

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	<ul style="list-style-type: none"> • Shari Sinwelski, MS/Ed.S., has been working in the field of suicide prevention since 1994 and currently serves as the Associate Project Director for the National Suicide Prevention Lifeline, where she oversees networks operations, standards, training and practices for its network of 165 crisis centers. September is <u>National Suicide Prevention Awareness Month</u> and this year, it's even more important to discuss mental health as both the CDC and WHO have stated that our mental health continues to be a huge issue since the COVID-19 pandemic began. Sinwelski discussed the warnings about its possible effects on suicidal behaviors. Sinwelski discussed how people can maintain hope if they are feeling suicidal and where they can get help. • Omney Crawley, Chief Marketing Officer for Goodwill, is responsible for leading the company's brand and its 3300 	S. Sinwelski, O. Crawley	10/03/2021 07:00 AM	030:00

		<p>stores. She discussed equity in education and work and what Goodwill is doing to bridge the gap. Crawley talked about the Goodwill enterprise and how they focus on upskilling millions of Americans and help to get them back into the workforce. She also presented ways people and companies can also get involved in the workforce effort.</p>			
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Ilan Shapiro is a pediatrician who is currently serving as AltaMed's Medical Director of Health Education and Wellness. Dr. Shapiro discussed health care equality with an emphasis on the Latino population for Hispanic Heritage month. Shapiro has created binational public health programs to improve the health of Hispanic communities on both sides of the border. He talked about advocating for vaccine confidence and can speak to hesitancy in the Latino community as well as other COVID-19 related topics. • REV. MARKEL HUTCHINS Founder, Chairman, and CEO, Movement Forward, Inc. and Lead Organizer, National faith and Blue Weekend & New York City Police Commissioner Dermot Shea discussed the importance of taking a collaborative, grassroots approach to police reform by bringing law enforcement, local community members, and other stakeholders together to find common ground. Hutchins and Shea talked about how to deal with issues of systemic racism and inequality in policing as 	M HUTCHINS	10/10/2021 07:00 AM	030:00

		well as the mission of National faith and Blue weekend.			
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education. Lois Greisman, FTC's Division of Marketing Practices, and Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. The Federal Trade Commission guests discussed the latest in pandemic and related scams and frauds: vaccine passports/certificates, travel, vaccine lotteries/giveaways, job scams, and social media money making opportunities. The FTC and our 50 states collaborate on investigations and joint enforcement actions, as well as consumer education and outreach. • Chloe Demrovsky, President and CEO of Disaster Recovery Institute International. Demrovsky discussed the supply chain and the challenges businesses and families face in conjunction while dealing with the pandemic. She talked about the difficulties we are currently facing while trying to reactivate the economy. 	C. TRESSLER, C. DEMROVSKY	10/17/2021 07:00 AM	030:00
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Ken Seeley is an interventionist and author. He is best known for his appearances on the A&E reality show, Intervention. Certified as a CIP, CCMI-M, RAS, CATC, Seeley himself has been sober since July 14, 	K.Seeley, M. Akhter	10/24/2021 07:00 AM	030:00

		<p>1989. Seeley discussed addiction and the impact COVID-19 has had on the increase in drug and alcohol abuse. He talked about relationships and where people can go for help. Seeley also mentioned <i>Stop It Where It Starts</i>, a nonprofit organization designed to introduce Substance Use Awareness to the Education Majors in our Colleges and Universities.</p> <ul style="list-style-type: none"> • Dr. Murtaza Akhter is Clinical Assistant Professor of Emergency Medicine and an emergency room physician at the University of Arizona College of Medicine-Phoenix. Akhter discussed vaccine hesitancy from the perspective of the emergency medicine. He let people know why you should be vaccinated. He also discussed the latest details pertaining to booster shots. 			
Public Health, Vaccination Ed	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Dorraya El-Ashry, Chief Scientific Officer of the Breast Cancer Research Foundation. This year, the World Health Organization announced that breast cancer is now the most common cancer worldwide—surpassing lung cancer for the first time. It's Breast Cancer Awareness Month and Dr. El-Ashry talked about the biggest advances in research over the last 30 years and what women know about screening and why is it especially important after the COVID-19 pandemic. She also discussed new treatments on the horizon and how people can potentially access them. • Dr. Pooja Shah, Division Medical Director, OBGYN for Banner Health in 	Dr. El-Ashry, Dr. Shah	10/31/2021 07:00 AM	030:00

		<p>Phoenix, AZ. Dr. Shah focused on why pregnant women shouldn't be fearful of getting vaccinated and why the CDC recently came out with a stronger recommendation for pregnant women to be vaccinated. She also covered why COVID-19 vaccines don't affect fertility and whether or not COVID antibodies could be passed along to the baby in utero and/or through breastmilk.</p>			
<p>PUBLIC HEALTH, CHILD SAFETY S</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Dr. Kenneth Alexander Chief of Infectious Diseases at Nemours Children's Hospital, Florida, spoke to 5-11 year-old vaccine approval. He discussed the impact of COVID-19 on children as compared to adults and why is it important for eligible children to get vaccinated. Alexander talked about why he thinks vaccines are safe for children and what parents should know about the recent authorization of a vaccine for children 5 to 11 • Dr. Matthew Miller, PhD, MPH (U.S. Air Force Veteran and National Director of Suicide Prevention, U.S. Department of Veterans Affairs), and Heidi Arthur (Chief Campaign Development Officer, the Ad Council). Ahead of Veterans' Day this year, the Ad Council and the U.S. Department of Veterans Affairs have partnered on a national PSA campaign to prevent Veteran suicide. The "Don't wait. Reach out." PSAs announce a new website and encourage Veterans to get support across a wide range of life challenges - before they are in crisis. According to the 2021 National Veteran Suicide Prevention Annual 	<p>Drs Alexander Miller Arthur</p>	<p>11/07/2021 07:00 AM</p>	<p>030:00</p>

		Report, the suicide rate among Veterans in 2019 was 52% higher than non-Veteran adults in the U.S. Miller and Arthur talked about Common stresses that Veterans face in civilian life and the new resources available to help Veterans who are struggling			
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Teri Nestel is the President & Chief Executive Officer of Children's Miracle Network Hospitals. Nestel talked about the mission of Children's Miracle Network and the impact that COVID has had on sick children nationwide. She discussed new technologies and giving to the foundation. More than 10 million kids enter a children's hospital across North America every year. Since 1983, Children's Miracle Network Hospitals has helped fill those funding gaps by raising more than \$7 billion. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. • Ava Paige, a 2022 National CMN Champion. Ava is 17 years old and has received treatment for cancer at Monroe Carell Jr. Children's Hospital at Vanderbilt. She is a songwriter and loves to golf. She talked about being a CMN ambassador who will spend her year advocating for the charitable need of children's hospitals across North America. 	T. Nestel, A. Paige	11/14/2021 07:00 AM	030:00
PUBLIC HEALTH,	IHEARTRADIO COMMUNITIES:	<ul style="list-style-type: none"> • Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education, Heather 	C. Tressler, H. Allen, A. St	11/21/2021 07:00 AM	030:00

CHILD SAFETY S	PUBLIC AFFAIRS SPECIAL	<p>Allen, Assistant Director for the FTC's Division of Financial Practices, & Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. Topics included budgeting, credit, debt, organizing your finances, and how to spot, stop, and report related scams and bad business practices.</p> <ul style="list-style-type: none"> • Rear Admiral Denise Hinton, the new Deputy Surgeon General, discussed Thanksgiving, the upcoming holiday season and what we should keep in mind as we plan gatherings. RADM Hinton focused on the recent authorization of a COVID-19 vaccine for children 5-11 and how it should play into parents' holiday plans. 			
Public Health, Charity, Military	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education, Heather Allen, Assistant Director for the FTC's Division of Financial Practices, & Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. Topics included budgeting, credit, debt, organizing your finances, and how to spot, stop, and report related scams and bad business practices. • Rear Admiral Denise Hinton, the new Deputy Surgeon General, discussed Thanksgiving, the upcoming holiday season and what we should keep in mind 	Dr. W. Schaffner, D. Bannon,	11/28/2021 07:00 AM	030:00

		as we plan gatherings. RADM Hinton focused on the recent authorization of a COVID-19 vaccine for children 5-11 and how it should play into parents' holiday plans.			
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Steven Gordon, Chair of the Department of Infectious Disease at Cleveland Clinic. The Omicron COVID-19 variant has been a big worldwide topic of conversation as the first case was just confirmed in the United States. Dr. Gordon spoke about what we know right now about the transmissibility, severity, and other characteristics of the variant and whether current vaccines be effective. He also addressed the continued rise of COVID-19 cases across the country and the upcoming holiday and winter months. • Dr. Carrie Tibbles, Director of Graduate Medical Education, at Beth Israel Deaconess Medical Center in Boston. Tibbles discussed her experiences working on the frontline against COVID-19 and the fact that nearly two years into the pandemic workers still need tools to effectively combat the infection. She offered ways to improve the fight against future pandemics and the emergence of the Omicron variant. 	Dr. S. Gordon, Dr. C. Tibbles	12/05/2021 07:00 AM	030:00
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Francis S. Collins, M.D., Ph.D. is Director of the National Institutes of Health and has served under three White House administrations. Dr. Collins gave us the latest information on the Omicron variant 	Dr. F. Collins, A. Taboada	12/12/2021 07:00 AM	030:00

		<p>and discussed the resurgence of the Delta variant in the United States. He discussed additional research that is underway for COVID-19 and the importance of people getting their vaccine boosters as soon as they can. He offered recommendations for having a safe 2021 holiday season.</p> <ul style="list-style-type: none"> • Arianna Taboada, author of The Expecting Entrepreneur. <i>The Expecting Entrepreneur</i> is a guide to parental leave planning for self-employed business owners and entrepreneurs. Taboada says Parental leave is an issue of social justice, human rights, and economic equity. She talked about easy-to-implement strategies and diverse case studies of women entrepreneurs during pregnancy and motherhood. Taboada discussed her personal experience as an entrepreneur and parent and shared her expertise as a maternal and reproductive health professional. 			
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Rachel Villanueva, MD FACOG is a Clinical Assistant Professor of Obstetrics/Gynecology at the NYU Grossman School of Medicine. Villanueva focused on the importance of maternal vaccination, especially in the Black community. She also gave us the latest information on the Omicron variant and the importance of boosters. • Special agent Sandra Torres-Cone, Federal Bureau of Investigation (FBI). Torres discussed our domestic intelligence and security service agency 	Dr. R. Villanueva, Agent S. T	12/19/2021 07:00 AM	030:00

		and what they are doing to address hate crimes in the United States. Torres-Cone talked about what constitutes a hate crime, how the FBI learns of potential hate crimes, and how they are investigated and prosecuted.			
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Adi Rosario is a scientist and lieutenant in U.S. Public Health Services. Dr. Rosario provided the latest information on the Omicron variant and why there is a necessity for vaccines and boosters. He focused on Asian American/Native Hawaiian/Pacific Islander health services. • Dr. Kelly Sanders, Technical Lead of the Pandemic Response Initiative at the UCSF Institute of Global Health Sciences. Dr. Sanders focused on steps the United States and the World can take to improve pandemic preparedness and support health workers as we battle the Omicron variant this holiday season and into 2022. 	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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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 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.	10/17/2021 07:30 AM	030:00
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 speak with psychiatrist Dr. Frank Anderson about the importance of setting boundaries and expectations this holiday season.	12/05/2021 07:30 AM	030:00
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