

WNCB  
Raleigh, NC  
Quarterly Issues/Programs List  
Third Quarter, 2021  
10/01/2021

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
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	O. NEIL, M. HILLMAN	07/04/2021 07:00 AM	030:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	P. KLOTZBAUGH, S. BOWEN	07/11/2021 07:00 AM	030:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	DR NERURKAR R TOBACOWALA	07/18/2021 07:00 AM	030:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	J. ALLEN, B. LATELL, E.SANTOS	07/25/2021 07:00 AM	030:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. V. Murthy, R. Lewis	08/01/2021 07:00 AM	030:00
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. J. Brooks, A. Lerner	08/08/2021 07:00 AM	030:00
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. R. Villanueva, Dr. D. Dye	08/15/2021 07:00 AM	030:00

Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. Thomas & S. Raviv.	08/22/2021 07:00 AM	030:00
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. L. Weather, D. Lyon	08/29/2021 07:00 AM	030:00
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. Jones, B. Solish	09/05/2021 07:00 AM	030:00
Patriotism, Mental Health, Re	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	E. Duran, T. Clarke, S. Sonst	09/12/2021 07:00 AM	030:00
Patriotism, Mental Health, Re	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	E. Duran, T. Clarke, S. Sonst	09/12/2021 07:00 AM	030:00
Personal Health, Mental Healt	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	L. Skinner, G. Greene	09/19/2021 07:00 AM	030:00
Personal Health, Mental Healt	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	L. Skinner, G. Greene	09/19/2021 07:00 AM	030:00
Personal Health, Mental Healt	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. D. Bianchi, Dr. C. Jones,	09/26/2021 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>
FINANCE	VIEWPOINTS	On this week's Viewpoints, all parents want their kids to succeed and live good lives, and part of accomplishing that is raising them to understand the value of a dollar. We talk to Beth Kobliner, a financial expert and author of the book Make Your Kid A Money Genius about tips and tricks to help our kids, from toddlers to post-grads, handle money responsibly.	07/04/2021 07:30 AM	030:00

CRIMINAL JUSTICE	VIEWPOINTS	On this week's Viewpoints, the U.S. prison population has decreased during the pandemic, but the number of people behind bars is still close to two million. Some of these inmates have been in prison for decades and at a young age were deemed by the justice system to be 'unfixable'. This week, we shed light on the cycle of youth incarceration in this country and why people like Ian Manuel, a former inmate, were sentenced to life in prison without the possibility of parole at age 13.	07/11/2021 07:30 AM	030:00
HEALTHCARE	VIEWPOINTS	On this week's Viewpoints, millions of Americans put off going to a doctor or hospital because they're afraid of the high cost of care. Depending on your insurance, one MRI scan can cost upwards of a thousand dollars. One trip to the emergency room can mean thousands of dollars in charges that people can't afford to pay. So, what's driving these sky-high prices?	07/18/2021 07:30 AM	030:00
ENTREPRENEURSHIP	VIEWPOINTS	On this week's Viewpoints, there's much more to being a professional musician than the practice and performance aspect of the career. For independent artists, there's an entire side of entrepreneurship to handle, including money management, marketing, networking and more. Debra Silvert, the flutist of the orchestral ensemble, Duo Sequenza, highlights the challenges and rewards of carving out a career in the competitive classical music space.	07/25/2021 07:30 AM	030:00
COVID-19	VIEWPOINTS	On this week's Viewpoints, condering what to do with the dozens of face masks and all of those unused yeast packets? Us too. There are several items that Americans sought after during the height of the Covid-19 pandemic that help to showcase what this period in time was like. Once the pandemic is fully over, how will we look back and remember this time? How are museum curators and everyday people remembering this important part of history?	08/01/2021 07:30 AM	030:00
SPACE TOURISM	VIEWPOINTS	On this week's Viewpoints, Jeff Bezos and Richard Branson both made history last month as they rocketed out of Earth's atmosphere and successfully reached space. This trip was many years in the making as both	08/08/2021 07:30 AM	030:00

		<p>billionaires built their own respective companies, Blue Origin and Virgin Galactic, to transport them to space as private civilians. Now, people are lining up and paying hefty prices to take this same voyage. Where will the space tourism industry go from here? Are the risks worth the experience?</p>		
<p>COVID-19 &amp; EDUCATION</p>	<p>VIEWPOINTS</p>	<p>On this week's Viewpoints, it's that time of year already: back to school. After eighteen months of kids and teens learning remotely or on a hybrid schedule between in-person and remote, millions are returning back to classrooms full-time. While this may change as COVID-19 cases rise due to the Delta variant, for now, many schools are moving forward with plans to welcome students back with the caveat of requiring face masks while indoors. We discuss the highly anticipated return back to class and how some educators have changed their perspectives on learning over the past year.</p>	<p>08/15/2021 07:30 AM</p>	<p>030:00</p>
<p>ENVIRONMENT</p>	<p>VIEWPOINTS</p>	<p>On this week's Viewpoints, gold mining has been a lucrative business for many generations. Today, it's still a booming industry with global mining companies expanding into new markets each year. This week - we highlight the incredible story of activists in northern El Salvador who stood up to mining company, OceanaGold and won.</p>	<p>08/22/2021 07:30 AM</p>	<p>030:00</p>
<p>AFGHANISTAN</p>	<p>VIEWPOINTS</p>	<p>On this week's Viewpoints, the news of the Taliban regaining control of Afghanistan has swept news headlines this month. Hundreds of thousands of Afghan citizens have already fled the country, but how will everyday life change for those who remain? We discuss the precarious situation in the region and the reversal of modern freedoms and economic stability for millions of men, women and children.</p>	<p>08/29/2021 07:30 AM</p>	<p>030:00</p>
<p>ADDICTION &amp; TECHNOLOGY</p>	<p>VIEWPOINTS</p>	<p>On this week's Viewpoints, the average American checks their phone about 90 times a day, according to a 2019 survey from tech research firm, Asurion. How often would you say you check? Every hour? Once every 20 minutes? Do you ever panic when your phone isn't right next to you? This 'attached at the hip' mentality is severely affecting happiness and quality of life for</p>	<p>09/05/2021 07:30 AM</p>	<p>030:00</p>

		millions of people. So, what can be done to break this all-consuming cycle? Addiction expert Dr. Anna Lembke joins us to break down the widespread problem and offer up some solutions.		
TERRORISM	VIEWPOINTS	On this week's Viewpoints, today, there are many young adults who were mere babies when 9/11 happened. They learn about the terrorist attacks from history books, television segments and documentaries as well as the firsthand stories of people who lived through the experience. Former FDNY Battalion Chief Joseph Pfeifer joins us this week to share his story from that morning. Pfeifer was the first firefighter chief on the scene at the World Trade Center complex and lost his brother, Kevin, who was also a firefighter.	09/12/2021 07:30 AM	030:00
ENVIRONMENT	VIEWPOINTS	On this week's Viewpoints, constructing a new building requires many resources, from hundreds of hours of labor to thousands of pounds of steel, cement, glass and other building materials. Design consultant Ned Cramer joins us this week to uncover how the industry is utilizing new technology to build more sustainably and lessen waste.	09/19/2021 07:30 AM	030:00
MENTAL HEALTH	VIEWPOINTS	On this week's Viewpoints, like many other mental illnesses, Obsessive Compulsive Disorder (OCD) is often misunderstood and clumped into a stereotypical category. Many people believe that the disorder is just physical behaviors, such as persistent organization, washing one's hands all the time, or checking the lock on the door constantly. David Adam, who has OCD and has extensively studied the disorder, joins us this week to help dispel any myths and preconceived perceptions.	09/26/2021 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	PSA AMERICA CORE	000:59	1
AWARENESS	PSA BIRTH	000:58	5

AWARENESS	PSA COLLEGE LOANS	000:59	4
AWARENESS	PSA CONSUSS	000:31	2
AWARENESS	PSA USO	001:00	1
AWARENESS	PSA VA	000:30	1
AWARENESS	PSA VOLENTEER	000:59	4
AWARENESS	PSA WNCB ONLY	000:14	48
AWARENESS	RED CROSS BLOOD DRIVE - PSA	000:31	38
9/11 DAY OF SERVICE	9/11 NATIONAL DAY OF SERVICE	000:29	5
CHILD MENTORING	SAVE THE CHILDREN	000:30	1
MENTAL HEALTH & SUBSTANCE USE	RECOVER OUT LOUD	000:30	6
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	21
NO KID HUNGRY	NO KID HUNGRY	000:30	7
NO KID HUNGRY	NO KID HUNGRY	000:30	3
NO KID HUNGRY	NO KID HUNGRY	000:30	4
NO KID HUNGRY	NO KID HUNGRY	000:30	7
POVERTY	FEEDING AMERICA	000:30	3
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	22
UNCF	UNCF	000:30	13