

**WWNC**

**Quarterly Issues  
Fourth Quarter, 2016**

**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  
Fourth Quarter, 2016  
01/03/2017

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:

- **2ND CHANCE CHARITY SHOPPING:** Buncombe DA talks about 2nd chance court, the BBB discusses wise giving & Amazon's "voice shopping"
- **A SYMBOL OF FREEDOM:** Bonneville Radio Group- A Symbol of Freedom Honoring Veterans for Veteran's Day
- **ADDICTION COURT:** Discussion about drug-alcohol court saving lives and families in Western North Carolina
- **BOND REFERENDUM:** Discussion about Asheville bond referendum and advantages bond provides for housing.
- **Christmas In The Air:** Christmas in the Air w/Tom Brokaw. A celebration of the season.
- **ELECTION AND DEBATE:** WCU Political Scientist's analysis on the 1st Presidential debate & election season in NC
- **ELECTION PREVIEW:** WCU Political Science professor Dr. Chris Cooper gives us the trends head into election day.
- **HEALTHCARE SSI:** Discussion about healthcare premium increases and its impact on residents in Western Carolina
- **HEALTHY EATING:** Discussion about how healthy eating is getting more expensive, and ways to do it cheaply.
- **HOLIDAY SAFETY:** Buncombe Co. Sheriff Van Duncan and Asheville Fire's Kelly Klope discuss holiday safety .
- **TALENT JAM:** Need a job? Discussion about how you can make a pitch to business leaders at Talent Jam Asheville

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
ELECTION AND DEBATE	CHANGES-ELECTION AND DEBATE (10/1/2016)	WCU Political Scientist's analysis on the 1st Presidential debate & election season in NC	Dr. Chris Cooper	10/01/2016 07:30 AM	029:40
BOND REFERENDUM	CHANGES-BOND REFERENDUM (10/8/2016)	Discussion about Asheville bond referendum and advantages bond provides for housing.	Julie Mayfield-Scott Dendrum	10/08/2016 07:30 AM	029:29
HEALTHY EATING	CHANGES-HEALTHY EATING (10/15/2016)	Discussion about how healthy eating is getting more expensive, and ways to do it cheaply.	Aviva Goldfarb	10/15/2016 07:30 AM	029:39
ADDICTION COURT	CHANGES-ADDICTION COURT (10/21/2016)	Discussion about drug-alcohol court saving lives and families in Western North Carolina	Various	10/23/2016 07:00 AM	029:44
HEALTHCARE SSI	CHANGES HEALTHCARE SSI (10/28/2016)	Discussion about healthcare premium increases and its impact on residents in Western Carolina	Geoff Ferland	10/30/2016 07:00 AM	029:35
ELECTION PREVIEW	CHANGES-ELECTION PREVIEW (11/04/2016)	WCU Political Science professor Dr. Chris Cooper gives us the trends head into election day.	Dr. Chris Cooper	11/06/2016 07:00 AM	029:46
A SYMBOL OF FREEDOM	CHANEGS-A SYMBOL OF FREEDOM (11/11/2016)	Bonneville Radio Group- A Symbol of Freedom Honoring Veterans for Veteran's Day	Various	11/13/2016 07:00 AM	027:55
TALENT JAM	CHANGES-TALENT JAM (12/2/2016)	Need a job? Discussion about how you can make a pitch to business leaders at Talent Jam Asheville	Tom Ryan & Daniel Kairoff	12/04/2016 07:00 AM	029:46
HOLIDAY SAFETY	CHANGES-HOLIDAY SAFETY	Buncombe Co. Sheriff Van Duncan and Asheville Fire's Kelly	Van Duncan & Kelly	12/11/2016 07:00 AM	029:41

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	(12/9/2016)	Klope discuss holiday safety .	Klope		
2ND CHANCE CHARITY SHOPPING	CHANGES-2ND CHANCE CHARITY SHOPPING (12/17/2016)	Buncombe DA talks about 2nd chance court, the BBB discusses wise giving & Amazon's "voice shopping"	Various	12/18/2016 07:00 AM	029:45
Christmas In The Air	CHANGES-CHRISTMAS IN THE AIR (12/24/2016)	Christmas in the Air w/Tom Brokaw. A celebration of the season.	Tom Brokaw	12/24/2016 05:33 PM	027:55

**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
-------	-----------------	-------------	-----------	----------

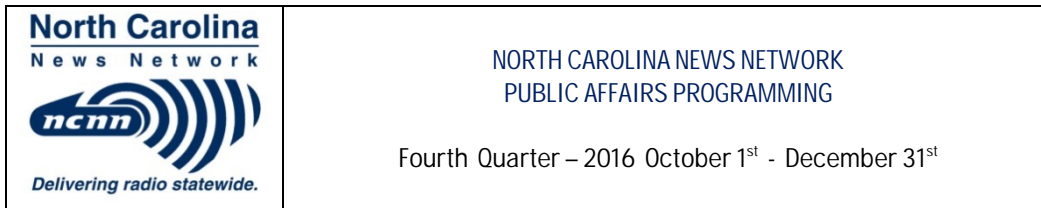
(Insert network and/or syndicator-provided programs lists here.)

**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
		000:31	037
		000:33	018
AMERICAN CANCER SOC	American Cancer Society	001:02	013
athletic protector	NCHSAA	001:01	005
AUTISM	AD COUNCIL	001:01	002
AUTISM	AD COUNCIL	001:02	011
BREAST CANCER AWARE	RADIOLOGYINFO.ORG	001:01	004
BULLYING	NC ASSOC. OF EDUCATORS	001:00	009

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
BUNCOMBE CTY SCHOOLS	BUNCOMBE COUNTY	000:32	019
CHILDREN HEALTHCARE	ST JUDE'S	000:59	010
COMMUNITY INVOLVEMENT	Small Business Saturday	000:30	006
DENTISTRY	AMERICAN DENTAL ASSOC	001:01	017
DISASTER RELIEF	American Red Cross	000:17	171
DRUNK DRIVING	AD COUNCIL	000:31	048
Education & Animals	4H	000:15	058
EMERGENCY PREPAREDNESS	AD COUNCIL	001:00	001
EMERGENCY PREPAREDNESS	AD COUNCIL	001:01	033
FOOD SAFETY	AD COUNCIL	000:15	065
FUNDRAISER	Buncombe County School Found.	000:31	020
HEALTH AND FITNESS	iHEART RED	000:31	002
HEALTH AND FITNESS	MTN AMATEUR ATHLETICS	000:30	004
HEALTH AND FITNESS	MTN AMATEUR ATHLETICS	000:32	012
HEALTH AND FITNESS	YMCA	000:33	044
HOME SAFETY	AMER. ACADEMY OF ORTHOPEDICS	000:31	020
HS GRADUATION	COMMUNITIES IN SCHOOLS	001:00	013
Legal Costs	BUNCOMBE COUNTY	000:32	046
MILITARY AND VETERANS	AIR FORCE RESERVE	000:32	015
MILITARY AND VETERANS	BOB WOODRUFF FOUNDATION	000:30	009
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	016
MS AWARENESS	NATL MULTIPLE SCLEROSIS SOC	000:33	033
MUSIC	NCHSAA	001:02	002
SMOKING CESSATION	US DEPT. HEALTH & HUMAN SVC	001:00	010
SPORTS	NCHSAA	000:31	048
SPORTS	NCHSAA	001:01	004
SPORTS IMPACT	NCHSAA	001:01	039
TANNING, SKIN, TROUBLED KIDS	American Cancer Society	001:02	016



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

**FOR OCTOBER 1-2:**

**CAROLINA NEWSMAKERS:**

"INTERVIEW WITH JIM GARDNER" CHAIRMAN OF THE NORTH CAROLINA ALCOHOLIC BEVERAGE CONTROL COMMISSION. JIM GARDNER BACKGROUND, REACTION TO ADVERTISING CAMPAIGN, BINGE DRINKING, FALSE IDENTIFICATION CARDS, DRINKING ON COLLEGE CAMPUSES, PARENTAL INVOLVEMENT, SALES REVENUE, AND ALCOHOL SALES AT COLLEGE SPORTS VENUES, STAFFING, AND FUNDING.

---

**FOR OCTOBER 8-9:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH TOM JENSEN" DIRECTOR OF PUBLIC POLICY POLLING. HISTORY OF POLLING, RANDOM SAMPLES, FLIPPING BETWEEN CANDIDATES, VOTER TURNOUT, SWING STATES, POLLING OF FIRST PRESIDENTIAL DEBATE, U.S. SENATE RACE, HOUSE BILL 2, NORTH CAROLINA GOVERNOR RACE, INFLUENCE OF TOP OF BALLOT, AND PREDICTIONS.

---

**FOR OCTOBER 15-16:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH GREGG THOMPSON" NORTH CAROLINA STATE DIRECTOR OF THE NATIONAL FEDERATION OF INDEPENDENT BUSINESSES. NFIB BACKGROUND, EDUCATION, SMALL BUSINESS ROUNDTABLES, TAX REFORM, SERVICE TAX, HOUSE BILL 2, MINIMUM WAGE, OVERTIME PAY, TOURISM, HEALTH CARE, AND REGULATORY REFORM.

---

**FOR OCTOBER 22-23:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH BRUCE STANLEY" PRESIDENT AND CEO OF THE METHODIST HOME FOR CHILDREN. HISTORY OF THE METHODIST HOME FOR CHILDREN, HOME SERVICES, FUNDING, FOSTER CARE, JUVENILE DETENTION, JUVENILE ASSESSMENT CENTERS, MENTORS, TRANSITIONAL LIVING HOMES, THERAPY, DRUG ABUSE, GANGS, FOSTER CARE, ADULT AGE, AND AGENCY VALUES.

---

**FOR OCTOBER 29-30:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH JOHN HOOD" PRESIDENT OF THE JOHN WILLIAM POPE FOUNDATION. 2016 PRESIDENT ELECTION, PRIMARY ELECTIONS, POPULATION GROWTH, ELECTORAL COLLEGE, FOREIGN DIPLOMACY, SUPREME COURT APPOINTMENT, EDUCATION, POLLING, AND PRESIDENTIAL DEBATES.

---

**FOR NOVEMBER 5-6:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH ANDY ELLEN" PRESIDENT OF THE NORTH CAROLINA RETAIL MERCHANTS ASSOCIATION. IMPACT OF ELECTIONS, TAXATION, POPULATION GROWTH, HURRICANE MATTHEW IMPACT, SALES TAX, SERVICE TAX, OVERTIME REGULATIONS, AFFORDABLE CARE ACT, ONLINE RETAILERS, PRICE OF GASOLINE, CREDIT CARD SECURITY, INFLUENCE OF TECHNOLOGY, HOUSE BILL 2, AND LOBBYISTS.

---

**FOR NOVEMBER 12-13:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH DR. ANDY TAYLOR" POLITICAL SCIENCE PROFESSOR AT NC STATE. POLLING, SHY VOTERS, VOTER TURNOUT, APPROVAL RATINGS, CAMPAIGN SPENDING, POLITICAL PARTIES, UNAFFILIATED VOTERS, NORTH CAROLINA VOTING TRENDS, COUNCIL OF STATE ELECTIONS, SUPREME COURT ELECTION, HOUSE BILL 2, AND NC GOVERNOR'S RACE.

---

**FOR NOVEMBER 19-20:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH DONALD R. VAN DER VAART" SECRETARY OF THE NORTH CAROLINA DEPARTMENT OF ENVIRONMENTAL QUALITY. VAN DER VAART BACKGROUND, DEPARTMENT RESTRUCTURING, EDUCATION, WATER QUALITY AND SUPPLY, AIR QUALITY, NATURAL GAS, WIND FARMS, COAL ASH, FLOODING, AND EPA.

---

**FOR NOVEMBER 26-27:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH BARRY PORTER" REGIONAL CHIEF EXECUTIVE OFFICER OF THE AMERICAN RED CROSS TRIANGLE AREA CHAPTER. IMPACT OF HURRICANE MATTHEW ON NORTH CAROLINA, FLOODING, MEDICATIONS, PARTNERSHIPS, BLOOD DONATION, VOLUNTEERING, TEXT DONATIONS, TRAINING VOLUNTEERS, COOPERATION WITH MILITARY, AND RECOVERY.

---

**FOR DECEMBER 3-4**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH DAVID GLENN" HOST OF THE DAVID GLENN SHOW. BUSINESS OF COLLEGE ATHLETICS, REVENUE SPORTS, TELEVISION REVENUE, NUMBER OF SCHEDULED GAMES, FOOTBALL BOWL GAMES, COLLEGE ATHLETIC BUDGETS, EQUALITY OF SPORTS PROGRAMS, AND CONFERENCE EXPANSION.

---

**FOR DECEMBER 10-11:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH ROB SCHOFIELD" DIRECTOR OF RESEARCH AT NC POLICY WATCH. PAT MCCRORY LEGACY, COUNCIL OF STATE POSITIONS, PRIMARY SYSTEM, CAMPAIGN FUNDING, ELECTIONS, REDISTRICTING, VOTER REGISTRATION, NEWS MEDIA, EDUCATION, AND HEALTH INSURANCE.

**FOR DECEMBER 17-18:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH VIRGINIA FOXX" CONGRESSWOMAN OF NORTH CAROLINA'S FIFTH DISTRICT. EDUCATION AND WORKFORCE CHAIR, UNEMPLOYMENT, UNFILLED JOBS, WORKFORCE EDUCATION, HEARINGS, HEALTH CARE, NATIONAL SECURITY, COMMUNITY COLLEGES, TAX REFORM, ECONOMIC GROWTH, AND BIPARTISANSHIP.

---

**FOR DECEMBER 24-25:**

**CAROLINA NEWSMAKERS:** "INTERVIEW WITH KEVIN LEONARD" EXECUTIVE DIRECTOR OF THE NORTH CAROLINA ASSOCIATION OF COUNTY COMMISSIONERS. JURISDICTIONS OF FEDERAL, STATE, COUNTY AND CITY GOVERNMENT, SCHOOL SYSTEMS, SCHOOL CONSTRUCTION, INCOME TAX, PROPERTY TAX, SALES TAX, MENTAL HEALTH CARE, CITIES IN MULTIPLE COUNTIES, TRANSPORTATION, DISASTER RELIEF, AND DEFERRED MAINTENANCE.



---

**FOR DECEMBER 31 – JANUARY 1 2017**

**CAROLINA JOURNAL RADIO:** AS WE WELCOME A NEW YEAR, CAROLINA JOURNAL RADIO REVIEWS SOME OF THE MOST INTERESTING TOPICS FROM 2016. IF YOU'RE SEARCHING FOR A COMMON THREAD THAT UNITES MOST PROGRESSIVE PUBLIC POLICY PROPOSALS, CONSIDER COERCION. THAT'S THE CONCLUSION OF JOHN LOCKE FOUNDATION VICE PRESIDENT FOR RESEARCH ROY CORDATO. FROM THE MINIMUM WAGE TO ENVIRONMENTAL RESTRICTIONS TO EDUCATION PROGRAMS, PROGRESSIVES TEND TO WANT GOVERNMENT TO FORCE PEOPLE INTO MAKING DECISIONS THAT SATISFY THE PROGRESSIVES' POLICY PREFERENCES. CORDATO CONTRASTS THE COERCIVE APPROACH TO ONE THAT FOCUSES ON FREEDOM AND LIMITED GOVERNMENT. STUDENTS HAVE RETURNED TO COLLEGE CAMPUSES ACROSS THE COUNTRY, BUT MANY OF THEM HAVE NOT RETURNED TO PLACES INTERESTED IN THE FREE FLOW OF OFTEN-CONTROVERSIAL IDEAS. ROBERT SHIBLEY, THE N.C.-BASED EXECUTIVE DIRECTOR OF THE FOUNDATION FOR INDIVIDUAL RIGHTS IN EDUCATION, DOCUMENTS DISTURBING TRENDS FOR FREE SPEECH ON CAMPUSES IN NORTH CAROLINA AND NATIONWIDE. N.C. STATE UNIVERSITY'S INSTITUTE FOR EMERGING ISSUES HOSTED AN EVENT THIS YEAR FOCUSING ON THE FUTURE OF WORK. DURING ONE PANEL DISCUSSION, JLF CHAIRMAN JOHN HOOD RESPONDED TO A QUESTION ABOUT WHETHER GOVERNMENTS SHOULD ADDRESS INCOME INEQUALITY BY INCREASING THE MANDATED MINIMUM WAGE. IT'S UNLIKELY THAT YOU'VE HEARD MUCH ABOUT THE POTENTIAL THREAT OF AN ELECTROMAGNETIC PULSE, OR EMP. BUT JAMES CARAFANO HOPES TO RAISE AWARENESS OF THE DEVASTATION THAT COULD RESULT IN THE UNITED STATES FROM AN EMP ATTACK. CARAFANO, VICE PRESIDENT FOR FOREIGN AND DEFENSE POLICY STUDIES AT THE HERITAGE FOUNDATION, SAYS THE COMPLICATIONS FROM AN EMP ATTACK COULD END UP KILLING NINE OUT OF 10 AMERICANS. HE'S URGING POLICYMAKERS TO TAKE STEPS THAT WOULD LIMIT THE POTENTIAL FOR SUCH HAVOC. NORTH CAROLINA'S CRIMINAL CODE IS MUCH LARGER THAN THOSE IN NEIGHBORING STATES. THAT DOESN'T NECESSARILY MEAN THE STATE IS DOING A BETTER JOB FIGHTING CRIME. MANY OF THE STATE'S CRIMES TARGET SMALL BUSINESS OWNERS AND ENTREPRENEURS WHO FAIL TO FILL OUT PROPER PAPERWORK OR JUMP THROUGH BUREAUCRATIC HOOPS. BECKI GRAY, THE JOHN LOCKE FOUNDATION'S VICE PRESIDENT FOR OUTREACH, DISCUSSES EFFORTS TO FIGHT OVERCRIMINALIZATION IN NORTH CAROLINA.

**SPECIAL ELECTION COVERAGE:**

ON TUESDAY, NOVEMBER 11<sup>TH</sup> AT 7:00 PM THROUGH WEDNESDAY, NOVEMBER 12<sup>TH</sup> AT 3:00 AM, THE NC NEWS NETWORK PROVIDED AFFILIATES WITH WALL-TO-WALL COVERAGE OF THE NATIONAL, STATE AND LOCAL ELECTIONS. RICK & DONNA MARTINEZ HOSTED **CAMPAIGN 2016**, ALONG WITH A LIST OF POLITICAL EXPERTS INCLUDING JOHN HOOD OF THE POPE FOUNDATION; RICK HENDERSON, EDITOR OF THE CAROLINA JOURNAL; JAMES KOTECKI OF THE KOTECKI GROUP; BECKY GRAY OF THE JOHN LOCKE FOUNDATION; CASH MICHAELS OF "THE CAROLINIAN" AND OTHERS.