

WACHFOX news

information. communication. dedication.

January 10, 2021

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

October 1, 2020 through December 31, 2020
4th 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: November 5, 2020

Source: Local

Description: Law enforcement wanted to remind people that wrecks involving deer are heightened during winter months. Our meteorologist spoke to experts and gave viewers tips on how to avoid dying or losing money in an accident.

Broadcast Date: December 8, 2020

Source: Local

Description: Multiple law enforcement agencies met to announce the introduction of a human trafficking unit. The unit is a part of Lexington County Sheriff's Department along with other county agencies.

Broadcast Date: December 10, 2020

Source: Local

Description: Agencies met to announce charges and arrests of dozens of people that were accused of racketeering. The FBI, ATF, and other agencies announced the investigation had led to the arrests and prevented more people being victimized. This was named the largest racketeering case in state history.

Broadcast Date: November 17, 2020

Source: Local

Description: From November 1 to November 17 more than 40 guns were confiscated by the Columbia Police Department. The firearms were seized from illegal gun-owners during traffic stops and violent crimes, according to police.

Broadcast Date: November 2, 2020

Source: Local

Description: A local sheriff was interviewed about how law enforcement was gearing up for the 2020 election. The sheriff said they were expecting a lot of traffic and wanted to ensure people were safe. He also said that they were prepared for any protests that might come from election results.

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 October 1, 2020 and December 31, 2020:

10/1 – 12/30	“Make the Call” Health Resources and Services Administration	:30
10/1 – 12/26	“Drunk Neon :30” National Highway Transportation Safety Association	:30
12/30 – 12/31	“Legend :30” Project Roadblock	:30
12/30 – 12/31	“That Won’t Work :15” Project Roadblock	:15
12/30 – 12/31	“Over the Top :15” Project Roadblock	:15

ISSUE: MINORITY ISSUES

Broadcast Date: November 5, 2020

Source: Local

Description: An 11-year-old girl has been donating food items to Harvest Hope Food Bank every year on her birthday for five years. The little girl told WACH that she wants people to be able to eat and not have to go through what she went through.

Broadcast Date: December 24, 2020

Source: Local

Description: More than 30 people were displaced after a fire destroyed their apartment building. During the fire, a mother was left with no other options to escape; She had to toss her two babies from her apartment window to bystanders below before then escaping through the window herself. We spoke to multiple people who witnessed the situation, as well as others who helped catch the infants.

Broadcast Date: December 27, 2020

Source: Local

Description: A veteran and frontline medical worker had a bag of medical supplies stolen from his car. A story was posted on our website and within hours a neighbor said he found the bag in his yard and tried to return it but the man was at work. The man served in the Air Force and worked at an area hospital.

Broadcast Date: October 18, 2020

Source: Local

Description: We interviewed a 12-year-old girl who published an anti-bullying book. The girl said that she was inspired to write the book after watching a close friend be bullied at school. The girl says her book is supposed to inspire self-confidence in children and encourage them to stand up against bullies.

Broadcast Date: December 1, 2020

Source: Local

Description: The CDC planned to lift the eviction moratorium on January 1. We spoke with local officials who said that 36% of renters did not make a full rental payment in November, and the SC Housing Authority was working to provide a solution as those people faced eviction. An estimated \$153 million was owed in back rent.

Broadcast Date: November 22, 2020

Source: Local

Description: A local family created a mission to feed hundreds of Columbia's less fortunate during the Thanksgiving holiday. More than 500 turkeys were given away at a local middle school. The family said they did this because they know the pandemic is putting a financial strain on a lot of people.

Broadcast Date: October 7, 2020

Source: Local

Description: After being diagnosed with breast cancer at 40, a black woman shared her story of how she beat statistics. We spoke to an epidemiology professor who said that black women have a 40% percent higher risk of dying from breast cancer. The woman said she is now advocating for people to get as many check-ups and catch cancer early.

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 October 1, 2020 and December 31, 2020:

10/1 – 12/27	“Better Together” Fisher House – Columbia	:30
10/1 – 12/23	“Delivery” Fisher House – Columbia	:30
10/22 – 11/2	“Chris :60” Wounded Warrior Project	:60
10/7 – 12/12	“Sean :30” Wounded Warrior Project	:30

ISSUE: EDUCATION

News at Ten Cover Stories

Broadcast Date: November 19, 2020

Source: Local

Description: Governor McMaster announced that the state would be offering free rapid testing to be placed in all schools after the Thanksgiving holiday. This came after public health officials warned people to practice social distancing and avoid large gatherings. The testing offered was completely voluntary and schools could refuse the offer.

Broadcast Date: December 1, 2020

Source: Local

Description: We covered a walk-out by Lexington County teachers because of coronavirus concerns. Enough teachers participated that three area high schools had to close for the day. Eventually the teachers met with district leaders to come up with a plan for reopening.

Broadcast Date: October 4, 2020

Source: Local

Description: Two friends who met at church decided that they wanted to help students in need and built desks for them. The two men said that they thought about how some students didn't have a workspace while working from home. They reached out on Facebook and built desks for more than 170 children.

Broadcast Date: November 17, 2020

Source: Local

Description: Three local schools got a name change due to being named after Confederate general Robert E. Lee. The renaming comes after public outcries for names of slave-owning confederates be removed from statues, roads, and schools.

Broadcast Date: November 19, 2020

Source: Local

Description: The coronavirus pandemic has negatively impacted school districts in many ways. One of those being a shortage in school bus drivers. We covered a story in a rural area about their shortage of bus drivers. School officials said they've had to add to bus routes which created a shortage. Some parents began picking up their children and often other children to help alleviate some of the pressure and workload.

Broadcast Date: December 16, 2020

Source: Local

Description: A local man is bringing awareness to the dangers and consequences of drunk driving after he was hit by a drunk driver, and had a leg amputated. We gave statistics about DUI crashes and deaths in Richland County and talked to local law enforcement. The man along with other advocates warned other people to not drink and drive as the state saw a spike in DUI driving deaths.

Broadcast Date: November 13, 2020

Source: Local

Description: Over the past few years, SC has seen a large number of teachers leaving their positions. This caused a teacher shortage and we spoke to a local teacher's association that explained why most teachers were leaving their positions and how officials can encourage more people to become teachers.

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 October 1, 2020 and December 31, 2020:

10/3 – 12/30	“Palmetto Pride :30” South Carolina Dept. of Tourism	:30
10/17 – 11/7	“Autism Speaks Walk 1” Autism Speaks Foundation	:30
10/3 – 12/29	“Dear Humans :30” Best Friends Animal Society	:30
10/1 – 12/29	“Adopt Change :60” Best Friends Animal Society	:60

ISSUE: HEALTH SERVICES AND MEDICAL CARE

Good Day Cover Stories

Broadcast Date: October 16, 2020

Source: Local

Description: A CDC official visited Columbia and told state officials that the coronavirus vaccine would be administered before the first of the year. Governor McMaster stated that he and others were beginning to plan the three phases of people to be vaccinated. The CDC official also encouraged everyone to be vigilant about transmission and continue to take precautions.

Broadcast Date: December 23, 2020

Source: Local

Description: Prisma Health, a local hospital received coronavirus vaccines and began vaccinating their frontline employees. One hospital worker told us she was getting the vaccine because she has two children at home and does not want to risk bringing the virus home to them.

Broadcast Date: December 24, 2020

Source: Local

Description: A community leader had a rough battle with coronavirus and wanted to share her story. She was in a coma and had to have a tracheotomy. She encouraged people to continue to be cautious and wear their masks.

Broadcast Date: December 31, 2020

Source: Local

Description: South Carolina received another 20,000 doses of the coronavirus vaccine. The first phase of people like hospital workers and elderly patients were almost done receiving their vaccines. Teachers were included in the next group of people to be vaccinated. The state was rolling out the vaccinations at 11 percentage points higher than the country.

Broadcast Date: December 30, 2020

Source: Local

Description: DHEC announces that the state is administering the coronavirus vaccine at a higher rate than the country. Statistics showed that South Carolina was 11 percentage points above the national average when it came to the amount of vaccines given since receiving the first doses.

Broadcast Date: December 16, 2020

Source: Local

Description: A local retirement home was one of the first to receive the Moderna vaccine. Elderly, long-term patients were part of the first phase of people vaccinated in the state. Employees at the nursing home said that the vaccine will improve moods and will allow people to begin to see their families without worrying.

Broadcast Date: December 17, 2020

Source: Local

Description: The COMET, the midlands main form of public transportation, teamed up with DHEC to provide free coronavirus testing to riders. This came after cases began to rise again. The bus company stated that they had done well in keeping passengers safe throughout the pandemic by cleaning and making sure masks and social distancing was practiced. This was a way to give more options and stop the spread.

Broadcast Date: October 30, 2020

Source: Local

Description: We spoke to a Midlands woman who lived in Columbia but drove to her job in Charleston every week where she's a health care worker. She is also raising 9 children. She explained what its like for health care workers during the coronavirus pandemic.

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 October 1, 2020 and December 31, 2020:

10/1 – 12/30	"Epilepsy Foundation" Epilepsy Foundation	:30
10/1 – 12/27	"COVID-19 :30" United Way	:30
10/3 – 12/26	"Luke :60" St. Jude Children's Hospitals	:60
10/10 – 12/26	"Azalea :30" St. Jude Children's Hospitals	:30
10/7 – 12/30	"Azalea :15" St. Jude Children's Hospitals	:15
10/1 – 12/31	"COVID-19 Thanks" Children's Miracle Network Hospitals	:30
10/1 – 12/31	"COVID-19 Appeal :30" American Red Cross	:30
10/3 – 12/31	"Great Strides :30" Cystic Fibrosis Foundation	:30

ISSUE: CIVIC RESPONSIBILITIES

News at Ten Cover Stories

Broadcast Date: November 3, 2020

Source: Local

Description: We spoke with both a Republican strategist and a Democrat strategist about the election and what outcomes were expected in terms of results and the consequences of the results. The coverage was mostly based on local/state races.

Broadcast Date: December 26, 2020

Source: Local

Description: Thousands of dollars were raised for a state trooper and his family after their house burnt down on Christmas Eve. Their possessions were destroyed, and their house was a total loss. The community raised thousands of dollars for the family and family members said that they were doing alright and thanked the public for their help.

Broadcast Date: December 22, 2020

Source: Local

Description: A reporter went on a ride-along with local deputies to hide people's packages from view. This came after a spike in thefts from people's porches. The deputies gave tips on how to prevent porch-pirates from stealing packages and ruining the holidays.

Broadcast Date: November 3, 2020

Source: Local

Description: A third-party candidate for a prized State Senate seat sat down with us after one of the other candidates ran a campaign ad encouraging voters to vote for the third-party candidate - after he had dropped out of the race. The motive was not outwardly stated but the third-party candidate decided it was in order to take votes away from another challenger and split the vote.

Broadcast Date: November 1, 2020

Source: Local

Description: A local funeral home offered free rides to the polls on election day. The general manager told us that the funeral home was doing it because it was a very important election and they wanted everyone to have the chance to make their voices heard.

Broadcast Date: December 12, 2020

Source: Local

Description: A local group organized the delivery of toys to children of EMS workers. More than 250,000 toys and masks were delivered to families of first responders.

Broadcast Date: December 22, 2020

Source: Local

Description: A local orphanage was experiencing a shortage of volunteers due to the pandemic. The volunteers usually take the children out to eat and help throw birthday parties for them. There was also a lack of donations to the orphanage. We included a link to the volunteer site so that people could sign up.

Broadcast Date: December 13, 2020

Source: Local

Description: Local bikers and veterans held their annual charity ride to raise money to buy gifts for veterans in a local Veteran Affairs hospital. Participants said that the pandemic had stalled donations, but they were still able to raise money and buy gifts and said that they were already planning their next fundraiser.

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 October 1, 2020 and December 31, 2020:

10/4 – 12/4	“I Will :15” Army National Guard	:15
10/1 – 12/31	“I Will :30” Army National Guard	:30
10/16 – 12/12	“America’s Marines” US Marine Corps	:30
10/7 – 12/24	“Anthem” US Marine Corps	:30
10/23 – 12/24	“For Country” US Marine Corps	:30
10/3 – 12/27	“For Us All” US Marine Corps	:30
10/14 – 12/12	“Pride of the Nation :30” US Marine Corps	:30

ISSUE: Business Growth and Economic Development

Good Day Cover Stories

Broadcast Date: December 17, 2020

Source: Local

Description: Renovations begin in the Babcock Building, a historical building that was recently damaged by two fires. The cupola of the building will be the first section to be replaced. The historic building is part of a new development said to bring economic development to the area of Columbia.

Broadcast Date: December 25, 2020

Source: Local

Description: A local business gave back to the community on Christmas by giving away pizzas to essential workers and under-privileged families.

Broadcast Date: December 17, 2020

Source: Local

Description: The Columbia Metropolitan Airport introduced a new, low-cost air carrier. Silver Airways is now offering low cost flights from Columbia to Florida. The plane carries 46 passengers, tickets were just \$50. One woman said she'd been traveling back-and-forth from Florida to Columbia and now had a cheaper way to get there.

Broadcast Date: December 31, 2020

Source: Local

Description: A local restaurant spoke to us about what they were doing to prepare for New Year's Eve. State officials warned people not to attend large gatherings. The governor reduced capacity to half, so restaurants had to decrease the amount of people allowed in. The business owner said that social distancing will be encouraged as well as requiring masks.

Broadcast Date: December 27, 2020

Source: Local

Description: A local business created by two veterans has been gaining traction during the pandemic. The two owners said that people had been asking for balloons for different occasions, so they created their own business. While most small or locally owned businesses have struggled to stay afloat during the pandemic, they are thankful that theirs has done well, and are optimistic that the same will happen for others going forward.

Broadcast Date: December 2, 2020

Source: Local

Description: Businesses were urging the SC General Assembly to pass a hate crime law. The CEO of the SC Chamber of Commerce spoke to us about the small business who have all expressed support in seeing a hate crime law passed, citing events like the recent racial unrest as well as the Mother Emanuel church shooting that happened in Charleston.

Broadcast Date: November 29, 2020

Source: Local

Description: A local theater has reopened with new precautions after being closed during the pandemic. The theater said they faced many economic challenges and the journey to reopening had been difficult. In order to remain open while ensuring the safety of their patrons, visitors will receive temperature checks prior to entering the theater, and mask requirements will continue to be enforced.

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 October 1, 2020 and December 31, 2020:

10/3 – 12/31	“SC MEP Proof” South Carolina Broadcaster Association	:30
10/3 – 12/29	“SC MEP 2” South Carolina Broadcaster Association	:30
10/22 – 12/31	“SC Military Museum” South Carolina Military Museum	2:00