

WWNC
Asheville, NC
Quarterly Issues/Programs List
Fourth Quarter, 2022
03/28/2023

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:

**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 |
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| Fire Prevention/Safety and Di | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>FDNY Capt. Michael Kozo, the commanding officer of the FDNY's Fire Safety Education Unit. The National Fire Protection Association's "Fire Won't Wait. Plan Your Escape™" is the theme for Fire Prevention Week™, October 9-15. Kozo reinforced the critical importance of developing a home escape plan with all members of the household and practicing it regularly. He incorporated information about Kidde's 'smart' resources into the conversation.</p> <p>Michael Capponi, Founder/President Global Empowerment Mission. Capponi discussed how Global Empowerment is assisting with disaster aid throughout the Southeast following the destruction of Hurricane Ian. Global Empowerment Mission is a 501(c)(3) nonprofit organization founded in 2011 as a first responder to global disasters. Capponi also talked about GEM'S recent missions in the Ukraine.</p> | Capt. M. Kozo, M. Capponi | 10/02/2022 07:00 AM | 028:48 |
| Public Health, Disaster Recov | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Benjamin Sommers, M.D., Ph.D. Deputy Assistant Secretary for Health Policy. A new report that is being issued soon that looks at the associations between county-level vaccination rates and COVID-19 outcomes among Medicare beneficiaries. Sommers told us what the new study shows. He also discussed what the new</p> | Dr. B. Sommers, S. McKinney | 10/09/2022 07:00 AM | 029:49 |

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| | | <p>study tells us about the new variant and the need for updated vaccines.</p> <p>Sherri McKinney American Red Cross</p> <p>Spokesperson. Osmet talked about the national blood crisis due to Hurricane Ian. She also discussed Red Cross response to weather related events, domestic and international disasters, and carrying out other humanitarian efforts.</p> | | | |
| Parental Digital & Cyber Safe | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Dr. Catherine Pearlman, the founder of The Family Coach®, is a licensed clinical social worker. Pearlman shared insights with parents on how to navigate the digital landscape safely and productively with their kids. Topics included digital safety, privacy, social media, sexting, cyberbullying, phone etiquette and how to set appropriate boundaries to establish a healthy digital relationship in an increasingly complicated online world.</p> <p>Amy Purdy, Paralympic Snowboarding Legend/3x Medalist. The U.S. Centers for Disease Control and Prevention is warning of an accelerating mental health crisis among adolescents, with more than 4 in 10 teens reporting that they feel "persistently sad or hopeless." Purdy talked about her pursuit to encourage mental and physical well-being. She shared tools and techniques for coping with stress and anxiety while being on the path to becoming a whole person</p> | Dr. C. Pearlman, A. Purdy | 10/16/2022 07:00 AM | 029:49 |
| Public Health, Sleep & Health | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Patsy Stinchfield, Retired Pediatric Nurse Practitioner and President of the National Foundation of Infectious Diseases - Information on the upcoming flu season, along with a comprehensive</p> | P. Stinchfield, Dr. C Winter | 10/23/2022 07:00 AM | 029:49 |

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| | | <p>overview of this year's flu vaccine and the types of individuals who are most at risk for severe flu symptoms if they are not vaccinated.</p> <p>Dr. Chris Winter, Neurologist, Sleep Specialist, Best-Selling Author & Featured Expert on the <i>Chasing Sleep</i> Podcast - A breakdown of the importance of sleep in achieving a healthy lifestyle, along with tips for getting better sleep and how naps can play a role in resting the body and mind.</p> | | | |
| Breast Cancer Awareness, ADHD | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Dr. Mohammad Jahanzeb, Medical Oncologist at the Florida Cancer Specialists & Research Institute. October is Breast Cancer Awareness Month and Dr. Jahanzeb explains how prevalent breast cancer is across the U.S. He also provides information about the disease itself, along with screening and treatment options.</p> <p>Dr. Andrew Kahn, a Licensed Psychologist and Associate Director of Behavior Change and Expertise at Understood.org, an organization focused on those who think and learn differently. October is Learning Disabilities Awareness Month. Dr. Kahn discusses the "Wired Differently" campaign and provides information on ADHD and Dyslexia.</p> | Dr. M Jahanzeb, Dr. A. Kahn | 10/30/2022 07:00 AM | 029:49 |
| Public Health, Safety & Preve | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Dr. Dara Kass, HHS Regional Director for Region 2. Dr. Kass provides the latest information on the spread of COVID-19, the COVID vaccines, flu season, and the rise of RSV cases across the country.</p> <p>Dr. Jacob Sands, American Lung Association Representative & Thoracic</p> | Dr. D. Kass, Dr. J. Sands | 11/06/2022 07:00 AM | 029:49 |

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| | | <p>Medical Oncologist. Dr. Sands joined the show for Lung Cancer Awareness Month to discuss the importance of lung cancer screenings and provide the latest information on preventative measures.</p> | | | |
| Public Health & Safety Commu | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Chiquita Brooks-Lasure, Administrator for the Centers for Medicare & Medicaid Services, where she oversees Medicare, Medicaid, the Children's Health Insurance Program, and the Healthcare.gov health insurance marketplace. Administrator Lasure explains who's eligible for Medicare, Medicaid, CHIP, and coverage at HealthCare.gov. She also discusses open enrollment and the role her agency is playing in the COVID-19 response.</p> <p>Commissioner Kenneth Hodder, National Commander of The Salvation Army. Commissioner Hodder discusses the work the Salvation Army does across the country, including their upcoming holiday efforts and the launch of their 132nd Red Kettle Campaign on Thanksgiving Day.</p> | C. Brooks-Lasure, K. Hodder | 11/13/2022 07:00 AM | 029:49 |
| Public Health & Safety Commu | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Dr. Loretta Christensen, Chief Medical Officer of the Indian Health Services - Dr. Christensen joins the show for Native American Heritage Month and she discusses the impact COVID-19 has had on Native American communities across the country, along with the importance of the COVID-19 vaccines and resources for more information on health services available for American Indian and Alaska Native communities.</p> <p>Avenel Joseph, Vice President of Policy at the Robert Wood Johnson Foundation - Avenel Joseph checks in for National Hunger & Homelessness Week</p> | L. CHRISTENSEN, J. JOSEPH | 11/20/2022 07:00 AM | 029:49 |

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| | | and she breaks down how inflation and other factors have impacted hunger and homelessness, including among children nationwide. | | | |
| Public Health & Safety Commu | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Dr. Dara Kass, HHS Regional Director for Region 2. Dr. Kass provides the latest information on the spread of COVID-19, the COVID vaccines, flu season, and the rise of RSV cases across the country.</p> <p>Dr. Jacob Sands, American Lung Association Representative & Thoracic Medical Oncologist. Dr. Sands joined the show for Lung Cancer Awareness Month to discuss the importance of lung cancer screenings and provide the latest information on preventative measures.</p> | Dr. D. Kass, Dr. J. Sands | 11/27/2022 07:00 AM | 029:49 |
| Mental Health, Suicide Awaren | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Christina Huntsman Durham of the Huntsman Mental Health Foundation & Dr. Mark Hyman Rapaport, CEO of the Huntsman Mental Health Institute and Chair, Department of Psychiatry, University of Utah School of Medicine. Christina Huntsman Durham and Dr. Rapaport join the show to discuss a new mental health initiative started in conjunction with the Ad Council, along with an overview of the mental health challenges prevalent across the U.S.</p> <p>Jim Lorraine, President, and CEO of America's Warrior Partnership. Jim Lorraine joins the show to discuss how America's Warrior Partnership works to prevent veteran suicide, connect local veteran-serving organizations with resources, services, and partners, and assist families and caregivers of military veterans.</p> | C. Huntsman Durham, Dr. M. Hy | 12/04/2022 07:00 AM | 029:49 |
| Public Health, | IHEARTRADIO COMMUNITIES: | January Contreras, Assistant Secretary for | J. Contreras, B. Potts | 12/11/2022 07:00 AM | 029:49 |

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| Mental Health | PUBLIC AFFAIRS SPECIAL | <p>the Administration for Children and Families at the Department of Health and Human Services.</p> <p>Secretary Contreras explains the different programs provided by ACF, including Head Start, and also offers details into their work assisting communities battle COVID-19, the flu and RSV.</p> <p>Bill Potts, Author of <i>Up for the Fight: How to Advocate For Yourself As You Battle Cancer, From a Five-Time Cancer Survivor</i>. Bill Potts discusses his battles with cancer and offers advice for those currently diagnosed with cancer, those who will eventually get cancer, and those supporting individuals with cancer. Potts steps through what to expect following the diagnosis, the importance of second opinions, and the mental and emotional toll the fight takes on those battling the disease.</p> | | | |
| Public Health, Suicide Awaren | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Carole Johnson, Administrator of the Health Resources and Services Administration -</p> <p>Carole Johnson explains the programs HRSA oversees to help bring underserved communities access to health care. Johnson also describes the role of HRSA in the administration of COVID-19 vaccines, and the support they provide for workers in the health care industry.</p> <p>Dr. David Rudd, former President of the University of Memphis, Distinguished University Professor of Psychology, and Director of the Rudd Institute for Veteran and Military Suicide Prevention - Dr. Rudd discusses the scope of the suicide problem among veterans and civilians in the U.S., strategies he's developed</p> | C. Johnson, Dr. D. Rudd | 12/18/2022 07:00 AM | 029:49 |

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| | | for preventing suicide, and the role the holidays play in increasing pressure and stress levels on people, including veterans. | | | |
| Veterans Affairs, Suicide Aw | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | <p>Jim Lorraine President & CEO of America's Warrior Partnership - Jim Lorraine joins the show to discuss some of the top issues facing veterans across the country, along with the work AWP is doing to assist those veterans.</p> <p>Dr. David Rudd Director of the Rudd Institute for Veteran & Military Suicide Prevention - Dr. Rudd checks in to discuss mental health around the holidays, the prevalence of suicide among veterans, and strategies to address the country's suicide epidemic.</p> <p>Tatum Hunter Technology Writer for the Washington Post - Tatum Hunter breaks down some bad habit breaking and sobriety apps for those looking to make changes in the new year, data privacy dos and don'ts, and new scams to be aware of.</p> | J. Lorraine, Dr. D. Rudd, T. | 12/31/2022 08:30 AM | 029:49 |

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 |
|--|-----------------|-------------|-----------|----------|
| (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 |
|-------|-----------------------|----------|------|
| | | 000:15 | 6 |
| | | 000:30 | 4 |
| | EBLEN CHARITIES | 000:31 | 11 |
| | HEALTH AND FITNESS | 000:29 | 3 |
| | HEALTH AND FITNESS | 000:30 | 5 |
| | HEALTH AND FITNESS | 000:30 | 4 |
| | HEALTH AND FITNESS | 000:33 | 3 |
| | PSA | 000:31 | 11 |
| | PSA | 000:32 | 2 |
| | PSA | 000:32 | 1 |

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| | PSA | 000:33 | 6 |
| | PSA/POLICE USE OF FORCE/60 | 000:59 | 16 |
| AMERICAN CANCER SOC | DAV | 000:59 | 16 |
| AUTISM | | 000:15 | 7 |
| BREAST CANCER RESEARCH FOUNDA | BREAST CANCER RESEARCH FOUNDA | 000:30 | 17 |
| BULLYING | NC ASSOC. OF EDUCATORS | 001:00 | 18 |
| COMMUNITY INVOLVEMENT | HISPANIC START | 000:30 | 6 |
| COMMUNITY INVOLVEMENT | NATIONAL FAITH & BLUE WEEKEND | 000:30 | 5 |
| DIABETES | | 000:15 | 6 |
| FIRE PREVENTION | PSA/DAV VICTORIES/60 | 000:59 | 18 |
| GUN SAFETY | AD COUNCIL | 000:15 | 6 |
| HEALTH & SAFETY | AD COUNCIL | 000:15 | 2 |
| MILITARY AND VETERANS | HOME BASE | 000:30 | 12 |
| PROJECT YELLOW LIGHT | PROJECT YELLOW LIGHT | 000:29 | 15 |
| SHINE A LIGHT | SHINE A LIGHT | 000:30 | 4 |
| SPORTS IMPACT | HEALTH AND FITNESS | 000:59 | 17 |
| SUBSTANCE USE RECOVERY | American Cancer Society | 000:30 | 6 |
| SUBSTANCE USE RECOVERY | PARTNERSHIP TO END ADDICTION | 000:29 | 12 |
| SUBSTANCE USE RECOVERY | PSA/SUBSTANCE ABUSE HELPLINE/60 | 001:00 | 17 |
| UNCF | UNCF | 000:29 | 9 |
| Youth and Drugs | | 000:15 | 4 |
| YOUTH SPORTS | TRUSTED COACHES | 000:15 | 5 |