

WNCB
Raleigh, NC
Quarterly Issues/Programs List
First Quarter, 2022
04/04/2022

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	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Jaime Fergie, director of infectious diseases at Driscoll Children’s Hospital and medical director at the Global Institute for Hispanic Health. Dr. Fergie provided the latest information on the Omicron variant and why there is a necessity for vaccines and boosters. He also focused on how COVID has affected our Latino communities and pediatric health. • Dr. David Spiegel Chief Scientific Officer at the Sarah Cannon Research Institute - Top Advancements in Cancer Research in 2021 • Nate Appleman Food Network Celebrity Chef - Personal story involving plasma donations and info on the plasma shortage across the country 	Dr. J. Fergie, Dr. D. Spiegel, N. Appleman	01/02/2022 07:00 AM	030:00
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Adriana Cadilla, MD, pediatric infectious disease specialist with Nemours Children’s Hospital in Orlando, Florida. The FDA and CDC made new COVID 	DR. A. CADILLA, Coach M. Aldama	01/09/2022 07:00 AM	030:00

		<p>booster vaccine recommendations this week. Cadilla discussed what vaccinated people need to know now about getting a booster. Children as young as 12 can now receive a booster. Cadilla talked about why kids need a booster and spoke about the severity of Omicron compared to previous COVID-19 variants.</p> <ul style="list-style-type: none"> • Coach Monica Aldama, host of the Netflix Emmy Award-winning docuseries, Cheer and author of <i>FULL OUT: Lessons in Life and Leadership from America's Favorite Coach</i>. Why is discipline and consistency the key to building a winning team? Aldama offered practical solutions for personal growth, parenting, and job excellence. She gave suggestions on how to take command of your talent, make the most of your potential, and find your drive to succeed in 2022. 			
Public Health & Safety, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Focus on the biggest issues impacting this week Dr. Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration. The FDA authorized and CDC has recommended boosters for children ages 12 and older. Marks also discussed the potential for boosters for children 5-11 years old in the near future. Marks explained the reasoning behind the time frame on booster doses for Pfizer -and now Moderna - shortening to five months after the primary series. Marks talked about whether vaccines are losing their effectiveness more quickly than 	Dr. P. Marks, T. Williams	01/16/2022 07:00 AM	030:00

		<p>originally thought and the impact of the Omicron Variant.</p> <ul style="list-style-type: none"> • Trovon C. Williams- NAACP, Vice President of Marketing and Communications - Williams discussed Martin Luther King Day and how the NAACP is raising National awareness about the history of King. He also discussed some of the challenges COVID has caused for African Americans and talked about the key issues that the NAACP is spearheading in 2022. 			
Public Health & Safety, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Dr. Cameron Webb, Senior Policy Advisor for Equity for the White House COVID-19 Response Team. Dr. Webb discussed this week's launch of the website COVIDTests.gov, a place where Americans can order free at-home, rapid COVID-19 tests. He also talked about how 400 million N95 masks are about to be distributed to the American people and gave us information on Omicron and the necessity for vaccine boosters. • Gabby Landsverk, Health, Nutrition and Fitness Reporter for INSIDER in New York City. Gabby talked New Year's Resolutions and the latest in health and fitness in 2022. She discussed some of the latest fitness trends since the pandemic began and covered healthy eating, dieting, and explained the pros and cons of intermittent fasting. 	Dr. C Webb, G. Landsverk	01/23/2022 07:00 AM	030:00
Public Health Safety Educatio	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Focus on the biggest issues impacting this week Dr. Assoumou is an Assistant Professor of Medicine at Boston University School of Medicine and the 	Dr. Assoumou, A. Levi	01/30/2022 07:00 AM	030:00

		<p>inaugural Louis W. Sullivan, MD, Endowed Professor of Medicine. The conversation around being “fully vaccinated” is evolving. Dr. Assoumou discussed what it now means to be to be up-to-date with your COVID vaccinations. She also gave us the latest information on the surge of the Omicron variant, its severity, other potential variants on the horizon, and how we can stay prepared.</p> <ul style="list-style-type: none"> • President & CEO, Alicia Levi, Reading is Fundamental. Levi talked about the impact of the pandemic on our nation’s children as it relates to literacy and reading. She told listeners how RIF has pivoted and addressed the social and emotional impact of COVID-19 and the role books/reading plays in supporting kid’s wellbeing. RIF and our nation’s educators have introduced a six-month reading initiative, Rally to Read 100 that includes read-alouds with notable authors, activities, and a sweepstakes giving away books. More at www.RallytoRead.org. 			
Public Health & Safety, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Katie Wilkes national spokesperson and content specialist for the American Red Cross. Wilkes talked about the national blood crisis due to the Omicron variant. She also discussed Red Cross response to weather related events, domestic and international disasters, and carrying out other humanitarian efforts. • Dr. Rachel Villanueva, MD FACOG is a Clinical Assistant Professor of Obstetrics/Gynecology at the NYU 	K. Wilkes, Dr. R. Villanueva	02/06/2022 07:00 AM	030:00

		<p>Grossman School of Medicine. With February being Black History month, Dr. Villanueva of the National Medical Association discussed the progress of COVID vaccines and boosters in the Black community. She discussed vaccine access and vaccination rates in Black neighborhoods and communities and spoke about the impact the Omicron variant is having on Black communities and across the U.S.</p>			
<p>Public Health & Safety, Race</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Focus on the biggest issues impacting this week Carole Johnson is the Administrator of the Health Resources and Services Administration (HRSA). Johnson discussed her role at the HRSA and how they are continuing to help people to get vaccinated. She gave us an update on COVID vaccines for children and boosters for adults and how they are providing trusted messengers from within the communities where people live, especially in minority communities throughout the USA. • Celina Gorre is the CEO of WomenHeart: The National Coalition for Women with Heart Disease, based in Washington, D.C. February is heart health month 2022 and Gorre discussed disparities in heart disease - for women and for women of color. She discussed why women are too often misdiagnosed including the lack of awareness of heart disease in women and bias in care. She talked about WomenHeart's support services across the country for women with heart disease. 	<p>C. Johnson, C. Gorre</p>	<p>02/13/2022 07:00 AM</p>	<p>030:00</p>

<p>Public Health & Safety, Race</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Ginger Zee, author, chief meteorologist at ABC News and managing editor of the climate unit at ABC News. Zee talked about her new book, <i>A Little Closer to Home</i> where she talks about facing depression and the stigmas surrounding mental health issues. Ginger tells us, how she spent most of her life shielding her vulnerabilities and discussed her personal struggle with crippling depression, suicide attempts, and many other life experiences in hopes of helping others around her. • Dr. Byron Jasper, founder and Chief Executive Officer of Byja Clinic in New Orleans. With COVID cases decreasing across the United States, Dr Jasper focused on what's next and why it still makes sense to get vaccinated. He covered the latest information on who is eligible to receive a booster, the difference in boosters, and why is it important to get a COVID-19 booster if you're fully vaccinated. As the Omicron variant runs its course, Dr. Jasper talked about possibilities of other variants emerging. 	<p>G. Zee, Dr. B. Jasper</p>	<p>02/20/2022 07:00 AM</p>	<p>030:00</p>
<p>Veteran's Affairs, Mental Hea</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> • Cole Lyle, Marine Veteran and Executive Director of Mission Roll Call - Cole Lyle discusses the work Mission Roll Call does for veterans across the country, from suicide prevention to assistance with health care and benefits. • RADM Felicia Collins, Deputy Assistant Secretary for Minority Health & Director of the Office of Minority Health in the U.S. Department of Health & Human 	<p>C. Lyle, F. Collins</p>	<p>02/27/2022 07:00 AM</p>	<p>030:00</p>

		<p>Services - Dr. Felicia Collins offers an update on the spread of COVID-19, the safety and effectiveness of the COVID-19 vaccines, and the impact the pandemic has had on minority communities.</p>			
<p>Public Health & Safety, Cance</p>	<p>IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL</p>	<ul style="list-style-type: none"> Focus on the biggest issues impacting this week Sarah Stephens, PharmD, CPPS is the Network Medication Safety Officer for HonorHealth in Scottsdale, AZ. As a follow-up to President Biden's State of the Union, Stephens discussed the administration's shifting focus from pandemic/crisis response to managing COVID-19's new normal. She talked about the CDC's announcement to ease mask restrictions for the majority of Americans and what does this means about the current state of the pandemic. Stephens touched on what the future might look like for COVID-19 and the responsibility of Americans to continue to get boosted. Dr. Sallyann Coleman King, Medical Director of the Colorectal Cancer Control Program at the Centers for Disease Control and Prevention and Commander in the U.S. Public Health Service. March is Colorectal Cancer Awareness Month, and King says that it's never been more important for men and women to routinely get screened for this disease. Colorectal cancer is the second leading cancer killer, but it can be preventable with routine screening. King discussed how too many people have put off these screenings - especially during COVID-19. She explained the Centers for Disease Control and 	<p>Dr. S. Stephens, Dr. S. King</p>	<p>03/06/2022 07:00 AM</p>	<p>030:00</p>

		Prevention's campaign called Screen for Life.			
Personal Safety, Mental Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> Focus on the biggest issues impacting this week Dr. David Banach, associate professor of medicine at UConn School of Medicine. COVID cases are continuing to fall across the country. Dr. Banach discussed what these current trends mean and the current state of the pandemic. He discussed why Americans should remain optimistic that we are closer to getting back to a new "normal". Dr. Banach talked about the concern for the emergence of new variants and what COVID will look like in the future. Dr. Janine Domingues, Clinical Psychologist at the Child Mind Institute. The war in the Ukraine has many children and parents on edge. Dr. Domingues discussed how do you start, and have, a conversation about what is happening in Ukraine with your kids. She talked about how the conversation will differ with young children verses older kids. She covered signs that a child may be feeling anxious about the news and how can we ease these anxieties. Dr. Domingues suggested resources for parents. 	BANACH, DOMINGUEZ	03/13/2022 07:00 AM	030:00
Children's Health, Parenting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> Focus on the biggest issues impacting this week Dr. Tina Carroll-Scott is a general practitioner and the medical director of the South Miami Children's Clinic. Dr. Scott discussed working in a underserved community of color throughout the pandemic and trying to increase access and equity with the 	Dr. T. Carroll-Scott, C. Mule	03/20/2022 07:00 AM	030:00

		<p>Covid vaccines through pop ups. She focused how COVID vaccine authorization for our youngest children (under 5) may be coming in the next month, but it seems that many vaccinated parents still haven't acted on getting their older children (5 and older) vaccinated. Dr. Scott talked about weighing the dangers of getting COVID compared to the side effects of a vaccine for children.</p> <ul style="list-style-type: none"> • Parenting Expert, Carol Muleta, founder of The Parenting 411, 2019 DC Mother of the Year, and author of the newly released book, <i>The Parenting Odyssey: Trials</i>. Monday, March 21st is National Single Parent Day and Muleta offered tips on how single parents can raise their children in the best way for themselves and their kids. She discussed the importance of establishing good routines, teamwork, rules of engagement, and finding common ground with your partner's approach to parenting. Muleta also talked about the importance of personal self-care for single moms and dads. 			
Economics, Women's Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Focus on the biggest issues impacting this week Lori Bettinger is the Co-President of Alliance Partners and serves as the President of BancAlliance. Bettinger discussed the ongoing conflict in Ukraine including a jump in U.S. food prices, a Russian oil-sparked recession, and more. She also covered the continued repercussions of the COVID-19 pandemic on our US economic system, the rise in interest rates by 	L. Bettinger, Dr. D. Fink	03/27/2022 07:00 AM	030:00

		<p>the fed, and the chance of a housing market crash.</p> <ul style="list-style-type: none"> • Dr. Dorothy Fink, Deputy Assistant Secretary for Women's Health and Director of the Office on Women's Health in the Office of the Assistant Secretary for Health (OASH). As we wrap up March and Women's History Month, Dr. Fink focused on what we all should be thinking about this month for women's health. She offered information and advice to women who weren't able to get their mammograms and other cancer screenings done since COVID-19 started. Dr. Fink also talked about what women should know about the COVID-19 vaccine. 			
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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
Health	VIEWPOINTS	On this week's Viewpoints, researchers estimate that around 10 million Americans suffer from seasonal affective disorder each year. We speak with psychologist Dr. Carrie Ditzel about the prevalence of SAD and how people can combat these feelings and find additional support.	01/02/2022 07:30 AM	030:00
Food supply	VIEWPOINTS	On this week's Viewpoints, over the last two years, the pandemic has created major disruptions in the food industry. From COVID outbreaks to shipping delays to labor shortages, it's been a challenging time to say the least. Despite these hardships, the food supply chain has never truly failed us thanks to 20 million people who continue to work in food production, distribution and service.	01/09/2022 07:30 AM	030:00

Finance	VIEWPOINTS	On this week's Viewpoints, if an unexpected \$400 charge came up, it's estimated that 40% of Americans would struggle to pay this amount, according to data published by the Federal Reserve. We speak with financial expert and author, Emily Guy Birken this week about how to start budgeting, saving, and getting your personal finance in order.	01/16/2022 07:30 AM	030:00
Health	VIEWPOINTS	On this week's Viewpoints, by 2030, 74 million Baby Boomers in the U.S. will be 65 or older. As people age, this means bigger burdens on the healthcare system, senior housing and care. But, what if one day, we could slow down this process of biological aging?	01/23/2022 07:30 AM	030:00
Entertainment	VIEWPOINTS	On this week's Viewpoints, what was your favorite comic book series, video game or card game growing up? Depending on your age, it could have been Magic: The Gathering, Batman or Minecraft. In fact, you still could be a fan of these no matter what your age is. This week - we discuss the vast world of fandom and just what it means to be a part of this community.	01/30/2022 07:30 AM	030:00
Health	VIEWPOINTS	On this week's Viewpoints, it feels like the fitness market has more options than ever before. Between the rise of at-home fitness, traditional gyms and focused classes, consumers can pick and choose to workout whichever way they like. This week - we speak with two fitness experts about evolving trends in exercise and what's next.	02/06/2022 07:30 AM	030:00
Infrastructure	VIEWPOINTS	On this week's Viewpoints, you can love biking, but if your city or town isn't bike friendly, it can be difficult to get around safely. Dr. Susan Shaheen, a professor of civil and environmental engineering at the University of California-Berkeley, joins us this week to highlight the country's current infrastructure and what more needs to be done to promote greater citizen mobility with bikes, scooters and other non-motor modes of transportation.	02/13/2022 07:30 AM	030:00
Education	VIEWPOINTS	On this week's Viewpoints, to fully understand many topics, experiences and encounters help to fully engrain what's being taught. We speak with an education	02/20/2022 07:30 AM	030:00

		expert and clinical psychologist this week about how to bring more curiosity, creativity and critical thinking to learning.		
Athletics	VIEWPOINTS	On this week's Viewpoints, millions have heard of 23-time Olympic gold medalist swimmer, Michael Phelps. But how about Bob Bowman? Most likely not. Bowman was Phelps' longtime swimming coach who started working with the young swimmer when he was just 11 years old. He was there every step of the way in Phelps' athletic career, crafting him into the Olympic swimming superstar he is today. It makes you wonder - where would many of the top athletes be today without the coaches who guided, motivated and supported them?	02/27/2022 07:30 AM	030:00
Nature	VIEWPOINTS	On this week's Viewpoints... Eagles. Sea lions. Black bears. What do all these animals have in common? A surprising number of each of these species are now calling cities home. Centuries ago, countless different species of wildlife were driven out of cities. But in recent decades wildlife have begun returning in greater numbers and adapting to the human-centric infrastructure.	03/06/2022 07:30 AM	030:00
Health	VIEWPOINTS	On this week's Viewpoints, in President Biden's State of the Union speech earlier this month, he addressed the many pitfalls of the current mental health care system. Millions of Americans are falling through the cracks and failing to get the consistent and comprehensive help they need. More so, the isolation of the pandemic has taken a big toll on young people as rates of depression, anxiety and other mental disorders have sharply risen in children and adolescents.	03/13/2022 07:30 AM	030:00
Science & Technology	VIEWPOINTS	On this week's Viewpoints, from weather forecasting to cellular coverage to global imaging, we heavily rely on space satellites in our day to day lives. The growing amount of litter just past Earth's atmosphere threatens these services as well as astronauts living in space. We discuss the serious issue of human-created space debris and what's being done to curb this problem before it reaches catastrophic levels.	03/20/2022 07:30 AM	030:00

Health	VIEWPOINTS	On this week's Viewpoints, more than 54 million Americans ages 65 or older are living in the U.S. today. This accounts for almost 17% of the total population. This number is only set to rise over the next two decades as millions more baby boomers transition into this next phase of life. As this population further ages, many will require care. So often we talk about the healthcare system and the patients themselves, but what about the caregivers who provide these services?	03/27/2022 07:30 AM	030:00
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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	4
AWARENESS	PSA BIRTH	000:58	3
AWARENESS	PSA BLIND	000:30	1
AWARENESS	PSA COLLEGE LOANS	000:59	3
AWARENESS	PSA CONSUSS	000:31	4
AWARENESS	PSA DRAFT	000:31	1
AWARENESS	PSA EXERCISE	000:28	1
AWARENESS	PSA PAIN	000:59	3
AWARENESS	PSA USO	000:30	1
AWARENESS	PSA USO	001:00	2
AWARENESS	PSA VA	000:30	1
AWARENESS	PSA VOLUNTEER	000:59	6
AWARENESS	PSA WILD LIFE	000:30	1
AWARENESS	PSA WNCB ONLY	000:14	76