

WWNC

**Quarterly Issues
Third Quarter, 2016**

**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
Third Quarter, 2016
10/05/2016

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:

- **9/11 RISING ABOVE:** 9/11 Rememberance program devoted to that eventful day 15 years ago & how we have grown as a nation
- **FIRE SUMMER NCGA:** Fire safety during dry weather, NC Forest Service gives outdoor tips & senate session recap
- **HEALTHY EATING:** Healthy eating and how to manage your family diet and eating habits
- **HELIOS WARRIORS:** Discussion about Helios Warriors and how this non profit organization helps local veterans.
- **HEROIN OPIOIDS ADDICTION:** The new school year, WNC Veterans Mural is complete, Labor Day Booze It & Lose It campaign ends 9/5
- **HUNGER ACTION:** September is Hunger Action Month. MANNA Food Bank talks about your opportunities to give.
- **OPIOD AWARENESS WEEK:** PSA
- **RIVER ARTS DISTRICT:** Discussion about improvements and enhancements in the River Arts District with their director.
- **SMOKEY MOUNTAINS NATL PARK :** Great Smokey Mtn Nat'l Park Grant money/conservation & Race to Quit-New State anti smoking campaign
- **TREATMENT COURTS:** Reps of Buncombe County's Sobriety, Drug Treatment, &Veterans Treatment Courts describe programs

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
FIRE SUMMER NCGA	CHANGES-FIRE SUMMER NCGA (7/2/16)	Fire safety during dry weather, NC Forest Service gives outdoor tips & senate session recap	Various	07/02/2016 07:30 AM	029:45
SMOKEY MOUNTAINS NATL PARK	CHANGES-SMOKEY MOUNTAINS NATL PARK (7/8/16)	Great Smokey Mtn Nat'l Park Grant money/conservation & Race to Quit-New State anti smoking campaign	Various	07/09/2016 07:30 AM	028:47
TREATMENT COURTS	CHANGES-TREATMENT COURTS (7/16/16)	Reps of Buncombe County's Sobriety, Drug Treatment, & Veterans Treatment Courts describe programs	Various	07/16/2016 07:30 AM	029:44
RIVER ARTS DISTRICT	CHANGES-RIVER ARTS DISTRICT (7/23/16)	Discussion about improvements and enhancements in the River Arts District with their director.	Stephanie Monson Dahl	07/23/2016 07:30 AM	029:27
RIVER ARTS DISTRICT	CHANGES-RIVER ARTS DISTRICT (7/30/16)	Discussion about improvements and enhancements in the River Arts District with their director.	Stephanie Monson Dahl	07/30/2016 07:30 AM	029:27
HELIOS WARRIORS	CHANGES-HELIOS WARRIORS (8/6/16)	Discussion about Helios Warriors and how this non profit organization helps local veterans.	Marsha Bennett	08/06/2016 07:30 AM	029:47
SMOKEY MOUNTAINS NATL PARK	CHANGES-SMOKEY MOUNTAINS NATL PARK (8/13/16)	Discussion about grant money for Great Smokey Mtn Nat'l Park & New state anti smoking campaign	Dana Soehn & Josh Zack	08/13/2016 07:00 AM	028:47
HEROIN OPIOIDS ADDICTION	CHANGES-HEROIN OPIOIDS ADDICTION (8/20/16)	Discussion about Heroin and Opioid addiction and effective means of treatment.	Dr John Dyben	08/20/2016 07:30 AM	029:47
HEROIN OPIOIDS ADDICTION	CHANGES-SCHOOL WALL BOOZE (8/27/16)	The new school year, WNC Veterans Mural is complete, Labor Day Booze It & Lose It campaign ends 9/5	Various	08/27/2016 07:30 AM	029:45
HUNGER	CHANGES-	September is Hunger	Alisa	09/03/2016	029:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ACTION	HUNGER ACTION (9/2/16)	Action Month. MANNA Food Bank talks about your opportunities to give.	Hixson and Kara Irani	07:30 AM	
9/11 RISING ABOVE	CHANGES-9/11 RISING ABOVE (9/10/16)	911 Remembrance program devoted to that eventful day 15 years ago & how we have grown as a nation	Various	09/10/2016 07:30 AM	027:56
HEALTHY EATING	CHANGES-HEALTHY EATING (9/17/16)	Healthy eating and how to manage your family diet and eating habits	Aviva Goldfarb	09/17/2016 07:30 AM	029:39
OPIOID AWARENESS WEEK	CHANGES-OPIOID AWARENESS WEEK (9/24/2016)	Opioid epidemic in NC	Various	09/24/2016 07:30 AM	027:28

**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
		000:30	009
		000:31	079
Foster Care	BLACK MTN HOME FOR CHILDREN	000:32	002
Foster Care	HABITAT FOR HUMANITY	000:31	012
AMERICAN CANCER SOC	American Cancer Society	001:02	043

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ARTS	Black Mountain Chamber	000:17	019
athletic protector	NCHSAA	001:01	039
AUTISM	AD COUNCIL	001:01	040
AUTISM	AD COUNCIL	001:02	040
BUNCOMBE CTY SCHOOLS	BUNCOMBE COUNTY	000:32	017
DENTISTRY	AMERICAN DENTAL ASSOC	001:01	037
DISASTER RELIEF	American Red Cross	000:17	110
DRUNK DRIVING	AD COUNCIL	000:31	040
EDUCATION	GLOBAL CITIZEN FESTIVAL	000:31	003
EDUCATION	SUMMER LEARNING	000:31	023
Education & Animals	4H	000:15	033
EMERGENCY PREPAREDNESS	AD COUNCIL	001:00	038
EMERGENCY PREPAREDNESS	AD COUNCIL	001:01	075
FIRE SAFETY	US DEPT OF HOMELAND SECURITY	000:30	018
FOOD SAFETY	AD COUNCIL	000:15	042
FOOD SAFETY	AD COUNCIL	000:31	021
GENDER EQUITY	GLOBAL CITIZEN FESTIVAL	000:32	004
GOLF	CAN'D AID FOUNDATION	000:31	042
GOLF	FISHER HOUSE	000:17	027
HEALTH AND FITNESS	American Cancer Society	000:31	019
HEALTH AND FITNESS	American Cancer Society	000:33	019
HEALTH AND FITNESS	LELIA PATTERSON CENTER	000:30	026
HEALTH AND FITNESS	MTN AMATEUR ATHLETICS	000:32	007
HOME SAFETY	AMER. ACADEMY OF ORTHOPEDICS	000:31	032
Legal Costs	BUNCOMBE COUNTY	000:32	058
MILITARY AND VETERANS	AIR FORCE RESERVE	000:32	034
MILITARY AND VETERANS	BOB WOODRUFF FOUNDATION	000:30	010
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	001
MS AWARENESS	NATL MULTIPLE SCLEROSIS SOC	000:33	020

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MUSIC	NCHSAA	001:02	047
NC DEPT OF PUBLIC SAFETY	NC DEPT OF PUBLIC SAFETY	000:31	034
OUTDOORS	RIVERLINK	000:15	066
OUTDOORS	RIVERLINK	000:31	095
OUTDOORS	WNC NATURE CENTER	000:31	041
POOL SAFETY	US DEPT. HEALTH & HUMAN SVC	000:34	006
POVERTY	GLOBAL CITIZEN FESTIVAL	000:28	002
SPORTS	NCHSAA	000:31	051
SPORTS	NCHSAA	001:01	037
SPORTS IMPACT	NCHSAA	001:01	082
TANNING, SKIN, TROUBLED KIDS	American Cancer Society	001:02	033



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

FOR JULY 2-3:

CAROLINA NEWSMAKERS: "INTERVIEW WITH MARGARET SPELLINGS" PRESIDENT OF THE UNIVERSITY NORTH CAROLINA SYSTEM. ASSESSING THE UNC SYSTEM, COST OF EDUCATION, GAP YEAR, NORTH CAROLINA COMMUNITY COLLEGE SYSTEM, RESEARCH UNIVERSITIES, MEDICAL SCHOOLS, RELATIONSHIP WITH BUSINESS COMMUNITY, FUTURE OF THE UNC SYSTEM, TUITION, TECHNOLOGY, COLLEGE ATHLETICS, 2016 LEGISLATIVE SESSION, AND INNOVATION.

FOR JULY 9-10:

CAROLINA NEWSMAKERS: "INTERVIEW WITH JOHN SKVARLA" SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF COMMERCE. NORTH CAROLINA ECONOMY, TAXATION, SMALL BUSINESS COMMUNITY, AGRICULTURE, BUSINESS INCENTIVES, HIGH-SPEED BROADBAND, CROWD FUNDING, TRANSPORTATION, CONNECT NC BOND, PROJECT PHOENIX, GLOBAL IMPACT OF UNITED KINGDOM VOTE TO EXIT EUROPEAN UNION, GLOBALIZATION, FILM INCENTIVES, 2016 LEGISLATIVE SESSION, NC COMPETES FOR JOBS, AND INNOVATION

FOR JULY 16-17:

CAROLINA NEWSMAKERS: "INTERVIEW WITH RANDY WOODSON" CHANCELLOR OF NORTH CAROLINA STATE UNIVERSITY. ROLE OF THE CHANCELLOR, PEER SCHOOLS, RESEARCH UNIVERSITIES, LAND GRANT INSTITUTIONS, COST OF EDUCATION, DISTANCE EDUCATION, INNOVATION, UNIVERSITY SYSTEM, ATHLETICS, CENTENNIAL CAMPUS, HUNT LIBRARY, CONNECT NC BOND, 2016 LEGISLATIVE SESSION, AND TUITION.

FOR JULY 23-24:

CAROLINA NEWSMAKERS: "INTERVIEW WITH NICKY TENNYSON" NORTH CAROLINA SECRETARY OF TRANSPORTATION. POPULATION GROWTH, MILES OF ROAD IN NORTH CAROLINA, BRIDGES, FUNDING, INTERSTATE ROAD SYSTEM, AIRPORTS, RAIL, DEPARTMENT OF MOTOR VEHICLES, PORTS, GLOBAL TRANSPARK, TOLL ROADS, AUTONOMOUS VEHICLES, DRONES, AND 2016 LEGISLATIVE SESSION.

FOR JULY 30-31:

CAROLINA NEWSMAKERS: "INTERVIEW WITH CATHERINE TRUITT" NORTH

CAROLINA SENIOR EDUCATION POLICY ADVISOR. BACKGROUND, K-12 EDUCATION, POPULATION GROWTH, PRE-K EDUCATION, IMPACT OF GENDER ON LEARNING, COMMUNITY COLLEGE SYSTEM, TEACHER PAY, ADVANCED PLACEMENT COURSES, STUDENT/TEACHER RATIO, CHARTER SCHOOLS, TUITION RATES, TEACHER ATTRITION, AND ATTRACTING TEACHERS.

FOR AUGUST 6-7:

CAROLINA NEWSMAKERS: "INTERVIEW WITH DR. MICHAEL WALDEN" WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS. ECONOMIC GROWTH, REGIONAL GROWTH, IMPACT OF HOUSE BILL 2, CSX FACILITY IMPACT ON ROCKY MOUNT, GAS PRICES, PRESIDENTIAL ELECTION IMPACT, FEDERAL RESERVE, INTEREST RATES, PRECIOUS METALS, HEALTH CARE SPENDING, SOCIAL SECURITY, TOURISM, AND RETIREES.

FOR AUGUST 13-14:

CAROLINA NEWSMAKERS: "INTERVIEW WITH BRAD WILSON" PRESIDENT AND CEO OF BLUE CROSS BLUE SHIELD NORTH CAROLINA. ORIGIN OF BLUE CROSS BLUE SHIELD, AFFORDABLE CARE ACT, INSURANCE MANDATE, SPECIAL ENROLLMENT PERIOD, PREMIUM GRACE PERIOD, RISK CORRIDOR PROGRAM, PRESCRIPTION DRUGS, MEDICARE, TRANSPARENCY OF HEALTH CARE COSTS, HOSPITAL CARE, PRIMARY CARE, EMERGENCY ROOMS, PHARMACISTS, URGENT CARE, AND FEDERAL EXCHANGES.

FOR AUGUST 20-21:

CAROLINA NEWSMAKERS: "INTERVIEW WITH RICK BRAJER" SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF HEALTH AND HUMAN SERVICES. DHHS BACKGROUND, OVERCOMING POPULATION DISPARITY, INFANT MORTALITY, MEDICAID AND MEDICARE, HEALTH CARE EXCHANGES, MENTAL HEALTH, BINGE DRINKING, EDUCATING ABOUT MENTAL HEALTH, PREVENTIVE SERVICES, SMOKING, SAFETY OF DRINKING WATER, FLU SHOTS, 2016 LEGISLATIVE SESSION, CHILD WELFARE, AND RURAL DOCTORS.

FOR AUGUST 27-28:

CAROLINA NEWSMAKERS: "INTERVIEW WITH TOM CAMPBELL" CREATOR, EXECUTIVE PRODUCER, AND MODERATOR OF NC SPIN. PRESIDENTIAL ELECTION, DONALD TRUMP, HILLARY CLINTON, BERNIE SANDERS, LEGISLATIVE REDISTRICTING, MEDIA CONSUMPTION, POLITICAL PARTIES, PRIMARY SYSTEM, POPULATION GROWTH, AFFORDABLE CARE ACT, HOUSE BILL 2, US SENATE RACE.

FOR SEPTEMBER 3-4

CAROLINA NEWSMAKERS: "INTERVIEW WITH BRIAN SICKORA" DIRECTOR AND GENERAL MANAGER OF UNC-TV. CORPORATION FOR PUBLIC BROADCASTING,

PBS, NPR, UNC-TV STATEWIDE SYSTEM, PUBLIC BROADCASTING, FUNDING, BACKGROUND, EVOLUTION OF PUBLIC BROADCASTING, VIEWING HABITS OF MILLENNIALS, VIEWERSHIP DEMOGRAPHICS, PROGRAMMING, EDUCATION, PROMOTION, FUNDRAISING, AND LOCAL PROGRAMMING.

FOR SEPTEMBER 10-11:

CAROLINA NEWSMAKERS: "INTERVIEW WITH JUSTICE PAUL NEWBY AND JUSTICE SAM ERVIN IV" NORTH CAROLINA SUPREME COURT JUSTICES. BACKGROUND ON STATE AND FEDERAL COURTS, ELECTING JUSTICES VS APPOINTMENTS, ASSESSING JUDICIAL CANDIDATES, POPULATION GROWTH, UTILITIES COMMISSION, JUDICIAL SYSTEM, INFLUENCE OF TECHNOLOGY, FREE SPEECH, AND RULE OF LAW.

FOR SEPTEMBER 17-18:

CAROLINA NEWSMAKERS: "INTERVIEW WITH BRENDA BERG" PRESIDENT AND CEO OF BEST NC. BACKGROUND OF BEST NC, GRADUATION RATE, BIRTH WEIGHT, PRE-K EDUCATION, SUPPORT SYSTEM, PERCEPTION OF TEACHERS, TEACHER PAY, TURNOVER RATE OF TEACHERS, TEACHER RETENTION, EARLY EDUCATION, COMMUNITY COLLEGE SYSTEM, FIRST-GENERATION GRADUATES, TECHNOLOGY, PARENTAL INVOLVEMENT, AND ROLE OF THE PRINCIPAL.

FOR SEPTEMBER 24-25:

CAROLINA NEWSMAKERS: "INTERVIEW BECKI GRAY" VICE PRESIDENT OF OUTREACH FOR THE JOHN LOCKE FOUNDATION. NORTH CAROLINA HOUSE BILL 2, NORTH CAROLINA GENERAL ASSEMBLY, PRESIDENTIAL ELECTION, ADVERTISING, VOTING, ECONOMY, EDUCATION, NATIONAL SECURITY, HEALTH CARE, NORTH CAROLINA GOVERNOR'S RACE, COUNCIL OF STATE POSITIONS, JUDICIAL ELECTIONS, NORTH CAROLINA US SENATE SEAT.