

WWNC

**Quarterly Issues
Fourth Quarter, 2012**

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

Duration: 30 minutes

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

Duration: 30 minutes

WWNC
Asheville, NC
Quarterly Issues/Programs List
Fourth Quarter, 2012
01/02/2013

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:

- **BREAST CANCER:** Discussion about awareness, treatment and solutions during Breast Cancer Awareness Month.
- **CHILDHOOD OBESITY:** Discussion about childhood obesity and whether we are winning or losing the battle.
- **CHILDREN FIRST-SUCCESS EQUATI:** Impact of poverty on children & their families, & Children 1st Communities in Schools.
- **FOOD INSECURITY:** Discussion on how Asheville Buncombe Food Policy Council proposes to solve WNC food security issues
- **HEALTH AND FITNESS:** (No issue/program description given.)
- **HOLIDAY SHOPPING:** Discussion about making the most of the season without dropping deep into debt
- **IMPORTANCE OF A WILL:** Having a will assures your assets got where yuo want them to go once you're gone
- **PLAYHOUSE ARTS:** Discussion about the significant role the arts plays in shaping the culture and its impact on WNC.
- **PREMATURE BABIES:** Discussion about dealing with 50 million babies born in the US every year are born premature
- **PUBLIC DISASTER AWARENESS:** One Second After, The Possible End Of The Worried World
- **SCHOOL VIOLENCE:** In light of the recent shootings in schools, a discussion about school violence in Buncombe County
- **SPECIAL OLYMPICS:** Special Olympics "A Very Merry Christmas" holiday special to create awareness for Special Olympics
- **SUSTAIN BIZ:** Discussion about connecting sustainable businesses that are growing to help each other succeed.

**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
CHILDREN FIRST-SUCCESS EQUATI	CHANGES-CHILDREN FIRST-SUCCESS EQUATION (10/6/2012)	Impact of poverty on children & their families, & Children 1st Communities in Schools.	Greg Borom & Adrienne Ammerma	10/06/2012 07:30 AM	029:47
IMPORTANCE OF A WILL	CHANGES-IMPORTANCE OF A WILL (10/13/12)	Having a will assures your assets got where yuo want them to go once you're gone	Gene Ellison	10/13/2012 07:30 AM	029:49
BREAST CANCER	CHANGES - BREAST CANCER (10/20/12)	Discussion about awareness, treatment and solutions during Breast Cancer Awareness Month.	Dr. David Hetzel	10/20/2012 07:30 AM	029:44
FOOD INSECURITY	CHANGES-FOOD INSECURITY (10/27/12)	Discussion on how Asheville Buncombe Food Policy Council proposes to solve WNC food security issues	Gordon Smith	10/27/2012 07:30 AM	029:44
CHILDHOOD OBESITY	CHANGES-CHILDHOOD OBESITY (11/3/12)	Discussion about childhood obesity and whether we are winning or losing the battle.	Dr. Ameena Batada	11/03/2012 07:30 AM	029:47
HEALTH AND FITNESS	CHANGES-FISHER HOUSE PROGRAM (11/10/12)	----	CITY OF HOPE	11/10/2012 07:30 AM	029:59
PREMATURE BABIES	CHANGES-PREMATURE BABIES (11/17/12)	Discussion about dealing with 50 million babies born in the US every year are born premature	Mission Children's Hospital	11/17/2012 07:30 AM	029:43
HOLIDAY SHOPPING	CHANGES-HOLIDAY SHOPPING (11/24/12)	Discussion about making the most of the season without dropping deep into debt	Celeste Collins	11/24/2012 07:30 AM	029:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
SUSTAIN BIZ	CHANGES-SUSTAIN BIZ (12/1/12)	Discussion about connecting sustainable businesses that are growing to help each other succeed.	Matt Raker	12/01/2012 07:30 AM	029:42
PLAYHOUSE ARTS	CHANGES-PLAYHOUSE ARTS (12/6/12)	Discussion about the significant role the arts plays in shaping the culture and its impact on WNC.	Vincent Marini	12/08/2012 07:30 AM	029:42
PUBLIC DISASTER AWARENESS	CHANGES - DOOMSDAY (12/15/12)	One Second After, The Possible End Of The Worried World	William Forstchen	12/15/2012 07:30 AM	029:42
SPECIAL OLYMPICS	CHANGES-SPECIAL OLYMPICS (12/21/12)	Special Olympics "A Very Merry Christmas" holiday special to create awareness for Special Olympics	VARIOUS GUESTS	12/22/2012 07:30 AM	026:02
SCHOOL VIOLENCE	CHANGES-SCHOOL VIOLENCE (12/29/12)	In light of the recent shootings in schools, a discussion about school violence in Buncombe County	Drs.Tony Baldwin & Robby Adel	12/29/2012 07:30 AM	029:45

**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
Various	Various	000:15	1341

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Pet Adoption	Brother Wolf	001:00	001
At Risk Kids	Open Doors Asheville	000:30	017
Youth Organizations	PSA/ABYO/30	000:31	009
Electrical Safety	PSA/BBB ELEC SAFETY/30	000:30	137
Asthma	PSA/CDC ASTHMA/30	000:30	128
Childhood Obesity	PSA/CHILDHOOD OBESITY/30	000:30	113
Discrimination	PSA/HOUSING DISCRIMINATION/30	000:30	116
Cancer	PSA/LUNG CANCER/30	000:30	019
Birth Defects	PSA/MARCH OF DIMES/60	001:00	144
MS	PSA/MS CONNECT/30	000:30	116
High School Athletics	PSA/NCHSAA/60	001:00	147
Organ Donation	PSA/ORGAN DONOR/30	000:30	115
Recovery	PSA/RECOVERY/30	000:30	107
Selective Service	PSA/SELECTIVE SERVICE/30	000:30	122
Selective Service	PSA/SELECTIVE SERVICE/60	001:00	292
VA Benefits	PSA/VA BENEFITS/30	000:30	128
Veterans	PSA/VET DAY/30	000:30	004
Vietnam Vets	PSA/VIETNAM WALL/30	000:30	044
Vietnam Vets	PSA/VIETNAM WALL/60	001:00	113
Recruitment	US dept of Defense	001:00	321
Voter Information	VOTER FORUM PROMO	000:31	002
Voter Information	VOTER FORUM PROMO	000:32	012
ANIMAL ADOPTION	Brother Wolf	001:00	300
ARTS	SMITHSONIAN	000:31	002
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	007
DENTISTRY	GIVE KIDS A SMILE	000:31	136
FLU SHOT	PSA/CDC FLU/30	000:30	061
MILITARY AND VETERANS	FISHER HOUSE	000:30	036

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
SCOUTING	Boy Scouts of America	000:30	129
SELF ESTEEM	Special Olympics	000:24	005
SELF ESTEEM	Special Olympics	000:30	057
SELF ESTEEM	Special Olympics	000:31	018
SPORTS	NCHSAA	001:02	714
VETERANS	US dept of Defense	000:31	125
Zoolies	I-40 WRECK 10/16	000:16	003
Zoolies	SCHOOL CLOSING 10/29	000:29	002

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