

WWNC

**Quarterly Issues
Fourth Quarter, 2013**

**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, 2013
01/06/2014

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:

- **BULLYING PREVENTION:** Bullying Prevention, From The School Playground To Cyberspace, A Closer Look
 - **CHILD LIFE:** Medical settings can stress kids out. Mission Children's Hospital has a way to relieve that stress
 - **FIRE PREVENTION:** October Is Fire Prevention Month, A Closer look With Asheville Fire Chief Scott Burnette
 - **GENERAL ASSEMBLY ACTION:** Buncombe Reps. Susan Fisher (D) and Nathan Ramsey (R) discuss this year's General Assembly action
 - **GRAHAM TRIBUTE:** Montreat evangelist the Reverend Billy Graham, turns 95 Thursday. We look back at his career & life
 - **HOLIDAY EATS:** The holiday eating season is here. Try out these health tips from Mission.
 - **HOLIDAY FINANCE:** Finance For The Holiday Season, The Perils And Pitfalls of Credit, A Closer Look
 - **HUNTING SEASON:** Hunting Season In Western North Carolina, A Closer Look
 - **PEARL HARBOR:** 72 years ago the Japanese attacked Pearl Harbor. Dr. Bill Forstchen talks about that day.
 - **RED CROSS:** The Red Cross In Western NC, More Than Just Blood Drives, A Closer look
 - **VETERANS:** Observing Veterans Day With World War 2 Veteran Andy Andrews
 - **XMAS TREES:** A Closer Look At Christmas Trees With The North Carolina Christmas Tree Association
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**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
CHILD LIFE	CHANGES - CHILD LIFE (10/5/13)	Medical settings can stress kids out. Mission Children's Hospital has a way to relieve that stress	Tara Harran & Julian Kate	10/05/2013 07:30 AM	029:40
FIRE PREVENTION	CHANGES - FIRE PREVENTION (10/12/13)	October Is Fire Prevention Month, A Closer look With Asheville Fire Chief Scott Burnette	Scott Burnette	10/12/2013 07:30 AM	029:43
RED CROSS	CHANGES - RED CROSS (10/19/13)	The Red Cross In Western NC, More Than Just Blood Drives, A Closer look	Amanda Edwards	10/19/2013 07:30 AM	029:39
BULLYING PREVENTION	CHANGES - BULLYING PREVENTION (10/26/13)	Bullying Prevention, From The School Playground To Cyberspace, A Closer Look	Carl Romaine	10/26/2013 07:30 AM	029:41
GRAHAM TRIBUTE	CHANGES- GRAHAM TRIBUTE (11/02/13)	Montreat evangelist the Reverend Billy Graham, turns 95 Thursday. We look back at his career & life	GRAHAM FAMILY	11/02/2013 07:30 AM	029:44
VETERANS	CHANGES - VETERANS DAY (11/9/13)	Observing Veterans Day With World War 2 Veteran Andy Andrews	Andy Andrews	11/09/2013 07:30 AM	029:40
HUNTING SEASON	CHANGES - HUNTING SEASON (11/16/13)	Hunting Season In Western North Carolina, A Closer Look	Mike Caraway	11/16/2013 07:30 AM	029:43
HOLIDAY EATS	CHANGES- HOLIDY EATS (11/23/13)	The holiday eating season is here. Try out these health tips from Mission.	Mission Hospital Experts	11/23/2013 07:30 AM	029:42
HOLIDAY FINANCE	CHANGES - HOLIDAY FINANCE (11/30/13)	Finance For The Holiday Season, The Perils And Pitfalls of Credit, A Closer Look	Celeste Collins	11/30/2013 07:30 AM	029:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
PEARL HARBOR	CHANGES-PEARL HARBOR (12/7/13)	72 years ago the Japanese attacked Pearl Harbor. Dr. Bill Forstchen talks about that day.	Dr. Bill Forstchen	12/07/2013 07:30 AM	029:44
XMAS TREES	CHANGES - XMAS TREES (12/21/13)	A Closer Look At Christmas Trees With The North Carolina Christmas Tree Association	Jennifer Green	12/21/2013 07:30 AM	029:42
GENERAL ASSEMBLY ACTION	CHANGES - GENERAL ASSEMBLY ACTION (12/28/13)	Buncombe Reps. Susan Fisher (D) and Nathan Ramsey (R) discuss this year's General Assembly action	Susan Fisher & Nathan Ramsey	12/28/2013 07:30 AM	029:44

**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
-----		000:18	058
-----	AD COUNCIL	000:59	007
-----	AMERICAN COLLEGE OF RADIOLOGY	000:30	150
-----	AMERICAN HEART ASSOCIATION	001:00	010
-----	EMANUEL LUTHERAN CHURCH	000:32	023
-----	EMANUEL LUTHERAN CHURCH	000:33	021

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Toys for Tots	PSA/CHAR ST COMPU SANTA PICS/30	000:31	020
Stay in School	PSA/DROPOUT PREVENT/15	000:15	001
Smokey Mtn Toy Run	PSA/PANCAKE BFAST/30	000:32	001
Recruitment	PSA/SELECTIVE SERVICE/30	000:30	241
Hiring Vets	SHOW YOUR STRIPES/TLK/ABANKERS - DARRELL	000:31	001
BREAST CANCER AWARE	RSNA	000:15	073
BREAST CANCER AWARE	RSNA	000:30	120
BREAST CANCER AWARE	RSNA	000:59	234
CAREGIVERS	AD COUNCIL	000:58	048
DISABLED VETS	HONOR RIDE ASHEVILLE	000:31	023
DISASTER RELIEF	AD COUNCIL	000:30	026
DISASTER RELIEF	HEARTS WITH HANDS	000:33	150
DROPOUT PREVENTION EFFORTS	AD COUNCIL	000:15	469
DROPOUT PREVENTION EFFORTS	AD COUNCIL	000:30	239
DROPOUT PREVENTION EFFORTS	AD COUNCIL	000:32	051
EMERGENCY PREPAREDNESS	AD COUNCIL	000:16	073
EMERGENCY PREPAREDNESS	AD COUNCIL	000:30	241
EMERGENCY PREPAREDNESS	AD COUNCIL	001:00	697
FINANCIAL WELLNESS	AD COUNCIL	001:01	055
FINANCIAL WELLNESS	NATIONAL ENDOWMENT FOR FINANC	000:58	652
FIRE PREVENTION	Asheville Fire Dept.	000:31	029
FIRE PREVENTION	Asheville Fire Dept.	001:00	074
HEALTH AND FITNESS	AD COUNCIL	000:16	071
ILL CHILDREN	VICTORY JUNCTION	000:30	002
INVASIVE SPECIES	Brother Wolf	001:00	001
JOBS	GOODWILL	000:15	468
JOBS	GOODWILL	001:00	707

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
LITTLEST GOLFER	BILTMORE FOREST CC	000:31	001
MILITARY AND VETERANS	ESGR	000:30	224
MILITARY AND VETERANS	MEDAL OF HONOR	000:31	017
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:23	017
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	022
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	017
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	035
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	184
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	320
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	022
MOTORCYCLE RUN	EBLEN CHARITIES	000:29	018
MOTORCYCLE RUN	EBLEN CHARITIES	000:32	065
PET ADOPTION	AD COUNCIL	000:15	067
POVERTY	WE SCARE HUNGER	000:30	010
POVERTY	WE SCARE HUNGER	000:31	011
RECRUITMENT	SHOW YOUR STRIPES	000:30	045
SELF ESTEEM	Special Olympics	000:28	008
SELF ESTEEM	Special Olympics	000:29	007
TEACHER RECRUITMENT	AD COUNCIL	001:00	105
TRAFFIC SAFETY	NC HIGHWAY PATROL	000:30	018
VETERANS	AD COUNCIL	000:15	072



NCNN PUBLIC AFFAIRS PROGRAMMING

4TH QUARTER 2013
(OCTOBER 1ST – DECEMBER 31ST)

PEOPLE IN POLITICS AND CAROLINA NEWSMAKERS ARE PRESENTED IN BOTH
30-MINUTE AND 60-MINUTE VERSIONS.

PA BLOCK FOR 10-05-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH GREGG THOMPSON, NC STATE DIRECTOR OF THE NATIONAL
FEDERATION OF INDEPENDENT BUSINESSES”

****ISSUES COVERED: NC GENERAL ASSEMBLY; BUSINESS AND INDUSTRY;
MANUFACTURING; GROWTH OF THE ECONOMY; SMALL BUSINESSES; JOB
CREATION; THE RECESSION; STATE REGULATIONS AND TAXES; URBAN/RURAL
AREAS OF NC; REGULATORY REFORM; TAX REFORM; HEALTHCARE; RECRUITING
BUSINESSES TO NORTH CAROLINA; HEALTH INSURANCE; IMMIGRATION AND
ILLEGAL IMMIGRATION; SECURING THE NATION’S BORDERS; NEW REPUBLICAN
LEADERSHIP IN NORTH CAROLINA AND ITS EFFECTS ON BUSINESS; HYDRAULIC
FRACTURING AND ENERGY PRODUCTION****

PA BLOCK FOR 10-12-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH RUFUS EDMISTEN, LAWYER, AND MEMBER OF “EDMISTEN,
WEBB, AND MOORE”

****ISSUES COVERED: AMERICAN HISTORY; WATERGATE; U.S. SENATE; LOCAL,
STATE, AND FEDERAL GOVERNMENT; POLITICAL PARTIES; STAFFING FOR U.S.
SENATORS AND REPRESENTATIVES; CONSTITUTIONAL LAW; NC BALANCED
BUDGET REQUIREMENTS; ALLOCATIONS OF STATE FUNDS; HIGHER EDUCATION;
NC ECONOMIC DEVELOPMENT; NC DEPARTMENT OF COMMERCE; STATE TAX
REFORM; LOBBYING; CIVILITY IN SOCIETY; SOCIAL REFORM; PARENTING,
CHILDREN, AND FAMILY ISSUES****

PA BLOCK FOR 10-19-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH JOHN HOOD”, PRESIDENT AND CHAIRMAN OF THE JOHN LOCKE FOUNDATION

****ISSUES COVERED: THE JOHN LOCKE FOUNDATION; CONSERVATIVE VALUES; HEALTHCARE AND HEALTH INSURANCE; OBAMACARE; POLITICAL PARTIES; AFFORDABLE HEALTH CARE ACT; FEDERAL DEFICIT; 2014 ELECTIONS; THE GOVERNMENT SHUTDOWN; ECONOMIC RECOVERY; HEALTH INSURANCE PREMIUM INCREASES; IMMIGRATION REFORM; JOB CREATION IN NORTH CAROLINA; SMALL BUSINESSES IN N.C.

RADIO HEALTH JOURNAL

“KIDS’ BITTER MEDICINE” AND “YOUR THERAPIST’S BRAIN”

****ISSUES COVERED: YOUTH AT RISK; PARENTING ISSUES; HEALTH CARE; PUBLIC HEALTH; CONSUMERISM****

TIME 28:00

PA BLOCK FOR 10-26-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH ROBERT SCHOFIELD”, POLICY DIRECTOR, NC POLICY WATCH

****ISSUES COVERED: POLITICAL PARTIES; PROBLEMS WITH THE OBAMACARE WEB SITE; MEDICARE PART D ENROLLMENT; HEALTH CARE AND HEALTH INSURANCE; HUGE INCREASES IN COST OF HEALTHCARE INSURANCE; BCBSNC; TRANSPORTATION AND OTHER OF THE STATE’S INFRASTRUCTURE NEEDS; ECONOMIC RECOVERY; THE ENVIRONMENT; IMMIGRATION REFORM; NON-PARTISAN REDISTRICTING; LOCAL, STATE, AND FEDERAL GOVERNMENT; TERM LIMITS FOR LEGISLATORS****

PA BLOCK FOR 11-02-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH TONY TATA”, SECRETARY OF TRANSPORTATION FOR THE STATE OF NORTH CAROLINA

****ISSUES COVERED: NC DEPARTMENT OF TRANSPORTATION; NC GEOGRAPHY; ROAD AND STREET MAINTENANCE; TRANSPORTATION; THE STATE’S INFRASTRUCTURE; STRATEGIC TRANSPORTATION INVESTMENT ACT AND LAW; LOCAL, STATE, AND FEDERAL GOVERNMENT; TRANSPORTATION FUNDING REFORM; JOB CREATION; JOBS FOR VETERANS; STATE HIGHWAY SYSTEM; OPTIONS FOR IMPROVING THE STATE’S ROADS; ECONOMIC DEVELOPMENT; UNSAFE BRIDGES IN N.C. AND PLANS TO FIX THEM; HIGHWAY CONSTRUCTION AND STATE ROAD INFRASTRUCTURE COSTS; NC STATE EMPLOYEES; KEEPING THE STATE’S ROADS OPEN DURING INCLEMENT WEATHER****

PA BLOCK FOR 11-9-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH U.S. CONGRESSMAN DAVID PRICE”

****ISSUES COVERED: REDISTRICTING; 4TH DISTRICT; LOCAL, STATE, AND FEDERAL GOVERNMENT; POLITICAL PARTIES; REVIEW OF CONGRESSMAN PRICE’S TERM IN OFFICE; NC MANUFACTURING; OPERATING TEXTILE MILLS IN NORTH CAROLINA; FEDERAL RESEARCH DOLLARS FUNDING PROJECTS IN NORTH CAROLINA; ECONOMIC STIMULUS PACKAGES; AFFORDABLE HOUSING; RURAL/URBAN AREAS OF NC; FUNDING FOR TRANSPORTATION; REVENUE FROM THE STATE GAS TAX; TRANSPORTATION; NC STATE RAIL SYSTEM; U.S. ENERGY INDEPENDENCE; U.S. RELATIONS WITH EGYPT****

PA BLOCK FOR 11-16-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH WAYNE GOODWIN”, NC STATE INSURANCE COMMISSIONER

****ISSUES COVERED: DIFFERENT FORMS OF INSURANCE; OBAMACARE; HEALTH INSURANCE; STATE HEALTH INSURANCE EXCHANGES; HEALTH INSURANCE QUOTES; STATE GOVERNMENT AND STATE LEGISLATURE; HEALTH INSURANCE TAX CREDITS FOR BUSINESSES; IMPACT OF OBAMACARE ON SMALL BUSINESSES; STATE INSURANCE COMMISSIONER AS STATE FIRE MARSHALL; “CAPTIVE” INSURANCE STATES; ATTRACTING BUSINESSES TO NORTH CAROLINA; INSURANCE FRAUD IN ASSOCIATION WITH OBAMACARE; CHANGES

TO HOME OWNERS INSURANCE; STORM/HURRICANE/WEATHER RELATED
INSURANCE CLAIMS; OTHER TYPES OF INSURANCE FRAUD****

PA BLOCK FOR 11-23-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH SCOTT DORNEY”, EXECUTIVE DIRECTOR, NC MILITARY
BUSINESS CENTER

****ISSUES COVERED: NC MILITARY BUSINESS CENTER; THE U.S. MILITARY’S
IMPACT ON THE STATE’S ECONOMY; FEDERAL MILITARY CONTRACTS IN NORTH
CAROLINA; NC COMMUNITY COLLEGE SYSTEM; FEDERAL SPENDING AND SMALL
BUSINESSES; NC SMALL BUSINESS ADMINISTRATION; ACTIVE MILITARY IN
NORTH CAROLINA; VETERANS RETIRING IN NORTH CAROLINA; NC MILITARY
BASES; CIVILIAN EMPLOYEES ON NC MILITARY BASES; CONSTRUCTION AND
SERVICES ON NC MILITARY BASES; CONSUMPTION OF PRODUCTS ON NC
MILITARY BASES; CITY OF FAYETTEVILLE GOVERNMENT; ECONOMIC
DEVELOPMENT; EMPLOYMENT AND ECONOMIC OPPORTUNITIES****

PA BLOCK FOR 11-30-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH TOM JENSEN”, DIRECTOR, PUBLIC POLICY POLLING

****ISSUES COVERED: POLLING IN THE STATE OF NORTH CAROLINA; RESEARCH;
POLITICAL PARTIES; REDISTRICTING; POLLING OF THE REPUBLICAN PARTY IN
N.C.; NC GENERAL ASSEMBLY; THE STATE’S BALANCED BUDGET REQUIREMENT;
FUNDING PUBLIC EDUCATION; THE REPUBLICAN PRIMARY FOR US SENATE SEAT
IN 2014; CONSERVATIVE WING OF THE REPUBLICAN PARTY; OBAMACARE AND
ITS EFFECT ON DEMOCRATIC POLLING NUMBERS; THE ROLLOUT OF
OBAMACARE; POPULARITY OF PRESIDENT OBAMA AND GOVERNOR MCCRORY;
ECONOMIC RECOVERY; ISSUE OF CONSPIRACIES ASSOCIATED WITH THE
ASSASSINATION OF PRESIDENT JOHN F. KENNEDY; WATERGATE AND SENATOR
SAM ERVIN; UNITING ELEMENTS IN THE NORTH CAROLINA SOCIETY****

PA BLOCK FOR 12-07-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH ANDY TAYLOR”, PROFESSOR, POLITICAL SCIENCE, NC STATE UNIVERSITY

****ISSUES COVERED: SWINGS IN PUBLIC OPINION; POLITICAL PARTIES; OBAMACARE; FEDERAL DEBT CEILING; PRESIDENT OBAMA’S APPROVAL RATING; APPROVAL OF THE FEDERAL BUDGET; DIFFERENCES BETWEEN THE U.S. GOVERNMENT SYSTEM VS. THE BRITISH PARLIAMENTARY GOVERNMENT; INDIVIDUAL PARTY NOMINATIONS; U.S. SENATE SEAT HELD BY KAY HAGAN; REDISTRICTING; PROJECTIONS FOR THE 2014 ELECTIONS FOR THE DEMOCRATIC AND REPUBLICAN PARTIES****

PA BLOCK FOR 12-14-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH JOHN SKVARLA”, SECRETARY OF NC DENR

****ISSUES COVERED: WETLANDS; STREAM RESTORATION; STATE GOVERNMENT; COORDINATING AGENCIES WITHIN STATE GOVERNMENT; STATE REVENUE AND EFFICIENCY OF STATE GOVERNMENT; STATE BUDGET; THE ENVIRONMENT AND CLEAN WATER AND AIR INITIATIVES; STATE ENVIRONMENTAL REGULATIONS; NC DENR’S OPERATIONAL CHALLENGES; PROTECTING THE STATE’S ENVIRONMENT; STATE PERMITS; MAKING THE STATE ATTRACTIVE FOR BUSINESS; “WIND” POWER PROJECTS****

PA BLOCK FOR 12-21-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH NC AGRICULTURE COMMISSIONER, STEVE TROXLER”

****ISSUES COVERED: CHRISTMAS TREE GROWERS AND CHRISTMAS TREE PRODUCTION; STATE GOVERNMENT; STATE COMMODITIES; NC AGRICULTURAL PRODUCTS; “GOT TO BE NC” PROGRAM; EXPORTING STATE’S AGRICULTURAL PRODUCTS TO INTERNATIONAL MARKETS; RENEWABLE FUELS; NC PEANUT

PRODUCTION; NC COTTON PRODUCTION; NC FAMILY FARMS AND CORPORATE FARMS; U.S. FARM BILL; YOUTH INTEREST IN FARMING; SPECIALTY CROPS****

PA BLOCK FOR 12-28-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH RAN COBLE”, EXECUTIVE DIRECTOR, NC CENTER FOR PUBLIC POLICY RESEARCH

****ISSUES COVERED: STATE GOVERNMENT POLICY; THE REPUBLICAN MAJORITY IN NC STATE GOVERNMENT; STATE TAXES; STATE TAX RATE; CORPORATE TAX RATES; ECONOMIC RECOVERY; EMPLOYMENT/UNEMPLOYMENT; CUTS TO THE STATE UNIVERSITY SYSTEM; RURAL ECONOMIC DEVELOPMENT CENTER; FUNDING INFRASTRUCTURE IN NORTH CAROLINA; RURAL/URBAN AREAS; STATE DEMOGRAPHICS AND THE STATE POPULATION; CHILDREN WITH DISABILITIES; PUBLIC SCHOOLS BUDGETS; GOVERNOR’S USE OF VETO****