

ISSUES AND PROGRAMS

QUARTERLY REPORT FROM July TO Sept 2014

1070 WNCT, W290CB, W239BC 95.7FM, WMGV HD2 103.3

W266AV 101.FM, WSFL HD2 106.5

**ISSUES AND PROGRAMS FOR 3<sup>rd</sup> QUARTER JULY-SEPT 2014 AM1070**

- 1. ALZHEIMERS**
- 2. AMERICAN HISTORY/BASEBALL**
- 3. THE ARTS**
- 4. CHILD DEVELOPMENT**
- 5. COMMUNITY**
- 6. HUMANE SOCIETY**
- 7. MILITARY HISTORY**
- 8. NC HISTORY**
- 9. PET OUTREACH**
- 10.THERAPY DOG PROGRAM**

**PUBLIC AFFAIRS PROGRAMS  
1070 WNCT/HD CHANNELS  
COMMUNITY ISSUES**

- 1. SUNDAY IN EASTERN CAROLINA"- 6 AM ON AM 1070 AND HD CHANNELS. LOCALLY PRODUCED SHOW EXAMINING TOPICS OF CONCERN TO EASTERN CAROLINA. HOSTED BY JEFF DIAMOND.**
- 2. WEATHER BULLETINS"- WNCT KEEPS LISTENERS INFORMED ON DELAYS AND CLOSINGS AND HURRICANE WARNINGS IN THE BROADCAST AREA.**
- 3. Public service announcements on the AM that air in all dayparts**
- 4. Hourly local newscasts in AM drive ON 1070**

**ISSUES AND PROGRAMS FOR 3<sup>RD</sup> QUARTER 2014**

**"AMERICA'S PASTTIME/HISTORY  
SUNDAY IN EASTERN CAROLINA  
AUG 10, 2014 15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO AUTHOR HAL BODLEY("HOW BASEBALL EXPLAINS AMERICA") A ONE-OF -KIND JOURNEY THROUGH AMERICA'S GAME. FROM LITTLE LEAGUE TO 5 FAMILIES AND 3 GENERATIONS OF PLAYERSAND HOW BASEBALL EXPANSION MIRRORED THE GROWTH OF THE ECONOMY, PLUS THOUGHTS FROM PRESIDENTS CLINTON AND BUSH.**

**"THE ARTS"/FOLKLORE  
SUNDAY IN EASTERN CAROLINA  
SEPT, 7 2014 15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO AUTHOR JAIME JOYCE ("THE CULTURAL HISTORY OF AMERICAN'S INFAMOUS LIQUOR"). JOYCE GOES INTO THE HISTORY OF MAKIGN MOONSHINE, THE NASCAR CONNECTION AND THE BEST WAY TO ENJOY THE LEGAL VARIETY. ALSO DISCUSSED HOW MOONSHINE PLAYED A ROLE IN OUR MILITARY PAST AND HEALTH RELATED CONSEQUENCES.**

**"CHILD DEVELOPMENT"  
SUNDAY IN EASTERN CAROLINA  
JULY 27, 2014 15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO JASON BOOG ("BORN READING") WHO SAYS A CHILDS IQ CAN BE RAISED 6 POINTS BY READING TO HIM OR HER AS YOUNG AS A FEW MONTHS OLD. BOOG ADDRESSES STORYTELLING LESSONS, STRATEGIES FOR A DIGITAL AGE AND THE BEST BOOKS FROM AGES BIRTH TO 5 YEARS OLD.**

**"COMMUNITY"  
SUNDAY IN EASTERN CAROLINA  
JULY 6, 2014 15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO HOLY GARRIOTT EX. DIRECTOR WITH THE PITT COUNTY ARTS COUNCIL AT EMERGE AND THEIR PHOTOGRAPHY FOR KIDS PROGRAM WHO ARE LIVING WITH CANCER. THEY ARE LOOKING FOR PHOTOGRAPHERS TO TEACH KIDS DEALING WITH CANCER THROUGH A GRANT FROM LIVESTRONGAND PABLOVE SHUTTERBUGS IN GREENVILLE.**

**ISSUES AND PROGRAMS FOR 3<sup>RD</sup> QUARTER 2014**

**"COMMUNITY/CHILDREN"**

**SUNDAY IN EASTERN CAROLINA**

**JULY 13, 2014**

**15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO LISA ADAMS WITH "ANGELS IN CAMO" AND ORGANIZATION THAT RAISES FUNDS AND GRANTS HUNTING AND FISHING ADVENTURES TRIP WISHES FOR DISABLED CHILDREN AND CHILDREN BATTLING LIFE THREATENING ILLNESSES IN EASTERN CAROLINA. VARIOUS FUNDRAISERS ARE ORGANIZED DURING THE YEAR AND THEY DO ACCEPT MONETARY DONATIONS.**

**"HUMANE SOCIETY"**

**SUNDAY IN EASTERN CAROLINA**

**SEPT 21, 2014**

**15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO EX VP FOR THE HUMANE SOCIETY WILL MOORE ON THE BIG FUNDRAISER AT CPW'S RESTAURANT IN GREENVILLE SEPT 27<sup>TH</sup>. PRIZES INCLUDED TICKETS TO PAUL MCARTNEY SHOW AND A THE BIG GREEN GRILL. MOORE ALSO DISCUSSED THE HSEC COMMITMENT TO THE COMMUNITY AND THE RELATIONSHIP TO OTHER ANIMAL AGENCIES. HE TALKED ABOUT PET ADOPTIONS AND HOW TO BECOME A VOLUNTEER.**

**"MILITARY HISTORY"**

**SUNDAY IN EASTERN CAROLINA**

**JULY 20<sup>TH</sup>, 2014**

**15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO AUTHOR STEPHEN HUUNTER ("SNIPERS HONOR") AND CHARACTER BOB LEE SWAGGER IS BACK AGAIN WITH HIS SPECIAL SKILLS AS A FORMER CIA OPERATOR. HE UNRAVELS THE TRUTH BEHIND WHAT HAPPENED TO ONE OF WWII'S MOST HUNTED MARKSWOMAN, MILI PETROVA. HE IS A GU ADVOCATE AND ONE OF MY FAVORITE INTERVIEWS.**

**"NC HISTORY"**

**SUNDAY IN EASTERN CAROLINA**

**SEPT 14, 2014**

**15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO AUTHORS TOM PAINTER AND ROGER KAMMERER ("FORGOTTEN TALES OF NC") A BOOK OF NC STORIES PASSED DOWN THROUGH PEOPLE, JOURNALISTS, NEWSPAPERS, STATE RECORDS AND COURT CASES. THESES GREAT SHORTS STORIES AND ANECDOTES ARE ALSO BEING DISCUSSED IN MIDDLE SCHOOLS TO MAKE NC HISTORY MORE INTERESTING FOR KIDS. STORIES RANGE FROM UFO'S IN 1987 TO THE BOY WITH THE WORDS "AMERICA" IN HIS EYES.**

**ISSUES AND PROGRAMS FOR 3<sup>RD</sup> QUARTER 2014**

**“PET OUTREACH”**

**SUNDAY IN EASTERN CAROLINA**

**AUG. 24, 2014**

**15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO KRISTEN BELOW WITH THE PET FOOD PANTRY OF EASTERN CAROLINA WHICH IS LIKE A FOOD BANKS FOR PETS. THEY ARE A ALL VOLUNTEER NONPROFIT ORGANIZATION THAT PROVIDES FREE PET FOOD THROUGH DONATIONS TO FAMILIES FACING FINANCIAL HARDSHIP. THEY CURRENTLY FEED ABOUT 400 PETS MONTHLY WITH THE PROGRAM. THEY ARE ALWAYS LOOKING FOR DONATIONS AND THE WEBSITE TO HELP OUT IS [WWW.PETFOODPANTRYENC.ORG](http://WWW.PETFOODPANTRYENC.ORG). THEY ALSO OFFER A RABIES CLINIC AND A “MEALS ON WHEELS PROGRAM”. THEY HAVE GIVEN OUT ALMOST 20 TONS OF FOOD.**

**“THERAPY DOG PROGRAM”**

**SUNDAY IN EASTERN CAROLINA**

**AUG. 17, 2014**

**15 MIN.**

**DESCRIPTION: HOST JEFF DIAMOND TALKED TO DEBBIE SAULS WITH THE PITT COUNTY THERAPY DOG PROGRAM WHICH BRINGS DOGS INTO MEDICAL SETTINGS WHERE KIDS ARE FIGHTING LIFE THREATENING ILLNESSES. HER DOG JITTERS WAS HERE IN THE STUDIO DURING THE TAPING OF THE SHOW. JITTERS IS A BIG HIT WITH NOT ONLY THE KIDS BUT THE DOCTORS AND NURSES INVOLVED WITH CARING FOR THESE KIDS. SAULS SAYS A LOT OF TRAINING IS INVOLVED WITH THESE DOGS.**