



"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

2Q 2012

WLHC-FM

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WLHC-FM 103.1
Woolstone Corporation

Quarterly Report
Covering April 1 to June 30, 2012

Filed July 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. Promotion and continuation of arts opportunities
- H. Health: Standards and needs
- I. Lawn and Garden Maintenance, Development

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.

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, the Chatham County Chamber of Commerce, Sanford Area Habitat for Humanity, Carthage Buggy Festival, Enrichment Center of Lee County, Moore 4 Jesus, The Village Chapel, Prancing Horse, the Catholic Church, Moore County Humane Society, Dining in the Field, Ole Gilliam Mill, Relay for Life, Sandhills Children's Center, the Stevens Center, the Temple Theatre, Broadway Our Way, Southern Pines Springfest, 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.

E. Sports

"Sports Flash with Mike Sinnott"-Broadcast M-F 6:35 AM, 7:35 AM, 8:35 AM; duration: 60 seconds. 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. Promotion and continuation of arts opportunities

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: Standards and needs

“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.

I: Lawn and Garden Maintenance, Development

“Life in our Gardens”- Broadcast 3-4 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.