

WWNC

**Quarterly Issues
First Quarter, 2014**

**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
First Quarter, 2014
04/01/2014

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:

- **ADV WEST ENTREPRENEURS:** National Entrepreneur's Week, A Closer Look With Advantage West
 - **FETAL ALCOHOL SYNDROME:** Fetal Alcohol Syndrome: A Closer Look At Cause And Prevention
 - **HEALTHCARE:** The Affordable Health Care Act, What You Need To Know, A Closer Look
 - **HEALTHCARE PART TWO:** The Affordable Health Care Act: A Closer Look At Benefit to Individuals And Families In WNC
 - **HEART HEALTH:** Dana Blake of Mission Health talks about knowing your number sand heart disease prevention
 - **HOMELESS:** Homelessness In Western North Carolina In The Winter Months, A Closer Look
 - **MLK DAY:** The Legacy Of Dr Martin Luther King Jr, A Closer Look
 - **RED CROSS/AVL FIRE:** The Asheville Red Cross Assisting The Asheville Fire Dept - A Closer Look
 - **SMOKING CESSATION:** Quitting smoking is the hardest thing some will ever do.Cessation help available at Mission Health
 - **SPORTS TOURISM:** The Asheville-Buncombe Sports Commission recaps the SoCon tournaments & talks sports tourism impact
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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
HOMELESS	CHANGES - HOMELESS (1/4/14)	Homelessness In Western North Carolina In The Winter Months, A Closer Look	Emily Ball	01/04/2014 07:30 AM	029:44
HOMELESS	CHANGES-HOMELESSNESS (1/11/14)	ABCCM tackles homelessness in a number of ways. The Steadfast House helps women get off the streets	Mary Scudlow	01/11/2014 07:30 AM	029:50
MLK DAY	CHANGES - MLK DAY (1/18/14)	The Legacy Of Dr Martin Luther King Jr, A Closer Look	Darren Waters	01/18/2014 07:30 AM	029:44
HEART HEALTH	CHANGES-HEART HEALTH (2/1/14)	Dana Blake of Mission Health talks about knowing your number sand heart disease prevention	Dana Blake	02/01/2014 07:30 AM	029:47
SMOKING CESSATION	CHANGES-SMOKING CESSATION (2/8)	Quitting smoking is the hardest thing some will ever do.Cessation help available at Mission Health	Donna Burouski	02/08/2014 07:30 AM	029:40
ADV WEST ENTREPRENEURS	CHANGES - ADV WEST ENTREPRENEURS (2/15/14)	National Entrepreneur's Week, A Closer Look With Advantage West	Scott Hamilton	02/15/2014 07:30 AM	029:45
HEALTHCARE	CHANGES - HEALTHCARE (2/22/14)	The Affordable Health Care Act, What You Need To Know, A Closer Look	John Wengerder	02/22/2014 07:30 AM	029:44
RED CROSS/AVL FIRE	CHANGES - RED CROSS/AVL FIRE (3/1/14)	The Asheville Red Cross Assisting The Asheville Fire Dept - A Closer	Amanda Edwards/Scott Burnett	03/01/2014 07:30 AM	029:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Look					
FETAL ALCOHOL SYNDROME	CHANGES - FETAL ALCOHOL SYNDROME (3/8/14)	Fetal Alcohol Syndrome: A Closer Look At Cause And Prevention	Amy Hendricks & Sally Bennett	03/08/2014 07:00 AM	029:44
SPORTS TOURISM	CHANGES- SPORTS TOURISM (3/15/14)	The Asheville-Buncombe Sports Commission recaps the SoCon tournaments & talks sports tourism impact	Ben Van Camp	03/15/2014 07:30 AM	029:45
HEALTHCARE PART TWO	CHANGES - HEALTHCARE PART TWO (3/22/14)	The Affordable Health Care Act: A Closer Look At Benefit to Individuals And Families In WNC	Jaquin Kiger	03/22/2014 07:30 AM	029:43

**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
----		000:15	034
----		000:18	020
----	AMERICAN COLLEGE OF RADIOLOGY	000:30	247

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health Awareness	ASHEVILLE WELLNESS	000:30	020
Regional Music	Lunsford Festival	000:32	055
Recruitment	PSA/SELECTIVE SERVICE/30	000:30	241
BLOOD DONORS	RED CROSS	000:31	039
CAREGIVERS	AD COUNCIL	000:58	306
CHARITABLE DONATIONS	EBLEN CHARITIES	000:31	098
CHARITY RUN/WALK	DU PONT STATE FOREST	000:16	093
DISASTER RELIEF	AD COUNCIL	000:30	080
DROPOUT PREVENTION EFFORTS	AD COUNCIL	000:30	142
EMERGENCY PREPAREDNESS	AD COUNCIL	000:30	254
EMERGENCY PREPAREDNESS	AD COUNCIL	001:00	454
FINANCIAL WELLNESS	AD COUNCIL	000:15	016
FINANCIAL WELLNESS	AD COUNCIL	000:30	015
FINANCIAL WELLNESS	AD COUNCIL	000:59	015
FINANCIAL WELLNESS	AD COUNCIL	001:00	027
FINANCIAL WELLNESS	AD COUNCIL	001:01	459
FINANCIAL WELLNESS	NATIONAL ENDOWMENT FOR FINANC	000:58	330
FOOD SAFETY	AD COUNCIL	000:15	008
FOOD SAFETY	AD COUNCIL	001:00	015
HARP.GOV	HARP.GOV	000:30	007
HARP.GOV	HARP.GOV	001:00	011
HEALTH AND FITNESS	AD COUNCIL	000:16	009
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	031
HEART HEALTH	MISSION HEALTH	000:30	066
HOMELESS	HOMEWARD BOUND	000:30	129
JOBS	GOODWILL	001:00	459
MILITARY AND VETERANS	ESGR	000:30	265
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	133
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	265

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	058
OLYMPIC SUPPORT	US OLYMPIC COMMITTEE	000:30	111
ORGAN DONATION	MatchingDonors.com	000:30	056
PET ADOPTION	AD COUNCIL	001:01	015
PSA	SHOW YOUR STRIPES	000:30	038
PSA	SHOW YOUR STRIPES	000:31	012
SPAY AND NEUTER	Asheville Humane Society	000:30	122
TEACHER RECRUITMENT	AD COUNCIL	001:00	907
UNDERPRIVILEGED KIDS	LELIA PATTERSON CENTER	000:30	082
YMCA	YMCA	000:31	008
YMCA	YMCA	001:00	012



NCNN PUBLIC AFFAIRS PROGRAMMING

**1ST QUARTER 2014
(JANUARY 1ST – MARCH 31ST)**

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

PA BLOCK FOR 01-04-14

CAROLINA NEWSMAKERS

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

******ISSUES COVERED: 2014 ELECTIONS; U.S. SENATE SEAT CURRENTLY HELD BY
SENATOR KAY HAGAN; POLITICAL PARTIES; “TEA PARTY” INVOLVEMENT IN
NORTH CAROLINA; NC INDEPENDENT VOTERS; UNAFFILIATED VOTERS VOTING
IN THE STATE MAY PRIMARY; ECONOMIC RECOVERY IN N.C.;
EMPLOYMENT/UNEMPLOYMENT AND UNEMPLOYMENT FIGURES FOR THE
STATE; AFFORDABLE CARE ACT; PROPOSED STATE CONSTITUTIONAL
AMENDMENTS MAKING IT TO THE BALLOT IN 2014; CHANGES TO THE STATE
LEGISLATURE; UNDERSTANDING THE HISTORY OF PUBLIC POLICY ISSUES; 2014
SHORT SESSION OF THE GENERAL ASSEMBLY; PAY RAISES FOR TEACHERS IN
N.C.; OFFSHORE DRILLING; HYDRAULIC FRACTURING; CHANGES TO THE STATE
TAX CODE; STATE TAX RATE; NC SPEAKER OF THE HOUSE; CHANGES TO
MEDICAID LAWS******

PA BLOCK FOR 01-11-14

CAROLINA NEWSMAKERS

**“INTERVIEW WITH CONGRESSMAN GEORGE HOLDING FROM THE STATE’S 13TH
DISTRICT”**

******ISSUES COVERED: DIVISIVENESS IN U.S. CONGRESS AND WITH POLITICAL
PARTIES; INTEREST RATES; 2014 ELECTIONS’ EFFECT ON THE EFFECTIVENESS OF
GOVERNMENT; FEDERAL AND STATE REVENUE; FEDERAL TAX CODE AND
FEDERAL TAX REFORM; TAKING AWAY TAX BREAKS AND LOOPHOLES; IRS**

SCANDAL; FEDERAL DEFICIT; GOVERNMENT REGULATION INHIBITING ECONOMIC GROWTH; AFFORDABLE HEALTH CARE ACT; THE “OBAMACARE” ROLLOUT; THE COST OF HEALTH CARE AND HEALTH CARE INSURANCE; FEDERAL GOVERNMENT BAILOUT OF INSURANCE COMPANIES; HEALTH CARE COMPANIES DISCLOSURES; BI-PARTISANSHIP IN THE FOREIGN AFFAIRS COMMITTEE; THE JUDICIARY COMMITTEE; INTELLECTUAL PROPERTY LAW; PATENTS, COPYRIGHTS, AND TRADEMARKS; PATENT LITIGATION; IMMIGRATION; PROVISIONS FOR AMNESTY; TORT REFORM; FRIVOLOUS MALPRACTICE LAWSUITS****

PA BLOCK FOR 01-18-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH BRAD CRONE”, PRESIDENT OF CAMPAIGN CONNECTIONS

****ISSUES COVERED: CAMPAIGN SPENDING; 2014 NC U.S. SENATE RACE; POLITICAL PARTIES; OBAMACARE’S EFFECT ON THE 2014 ELECTIONS; VOTING TRENDS; UNAFFILIATED VOTERS; VOTER REGISTRATION; NC DEMOCRATIC PARTY LEADERSHIP; MIKE MCINTYRE TO NOT SEEK RE-ELECTION; HEALTH CARE INSURANCE; MINIMAL COVERAGE UNDER THE AFFORDABLE CARE ACT; REDISTRICTING; NC STATE LEGISLATURE; USE OF THE GOVERNOR’S VETO; NC SPEAKER OF THE HOUSE CANDIDATES****

PA BLOCK FOR 01-25-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH LT. GOVERNOR DAN FORREST”

****ISSUES COVERED: ROLE OF LIEUTENANT GOVERNOR IN NORTH CAROLINA; PRESIDENT OF THE NC SENATE; NC GENERAL ASSEMBLY; NC STATE BOARD OF EDUCATION; NC BOARD OF COMMUNITY COLLEGES; “PIEDMONT CRESCENT”; NC STATE ECONOMY; RURAL AND URBAN AREAS OF NORTH CAROLINA; PUBLIC EDUCATION AND HIGHER EDUCATION IN N.C.; NC COUNTIES; NC GEOGRAPHY; NC COMMUNITY COLLEGE SYSTEM; CHANGING THE STATE TAX CODE; STATE TAX REFORM; UNEMPLOYMENT INSURANCE; RESEARCH AT NC STATE UNIVERSITY; BIOTECH RESEARCH; STATE INFRASTRUCTURE; STATE HIGHWAY TRUST FUND; TRANSPORTATION; REPAIRING THE STATE’S BRIDGES; THE STATE’S PORTS AND ACCESS TO THEM; STATE EXPORTS; BROADBAND CONNECTIVITY TO THE STATE’S RURAL AREA; THE STATE’S ENERGY NEEDS****

PA BLOCK FOR 02-01-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH JIM GARDNER”, FORMER LIEUTENANT GOVERNOR, AND NC REPRESENTATIVE TO THE U.S. CONGRESS

****ISSUES COVERED: NC ALCOHOLIC AND BEVERAGE CONTROL COMMISSION; ABC IN NORTH CAROLINA; UNDERAGE DRINKING; DRINKING ON NC COLLEGE CAMPUSES; ALCOHOL-RELATED TRAFFIC ACCIDENTS; PARENTING; ALCOHOLISM AND PREVENTION****

PA BLOCK FOR 02-08-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH LEW EBERT”, PRESIDENT, NORTH CAROLINA CHAMBER OF COMMERCE

****ISSUES COVERED: BUSINESS AND INDUSTRY; MAKING NORTH CAROLINA VIABLE FOR BUSINESS; ECONOMY AND ECONOMIC GROWTH; EMPLOYMENT AND UNEMPLOYMENT; JOB CREATION; NC’S UNEMPLOYMENT RATE RANKING 4TH HIGHEST IN THE COUNTRY; WORKFORCE PARTICIPATION RATE; OUTSOURCING; HIGH-SKILLED JOBS; MANUFACTURING; HI-TECH JOBS; NORTH CAROLINA JOB GROWTH; TRANSPORTATION; STATE AND BUSINESS TAXES; PUBLIC EDUCATION; NC COLLEGES AND UNIVERSITIES; RESEARCH TRIANGLE PARK; RESEARCH AND DEVELOPMENT; THE RECESSION AND FUTURE GROWTH OF THE GDP; BUSINESS COSTS; REGULATORY REFORM; AVAILABILITY OF CAPITAL AND INVESTMENTS****

PA BLOCK FOR 02-15-14

CAROLINA NEWSMAKERS

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

****ISSUES COVERED: TOBACCO SALES; “MINUTE” CLINICS; NORTH CAROLINA’S ECONOMY; ECONOMIC RECOVERY; UNEMPLOYMENT DROP IN NORTH CAROLINA TIED TO THE REDUCTION IN THE NC’S WORK FORCE; EMPLOYMENT/UNEMPLOYMENT; NC JOB GROWTH AND INCOME GROWTH; THE RECESSION’S EFFECT ON NC; INCENTIVES TO HELP RECRUIT BUSINESSES TO NORTH CAROLINA; NC CHAMBERS OF COMMERCE AND THE NC GENERAL ASSEMBLY; 2014 ELECTIONS; ANALYSIS OF THE 2ND, 7TH, 12TH, 6TH, CONGRESSIONAL DISTRICT; “TEA PARTY” INVOLVEMENT IN NORTH CAROLINA;

UNPOPULARITY OF THE AFFORDABLE CARE ACT AND ITS EFFECT ON THE 2014 ELECTIONS IN NORTH CAROLINA****

PA BLOCK FOR 02-22-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH ATTORNEY GENERAL OF THE STATE OF NORTH CAROLINA, ROY COOPER”

****ISSUES COVERED: SBI; NC COURT SYSTEM; CRIMINAL APPEALS; STATE GOVERNMENT AGENCIES; LEGAL ACTION AGAINST THE STATE; DUKE ENERGY AND THE ENVIRONMENT; CLEAN WATER INITIATIVES; NC GENERAL ASSEMBLY’S CHANGES TO ENVIRONMENTAL REGULATIONS; PUBLIC SAFETY; PUBLIC HEALTH; CLEAN AIR; TVA; SOUTHEASTERN STATES SHARING NATURAL RESOURCES; WATER POLLUTION; ECONOMIC DEVELOPMENT; CLEANING UP LIVESTOCK LAGOONS; PROTECTING THE STATE’S GROUND WATER; ENCOURAGING RENEWABLE ENERGY; HYDRAULIC FRACTURING; OFFSHORE DRILLING; WEATHER-RELATED SCAMS; NATURAL DISASTERS; BUSINESS AND INDUSTRY; SPAM FILTERS AND VIRUSES; LEGITIMATE PRODUCTS VS. ILLEGITIMATE PRODUCTS; TECHNOLOGY HACKING; THE USE OF DNA SAMPLES IN EXONERATING INNOCENT PEOPLE AND CONVICTING CRIMINALS; FINGERPRINTING; DNA FOR VIOLENT FELONIES;

PA BLOCK FOR 03-01-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH JUNE ATKINSON”, SUPERINTENDENT OF PUBLIC INSTRUCTION FOR THE STATE OF NORTH CAROLINA

****ISSUES COVERED: PUBLIC EDUCATION; NC GENERAL ASSEMBLY; NC COMMUNITY COLLEGE SYSTEM; BULLYING AND SELF-DISCIPLINE; SPECIALIZATION OF DISCIPLINES IN ELEMENTARY SCHOOLS; DECREASING POPULATION IN SOME COUNTIES CAUSING DIFFICULTIES IN EDUCATING STUDENTS IN THOSE COUNTIES; RELATIONSHIP BETWEEN PUBLIC SCHOOLS, COMMUNITY COLLEGES, AND THE UNIVERSITY SYSTEM; THE USE OF TECHNOLOGY IN EDUCATION; SUMMER READING PROGRAMS; AN ELECTED STATE SUPERINTENDENT COMPARED TO AN APPOINTED ONE; STANDARDIZED TESTS IN N.C.; END-OF-GRADE TESTING; STATE BOARD OF EDUCATION; CHARTER SCHOOLS; NC GENERAL ASSEMBLY AND THE “READ-TO-ACHIEVE” PROGRAMS****

PA BLOCK FOR 03-08-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH BOB PHILLIPS”, EXECUTIVE DIRECTOR OF COMMON CAUSE NORTH CAROLINA

****ISSUES COVERED: DECREASING POPULATION IN SOME COUNTIES IN NC; EDUCATION AND THE STATE’S INFRASTRUCTURE; ECONOMIC RECOVERY; HYDRAULIC FRACTURING AND OFFSHORE DRILLING; NC TRAVEL AND TOURISM; GERRYMANDERING; REDISTRICTING; THE GROWTH OF UNAFFILIATED VOTERS IN N.C. AND ITS EFFECT ON THE ELECTION; 2014 ELECTIONS; LOBBYING; CAMPAIGN FINANCE REFORM; NC STATE COMMERCE DEPARTMENT; TERM-LIMITS; TURNOVER IN THE U.S. CONGRESS; ANALYSIS OF NC COUNCIL-OF-STATE DIVISIONS****

PA BLOCK FOR 03-15-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH DR. MIKE WALDEN”, WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NC STATE UNIVERSITY

****ISSUES COVERED: NORTH CAROLINA’S ECONOMY; ECONOMIC RECOVERY; JOB GROWTH; RURAL ECONOMIC DEVELOPMENT; RETIREES MOVING TO N.C.; MORE PEOPLE MOVING TO NORTH CAROLINA THAN LEAVING; NC CLIMATE AND GEOGRAPHY; NC TRAVEL AND TOURISM; INCOME INEQUALITY; CHANGES TO THE STATE TAX CODE; STATE AND FEDERAL TAXES; INCREASE IN FEDERAL TAX REVENUES; GAS TAXES; FUNDING STATE TRANSPORTATION NEEDS; BUSINESS AND INDUSTRY****

PA BLOCK FOR 03-22-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH TOM CAMPBELL”, EXECUTIVE DIRECTOR OF NC SPIN

****ISSUES COVERED: CONSERVATIVE/LIBERAL ISSUES AND VALUES; NC POLITICS; PARTISAN POLITICS; ANALYSIS AND EFFECTIVENESS OF THE MCCRORY ADMINISTRATION; THE ENVIRONMENT; EXPLORATION OF NEW ENERGY SOURCES AND RESOURCES; THE ART OF COMPROMISE; PAC-FUNDED CAMPAIGNS; BUILDING COALITIONS IN CONGRESS AND IN WASHINGTON; THE RECESSION AND ECONOMIC RECOVERY; NC’S CLIMATE AND GEOGRAPHY; MAY

PRIMARIES AND THE 2014 ELECTION; U.S. SENATE RACE REPUBLICAN PRIMARY;
UNAFFILIATED OR INDEPENDENT VOTERS; BROADCASTING AND THE MEDIA;
TELEVISION NEWS SERVICES; THE INTERNET'S EFFECT ON FAIRNESS IN NEWS
COVERAGE; THE ELECTION'S EFFECT ON THE NC GENERAL ASSEMBLY;
MEDICAID AND THE STATE BUDGET****

PA BLOCK FOR 03-29-14

CAROLINA NEWSMAKERS

“INTERVIEW WITH LARRY WOOTEN”, PRESIDENT OF NC FARM BUREAU

****ISSUES COVERED: STATE AGRICULTURAL EXPORTS; THE ECONOMIC IMPACT
OF AGRICULTURE ON NORTH CAROLINA; THIS WINTER'S IMPACT ON THE
WINTER WHEAT CROP AND THE SPRING PLANTING SEASON; PROPANE FUEL
SHORTAGES; STATE'S ENERGY RESOURCES; IMMIGRATION REFORM;
AGRICULTURAL LABOR SHORTAGES IN NORTH CAROLINA; UNDOCUMENTED
WORKERS IN NORTH CAROLINA; STUDENT VISAS; WATER RESOURCES; CURRENT
PRICES FOR CROPS; LAND-GRANT UNIVERSITIES; NEW RESEARCH AND
TECHNOLOGY IN AGRICULTURE; THE GROWTH OF AGRICULTURE IN N.C.;
POPULATION GROWTH IN N.C.; INCREASING FOOD PRODUCTION; LABOR-
INTENSIVE CROPS;
THE CHRISTMAS TREE INDUSTRY****