



Small Business of the Month
Rocky Mount Area Chamber of Commerce (July 2017)

“We are dedicated to serving our community and its families and businesses, focusing on that which makes Life special in eastern North 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 eastern North Carolina.”

Following is our Issues/Programs List for

3Q (Pandemic) 2020

WLQC-FM

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WLQC-FM 103.1
Pinestone Media Corporation

Quarterly Report
Covering July 1 to September 30, 2020
Filed October 6, 2020

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. Financial: Counsel and information

II. Responsive Programming

A. Family Policy

“Family Matters” – Broadcast Sunday 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. Broadcast descriptions of local needs and responsive activities sponsored by local and national organizations, including such as A Touch of the Father’s Love

Food Pantry, Boys and Girls Club, Braswell Memorial Library (Rocky Mount), Harold D. Cooley Library (Nashville), Relay for Life and Bark for Life (cancer), Nash Arts Center, My Sister's House (domestic abuse shelter), North Carolina Symphony, Veterans Residential Services of Wilson, Your Choice Resource Center (crisis pregnancy center offering abortion alternatives), and Rocky Mount Area Chamber of Commerce.

“Community Bulletin Board” broadcast up to 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., various church fundraisers, Jacob's Friends, My Belongings (foster care), veterans organizations, Moose Lodge, area farmers' markets). Pandemic-oriented PSAs and opportunities to help sporadically aired in place of traditional Community Bulletin Board (CBB) announcements. CBB indefinitely suspended in August.

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

C. Weather

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

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 Monday–Friday at 2:00 PM). News and announcements important to citizens at state, regional, and national 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).

“Declaration of Independence” Staff Readings – Daily broadcast of segments of the Declaration of Independence M-F, 6:00 AM to 9 PM, June 29–July 3. The entire Declaration was broadcast on July 4 at 12:00 Noon and 6:00 PM. Patriotic music was broadcast July 4.

“Christmas in July” – Christmas music was included in the regular playlist on July 25.

“Roy ‘Swede’ Boreen Tribute” – On July 28, veteran interview with Swede Boreen was rebroadcast in recognition of his 100th birthday.

“School Bus Safety” (start of school) – Trooper Randy Bridges.

“Elvis and Aretha Tribute” – On August 16, music by Elvis Presley and Aretha Franklin was added to the regular playlist in remembrance of the anniversary of their deaths.

“National Radio Day/Week” – Radio themed songs were incorporated into the regular playlist on August 20. Throughout the week (August 17-22), “Show Host Spotlight” features aired with an accompanying video posted to Station Facebook page.

“Labor Day Programming” – Work related songs aired one per hour on Monday, September 7.

“September 11th Programming” – Special music was incorporated during the 9:00 AM hour to commemorate the anniversary of the September 11 attack. “Where Were You (When The World Stopped Turning)” (Alan Jackson), “Hole in the World Tonight” (The Eagles), and “My Country Tis of Thee” (US Naval Band Sea Chanters) were aired along with a portion of President Bush’s Ground Zero Bullhorn Speech (delivered September 14, 2001, in New York City).

“Constitution Day Programming” – On September 17, the Preamble to the Constitution was aired several times. Show hosts shared facts and history related to the creation and meaning of the document.

“Nathan Hale Programming” – On September 22, the anniversary of the execution of Nathan Hale was commemorated with show hosts sharing historic information related to his service and capture by the British.

“Fall Music” – Listeners were asked on the Station Facebook page to request songs related to autumn, which were then incorporated into the regular playlist on September 22.

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, and related news, including pandemic consequences. Schedules and results of local and regional collegiate sports are worked into announcers’ material as well.

F. Religious Programming

“Let My People Think” – Broadcast Sunday 9:00 AM. Duration: 30 minutes. Christian apologist and philosopher Ravi Zacharias and his colleagues address spiritual and worldview matters from a Christian perspective.

“Religious Music” – Broadcast Sunday 6:00 AM to 12:00 PM. Tim Nelson is the host of “HeartSong” (music) from 9:30 AM to 11:00 AM.

G. Arts

Promotion of special arts events and announcements regularly aired throughout the day, including events such as those at the Imperial Arts Centre, Nash Arts Center, Wilson Boykin Center, Playhouse of Wilson, North Carolina Symphony, The Tar River Orchestra & Chorus, and Rocky Mount Children's Museum & Science Center, and featuring various bluegrass artists. Pandemic related announcements as appropriate. Music history reports (College of Musical Knowledge, show hosts).

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.

COVID-19 PSAs on the prevention and spread of the disease.

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), and 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.

J. 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” – Periodically (usually 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.

“Grace Notes” – Archived episodes are made available on the Station website (see II.B, Community Philanthropic Priorities).

“Listener Feature” – Top Fans on Facebook periodically highlighted and asked to share their favorite song and what they like about Life 103.1. Song is played on the air and their thoughts are shared on Station Facebook page.

“Heard on the Air” – Facebook and show host integration. Articles and pictures referenced on the air periodically posted to Station Facebook page. Listeners are directed to Facebook for more information.