

# *Issues and Programs List*

**Quarter #1  
January 1-March 31, 2010**

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### **Overview**

WPTC returned to its regular modern rock format and weekend jazz format on January 18 when the 24-hours-per-day jazz format that aired through the college's semester break ended.

### **Emergency Alert System (EAS)**

WPTC transmitted 16 EAS weekly tests, monthly tests and weather emergency announcements during this quarter.

### **Event Notices**

These hourly announcements of college and community events, such as bloodmobiles, theater and cultural presentations and volunteer drives, are included to make both the college and local communities aware of activities and opportunities, particularly for non-profit organizations. In addition to informing the audience, these notices help to showcase the benefits the college offers the local area. Most announcements were 10 to 15 seconds and ran for one to several weeks. They were aired at half past each hour during both the live and automated portions of the broadcast schedule.

### **Earth & Sky**

This nationally syndicated program aired daily during the quarter at 7 a.m. and 12 p.m. *Earth & Sky* is a 90-second science program aimed at a general audience that explores earth science, astronomy and environmental topics. *Earth & Sky* addresses the need for more educational programming in the sciences both for general and college-age audiences.

### **Public Service Announcements**

National and local public service announcement spots (PSAs) ran twice hourly during most hours of the live portion of the schedule and the top of the hour during most of the voice-tracked hours. At the end of the quarter, approximately 40 PSAs were in rotation.

As part of this rotation, WPTC continued airing the Pennsylvania Association of Broadcasters' campaign "My Mission" for the U.S. Coast Guard (1/1-1/20) during this quarter. This campaign addressed the issue, related to our jazz audience in particular, of homeland security. Additionally, WPTC aired the PAB campaign "Home Radon Test" during part of this quarter (1/1-1/31). This targeted an older, home-owning audience and, as such, only aired during the jazz portion of the programming.

### **A World of Possibilities**

This nationally syndicated program addressed social issues not covered in detail or in depth by the mainstream media, one of the ongoing issues addressed by WPTC programming. This program aired Saturdays from 6-7 a.m. during the quarter. Topics are listed below.

January	02	Foundations as the Fifth Estate: Private Wealth for Private Benefit
January	09	Did not air: See "In the House on this Day
January	16	Beauty in Broken Places: The Healing Arts of Lily Yeh and Ecological Change
January	23	The Miner's Canary: First Peoples on Climate Change
January	30	Wasting Away: Industrial Impacts on Land and Sea
February	06	Growing the Green Collar Economy
February	13	Victims No More: Seeking the Middle Way in the Middle East
February	20	Switchgrass and Biomass: Tapping Energy from Plant Waste
February	27	Children of War: Too Young to Serve, Too Young to Die
March	06	Women Who Wouldn't Listen: Wangari Maathai and Frances Moore Lappe
March	13	Healing Harvest: Agricultural Innovators Plant Seeds of Renewal
March	20	Climate Collision: What Comes After Copenhagen?
March	27	Forgiving the Unforgivable: Community Reconciliation in Sierra Leone

### **Jim Hightower Common Sense Commentary**

This nationally syndicated program aired Saturdays at 6 a.m. during the full quarter; Monday through Friday at 8 a.m. and 6 p.m. during the jazz portion of the quarter, and Monday through Friday at 6 p.m. during the modern rock format. Various studies have documented the conservative tilt of political talk and discussion on commercial radio. *Common Sense Commentary* offers a progressive perspective on a variety of topics that is rarely heard in the community on commercial radio outlets.

## **Voices of Our World**

This nationally syndicated program aired Mondays during the quarter from 6-6:30 a.m. *Voices of Our World* addresses a number of issues not reported in the mainstream media about the Third World, poverty and social injustice. *Voices of Our World* is produced by Maryknoll World Productions. Program synopses are below.

### **Air Date January 4, 2010**

**Save the Children, Save the Stories:** After Guatemala's 36-year civil war, a U.N.-backed "Truth Commission" attested to the fact that the fratricidal carnage of 200,000 qualified as genocide. Maryknoll brother Mary Shea kept a journal and shares it on this show.

### **Air Date January 11, 2010**

**Go Army, Go Green:** With an energy bill last year of \$13.6 billion dollars, the Department of Defense is the largest consumer of energy in the States. Kevin Danaher's bold vision turning former army bases into educational and experimental centers would be both an ecological and a diplomatic coup for the U.S.A.

### **Air Date January 18, 2010**

**The Food Bubble:** A look at the complex connection between the commodities speculation market in the United States and the world food crisis that caused millions to go hungry.

### **Air Date January 25, 2010**

**Advocating for a Future?:** DOME, which stands for Developing Opportunities Through Meaningful Education, was founded in 1973 to challenge the many threats to youngsters in the inner-city. Since its beginning, the DOME Project has dedicated itself to meeting the complex needs of young people in trouble with the law, their schools, and themselves.

### **Air Date February 1, 2010**

**Accountable:** The willingness to accept responsibility is vital to the proper conduct of any society. We expect our elected leaders and parties we do business with to acknowledge responsibility for their policies, actions and products. Political commentator, lawyer and President and CEO of the Jamestown Project, Stephanie Robinson has co-authored with Tavis Smiley, *Accountable--Making America as Good as Its Promise*.

### **Air Date February 8, 2010**

**Sisters to Sisters:** Close to one-third of the world's women are currently homeless or live in inadequate housing. Worldwide, women, many with children are the worst affected by domestic violence, civil conflicts, forced evictions and slum clearances.

### **Air Date February 15, 2010**

**Lost and Found:** Whatever happened to the Lost Boys of Sudan?

**Air Date February 22, 2010**

**Whitopia:** At the height of the Civil Rights movement journalist John Howard Griffin, a white man, under the care of a doctor, artificially darkened his skin and passed as a black man and traveled through Louisiana, Mississippi and Alabama. His groundbreaking book, Black Like Me was published in 1961. Today we're talking with journalist Dr. Rich Benjamin, a black man, who embarked on a slightly less dramatic but just as fascinating two-year study traversing the U.S. exploring the fastest growing and whitest communities across the nation.

**Air Date March 1, 2010**

**The Language of Race:** Today a look at some of the complex questions and inconsistencies that pervade our contemporary discourse about race in America; and how the traditional language we use to discuss race may in fact impede even the most earnest attempts to reach mutual trust and understanding.

**Air Date March 8, 2010**

**Keep on Striving:** A look at a program in Harlem where the goal is simple: Finding meaningful jobs for today's chronically under-served and unemployed youth.

**Air Date March 15, 2010**

**Veiled Voices:** Veiled Voices is a documentary that follows the lives of three Muslim religious leaders re-shaping their faith and their communities. The guest today is producer Brigid Maher discussing the making of Veiled Voices.

**Air Date March 22, 2010**

**The Supreme Court Goes Rogue:** The U.S. Supreme Court recently ruled that big corporations have the same First Amendment rights as John or Mary Doe. Attorney Susan Lerner, executive director of Common Cause New York, and Nick Nyhart, co-founder and executive director of Public Campaign give their perspective on the ruling.

**Air Date March 29, 2010**

**Think Globally, Act Globally:** The human impact on our environment is not limited to global commerce or greenhouse gases alone. Each war we wage, each conflict we ignore, has real-time environmental consequences for water availability, food security, disease, and population distribution.