

Fourth Quarter 2005
1/10/2006

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

PROGRAM	DAY	TIME
Local News WACH Fox News at 10 pm	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.

News Series	Any Day	Within Local News
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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.

Fox News Sunday	Sundays	10:00-11:00 am
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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.

America's Most Wanted	Saturdays	9:00-10:00 pm
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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.

Public Service Announcements	Any Day	Any Time
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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)

WACH FOX NEWS AT 10

SLUG: Violent Crime

October

10-10:35PM

A newly released FBI report indicates that S.C. is high on the national ranking for violent crime, second only the Washington D.C. Economic conditions can factor in as well as historically easier gun laws in the state.

WACH FOX NEWS AT 10

SLUG: Bush Speech

December 18

10-10:35PM

President Bush addressed the nation telling troops how important it is to keep troops in Iraq. Pulling troops out, according to Bush would tell the world America is not to be trusted. Bush closed by saying America prays for those who have lost family members in Iraq.

WACH FOX NEWS AT 10

SLUG: Cheney

December 18

10-10:35PM

While Bush addressed the nation, Cheney addressed the troops in Iraq. Cheney met with Iraq's president and prime minister.

WACH FOX NEWS AT 10

SLUG: Amber Alert

December 23

10-10:35PM

Investigators are questioning an upstate teen in connection with an Amber Alert issued yesterday. Deputies say the teen took off with her ten year old sister after the older sister beat her grandmother. The two children were found in Georgia south of Atlanta.

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 October 1 and December 31, 2005:

10/2-9 “Wrong Way Around-30” :30
Family Violence Prevention – Talk with kids about violence toward women

10/9-11/16 “Justice For Victims-60” :60
SC Victim Assistance – Providing assistance to victims of crime

10/27-11/21 “Victims Rights” :30
SC Victim Assistance – Providing assistance to victims of crime

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 FOX NEWS AT 10

SLUG: Hispanic Festival

October 30

10-10:35PM

There were indications of Latino culture at Lexington’s first Hispanic festival. There were games, good food and information on new laws in the state of S.C.

WACH FOX NEWS AT 10

SLUG: Rosa Parks

October 31

10-10:35PM

Civil Rights leader, Rosa Parks, is being laid to rest. Thousands pay their last respects in Montgomery, Alabama, the scene of Mrs. Parks famous civil rights act.

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 October 1 and December 31, 2005:

11/7-27 “Build A Dream – 10 :10
Martin Luther King Jr. National Project Fund – Fundraising

12/1-24 “Build a Dream – 20” :20
Martin Luther King Jr. National Project 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 FOX NEWS AT 10

SLUG: Report Card

November 10

10-10:35PM

Report Card are in for S.C. schools and they are not very good. These are the lowest scores in 5 years and there is a rise in student poverty. State Superintendent of education recommends more programs for 4 year olds and after school programs.

WACH FOX NEWS AT 10

SLUG: Principal

December 6

10-10:35PM

An assistant principal is charged with assault on a student in Calhoun County. The student claimed the principal touched her breast while handing her a school bag. Another school administrator said that he witnessed the event and the principal did nothing wrong.

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 October 1 and December 31, 2005:

11/17-12/11 “Graduate” :15
SCBA/NCSA/Army Reserves – Get an education in the Army

10/5 “Rolling Readers” :30
Midlands Council On Literacy – mobile volunteers promote reading

10/19-12/18 "ER-60" :60
Communities In Schools In SC – Need for parents' involvement in schools

10/5 "ER-30" :30
Communities In Schools In SC – Need for parents' involvement in schools

10/2-11/26 "Rebecca Hilton" :30
South Caroline Technical Colleges – Need for technical colleges

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 FOX NEWS AT 10

SLUG: Toy Safety

December 9

0-10:35PM

Beginning tomorrow, drivers who don't buckle up will be faced with a fine. The Dept of Public Safety asked victims to share their stories about not wearing a safety belt.

WACH FOX NEWS AT 10

SLUG: Toy Safety

December 18 10-10:35PM

Consumer advocates are concerned that last minute toy purchases could result in parents buying toys with safety problem. One of the biggest causes of injury to children each year is swallowing small parts. Parents are encouraged to check the warning labels provided by CPSC.

WACH FOX NEWS AT 10

SLUG: Designated Driver

December 31 10-10:35PM

A West Columbia man knows what it is like to have his life affected by a drunk driving charge. It is now his mission to make sure you don't. For the past 10 years, Henry Miller has been running a designated driver business for residents of Richland and Lexington County. It is open 24 hours a day and seven days a week.

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 October 1 and December 31, 2005:

10/1-12/31	"Dudley"	:30
American Dental Association – Benefits of brushing and flossing teeth		
11/27	"First Meeting"	:10
Narcotics Anonymous – Drug Abuse		
10/1-2	"The Works"	:10
Program For Drug-Free Carolina – Message aimed at kids re dangers of drugs		
11/27-20	"Phone Booth"	:10
Narcotics Anonymous – Drug Abuse		
10/1-9	"Snack Meet"	:30
Ad Council – Need to eat healthy foods		
10/2-12/25	"CASA-15"	:15
National CASA – Court appointed special advocates for kids		
10/8	"CASA-30"	:30
National CASA – Court appointed special advocates for kids		
10/1-12/1	"Holiday-60"	:60
NARCONON – Drug abuse		
10/8	"My Father-15"	:15
National Hospice Foundation – Hospice services		
11/17	"My Father-10"	:10
National Hospice Foundation – Hospice services		

10/1-12/3	"Dance30"	:30
Ad Council – Need for fathers to be involved in kids activities		
10/2-8	"Dance15"	:15
Ad Council – Need for fathers to be involved in kids activities		
10/16-11/5	"Kids Need Vaccine60"	:60
National Foundation for Infectious Diseases – Kids need flu vaccine		
10/1-12/31	"Laundromat30"	:30
Ad Council - Early childhood development		
10/1-12/31	"Signs30"	:30
Ad Council - Early childhood development		
10/1-12/10	"Piggies15"	:15
Ad Council - Early childhood development		
10/1-12/31	"Piggies30"	:30
Ad Council - Early childhood development		
10/8	"Addiction Disease"	:30
LRADAC - Drug addiction is treatable and curable		
11/19	"Alcohol Enforcement Team"	:15
LRADAC – Prevention of drug abuse		
11/26-12/24	"Elizabeth Dole-15"	:15
National Hospice Foundation – Re hospice services		
10/21-11/2	"Honky-Tonk Angels"	:30
Special Mind Foundation – Promoting a play by this name on Nov. 3		
10/19	"Neurofibromatosis-30"	:30
Children Tumor Foundation – Education and fundraising		
10/27	"Neurofibromatosis-60"	:60
Children Tumor Foundation – Education and fundraising		

PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

Civic Responsibilities₁

(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 FOX NEWS AT 10

SLUG: Children Donate

September 20

10-10:35PM

Children in S.C. are reaching out to help Katrina victims. Sheridan Elementary collected books and teddy bears to comfort children.

WACH FOX NEWS AT 10

SLUG: Blood Drive

November 14

10-10:35PM

This week another rivalry takes place between USC and Clemson. The schools are competing to see who has the most successful blood drive for the Red Cross.

WACH FOX NEWS AT 10

SLUG: Jessie's Law

November 14

10-10:35PM

Earlier this year, Jessie Lunford was found buried in the back yard of a registered sex offender. Jessie's dad is encouraging State Lawmaker to pass Jessie's Law which would require sex offenders to wear tracking devices and get a minimum 25 year sentence if convicted.

WACH FOX NEWS AT 10

SLUG: Oliver Gospel

November 27

10-10:35PM

The mission feeds the hungry all the time, but takes on special significance over the holidays. More than 200 people were served a Thanksgiving meal with all the trimmings

WACH FOX NEWS AT 10

SLUG: Harvest Hope

November 30

10-10:35PM

Donations rolled in at this year's WACH Harvest Hope food drive. USC football players and local radio celebrities helped with food collections throughout the day.

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 October 1 through December 31, 2005:

10/2-12/18 "Bus-20" :20
Foundation For A Better Life – kindness to others

10/8	“Difference”	:60
United Way – Fundraising		
10/2	“Build A Dream-30”	:30
Martin Luther King Jr. National Project Fund - Fundraising		
10/1-11/27	“Soldier’s Creed-30”	:30
US Army National Guard – Recruitment		
10/1-12/31	“FOUR NINE 30”	:30
Ad Council – Need for booster seats for kids in cars		
10/8-12/25	“Precious Cargo 15”	:15
Ad Council – Need for booster seats for kids in car		
10/1-12/31	“Precious Cargo 30”	:30
Ad Council – Need for booster seats for kids in cars		
10/1-12/31	“The Wall”	:30
Bonneville Communications- Helping others		
10/2	“Splash – 20”	:20
Bonneville Communications – Try Your Best		
10/1-12/31	“Splash – 30”	:30
Bonneville Communications – Try Your Best		
10/1-12/31	“Splash – 60”	:60
Bonneville Communications – Try Your Best		
10/15-12/31	“Cupcake Girls – 30”	:30
Bonneville Communications - Sharing		
10/4-12/31	“Cupcake Girls – 60”	:60
Bonneville Communications – Sharing		
10/15-11/20	“Danielle Howles”	:30
United Way – Fundraising		
10/8	“Difference”	:30
United Way – Fundraising		
10/9-12/24	“Shield Of Freedom – 60”	:60
US Coast Guard – Recruitment		
11/5	“Army of Hope”	:60
Salvation Army – Fundraising		

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 FOX NEWS AT 10

SLUG: Gas Rates

October 13

10-10:35PM

The cost of living continues to go up. SCE&G asked for a rate hike and the Public Service Commission approved an 11.3 % increase to residential base.

WACH FOX NEWS AT 10

SLUG: Main Street Market

October 23

10-10:35PM

Main Street looks like an open air market today. Vendors set up shop near the Museum of Art. The Columbia City Center Partnership will sponsor the market every Friday in October to increase interest in downtown area.

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WACH FOX NEWS AT 10

SLUG: Farmer's Market

December 6

10-10:35PM

There is new information about plans to relocate the farmer;s market. The market will now be 196 acres compared to the current 54 acres. There will be a restaurant and specialty stores..