

WACH – Columbia, SC

2023 | Other Broadcast & Non-Broadcast Efforts Community Involvement and Events

Though the demand for in-person station tours is less frequent than that of years prior to 2020, our news team has welcomed increasingly more local students of all ages through virtual station tours, virtual lessons, and virtual Weather School taught directly by our own Chief Meteorologist.

In addition to ongoing virtual school visits & lessons, members from all departments of WACH participated in an array of events and initiatives from speaking to college students sharing firsthand insight on working in media and journalism, to being a guest-reader at multiple "Read-a-Thon" events to promote the importance of reading and literacy for children and adults alike, to speaking at multiple career days and career fairs about working in live sports & TV production, often bringing along one of our fully equipped Live TV vehicles and giving students the chance to see a small portion of the process first-hand.

As public events continue to return and increase in frequency, so have the opportunities for WACH members to participate in events of all kinds. From emceeing charity fundraisers and auctions for organizations such as March of Dimes, to emceeing at multiple benefit concerts on behalf of different local community outreach, assistance, and wellbeing programs. Other members of our team were invited to host, participate, or be a guest speaker at some of the Midland's largest events and festivals from the Juneteenth Freedom Festival Celebration, the March of Dimes Walk for Babies marathon, participating in the Polar Plunge to benefit the Special Olympics, the SC Pride President's Ball Fundraiser, Soda City Comic Con, and the SC Pride Festival.

WACH also volunteered time for community service and outreach events, from hosting, promoting, and encouraging the community to participate in a Red Cross blood drive, as well as organizing and hosting the 25th Annual Share Your Holiday food drive that provides for those in need across the entire state of South Carolina. In addition to hosting the food drive to increase donations, WACH employees spent additional time at the food bank helping package and prepare over 300 meals and dinner kits for families struggling with food insecurity throughout the state.

Throughout the year several Public Service Announcements (PSA) with positive, educational messages were shown on-air. The PSAs aired on WACH included many different spots of varying lengths. Some of the PSAs aired aim to encourage children and their parents to be more involved with their child's school board organization, as well as others on behalf of the Girls Scouts of America showing prominent, influential women who were Girl Scouts, and the great things they went on to accomplish.