

WNCB  
Raleigh, NC  
Quarterly Issues/Programs List  
Third Quarter, 2021  
10/01/2021  
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
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Mayor Omar Neal, former Mayor of Tuskegee and Michelle Hillman, Chief Campaign Development Officer of the Ad Council.</b> Omar and Neal discussed the Tuskegee Study and the theme of "tragedy to triumph." The aim is to inspire Black communities to get informed about the COVID-19 vaccines, knowing that Tuskegee is, rightfully, one of the reasons behind a lot of mistrust and inaction.</li> <li>• <b>Jared Moskowitz, former director of Florida's Division of Emergency Management</b> talks with Ryan Gorman about the National impact of the Surfside building collapse, hurricane preparedness, and mass shootings.</li> </ul>	O. NEIL, M. HILLMAN	07/04/2021 07:00 AM	030:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Dr. Phil Klotzbach, Research Scientist in the Department of Atmospheric Science at Colorado State University</b> - What you need to know about hurricanes and hurricane season.</li> </ul>	P. KLOTZBAUGH, S. BOWEN	07/11/2021 07:00 AM	030:00

		<ul style="list-style-type: none"> <li>• <b>Steve Bowen, Managing Director and Head of Catastrophe Insight at Aon</b> - Record heat and wildfires out West, and a look ahead at what to expect for the rest of 2021.</li> </ul>			
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Dr. Aditi Nerurkar - Harvard Medical School Physician</b> - Dr. Nerukar discussed the latest COVID Outbreak and the highly contagious Delta variant which according to the CDC now accounts for about 58% of all COVID-19 cases in the United States. Nerukar also gave us a vaccine update.</li> <li>• <b>Rishad Tobaccowala - Chief Growth Officer at Publicis Groupe, Author &amp; Futurist.</b> Tobaccowala talked about workplace challenges and changes following the pandemic. He discussed how the key skill is getting people to see, think and feel differently about how to grow themselves, their teams and their company.</li> </ul>	DR NERURKAR R TOBACOWALA	07/18/2021 07:00 AM	030:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Dr. Joseph Allen, associate professor, and director of the healthy buildings program at Harvard University's school of public health</b> - Latest on the pandemic and a Delta variant and vaccine Q&amp;A</li> <li>• <b>Dr. Brian Latell, Adjunct Professor and Senior Research Associate at the Institute for Public Policy at Florida International University,</b> who has 35 years of experience serving the CIA and National Intelligence Council on issues involving Latin America - Understanding the situation in Cuba</li> </ul>	J. ALLEN, B. LATELL, E.SANTOS	07/25/2021 07:00 AM	030:00

		<ul style="list-style-type: none"> <li>• <b>Enrique Santos, iHeartRadio Morning Show Host</b> - Personal connection to what's happening in Cuba</li> </ul>			
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Dr. Vivek Murthy served as the 19th and now 21st Surgeon General of the United States</b> under Presidents Obama and Biden. The surgeon general discussed the rapid increase in COVID-19 and called it an "all-in moment" for the nation as the coronavirus pandemic becomes a more regional phenomenon. Murthy discussed the Delta variant and the CDC's recommended mask mandate. He talked about the necessity for Americans to get vaccinated asap and the potential for a booster shot.</li> <li>• <b>Robert Lewis, National Communications Director for the Disabled Veterans of America.</b> The Disabled American Veterans is an organization created in 1920 by World War I veterans for disabled military veterans of the United States Armed Forces that helps them and their families through various means. Lewis discussed how the DAV helps veterans get the benefits they've earned and talked about their mission in the face of COVID-19.</li> </ul>	Dr. V. Murthy, R. Lewis	08/01/2021 07:00 AM	030:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Dr. John Brooks Chief Medical Officer for CDC's COVID-19 Emergency Response.</b> Dr. Brooks gave us the latest information on COVID-19 and discussed the drastic increase in cases and hospitalizations throughout the US. He talked about the Delta variant, the CDC's mask recommendations, the</li> </ul>	Dr. J. Brooks, A. Lerner	08/08/2021 07:00 AM	030:00

		<p>importance of getting vaccinated, and kids and Covid.</p> <ul style="list-style-type: none"> <li>• <b>Autumn Lerner is the Director of Communications and Partnerships for Pandemic Action Network.</b> Lerner discussed the Pandemic Action Network's response to the CDC's COVID response. She also talked about World Mask Week and what Americans can be doing right now to protect themselves.</li> </ul>			
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Dr. Rachel Villanueva - President of the National Medical Association.</b> Dr. Villanueva is a women's health expert and advocate who is committed to reproductive justice, health equity, workforce diversity, and disease prevention. Dr. Villanueva spoke about COVID's impact on the black community. She talked about how we all can lower COVID-19 infections with vaccinations and masks. Villanueva discussed why National Medical Association, which advocates on behalf of African American physicians and patients, is one of dozens of health care organizations that recently signed a joint statement in support of COVID-19 vaccine mandates for all workers in the industry.</li> <li>• <b>Debra Dyer, MD, chair of the American College of Radiology Lung Screening Committee.</b> Dr. Dyer discussed how that lung cancer kills more people than breast, colon and prostate cancer combined. She talked about the <a href="#">new federal guidelines</a> that have nearly doubled the number of Americans</li> </ul>	Dr. R. Villanueva, Dr. D. Dye	08/15/2021 07:00 AM	030:00

		<p>eligible for <i>lung cancer screening</i> – proven to greatly reduce lung cancer deaths and what we should all know about the disease. Dyer mentioned Kathy Griffin's recent diagnosis with lung cancer and how it can strike non-smokers too.</p>			
<p>Public Health &amp; Safety</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> <li>• <b>Dr. Jody Thomas with the Meg Foundation is a licensed clinical psychologist, and specialist in pediatric medical illness and trauma.</b> The Meg Foundations' goal is to empower families with pain management strategies, skills, and support needed to prevent and reduce pain. Thomas discussed how needle anxiety may be a barrier to some people seeking the COVID-19 vaccination... research shows that a quarter of adults and 2/3 or similar of children have enough worry about getting shots that it affects their health care choices. Thomas talked about where needle fear comes from, why is this not talked about more, and what can be done to help people struggling with this issue. With back to school here, Dr. Thomas explained how needle fear is different for kids versus adults.</li> <li>• <b>Shaun Raviv is a freelance journalist based in Atlanta.</b> Raviv has written features for Wired, Smithsonian, Deadspin, BuzzFeed, and The Washington Post. He is the host of new podcast Long Shot: The 250-Year Journey to the COVID-19 Vaccine. Raviv talked about the evolution of vaccines from the very first inoculators to the research,</li> </ul>	<p>Dr. Thomas &amp; S. Raviv.</p>	<p>08/22/2021 07:00 AM</p>	<p>030:00</p>

		<p>methods, people, and companies behind today's vaccines. Raviv explained his experience interviewing scientists, and vaccine creators and told us how his podcast deals with the facts, myths and legends behind vaccinations, with information from more than 1000 years ago.</p>			
<p>Public Health &amp; Safety</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> <li>• <b>Dr. Leonard Weather, an OB-GYN in Louisiana and Immediate Past President of the National Medical Association.</b> Dr. Weather discussed the latest on COVID/the Delta variant. He provided information on the safety and efficacy of the vaccines, address hesitancy in the Black community, encouraged listeners to get vaccinated, and discussed the latest CDC recommendations on vaccinations for pregnant people. Dr. Weather also talked about the latest news on potential booster shots and vaccine enhancements.</li> <li>• <b>David Loyn was an award-winning foreign correspondent for 30 years for the BBC and author <i>THE LONG WAR: The Inside Story of America and Afghanistan Since 9/11</i>.</b> Loyn has reported from such places as Moscow, Kosovo, Delhi, Kashmir, Sri Lanka, Iraq, and Kabul, and has covered every significant event in Afghanistan since 9/11. Loyn talked about his new book and discussed our relationship with Afghanistan, America's longest war, the latest news, and where we go from here now that the Taliban are back in power.</li> </ul>	<p>Dr. L. Weather, D. Lyon</p>	<p>08/29/2021 07:00 AM</p>	<p>030:00</p>

Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Cristina Jones, CMO at Salesforce.org.</b> Jones discussed the social issues that have the potential to lift our community and improve the state of the world. She talked about the importance of leveraging technology, content, and brands to propel discussions for the greater good of society and how organizations are being challenged to move beyond crisis donations and forge partnerships to drive real and significant social impact.</li> <li>• <b>Barb Solish Director of NAMI's Youth and Young Adult Initiatives.</b> Solish talked about the challenges for kids going back-to-school and the issues they will face with mental health. She offered some best practices for parents, teachers, and kids to deal with the 2021-2022 school year and how everyone can best support wellbeing and mental health.</li> </ul>	C. Jones, B. Solish	09/05/2021 07:00 AM	030:00
Patriotism, Mental Health, Re	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> <li>• <b>Elvis Duran Host of the Nationally Syndicated Elvis Duran Show</b> - Elvis relived his experience of being on-air as the September 11th attacks unfolded. He talked about how the last 20 years have impacted both history and New York.</li> <li>• <b>Torie Clarke - Former Assistant Secretary of Defense for Public Affairs under Donald Rumsfeld</b> - A firsthand account of the September 11th attack on the Pentagon.</li> <li>• <b>Q104.3's Shelli Sonstein - New York Morning Show Host &amp; Host of the 9/11 Stories Podcast</b> - Sonstein combined stories of Port Authority Police</li> </ul>	E. Duran, T. Clarke, S. Sonst	09/12/2021 07:00 AM	030:00

		<p>Officer Will Jimeno and NYPD Detective Scott Strauss, one of the heroes who risked his life to save him.</p> <p><b>Donna Gibson President of the Friends of Flight 93 National Memorial</b> - Remembering United Airlines Flight 93 and discussing the Shanksville, PA memorial.</p>			
<p>Personal Health, Mental Healt</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> <li>• <b>Lisa Skinner, behavioral expert in the field of Alzheimer's and author of, "Truth, Lies and Alzheimer's: Its Secret Faces"</b> talked about September 21st marking World Alzheimer's Day... A day to listen, learn and educate others about this devastating disease and how it impacts those battling it, loved ones or caretakers, and those to be diagnosed in the future. Skinner gave insight on some tools family members, spouses, children, and caregivers can use to effectively manage the symptoms of brain disease.</li> <li>• <b>Grace Greene, a Gen Z research associate at Hopelab.</b> Greene discussed how Hopelab creates behavior-change technology to help teens and young adults live happier, healthier lives. Hopelab is focused on youth/young adult mental health and well-being. With back-to-school underway, Greene talked about why Hopelab is taking on teen vaping and the "Quit the Hit" Instagram Program.</li> </ul>	<p>L. Skinner, G. Greene</p>	<p>09/19/2021 07:00 AM</p>	<p>030:00</p>
<p>Personal Health, Mental Healt</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> <li>• <b>Diana W. Bianchi, M.D., is the director of the Eunice Kennedy Shriver National Institute of Child Health and Human Development and head of the Prenatal</b></li> </ul>	<p>Dr. D. Bianchi, Dr. C. Jones,</p>	<p>09/26/2021 07:00 AM</p>	<p>030:00</p>

		<p><b>Genomics and Therapy Section for the Medical Genetics Branch at NHGRI.</b> Dr. Bianchi talked about why is it important for pregnant women to get a COVID-19 vaccine and why could COVID-19 be more dangerous for pregnant women than for people who are not pregnant. She discussed the testing that was done to ensure that COVID-19 vaccines are safe for pregnant women and if the vaccine has any effect on the fertility of men and women.</p> <ul style="list-style-type: none"> <li>• <b>Dr. Chris Jones, acting director of the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, and Dr. Loretta Jackson Brown, a lead communication specialist from the Division of Overdose Prevention which is within the Injury Center.</b> They talked about how substance abuse disorders are impacting Americans, especially since the beginning of the pandemic. Jones and Jackson Brown discussed how the CDC is addressing the evolving opioid epidemic and how the Rx Awareness campaign is helping address overdoses and OUD.</li> </ul>			
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**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.

<b>ISSUE</b>	<b>PROGRAM / TITLE</b>	<b>DESCRIPTION</b>	<b>DATE/TIME</b>	<b>DURATION</b>
FINANCE	VIEWPOINTS	On this week's Viewpoints, all parents want their kids to succeed and live good lives, and part of accomplishing that is raising them to understand the value of a dollar. We talk to Beth Kobliner, a financial expert and author of the book Make Your Kid A	07/04/2021 07:30 AM	030:00

		Money Genius about tips and tricks to help our kids, from toddlers to post-grads, handle money responsibly.		
CRIMINAL JUSTICE	VIEWPOINTS	On this week's Viewpoints, the U.S. prison population has decreased during the pandemic, but the number of people behind bars is still close to two million. Some of these inmates have been in prison for decades and at a young age were deemed by the justice system to be 'unfixable'. This week, we shed light on the cycle of youth incarceration in this country and why people like Ian Manuel, a former inmate, were sentenced to life in prison without the possibility of parole at age 13.	07/11/2021 07:30 AM	030:00
HEALTHCARE	VIEWPOINTS	On this week's Viewpoints, millions of Americans put off going to a doctor or hospital because they're afraid of the high cost of care. Depending on your insurance, one MRI scan can cost upwards of a thousand dollars. One trip to the emergency room can mean thousands of dollars in charges that people can't afford to pay. So, what's driving these sky-high prices?	07/18/2021 07:30 AM	030:00
ENTREPRENEURSHIP	VIEWPOINTS	On this week's Viewpoints, there's much more to being a professional musician than the practice and performance aspect of the career. For independent artists, there's an entire side of entrepreneurship to handle, including money management, marketing, networking and more. Debra Silvert, the flutist of the orchestral ensemble, Duo Sequenza, highlights the challenges and rewards of carving out a career in the competitive classical music space.	07/25/2021 07:30 AM	030:00
COVID-19	VIEWPOINTS	On this week's Viewpoints, condering what to do with the dozens of face masks and all of those unused yeast packets? Us too. There are several items that Americans sought after during the height of the Covid-19 pandemic that help to showcase what this period in time was like. Once the pandemic is fully over, how will we look back and remember this time? How are museum curators and everyday people remembering this important part of history?	08/01/2021 07:30 AM	030:00

SPACE TOURISM	VIEWPOINTS	On this week's Viewpoints, Jeff Bezos and Richard Branson both made history last month as they rocketed out of Earth's atmosphere and successfully reached space. This trip was many years in the making as both billionaires built their own respective companies, Blue Origin and Virgin Galactic, to transport them to space as private civilians. Now, people are lining up and paying hefty prices to take this same voyage. Where will the space tourism industry go from here? Are the risks worth the experience?	08/08/2021 07:30 AM	030:00
COVID-19 & EDUCATION	VIEWPOINTS	On this week's Viewpoints, it's that time of year already: back to school. After eighteen months of kids and teens learning remotely or on a hybrid schedule between in-person and remote, millions are returning back to classrooms full-time. While this may change as COVID-19 cases rise due to the Delta variant, for now, many schools are moving forward with plans to welcome students back with the caveat of requiring face masks while indoors. We discuss the highly anticipated return back to class and how some educators have changed their perspectives on learning over the past year.	08/15/2021 07:30 AM	030:00
ENVIRONMENT	VIEWPOINTS	On this week's Viewpoints, gold mining has been a lucrative business for many generations. Today, it's still a booming industry with global mining companies expanding into new markets each year. This week - we highlight the incredible story of activists in northern El Salvador who stood up to mining company, OceanaGold and won.	08/22/2021 07:30 AM	030:00
AFGHANISTAN	VIEWPOINTS	On this week's Viewpoints, the news of the Taliban regaining control of Afghanistan has swept news headlines this month. Hundreds of thousands of Afghan citizens have already fled the country, but how will everyday life change for those who remain? We discuss the precarious situation in the region and the reversal of modern freedoms and economic stability for millions of men, women and children.	08/29/2021 07:30 AM	030:00
ADDICTION & TECHNOLOGY	VIEWPOINTS	On this week's Viewpoints, the average American checks their phone about 90 times a day, according to a 2019 survey from tech research firm, Asurion. How often	09/05/2021 07:30 AM	030:00

		would you say you check? Every hour? Once every 20 minutes? Do you ever panic when your phone isn't right next to you? This 'attached at the hip' mentality is severely affecting happiness and quality of life for millions of people. So, what can be done to break this all-consuming cycle? Addiction expert Dr. Anna Lembke joins us to break down the widespread problem and offer up some solutions.		
TERRORISM	VIEWPOINTS	On this week's Viewpoints, today, there are many young adults who were mere babies when 9/11 happened. They learn about the terrorist attacks from history books, television segments and documentaries as well as the firsthand stories of people who lived through the experience. Former FDNY Battalion Chief Joseph Pfeifer joins us this week to share his story from that morning. Pfeifer was the first firefighter chief on the scene at the World Trade Center complex and lost his brother, Kevin, who was also a firefighter.	09/12/2021 07:30 AM	030:00
ENVIRONMENT	VIEWPOINTS	On this week's Viewpoints, constructing a new building requires many resources, from hundreds of hours of labor to thousands of pounds of steel, cement, glass and other building materials. Design consultant Ned Cramer joins us this week to uncover how the industry is utilizing new technology to build more sustainably and lessen waste.	09/19/2021 07:30 AM	030:00
MENTAL HEALTH	VIEWPOINTS	On this week's Viewpoints, like many other mental illnesses, Obsessive Compulsive Disorder (OCD) is often misunderstood and clumped into a stereotypical category. Many people believe that the disorder is just physical behaviors, such as persistent organization, washing one's hands all the time, or checking the lock on the door constantly. David Adam, who has OCD and has extensively studied the disorder, joins us this week to help dispel any myths and preconceived perceptions.	09/26/2021 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
AWARENESS	PSA AMERICA CORE	000:59	1
AWARENESS	PSA BIRTH	000:58	5
AWARENESS	PSA COLLEGE LOANS	000:59	4
AWARENESS	PSA CONSUSS	000:31	2
AWARENESS	PSA USO	001:00	1
AWARENESS	PSA VA	000:30	1
AWARENESS	PSA VOLENTEER	000:59	4
AWARENESS	PSA WNCB ONLY	000:14	48
AWARENESS	RED CROSS BLOOD DRIVE - PSA	000:31	38
9/11 DAY OF SERVICE	9/11 NATIONAL DAY OF SERVICE	000:29	5
CHILD MENTORING	SAVE THE CHILDREN	000:30	1
MENTAL HEALTH & SUBSTANCE USE	RECOVER OUT LOUD	000:30	6
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	21
NO KID HUNGRY	NO KID HUNGRY	000:30	7
NO KID HUNGRY	NO KID HUNGRY	000:30	3
NO KID HUNGRY	NO KID HUNGRY	000:30	4
NO KID HUNGRY	NO KID HUNGRY	000:30	7
POVERTY	FEEDING AMERICA	000:30	3
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	22
UNCF	UNCF	000:30	13