



“Station of the Year” Inaugural Winner
North Carolina Association of Broadcasters (Non-Metro, 2013)

“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

1Q 2015

WLHC-FM

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WLHC-FM 103.1
Woolstone Corporation

Quarterly Report
Covering January 1 to March 31, 2015

Filed April 10, 2015

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 Programming: Spiritual education and inspiration
- G. Arts: Promotion of the arts in North Carolina
- H. Health and Safety: Standards and needs
- I. Home and Family: Lawn, garden, and pet care
- 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/Big Sisters, values.com).

B. Community Philanthropic Priorities

PSA Campaigns, various spots daily, ROS, Mon-Sun. 6AM to midnight. Duration: 30 seconds to 60 seconds. Interviews and short-form descriptions of local needs and responsive activities sponsored by local and national organizations, including such as the Temple Theatre, the North Carolina Symphony, the Carolina Philharmonic, the Village Chapel, the Catholic Church

(marriage), the Stevens Center, Central Carolina Community College, Moore County Literary Council, Books at a Steal, Volunteer Lee, Central Electric Membership Corporation, Haven of Lee County, United Way of Lee County, Relay for Life (West Chatham, Lee County, Moore County, Chatham County, and Hoke County), Carolina Animal Rescue and Adoption, Harnett Animal Welfare Coalition, Family Promise of Lee County, Communities in Schools, Moore Humane Society, and Friend-to-Friend. "Community Bulletin Board" broadcast 7-8 times per day, Monday through Sunday (duration: 60 seconds), and announcements by show hosts throughout the day, describing activities of churches, civic organizations, and other nonprofits (e.g., Red Cross blood drives, recycling).

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, including weather closing announcements.

D. Current Events

SRN News and North Carolina News Network (NCNN) Reports - SRN national news at top of hour 24 hours per day Mon-Sun, duration: 60 seconds to 120 seconds. NCNN 6 AM to 8 PM, Mon-Fri, Sat 9 AM to 5 PM. News and announcements important to citizens at national and regional levels, including government and non-government responses. Various PSAs (e.g., U.S. Department of Housing and Urban Development).

E. Sports

"Sports Flash"- Broadcast M-F 6:20 AM, 7:20 AM, 8:35 AM; duration: 60 seconds. Local and regional sports results at college, university, and professional levels. Schedules and results of local and regional collegiate sports are worked into announcers' material as well.

F. Religious Programming

"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.

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

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

G. Arts

Promotion of special arts events and announcements regularly aired throughout the day. Interviews aired for such as Temple Theatre. NCAB North Carolina Division of Travel and Tourism PSAs.

H. Health and Safety

“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. Results of various research studies and notice of local Farmers’ Markets are worked into announcers’ material periodically. Various other PSAs, including NCAB National Guard.

I. Home and Family

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

“Life With Our Animals” – Broadcast 4 times daily Tuesday and Thursday. Duration: 75 seconds. Local veterinarians and animal experts broadcast tips and advice on training household pets and how to keep animals healthy.

J. Financial

“Your Money Now” – Weekday 1-minute business reports, including current market numbers, with a focus on consumer and lifestyle money news; broadcast 4 times per day, Monday–Friday.