To:** jjensen@b106fm.com  
**Subject:** Fw: Thank you

----- Original Message -----

**From:** "Miriam Whaley" <Miriam.Whaley@palmettohealth.org>  
**To:** <bjohnson@b106fm.com>; <gkearns@b106fm.com>  
**Sent:** Thursday, February 21, 2002 12:11 PM  
**Subject:** Thank you

Brent and George,

I wanted to write and thank you guys and everyone else at B106 for making the Radiothon possible. I work at Palmetto Richland in the Cancer Center, so I am aware of all the time and effort you all invested in this Radiothon--it means a lot! I am truly impressed by the dedication of all the employees at B106. Besides calling in a pledge myself, I was also a Change Cupid, so that made it all the more fun for me! I was so excited on Sunday afternoon to hear the grand total of \$85,000. Wow!!

Thank you again for your part in making this possible.

Miriam Whaley

PS I love your show!

**American Red Cross**

South Carolina Blood Services Region

2751 Bull Street  
Columbia, South Carolina 29201  
803-251-6000  
1-800-GIVE-LIFE

February 6, 2002

Theresa Miller  
Miller Communication  
PO Box 1269  
Sumter, South Carolina 29151

Dear Theresa

I am writing to express sincere appreciation for your continued support on behalf of the American Red Cross and myself. The efforts of the Miller communication network of radio stations have been invaluable in alerting the public about our community blood drives and has allowed us to be more successful in our life saving mission. The live remote broadcasts, public service announcements and the sheer enthusiasm of your employees have made a tremendous impact in public awareness.

We collected over 1800 units of blood in the Sumter area in 2001. This simply would not have been possible without your efforts.

Unfortunately, the need for blood is never absent. Blood needs are constant and the demand continues to increase. That is why your recent and future support is so very important. Through your efforts and others like you, the American Red Cross assures the community of an adequate and safe blood supply. Each person who donated blood helped sustain or save a life.

Thank you for supporting the life-saving mission of the American Red Cross.

Sincerely,

A handwritten signature in cursive script that reads "Frederick Vansant".

Frederick Vansant  
Donor Recruitment Consultant

ISO 9002 Registered

"An Equal Opportunity Employer"

RVA Dutch Council for  
Accreditation



## MAULDIN LIONS CLUB

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P.O. Box 102  
Mauldin, South Carolina 29662

October 19, 2002

John Cessarich  
WYFF-TV  
505 Rutherford Street  
Greenville, SC 29609

Dear John:

On behalf of the Mauldin Lions Club, I would like to thank you for bringing your "John on the Road" show to our recent pancake supper fundraising event. This has been one of our most successful fundraising meals to date. Needless to say, we attribute a great deal of this success to the participation of you and your show. The money we have earned will provide many individuals with needed vision and hearing screenings, glasses, and hearing aids.

The benefits you have brought to the Mauldin Lions Club include not only the immediate monetary gain from the event, but also much appreciated publicity. Thanks to your program, awareness of the Mauldin Lions Club has been spread to potential members as well as to those we wish to serve.

Kindest personal regards.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Christina L. Mangelsen'.

Christina L. Mangelsen  
Secretary, Mauldin Lions Club

Geoff Hart  
WVFF-TV  
Greenville

Geoff,

You did a fantastic job at the  
Real Vision Parade rally. I have  
to admit you seem to be the most

popular master of ceremonies "ever"  
in our six years by doing this. Your  
words for the kids were perfect, you  
are a great role model. I hope you  
will consider joining in the future,  
you do make a difference!

Thank you  
Bill Dever

- Greenville Family Partnership



May 29, 2003

Bill McElveen, General Manager  
WTCB-FM  
P.O. Box 5106  
Columbia, SC 29250

Palmetto Health  
Foundation

9 Richland Medical  
Park Drive  
Suite 600  
Columbia, SC 29203

803 434-7275

FAX 803 434-2815

[www.palmettohealthfoundation.org](http://www.palmettohealthfoundation.org)

Dear Bill:

On behalf of the 82,000 children that we treat each year here at Palmetto Health Children's Hospital, and their families, I want to say thanks to B106.7 FM for another successful Radiothon. I would also like to endorse your station's nomination for the Richard M. Uray Service Project of the Year Award.

The second annual **B106.7 Children's Miracle Network Radiothon** for Palmetto Health Children's Hospital was held earlier this year, February 13<sup>th</sup> through 16<sup>th</sup> at the Palmetto Health Richland Auditorium. For the majority of these four days, your employees worked tirelessly to communicate the amazing stories of kids who have had a Children's Hospital experience and to also provide information about the many pediatric services available right here at our children's hospital. They not only pitched the pledge lines and encouraged others to make a financial contribution, many made contributions of their own! After the event, the station continued to thank people for their contributions and reminded them to send in their pledge. It was a totally coordinated effort through the planning and promotion, implementation and follow up.

I can't tell you what an honor it was for all of here in the Palmetto Health Foundation to work with the staff at B106. Their commitment to producing a quality Radiothon that we all could be proud of is something to be recognized.

This year's Radiothon raised a total of \$80,000, and for the second year continued to be the most cost-effective fund raising activity that we have ever hosted. This money will be used to continue to support a variety of programs and services that would not be available without community support.

We wish you the best of luck and I can't think of a station more deserving of this prestigious award.

Sincerely,

Diane W. Howard  
Development Director  
Palmetto Health Children's Hospital



Lee J Brown  
09/26/2002 06:39 PM

.....

To: Brad S Willis/WYFF-TV/Broadcasting/Hearst@Hearst  
cc: Andy C Still/WYFF-TV/Broadcasting/Hearst@Hearst

Subject: Hats off to WYFF

----- Forwarded by Lee J Brown/WYFF-TV/Broadcasting/Hearst on 09/26/2002 06:40 PM



Robert Meiracker <robv1@yahoo.com> on 09/26/2002 06:30:36 PM

To: commitment2002@thecarolinachannel.com  
cc: robv1@yahoo.com

Subject: Hats off to WYFF

Hats off to WYFF!

You are performing a great service to the community by providing a balanced and truthful analysis of politicians' advertisements. Today politicians tell the truth, at best, and never meet the judicial standard of telling the truth, the whole truth, and nothing but the truth. These politicians prepare a commercial supporting their views or degrading the record of their opponent that are jaded at best. Their claims are based in fact but never tell the whole story.

Your segments provide a balanced and in-depth analysis of these politicians' propoganda. I hope that these segments continue to provide the real story behind the misleading advertisements!

Our nation is still in crisis due to foreign threats and an unstable economy. These segments provide us with the information we need to make an educated decision based on all of the facts. I can only hope that your type of reporting will make its way into mainstream media.

Sincerely,

Robert vandenMeiracker

---

Do you Yahoo!?  
New DSL Internet Access from SBC & Yahoo!  
<http://sbc.yahoo.com>



## House of Representatives

State of South Carolina

**Mary Beth Freeman**

District No. 53 - Chesterfield County  
109 Calhoun Drive  
Cheraw, SC 29520

304-A Blatt Building  
Columbia, SC 29211

Tel. (803) 734-2933

**Committee:**

Agricultural, Natural Resources  
and Environmental Affairs

### TO: WHOM IT MAY CONCERN:

RE: WCRE Radio for SCBA Radio Station of the Year  
DATE: May 30, 2003

I would like to personally endorse 1420 WCRE Radio for The South Carolina Broadcaster's Radio Station of the year.

For the past 49 years WCRE has served our community. While other communities have lost their local radio stations to consolidated clusters located out of town, Cheraw has been very fortunate to have a local station that truly serves our community.

When any event of local importance happens, WCRE Radio is there keeping the community informed. Some of the events they cover are local festivals, retail grand openings, school board, town and county council meetings, health fairs and other special community events. They help with charitable causes such as Relay for Life, the American Red Cross and Walk America. Their coverage of the war and their promotion of our local service persons was outstanding.

I am proud to represent WCRE Radio. They serve the community 24 hours a day, 7 days a week. WCRE may be one of the smallest stations in the state, but the service they give our community is as great as the largest stations in the state.

I'm hope you agree with me that WCRE deserves to be South Carolina's Radio Station of the Year.

Sincerely,

  
Mary Beth Freeman  
District 53



# TOWN OF CHERAW

To: Whom It May Concern

Date: May 30, 2003

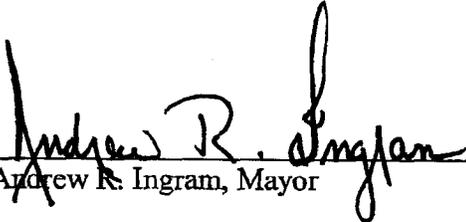
Re: WCRE Radio for SCBA Radio Station of the Year

I would like to personally endorse 1420 WCRE Radio for The South Carolina Broadcaster's Radio Station of the year.

As Mayor of Cheraw, I am proud of our local radio station. I feel that Cheraw is fortunate to have a locally owned station that keeps our citizens informed 24 hours a day.

When any event of local importance happens, WCRE Radio is on the scene, keeping the community informed.

Any time we have a message to deliver, we can count on WCRE. I know that I am welcome on WCRE and the Mitch and Jane Morning Show any time I have news about Cheraw.

  
Andrew R. Ingram, Mayor

# The CHRONICLE and ADVERTISER

P.O. Box 1389  
114 Front Street  
Cheraw, South Carolina 29520  
843-537-5261  
Fax: 843-537-4518

May 30, 2003

To Whom It May Concern:

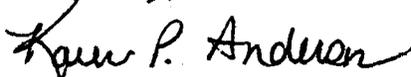
This is a letter of endorsement for WCRE radio station. WCRE is a vital community participant in Chesterfield and surrounding counties. WCRE is a small station, however the staff is far-reaching in its dedication to the communities which it serves.

The staff of WCRE works as a partner with our newspapers, The Cheraw Chronicle and Chesterfield Advertiser. Working together, both organizations strive to better the communities which they serve.

WCRE staff are available to the communities it serves and attends and broadcasts live from grand openings, special events, golf tournaments and other community-based events.

WCRE's commitment to children of the communities is prevalent in its service to high school sports. The station has, for 24 years, broadcast a quarter-back show, and produces live broadcasts of high school football games.

Sincerely,



Karen P. Anderson  
Publisher



August 15, 2002

Pamela Graham and Friends at  
WSPA - Channel 7  
250 International Drive  
Spartanburg, South Carolina 29303

Dear Pamela and Friends at Channel 7:

Thank you so very much for your wonderful donations of school supplies to the Children Shelter!!!! Your kindness means so much to the children who live here!

We sent 20 children back to school last week with new clothing, new shoes, new hairdos, a filled book bag and a smile on their faces!!! You all helped to make that possible!

I am sad that we have child abuse in our community but I am very thankful for great friends like you who continually help us!

With Sincere and Special Thanks,

A handwritten signature in cursive script, appearing to read "Sylvia P. Stahley".

Sylvia P. Stahley  
Executive Director

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**Executive Director**  
Frederick B. Dent, Jr.

**Ex-Officio**  
Ingo Angermeier

October 17, 2002

Bill Shatten  
WSPA TV  
PO Box 1717  
Spartanburg, SC 29304

Dear Bill,

What a successful 2002 Hangar B Ball!!! The event took off and soared, all thanks to the generosity of the sponsors, the support of the Heart Board and the Spartanburg Regional Foundation, the hard work of the volunteers, and the creativity and dedication of the Hangar B committee. It was certainly a pleasure and honor to Chair the committee.

We did it! We raised over \$50,000 for the Congestive Heart Failure clinic! We remade the event and braved an extra six months of planning! We SOLD OUT the event!! We served food to more than 1,500 people (that's a lot of food)!!! And it was fun!!

I want to thank each one of you for your contribution to this year's event—the 2002 Hangar B Ball could not have happened without you. You all went above and beyond the call of duty to insure its success. Your support was invaluable not only to the success of the event, but also to the health of our community.

Thank you again for such a great time!!

Most Sincerely,

A handwritten signature in black ink, appearing to read "N. Fleming" with a checkmark-like flourish at the end.

Nicholas F. Fleming, MD

# Spartanburg Technical College Foundation

Post Office Box 4386 / Business Interstate 85 at New Cut Road  
Spartanburg, S.C. 29305

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*Dr. Dan L. Terbune*

*Bob Isenbower*

## Foundation Director

*Marty Richards*

July 10, 2002

Mr. Bill Shatten  
Promotions Director  
WSPA-TV 7  
P.O. Box 1717  
Spartanburg, S.C. 29304

Dear Bill,

On behalf of the Spartanburg Technical College Foundation and the Music Foundation of Greater Spartanburg, please allow me to express my deep appreciation to you and WSPA-TV for your assistance with Red, White and Boom.

The advertising you provided to us through public service announcements was a tremendous help in communicating information to the public about our event. This coverage also provided spectators with a better understanding of event operations. We are indeed grateful for this wonderful contribution. Red, White and Boom has become a much-anticipated annual event and your assistance has enabled us to attract more and more people every year, making it an even more enjoyable evening for the entire community. Our attendance exceeded 7,000 people and our receipts are in excess of \$97,000.00.

Thanks again for your cooperation and assistance. Best wishes to you in all of your future endeavors.

Sincerely,



Marty Richards  
STC Foundation Director

Thomas G. Casey  
Business Manager  
4588 Longleaf Lane  
Sarasota, FL 34241

June 14, 2002

Mr. Mel Stebbins, General Manager  
WIS-TV  
1111 Bull Street  
Columbia, SC 29201

Dear Mr. Stebbins:

On behalf of the Doolittle Tokyo Raiders, their families and friends, I want to thank for all the support you gave us during the recent 60<sup>th</sup> Reunion in Columbia. Most of all, we want to thank you for sending us Rebecca Pepin, who was voted the most popular woman in Columbia and the one all the Raiders wanted to adopt! Her charming style and the sincerity and compassion she displayed to all the Raiders was outstanding. We think she is a star.

I know what it takes for an organization such as WIS to take on a project as huge as the Reunion. Your staff, including your engineers, production staff and cameramen should be commended for doing such a great job. They should make you proud. We salute you and the WIS staff.

Sincerely,

  
Thomas G. Casey  
Business Manager



941-921-7361 home  
941-349-8070 office  
941-349-7458 fax  
tomcat911@comcast.net

State of South Carolina

Office of the Governor

JIM HODGES  
GOVERNOR

Post Office Box 11829  
COLUMBIA 29211

May 29, 2002

Mr. Mel Stebbins  
General Manager  
WIS-TV  
Bull Street  
Columbia, South Carolina 29201

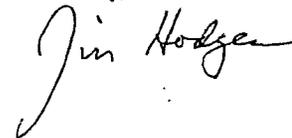
Dear Mel:

As we wrap up the *South Carolina Cares* campaign, I wanted to extend my personal thanks to you, the employees of WIS-TV and all the volunteers who made this project such a huge success. As you probably know, more than \$5,000,000 was raised to assist the American Red Cross in helping our fellow Americans who were so tragically affected by the monstrous acts of terrorism against America on September 11<sup>th</sup>.

Through involvement with telethons to the Families Helping Families holiday project, WIS-TV has a long-standing history of stepping forward to help those in need. Your assistance with the *South Carolina Cares* project is yet another example of your charitable spirit in giving back to others. Your promotion of and active involvement in the *South Carolina Cares* program was invaluable in providing South Carolinians an opportunity to stand together as a state to offer assistance to the families, communities, rescue workers and leaders in New York and Washington.

I am proud that so many South Carolinians participated in this effort which exemplified our collective spirit. I am particularly grateful to every employee of WIS-TV for their generous and overwhelming support of the *South Carolina Cares* project during such a critical time in our country's history. Please convey my deepest gratitude to every employee who contributed their time and talent in making this project such a huge success to benefit those in need.

Sincerely,



Jim Hodges



Office of the Dean

May 31, 2002

Mr. & Mrs. Joe Pinner  
152 Runnymede Drive  
Blythewood, SC 29016

Dear Joe & Peggy:

It's hard to believe that our 3<sup>rd</sup> Annual "I REMEMBER MAMA" breakfast event is over. Time has gone so quickly it seems as though I just began the planning process! However, I am pleased to say that it was a complete success, with many of the ladies requesting to come back next year!

I just had to take a few minutes to write and thank you for your participation at the event. Your presence made the morning very special for all the ladies that attended. Joe, your enthusiasm and remarks set the tone for the entire morning, as only you, with your special flair and humor can do! Peggy, you were so gracious and wonderful with the ladies. I watched as they responded to you so well, as you went about meeting and greeting them. You are truly quite the host!

Thanks again to both of you for sharing of your time and talents, as I know your schedules are extremely hectic. Please know that you helped brighten the Mother's Day holiday for so many, and they will remember their special breakfast for quite some time. It's wonderful to work with folks like you who care about others and our community. I hope I can count on your support again next year! Thanks again!

Sincerely,

Kay Long  
Director of Development

*A Ministry of Service*

Volunteers of America of the Carolinas  
246 Stonewall Drive • Suite 103 • P.O. Box 1447 • Columbia, South Carolina 29202-1447  
Tel: 803.779.6465 • Fax: 803.779.1657

April 16, 2002

Mr. Mel Stebbins  
Senior Vice President  
and General Manager  
WIS-TV  
1111 Bull Street  
Columbia, SC 29201

Dear Mr. Stebbins:

As a member of the board of the Girl Scouts of the Congaree Area, I want to sincerely thank you for your contributions and support of this very important image campaign. The knowledge and recognition you are helping to spread about Girl Scouts will have a long-term impact with helping girls grow strong and will send an intensified consciousness of the program's importance to girls and the community.

Without the support of good citizens like you, our society and people could not achieve the strides in making a difference. You have made a difference to the Girl Scouts of the Congaree Area and the girls it serves. We deeply appreciate your generosity.

Sincerely,

Ellen M. Moore, Ph. D.  
Director of Alumni Relations

Cc Pam Hyland, Executive Director  
Girl Scouts of the Congaree Area

1705 College Street • Columbia, South Carolina 29208 USA  
803.777.3176 • Fax 803.777.9123 • mooreschool.sc.edu  
AN AFFILIATE AGENCY / EQUAL OPPORTUNITY INSTITUTION

Oct 15 03 01:44P SCBA 8037324085 P. 24

Imperia Bozio Valerie

Haleigh Hipp

Sharon Kelly

Shanna McCarth

Jenna B.

Allison Langlois

Hayley E.

Sarah Fulmer

Kimberly Mitchell

Dear Mr. Stebbins,

Meghan Washington  
Ashlan  
Betsy D.  
Brenda  
Megan  
Danae



Hannah  
Jenniffer  
Bobbie



Thank you for telling people about Girl Scouts on WIS-TV. We are proud that Susan Aude and Judi Gatson support Girl Scouts so openly. Thanks again!

Girl Scout Troop 1123

WKDK TOTAL RADIONEWBERRY'S VOICE FOR OVER 50 YEARS

WKDK HAS BEEN SERVING NEWBERRY COUNTY AND THE SURROUNDING AREA SINCE 1946. WKDK HAS ALWAYS BEEN HEAVILY INVOLVED IN THE NEWBERRY COMMUNITY. THIS HAS BEEN DEMONSTRATED IN MANY WAYS OVER THE YEARS. THE LATE JAMES F. COGGINS , FORMER PRESIDENT AND TREASURER OF THE COMPANY SERVED 5 TERMS AS PRESIDENT OF THE NEWBERRY COUNTY DEVELOPMENT BOARD/CHAMBER OF COMMERCE. HE WAS INDUCTED IN 2001 INTO THE SC BROADCASTERS ASSOCIATION HALL OF FAME. WKDK'S CURRENT VICE PRESIDENT AND GENERAL MANAGER , JAMES P. COGGINS , HAS SERVED AS VICE PRESIDENT AND A FORMER TREASURER OF THE DEVELOPMENT BOARD/CHAMBER AND AS A MEMBER OF MANY OTHER ORGANIZATIONS. WKDK HAS ALSO WORKED WITH MANY EDUCATIONAL INSTITUTIONS IN NEWBERRY COUNTY INCLUDING NEWBERRY COLLEGE , THE NEWBERRY COUNTY PUBLIC AND PRIVATE SCHOOLS AS WELL AS UNTOLD NUMBERS OF CIVIC GROUPS , CHURCHES AND THE ORGANIZATIONS.

WKDK'S MUSIC FORMAT IS A MIXTURE OF CURRENT ADULT CONTEMPORARY AND OLDIES WITH HEAVY EMPHASIS ON LOCAL NEWS AND SPORTS. WE COVER THE NEWBERRY COUNTY SCHOOL BOARD , CITY AND COUNTY COUNCILS , AND

P.O. Box 538  
Newberry, South Carolina 29108  
803-321-1000 City Hall  
803-276-9635 Mayors Office  
803-276-9635 Fax

# City of Newberry

October 16, 2003

Jimmy Coggins  
WKDK

Dear: Jimmy

While attending a book signing in Clinton, SC last evening for former House of representative member Donnie Wilder, several guests spoke to me about how fortunate Newberry was to have a wonderful radio station. Each of them said WKDK radio represents Newberry so well. They felt Newberry radio was much superior then their local station. Of course I was very proud not only for you and WKDK but also for the residents of Newberry for such a great compliment. The evening continues about how Newberry residents and businesses have worked together for the last ten years to bring Newberry to new heights and recognition.

WKDK has been the leading information center for all those within listening range for more then fifty years. What your father and family began you continue as a second generation to bring the best radio with fairness and family entertainment to all of Newberry. WKDK's advertising for businesses is second to none and your customers continue to receive the best service for their advertising dollars. Newberry is also blessed with your public service commitment in advertising and programming at no charge for civic clubs, religious groups, schools, and other non-profit organizations.

WKDK covering all:

News events, Sports, Morning Devotions, Public service announcements, The Coffee Hour,

Swap or Trade Program, Public and Private School Programming, Civic Club Programming,

Rotary Radio Day, Emergency Broadcasting, Weather up dates, School and public closings,

Special events and festivals, Supporting the Newberry Arts and Opera House as master of ceremonies and advertising of events,

Volunteering as announcer for many public events, Sports commentator for local and away games,

Special programming with local governments, Morning show with the city mayor, and the list goes on and on.

Thank you Jimmy for the wonderful years you and the WKDK family have brought to our homes and businesses. As mayor of the City of Newberry, a resident listener, and a friend we thank you for the wonderful service you bring to our region.

Ed Kyzer

Mayor, City of Newberry

# CITY OF NEWBERRY

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S O U T H C A R O L I N A

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## FIRE DEPARTMENT

October 17, 2003

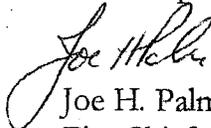
To the Broadcasters' Associations,

It is with deep pride and respect that I am able to offer the following few comments as to the relationship between the voice of Newberry, WKDK, and our community. I will offer comments on first, the relationship with public safety and then, the relationship for community service and interest.

During my tenure as Fire Chief with The City of Newberry, it has been a wonderful experience to be able to place a call, then to the late Mr. Coggins, and now to Jimmy, and have a warm, friendly, concerned reception in which my public safety concern was met with enthusiasm and handled with the same level of priority that represented true involvement with the issues. Two examples come quickly to mind in demonstration of this concept. 1) I have yet to have any fire related issue to not receive any and all airtime that was needed to get the message or issue in front of the Newberry public. Seasonal prevention messages or interviews on current events were a constant and seemed a natural arm of our emergency operation. It feels as though we have a public relations firm on board when our system needs help. 2) I was one of the many responders traveling to New York shortly after the events of September 2001. Flawlessly, and as if once again a natural flow, Jimmy and myself were able to air an on the scene interview over WKDK radio for the citizens of Newberry. I cannot express the level of emotion that that interview evoked.

As a citizen of the community, I can only inadequately offer the examples of how WKDK impacts every demographic and interest through radio involvement. Sports, college events, community festivals, recognition of community leaders, fund raisers, and certainly none the less the impact of what the community relies upon for breaking news merely scratches the surface of what daily happens at WKDK. Suffice it to say, an integral part of daily lives. I believe 50 years of this type of service will do that to a community.

My thanks to each of you and my thanks to Jimmy Coggins for the role WKDK plays in Newberry and Newberry emergency services.



Joe H. Palmer  
Fire Chief



## Office of the Sheriff • County of Newberry

3491 Main Street • P.O. Box 247  
Newberry, South Carolina 29108-0247

[www.newberrycounty.net/sheriff](http://www.newberrycounty.net/sheriff)

*Blessed are the Peacemakers*



16 October 2003

Mr. James P. Coggins  
WKDK  
3000 Hazel Street  
Newberry, South Carolina 29108

Dear Mr. Coggins:

On behalf of the Sheriff's Office, I am please to commend you on the efforts radio station WKDK 1240 AM makes on behalf of our community. Because of you or community is safer and more informed.

Since becoming Sheriff, your station has given us the opportunity to broadcast public safety information to the public. Your station has always been willing to give immediate and up-to-date information to the public, which affords us valuable public assistance. There have been countless times this access has allowed us to apprehend wanted persons due to the public being informed and calling in vital information.

WKDK has also been used to notify the public of motor vehicle accidents. Your willingness to broadcast traffic notification alleviates unnecessary traffic jams and informs motorist of alternate routes.

I would also like to thank you for acting as one of our press/public information officers in the event of a nuclear alert at nearby V.C. Summer Power Station. Although this takes away from your paid job, it is comforting to know that we have a professional broadcaster on our "team".

**Law Enforcement Division**  
803-321-2211 • Fax 321-2147

**Victim's Advocate Division**  
803-321-2211 • Fax 276-0103

**E911 Administration & Addressing**  
803-321-2182 • Fax 321-2147

**E911 Telecommunications Division**  
803-321-2222 • Fax 321-2147

**Jail Division**

3239 Louis Rich Drive • Newberry, South Carolina 29108 • 803-321-2141 • Fax 321-2638

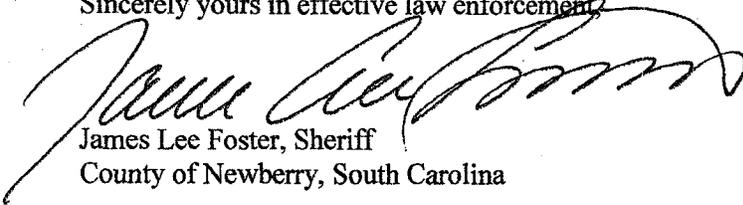
Page Two

In addition to the emergency situations that you assist us with, you have also provided countless hours of air time to broadcast crime prevention tips. You also offer a forum when there are pertinent public safety topics that need discussion.

As an avid listener, I know your interests are more diverse than the public safety field. I would like to commend you on the support you offer our Churches, schools, civic groups and persons in need. Because of your generosity, people in the Newberry County area have a way of gaining assistance and getting information that would otherwise be unavailable.

We (I) appreciate these free of charge services you provide. WKDK is one of the reasons Newberry County is a safe place to live, work, worship and play.

Sincerely yours in effective law enforcement,

A handwritten signature in black ink, appearing to read "James Lee Foster", written in a cursive style.

James Lee Foster, Sheriff  
County of Newberry, South Carolina

# WKDK AM 1240

P.O. Box 753  
Newberry, South Carolina 29108  
803.276.2957  
October 2003

## PERSONAL

A family owned and operated radio station, WKDK Radio has been the "Voice of Newberry" since 1946 and is the 20th longest serving radio station in the state of South Carolina. We place a high emphasis on local news, weather, sports and public awareness. Since our beginning, WKDK has put forth significant efforts on our daily operations, focusing on keeping the community informed.

James P. Coggins serves as the Master of Ceremonies for numerous community events throughout Newberry County. WKDK's music format is a mixture of current adult contemporary and "oldies."

## WEATHER EMERGENCIES

WKDK has been instrumental in disseminating efficient and informative information during weather emergencies. During the 1984 tornado, WKDK broke away from our normal programming and broadcast around the clock information to the people affected by this disaster. We have treated other disasters in the same manner. During Hurricane Hugo and Hurricane Floyd we worked closely with the Department of Public Safety and the American Red Cross. During Hurricane Floyd, over 500 evacuees from the Carolina Coast sought shelter in Newberry. The American Red Cross set-up a shelter and WKDK gave regular updates to ensure that the people of Newberry and those affected by this emergency, knew what to do. Every winter we have had a significant amount of snow or ice related emergencies. WKDK works closely with the school district and business and industry to disseminate information quickly. Again, when the need arises, we rise to the occasion by keeping our listeners as informed as possible. We know that the information we give, can and will save lives and we take this responsibility very seriously. Also, WKDK also has a segment we air weekly called, "WKDK Weather Watchers," which encourages listeners to be aware of how quickly severe weather can develop.

## SUPPORT OF THE MILITARY

Having been on the air since 1946, WKDK has lived through a number of conflicts. The WKDK family has always strongly supported the military. December 7th, 1941 is truly a day that lives in infamy, and when WKDK initially came on the air, W.W.II was still fresh on the minds of many Americans. W.W.II remained a subject that was discussed regularly, and even to this day, we reflect on the sacrifices our great nation made. Other wars followed involving the United States including, Vietnam, Desert Storm, and Operation Iraqi Freedom. We have always, and will always, salute our military with the greatest of respect -- not just on holidays. During Operation Desert Storm, WKDK participated in a 5-mile walk in support of our troops serving in the Persian Gulf. During Operation Iraqi Freedom, WKDK created a message board on our Website to enable listeners to post messages in support of military.

1000 17 00 03:00p WKDK radio 10002100001 P.00

Additionally, Newberry County relies heavily on our National Guard Unit. Jointly, with the American Red Cross, WKDK has worked closely with the National Guard during a number of localized emergencies including several chemical spills that involved evacuating areas inside the city limits.

#### POLITICAL COVERAGE, DEBATES, PUBLIC FORUMS, TOWN HALL MEETINGS

WKDK continues to keep a strong presence in the political arena. Each month, during our Coffee Hour, WKDK has guests that include the Mayor of Newberry, City Council, Council, School Board and community interest groups. Our news department covers city and county council meetings every month. Additionally, during election years, Jimmie Coggins is the commentator for many political forums. WKDK also covers all local elections and broadcasts results live from the Newberry County Courthouse.

#### LOCAL SPORTS

Sports is another vital part of WKDK as we have spent 57 years broadcasting local sports programs. WKDK serves as the official flagship station of Newberry College and Newberry High School Football, Basketball and Baseball. This year, WKDK traveled to North Dakota and broadcast the game between the North Dakota Fighting Sioux and the Newberry College Indians. WKDK broadcasts many regional and statewide events including the South Carolina Gamecocks and the Clemson Tigers. WKDK broadcast 100+ games -- most of these we cover live from the press box. Our talented sports broadcasters make this programming a favorites among our listening audience. Jimmie Coggins works in conjunction with Newberry College and is the host of a televised broadcast of a sports show that airs in Newberry and Columbia. Additionally, WKDK covers The Masters in Augusta.

#### AMBER ALERT PROGRAMS

WKDK is active in community, so it was only natural for us to join the SCBA and partner with our local law enforcement to assist in any way possible to protect the children of our community, state and country. We realize the critical time element involved when a child is in danger, and were happy to be part of the process as the AMBER ALERT PROGRAM launched in the summer of 2003. We have maintained an excellent rapport with officials since our conception in 1946, so this program simply enabled us to make full use of our capabilities to disseminate information quickly and assist in any way possible to save and protect the lives of missing and exploited children.

#### COMMUNITY HEALTH ISSUES

WKDK is pleased to not only run numerous PSA's on community health issues, but in addition to PSA's from a variety of different agencies, we also have many professionals join us during our coffee hour. WKDK is pleased to have the Director of Community Relations and Physician Recruitment at Newberry County Memorial Hospital as one of our five weekly Coffee Hour Hosts.

Just this morning (10/16/03) two employees spent 30 minutes informing the public of critical health issues. This is not a sponsored program, and we are pleased to be able to offer this time at no cost to the guests or organizations.

Other guests include: Department of Mental Health, Department of Social Services, Westview Behavioral Services, The Lions Club, SC Organ Procurement Agency, SC Insurance News, SC Victim Assistance Network, Newberry County Literacy, Sistercare, Law enforcement, Fire Department, Hospice, SC Lung Association, Newberry County Council on Aging, Life Point Minorities, Geriatrics Clinic, Sexual Trauma Services of the Midlands, Medical University of South Carolina Eye Storm Bank, SC Health Care - TIPS, Operation Lifesaver, Newberry County HIV Task Force, American Heart Association, SC Office of Rural Health, Newberry County Memorial Hospital, American Red Cross, Newberry Housing Association, 1st Steps Program, GLEAMS, Department of Juvenile Justice. This covers a small portion of programs during one year (2002-2003) that we have dedicated a 30-minute segment to during our coffee hour.

#### LOCAL ECONOMIC DEVELOPMENT

WKDK is proud to partner with our local Chamber of Commerce and City, County and State Representatives to promote local economic development. As a member of the Chamber of Commerce and citizens of Newberry County, we place a strong emphasis on the future of Newberry County and our state. We have worked closely with local government and have had Coffee Hours guests from the city council, county council, district and state representatives and senators. Additionally, every year we salute our industry and business leaders by dedicating a week out of the month of September to focus on the impact that business and industry has on our local and state economy. In October we spend an entire week doing a live remote broadcast in downtown Newberry, and we do the same in the town of Prosperity during the month of July. Our goal is to increase awareness and bring more business to these areas. The WKDK Newberry County Road Trip of the Month, presented by the Newberry County Museum and WKDK, has taken our listening audience throughout the county as we continue to encourage people to get involved in our community, as well as introduce them to its rich heritage. And, as mentioned previously, WKDK has the Mayor of Newberry on once every month to discuss topics vital to the growth of Newberry County and our state.

#### CULTURAL ARTS CONCERNS

WKDK is a strong supporter of the arts, and our promotions are proof positive. Many of our employees are involved heavily in the arts in Newberry County. One of coffee hour hosts serves as the executive director for the Newberry Opera House, another host is an actor, director, and serves on the board of the Newberry Community Players/Ritz Theatre. Another on-air talents volunteers her gifts in choreography to the Ballet Guild and the Newberry Players, and yet another DJ is a Theatre Major at Newberry College and has participated in or directed numerous productions. So, you see, we love the arts! We promote arts in every way possible -- through PSA's, guests during the coffee hour, ticket give-aways, etc. Additionally, we welcome the director from Museum of Art in Columbia to join us monthly during the coffee hour. Newberry has definitely become the home for people around the state and country who have a love for the arts.

### EDUCATIONAL INITIATIVES

WKDK is proud to promote education in Newberry County and throughout the state. Newberry has both a 2-year college and a 4-year college, so we know that Newberry draws a lot of people from out of town, into our town. WKDK works closely with the School District of Newberry throughout the year. We feel it is imperative to encourage the public to get involved with the school systems in order for it to be the best it can be. Also, as noted earlier, we place a strong emphasis on sports, so WKDK spends a lot of time in the schools in and around the district. We currently have a 16 year-old school student participating in the school-to-work program offered through the school district. He has chosen to spend his entire semester with WKDK and has spent considerable time behind the mic "in training." Periodically, we also have school students join us for the day and "play DJ." We have guests from the Newberry County School District, Piedmont Technical College and Newberry College. Every week, WKDK along with a sponsor, honors a citizen of the week. Many of these honorees come from the school system. We realize that education expands in a number of areas, not school alone. We place a great emphasis on continued education, and participating in programs that help the mind grow. We kick off the school year with "Back-to-School Safety" and close the year with graduation salutes, listing each graduating students name on a rotating basis. And although the buses stop running during the summer, WKDK continues to work closely with education throughout the summer months, as well. We play an integral part of the School Supply Drive, Safe Kids, and work closely (on an on-going basis) with churches, the recreational department, and other organizations who promote educational involvement year round.

WKDK places a strong emphasis on education and feel our impact is immeasurable. WKDK has served as a leader for many young people, who through part-time employment, have later gone on to stay in the broadcast industry as news anchors, meteorologist, broadcast executives and owners.

Awards or Certificates WKDK has received include some of the following:

- 2003 Best Radio Station
- 2003 Best DJ, Heather Hawkins
- Awarded Order of the Palmetto to James F. Coggins, 1996
- Newberry County Car Buffs
- Newberry Opera House
- American Red Cross
- International Radio Club
- Housing Authority
- South Carolina Sheriff's Association
- March of Dimes
- Muscular Dystrophy Association
- Newberry Industries
- 4-H
- Gamecocks Radio Network
- Newberry Jaycees

American Diabetes  
School Food Association  
Newberry Recreational Programs  
Newberry College  
Newberry Board of Education  
St. Judes Children's Hospital  
Little Red School House Award  
Newberry County Beautification Council  
American Legion Baseball  
3x winner of the South Carolina Education School Bell Award  
1998 State House Resolution for Services to Gift of Life Trust Fund  
2002-2003 Rotarian of the Year, James P. Coggins

Among some of the Boards that WKDK Staff has Served On Include:

Newberry Hospital Foundation  
Newberry Rotary Club  
Newberry Touchdown Club (founding & current member)  
Newberry County Council on HIV  
State Juvenile Report Board  
Walk America  
Muscular Dystrophy Chairperson  
American Red Cross Disaster Chair  
Sexual Assault of the Midlands  
Development Board and the Chamber of Commerce  
Newberry Downtown Development Association  
Newberry Business Alliance  
Newberry Community Players  
Newberry County YMCA  
Newberry College Technology Task Force  
Association for a Greater Newberry  
Mothers Against Drunk Driving  
National Victims Board  
Newberry Domestic Violence

Names of individuals that would consider speaking to the media about their positive partnership with WKDK:

Sheriff Lee Foster - 803.321.2211  
Mayor Ed Kyzer - 803.276.9635  
Fire Chief Joe Palmer - 803.321.1030  
Deborah Smith - 803.276.5179  
Cheryl Stares - 803.276.4274  
Pat Caldwell - 803.276.5328

Articulate Broadcasters that can capture the media in a very positive evolution of local broadcasting:

James P. Coggins

D H E C



PROMOTE PROTECT PROSPER

2600 Bull Street  
Columbia, SC 29201-1708

COMMISSIONER:  
C. Earl Hunter

May 23, 2003

BOARD:  
Bradford W. Wyche  
Chairman

Mark B. Kent  
Vice Chairman

Howard L. Brilliant, MD  
Secretary

Carl L. Brazell

Louisiana W. Wright

L. Michael Blackmon

Lawrence R. Chewning, Jr., DMD

Mr. James Coggins, General Manager  
WKDK AM 1240  
Post Office Box 753  
Newberry, SC 29108

Dear Mr. Coggins:

The Bureau of Air Quality thanks you for taking the time to share in the recent celebration at Speers Street Elementary School. Being the first recognized OZONE ACTION CLASS is a great accomplishment. We appreciate your helping promote our educational program by granting an interview with Mr. Bill Galardi and Amy Curran.

Please let us know if we can ever be of assistance to you and we look forward to working with you in the future.

Sincerely,

*James A. Joy, III*  
James A. Joy, III, P.E., Chief  
Bureau of Air Quality

Dear Jimmy: August 30, 03  
Thanks to you & to Teresa  
for her help in responding to  
my my request about songs to  
Eliya Jane. I am counting on the  
family to carry this forward  
getting some of it.  
Jimmy, you are one of Newberry's  
treasures same as your Dad before  
you.  
With affection,  
Elizabeth B. Johnson

April 18, 2003

Dear Mr. Coggins,

Thank you for asking Heather Hawkins to speak to our sixth graders at Mid-Carolina Middle School. She did a beautiful job with her presentation. When she spoke, Heather explained how math, science, and language arts were important to a career in radio. The students truly enjoyed the presentation as well as being recorded for the radio. Thank you again for supporting our schools and students.

Sincerely,

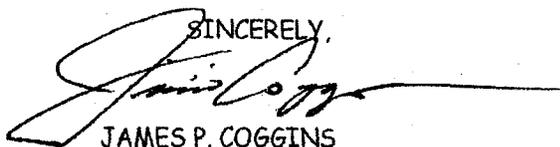
*Janna L. Richardson*  
Janna L. Richardson

DEAR TINA:

PLEASE BE ADVISED THAT WE WILL BE HAPPY TO PROMOTE THE "SISTERCARE" FUNDRAISER FOR TACO BELL. I HAVE INCLUDED THE RELEASE IN OUR REGULAR PUBLIC SERVICE ROTATION AND WILL MAKE SURE THAT IT RUNS HEAVILY DURING THE 13 DAY RUN.

ALSO YOU MAY BE INTERESTED TO KNOW THAT "SISTERCARE" HAS BEEN ONE OF OUR FREQUENT TOPICS ON OUR "COFFEE HOUR" PROGRAMS AND I'LL MAKE SURE THE HOSTS OF THAT SHOW KNOW ABOUT IT AS WELL. PLEASE PASS ALONG OUR THANKS TO FRED FOR HIS EFFORTS ON BEHALF OF "SISTERCARE"

SINCERELY,

A handwritten signature in black ink, appearing to read "James P. Coggins", with a long horizontal flourish extending to the right.

JAMES P. COGGINS  
VP/GM WKDK



# NEWBERRY SOIL & WATER CONSERVATION DISTRICT



719 KENDALL ROAD  
NEWBERRY, SC 29108  
Phone (803) 276-1978 ext. 3 - Fax (803) 276-7887  
newberry.swcd@sc.usda.gov  
campconservation.com

August 11, 2003

Jimmy Coggins  
WKDK Radio Station  
3000 Hazel Street  
Newberry, SC 29108

Dear Jimmy,

On behalf of the Newberry Soil & Water Conservation District, Board of Commissioners, Camp Conservation staff members, other Camp Supporters and the student campers, I want to sincerely thank you for your help and support during CAMP CONSERVATION 2003.

The quality of programs, instructors and volunteer staff are crucial to the survival of this program, but without the financial support and/or material donations from businesses and individuals as you, there would not be Camp Conservation. The Board of Commissioners joins me in sending you our utmost gratitude and thanks for all you did in making Camp Conservation 2003 a successful event again this year.

We are still talking about the wonderful time we spent in the park and on the farm with the children. They had a wonderful learning experience and hopefully most of them will take their newly gained knowledge a step further. The days were hot, and the hours were long and yes, even the children were a bit "EXCITED" at times, but it was a great successful educational program for the Conservation District and Newberry County. When we say nature up close and personal we meant it! We endured bee stings by the dozen, scrapes, cuts and quite a few bruises, equipment problems, a few stray children, as well as the tremendous storm on Thursday that halted afternoon programs. But we survived it and are already looking forward to next year's camp. I sincerely meant it when I say "We could not have made it without your help!"

Camp Conservation is world known! Because of the great success of Camp Conservation and other educational programs sponsored by the Newberry Conservation District, I was personally awarded the 2003 HONOR AWARD from the International/National Soil & Water Conservation Society during their 58<sup>th</sup> Annual Conference held in Spokane, Washington this past July. Thank You for caring about our children, our natural resources, and caring enough to make a difference.

Thank you again for your help, and for making it possible for the students to have the advantage of a quality educational program in Natural Resources Conservation. Please do not hesitate on calling me anytime I can be of assistance.

Yours truly,

Annette Davis  
District Coordinator NSWCD

...the star-spangled banner  
forever shall wave  
O'er the land of the free  
and the home of the brave."

Francis Scott Key:  
The Star-Spangled Banner

To all at W.K.D.K.

Wishing you a year  
of great promise,  
new dreams  
and much happiness.

Your station is the Best for 57 yrs.  
Katie & Bud Connelly

# Coggins is named the Rotarian of the Year

James P. Coggins, manager of Radio Station WKDK, was named the 2003 Rotarian-of-the Year at the Club's annual Spouse's Night Banquet on May 1.

The Award is given annually to a Newberry Rotarian who exemplifies the Rotary motto of "Service Above Self" to the Newberry Rotary Club and Rotary International.

Coggins joined the Newberry Club on October 8, 1976 and was elected the Club's President for the 1979-80 Rotary Year. He has continued to serve Rotary and to give his leadership to many of the Club's projects, particularly to Rotary Radio Day. Through the leadership first of his father, the late James E. Coggins, and now through the leadership of James P. Coggins, the Newberry Rotary Club and Station WKDK have sponsored Rotary Radio Day for over 35 years, the first event was on January 25, 1966.

Newberry Rotarians sell advertising time to local businesses and industries, write the advertising copy, and read the scripts over WKDK.

The Club's major fund raising project sold advertising spots for

over \$7,500 for the 2003 Rotary Radio Day. Since 1996 the Club has raised over \$36,000 for its projects.

The major recent Club projects include sponsoring Boy Scout Troop 1, endowing a scholarship at Newberry College, sending Newberry County high school students to Boys State and Girls State and similar youth programs, sponsoring exchange students to and from Thailand, supporting the Newberry County YMCA and in recent years helping to provide funds for the Newberry College Baseball Field and assisting with individual projects for the Newberry County Public Library and the Newberry Community Players.

Coggins was the sixth Newberry Rotarian to receive the Rotarian-of-the-Year Award since it was first given in 1998. Past recipients have been the late James F. Coggins, 1998; the late John Richardson, 1999; Gordon C. Henry, 2000; Samuel Price, 2001; and Larry Ellis, 2002.

Jerry Coffey is the Club's president for 2002-03; Cynthia Downs will assume the Club's leadership on July 1 for the 2003-04 rotary year.

*Jimmy,*

\*  
\* ... a big \*  
\*

## CONGRATS!

\*

*A well deserved  
award. Thanks  
for all the years  
of great things for  
our home town &  
community. Joe.*

Mr. Loggins,

Thank you for your help in advertising "Puttin on the City".

I like sales definitely increased after our Tuesday evening conversation. The event was enjoyed by all who attended.

Thanks again.  
Barbara Miller

I enjoyed job-shadowing with you.

**THANKS!**

for everything

Travis  
Seitzberg