

WNCB  
Raleigh, NC  
Quarterly Issues/Programs List  
First Quarter, 2021  
04/01/2021

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
Staying Safe During the Holidays & COVID-19 Vaccine Info	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring U.S. Surgeon General Dr. Jerome Adams on how to stay safe from COVID-19 this holiday season. Also, Dr. Jason Wilson, Associate Medical Director of the Emergency Department at Tampa General Hospital, and Dr. Richard Feifer, Chief Medical Officer at Genesis Healthcare, join the show to discuss different aspects of the COVID-19 vaccines.	Dr. Jerome Adams; Dr. Jason Wilson; Dr. Richard Feifer	01/03/2021 07:00 AM	030:00
COVID-19 Vaccine Info & Living Healthier in 2021	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Mark Weber, Deputy Assistant Secretary for Public Affairs and Human Services in the Office of the Assistant Secretary for Public Affairs at the Department of Health & Human Services, on COVID-19 vaccine information. Plus, Lisa Bruno, a registered dietician and nutrition	Mark Weber; Lisa Bruno; Lauren Berlingeri	01/10/2021 07:00 AM	030:00

		communications specialist, and Lauren Berlinger, a holistic nutritionist and health coach			
Pandemic Update & Martin Luther King Jr. Day	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Rear Admiral Dr. Felicia Collins, Deputy Assistant Secretary for Minority Health in the U.S. Department of Health & Human Services, for the latest on the pandemic and vaccine distribution efforts. Trovon Williams, Vice President of Marketing and Communications for the NAACP, also joined the show to talk about Martin Luther King Jr. Day.	Dr. Felicia Collins; Trovon Williams	01/17/2021 07:00 AM	030:00
COVID-19 Update & the History of a President's First 100 Days	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Celine Gounder, an infectious disease expert and a former member of Joe Biden's COVID-19 task force, to discuss the federal response to the pandemic. Also, Dr. Jason Wilson, associate medical director of the emergency department at Tampa General Hospital, explained how the vaccines work and the effects of doses on immunity levels. Finally, Kenneth C. Davis, historian and the author of "Don't Know Much About History" book series, discussed the history of a president's first 100 days in office.	Dr. Celine Gounder; Dr. Jason Wilson; Kenneth Davis	01/24/2021 07:00 AM	030:00
GameStop Explainer, COVID-19 Update & Pets and the Pandemic	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring David Waddell, CEO and Chief Investment Strategist at Waddell	David Waddell; Carolyn	01/31/2021 07:00 AM	030:00

		& Associates, who explains what you need to know about hedge funds, short selling, short squeezes, and more related to the GameStop stock story. Pandemic Action Network Co-Founder Carolyn Reynolds and Science's Online News Editor, David Grimm, also join the show to talk about the pandemic.	Reynolds; David Grimm		
The Latest on the COVID-19 Vaccines & Black History Month	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Peter Marks, Director of the Center for Biologics Evaluation and Research at the Food and Drug Administration, to discuss the latest information on the COVID-19 vaccines, and Rio Cortez, author of "The ABC's of Black History," to discuss her book and Black History Month.	Peter Marks; Rio Cortez	02/07/2021 07:00 AM	030:00
COVID-19 Vaccine Hesitancy & Mental Health Challenges Among Today's Youth	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Patricia Whitley Williams, President of the National Foundation for Infectious Diseases, who offers an update on the pandemic and explains the hesitancy among some Americans to get vaccinated. Also, Margaret Laws, President & CEO of Hopelab, joins the show to discuss the mental health and well-being of youth and young adults.	Dr. Patricia Williams; Margaret Laws	02/14/2021 07:00 AM	030:00
Big Brothers Big Sisters of America & Combating Substance Abuse	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Artis Stevens, CEO of Big Brothers Big Sisters of America, to discuss their work and how the	Artis Stevens; Carolyn Cawley	02/21/2021 07:00 AM	030:00

		<p>pandemic has impacted the organization. Also, Carolyn Cawley, President of the U.S. Chamber of Commerce Foundation, joined the show to talk about their Sharing Solutions initiative that focuses on substance abuse and the opioid epidemic.</p>			
<p>Parenting During Chaotic Times &amp; Patient Advocacy During a Pandemic</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Harold Koplewicz, president of the Child Mind Institute and author of THE SCAFFOLD EFFECT: Raising Resilient, Self-Reliant, and Secure Kids in the Age of Anxiety. Also, Dave Fuehrer, the Co-Founder and CEO of GRYT Health, joins the show to talk about Gryt's latest project, the COVID Advocacy Exchange.</p>	<p>Dr. Harold Koplewicz; Dave Fuehrer</p>	<p>02/28/2021 07:00 AM</p>	<p>030:00</p>
<p>The Pandemic One Year Later &amp; Thinking and Learning Differently</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<p>Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Marty Makary, Professor at the Johns Hopkins School of Medicine &amp; Bloomberg School of Public Health, and Author of The Price We Pay: What Broke American Health Care and How to Fix It, who takes a look back at the pandemic one year into it, and explains what we should be doing now and as we move forward. Also, Yvonne Yancy, Chief Human Resources Officer, and Amanda Morin, Associate Director of Thought Leadership &amp; Expertise at Understood.org, join the show to</p>	<p>Dr. Marty Makary; Yvonne Yancy; Amanda Morin</p>	<p>03/07/2021 07:00 AM</p>	<p>030:00</p>

		discuss their work with those who learn and think differently.			
Preparing for Post-Pandemic Life & Connecting Military Families Through Reading	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Lucy McBride, an internist, health care educator, and mental health advocate, who recently wrote a piece for the Washington Post on how to handle a post-pandemic transition to normalcy. Dr. Sally Zol, CEO of United Through Reading, also joined the show to discuss their work connecting military families through video-recorded storytime.	Dr. Lucy McBride; Dr. Sally Zol	03/14/2021 07:00 AM	030:00
COVID-19 Vaccine Hesitancy & Brain Health Awareness Week	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. LaShawn McIver, Director of the Office of Minority Health for the Centers for Medicare and Medicaid Services, to talk about COVID-19 as it pertains to Medicaid and Medicare, and also vaccine hesitancy. Also, Mayim Biolick, star of Blossom and the Big Bang Theory, checks in to offer insight into Brain Health Awareness Week.	Dr. LaShawn McIver; Mayim Biolick	03/21/2021 07:00 AM	030:00
How the COVID-19 Vaccines Work & Empowering Women in the Workplace	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ryan Gorman hosts an iHeartRadio nationwide special featuring Dr. Barney Graham, Chief of the Viral Pathogenesis Laboratory at the National Institute of Allergy and Infectious Diseases Vaccine Research Center, and Joi Gordon, CEO of Dress for Success Worldwide.	Dr. Barney Graham; Joi Gordon	03/28/2021 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
PSYCHOLOGY	VIEWPOINTS	Who do you think of when you read or hear the word, psychopath? Rarely does anyone think of the mild-mannered neuroscientist next door. We speak to two experts about what the term actually means in the medical world, how it's tested for in various people and why many people who have psychopathic tendencies are able to function in a non-violent, productive manner.	01/03/2021 07:30 AM	030:00
CONSTITUTIONAL LAW	VIEWPOINTS	To call someone a traitor or label an act as treasonous is a big claim. But what exactly does treason mean? What does it entail? We speak with constitutional law expert, Professor Carlton Larson about its limited use in modern courtrooms and the public's perception of the law versus its actual scope and definition.	01/10/2021 07:30 AM	030:00
PANDEMIC & E-COMMERCE	VIEWPOINTS	While many small, neighborhood stores are fighting to keep their doors open, e-commerce giants like Amazon are seeing staggering growth. In fact, 2020 was the most successful year-to-date for the company. The pandemic has forced millions to buy more items online or through curbside pick-up. So, how has this shift in shopping habits changed the retail game for good? Business journalist Lawrence Ingrassia joins Viewpoints this week to break down the evolving e-commerce landscape.	01/17/2021 07:30 AM	030:00
YOUTH SPORTS	VIEWPOINTS	The world of youth sports can be incredibly stressful. Long practices, hefty investments and increasingly selective teams can add up to parents pushing their kids to the brink. We speak with Rich Cohen, a hockey dad, about the modern pressures of the competitive sport and why some parents end up caring more about the sport than their own kid does.	01/24/2021 07:30 AM	030:00
CLIMATE SCIENCE	VIEWPOINTS	The field of attribution science studies extreme weather events in order to uncover what role man-made climate change plays in the severity or likelihood of	01/31/2021 07:30 AM	030:00

		each disaster. We speak to renowned climatologist Dr. Friederike Otto to better understand the reasonings behind attribution science and the implications this research has on science, global politics and climate litigation.		
CRIMINAL SCIENCE	VIEWPOINTS	Today, the field of forensic science is one of the most important tools that investigators have in cracking a case. From forensic geology to DNA analysis to ballistics, analyzing the science behind each crime is crucial. To better understand its beginnings, we go back to the twentieth century to shed a light on Edward Oscar Heinrich - an innovative man who made many contributions to early forensic science in the U.S.	02/07/2021 07:30 AM	030:00
EDUCATION	VIEWPOINTS	As some schools return back to in-person learning, we take a look at a few of the ways teaching has changed this year, including new safety precautions and the use of continued e-learning technology. Kelly Rigg is an eighth-grade teacher in Ephrata, Pennsylvania and shares what's it's been like to be back teaching in the classroom full-time during a pandemic.	02/14/2021 07:30 AM	030:00
RACE	VIEWPOINTS	In the early 1900's, the Greenwood District in Tulsa, Oklahoma was commonly referred to as the 'Black Wall Street'. It was a predominantly African American town that was booming due to the nearby discovery of oil. It was a wonderful place to live, work and raise a family - but that all changed on May 31, 1921. In a matter of hours, the town was burnt to ashes and its estimated that up to 300 people were murdered. Historian Scott Ellsworth tells the largely untold story of the 1921 Tulsa Race Massacre.	02/21/2021 07:30 AM	030:00
CLIMATE CHANGE	VIEWPOINTS	Over the last two decades, Arctic melt has increased by about 60 percent. It's estimated that if all of the glaciers and ice caps were to disappear into the ocean, sea level would rise by 230 feet, wiping out all of the coastal cities and town around the globe. Journalist and author, Andrea Pitzer shares the history of Arctic exploration and how the landscape has changed over time - but not for the better.	02/28/2021 07:30 AM	030:00

ENERGY POLICY	VIEWPOINTS	The oil and gas industry employs millions of workers. In 2018, 6.7 million Americans worked within the traditional energy sector. Yet, when we often hear about the industry, it's entangled in political and environmental news. Rarely does it look at the workers themselves and the challenging and physical barriers of the job. In 2013, Michael Patrick Smith moved from Brooklyn, New York to Williston, North Dakota to work as an oil swamper. He joins us this week on Viewpoints.	03/07/2021 07:30 AM	030:00
CONFLICT RESOLUTION	VIEWPOINTS	Conflict is part of life, but it doesn't have to be a completely negative experience; it can be an opportunity for personal growth and forging deeper relationships. We speak with two experts who specializing in studying conflict to better understand how to resolve disagreements with a spouse, family member, or with colleagues in the workplace.	03/14/2021 07:30 AM	030:00
EMPLOYMENT	VIEWPOINTS	On average, its estimated that the typical worker receives one email every six minutes. This constant stream of emails and instant messages throughout the day continuously pulls people away from their main tasks and leads to workout burnout. And the pandemic - with more people working from home - has only made this worse. Computer science and communication expert, Cal Newport joins us this week to break down the main issues and possible solutions.	03/21/2021 07:30 AM	030:00
ARTIFICIAL INTELLIGENCE	VIEWPOINTS	AI software is everywhere these days. It's built into cars, tech, robotics and used in numerous fields from stock portfolio management to pharmaceuticals. But, what does the future of artificial intelligence hold as this technology expands? How will current problems be exacerbated? AI expert and New York Times journalist, Cade Metz joins Viewpoints this week.	03/28/2021 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
PSA/AD COUNCIL/REACH V1	REACH.GOV	000:30	9



PSA/AD COUNCIL/REACH V2	REACH.GOV	000:30	4
PSA/AD COUNCIL/VACCINATION/AMUSEMENT PARK	AD COUNCIL	000:29	7
PSA/AD COUNCIL/VACCINATIONS/BIRTHDAYS	AD COUNCIL	000:29	7
PSA/IAD COUNCIL/MANAGE YOUR NUMBERS	AD COUNCIL	000:29	23
PSA/IAD COUNCIL/VACCINATIONS/BALL GAME	AD COUNCIL	000:30	7
PSA/IHEARTRADIO EARTH CAR TRAVEL	IHEARTRADIO EARTH	000:29	10
PSA/IHEARTRADIO EARTH HOME HEATING	IHEARTRADIO EARTH	000:30	8
PSA/IHEARTRADIO EARTH WINTER SALT SMARTS V1 NG 30	IHEARTRADIO EARTH	000:30	9
PSA/SURGEON GENERAL 3WS COVID/HOLIDAY	UNCF	000:29	3
PSA-ANDREW CRENSHAW-VP GRAIL	GRAIL	000:30	14
PSA-SU2C PANCREATIC CANCER	PSA-SU2C PANCREATIC CANCER	000:30	91
PSA-CRABTREE MALL BLOOD DRIVE	PSA-CRABTREE MALL BLOOD DRIVE	000:28	4
PSA/T-MOBILE CHANGEMAKER CHALLENGE	PSA/T-MOBILE CHANGEMAKER CHALLENGE	000:29	14