

WACH – Columbia, SC
2020 | Other Broadcast & Non-Broadcast Efforts
Community Involvement and Events

Despite the unprecedented difficulties and issues that occurred throughout the year 2020, WACH TV continued to find new ways to stay involved and safely participate in a variety of events and initiatives throughout the Midlands. Although in-person station tours were not possible, various members of our news team welcomed local students of all ages to see our station through virtual station tours and classroom visits. Going even further than station tours, our weather team went on to create a series of their own weather-themed “lessons” that could be viewed on our website at any time by parents who found themselves teaching their children at home, or by teachers using online classes to reach their students. From these weather “lessons” our head Meteorologist was invited by many different teachers of all grade-levels to host their individual classes for their own virtual weather lessons. During the summer when school was not in session, members of our team created WACH coloring pages for children to color and enjoy safely at home while public outings were still not permitted. By the time school graduations arrived, many students were not going to have the experience of a typical high school graduation. WACH partnered with multiple local high schools to provide students as much of a graduation experience as was safely possible through virtual graduation programs which aired on our main channel and website so family could also join from afar. Additionally, several PSAs with positive, educational messages were shown on-air. PSAs aired on WACH included numerous different spots encouraging both children and their parents to be more involved with their child's school board organization, as well as others on behalf of the Girl Scouts of America showing prominent, influential women who were Girl Scouts, and the great things they went on to accomplish.