

WVOC-FM  
Columbia, SC  
Quarterly Issues/Programs List  
First Quarter, 2012  
04/05/2012

WVOC-FM  
Quarterly Issues/Programs List

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WVOC-FM 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 HEART ASSOCIATION:** HEART AWARENESS
- **COLUMBIA CITY BALLET:** COLUMBIA BALLET
- **CRIME:** CRIMESTOPPERS
- **EDVENTURE CHILDRENS MUSEUM:** EDVENTURE
- **HEART ASSOCIATION:** AMERICAN HEART BALL
- **HISTORY:** STATE PLANITARIUM
- **PAWMETTO LIFELINE:** PALMETTO LIFELINE
- **RICHLAND COUNTY POLICE:** RICHLAND COUNTY SHERRIFS OFFICE
- **RIVERBANKS BOTANICAL GARDENS:** RIVERBANKS CONSERVATION

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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
RICHLAND COUNTY POLICE	CAROLINA CARES 01/01/2012	RICHLAND COUNTY SHERRIFS OFFICE	ARIELLE RIPOSTA	01/01/2012 07:30 AM	029:50
CRIME	CAROLINA CARES	CRIMESTOPPERS	CHRIS COWAN	01/08/2012 07:30 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	01/08/2012				
HISTORY	CAROLINA CARES 01/15/2012	STATE PLANITARIUM	CELESTE WIZOLA	01/15/2012 07:30 AM	029:50
RICHLAND COUNTY POLICE	CAROLINA CARES 01/22/2012	RICHLAND COUNTY SHERRIFS OFFICE	CHRIS COWAN	01/22/2012 07:30 AM	029:50
AMERICAN HEART ASSOCIATION	CAROLINA CARES 01/29/2012	AMERICAN HEART ASSOCIATION	COREY RITCHIE	01/29/2012 07:30 AM	029:49
RIVERBANKS BOTANICAL GARDENS	CAROLINA CARES 02/05/2012	RIVERBANKS CONSERVATION	SUSAN O'CAIN	02/05/2012 07:30 AM	029:50
HEART ASSOCIATION	CAROLINA CARES 02/12/2012	AMERICAN HEART BALL	COREY RITCHIE	02/12/2012 07:30 AM	029:50
CRIME	CAROLINA CARES 02/19/2012	CRIMESTOPPERS	CHRIS COWAN	02/19/2012 07:30 AM	029:49
EDVENTURE CHILDRENS MUSEUM	CAROLINA CARES 02/26/2012	EDVENTURE	WAYNE THORNLEY	02/26/2012 07:30 AM	029:49
COLUMBIA CITY BALLET	CAROLINA CARES 03/04/2012	COLUMBIA BALLET	WILLIAM STARRET	03/04/2012 07:30 AM	029:50
AMERICAN HEART ASSOCIATION	CAROLINA CARES 03/11/2012	HEART AWARENESS	SUSAN SCHNEIDER	03/11/2012 07:30 AM	029:49
AMERICAN HEART ASSOCIATION	CAROLINA CARES 03/18/2012	HEART WALK	SUSAN SCHNEIDER	03/18/2012 07:30 AM	029:49
PAWMETTO LIFELINE	CAROLINA CARES 03/25/2012	PALMETTO LIFELINE	JOYCE HILLS	03/25/2012 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
AUTISIM AWARENESS	AD COUNCIL	000:59	001
FATHERHOOD	AD COUNCIL	001:00	002
AUTISIM AWARENESS	AD COUNCIL	001:04	001
EDUCATION	COLLEGE ACCESS	001:00	001
LOCAL EVENT	LAKE CAROLINA POLAR BEAR PLUNGE	000:31	016
FINANCE	NFCC DEBT	001:03	001
LOCAL	WVOC-LN-OGM	000:12	040
AD COUNCIL GRADUATION	BOOSTUP.ORG	000:25	020
AD COUNCIL GRADUATION	BOOSTUP.ORG	000:30	046
AD COUNCIL VACCINATIONS	VACCINATIONS	000:27	065
AD COUNCIL VACCINATIONS	VACCINATIONS	001:00	153
AMBER ALERT	AMBER ALERT	000:20	167
AMBER ALERT	AMBER ALERT	000:30	059
ANIMAL ADOPTION	AD COUNCIL ANIMAL ADOPTION	001:00	157
ARMED FORCES SUPPORT	ARMED FORCES RELIEF TRUST	000:31	048
ARMED FORCES SUPPORT	USAF RESERVE	001:01	160
AUTISIM	AD COUNCIL	001:00	300
BULLYING	DONORSCHOSE.ORG	000:30	100
BULLYING	DONORSCHOSE.ORG	000:32	053
CARE/WOMEN	CARE/WOMEN	000:30	053
CARE/WOMEN	CARE/WOMEN	001:00	156
CHILDHOOD ASTHMA	AD COUNCIL	000:34	051

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
CHILDHOOD ASTHMA	AD COUNCIL	001:04	156
CHRON'S AND COLITIS	CROHNS/CHOLITIS FOUNDATION	000:15	132
CHRON'S AND COLITIS	CROHNS/CHOLITIS FOUNDATION	000:30	013
COLLEGE ACCESS	AD COUNCIL	001:00	150
COLLEGE ACCESS	COLLEGE ACCESS	001:00	121
COMMUNITY HEALTH	AD COUNCIL	000:31	099
CREDITFAIRY.ORG	CREDITFAIRY.ORG	000:30	050
CREDITFAIRY.ORG	CREDITFAIRY.ORG	001:00	299
CYBER BULLING	AD COUNCIL	001:00	156
DEAF AND DYSLEXIC	AD COUNCIL	000:31	056
DEBT RELIEF COUNSELING	NFCC DEBT	000:32	057
DEBT RELIEF COUNSELING	NFCC DEBT	001:03	155
DEPT. OF NATURAL RESOURCES	DEPARTMENT OF NATURAL RESOURC	001:00	159
DIABETES FOUNDATION	DIABETES	001:00	153
DIABETES FOUNDATION	DIABETES EDUCATOR	000:15	113
DIABETES FOUNDATION	DIABETES FOUNDATION	000:30	046
DIABETES FOUNDATION	DIABETES FOUNDATION	000:58	152
EMPLOYER SUPPORT THE NATIONAL	NATIONAL GUARD	000:30	102
ENERGY CONSERVATION	AD COUNCIL	001:00	158
FAIR HOUSING	AD COUNCIL	000:59	163
FAIR HOUSING	NFCC HOUSING	000:15	111
FAIR HOUSING	NFCC HOUSING	000:33	046
FAIR HOUSING	NFCC HOUSING	001:01	156
FATHERHOOD	AD COUNCIL	000:30	013
FATHERHOOD	AD COUNCIL	000:31	034
FATHERHOOD	FATHERHOOD INITITAVE	000:30	048
FEED THE PIG	AD COUNCIL	001:00	132
FEMA	FEMA	000:59	305

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
FINE ARTS	AD COUNCIL	000:58	155
FORECLOSURE PREVENTION	AD COUNCIL	000:34	056
FORECLOSURE PREVENTION	AD COUNCIL	001:04	155
FREEDOM OF SPEECH	AD COUNCIL	000:15	102
HUNGER PREVENTION	A&E	001:00	131
ID THIEVES	AD COUNCIL	000:30	051
ID THIEVES	AD COUNCIL	001:00	154
LITERACY	DONORSCHOSE.ORG	000:30	054
LUNG CANCER	AD COUNCIL	000:31	050
MAKE A WISH	MAKE A WISH	001:00	152
ORGAN DONOR	AD COUNCIL	000:30	054
PTA	PTA	000:29	061
ROTARY CLUB	ROTARY CLUB	000:15	225
ROTAVIRUS	AD COUNCIL	000:30	044
ROTAVIRUS	AD COUNCIL	000:59	151
SELF ESTEEM	DONORSCHOSE.ORG	000:31	106
STROKE/HEADACHE RELIEF	NATIONAL HEADACHE FOUNDATION	000:31	055
STROKE/HEADACHE RELIEF	NATIONAL HEADACHE FOUNDATION	001:01	028
UNDERAGE DRINKING	AD COUNCIL UNDERAGE DRINKING	001:00	162
VOLUNTEERING	VOLUNTEERS OF AMERICA	000:30	047
VOLUNTEERING	VOLUNTEERS OF AMERICA	000:59	150
WILDLIFE PRESERVATION	WILDLIFE	000:30	053