

Third Quarter 2006  
9/30/06

**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>News Series</b>	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.

<b>Fox News Sunday</b>	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.

<b>America's Most Wanted</b>	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.

<b>Public Service Announcements</b>	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                      July 1                      SLUG: Jessie's Law**

A new law slapping tougher penalties on repeat sex offenders is in effect tonight. It's called 'Jessie's Law', named for 9-year-old Jessica Lunsford, who was murdered by a registered sex offender in Florida last year. Under the law repeat sex offenders get a minimum of 25 years in jail.

**WACH FOX NEWS AT 10                      July 1                      SLUG: Womens Issues**

A group of ladies work to ensure the freedom of women in violent relationships. This group is called the national Organization for Women. Members say unity is the answer to South Carolina's ranking of being among the worst in the country for domestic violence cases.

**WACH FOX NEWS AT 10                      July 3                      SLUG: Buses**

Thousands of the state's school buses are parked tonight. They're being checked for a mechanical problem that could cause a fire. The issue surfaced last Thursday when this Richland Two bus carrying students caught fire. Investigators say flames started in the rear engine and spread to the rear wheel wells, then to inside the bus, from seat to seat. Noone was seriously hurt. Now. More than 2100 of the state's similar buses are off the roads. District officials want to make sure none of them burst into flames. Don Tudor also says that fire was caused by a battery cable that came off its support and rubbed through a hydraulic line. He says fixing that should be easy and inexpensive. According to Tudor this bus bus burned last August in Lexington County. Five special needs students from Gilbert were on board. Everyone got off the bus safely. Investigators say a broken fuel line started that fire.

**WACH FOX NEWS AT 10                      July 5                      SLUG: Bus Inspections**

Mechanics are checking hundreds of state school buses for potentially dangerous problems. Last week 32 children and their driver escaped a bus, just before it went up in flames near Pontiac. Officials say a battery cable came in contact with a hydraulic line, sparking that fire. More than 2100 flat front buses are out of service right now for inspection

**WACH FOX NEWS AT 10                      July 10                      SLUG: Missing Family**

A West Columbia woman and her granddaughter have been missing for a month now and the man who might know where they are is still in custody in Washington State. Police are trying a new tactic to track down leads. It's a poster sent out nationwide to areas where people may have seen the two, or Kenneth Lynch – the man police think can unlock the mystery.

A 15-year-old girl is recovering after being slashed in the neck with a razor blade. School officials and law enforcement met to talk about plans to increase security on school grounds. The District will also set up more conflict resolution programs for staff and students. The School District and law enforcement will also set up an anonymous tip line for students who think classmates might bring weapons to school..

**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, 2006:

8/31-8/26	“Justice For Victims-60”	:60
SC Victim Assistance – Providing assistance to victims of crime		
8/26-9/5	“Justice For Victims-30”	:30
SC Victim Assistance – Providing assistance to victims of crime		
7/30-9/25	“Justice For Victims-20”	:20
SC Victim Assistance – Providing assistance to victims of crime		
7/1-9/24	“Four Nine – 30”	:30
Ad Council – Need booster seats for kids		
8/20-8/31	“Hatchett-Family Violence”	:30
Family Violence Prevention – Preventing family violence		
7/1-9/224	“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 FOX NEWS AT 10                      July 20                      SLUG: Bush-NAACP**

President Bush is working to improve his relationship with America's Black community. For the first time during his administration, he accepted the invitation to speak at the NAACP convention. Mr. Bush acknowledges his administration's strained relations with Black voters, but the President says he wants to repair historic ties.

#### **WACH FOX NEWS AT 10                      July 21                      SLUG: Grant Writing**

Here in the Midlands small business owners and business women can learn about increasing profits next week. The "Carolina Encouragement Center" is offering a seminar on "Non-Profit Grant Writing" next Friday, July 28, 8:30A-1:30P at the Capitol Senior Center on Park Circle – that's near Maxcy Gregg Park.

#### **WACH FOX NEWS AT 10                      Sept 22                      SLUG: Minority Business**

The South Carolina Minority Business Center is honoring some special people tonight. This is their awards ceremony at the Columbia Chamber of Commerce. Last year we introduced you to the young ladies of "Drive Safe Signs" as they were just starting their business. Tonight they and five other minority businesses are recognized for their accomplishments. They're this year's "Emerging Entrepreneurs".

#### **WACH FOX NEWS AT 10                      Sept 21                      Slug: Black Mayors**

The States Conference of Black Mayors have wrapped up their second day in Columbia. Conference President Mayor Christopher Campbell pushed other Mayors to help improve life for the people in their cities. One option: to find additional sources of funding to pay for the progress in their cities. This is the Conference's 21<sup>st</sup> year.

### **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, 2006:

8/23-9/21	"Build a Dream – 10"	:10
Martin Luther King Jr. National Project Fund – Fundraising		
8/26-9/29	"Build a Dream – 20"	:20
Martin Luther King Jr. National Project Fund – Fundraising		
8/17-9/27	"Build a Dream – 30"	:30
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**

**July 2**

#### **SLUG: Children-Deaf**

Not be able to communicate with your child is a big problem if the child is deaf. A mother's bond with her child is priceless. Shara Barwick will do anything for her daughter Kristen. As soon as Kristen was born, Shara knew that her child was extra special. Kristen has a rare chromosome disorder that affects her hearing. She has moderate hearing loss in her right ear, the one needed most for language, and mild loss in her left ear. At nine months old, Kristen's parents learn how to sign at home so they can talk with their daughter. Deaf mentor Patricia Manigo from the South Carolina School for the Deaf and Blind teaches the family.

#### **WACH FOX NEWS AT 10**

**July 12**

#### **SLUG: College Assistance**

More lottery money is available to help technical college students with tuition. Full time students will be eligible for up to \$999 in aid. Part time students can receive \$83 per credit hour. That works out to an increase of about \$60 per student from summer classes. Students must be eligible for in-state tuition and have been South Carolina residents for at least a year to qualify.

#### **WACH FOX NEWS AT 10**

**July 20**

#### **SLUG: IYT Camp**

It may be summer but class is in session for these kids at Camp Conservation. Nestled in some Newberry County woods, they're learning about wildlife, and the environment. Camp Conservation was designed specifically to encourage kids to get in touch with natural resources. Camp Director Annette Davis says in this world of computers and video games getting kids back to nature is what camp is all about - "The sight of Camp Conservation is Lynche's Wood Park. It's 250 acres of preserved forest cover owned by the county of Newberry. Surrounded by the new neighborhoods Lynche's Wood is the perfect place to learn how natural resources affect everyday life." One of the first lessons is about water quality.

#### **WACH FOX NEWS AT 10**

**August 7**

#### **SLUG: Scholarships**

Here's some great news about high school seniors headed off to college this fall. The State Education Department says the Class of 2006 won more than \$600 million in scholarship money. That's a new state record and it beats last year's total by \$55 million. Gilbert High School alone saw its Senior Class win \$1.5 million more than last year. Guidance Director Anna Duvall cites teamwork for boosting Gilbert's numbers.

## WACH FOX NEWS AT 10

August 7 SLUG: First Step

This school year South Carolina's making a new investment in early childhood education. More students are eligible for 4-year-old Kindergarten. "1, 2, 3, 4, 5, 6, 7, 8." - these are 4-year-olds at 'Back To Basics' Private Child Care Center in Orangeburg. The owner wants to be part of the expanding 4-K program that means the state will pay for 'at-risk' kids living in 36 designated counties. Qualified centers will get \$3,000 per child, but some say that's not enough and more money should help pay teachers' salaries.

### **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, 2006:

8/24	"ER-30"	:30
Communities In Schools In SC – Need for parents' involvement in schools		
8/21-9/3	"ER-15"	:15
Communities In Schools In SC – Need for parents' involvement in schools		
8/20	"ER-60"	:60
Communities In Schools In SC – Need for parents' involvement in schools		
9/2	"Hatchett-After"	:30
Family Violence Prevention – Need for after-school programs		
8/30-9/29	"Kester Freeman"	:30
SCBA/SC Technical Colleges – Importance of Tech Colleges		
9/7	"Open Your Child's Mind"	:30
Ad Council – Lifelong Literacy		
9/2-9/9	"Rebecca Hilton"	:30
SBCA/SC Technical Colleges – Importance of Tech Colleges		
8/29	"Teen Boost"	:30
Ad Council – High school drop-out prevention		

## **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                      July 3                      SLUG: Camp Burnt Gin**

A group of special children in Sumter County get an extraordinary treat this summer. Twenty-two children with neuro-muscular diseases are at Camp Burnt Gin in Wedgefield for a weeklong camp. Activities include tree planting, costume making, skits, and even a treasure hunt. Campers say it's an experience they'll never forget. The Camp is sponsored by the Muscular Dystrophy Association and runs through Wednesday.

**WACH FOX NEWS AT 10                      July 14                      SLUG: Blood Supply**

You may think we sound like a broken record but South Carolina's blood supply remains critically low, with less than half day's supply on hand. The American Red Cross issued an emergency appeal last week and the response has been good, but they need more donors. How important is this? I'm about to introduce you to an Elgin woman who's premature son wouldn't be alive if he didn't receive blood transfusions

**WACH FOX NEWS AT 10                      July 17                      SLUG: Insurance**

You have health insurance and hope it will cover the high costs. You, or your employer, pay big premiums for coverage, so it would be frustrating to learn that what your doctors say you need, the insurance company won't cover. Caroline Love is here with just such a story – years of suffering, followed by months of back-and-forth over the medical treatment.

**WACH FOX NEWS AT 10                      July 9                      SLUG: Smoking Ban**

Tomorrow you will have a chance to speak your mind about a proposed public smoking ban in Columbia. City Council is considering that. The proposal to ban public smoking brings cheers from those worried about health risks, like second-hand smoke, but on the other side, concerned businesses feel they'll lose money if smokers stay away.

**WACH FOX NEWS AT 10                      July 24                      SLUG: Smokefree Dining**

A Columbia restaurant is taking steps to make your dining experience less hazy. The Blue Marlin is going "smoke-free". The owner joined with Mayor Bob Coble and other city leaders to promote a citywide ordinance that prohibits smoking inside all workplaces, including bars and restaurants. Mayor Coble says leaders pursued the ordinance after the Surgeon General's warning about second-hand smoke.

### **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, 2006:

8/20	"Pool"	:30
Ad Council – Drug abuse prevention		
7/1-9/27	"Dudley"	:30
American Dental Association – Benefits of brushing and flossing teeth		
8/12-9/24	"Family-60"	:60
NARCONON – Re drug abuse		
7/30-9/29	"Goals-15"	:15
Leukemia & Lymphoma Society - Fundraising		
9/14-9/17	"Kids Need Vaccine-15"	:15
National Foundation for Infectious Diseases – Kids need flu vaccine		
8/30-9/28	"Neurofibromatosis-60"	:60
Children Tumor Foundation – Education and fundraising		
8/20	"Cancer Awareness 15"	:15
American Cancer Society – Cancer awareness		
8/15	"Cancer Awareness 30"	:30
American Cancer Society – Cancer awareness		
8/19-8/29	"Cancer Awareness 60"	:60
American Cancer Society – Cancer awareness		
7/8-9/24	"Phone Booth"	:10
Narcotics Anonymous – Drug Abuse		
8/17	"Addiction Is Disease"	:30
LRADAC – Drug addiction is treatable		
8/17-9/12	"Alcohol Enforcement Team"	:15
LRADAC – Prevention of drug abuse		
9/3-9/24	"Baseball"	:30
Ad Council – Child autism awareness		
8/22-9/16	"Broadway"	:30
Ad Council – Child autism awareness		
8/29	"Darkroom"	:30
Ad Council – Drug prevention		

7/8-9/25	“First Meeting”	:10
Narcotics Anonymous – Drug abuse		
9/24	“Goals-10”	:10
Leukemia & Lymphoma Society – Fundraising		
7/8-9/27	“Stadium-PH”	:30
March of Dimes – Premature births		
8/19	“Talking Hand”	:30
Kids Count – Anti-smoking message aimed at kids		
8/25-9/29	“The Works”	:10
PFDFC – Dangers of drugs (aimed at kids 6-10)		

## **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 FOX NEWS AT 10

July 12

SLUG: Vehicle Fees

If you own a vehicle, you probably don't ride the bus, but you could still end up paying to keep buses running. Richland County Council has voted to fund the Central Midlands Regional Transit Authority by raising car and truck registration fees. Under an ordinance passed at last night's meeting. Car and truck owners would pay another \$20 a year in fees. If you own a commercial vehicle, you's pay another \$30 a year. That would generate about five million dollars a year. Without more money the Transit Authority says 85% of service will be cut.

WACH FOX NEWS AT 10

August 8

SLUG: Oliver Gospel Mission

This bright red ribbon on Taylor Street is a symbol of Oliver Gospel Mission's future and the lives this shelter can change. Wilbur Frederick says he came to the shelter a broken man. Addicted to drugs but ready to turn things around, he joined the Mission's Christian Life Development Program and makes healthy life choices – "learned about God through the mission and it just helped me and as I moved on I just found my life picking up speed." From down and out on the streets, to an apartment, a job, and working toward a college degree. "The centerpiece of all we do, is we really believe that God has to change the inside of people and if that doesn't take place, you can't have a real and lasting change." Since 1888 men just like Wilbur have come to the Oliver Gospel Mission looking for a night of shelter or a new path in life. Now this 117 year old Mission is ready for a change. A new building right down the block will double the sleeping space and a new computer center will help men train for jobs..

WACH FOX NEWS AT 10

August 9

SLUG: Wilson Town Hall

"How many times have we listened to the same questions - I am angry." It's a national hot-button issue – illegal immigration, and it's the topic at this town hall meeting at Brookland Baptist Church. Congressman Joe Wilson is here to listen and answer questions. The large crowd falls on both sides of party lines, with mixed emotions about what to do. Right now there are two proposals on immigration – one in the House and one in the Senate. Both would add more Border patrol agents, investigators to enforce laws against hiring illegal immigrants and inspectors to check for contraband at ports of entry in the U.S. Congressman Wilson says he knows immigration is a contentious but says the House bill will protect America better – "The House bill secures the border, provides for employment verification and it ends the catch and release of criminals coming into our country." But not everyone agrees - "I hire illegal aliens.." "I think we have to tighten somehow the entrance into the country and we don't have that ability now." "We are working with countries all over the world to protect their security and our security so I am confident working with other countries we can secure our borders." Congressman Wilson says the House bill also helps protect Mexico and its interests.

If you love kids, here's a chance for you to reach out, specifically to foster children in our community. You've seen this faces during our "Waiting Child WACH" segments. The Richland County Sheriff's Department is hosting a fundraiser to help youngsters like these. It's a flag football tournament. Sheriff Leon Lott tells me all proceeds will go to Midlands foster kids. - "These are great kids who just need out help- they just need a helping hand and we can do that. It's up to us to reach out to them and help them out." The flag football tournament is September 30. They'll play all day. The Plex at the Village at Sandhill is the location. For more information, or to make a contribution, visit our website and look for the "Foster Children Event" link.

### **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 July 1 through September 30, 2006:

7/1-9/24	"The Wall"	:30
Bonneville Communications- Helping others		
7/1-9/30	"Splash – 20"	:20
Bonneville Communications – Try Your Best		
7/2-9/24	"Splash – 30"	:30
Bonneville Communications – Try Your Best		
7/1-9/24	"Splash – 60"	:60
Bonneville Communications – Try Your Best		
7/1-9/24	"Cupcake Girls – 30"	:30
Bonneville Communications - Sharing		
7/1-9/24	"Cupcake Girls – 60"	:60
Bonneville Communications – Sharing		
8/19-8/29	"Shield Of Freedom – 60"	:60
US Coast Guard – Recruitment		
7/10-9/28	"Shield Of Freedom – 15"	:15
US Coast Guard – Recruitment		
8/22-9/8	"Kid-60"	:60
SC Poverty Law Center – Tolerance Toward All People		
7/1-8/26	"Membership – Boy"	:30
Columbia City Ballet – Membership Drive		

7/30-9/7	“Own Words Parents 15”	:15
SCBA/SC Army National Guard – Recruitment		
8/30-9/10	“Own Words Parents 30”	:30
SCBA/SC Army National Guard – Recruitment		
7/15-9/17	“Own Words Trevino”	:30
SCBA/SC Army National Guard – Recruitment		
8/26-8/30	“Own Words Montgomery”	:30
SCBA/SC Army National Guard – Recruitment		
8/15	“Urban Initiative Before”	:30
Urban Initiative – Turning empty lots into playgrounds		
8/6-8/19	“Urban Initiative After”	:30
Urban Initiative – Turning empty lots into playgrounds		

## 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                      JULY 21      SLUG: CMRTA

Richland County Council members will hold more discussions next week on how to save the Midlands Bus System. Council is taking another look at a proposal to fund bus service through a property tax hike. Members had rejected that option in favor of raising vehicle registration fees. Car owners are expressing strong opposition to that. Council members say one way or the another – the County has to take the lead in solving the Transit Authority's financial problems

WACH FOX NEWS AT 10                      August 5      SLUG: Tax Free

Folks, you have less than two hours to take advantage of this year's tax-free weekend. Of course, you'll have to go to stores that are open 24 hours. Already this week many shoppers have stocked up on several items on the tax free list. – like computers, printers, calculators, even other items like clothes. Last year shoppers saved roughly 2.1 million dollars, The Department of Revenue says there will be another tax-free weekend in November – just in time for the holiday shopping season.

WACH FOX NEWS AT 10                      Sept 7              SLUG: SCANA Moves

COLUMBIA is losing a longtime corporate citizen to a nearby city. SCANA is moving its downtown operation to Cayce where it will build a new office park. SCANA owns SCE&G and is a major part of downtown Columbia's economy. When it moves, the company will take about 900 employees from the Main Street location. The new office center will be 450,000 square feet. SCANA has been on Main Street for the past 80 years.

WACH FOX NEWS AT 10                      Sept 21              SLUG: New Airline

A new airline will land at Columbia Metro just in time for your holiday travel. Starting December 14<sup>th</sup>, you can fly Allegheny Air non-stop flights to Tampa Bay. Flights will only be on Tuesdays, Thursdays and Saturdays. Leaving Columbia at 3:55PM and landing in Tampa Bay at 5:15PM. The company is also giving you the chance to at their introductory rate of \$49 each way if you book by the middle of October – after that flights go up to \$80 each way.

WACH FOX NEWS AT 10                      Sept 27              SLUG: Irmo Hospital

Palmetto Health Richland Hospital is back with a new plan to create a full service hospital in Irmo. DHEC shot down the original plan to build the \$140 million facility. Now, Palmetto Health wants to expand this Irmo facility into a hospital with an emergency room. Some say that would pull patients away from hospitals like Lexington Medical and Newberry County Memorial. Supporters say that isn't the intent. Palmetto Health plans to submit its proposal to DHEC within a couple of weeks.

WACH FOX NEWS AT 10

Sept 25

SLUG: Sales Tax

You'll soon spend a little less money each time you go to the grocery store. Governor Mark Sanford has signed a bill lowering the state sales tax on unprepared food items. It drops from 5% to 3% on October 1<sup>st</sup>.