

Issues and Programs List

Quarter #3

July 1-September 30, 2011

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Overview

WPTC aired its full-time jazz format through September 4 during this quarter, at which point programing switched to modern rock during the week and full-time jazz on weekends.

Emergency Alert System (EAS)

WPTC transmitted 55 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 completed the Pennsylvania Association of Broadcasters' campaign "Dorm" for the Pennsylvania Army National Guard (7/1-7/31) and also aired "My First Call Up," also for the Pennsylvania Army National Guard (7/8-8/29). These campaigns addressed the college-age audience about opportunities in the Guard for education.

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 and additionally from 6-7 a.m. Monday beginning August 29. Replacement shows (see below) aired August 6, September 3 and September 24. Topics and descriptions are listed below.

July 2: International Trade--Free, Fixed or Fair?

In the view of its proponents, free trade as promoted by the United States and other leading industrial powers is the swiftest and surest route to global economic development. But from the perspective of many in the developing world, it is the most effective means of extracting natural resources, exploiting low-wage labor, and producing goods from the world's poor at the lowest cost while earning value for those who already have more than enough. In response to these critiques, a market-based fair trade movement has sprung up in recent years from international development aid, social, religious and environmental organizations seeking to establish a more level playing field for international commerce. Focusing initially on such products as handicrafts, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit, chocolate and flowers, certified fair trade accounted for \$4 billion in 2008. Though still a tiny fraction of global trade, in some commodities it represents 20-50% of the total volume. Criticized from the right as a subsidy that constrains free trade and from the left as too timid a response to the inherent inequities of the global trading system, fair trade is still in its infancy but growing by more than 20% a year. In this program we hear about the challenges of growing the movement from the founder of a leading fair trade certification organization and a farmer whose products are fair trade-certified.

July 9: Hungry Harvesters—Migrant Labor and the Poverty That Produces Our Plenty

Plenty for some. Poverty for others. On today's industrial farms, field workers harvest crops that they themselves can't afford to buy. Join us as we ask how much we're willing to pay for our food to assure that those who fill our plates are paid enough to eat what they harvest.

July 16: Share Values or Shared Values—Rethinking Our Priorities

Hard economic times aren't good for much, but they do get us thinking. As we sort through the wreckage of our private dreams, we ask ourselves how we could have done it differently - and how, given the chance, we might create an economy more equitable and reliable than the last one.

July 23: Grow Local, Eat Local—Feeding Our Hunger for Connection

What sense does it make when fresh strawberries grown in Pennsylvania are trucked westward to grace San Francisco fruit salads while California strawberries are shipped eastward to garnish New York desserts? Join us as we hop aboard the movement to buy and eat locally produced food, boosting the fortunes of local farmers and reducing our carbon footprints in the process.

July 30: Nurturing Creativity

It's often said that to be employable in a 21st century economy we'll all need to be wired to our computers and one another. Maybe so, but we'd still be missing the qualities of mind and heart that enable us to understand the world and get along with one another. In an information-glutted culture, how do we cultivate empathy, ingenuity, and resilience?

August 13: Cooling Our Jets—Reversing the Climate Meltdown

The science of man-made global climate change is irrefutable. New heat records, drought worse than the Dust Bowl, epic floods, hurricanes and tsunamis: the signs of ecological collapse are everywhere. Yet politicians financed by climate change deniers continue to delay action, fearing its effect on bottom-line profits. What, then, can we do to reverse course without wrecking our economies? Today we'll speak with two eminent scientists, a conservation biologist and an environmental engineer, engaged in projects that could help us avert global climate collapse.

August 20: Detox! The Movement to Reform Chemicals Policy

It's not a very comfortable thought: We live, eat, and breathe in a complex brew of industrial chemicals, some eighty thousand of them. And all but a handful have never been tested to find out if they're safe. At the same time, all kinds of diseases and disabilities, ranging from autism to asthma, are on the rise. What, if any, connection might there be between chemical exposure and eventual disease or disability? We really don't know. The laws that regulate the use of chemicals in consumer products and the environment were passed thirty years ago and remain unchanged. They're nicknamed ToSCA, short for the Toxic Substances Control Act. Passed in 1976, even at the time the legislation was viewed by many as inadequate to regulate a rapidly evolving industry.

August 27: Healing Arts, Healing Hearts—Lily Yeh in China

At a time of increasing turmoil and despair, artist Lily Yeh takes her work out of the white-walled galleries of high culture and into the streets and hearts of those most traumatized and marginalized by modern life. In this, our second visit with Lily, she describes her most recent work with the children of migrant families at the Dandelion School in Beijing.

September 10: Conversations With the Earth

Global climate change is here. And only now, as our nation is ravaged by hurricanes, floods and droughts, is this new reality becoming all too obvious. But indigenous people in isolated communities around the world have been sounding the alarm for decades.

This week we'll meet indigenous messengers from Alaska and Peru who say it's not too late to use traditional knowledge to reconnect with Mother Earth. And we'll learn about a powerful new exhibition at the National Museum of the American Indian launched to amplify their message to the world.

September 17: 9/11 Plus Ten—From Unity to Enmity

Journalist Laurie Garrett was there in the streets with her notepad and her camera just minutes after the World Trade Center came under attack on September 11th, 2001. She's written a new book -- a ten-year effort -- called *I Heard The Siren's Scream*. This hour she'll share with us her recollections of the 911 attack and what it meant for New Yorkers and for all of us...how it still shapes our relationships to each other as Americans.

Southern Slices--Summer Institute Stories from the Center for Documentary Studies.

Special program aired Saturday, August 6 at 6 a.m. This program addressed the issue of critical thinking in students. Radio-making isn't just for professionals. Every summer, several dozen people from across the country converge on the Center for Documentary Studies at Duke University to learn the skills of audio documentary work -- recording, shaping and crafting a piece, and mixing it on the computer. They get guidance and inspiration from seasoned producers. This show pulls together seven of the best works made by those students -- many of them first-time producers. "Southern Slices" is hosted by CDS audio program director John Biewen.

The Center for Documentary Studies at Duke University teaches, engages in, and presents documentary work grounded in collaborative partnerships and extended fieldwork that uses photography, film/video, audio, and narrative writing to capture and convey contemporary memory, life, and culture. CDS values documentary work that balances community goals with individual artistic expression. CDS promotes documentary work that cultivates progressive change by amplifying voices, advancing human dignity, engendering respect among individuals, breaking down barriers to understanding, and illuminating social injustices. CDS conducts its work for local, regional, national, and international audiences.

Looking For Work--A History of Unemployment

Special program aired Saturday, September 3 and Monday, September 5 at 6 a.m.

On this episode of BackStory, the History Guys take on the history of joblessness, and explore what it meant for previous generations of Americans. As they discover, the very concept of "unemployment" is a relatively modern one; the word itself didn't appear in a government document until the 1880s. So how has the changing nature of employment shaped the experience of not having a job? Have the moral connotations of work evolved? Are people more or less attached to their professions than they used to be? What has it meant for American workers that there are always new immigrants – or poor migrants – who are willing to work for less? What is the connection between war and unemployment? These are some of the questions on the table as the History Guys delve into the experience of looking for work through three centuries of American life. This program addressed the issue of unemployment causes, which is a significant national and local issue.

Peace Corps Special

Special program aired Saturday, September 24 and Monday, September 26 at 6 a.m.

In recognition of the 50th anniversary of the Peace Corps in 2011, this one-hour radio documentary explored the impact of service on volunteers by combining audio recordings they made in various countries and contemporary interviews with them. From Ghana in the 1960s to Nepal in the 1990s to recent service in The Gambia, these recordings present voices of people the American volunteers met, lived with and, in one case, married. The show offers an aural tour and history of the Peace Corps with instrumental music, singing, and natural sounds from Africa, Asia, Latin America and the former Eastern Bloc. The program addressed the need of educating listeners of government programs that are increasingly threatened by budget cuts.

Jim Hightower Common Sense Commentary

Through September 4, this nationally syndicated program aired Saturdays at 6 a.m. and Monday through Friday at 8 a.m. and 6 p.m. Beginning with the modern rock format on September 5, the program aired Monday through Friday 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.