

WNCB
Raleigh, NC
Quarterly Issues/Programs List
Fourth Quarter, 2017
01/02/2018

WNCB
Quarterly Issues/Programs List

WNCB provides its listeners with programming and public service announcements that address issues of concern to our local community.

- **AROUND THE TRIANGLE:** EDUCATION, BUSINESS, SPORTS & REC, URBAN ISSUES, HEALTH, FAMILY ISSUES
- **VIEWPOINTS:** ENVIRONMENT, SCIENCE & TECHNOLOGY, ECONOMY, GOVERNMENT, EDUCATION, BUSINESS, HEALTH

**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
Housing, finance. mortgage	AROUND THE TRIANGLE	Housing Finance Agency, help for new home buyers	Director Bill Hobbs	10/01/2017 07:00 AM	030:00
Economy, politics	AROUND THE TRIANGLE	Economist Frank Roche takes a look at local / national politics and how these moves affect our economy	Frank Roche	10/08/2017 07:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Mortgage trends	AROUND THE TRIANGLE	Triangle Real Estate Market ups and downs	Keith Bliss, Owner/real estate agent	10/15/2017 07:00 AM	030:00
Lawn care, community, volunteer	AROUND THE TRIANGLE	Fall lawn care	Paul Brooks	10/22/2017 07:00 AM	030:00
Secure your ID / Recycling	AROUND THE TRIANGLE	On this week's Around the Triangle, we speak with Mallory Wojciechowski -- President & CEO of the Better Business Bureau serving eastern North Carolina. She's here to talk about the BBB's "Secure Your ID" Day... a FREE 'Shred-It' and recycling event, Saturday, November 4th at Coastal Credit Union headquarters in Raleigh. The event is an opportunity to securely dispose of personal documents and safely clear your home of old electronics.	BBB CEO Mallory Wojciechowski	10/29/2017 07:00 AM	030:00
Pet adoption	AROUND THE TRIANGLE	On this week's Around the Triangle, we speak with Kathryn Ruggeri -- Executive Director of Paws4Ever, an animal adoption sanctuary. Kathryn is here to talk about their upcoming fundraiser, Saturday, November 11th at Southern Village in Chapel Hill. "PawsFest" is a family (and pet!) friendly event that will feature food, games and giveaways.	Kathryn Ruggeri	11/05/2017 07:00 AM	030:00
Raleigh Xmas parade	AROUND THE TRIANGLE	On this week's Around the Triangle, we speak with Jennifer Martin -- Executive Director of the Greater Raleigh Merchants Association and Shop Local Raleigh. Jennifer is here to talk about the	GRMA Director Jennifer Martin	11/12/2017 07:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		2017 ABC-11 Raleigh Christmas Parade, next Saturday, November 18th.			
Retirement planning	AROUND THE TRIANGLE	On this week's Around the Triangle, we speak with Molly McCormack -- Director of Individual Advisory Services with TIAA. Molly is here to speak about out how the youngest members of the workforce - Millennials - are planning for retirement. She'll also share some financial strategies we can all use to ensure a better financial future.	TIAA Director Molly McCormack	11/19/2017 07:00 AM	030:00
Volunteerism / local basketball	AROUND THE TRIANGLE	On this week's Around the Triangle, we speak with Amber Smith -- Executive Director of the local non-profit 'Activate Good.' Amber is here to speak about their 'Shop for Good' fundraiser. We'll also chat with NC State Women's head basketball coach Wes Moore. He'll talk about the current lineup and what to expect in ACC play this season.	Active Good Director Amber Smith / NC State Women's BB coach Wes Moore	11/26/2017 07:00 AM	030:00
Food bank / Jimmy V Week	AROUND THE TRIANGLE	On this week's Around the Triangle, we speak with Jennifer Caslin with the Food Bank of Central and Eastern North Carolina. She'll talk about what they're doing to provide food assistance to local families in need. We'll also chat with Sherrie Mazur -- Vice President of Communications for the V Foundation. 'V Week for Cancer Research' is underway now; get involved at V.org.	Jennifer Caslin (Food Bank) / Sherrie Mazur (V Foundation)	12/03/2017 07:00 AM	030:00
Retirement	AROUND	On this week's Around the Triangle, we speak	TIAA Director Molly	12/10/2017	030:00

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planning	THE TRIANGLE	with Molly McCormack -- Director of Individual Advisory Services with TIAA. Molly is here to speak about out how the youngest members of the workforce - Millennials - are planning for retirement. She'll also share some financial strategies we can all use to ensure a better financial future.	McCormack	07:00 AM	
Crisis intervention	AROUND THE TRIANGLE	On this week's Around the Triangle, we speak with Lauren Foster – Executive Director of HopeLine (HopeLine-NC.org). For nearly 50-years, HopeLine has specialized in providing suicide and crisis intervention through supportive, non-judgmental active listening. Crisis counselors are available; call or text at 919-231-4525.	Lauren Foster	12/17/2017 07:00 AM	030:00
Suicide prevention	AROUND THE TRIANGLE	On this week's Around the Triangle, we speak with Lauren Foster – Executive Director of HopeLine (HopeLine-NC.org). HopeLine specializes in providing suicide intervention. Crisis counselors are available; call or text at 919-231-4525.	Lauren Foster	12/24/2017 07:00 AM	030:00
Year-in-review	AROUND THE TRIANGLE	On this week’s Around the Triangle, we take a look back at some of our guests and the work they’re doing to make a difference in their local communities. Organizations profiled include Activate Good, HopeLine, Paws4Ever and the Food Bank of Central and Eastern North Carolina. If you have a topic or show idea you’d like to hear, contact us at	Amber Smith / Lauren Foster / Kathryn Ruggeri / Jennifer Caslin	12/31/2017 07:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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AroundTheTriangle@iHeartMedia.com.

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
Non-traditional students	VIEWPOINTS	College is thought of as a ticket to a better life. Non-traditional students- those who go to college later in life- can face an uphill battle in their fight to obtain that ticket. We talk to Mike Rose from UCLA about accommodating these students. Guest: <ul style="list-style-type: none"> ▪ Mike Rose, faculty member at the UCLA Graduate School of Education and Information Studies, and author of the book <i>Back to School: Why everyone deserves a second chance at education.</i> 	10/01/2017 07:30 AM	030:00
Modern day mythology	VIEWPOINTS	We grow up hearing nursery rhymes and fairy tales that deal with good and evil. All of us fondly remember the cartoons of our youth and the stories we grew up with. We talk to Soman Chainani about authoring a new entry into the catalogue of mythology and his attempt to course-correct the lessons more modern stories have been teaching our children.	10/08/2017 07:30 AM	030:00
Vital role of	VIEWPOINTS	When and how should parents sign up their children for schools? Dr.	10/15/2017	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
Pre-K programs		<p>Suzanne Bouffard, author of <i>The Most Important Year: Pre-Kindergarten and the Future of Our Children</i>, says that the pre-kindergarten year sets the tone for the quality of schooling that student will experience for the rest of their lives.</p> <p>Some studies show that pre-K programs do not help students, but Dr. Bouffard says these programs are not created equally, and parents must look carefully to distinguish a high-quality program that will help students with lifelong learning from the rest. Some things to look for are the relationship between students and teachers and the balance of time spent on academic subjects and time designated for play. The activities in the room should also be age-appropriate, and students should have plenty of activities to choose from.</p> <p>Guest:</p> <ul style="list-style-type: none"> Dr. Suzanne Bouffard, author of <i>The Most Important Year: Pre-Kindergarten and the Future of Our Children</i> 	07:30 AM	
Personality disorders	VIEWPOINTS	<p>Narcissism is a disorder commonly joked about and misidentified, but in its purest form it takes a major toll on everyone that involved. High level narcissists are selfish to an extreme. They typically have little to no morals and never worry themselves with how other might be feeling.</p> <p>Dr. Linda Martinez-Lewi became captivated by narcissism, with a focus on helping those around the narcissist to recover from effects of the traumatic relationship. Dr. Martinez-Lewi reveals most narcissist have almost zero chance of curbing the disorder, but those around them can learn to recover, even while still interacting with narcissistic personalities.</p> <p>Further detailed in her published works, Dr. Martinez-Lewi explains the first step is to identify the toxic narcissist. From there, the doctor states you can work from the advantage of, "know[ing] him or her better than he or she</p>	10/22/2017 07:30 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
		<p>knows themself...Stay in your own truth, in your own boundaries, and not be reactive."</p> <p>For more tips and information, pick up a copy of <i>Freeing Yourself from the Narcissist in Your Life</i>, Dr. Martinez-Lewi's latest book.</p>		
<p>Geography</p>	<p>VIEWPOINTS</p>	<p>There are 48 states in the continental United States. Some of them have borders that make a lot of sense, like Illinois which is flanked by rivers. But what about Michigan, Rhode Island, and so many others? We talk to writer Mark Stein about the borders that we've come to take for granted.</p> <p>Guest:</p> <ul style="list-style-type: none"> ▪ Mark Stein, author of <i>How the States Got Their Shapes</i> 	<p>10/29/2017 07:30 AM</p>	<p>030:00</p>
<p>Gardening</p>	<p>VIEWPOINTS</p>	<p>Benjamin Vogt's new book, <i>A New Garden Ethic: Cultivating Defiant Compassion for an Uncertain Future</i>, is not your typical gardening book. It doesn't teach you how to grow the best cilantro or tips for keeping plants alive during the cold, instead it focuses on how we can positively impact the environment and wildlife around us. Vogt explains, that with climate change and so many species extinct or endangered, we have to completely reimagine our connection with nature.</p> <p>"Your garden is a protest. It is a place of defiant compassion. It is a space to help sustain wildlife and ecosystem function while providing an aesthetic response that moves you," writes Vogt. He sees gardening as a way of saying I disagree with how we've chosen to interact with nature so far. Furthermore, I'm going to garden, not just a symbol of my protest, but as a way of actively changing that relationship with nature and positively impacting the ecosystems around me. Vogt also explains that gardening can improve us as humans. A greener urban setting can help us to be more productive, creative, focused, and even help cool our environment by</p>	<p>11/05/2017 07:30 AM</p>	<p>030:00</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
		<p>combating climate change, giving off water through its leaves and, of course, providing shade. More importantly, Vogt says, humans are supposed to interact with and enjoy nature. It's only recently, through urban communities, that we've become so separated from it.</p> <p>Guest:</p> <ul style="list-style-type: none"> ▪ Benjamin Vogt, Garden Designer with Monarch Gardens and author, <i>A New Garden Ethic: Cultivating Defiant Compassion for an Uncertain Future</i> 		
Better sleep	VIEWPOINTS	<p>We all sleep, but the amount of sleep we get and the quality of that sleep can vary greatly. We talk to Matthew Walker, a professor at California-Berkeley, who says sleep is the single biggest thing we can do to help our physical and mental health both in the short-term and long-term.</p> <p>Guest:</p> <ul style="list-style-type: none"> ▪ Matthew Walker, professor of neuroscience and psychology at the University of California-Berkeley and author, <i>Why We Sleep: Unlocking the power of sleep and dreams</i> 	11/12/2017 07:30 AM	030:00
Sexual assault scandals	VIEWPOINTS	<p>It has been a turbulent few months for the entertainment industry- especially the film world. Mega-producer Harvey Weinstein has been embroiled in controversy since accusations of sexual assault have been made public. In just a few weeks time, more than 75 individuals have come forward accusing Weinstein of wrongdoing- leading to his dismissal from his own company and a frantic scramble to disassociate the movies his company was working on from his shadow.</p> <p>Then, accusations against other stars began to break. Dustin Hoffman, Charlie Sheen, producer Brett Ratner, and <i>Gossip Girl</i> star Ed Westwick have all been accused of various sexual crimes.</p>	11/19/2017 07:30 AM	030:00

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		<p>There's too many people accused of these crime to list them all, but notably, actor Anthony Rapp accused Kevin Spacey of sexually assaulting Rapp when he was just 14. In response, Spacey put out a statement saying he didn't remember the incident but apologized if it did happen, and then came out as a gay man. The LGBTQ+ community widely criticized Spacey for conflating his homosexuality with his alleged pedophilia and assault. And then more accusations came against Spacey. At the time of recording, at least 14 individuals have specifically accused spacey of wrongdoing.</p> <p>With these accusations has come a swell of individuals and companies trying to distance themselves from the accused.</p>		
Sociology	VIEWPOINTS	<p>At the beginning of the 20th century, W.E.B. Du Bois revolutionized scientific sociology, but was denied accolades because of his race. Now, we talk to scholars about what exactly Du Bois did to improve the study of sociology and what his impact truly was.</p> <p>Guest:</p> <ul style="list-style-type: none"> ▪ Aldon D. Morris, professor of sociology and African-American studies at Northwestern University, author of the book, <i>The Scholar Denied: W.E.B. Du Bois and the birth of modern sociology</i> 	11/26/2017 07:30 AM	030:00
Social activism	VIEWPOINTS	<p>Jack London is known for the adventure and intrigue of his writings. Lesser known are the struggles London faced before he became a published author. He was well acquainted with manual labor under terrible working condition for minimal wages. The plight of laborers and the injustice they felt is woven into his fast paced plots.</p> <p>Cecelia Tichi, Professor of English and American Studies at Vanderbilt University, as well as author of <i>Jack London: A Writer's Fight for a Better</i></p>	12/03/2017 07:30 AM	030:00

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		<p><i>America</i>, went back and reread all of London's writings with social activism in mind. She found that London made a habit of commenting on social topics, specifically poverty and exploited workers.</p> <p>Tichi explains <i>Call of the Wild</i>, London's breakout work, contrasts American ideals with poverty and exploitation. She argues London deserve to be recognized as a forward political thinker, not just an author of exciting plot twists. Learn more at Tichi's website: jacklondonbook.com</p> <p>Guest:</p> <ul style="list-style-type: none"> Cecelia Tichi, William R. Kenan Jr. Professor of English and professor of American Studies at Vanderbilt University, author, <i>Jack London: A writer's fight for a better America</i>. 		
Social anxiety	VIEWPOINTS	<p>When you're the new person at the office, in the neighborhood or at a party it can be an awkward situation, especially if you're not the most gregarious person. Our guest discusses the issue and offers advice on how to navigate various situations when you're the newbie in the room.</p> <p>Guest:</p> <ul style="list-style-type: none"> Keith Rollag, Associate Professor of Management, and Chairman of the Management Division at Babson College, Wellesley, MA, and of author of <i>What to Do When You're New: How to be comfortable, confident and successful in new situations</i> 	12/10/2017 07:30 AM	030:00
Diversity	VIEWPOINTS	<p>It may seem like the best way to create a business is to only include the best and the brightest. But limiting your group to any standard, even Ivy League-education, can lead to groupthink. We talk to one expert about how cognitive diversity can improve the results for a school, business, or even an entire society.</p>	12/17/2017 07:30 AM	030:00

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Guest:

- Scott E. Page, Leonid Hurwicz Collegiate Professor at the University of Michigan and author, *The Difference: How the power of diversity creates better groups, firms, schools and societies*

Digital addiction

VIEWPOINTS

Smart phones and social media apps take up a lot of time for many Americans. We can't watch TV or sit at the dinner table without checking for notifications or scrolling Twitter simultaneously. That's what worried Christina Crook, who took a 31-day vacation from the internet to reconnect with her physical life.

12/24/2017
07:30 AM

030:00

Guest:

- Christina Crook, communications professional and author, *The Joy of Missing Out: Finding balance in a wired world*

Tracking – and keeping -- resolutions

VIEWPOINTS

Every New Year's Eve, millions of Americans make resolutions. And most of the time, we struggle to live them out through January. We talk to an expert in the field of habit-making to talk about how we can make our resolutions last all year round.

12/31/2017
07:30 AM

030:00

Guest:

- MJ Ryan, author, *Habit Changers: 81 game-changing mantras to mindfully realize your goals*

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	iHM Understood Long Form PSA	030:00	001
PSA	PSA BIRTH	000:59	001
PSA	PSA USO	000:31	002
PSA	PSA VOLENTEER	001:00	001
PSA	RDU LUNG TRANSPLANT	000:47	006
COMMUNITY INVOLVEMENT	SMALL BUSINESS SATURDAY	000:30	010
Crisis counseling	HopeLine	000:30	037
DISTRACTED DRIVING	PROJECT YELLOW LIGHT	000:30	008
Domestic violence	SAFE SPACE NC	000:29	193
FUNDRAISER	ACTIVATE GOOD	000:30	054
HEALTH AND FITNESS	SAVE THE MALES	000:30	006
PSA	DEPT OF HOMELAND SECURITY	000:30	013
PSA	RED	000:29	012
PSA	RED WORLD AIDS DAY	000:30	031
PSA	SURVIVORS OF SUICIDE	000:31	048