

Third Quarter 2013
09/30/2013

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

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

FOX NEWS SUNDAY	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.

COPS	Saturday	8:00-9:00pm
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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.

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PUBLIC SERVICE ANNOUNCEMENTS	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

July 29, 2013

Columbia leaders fighting violent crime. A panel of law enforcement, attorneys, civic leaders and victims advocates putting years of experience together to push for change in South Carolina.

WACH NEWS AT TEN

July 31, 2013

South Carolina Law Enforcement along with the FBI worked together to crack down on human trafficking. Sexual Trauma Services of the Midlands says predators prey on children who are powerless.

OnPoint!

August 4, 2013

Child Sex Trafficking in South Carolina. Child-sex trafficking made headlines across the nation last week after the FBI announced that nationally it had rescued 105 teenagers, ages 13 to 17, from prostitution, and had rounded up 150 alleged pimps. Columbia FBI agents and local law enforcement raided a Two Notch Road motel as part of the national sting and found a 16-year-old runaway who was one of three women working for a pimp, who was out on bond on a murder charge.

WACH NEWS AT TEN

August 05, 2013

New Concussion Law for High School Athletes. Beginning this school year, all school districts are required to give coaches, student athletes, and parents of student athletes, a concussion information sheet. That sheet must then be signed by the student athlete's parent before the student can participate in any school sports.

GOOD DAY COLUMBIA

August 05, 2013

Haley talks with cops about gangs. Haley plans to talk with more than 500 federal, state and local law enforcement officers on identity theft and how law enforcement can use databases and other information services to identify suspects and their ties to gangs and other criminals.

GOOD DAY COLUMBIA

August 06, 2013

Family fighting for stricter DUI laws in memory of their daughter. The measure would stop people with previous DUI convictions from getting behind the wheel after drinking. The proposal would require a mini breathalyzer in a person's car, requiring tests before and during operation to make sure the driver isn't impaired.

WACH NEWS AT TEN**August 12, 2013**

Law Enforcement stepping up battle against gangs. Fighting gangs is a daily battle for Sgt. Chris Feaster of the City of Chester Police Department. To win that battle the longtime cop is learning new ways to spot gang members at a conference in Columbia.

GOOD DAY COLUMBIA**August 14, 2013**

Columbia law enforcement and first responders talk about texting and driving. The Richland County Sheriff's Department, along with the Fire Department and EMS, have partnered with Lamar Advertising to create a campaign against texting and driving.

WACH NEWS AT TEN**August 15, 2013**

Local leaders meeting to discuss school zone safety. Columbia Interim Police Chief Ruben Santiago, the South Carolina Highway Patrol and Richland One School District officials holding a school bus demonstration across from Alcorn Middle School.

GOOD DAY COLUMBIA**September 07, 2013**

Gun control: Improvement for background checks in SC. State law enforcement is receiving \$900,000 from the federal government to improve background checks for guns bought in South Carolina. U.S. Attorney Bill Nettles announced the grant Friday.

WACH NEWS AT TEN**September 29, 2013**

Richland County to receive \$500,000 for more police officers. The grants are part of the U.S. Department of Justice office of community oriented policing services.

OnPoint!***September 29, 2013***

Increased Gun Violence -getting it under Control. South Carolina ranks 6th among the 50 states for gun violence. Yet while the state is still working to reverse that trend, here in the capital city overall crime has been going down. That's why the recent rash of gun violence in the Midlands is so concerning

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 July 1 and September 30, 2013:

07/01 – 09/22/13 Ad Council – Drunk Driving BarMath	“Drunk Driving BarMath”	:30
07/01 – 09/15/13 Ad Council – Drunk Driving Breathalyzer	“Drunk Driving Breathalyzer”	:15
07/03 09/15/13 Ad Council – Drunk Driving Broke New	“Drunk Driving Broke New”	:30
07/03 – 09/20/13 Ad Council – Drunk Driving Date New	“Drunk Driving Date New”	:30
07/01 – 09/22/13 Ad Council - Drunk Driving Monkey	“Drunk Driving Monkey”	:30
07/02 – 09/22/13 Ad Council – Drunk Driving Mugshot	“Drunk Driving Mugshot”	:15
07/01 – 09/15/13 Ad Council – Drunk Driving Party	“Drunk Driving Party”	:30
07/01 – 09/26/13 Ad Council – Drunk Driving Strecher	“Drunk Driving Strecher”	:15
07/03 – 09/15/13 SCDOT – Distracted Driving	“Distracted Driving”	:100
07/05 – 09/30/13 Baby Net PSA	“Baby Net PSA: 30	:30
07/05 – 09/30/13 Ad Council - Bully	“Anderson Cooper Bully	:30
07/04 – 09/30/13 Ad Council Bully	“STATS”	:30
07/03 – 09/30/13 Ad Council Bully	“Bus Ride Video”	:30
07/04 – 09/30/13 Ad Council Bully	“Lockers”	:30

07/23 – 09/30/13 NAB Text and Drive :30	NAB Text and Drive	:30
07/03 – 09/30/13	“SCDOT”	:30
07/04 – 09/30/13 SCDOT/SCDOT	:SCDOT”	:30

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)

GOOD DAY COLUMBIA

August 27, 2013

South Carolina Democratic Party to host discussion about March on Washington. The discussion is entitled '50 Years after the March on Washington: Where Are We Now and Where Are We Going?' will be hosted by Chairman Jamie Harrison and House Minority Leader Rep. Todd Rutherford.

WACH FOX NEWS AT TEN

August 28, 2013

Claflin students march to keep Dr. Martin L. King's dream alive. The Claflin students and others also joined the 50th anniversary of the March on Washington to raise awareness for immigration, jobs and better education.

GOOD DAY COLUMBIA

August 22, 2013

Panel holds discussion on race, the justice system, and violence amongst South Carolina's youth. With the goal to make communities safer, community leaders known as the "Talented Tenth" held a panel discussion to shed light on issues in today's society.

WACH FOX NEWS AT TEN

August 20, 2013

Round table aims to jump start immigration conversation. Organizers say the conversation is part of a nationwide effort to get conversations about immigration going while Congress is in recess this summer.

GOOD DAY COLUMBIA

September 26, 2013

SC Latino forum focuses on immigration law and health. The University of South Carolina's Arnold School of Public Health is sponsoring its second forum for the Hispanic and Latino community on immigration laws in South Carolina and immigration reform efforts.

WACH FOX NEWS AT TEN

September 11, 2013

Remembering the monumental steps taken at USC 50 years ago. Remembering the monumental steps taken by 3 USC students 50 years ago to end segregation at USC

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, 2013.

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 NEWS AT TEN

July 10, 2013

SC education board being briefed on online program. A new law allows seventh- through 12th-graders to take more courses through South Carolina's virtual education program.

GOOD DAY COLUMBIA

July 10, 2013

SC expanding students' online course offerings. A new law allows South Carolina's virtual education program to increase courses available to students, potentially saving school districts money.

WACH NEWS AT TEN

July 16, 2013

47 SC schools to pilot teacher evaluation system. So far, 14 districts have signed on to help finalize Superintendent Mick Zais' proposal for evaluating educators. Several more could be added before school starts.

GOOD DAY COLUMBIA

July 19, 2013

Haley continues talks on education funding reform. Gov. Nikki Haley says several dozen teachers will serve as her advisers as she develops a plan for overhauling how South Carolina's public schools are funded.

WACH NEWS AT TEN

August 01, 2013

Letter grades for nearly half the state's school districts dropped during the past school year. Letter grades for nearly half of South Carolina's school districts dropped during the past school year, but education officials blame more ambitious performance goals rather than poorer achievement by students.

GOOD DAY COLUMBIA

August 14, 2013

New way of learning in Lexington. River Bluff high school is a multimillion dollar state of the art learning center providing students a 21st century education.

WACH NEWS AT TEN

August 19, 2013

Poll suggests parents like standardized tests in school. Often criticized as too prescriptive and all-consuming, standardized tests have support among parents, who view them as a useful way to measure both students' and schools' performances.

GOOD DAY COLUMBIA**August 21, 2013**

ACT says only quarter of high school grads ready for all subjects. Just a quarter of this year's high school graduates who took the ACT tests have the reading, math, English and science skills they need to succeed in college or a career, according to data the testing company released Wednesday.

WACH NEWS AT TEN**August 22, 2013**

Donations to SC private schools may qualify for tax credits. The state Revenue Department and education leaders have told lawmakers they are preparing to implement South Carolina's first private school choice plan.

GOOD DAY COLUMBIA**September 08, 2013**

Preaching a message about education. "School is cool" is a message one church preached this Sunday. Grace Christian Church partnered with our very own Jeffrey Lampkin to hold a Back to School Bash.

WACH FOX NEWS AT TEN**September 24, 2013**

Transforming the way students in South Carolina learn. The goal is to provide support and networking opportunities for schools that are providing their students with a more project-based form of learning.

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 July 1 and September 30, 2013:

07/01 – 09/28/13 American Legion - Survival Teen 15	"Boys Town"	:15
07/14 – 09/28/13 American Legion - Survival Teen 20	"Boys Town"	:20
07/01 – 09/28/13 American Legion - Survival Teen 30	"Boys Town"	:30
07/01 – 09/30/13 American Legion - Survival Teen 60	"Boys Town"	:60
07/01 – 09/28/13 Boys and Girls Club – Great Futures Start Here	"Great Futures Start Here"	:30

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

July 22, 2013

Campaign to fight childhood obesity recognized by White House. First Lady Michelle Obama hosted Councilwoman Tameika Isaac Devine at the White House, celebrating the outstanding efforts of the City of Columbia and other communities to complete health and wellness goals over the past year for *Let's Move!* Cities, Towns and Counties.

GOOD DAY COLUMBIA

August 19, 2013

Palmetto Health to host Infant Mortality Awareness walk. In recognition of National Infant Mortality Awareness Month in September, Palmetto Health will host its second Infant Mortality Awareness Walk, "Small Steps to a Healthy Start," on Saturday, September 7th.

WACH FOX NEWS AT TEN

August 22, 2013

Companies controlling costs through wellness. The American Heart Association is working to give companies a way to slim their bottom line and create healthy employees.

GOOD DAY COLUMBIA

August 23, 2013

Curing cancer in one day. Targeted breast cancer treatment that has women in and out of the hospital in just one day.

OnPoint

September 1, 2013

South Carolina Leads the Nation in Prostate Cancer Deaths. During his lifetime, one in seven men will be diagnosed with Prostate Cancer. The good news is over 90% of prostate cancer cases are curable if detected and treated in their earliest stages.

GOOD DAY COLUMBIA

September 09, 2013

Groups race to hire, train 'Obamacare' guides with the program known as "Obamacare" only weeks away from its key launch date, hectic preparations are in motion in communities across the country to deal with one of its major practical challenges: hiring and training a small army of instant experts who can explain the intricacies of health insurance to people who've never had it.

WACH FOX NEWS AT TEN**September 11, 2013**

SC VA holds conference on anti-suicide resources. The Dorn Veterans Administration Medical Center is scheduled to hold a health summit to battle suicide and help military veterans learn more about services the center can provide.

GOOD DAY COLUMBIA**September 11, 2013**

Preventing kidney stones. One in ten Americans will be affected by kidney stones at some point in their life. While most stones will pass on their own, larger stones can be life-threatening. Now there is a new non-invasive treatment that can safely wipe out stones, even in extreme cases

WACH FOX NEWS AT TEN**September 12, 2013**

Health overhaul confuses Medicare beneficiaries. Seniors, your Medicare benefits aren't changing under the Affordable Care Act. That's the message federal health officials are trying to get out to elderly consumers confused by overlapping enrollment periods for Medicare and so-called "Obamacare."

GOOD DAY COLUMBIA**September 12, 2013**

Enjoy your tailgating experience even while on dialysis. Football season is in full swing and that means plenty of tailgating to go around. But depending on your dietary or health needs you may have to watch the type of foods you eat while celebrating the game.

WACH FOX NEWS AT TEN**September 13, 2013**

Free health forum to keep womens' tickers healthy. Palmetto Health, in collaboration with Blue Cross Blue Shield of South Carolina and other local partners, have teamed up for the sixth annual "[Women at Heart](#)," a free heart-health forum and exhibition.

OnPoint**September 15, 2013**

The Cost of America's Fixation on Smoking & Successful ways to quit. Tobacco costs the U.S. more than \$96 billion in health care expenditures and \$97 billion in lost productivity each year. While the United States has made major progress against tobacco use, nearly one in five Americans still smokes, and about 3,500 kids try their first cigarette each day.

GOOD DAY COLUMBIA**September 16, 2013**

Doctors preview surgery with virtual patient show and tell. Do you ever find it challenging to understand what your doctor or surgeon is trying to explain to you? If so, a visual can be extremely helpful—especially if it's your body in 3-D.

WACH FOX NEWS AT TEN**September 23, 2013**

Stroke rehab goes high tech. It was once thought that whatever mobility stroke survivors had after two years, that's all they would ever get. Find out the new technology researchers are developing to prove that fact wrong.

GOOD DAY COLUMBIA**September 24, 2013**

Improving digestive health with a healthy ‘Gut Garden. It hits tens of millions of people right in the gut, literally! Chronic intestinal distress, like irritable bowel syndrome, can make life miserable. Find out what one doctor says works even better than pharmaceuticals to help tame your tummy.

WACH FOX NEWS AT TEN**September 26, 2013**

Using your diet to help fight Epilepsy. About three million Americans suffer from epilepsy or seizures. Check out which fatty foods could save the day when medications fail.

WACH FOX NEWS AT TEN**September 30, 2013**

How the FDA puts new drugs on the Fast Track for people suffering from debilitating diseases and disorders, new treatments can’t come fast enough. In an effort to speed up the process, the FDA says it’s fast tracking promising drugs and breakthrough therapies for serious and life-threatening conditions.

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 July 1 and September 30, 2013:

07/04 – 09/30/13 Healthy Babies – Folic Acid	“Folic Acid”	:15
07/04 – 09/30/13 Leukemia and Lymphoma Society PSA	“LLS PSA: 15”	:15
07/02 – 09/30/13 Leukemia and Lymphoma Society PSA	“LLS PSA: 30”	:30
07/01 – 09/30/13 Leukemia and Lymphoma Society PSA	“LLS PSA: 60”	:60
07/01 – 09/30/13 Magic of Healthy Living	“Magic of Healthy Living”	:60
07/02 – 09/30-13 Military Mental Health PSA: 15	“Military PSA: 15”	:15
07/03 – 09/28/13 Military Mental Health PSA: 30	“Military PSA: 30”	:30
07/01 – 09/30/13 Military Mental Health PSA: 60	“Military PSA: 60”	:60
07/05 – 09/28/13 Ad Council Stroke	“Stroke Awareness”	:30
07/01 – 09/22/13 Dave Thomas Adoption	“Dave Thomas Adoption	:60
07/04 – 09/21/13 Dave Thomas Adoption	“Dave Thomas Adoption	:15
07/05 – 08/12/13 Dave Thomas Adoption	“Dave Thomas Adoption	:30
07/01 – 09/28/13 Paralyzed Veterans	“Paralyzed Veterans”	:60
07/03 – 09/13/13 Paralyzed Veterans	“Paralyzed Veterans”	:30

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

July 05, 2013

Columbia Urban League teaching youth through SWELP program while many of the Columbia youth are enjoying their summer time off from school, some have taken advantage of the summer work experience leadership.

OnPoint

July 21, 2013

Aftermath of the not Guilty Verdict in the George Zimmerman Trial: Moving the Community forward a 6-woman jury found George Zimmerman Not Guilty of all charges in the death of Trayvon Martin. Many people have interpreted that not guilty verdict as some kind of indication that society does not fully value the life of an African American teen the way it does others.

OnPoint

August 18, 2013

5th Circuit Judge DeAndrea Gist Benjamin and Columbia Mayor Steve Tag Team to Inspire Leadership Cadets 26 girls from throughout the Midlands eagerly immerse themselves in leadership challenges, Power Panel discussions, Luncheon Roundtable dialogue and Special Events to learn to prepare for future success over 4 days at the OnPoint Leadership Institute.

GOOD DAY COLUMBIA

August 27, 2013

A battle is brewing over Columbia's proposed homeless plan opponents of Columbia's proposed homeless plan are making their voices heard.

WACH FOX NEWS AT TEN

September 02, 2013

Opponents and supporters battle over Columbia's homeless plan a group protesting a crackdown on Columbia's homeless were edged out of voicing their concern Monday, on a plan endorsed by part of city council.

WACH FOX NEWS AT TEN

September 03, 2013

City Council votes unanimously in favor of homeless shelter. Homelessness seems to be the talk of the town, and after hours of discussion, the City of Columbia has unanimously voted yes for the winter homeless shelter.

OnPoint**September 08, 2013**

Is Columbia's Homeless Population an Impediment to Commercial Progress? Downtown businesses and residents in Columbia, SC say a growing homeless population is scaring neighbors and office workers and is hurting commerce in a city center poised to make major gains. In response, Columbia city leaders have agreed to convert the city's winter shelter into a round-the-clock center, where the homeless could have a central location to go for meals, shelter and to be transported to appointments for job training, medical services or substance abuse treatment.

GOOD DAY COLUMBIA**September 12, 2013**

Homeless courts could be coming to Columbia. A new type of justice for the homeless could be coming to Columbia.

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 July 1 and September 30, 2013:

07/08 – 08/11/13 Ad Council – Forest: 30	“Forest PSA”	:	30
08/11/13 Ad Council – Best Places	“Best Places”		:30

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 TEN

July 06, 2013

Newberry Farmers Co-op helps connect local farmers with community. The co-op celebrated its grand opening Saturday, selling fresh produce and boiled peanuts from nine farms located in Newberry County.

GOOD DAY COLUMBIA

July 11, 2013

[Clean Energy Summit kicks off in Columbia](#) Thursday, July 11, 2013

The summit, hosted by the South Carolina Clean Energy Business Alliance, will include break-out sessions on developing jobs in solar, wind, biomass, hydrogen and fuel cells, and recycling.

OnPoint

July 14, 2013

Effects of Sequestration on Everyday People. Sequestration is an automatic, near trillion dollar spending cut triggered in 2013 because Congress failed to pass a debt reduction measure by Dec. 31st last year. South Carolina has already begun to feel the effects of hundreds of millions of federal dollars now being cut. Some of the cuts took effect March 1st. Many more kicked in as of July 1st.

WACH FOX NEWS AT TEN

July 31, 2013

Columbia hires Economic Development Director. Wayne Gregory, Jr. will be the City's Economic Development Director starting on September 3, when he officially begins the job. Gregory will work directly with Wilson to improve and streamline the way the cities streamline business processes.

GOOD DAY COLUMBIA

August 02, 2013

Local businesses benefiting from tax free weekend. It's that time of the year when school supplies, clothes, and electronics are stocked high for tax free weekend and ready to be purchased.

WACH FOX NEWS AT TEN

August 06, 2013

Columbia hosting economic development luncheon. Business and government leaders in Columbia are gathering for a session on economic development

Biden visiting ports in SC and Georgia. Vice President Joe Biden is visiting ports in South Carolina and Georgia to talk about the need to invest in the nation's infrastructure.

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 July 1 and September 30, 2013.

07/01 – 09/30/13 WACH EEO EMPLOYER – EEO OPPORTUNITIES	EEO OPPORTUNITIES	:15
07/04 – 09/22/13 WACH –EEO – JOB OPENINGS AT WACHTV	JOB OPENINGS AT WACH-TV57	:10
07/05 – 09/30/13 BUY SC PSA: 30	BUY SC PSA: 30	:30
07/05 – 09/28/13 NAB: 30 ANTHEMS	NAB: 30 ANTHEM	:30
07/01 – 09/28/13 NAB: 60 ANTHEMS	NAB: 60 ANTHEM	:60
07/24 – 09/24/13 NAB Support Troops: 30	NAB Support Returning Troops	:30