

Third Quarter 2007  
9/30/07

**QUARTERLY DESCRIPTION OF WACH TV PROGRAMS PROVIDING  
THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

PROGRAM	DAY	TIME
<b>Local News</b>		
<b>WACH Fox News at 10 pm</b>	Monday through Friday	10:00-10:35 pm
The above program is a locally produced news program presenting a mix of news, weather, sports, including some issue-responsive segments and multi-part series.		
<b>WACH News Good Day</b>	Monday through Friday	6:00-9:00am
This program is a locally produced news program presenting a mix of news, weather, sports, including some guests being interviewed concerning local concerns and activities.		
<b>News Series</b>	Any Day	Within Local News
Multi-part mini-documentary news series, usually dealing with one issue or a series of related issues, are aired during the 10 pm newscast. The duration of each program is usually two to three minutes, unless otherwise indicated.		
<b>Fox News Sunday</b>	Sundays	10:00-11:00 am
This Fox News interview program usually has one or more guests being questioned about subjects in the news. Moderator, Tony Snow, and other reporters conduct the interviews.		
<b>America's Most Wanted</b>	Saturdays	9:00-10:00 pm
This network program features criminals wanted for various charges. The program has been responsible for capture of suspects wanted by the FBI, including the FBI's Most Wanted list.		
<b>Public Service Announcements</b>	Any Day	Any Time
Varying length announcements (:10, :15, :20, :30, and :60) that air throughout the station's broadcast day about issues of community interest.		

## **PROGRAMS PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

### **Public Safety and Crime**

(including homeland security, crime rate, youth violence, gun control, increased presence of law enforcement, antiquated prison system, tougher sentencing, school safety, neighborhood crime watch)

#### **FOX NEWS SUNDAY**

**7-8-07**

Guests Rep. Chris Van Hollen, Rep. Chris Cannon, and Rep. Peter Hoekstra interviewed re the threat of terror attacks in the US.

#### **WACH NEWS GOOD DAY**

**7-9-07**

US Attorney Reggie Lloyd talked about the second Project Ceasefire Gang Summit. Brookland Baptist Banquet and Conference Center will sponsor it.

#### **WACH NEWS AT TEN**

**7-10-07**

“Protect your Child from gangs” - that is the strong message coming from State Law Enforcement”. You may have seen a public service announcement recently -it is part of “Project Safe Neighborhood” that shows how Guns and Gangs ruin lives. The Brookland Conference Center was filled with citizens wanting to stop that type of violence in their backyards. They are taking part in the “Project Ceasefire” - an Anti-Gang Summit sponsored by the Department Of Justice and the U. S. Attorney’s Office. .

#### **WACH NEWS AT TEN**

**7-11-07**

Richland County Deputy Sheriff Amanda Lee spoke about safety tips for women shopping alone. Deputy Lee outlined five basic defensive actions to take if accosted when walking to or entering your car. These include using your elbow to hurt the predator, never sit in your car for a time after entering, lock the doors immediately, drive quickly away, and when accosted at gunpoint, drive your vehicle very fast into an obstacle in order to deploy your airbag and injure the predator, then run away.

#### **WACH NEWS GOOD DAY**

**7-11-07**

Protecting your children from gangs. That is the strong message coming from SLED. It is part of “Project Safe Neighborhood.” In addition, shows how guns and gangs can ruin lives. Brookland conference center wants to stop that type of violence in their backyards. They are taking part in the “Project Ceasefire” Anti-Gang Summit.

#### **WACH NEWS AT GOOD DAY**

**7-12-07**

Guest Lexington County Sheriff James Metts spoke about the Public Safety Citizens Academy Graduation held July 10. Sheriff Metts said the goal of the Public Safety Citizens Academy is to inform citizens about law enforcement, fire and emergency medical service operations in Lexington County. Metts said, “I encourage citizens to enroll in the Citizens Academy and work in partnership with law enforcement, fire and EMA personnel to enhance public safety.

**WACH NEWS GOOD DAY****7-20-07**

Normally when you have an emergency you call 911 to alert responders, but now the City of Columbia has a new system that alerts you if there's an emergency in the area - it is called "Reversed 911". The system allows the city to notify you on your landline phone and provides what could be life saving information. 911 director Mike King says the system will help keep Columbia residents safe when they least expect emergencies.

**FOX NEWS SUNDAY****7-22-07**

Guests Fran Townsend, Assistant to the President for Homeland and Counterterrorism, and Senator Kit Bond were interviewed regarding the threat of terrorism in today's society.

**WACH FOX NEWS AT TEN****7-22-07**

Hundreds came together at the state fairgrounds Saturday in an effort to build race relations and stop crime. The local organization known as Project Unity hosted United Fest 2007 to bring the people of Columbia together. The group talks with local gangs, prostitutes, and drug dealers to stop crime.

**WACH NEWS GOOD DAY****7-23-07**

Guest Susan Brown. Brown was abandoned as an infant and grew up in Foster Care. The foster homes she was put in were often abusive she claims to have been beaten, starved, raped. At one home she was forced to sleep on a metal crib with netting to prevent her from escaping. When she was 5 years old, her biological mother relinquished parental rights and Susan was adopted into a loving home. She met the man she married and had 4 kids with when she was 12 years old ranging in age from 35 to 11. She finds her inner strength in her family.

**WACH NEWS GOOD DAY****7-27-07**

It's no secret the safety of your child is top priority, especially when you are traveling. That is why Columbia Police Department traffic unit offered free child safety seat checks. Officers help ease parents concerns by showing them the right way to use a seat.

**WACH NEWS GOOD DAY****8-14-07**

Columbia Police are stressing gun safety after a 3-year-old boy was accidentally shot and killed by another toddler. The Department is handing out gunlocks all weekend. They are free, no questions asked. Sergeant Florence McCants says the Department is giving them away to keep kids safe.

**WACH NEWS AT TEN****9-2-07**

While most U.S.C. fans were busy celebrating the Gamecocks winnings, Columbia police were busy protecting people with "Operation Welcome Back". It is an effort to ensure safety in areas like Five Points when college students are first back in town, that produced 325 and 93 arrests. Police say they will have more "Operation Game Weekends" throughout football season.

**WACH NEWS AT TEN****9-12-07**

Richland County Deputies go undercover searching the internet for local women selling sexual services on line. Deputy's set up shop at a local hotel - they made four busts. Investigators say these types of stings are always at different locations on different days of the week and use different undercover Deputies.

**WACH NEWS AT TEN****9-21-07**

Here in Columbia USC is taking steps to ensure student safety if a shooting were to happen. This past Semester the University Instituted a new alert system - administrators call it a faster more efficient way to keep everyone in an emergency situation. Students will receive text message alerts from the school. USC Spokesman Russ McKinney says texting is the most efficient way to spread the word. Nearly 20,000 students are signed up to receive the service

**WACH NEWS AT TEN****9-27-07**

Deadly motorcycle accidents are up in South Carolina and the Public Safety Department would like to reverse that. A Motorcycle Task Force met yesterday morning to address the issue. Members recommend a Public Awareness Campaign that encourages safety equipment like helmets. Ed Harmon with the Public Safety Department says a record 106 deadly motorcycle accidents happened last year.

**WACH NEWS AT TEN****9-28-07**

Saving young lives - that's the goal of a Program Called "Alive at 25" which teaches teenagers to make smart decisions while driving. This is the program's first year at Dutch Fork High School and more than 500 students have completed it. As a payoff some of the participants got cool rides in Golf Carts this morning and a few sweet treats for Breakfast in the form of doughnuts - all in the name of safer driving.

**Public service Announcements**

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 July 1 and September 30, 2007:

8/5	"Act Now 15"	:15
Ad Council – Youth Reckless Driving		
8/4	"Act Now 30"	:30
Ad council – Youth Reckless Driving		
7/28-9/13	"Bulletin Board"	:30
US Dept. of Justice – Online sexual exploitation		
7/1-7/10	"Everyone Knows Your Name"	:60
US Dept. of Justice – Online sexual exploitation		
7/1-9/30	"Mothers"	:60
Ad Council – Reducing gun violence		

7/1-9/22	"Precious Cargo-15"	:15
Ad Council – Need booster seats for kids		
7/1-9/24	"Precious Cargo – 30"	:30
Ad Council – Need booster seats for kids		

## **PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

### **Minority Issues**

(including urban neighborhood revitalization, affordable education, minority representation in government, confederate flag, discrimination in the workplace, television coverage of African American community events, race relations)

#### **WACH NEWS GOOD DAY**

**7-5-07**

Guest Dr. and author Andrew Billingsley discussed his book *Yearning To Breathe Free: Robert Smalls and his Families*. Smalls was born a slave in Beaufort, SC. He was raised with his master's family and grew up amid an odd balance of bondage and privilege. He became a significant Civil War hero with more than 17 voyages and combat missions.

#### **WACH NEWS GOOD DAY**

**7-25-07**

Guest : Matt Thompson, Assistant Event Director for Columbia Promise Keepers. Promise Keepers mission is to ignite and unite men to become passionate followers of Jesus Christ through the effective communication of seven promises to God, their fellow men, family, church and the world.

#### **WACH NEWS AT TEN**

**8-5-07**

A federal judge will be honored this month for decades of work for the civil rights movement. Judge Matthew Perry, Jr. will receive the Thurgood Marshall award from the American Bar Association. Perry was an attorney during the 50's and 60's. He tried more than six thousand cases and secured the release of seven thousand people protesting segregation. Among those people, he released...James Clyburn, now a South Carolina Congressman. In addition, Oliver Hill who passed away, was part of the lawsuits that would become Brown versus The Board of Education.

#### **WACH NEWS GOOD DAY**

**8-8-07**

In the Eau Claire Community the Metropolitan Columbia Coalition of 100 Black Women is part of a 24 city push urging the music industry to show respect for all people. The local coalition is asking the recording industry to eliminate all offensive words in the music they make calling it a defense of decency.

#### **WACH NEWS GOOD DAY**

**8-27-07**

The Celebration of a legacy in Columbia remember "Celia Mann" at the Festival of Heritage. She's one of South Carolina most celebrated free Black Women.

#### **WACH NEWS GOOD DAY**

**8-31-07**

Hispanics "used" to work primarily in Agriculture in South Carolina but are now working "more" in construction, animal slaughter and landscaping. That's according to a study prepared by The University of South Carolina's consortium for Latino immigration studies for the State Commission for Minority Affairs.

**WACH NEWS AT TEN****9-18-07**

The focus of a health fair is to urge African Americans educate themselves and loved ones about how regular visits can improve health. Folks were able to get free health screenings at "Tom Joyner's take a Loved One to the Doctor Day." The event offered free diabetes, blood pressure and cholesterol screenings

**WACH NEWS AT TEN****9-28-07**

Claflin University finds itself among The Highest Rated Black Colleges in America. Number seven according to U. S. News and World Report. Claflin is the highest rated Black College in The Carolinas. South Carolina State is ranked 22<sup>nd</sup>.

**WACH NEWS AT TEN****9-29-07**

These little dancers have a lot in Spanish Pride. They were dancing today at Fort Jackson's annual Hispanic Festival. Folks say they came for the food, music and the dance contests – this is the largest Hispanic Festival in Columbia.

**Public service Announcements**

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 July 1 and September 30, 2007:

7/28-9/23	"Build a Dream – 20"	:20
Martin Luther King Jr. National Memorial Project Fund – Fundraising		
7/4-7/23	"Schedule"	:30
Ad Council – Supporting minority education		
7/28-9/15	"NBA Legends - 60"	:60
Martin Luther King Jr. National Memorial Project Fund – Fundraising		
7/1-9/1	"Anthem"	:30
United Negro College Fund – Fundraising		
7/23-7/28	"Mower"	:30
United Negro College Fund – Fundraising		
7/23	"Mailbox"	:15
United Negro College Fund – Fundraising		
7/21-8/11	"Blood Bank"	:15
United Negro College Fund – Fundraising		

## **PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

### **Education**

(including literacy, and S.C. national placement, more internships for youth, parental involvement, need to clean up school curriculum, funding for various programs.)

#### **WACH NEWS GOOD DAY**

**7-2-07**

Cost is one of the top barriers cited as a reason South Carolina's largest colleges and universities have trouble increasing their percentages of black students. Clemson University's Director of Access and Equity, Byron Wiley, says an increase in tuition coupled with few need-based financial aid options is hurting the University's efforts to recruit more black students.

#### **WACH NEWS AT TEN**

**7-2-07**

One of South Carolina's historically black colleges is receiving some financial help from the US Department of Education. Sumter's Morris College is slated to a 1.6 million dollar grant to be used for academic resources, financial management and endowments.

#### **WACH NEWS AT GOOD DAY**

**7-18-07**

Guests Betsy Marshall, Countdown To Kindergarten Director and Dan Wuori, SC First Steps Deputy Director. They discussed what parents can do to prepare a child for Kindergarten. First Steps is the state's school readiness agency, working on a grassroots level in every South Carolina county to ensure children reach school ready to learn.

#### **WACH NEWS AT TEN**

**7-19-07**

Some high school students scored a chance to voice their education concerns in the state. Seven students were chosen for this sit down discussion with State Education Superintendent Jim Rex. The group addressed education concerns for public schools at ETV studios. Rex says he is glad to have the chance to talk with the students – and give them a little future advice – “You're competing with not just other states – you're competing with India and China where the world power is in the future.”

#### **WACH NEWS AT TEN**

**7-19-07**

The 1890 Research and Extension Program are sponsoring a camp at South Carolina State University. Mini-Moguls Camp is the name. It is for kids nine to 15 years old and teaches them how to make smart financial decisions. The younger kids learn the basics of business while the older kids work on starting a business. It is a camp that makes crunching numbers fun.

#### **WACH FOX NEWS AT TEN**

**7-20-07**

Some high school students scored a chance to voice their education concerns. They were chosen for a sit down discussion with State Education Superintendent Jim Rex. The group addressed education concerns for public schools at the ETV studios.



**WACH NEWS AT TEN****7-27-07**

The Annual Tax Free weekend is here and that means good deals and the start of another school year. However, it could also mean back-to-school frauds. College tuition increases are forcing more students to apply for Financial Aid. However, before applying make sure you do your homework. Scholarship information is free so you do not have to pay for it a scholarship service cannot guarantee you will get the scholarship until they review your application. You can be sure it is a fraud. In addition, we say you should never write your bank information on a scholarship application and always read the fine print.

**WACH NEWS GOOD DAY****8-2-07**

Adventure Children's Museum is picking up a nice sized check to help achieve a healthier lifestyle. Adventure is getting a \$150,000.00 grant from the Institute of Museum and Library Services. The money will support teaching families about healthy lifestyles and promoting children's learning.

**WACH NEWS AT TEN****8-03-07**

Richland County School District Two wants the state to pay for some new buildings. Administrators will petition the state board of education in September to use nearly 1.2 million dollars in state funding to renovate schools not pay down debt.

**WACH NEWS GOOD DAY****8-10-07**

Presbyterian College is considering opening a new pharmacy school. The school's president says a proposal will be revealed next month and the board of trustees will make an initial decision in February.

**WACH NEWS GOOD DAY****8-21-07**

In Richland County One the first night of classes for several students. This is the second year for the District's "Night High School." It provides an alternative for students who have not been able to complete their education in the traditional way. Coordinator Kerry Abel says this program is designed to meet students where they are and they succeed.

**WACH NEWS GOOD DAY****8-27-07**

Newberry Nursing Students are getting a big boost this year. The Blue-Cross Blue-Shield Foundation has awarded the College Nursing Program \$230,000.

**WACH NEWS AT TEN****9-2-07**

The Richland Two School District is making life easier for parents. New Technology allows you to literally track your child's academic progress from any computer with internet access. It is the parent portal - a new web-based system that gives parents immediate access to student's grades, attendance, and homework assignments.

**WACH NEWS AT TEN****9-4-07**

According to the National Association for year-round education, about three-thousand schools nationally are throwing out a long summer break. Instead, they are offering more vacations during the school year. A report from The Center for Summer Learning at Johns Hopkins University shows if a child has the traditional 10-to-12 weeks off, their math and reading test score are lower in the fall than in the spring.

**WACH NEWS AT TEN****9-6-07**

Some of the Poorest Rural School Districts in South Carolina are suing the State. Thirty six Districts voted to pursue this course of action. Steve Morrison is the Attorney representing them. Morrison says without adequate funding students won't have the chance to get a 21<sup>st</sup> century education. Morrison and the school districts are appealing a 2005 ruling in which Judge Thomas Cooper said poor children needed more education.

**WACH NEWS AT TEN****9-7-07**

More than 300,000 students in six grades were tested last May in English, Language Arts, Math, Science and Social Studies. The report card is in and the news is good. It shows South Carolina Students are improving on Standardized Tests. The State Education Department reports more students met state standards in 2007 on PACT.

**WACH NEWS AT TEN****9-10-07**

200 Lucky students at North Central High School in Kershaw County has laptops. The Superintendent helped start the I-Can Initiative. It provides wireless Laptops for both High School students and teacher's students and are thrilled to be able to take their laptops home. Kershaw County made it a priority to fund the project.

**WACH NEWS AT TEN****9-14-07**

The University of South Carolina is celebrating the grand opening of their newly renovated Athletics Academic Center. Officials say the opening represents collaboration between the library and the Athletics Department. The Center has a computer lab, tutorial space and a large multi-purpose room. The Library and Athletics Department spent 250,000 dollars to renovate the space.

**WACH NEWS AT TEN****9-19-07**

Blythewood Middle school's Annual Career Fair gives students the tools they need to enter the work force. Students learn about job requirements—helping them figure out what field they want to go into. Career counselor's say the event can change the direction some students are headed.

**WACH NEWS AT TEN****9-21-07**

Orangeburg has a Community Center they say will empower kids and adults. The Empowerment Center is on the old Nix Elementary School grounds. It has computer Labs, A Media Center and a work out center. The Department of Commerce funded the 1.2 million dollar project and Freddie Mac gave 600,000 Dollars as well. Hope Worldwide helped facilitate the center.

**WACH NEWS AT TEN****9-24-07**

Eight years into its existence "First Steps" has helped about 340 thousand children and their families get ready for school. Now, the program has a new 4 million dollar grant from the Federal Education Department to help further that mission through additional training and resources. State Superintendent Jim Rex is once again emphasizing the importance of early learning.

**WACH NEWS AT TEN****9-28-07**

Officials at South Carolina State Campus in Orangeburg are considering re-opening old dormitories and building new ones to ease a housing crunch. According to an article in The Times and Democrat, University President Andrew Hugine told trustees the school may re-open "Miller Hall". That would add about 68 rooms. S. C. State enrolled it's largest Freshman Class ever this year and found itself overwhelmed when there weren't enough rooms for all students who had paid for them.

**Public Service Announcements**

The station aired Public Service Announcements that pertained to Education and Literacy. Announcements were in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between July 1 and September 30, 2007:

7/1-9/30	"ATM"	:30
Ad Council – Talk with your toddler to stimulate early learning		
9/15-9/23	"Supermarket"	:15
Ad Council – Talk with your toddler to stimulate early learning		
9/13-9/17	"Open your Child's Mind"	:30
Ad Council – Lifelong Literacy		
9/26-9/30	"Camelot60"	:60
Ad Council - Lifelong Literacy		
7/1-9/16	"Camelot30"	:30
Ad Council – Lifelong Literacy		
9/29-9/30	"OZ60"	:60
Ad Council – Lifelong Literacy		
7/1-8/18	"OZ30"	:30
Ad Council - :Lifelong Literacy		
9/16	"Woolfolk-RCPL"	:30
WACH-TV/Richland County Library – To promote reading		

## **PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

### **Health Services and Medical Care**

(including affordable health care, parenting and family issues, teen drug use, teen pregnancy, child abuse, health care for elderly, funding for disaster relief, safety issues, effects of budget cuts on mental health community.)

#### **WACH NEWS GOOD DAY**

**7-10-07**

Guest Forrest Alton from SC Campaign to Prevent Teen Pregnancy presented artwork from the *Bonding For Life* resource book for teen parents. The Prevention of Adolescent Pregnancies is in the best interest of the Adolescents, their families, and society.

#### **WACH NEWS GOOD DAY**

**7-16-07**

Guest Dean Jones Executive Director of Children's Chance Photos and Art announced the Children of Hope 2007 Art Exhibit - Artwork Masterpieces created by children with cancer! The exhibit is held at the Columbia Museum of Art, located at 1515 Main Street, during the months of June & July 2007. Children's Chance is a non profit organization established in September 1996 to assist families facing Pediatric Cancer in South Carolina. Jones reminded us that 70% of all children diagnosed with cancer will survive

#### **WACH NEWS AT TEN**

**7-29-07**

The health care system is a growing concern for many Americans. One local group is trying to change the system right here in South Carolina. The South Carolinians for Universal Health Care met to discuss improving healthcare for the state. The group wants affordable health insurance for all South Carolinians.

#### **WACH NEWS GOOD DAY**

**7-31-07**

Guest Dan Wuori, Director of First Steps of SC. SC improved slightly in an annual report on the well-being of children but still ranks among the nation's five worst states. SC ranks in the bottom ten states on six of ten indicators: rates of teen birth and infant mortality; the percentage of teens not attending school; teens not working; children in poverty; low birth weight babies; and children in single-parent families.

#### **WACH NEWS GOOD DAY**

**7-23-07**

Guest Jason Deierlein, author of *Return From A Comatose Mind*. Return from a Comatose Mind is an astonishing true account of teenager Jason Deierlein's Car accident which put him into a coma and his slow recovery. An inspirational book about learning to appreciate what you have.

**WACH NEWS GOOD DAY****8-6-07**

Guest Dr. Gibbons is the regional medical director of Doctor's Care in the Midlands. Dr. Gibbons talked about getting sports physicals for students interested in sports at public schools. He and Doctor's Care recommends a sports physical six weeks prior to the starting date of a new sports season.

**WACH NEWS GOOD DAY****8-28-07**

Some concerns about South Carolinians and their waistlines. According to a new survey Palmetto State residents rank fifth in the nation for obesity..

**WACH FOX AT TEN****9-4-07**

The Richland Two School District is making life easier for parents. New Technology allows you to literally track your child's academic progress from any computer with internet access. It is the parent portal - a new web-based system that gives parents immediate access to student's grades, attendance, and homework assignments.

**WACH NEWS AT TEN****9-7-07**

On the Health WACH a study shows being pregnant may increase your risk of a certain type of eating disorder. Researchers say for some women pregnancy makes them want to binge eat. The eating disorder is different from normal pregnancy cravings because out is categorized by an out of control period of time when someone eats large portions of food at once.

**WACH NEWS AT TEN****9-7-07**

Doctors say to protect yourself from heart disease just remember to brush your teeth. A new study out of the U.K finds adults who lose their teeth from cavities and gum disease are at an increased risk of dying from heart disease. Researchers think the cause could be bacteria in the mouth that gets into the bloodstream.

**WACH NEWS AT TEN****9-11-07**

South Carolina Public Health officials say they want to improve turnout for flu shots at public clinics. D-HEC officials are ordering a record 290,000 flu shots for the upcoming season. That is 15,000 more than the State bought last year. Vaccinations should arrive by the end of October.

**WACH NEWS AT TEN****9-17-07**

Governor Mark Sanford is proclaiming September as Ovarian Cancer Awareness Month. Governor Sanford is encouraging everyone to work together to increase awareness of the deadly disease. Sanford says "Ovarian Cancer Month" will provide an opportunity learn more about the causes and symptoms.

**WACH NEWS AT TEN****9-17-07**

An effort is underway in South Carolina to raise awareness about Brain injuries. The South Carolina 'Brain Injury Alliance' announced an 18 month effort to increase knowledge of injuries. More than 100 Billboards will be displayed across the State. Those affected by brain injuries say it is a start.

**WACH NEWS AT TEN****9-18-07**

On the Health WACH, the Centers for Disease Control reports South Carolina has one of the highest Diabetes rates in the country. Experts are working on a cure. One proposal is curing diabetes with the help of pigs.

**WACH NEWS AT TEN****9-27-07**

DHEC officials have found two mosquitoes near a Two Notch Road Shopping Center that have tested positive for the potentially deadly "West Nile Virus". Officials tested mosquitoes near the Midlands Shopping Center and found the Virus. Columbia's Development Services Department has sprayed near the Midlands Shopping Center, in an attempt to eliminate the spread of the virus.

**FOX NEWS SUNDAY****9-30-07**

Guests Sen. Charles Schumer, (D-NY), Sen. Trent Lott, (R-MS), David Yepsen, Des Moines Register Political Columnist and James Pindell, Boston Globe NH Political Correspondent are interviewed re the Senate's Children Health Insurance Plan.

**Public Service Announcements**

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 July 1 and September 30, 2007:

7/1-9/30	"Dudley"	:30
American Dental Association – Benefits of brushing and flossing teeth		
7/1-9/29	"Neurofibromatosis-60"	:60
Children Tumor Foundation – Education and fundraising		
8/4	"Phone Booth"	:10
Narcotics Anonymous – Drug Abuse		
7/21	"First Meeting"	:10
Narcotics Anonymous – Drug abuse		
7/21-9/16	"The Works"	:10
PFDFC – Dangers of drugs (aimed at kids 6-10)		
7/1-9/30	"Be A Player-15"	:15
Ad Council – Preventing childhood obesity		

7/1-9/30	"Be A Player-30"	:30
Ad Council – Preventing childhood obesity		
7/2	"Still Time For Shot-60"	:60
National Foundation for Infectious Diseases – Kids need flu vaccine		
8/24	"Tracey"	:30
Donate Life – Promoting organ donation		
8/21	"Tyler"	:30
Donate Life – Promoting organ donation		
7/21	"JePaul-60"	:60
Donate Life – Promoting organ donation		
7/1-7/29	"Bullseye-30"	:30
Ad Council – Strike awareness		
8/18	"Light the Night 60"	:60
Leukemia & Lymphoma Society - Fundraising		
8/2	"Light the Night 30"	:30
Leukemia & Lymphoma Society - Fundraising		
8/5-9/15	"Broadway 30"	:30
Autism Speaks – Child Autism Awareness		
8/5-8/12	"Broadway 15"	:15
Autism Speaks – Child Autism Awareness		
7/1-9/30	"Grandpa"	:30
Ad Council – Childhood Obesity		
7/1-7/28	"Veggie Therapy"	:30
PCRM – Proper Diet		
8/11	"Emily"	:30
Ad Council – Prevention of Underage Drinking		
7/23	"Downward Spiral 60"	:60
NARCONON – Alcohol and Drug Addiction		
7/1-9/15	"Downward Spiral 30"	:30
NARCONON – Alcohol and Drug Addiction		
8/26-9/22	"Healthy Athletes"	:30
SC Special Olympics – Special Olympics 11/3		
7/29-9/29	"Fall Games"	:30
SC Special Olympics – Special Olympics		

7/1-8/5 "Protective Gear" :15  
The Cancer Project – Proper Diet for Kids



## **PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

### **Civic Responsibilities**

(including need for volunteerism, lack of trust in elected officials, need for recreational facilities for families, safer streets and highways, increased pride in the community, littering, Homelessness, welfare reform, role modeling for youth, church involvement in charities, accountability for charities,)

#### **WACH NEWS AT TEN**

**7-9-07**

Myrtle Beach Television station WPDE has announced plans to host a January Democratic Presidential Debate. The Congressional Black Caucus Institute picked the location. The Myrtle Beach Chamber Of Commerce will not publicly discuss the debate until Congressman James Clyburn issues a statement. However, Congressional Black Caucus Chair Bennie Thompson of Mississippi says, the event will be nationally televised and most of the candidates have already confirmed their participation." WPDE is a sister station of WACH Fox 57.

#### **WACH NEWS GOOD DAY**

**7-10-07**

Stacy Jensen SC Park Interpreter discussed the Children's Nature Series. This is for children who can't get enough of nature. They will explore the park and discover the lives of many of the plants and animals that call Sesqui Home.

#### **WACH NEWS GOOD DAY**

**7-10-07**

Guest Leigh Cheatham from the Richland County Recreation Commission. The Commission will host the 6<sup>th</sup> Annual Kids Celebrate America at South Carolina State House on July 9, 2007. Hundreds of kids from all over the Midlands will converge on The South Carolina State House. The RCRC gained CAPRA accreditation in October of 2006 and is the first and only nationally accredited Parks & Recreation agency in the state of SC.

#### **WACH NEWS GOOD DAY**

**7-15-07**

Guests -Sgt. Hamilton, Kelsey Grochow, Marcie Huguenn and Tia Brown. Grochow, Huguenn and Brown were named honor cadets at this years Summer Camp for cadets from South Carolina and North Carolina held June 11-16 at Fort Jackson.

#### **WACH NEWS GOOD DAY**

**7-16-07**

Guest Emily Risha from the Palmetto Animal Assistance Life Services talked about the "Doggone Days of Summer Camp" which helps train Service dogs, for Seniors & people with disabilities. The Richland County Recreation Commission has teamed up with Palmetto Animal Assistance Life Services (PAALS) to get kids involved in the process of training service dogs.

**WACH NEWS GOOD DAY****7-20-07**

Guest Heather Traylor Outreach Coordinator with Carolina Wildlife Care. Carolina Wildlife Care will release rehabilitated Purple Martins during Martin Cruise Fundraiser. Carolina Wildlife Care will host a 2 hour fundraising cruise aboard the Southern Patriot tour boat on Lake Murray July 26<sup>th</sup> from 6:00-8:00PM. The Purple Martin is the largest North American swallow and the only species of Martin found on this continent.

**WACH NEWS AT TEN****7-27-07**

The College Democrat's Convention is taking place at USC through this weekend. Senator Barack Obama got things started with an inspiring speech today. Obama's name was on buttons, tee shirts and signs, and the fact that the students were motivated. Obama's student supporters say the senator may be young, but that youth only adds to his approval. Obama is the youngest of all the eight contenders and these young voters call that a plus.

**WACH NEWS AT TEN****7-27-07**

Parents unsure about the safety of their child's car seat had a little help today. The Columbia police Departments traffic safety unit conducted a free safety check. Officers are helping ease parents concerns by showing the proper way to use a seat. Corporal Derek Miller says they are here for the well-being of all children. Today has been free to the public and of RBC Centura Bank's Customer Appreciation day.

**WACH NEWS AT TEN****8-6-07**

Neighborhoods across Lexington will have their porch lights on tomorrow night. Folks will be celebrating National Night Out - an annual event that promotes neighborhood safety. The concept is to turn your Porch lights on, go outside, and meet your neighbors. National Night Out goal is to prevent drugs and strengthen neighborhood spirit. If you want to organize a block party, the Lexington Police Department will be available to participate to discuss crime prevention tips.

**WACH NEWS AT TEN****8-8-07**

The Columbia and West Columbia Police Departments are keeping people cool. They are collecting fans and air conditioners for the Fan the Heat Program. The fans go to senior citizens and families who have children living with physical challenges. If you would like to donate to the program call, the numbers are Columbia Police Department at 545-3555 or you can call West Columbia Police at 939-8622.

**WACH NEWS AT TEN****8-9-07**

As summer camp winds down, so does summer camp for some Midland kids. However, they are leaving with some powerful knowledge. The Columbia Urban League ended its Summer Violence Prevention and Healthy Lifestyles Camp this afternoon. The Camp provided instruction and activities focused on healthy lifestyles self-esteem and decision making skills. Camp Director Beatrice McKnight says it is all about the kids. "What we're trying to do is help them better understand what's taking place in life. We want to encourage parents to work away from the violence

**WACH NEWS GOOD DAY****8-14-07**

Columbia officials are again working to solve the city's ongoing homeless problem. Mayor Bob Coble says the plan includes building 15 housing units and creating support services for the homeless. Council members say the same plan has been successful elsewhere across the country.

**WACH NEWS AT TEN****8-18-07**

Local organizations is teaming up to make sure your kids are healthy for the New Year. This is a Fair for 8 to 11-year-olds called Healthy Children Healthy Life. There were health screenings for Diabetes and Asthma even Dental care for more then 3-hundred kids. Miss South Carolina Crystal Garrett spoke to kids about the importance of a healthy life and her own Childhood Asthma. "So that young children can understand that having a healthy lifestyle now ensures them to have a healthy lifestyle as an adult and an easier life when you're healthy". Kids who completed every health test went home with a bag of school supplies and a free pass to the Fun Zone.

**WACH NEWS AT TEN****9-7-07**

The Consumer Affairs Department suggests you place a "Fraud Alert" on your credit reports. Close accounts and use new pin numbers when opening new accounts. Also, file a police report and report the theft to the Federal Trade Commission. Consumer Affairs is offering a workshop on identity theft and credit repair it's September 18, at 5:45.

**WACH NEWS AT TEN****9-7-07**

A Columbia Youth Development Initiative that focuses on athletics is underway. Columbia Mayor Bob Coble and other city officials announced the program today. It emphasizes life skills training along with sports. Mayor Coble says the effort is focused on giving youth positive alternatives to gangs and violence.

**WACH NEWS AT TEN****9-8-07**

The 4<sup>th</sup> Annual Main Street Latin Festival here heating up the streets. There is music by several bands a variety of authentic Caribbean, Cuban and Mexican Food. There were also many activities for the kids. Frank McKenzie says it is neat to see a city celebrate the Latino Community. "It's nice to see that being in Columbia that they show different cultures it's nice to know that they embrace every culture and I came out to learn a little it more about The Latin Community that I didn't know".

**WACH NEWS AT TEN****9-9-07**

Raising awareness about drinking while pregnant This is the Fetal Alcohol Spectrum disorders conference. It was held today at New Ebenezer Baptist Church in Columbia. Featured at the community event were educational displays on Fetal Alcohol Syndrome guest speakers and entertainment.

**WACH NEWS AT TEN****9-12-07**

A local group is looking for volunteers to help Clean-Up-The Environment. The Gills Creek Watershed Association will clean Gills Creek near Fort Jackson Boulevard and Garners Ferry Road. It is part of the 19<sup>th</sup> Annual Beach-River Sweep on Saturday September 15. For more information, contact "Keep the Midlands Beautiful" at 733-2526.

**WACH NEWS AT TEN****9-12-07**

The West Columbia City Council Election results are in, but one winner's seat may be at risk. Marsha Moore was re-elected last night but Lexington County Attorney Jeff Anderson says her seat on the City Council violates the State Constitutions provisions on Dual office holding. Moore is also the Lexington County Chief Deputy Clerk of Court. The West Columbia City Council has not discussed this issue publicly.

**WACH NEWS AT TEN****9-14-07**

The City of Columbia is asking your help to solve the Homeless Problem. The City is requesting proposals from organizations with experience providing housing and services for the homeless. Columbia is looking to lease 15 housing units for a three-year period to submit your proposal call 545-3469.

**WACH NEWS AT TEN****9-15-07**

People across the State are celebrating power - power over drug and alcohol addiction. In the Midlands, folks found the best place to celebrate was a Sims Park at the rally for recovery. Recovering addicts say coming together proves there is always hope.

**WACH NEWS AT TEN****9-17-07**

A local business is being recognized for going green. The City of Columbia has unveiled its green business member program. Cox and Dinkins incorporated were recognized for being environmentally responsible. The company is building conserves resources prevents pollution and minimizes wastes. Cox-Dinkins President Gene Dinkins says he is proud his business is Ego-Friendly.

**WACH NEWS AT TEN****9-18-07**

Reverend Jesse Jackson is encouraging young people to vote. Reverend Jackson spoke to students at the Benedict College. His mission is to motivate students to register to vote. Jackson reminded students the more voices that come together the louder they will be heard in the next presidential election.

**WACH NEWS AT TEN****9-19-07**

A group of students and faculty members from Benedict College leaves for Louisiana to attend a rally in Jena. These folks will participate in a rally in Jena. Elizabeth Edwards's wife of Democratic presidential candidate John Edwards was there to send off the group from the Columbia Place Mall parking lot. Mrs. Edwards says the way the students were treated is an injustice

**WACH NEWS GOOD DAY****9-24-07**

Ernest Gilmore Senior Criminal Justice Major at Benedict wants to work with juveniles as a probation officer. He knew something had to be done, knowing that injustice letting people know you can't get away with everything just because you're a small town. Joshua Stroman a senior at Benedict and political science major wants to attend Law school or do a PHD program at Harvard or George Washington.

**WACH NEWS AT TEN****9-24-07**

Shelters rely on money from churches and the public. If you would like to make donation or volunteer your time at The Oliver Gospel Mission, call 254-647. Both shelters provide free hot meals, medical attention, showers, and a clean bed. Directors say getting people to a point where they can provide those things for themselves is the key. The Oliver Gospel Mission hands out about 25 hundred meals a month to Midlands Men and Roughly 100 Women and Children a month get help at The Hannah House.

**WACH NEWS AT TEN****9/25**

Saving the environment – that was the mission of yesterday's inaugural "Green is Good for Business" conference cosponsored by the City of Columbia and the Climate Protection Committee. Hundreds headed to Columbia's Convention Center, all looking to learn more about saving energy, eliminating toxic emissions, and all things going green. According to a study at USC, using something like a segway transporter fueled by hydrogen instead of a gas-powered vehicle could potentially save the Police Department more than 80,000 dollars.

**WACH NEWS AT TEN****9-29-07**

A new program is appointing twenty five local young people as the First Junior Ambassadors to the Capital City. It's all part of Columbia's official Children's book known as *Chorley's Columbia Backyard*. Caroline Bennett wrote the book.. She's encouraging the young readers to educate themselves and others about their City. Bennett says she wrote the book because there weren't any children's books about Columbia. "Appreciate what we have here. Appreciate all the beauty we have in Columbia. So many times as a child growing up in Columbia, I would hear there's nothing to do in this place. As an adult I wanted to take this on as a project and open people's eyes to all we have in the Capital City". The Junior Ambassadors next project is to plant an Herb Garden at the Robert Mills House.

**Public Service Announcements**

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 varying in length (:10, :15, :20, :30, and :60); each PSA aired multiple times April 1 through June 30, 2007:

7/7-8/11	"Splash – 20"	:20
Bonnevillle Communications – Try Your Best		
7/1-9/30	"Splash – 60"	:60
Bonnevillle Communications – Try Your Best		

7/1-9/30	"Cupcake Girls – 30"	:30
Bonneville Communications - Sharing		
7/21-9/22	"J. Anthony Brown"	:60
J. Anthony Brown Foundation – Summer camp for diabetic kids		
7/1-9/9	"POURITNOW"	:30
POURITNOW.COM – Refurbishing playgrounds		
7/1-9/30	"Rally for Darfur"	:30
Darfur Action Group – Rally October 3, 2007		

## **PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

### **Business and Economic Development**

(including need for high tech companies in the state, poor labor market for economic development)

#### **WACH NEWS AT TEN**

**7-9-07**

Anticipating future interest, Cayce's City Council recently voted unanimously to update regulations on large retailers, things like buffer zones to residential areas and parking and traffic flow controls - all things that could stimulate interest any big retailer. Finding open space for those developers is not a problem. There are plenty of vacant commercial properties in Cayce ready to be bought for development. Knowing the rules up front can cut down on a developer's turnaround. If not here, it is in the next town.

#### **WACH NEWS GOOD DAY**

**7-13-07**

A task force study says South Carolina could save \$500 million if it cuts state worker benefits. Among the recommendations reducing health, benefits for future retirees with less than 25-years service and require at least 15-years of service to get half benefits.

#### **WACH NEWS AT TEN**

**7-23-07**

The Federal Minimum Wage is increasing, but many people are saying it is still not enough. The wage is now \$5.85 per hour. An additional 70 cents has been tagged on. Do the math and that means an employee would earn about \$12,000.00 a year before taxes. Lawmakers, labor experts, and residents say it is still far from idea.

#### **WACH NEWS AT TEN**

**7-23-07**

Richland County is searching for applicants for employment. Richland County Government is hosting a customer service Job Fair Friday at the Food Court of Midtown at Forest Acres. It starts at 10:00 AM to 3:00 PM. There will be on site interviews, so bring a resume.

#### **WACH NEWS GOOD DAY**

**7-25-07**

New residential growth is headed to the Fort Jackson area. Nearly 700 new homes will be built on the Fort in the next six years. The Fort and GMH military housing signed a partnership to build the homes for military families.

#### **WACH NEWS AT TEN**

**7-26-7**

Palmetto Healthy Start is hosting their annual Job Fair today – it's at the Cecil Tillis Family Life Center. Richland County Government is also hosting a Customer Service Job Fair – it's tomorrow at Forest Acres.

**WACH NEWS GOOD DAY****8-29-07**

In Fairfield County SCE&G may add two additional Nuclear Reactors at the V.C. Summer Nuclear Plant - that means SCE&G would need a license from the US Nuclear Regulatory Commission.

**WACH NEWS AT TEN****9-24-07**

Richland County is weighing in to stop construction of subdivisions for three months so roads and water service can catch up to growth. The County Council will discuss a growth moratorium at tomorrow's meeting. This is the first time county leaders have considered putting limits on development. The plan will be addressed tomorrow at The Richland County Council Meeting held at the County Administration Building on Hampton Street it starts at 5:00.

**WACH NEWS AT TEN****9-26-07**

Some encouraging news on the economic front – the latest unemployment numbers indicate that more people are working in this state, compared to the same time last year. The State Employment Security Commission reports the August unemployment rate is 5.6 percent - that's down a full percentage point from August 2006.

**Public Service Announcements**

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