

WNCB
Raleigh, NC
Quarterly Issues/Programs List
Fourth Quarter, 2020
01/07/2021
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:

- **PUBLIC SAFETY/PUBLIC HEALTH**
- **MENTAL HEALTH**
- **PUBLIC EDUCATION**

**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
COVID-19 Update & SCOTUS Confirmation Process	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts, newsmakers, and organizations working to make a positive difference in communities across the country.	REYNOLDS S VLADEK	10/04/2020 07:00 AM	030:00
Influenza/Coronavirus Info & Election Explainer	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts, newsmakers, and organizations working to make a positive difference in communities across the country.	S. SHCAFFNER, J LEVINSON	10/11/2020 07:00 AM	030:00
VOLUNTEERISM / STEM	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll learn about two more non-profits we're profiling as part of a series on community involvement at IBM. Around the Triangle is sponsored by IBM and we're proud to highlight and promote their commitment to diversity and inclusion.	BOYS GIRLS CLUB / NC TECHNOLOGY ASSOCIATION	10/18/2020 07:00 AM	030:00
SPECIAL OLYMPICS / COMMUNITY INVOLVMENT IN EDUCATION	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll learn about two more non-profits we're profiling as part of a series on community involvement at IBM. Around the	WAKE ED PARTNERSHIP / SPECIAL OLYMPICS NC	10/25/2020 07:00 AM	030:00

		Triangle is sponsored by IBM and we're proud to highlight and promote their commitment to diversity and inclusion.			
DISABILITY / ROBOTICS IN EDUCATION	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll learn about two more non-profits we're profiling as part of a series on community involvement at IBM. Around the Triangle is sponsored by IBM and we're proud to highlight and promote their commitment to diversity and inclusion.	FIRST NORTH CAROLINA / GUIDING EYES FOR THE BLIND	11/01/2020 07:00 AM	030:00
VOLUNTEERISM / COMMUNITY INVOLVEMENT	AROUND THE TRIANGLE	On this week's Around the Triangle, we'll learn about two more non-profits we're profiling as part of a series on community involvement at IBM. Around the Triangle is sponsored by IBM and we're proud to highlight and promote their commitment to diversity and inclusion.	UNITED WAY / BIG BROTHERS BIG SISTERS OF THE TRIANGLE	11/08/2020 07:00 AM	030:00
The Post-Election Process & Winter Weather Forecast	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts, newsmakers, and organizations working to make a positive difference in communities across the country.	Admiral Terry McCreary, retired one-star admiral in the U.S. Navy	11/15/2020 07:00 AM	030:00
Student Parents, COVID Safety & Avoiding Scams	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts, newsmakers, and organizations working to make a positive difference in communities across the country.	N Lewis G Fitzgerald J Leach	11/22/2020 07:00 AM	030:00
Record-Setting COVID Outbreak & Possible Paper Product Shortages	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts, newsmakers, and organizations working to make a positive difference in communities across the country.	DR ALI NOURI, J LUKE	11/29/2020 07:00 AM	030:00
Dr. Fauci, Feeding America & The Salvation Army	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts, newsmakers, and organizations working to make a positive difference in communities across the country.	Dr. A Fauci, K. Fitzgerald, K	12/06/2020 07:00 AM	030:00
The U.S. Surgeon General & Nurses on the Front Line	IHEARTRADIO COMMUNITIES:	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts,	Dr. J, S. Thomas	12/13/2020 07:00 AM	030:00

	PUBLIC AFFAIRS SPECIAL	newsmakers, and organizations working to make a positive difference in communities across the country.			
FDA Commissioner Dr. Stephen Hahn on COVID-19 Vaccines	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts, newsmakers, and organizations working to make a positive difference in communities across the country.	DR S. HAHN, E.SAUBER-SCHATZ	12/20/2020 07:00 AM	030:00
Staying Safe During the Holidays & COVID-19 Vaccine Info	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	A weekly iHeartRadio nationwide special featuring discussions on important national topics with experts, newsmakers, and organizations working to make a positive difference in communities across the country.	U.S. Surgeon General Dr. Jerome Adams	12/27/2020 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
COVID-19 TESTING	VIEWPOINTS	The University of Illinois at Urbana-Champaign has developed a quick and affordable saliva-based test that makes it possible for students, faculty and staff to get checked twice a week for COVID-19. We speak with one of its creators, Dr. Martin Burke about the largescale implementation of this method and the upcoming challenges with flu season quickly approaching.	10/04/2020 07:30 AM	030:00
ENGLISH AS A FOREIGN LANGUAGE	VIEWPOINTS	We all know the rule: "I before E, except after C," but it's not applicable in "weird" or "science" or many other words. The English language has many exceptions to its rules and these irregularities make it a difficult language to learn. Two language experts join Viewpoints this week to share the many frustrations of English and the rules at play today.	10/11/2020 07:30 AM	030:00
IMMIGRATION	VIEWPOINTS	In 2016, President Trump ran on a platform that vowed to deport all of the undocumented immigrants in the country. However, four years later and this population is still relatively the same. Is it a practical plan to deport millions who have lived in the U.S. for more than a decade, are law-abiding and fill important jobs that would otherwise be vacant?	10/18/2020 07:30 AM	030:00
END-OF-LIFE PLANNING	VIEWPOINTS	Planning for death is an important part of life. Getting your affairs in order and communicating your final wishes to your loved ones are two vital steps in this process. We speak with	10/25/2020 07:30 AM	030:00

		John Keith, the owner of Keith Monument, to better understand the field and some of the ways that COVID-19 has changed the way we celebrate life.		
VOTING	VIEWPOINTS	There are more than 5.2 million Native Americans living in the U.S., yet only a small fraction cast a ballot each election cycle. What factors lead to this low turnout? Viewpoints speaks with two experts about how historical bias feels into the current challenges facing this group.	11/01/2020 07:30 AM	030:00
CLIMATE SCIENCE	VIEWPOINTS	According to the Environmental Protection Agency, greenhouse gases trap heat in the atmosphere leading to a warmer planet. The largest source of greenhouse gas emissions due to human activities is from burning fossil fuels like coal, oil and natural gas for electricity, heat and transportation. In recent years, the increasingly dry and warm climate in the U.S. has led to extreme fires, record drought and more severe hurricanes. So, what can be done to alter the path we're currently on and make renewable energy (that results in less emissions) widely accessible for everyone?	11/08/2020 07:30 AM	030:00
SCIENCE	VIEWPOINTS	Before the pandemic, roughly 4 in 10 people across the world believed that if science didn't exist their lives would be no different, according to a global survey conducted by 3M Corporation. We dig into this staggering statistic and how COVID-19 has altered people's perception of the field.	11/15/2020 07:30 AM	030:00
GUN VIOLENCE	VIEWPOINTS	The 2018 massacre at Marjory Stoneman Douglas High in Parkland, Florida was the deadliest high school shooting in U.S. history. A teen gunman opened fire killing 17 students and faculty and injuring 17 others. Viewpoints speaks with high school teacher Jeff Foster who was there that day and is still an active voice in ending gun violence.	11/22/2020 07:30 AM	030:00
THANKSGIVING FLAVORS	VIEWPOINTS	Boozy Pecan, Cranberry-Pear, Banana Crème. The many flavors and textures of pie are endless. Just because Thanksgiving and all-things pumpkin have passed, doesn't mean an end to sugary holiday sweets. Viewpoints speaks with cookbook author Ken Haedrich about the prevalence of pie in American culture and how anyone - at any skill level - can bake a delicious pie in no time.	11/29/2020 07:30 AM	030:00
INFORMATION ACCURACY	VIEWPOINTS	How do professionals question people to get the information they want? We talk to an expert in interrogation and lying on this subject, and how law enforcement and job interviewers use the same tactics to find out if someone may be lying to them.	12/06/2020 07:30 AM	030:00
THE DIAMOND INDUSTRY	VIEWPOINTS	The northwestern coast of South Africa & Namibia has been a mining hub for diamonds since the 1900's. Local workers labor through long shifts and hazardous working conditions in order	12/13/2020 07:30 AM	030:00

		to feed their families. The pay? Roughly five cents per carat of rough diamonds found. While some may argue that the industry stimulates the local economy, once a company deems an area to be over-mined, it pulls out, leaving behind nothing for locals except ravaged land.		
DISCRIMINATION	VIEWPOINTS	Segregation not only divides cities but leads to divided people as well. It fuels biases against people who may look or act different than us, leading to generations of inequity and discrimination. Viewpoints speaks with social justice activist, Tonika Johnson about the many impacts' segregation has had on the city of Chicago.	12/20/2020 07:30 AM	030:00
GAME SHOWS	VIEWPOINTS	Before the game shows of today, there were countless series of the past that defied our notion of showmanship. Full of grandiose props, charismatic hosts and the perfect, hand-picked contestants, these series kept viewers hooked till the very end and were (really) too good to be true. We discuss some of the most popular game shows in American history and how the industry has evolved over the last 70 years.	12/27/2020 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
"BOO" WITH THE BLUE -- PSA	"BOO" WITH THE BLUE -- PSA	000:31	16
PSA AA	PSA AA	000:30	1
PSA AMERICA CORE	PSA AMERICA CORE	000:59	1
PSA BIRTH	PSA BIRTH	000:58	1
PSA BLIND	PSA BLIND	000:30	1
PSA COLLEGE LOANS	PSA COLLEGE LOANS	000:59	3
PSA CONSUSS	PSA CONSUSS	000:31	2
PSA EXCERSISE	PSA EXCERSISE	000:28	1
PSA USO	PSA USO	001:00	2
PSA VOLENTEER	PSA VOLENTEER	000:59	1
PSA WRDU ONLY	PSA WRDU ONLY	000:14	58
PSA/GLOBAL CITIZEN JUST VOTE	GLOBAL CITIZEN	000:30	11
PSA/IHM STATE SPECIFIC VOTING VOICE 1 WITH MUSIC	DEMOCRACY WORKS	000:30	19
PSA/PROJECT YELLOW LIGHT-TELEGRAPHING	PROJECT YELLOW LIGHT	000:29	3
PSA/SURGEON GENERAL 3WS COVID/HOLIDAY	DEPT OF HEALTH & HUMAN SERVIC	000:29	7
PSA/SURGEON GENERAL 3WS COVID/HOLIDAY	UNCF	000:29	11

PSA/UN GOALS/FOOD WASTE	UN GOALS	000:30	6
PSA/UN GOALS/GARBAGE	UN GOALS	000:29	6
PSA/UN GOALS/LED LIGHT BULB	UN GOALS	000:30	6
PSA/UNCF-HBCU DONATION	UNCF	000:29	14