

**Quarterly Issues/Program List  
For the Period July 1, 2014 – September 30, 2014**

**JACKSONVILLE**

**WUNM-TV 19**

Submitted by Susan Sluss Poorman  
October 1, 2014

This report documents the significant issues ascertained within the 12 present transmitter areas The University of North Carolina Center for Public Television for the period July, August, September 2014.

## **Background**

The Federal Communications Commission (FCC) requires that each licensee ascertain the significant issues within its community each quarter in a manner it deems most effective.

The information extracted is used for research and planning by the program and production departments of The Center. Provided in this report is a list of programs broadcast which represent the most significant treatment of the enumerated community issues.

Quarterly reports are maintained and filed with each licensee's public file.

**THE UNIVERSITY OF NORTH CAROLINA  
CENTER FOR PUBLIC TELEVISION**

**QUARTERLY ISSUES/PROGRAMS LIST  
FOR THE PERIOD JULY, AUGUST, SEPTEMBER 2014**

**STATEWIDE LIST OF MOST SIGNIFICANT ISSUES**

AGING	Financing retirement
CRIME/LEGAL ISSUES/ LAW ENFORCEMENT	Violent crime, consumer protection
ECONOMY	The state of the economy, financial security, economic development, wages, tourism, home sales
EDUCATION	Quality public education, school safety, Common Core, teacher tenure, retention and compensation, school funding, charter schools
EMPLOYMENT	Job creation and training, unemployment
ENVIRONMENT	Solid waste disposal, coal ash water pollution, channel dredging, air and water quality, alternative energy sources, coastal protection, fracking
HEALTH/HEALTH CARE	Mental health, healthy lifestyle
HOUSING	Affordable housing, homelessness
LOCAL AND NATIONAL POLITICS/ GOVERNMENT	Zoning, annexation & incorporation, improved infrastructure, town and counties budgets, tax hikes, downtown development
MILITARY	Military sexual assault, access to care at VA clinics, veteran unemployment
MINORITIES/CIVIL RIGHTS	Race relations
POVERTY/HUNGER	Food insecurity, childhood poverty
TRANSPORTATION	Road and bridge construction & maintenance, traffic congestion, highway construction

## **Quarterly Issues/Program List For the Period July, August, September 2014**

### **1. CRIME/LEGAL ISSUES/LAW ENFORCEMENT**

#### **PBS Newshour**

Airdate: 8/6/2014  
Airtime: 6:00 p.m.  
Format: News

The *New York Times* and a Midwest security firm reported a massive breach of online privacy that included the collection of more than a billion username and password combinations and more than 500 million email addresses. Gwen Ifill talked to Dmitri Alperovitch of CrowdStrike about the method and urgency of the hack and who might be behind it.

#### **PBS Newshour**

Airdate: 7/6/2014  
Airtime: 6:00 p.m.  
Format: News

What types of information are companies gathering about you? How can they use this information, or even trade it? And what rights do consumers have to learn how they're being tracked? Julia Angwin, senior reporter at ProPublica and the author of "Dragnet Nation" spoke with Hari Sreenivasan at the Aspen Ideas Festival in Aspen, Colorado to shine some light on these complex questions.

### **2. ECONOMY**

#### **Carolina Business Review**

Airdate: 7/8/2014  
Airtime: 5:00 p.m.  
Format: Discussion

Duane Parrish, Director, South Carolina Department of Parks, Recreation & Tourism; Lynn Minges, President and CEO, North Carolina Restaurant & Lodging Association; and Brad Dean, Myrtle Beach Area Chamber of Commerce joined host Chris William to discuss the current state of tourism in the Carolinas, economic indicators and promoting the Carolinas and the Southeast to international travelers.

#### **PBS Newshour**

Airdate: 7/28/2014  
Airtime: 6:00 p.m.  
Format: News

What's the best engine to drive the economy? More money for the rich or better wages for the working class? Economics correspondent Paul Solman explored the debate between those two lines of thought with billionaire venture capitalist Nick Hanauer and noted libertarian law professor Richard Epstein.

### **3. EDUCATION**

#### **North Carolina Now**

Airdate: 8/22/2014

Airtime: 7:30 p.m.

Format: News

Jeff Smith examined school bus safety as the vast majority of public school students start their new school year on Monday, Aug. 25. Jeff met with members of the North Carolina Department of Public Instruction as the agency works to bring greater awareness of school bus safety to motorists. In the same broadcast, Dale Folwell, Assistant Secretary/NC Dept. of Commerce, Division of Employment Security and Derek Graham/Transportation Section Chief, DPI talked about the importance of bus safety. Over the past two years, five North Carolina public school students have lost their lives to motorists illegally passing stopped school buses, and 13 have lost their lives since 1998-99. A "Stop. Save a Life." School Bus Safety Press Conference was held recently to draw attention to this serious issue. Mr. Folwell lost his young son to a school bus accident many years ago and is a strong advocate for creating legislation to address this issue.

#### **North Carolina Now**

Airdate: 7/31/2014

Airtime: 7:30 p.m.

Format: News

David Hains visited UNC Charlotte to learn more about Summer Ventures in Science and Mathematics, a cost-free, state-funded program for academically talented North Carolina residents who have demonstrated interest in science and mathematics and aspire to a career in STEM (science, technology, engineering and mathematics). The program brings rising juniors and seniors together in a residential setting for research and intensive study.

#### **PBS Newshour**

Airdate: 7/3/2014

Airtime: 6:00 p.m.

Format: News

A growing number of states are dropping the Common Core education standards. And several states committed to keeping the guidelines have postponed implementation. Jeffrey Brown talked to Rick Hess of the American Enterprise Institute and Carmel Martin of the Center for American Progress about the backlash behind the standards, and the debate that lies ahead.

#### **North Carolina Now**

Airdate: 9/30/2014

Airtime: 7:30 p.m.

Format: News

Kelly McCullen had a conversation with North Carolina Lieutenant Governor Dan Forest about a law passed in the 2014 budget that creates an endowment fund where money raised will eventually lead to supplemental pay checks for excellent public school teachers. North Carolina drivers can contribute to the fund by either registering for a special license, checking a box to give some of their state income tax refund or making a private, tax-deductible contribution.

**North Carolina Now**

Airdate: 7/8/2014

Airtime: 7:30 p.m.

Format: News

Heather Burgiss reported on the North Carolina New Teacher Support Program, a program through the University of North Carolina General Administration funded by a Race to the Top grant. The program pairs beginning teachers with veteran educators to individualize support for teachers in their first three years in the classroom to maximize student learning and teacher retention. Studies show about one-third of teachers exit the profession after their first year and almost half leave teaching after five years.

**4. EMPLOYMENT****North Carolina Now**

Airdate: 7/7,8,9/2014

Airtime: 7:30 p.m.

Format: News

Kelley McHenry began a three part series on North Carolina emerging as one of the top spots in the country to start a business. First, Kelley examined accelerator programs, which invest capital and expertise in the early stages of new businesses, lasting for approximately the first three to four months. The accelerator programs are thriving in the state, attracting elite talent and venture capital, in part, to a growing number of health and technology startups. She continued her series on entrepreneurship in North Carolina, where nearly half of all jobs are in small businesses. The entrepreneurial community in the state is believed to be the job creator of the future. Kelley took a look at entrepreneurship with a company capitalizing on one of our most basic necessities--water. The company's creators decided to launch their business in Chapel Hill to have a connection with the UNC Water Institute. McHenry completed her series on entrepreneurship in the Tar Heel State by showing how North Carolina is gaining a nationwide reputation as a great place to start a business and the unique ways entrepreneurs are generating capital.

**North Carolina Now**

Airdate: 8/15/2014

Airtime: 7:30 p.m.

Format: News

North Carolina NOW took a look at the ingenuity of small entrepreneurs to make a large impact on business in the Tar Heel State and beyond. Heather Burgiss met with Bart Creasman and Cass Baltz the creators and craftsmen of Baltz Fine Writing Instruments, a Raleigh company specializing in hand crafted wood pens. Stephanie Bourland introduced two women who were laid off from the financial industry and now grow and process pickles that are sold throughout the country and abroad. Kelly McCullen took a tour of Wayco Ham Company in Goldsboro where country hams are produced with an old fashioned taste using new tech practices. David Huppert profiled Master Gardener Marilyn Cox and her company, "I Must Garden," which sells organic animal and insect natural repellents for your yard. Kelly McCullen stopped by Carolina Distillery in Lenoir to check out the Carriage House line of apple and strawberry brandy.

**PBS Newshour**

Airdate: 8/1/2014

Airtime: 6:00 p.m.

Format: News

July was the sixth month in a row that the economy expanded by more than 200,000 jobs, with growth in a variety of sectors. But despite the good news, there may be other trends that tell a more troubling story, like the low number of people quitting jobs to find better ones -- a possible factor in U.S. wage stagnation. Economics correspondent Paul Solman reported.

**North Carolina Now**

Airdate: 7/29/2014

Airtime: 7:30 p.m.

Format: News

Stephanie Bourland visited Asheboro, home of Texas Jeans, where the clothing is 100% made in America. The facility was originally headquartered in Texas but moved its operations to North Carolina to avoid going overseas.

**North Carolina Now**

Airdate: 8/1/2014

Airtime: 7:30 p.m.

Format: News

Katherine Johnson reported on HandyCapable Network, a Greensboro organization that refurbishes computers for low-income families while providing on-the-job training to people with developmental disabilities.

**North Carolina Now**

Airdate: 8/4/2014

Airtime: 7:30 p.m.

Format: News

Katherine Johnson reported on a program called Project SEARCH which provides opportunities for high school students with developmental disabilities to gain work experience and permanent employment.

**PBS Newshour**

Airdate: 7/3/2014

Airtime: 6:00 p.m.

Format: News

The unemployment rate in the U.S. dropped to 6.1 percent in June, its lowest point since just before the financial crisis of 2008. Moreover, a strong hiring report is lifting hopes that momentum is building in the jobs market. Economics correspondent Paul Solman took a closer look at what, and who, is driving the numbers.

## **5. ENVIRONMENT**

### **North Carolina Now**

Airdate: 8/20/2014

Airtime: 7:30 p.m.

Format: News

Kelley McHenry stopped by the South Wake Landfill in Apex, where the facility has built a plant that blends landfill gas comprised of about 50 percent methane with diesel fuel that powers engines to generate electricity. It is believed that 4,000 homes in the area are receiving energy produced by the landfill gas powered plant.

### **North Carolina Now**

Airdate: 8/11/2014

Airtime: 7:30 p.m.

Format: News

Jeff Smith headed to the coast for an update on efforts of widening channels to help Outer Banks ferries travel more smoothly. Shoaling, or sand shifts and some channel dredging are making traditional routes unsafe forcing ferries to take alternate and longer routes.

## **6. HEALTH/HEALTH CARE**

### **PBS Newshour**

Airdate: 7/20/2014

Airtime: 6:00 p.m.

Format: News

Behavioral science is behind a host of new online applications that nudge people into making better decisions on everything from health care to saving money.

### **North Carolina Now**

Airdate: 8/4,5,6/2014

Airtime: 7:30 p.m.

Format: News

Heather Burgiss began a three part series on mental health. In part one, Burgiss examined the challenges faced by families, those working in mental health and government leaders in finding ways to provide treatment for people with mental health issues. According to the North Carolina Department of Health and Human Services, approximately 1.4 million North Carolinians are living with mental illness, developmental disabilities or substance abuse. It is estimated that over 635,000 in our state are mentally ill. Burgiss continued her three-part series on North Carolina's mental health crisis. On the 5<sup>th</sup>, she looked at Crisis Intervention Training or CIT. It was developed to improve the way law enforcement and the community responds to people experiencing a mental health crisis. She traveled to a training session in Durham and examined how Crisis Intervention Training and support is being used within the state's prison system. Heather also met a family who suffered a tragic loss where it is believed CIT may have resulted in a more

positive outcome. Burgiss concluded her three part series on North Carolina's mental health crisis on the 6th. In this segment, Heather took a look at places that are providing solutions in mental health training and treatment. Some of the locations include the UNC WakeBrook Crisis Center in Raleigh, East Carolina University Brody Telepsychiatry Network in Greenville and the Mecklenburg County Jail in Charlotte.

## **7. HOUSING**

### **North Carolina Now**

Airdate: 8/1/2014

Airtime: 7:30 p.m.

Format: News

Robert Kucab, Executive Director of the NC Housing Finance Agency talked about the NC Home Advantage Mortgage program and the NC Foreclosure Prevention Fund which is aiming to help 21,000 NC families struggling with unemployment to pay their mortgages. Last year alone, the agency added more than \$5 billion of affordable, privately owned homes, apartments and housing rehabilitation to the state's supply, providing over 221,000 homes for working families, seniors and North Carolinians with disabilities and special needs.

## **8. MILITARY**

### **PBS Newshour**

Airdate: 7/28/2014

Airtime: 6:00 p.m.

Format: News

House and Senate negotiators reached a compromise on how to improve patient care in the VA health care system. The \$17 billion proposal would provide money for vets to seek out private care if their access is limited, hire additional doctors and nurses and lease new clinics around the country. Vermont Sen. Bernie Sanders and Florida Rep. Jeff Miller joined Judy Woodruff to discuss the deal.

## **9. MINORITIES/CIVIL RIGHTS**

### **PBS Newshour**

Airdate: 7/21/2014

Airtime: 6:00 p.m.

Format: News

The White House announced a \$100 million expansion to a program aimed at improving life chances for young men of color. Sixty of the country's school systems, mayors, corporations and nonprofits all pledged to support My Brother's Keeper. John Deasy, superintendent of the Los Angeles Unified School District, and David Williams, CEO of Deloitte Financial Advisory Services, joined Gwen Ifill.

## **10. POVERTY/HUNGER**

### **North Carolina Now**

Airdate: 8/22/2014

Airtime: 7:30 p.m.

Format: News

North Carolina NOW featured the story of Read and Feed, a Cary-based volunteer organization that gives disadvantaged elementary school children an appetite for reading by strengthening literacy skills and providing encouragement in a nurturing, neighborhood environment. Using mobile classrooms, Read and Feed provides meals to eliminate hunger, mentors to help children read, and books to build home libraries. The goal is to motivate children to become confident in their academic skills so they have every opportunity to succeed in adult life.

### **North Carolina Now**

Airdate: 7/28/2014

Airtime: 7:30 p.m.

Format: News

Carol Jackson reported on Anita Woodley and Demetrius Hunter--the duo responsible for Grocers on Wheels, a mobile food service that purchase/deliver affordable fresh fruits, vegetables, and meats into the heart of what are considered food deserts--places with no access to grocery stores in low-income areas. Grocers on Wheels focuses on the Southeast Raleigh/Wake County communities where customers hand select their items and get educational tips on how to prepare healthy, nutritious meals.

## **11. TRANSPORTATION**

### **PBS Newshour**

Airdate: 7/11/2014

Airtime: 6:00 p.m.

Format: News

The federal Highway Trust Fund is running out of money. Congress only has a few weeks to find more revenue, the Obama administration warned, or else the states will see a 28 percent reduction in federal funds, and 700,000 jobs will be at risk. The NewsHour's Quinn Bowman reported from West Virginia on one project that depends on the funds, and those who could be affected.

**WUNM-TV JACKSONVILLE CHANNEL 19**  
**SIGNIFICANT ISSUES**

**FOR THE PERIOD JULY 1, 2014 – SEPTEMBER 30, 2014**

The licensee in the WUNM-TV area has identified the following significant issues during the past three months of the licensing year:

**AGING**

Financing retirement

**CRIME/LEGAL ISSUES/LAW ENFORCEMENT**

Public safety, consumer protection, violent crime, bullying

**ECONOMY**

Financial security, tourism, state of the economy, economic development, downtown Jacksonville development plan, wages, home sales, proposed increase in commercial fishing license fee

**EDUCATION**

Quality public education, public school funding, school safety and security, teacher tenure, retention and compensation, Common Core, school construction

**EMPLOYMENT**

Unemployment, job creation and training

**ENVIRONMENT**

Solid waste disposal, air and water quality, coastal erosion, dredging and shoreline protection, beach nourishment, fracking, forestry funds, elevated bacteria levels in Atlantic Beach, closed gill nets, Endangered Species Act regulation

**HEALTH/HEALTH CARE**

Healthy lifestyle, mental health treatment

**HOUSING**

Homelessness

**LOCAL AND NATIONAL POLITICS/GOVERNMENT**

Zoning, annexation, & incorporation, city and county budgets, mixed drink referendum in Carteret County, property values, Sneads Ferry town development, proposed sports and multipurpose complex, Game Fish bill, film industry tax incentive, tax reform, Medicaid funding

**MILITARY**

Sexual assault in the military, in-state protection of GI Bill education benefits, VA Caregiver program, access to care at VA clinics, veteran unemployment

**POVERTY/HUNGER**

Food insecurity, childhood poverty

**TRANSPORTATION**

Road and bridge construction and maintenance, N. Topsail Beach parking plan, bridge replacement, ferry tolls, highway funding and tolls, mass transit, US 70 improvement