

Issues and Programs List

Quarter #4

October 1-December 31, 2009

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Overview

WPTC aired its regular modern rock format and weekend jazz format throughout the quarter until December 14 when the 24-hours-per-day jazz format began through December 31.

Emergency Alert System (EAS)

WPTC transmitted 18 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 (10/1-12/31). This campaign addressed the issue, related to our jazz audience in particular, of homeland security. Additionally, because drug use is an ongoing issue on college campuses, two spots produced by the nonprofit organization DrugFree Pennsylvania aired during this quarter. Finally, WPTC produced and aired several spots targeting specific issues facing college students. These included suicide prevention, non-denominational religious opportunities on campus, a canned food drive for the area's poor and college governance opportunities.

Wilpo Weekly

This student-produced program aired Thursdays from 5:00-5:30 p.m. during the quarter through December 4 (with the exception of November 26). 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 and addressed the issue of informing the college community about positive outlets for students. The following topics were addressed in each of the programs. In addition, all of the programs are archived online.

- October 1 Professor William Astore on national security
- October 8 Ashlee Mull of the women's soccer team.
- October 15 Jan Jost on the "Get M.A.D. About Governance" campaign, Joe Miller on the "Out of the Darkness Walk," Registrar Denny Dunkelberger on the registration process and interviews with Erin Shultz and Mike Hersh.
- October 22 Adam Yoder of the Penn College Student Government Association.
- October 29 Student Activities' Michael Hersh talks about Ghost Hunter John Zaffis, who is noted for his work on the Haunting in Connecticut, later made into a movie. Also, a spotlight on the band "Click Clack Boom" from New York.
- November 5 Athletic Director Doug Byerly talks about the success of the fall sports teams and what there is to look forward to for winter sports. Also, Carl Shaner, from Health Services, on the flu season and vaccines.
- November 12 Adam Yoder of the Student Government Association and Mike Hersh of Student Activities on the upcoming student musical.
- November 19 Student Activities' Mike Hersh.
- December 4 Athletic Director Doug Byerly.

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.

October	03	Hybrid Vehicles: Electrifying the Internal Combustion Engine
October	10	Detox: The Movement to Reform Chemicals Policy
October	17	Resilience Thinking: Adapting to System-Shifting Social and Ecological Change
October	24	Starting Out Right: Upgrading Early Childhood Education
October	31	Replenishing the Breadbasket
November	07	Tightrope in Teheran: Negotiating Iran's Nuclear Option
November	14	Food Deserts: Nutritional Starvation in the Land of Plenty
November	21	Riding the Tiger: Asia Ascending
November	28	Vanishing and Reemerging: Reviving Biological and Cultural Diversity
December	05	Poultry: Pure and Simple
December	12	Did not air: See <i>The Creation of Hilary Clinton's Taskforce on Healthcare</i> below.
December	19	What is Wealth: Passing on the Gift
December	26	Designing With Nature

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 Thursdays at 6:30 p.m. during the modern-rock portion of the broadcast schedule (except for November 26 and December 10).

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.

The Creation of Hilary Clinton's Taskforce on Healthcare

WPTC aired one documentary during the quarter that addressed an issue of national importance, from a perspective not usually found in the mainstream media. *The Creation of Hilary Clinton's Taskforce on Healthcare* aired on December 12 from 6-7 a.m. to coincide with the ongoing debate on healthcare reform. 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 October 5, 2009

My Honeymoon With Brazil: Recently we met Luisely Melecio-Zambrano, a Maryknoll short-term missionary working with an impoverished community in Joao Pessoa, Brazil. Today's show explores the joys of helping others through Luisely's eyes.

Air Date October 12, 2009

The ABCs of Schooling: The US ranked no. 18 out of 24 developed countries in terms of the relative effectiveness of its educational system. What can be done to save the public education system?

Air Date October 19, 2009

Survival in Sudan: The carnage in Darfur began in 2003. Some 300,000 Darfurians have been killed and an additional 2.7 million people have been displaced. The President of the Save Darfur Coalition, Jerry Fowler, joins us with an update on Sudan.

Air Date October 26, 2009

Cold War Comrades and No Nukes Docs!: The guest today is Dr. Bernard Lown, who invented the direct current defibrillator. But in 1981 Dr. Lown and a friend co-founded International Physicians for the Prevention of Nuclear War to save more lives than doctors ever could.

Air Date November 2, 2009

Spectacular Kids: Using Ralph Nader's Project Citizen as a model, teacher Brian Schultz asked his class to identify a problem that affected their community and work-up a plan to fix it. Today you'll hear from some of those students.

Air Date November 9, 2009

It's Always Darkest and Surviving Till Dawn: The "Overnight" is a fund raise walk by the American Foundation for Suicide Prevention (AFSP).

Air Date November 16, 2009

Language as Love: On this edition two Americans living in Taiwan, Maryknoll Father John McCauley and Calix Vu-Bui of Vietact, talk about their experiences with language while living abroad, and how simple communication can be a gesture of love.

Air Date November 23, 2009

Every Story Needs a Listener: Every story needs a listener"... That is the maxim of the Institute For Healing of Memories, founded in answer to the needs of South Africans recovering from the era of Apartheid.

Air Date November 30, 2009

Taking Care of Our Own: One out of every four homeless once wore a U.S. military uniform. The Jericho Project, leader in ending homelessness at its roots, is set to build veterans' residences. Today we speak with Executive Director Tori Lyon and veteran Alex Carter.

Air Date December 7, 2009

HIV's First Responders: You rarely hear about those working tirelessly behind the scenes against HIV/AIDS. We'll introduce you to the Catholic AIDS Action staff in Namibia and their commitment to improving the lives of their countrymen stricken with HIV/AIDS.

Air Date December 14, 2009

The Most Wonderful Time of the Year?: For the millions of Americans currently suffering from the disease of alcoholism, as well as for the millions who struggle everyday to stay clean, the holidays can be a testy time.

Air Date December 21, 2009

Making Peace on Earth Possible: History has proved the improbable notion that non-violent campaigns do work and can call global attention to a cause.

Air Date December 28, 2009

Feliz Navidad and Merry Christmas: Happy Holidays! Christmas traditions from around the world.