

# **WACHFOX** **n e w s**

*information. communication. dedication.*

**January 10, 2015**

## **QUARTERLY ISSUES/PROGRAMS LIST**

**There follows a listing of some 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, 2014 through December 31, 2014**

**The order in which the issues appear does not reflect any priority**

**or significance. The list is by no means exhaustive.**

**ISSUE: PUBLIC SAFETY & CRIME**

**News at Ten Cover Stories:**

**Broadcast Date: 10/15/14**

**Source: Local**

**Description:** The Columbia Police Department knocked on nearly 50 doors Wednesday to raise awareness for auto break-in prevention. It's a city wide effort the department is putting in effect to reduce and prevent future break-ins in the Trenholm Road area. Break-ins appear to be lower than in previous years, officers are hopeful a simple reminder about safety tips will keep those numbers low.

**Broadcast Date: 11/10/14**

**Source: Local**

**Description:** Phone Scam is up and the Richland County Sheriff's Department wants you to be aware. Sheriff Leon Lott is warning you about a scam aimed at taking your money. Suspect is posing as a Lieutenant or Deputy with RCSD calling citizens, stating they have missed jury duty and have a warrant for their arrest.

**Broadcast Date: 11/24/14**

**Source: Local**

**Description:** Finding Amir Jennings, it has been three years since Columbia toddler Amir Jennings vanished. He has not been seen since Thanksgiving 2011 and was just 18 months old at the time. The case seized the attention of the Midlands for a year and a half and then just like little Amir, that interest disappeared.

**Broadcast Date: 11/24/14**

**Source: Local**

**Description:** All Columbia police officers will be wearing body cameras by the end of 2015 according to a plan outlined by the city leaders. Police Chief Skip Holbrook and Mayor Steve Benjamin announced a new plan to increase department accountability and improve community policing efforts.

**Broadcast Date: 12/29/14**

**Source: Local**

**Description:** DUI safety a must for all in the state. South Carolina has had 802 traffic fatalities since January 1<sup>st</sup> through December 28<sup>th</sup>. Out of those numbers Lexington County has had 33 and Richland county 30 fatalities. Law enforcement will be crackling down on DUI drives.

### **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, 2014:

10/18 – 12/27/14	“MOM DISCUSS LOSING SON”	:30
SCBA-Distracted Driving		

10/11 – 12/20/14	“AAA – Texting”	:30
SCBA-Distracted Driving		

11/09 – 12/07/14	“TEXTING AND DRIVING”	:30
SCNSC		

**ISSUE:                    MINORITY ISSUES**

**News at Ten Cover Stories:**

**Broadcast Date: 10/31/14**

**Source: Local**

**Description:** Another lawsuit has been filed by people who say South Carolina officials refused to let them use a same-sex spouse's family name on a driver's license. The American Civil Liberties Union and SC Equality filed the lawsuit Friday in federal court. Each plaintiff was married in another state and chose to change his or her surname but had an application to do so denied by the Department of Motor Vehicles.

**Broadcast Date: 11/20/14**

**Source: National**

**Description:** The U.S. Supreme Court denies an application stay from South Carolina Attorney General Alan Wilson. The high court on Thursday issued an order denying a request by Attorney General Alan Wilson. The Republican prosecutor had wanted the marriages blocked while he challenges a judge's recent decision that opened the way for the marriages.

**Broadcast Date: 12/10/14**

**Source: Local**

**Description:** Fight against Police Brutality in the midlands where people have hit the streets in recent weeks to protest cases of police brutality. Vernon Herron, retired policeman, now with the University of Maryland Center for Health and Homeland Security. He says it's difficult to be a police officer these days. We asked experts if citizens can diffuse confrontations with police by complying first then complaining later if they feel their rights have been violated. Some say an officer's tone can encourage compliance.

### **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 July 1 and September 30, 2014:

<b>10/04, 10/12</b>	<b>“WANTED EVERYWHERE ELSE”</b>	<b>:30</b>
<b>HUD – National Fair Housing</b>		

<b>10/04 – 11/09/14-12/27/14</b>	<b>“WANTED EVERYWHERE ELSE”</b>	<b>:60</b>
<b>HUD – National Fair Housing</b>		

**ISSUE:                    EDUCATION**

**News at Ten Cover Stories:**

**Broadcast Date: 10/7/14**

**Source: Local/Regional**

**Description: State SAT scores up but students not prepared for college. South Carolina high school seniors averaged higher scores on the SAT college admissions test for the second year in a row. The overall average increased six points from 2013 to 2014. Today, State Superintendent of Education Dr. Mick Zais recognized students for improvements shown on AP EXAMS AND SAT SCORES.**

**Broadcast Date: 10/27/14**

**Source: Local/Regional**

**Description: The College of Medicine at the Medical University of South Carolina is putting together a scholarship campaign to help students pay the rising cost of a medical education. The campaign announced this month seeks to raise \$20 million over three years and is the first in the history of the college which opened its doors back in 1824.**

**Broadcast Date: 11/18/14**

**Source: Local**

**Description: The age old debate of home school or public school is one Kate Corley Stines knows first-hand. A mother of three, her 9 year old son Wil and 5 year old daughter Lila Kate attend public school while her 12 year old daughter Gracie is home schooled.**

**Broadcast Date: 11/25/14**

**Source: Local**

**Description: Homeless in the Midlands educating young people. Shimshon Yisrael, 12 years old is like all other kids his age. He loves to draw so he has drawn up a plan for success. When he reaches the age of 18 he wants to go in the military. But first he wants his education so his dreams will come true.**

**Broadcast Date: 12/10/14**

**Source: Local**

**Description: Dozens of state agency directors in South Carolina are getting raises of up to 4 percent. The Agency Head Salary Commission on Tuesday approved performance raises for agency leaders that take effect January 1, 2015. According to the Budget and Control Board, 38 of the 82 directors and college Presidents whose salaries the commission sets will get raises.**

**Broadcast Date: 12/31/14**

**Source: Local/Regional**

**Description: Attorneys for Governor Nikki Haley and the Legislature want the state Supreme Court to reconsider its ruling that lawmakers have failed South Carolina's poor, rural children. The state's attorneys are seeking a rehearing on the high court's landmark order that lawmakers must fix the educational system to give more students the opportunity to succeed.**

### **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, 2014:**

<b>11/15/14, 12/2-/14 Special Olympics</b>	<b>"Staley Speechless"</b>	<b>:30</b>
<b>10/04, 10/19, 11/15/14 Special Olympics</b>	<b>"Staley 22114"</b>	<b>:30</b>
<b>10/11, 10/12/14 Social Services</b>	<b>"Summer Program Stale"</b>	<b>:30</b>

**ISSUE: HEALTH SERVICES AND MEDICAL CARE**

## **GOOD DAY NEWS STORIES**

**Broadcast Date: 10/31/14**

**Source: Local/Regional**

**Description: Everybody will be keeping a watchful eye on food calories during this holiday season, but according to the Royal Society for Public Health, calories in alcohol can lead to obesity as well.**

**Broadcast Date: 11/16/14**

**Source: Local/Regional**

**Description: How men can stay healthy by the age of eighteen. Most men stop attending annual doctor appointments by the age of 18. But there are specific screenings that all men should be aware of. Between the ages of eighteen and fifty, men are at risk of getting a number of diseases. Henry Vehorn, 72, suffers from stomach cancer. But he still manages to keep a healthy lifestyle.**

**Broadcast Date: 12/4/14**

**Source: Local/National**

**Description: People can have holiday stress over the small things, for instance, stressing about the perfect present to buy for the one you care about. Psychiatrist Stephanie Burg of the Palmetto Health Behavioral Day Program states the perfect present does not exist, -the reaction never matches what we want when we give a present,**

**Broadcast Date: 12/25/14**

**Source: Local**

**Description: Columbia residence enjoyed the nice weather on Christmas Day after a rainy week and walked off holiday goodies on the Greenway! Associated British Foods suggest the average person eats more than 7,000 calories on Christmas Day that's three times the recommended daily intake.**

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### **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, 2014:

10/05-10/26/14, 12/20-12/28/14		
Acid of Nutrition	“Kids Eat Right”	:30

10/18/2014		
Chirp the News	“Hearing Health Foundation	: 30

11/09/14, 12/20-12/28/14		
Obesity Action Coalition	“Your Weight Matters”	:30

10/04 - 11/09/14, 12/20-12/28/14		
Obesity Action Coalition	“Your Weight Matters”	:60

**ISSUE:                   CIVIC RESPONSIBILITIES**

**News at Ten News Stories**

**Broadcast Date: 10/13/14**

**Source: Local**

**Description:** Lexington County voters will head to the polls in less than a month to vote on a penny sales tax referendum. In a press conference Monday, by the Citizens against the Tax increase, the group challenged county council to provide more information about the tax including a no-bid contract worth \$450,000 with Alliance Consulting who will manage the project.

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**Broadcast Date: 11/04/14**

**Source: Local**

**Description:** Election Day is here with voter's nationwide filing into the polls to cast their vote. One midlands woman knows all too well the importance of getting out and exercising her right. She is 105 years old and still voting.

**Broadcast Date: 11/15/14**

**Source: Local**

**Description:** Dr. Sarah Marra with Cornerstone Veterinary Care said when the temperatures drop we need to take care of the animals just like we take care of ourselves.

### **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, 2014:**

**10/05 – 12/06/14-12/28/14**

**WACH-TV Kids programming**

**“Information on Kid’s Programming : 30**

**ISSUE:                    Business and Economic Development**

**NEWS AT TEN COVER STORIES:**

**Broadcast Date: 10/14/14**

**Source: Local**

**Description:** In the first of two scheduled gubernatorial debates, South Carolina Gov. Nikki Haley touted the tens of thousands of jobs her administration announced, while her challengers blasted her numbers as not real. Democratic Senator Vincent Sheheen said roughly half of the announced jobs have shown up and many of the planned openings have fallen through. Independent Tom Ervin asked Haley to post the economic incentive packages given to lure companies to the state, saying she's given away the farm,

**Broadcast Date: 11/19/14**

**Source: Local**

**Description:** Gun sales surge ahead of jury's Ferguson decision. Metro Shooting supplies, in an area near the city's main airport, reports selling two to three times more weapons than usual in recent weeks.

**Broadcast Date: 12/15/14**

**Source: Local**

**Description:** Portucel, S.A. is investing \$110 million to set up a manufacturing facility in Greenwood, SC and the company expects 70 new jobs to arrive with the facility opening. Portucel specializes in converting forest material into wood pellets and they are currently Europe's largest producer of wood free paper. The company produces 1.5 million tons of paper per year.

## **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, 2014:**

<b>10/18 – 12/06/14-12/27/14 WACH EEO EMPLOYER-EEO OPPORTUNITIES</b>	<b>“EEO OPPORTUNITIES”</b>	<b>:15</b>
<b>10/25/2014, 12/20/14 WACH-EEO-JOB OPENINGS AT WACHTV</b>	<b>“JOB OPENINGS AT WACH-TV57”</b>	<b>:15</b>
<b>10/05, 10/25, 10/26, 11/09, 12/20-12/28/14 SERIOUSFUN CHILDREN NETWORK</b>	<b>“PAUL’S VISION”</b>	<b>:30</b>
<b>10/04 – 11/09/14- 12/28/14 SERIOUSFUN CHILDREN NETWORK</b>	<b>“PAUL’S VISION”</b>	<b>:60</b>
<b>11/15, 11/22, 11/29-12/28/14 SCBA ARMY NATIONAL GUARD</b>	<b>“FIRE-IMPORTANCE OF NAT GUARD”</b>	<b>:15</b>
<b>12/7/14 – 12/28/14 SCBA ARMY NATIONAL GUARD</b>	<b>“FIRE-IMPORTANCE OF NAT GUARD”</b>	<b>:30</b>