

WWNC

**Quarterly Issues
Second 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
Second Quarter, 2013
07/02/2013

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:

- **CHILD ABUSE PREVENTION:** April is Child Abuse Awareness Month. Child Abuse Prevention Services talk about the issue.
- **D DAY VET:** Marking The 69th Anniversary of D-Day With Black Mountain, NC WW2 Veteran Andy Andrews
- **FATE FOOD BANK:** Funding America Through Entertainment, Helping Local Food Banks Survive.
- **FATE OF BELE CHERE:** Bele Chere 2013, Will It Be Asheville's Last ? A Closer Look At What's At Stake
- **FOLK HERITAGE COMMITTEE:** Asheville's 47th Annual Shindig On The Green And The Folk Heritage Committee
- **HOMELESS UPDATE:** Homelessness is decreasing locally, Homeward Bound of AVL is one organization helping that trend
- **INTEGRATIVE HEALTH:** With Integrative Health practices, nurses at Mission are working to make hospital stays more comfort
- **MANNA HUNGER:** Hunger persists on a large scale in WNC. MANNA Food Bank is trying to address all of the need.
- **MARCH OF DIMES:** The March of Dimes strives to help prevent prematurity and birth defects. Learn how you can help.
- **MARIJUANA LAWS:** Should Marijuana be legal in NC? Efforts to reform marijuana laws in North Carolina discussed
- **ORGAN DONATION:** April is Organ Donation Awareness Month. A donor and recipient tell their story & explain process
- **Wildlife Concerns:** Spring and Summer Wildlife Concerns In The Region, Including Rabies and Lyme Disease

**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
MARCH OF DIMES	CHANGES-MARCH OF DIMES (4/6/13)	The March of Dimes strives to help prevent prematurity and birth defects. Learn how you can help.	Michala Blanton Lowe	04/06/2013 07:30 AM	029:45
CHILD ABUSE PREVENTION	CHANGES-CHILD ABUSE PREVENTION (4/13/13)	April is Child Abuse Awareness Month. Child Abuse Prevention Services talk about the issue.	Bill McGuire & Ilene Procida	04/13/2013 07:30 AM	029:44
MARIJUANA LAWS	CHANGES-MARIJUANA LAWS (4/20/13)	Should Marijuana be legal in NC? Efforts to reform marijuana laws in North Carolina discussed	Jon Kennedy	04/20/2013 07:29 AM	029:44
ORGAN DONATION	CHANGES-ORGAN DONATION (4/27/13)	April is Organ Donation Awareness Month. A donor and recipient tell their story & explain process	Josh and Aaron Michael	04/27/2013 07:30 AM	029:44
FATE FOOD BANK	CHANGES-FATE FOOD BANK (5/11/2013)	Funding America Through Entertainment, Helping Local Food Banks Survive.	Joshua Stack	05/11/2013 07:30 AM	029:36
INTEGRATIVE HEALTH	CHANGES-INTEGRATIVE HEALTH (5/18/13)	With Integrative Health practices, nurses at Mission are working to make hospital stays more comfor	Lourdes Lorenz	05/18/2013 07:30 AM	029:45
MANNA HUNGER	CHANGES-MANNA HUNGER (5/25/13)	Hunger persists on a large scale in WNC. MANNA Food Bank is trying to address all of the need.	Cindy Threlkeld/Alisa Hixson	05/25/2013 07:30 AM	029:42

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HOMELESS UPDATE	CHANGES-HOMELESS UPDATE (6/1/13)	Homelessness is decreasing locally, Homeward Bound of AVL is one organization helping that trend	Emily Ball	06/01/2013 07:30 AM	029:41
D DAY VET	CHANGES-D DAY VET (6/8/13)	Marking The 69th Anniversary of D-Day With Black Mountain, NC WW2 Veteran Andy Andrews	Andy Andrews	06/08/2013 07:30 AM	029:36
Wildlife Concerns	CHANGES-WILDLIFE CONCERNS (6/15/13)	Spring and Summer Wildlife Concerns In The Region, Including Rabies and Lyme Disease	Mike Caraway	06/15/2013 07:30 AM	029:40
FATE OF BELE CHERE	CHANGES-BELE CHERE (6/22/13)	Bele Chere 2013, Will It Be Asheville's Last ? A Closer Look At What's At Stake	Sandra Travis	06/22/2013 07:30 AM	029:45
FOLK HERITAGE COMMITTEE	CHANGES-SHINDIG (6/29/13)	Asheville's 47th Annual Shindig On The Green And The Folk Heritage Committee	Kevin Hamlin	06/29/2013 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
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Various	AD COUNCIL	000:59	202
Various	AD COUNCIL	001:00	210
Various	AD COUNCIL	001:01	416
Heart Health	AMERICAN HEART ASSOCIATION	001:00	208
Animal Adoption	Animal Compassion Network	000:18	001
Conservation	CAROLINA MTN LAND CONSERVANCY	000:17	091
Conservation	CAROLINA MTN LAND CONSERVANCY	000:19	164
Highway Safety	NC HIGHWAY PATROL	000:31	015
Youth Athletics	PSA/KIDS MULTISPORT SERIES/15	000:17	055
Bike Run	PSA/MrsHyattsMusicHouse/30	000:30	030
Selective Service	PSA/SELECTIVE SERVICE/30	000:30	005
Disaster Relief	RED CROSS	000:18	027
Membership	Rotary Club	000:30	081
Volunteering	SHOW YOUR STRIPES	000:31	040
Volunteering	SHOW YOUR STRIPES	000:32	040
UNC	UNC-ASHEVILLE	000:17	018
Wounded Vets	WOUNDED WARRIOR	000:32	049
ADHD	PSA/ADHD/30	000:30	200
ADOPT	PSA/FOSTER CARE/30	000:30	116
ANIMAL ADOPTION	PSA/SAVE MANATEES/30	000:30	120
ARTS	SMITHSONIAN	000:31	029
BULLYING	PSA/BULLYING/30	000:30	234
CHILDREN HEALTHCARE	AD COUNCIL	000:15	016
CHILDREN HEALTHCARE	PSA/SPEC NEEDS WEB/30	000:31	015
CONSERVATION		000:15	001
DIABETES	PSA/DIABETES/15	000:15	290
DISABILITY AWARENESS	NCHSAA	001:00	235
DISASTER RELIEF	American Red Cross	000:30	013

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
DRUNK DRIVING	PSA/BUZZ DRIVING/30	000:30	143
EDUCATION	PSA/SCHOOL SUCCESS/60	001:00	558
EXCHANGE STUDENTS		000:15	016
EXCHANGE STUDENTS	PSA/EXCHANGE STUDENTS/30	000:30	012
EYE HEALTH	PSA/VISION HEALTH/60	001:00	252
GOLF	Animal Compassion Network	000:17	032
HEALTH AND FITNESS		000:15	144
INVASIVE SPECIES	Brother Wolf	001:00	502
INVASIVE SPECIES	PSA/CROP PESTS/30	000:30	106
MENS' HEALTH	MEN'S HEALTH MONTH	001:00	162
MILITARY AND VETERANS	FISHER HOUSE	000:30	031
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	007
MOTORCYCLE AWARENESS		000:16	242
MOTORCYCLE AWARENESS	PSA/MOTORCYCLE AWARE/30	000:30	046
MOTORCYCLE RUN	MRS HYATT'S MUSIC HOUSE	000:30	003
OUTDOORS	PSA/FOREST SERVICE/15	000:15	015
POVERTY	PSA/ABCCM/30	000:32	122
POVERTY	SHARE OUR STRENGTH	000:31	041
PSA	SHOW YOUR STRIPES	000:30	157
PSA	SHOW YOUR STRIPES	000:31	018
SCOUTING	Boy Scouts of America	000:30	127
SUMMER ACTIVITY	PSA/FLETCHER PARKS/30	000:29	058
VETERANS		000:15	621
VETERANS	PSA/PARALYZED VETS/30	000:29	114
WOMEN'S HEALTH		000:15	290



NCNN PUBLIC AFFAIRS PROGRAMMING

2ND QUARTER 2013
(APRIL 1ST – JUNE 30TH)

PA BLOCK FOR 04-07-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH ELLIS HANKINS”, EXECUTIVE DIRECTOR OF THE LEAGUE OF MUNICIPALITIES

****ISSUES COVERED: CITIES AND TOWNS; NC GEOGRAPHY; STATE GOVERNMENT; NC STATE LEGISLATURE; STATE BUDGET; STATE PROVISION THAT REQUIRES FOR THE STATE TO HAVE A BALANCED BUDGET; POLITICAL SCIENCE; REDISTRICTING; CITY GOVERNMENT; UNAFFILIATED VOTERS; STRENGTHENING THE STATE’S INFRASTRUCTURE AND THE COST OF MAINTAINING IT; WATER AND SEWER SYSTEMS AND OTHER PUBLIC FACILITIES; ECONOMIC RECOVERY AND GROWTH; STATE TAX REFORM****

PA BLOCK FOR 04-14-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH BECKI GRAY”, VICE-PRESIDENT FOR OUTREACH AT THE JOHN LOCKE FOUNDATION

****ISSUES COVERED: JOHN LOCKE FOUNDATION; STATE GOVERNMENT; NC STATE LEGISLATURE; DIFFERING IDEAS FOR STATE TAX REFORM; INCOME, SALES, PROPERTY, AND CORPORATE TAXES; SERVICE TAXES; BUSINESS LICENSING FEES; FLAT TAXES/REGRESSIVE TAXES; EARNED INCOME TAX CREDITS; EDUCATION REFORM OF PUBLIC SCHOOLS; TEACHER TENURE AND MERIT PAY; CONTRACTS FOR TEACHERS; CRITERIA FOR EVALUATING SUCCESS OF PUBLIC SCHOOLS’ TESTS; TRADITIONAL PUBLIC SCHOOLS AND ALTERNATIVE OPTIONS; “GREEN” ENERGY; CONSUMERISM AND CONSUMER AWARENESS; INCREASED COSTS FOR ENERGY; ENERGY SUBSIDIES****

PA BLOCK FOR 04-21-13

CAROLINA NEWSMAKERS

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

****ISSUES COVERED: POLLING AND SURVEYS; POLLING OF SENATOR HAGAN’S PROSPECTS FOR RE-ELECTION; VOTING TRENDS; 2014 ELECTIONS; NC HISTORY; NC’S POLITICAL CLIMATE; POLITICAL CAMPAIGNS AND POLITICAL SPENDING; MEDIA AND COMMUNICATIONS; GUN CONTROL DEBATE AND GUN CONTROL ISSUES; THE ECONOMY; EMPLOYMENT/UNEMPLOYMENT; JOB CREATION; CHANCES FOR REDISTRICTING REFORM; VOTING DEMOGRAPHICS; IMPORTANCE OF HISPANIC VOTE IN NC; HEALTH CARE AND THE AFFORDABLE HEALTH CARE ACT****

PA BLOCK FOR 04-28-13

CAROLINA NEWSMAKERS

"INTERVIEW WITH BRAD CRONE", PRESIDENT, CAMPAIGN CONNECTIONS

****ISSUES COVERED: STATE DEMOCRATIC PARTY LEADERSHIP AND PLATFORM; UPCOMING ELECTIONS IN 2014 AND BEYOND; REDISTRICTING REFORM; 2020 COMMISSION AND A STATE PLAN; VOTER ID; GUN SAFETY AND GUN CONTROL; PRIVATIZING THE NC DEPARTMENT OF COMMERCE; BUSINESS GROWTH AND JOB CREATION; GOVERNOR MCCRORY'S APPROVAL RATING; DOROTHEA DIX PROPERTY; PRIVATIZING MEDICAID; THE STATE'S INFRASTRUCTURE; STATE'S TRANSPORTATION/ROAD NEEDS; NC'S PUBLIC SCHOOL SYSTEM AND CHARTER SCHOOLS****

PA BLOCK FOR 05-05-13

CAROLINA NEWSMAKERS

"INTERVIEW WITH TOM ROSS", PRESIDENT OF THE UNIVERSITY OF NORTH CAROLINA SYSTEM

****ISSUES COVERED: PUBLIC UNIVERSITIES AND HIGHER EDUCATION; JOB CREATION; NC SUPERIOR COURT; EDUCATION SPENDING AND THE QUALITY OF EDUCATION PROVIDED; NC ECONOMY AND ECONOMIC RECOVERY; FACULTY RETENTION; COLLEGE TUITION; 16-CAMPUS NC PUBLIC UNIVERSITY SYSTEM; PRIVATE COLLEGES AND UNIVERSITIES; NC PUBLIC SCHOOLS; COLLEGE PREPARATORY CLASSES; NC BOARD OF GOVERNORS; BOARD OF TRUSTEES FOR EACH NC CAMPUS; UNIVERSITY BUDGETS; THE COST OF COLLEGE ATHLETICS; THE STRUCTURE OF THE ATLANTIC COAST CONFERENCE; CONFERENCE REALIGNMENT; IDEAS FOR REFORM IN COLLEGE ATHLETICS; NCAA RULES VIOLATIONS; RECRUITING TOP FACULTY FOR THE NC CAMPUS SYSTEM; DEMANDS/EXPECTATIONS FOR THE UNIVERSITY SYSTEM PRESIDENT****

PA BLOCK FOR 05-12-13

CAROLINA NEWSMAKERS

"INTERVIEW WITH NC SPEAKER OF THE HOUSE, THOM TILLIS"

****ISSUES COVERED: NC GENERAL ASSEMBLY; VIDEO CONFERENCING; TERM LIMITS FOR SPEAKER OF THE HOUSE AND PRESIDENT PRO TEM OF THE SENATE; REDISTRICTING; VOTING RIGHTS ACT; POPULATION GROWTH; STATE TAX REFORM; RECRUITING COMPANIES TO MOVE TO NORTH CAROLINA; BUSINESS AND INDUSTRY AND JOB CREATION AND DEVELOPMENT; WORKPLACE SAFETY; PROTECTING THE ENVIRONMENT; REGULATORY REFORM****

PA BLOCK FOR 05-19-13

CAROLINA NEWSMAKERS

"INTERVIEW WITH LARRY WOOTEN", PRESIDENT OF THE NC FARM BUREAU

****ISSUES COVERED: NC FARM BUREAU; FARM COMMODITIES; INSURANCE; SUPPORT FOR AGRICULTURE AND FARMING COMMUNITIES IN NORTH CAROLINA; AGRICULTURAL PRODUCTS AND EXPORTS; NC POULTRY AND LIVESTOCK; NURSERY INDUSTRY; TOBACCO AND SWEET POTATO PRODUCTION; TURKEY PROCESSING PLANTS IN N.C.; RURAL ECONOMIC DEVELOPMENT; AGRICULTURAL RESEARCH GRANTS; TECHNOLOGY AND FOOD PRODUCTION; 4-H'ERS AND FUTURE FARMERS OF AMERICA; LAND GRANT UNIVERSITIES; FARM LABOR; THE IMMIGRANT LABOR FORCE; DOCUMENTED/UNDOCUMENTED WORKERS; LEGAL/ILLEGAL IMMIGRATION****

PA BLOCK FOR 05-26-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH ECONOMIST MIKE WALDEN”, WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NORTH CAROLINA STATE UNIVERSITY

****ISSUES COVERED: THE ECONOMY; THE RECESSION; ECONOMIC RECOVERY; STATE GOVERNMENT REVENUE; HOUSING MARKET; CONSTRUCTION STARTS; JOB GROWTH; EMPLOYMENT AND UNEMPLOYMENT; DECLINING INTEREST RATES; FUNDING FOR TRANSPORTATION; TOLL ROADS AND THE STATE GAS TAX; STATE TAX REFORM; SALES TAXES; TAX RATES FOR INDIVIDUALS AND BUSINESSES; INCOME TAXES; NC STATE INFRASTRUCTURE; MANUFACTURING; MEGA FARMS; AGRIBUSINESS****

PA BLOCK FOR 06-02-13

CAROLINA NEWSMAKERS

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

****ISSUES COVERED: STATE GOVERNMENT; REDISTRICTING; NAACP; FEDERAL VOTING RIGHTS ACT; AN INDEPENDENT REDISTRICTING COMMISSION; POPULATION GROWTH AND SHIFTS; ANALYSIS OF CURRENT NC GENERAL ASSEMBLY; AFFORDABLE HEALTH CARE ACT; STATE BUDGET PLANS; MEDICAID AND MEDICARE; POPULARITY OF NC GOVERNOR AND GENERAL ASSEMBLY; NC EUGENICS VICTIMS; NC COURT SYSTEM; VOTER ID BILL****

PA BLOCK FOR 06-09-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH GOVERNOR PAT MCCRORY”, GOVERNOR OF NORTH CAROLINA

****ISSUES COVERED: STATE GOVERNMENT; NC COUNCIL OF STATE; PUBLIC SERVICE; POLITICAL CAMPAIGNING AND FUNDRAISING; STATE BUDGET; MANUFACTURING; AGRICULTURE; BUSINESS AND INDUSTRY; JOB CREATION; CITY OF CHARLOTTE; PAT MCCRORY’S TIME AS MAYOR OF CHARLOTTE; OPERATION OF THE OFFICE OF GOVERNOR; “STREAMLINING” STATE GOVERNMENT; BALANCING THE STATE’S BUDGET; MEDICAID COST OVERRUNS; THE STATE DEBT; ROLE OF LIEUTENANT GOVERNOR IN MCCRORY’S REGIME; EMPLOYMENT/UNEMPLOYMENT; CHANGING THE STATE PERSONNEL ACT; COMMUNITY SERVICE****

PA BLOCK FOR 06-16-13

CAROLINA NEWSMAKERS

“INTERVIEW WITH COMMISSIONER WAYNE GOODWIN”, INSURANCE COMMISSIONER OF NORTH CAROLINA

****ISSUES COVERED: INSURANCE; THE COMMISSIONER AS STATE FIRE MARSHALL; NATURAL DISASTERS AND INSURANCE CLAIMS AFTER DAMAGING STORMS; FRAUDULENT CLAIMS AND ELIMINATING/REDUCING FRAUD AFTER DAMAGING STORMS; INSURANCE ADJUSTERS; STATE AND FEDERAL GOVERNMENTS; CAR INSURANCE PREMIUMS; STATE BUDGET AND BUDGET CUTS; HOMEOWNERS INSURANCE****

PA BLOCK FOR 06-23-13

CAROLINA NEWSMAKERS

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

****ISSUES COVERED: NC GENERAL ASSEMBLY; NC REPUBLICAN AND DEMOCRATIC PARTIES; ANALYSIS OF THE NC HOUSE AND THE NC SENATE; COST OF MEDICAID IN NORTH CAROLINA; NC STATE BUDGET; SCHOOL VOUCHERS; NC REVENUE GROWTH; THE STATE DEFICIT; PRIMARY, SECONDARY, AND HIGHER EDUCATION; NC COMMUNITY COLLEGES; THE COST OF HEALTH CARE; AFFORDABLE CARE ACT; THE AGING POPULATION; ECONOMIC RECOVERY AND JOB CREATION; REORGANIZING ECONOMIC DEVELOPMENT USING THE PUBLIC AND PRIVATE SECTOR; STATE TRANSPORTATION SYSTEM; STATE HIGHWAY SYSTEM****

PA BLOCK FOR 06-30-13

CAROLINA NEWSMAKERS

"INTERVIEW WITH BRUCE STANLEY", PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE METHODIST HOME FOR CHILDREN

****ISSUES COVERED: CHILDREN, YOUTH, AND FAMILY ISSUES; HEALTH CARE; PUBLIC WELFARE; ORPHANAGES; GOVERNMENT REGULATION AND REGULATORY RELIEF; JUVENILE JUSTICE; STATE, FEDERAL, AND LOCAL GOVERNMENTS; CRIME PREVENTION; AUDITING OF NON-PROFITS; FAITH-BASED ORGANIZATIONS; SOCIETAL ATTITUDES; DRUG AND ALCOHOL USE AND PREVENTION; SOCIAL MEDIA COMMUNICATION AND ACCOUNTABILITY; BULLYING****