

WACHFOX news

information. communication. dedication.

October 10, 2020

QUARTERLY ISSUES / PROGRAMS LIST

There follows a listing of the significant issues responded to by
WACH-TV - Columbia, South Carolina
along with the most significant programming treatment for the period of

July 1, 2020 through September 30, 2020
3rd Quarter | 2020

The order in which the issues appear does not reflect any priority or significance.

This list is by no means exhaustive.

ISSUE: PUBLIC SAFETY & CRIME PREVENTION

News at Ten Cover Stories

Broadcast Date: July 1, 2020

Source: Local Officials

Description: Deputies prep for July 4th

We spoke with Captain Adam Myrick with Lexington County Sheriff's Department about how they were preparing for the holiday weekend. He said that there would be a lot more staff and officials present at the lake and surrounding areas. He said that there would be a paramedic on boats to respond to any medical situation. Myrick reminded everyone to have a plan that they will stick to in case something happens to them. Health officials warned people to practice social distancing and wear a mask.

Broadcast Date: July 3, 2020

Source: Local Sheriff's Dept.

Description: Peace Officers

Richland County Sheriff Leon Lott announced that deputies would begin wearing patches that say, 'peace officer'. This came after a month of protests around the world to stop police brutality. Lott said this is a way for people to know that the department is transitioning to guardian and peace policing.

Broadcast Date: July 5, 2020

Source: Local

Description: Richland County Mask Ordinances

Starting on this day, Richland County began enforcing its mask ordinance. In an effort to stop the spread of coronavirus, local government passed an ordinance that people were required to wear a mask when in public and near other people. The fine for not wearing a mask was between \$25-\$100.

Broadcast Date: August 1, 2020

Source: Local

Description: Gun Locks

After two Midlands children accidentally shot themselves, Richland County Sheriff's Department gave away free gun locks to the public that to help promote firearm safety and awareness. Gun locks are mechanisms that prevent the trigger of the gun from being able to be pulled and discharge the weapon. In addition to distributing the locks, Deputies also talked with attendees and showed them how to properly use the gun locks.

Broadcast Date: August 28, 2020

Source: Local

Description: Safety Plan for BLM Rally

After the shooting of an unarmed black man in Wisconsin, organizations like BLM SC planned to hold a rally to demand racial justice and to encourage people to vote. Columbia law enforcement was approving of their plan but wanted to make sure things did not turn violent like they did in May. Law enforcement met with the organizations and made a plan that encourage the protest and prevented violence.

Broadcast Date: September 4, 2020

Source: Local

Description: Camden Man uses crash to help others

A man from Camden was hit in a head-on collision and almost died. Emergency responders had trouble identifying him and contacting his family because his emergency contacts were not set up on his phone. He then used his experience as a way to caution others to have their emergency contacts correctly set up.

Broadcast Date: September 21, 2020

Source: Local

Description: I-Team: Children Gun Safety

To raise awareness and to caution gun owner against leaving their guns unsecured a local mother spoke about losing both her son and her fiancé in the same day. The son, 2, found an unsecured gun in the home and accidentally shot himself in the head. The boy's father (mother's fiancé) soon found their son and proceeded to take his own life with the same gun. The mother hopes that her tragic loss will help others to be more mindful and cautions about firearms in their home.

Broadcast Date: September 24, 2020

Source: Local

Description: In Depth Look: Bail Bonds

After recently noticing a pattern of violent offenders being re-arrested for crimes while out on bond, we dove further into the topic of bail bonds. One man, for example, was out on bond for murder when he used a child as a human shield during a shootout with Lexington deputies. The story shed light on issues with the bail bond system and how it is actually legal to let people out on bond even for violent crime because they are considered innocent until proven guilty at trial.

Public Service Announcements – Public Safety & Crime Prevention

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, 2020 and September 30, 2020:

7/1 – 9/26	“Make the Call” Health Resources and Services Administration	:30
7/1 – 9/26	“Drunk Neon :30” National Highway Transportation Safety Association	:30
7/11– 8/25	“Call 811 – Call Before” South Carolina Broadcasters Association	:30
7/4 – 8/31	“Call 811 – Football Fans” South Carolina Broadcasters Association	:30
7/1 – 9/26	“Call 811 – Tree Electric” South Carolina Broadcasters Association	:30

ISSUE: MINORITY ISSUES

Good Day Cover Stories

Broadcast Date: July 15, 2020

Source: Local

Description: EBT cards for Students

Some South Carolina students received EBT cards for being on the free-and-reduced program at school. The South Carolina Department of Social Services said that 467,000 S.C. students qualify. We included information on our website about qualifications.

Broadcast Date: August 3, 2020

Source: Local

Description: Meeting to Provide Broadband

During the COVID-19 pandemic, thousands of children were unaccounted for during virtual schooling. South Carolina education and government officials met to discuss providing free broadband to underprivileged people in the state so the students could continue their schooling from home.

Broadcast Date: August 12, 2020

Source: Local

Description: Cell-Phone Jamming

The Director of the South Carolina Department of Corrections, the Richland County Sheriff held a press conference regarding a man that had been using a cell-phone to lead gang activity while in prison. Police discovered the man after he attempted to arrange for multiple people to be killed by others while he was incarcerated in a state prison. SCDC officials announced that they would be requesting that state lawmakers help find a more effective and thorough way to use cell-phone jamming in prisons throughout the state.

Broadcast Date: September 24, 2020

Source: Local

Description: USC helps Breonna Taylor's Family

Following the death of Breonna Taylor, a University of South Carolina professor and law student helped work with her family during their legal matters. With their legal help and knowledge, the family reached a historic \$12 million settlement.

Broadcast Date: September 25, 2020

Source: Local

Description: Local Apartments Receive Free WiFi

Thanks to community leaders, neighbors, and even celebrities, residents of the Colony Apartments will be receiving free Wi-Fi. The apartments, which have frequent issues with crime, are home to many children who are unable to complete their schoolwork due to lack of access to the internet. The free Wi-Fi will allow all students residing there to continue their schooling while still limited to solely virtual instruction.

Public Service Announcements – Minority Issues

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, 2020 and September 30, 2020:

7/4 – 9/27	“Better Together” Fisher House – Columbia	:30
7/2 – 9/21	“Delivery” Fisher House – Columbia	:30
7/3 – 8/15	“Chris :60” Wounded Warrior Project	:60
7/14 – 9/5	“Mark :30” Wounded Warrior Project	:30

ISSUE: EDUCATION

News at Ten Cover Stories

Broadcast Date: July 10, 2020

Source: Local

Description: SC HBCUs to Receive \$2 million

Eight South Carolina historically black colleges and universities (HBCU) received more than \$2 million for technology upgrades during the COVID-19 pandemic. This was part of the SC CARE Act, which provided emergency funding throughout the state.

Broadcast Date: July 13, 2020

Source: Local

Description: USC Sumter partially reopens

USC Sumter partially reopened for some students to register for Fall and receive answers to their admission questions. One student shared how happy they were to be able to ask questions face-to-face with staff. That campus planned to open in-person and online in the fall.

Broadcast Date: August 1, 2020

Source: Local

Description: Kershaw County School District Reopening Plan

The Kershaw County School District was one of the first schools in the state to get a planned approved for reopening. The district let parents choose between in-person classes, e-learning (real-time), or pre-recorded classes. The story is about what they were doing to prepare. 55% chose virtual schooling. Third through 12th grade was required to wear a mask.

Broadcast Date: August 11, 2020

Source: Local

Description: State Superintendent approves 14 plans for reopening

The South Carolina state superintendent approved 14 school reopening plans mandated due to the ongoing COVID-19 pandemic. 3 of the approved reopening plans are schools located in the Midlands.

Broadcast Date: August 11, 2020

Source: Local

Description: School Buses

The South Carolina Board of Education has given strict guidelines for school busses driving students to and from school, but neglected to give information regarding extracurricular activities, daycares, etc. We spoke with a private bus company about how they would ensure students remained safe and healthy during the COVID-19 pandemic. The company said that they were taking several precautions and would continue to put the student’s safety first.

Public Service Announcements - Education

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 July 1, 2020 and September 30, 2020:

7/12 – 7/25	“At Home Learning :15” South Carolina Dept. of Education	:15
7/1	“Act 2 :30 (Pregnancy Accommodations)” South Carolina Human Affairs Council	:30

ISSUE: HEALTH SERVICES AND MEDICAL CARE

Good Day Cover Stories

Broadcast Date: July 1, 2020

Source: Local

Description: Plasma Donations for Coronavirus

Health officials report that those who have already had the COVID-19 virus can help people who are currently struggling with it by donating 'convalescent plasma'. An infectious disease doctor at Prisma Health said that the antibodies in the plasma from someone who recovered will help the other person recover.

Broadcast Date: July 4, 2020

Source: Local

Description: Researcher: Sunscreen Types and Use

We spoke to a researcher who focuses on personal care products with an emphasis on sunscreens. She said that all people, regardless of race, age, etc. should be wearing sunscreen. She also suggested which products to avoid because of inadequate ingredients and other various shortcomings.

Broadcast Date: August 14, 2020

Source: Local

Description: McMaster Announces PPE Funding for Schools

Governor Henry McMaster joined local leaders to announce funding for Personal Protective Equipment (PPE) for South Carolina schools. Out of 81 districts, 70 requested funding for PPE; All of which were granted full funding.

Broadcast Date: September 4, 2020

Source: Local

Description: Kershaw School Testing

The South Carolina Department of Health and Environmental Control (DHEC) partnered with Kershaw County School District on a program offering free tests to students and staff. Nearly 800 teachers were served within the week. All information was posted to our website and shared on our social media accounts.

Broadcast Date: September 11, 2020

Source: Local

Description: Kershaw Fever Tech

Kershaw County School District has begun using a device to monitor people's temperature as they enter the a building. They are the first district to use schools outfitted with these devices as a preventative tool to stop the spread of coronavirus.

Broadcast Date: September 24, 2020

Source: Local

Description: Williams-Brice Coronavirus Prep

Just days before the first game of the season for the Gamecocks, we were given a tour of Williams-Brice Stadium to see the precautions and preparations put in place to prevent the spread of coronavirus. In addition to required social-distancing, all attendees will be required to wear masks at all times. Additionally, school officials announced that tailgating was prohibited.

Public Service Announcements – Health Services & Medical Care

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, 2020 and September 30, 2020:

7/10 – 9/26	“Epilepsy Foundation” Epilepsy Foundation	:30
7/4 – 9/27	“COVID-19 :30” United Way	:30
7/1 – 9/26	“COVID-19 :30” South Carolina Broadcasters Association	:30
7/1 – 9/27	“COVID-19 :30” Department of Health and Environmental Control	:30
7/1 – 9/26	“Luke :60” St. Jude Children’s Hospitals	:60
7/2 - 9/5	“Azalea :30” St. Jude Children’s Hospitals	:30
7/1 – 9/2	“Azalea :15” St. Jude Children’s Hospitals	:15
7/4 – 9/26	“COVID-19 Thanks” Children’s Miracle Network Hospitals	:30
7/2 – 9/27	“COVID-19 Appeal :30” American Red Cross	:30
7/5 – 9/20	“Great Strides :30” Cystic Fibrosis Foundation	:30

ISSUE: CIVIC RESPONSIBILITIES

News at Ten Cover Stories

Broadcast Date: July 4, 2020

Source: Local

Description: Girl gets Laptop from Neighbors

An A.C. Flora graduate was surprised when her neighbors got together and bought her a brand-new MacBook. The girl's mom got on Facebook to try and find a used laptop and neighbors instead raised enough money to get her a new one. The girl is set to attend Temple University in Philadelphia.

Broadcast Date: July 6, 2020

Source: Local

Description: 8-year-old beats Cancer

A young girl that was interviewed in 2019 finally rang the bell to signal the end of her chemotherapy treatment. The girl had surgery to remove a brain tumor in February. After she finished the treatment, she went to the American Girl Doll Store. She said she is most looking forward to going back to gymnastics.

Broadcast Date: July 10, 2020

Source: Local

Description: Flooding in Rural Community solved

After previously visiting a church in Camden in an underserved community, the South Carolina Department of Transportation went to the church and began repairing the problems that church members said had been ignored and neglected for quite some time.

Broadcast Date: August 1, 2020

Source: Local

Description: Business reopens after fire

Just a few months after the May burglary and arson of Pelican's Snoballs in the Ballentine area, we returned to cover the reopening of the business. The owner said it was all possible thanks to the support and help from the local community. We shared information and a web link on how to help the business for those interested.

Broadcast Date: August 12, 2020

Source: Local

Description: Friend of Airman Starts Foundation

A month after a US Air Force Airman died in an accidental plane crash at Shaw Air Force Base, his best friend started a foundation to raise money for future, aspiring pilots. The foundation was named after the late airman to honor his memory. At the time, the foundation had already raised \$25,000.

Broadcast Date: September 8, 2020

Source: Local

Description: Richland Democratic Party drive-thru events

The Richland County Democratic Party held several drive-thru events across Columbia to provide struggling families with non-perishable food items, as well as information about absentee voting and voting registration information. Eleven different locations were opened during the weekend.

Broadcast Date: September 11, 2020

Source: Local

Description: Kershaw First Responders Walk

Kershaw County first responders held a walk in memory of those first responders who died in the line of duty during the September 11, 2001 terrorist attacks. During the walk they were dressed in full gear while walking together for several miles.

Broadcast Date: September 27, 2020

Source: Local

Description: 350th Anniversary of SC State Guard

The South Carolina State Guard celebrated their 350th anniversary. Members met with Richland County Sheriff Leon Lott and Governor Henry McMaster to honor the fallen and discuss ways to continue to help and supporting the community.

Public Service Announcements – Civic Responsibilities

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 in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between July 1, 2020 and September 30, 2020:

7/1 – 9/8	“I Will :15” Army National Guard	:15
7/1 – 9/27	“I Will :30” Army National Guard	:30
7/4 – 9/26	“America’s Marines” US Marine Corps	:30
7/1 - 9/19	“Anthem” US Marine Corps	:30
7/10 – 9/18	“For Country” US Marine Corps	:30
7/8 – 9/23	“Dear Humans” Best Friends Animal Society	:30
7/1 – 9/27	“Adopt Change” Best Friends Animal Society	:60
7/3 – 9/27	“Scoob :30” Best Friends Animal Society	:30
7/1 – 9/26	“Scoob :60” Best Friends Animal Society	:60
7/1 – 9/26	“Empower 4”	:15
7/1 – 9/24	“Empower 2”	:30

ISSUE: Business Growth and Economic Development

Good Day Cover Stories

Broadcast Date: July 6, 2020

Source: Local

Description: DNR Reopening

The South Carolina Department of Natural Resources has announced their reopening plans following their closure due to the COVID-19 pandemic. DNR, whose offices provide things such as hunting licenses and boat titles, said they will continue to offer online services for those who still do not feel comfortable going in public due to health concerns.

Broadcast Date: July 10, 2020

Source: Local

Description: Cayce Development

The City of Cayce announced plans for a new development that they hope will bring more people and business to the city. They are planning for 36 acres for mixed-use development near I-77 and 12th Street. Construction is set to begin in 2021.

Broadcast Date: August 7, 2020

Source: Local

Description: Tax-Free Weekend

We explained the increased importance of tax-free weekend during the current pandemic and right before school returns for the fall semester. We spoke to a woman shopping for supplies for her grandkids at Target, which had certain items on their tax-free list that other stores did not. We posted a full list of all the supplies that were tax-free eligible.

Broadcast Date: August 9, 2020

Source: Local

Description: Tax-Free Weekend

Tax-free weekend was happening both locally and across the country; However, the statewide sales tax of 6% was also waived on a variety school supplies in addition to supplies currently necessary in light of the COVID-19 pandemic.

Broadcast Date: September 28, 2020

Source: Local

Description: Election Voting Preparations

We interviewed the new Richland County Elections Director who talked about the amount of new jobs that have been created due to preparations for the elections. As of now, the new director has hired over 1,500 new people to work the polls for Election Day on November 2, 2020.

Public Service Announcements – Business Growth & Economic Development

The station aired Public Service Announcements that pertained to business and economic development. Announcements were in varying length (:10, :15, :20, :30, and :60); each PSA aired multiple times between July 1, 2020 and September 30, 2020:

7/22 – 9/26	“SC MEP Proof” South Carolina Broadcaster Association	:30
7/1 – 7/11	“SC MEP 2” South Carolina Broadcaster Association	:30
7/1 – 9/1	“SC Military Museum” South Carolina Military Museum	2:00