

First Quarter 2006  
3/31/2006

**QUARTERLY DESCRIPTION OF WACH TV PROGRAMS PROVIDING  
THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

PROGRAM	DAY	TIME
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**Local News**

<b>WACH Fox News at 10 pm</b>	Monday through Friday	10:00-10:35 pm
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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**

**SLUG: Tipster**

**January 4**

**10-10:35PM**

There's a big push to protect the identities of fold who tip police about crime. A proposed new bill would make it a crime to reveal a tipster identity

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

**SLUG: Rich County Crime**

**January 5**

**10-10:35PM**

Richland County crime is down 9 ½ % since last year and overall crime is down 22% since 2002. Sheriff Leon Lott attributes it to citizen involvement.

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

**SLUG: More police**

**January 11**

**10-10:35PM**

City officials want to hire additional police officers this year. Mayor Coble says there is \$300,000 in the budget to hire additional officers this year.

### **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 January 1 and March 31, 2006:

1/1-1/11 "Wrong Way Around-30" :30  
Family Violence Prevention – Talk with kids about violence toward women

3/31 "Justice For Victims-60" :60  
SC Victim Assistance – Providing assistance to victims of crime

1/28 "Victims Rights" :30  
SC Victim Assistance – Providing assistance to victims of crime

## **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**

**SLUG: Music**

**January 16**

**10-10:35PM**

A musical tribute is being held for one of America's Civil rights leaders, Dr. Martin Luther King. The theme is "remember, celebrate, act."

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

**SLUG: Black History Parade**

**February 24**

**10-10:35PM**

A special black history month program took place at Keenan High School. West African Dance and music was featured..

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

**SLUG: New Judge**

**March 21**

**10-10:35PM**

Five of six candidates to replace former circuit court judge Reggie Lloyd are black. If a black candidate wins the bench seat, it will be the first contested election of a black judge since Lloyd was picked in 2003. S.C. has a 30% black population but only 6% of the state's judges are black.

### **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 January 1 and March 31, 2006:

2/2 "Build a Dream – 20" :20  
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**

**SLUG: K4 program**

**January 5**

**10-10:35PM**

Lawmakers are trying to get more kids in to kindergarten. This aster a judge ruled last week that the state has failed to educate students early on. Right now the state pays for 4K for a select group of poor children who score low on tests. The new bill would give more children an opportunity to participate.

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

**SLUG: school suit**

**January 9**

**10-10:35PM**

Both sides in S.C. school funding case turn their attention to the state house. The general assembly could be the next battleground over the way money is doled out in rural districts.

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

**SLUG: pell grants**

**March 23**

**10-10:35PM**

Senator Jim Demint and State Education Superintendent are calling for an expansion of the pell grant program to allow disadvantaged students to take classes at local universities and tech schools.

### **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 October 1 and December 31, 2006:

1/1-1/11 "ER-30" :30  
Communities In Schools In SC – Need for parents' involvement in schools

1/7-1/11 "Rebecca Hilton" :30  
South Carolina Technical Colleges – Need for technical colleges

1/10-1/11	"Kester Freeman"	:30
South Carolina Technical Colleges – Need for technical colleges		
1/10	"First Robotics-60"	:60
Partnership For Science & Technology – Need For Tech Colleges		
1/5-1/10	"First Robotics-30"	:30
Partnership For Science & Technology – Need For Tech Colleges		

## **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**

**SLUG: Medicare**

**January 3**

**10-10:35PM**

The new medicare drug plan has had a few problems. Pharmacies are having trouble filling prescriptions and helping customers. WACH is offering assistance with understanding the new plan with information on the station website.

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

**SLUG: Palmetto Health**

**January 11**

**10-10:35PM**

Heart disease is the number one killer in S.C. The new state of the art Palmetto Health Heart Institute opens and is the state's first free standing hospital dealing with heart care.

### **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 January 1 and March 31, 2006:

1/2	"Dudley"	:30
American Dental Association – Benefits of brushing and flossing teeth		

2/2	"First Meeting"	:10
Narcotics Anonymous – Drug Abuse		

1/5-2/1	"Are You Talking To Me-60"	:60
National Foundation For Infectious Diseases-Need to be immunized		

2/2	"Phone Booth"	:10
Narcotics Anonymous – Drug Abuse		

1/7	"Family-60"	:60
NARCONON – Re drug abuse		

1/1-1/4	"CASA-15"	:15
National CASA – Court appointed special advocates for kids		

1/1	"CASA-30"	:30
National CASA – Court appointed special advocates for kids		

3/19	"Goals-10"	:10
Leukemia & Lymphoma Society - Fundraising		

2/2	"Goals-30"	:30
Leukemia & Lymphoma Society - Fundraising		

3/1	"My Father-10"	:10
National Hospice Foundation – Hospice services		

2/25	"Kids Need Vaccine-15"	:15
National Foundation for Infectious Diseases – Kids need flu vaccine		

1/8-3/26	"Laundromat-30"	:30
Ad Council - Early childhood development		

1/8	"Signs30"	:30
Ad Council - Early childhood development		

1/29	"Piggies15"	:15
Ad Council - Early childhood development		

1/8	"Piggies60"	:60
Ad Council - Early childhood development		
2/7	"Wouldn't We?"	:30
SC HIV/AIDS Council – Promote awareness of HIV/AIDS		
1/1	"Elizabeth Dole-15"	:15
National Hospice Foundation – Re hospice services		
3/19	"Honky-Tonk Angels"	:30
Special Mind Foundation – Promoting a play by this name on Nov. 3		
2/5	"Neurofibromatosis-60"	:60
Children Tumor Foundation – Education and fundraising		

## **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**

**SLUG: Dance Marathon**

**February 17**

**10-10:35PM**

Students have a long night ahead as they dance to raise money for Children's Hospital

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### **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 January 1 through March 31, 2006:

1/8-3/26	"FOUR NINE 30"	:30
Ad Council – Need for booster seats for kids in cars		
1/21-3/1	"Precious Cargo 15"	:15
Ad Council – Need for booster seats for kids in car		
1/8-3/26	"Precious Cargo 30"	:30
Ad Council – Need for booster seats for kids in cars		

1/14-3/26	"The Wall"	:30
Bonneville Communications- Helping others		
1/8-3/25	"Splash – 20"	:20
Bonneville Communications – Try Your Best		
1/14-3/25	"Splash – 30"	:30
Bonneville Communications – Try Your Best		
1/8-3/26	"Splash – 60"	:60
Bonneville Communications – Try Your Best		
1/21-3/18	"Cupcake Girls – 30"	:30
Bonneville Communications - Sharing		
1/83/26	"Cupcake Girls – 60"	:60
Bonneville Communications – Sharing		
3/2	"Shield Of Freedom – 60"	:60
US Coast Guard – Recruitment		
3/1	"Shield Of Freedom – 15"	:15
US Coast Guard – Recruitment		
1/2	"Dr. Morrison"	:30
Rotary Club/Red Cross – Need to donate blood		
1/1	"Elizabeth Dole-15"	:15
National Hospice Foundation – Re hospice services available to the public		
1/18	"Lion King Of Mali"	:30
Columbia City Ballet – Performances Feb 3-4		
1/1	"Spurrier – Buckle Up"	:30
SC Dept of Public Safety – Need to use booster for kids in cars		

## **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**

**SLUG: Toys R Us**

January 7

10-10:35PM

Columbia is losing one of its Toys R Us Stores. New employees will be offered jobs at other locations..

**WACH FOX NEWS AT 10**

**SLUG: SCWBC**

January 13

10-10:35PM

SC Women's Business Center has helped about 1500 women launch or grow businesses. The SCWB Association is holding a seminar to help women get started. The seminar will be held on February 1<sup>st</sup>. For more information call 461-8900 or go to the link at [www.wach.com](http://www.wach.com)

**WACH FOX NEWS AT 10**

**SLUG: new Jobs**

March 2

10-10:35PM

A new company in Winnsboro is looking to hire more than a hundred people. Guardian Industries will open a plant creating 135 new jobs. Residents say the timing could not be better.