



“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

3Q 2016

WLHC-FM

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WLHC-FM 103.1
Woolstone Corporation

Quarterly Report
Covering July 1 to September 30, 2016

Filed October 7, 2016

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).

Temple Theatre Season Pass Ticket Giveaway Contest, September 6th-9th. Each day ten individuals had the opportunity to get qualified to win a pair of season passes. One lucky winner was selected at random and announced on-air September 12th.

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 Sandhills Community College, Temple Theatre, Judson Theatre Company, the Foundation of First Health, the North Carolina Symphony, Carolina Philharmonic, Village Chapel, the Catholic Church (marriage), the Stevens Center, Central Carolina Community College, Moore County Literacy Council, Books at a Steal, Volunteer Lee, Central Electric Membership Corporation, Haven of Lee County, United Way of Lee County, Helping Hands Clinic, Carolina Animal Rescue and Adoption, Harnett Animal Welfare Coalition, Family Promise of Lee County, Communities in Schools, Moore Humane Society, 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, summer reading programs, community Fourth of July events, and area farmers' markets).

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. EAS weather alerts as received.

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).

"Declaration of Independence Staff Readings" Daily Broadcast of segments of the Declaration of Independence M-Sat 6am-9pm, June 18th to July 4th. The entire Declaration was broadcast on July 3rd at 12 noon, and July 4 at 10:10 am and 4:10 pm.

"Labor Day Programming" Work related songs aired 1 per hour from 8am-8pm on Monday September 5th.

"July 4th Programming" Each hour a patriotic song was incorporated into our regular playlist.

"Navigating This Life Together" A combination of songs paired with introductions and inspirational quotes that promote unity and understanding. Broadcast at 8 am and 12 pm, August 15 – August 19.

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 6:20 AM; 9:35 AM; Friday 3:35 PM, 4:20 PM, 5:35 PM, 6:35 PM; Saturday 9:05 AM, 10:05 AM, 11:05 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 AM. Duration: 30 minutes. Christian apologist and philosopher Ravi Zacharias addresses spiritual and worldview matters from Christian perspective.

“Religious Music”-Broadcast Sunday 6AM-12PM.

G. Arts

Promotion of special arts events and announcements regularly aired throughout the day. Interviews aired for such as Temple Theatre (cast of Anything Goes), Judson Theatre (Morgan Sills and John Wesley Shipp), and the Foundation of FirstHealth (Jeff, Hal, and Julie Hanson). Music history reports (College of Musical Knowledge, show hosts).

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.

I. Lawn and Garden

“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.

J. Animals

“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.

K. 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.