

Issues and Programs List

**Quarter #1
January 1-March 31, 2011**

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Overview

WPTC aired its full-time jazz format through January 16. The modern rock format returned full-time on January 17 when the jazz returned to a weekend schedule—6 p.m. Friday through 7 a.m. Monday.

Emergency Alert System (EAS)

WPTC transmitted 25 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 30 PSAs were in rotation.

As part of this rotation, WPTC aired three of the Pennsylvania Association of Broadcasters' campaigns—"Dorm," for the Pennsylvania Army National Guard recruitment efforts; "Born Ready," a campaign for the Coast Guard's efforts to protect ports serving Pennsylvania; and "Baby Steps—Radon," an radon-awareness campaign from the Pennsylvania Department of Environmental Affairs.

WPTC Newscasts

Daily, student-produced newscasts began airing this quarter on February 28. These aired three times each Monday-Friday and were comprised of international, national, local and campus stories and service to keep the student population informed.

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 (except for February 5 and February 12 when specials for Black History Month aired; see below). Topics are listed below.

January 01: Gas Rush

Host Mark Sommer continues his journey across the communities lying above the Marcellus Shale Play, a gigantic natural gas deposit stretching under the Northeast United States. In this program we hear the conflicting ideas and conflicted emotions of those living and working in the Southern Tier of New York State, where gas "fracking" is proposed but not yet underway.

January 08: Hearts Broken Open

Most of us take life for granted. But what happens when we're forced to think hard about whether we want to live? Suicide and the impulse to attempt it are a great-unacknowledged epidemic in public health today. It not only scars those who try it, but all those who care about them, often for life. This is the story of Steve Fugate, a self-described ordinary guy who found himself thrust into the crucible of suicide at close hand and chose to express his grief and redemption in a most unusual way: walking nearly 22,000 miles across America while carrying a sign over his head saying, simply, "Love Life."

January 15: Green Purchasing

What we buy individually is small potatoes beside the quantities purchased by large firms and governments. Little noticed by the rest of us, the market for green products is being decisively boosted by the deliberate choices of city governments, universities, hospitals, and corporations. Filling the supply chain with "green" products can benefit both the environment and the bottom line.

January 22: Failing Our Way to Success

At a moment when most all the systems that govern our lives have lost their grip on reality, we're forced to rethink and reinvent the way we do just about everything. Crucial to that transformation is learning how to innovate faster and better than ever before. In this weeks show, two leading students of innovation consider the pivotal role that experimentation plays in achieving eventual success.

January 29: China's Great Green Wager

China today is the most polluted nation on earth. But it's also on its way to becoming the most environmentally advanced. And it's no coincidence. Long seen as the Great Replicator, China is now becoming the Great Innovator in all things environmental. Join us as we explore how the world's most populous nation is betting that the next economy will not be gray but green.

February 5: Did Not Air. See Black History Month Programming Below

February 12: Did Not Air. See Black History Month Programming Below

February 19: Manhattan Mecca: Muslims in New York

New York City is home to as great a range of Muslim adherents as Mecca itself. Africans, African-Americans, South Asians, Central Asians, Southeast Asians, Latinos, Jamaicans, Europeans, Russians, Chinese and more. Many speak with the accents of their native tongues while others talk with a decidedly American twang. Join us to explore the microcosmic diversity of Muslims in New York.

February 26: Take Me For A Ride In Your E-Car!

These days we think of electric vehicles as futuristic inventions, coming our way just a little before commercial flights to the moon. But actually, they preceded the infernal combustion engine by more than half a century. Now, as we choke on the exhaust, we turn once more to electricity. Only this time, the momentum is building not in Detroit but in Shanghai, Hong Kong, and California.

March 5: Growing Pains--Organics Come of Age

Organic agriculture has grown up. A once-marginal movement of plucky and slightly eccentric home gardeners has bloomed into mega-farms that ship around the world selling at premium prices. In this program we'll examine both ends of the organic industry food chain -- a mid-size organic farming family and the world's largest organic food retailer. We'll see what growing mainstream has done for -- and to -- organic farmers, and what remains to be done to give farmers and consumers the sustainable food system we urgently need.

March 12: Life in Slo Mo

In a global culture dominated by the impatience of youth, counted in nanoseconds and fueled by “just-in-time” supply chains, everything needs to be done “yesterday” since today is no longer soon enough. Today we’ll hear from two individuals who’ve slowed their pace even as they’ve quickened their creativity and deepened their appreciation for those things that speeding causes us to miss.

March 19: Full Circle Innovation

In its breakneck pursuit of modernization, China has given nature a back seat to its turbo-charged industrial development. Now, with drought, desertification, and extreme pollution, China's leaders are beginning to realize that better treatment of its natural capital is vital to the country’s survival. Today we’ll speak with a leading Chinese landscape architect who is redefining the relationship between humans and nature with an ingenuity that sets a new standard for innovation itself and with a long-time observer of the country who places China's "green rush" in historic perspective.

March 26: Green Purchasing

What we buy individually is small potatoes beside the quantities purchased by large firms and governments. Little noticed by the rest of us, the market for green products is being decisively boosted by the deliberate choices of city governments, universities, hospitals, and corporations. Filling the supply chain with "green" products can benefit both the environment and the bottom line. [Repeat]

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 3, 2011

Pumpkin Power: When Maryknoll priest Father Richard Bauer was assigned as Executive Director of Catholic AIDS Action, the Church's outreach ministry in Namibia, he knew he'd need to assemble an "A" team. The first candidate on his list was Mary Beth Gallagher, whom he'd met in his Maryknoll orientation class in 1996. Rick wrote to Mary Beth that he'd not only pay her airfare to Namibia but then to anywhere she wanted to go if she were not convinced Namibia was where she was needed most. Bauer was right and his friend Mary Beth had found her new home. Her first year or so she struggled to make games out of scrap cardboard for the hundreds of AIDS orphans and vulnerable kids the CAA's Bernard Nordcamp Center feeds and cares for daily. She had even tried to get a group of little girls stirred-up over soccer but on a gravel playing field and without uniforms or proper shoes. But when Mary Beth returned to the U.S. to encourage donations, a young American team donated shoes and their bright orange uniforms and Mary Beth flew back to Namibia knowing "the Little Pumpkins" would be born!

Air Date January 10, 2011

The Gift of Music II: At the beginning of the new year, additional special musical moments that Maryknoll staff have been fortunate enough to witness, and *sometimes* record, as they travelled the world.

Air Date January 17, 2011

The World's Newest Nation? When The World's Newest Nation? A 20-year civil war nearly decimated regions of the largest nation on the African continent, Sudan. Right now the southern region of Sudan is voting on a referendum to become an independent nation. The question is: will the voting process take place peacefully or will the nation once again be bathed in blood? Maryknoll Sister Mary Ellen Manz tells of her harrowing experiences escaping the violence in 2007.

Air Date January 24, 2011

When the Cupboard's Bare: Trapped between the housing market collapse, rising energy costs, and an increasingly dysfunctional health care system, America's working poor are now battling an even more relentless enemy: hunger. A new book titled *Breadline USA* tells the stories of Americans in all types of communities who struggle to put food on the table come the end of the month, when money runs out and the social safety net isn't there to catch them.

Air Date January 31, 2011

100 Years and Counting: *Voices of Our World* is brought to listeners every week by subscribing radio stations, websites and by the media arm of an organization known as Maryknoll, devoted to human rights and social justice around the world. Maryknoll turns 100 this year and today's program is an audio birthday card. In preparation for this centennial, last year the Maryknoll team visited Boston, the hometown of one of Maryknoll's two founders, Bishop James Anthony Walsh. Today we bring you some of Boston's Maryknoll admirers.

Air Date February 7, 2011

Africa's 54th State: On January 9th the people of Southern Sudan voted on a referendum for independence from Sudan's Khartoum government in the North. If as predicted the vote results affirm independence, Southern Sudan will become the African continent's 54th state. Whatever the future holds the South will have paid a heavy price for self-determination, nearly 22 years of war, more than 2 million dead and nearly 4 million displaced. One of Sudan's former child soldiers is today a peace activist, musician, rapper and the author of the *We Want Peace* campaign and music video, Emmanuel Jal.

Air Date February 14, 2011

A Woman's Issue, A Nurse's Truth: Maternal health is often considered, sadly, to be a "women's" issue. But from a global vantage point, maternal health, and women's health for that matter, impacts each and every one of us personally and profoundly. The list of health care issues that concern and affect women worldwide is daunting and confounding, but for some medical professionals trying to improve maternal health in the developing world, the struggle begins- and must begin- with improving empathy, caring, and dignity for women as a whole.

Air Date February 21, 2011

Learning to Live Together: Today's guest is Jo Cassidy, founder of the Small Talk Nursery School in Cairo, Egypt. According to its mission statement Small Talk Nursery School provides children of all nationalities with a safe, caring, and stimulating environment in which they are nurtured and respected and encouraged to become independent learners in a play-based setting. But just because Small Talk is a nursery school designed to foster understanding and tolerance doesn't mean that peace is child's play.

Air Date February 28, 2011

The Practice of Compassion: 780 Albany Street, Boston Massachusetts, once the *City Morgue*, was donated by the City for \$1.00 and now houses Boston Health Care for the Homeless. Since 1985 the Boston Health Care for the Homeless Program has been guided by a singular mission, to provide the highest quality healthcare to Boston's homeless men, women and children. Today's guests are the Program's Medical Director, Dr. Phillip Pulaski, and his patient and friend, Guillermo Molina.

Air Date March 7, 2011

In It Together: The Civil Rights Movement began to percolate in the 1950s and became a force to be reckoned with throughout the 60s, about 100 years *after* the Civil War. The Movement proved the adage, strength in numbers. Throughout the non-violent civil disobedience, the bus boycotts, lunch counter sit-ins, the Movement's strength lay in the solidarity of fair-minded Americans of other racial stripes marching with their black brothers and sisters. We were all in it together. On the show this week is Mark R. Warren, Associate Professor of Education at the Harvard Graduate School of Education and author of *Fire in the Heart: How White Activists Embrace Racial Justice*.

Air Date March 14, 2011

Faith in the Earth: As the man-made environmental problems facing us continue to evolve and become more complex, we need more than ever to listen to the earth - because maybe its message can save us -- from ourselves. On the program this week a visit to Bolivia and Tanzania with two Maryknoll Fathers who have made listening to the earth, and serving its people, their lives' work.

Air Date March 21, 2011

Trailblazers: Author Linda Fairstein has groundbreaking accomplishments aside from her writings. Ms. Fairstein was pivotal in changing the way victims, particularly women and children were treated in court. Voices of Our World's Kathy Golden talks with Linda Fairstein and with author Linda Tarr-Whelan who recently published a book titled *Women Lead the Way; Your Guide to Stepping-up to Leadership and Changing the World*.

Air Date March 28, 2011

You've Come a Long Way Baby?: In this program, a deeper look at the various forms of sexism. Yes, sexism is alive in America. It's thriving, and it's ruining our future.

Black History Month Programming on WPTC

Dinah Was:

Saturday, February 5, 6-8 a.m. and 2-4 p.m.

In a white fur coat, “The Queen of the Blues” sits on her luggage outside a Las Vegas hotel. It is 1959; the legendary star cannot enter the hotel without a white escort. So Dinah Washington, in her inimitable style, takes a long pull from her flask and starts kicking up a fuss. “Dinah Was” features songs made famous by Dinah Washington and performed in the play by Yvette Freeman. Directed by Gordon Hunt. The show features an interview with playwright Oliver Goldstick.

Ruby McCollum:

Saturday, February 12, 6-8 a.m. and 2-4 p.m.

In 1952, in a small Florida town, a wealthy African-American woman named Ruby McCollum shot and killed a respected white physician, ostensibly over a bill. Her true motives came to light during her murder trial, which made national headlines. Our story this week is a true-life case that's the stuff of a Southern Gothic novel, complete with interracial romance, drug abuse, mental illness, and the racist attitudes of the Jim Crow South. ***Ruby McCollum*** stars Paul Winfield and Loretta Devine, and was written by William Bradford Huie, with our adaptation by Ron Milner and Steve Albrezzi. Hour One includes a conversation with C. Arthur Ellis, author of *Zora Hurston and the Strange Case of Ruby McCollum*.

William's Leap For Freedom:

Saturday, February 19, 7-8 a.m. and 2-3 p.m.

This original play is based on the life of freed slave William Wells Brown. *William's Leap for Freedom* is a two-part drama, a play within a play. This performance was adapted for audio from the stage play, *William Wells Brown's Leap for Freedom* written for the stage by Dr. Cheryl Black of the University of Missouri Department of Theatre. Dr. Black's play was written and produced in 2008 for the Missouri State Historical society's Missouri History in Performance Theater. In 2009 it was adapted for the National Audio Theatre Festivals by Renee Pringle of NPR, with assistance from mentor Sue Zizza.

Children of Children Keep Coming:

Saturday, February 26, 7-8 a.m. and 2-3 p.m.

Through story and song, author Russell Goings has adapted his epic poem *The Children of Children Keep Coming* into an hour-long spoken word performance that delineates and celebrates the too often unsung African American cultural history.