

WWNC

**Quarterly Issues
Second Quarter, 2012**

**Program: Carolina News Makers
Saturday 7:00 AM**

Duration: 30 minutes

**Program: CHANGES
Saturday 7:30 AM**

Duration: 30 minutes

WWNC
Asheville, NC
Quarterly Issues/Programs List
Second Quarter, 2012
07/03/2012

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:

- **AFTER SCHOOL:** Leadership Asheville looks at the importance of out of school or after school programs for youth.
 - **ARTS EDUCATION:** NC Stage Company in Asheville says theatre can help students learn school subjects, social lessons
 - **ASTHMA:** May is asthma awareness month. Discussion about signs, symptoms, triggers, treatment and more
 - **AUTISM:** A local doctor and a mother of an autistic child talk about the disorder and how it is treated.
 - **CHILD ABUSE:** April is Child Abuse Prevention Month, through raised awareness, experts hope to end this problem.
 - **ECONOMY :** 2 economists from Western Carolina University talk about how much momentum the economy is gaining.
 - **ELDER HEALTH:** The Area Agency on Aging and a retired physician discuss care for the elderly as services thin.
 - **FISHER HOUSE:** Fisher House Memorial Day tribute to America's military and their families.
 - **IMPORTANCE OF A WILL:** Having a will assures your assets go where you want them to go once you're gone.
 - **ORGAN DONORS:** Even with more than a million organ donors in the US, thousands are still waiting for transplants
 - **POVERTY:** discussion about situational and generational poverty, assistance available and more.
 - **SUMMER HUNGER:** A new program in Buncombe County that will feed children through the summer, when not in school.
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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
ORGAN DONORS	CHANGES-ORGAN DONORS (4/7/12)	Even with more than a million organ donors in the US, thousands are still waiting for transplants	Josh and Aaron Michael	04/07/2012 07:30 AM	029:42
CHILD ABUSE	CHANGES-CHILD ABUSE (4/14/12)	April is Child Abuse Prevention Month, through raised awareness, experts hope to end this problem.	Bill McGuire	04/14/2012 07:30 AM	029:45
ELDER HEALTH	CHANGES-ELDER HEALTH (4/21/12)	The Area Agency on Aging and a retired physician discuss care for the elderly as services thin.	Rebecca Chaplain	04/21/2012 07:30 AM	029:45
POVERTY	CHANGES-POVERTY (4/28/12)	discussion about situational and generational poverty, assistance available and more.	Jimmy Vestal	04/28/2012 07:30 AM	029:38
ASTHMA	CHANGES-ASTHMA (5/5/12)	May is asthma awareness month. Discussion about signs, symptoms, triggers, treatment and more	Melinda Shuler	05/05/2012 07:30 AM	029:46
ECONOMY	CHANGES-ECONOMY (5/12/12)	2 economists from Western Carolina University talk about how much momentum the enconomy is gaining.	Bob Mulligan & Steve Miller	05/12/2012 07:30 AM	029:47
AUTISM	CHANGES - AUTISM (5/19/12)	A local doctor and a mother of an autistic child talk about the disorder and how it is treated.	Dr. Steven Love & Martha Boyd	05/19/2012 07:30 AM	029:45
FISHER HOUSE	CHANGES - FISHER HOUSE (5/26/12)	Fisher House Memorial Day tribute to America's military and their families.	Military & their families	05/26/2012 07:30 AM	029:48
AFTER SCHOOL	CHANGES-AFTER SCHOOL (6/2/12)	Leadership Asheville looks at the importance of out of school or after	Bill Treasure-Justin	06/02/2012 07:30 AM	029:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		school programs for youth.	Bellamy		
SUMMER HUNGER	CHANGES-SUMMER HUNGER (6/9/12)	A new program in Buncombe Country that will feed children through the summer, when not in school.	Lanette Vaughn Hensley	06/09/2012 07:30 AM	029:44
IMPORTANCE OF A WILL	CHANGES-IMPORTANCE OF A WILL (06/16/12)	Having a will assures your assets go where you want them to go once you're gone.	Gene Ellison	06/16/2012 07:30 AM	029:49
ARTS EDUCATION	CHANGES-ARTS EDUCATION (6/23/12)	NC Stage Company in Asheville says theatre can help students learn school subjects, social lessons	Charlie McCever & Alexa Hardy	06/23/2012 07:30 AM	029:40
FISHER HOUSE	CHANGES - FISHER HOUSE (6/30/12)	Fisher House 4th of July tribute to America's military and their families.	Military & their families	06/30/2012 07:30 AM	029:59

**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
Aids	actagainstaids.org	000:16	001
Recruiting	AIR FORCE RESERVE	000:31	198
Animal Rescue	Brother Wolf	001:00	249

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Cancer	CITY OF HOPE VIGNETTE 1	001:00	002
Cancer	CITY OF HOPE VIGNETTE 10	001:01	002
Cancer	CITY OF HOPE VIGNETTE 2	001:01	002
Cancer	CITY OF HOPE VIGNETTE 4	001:00	001
Cancer	CITY OF HOPE VIGNETTE 5	001:01	002
Cancer	CITY OF HOPE VIGNETTE 6	001:00	002
Cancer	CITY OF HOPE VIGNETTE 7	001:01	001
Cancer	CITY OF HOPE VIGNETTE 8	001:00	001
Cancer	CITY OF HOPE VIGNETTE 9	001:00	001
Charity	EBLIN CHARITIES	001:58	004
Charity	EBLIN CHARITIES	001:59	007
Charity	EBLIN CHARITIES	002:00	020
Charity	EBLIN CHARITIES	002:01	003
Veteran Care	Guitars For Vets Asheville	000:29	001
HS Sports	NCHSAA	001:02	888
Admissions	NORTH ASHEVILLE CHRISTIAN SCH	000:15	001
Blood	RED CROSS	000:18	021
Various	The Ad Council	000:15	001
Various	The Ad Council	000:16	001
Various	The Ad Council	000:31	001
Charity	United Way of Haywood County	000:30	047
Recruitment	US dept of Defense	000:31	195
Recruitment	US dept of Defense	001:00	213
Aids	actagainstaids.org	000:16	267
Crime	AVL POLICE DEPT	000:16	131
Admissions	NORTH ASHEVILLE CHRISTIAN SCH	000:15	094
Various	The Ad Council	000:15	141
Various	The Ad Council	000:16	1488
Scouting	Boy Scouts of America	000:30	187

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Dental Care	GIVE KIDS A SMILE	000:31	080
Veteran Care	Guitars For Vets Asheville	000:29	109
Heart Health	PSA/HEART HEALTH/30	000:31	173
Drunk Driving	RADD	000:31	182
Various	The Ad Council	000:31	565
Various	The Ad Council	000:59	243
Various	The Ad Council	001:01	229
ADOPT	The Ad Council	001:01	106
ANIMAL ADOPTION	Brother Wolf	001:00	122
ANIMAL ADOPTION	The Ad Council	000:31	090
CFL BULBS	The Ad Council	000:31	088
DENTISTRY	GIVE KIDS A SMILE	000:31	092
DRUNK DRIVING	RADD	000:31	090
HEALTH AND FITNESS	AD COUNCIL	000:29	076
HEALTH AND FITNESS	AD COUNCIL	000:30	122
HEALTH AND FITNESS	AD COUNCIL	000:31	139
HEALTH AND FITNESS	CITY OF HOPE	000:30	005
HEALTH AND FITNESS	CITY OF HOPE	000:31	013
HEALTH AND FITNESS	CITY OF HOPE	000:32	003
NATURE	The Ad Council	000:59	124
NO TEXT AND DRIVE	The Ad Council	000:31	090
RESERVES	AIR FORCE RESERVE	000:31	099
SCOUTING	Boy Scouts of America	000:30	094
SPORTS	NCHSAA	001:02	435
UNITED WAY	United Way of Haywood County	000:30	001
VETERANS	US dept of Defense	000:31	100
Zoolies	12-04-15 BUNCOMBE C TY 911 OUT	000:30	009
Zoolies	6-17-12 Overturned Truck 240W	000:30	008



NCNN Public Affairs Programming

2nd Quarter 2012

PA BLOCK FOR 04-01-12

Carolina Newsmakers

“Interview with Bob Phillips”, Executive Director, Common Cause

****Issues Covered: Common Cause of North Carolina; 2012 Primary Election; Redistricting; Political Parties and Independent Voters; Accountability of Government; Lobbying; Campaign Finance Reform; Election Law Reform; NC General Assembly; Media and Communications; Campaign Spending; Spending by Political Action Committees; Political and Issue Advertising; Education; Business and Industry; Community College System****

Time 29:30

PA BLOCK FOR 04-08-12

Carolina Newsmakers

“Interview with Ran Coble”, Executive Director, NC Center for Public Policy Research

****Issues Covered: NC State Legislature; Mental Health Reform; College Completion Rates; Distance Education; On-Line Education; The Community College System and the Higher Education System in North Carolina; Employment and Unemployment Rates; Consumer Confidence Polls; Oil and Gas Production and Prices; U.S. Foreign Policy and the Middle East; 2102 Elections and North Carolina as a “Battleground States”; Political Parties and Political Advertising; State Election Ballots and Civics Education; Redistricting; The Different Sessions of the General Assembly; An NC Representative: A Demanding Part-Time Job; The Republican Majority in the General Assembly; New Leadership in the State Legislature****

Time 29:30

PA BLOCK FOR 04-15-12

Carolina Newsmakers

“Interview with David Price”, Congressional Representative NC 4th District.

****Issues Covered: Jumpstart our Business bill; Venture capital for start up businesses; Infrastructure rebuilding; the default crisis; the government shutdown crisis; the farm bill; continuing the recovery; infrastructure investment needs; Citizens United decision speech and contributions; corruption rational doesn't apply here, need to know who pays for the advertisements. The tipping point has been reached as the candidates are being drowned out.

Time 29:30

PA BLOCK FOR 04-22-12

Carolina Newsmakers

“Interview with Thom Tillis”, NC Speaker of the House

****Issues Covered: NC General Assembly; Republican Majority in the NC General Assembly; State Budget; Senior Citizens and the Elderly; Public Education and Higher Education in North Carolina; State University System and the NC Community College System; Scientific Research; State Ferry System Tolling; NC's Infrastructure; Transportation; Potential Tolls on State Roads; State Revenue and State Tax Structure; NC State Tax Reform; The State's Work Force Development Plan****

Time 29:30

PA BLOCK FOR 04-29-12

Carolina Newsmakers

“Interview with Katie Parker”, Legal Director for the North Carolina Chapter of the ACLU

****Issues Covered: ACLU; Protecting Individual's Civil Rights; Racial Issues; Constitutional “Bill of Rights”; Free Speech Rights; Privacy Issues; Liberal and Conservative Issues; Censorship; Encouraging Constructive Dialogue in Society; Science and Technology; Media and Communications; Law Enforcement Requests for Cell Phone Data; Slander and Libel Laws; Cell Phone Hacking; Internet; Copyright Laws; Definition of Marriage; Domestic Partnership Benefits; Discrimination****

Time 29:30

PA BLOCK FOR 05-06-12

Carolina Newsmakers

“Interview with Jonathan Kappler”, Research Director for the North Carolina Free Enterprise Foundation

****Issues Covered: Non-Profits; NC Free Enterprise Foundation; Polling Information; Economic Growth; Business and Industry; Local, State, and Federal Government; North Carolina’s Business Climate; Politics and Political Parties; Campaign Finance and Campaign Finance Reform; Education; NC’s Work Force; Tax Incentive Packages and Attracting Businesses to North Carolina; Taxes and Tax Reform; Corporate Tax Rates; Republican Majority in the NC General Assembly; 2012 Elections and North Carolina as a “Battleground State”; Sales Tax vs. Service Tax and Definitions of Both; Employment/Unemployment and Job Creation; Lobbying; 2012 Democratic Convention to Be Held in Charlotte This Summer; Rural/Urban Issues and Rural/Urban Voting Patterns****

Time 29:30

PA BLOCK FOR 05-13-12

Carolina Newsmakers

“Interview with Rob Christensen”, Political Columnist, News and Observer, and Author of Paradox of Tar Heel Politics

Issues Covered: Voter Turnout for the NC May Primary; The Marriage Amendment; Liquor By the Drink; Equal Rights Amendment; North Carolina: A Socially Conservative State; Rural/Urban Issues; Influence of Three-Term Governor Jim Hunt; The Effect of Billy Graham’s Endorsement of the Marriage Amendment; NC as a “Battleground” State; President’s Clarification/Endorsement of Same-Sex Unions/Marriage; Redistricting; NC’s Lieutenant Governor’s Race; Analysis of NC Congressional Races and NC Council of State Races; Analysis of the July 17th Runoffs; Independent/Unaffiliated Voters; Democratic National Convention to Be Held in Charlotte and President Obama’s Re-Election Chances****

Time 29:30

PA BLOCK FOR 05-20-12

Carolina Newsmakers

“Interview with Dana Cope”, Executive Director, State Employees Association of North Carolina

****Issues Covered: SEANC; State Employees; State Government; Education; Public and Private Colleges in North Carolina; NC’s Sales and Corporate Taxes; State Lottery; Service Taxes; Modernizing NC’s Tax Structure; Republican Majority in the NC General Assembly; Non-Partisanship; Redistricting; Political-Action Committees; Campaign Finance Reform; Voter Turnout; 2012 May Primary; 2012 Elections; Analysis of 2012 DNC in Charlotte; Privatization of Government Services****

Time 29:30

PA BLOCK FOR 05-27-12

Carolina Newsmakers

“Interview with John Hood”, President and Chairman of the John Locke Foundation, and Publisher of the Carolina Journal

****Issues Covered: Lieutenant Governor’s Race in 2012; 2012 NC May Primary; Voter Turnout; The Marriage Amendment; Definition of Marriage and Same-Sex Marriage; Polling Data; NC Voting Patterns; The Paradox of Tar Heel Politics; Redistricting; Race Issues and the Obama Presidency; Local Dialects; Analysis of 2012 Post-Election Fallout; NC Health Care and Pension Liabilities****

Time 29:30

PA BLOCK FOR 06-03-12

Carolina Newsmakers

“Interview with Lou Baldwin”, President of the North Carolina Association of Realtors

****Issues Covered: NC Association of Realtors; Realtors’ Code of Ethics; The Economy; Trademarks; Residential and Commercial Property; Real Estate as an Investment; Home Builders and New Home Starts; Home Construction; Renting vs. Buying a Home; Banking, Interest Rates, and Re-Financing Homes; Employment/Unemployment; Job Creation and Home

Sales; Economic Recovery; Foreclosures; Savings and Loans; The Size of Down Payments; Fannie Mae and Freddie Mac; Speculation; North Carolina Resort Properties; Urban/Rural Issues****

Time 29:30

PA BLOCK FOR 06-10-12

Carolina Newsmakers

“Interview with Chris Fitzsimon”, Director, NC Policy Watch

****Issues Covered: NC Policy Watch; Public Policy; Local and State Government; Video Sweepstakes Debate; Gaming/Gambling Issues; Education Funding; NC Education Lottery; State Budget; Sales Tax Revenue; Corporate Tax Structure; Economic Growth and Recovery and Tax Revenue; Fracking, The Environment and Public Safety, Mining and Extraction; NC Energy Policy; NC Dept. of Energy and Natural Resources; Partisan and Non-Partisan Redistricting; Governor Perdue’s Decision to Not Run for Re-Election; Re-Structuring NC Department of Transportation; Analysis of a Possible Term with Walter Dalton as Governor, Then Pat McCrory as Governor****

Time 29:30

PA BLOCK FOR 06-17-12

Carolina Newsmakers

“Interview with Wayne Goodwin”, NC Insurance Commissioner

****Issues Covered: Homeowners Insurance; Re-Insurance and Its Rising Costs; Car Insurance, Rates and Discounts; NC Department of Insurance; Bundling; Transportation; Car Safety; Buckling Seat Belts; Home Prices Rising and Falling; Tax Values of Homes; Hurricane, Flood, and Disaster Insurances; Property Insurance; Photographing Property for Evidence; Home Inspectors and the State Building Code; Weather Damage and Insurance Fraud; Stolen Vehicles****

Time 30:00

PA BLOCK FOR 06-24-12

Carolina Newsmakers

“Interview with Brad Crone”, President of Campaign Connections, a Political/Public Affairs Consulting Firm.

****Issues Covered: Print Media and Broadcasting; Hunt-Sanford Political Machine Operating in North Carolina; Urban/Rural Issues; NC History; Economic Recovery and Economic Development; Employment/Unemployment; Tax Structure in NC; Sales, Property, Business, and Service Taxes; North Carolina as a “Batteground” State; Campaign Spending in NC; The Presidential and Gubernatorial Campaigns This Year; Unaffiliated Voters; Female/Male Voting Patterns; Democratic/Republican Crossover Rates; Polling; Democratic Party Leadership in NC; Democratic National Convention in Charlotte; Forecasting Results from November Elections

Time 29:30

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