

**Fourth Quarter 2011  
12/31/11**

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

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

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 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 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 reporters conduct the interviews. Subjects addressed are generally national in scope.

<b>COPS</b>	<b>Saturday</b>	<b>8:00-9:00pm</b>
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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.

<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 NEWS AT TEN**

**10/6/11**

The ninth annual songbird café supports Sister Care's efforts to help abused and neglected women and children. Sistercare Executive Director Nancy Barton says this is a fund way to help address a very serious issue. There were many people who attended this Jam session.

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

**10/13/11**

Bath salts could be one step closer to being illegal in the Palmetto State. DHEC officials were schedule to talk about the synthetic cocaine today at their board meeting, but are still waiting for a ruling from the drug enforcement administration before they take it up. DHEC officials may decide whether to classify bath salts as schedule one drugs which would make them illegal statewide.

#### **GOOD DAY COLUMBIA**

**10/14/11**

Sled's New Chief Mark Keel taking the time to speak to a group of Midlands Utility workers. The Chief was invited to talk about homeland security and the issues currently facing his department due to financial problems. Keel says more officers are needed on the streets to keep the citizens of South Carolina safe., but the unstable economy is cutting way too deep into safety efforts.

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

**10/19/11**

The gun safety pledge for students is going to be a great initiative to open dialogues for parents and families about gun safety. The pledge is part of South Carolina's project ceasefire, a program designed to reduce gun violence. Several local schools and law enforcement agencies, federal authorities, participating in this years pledge including the Columbia police department. The US Attorneys office says sixty nine thousand students from more than 100 schools agreed to sign a pledge that they will never take a gun to school or use one to settle an argument.

**WACH NEWS AT TEN****11/16/11**

Investigators in Orangeburg County working to keep gangs away from children by empowering the community. Tuesday night, one of many gang awareness seminars in Orangeburg County taking place at the Neeses Town Hall. Investigators talking with community leaders and parents about what is really happening in their neighborhoods showing examples of gangs in South Carolina.

**GOOD DAY COLUMBIA****11/16/11**

The State Department of public safety has a new leader. Leroy Smith officially taking over the agency that oversees the State Highway Patrol Transport police and Bureau of Protective services. Governor Nikki Haley picked Smith last month to lead the agency.

**COPS****11/21/11**

Springfield, Mo., Police investigate a disturbance at a convenience store resulting in a car chase. Driver arrested for assault after claiming he was the victim of the assault. His story was not supported by witnesses and the store clerk.

**COPS****11/26/11**

Las Vegas police try to curb prostitution by having a cop pose as a cabbie looking for hookers, while other undercover officers pose as prostitutes. In Texas, a driver caught in a compromising position can't recall the name of his supposed girlfriend.

**WACH NEWS AT TEN****12/1/11**

South Carolina officials are launching a new campaign intended to fight drunken driving during the holidays. The department of public safety and the South Carolina Hospitality Association are teaming up to unveil this campaign. The campaign is intended to promote use of a designated driver, and officials say they're using the Columbia area as a pilot for the program.

**GOOD DAY COLUMBIA****12/1/11**

Top legal and law enforcement officials from South Carolina are meeting in Columbia to discuss drug abuse. S.C. Attorney General Alan Wilson is helping sponsor the South Carolina Drugs of Abuse seminar that continues today. Organizers say the seminar provides top notch instruction from state and local law enforcement officers, elected officials, prosecutors, judges and first responders. Objectives include making people more aware of the effects of drugs and also understanding how drug use relates to other crime in South Carolina.

**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, 2011:

12/25/11	“Drunk Diving Party”	:30
Ad Council – Drunk Diving Party		
12/1-12/27/11	“Drunk Driving Cash”	:15
Ad Council – Drunk Driving Cash		
12/1-12/27/11	“Drunk Driving Mugshot”	:15
Ad Council – Drunk Driving Mugshot		
12/1-12/27/11	“Drunk Driving Strecher”	:15
Ad Council - Drunk Driving Strecher		
12/10-12/31/11	“Inspector General :30	:30
State Inspector General – Inspector General Council - Fraud		

## **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 REPORT**

**10/19/11**

The new photo identification law that Governor Haley signed appears to be hitting black precincts the hardest. An associated press report shows 10 precincts around the state where non white voters make up almost all the voters could be ineligible to cast a ballot under the new law. At Benedict College more than 13 hundred active registered voters lack state issued photo identification. The new law requires people to show a South Carolina driver's license or identification card, a military ID or passport when the vote.

#### **GOOD DAY COLUMBIA**

**10/2011**

Minorities looking to start their own businesses – getting some tips for success in Columbia. The South Carolina minority enterprise development conference going on at the Columbia Metropolitan Convention Center Wednesday. The event's designed to celebrate the success of minority entrepreneurs and support them.

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

**12/9/11**

Members of the Bulldog Battalion at South Carolina State University are being commissioned during a formal ceremony. The orangeburg School's Army ROTC program is known as the Bulldog Battalion and has about 100 students enrolled each year. Eight students are scheduled to receive their commissions as Second Lieutenants on Friday. The SC State program is one of the largest suppliers of minority Officers to the Nation's Armed Forces.

### **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, 2011:

**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 TEN**

**10/6/11**

A new report shows the state is spending more money on public education than last year. An annual report by South Carolinians for responsible government shows the state spends an average of 11 thousand 754 dollars per student that's up 400 dollars from last year.

**WACH NEWS AT TEN**

**10/4/11**

State Superintendent Mick Zais asking for an additional two percent in spending in his budget request to Governor Haley. Zais wants to resume buying textbooks and enough school buses to comply with the state's 15 year replacement cycle. The state stopped buying books during the economic downturn. The proposal also includes an additional nine million dollars to keep school buses fueled and running.

**WACH NEWS AT TEN**

**11/13/11**

Muller Road Middle School is the first school in Richland District Two to incorporate IPAD's into the school's curriculum. Students also use them as textbooks. Blythewood Middle School is following in their footsteps. School administrators say this initiative cuts costs and prepares students to be competitive in the world of technology.

**WACH FOX NEWS AT TEN**

**12/9/11**

Members of the Bulldog Battalion at South Carolina State University are being commissioned during a formal ceremony. The orangeburg School's Army ROTC program is known as the Bulldog Battalion and has about 100 students enrolled each year. Eight students are scheduled to receive their commissions as Second Lieutenants on Friday. The SC State program is one of the largest suppliers of minority Officers to the Nation's Armed Forces.

**GOOD DAY COLUMBIA**

**12/12/11**

Academy Sports and Outdoors will donate bikes and helmets to thirty children at Killian Elementary School in Columbia. Academy Sports and Outdoors in Columbia is collaborating with Killian Elementary to give back this holiday season through its 10<sup>th</sup> annual bike donation program. Academy provides schools with bikes to reward the children at the schools discretion. Its based on a variety of criteria including outstanding academic performance, perfect attendance, good behavior. Academy will donate over two hundred thousand in youth bikes and helmets this year.

**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, 2011:

10/1-11/26/11 Ad Council – Going to college	“Skate 15”	:15
10/8-12/27/11 American Legion - Survival Teen 15	“Boys Town”	:15
10/7-12/31/11 American Legion - Survival Teen 20	“Boys Town”	:20
10/7-12/31/11 American Legion - Survival Teen 30	“Boys Town”	:30
10/7-12/29/11 American Legion - Survival Teen 60	“Boys Town”	:100

## **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.)

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

**10/6/11**

Hundreds of Light The Night Walks taking place in the midlands to raise awareness for Leukemia. The South Carolina Chapter of the Leukemia and Lymphoma Society holding this walk at Finlay Park. Among those in attendance USC Baseball associate head Coach Chad Holbrook who's son Reece was diagnosed with Leukemia when he was two years old. Organizers say they raised 100 thousand dollars, that money will go to finding a cure for blood cancer.

#### **GOOD DAY COLUMBIA**

**10/19/11**

This year's senior wellness expo in Columbia. Roughly a hundred seniors showing up at the Katie and Irwin Kahn Jewish Community Center Tuesday for free blood pressure checks, health screenings and to check out senior care exhibits. Organizers say with health care being a national issue many seniors are taking advantage of events like these to learn about healthy lifestyles.

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

**10/14/11**

We all love our sleep but does the amount we get affect our health? Doctor Shawn Youngstedt an exercise Science Professor at USC is working to find out. He's starting a national study to see how much or little sleep people between the ages of 60 and 80 really need to remain physically and mentally healthy. With the help of outside university researchers and a three point seven million dollar grant from the national institute of health, Doctor Youngstedt will examine the effects of spending one hour less in bed.

#### **GOOD DAY COLUMBIA**

**10/14/11**

Bath Salts could be one step closer to being illegal in the Palmetto State. DHEC officials were scheduled to talk about the synthetic cocaine Thursday at their board meeting, but are still waiting for a ruling from the drug enforcement administration before they take it up. DHEC officials may decide whether to classify Bath Salts as schedule one drugs, which would make them illegal statewide. Just recently the controversial product was banned in the city of Columbia.

**WACH FOX NEWS AT TEN****11/15/11**

Midlands residents who have type one or type two diabetics will be pouring blue dye into the fountain to help raise awareness about the disease. Statistics show that one in five Americans have pre-diabetes and millions are living with the disease without knowing it. All around the world Monday for World diabetes day monuments, fountains and buildings turning blue.

**GOOD DAY COLUMBIA****11/17/11**

Health and Safety Officials gathering for a Prescription Drug abuse summit. Officials say prescription drug abuse is the fastest growing type of illegal drug use in the country. One of the main topics Wednesday the Prescription Drug monitoring program. This program is something that allows pharmacists and prescribers to plug in information that allows us to track any kind of irregularities that might be out there in terms of someone securing a prescription or dispensing a prescription.

**WACH FOX NEWS AT TEN****11/29/11**

The Centers for Disease Control and Prevention's recommended vaccine schedule for children does not call for a chickenpox vaccination until a child is one year old. However, those younger than that reap the benefits from older kids who are vaccinated. According to a study the CDC says infants indirectly benefit as well and in great numbers. Researchers tracked cases of the virus from 1995 to 2008. They found that cases dropped 90 percent amount infants.

**GOOD DAY COLUMBIA****12/5/11**

The medical University of South Carolina is about to join the list of places where you cannot light up. MUSC is going tobacco free. The Post and Courier of Charleston reports that the use of tobacco will be banned at the medical school's campus beginning in March. The new rules will apply to faculty, students, volunteers, patients and visitors.

**WACH FOX NEWS AT TEN****12/7/11**

A new study of more than 14,000 middle aged men like David Kim of Columbia, shows that working out is beneficial to long term health even if there is no weight loss. Doctor Duckchool Lee of USC's Arnold School of Public Health is the Co-author of the study. He says it shows working out is never a waste of time. Dr. Lee stated that among the men who became active, about 80% of them maintained or increased their fitness level. The men who were less active and did not maintain their fitness were associated with a higher risk of death and changes in weight had nothing to do with it. Lee says that physical activity is the key factor in increasing or maintaining the proper fitness level for good long term health.

**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, 2011:

11/4-12/31/11	“Alone 30	:30
American Academy of Orthopaedic Surgeons - Re elderly falling at home		
10/7-12/26/11	“Healthy Eating Habits	:15
Ad Council – Action Hero Alliance		
10/7-12/31/11	“Healthy Eating Habits	:30
Ad Council – Action Hero Alliance		
10/7-12/27/11	“Healthy Eating Habits	:100
Ad Council – Action Hero Alliance		
10/6-12/31/11	“Many Symptoms 30”	:30
Overeaters Anonymous – Help with overeating		
10/1-11/12/11	“Many Symptoms 15”	:15
Overeaters Anonymous – Help with overeating		
10/1-12/31/11	“Play It Safe 30”	:30
American Association of Orthodontists – Wear guards in sports		
10/1-11/12/11	“Play It Safe 15”	:15
American Association of Orthodontists – Wear guards in sports		
10/1-12/31/11	“NAB Congress Mental”	:30
NAB – NAB Congress Mental		

## **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 TEN**

**10/19/11**

A twenty one thousand dollar check was made during The City Council Meeting. The cash will help support outreach programs for military personnel who've returned home and are looking for jobs. Also at the meeting Columbia Police Chief Randy Scott giving a more than seventeen thousand dollar donation to South Carolina Special Olympics.

#### **FOX SUNDAY NEWS**

**11/14/11**

Chris Wallace speaking with two members of the committee on the current stalemate. The deadline is quickly approaching for the congressional supercommittee charged with addressing the nation's deficit crisis to come up with a plan. South Carolina Congressman Jim Clyburn among the says he's hopeful they'll reach a compromise. President Obama has said he will veto any measures to prevent the automatic cuts from going into effect should the panel fail to meet the November 23<sup>rd</sup> deadline.

#### **GOOD DAY COLUMBIA**

**12/1/11**

This year's Share Your Holiday food drive raised 1.3 million pounds of food. That exceeds our goal of one million pounds from last year. This is an annual food drive for Harvest Hope Food Bank and WACH TV 57. This food will go to feed the homeless and the less fortunate.

#### **GOOD DAY COLUMBIA**

**12/5/11**

A local boy scout helps out Harvest Hope Food Bank. Instead of your typical food drive items such as canned goods, Jack Lapointe a student at Dreher High School organized a drive at St. Johns Episcopal Church asking for other specific items. Jack has volunteered at Harvest Hope before and stated that they always need baby items like diapers and wipes. This is where the shortage is at so he decided to organize this project to serve that need. Other Boy scouts and the Dreher Key Club also helped Jack on this drive.

The occupy Columbia protesters have removed their tents and camping gear from the statehouse, but not before leaving a tent as a Christmas present for South Carolina Governor Nikki Haley. Governor Haley fought for more than a month to kick them off the capitol grounds. There were about two dozen protesters who marched from the statehouse to the Governor’s mansion. They left a tent, decorated in red bows and green garland outside the gates of the Governor’s home and sang “We wish you a merry Christmas.

**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, 2011:

10/2-11/27/11 SCBA-NCSA-SCNG – Disaster Aid	“Storm 15”	:15
10/1-12/31/11 SCBA-NCSA-SCNG - Disaster Aid	“Storm 30”	:30
10/19-11/4/11 GOODWILL – Donation for needy	“701 Goodwill PSA 102011	:100

## **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**

**10/4/11**

Hundreds coming out to a job fair held at Fort Jackson's Solomon Center. Several companies from across the midlands including the Alvin S. Glenn Detention center and Blue Cross Blue Shield were there. The fair was open to the general public and as well for soliders on post.

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

**10/6/11**

Continental Tire rolling into the Palmetto State bringing seventeen hundred new jobs with it. The company plans to invest more than 500 million dollars to build a new tire plant in Sumter. Continental expects to begin construction on the plant in mid 2012 and finish the facility in 2013. Final hiring should be finished by 2020 at that new facility.

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

**10/6/11**

There is a company already in this state doing some expansion. DUPONT pumping some big bucks into the low country. Company officials cutting the ribbon on a 500 million dollar expansion in Monck's Corner. The project is one of the largest single industrial investments in South Carolina history. The growth there will help boost the company's production of Kevlar material by 40 percent over the next two years. Kevlar is used in everything from tires to bullet proof vests. The plant had 60 workers when the expansion was announced. It's adding about 135 new employees.

#### **GOOD DAY COLUMBIA**

**10/19/11**

Continental recent jobs announcement have helped feed that perception...Tire giants continental and Bridgestone are rolling into the midlands, bringing hundreds of manufacturing jobs and more than a billion dollars into the state Tech experts are hoping to wire the state for even more jobs.

#### **GOOD DAY COLUMBIA**

**10/19/11**

South Carolina based Tech companies like E-Group are working to change by translating their skill sets into jobs and industry in the state. Tuesday, more than 700 people jamming the Carolina Technology conference to hear from some of the biggest names in the industry. This is the place for career training and hands on labs.

**GOOD DAY COLUMBIA****10/20/11**

Here in South Carolina the unemployment rate is the 4<sup>th</sup> highest in the nation. Now some midlands business leaders are hoping to change that. Veer community development and Columbia Crossroads Church – partnering with Mexican Restaurant ventures to host the Columbia Day for Dignity. This group wants to get folks back to work and they're helping raise money to give people the skills to do it.

**GOOD DAY COLUMBIA****10/27/11**

The Columbia-Richland Fire department is looking for a few good men and women. We encourage anybody and everybody that wants to be a firefighter to come out and submit an application in and we will give you an opportunity to see if you can succeed and be one of Columbia's firefighters. We have an hundred plus year tradition and we like to keep maintaining that.

**WACH NEWS AT TEN****11/14/11**

BlueCross BlueShield of South Carolina wants to hire 5 hundred people most of them for work in the Columbia area. The company will hold two open houses for people interested in the jobs. They are looking to hire registered nurses, accountants, auditors, accounting clerks and other positions. The first open house will be Tuesday at the Bluecross office in Carolina Research Park in Columbia. The other will be December 6<sup>th</sup> at the company's building on Percival Road.

**GOOD DAY COLUMBIA****11/15/11**

The BOSCH REX-ROTH Corporation in Fountain Inn, SC will be investing 80 million dollars and adding 160 jobs over the next five years. The company makes hydraulic piston units and pumps. It plans to start hiring before the end of the year.

**WACH NEWS AT TEN****12/3/11**

Convention goers and tourists may have another place to stay in Columbia's Vista District. An Atlanta based developer getting preliminary approval to build a 130 bed Hyatt Place facing the 800 block of Gervais Street close to the Columbia Metropolitan Convention Center. Columbia's planning commission and city council must approve the project and the first public hearing on the matter is set for December 8<sup>th</sup>.

**GOOD DAY COLUMBIA****12/6/11**

Boeing's new 787 Dreamliner – closer to take off. The company will conduct test flights today at Columbia Metro Airport and in Myrtle Beach. The Dreamliner produced at the new Boeing plant in North Charleston can carry close to 300 passengers according to the company. No public event is planned but airport officials say there's a good chance you'll notice it.

**GOOD DAY COLUMBIA****12/7/11**

Blue Cross Blue Shield of South Carolina and its medicare subsidiary Palmetto GBA looking to fill 500 open positions. The company holding a job fair yesterday to fill openings for registered nurses, accountants, auditors, accounting clerks and for other positions. Most of the openings are in the Columbia area but some are available in other locations. The positions are open because of new and expanding contracts in Government programs and private insurance divisions.

**WACH NEWS AT TEN****12/7/11**

Today ... USC Researchers will give their 2012 economic predictions for the state. The school's hosting its 31<sup>st</sup> annual economic outlook conference in the Darla Moore School of Business. This year's theme is prognosis for a fragile recovery. Wells Fargo Chief Economist John Silvia is delivering the keynote speech on the impact of election-year politics on economic recovery.

**Public Service Announcements** 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, 2011: