

WNCB
Raleigh, NC
Quarterly Issues/Programs List
First Quarter, 2023
04/03/2023
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
Veteran's Affairs, Suicide Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Jim Lorraine President & CEO of America's Warrior Partnership – Jim Lorraine joins the show to discuss some of the top issues facing veterans across the country, along with the work AWP is doing to assist those veterans. • Dr. David Rudd Director of the Rudd Institute for Veteran & Military Suicide Prevention – Dr. Rudd checks in to discuss mental health around the holidays, the prevalence of suicide among veterans, and strategies to address the country's suicide epidemic. • Tatum Hunter Technology Writer for the Washington Post – Tatum Hunter breaks down some bad habit breaking and sobriety apps for those looking to make changes in the new year, data privacy dos and don'ts, and new scams to be aware of. 	J. Lorraine, Dr. D. Rudd, T.	01/01/2023 07:00 AM	030:00
Public Health	IHEARTRADIO COMMUNITIES:	<ul style="list-style-type: none"> • Dr. Comilla Sasson Practicing Emergency Medicine Physician in Denver and Vice President for Science & Innovation for 	DR. C SASSON	01/08/2023 07:00 AM	030:00

	PUBLIC AFFAIRS SPECIAL	<p>Emergency Cardiovascular Care at the American Heart Association – Dr. Sasson discusses the cardiac event involving Buffalo Bills Safety Damar Hamlin, including steps everyone can take in an emergency situation like that to help save a life, and warning signs and symptoms associated with cardiac arrest, heart attacks, and strokes.</p>			
CHILDHOOD OBESITY, HEALTH	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Raquel Hernandez Medical Director for the Johns Hopkins All Children’s Healthy Weight Initiative – Dr. Hernandez breaks down new guidelines released by the American Academy of Pediatrics for addressing childhood obesity, including changes to treatment recommendations and tips for parents to make sure their children get off to a healthy start in 2023. 	DR. R HERNANDEZ	01/15/2023 07:00 AM	030:00
Health and Wellness, Supporting Law Enforcement	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Baia Lasky, Medical Director for the American Red Cross – For National Blood Donor Month, Dr. Lasky explains the work the American Red Cross does involving blood donations across the country, along with important information on who can donate and how blood donations are utilized. • Anahad O’Connor Washington Post Eating Lab Columnist – Anahad explains the health benefits of Dry January, how a simple change in diet can lead to tremendous health results, and new data behind when we eat and how it impacts our body. • Bill Alexander Executive Director of the National Law Enforcement Memorial – Bill provides info on how NLEM supports law enforcement nationwide, along with their 	Dr. B. Lasky, A. O’Connor, B.	01/22/2023 07:00 AM	030:00

		families. Bill also runs through recent trends in members of law enforcement being killed in the line of duty and ways to help prevent that moving forward.			
MENTAL HEALTH	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Robert Otto Valdez, Director of the Agency for Healthcare Research & Quality – Dr. Valdez explains the work AHRQ does, including its role in the national response to the COVID-19 pandemic and the battle against Long COVID. Plus, Dr. Valdez explains how the agency addresses issues of patient safety. • Case Kenny, Mindfulness Expert and Host & Founder of the Self-Help Podcast New Mindset, Who Dis – Case Kenny offers strategies and tips for prioritizing mental and physical health in the new year, including ways to work yourself out of difficult times and achieve goals set for 2023. 	DR. OTTO VALDEZ, C. KENNY	01/29/2023 07:00 AM	030:00
Assistance for Elderly & People with Disabilities; Addiction & Recovery	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Alison Barkoff, Acting Administrator and Assistant Secretary for Aging and Principal Deputy Administrator at the Administration for Community Living. Alison Barkoff explains the role of ACL in assisting older adults and those with disabilities, along with the importance of COVID-19 vaccines for those specific groups of individuals. • Brian Hooks, Chairman & CEO of Stand Together. Brian Hooks discusses the work Stand Together does as a philanthropic community tackling the root causes of America's biggest problems. Brian also highlights the 1 Million Strong campaign, an 	A. Barkoff, B. Hooks	02/05/2023 07:00 AM	030:00

		initiative that seeks to transform the way people think about addiction and recovery.			
Careers, Healthy Eating	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. A. Fisher. Doctor Fisher discusses inspiration and careers. • M. Bagby. Discusses Healthy Eating, Health & Education 	Dr. A. Fisher, M. Bagby, D. A	02/12/2023 07:00 AM	030:00
Health Equity, Closing the Education Gap	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Marvin B. Figueroa, Director of the Office of Intergovernmental and External Affairs (IEA) at HHS. Director Figueroa discusses HHS' efforts to reach Black Americans, specifically as its related to COVID-19, and the numerous other priorities that department is currently working on, such as mental health care and overall health equity. • Dr. Theresa Price, Founder & CEO of the National College Resources Foundation. Dr. Price discusses her organization's mission to reduce the high school dropout rate, increase degree and certificate enrollment among disadvantaged and underserved communities, and close the gap in educational achievement. 	M. Figueroa, Dr. T. Price	02/19/2023 07:00 AM	030:00
MENTAL HEALTH	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Barbara Kevish, Associate VP at UPMC Health Plan & Practicing Primary Care Physician. Dr. Kevish discusses Heart Health Month and steps everyone can take to limit the risk of cardiovascular disease. Dr. Kevish also explains some of the most common cardiovascular issues, like heart attacks and strokes. • Dr. Amy Green, Head of Research at Hopelab. Dr. Green breaks down a recent CDC report on youth mental health that found an 	Dr. B. Kevish, Dr. A. Green	02/26/2023 07:00 AM	030:00

		<p>alarming number of girls across the country are experiencing feelings of sadness and hopelessness. Dr. Green steps through the data and some of the potential underlying reasons for the results.</p>			
<p>Youth Mental Health, Veteran</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Dr. Alfiee Breland-Noble, an internationally recognized psychologist, author, and founder of The AAKOMA Project. Dr. Noble discusses the Ad Council's Sound It Out Together campaign, focusing on providing resources for parents and caregivers to talk with their kids about mental health and issues they may be experiencing that are impacting their health and well-being. Dr. Noble also provides insight into the latest data on youth mental health, including an alarming new study done by the CDC. • Jim Lorraine, President & CEO of America's Warrior Partnership. Jim Lorraine discusses the issue of veteran suicide, including the latest strategies available to help stop veterans from reaching that crisis point. In light of National Caregivers Day, Jim Lorraine also explains the crucial role caregivers play in caring for our veterans. 	<p>Dr. A. Breland-Noble, J. Lorr</p>	<p>03/05/2023 07:00 AM</p>	<p>030:00</p>
<p>Equality, Vaccinations</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Christine Guilfoyle, President of See Her. Christine Guilfoyle joins the show to discuss Women's History Month, International Women's Day, and the See Her mission to increase the representation and accurate portrayal of all women and girls in marketing, media, and entertainment. • Jessica Malaty Rivera, Infectious Disease Epidemiologist and Research Assistant at 	<p>C. Guilfoyle, J. Rivera</p>	<p>03/12/2023 07:00 AM</p>	<p>030:00</p>

		<p>the Johns Hopkins University School of Public Health & Center for Health Security. Jessica Malaty Rivera discusses how scientists study and research emerging viral threats, what we've learned from the COVID-19 pandemic, and what the latest data tells us about the safety and efficacy of the COVID vaccines.</p>			
National Economy	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Sultan Meghji, Former Chief Innovation Officer at the Federal Deposit Insurance Corporation & Duke University Professor – Sultan Meghji breaks down the U.S. banking and financial systems following the recent collapse of Silicon Valley Bank, including the role of the Federal Reserve and the FDIC. 	S. Meghji	03/19/2023 07:00 AM	030:00
Health, Covid Vaccines, Women's Health, Red Cross	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Ala Stanford, HHS Regional Director for Region III – Dr. Stanford discusses the COVID-19 vaccines, including a shift to an all-bivalent approach, who should prioritize receiving one, and women's health issues that have been affected by the pandemic. • Jennifer Pipa, Vice President of Disaster Programs for the American Red Cross – Jennifer Pipa explains the work the American Red Cross does in response to a wide range of disasters, along with disaster preparation tips, and the importance of donating blood. 	Dr. S. Stanford, S. Pipa	03/26/2023 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
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ECONOMIC EFFECT OF MONOPOLIES	VIEWPOINTS	On this week's Viewpoints, This past November, thousands of Taylor Swift fans were left frustrated and disappointed after Ticketmaster's platform failed to deliver on general sale tickets for her upcoming tour. We discuss how this recent failure has stirred a larger conversation about the consequences & long-term effects of monopolies.	01/01/202 07:30 AM	030:00
SLEEP SCIENCE	VIEWPOINTS	On this week's Viewpoints, Do you have trouble falling or staying asleep? If so, you'll know that not getting good rest can take a big toll on how you feel both physically and mentally. This is amplified in space for astronauts who sleep in a zero-gravity environment that relies on an artificial day/night cycle. This week, we explore the fascinating science and study of how humans sleep in space and its effects on the body.	01/08/2023 07:30 AM	030:00
STRESS MANAGEMENT	VIEWPOINTS	On this week's Viewpoints We speak with University of California - San Francisco professor and health psychologist Dr. Elissa Epel about how listeners can better manage their stress this year by employing certain lifestyle habits.	01/15/2023 07:30 AM	030:00
SPORTS SCIENCE & TOXIC SPORT CULTURE	VIEWPOINTS	On this week's Viewpoints, Long-distance runner Lauren Fleshman won five NCAA championships and two U.S. national championships in women's track and field. Early on in her career, she was a prized hopeful for bringing home the Olympic gold, but this dream came crashing down after a series of injuries and setbacks. Fleshman joins us this week to talk about the toxic culture present in many elite running organizations and what needs to change to better support these young, vulnerable athletes.	01/22/2023 07:30 AM	030:00
CULTURE, HISTORY	VIEWPOINTS	On this week's Viewpoints, The first crossword was published in 1913 by journalist Arthur Wynne. Since then, the timeless puzzle has stayed in style and graces newspapers from the New York Times to USA Today. Self-acclaimed lovers of crosswords are known as 'cruciverbalists' and compete online as well as create these puzzles for publishing. We speak with crossword expert Adrienne Raphel to find out more about this beloved word game.	01/29/2023 07:30 AM	030:00

ECONOMY, SUPPLY CHAIN	VIEWPOINTS	On this week's Viewpoints, Economic uncertainty is on the minds of millions of Americans. Part of this uncertainty stems from continuing inflation and instability plaguing global markets. We speak with longtime economist and banker, James Rickards about the factors feeding into these rising costs and supply chain woes.	02/05/2023 07:30 AM	030:00
HISTORY, COLONIAL U.S. WEST	VIEWPOINTS	On this week's Viewpoints, The Wild, Wild West: cowboys, shootouts, open prairies & gold mines galore. While this is a common stereotype surrounding the colonial West, there's much more about this region and period than meets the eye. For thousands of women, living out West meant greater independence, and an opportunity to start anew. Historian and author Winifred Gallagher joins us to share how the women of the Old West paved the way for women across the U.S.	02/12/2023 07:30 AM	030:00
PSYCHOLOGY	VIEWPOINTS	On this week's Viewpoints, It can be hard to explain what it's like to feel in awe. For me, I can remember feeling this way after reaching the top of a mountain after an hours-long climb and looking onto the vast horizon, or after watching the film Inception in theaters for the first time and being blown away by the soundtrack. We speak with renowned social psychologist Dacher Keltner about awe and what experiences elicit this emotion.	02/19/2023 07:30 AM	030:00
FINANCES, WEALTH MANAGEMENT	VIEWPOINTS	On this week's Viewpoints For Scarlett Cochran, money management wasn't a topic of conversation growing up. Her parents never went to college and money was always a touchy subject for her family. It wasn't until she was in her early twenties and struggling with money that she realized the importance of budgeting and accruing savings. We sit down and speak with Cochran to learn about her inspiring journey and path to financial wealth.	02/26/2023 07:30 AM	030:00
CAREER ISSUES	VIEWPOINTS	On this week's Viewpoints, A young Joanne Chang envisioned a prominent career in business. She graduated from Harvard University with a degree in	03/05/2023 07:30 AM	030:00

		applied mathematics and economics and went into consulting in her twenties. Despite career success, she decided to switch gears and become a chef. We sit down with Chang to hear about her culinary career journey and the advice she has for others who may be in a similar boat.		
THERAPY, SOCIAL BOUNDARIES	VIEWPOINTS	On this week's Viewpoints, Acclaimed therapist and social worker Nedra Glover Tawaab joins us this week to talk about boundaries. We often don't think about our own boundaries and the boundaries we need in our relationships - whether it be with friends, colleagues, family, or romantic relationships. Tawaab breaks down how to set these boundaries and approach difficult conversations.	03/12/2023 07:30 AM	030:00
HEALTH & NUTRITION	VIEWPOINTS	On this week's Viewpoints, You're probably familiar with the saying: 'You are what you eat.' It's no secret that the foods we consume directly correlate to how we feel, look and more. But there's more to food than just providing us with energy and nourishment. A lack of certain nutrients can exacerbate depression, anxiety, and other mental health disorders. We speak with food expert and author, Mary Beth Albright about food's intimate connection to how we feel.	03/19/2023 07:30 AM	030:00
WOMEN'S HISTORY	VIEWPOINTS	On this week's Viewpoints, Women's History Month is a time to look back and honor the women of the past who've made a difference. One of these stories is that of Edith Wilson. On paper, she's known as Woodrow Wilson's second wife and first lady, but her story is much more fascinating than what meets the eye. Author Rebecca Roberts joins us to share the story of this fierce and independent woman.	03/26/2023 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
AWARENESS	PSA AA	000:30	4
AWARENESS	PSA AMERICA CORE	000:59	7

AWARENESS	PSA BIRTH	000:58	6
AWARENESS	PSA BLIND	000:30	2
AWARENESS	PSA COLLEGE LOANS	000:59	11
AWARENESS	PSA CONSUSS	000:31	9
AWARENESS	PSA EXCERSISE	000:28	3
AWARENESS	PSA PAIN	000:59	10
AWARENESS	PSA USO	001:00	8
AWARENESS	PSA VA	000:30	1
AWARENESS	PSA VOLUNTEER	000:59	9
AWARENESS	PSA WNCB ONLY	000:14	94