

**WWNC**

**Quarterly Issues  
Fourth Quarter, 2017**

## **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  
Fourth Quarter, 2017  
01/02/2018

WWNC  
Quarterly Issues/Programs List

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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:** Dr. Helen Sandven talks breast cancer. Rep. Meadows on the budget. NCDPS on flood insurance.
- **HEALTH AND SAFETY:** Dr. Michael Burris of Asheville Urological on screening. NC Forest Service's Brian Haines w/ tips.
- **HEALTHCARE ENROLLMENT:** Open enrollment is over. Dr. Carly Brown of Ashewell Medical Group joins us.
- **HOLIDAY SAFETY:** Kelley Klope of Asheville Fire and Christina Hallingse of Asheville Police give safety tips
- **HOLIDAY SPENDING:** Casey Scott of Mission talks holiday weight gain. Celeste Coollins of OnTrack talks holiday budgets
- **OPIOD ABUSE:** Buncombe Sheriff Van Duncan, DA Todd Williams, and APD Chief Tammy Hooper discuss the epidemic
- **PUBLIC AWARENESS:** AAA's Tiffany Wright has winter driving tips. UNCTV GM Brian Sickora gives an inside look.
- **RED CROSS:** The Red Cross' Jerri Jameson returns from TX. Bethany Christian Services work on adoption.
- **Year In Government:** 2017 was another crazy political year. WCU's Dr. Chris Cooper has the highlights.

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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
RED CROSS	CHANGES-HURRICANE ADOPTION 100117	The Red Cross' Jerri Jameson returns from TX. Bethany Christian Services work on adoption.	RED CROSS	10/01/2017 07:00 AM	029:44
OPIOD ABUSE	CHANGES-OPIOID SPECIAL 100817	Buncombe Sheriff Van Duncan, DA Todd Williams, and APD Chief Tammy Hooper discuss the epidemic	Todd Williams	10/08/2017 07:00 AM	029:46
BREAST CANCER	CHANGES-BREAST CANCER BUDGET FLOOD INS 102217	Dr. Helen Sandven talks breast cancer. Rep. Meadows on the budget. NCDPS on flood insurance.	Mission Hospital Experts	10/22/2017 07:00 AM	029:42
HEALTH AND SAFETY	CHANGES-PROSTATE FIRE SEASON 102917	Dr. Michael Burris of Asheville Urological on screening. NC Forest Service's Brian Haines w/ tips.	Asheville Urological Assoc.	10/29/2017 07:00 AM	029:42
HEALTHCARE ENROLLMENT	CHANGES-HEALTHCARE ECONOMY 110517	Geoffery Ferland of Hummingbird Ins. talks open enrollment. Brenda Mills on economic summit	City of Asheville	11/05/2017 07:00 AM	029:41
OPIOD ABUSE	CHANGES-OPIOIDS FRYAR FROST 111217	Buncombe Co. Commissioners Ellen Frost and Mike Fryar discuss the opioid epidemic	BUNCOMBE COUNTY	11/12/2017 07:00 AM	029:44
HOLIDAY SPENDING	CHANGES-HOLIDAY EATING SPENDING 111917	Casey Scott of Mission talks holiday weight gain. Celeste Coollins of OnTrack talks holiday budgets	ON TRACK WNC	11/19/2017 07:00 AM	029:44
HOLIDAY SPENDING	CHANGES-HOLIDAY EATING SPENDING 112617	Casey Scott of Mission talks holiday weight gain. Celeste Coollins of OnTrack talks holiday budgets	ON TRACK WNC	11/26/2017 07:00 AM	029:44
HOLIDAY SAFETY	CHANGES-HOLIDAY SAFETY 120317	Kelley Klope of Asheville Fire and Christina Hallingse of Asheville Police give safety tips	City of Asheville	12/03/2017 07:00 AM	029:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HOLIDAY SAFETY	CHANGES-HOLIDAY SAFETY 121017	Kelley Klope of Asheville Fire and Christina Hallingse of Asheville Police give safety tips	City of Asheville	12/10/2017 07:00 AM	029:40
HEALTHCARE ENROLLMENT	CHANGES-2018 HEALTH INS 121717	Open enrollment is over. Dr. Carly Brown of Ashewell Medical Group joins us.	Ashewell Medical Group	12/17/2017 07:00 AM	029:28
Year In Government	CHANGES-YEAR IN POITICS 122417	2017 was another crazy political year. WCU's Dr. Chris Cooper has the highlights.	WESTERN CAROLINA UNIV	12/24/2017 07:00 AM	029:39
PUBLIC AWARENESS	CHANGES-AAA WINTER UNCTV 123117	AAA's Tiffany Wright has winter driving tips. UNCTV GM Brian Sickora gives an inside look.	UNC-TV	12/31/2017 07:00 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
Volunteering	BUNCOMBE COUNTY SCHOOLS FOUND	000:30	026
Food Drive	EBLEN CHARITIES	000:30	027
iHeartMedia	iHM Understood Long Form PSA	030:00	001

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Food Drive	MANNA FOOD BANK	000:32	024
ToysDrive	TOYS FOR TOTS	000:30	001
Flu Shots	US DEPT. HEALTH & HUMAN SVC	000:30	035
Healthy Exercise	YMCA	000:33	019
AMERICAN CANCER SOC	American Cancer Society	001:02	019
ARTS	LEAF IN SCHOOLS	000:32	066
AUTISM	AD COUNCIL	001:02	020
BULLYING	NC ASSOC. OF EDUCATORS	001:00	024
DENTISTRY	AMERICAN DENTAL ASSOC	001:01	019
DISASTER RELIEF	AD COUNCIL	000:30	024
DISASTER RELIEF	American Red Cross	000:15	149
DISTRACTED DRIVING	PROJECT YELLOW LIGHT	000:30	002
DRUNK DRIVING	AD COUNCIL	000:31	026
Education & Animals	4H	000:15	130
EMERGENCY PREPAREDNESS	AD COUNCIL	001:01	046
HEALTH AND FITNESS	MAAC GOLF TOURNEY-30	000:31	064
HEALTH AND FITNESS	SAVE THE MALES	000:30	004
HOME SAFETY	AMER. ACADEMY OF ORTHOPEDICS	000:31	032
MILITARY AND VETERANS	AIR FORCE RESERVE	000:32	040
MS AWARENESS	NATL MULTIPLE SCLEROSIS SOC	000:33	030
NAB	NAB	000:30	022
OPIOD ABUSE	Partnership for DrugFree Kids	000:30	026
ORGAN DONATION	MatchingDonors.com	000:31	003
PSA	DEPT OF HOMELAND SECURITY	000:30	004
PSA	RED WORLD AIDS DAY	000:30	012
READ TO SUCCEED	PSA/THOMAS WOLFE 8K	000:32	015
RED	RED	000:30	008
SAFE DRIVING	PROJECT YELLOW LIGHT	000:30	004
SPORTS	NCHSAA	000:31	036

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
SPORTS IMPACT	NCHSAA	001:01	073
TANNING, SKIN, TROUBLED KIDS	American Cancer Society	001:02	020
WILDFIRE PREVENTION	US FOREST SERVICE	000:15	031
WILDFIRE PREVENTION	US FOREST SERVICE	000:30	028