



QUARTERLY ISSUES/PROGRAMS

July 1 through September 30, 2021

WIS TELEVISION
1111 Bull Street
Columbia, South Carolina 29201

WIS is an affiliate of the NBC television Network and, as such, carries public affairs and other non-entertainment programming offered by the network, which frequently deals with community ascertainment issues.

WIS TELEVISION COMMUNITY ISSUES LIST

July 1 through September 30, 2021

WIS identified the following issues as important to the public interest. We strived to provide significant coverage in these areas as part of our duty defined by the Federal Communications Commission.

Health Care

- **Examples:** *Awareness*, Flu Season, West Nile virus, wellness events, celebrity fitness camps for kids, back-to-school vaccinations

Economic Concerns

- **Examples:** Gas prices, gas tax, tax reassessment, parking ticket alternative payments, tax help

Education

- **Examples:** Teacher rally, SC for Ed coverage, school funding, school district expansion and consolidation, back-to-school stories, middle school transition

Government

- **Examples:** *My Take*, new laws, guns in schools, new council members, local politicians address national issues, changes at our military bases, robocall battle, presidential debates, city/county growth reports

Local Events

- **Examples:** *Awareness*, veterans' events, free museum admission, sporting events, community push for Amber Alert changes, local roundtables, back-to-school events, Greek Festival

Social Issues

- **Examples:** *Awareness*, *My Take*, A Family for Life, road projects, downtown revitalization, Fisher House, School Resource Officer programs, gun control debate

WIS TELEVISION
LOCAL AND NETWORK NEWS AND PUBLIC AFFAIRS PROGRAMS
July 1 through September 30, 2021

Program	Day	Time
<u>Local News:</u>		
WIS News 10 Sunrise	Monday – Friday	4:30-7:00 AM
WIS News 10 Sunrise on the CW	Monday – Friday	7:00-9:00 AM
WIS News 10 Midday	Monday – Friday	12:00-1:00 PM
WIS News 10 at 4	Monday – Friday	4:00-5:00 PM
WIS News 10 at 5	Monday – Friday	5:00-6:00 PM
WIS News 10 at 6	Monday – Sunday	6:00-6:30 PM
WIS News 10 at 7	Monday – Friday	7:00-7:30 PM
WIS News 10 at 10 on the CW	Monday – Sunday	10:00-10:30 PM
WIS News 10 at 11	Monday – Friday	11:00-11:35 PM
WIS News 10 Saturday	Saturday	8:30-10:00 AM
WIS News 10 Sunday	Sunday	7:00-8:00 AM
WIS News 10 Sunday	Sunday	10:00-11:00 AM
WIS News 10 at 11	Saturday & Sunday	11:00-11:30 PM

All the above programs are locally produced news, presenting a mix of news, weather, sports and issues-related feature stories and segments.

Local Public Affairs:

Awareness	Sunday	11:00-11:30 AM
-----------	--------	----------------

Awareness is a bi-weekly locally produced program focusing on issues of interest to the minority community.

My Take Editorials:

WIS General Manager presents weekly segments written by our editorial board on issues of local and national interest. These normally air multiple times each week in our newscasts.

NBC News:

Early Today	Monday-Friday	4:00-4:30 AM
-------------	---------------	--------------

This business news and consumer show gives viewers breaking business news and stock market action from the domestic and foreign exchanges.

Today Show	Monday-Friday	7:00-10:00 AM
Today Show	Monday-Friday	11:00 AM-Noon

This four-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment and sports. WIS News 10 provides local cut-ins at various times.

Weekend Today	Saturday	7:00-8:30 AM
	Sunday	8:00-9:00 AM

Weekend editions continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human-interest stories, covering topics related to health and finance and presenting the latest sports and weather information. WIS News 10 provides local cut-in at various times.

NBC Nightly News	Monday-Sunday	6:30-7:00 PM
------------------	---------------	--------------

“NBC Nightly News” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today.

Dateline NBC	Weekly	Various Times
--------------	--------	---------------

This network program has pioneered a unique approach to prime-time news programming with its multi-broadcast franchise. With this schedule, the one-hour newsmagazine enables NBC News to present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

Meet the Press	Sunday	9:00-10:00 AM
----------------	--------	---------------

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast.

MEET THE PRESS (NBC)

DATE: Sunday, July 4

Dr. Anthony Fauci, Dr. Seth Berkley, CEO of Gavi, the Vaccine Alliance, Kate Snow, Audie Cornish and Adam Grant.

This Sunday, Covid: comeback and challenge. A jump in cases of a deadly mystery virus. Nearly a year and a half after the pandemic hit--with a president refusing to face the crisis -- and much of the country turning into a coast-to-coast ER. Life-saving vaccines developed in record time came to the rescue. Now, as cases and deaths plunge and the country reopens -- new challenges. Millions still refusing to be vaccinated. And a new variant hitting the U.S. -- and causing lockdowns around the world. This morning, we look at our comeback from Covid, how it's changed how we live, how we work and how we go to school, and at the challenges still ahead. I'll talk to Dr. Anthony Fauci and to a leader in the effort to vaccinate the world. Welcome to Sunday and a special edition of Meet the Press.

DATE: Sunday, July 11

Richard Engel, Sen. Jack Reed (D-R.I.), Rep. Adam Kinzinger (R-Ill.), Al Cardenas, Stephanie Cutter, Kasie Hunt and Mark Leibovich

This Sunday, Leaving Afghanistan. President Biden announces the end of our 20-year war. But with the Taliban quickly gaining ground, renewed fears the country could again become a terrorist haven. And even the president seems uncertain of the outcome. We'll get a report from NBC News chief foreign Correspondent Richard Engel in Kabul...and I'll talk to the chairman of the Senate Armed Services Committee, Jack Reed of Rhode Island. Plus: Whitewashing January 6th. As a growing number in the GOP try to deny what actually happened at the Capitol, one Republican says the vast majority in his party know the truth but refuse to admit it. My guest this morning: Congressman Adam Kinzinger of Illinois. Also, Eric Adams beats out progressives in the Democratic primary for New York City mayor. What the non-woke former police captain's victory says about the kind of Democrats who are winning elections. Joining me for insight and analysis are: NBC News Capitol Hill correspondent Kasie Hunt, Mark Leibovich, chief national correspondent for The New York Times Magazine, former Obama White House senior advisor Stephanie Cutter, and Republican strategist Al Cardenas. Welcome to Sunday. It's Meet the Press.

DATE: Sunday, August 15

Secretary of State Antony Blinken, Dr. Michael Osterholm, Kristen Soltis Anderson, Peter Baker, Cornell Belcher and Anne Gearan

This Sunday: Afghanistan's sudden collapse. Taliban fighters on the brink of total control of the country. And they have entered the capital city of Kabul, prompting the U.S. to increase the number of troops for the evacuation of the embassy, which has begun. President Biden though, standing firm on the U.S. withdrawal: I'll talk to Secretary of State Antony Blinken and to NBC News's Richard Engel who's in Kabul. Also, the growing Covid crisis. Covid cases rising nationwide, overburdening hospitals -- with children now caught in the middle over mask mandates in schools: My guest this morning: epidemiologist Michael Osterholm of the University of Minnesota. And a changing country. The new Census report. Rural America shrinks as urban America grows. What that means for political power in the coming decade. Joining me for insight and analysis are Democratic pollster Cornell Belcher; Ann Gearan, White House correspondent for The Washington Post; Republican pollster Kristen Soltis Anderson; and Peter Baker, chief White House correspondent for The New York Times. Welcome to Sunday. It's Meet the Press.

DATE: Sunday, August 22

Richard Engel, Jake Sullivan, Rep. Liz Cheney (R-Wyo.), Miguel Cardona, Helene Cooper, Stephen Hayes, Andrea Mitchell and Leo Shane III

This Sunday, chaos, fear and desperation in Afghanistan. As U.S. troops struggle to restore order at Kabul's airport -- President Biden defends his decision -- and makes this promise: But the U.S. is relying on the Taliban to allow safe passage of Americans and our allies. My guests this morning: National Security Advisor Jake Sullivan and Republican Congresswoman Liz Cheney of Wyoming. Plus, our new NBC News poll -- new numbers on President Biden's approval rating, his handling of Covid, the economy in a deeply divided country. Also, kids, schools and Covid. Cases rising nationwide -- and with more and more children now falling ill -- local school districts are pushing back against statewide bans on mask mandates. I'll talk to Education Secretary Miguel Cardona about the fight over masking children. Joining me for insight and analysis are: NBC News Chief Washington correspondent Andrea Mitchell, Stephen Hayes, founder of The Dispatch, Helene Cooper, Pentagon correspondent for The New York Times and Leo Shane, Deputy Editor of Military Times. Welcome to Sunday. It's Meet the Press.

DATE: Sunday, August 29

Richard Engel, Secretary of State Antony Blinken, H.R. McMaster, Dr. Anthony Fauci, Al Roker, Matthew Continetti, Courtney Kube, Amna Nawaz and Eugene Robinson

This Sunday, terror and dread in Afghanistan. The U.S. evacuation in peril as the death toll from that ISIS attack reaches nearly 200, including 13 American servicemembers. The U.S. hits ISIS with a drone attack in eastern Afghanistan. But President Biden says another terror attack is highly likely. And the president is sticking to his Tuesday withdrawal deadline. This morning, my interviews with Secretary of State Antony Blinken and President Trump's second national security advisor, H.R. McMaster. Plus, surging Covid cases. More than 100,000 Americans now hospitalized -- as millions of Americans refuse to be vaccinated. My guest this morning, Dr. Anthony Fauci. Joining me for insight and analysis are Washington Post columnist Eugene Robinson, PBS NewsHour Chief Correspondent Amna Nawaz, Matthew Continetti of the American Enterprise Institute and NBC News Pentagon correspondent Courtney Kube. Welcome to Sunday. It's Meet the Press.

LOCAL ISSUES – PROGRAM

DATE: Sunday, September 5 & September 19

A. Narrative describing the issue and the source

Statistics show, because of COVID-19, black owned small businesses have experienced a disproportionate financial impact compared to other small businesses. We saw that issue exacerbated during the original round of PPP loans, research shows black businesses received less than 2 % of loans while White-owned businesses received 83%.

Stephen Gilchrest, the President of the South Carolina African American Chamber of Commerce joined us on Awareness to give deeper insight.

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
9/05/21	11:00am	30 Minutes	Awareness
9/12/21	11:00am		Awareness

LOCAL ISSUES – PROGRAM

DATE: Sunday, September 12 & 26

A. Narrative describing the issue and the source

The adult black community is 20% more likely to experience serious mental health problems like major depressive disorder, or generalized anxiety. However, often in communities of color mental illnesses

are stigmatized. Quite often people of color who are experiencing mental health issues are told to go to church, pray about it and may even be scrutinized for seeking professional help. Joan Phillips details her journey in her newly released book, "Bipolar and Me." Experts also weigh in on what you should do if you are experiencing mental health problems.

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
9/12/21	11:00am	30 Minutes	Awareness
9/26/21	11:00am	30 Minutes	Awareness

WIS EDITORIALS

The following WIS editorials ran multiple times each week and were posted to wistv.com:

July 2

My Take: Reflecting on our freedom

It's that time of year again. Millions of Americans will celebrate the Fourth of July with parades, fireworks and barbecue.

But let's not forget why we celebrate.

On July 4, 1776, the 13 colonies laid down a claim to be a free and independent nation from England. The day is the most significant holiday in our nation's history.

Why? Because 56 brave men signed the Declaration of Independence with its most famous words:

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness."

The Fourth of July in America is about freedom. No matter our political, religious, or cultural differences, we are fortunate to live in a country that protects our right to have different beliefs from others.

We all can agree on this: the United States is still the best country in the world because of our freedoms.

Let's not take it for granted. Have a safe and Happy Fourth of July!

And that's my take. What's yours?

July 23

My Take: Richland County Gun Violence

Columbia is in a crisis! Gun violence is surging in our area.

What's being done to stop it? The answer is: not enough.

In recent months, WIS has reported on the shooting deaths of several teenagers.

Gun violence is robbing our children of their future and leaving parents trying to cope.

In April, the FBI released murder rates in 65 major cities with more than 100,000 people in 2019, using the FBI's 2019 Crime data in the United States.

The murder rate in Columbia was 21.68 per 100,000 people.

WIS reached out to Richland County Sheriff Leon Lott for his thoughts on the rise in deadly shootings.

“I don’t think legislature can do anything. Laws are not going to stop this. It is going to have to be a change in attitude. It is going to have to start at the home of parents. Parents are going to have to teach their kids guns are not the answer to everything. We are going to have to teach our young people to respect human life. Sheriff Lott says he believes the pandemic plays a small factor.

“I think what the pandemic did was cut court systems down. So, people were not being held accountable. Our detention centers were not holding people. So, we had people getting arrested and getting right back out.”

WIS asked for data on deadly shootings in Richland County. In 2018, the county saw 23. In 2019, 21 people died due to gun violence. 18 people died in 2020 and 19 have died as of July 14 of 2021.

The big questions are: what are the solutions? And how can the community help? The old saying “it takes a village to raise a child” comes to mind.

Sheriff Lott says institutions like churches, schools, and places of business all help reduce violence by keeping people off the streets and connected to their communities.

While gun violence is a national problem, local and individual action can make a difference.

We must invest in what works to prevent violence.

And That’s My Take What’s Yours?

August 21

My Take: Face mask debate in schools

Masks and vaccines have become an extremely heated point of contention during the COVID-19 outbreak.

Parents across the country are divided as they send kids back to school in an atmosphere in which science and politics have collided.

Some parents are in favor of mask mandates while others oppose.

So how did we get to this point? A whirlwind of information and action from state politicians, judges, and even superintendents. Some governors are blocking mask mandates while some school districts are enforcing the use of masks.

Governor McMaster says I think that law recognizes that it is parents who need to be making those decisions.

The bottom line is, parents who want to add a little extra insurance are within their rights to supply their kids with masks as they walk out the door.

And in most school districts, right now, parents adamant about their child not wearing a mask are well within their rights.

But consider the risk factors.

The dangerous rejection of masks in school could lead to more COVID outbreaks in classrooms or even death.

South Carolina health leaders say school-based mitigation efforts, such as masking and daily screening for symptoms, limit COVID-19 transmission in schools.

“I see no way around outbreaks in schools with the current track that we’re taking,” State Epidemiologist Dr. Linda Bell said. “So, unless the recommended mitigation strategies, including the widespread use of masks in schools are widely adopted I, unfortunately, do anticipate that we will see higher transmission and significant outbreaks in schools.”

While parents won’t agree on the mask debate, we all want students to be safe and we all should treat each other respectfully.

And That’s My Take What’s Yours?

September 3

My Take: American troops return home

Our men and women who have courageously fought on the battle lines in Afghanistan for 20 years are now home.

For 20 years, troops witnessed the bloodshed, chaos, and death caused by a war sparked by the 9/11 attacks.
For 20 years, troops worked to bring security and governance to Afghanistan.
And for 20 years, their service and sacrifice kept Americans and Afghan allies safe.
The war in Afghanistan cost more than 24-hundred families their loved ones and left more than 20-thousand service members hurt.
For troops who deployed, the war led to trauma, injuries, mental health struggles, and strained family lives. The government must act and ensure our troops and their families receive the proper care.
So what happens now?
We don't know yet what the consequences of the events in Afghanistan will be.
The biggest challenge now is assuring the country does not again become a threat to the security of America.
In the meantime, We should take special time and effort to talk with and appreciate veterans of Afghanistan and other theaters of war.
Celebrate them for helping us to spare our lives. And to all who serve and who have served, we say "thank you for your service".
Have a safe and Happy Labor Day weekend.
And That's My Take What's Yours?

September 10

My Take: Remembering 9/11

Saturday marks 20 years since one of the darkest days in US history.
On September 11, 2001, the nation watched in horror as terrorists killed nearly 3,000 innocent people on American soil.
Ask anyone over 25, and they will tell you exactly where they were and what they were doing when they heard the awful news.
It was a day of grief, a day of courage, a day bonded by sadness and patriotism.
We will not forget the bravery and character of Americans that day.
We will not forget fearless police officers, firefighters, and first responders rushing into the burning Twin Towers.
We will not forget watching the towers crumble and ash fill the blue sky.
We will not forget passengers on Flight 93 risking their lives to take down terrorists.
We will not forget the lives lost after a plane plowed into the Pentagon.
No memorial, no ceremony, no words will ever fill the void left in the hearts of those who lost a loved one that day.
It is our duty to ensure future generations understand the patriotism that grew from 9/11 and how America responded to the tragedy.
We honor the grace and memory of all who perished that day. We also honor the many who have risen in service to defend our freedom.
And That's My Take What's Yours?

The attached spreadsheet addresses the segments and shows covering the important issues covered by WIS in the 1st Quarter.