

WNCB  
Raleigh, NC  
Quarterly Issues/Programs List  
Fourth Quarter, 2021  
01/05/2021  
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
Mental Health, Workforce Educ	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	S. Sinwelski, O. Crawley	10/03/2021 07:00 AM	030:00
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	M HUCHINS	10/10/2021 07:00 AM	030:00
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. TRESSLER, C. DEMROVSKY	10/17/2021 07:00 AM	030:00
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	K. Seeley, M. Akhter	10/24/2021 07:00 AM	030:00
Public Health, Vaccination Ed	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. El-Ashry, Dr. Shah	10/31/2021 07:00 AM	030:00
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Drs Alexander Miller Arthur	11/07/2021 07:00 AM	030:00
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	T. Nestel, A. Paige	11/14/2021 07:00 AM	030:00

PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. Tressler, H. Allen, A. St	11/21/2021 07:00 AM	030:00
Public Health, Charity, Military	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. W. Schaffner, D. Bannon,	11/28/2021 07:00 AM	030:00
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. S. Gordon, Dr. C. Tibbles	12/05/2021 07:00 AM	030:00
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. F. Collins, A. Taboada	12/12/2021 07:00 AM	030:00
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. R. Villanueva, Agent S. T	12/19/2021 07:00 AM	030:00
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. A. Rosario, Dr. K. Sander	12/26/2021 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.

<b>ISSUE</b>	<b>PROGRAM / TITLE</b>	<b>DESCRIPTION</b>	<b>DATE/TIME</b>	<b>DURATION</b>
COVID-19	VIEWPOINTS	On this week's Viewpoints, the Delta variant is causing the COVID-19 pandemic to still linger on this year, but many are optimistic that the worst is now behind us. Pediatrician Dr. Jenna Wheeler joins us this week to offer up some advice on holiday gatherings and keeping healthy.	10/03/2021 07:30 AM	030:00
EDUCATION	VIEWPOINTS	On this week's Viewpoints, Many libraries have stepped up and evolved during the pandemic to offer more remote classes and resources, as well as a place to work and connect with others if you need to get out of the house. The best part? It's all free.	10/10/2021 07:30 AM	030:00
HEALTH	VIEWPOINTS	On this week's Viewpoints, the FDA is a massive organization that handles a wide variety of regulations	10/17/2021 07:30 AM	030:00

		and responsibilities. However, some critics argue that the FDA has failed to evolve with the times, spending large amounts of resources on dated measures and messaging tactics.		
ENTREPRENEURISM	VIEWPOINTS	On this week's Viewpoints, Being an influencer has turned into a career option for some, and today, some college students are pursuing degrees in social media to work within the industry or try their hand at becoming an influencer themselves.	10/24/2021 07:30 AM	030:00
EDUCATION	VIEWPOINTS	On this week's Viewpoints, across the U.S., many teachers are simply overwhelmed. In their careers, they're not only an educator, but a leader, listener and mentor. They play many other roles than simply teaching students the set curriculum.	10/31/2021 07:30 AM	030:00
FOOD SECURITY	VIEWPOINTS	On this week's Viewpoints, in 2020, nearly 40 million Americans lived in food-insecure households. With food prices rising across the country, food insecurity is only set to worsen, disproportionately affecting minority populations. How can people help?	11/07/2021 07:30 AM	030:00
EMPLOYMENT	VIEWPOINTS	On this week's Viewpoints, today, there are close to 11 million vacant jobs in the U.S. - a record-breaking number. Why are more Americans not filling these positions? How is this affecting businesses? What will eventually happen if these jobs go unfilled?	11/14/2021 07:30 AM	030:00
HOUSING	VIEWPOINTS	On this week's Viewpoints, in some cities, people are seeing as high as 30 percent increases on monthly rent. For middle and low-income citizens already on a tight budget, it's impossible to make ends meet - especially as prices for food, gas and other basics keep ticking upwards.	11/21/2021 07:30 AM	030:00
IMPRISONMENT	VIEWPOINTS	On this week's Viewpoints, the United States still has the highest number of inmates in the world, with more than 2 million people behind bars. For a segment of this population, spending weeks, months, or even years in solitary confinement is very much a reality.	11/28/2021 07:30 AM	030:00
MENTAL HEALTH	VIEWPOINTS	On this week's Viewpoints, last minute emails. Gift buying. Traveling. Sometimes the holiday to-do list can feel never-ending. It can be a stressful period. We	12/05/2021 07:30 AM	030:00

		Speak with psychiatrist Dr. Frank Anderson about the importance of setting boundaries and expectations this holiday season.		
STUDENT LOANS	VIEWPOINTS	On this week's Viewpoints, federal student loan debt has ballooned in recent years. In 2007, debt totaled \$642 billion dollars. Fourteen years later, this number has risen to nearly \$1.7 trillion. More than 43 million Americans have student loan debt, with the average person owing around \$39,000.	12/12/2021 07:30 AM	030:00
SENSORY EXPERIENCE	VIEWPOINTS	On this week's Viewpoints, a familiar aroma has the ability to transport us back to a different time in life or remind us of a specific place or person. Smell is deeply connected to memory and emotion, playing a significant role in how we view the world around us.	12/19/2021 07:30 AM	030:00
PET HEALTH	VIEWPOINTS	On this week's Viewpoints, thinking about adding a new furry member to the family to ring in the new year? Veterinarian Dr. Carol Osborne joins us this week to share some helpful tips on adoption, pet health and how to keep your cat or dog happy and well-adjusted at home.	12/26/2021 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	CEOs TO KNOW - TRIBUCHA	000:30	12
AWARENESS	PSA AMERICA CORE	000:59	5
AWARENESS	PSA BIRTH	000:58	4
AWARENESS	PSA COLLEGE LOANS	000:59	3
AWARENESS	PSA EXCERSISE	000:28	2
AWARENESS	PSA PAIN	000:59	5
AWARENESS	PSA USO	001:00	1
AWARENESS	PSA VA	000:30	3
AWARENESS	PSA VOLENTEER	000:59	2
AWARENESS	PSA WILD LIFE	000:30	1

AWARENESS	PSA WNCB ONLY	000:14	55
AWARENESS	PSA WNCB ONLY	000:15	1
AWARENESS	PSA HEALING TRANSITIONS	000:30	1
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:30	3
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:35	7
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	1
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	3
HEALTH & SAFETY	BREAST CANCER RESEARCH FOUNDA	000:30	16
MENTAL HEALTH	CHILD MIND INSTITUTE	000:33	1
MENTAL HEALTH	CHILD MIND INSTITUTE	000:35	1
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	6
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	6
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	6
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	4
SHINE A LIGHT	SHINE A LIGHT	000:29	2
SHINE A LIGHT	SHINE A LIGHT	000:30	3
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	7
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	6
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	6
UNCF	UNCF	000:30	7