

WWNC

**Quarterly Issues
Fourth Quarter, 2015**

**Program: NCNN News Makers
Saturday 7:00 AM**

Duration: 30 minutes

**Program: CHANGES
Saturday 7:30 AM**

Duration: 30 minutes

WWNC PUBLIC SERVICE (TRAFFIC/WEATHER/NEWS)

2:00 LOCAL NEWS-

- 9 PER WEEKDAY
- 45 PER WEEK
- (AVERAGE OF) 180 PER MONTH

4:00 LOCAL NEWS-

- 5 PER WEEKDAY
- 25 PER WEEK
- (AVERAGE OF) 100 PER MONTH

:60 LOCAL NEWS-

- 15 PER WEEKDAY
- 75 PER WEEK
- (AVERAGE OF) 300 PER MONTH

:30 LOCAL WEATHER-

- 2 every ten minutes/6A-9A/2 PER HOUR ALL OTHER HOURS/60 PER DAY plus 2 per hour on weekends totaling 96
- 396 PER WEEK
- (AVERAGE OF) 1584 PER MONTH

:30 LOCAL TRAFFIC

- 13 IN MORNING/5 IN AFTERNOON (WEEKDAYS ONLY)
- 18 PER DAY
- 90 PER WEEK
- (AVERAGE OF) 360 PER MONTH

Total local information commitment... units

- Average of 508 minutes per week
- Average of 2032 minutes per month

WWNC
Asheville, NC
Quarterly Issues/Programs List
Fourth Quarter, 2015
01/06/2016

WWNC
Quarterly Issues/Programs List

WWNC 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:

- **Domestic Violence Com Center:** AVL leaders discuss Asheville Buncombe Domestic Violence community center construction and creation
- **Education & Animals:** Education update and winter tips for animal care
- **FIRE SAFETY-TRAVEL-SHOPPING:** ***MARK...ADD SHOW DESCRIPTION HERE***
- **GAS PROSTATE 26:** Consumers spend their savings on gas? The latest in prostate cancer treatments.I26 conector project
- **Healthcare costs:** Dr John Patrick discusses the rising levels of healthcare costs and the causes
- **HOLIDAY FINANCIALS:** Celeste Collins of OnTrack Financial Education and Counseling gives holiday spending tips!
- **HOLIDAY SAFETY TRAVEL ID SECU:** Holiday safety, AAA talks holiday travel, and Charlotte street computers talks ID security
- **SHELTERS WINTER:** The giving season & winter has ABCCM, Western Carolina Rescue Ministry, & The Salvation Army busy
- **TOURISM GAS 529 CRIME:** Holiday tourism impact, holiday travel advisories, the gift of education & the latest crime rates
- **VACCINATIONS:** Vaccination rates are dropping. What are the dangers? Discussion about medicine before vaccines
- **VETERANS DAY:** Montreat History Professor discusses Veterans Day, the origin, the remembrance, and more
- **VETS FIRE SMOKIN:** Details on the Veterans Healing Farm, Fire Prevention Tips from The NFPA, and smoking cessation
- **Youth and Drugs:** What You Need To Know About Medicine Abuse

**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
VACCINATIONS	CHANGES-VACCINES HUFF (8/18/15)	Vaccination rates are dropping. What are the dangers? Discussion about medicine before vaccines	Dr. Olson Huff	10/03/2015 07:30 AM	029:46
VETS FIRE SMOKIN	CHANGE-VETS FIRE SMOKIN (10/10/15)	Details on the Veterans Healing Farm, Fire Prevention Tips from The NFPA, and smoking cessation	Various	10/10/2015 07:30 AM	029:46
Domestic Violence Com Center	CHANGES (10-18-2015) Domestic Violence Com Center	AVL leaders discuss Asheville Buncombe Domestic Violence community center construction and creation	Julie Nicholson & Casey Quinn	10/17/2015 07:30 AM	029:47
Healthcare costs	CHANGES (10-24-15) Dr John Patrick Healthcare costs	Dr John Patrick discusses the rising levels of healthcare costs and the causes	Dr. John Patrick	10/24/2015 07:30 AM	029:27
Youth and Drugs	CHANGES (10-31-15) Youth and Drugs	What You Need To Know About Medicine Abuse	Various	10/31/2015 07:30 AM	029:17
GAS PROSTATE 26	CHANGES-GAS PROSTATE 26 (11/7/15)	Consumers spend their savings on gas? The latest in prostate cancer treatments.I26 conector project	Various	11/07/2015 07:30 AM	029:43
VETERANS DAY	CHANGES-VETERANS DAY (11/14/15)	Montreat History Professor discusses Veterans Day, the origin, the remembrance, and more	William Forstchen	11/14/2015 07:30 AM	029:44
HOLIDAY FINANCIALS	CHANGES-HOLIDAY	Celeste Collins of OnTrack Financial	Celeste Collins	11/22/2015 07:00 AM	029:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	FINANCIALS (11/21/15)	Education and Counseling gives holiday spending tips!			
HOLIDAY SAFETY TRAVEL ID SECU	CHANGES HOLIDAY SAFETY TRAVEL ID SECURITY (11/28/15)	Holiday safety, AAA talks holiday travel, and Charlotte street computers talks ID security	Van Duncan	11/28/2015 07:30 AM	029:27
FIRE SAFETY-TRAVEL-SHOPPING	CHANGES HOLIDAY FIRE SAFETY-TRAVEL-SHOPPING (12/6/15)	***MARK...ADD SHOW DESCRIPTION HERE***	Kelly Klope & Van Duncan	12/06/2015 07:00 AM	029:47
Education & Animals	CHANGES-EDUCATION ANIMALS (12/12/15)	Education update and winter tips for animal care	June Atkinson/Clary Pickering	12/12/2015 07:30 AM	029:44
SHELTERS WINTER	CHANGES-SHELTERS WINTER (12/19/15)	The giving season & winter has ABCCM, Western Carolina Rescue Ministry, & The Salvation Army busy	Various	12/19/2015 07:30 AM	029:45
TOURISM GAS 529 CRIME	CHANGES-TOURISM GAS 529 CRIME (12/26/15)	Holiday tourism impact, holiday travel advisories, the gift of education & the latest crime rates	Various	12/26/2015 07:30 AM	029:42

**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
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(Insert network and/or syndicator-provided programs lists here.)

**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
		000:31	028
		001:01	141
Birth Defects	March of Dimes	000:15	027
River Arts District	PSA/RIVER ARTS STROLL/30	000:31	001
ANIMAL ADOPTION	Brother Wolf	000:33	017
BREAST CANCER AWARE	SUSAN G KOMEN FOUND	000:16	018
BREAST CANCER AWARE	SUSAN G KOMEN FOUND	001:03	014
BULLYING	BYSTANDER REVOLTUION	000:30	009
CHILD LIFE	March of Dimes	000:30	008
CHILDREN HEALTHCARE	March of Dimes	000:30	032
COMMUNITY INVOLVEMENT	WE ARE BROADCASTERS	000:30	022
DISASTER RELIEF	American Red Cross	000:17	094
FINANCIAL WELLNESS	AD COUNCIL	000:15	054
FINANCIAL WELLNESS	AD COUNCIL	000:59	020
FINANCIAL WELLNESS	AD COUNCIL	001:00	047
Food Aid	MANNA FOOD BANK	000:30	013
FOOD SAFETY	AD COUNCIL	000:15	028
FOOD SAFETY	AD COUNCIL	001:00	018
HEALTH AND FITNESS	THOMAS WOLFE 8K PROMO/30	000:32	040
HEALTH AND FITNESS	YMCA	000:31	020
MILITARY AND VETERANS	AIR FORCE RESERVE	000:32	033
MILITARY AND VETERANS	ESGR	000:30	031
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	013
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	006
MUSIC	NCHSAA	001:02	037
OLYMPIC SUPPORT	US OLYMPIC COMMITTEE	000:30	031
OUTDOORS	US FOREST SERVICE	000:30	023

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PET ADOPTION	AD COUNCIL	001:01	021
SCHOOLS	NC ASSOC. OF EDUCATORS	000:30	033
SMOKING CESSATION	US DEPT. HEALTH & HUMAN SVC	000:17	032
SMOKING CESSATION	US DEPT. HEALTH & HUMAN SVC	000:30	034
SPORTS	NCHSAA	000:32	035
SPORTS	NCHSAA	001:01	023
TANNING, SKIN, TROUBLED KIDS	American Cancer Society	001:02	022
TEACHER RECRUITMENT	AD COUNCIL	001:00	027
VOTING	ROCK THE VOTE	000:29	101
VOTING	ROCK THE VOTE	000:30	007

NCNN PUBLIC AFFAIRS PROGRAMMING
4TH QUARTER 2015
OCTOBER 1 - DECEMBER 31

PA PROGRAMMING 10/3-4

CAROLINA NEWSMAKERS

INTERVIEW WITH ANDY ELLEN", PRESIDENT OF THE NORTH CAROLINA RETAIL MERCHANTS ASSOCIATION

BACKGROUND ON THE RETAIL MERCHANTS ASSOCIATION, CONSUMER RELATIONSHIP WITH LARGER AND SMALLER MERCHANTS, STARTING A SMALL BUSINESS, INDEPENDENT BUSINESSES, IMPACT TAX REFORM AND SERVICE TAXES, ONLINE SALES IMPACT ON LOCAL RETAILERS, PRIVILEGE LICENSES, GROWLER LAWS, TAX AUDITS, REZONING RULINGS, FOUND PROPERTY REGULATIONS, NEW RETAIL CATEGORIES, FREEZING CREDIT REPORTS, CREDIT CARD SECURITY, ORGANIZED RETAIL CRIME, SHOPLIFTING RATE, RETAIL ANALYTICS, INFLUENCE OF E-COMMERCE, IMPACT OF TOURISM ON RETAIL SALES IN NORTH CAROLINA, AND COUNTY TO COUNTY SALES TAX.

PA PROGRAMMING 10/11-12

CAROLINA NEWSMAKERS

"INTERVIEW WITH REPRESENTATIVE NELSON DOLLAR", NORTH CAROLINA HOUSE OF REPRESENTATIVES DISTRICT 36

TIME AND TRAVEL REQUIREMENTS FOR GENERAL ASSEMBLY MEMBERS, PROCESS OF FORMING THE STATE BUDGET, 2015 SENATE BUDGET, POLICY USE IN THE BUDGET, IMPACT OF MANDATE TO BALANCE THE BUDGET, STATE RESERVE FUNDS, NORTH CAROLINA TAX STRUCTURE, ECONOMIC INCENTIVES, ACCESS TO HEALTH CARE IN RURAL AREAS, MEDICAID PROGRAM, DEFERRED MAINTENANCE, STATUS OF TRANSPORTATION FUNDS, SERVICE

TAXES, IMPORTANCE OF THE COMMUNITY COLLEGE AND UNIVERSITY SYSTEMS, IMPORTANCE OF THE RESEARCH UNIVERSITIES, AND UPCOMING BOND ISSUE

PA PROGRAMMING 10/17-18

CAROLINA NEWSMAKERS

"INTERVIEW WITH VIRGINIA FOXX", NORTH CAROLINA CONGRESSWOMAN DISTRICT 5

MAKE UP OF DISTRICT, CONGRESS INFLUENCE ON EDUCATION, BACKGROUND ON CONGRESSWOMAN FOXX, THE AMERICAN DREAM, COOPERATION BETWEEN THE NORTH CAROLINA UNIVERSITY AND COMMUNITY COLLEGE SYSTEMS, STAYING IN TOUCH WITH CONSTITUENCY, MILITARY SUPPORT, NATIONAL SECURITY, CONCERN OVER SEQUESTRATION, EFFECTIVENESS OF THE TSA, IMPORTANT ALLIES OF THE UNITED STATES, HOUSE OF REPRESENTATIVES RULES COMMITTEE, POPE FRANCIS'S ADDRESS TO CONGRESS, IMMIGRATION REFORM, BORDER SECURITY, ENERGY PRODUCTION, HEALTH CARE REFORM, AND ENTITLEMENT MENTALITY.

PA PROGRAMMING 10/24-25

CAROLINA NEWSMAKERS

"INTERVIEW WITH DAN FOREST", LIEUTENANT GOVERNOR OF THE STATE OF NORTH CAROLINA

NORTH CAROLINA BOND REFERENDUM, LEGISLATIVE PROCEDURES, MEDICAID SPENDING AND EXPANSION, EDUCATION, IMPACT OF TECHNOLOGY ON EDUCATION, ECONOMIC DEVELOPMENT, TAX REFORM, REGULATORY REFORM, BUSINESS INCENTIVES, NORTH CAROLINA COMMUNITY COLLEGE SYSTEM, INFLUENCE OF RESEARCH UNIVERSITIES IN NORTH CAROLINA, ROLE OF CHARLOTTE AS A FINANCIAL CENTER, TRANSPORTATION, TOLL ROADS, EXPORTING, OFF-SHORE DRILLING, AND MILITARY AFFAIRS COMMISSION

PA PROGRAMMING 10/31-11/1

CAROLINA NEWSMAKERS

"INTERVIEW WITH TOM JENSEN", EXECUTIVE DIRECTOR OF PUBLIC POLICY POLLING

DONALD TRUMP POLLING RESULTS, HEAD-TO-HEAD WITH BEN CARSON, JEB BUSH STRUGGLING, TED CRUZ PROFILE, WHEN THE PRESIDENTIAL FIELD WILL NARROW DOWN, ROY COOPER VS. KEN SPAULDING, ROY COOPER VS. PAT MCCRORY, MCCRORY APPROVAL, ROLE OF THE UNAFFILIATED VOTER, POLLING FOR RICHARD BURR AND THE U.S. SENATE SEAT, N.C. COUNCIL OF STATE RACES, HILLARY CLINTON POLLING RESULTS, N.C. CULTURE POLL, FAVORABILITY OF THE GENERAL ASSEMBLY, GUN CONTROL, AND AFFORDABLE HEALTH CARE ACT

PA PROGRAMMING 11/7-8

CAROLINA NEWSMAKERS

"INTERVIEW WITH BRENDA BERG", PRESIDENT AND CEO OF BEST NC

BACKGROUND OF BEST NC, EVOLUTION OF THE NORTH CAROLINA ECONOMY, NORTH CAROLINA AS AN EDUCATION LEADER, RECRUITING AND RETAINING TEACHERS, TEACHER PREFERENCES, ORIGIN OF BEST NC, TEACHER COMPENSATION, INNOVATION IN EDUCATION, CHARTER SCHOOLS, FOCUSING ON THE AVERAGE STUDENT, MAINTAINING STUDENT'S INTEREST IN EDUCATION, INFLUENCE OF ADVANCED PLACEMENT CLASSES, COLLABORATION BETWEEN EDUCATION SYSTEMS, TEACH FOR AMERICA EFFECTIVENESS, IMPORTANCE OF PRINCIPALS

PA PROGRAMMING 11/14-15

CAROLINA NEWSMAKERS

"INTERVIEW WITH ELAINE MARSHALL," NORTH CAROLINA SECRETARY OF STATE

BUSINESS IDENTITY THEFT, EVOLUTION OF BUSINESS INTERNET USE, CREDIT CARD CHIP TECHNOLOGY, BIG DATA, GETTING IN TO PUBLIC SERVICE, THE 4H PROGRAM, CAMPAIGNING AGAINST RICHARD PETTY, OVERSIGHT OF LOBBYING, NORTH CAROLINA ETHICS LAWS, DIFFERENTIATING BETWEEN LOBBYISTS AND LEGISLATIVE LIASONS,

CAROLINA NEWSMAKERS

"INTERVIEW WITH GEORGE HOLDING", UNITED STATES CONGRESSMAN FOR NORTH CAROLINA DISTRICT 13

PAUL RYAN BEING ELECTED TO SPEAKER OF THE HOUSE, TAX REFORM, ISSUES WITH THE INTERNAL REVENUE SERVICE, ECONOMY, NATIONAL DEBT, SUNDOWN PROVISIONS, ENERGY PRODUCTION, FOREIGN POLICY, RELATIONSHIP WITH CHINA, THREAT ISIS POSES, RELATIONSHIP WITH CUBA, AND ENTITLEMENT SPENDING AND REFORM

PA PROGRAMMING 11/28-29

CAROLINA NEWSMAKERS

"INTERVIEW WITH KEN SPAULDING," 2016 DEMOCRATIC CANDIDATE FOR GOVERNOR OF NORTH CAROLINA

BACKGROUND ON KEN SPAULDING, GETTING INTO PUBLIC SERVICE, NORTH CAROLINA ECONOMY, HARDSHIPS FACING RURAL NORTH CAROLINA, IMPROVING EDUCATION IN THE STATE, BUSINESS EXPERIENCE, ATTRACTING BUSINESSES TO NORTH CAROLINA, TAX REFORM, HEALTH CARE, MEDICAID EXPANSION, TRANSPORTATION NEEDS OF THE STATE, AND BOND ISSUE

PA PROGRAMMING 12/5-6

CAROLINA NEWSMAKERS

"INTERVIEW WITH BECKI GRAY", VICE President OF OUTREACH FOR THE JOHN LOCKE FOUNDATION

BIGGEST ISSUES IN NORTH CAROLINA, ELECTION SEASON, TURNOVER AT GENERAL ASSEMBLY, SESSION LIMITS, SALARY OF LEGISLATORS, NORTH CAROLINA BOND ISSUE,

IMPORTANCE OF EDUCATION GRANTS, TRANSPORTATION FUNDING, PRESIDENTIAL PRIMARIES, GOVERNOR'S RACE IN NORTH CAROLINA, IMPACT OF TOP OF THE BALLOT, CHALLENGES OF CAMPAIGNING THIS ELECTION CYCLE, HEALTH CARE REFORM, AND MEDICAID SPENDING

PA PROGRAMMING 12/12-13

CAROLINA NEWSMAKERS

"INTERVIEW WITH MIKE WALDEN", ECONOMIST AT NORTH CAROLINA STATE UNIVERSITY

ASSESSING 2015 ECONOMIC PERFORMANCE, UNEMPLOYMENT TRENDS IN NORTH CAROLINA, JOB GROWTH IN NORTH CAROLINA, TECHNOLOGICAL UNEMPLOYMENT, SAVINGS RATE, BOND REFERENDUM, TAX REFORM, INTEREST RATE, HEALTH CARE SPENDING, SOCIAL SECURITY, ENERGY USE AND PRODUCTION, VALUE OF THE DOLLAR, 2016 PREDICTIONS, AND IMPACT OF TERRORISM

PA PROGRAMMING 12/19-20

CAROLINA NEWSMAKERS

"INTERVIEW WITH DONALD GINTZIG" PRESIDENT AND CEO OF WAKEMED

SICK CARE VS. HEALTH CARE, BED CAPACITY AND SUPPLY, FOR PROFIT AND NON-PROFIT HOSPITALS, REHABILITATION, HEALTH CARE PROVIDER PARTNERSHIPS, EMERGENCY CARE, IMPROVEMENTS IN TREATMENT, GENETICS, AFFORDABLE CARE ACT, MEDICARE, MEDICAID, NON-INVASIVE SURGERY, INNOVATIONS, AND ATTRACTING DOCTORS

PA PROGRAMMING 12/26-27

CAROLINA NEWSMAKERS

"INTERVIEW WITH DONALD GINTZIG" PRESIDENT AND CEO OF WAKEMED

SICK CARE VS. HEALTH CARE, BED CAPACITY AND SUPPLY, FOR PROFIT AND NON-PROFIT HOSPITALS, REHABILITATION, HEALTH CARE PROVIDER PARTNERSHIPS, EMERGENCY CARE, IMPROVEMENTS IN TREATMENT, GENETICS, AFFORDABLE CARE ACT, MEDICARE, MEDICAID, NON-INVASIVE SURGERY, INNOVATIONS, AND ATTRACTING DOCTORS.