

WNCB
Raleigh, NC
Quarterly Issues/Programs List
Fourth Quarter, 2022
12/31/2022
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
Fire Prevention/Safety and Disaster Aid	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • FDNY Capt. Michael Kozo, the commanding officer of the FDNY's Fire Safety Education Unit. The National Fire Protection Association®'s "Fire Won't Wait. Plan Your Escape™" is the theme for Fire Prevention Week™, October 9-15. Kozo reinforced the critical importance of developing a home escape plan with all members of the household and practicing it regularly. He incorporated information about Kidde's 'smart' resources into the conversation. • Michael Capponi, Founder/President Global Empowerment Mission. Capponi discussed how Global Empowerment is assisting with disaster aid throughout the Southeast following the destruction of Hurricane Ian. Global Empowerment Mission is a 	Capt. M. Kozo, M. Capponi	10/02/2022 07:00 AM	030:00

		501(c)(3) nonprofit organization founded in 2011 as a first responder to global disasters. Capponi also talked about GEM'S recent missions in the Ukraine.			
COVID-19 Vaccinations/Disaster Response	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • , M.D., Ph.D. Deputy Assistant Secretary for Health Policy. A new report that is being issued soon that looks at the associations between county-level vaccination rates and COVID-19 outcomes among Medicare Benjamin Sommers beneficiaries. Sommers told us what the new study shows. He also discussed what the new study tells us about the new variant and the need for updated vaccines. • Sherri McKinney American Red Cross Spokesperson. Osmet talked about the national blood crisis due to Hurricane Ian. She also discussed Red Cross response to weather related events, domestic and international disasters, and carrying out other humanitarian efforts. 	Benjamin Sommers, Sherri McKinney	10/09/2022 07:00 AM	030:00
Parental Digital & Cyber Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Catherine Pearlman, the founder of The Family Coach®, is a licensed clinical social worker. Pearlman shared insights with parents on how to navigate the digital landscape safely and productively with their kids. Topics included digital safety, privacy, social media, sexting, cyberbullying, phone etiquette and how to set appropriate 	Dr. C. Pearlman, A. Purdy	10/16/2022 07:00 AM	030:00

		<p>boundaries to establish a healthy digital relationship in an increasingly complicated online world.</p> <ul style="list-style-type: none"> • Amy Purdy, Paralympic Snowboarding Legend/3x Medalist. The U.S. Centers for Disease Control and Prevention is warning of an accelerating mental health crisis among adolescents, with more than 4 in 10 teens reporting that they feel "persistently sad or hopeless." Purdy talked about her pursuit to encourage mental and physical well-being. She shared tools and techniques for coping with stress and anxiety while being on the path to becoming a whole person. 			
Public Health, Sleep & Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Patsy Stinchfield, Retired Pediatric Nurse Practitioner and President of the National Foundation of Infectious Diseases – Information on the upcoming flu season, along with a comprehensive overview of this year's flu vaccine and the types of individuals who are most at risk for severe flu symptoms if they are not vaccinated. • Dr. Chris Winter, Neurologist, Sleep Specialist, Best-Selling Author & Featured Expert on the <i>Chasing Sleep Podcast</i> – A breakdown of the importance of sleep in achieving a healthy lifestyle, along with tips for getting better sleep and how naps can play a role in resting the body and mind. 	P. Stinchfield, Dr. C Winter	10/23/2022 07:00 AM	030:00

<p>Breast Cancer Awareness, ADHD</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Dr. Mohammad Jahanzeb, Medical Oncologist at the Florida Cancer Specialists & Research Institute. October is Breast Cancer Awareness Month and Dr. Jahanzeb explains how prevalent breast cancer is across the U.S. He also provides information about the disease itself, along with screening and treatment options. • Dr. Andrew Kahn, a Licensed Psychologist and Associate Director of Behavior Change and Expertise at Understood.org, an organization focused on those who think and learn differently. October is Learning Disabilities Awareness Month. Dr. Kahn discusses the "Wired Differently" campaign and provides information on ADHD and Dyslexia. 	<p>Dr. M Jahanzeb, Dr. A. Kahn</p>	<p>10/30/2022 07:00 AM</p>	<p>030:00</p>
<p>Public Health, Safety & Prevention</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Dr. Dara Kass, HHS Regional Director for Region 2. Dr. Kass provides the latest information on the spread of COVID-19, the COVID vaccines, flu season, and the rise of RSV cases across the country. • Dr. Jacob Sands, American Lung Association Representative & Thoracic Medical Oncologist. Dr. Sands joined the show for Lung Cancer Awareness Month to discuss the importance of lung cancer screenings and provide the latest information on preventative measures 	<p>Dr. D. Kass, Dr. J. Sands</p>	<p>11/06/2022 07:00 AM</p>	<p>030:00</p>

<p>Public Health & Safety, Insurance, Salvation Army</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Chiquita Brooks-Lasure, Administrator for the Centers for Medicare & Medicaid Services, where she oversees Medicare, Medicaid, the Children’s Health Insurance Program, and the Healthcare.gov health insurance marketplace. Administrator Lasure explains who’s eligible for Medicare, Medicaid, CHIP, and coverage at HealthCare.gov. She also discusses open enrollment and the role her agency is playing in the COVID-19 response. • Commissioner Kenneth Hodder, National Commander of The Salvation Army. Commissioner Hodder discusses the work the Salvation Army does across the country, including their upcoming holiday efforts and the launch of their 132nd Red Kettle Campaign on Thanksgiving Day. 	<p>C. Brooks-Lasure, K. Hodder</p>	<p>11/13/2022 07:00 AM</p>	<p>030:00</p>
<p>Public Health & Safety, COVID-19, Hunger & Homelessness</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Dr. Loretta Christensen, Chief Medical Officer of the Indian Health Services – Dr. Christensen joins the show for Native American Heritage Month and she discusses the impact COVID-19 has had on Native American communities across the country, along with the importance of the COVID-19 vaccines and resources for more information on health services available for American Indian and Alaska Native communities. 	<p>L. CHRISTMIANSON, J. JOSEPH</p>	<p>11/20/2022 07:00 AM</p>	<p>030:00</p>

		<ul style="list-style-type: none"> • Avenel Joseph, Vice President of Policy at the Robert Wood Johnson Foundation – Avenel Joseph checks in for National Hunger & Homelessness Week and she breaks down how inflation and other factors have impacted hunger and homelessness, including among children nationwide. 			
COVID-19 Vaccines, Lung Cancer Screening & Prevention	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Dara Kass, HHS Regional Director for Region 2. Dr. Kass provides the latest information on the spread of COVID-19, the COVID vaccines, flu season, and the rise of RSV cases across the country. • Dr. Jacob Sands, American Lung Association Representative & Thoracic Medical Oncologist. Dr. Sands joined the show for Lung Cancer Awareness Month to discuss the importance of lung cancer screenings and provide the latest information on preventative measures 	Dr. D. Kass, Dr. J. Sands	11/27/2022 07:00 AM	030:00
Mental Health, Suicide Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Christina Huntsman Durham of the Huntsman Mental Health Foundation & Dr. Mark Hyman Rapaport, CEO of the Huntsman Mental Health Institute and Chair, Department of Psychiatry, University of Utah School of Medicine. Christina Huntsman Durham and Dr. Rapaport join the show to discuss a new mental health initiative started in conjunction with the Ad Council, along with an overview of 	C. Huntsman Durham, Dr. M. Hyman	12/04/2022 07:00 AM	030:00

		<p>the mental health challenges prevalent across the U.S.</p> <ul style="list-style-type: none"> • Jim Lorraine, President, and CEO of America’s Warrior Partnership. Jim Lorraine joins the show to discuss how America’s Warrior Partnership works to prevent veteran suicide, connect local veteran-serving organizations with resources, services, and partners, and assist families and caregivers of military veterans. 			
<p>Head Start, Cancer Prevention</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • January Contreras, Assistant Secretary for the Administration for Children and Families at the Department of Health and Human Services. Secretary Contreras explains the different programs provided by ACF, including Head Start, and also offers details into their work assisting communities battle COVID-19, the flu and RSV. • Bill Potts, Author of <i>Up for the Fight: How to Advocate For Yourself As You Battle Cancer, From a Five-Time Cancer Survivor</i>. Bill Potts discusses his battles with cancer and offers advice for those currently diagnosed with cancer, those who will eventually get cancer, and those supporting individuals with cancer. Potts steps through what to expect following the diagnosis, the importance of second opinions, and the mental and emotional toll the fight takes on those battling the disease. 	<p>J. Contreras, B. Potts</p>	<p>12/11/2022 07:00 AM</p>	<p>030:00</p>

<p>Health Care, Suicide Prevention</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Carole Johnson, Administrator of the Health Resources and Services Administration – Carole Johnson explains the programs HRSA oversees to help bring underserved communities access to health care. Johnson also describes the role of HRSA in the administration of COVID-19 vaccines, and the support they provide for workers in the health care industry. • Dr. David Rudd, former President of the University of Memphis, Distinguished University Professor of Psychology, and Director of the Rudd Institute for Veteran and Military Suicide Prevention – Dr. Rudd discusses the scope of the suicide problem among veterans and civilians in the U.S., strategies he’s developed for preventing suicide, and the role the holidays play in increasing pressure and stress levels on people, including veterans. 	<p>C. Johnson, Dr. D. Rudd</p>	<p>12/18/2022 07:00 AM</p>	<p>030:00</p>
<p>Mental Health, Personal Finances, Cyber Security</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Dr. Rebecca Jackson VP of Programs & Outcomes for Brain Balance – Dr. Jackson joins the show to discuss strategies for dealing with stress and anxiety around the holidays, including cues to watch for in children who can become overwhelmed by excitement, social gatherings and schedule changes. 	<p>Dr. R. Jackson, J. Streaks, C.</p>	<p>12/25/2022 07:00 AM</p>	<p>030:00</p>

		<ul style="list-style-type: none"> • Jennifer Streaks Senior Personal Finance Reporter for Business Insider – Jennifer Streaks shares tips on how to manage personal finances during the holidays and how to set yourself up for success in the New Year. • Chloe Demrovsky President & CEO of Disaster Recovery Institute International – Chloe Demrovsky breaks down numerous issues that impacted businesses and organizations during 2022, including supply chain problems, cyber security and the effect of natural disasters. 			
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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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
COMMUNICATION, MILITARY SERVICE	VIEWPOINTS	On this week's Viewpoints, Just last month, the railway industry narrowly averted a strike that would've resulted in more than 100,000 railway workers walking off the job. This dispute over pay, hours and working conditions would've shut down the U.S. railway system, costing billions of dollars in lost revenue from commuter travel and a stall in commodities and goods shipments. Over the past year, headlines covering workers striking or pushing to unionize have become commonplace. What's driving this labor revolt?	10/02/2022 07:30 AM	030:00
ENVIRONMENT, CLIMATE ECONOMICS	VIEWPOINTS	On this week's Viewpoints, Americans are increasingly busy, and there's more content than ever before vying for a piece of their time. In this new landscape, many media are outlets shifting their formats to better compete with social media and Americans' reduced attention spans. Co-founder of Axios, Roy Schwartz	10/09/2022 07:30 AM	030:00

		joins us this week to talk about how everyone, and not just journalists, can use this stylistic change to improve both their writing and presenting.		
SUSTAINABILITY, LAND DEVELOPMENT	VIEWPOINTS	On this week's Viewpoints, The electric vehicle market is booming. Nearly every automaker is pledging to invest in this technology and is rolling out sleek new models with all the bells and whistles. While electric is seen as the future, for many Americans these newer cars are often out of reach because of the hefty price tag. We speak with two experts about this current market and what progress is being made to make EV's more available to all.	10/16/2022 07:30 AM	030:00
TOURISM, PERSONAL FINANCE	VIEWPOINTS	On this week's Viewpoints, Scientists are thinking big to voyage to Mars and one day possibly inhabit the far away planet. One big challenge is building a food production model from the ground up. We speak with one food scientist about how these food systems and people's diets on Mars may look one day and what we can learn from these advancements to improve our current food systems on Earth.	10/23/2022 07:30 AM	030:00
DIVERSITY, IMMIGRATION	VIEWPOINTS	On this week's Viewpoints, More than 1.3 million African Americans served as part of the U.S. military and helped with war efforts during WWII. Yet rarely is this population ever fairly represented in blockbuster movies or TV shows about this era. Matthew Delmont, a history professor at Dartmouth College, joins us this week to shed some light on the contributions of African Americans who stepped up and served despite the discrimination, bias and violence they faced.	10/30/2022 07:30 AM	030:00
EQUALITY, SPORTS HISTORY, MEDIA	VIEWPOINTS	On this week's Viewpoints, Student loan debt in the U.S. has burgeoned to 1.7 trillion dollars. And over the past two years, many borrowers have paused on paying these loans because the government paused on payment deadlines due to the COVID-19 pandemic. Last month, Biden's administration vowed to cancel \$10,000of student loan debt for the average borrower and up to \$20,000 for Pell Grant recipients. We highlight what this move achieves (and doesn't) and what solutions are needed to solve this problem long-term.	11/06/2022 07:30 AM	030:00

ENERGY PRODUCTION, ENGINEERING, INNOVATION	VIEWPOINTS	On this week's Viewpoints, The average cost of attending a four-year, public college has ballooned to \$27,800 per year. This equates to more than \$110,000 spent to have an undergraduate degree. Even with current financial aid, for millions of students, it's not feasible to dig themselves into lifelong debt. We speak with two higher education experts about what needs to change with financial aid in America.	11/13/2022 07:30 AM	030:00
LITERATURE, SOCIAL MEDIA	VIEWPOINTS	On this week's Viewpoints, About 70 million people in the U.S. struggle with sleep. We speak with sleep expert and psychologist Aric Prather about how to fix your sleep problems without relying on sleep aids.	11/20/2022 07:30 AM	030:00
CAREER, MATHEMATICS, HIGHER EDUCATION	VIEWPOINTS	On this week's Viewpoints, With this news making headlines, we go back in American history to uncover some of the stories of previous one-term presidents that preceded Trump. And, We speak with military expert Katherine Kuzminski about what's feeding into less Americans signing up and how the government aims to kickstart interest.	11/27/2022 07:30 AM	030:00
POVERTY, RACIAL ISSUES	VIEWPOINTS	On this week's Viewpoints, General Electric was once valued at 650 billion dollars. For decades, it was globally recognized for its innovation in electric, aviation, healthcare, and financial services. Today, it's a much different story. The company is preparing to split into three separate entities to increase its value and is in the process of downsizing from its large headquarters in Boston. Business expert and author William D.Cohan joins us this week to share the story of General Electric.	12/04/2022 07:30 AM	030:00
DEATH, CHILD DEVELOPMENT, PARENTING	VIEWPOINTS	On this week's Viewpoints, From the Mississippi River's historic low water levels to Pakistan's non-stop flooding, the effects of extreme weather are being felt across the globe. Experts explain the common denominator between these seemingly opposite weather events, and the health and financial toll of natural disasters.	12/11/2022 07:30 AM	030:00

GENDER ROLES, RELATIONSHIPS, PARENTING	VIEWPOINTS	On this week's Viewpoints, Many people think leading a healthy lifestyle means giving up sweets, but our two guests today prove them wrong. They explain how you can make easy substitutes when baking that produce decadent desserts without all the calories and sugar.	12/18/2022 07:30 AM	030:00
EXTREME WEATHER, ENGINEERING, CLIMATE CHANGE	VIEWPOINTS	On this week's Viewpoints, Dr. Carolyn Sufrin worked for years as an OB/GYN for inmates at a San Francisco Jail. She joins us this week to talk about the challenges pregnant prisoners face and what needs to change to make the prison system more humane, compassionate, and rehabilitation-focused for women in this situation.	12/25/2022 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	1
AWARENESS	PSA AMERICA CORE	000:59	4
AWARENESS	PSA BIRTH	000:58	1
AWARENESS	PSA COLLEGE LOANS	000:59	3
AWARENESS	PSA CONSUSS	000:31	2
AWARENESS	PSA EXCERSISE	000:28	1
AWARENESS	PSA PAIN	000:59	1
AWARENESS	PSA USO	000:30	3
AWARENESS	PSA USO	001:00	2
AWARENESS	PSA VA	000:30	2
AWARENESS	PSA VOLENTEER	000:59	3
AWARENESS	PSA WILD LIFE	000:30	1
AWARENESS	PSA WILD LIFE	000:30	2
AWARENESS	PSA WNCB ONLY	000:14	80
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	17
COMMUNITY INVOLVEMENT	HISPANIC START	000:30	7
COMMUNITY INVOLVEMENT	NATIONAL FAITH & BLUE WEEKEND	000:30	7

INSPIRING CHILDREN	INSPIRING CHILDREN	000:29	3
MILITARY AND VETERANS	HOME BASE	000:30	15
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	9
SHINE A LIGHT	SHINE A LIGHT	000:30	5
SUBSTANCE USE RECOVERY	PARTNERSHIP TO END ADDICTION	000:29	15
UNCF	UNCF	000:29	7