

**Fourth Quarter 2013
12/31/2013**

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

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
GOOD DAY COLUMBIA	Monday through Friday	5:00-9:00am
WACH NEWS REPORT	Monday through Friday	6:30-7:00pm
WACH NEWS AT TEN	Monday through Friday	10:00-11:05pm
WACH NEWS AT TEN WEEKEND EDITION	Saturday-Sunday	10:00-10:35pm

All of the above programs are locally-produced news programs presenting a mix of news, weather, sports and issue-related feature stories and segments. Multi-part mini-documentary news series, usually dealing with one issue or a series of related issues, are aired during the 10pm newscast. The duration of each program is usually two to three minutes, unless otherwise indicated.

FOX NEWS SUNDAY	Sunday	10:00-11:00am
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This is a Fox News public affairs interview program featuring one or more guests being questioned about subjects in the news. Moderator Chris Wallace and other reports conduct the interviews. Subjects addressed are generally national in scope.

COPS	Saturday	8:00-9:00pm
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This weekly program accompanies law enforcement officers on their daily calls demonstrating the skill and discipline necessary to maintain law and order in today's society.

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 NEWS AT TEN

October 1, 2013

South Carolina has one of the worst rates of deadly domestic violence in the country.

GOOD DAY COLUMBIA

October 7, 2013

Columbia Fire Department provides tips on preventing kitchen fires in honor of fire prevention week.

WACH NEWS AT TEN

October 22, 2013

Mayor Steve Benjamin flew to Washington D.C on Tuesday to discuss with the U.S Department of Justice the possibility of issuing injunctions. Those injunctions would essentially prohibit gang activity from four areas in the Midlands known as "high-crime hot spots". One of those high crime hot spots is right in Five Points.

GOOD DAY COLUMBIA

October 25, 2013

Columbia's interim police chief Ruben Santiago taking a firm stand against violent crime in Five Points and the rest of the city.

WACH NEWS AT TEN

October 31, 2013

The Belvedere neighborhood is working with city leaders to help eradicate gangs from their community.

GOOD DAY COLUMBIA

November 8, 2013

Helping children learn how to protect themselves, that's the focus of a free self-defense class being held this weekend.

WACH NEWS AT TEN

November 13, 2013

Columbia Police now have a bullet--proof armored vehicle once owned by the military.

GOOD DAY COLUMBIA

November 19, 2013

Eyes in the sky are watching the capital city - with a growing network of security cameras around town, you can bet someone's watching you walk down the streets of Columbia.

WACH FOX NEWS AT TEN

November 20, 2013

Discussion on how to stop the violence in Columbia continues. Elected officials, law enforcement, and the people of Columbia came together Wednesday evening to continue the discussion on solutions to stop the violence.

GOOD DAY COLUMBIA

November 24, 2013

Sheriff's department offers local merchants crime prevention tips. Sheriff Leon Lott stated that every 60 seconds in the United States 250 armed robberies occur and 249 of them are for less than \$100. Sheriff Leon Lott and the Richland County Sheriff's Department want you and your business to feel safe this Holiday Season.

WACH FOX NEWS AT TEN

December 09, 2013

The Five Points Association recently met with six surrounding neighborhoods to discuss goals and efforts towards bettering the Five Points area.

GOOD DAY COLUMBIA

December 11, 2013

Columbia leaders' wish list for a new Police Chief. After speaking with some local leaders right here in Columbia about what they would like to see in a new Police Chief, the answers weren't so much what they would like that Chief to possess on paper, but rather the end result that Chief could bring about once they're in office.

WACH FOX NEWS AT TEN

December 20, 2013

The Richland County Sheriff's Department is working to make a difference on the streets by changing driver-behavior on the roads.

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, 2013:

10/01 – 12/28/13 Ad Council Bully	“Anderson Cooper Bully”	:30
10/04 – 12/28/13 Ad Council Bully	“Bus Ride Video”	:30
10/13, 10/19, 10/20, 10/27, 11/23 SCDOT – Distracted Driving	“Distracted Driving”	:100
10/3, 10/6, 10/20, 10/31, 11/24, 12/24 Ad Council – Drunk Driving BarMath	“Drunk Driving BarMath”	:30
10/03 – 12/26/13 Ad Council – Drunk Driving Breathalyzer	“Drunk Driving Breathalyzer”	:15
10/01 – 12/27/13 Ad Council – Drunk Driving Broke New	“Drunk Driving Broke New”	:30
10/01 – 12/27/13 Ad Council – Drunk Driving Date New	“Drunk Driving Date New”	:30
10/03 – 12/27/13 Ad Council – Drunk Driving Money	“Drunk Driving Monkey”	:30
10/04 – 12/26/13 Ad Council – Drunk Driving Mugshot	“Drunk Driving Mugshot”	:15
10/01 – 12/26/13 Ad Council – Drunk Driving Party	“Drunk Driving Party”	:30
10/01 – 12/26/13 Ad Council – Drunk Driving Stretchers	“Drunk Driving Stretchers”	:15
10/01 -12/28/13 Baby Net PSA	“Baby Net PSA: 30	:30

10/01 – 12/31/13 NAB Text and Drive: 30	“NAB Text and Drive	:30
10/04 – 12/31/13 SCDOT	“SCDOT”	:30
10/04 – 12/26/13 SCDOT/SCDOT	“SCDOT”	:30
10/01 – 12/28/13 Ad Council Bully	“STATS’	:30
10/01 – 12/28/13 Ad Council Bully	“LOCKERS”	:30

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 AT TEN

October 26, 2013

Maurice's BBQ takes down last two Confederate Flags - The last two Confederate flags that flew outside Maurice's BBQ restaurants were taken down a couple of months ago with most of the flags being removed more than a year ago.

GOOD DAY COLUMBIA

October 31, 2013

Is the cost of an education costing students their financial future? Student loan debt has reached a new milestone, crossing the one trillion dollar mark. Two thirds of students graduating from colleges and universities are graduating with some level of debt.

WACH NEWS AT TEN

November 21, 2013

Some undocumented aliens in U.S. staying put for now according to a Pew Research Study there are 11.7 million undocumented immigrants living in the U.S. For some it's no fault of their own because their parents brought them to the U.S. as a child. A recent program through the Obama Administration is hoping to delay or avoid deportation.

GOOD DAY COLUMBIA

December 10, 2013

Decreasing the achievement gap of African American males has been a topic of discussion for many years. One question still remains, what is the solution?

WACH NEWS AT TEN

December 17, 2013

The U.S. Department of Education is sending \$120 million directly to five groups of schools to help them train teachers and give students a better opportunity.

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, 2013.

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.)

GOOD DAY COLUMBIA

October 10, 2013

Lexington one parents upset over new curriculum. It's one of the most well respected school districts in the state and Lexington School District is making some major changes in how students learn.

ONPOINT!!

October 13, 2013

Fair or not, public education in South Carolina continues to get little respect in national circles -- recent reports on high drop out rates, poor academic performance and teacher quality continue to make our education system appear sub par.

WACH NEWS AT TEN

October 24, 2013

Education leaders launched a new resource for parents and students on choosing their education.

GOOD DAY COLUMBIA

October 31, 2013

Is the cost of an education costing students their financial future? Student loan debt has reached a new milestone, crossing the one trillion dollar mark. Two thirds of students graduating from colleges and universities are graduating with some level of debt.

WACH NEWS AT TEN

November 01, 2013

Students stage sit-in in response to new grading policy. Changes to a new grading policy in Lexington school district one has students fighting back.

GOOD DAY COLUMBIA

November 08, 2013

SC schools show improvement on state report cards. More of South Carolina's public schools and districts received "excellent" ratings again this year, as test scores and the graduation rate improved.

WACH NEWS AT TEN

November 18, 2013

Protesters speak out against the 'one size fits all' Common Core education standard.

GOOD DAY COLUMBIA

November 19, 2013

One of South Carolina's fully virtual public schools is incorporating a traditional classroom setting.

WACH NEWS AT TEN

November 29, 2013

Report: SC charter schools lack facilities. A new report says many public charter schools in South Carolina lack adequate facilities.

GOOD DAY COLUMBIA

December 06, 2013

Claflin University will launch online courses and three degree programs will go fully online in summer 2014.

WACH NEWS AT TEN

December 09, 2013

It is reported that 90% of K-12 schools in the US do not teach Computer Science. Westwood High School in Blythewood is part of the 10% that does.

Public service Announcements

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 October 1 and December 31, 2013:

10/02 – 12/31/13 American Legion – Survival Teen 15	“Boys Town”	:15
11/23 – 12/6/13 American Legion – Survival Teen 20	“Boys Town”	:20
10/01 – 12/31/13 American Legion – Survival Teen 30	“Boys Town”	:30
10/01 – 12/31/13 American Legion – Survival Teen 60	“Boys Town”	:60
10/03 – 12/31/13 Boys and Girls Club – Great Futures Start Here	“Great Futures Start Here”	:30

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, and effects of budget cuts on mental health community.)

ONPOINT!!

October 6, 2013

The Affordable Care Act: What every American should know about the Affordable Care Act whether you like the law or not.

WACH NEWS AT TEN

October 17, 2013

Columbia is offering small business owners a chance to learn about changes to health care.

GOOD DAY COLUMBIA

October 17, 2013

States enact laws to stock epinephrine at schools. Having epinephrine available at schools for emergency use can, and has, saved lives.

WACH NEWS AT TEN

October 17, 2013

The FDA announced that most of the vitamins marketed by Purity First Health First Products Inc. are subject to voluntary recall for containing anabolic steroids.

GOOD DAY COLUMBIA

October 23, 2013

Near field communication, often referred to as NFC, is a way to communicate through smart phones and tablets. This is a beneficial and easy method of locating a person's medical history.

WACH NEWS AT TEN

October 29, 2013

If you have an individual health care policy, your policy could either become significantly more expensive, or your health care provider could choose to simply cancel the plan.

GOOD DAY COLUMBIA

November 04, 2013

It has been reported that much of the cost of the Affordable Care Act will ultimately fall on the shoulders of the middle class.

WACH NEWS AT TEN

November 05, 2013

A new national study estimates that 336,000 South Carolinians are eligible for subsidies under the federal health care law if they buy insurance through the government's problem-riddled website.

GOOD DAY COLUMBIA

November 05, 2013

We have all heard how the Affordable Care Act is affecting adults. But what about a group we see everywhere here in Columbia - college students.

WACH NEWS AT TEN

November 06, 2013

State senators are holding hearings about a bill that would prevent South Carolina from ever creating a health care exchange as part of the new health insurance law and give tax breaks to people who have to pay a penalty for not having insurance.

GOOD DAY COLUMBIA

November 06, 2013

It is estimated that 49 million Americans are currently on Medicare. Most, but not all, are 65 years old...or older. And it turns out the Affordable Care Act will be largely beneficial for this group.

WACH NEWS AT TEN

November 18, 2013

Palmetto Health is leading the nation in its treatment of premature babies. The hospital has partnered with Prolacta Bioscience to create the Palmetto Health Donor Milk Program.

GOOD DAY COLUMBIA

November 19, 2013

South Carolinians who lost their health policies under the federal health care law will soon learn whether they can keep their plan for another year after all.

WACH NEWS AT TEN

November 27, 2013

If farmers continue to mix antibiotics with animals' feed, and if we choose to continue to eat these foods, then we are putting ourselves at risk of becoming resistant to drugs to treat illnesses such as strep throat, childhood ear infections, and pneumonia.

GOOD DAY COLUMBIA

December 05, 2013

South Carolina refused to expand its Medicaid program as part of the federal health law.

WACH NEWS AT TEN

December 16, 2013

Cancer care... A system in crisis - The extreme rise of cancer and flourishing costs of healthcare has created a "crisis in cancer care delivery." The cost of cancer has almost doubled from 2004 to 2010, skyrocketing from \$72 billion to \$125 billion.

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, 2013:

10/06 – 12/28/13 Healthy Babies – Folic Acid	“Folic Acid”	:30
10/04 – 12/15/13 Leukemia and Lymphoma Society PSA	“LLS PSA: 15”	:15
10/05 – 11/30/13 Leukemia and Lymphoma Society PSA	“LLS PSA: 30”	:30
10/01 – 12/28/13 Leukemia and Lymphoma Society PSA	“LLS PSA: 60	:60
10/01 – 12/28/13 Magic of Healthy Living	“Magic of Healthy Living”	:60
10/01 – 12/27/13 Military Mental Health PSA: 15	“Military PSA: 15”	:15
10/01 – 12/31/13 Military Mental Health PSA: 30	“Military PSA: 30”	:30
10/01 – 12/31/13 Military Mental Health PSA: 60	“Military PSA: 60	:60

11/01 – 12/28/13 Ad Council Stroke	“Stroke Awareness”	:30
10/02 – 12/28/13 Dave Thomas Adoption	“Dave Thomas Adoption	:15
12/07 – 12/25/13 Dave Thomas Adoption	“Dave Thomas Adoption	:30
10/01 – 12/28/13 Dave Thomas Adoption	“Dave Thomas Adoption	:60
10/24, 10/25, 11/3, 11/13, 12/27/13 Paralyzed Veterans	“Paralyzed Veterans”	:30
10/6 – 11/03/13 Paralyzed Veterans	“Paralyzed Veterans”	:60

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

November 27, 2013

Harvest Hope takes help on the road. Harvest Hope food bank operates in 20 counties throughout the Midlands. However, for those in need who are unable to make it to a Harvest Hope location, mobile food pantries will come to them.

GOOD DAY COLUMBIA

December 10, 2013

Chick-Fil-A fundraiser to help homeless students. During the week of December 16-20, Chick-Fil-A located in Columbia's five points district will donate a percent of the proceeds from all it's catering events to Richland One PASS (Parents and Students Succeed) initiative, which serves more than 1,000 homeless students and their families.

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 between October 1 and December 31, 2013:

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

October 03, 2013

Families in SC feeling the impact of the government shutdown. Virginia Johnson has worked for the US Department Of Agriculture for more than 20 years.

GOOD DAY COLUMBIA

October 24, 2013

Creative minds from all over the country are making a stop in the midlands to help beef up business for Create-a-thon.

WACH NEWS AT TEN

November 19, 2013

The redevelopment of the former department of mental health campus on Bull Street is close to breaking ground.

GOOD DAY COLUMBIA

November 20, 2013

South Carolina expects to have another \$440 million in tax revenue next year.

WACH NEWS AT TEN

December 03, 2013

Economists worry about shorter holiday shopping season – with fewer days to get out and shop this holiday season, stores are a bit worried that less days would equal less money.

GOOD DAY COLUMBIA

December 09, 2013

Two University of South Carolina economists predict jobs and residents' income will increase statewide next year, if there are no major changes in the U.S. Federal Reserve's bond-buying program.

WACH NEWS AT TEN

December 26, 2013

Collards are big business for South Carolina farmers, as the state is the #2 producer of the leafy green treat.

Public Service Announcement

The station aired Public Service Announcements that pertained to business and economic development. Announcements were varying in length (:10, :15, :20, :30, and :60); each PSA aired multiple times between October 1 and December 31, 2013:

10/03 – 12/31/13	“BUY SC PSA: 30	:30
BUY SC PSA: 30		

10/02 – 12/29/13	“EEO OPPORTUNITIES	:15
WACH EEO EMPLOYER-EEO OPPORTUNITIES		

10/01 – 12/31/13	“JOB OPENINGS AT WACH-TV57	:10
WACH-EEO-JOB OPENINGS AT WACHTV		

10/01 – 12/31/13	“NAB: 30 ANTHEM	:30
NAB: 30 ANTHEMS		

10/01 – 12/31/13	“NAB: 60 ANTHEM	:60
NAB: 60 ANTHEMS		

10/01 – 12/31/13	“NAB SUPPORT RETURNING TROOPS”	:30
NAB SUPPORT TROOPS:		