



“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

4Q 2018

WLHC-FM

102 S. Steele Street, Suite 301, Sanford, NC 27330

(919) 775-1031

www.Life1031.com

WLHC-FM 103.1
Woolstone Corporation

Quarterly Report
Covering October 1 to December 31, 2018

Completed/Attempted Filing January 10, 2019
Filed January 28, 2019 (due to government shutdown)

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. Lawn and Garden: Maintenance and development
- J. Animals: Pet care
- K. 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. 6:00 AM 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 Temple Theatre, North Carolina Symphony, NC Theatre, Village Chapel, the Catholic Church (marriage), the Stevens Center, Central Carolina Community College, Coalition for Families in Lee County, Life Care Pregnancy Center, Common Thread, Coalition for Families, Underdog Ranch, Sanford Fire Department, Moore County Literacy Council, Books at a Steal, Volunteer Lee, Central Electric Membership Corporation, Downtown Sanford, Inc., Haven of Lee County, United Way of Lee County, Helping Hands Clinic, chambers of commerce, Carolina Animal Rescue and Adoption, Harnett Animal Welfare Coalition, Family Promise of Lee County, Communities in Schools, Salvation Army, Lee County Partnership for Children, and Friend-to-Friend.

“Community Bulletin Board” broadcast 3 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., community events, Red Cross blood drives, recycling, library programs, food banks, and area farmers’ markets).

“Grace Notes” – Broadcast Fridays at 5:30 PM. Grace Notes is a 30-minute program featuring local individuals whose lives inspire, affirm, or challenge. They are interviewed and choose the music that accompanies their stories. Rebroadcast on Sundays at 4:00 PM (beginning November).

C. Weather

Local weather outlooks and forecasts at least hourly 6:00 AM to 9:00 PM Mon-Fri, 9:00 AM to 1:00 PM Sat. Duration: 30 seconds. Expanded weather information provided when severe weather is anticipated, including weather delay and closing announcements. EAS weather alerts as received.

Continuous updates on Hurricane Michael (October), resulting flooding, power outages, and recovery efforts.

D. Current Events

SRN News and North Carolina News Network (NCNN) Reports – SRN national news (duration: 60 seconds) or NCNN state and regional news (duration: up to 120 seconds) at top of hour, Monday through Sunday, 24 hours a day (except Mon–Fri at 2:00 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, U.S. Treasury, National Highway Traffic Safety Administration, American Heart Association).

“Music For Meals” (October). Each day in October, our programming included mentions and information about World Central Kitchen and our efforts to raise money for meals for those affected by Hurricane Florence. Chef Tim Kilcoyne was featured on Grace Notes (October 12).

“Halloween Programming” – Each hour a Halloween song was incorporated into our regular playlist.

“Veterans Day” – Special Patriotic Music broadcast Monday, November 12. Also, WWII veteran, Dan Jones, was a guest on Grace Notes (November 9, rebroadcast November 12).

“Musicians for Moore Hurricane Relief Concert” – sponsorship and programming that highlighted a local concert that raised money for hurricane relief efforts (November 17).

Promotion of Holiday Happenings – highlighting area Christmas parades and other area special holiday events. “Thanksgiving Staff Greetings” (November 19-23)

“Alice’s Restaurant” – Broadcast November 22.

“Christmas Staff Greetings” – November 26 through December 25.

“Pearl Harbor Remembrance Day” – President Roosevelt’s Pearl Harbor Address aired, followed by “Eternal Father, Strong to Save” by the US Naval Band Sea Chanters at 9:00 AM and 7:00 PM, December 7.

“Night Before Christmas” – December 24 at 7:00 PM. “Luke Chapter 2” – December 24 at 9:00 PM. “Nonstop Christmas Music” – 32 hours of uninterrupted Christmas Music beginning 4:00 PM Christmas Eve and running until 11:59 PM on Christmas Day.

“New Year’s Programming” – New Year’s Eve themed songs were incorporated into our regular playlist December 26-31.

E. Sports

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

“Golf Flash” – Broadcast Monday and Wednesday at 5:35 PM, Friday at 9:35 AM; one-minute updates from the world of golf (international, national, and regional).

“High School Football Scoreboard” – Regional high school football previews, scores, and highlights broadcast Monday 6:15 AM and 9:00 AM; Friday 3:20 PM, 4:20 PM, and 6:20 PM; Saturday 9:00 AM, 10:00 AM, and 11:00 AM. Duration: 2 minutes.

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 9:00 AM. Duration: 30 minutes. Christian apologist and philosopher Ravi Zacharias addresses spiritual and worldview matters from Christian perspective.

“Religious Music” – Broadcast Sunday 6:00 AM-12:00 PM. Tim Nelson is the host of “HeartSong,” Sunday morning music from 9:30 AM to 12:00 PM.

G. Arts

Promotion of special arts events and announcements regularly aired throughout the day, including interviews for such as the Temple Theatre, North Carolina Symphony, NC Theatre, and Carolina Philharmonic, and of various bluegrass artists. Music history reports (College of Musical Knowledge, show hosts).

Interview, October 18 – Interview with Temple Theatre’s “Ghost” cast members, including Producing Artistic Director Peggy Taphorn.

Interview, November 28 – Interview with Temple Theatre’s “It’s A Wonderful Life” cast members. Interview included a ticket giveaway on-air.

Interview, December 11 – Interview with North Carolina Symphony director Wesley Schultz. Interview included a ticket giveaway on-air.

Regular ticket giveaways, including Wednesday Ticket Grab Bag.

H. Health and Safety

“To Your Health” – Broadcast two 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 (disabilities). Results of various research studies and notice of local farmers’ markets are worked into announcers’ material periodically. Various other PSAs (e.g., Trooper Randy Bridges (highway safety), hunger prevention,

health related PSAs (such as prediabetes and age-related macular degeneration awareness), DisabilityCampaign.org).

I. Lawn and Garden

“Life In Our Gardens” – Broadcast four 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.

FirstHealth Interview with Mike McGrath – “BLOOM! The Healing Power of Gardens” aired October 16.

J. Animals

“Life With Our Animals” – Broadcast four 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.

K. Financial

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

III. Digital Integration

Social Media Presence – Daily posts on Facebook highlight station programming, special events, contests, personalities, current events, and more.

“Listeners’ Choice” – Monthly. Duration: 75 seconds. Two songs are nominated to be added to the Life 103.1 playlist. Listeners are invited by show hosts and promos to visit the station website to place their vote.