

***Issues and Programs List***

**Quarter #3**

**July 1-September 30, 2009**

## **Issues and Programs List** **July 1-September 30, 2009**

### **Overview**

WPTC aired its 24-hour-per-day jazz format through Monday, September 7, after which the student-produced modern rock format began during the week.

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

WPTC transmitted 20 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 12:15 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 aired the Pennsylvania Association of Broadcasters' campaigns for "Home Improvement Law" (7/3-7/31), "Real Life" (8/1-8/31) for the Pennsylvania Army National Guard and "My Mission" (10/1-10/31) for the U.S. Coast Guard. These campaigns addressed the issues related to our jazz audience in particular, including homeland security and the state's role in it and housing scams aimed at the elderly. Additionally, because drug use is an ongoing issue on college campuses, spots produced by the nonprofit organization DrugFree Pennsylvania aired during this quarter.

### **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.

July	04	Two Grains of Sand
July	11	Empire of the Corn: From Cornucopia to Corporate Commodity
July	18	Did not air (see Documentaries)
July	25	Putting Our Heads Together
August	01	Who's This Economy For?
August	08	Game-Changing Innovation
August	15	Buycott/Boycott: Harnessing the Power of the Purchase
August	22	Wasting Away
August	29	Bad Medicine: Overusing Antibiotics in Meat Production
September	05	Bombs Away
September	12	Green Chemistry: Better Living Through Nature
September	19	Nobody's a Nobody: Renouncing Rankism, Defending Dignity
September	26	Nurturing Creativity

### **War News Radio**

*War News Radio* fills the gaps in the media's coverage of the wars in Iraq and Afghanistan by providing balanced and in-depth reporting, historical perspective and personal stories. The program, produced by Swarthmore College, aired Mondays at 6:30 a.m. through September 14. It began airing Thursdays at 6:30 p.m. on September 17.

## **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, 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.

## **JFK Calls for the Moon!**

WPTC aired one documentary during the quarter that addressed issues of national importance, again not usually found in the mainstream media. *JFK Calls for the Moon!* Aired on July 18 from 6-7 a.m. to coincide with the 40<sup>th</sup> anniversary of the Apollo 11 moon landing. The *Actionspeaks!* program was part of a series of discussions framed by the theme “Underappreciated Dates that Changed America.”

## **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 July 6, 2009**

**Glamour and Giving:** For 15 years, the MAC AIDS FUND has assisted men, women and children affected by HIV/AIDS and has provided over \$135 million to many humanitarian projects around the world. But if you think the process of turning lipstick sales into life-saving programs is simple, think again. We spoke with the executive director of the MAC AIDS FUND NANCY MAHON about what happens behind the scenes when corporations get involved in the business of giving

### **Air Date July 13, 2009**

**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. And we want that equation to work as well in reverse. In short, we hope to do unto others as we would have others do unto us. 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 It's Promise*. We talk with Stephanie Robinson.

**Air Date July 20, 2009**

**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. Join us as we speak with the author of Breadline USA, Sasha Abramsky, about the difficulties many Americans face just trying to feed their families.

**Air Date July 27, 2009**

**Don't Tell!:** The further away we got from 9/11 the more controversial the Iraq and Afghanistan wars became. Suddenly all 4 branches of the U.S. military were experiencing serious recruitment problems. Among other solutions tried, from 2003 to 2007 the military accepted more than 43,000 persons convicted of serious felonies such as assault and more than 58,000 illegal drug users under a "moral waivers" program. At the same time since the passage of the Don't Ask, Don't Tell policy, at least 13,000 servicemen and women have been jettisoned by the Pentagon treating the mere admission of homosexuality as tantamount to actual conduct. The U.S. Army is now discharging West Point grad, Iraq veteran and Arabic translator, 1st Lieutenant Dan Choi. Today we talk with Lt. Dan Choi.

**Air Date August 3, 2009**

**Our Most Vulnerable:** We feature the inspirational story of the Lebensschule school in Rehoboth, Namibia -- a center for disabled children in the country of Namibia in Southern Africa. Our guest today is the founder of Lebensschule, Kathy Hampe.

Please join us as we take a look at what's being done to help disabled children in poor countries around the world and reveal just how fragile life can be for the most vulnerable of the vulnerable.

**Air Date August 10, 2009**

**Little Boy Lost:** Adoption can be a blessing for all parties involved but financial incentive can poison the well, especially in the world of foreign adoption. As reported recently in a featured story in *Mother Jones* magazine, journalist and anthropologist, Scott Carney zeroed-in on the case of a kidnapped toddler in Chennai, India.

**Air Date August 17, 2009**

**New School Rules:** The age old adage that children should be seen, but not heard, certainly doesn't apply to today's youth... armed with a multitude of state-of-the-art gadgets and communication devices, young people around the world are using today's technology to speak their minds on just about everything... In today's culture of YouTube, Facebook, and text messages, tech-savvy teenagers have the world in the palm of their hands, and they can use this power to run a multimedia empire from their cell phone, or even help orphans across the globe from their laptop... But how has our educational system adapted to meet the changes that all these technological advancements have caused to how we learn, and how we express ourselves?? Today we examine how the modern mix of youth, art, and technology, is redefining not just our school system, but our culture as well.

**Air Date August 24, 2009**

**Learning to Live Together:** Today we speak with 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. In fact, we learned that it is often the parents who have the most learning do.

**Air Date August 31, 2009**

**Murder Most Foul:** The life, teachings and untimely death of Martin Luther King Jr. were very much a part of the curriculum when James W. Douglas was lecturing on the Theology of Peace at the University of Hawaii. The author of *JFK and the Unspeakable; Why He Died and Why It Matters*, Douglas says he came to studying the issues surrounding John Kennedy's assassination quite late. He spent 12 years researching his book and feels passionately that the young President's metamorphosis from Cold War warrior to a leader devoted to reason, negotiation and transparency may have marked him for martyrdom. As America today transitions from an administration that brought us to 2 wars, to one that promises to look to resolution, understanding *why* JFK died may have never *mattered* more. Today we talk with the author of JFK and the Unspeakable, Jim Douglas.

**Why It Matters:** The United States is in a sinkhole. Millions of Americans have lost their jobs, their homes or both. Yet our government found it necessary to spend 965 *billion* dollars on the Department of Defense last year. War has been privatized, war has become a business, a very big business. JFK may have appeared to be turning into a threat to what his predecessor President Eisenhower dubbed the "military industrial complex." But now our way forward may well demand that we re-examine our national priorities. We return to our conversation with Jim Douglas.

**Air Date September 7, 2009**

**A Modern Day Melting Pot Together:** oday we're joined by Rehka Rodriguez and Sekou Siby of the Restaurant Opportunities Center (or R.O.C.) in New York City, and Barbara Sibley, winner of the Exceptional Workplace Award, to discuss the complex mix of business, immigration, environmental, and labor issues that are being served up at your local neighborhood restaurant.

**Air Date September 14, 2009**

**The Road Less Taken:** Choosing a religious vocation is already an unusual and self-sacrificing decision, but further fixing on mission work abroad confounds the understanding of most. These are exactly the people the Voices staff gets to report on annually, from anywhere and everywhere. Today we continue our series on Namibia, in Southwest Africa and introduce you to 4 outstanding missionaries we met there. First up is Maryknoll priest Wayne Weinlader, formerly a Marine Sergeant, missionary priest in Peru, a radio and TV producer and after serving in Venezuela, Colombia and Panama, today he runs a soup kitchen in Runtu, Namibia where he feeds roughly 370 children a day, everyday. Then we'll talk with a Maryknoll "lifer", a mission priest for 43 years, Father Dick Albertine.

**Air Date September 21, 2009**

**The Business of War:** In his famous televised farewell address, the 34th U.S. President, Dwight Eisenhower, war hero and Allied Supreme Commander during World War II, warned us about the emerging "armaments industry of vast proportion", the "military industrial complex". So looking at the Pentagon's budget today, if you include the supplemental spending on Iraq and Afghanistan, \$780 billion dollars, which came first, the armaments industry of vast proportion *or* the *need* to go to war? There is just no money in peace. Today we talk about the *business* of war with Dr. Gordon Adams, Professor of U.S. Foreign Policy at the School of International Service at American University.

**Air Date September 28, 2009**

**The Sweet Taste of Exploitation:** *The Price of Sugar* is a provocative film that addresses fundamental questions about where the products we consume come from, and at what human and moral cost they are produced. On this program the guest is Father Christopher Hartley, the Spanish priest whose work in the Dominican Republic was chronicled in the award-winning documentary.

**Wilpo Weekly**

This student-produced program aired Thursdays from 5:00-5:30 p.m. beginning September 10. Produced by three students in the Radio Programming and Management course, *Wilpo Weekly* focused on college and community activities and entertainment opportunities for Penn College students. The following topics were addressed in each of the programs. In addition, all of the programs are archived online.

- September 10 Fitness expert Kristi Hammaker on Alcohol Awareness Week, Athletic Director Doug Byerly and Student Government Association President Scott Elicker
- September 17 Comedian Jason Andors
- September 24 Wrestling coordinator Wayne Gebhart