

***Issues and Programs List***

**Quarter #2  
April 1-June 30, 2011**

## **Issues and Programs List** **April 1-June 30, 2011**

### **Overview**

WPTC aired its full-time modern rock format through May 6 during this quarter, at which point programing switched to the summer full-time jazz broadcasts.

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

WPTC transmitted 30 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 began airing the Pennsylvania Association of Broadcasters' campaign "Dorm" for the Pennsylvania Army National Guard (6/1-6/30) for its recruiting effort. WPTC also aired the PAB's "Over Coffee" campaign (4/5-4/30), also for the Pennsylvania National Guard, which ranks second among states in most foreign-deployed troops, according to the PAB.

### **Campus Connection**

This student-produced program aired Thursdays from 5:00-5:30 p.m. during the quarter on April 21 and April 28. Produced by students in the Electronic Journalism course, *Campus Connection* focused on college and community news stories and addressed the issue of informing the area community. A listing of stories in each program is included.

#### April 21

College Police Efforts at Reducing Crime on Campus  
Issue of Designer Drugs in Community Becomes Prominent  
Preview of Next Year's Penn College Student Government Association  
Success of the Academic Success Center  
Evaluation of the College's Student Activities Entertainment-Selection Process

#### April 28

Williamsport Mayor Gabe Campana on Kohl's and Downtown Development  
Penn College Police Chief Announces Expanded Public Information Policy  
Penn College Tutoring Center Offers Finals Help for Students  
College's New Greek System Examined  
Wildcat Events Board End-of-the-Semester Offerings

### **WPTC Newscasts**

Daily, student-produced newscasts aired during this quarter through April 29. 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. Topics and brief descriptions of each show are listed below.

### **April 2: 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. [Repeat]

### **April 9: Hong Kong, China's Green Gateway?**

Hong Kong has always been a world unto itself. But today it's a city uncertain of its identity. As mainland China surges to the front rank of the global economy, its vast industrial base has upstaged Hong Kong. Many civic leaders are now asking what's left for Hong Kong to do that makes use of its unique gifts and strengths. In this program we hear two civic leaders share their far-reaching visions of how a densely industrialized capital of high finance could become a model for urban green revitalization.

### **April 16: Transforming Misfortune**

It's clear now that the economic collapse of 2008 - the second "September shock" after 2001 - will have a more enduring impact than most of us once supposed. Today we'll meet two individuals who've pursued and long advocated ways of life based not on lifestyles of the rich and famous but on our enduring capacities for creativity, imagination and love. And, they've traced how what we choose to do as individuals can reshape the nature of the larger world.

### **April 23: Back to the Garden-- Cacao's Role in Reviving Biodiversity**

Species of both plants and animals are dying out at unprecedented rates. Overpopulation, industrialization, and mono-cropping are stressing the world's food supply. Now radical shifts in climate change could conceivably trigger ecological and economic collapse. Today we'll hear from specialists worldwide in the new science of agro-biodiversity who are combining the best of both ancient and organic agriculture and using cacao's charismatic attraction to inspire the replanting of tropical rainforests, stabilize the climate, raise incomes for farmers, and improve human health.

### **April 30: Who's This Economy For?**

As our savings plummet and our debts soar, many of us are starting to wonder not only when we'll get back on track, but whether the track we've been on all these years is the right one to follow. Author, economist and former labor secretary Robert Reich asserts that rather than resuscitate an unjust and unsustainable economy, we should reinvent it to meet a wider range of needs and possibilities.

### **May 7: Studs Terkel—A Heart as Big as the World**

Despite his best efforts, like the very establishments he excoriates, Studs has become an American institution. A man of the people, he is also an unapologetic liberal and intellectual in a country that respects neither. In this program, drawn from a nonstop three-hour conversation, Studs reflects on a life spent listening to the battered but unbowed spirit of ordinary and extraordinary Americans. [Repeat]

### **May 14: Vanishing and Re-emerging—Reviving Biological and Cultural Diversity**

Around the world, languages, cultures and ecosystems are disappearing at an alarming rate, erasing richness vital to our survival. Based on interviews conducted at a major international conference on biocultural diversity held at the American Museum of Natural History in New York in April 2008, this program examines how diversity is also re-emerging even as the old ways are dying.

### **May 21: Healing Harvest—Agriculture Innovators Plant Seeds of Renewal**

From the margins of factory farms, a new generation of agricultural entrepreneurs is sprouting with innovations that are small scale, local, and highly replicable. Their inventions portend not just a healthier food supply but a more sustainable economy. Join us for the stories of entrepreneurs who are pioneering new approaches to growing food that is healthy, safe, and financially sustainable.

### **May 28: Geektopia—Google’s Innovation Culture**

Even in hard times, the search engine giant Google continues to boom while GM struggles. Is this another dot-com fantasy or could this culture of innovation, informality and antic spirit be a harbinger of the next economy? We take a tour of the Googleplex in Mountain View, California, and sit down with Alfred Spector for an intriguing conversation about how to grow a culture of innovation.

### **June 5: Food and Forests—Reviving Diversity**

As we seek ways to make both our economies and food supplies more sustainable, we would do well to look at what worked for hundreds of years before modern technology gave us both greater productivity and greater vulnerability. In this program we visit with specialists from around the world who are combining the newest techniques of sustainable agriculture with ancient practices of subsistence forest farming to create food production systems robust enough to weather the unpredictable extremes of climate change.

### **June 11: Two Grains of Sand**

Nature and Humanity are running off the rails and governments stand seemingly helpless before the juggernaut. Into the breach are stepping new players, inventing strategies to transform the way we do things, and they are forging surprising alliances in the process. Two initiatives are seeking to move the needle on urgent issues: one on climate change, the other on the global tea industry.

### **June 18: Bot, Will You Be My Friend?**

Is your best friend a bot or a Facebook pal? How much time do you spend in online interaction with digital beings and how much face-to-face with real ones? MIT professor Sherry Turkle, author of *Alone Together*, poses penetrating questions about the dangers of embracing our human inventions as if they were themselves human. Why do we turn to the simulation of intimacy in place of the stimulation of real contact? Are we afraid of the complications of real relationships, the melodramas of misunderstanding, the heartbreaks and infidelities? In this program we probe the migration of human affections from people to machines and the trade-offs that entails.

### **June 25: Slow Money—Reducing Velocity, Increasing Value**

Each day, billions of shares flash through stock markets worldwide. Fortunes are made and lost at the flick of a keystroke, wreaking havoc on millions of people far from the trading floor. Meanwhile, both value and values are wantonly destroyed. Today we'll hear from two pioneering economists, one of them a Nobel Prize winner, who seek to slow the pace of business in order to reclaim value and values.

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

Through May 14, this nationally syndicated program aired Saturdays at 6 a.m. and Monday through Friday at 6 p.m. Beginning with the jazz programming on May 15, the program aired Monday through Friday at 8 a.m. and 6 p.m. and Saturday at 6 a.m. 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. through May 2 and the modern rock portion of the schedule. *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 April 4, 2011**

**100 Years and Counting:** Maryknoll is 100 years old this year. As we look forward to what we hope is the organization's next 100 years, we assess the times and influences that shaped the founders of Maryknoll.

#### **Air Date April 11, 2011**

**Health and Hope—The Making of a Doctor:** So what exactly does it mean to be a "Catholic" medical professional? As Fr. Mike's medical students at Muhimbili hospital see it, being a Catholic doctor is not so much about what kind of medicine you practice.

#### **Air Date April 18, 2011**

**Tomorrow's Peacemakers:** Based in Bangkok, Thailand, the Asian Muslim Action Network, or AMAN, is an organization of progressive Muslims in Asia seeking to respond to the numerous challenges that people in Asia are confronting.

#### **Air Date April 25, 2011**

**Talking Soul to Soul:** Religion has been used for good and it has been used to stoke mistrust, fear and even all-out hatred. For some is natural to believe that God plays favorites. That basic human frailty, the need to feel superior, is the seed of all prejudice.

**Air Date May 2, 2011**

**Becoming Noah:** Rewilding is the international effort to save species by restoring habitats, reviving migration corridors and helping humans and the wild coexist. In honor of the 41st Earth Day, an interview with journalist and author of *Rewilding the World: Dispatches From the Conservation Revolution*, Caroline Fraser.