



QUARTERLY ISSUES/PROGRAMS

April 1 through June 30, 2016

**WIS TELEVISION
1111 Bull Street
Columbia, South Carolina 29201**

WIS is an affiliate of the NBC television Network and, as such, carries public affairs and other non-entertainment programming offered by the network, which frequently deals with community ascertainment issues.

WIS TELEVISION
LOCAL AND NETWORK NEWS AND PUBLIC AFFAIRS PROGRAMS
April 1 through June 30, 2016

Program	Day	Time
<u>Local News:</u>		
WIS News 10 Sunrise	Monday – Friday	4:30-7:00 AM
WIS News 10 Midday	Monday – Friday	12:00-12:30 PM
WIS News 10 at 4	Monday – Friday	4:00-4:30PM
WIS News 10 Live at 5	Monday – Friday	5:00-6:00 PM
WIS News 10 at 6	Monday – Sunday	6:00-6:30 PM
WIS News 10 7:00 Report	Monday – Friday	7:00-7:30 PM
WIS News 10 Nightcast	Monday – Friday	11:00-11:35 PM
WIS News 10 Saturday	Saturday	9:00-10:00 AM
WIS News 10 Sunday	Sunday	10:00-11:00 AM
WIS News 10 Nightcast	Saturday & Sunday	11:00-11:30 PM

All of the above programs are locally produced news, presenting a mix of news, weather, sports and issues-related feature stories and segments.

Local Public Affairs:

Awareness	Sunday	11:00-11:30 AM
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Awareness is a locally produced program focusing on issues of interest to the minority community.

NBC News:

Early Today	Monday-Friday	4:00-4:30 AM
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This business news and consumer show gives viewers breaking business news and stock market action from the domestic and foreign exchanges.

Today Show	Monday-Friday	7:00-10:00 AM
Today Show	Monday-Friday	11:00 AM-Noon

This four-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment and sports. WIS News 10 provides local cut-ins at various times.

Weekend Today	Saturday and Sunday	7:00-9:00 AM 8:00-9:00 AM
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Weekend editions continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human interest stories, covering topics related to health and finance and presenting the latest sports and weather information. WIS News 10 provides local cut-in at various times.

NBC Nightly News	Monday-Sunday	6:30-7:00 PM
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“NBC Nightly News” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today.

Dateline NBC	Weekly	Various Times
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This network program has pioneered a unique approach to prime time news programming with its multi-broadcast franchise. With this schedule, the one-hour newsmagazine enables NBC News to present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

Meet the Press	Sunday	9:00-10:00 AM
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This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast.

WIS TELEVISION COMMUNITY ISSUES LIST

April 1 through June 30, 2016

Health Care

- Examples: Living with ALS, Lexington Medical Center Expansion, Zika Case in SC, VA Healthcare, Moncrief Hospital Update, Donate Life Month, FDA Regulates E-cigs, Aspirin Benefits

Economic Concerns

- Examples: Caterpillar Jobs Cut, State of SC Economy, Intel Layoffs, Southeast Frozen Foods expanding, The Edge Proposal, US Retail Sales Rose in April, SCE&G Rate Update

Education

- Examples: SCSU President Announced, Science Camp, Richland 2 Teacher of the Year, Urban League STEAM Expo, New Grading Scale Approved, Rally for School Choice, SWELP program

Government

- Examples: Highway Funding Committee, SC Budget, DJJ Legislative Meeting, Ethics Reform, Attorney General Supreme Court Filing, New Senate Majority Leader, SCOTUS Immigration

Local Events

- Examples: Day of Prayer, Special Needs Prom, Drumline Competition, Lexington Dancing with the Stars, Main Street Mile, Foster Parents Drop-In, Haircuts for Homeless, Relay for Life

Social Concerns

- Examples: HB2 Civil Rights Violation, Homeless Family Study, SC Kids Count Rating, Military Transgender Policy, State Museum Race Exhibit, Winthrop Poll on Race, Bathroom Bill

DATE: Sunday, April 3

ISSUES – PROGRAM

A. Narrative describing the issue and the source:

Honoring Dr. Cleveland Sellers Jr.

In June, Dr. Cleveland Sellers Jr will retire as President of Voorhees College in Denmark, SC. He has lived a life of activism starting at an early age. He was wounded and arrested during the Orangeburg Massacre on February 8, 1968. He has been outspoken about civil rights having participated in protests, sit-ins and marches during the 1960's Civil Rights Movement. Dr. Sellers challenges his students to develop a social consciousness and learn how they can positively impact the world around them. This week on Awareness, we celebrate Dr. Seller's contributions, his legacy and in his own words: a charge for future generations.

Dr. Cleveland Sellers Jr. – President of Voorhees College; [coordinated through Megan Freeman/Director of Communications for Voorhees – (803) 780-1191; mfreeman@voorhees.edu]

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
04/03/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, April 10

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Small and Minority Businesses

This week *Awareness* recognizes the importance of small and minority businesses in South Carolina. What resources and opportunities are available? What challenges and obstacles tend to get in the way? A woman who lost her job and didn't know how she would get back on her feet ended up becoming an entrepreneur of not one but two businesses. Lasenta Lewis-Ellis shares her story of personal and professional struggles and how she was able to rebound in a profitable way. Plus, we check back in with the mother-daughter team behind GaBBY Bows, the double-faced, double-snap barrette. The two have made national appearances in small business competitions and on a talk show. The latest on their newest ventures and how the elementary school entrepreneur stays focuses on her goals and advice to her peers.

Stanley Foreman – Director, SC Small and Minority Business Contracting and Certification – (803) 734.5010; [coordinated through Scott Hawkins (803) 737-0686; shawkins@mmo.sc.gov]

Stacy Gregg – SC State Procurement Office - (803) 737-0600 [coordinated through Scott Hawkins (803) 737-0686; shawkins@mmo.sc.gov]

Lasenta Lewis-Ellis - President CEO of LLE Construction Group, LLC - (803) 409-8100; llellis@lleconstruction.com; [coordinated through Kelly Coakley/PIO SC Dept. of Administration -(803) 737-0555 Kelly.Coakley@admin.sc.gov]

Rozalynn and Gabrielle Goodwin – Co-creators of GaBBY Bows – (803) 239-8470; rgoodwin@scha.org

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
04/10/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, April 17

ISSUES – PROGRAM

A. Narrative describing the issue and the source

In the 'Barbershop'

'Barbershop: The next cut' is the third movie in the Barbershop franchise. It hit theatres April 15th. The co-writer of the film is Columbia native Tracy Oliver. Oliver graduated from Spring Valley High School in 2003 then went on to Stanford University. In a one-on-one interview, she shares her perspective on the writing process, how she got involved with the film, her interaction with the actors and their collaboration. The movie is set on the south side of Chicago where the shop not only deals in haircuts but how to keep the streets safe from gang and gun violence. The movie tackles tough topics with a touch a humor. We take some of those topics into a Columbia barbershop where local barbers and beauticians discuss how these shops can be a positive force in the community. Also, a first grade teacher who started the organization 'Books with Barbers' talks about improving literacy from the barber's chair.

Tracy Oliver – Columbia creator & co-writer of 'Barbershop: The next cut' – [coordinated through Carolyn Sawyer – (803) 252-8773; carolyn@tomsawyercompany.com]

Jasmine Mix – Founder, *Books with Barbers*; (803) 724-4555; barberswithbooks@gmail.com

Johnny Baez – Owner, Holidays Barbershop (845) 608-9704; Johnnybaezjr@gmail.com

Michael Toliver – Owner, Toliver's Main Event; (803) 261-8124; Mtoliver9053@gmail.com

Denise Bradley – Owner, Blo II Vista Blow Dry Bar; (803) 376-4526

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
04/17/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, April 24

ISSUES – PROGRAM

A. Narrative describing the issue and the source

In the 'Barbershop'

'Barbershop: The next cut' is the third movie in the Barbershop franchise. It hit theatres April 15th. The co-writer of the film is Columbia native Tracy Oliver. Oliver graduated from Spring Valley High School in 2003 then went on to Stanford University. In a one-on-one interview, she shares her perspective on the writing process, how she got involved with the film, her interaction with the actors and their collaboration. The movie is set on the south side of Chicago where the shop not only deals in haircuts but how to keep the streets safe from gang and gun violence. The movie tackles tough topics with a touch a humor. We take some of those topics into a Columbia barbershop where local barbers and beauticians discuss how these shops can be a positive force in the community. Also, a first grade teacher who started the organization 'Books with Barbers' talks about improving literacy from the barber's chair.

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Michael Toliver – Owner, Toliver's Main Event; (803) 261-8124; Mtoliver9053@gmail.com

Denise Bradley – Owner, Blo II Vista Blow Dry Bar; (803) 376-4526

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
04/24/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, May 1

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Reconstruction in South Carolina

While the exact dates may be disputed, the era of *Reconstruction* in the southern United States spans about a decade, roughly from 1865-1877. It was a period of transition after the Civil War where close to 4 million slaves were freed. Approximately 400,000 slaves resided in South Carolina. This shift from slavery to freedom was often tumultuous in much of the South, but ultimately resulted in passage of the 13th, 14th and 15th amendments guaranteeing freedom, citizenship and the right to vote (for African-American men). Black men became elected officials and former slaves were now considered American citizens with rights and recognized as human beings and not property. While the laws set the stage for equality, it was not immediately felt. Many argue it would take through the 1960's Civil Rights Movement for equality to begin. In a discussion with two distinguished USC professors, we explore the period of *Reconstruction*. What the era meant for the South, for the country and for African-Americans. Also, what role did South Carolina play during the transition? This week's *Awareness* is staged at the Woodrow Wilson family home; the childhood of the man who would become the 28th president of the United States. The house, situated in downtown Columbia on Hampton Street is the only presidential site in South Carolina. The home was built in 1871 during *Reconstruction*. We get a tour of the home and its significance to this period in Columbia's history.

John Sherrer – Historic Columbia Director of Cultural Resources – (803) 252-1770 ext. 28; jsherrer@historiccolumbia.org

Patricia Sullivan – USC History Professor and Director of USC History Center - (803) 777-2766; psulliv@mailbox.sc.edu

Dr. Bobby Donaldson – USC History Professor - (803) 777-6282; bdonaldson@sc.edu

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
05/01/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, May 8

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Mother's Day Special

Merriam-Webster defines a mother as: “a woman in authority; maternal tenderness or affection.” It does not describe a biological connection but refers to the power and influence of a woman over the life of another. In honor of Mother's Day we recognize all the women who are mothers including those we describe as ‘village mothers:’ women who are making an impact in the community. Three Midlands women use their talents without a paycheck to help guide children with literacy, life skills and help families get access to the resources they need. Also, a local chef shares some sweet treats for mom: peach cobbler and red velvet cake. The chef opened up her Columbia restaurant as a way to fulfill a dream and honor her mom who recently passed away. Plus, a researcher and assistant professor at USC, who is also a mother, talks about the link between breastfeeding and battling breast cancer. She also talks about disparities in healthcare and the need to be proactive in taking care of women's health.

Charla Simons - Director of ‘Elevations’ - (803) 312-4345

Tracy Ely - Founder of ‘Tutor Eau Claire’ - (803) 530-3216

Tanya Rodriguez-Hodges – Executive Director, ‘Latino Communications CDC’ - (803) 673-6376

Tonya Wright – Chef & Owner of Allean's Southern Cuisine – [coordinated through DeAnna Bookert (803) 875-0637; bookertagency@gmail.com]

Tisha Felder, PhD, MSW - Assistant Professor at USC's School of Nursing & faculty member of the Cancer Prevention and Control Program at USC's School of Public Health - (803) 777-9830; 803-318-7344; feldert@mailbox.sc.edu

B. Narrative describing the program:

Current Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
05/08/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, May 22

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Historic Pinewood

The small town of Pinewood is situated in Sumter County off U.S. Highway 261. There about 500 people living within town limits. The town has a rich history including the Pinewood Weeks Cemetery. The burial ground contains graves of several Confederate soldiers and a wealthy farmer who owned dozens of slaves on that property, J.D. Weeks, for whom the cemetery is named. The cemetery is divided between a newer section (Pinewood) and the older section (Weeks). The Weeks cemetery was split even further, before the newer section was added, with an existing cemetery and the 'colored' cemetery. Former Pinewood resident Gary Graham has spent a considerable amount of time researching the origins of the cemetery. He has family buried in both the old and new parts of the graveyard. He explains its history and how he would like to see it preserved. Also, two current residents: one town councilman, the other a Reverend, grew up together in Pinewood. They share memories from their childhood and their hopes to see the town continue to grow.

Gary Graham – Former resident of Pinewood - sgarygraham111@aol.com

Jack Spann – Resident of Pinewood and town councilman - jackque1f85@live.com

Ella Holland – Resident of Pinewood - eholland32@yahoo.com

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
05/22/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, May 29

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Mental Health Awareness

May is a month designated for heightened awareness of mental health. Licensed counselors and therapists discuss: why mental health still carries a stigma, some of the barriers to seeking and receiving treatment and ways to overcome the barriers. Plus, a woman who tried to take her life twice says she has reached a positive place where she understands and cherishes the value of life. Plagued with self-image issues, sickness and an abusive relationship, she talks about how she overcame and how she continues to put her mental health on the forefront. Lastly, a different topic of preventing teen pregnancy in South Carolina. The strides the SC Campaign to Prevent Teen Pregnancy has made over the last two decades and its future.

Markesha Miller – Licensed Psychotherapist, Holistic Psychological Associates, LLC - (803) 736-8001

Alicia Anderson-Brown - Clinical Director, Empowered Connections - (347) 331-6609; ouchedbyppt@yahoo.com

Lydia Bailey-Padgett - Lee Thompson Young Foundation Community Outreach Coordinator – (678) 444-4566; (803) 351-8727; bmoorellc@gmail.com

Philana Williams-Jones – Coping with mental health condition/Suicide Attempt Survivor -

Forrest Alton – CEO SC Campaign to Prevent Teen Pregnancy – (803) 771-7700 ext. 117; falton@teenpregnancysc.org

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
05/29/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, June 19

ISSUES – PROGRAM

A. Narrative describing the issue and the source

Mental Health Awareness

May is a month designated for heightened awareness of mental health. Licensed counselors and therapists discuss: why mental health still carries a stigma, some of the barriers to seeking and receiving treatment and ways to overcome the barriers. Plus, a woman who tried to take her life twice says she has reached a positive place where she understands and cherishes the value of life. Plagued with self-image issues, sickness and an abusive relationship, she talks about how she overcame and how she continues to put her mental health on the forefront. Lastly, a different topic of preventing teen pregnancy in South Carolina. The strides the SC Campaign to Prevent Teen Pregnancy has made over the two decades and its future.

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Alicia Anderson-Brown - Clinical Director, Empowered Connections - (347) 331-6609;
ouchedbyppt@yahoo.com

Lydia Bailey-Padgett - Lee Thompson Young Foundation Community Outreach Coordinator – (678) 444-4566; (803) 351-8727; bmoorellc@gmail.com

Philana Williams-Jones – Coping with mental health condition/Suicide Attempt Survivor -
Forrest Alton – CEO SC Campaign to Prevent Teen Pregnancy – (803) 771-7700 ext. 117;
falton@teenpregnancysc.org

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
06/19/2016	11:00am	30 Minutes	Awareness

DATE: Sunday, June 26

ISSUES – PROGRAM

A. Narrative describing the issue and the source

'Race' Exhibit

For the summer only, the 'Race: Are We So Different' exhibit will be on display at the South Carolina State Museum. The exhibit focuses on a scientific, historic and cultural perspective on race. It explores the social construct of 'race', how it was created, how it has evolved and its impact on generations. The exhibit started at the Science Museum of Minnesota in 2007. It has traveled the country having visited close to 25 states to date. At a discounted rate, the exhibit is on display for a short time which coincides with the one-year anniversary of the race-driven massacre at Emanuel A.M.E. Church in Charleston on June 17, 2015. In our special, on-location taping of *Awareness* we sit down with the curator of history for the SC State Museum and a USC Professor to talk about what the exhibit entails and why the topic of race is so important and yet so controversial. In another part of the museum we have panelists who represent various backgrounds from age and gender to ethnicity. They talk about their perceptions of race, their misconceptions and stereotypes. How often do they think about and talk about race? How has race shaped or influenced their identity? A candid conversation about our differences in hopes to understand more about each other and how we can live together in tolerance and respect.

JoAnn Zeise – Curator of History/South Carolina State Museum – (803) 898-4942; joann.zeise@scmuseum.org

Dr. Kimberly Eison Simmons – USC Professor of Anthropology & African-American studies – (803) 777-0822; ksimmons@mailbox.sc.edu

Warren Stocker – Media Professional/WIS-TV employee – (407) 274-6195; wstocker@wistv.com

LeeAnn Kornegay – Media Production Specialist – (803) 237-1793; lakorn@bellsouth.net

Hannah Tedder – Recent USC Graduate –(803) 206-6429; tedderh@email.sc.edu; tedderh@mailbox.sc.edu

Gideon Hodges – College of Charleston Student – (803) 422-3582; dopeart13@gmail.com

B. Narrative describing the program:

Community Affairs program addressing issues facing the African American Community.

C. Program information:

Date	Time	Duration	Title of program
06/26/2016	11:00am	30 Minutes	Awareness

Local Events Causes:

Heart and Sole Women's 5 Mile Race to battle heart Disease
Columbia Half Marathon
Main Street Mile
Race – SCSM Exhibit
Julius Caesar at State Museum
Rise Above It – Drug Prevention
Healthy Learners SC
Columbia International Festival
Richland School District 1 Hall of Fame Gala

Other Events/Causes:

Hope for the Warriors – Disabled Veterans
Hunger Prevention
High Blood Pressure
Job Training and Employment
Lupus Foundation
Fair Housing
Child Hunger Prevention
Paralyzed Veteran of America
Recycling
Stroke Awareness
Seat Belt Safety
Texting and Driving Prevention
US Navy
US Department of Health and Human Services
World Wildlife Fund
Wounded Warrior

