

WCOL-FM
Columbus, OH
Quarterly Issues/Programs List
Fourth Quarter, 2014
01/13/2015

WCOL-FM
Quarterly Issues/Programs List

WCOL-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **2014 Year-End Wrap-Up:** This edition featured audio clips of some of the highlight local issues covered in 2014, including teen prescription drug abuse, texting while driving, community safety, family health and fair housing.
- **Breast cancer awareness:** Beth Kilman of the Ohio Chapter of the National Breast Cancer Organization discussed how more than 2 million people in the United States with breast cancer face an unexpected consequence. She said their bones may become weakened because of the cancer spreading or treatments used to fight it. We posted information and practical tips on the WCOL Communities page.
- **Car care and safety:** Representatives from the Ohio Car Care Council talked about simple steps which can go a long way to combat the price of fuel, like keeping your car tuned, keeping your tires properly inflated and changing the oil regularly.
- **Disability insurance:** Representatives from the Ohio Insurance Institute talked about how half of Generation Y workers lacked disability insurance. They said approximately two-thirds of them between the ages of 21 and 31 are concerned about their families and themselves, but still don't access the coverage.
- **Family health:** Staff members from the Ohio Dairy Association talked about how diet plays a major role in maintaining good health. They said calcium can help increase bone density, lower blood pressure and help you keep a healthy weight.
- **Heart health:** Staff members from the American Heart Association discussed atrial fibrillation, or sensations of having a fluttering or rapid heartbeat.
- **Home weatherization:** Ashley Willis of the Columbus Home Weatherization Coalition discussed the plans for older Near East Side neighborhoods as winter approaches.
- **Managing arthritis/fundraising event:** Rochelle Bailey, Director of Development for the Arthritis Foundation, talked about arthritis research and the upcoming Jingle Bell Run, a three-mile running event

that helps to fund programs and services of the organization. iHeartMedia, Inc - Columbus was the media sponsor for this event.

- **Military support:** A special program hosted by the cast of the television show Nashville, which featured performances of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.
- **Ohio State Student Ambassador Program:** Ashley Thomas, a coordinator for the Student Ambassador Program at The Ohio State University, talked about how the program is good for parents who want their kids to become more globally aware. The program is for grades five through twelve and provides teacher-led educational travel for students to experience different cultures.
- **Safety for seniors:** James Miller of the Ohio Home Weatherization Coalition talked about how older adults can get information on how to stay warm and safe during the cold winter months and get advice on how to reduce energy costs at the same time. He offered a brochure titled "Winter Warmth and Safety: Home Energy Tips For Older Adults" to listeners of this broadcast.
- **Stroke awareness:** This edition featured a report on stroke as the leading cause of disability in the United States. The focus was on acute ischemic strokes, which account for 85 percent of all strokes, and is caused by a blood clot in the brain. We posted stroke awareness information on the WCOL Communities page.
- **Tax breaks for college costs:** Representatives from the Ohio Lifetime Learning Institute talked about how college students and their parents may be glad to learn they can qualify for thousands of dollars in savings on their federal tax return. We posted tax filing solutions and related information on the WCOL Communities page.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Stroke awareness	COLUMBUS 10-05-14 COMMUNITY PROFILE	This edition featured a report on stroke as the leading cause of disability in the United States. The focus was on acute ischemic strokes, which account for 85	Various	10/05/2014 07:30 AM	028:51

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		percent of all strokes, and is cause by a blood clot in the brain. We posted stroke awareness information on the WCOL Communities page.			
Breast cancer awareness	COLUMBUS 10-12-14 COMMUNITY PROFILE	Beth Kilman of the Ohio Chapter of the National Breast Cancer Organization discussed how more than 2 million people in the United States with breast cancer face an unexpected consequence. She said their bones may become weakened because of the cancer spreading or treatments used to fight it. We posted information and practical tips on the WCOL Communities page.	Beth Kilman	10/12/2014 07:32 AM	028:50
Safety for seniors	COLUMBUS 10-19-14 COMMUNITY PROFILE	James Miller of the Ohio Home Weatherization Coalition talked about how older adults can get information on how to stay warm and safe during the cold winter months and get advice on how to reduce energy costs at the same time. He offered a brochure titled "Winter Warmth and Safety: Home Energy Tips For Older Adults" to listeners of this broadcast.	James Miller	10/19/2014 07:30 AM	028:50
Tax breaks for college costs	COLUMBUS 10-26-14 COMMUNITY PROFILE	Representatives from the Ohio Lifetime Learning Institute talked about how college students and their parents may be glad to learn they can qualify	Ohio Lifetime Learning representatives	10/26/2014 07:26 AM	028:51

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		for thousands of dollars in savings on their federal tax return. We posted tax filing solutions and related information on the WCOL Communities page.			
Heart health	COLUMBUS 11-02-14 COMMUNITY PROFILE	Staff members from the American Heart Association discussed atrial fibrillation, or sensations of having a fluttering or rapid heartbeat.	American Heart Association staff	11/02/2014 07:32 AM	028:53
Car care and safety	COLUMBUS 11-09-14 COMMUNITY PROFILE	Representatives from the Ohio Car Care Council talked about simple steps which can go a long way to combat the price of fuel, like keeping your car tuned, keeping your tires properly inflated and changing the oil regularly.	Ohio Car Care Council representatives	11/09/2014 07:30 AM	028:50
Family health	COLUMBUS 11-16-14 COMMUNITY PROFILE	Staff members from the Ohio Dairy Association talked about how diet plays a major role in maintaining good health. They said calcium can help increase bone density, lower blood pressure and help you keep a healthy weight.	Ohio Dairy Association staff	11/16/2014 07:27 AM	028:51
Home weatherization	COLUMBUS 11-23-14 COMMUNITY PROFILE	Ashley Willis of the Columbus Home Weatherization Coalition discussed the plans for older Near East Side neighborhoods as winter approaches.	Ashley Willis	11/23/2014 07:30 AM	027:50
Managing arthritis/fundraising event	COLUMBUS 11-30-14 COMMUNITY	Rochelle Bailey, Director of Development for the	Rochelle Bailey	11/30/2014 07:31 AM	028:54

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	PROFILE	Arthritis Foundation, talked about arthritis research and the upcoming Jingle Bell Run, a three-mile running event that helps to fund programs and services of the organization. iHeartMedia, Inc - Columbus was the media sponsor for this event.			
Disability insurance	COLUMBUS 12-07-14 COMMUNITY PROFILE	Representatives from the Ohio Insurance Institute talked about how half of Generation Y workers lacked disability insurance. They said approximately two-thirds of them between the ages of 21 and 31 are concerned about their families and themselves, but still don't access the coverage.	Ohio Insurance Institute representatives	12/07/2014 07:32 AM	028:50
Ohio State Student Ambassador Program	COLUMBUS 12-14-14 COMMUNITY PROFILE	Ashley Thomas, a coordinator for the Student Ambassador Program at The Ohio State University, talked about how the program is good for parents who want their kids to become more globally aware. The program is for grades five through twelve and provides teacher-led educational travel for students to experience different cultures.	Ashley Thomas	12/14/2014 07:31 AM	028:50
Military support	RW_AFB1 RED, WHITE & AIR FORCE BLUE CHRISTMAS	A special program hosted by the cast of the television show Nashville, which featured performances	Various	12/21/2014 07:05 AM	015:11

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.			
Military support	RW_AFB2 RED, WHITE & AIR FORCE BLUE CHRISTMAS	A special program hosted by the cast of the television show Nashville, which featured performances of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.	Various	12/21/2014 07:21 AM	010:10
Military support	RW_AFB3 RED, WHITE & AIR FORCE BLUE CHRISTMAS	A special program hosted by the cast of the television show Nashville, which featured performances of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.	Various	12/21/2014 07:34 AM	012:35
Military support	RW_AFB4 RED, WHITE & AIR FORCE BLUE CHRISTMAS	A special program hosted by the cast of the television show Nashville, which featured performances of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.	Various	12/21/2014 07:49 AM	012:58
Military support	RW_AFB1 RED, WHITE & AIR FORCE BLUE CHRISTMAS	A special program hosted by the cast of the television show Nashville, which featured performances of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.	Various	12/25/2014 05:00 AM	015:11
Military support	RW_AFB2 RED, WHITE & AIR FORCE	A special program hosted by the cast of the television show	Various	12/25/2014 05:19 AM	010:10

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	BLUE CHRISTMAS	Nashville, which featured performances of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.			
Military support	RW_AFB3 RED, WHITE & AIR FORCE BLUE CHRISTMAS	A special program hosted by the cast of the television show Nashville, which featured performances of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.	Various	12/25/2014 05:34 AM	012:35
Military support	RW_AFB4 RED, WHITE & AIR FORCE BLUE CHRISTMAS	A special program hosted by the cast of the television show Nashville, which featured performances of holiday classics and discussions on supporting the U.S. Air Force and all of our military services.	Various	12/25/2014 05:50 AM	012:58
2014 Year-End Wrap-Up	COLUMBUS 12-28-14 COMMUNITY PROFILE	This edition featured audio clips of some of the highlight local issues covered in 2014, including teen prescription drug abuse, texting while driving, community safety, family health and fair housing.	Various	12/28/2014 07:27 AM	028:57

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	COLUMBUS PROFILE CLOSE	000:06	008
----	COLUMBUS PROFILE OPEN	000:03	006
----	PSA: MUSIC EDUCATION "Just Play Music"	000:30	124
----	PSA:AMERICAN RED CROSS "Heartbreak To Hope"	000:30	129
----	PSA:AMERICAN RED CROSS (Give Blood)	000:11	001
----	PSA:COLUMBUS CHOICE CAREER FAIR 10/9/14	000:34	014
----	PSA:HABITAT FOR HUMANITY "What Will You Build?"	000:30	132
----	PSA:KEEP COLUMBUS BEAUTIFUL	000:10	001
----	PSA:LIFELINE OF OHIO	000:11	003
----	PSA:SALVATION ARMY (Tika)	000:11	002
----	PSA:U.S. EQUAL EMPLOYMENT OPPORTUNITY COMMISSION	000:11	004
----	PSA:VETERANS CRISIS LINE 1-800-273-8255 Press 1	000:30	131
MILITARY AND VETERANS	CONCERT FOR VALOR	000:30	022
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	090
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	129
SEXUAL ASSAULT	IT'S ON US	000:30	025