

WNCB
Raleigh, NC
Quarterly Issues/Programs List
Fourth Quarter, 2019
01/02/2020

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:

- **ADDICTION/RECOVERY SERVICES:** DURHAM RESCUE MISSION / REAL ESTATE / GAME RATINGS
 - **ARTS:** Boylan Heights ArtWalk / V-Foundation's V-Week / USO of North Carolina
 - **Education:** STEM RTP / FIRST NORTH CAROLINA
 - **FOOD SECURITY:** 'A PLACE AT THE TABLE' / HOPELINE-NC
 - **FUNDRAISER:** THE JUNIOR LEAGUE OF RALEIGH / U.S. ARMY RECRUITING
 - **POLITICS:** Interview with 1st District U.S. Representative G.K. Butterfield
 - **SEXUAL ASSAULT:** Surviving sexual assault: local author Rachael Brooks
 - **SUICIDE PREVENTION:** (No issue/program description given.)
 - **VETERANS, HOUSING, MEDICAL:** (No issue/program description given.)
 - **VOLUNTEERISM:** UNITED WAY OF THE GREATER TRIANGLE / TRIANGLE BIKE WORKS
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**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
Education	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll learn about the first two non-profits in a series of eight we're profiling this month. All are involved in some way with IBM. Around the Triangle is sponsored by IBM and we're proud to highlight and promote the passion they have for our local community. STEM RTP and FIRST North Carolina are two organizations working to generate excitement about careers in Science, Technology, Engineering and Math.	STEM RTP	10/06/2019 07:00 AM	030:00
VOLUNTEERISM	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll learn about two more non-profit groups associated with IBM. United Way of the Greater Triangle has the backing of IBM in a number of initiatives. IBMer Rick Bowers is on the board; he'll fill us on a number of their good works. We'll also speak with IBMer Kevin Hicks. Kevin created an organization called 'Triangle Bikeworks' where he and other mentors take local youth on multi-day, long-distance bike trips. Teens are presented with educational opportunities and character development as they cycle across the state and country.	UNITED WAY	10/13/2019 07:00 AM	030:00
Education	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll continue to delve into a few of the community give-back initiatives supported by IBM. VP Tim Humphrey will introduce us to an IBMer who works with Dress for Success and Triangle Women in STEM. In addition, we'll learn about IBM's involvement with WakeEd Partnership. They're a group advocating for increased cooperation between WCPSS educators and local businesses. They	WAKE ED PARTNERSHIP	10/20/2019 07:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		also work to help state and local elected officials make decisions that lead to positive educational outcomes.			
VOLUNTEERISM	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll wrap up IBM month as we highlight the charitable contributions of IBM and the thousands of IBMers in RTP. United Way of the Greater Triangle CEO Eric Guckian will speak about the impact of giving, both time and money, from corporate partners like IBM. We'll also learn about the company's college mentoring program and how IBM is working to better prepare the workforce of tomorrow.	UNITED WAY	10/27/2019 07:00 AM	030:00
SUICIDE PREVENTION	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll talk suicide prevention with Triangle SOS, Survivors of Suicide. Their annual Survivor's Walk and fundraiser is happening in downtown Raleigh November 10th. We'll also discuss Urban Ministries of Wake County and their upcoming 'Stone Soup Supper' fundraiser. And we'll check in with Keep Durham Beautiful for an update on an art installation and several volunteer opportunities available this month.	TRIANGLE SOS	11/03/2019 07:00 AM	030:00
VETERANS, HOUSING, MEDICAL	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll talk about employment opportunities for Disabled American Veterans. We'll also learn about a local non-profit called The Arc of North Carolina, as they work to advocate for North Carolinians with intellectual or developmental disabilities. We'll also check-in with the Centers for Disease Control and Prevention for an update on this year's flu season.	ARC OF NORTH CAROLINA	11/10/2019 07:00 AM	030:00
EDUCATION	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll talk about affordable access to higher education through the nonprofit Western Governor's University North Carolina. Chancellor Catherine Truitt will discuss	WGU NORTH CAROLINA	11/17/2019 07:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		degree options, scholarship opportunities and how it's possible to graduate with little to no debt.			
SEXUAL ASSAULT	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll talk with local author Rachael Brooks about her debut book, a memoir. It's her story of survival and growth as she makes the journey from sexual assault victim... to sexual assault survivor. The book is called 'Beads' and is available this week.	RACHAEL BROOKS	11/24/2019 07:00 AM	030:00
POLITICS	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll sit down with U.S. Representative G.K. Butterfield. The congressman will talk about subjects that affect local constituents in North Carolina's 1st District, as well as the issues of impeachment and the 2020 election.	U.S. REP. GK BUTTERFIELD	12/01/2019 07:00 AM	030:00
ARTS	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll talk with an organizer of the 27th annual Boylan Heights ArtWalk. We'll also hear about the fundraising work of the V Foundation for Cancer Research and their 'V Week' on ESPN. And finally, we'll hear from the new CEO of the USO of North Carolina.	BOYLAN HEIGHTS ARTWALK	12/08/2019 07:00 AM	030:00
FUNDRAISER	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll talk with the president of the Junior League of Raleigh. They're an organization of women working to make an impact on the local community. We'll also learn about a new recruitment drive by the U.S. Army, as they promote career opportunities in fields not traditionally associated with military service.	JUNIOR LEAGUE RALEIGH	12/15/2019 07:00 AM	030:00
ADDICTION/RECOVERY SERVICES	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll talk with Reverend Ernie Mills, co-founder of the Durham Rescue Mission. They're hosting a Christmas Community Dinner December 23rd; Reverend Mills will share details about that as well as their full slate of programs and services available year-round. In our	DURHAM RESCUE MISSION	12/22/2019 07:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		second segment, we'll talk about the local real estate market with an expert from the National Association of Realtors. And finally, just in time for the holidays, how parents can ensure any new video games that find their way under the tree are appropriate for kids and families.			
FOOD SECURITY	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll check-in with Raleigh's 'A Place at the Table' restaurant. Director Maggie Kane was honored last week by Good Morning America for her work with the cafe. She'll join us in-studio to talk about business, community and their plans for 2020.	A PLACE AT THE TABLE	12/29/2019 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
EDUCATION	VIEWPOINTS	These days physical books have a lot of competition. From TV to smartphone use, it can be hard to switch it all off and dive into a new book. That's why it's so important to start a routine of reading and storytime from the get-go with your child. We discuss how children's books have changed over the years and how to go about finding the best books for each age and interest.	10/06/2019 07:30 AM	030:00
FASHION	VIEWPOINTS	The retail giant, Forever 21 was once a prominent leader in the trendy style category for teens and young adults, boasting the latest fashions at bare bone prices. But earlier this month, the company filed for Chapter 11 bankruptcy citing decreased sales and increased online competition. For many industry analysts and experts, the recent news has also signaled a shift in consumer shopping habits and the potential decline of fast	10/13/2019 07:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
		fashion. We speak with journalist and author Dana Thomas about the fast fashion industry, its negative effects and if consumers are really starting to change the way they shop.		
HEALTHCARE	VIEWPOINTS	Did you know that dogs can smell up to 100,000 times better than the average person? Most of us are familiar with service or police dogs using their nose to sniff out a particular scent, but researchers have been recently harnessing the power of a dogs nose to find malaria, diabetes and even some of the hardest-to-detect cancers.	10/20/2019 07:30 AM	030:00
CAREGIVING	VIEWPOINTS	Many Americans place a heavy emphasis on finding and arranging care for their loved ones. This can mean shifting to a nursing home, hiring in-home professional care or even becoming the caretakers themselves. And if people take on this role of caregiver, it can be easy to quickly lose sight of one's own personal health, wellness and relationships. We discuss the ups and downs of caregiving in a world that's not always so straightforward and forgiving.	10/27/2019 07:30 AM	030:00
LITTER	VIEWPOINTS	It's almost 2020. While many more Americans have grown to be increasingly eco-conscious, some things still remain the same. It seems like almost everyday a smoker can be seen stomping on a cigarette on the pavement or chucking a lighted butt out their car window. Did you know that more than one-third of all collected litter is cigarette butts? We speak with an expert about how this type of litter permanently affects the environment and its ecosystems.	11/03/2019 07:30 AM	030:00
PERSONAL FINANCE	VIEWPOINTS	It's almost too easy to purchase items these days. Need dinner? A ride? Groceries? A last-minute outfit? All of these items are just a click away with a credit card that's saved online or in a mobile app. We speak with money expert, Ashley Feinstein Gerstley from The Fiscal Femme to find out why most Americans – at any age – barely have any savings in the bank and how to start becoming more fiscally responsible through small, simple steps.	11/10/2019 07:30 AM	030:00
WILDLIFE	VIEWPOINTS	Being a teenager is tough these days – but being a parent to a teenager can be even be tougher sometimes. Over the last five years, two researchers, who are parents themselves, traveled across the world to observe several different animal species and their socialization out in the wild. The focus? To possibly better understand our own adolescence and evolutionary needs.	11/17/2019 07:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
IDENTITY THEFT	VIEWPOINTS	What would it be like to feel crippled by identity theft for most of your young adult life? Axton Betz-Hamilton shares her surprising identity theft story and how she's now helping others in a similar boat.	11/24/2019 07:30 AM	030:00
ENGINEERING	VIEWPOINTS	The Panama Canal was one of the most treacherous builds in modern history. In the late 1800's, the French took on the project and failed. Then, the U.S. took over its construction with a new plan in 1904. The man-made waterway spanning 51 miles took more than a decade to complete and resulted in the deaths of thousands of workers. Why did so many thousands die? What challenges did engineers and laborers face? We answer these questions and more.	12/01/2019 07:30 AM	030:00
BULLYING	VIEWPOINTS	While many schools have put in place comprehensive anti-bullying campaigns, we still seldom focus on ensuring that the child bullies get the help they need. We routinely punish troubled kids with harsh detentions, suspensions and from there it escalates onward. Because of this, many bullies seem to never get the proper support and get stuck in a perpetual cycle of trouble throughout their adult life. How can we shift our systems so these kids don't fall through the cracks?	12/08/2019 07:30 AM	030:00
CLIMATE	VIEWPOINTS	Extreme forest fires in California; increased flooding throughout the Midwest; rising sea levels threatening much of the coastal United States. Viewpoints speaks with author Avanti Centrae and ecologist Alejandro Frid about some of these extreme weather patterns and how people across the world are changing the way they live in order to adapt to this new landscape.	12/15/2019 07:30 AM	030:00
HOLIDAY SHOPPING	VIEWPOINTS	Christmas is just a few days away. By now, most people have bought all of their presents and have tucked their worn-in credit cards away until the new year. Viewpoints' speaks with Colin Morris, director of product management at Adobe Analytics, about some of the hottest items and shopping trends this year, as well as the estimated 143 billion dollars that Americans are set to spend just online during the 2019 holiday shopping season.	12/22/2019 07:30 AM	030:00
CAREGIVING	VIEWPOINTS	Each day, 10,000 Americans will hit retirement age. With millions of people growing older every day, the need for home health aides is set to expand by 47 percent between 2016 and 2026, according to the Bureau of Labor Statistics. So – what are the best senior care options out there? How much does it cost per year? What's it like working in home health aide industry?	12/29/2019 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	CEOs TO KNOW / BILL AHERN - HABITAT FOR HUMANITY	000:31	032
AWARENESS	CEOs TO KNOW / DR RODY HAWKINS / IMPROVED NATURE	000:31	014
AWARENESS	CEOs TO KNOW / GENERIC	000:31	012
AWARENESS	CEOs TO KNOW / JIM HARRIS / TRADEMARK PROPERTIES	000:31	013
AWARENESS	CEOs TO KNOW / JIM WHALEY / USO NC	000:29	014
AWARENESS	CEOs TO KNOW / JP SAKEY / HEADWAY WORKFORCE SOLUTIONS	000:30	014
AWARENESS	CEOs TO KNOW / PENNY WASHINGTON / ADVANCE COMM. HEALTH	000:31	014
AWARENESS	CEOs TO KNOW / SANDI MACDONALD / NC SYMPHONY	000:30	006
AWARENESS	CEOs TO KNOW / TIM MURRAY / AWARE SENIOR CARE	000:31	013
AWARENESS	CEOs TO KNOW / TONY ATTI / PHONONIC	000:31	008
AWARENESS	PSA - MCDs	000:15	098
AWARENESS	PSA AA	000:30	015
AWARENESS	PSA AMERICA CORE	001:00	039
AWARENESS	PSA BIRTH	000:59	044
AWARENESS	PSA COLLEGE LOANS	000:59	047
AWARENESS	PSA CONSUSS	000:31	035
AWARENESS	PSA DRAFT	000:31	006

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
AWARENESS	PSA EXCERSISE	000:29	019
AWARENESS	PSA PAIN	001:00	042
AWARENESS	PSA USO	000:31	020
AWARENESS	PSA USO	001:01	034
AWARENESS	PSA VA	000:31	023
AWARENESS	PSA VOLENTEER	001:00	038
AWARENESS	PSA WILD LIFE	000:31	021
AWARENESS	TRIANGLE SOS	000:30	021
AWARENESS	PSA HEALING TRANSITIONS	000:30	020
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:33	010
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:35	003
COVENANT HOUSE	COVENANT HOUSE	000:30	014
ENVIRONMENT	UN GOALS	000:30	019
HEALTH AND FITNESS	AFLAC	000:31	002
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	001
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	006
UN GOALS	UN GOALS	000:30	003