

WNCB
Raleigh, NC
Quarterly Issues/Programs List
Second Quarter, 2021
07/01/2021

WNCB
Quarterly Issues/Programs List

WNCB provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Combating Prostate Cancer & Parkinson's Disease	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Kneeland Youngblood, a board member for the Prostate Cancer Foundation, and John Lehr, President and CEO of the Parkinson's Foundation. Along with the work both organizations do, they discuss National Minority Health Month and Parkinson's Awareness Month.	DR K YOUNGBLOOD J LEAR	04/04/2021 07:00 AM	030:00
Neurological Impact of COVID-19 & Childhood Hunger	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Walter Koroshetz, Director of the National Institutes for Health's National Institute of Neurological Disorders and Stroke, on the potential neurological impact of COVID-19. Also, Pamela Taylor, chief communications and marketing officer at Share Our Strength, the organization behind the No Kid Hungry campaign, joins the show to discuss the state of childhood hunger	Dr. W. Koroshetz, P. Taylor	04/11/2021 07:00 AM	030:00
Anti-Bullying Efforts & The	IHEARTRADIO COMMUNITIES:	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dianne	D GROSSMAN R INSANA	04/18/2021 07:00 AM	030:00

State of the U.S. Economy	PUBLIC AFFAIRS SPECIAL	Grossman, co-founder of MALLORY'S ARMY, an anti-bullying organization formed after her 12-year-old daughter Mallory took her own life. That story is profiled in the new documentary MALLORY. Also, CNBC Contributor Ron Insana joins the show to discuss the state of the U.S. economy.			
American Lung Association & NASA	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Cedric Rutland, a pulmonologist and national volunteer spokesperson for the American Lung Association. They discuss the impact of COVID-19 on the lungs, even among those who are asymptomatic. Also, NASA Astronaut Douglas Wheelock joins the show to talk about his time in space and the Crew-2 mission to the International Space Station.	Dr. C. Rutland, Astronaut D.	04/25/2021 07:00 AM	030:00
New CDC COVID-19 Guidance & The Trevor Project	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Leana Wen, an emergency physician and public health professor at George Washington University, about the latest CDC guidance on COVID-19 safety precautions for those who are vaccinated and unvaccinated. Dr. Tia Dole, chief clinical operations officer at the Trevor Project, also joins the show to discuss LGBTQ+ mental health.	Dr. L Wen, Dr. T. Dole	05/02/2021 07:00 AM	030:00
National Women's Health Week & Confronting Columbine	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Dorothy Fink, Assistant Secretary for Women's Health & Director of the Office on Women's Health at the Department of Health and Human Services, for National Women's Health Week. Amy Over, host of the Confronting Columbine podcast and Director of Fundraising and Project	Dr. D. Fink, A. Over	05/09/2021 07:00 AM	030:00

		Journey Coordinator for The Rebels Project, also joins the show to discuss her experience.			
Ending the HIV Epidemic & Military Appreciation Month	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Harold Phillips, Senior HIV Advisor & COO of the Ending the HIV Epidemic in the U.S. initiative in the HHS Office of Infectious Disease & HIV/AIDS Policy. Also, Military Times Reporter Karen Jowers joins the show to discuss Military Appreciation Month.	H PHILLIPS K JOWERS	05/16/2021 07:00 AM	030:00
Black Coalition Against COVID-19 & Mental Health Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Reed Tuckson, former Commissioner of Public Health for the District of Columbia, who also works with the Black Coalition Against COVID-19. They discuss the impact of the pandemic on Black communities across the U.S. and the work being done to increase vaccination rates. Also, NBA Superstar Kevin Love joins the show to discuss his work on mental health awareness.	R TUCKSON K LOVE	05/23/2021 07:00 AM	030:00
Memorial Day Special: TAPS & USAA Poppy Wall of Honor	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL REV	Ryan Gorman hosts an iHeartRadio nationwide Memorial Day special featuring Dr. Chanel Dooley, the Director of Impact Assessment for the Tragedy Assistance Program for Survivors (TAPS). TAPS provides comfort, care, and resources to all those grieving the death of a military loved one. Also, USAA Vice President Eric Engquist joined the show. Eric has served in the Army as an Infantry Officer and is involved with the USAA Poppy Wall.	Dr. D. Cooley, E. Engquist	05/30/2021 07:00 AM	030:00
WHO Foundation & Tips for Staying	IHEARTRADIO COMMUNITIES:	Ryan Gorman hosts an iHeartRadio nationwide special featuring Anil Soni,	A. Soni, S. Coursen	06/06/2021 07:00 AM	030:00

Safe in a Dangerous World	PUBLIC AFFAIRS SPECIAL REV	the Chief Executive Officer of the World Health Organization Foundation, to discuss their Go Give One campaign. Also, Spencer Coursen, an expert in threat management, joins the show to talk about his book The Safety Trap: A Security Expert's Secrets for Staying Safe in a Dangerous World.			
Feeding America & The Grammy Museum	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL REV	Ryan Gorman hosts an iHeartRadio nationwide special featuring Zuani Villarreal, Director of Communications for Feeding America, and Bob Santelli, Founding Executive of the Grammy Museum and curator of the new MTV Turns 40 exhibit.	Z VILLARIAL, B SANTELLI	06/13/2021 07:00 AM	030:00
COVID Vaccine Update & The Wounded Warrior Project	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL REV	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Peter Marks, Director of the Center for Biologics Evaluation and Research at the FDA, to discuss the latest on the COVID-19 vaccines. Also, Lt. Gen. (ret.) Mike Linnington, CEO of the Wounded Warrior Project, joined the show to discuss PTSD Awareness Month.	Dr. P. Marks, Lt. Gen. M. Lin	06/20/2021 07:00 AM	030:00
Pride Month & American Red Cross Blood Donation Shortage	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Rachel Levine, the 17th ASSISTANT Secretary for Health for the U.S. Department of Health and Human Services. They discuss the latest developments involving the spread of COVID-19 and vaccinations, along with the importance of Pride month for the LGBTQ+ community. Also, Ryan speaks to Dr. Pampee Young, the Chief Medical Officer of Biomedical Services for the American Red Cross, about the blood donation shortage they're facing across the country.	DR P YOUNG DR R LEVINE	06/27/2021 07:00 AM	030:00

Section II

NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
ENTREPRENEURSHIP / CANNABIS	VIEWPOINTS	New York is the latest to legalize recreational marijuana. This move will create thousands of new jobs and is expected to generate billions of dollars in revenue after a lackluster year in tourism, real estate and business. And New York isn't alone. Each year, more states are voting to allow both adult-use and medical marijuana sales. But, with this, comes challenges. In a fast-growing industry, how do you ensure that smaller entrepreneurs aren't left behind? Or those who've been systemically affected by the war on cannabis are given greater opportunity?	04/04/2021 07:30 AM	030:00
FINANCE	VIEWPOINTS	About 60 percent of Americans don't yet have a written will in place. People spend a lifetime working hard, saving money, building assets, but often never think about what would happen in case they suddenly passed away. Viewpoints speaks with life planning expert, Abby Schneiderman, about the importance of organizing your life both on paper and online.	04/11/2021 07:30 AM	030:00
INCOME INEQUALITY	VIEWPOINTS	Facebook founder and CEO, Mark Zuckerberg added 41 billion dollars to his wealth over the past year. And that's nothing compared to what Tesla CEO, Elon Musk raked in: 157 billion. The majority of humans on the planet can't even fathom earning that amount of money. Yet, for many in the top .01 percent, it's a never-ending cycle of holding onto and building their wealth for generations to come. As the rich get richer and take up a bigger piece of the pie, what's left for the rest of us? How can leaders and laws slow this extreme wealth inequality?	04/18/2021 07:30 AM	030:00
COLLEGE COSTS	VIEWPOINTS	Today, the average student graduating from a four-year, public university leaves with \$28,600 in student loans. On top of this, students owe interest once payments kick in, and this can range from 3 to 5 percent for	04/25/2021 07:30 AM	030:00

		federal loans and can go as high as 12 percent for private loans. For some, the large sum of these loans plus interest can take several years to pay off and has a big effect on life decisions like when to start a family or if they can afford to leave a toxic job. This week - we cover the student loan crisis in the U.S. and talk about alternative options and resources that can help lower the current cost of higher education.		
ENVIRONMENT	VIEWPOINTS	As more Americans look to decrease their carbon footprints, what's one way to make a big difference? Flipping the narrative on the traditional American diet. Beef is more carbon-intensive to produce than chicken, but did you know that cheese is also worse than chicken? It's this knowledge that can change people's dietary decisions and decrease greenhouse gas emissions, slowing global warming. Paul Greenberg, a food and science writer, joins Viewpoints this week to share how people can adjust their daily eating habits to make a difference.	05/02/2021 07:30 AM	030:00
ENVIRONMENT	VIEWPOINTS	How often do you buy an item from the store that's packaged in a plastic container or wrapped in plastic? Daily decisions like these add up and are feeding into the global plastic crisis. Scientists estimate that there's anywhere between nine to 16 million tons of plastic on the sea floor, polluting the environment, harming species and releasing harmful microplastics into every corner of the planet. Two experts on plastic join us this week to shed some light on the problem and how we can each make a difference by changing our consumption habits and calling on leaders to craft stricter laws on waste management and manufacturing.	05/09/2021 07:30 AM	030:00
CRYPTOCURRENCY	VIEWPOINTS	The cryptocurrency that started it all, Bitcoin, is now valued at around 1.6 trillion dollars. And in just the last month, another, newer form of crypto, Dogecoin has skyrocketed in popularity across the Internet, sharply driving up the price per token. We explore the fascinating and fast-evolving world of cryptocurrency and the future of traditional financial systems as digital currency gains ground across the globe.	05/16/2021 07:30 AM	030:00

SPACE EXPLORATION	VIEWPOINTS	The birth of the space shuttle in 1981 marked a new era of space travel. For the first time ever, NASA had a spacecraft that could launch into space and come back to earth and land like an airplane. While the shuttle had many successful flights, there were also some big catastrophes that ultimately led the program to cease operations in 2011. Former chief historian of NASA Roger Launius joins Viewpoints this week to tell the story of this era of American space history.	05/23/2021 07:30 AM	030:00
ENVIRONMENT	VIEWPOINTS	Many people are worried that non-native plants and animals are invading the U.S. and preventing native species from thriving. Each year, a lot of money and time is spent trying to rid the land of these aliens - often to no avail. But, are these species present because they're the only ones that can exist in that environment? Are some plants and animals actually helping to create a more diverse and robust ecosystem? And are some native species really native to the U.S.? Our guests offer up a different perspective on the invasive species debate.	05/30/2021 07:30 AM	030:00
SPORTS	VIEWPOINTS	Baseball is back, and fans can once again revel in the experience of heading to a ballpark, grabbing some peanuts and cheering on their team as they score a homerun. Longtime baseball writer and faithful Phillies fan Timothy Malcolm joins Viewpoints this week to break down some of his favorite stadiums in the U.S. and some tips you should keep in mind before buying a ticket.	06/06/2021 07:30 AM	030:00
ENVIRONMENT	VIEWPOINTS	In the U.S., most Americans commonly use vegetable or olive oil when cooking. While we don't often here about palm oil, it's in many of the products that we buy at the grocery store, including everything from food to personal care products. And abroad, palm oil is widely used in cooking and frying. Last year, global consumption reached 72 million tons. However, this ingredient is not being produced sustainably and has led to widespread deforestation in Southeast Asian countries. What's being done to curb the palm oil crisis?	06/13/2021 07:30 AM	030:00

ENVIRONMENT / DROUGHT	VIEWPOINTS	Lake Mead, the reservoir created by the Hoover Dam, is at its lowest levels ever recorded. Drought is not a new problem in the West, but it is getting worse as the years go by. What's being done to curb water consumption and increase supply so people's taps don't run dry?	06/20/2021 07:30 AM	030:00
WEALTH / INCOME INEQUALITY	VIEWPOINTS	The 50 richest families in the world have a combined net worth of \$1.2 trillion dollars. The Koch family, the second richest name on the list, is worth a staggering \$100 billion dollars. Could you imagine having that amount of money? It's definitely enough to sustain several generations to come. How does one accumulate so much wealth? For many families, it isn't just about success and business growth, but the business of building wealth through loopholes like philanthropy and loose taxation laws.	06/27/2021 07:30 AM	030:00

Section III

PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION RUNS	
PSA WNCB ONLY	PSA WNCB ONLY	000:14	3
CHILD MENTORING	SAVE THE CHILDREN	000:29	1
CHILD MENTORING	SAVE THE CHILDREN	000:30	1
CHILD MENTORING	SAVE THE CHILDREN	000:30	2
NCDOT ANTI-LITTER PSA	NCDOT ANTI-LITTER PSA	000:15	47
PSA AMERICA CORE	PSA AMERICA CORE	000:59	1
PSA BIRTH	PSA BIRTH	000:58	1
PSA CONSUSS	PSA CONSUSS	000:31	1
PSA DRAFT	PSA DRAFT	000:31	1
PSA EXCERSISE	PSA EXCERSISE	000:28	2
PSA PAIN	PSA PAIN	000:59	1
PSA REDCROSS 5.27.21	PSA REDCROSS 5.27.21	000:30	20
PSA USO	PSA USO	000:30	1

PSA WNCB ONLY	PSA WNCB ONLY	000:14	1
PSA WNCB ONLY	PSA WNCB ONLY	000:14	49
PSA WNCB ONLY	PSA WNCB ONLY	000:15	1
PSA/100 DAYS CAILA CABELLO	SAVE THE CHILDREN	000:30	5
PSA/100 DAYS JENNIFER GARNER	SAVE THE CHILDREN	000:30	5
PSA/100 DAYS KRISTEN BELL	SAVE THE CHILDREN	000:29	6
PSA/AD COUNCIL/REACH V2	REACH.GOV	000:30	1
PSA/AD COUNCIL/STOP AAPI HATE	AD COUNCIL	000:29	5
PSA/AD COUNCIL/STOP BIAS	AD COUNCIL	000:29	12
PSA/ASIAN AMERICANS ADVANCING JUSTICE_BYSTANDER INTERVE	ADVANCING JUSTICE	000:29	3
PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS	ADVANCING JUSTICE	000:30	5
PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS	PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS	000:30	1
PSA/BIG BROTHERS BIG SISTERS_FEMALE	BIG BROTHERS BIG SISTERS	000:30	5
PSA/BIG BROTHERS BIG SISTERS_MALE	BIG BROTHERS BIG SISTERS	000:30	9
PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	10
PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	9
PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	10
PSA/MENTAL HEALTH MONTH	PSA/MENTAL HEALTH MONTH	000:30	1