

# WACHFOX news

*information. communication. dedication.*

**July 10, 2020**

## QUARTERLY ISSUES / PROGRAMS LIST

There follows a listing of the significant issues responded to by  
**WACH-TV - Columbia, South Carolina**  
along with the most significant programming treatment for the period of

April 1, 2020 through June 30, 2020  
**2<sup>nd</sup> Quarter | 2020**

**The order in which the issues appear does not reflect any priority or significance.**

This list is by no means exhaustive.

## **ISSUE: PUBLIC SAFETY & CRIME PREVENTION**

*News at Ten Cover Stories*

**Broadcast Date:** April 1, 2020

**Source:** Local

**Description:** Coronavirus Scam

People were reporting scammers who asked for donations to fake charities and cures for coronavirus. The governor warned that people would try to take advantage in bad times, but the scammers would not get away with it. People who thought they were being targeted were encouraged to call state consumer affairs officials and law enforcement.

**Broadcast Date:** April 11, 2020

**Source:** Local

**Description:** City of Columbia Curfew

The City of Columbia began its mandatory curfew that goes into effect each night from 11 p.m. until 6 a.m. Columbia City Council approved the curfew on April 10. Officials said that the restrictions allow law enforcement to identify those who were out in public without a valid reason, and further discourage others from being out and potentially exposing themselves and others to COVID.

**Broadcast Date:** April 17, 2020

**Source:** Local

**Description:** Community tips lead to Drug Bust

Eight people were arrested in a drug bust in Richland County. Deputies said that they got many tips from neighbors and members of the community which led them to the arrest. Some of those arrested were repeat offenders. The Richland County Sheriff's Department ensures the community that they are continuing to combat the presence and use of drugs as well as the many dangers resulting from them.

**Broadcast Date:** April 21, 2020

**Source:** Local

**Description:** Kroger

As concerns continue to grow regarding safety and precautions for consumers throughout the Midlands, local Kroger managers stated that they were taking all employees temperature upon arrival each day, and are requiring them to wear a mask at all times while inside the store. They also gave the employees working through the pandemic a \$2/hour bonus to thank them for the extra measures they are taking and encourage them to continue to do so.

**Broadcast Date:** May 3, 2020

**Source:** Local

**Description:** Stay-at-Home becomes Voluntary

Governor McMaster announced that the current stay-at-home order would soon become voluntary rather than mandatory. He also announced that restaurants would soon be allowed to reopen for outside dining only if they choose. McMaster said these steps are part of his plan to slowly reopen the state and help keep the state economy afloat.

**Broadcast Date:** May 10, 2020

**Source:** Local

**Description:** McMaster allows dine-in restaurants

Governor McMaster announced that outside dining at restaurants who chose to open was now going into effect as part of phase two of his reopening plan. The restaurants will also be allowed to offer indoor dining, however they will be required to enforce 6 feet of distancing between each group of clients, as well as operate under a limited capacity.

**Broadcast Date:** June 24, 2020

**Source:** Local

**Description:** Mask Ordinance

The City of Columbia has passed a mask ordinance within city limits. The ordinance requires anyone inside Columbia city limits to wear a mask while inside any place of business, or outside within 6 feet of any other persons. Anyone over 10-years of age is required to wear a mask; Those with serious, preexisting health conditions or limitations are not required to wear a mask.

### **Public Service Announcements – Public Safety & Crime Prevention**

The station aired Public Service Announcements that pertained to Public Safety and Crime issues. Announcements were in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between April 1, 2020 and June 30, 2020:

<b>4/1 – 6/30</b>	<b>“Make the Call”</b> Health Resources and Services Administration	<b>:30</b>
<b>4/11 – 6/13</b>	<b>“Drunk Neon :30”</b> National Highway Transportation Safety Association	<b>:30</b>
<b>4/11 – 5/18</b>	<b>“Wildfire :60”</b> South Carolina Forestry Commission	<b>:60</b>
<b>4/4 – 5/31</b>	<b>“Management :30”</b> South Carolina Forestry Commission	<b>:30</b>
<b>4/1 – 5/31</b>	<b>“Overview :60”</b> South Carolina Forestry Commission	<b>:60</b>
<b>4/11 – 5/29</b>	<b>“Impact :30”</b> South Carolina Forestry Commission	<b>:30</b>
<b>4/11 – 5/18</b>	<b>“Wildfire :60”</b> South Carolina Forestry Commission	<b>:60</b>
<b>4/4 – 6/9</b>	<b>“Call 811 – Call Before”</b> South Carolina Broadcasters Association	<b>:30</b>
<b>4/1 – 6/23</b>	<b>“Call 811 – Football Fans”</b> South Carolina Broadcasters Association	<b>:30</b>
<b>4/4 – 6/8</b>	<b>“Call 811 – Tree Electric”</b> South Carolina Broadcasters Association	<b>:30</b>

## **ISSUE:                   MINORITY ISSUES**

*Good Day Cover Stories*

**Broadcast Date:** April 7, 2020

**Source:** Local

**Description:** Senior Citizen Free Meal Program

Senior Resources has created a program providing seniors with five free meals each week. This initiative was implemented to help keep senior citizens safe and indoors because the elderly population is at much higher risk of contracting and suffering potentially fatal complications from Coronavirus complications.

**Broadcast Date:** April 11, 2020

**Source:** Local

**Description:** Coronavirus and African Americans

The Dept. of Health and Environmental Control reported that an alarming number of African Americans have died so far from coronavirus. Of the 72 people that have died in the state, almost half were African American; Though health officials said it was most likely due to lack of access to proper health care and underlying medical conditions.

**Broadcast Date:** April 15, 2020

**Source:** Local

**Description:** Domestic Violence

Officials with "Sistercare", an initiative to stop domestic violence in Columbia, commented that there has been an increase in calls to their hotlines. People are having to stay indoors because of the pandemic. Officials said their shelter was not open, but they were putting victims in hotel rooms. The "Sistercare" telephone number was shown on-air as well as posted on the WACH website.

**Broadcast Date:** April 21, 2020

**Source:** Local

**Description:** Nursing Homes

Among many other businesses and establishments, nursing homes were also hit hard by the pandemic. Visitors were barred from coming to see their loved ones. Two staff members in Florence tested positive for the virus. This meant that the people they worked with could get the virus. Officials warned that seniors were at a higher risk of dying from the virus.

**Broadcast Date:** April 27, 2020

**Source:** Local

**Description:** SC Dept. of Corrections Cases

Officials reported that 43 corrections officers and 5 inmates tested positive for coronavirus in the state. Most of the cases were employees from Broad River Correctional. The facility has gone from 2 reported cases to 15 cases in just two weeks.

**Broadcast Date:** May 15, 2020

**Source:** Local

**Description:** Seniors Coronavirus Outbreak

Williamsburg County saw 150 new cases of Coronavirus as of May 15; Nearly half of them were from Carlyle Senior Care. Over 50 residents and 19 staff members had coronavirus. 6 of those people died. Officials said that they were testing and quarantining patients. Two anonymous people called and said that patients were being housed with healthy people.

**Broadcast Date:** May 30, 2020

**Source:** Local

**Description:** Jefferson Award given to Protest Organizer

Lawrence Nathaniel was given the Jefferson Award for organizing the Black Lives Matter protests at the State House. Nathaniel organized the protests along with city officials and leaders. He was also noted as spearheading a new chapter of Black Lives Matter in Columbia.

**Broadcast Date:** June 7, 2020

**Source:** Local

**Description:** Epworth Children's Home Fundraiser

The Epworth Children's Home in Columbia was asking for help with a fundraiser that would replace supplies lost in a fire. Many children lost shoes, clothes and other supplies when their supply building burned down due to an electric fire.

**Broadcast Date:** June 19, 2020

**Source:** Local

**Description:** Juneteenth

In the wake of nationwide protest, many called for Juneteenth to become a national holiday. On June 19<sup>th</sup> in 1865, slaves in Texas learned that they were free, two and a half years after President Lincoln signed the Emancipation Proclamation into effect and thereby outlawing slavery. Senator Daryl Jackson said he was introducing a bill that would make June 19<sup>th</sup> a national holiday.

**Broadcast Date:** June 22, 2020

**Source:** Local

**Description:** Saving Sarah's Seat

In 1954, a black woman sat down on a Comet bus and was thrown off after she refused to give up her seat. On this day, Comet announced they were running a campaign called 'Saving Sarah's Seat' that was geared to raise awareness toward the activist.

### **Public Service Announcements – Minority Issues**

The station aired Public Service Announcements that pertained to Minority issues. Announcements were in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between April 1, 2020 and June 30, 2020:

<b>4/4 – 6/27</b>	<b>"Better Together"</b> Fisher House – Columbia	<b>:30</b>
<b>4/23 – 6/9</b>	<b>"Delivery"</b> Fisher House – Columbia	<b>:30</b>
<b>4/1 – 6/13</b>	<b>"Chris :60"</b> Wounded Warrior Project	<b>:60</b>
<b>6/6 – 6/13</b>	<b>"Jason :60"</b> Wounded Warrior Project	<b>:60</b>

## ISSUE: EDUCATION

News at Ten Cover Stories

**Broadcast Date:** April 1, 2020

**Source:** Local

**Description:** State Dept. of Education - Grading Scale Changes

The South Carolina Dept. of Education issued a new plan for the remainder of the school year following the state-wide move to virtual learning amid the COVID pandemic. The plan includes no further mandatory testing, seniors will be given special consideration to earn course credits to help them prepare for further education, and students will receive credit for the courses they enrolled in during the spring semester.

**Broadcast Date:** April 27, 2020

**Source:** Local

**Description:** Students in Horry receive free meals

Students in Horry County were again offered free, prepared meal services after the program had previously been suspended for a month. Suspension of the program happened after one of the employees helping prepare and serve the meals tested positive for coronavirus.

**Broadcast Date:** May 7, 2020

**Source:** Local

**Description:** USC reopening in Fall

The University of South Carolina announced that they would resume in-person classes for the Fall 2020 semester. However, after Thanksgiving break students would resume the semester online. Officials said it was because of the dangers of students traveling during break and bringing back sickness to campus.

**Broadcast Date:** May 27, 2020

**Source:** Local

**Description:** Accelerate ED Students

“AccelerateEd” announced plans for summer school throughout the state. Summer classes would focus on students struggling with lessons in Kindergarten through third grade. Officials said that about 25,000 students would have to do in-person learning, while another 5,000 would learn virtually.

**Broadcast Date:** June 14, 2020

**Source:** Local

**Description:** Teacher Rally

Teachers from all over the state gathered at the State House to advocate for their black students. All over the Nation, protests were continuing after the death of George Floyd. The group rallied at the South Carolina Dept. of Education and marched to their final destination at State House. Teachers said they were there because of the injustice their black students face inside and outside the classroom.

### Public Service Announcements - Education

The station aired Public Service Announcements that pertained to Education issues. Announcements were in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between April 1, 2020 and June 30, 2020:

5/19 – 6/28	“Act 1 :30 (Pregnancy Accommodations)” South Carolina Human Affairs Council	:30
6/6 – 6/29	“Act 2 :30 (Pregnancy Accommodations)” South Carolina Human Affairs Council	:30
4/10 – 6/15	“At Home Learning :15” South Carolina Dept. of Education	:15

## **ISSUE: HEALTH SERVICES AND MEDICAL CARE**

*Good Day Cover Stories*

**Broadcast Date:** April 1, 2020

**Source:** Local

**Description:** Allergies v. Coronavirus

Allergy season was in full force when coronavirus began to grow in South Carolina. An SC ear, nose, and throat specialist shared information on how to tell the difference between coronavirus symptoms and seasonal allergies. He said, "You will feel coronavirus in your chest and lungs, which is different from an upper respiratory infection or sinus issue." He also mentioned that people should be aware of aches, pains, and tiredness outside their usual fatigue.

**Broadcast Date:** April 8, 2020

**Source:** Local

**Description:** Counties without Hospitals

Lawmakers are concerned not only with 10 South Carolina counties that do not have hospitals, but also that other counties that do have hospitals do not have any beds or space available within their Intensive Care Units. Health experts said that due to the surge in cases and positive test results, ICU's are filling up faster than they are capable of supporting. Those in counties without hospitals sometimes have to travel 30-40 minutes to get to the nearest one. State lawmakers are considering all possible options to provide sufficient healthcare to those in these counties without.

**Broadcast Date:** April 18, 2020

**Source:** Local

**Description:** Plasma Donations

State health officials say that they are looking into a potential treatment for those who are currently or will become infected with Coronavirus. The method uses the plasma of those who have already been infected and recovered from COVID-19. A group from Greenville, SC came to health officials in Columbia asking those who have recovered to donate plasma so that the antibodies they now carry may be distributed to people who were still fighting the virus.

**Broadcast Date:** April 25, 2020

**Source:** Local

**Description:** Prisma Surgeries Resume

Prisma Health announced that they will resume deferred surgeries that had previously been deemed non-essential by Governor McMaster. However, they were only responding to patients that were in severe pain or with progressive conditions that will affect long-term health.

**Broadcast Date:** May 6, 2020

**Source:** Local

**Description:** Richland Testing

The Medical University of South Carolina has begun providing free coronavirus testing for any resident living in the 29221 and 29229 zip codes within Richland County. State leaders say these particular zip codes were chosen because they have had the highest concentration of cases in South Carolina.

**Broadcast Date:** May 15, 2020

**Source:** Local

**Description:** Military Recruiting

Fort Jackson has implemented measures to help ensure that recruits are not spreading COVID-19. The base put in a 'phase' for new recruits where they were living only with the people in their units. They have also been holding virtual basic-training graduations in lieu of the usual in-person ceremonies due to the growing number of cases in the state.

**Broadcast Date:** June 19, 2020

**Source:** Local

**Description:** State Epidemiologist Cautions Public

Epidemiologist, Dr. Linda Bell is urging the people of South Carolina to practice health and safety precautions. She commented that she "knows people are tired of being indoors, and people are tired of being told what to do. But, the virus is not going to 'take a day off' and we each must do our part to prevent further spread of COVID."

**Broadcast Date:** June 21, 2020

**Source:** Local

**Description:** Richland Free Testing

As South Carolina has passed 1,000 confirmed cases of Coronavirus, Richland health officials have orchestrated an extensive testing event where hundreds of people could be tested for coronavirus. The testing was held at Benedict College where people drove their cars in a drive-thru fashion to receive their test and results. Officials said they had a very large turnout of people of all ages and backgrounds.

### **Public Service Announcements – Health Services & Medical Care**

The station aired Public Service Announcements that pertained to Health Care and Education, child health and teen drug abuse, child safety, and other miscellaneous topics. Announcements were in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between April 1, 2020 and June 30, 2020:

<b>4/1 – 6/27</b>	<b>“Epilepsy Foundation”</b> Epilepsy Foundation	<b>:30</b>
<b>4/1 – 6/23</b>	<b>“COVID-19 :30”</b> United Way	<b>:30</b>
<b>4/1 – 6/14</b>	<b>“COVID-19 :30”</b> South Carolina Broadcasters Association	<b>:30</b>
<b>4/1 – 6/18</b>	<b>“COVID-19 :30”</b> Department of Health and Environmental Control	<b>:30</b>
<b>4/1 – 6/30</b>	<b>“Luke :60”</b> St. Jude Children’s Hospitals	<b>:60</b>
<b>4/4 – 6/27</b>	<b>“Azalea :30”</b> St. Jude Children’s Hospitals	<b>:30</b>
<b>4/1 – 6/29</b>	<b>“Azalea :15”</b> St. Jude Children’s Hospitals	<b>:15</b>
<b>4/3 – 6/23</b>	<b>“COVID-19 CMNH”</b> Children’s Miracle Network Hospitals	<b>:30</b>
<b>4/3 – 6/20</b>	<b>“COVID-19 Appeal :30”</b> American Red Cross	<b>:30</b>
<b>4/22 – 6/13</b>	<b>“Great Strides :30”</b> Cystic Fibrosis Foundation	<b>:30</b>

## ISSUE: CIVIC RESPONSIBILITIES

*News at Ten Cover Stories*

**Broadcast Date:** April 7, 2020

**Source:** Local

**Description:** \$0.99 Gas in Downtown Columbia

As a small gesture of positivity and help amongst the COVID-19 pandemic, the Amoco located at the corner of Gervais St. and Bull St. offered gas at the price of \$0.99 for a day. Gas prices did fall dramatically during the beginning of the pandemic, however the store owner felt that so many have fallen on hard times and are struggling to make ends meet, and a simple gesture such as this could help many residents in the area.

**Broadcast Date:** April 11, 2020

**Source:** Local

**Description:** Coronavirus Hair

Since hair salons have been closed for quite some time, we spoke with a local hair-stylist about some ways to take care of your hair at home while professional services are unavailable. She urged people not cut their own bangs or dye their hair with any over-the-counter products. She encouraged people to “relax and embrace their own natural beauty”; She also mentioned that most people’s hair would appreciate a break from chemicals and damage caused by styling, and would likely be much healthier by the time salons are allowed to reopen.

**Broadcast Date:** April 12, 2020

**Source:** Local

**Description:** Easter during Pandemic

Celebrating Easter weekend looked very different for most this year, as local places of worship have still not been permitted to reopen amidst the COVID-19 pandemic. Some churches offered drive-thru celebrations, and others found different ways to still offer prayer, communion, and gifts to their members while practicing safe social-distancing.

**Broadcast Date:** April 17, 2020

**Source:** Local

**Description:** Hilinski Helps

University of South Carolina football player Ryan Hilinski traveled to Hampton County after a tornado caused severe damage. He brought with him supplies, food, clothes, and other things to give to the people affected by the damage and lives lost due to the storm.

**Broadcast Date:** May 3, 2020

**Source:** Local

**Description:** Knowledge Sims Vigil

A vigil was held for a little boy who was killed after a stray gunshot struck him while in his Columbia home. The vigil was a chance to remember and pay tribute to the loss of the child, but it was also a call for justice and the ever-growing need for gun-control and prevention of gun violence.

**Broadcast Date:** May 3, 2020

**Source:** Local

**Description:** Midlands Gives

The 2020 annual Midlands Gives fundraiser has surpassed the amount of total money raised in 2019. The event was forced to be held entirely online and virtually due to the COVID pandemic; Nevertheless, the Midlands community was able to raise over \$82 million during the event and its efforts.

**Broadcast Date:** May 14, 2020

**Source:** Local

**Description:** Absentee Primaries

All South Carolina residents who were registered to vote were given the opportunity to vote absentee in June’s primaries. Additionally, state officials designated \$15 million to cover the costs of safety and health precautions for those who chose to vote in-person.

**Broadcast Date:** June 23, 2020

**Source:** Local

**Description:** Justice Act

After the death of George Floyd, people all over the country were calling for police reform. Governor McMaster and Senator Tim Scott met to discuss the Justice Act; A piece of legislation that called for greater accountability and transparency among law enforcement.

### **Public Service Announcements – Civic Responsibilities**

The station aired Public Service Announcements that pertained to Civic Responsibilities, including need for volunteerism, community pride, combating littering, and other miscellaneous topics. Announcements were in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between April 1, 2020 and June 30, 2020:

<b>4/1 – 6/11</b>	<b>“I Will :15”</b> Army National Guard	<b>:15</b>
<b>4/1 – 6/30</b>	<b>“I Will :30”</b> Army National Guard	<b>:30</b>
<b>4/25 – 6/3</b>	<b>“America’s Marines”</b> US Marine Corps	<b>:30</b>
<b>4/1 – 6/30</b>	<b>“Anthem”</b> US Marine Corps	<b>:30</b>
<b>4/9 – 6/25</b>	<b>“For Country”</b> US Marine Corps	<b>:30</b>
<b>4/1 – 6/1</b>	<b>“Dear Humans”</b> Best Friends Animal Society	<b>:30</b>
<b>4/4 – 6/30</b>	<b>“Adopt Change”</b> Best Friends Animal Society	<b>:60</b>
<b>5/16 – 6/27</b>	<b>“Scoob :30”</b> Best Friends Animal Society	<b>:30</b>
<b>5/16 – 6/30</b>	<b>“Scoob :60”</b> Best Friends Animal Society	<b>:60</b>
<b>4/2 – 6/29</b>	<b>“Empower 4”</b>	<b>:15</b>
<b>4/1 – 6/30</b>	<b>“Empower 2”</b>	<b>:30</b>

## **ISSUE: Business Growth and Economic Development**

*Good Day Cover Stories*

**Broadcast Date:** April 3, 2020

**Source:** Local

**Description:** Unemployment Spike

After the recent spike in unemployment and layoffs, we worked to find local businesses and companies that are still hiring despite the newfound hardships of the COVID pandemic. Among those that were hiring, Walmart shared that they will continue hiring going forward, and the hiring process typically takes around 24 hours. We also spoke with a local resident who had filed for unemployment after being laid off, but was continuing to look for a new job. We offered helpful information and tips for those in the same situation looking for new or additional work during the pandemic.

**Broadcast Date:** April 20, 2020

**Source:** Local

**Description:** Lyft Drivers during pandemic

Following the local stay-at-home order/ curfew, Lyft and other rideshare drivers have had to change their availability to be in compliance with the new city regulations. Drivers have also had to drive in new routes as well as not offering service to or from certain locations. One driver was interviewed and shared that he was struggling financially since there are less people traveling or out-and-about. He also mentioned that he was taking measures to thoroughly clean and disinfect his vehicle following each customer, for those was cleaning and disinfecting his care regularly.

**Broadcast Date:** April 21, 2020

**Source:** Local

**Description:** Reopening

Governor McMaster announces that some non-essential businesses could reopen as long proper social distancing guidelines were enforced. He also allowed small towns and cities to individually choose whether to open public beach and lake access. He added that law enforcement would still police groups of more than three people gathering in public.

**Broadcast Date:** April 26, 2020

**Source:** Local

**Description:** Flea Market Reopens

Flea markets could reopen as a part of Governor McMaster's plan to gradually begin reopening the state. Several flea markets chose to open following the decision, but officials said they were not as busy as usual, and new safety procedures were being implemented to help people stay safe and healthy.

**Broadcast Date:** May 6, 2020

**Source:** Local

**Description:** Accelerate SC Update

Accelerate SC taskforce met and discussed the reopening of salons and indoor restaurants. Governor McMaster was expected to make an official announcement but hinted at not opening them immediately. Health officials said they are diligently working to be able to test more people.

**Broadcast Date:** May 15, 2020

**Source:** Local

**Description:** Business Liability

After some businesses in South Carolina were worried about reopening and facing repercussions of clients who may contract COVID, AccelerateSC held a meeting so business owners could voice their concerns. Local business owners mentioned that they would be vigorously cleaning their restaurants and trying their best to keep customers safe, but urged the council to put some protective measures in place for those businesses who did open.

### **Public Service Announcements – Business Growth & Economic Development**

The station aired Public Service Announcements that pertained to business and economic development. Announcements were in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between April 1, 2020 and June 30, 2020:

<b>4/2 – 6/2</b>	<b>“SC MEP 1”</b> South Carolina Broadcaster Association	<b>:30</b>
<b>4/2 – 6/30</b>	<b>“SC MEP 2”</b> South Carolina Broadcaster Association	<b>:30</b>
<b>4/4 – 6/13</b>	<b>“SC MEP 3”</b> South Carolina Broadcaster Association	<b>:30</b>