

AM 1200  
WXIT-AM  
BLOWING ROCK, NC

Issue and Programs Report  
For  
Station WXIT-AM

Quarter 3, July 1, 2016 – September 30th, 2016)

Station Manager: Robin Wohlbruck  
Station Program Director: Andy Lane

Report Compiled By:  
Bill Fisher

WXIT was not on the air from July 1<sup>st</sup> through July 27<sup>th</sup>, so that the transmitter could be moved from its former location off Ski Mountain Road near Blowing Rock, NC to the WATA transmitter site off Poplar Grove Road, Boone, NC. Concurrent with the relocation, a format change was instituted for the station and began when the station returned to the air from its new transmitter location, July 28<sup>th</sup>, 2016.

## **WXIT PROGRAMS THAT ADDRESS COMMUNITY ISSUES**

### **ISSUES OF CONCERN IN BLOWING ROCK, BOONE AND THE HIGH COUNTRY ADDRESSED IN RESPONSIVE PROGRAMMING**

#### **CODE ISSUE**

AC Arts, Culture, and Tourism

CD Crime/Drugs/Public Safety

CR Civil Rights & Activism

EC Economy/Employment

ED Education

EH Environment/Health/Medical Affairs

GA Government Affairs / PA Political Affairs

GR Growth/Transportation/Roads

HO Housing

IA International Affairs / NS National Security

NCNN PROGRAMMING AIRED ON WXIT

Q3, 2016

NCNN Public Affairs Programming

**Carolina Newsmakers, 60 MINUTES**

7-31

"INTERVIEW WITH CATHERINE TRUITT" NORTH CAROLINA SENIOR EDUCATION POLICY ADVISOR

BACKGROUND, K-12 EDUCATION, POPULATION GROWTH, PRE-K EDUCATION, IMPACT OF GENDER ON LEARNING, COMMUNITY COLLEGE SYSTEM, TEACHER PAY, ADVANCED PLACEMENT COURSES, STUDENT/TEACHER RATIO, CHARTER SCHOOLS, TUITION RATES, TEACHER ATTRITION, AND ATTRACTING TEACHERS. **ED**

8-7

"INTERVIEW WITH DR. MICHAEL WALDEN" WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS

ECONOMIC GROWTH, REGIONAL GROWTH, IMPACT OF HOUSE BILL 2, CSX FACILITY IMPACT ON ROCKY MOUNT, GAS PRICES, PRESIDENTIAL ELECTION IMPACT, FEDERAL RESERVE, INTEREST RATES, PRECIOUS METALS, HEALTH CARE SPENDING, SOCIAL SECURITY, TOURISM, AND RETIREES. **EC GR AC**

8-14

"INTERVIEW WITH BRAD WILSON" PRESIDENT AND CEO OF BLUE CROSS BLUE SHIELD NORTH CAROLINA

ORIGIN OF BLUE CROSS BLUE SHIELD, AFFORDABLE CARE ACT, INSURANCE MANDATE, SPECIAL ENROLLMENT PERIOD, PREMIUM GRACE PERIOD, RISK CORRIDOR PROGRAM, PRESCRIPTION DRUGS, MEDICARE, TRANSPARENCY OF HEALTH CARE COSTS, HOSPITAL CARE, PRIMARY CARE, EMERGENCY ROOMS, PHARMACISTS, URGENT CARE, AND FEDERAL EXCHANGES. **EH**

8-21

"INTERVIEW WITH RICK BRAJER" SECRETARY OF THE NORTH CAROLINA  
DEPARTMENT OF HEALTH AND HUMAN SERVICES

DHHS BACKGROUND, OVERCOMING POPULATION DISPARITY, INFANT  
MORTALITY, MEDICAID AND MEDICARE, HEALTH CARE EXCHANGES, MENTAL  
HEALTH, BINGE DRINKING, EDUCATING ABOUT MENTAL HEALTH, PREVENTIVE  
SERVICES, SMOKING, SAFETY OF DRINKING WATER, FLU SHOTS, 2016  
LEGISLATIVE SESSION, CHILD WELFARE, AND RURAL DOCTORS. **EH**

8-28

"INTERVIEW WITH TOM CAMPBELL" CREATOR, EXECUTIVE PRODUCER, AND  
MODERATOR OF NC SPIN

PRESIDENTIAL ELECTION, DONALD TRUMP, HILLARY CLINTON, BERNIE  
SANDERS, LEGISLATIVE REDISTRICTING, MEDIA CONSUMPTION, POLITICAL  
PARTIES, PRIMARY SYSTEM, POPULATION GROWTH, AFFORDABLE CARE ACT,  
HOUSE BILL 2, US SENATE RACE **GA**

9-4

"INTERVIEW WITH BRIAN SICKORA" DIRECTOR AND GENERAL MANAGER OF  
UNC-TV

CORPORATION FOR PUBLIC BROADCASTING, PBS, NPR, UNC-TV STATEWIDE  
SYSTEM, PUBLIC BROADCASTING, FUNDING, BACKGROUND, EVOLUTION OF  
PUBLIC BROADCASTING, VIEWING HABITS OF MILLENNIALS, VIEWERSHIP  
DEMOGRAPHICS, PROGRAMMING, EDUCATION, PROMOTION, FUNDRAISING, AND  
LOCAL PROGRAMMING. **GA AC**

9-11

"INTERVIEW WITH JUSTICE PAUL NEWBY AND JUSTICE SAM ERVIN IV" NORTH  
CAROLINA SUPREME COURT JUSTICES

BACKGROUND ON STATE AND FEDERAL COURTS, ELECTING JUSTICES VS  
APPOINTMENTS, ASSESSING JUDICIAL CANDIDATES, POPULATION GROWTH,  
UTILITIES COMMISSION, JUDICIAL SYSTEM, INFLUENCE OF TECHNOLOGY, FREE  
SPEECH, AND RULE OF LAW. **GA CR**

9-18

"INTERVIEW WITH BRENDA BERG" PRESIDENT AND CEO OF BEST NC

BACKGROUND OF BEST NC, GRADUATION RATE, BIRTH WEIGHT, PRE-K  
EDUCATION, SUPPORT SYSTEM, PERCEPTION OF TEACHERS, TEACHER PAY,  
TURNOVER RATE OF TEACHERS, TEACHER RETENTION, EARLY EDUCATION,

COMMUNITY COLLEGE SYSTEM, FIRST-GENERATION GRADUATES,  
TECHNOLOGY, PARENTAL INVOLVEMENT, AND ROLE OF THE PRINCIPAL. **ED**

9-25

"INTERVIEW BECKI GRAY" VICE PRESIDENT OF OUTREACH FOR THE JOHN LOCKE  
FOUNDATION

NORTH CAROLINA HOUSE BILL 2, NORTH CAROLINA GENERAL ASSEMBLY,  
PRESIDENTIAL ELECTION, ADVERTISING, VOTING, ECONOMY, EDUCATION,  
NATIONAL SECURITY, HEALTH CARE, NORTH CAROLINA GOVERNOR'S RACE,  
COUNCIL OF STATE POSITIONS, JUDICIAL ELECTIONS, NORTH CAROLINA US  
SENATE SEAT. **GA**