



“We are dedicated to serving our community and its families and businesses, focusing on that which makes Life special in the Heart of Carolina. And we are committed to ... dealing with matters important to our neighbors ... Our priority therefore is quality entertainment, timeless music, accurate news reporting, and information that defines and affirms all that is good about Life in the Heart of Carolina.”

Following is our Issues/Programs List for

3Q 2012

WLHC-FM

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**WLHC-FM 103.1
Woolstone Corporation**

**Quarterly Report
Covering July 1 to September 30, 2012**

Filed October 10, 2012

I. Issues

- A. Family Policy: Family-related cultural matters
- B. Community Philanthropic Priorities: Identification of various nonprofit activities
- C. Weather: Local weather conditions
- D. Current Events: Citizen priorities and government responses
- E. Sports: Local and regional sports results
- F. Religious Services: Spiritual education and inspiration
- G. Arts: Promotion and continuation of arts opportunities
- H. Health: Standards and needs
- I. Lawn and Garden: Maintenance and development
- J. Financial: Counsel and information

II. Responsive Programming

A. Family Policy

“Family Matters” - Broadcast Sundays at 11:00 PM; duration: 15 minutes. North Carolina Family Policy Council addresses through guest experts (authors, professors, etc.) matters related to marriage, children, adoption, abortion, sexuality, education and schools, gambling, and legislative initiatives. Various PSAs (e.g., marriage, Big Brothers/Sisters, Values.com).

B. Community Philanthropic Priorities

PSA Campaigns, various spots daily, ROS, Mon-Sun. 6AM to Midnight. Duration: 30 seconds to 60 seconds. Broadcast description of local needs and responsive activities sponsored by local and national organizations, including Carolina Animal Rescue and Adoption, Communities in Schools (Dancing with the Lee County Stars), 1-in-8K Rally for the Cure (Komen), Yellow Dot

Program (Moore County), Sanford Area Habitat for Humanity, Enrichment Center of Lee County, The Village Chapel, the Catholic Church, the Stevens Center, the Temple Theatre, DSI-Third Thursday and DSI-Function at the Junction. "Community Bulletin Board" announcements by show hosts throughout the day describe activities of churches, civic organizations, and other nonprofits (e.g., Red Cross blood drives, recycling, parent-teacher meetings).

C. Weather

Local weather outlooks and forecasts at least hourly 6 AM to 9 PM Mon-Fri, 9 AM to 1 PM Sat. Duration: 30 seconds. Expanded weather information provided when severe weather is anticipated.

D. Current Events

ABC News and North Carolina News Network (NCNN) Reports-ABC national news at top of hour 24 hours per day Mon-Sun, duration: 60 seconds to 120 seconds. NCNN 6:00 AM to 8:00 PM, Mon-Fri, Sat 9 AM to 5 PM. News important to citizens at national and regional levels, including government and non-government responses. Various PSAs (e.g., Adopt-A-Manatee).

E. Sports

"Sports Flash with Mike Sinnott"-Broadcast M-F 6:35 AM, 7:35 AM, 8:35 AM; duration: 60 seconds. High School Football Scoreboard – regional previews and results during season. Local and regional sports results at high school, college, university and professional levels.

F. Religious Services

"Village Chapel"-Broadcast Sunday 8:30 AM. Duration: 30 minutes. Condensed worship service of Village Chapel, Pinehurst, NC. Program is recorded one week in advance for playback.

"Let My People Think"-Broadcast Sunday 9 AM. Duration: 30 minutes. Christian apologist and philosopher Ravi Zacharias addresses spiritual and worldview matters from Christian perspective.

"Trinity Christian Fellowship" – Broadcast Sunday 9:30 AM. Duration: 30 minutes. Condensed worship service of Trinity Christian Fellowship, which meets on Sunday mornings in Southern Pines NC. Program is recorded one week in advance for playback.

"A Woman After God's Own Heart"- Broadcast 3 times each Sunday. Christian author Elizabeth George offers spiritual insight for women's issues.

"Life Change Moments" – Broadcast 5 times each Sunday. Scripture-based counsel and encouragement for daily living.

G. Arts

Announcements aired throughout the day and/or interviews aired for the following: Temple Theater, North Carolina Symphony, Carolina Philharmonic (Pinehurst Performing Arts Center).

H. Health

“To Your Health” – Broadcast 2 times daily, Monday – Saturday. Duration: 50 seconds. Consumer health news and information by Lyle Dean, award-winning medical journalist. PSAs aired for the Stevens Center discussing how to talk to and about people with disabilities. Various other PSAs (e.g., health insurance, Paralyzed Veterans of America, tire tread (safety)).

I. Lawn and Garden

“Life in our Gardens” – Broadcast 4 times daily Monday – Saturday. Duration: 75 seconds. Cooperative Extension agents from seven (7) area counties broadcast tips and advice on maintenance and development of lawns, gardens, shrubs, and trees.

J. Financial

“Dow Jones Money Report” – Weekday 1-minute business reports, including current market numbers, with a focus on consumer and lifestyle money news; broadcast 3 times a day, Monday – Friday.