

WVOC
Columbia, SC
Quarterly Issues/Programs List
Fourth Quarter, 2011
02/13/2012

**On 10/26/11 WVOC-AM began to simulcast on to WXBT-FM which was officially
WVOC-FM on 11/4/11 through 1/3/2012**

WVOC
Quarterly Issues/Programs List

WVOC 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:

- **AMERICAN RED CROSS:** RED CROSS BLOOD SERVICES
 - **CAROLINA CARROLON:** CAROLINA CARROLON
 - **COLUMBIA CITY BALLET:** COLUMBIA CITY BALLET
 - **FAMILY CONNECTIONS:** LEUKEMIA LYMPHOMA SOCIETY
 - **HOMWORKS:** HOMEWORKS SC
 - **ICRC:** SALUDA LIGHTS
 - **LEUKEMIA LYMPHOMA SOCIETY:** LEUKEMIA LYMPHOMA SOCIETY
 - **OLIVER GOSPEL MISSION:** OLIVER GOSPEL MISSION
 - **RICHLAND COUNTY POLICE:** CRIME STOPPERS
 - **RIVERBANKS BOTANICAL GARDENS:** RIVERBANKS ZOO
 - **SC STATE MUSEUM:** STATE MUSEUM
 - **SL CHURCH:** SOUTH LEXINGTON BAPTIST CHURCH
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**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
SC STATE MUSEUM	CAROLINA CARES 10/30/2011	FALL HERITAGE FESTIVAL	TUT UNDERWOOD	10/30/2011 06:30 AM	029:49
HOMEWORKS	CAROLINA CARES 11/06/2011	HOMEWORKS SC	HANK CHARDOS	11/06/2011 07:30 AM	029:49
RICHLAND COUNTY POLICE	CAROLINA CARES 11/13/2011	CRIME STOPPERS	CHRIS COWAN	11/13/2011 07:30 AM	029:50
CAROLINA CARROLON	CAROLINA CARES 11/20/2011	CAROLINA CARROLON	SUSAN ALTMAN	11/20/2011 07:30 AM	029:50
ICRC	CAROLINA CARES 11/27/2011	SALUDA LIGHTS	LAURIE SCHAFFER	11/27/2011 07:30 AM	029:49
COLUMBIA CITY BALLET	CAROLINA CARES 12/04/2011	COLUMBIA CITY BALLET	WILLIAM STARRET	12/04/2011 07:30 AM	029:50
SC STATE MUSEUM	CAROLINA CARES 12/11/2011	STATE MUSEUM	TUT UNDERWOOD	12/11/2011 07:30 AM	029:50
AMERICAN RED CROSS	CAROLINA CARES 12/18/2011	RED CROSS BLOOD SERVICES	JALEEZA JOLLY	12/18/2011 07:30 AM	029:50
OLIVER GOSPEL MISSION	CAROLINA CARES 12/25/2011	OLIVER GOSPEL MISSION	WAYNE FIELDS	12/25/2011 07:30 AM	029:50

**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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(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
-----	LAKE CAROLINA POLAR BEAR PLUNGE	000:31	025
AD COUNCIL GRADUATION	BOOSTUP.ORG	000:25	066
AD COUNCIL GRADUATION	BOOSTUP.ORG	000:30	047
AD COUNCIL VACCINATIONS	VACCINATIONS	000:27	068
AD COUNCIL VACCINATIONS	VACCINATIONS	001:00	156
AMBER ALERT	AMBER ALERT	000:20	104
AMBER ALERT	AMBER ALERT	000:30	051
ANIMAL ADOPTION	AD COUNCIL ANIMAL ADOPTION	001:00	154
ARMED FORCES SUPPORT	ARMED FORCES RELIEF TRUST	000:31	042
ARMED FORCES SUPPORT	USAF RESERVE	001:01	150
AUTISIM	AD COUNCIL	001:00	297
CARE/WOMEN	CARE/WOMEN	000:30	046
CARE/WOMEN	CARE/WOMEN	001:00	161
CAROLINA CARROLON	CAROLINA CARROLON	000:17	027
CHILDHOOD ASTHMA	AD COUNCIL	000:34	045
CHILDHOOD ASTHMA	AD COUNCIL	001:04	155
CHRON'S AND COLITIS	CROHNS/CHOLITIS FOUNDATION	000:15	103
CHRON'S AND COLITIS	CROHNS/CHOLITIS FOUNDATION	000:30	047
CITY OF COLUMBIA	CITY OF COLUMBIA	000:32	017
COLLEGE ACCESS	AD COUNCIL	001:00	162
COMMUNITY HEALTH	AD COUNCIL	000:31	092
CREDITFAIRY.ORG	CREDITFAIRY.ORG	000:30	044
CREDITFAIRY.ORG	CREDITFAIRY.ORG	001:00	324
CYBER BULLING	AD COUNCIL	001:00	148
DEAF AND DYSLEXIC	AD COUNCIL	000:31	053
DEBT RELIEF COUNSELING	NFCC DEBT	000:32	049
DEBT RELIEF COUNSELING	NFCC DEBT	001:03	154

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
DEPT. OF NATURAL RESOURCES	DEPARTMENT OF NATURAL RESOURC	001:00	146
DIABETES FOUNDATION	DIABETES	001:00	159
DIABETES FOUNDATION	DIABETES EDUCATOR	000:15	093
DIABETES FOUNDATION	DIABETES FOUNDATION	000:30	046
DIABETES FOUNDATION	DIABETES FOUNDATION	000:58	142
EAST TEST	EAST TEST	000:14	023
EMPLOYER SUPPORT THE NATIONAL	NATIONAL GUARD	000:30	096
ENERGY CONSERVATION	AD COUNCIL	001:00	154
FAIR HOUSING	AD COUNCIL	000:59	144
FAIR HOUSING	NFCC HOUSING	000:15	104
FAIR HOUSING	NFCC HOUSING	000:33	047
FAIR HOUSING	NFCC HOUSING	001:01	147
FAMILY CONNECTIONS	BUDDY WALK	000:15	037
FAMILY SHELTER	FAMILY SHELTER	000:16	049
FATHERHOOD	AD COUNCIL	000:30	050
FEMA	FEMA	000:59	313
FINE ARTS	AD COUNCIL	000:58	165
FISHER HOUSE	FISHER HOUSE	000:01	003
FISHER HOUSE	FISHER HOUSE	000:14	007
FISHER HOUSE	FISHER HOUSE	000:16	023
FISHER HOUSE	FISHER HOUSE	000:17	003
FISHER HOUSE	FISHER HOUSE	000:30	006
FORECLOSURE PREVENTION	AD COUNCIL	000:34	048
FORECLOSURE PREVENTION	AD COUNCIL	001:04	148
FREEDOM OF SPEECH	AD COUNCIL	000:15	089
FREEDOM OF SPEECH	AD COUNCIL	000:31	030
ID THIEVES	AD COUNCIL	000:30	044
ID THIEVES	AD COUNCIL	001:00	152

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
LEUKEMIA LYMPHOMA SOCIETY	LEUKEMIA LYMPHOMA RESEARCH	000:16	015
LUNG CANCER	AD COUNCIL	000:31	049
LUNG CANCER	PSA-LUNG CANCER/AMERICAN LEGACY/30	000:31	001
MAKE A WISH	MAKE A WISH	001:00	159
MDA	MDA	000:32	001
ORGAN DONOR	AD COUNCIL	000:30	050
PTA	PTA	000:29	050
ROTARY CLUB	ROTARY CLUB	000:15	201
ROTAVIRUS	AD COUNCIL	000:30	046
ROTAVIRUS	AD COUNCIL	000:59	161
SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	000:29	010
SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	000:30	063
SMALL BUSINESS SATURDAY	AMERICAN EXPRESS	000:31	023
STROKE/HEADACHE RELIEF	NATIONAL HEADACHE FOUNDATION	000:31	044
STROKE/HEADACHE RELIEF	NATIONAL HEADACHE FOUNDATION	001:01	147
TROOPS SUPPORT	TROOP SUPPORT	000:28	033
TROOPS SUPPORT	TROOP SUPPORT	000:29	034
TROOPS SUPPORT	TROOP SUPPORT	000:30	039
UNDERAGE DRINKING	AD COUNCIL UNDERAGE DRINKING	001:00	153
VOLUNTEERING	VOLUNTEERS OF AMERICA	000:59	156
WILDLIFE PRESERVATION	WILDLIFE	000:30	053
WOUNDED WARRIOR	WOUNDED WARRIOR	000:16	061