WWNC

Quarterly Issues Third Quarter, 2015

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) <u>1584 PER MONTH</u>

: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 Third Quarter, 2015

09/30/2015

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:

- APD CHIEF, CANCER & SCHOOL: AVL's New Police Chief talks law enforcement, cancer research discussion & the first day of school
- DUKE AND TILLIS: Duke Energy's discusses the transmission line project & WWNC talks with US Sen. Thom Tillis
- ED BUDGET LEAVES: Buncombe Co. Schools Sup. discusses the state budget. WCU's Kathy Mathews w/ the leaf season update
- ENERGY RABIES BLOOD: DISCUSSION ABOUT RABIES, BLOOD DONARS AND DUKE ENERGY RETIRING COAL PLANT
- ENERGY SHOTS DR BEN: Duke Energy w/ summer cooling tips, Buncombe Health Dept. & immunizations, & Dr. Ben Carson in WNC
- FLU PREP BUDGET: Flu season and severe weather tips. Plus Lt. Gov. Dan Forest recaps the budget.
- MOSQUITOS AND TICKS: Mosquito & tick season in full swing. Buncombe County Health Dept. discusses treatment & prevention
- OUTDOORS LT GOV: Buncombe Co. Rescue Squad gives outdoor safety tips. Lt. Gov. Dan Forest gives a NCGA update
- SCHOOL START & 2016 ELECTION: Buncombe Co. Schools Superintendent talks about the start of school. WCU discusses 2015 elections
- SOCIAL SECURITY: Social Security Advisor talks about the state & future of SS and what to know about filing.
- STATE BUDGET USE FORCE NAT NO: Discussion about state budget surplus, civilian use of force, and Asheville PD National night out
- VACCINATIONS: Vaccination rates are dropping. What are the dangers? Discussion about medicine before vaccines

• **VETERANS:** ABCCM has many services to help veterans. Mary Scudlow and John Rakes give the details.

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
ENERGY SHOTS DR BEN	CHANGES- ENERGY SHOTS DR BEN (7/4/15)	Duke Energy w/ summer cooling tips, Buncombe Health Dept. & immunizations, & Dr. Ben Carson in WNC	Various	07/04/2015 07:30 AM	029:45
OUTDOORS LT GOV	CHANGES- OUTDOORS LT GOV (7/11/15)	Buncombe Co. Rescue Squad gives outdoor safety tips. Lt. Gov. Dan Forest gives a NCGA update	Nathan Smith & Dan Forest	07/11/2015 07:30 AM	029:45
MOSQUITOS AND TICKS	CHANGES- MOSQUITOS AND TICKS (7-18-15)	Mosquito & tick season in full swing. Buncombe County Health Dept. discusses treatment & prevention	Sue Ellen Morrison	07/18/2015 07:29 AM	029:41
ENERGY RABIES BLOOD	CHANGES- ENERGY RABIES BLOOD 7/25/15)	DISCUSSION ABOUT RABIES, BLOOD DONARS AND DUKE ENERGY RETIRING COAL PLANT	Various	07/25/2015 07:29 AM	029:42
STATE BUDGET USE FORCE NAT NO	CHANGES-STATE BUDGET USE FORCE NAT NO (8/1/2015)	Discussion about state budget surplus, civilian use of force, and Asheville PD National night out	Various	08/01/2015 07:30 AM	029:43
APD CHIEF,CANCER & SCHOOL	CHANGES-APD CHIEF,CANCER & SCHOOL STARTS (8/7/2015)	AVL's New Police Chief talks law enforcement, cancer research discussion & the first day of school	Various	08/08/2015 07:30 AM	029:38
SCHOOL START	CHANGES-	Buncombe Co. Schools	Various	08/15/2015	029:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
& 2016 ELECTION	SCHOOL START & 2016 ELECTION (8/15/15)	Superintendent talks about the start of school. WCU discusses 2015 elections		07:30 AM	
VACCINATIONS	CHANGES- VACCINES HUFF (8/18/15)	Vaccination rates are dropping. What are the dangers? Discussion about medicine before vaccines	Dr. Olson Huff	08/22/2015 07:30 AM	029:46
VETERANS	CHANGES ABCCM VETS 02 8-28-15	ABCCM has many services to help veterans. Mary Scudlow and John Rakes give the details.	Mary Scudlow	08/29/2015 07:29 AM	029:35
DUKE AND TILLIS	CHANGES-DUKE AND TILLIS (9/4/15)	Duke Energy's discusses the transmission line project & WWNC talks with US Sen.Thom Tillis	Tom Williams & Thom Tillis	09/05/2015 07:30 AM	029:48
SOCIAL SECURITY	CHANGES- SOCIAL SECURITY (9/11/15)	Social Security Advisor talks about the state & future of SS and what to know about filing.	Roger Webb	09/12/2015 07:30 AM	029:44
FLU PREP BUDGET	CHANGES-FLU PREP BUDGET (9/19/15)	Flu season and severe weather tips. Plus Lt. Gov. Dan Forest recaps the budget.	Various	09/19/2015 07:30 AM	029:45
ED BUDGET LEAVES	CHANGES-ED BUDGET LEAVES (9/26/15)	Buncombe Co. Schools Sup. discusses the state budget. WCU's Kathy Mathews w/ the leaf season update	Tony Baldwin & Kathy Matthews	09/26/2015 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.

(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
		000:16	002
Birth Defects	March of Dimes	000:15	004
SS Info	SOCIAL SECURITY ADMIN	000:15	020
AMERICAN CANCER SOC	ASHEVILLE WELLNESS	000:31	015
Asheville Parks & Rec	ASHEVILLE WELLNESS	000:31	018
COMMUNITY AWARENESS	Black Mountain Chamber	000:18	071
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:30	011
DISASTER RELIEF	American Red Cross	000:17	214
FINANCIAL WELLNESS	AD COUNCIL	000:15	169
FINANCIAL WELLNESS	AD COUNCIL	000:59	048
FINANCIAL WELLNESS	AD COUNCIL	001:00	087
FIRE PREVENTION	Asheville Fire Dept.	000:30	001
FOOD SAFETY	AD COUNCIL	000:15	072
FOOD SAFETY	AD COUNCIL	001:00	046
HEALTH AND FITNESS	EBLEN CHARITIES	000:30	052
HEALTH AND FITNESS	FEAST ASHEVILLE	000:31	046
HEALTH AND FITNESS	Maggie Valley Fire & Rescue	000:30	032
HEALTH AND FITNESS	THOMAS WOLFE 8K PROMO/30	000:32	014
MILITARY AND VETERANS	AIR FORCE RESERVE	000:32	098
MILITARY AND VETERANS	ESGR	000:30	100
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	030
MUSIC	NCHSAA	001:02	045

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
OLYMPIC SUPPORT	US OLYMPIC COMMITTEE	000:30	103
OUTDOORS	US FOREST SERVICE	000:30	017
PET ADOPTION	AD COUNCIL	001:01	042
PUBLIC SAFETY	NATIONAL NIGHT OUT	000:32	016
SCHOOLS	NC ASSOC. OF EDUCATORS	000:30	017
SMOKING CESSATION	US DEPT. HEALTH & HUMAN SVC	000:17	005
SMOKING CESSATION	US DEPT. HEALTH & HUMAN SVC	000:30	017
SPORTS	NCHSAA	000:31	094
SPORTS	NCHSAA	000:32	101
SPORTS	NCHSAA	001:01	049
TANNING, SKIN, TROUBLED KIDS	American Cancer Society	001:02	043
TEACHER RECRUITMENT	AD COUNCIL	001:00	037



NCNN PUBLIC AFFAIRS PROGRAMMING

"NEWSMAKERS"

3RD QUARTER 2015 (July 1st – September 30th)

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

PA BLOCK FOR JULY 4/5

CAROLINA NEWSMAKERS

"INTERVIEW WITH PAUL MEYER," EXECUTIVE DIRECTOR OF THE NORTH CAROLINA LEAGUE OF MUNICIPALITIES

BACKGROUND ON THE NORTH CAROLINA LEAGUE OF MUNICIPALITIES, CONCERNS ON TAX POLICY, REPEAL OF THE PRIVILEGE LICENSE TAX, SALES TAX BREAKDOWN, JURISDICTION OF SCHOOL SYSTEMS, POWELL BILL, MAINTENANCE OF SEWER AND WATER SYSTEMS, ANNEXATION STATUS, REALLOCATION OF THE RETAIL SALES TAX, HOW BILLS GET PASSED IN NC LEGISLATURE, TRANSPORTATION TAXES, CONSOLIDATION OF SERVICES, POPULATION DRAIN, CONSOLIDATING EMERGENCY SERVICES, MUNICIPAL ELECTIONS, TAX INCENTIVES IMPACT ON CITIES, STATE HISTORIC TAX CREDIT, AND CITY ORDINANCES.

PA BLOCK FOR JULY 11/12

CAROLINA NEWSMAKERS

"INTERVIEW WITH BECKI GRAY", VICE PRESIDENT OF OUTREACH AT THE JOHN LOCKE FOUNDATION

LEGISLATIVE SESSION IN NORTH CAROLINA, ROLE OF THE UNAFFILIATED VOTER, ROLE OF NORTH CAROLINA AS A SWING STATE, FINALIZING THE STATE BUDGET, TAX REFORM, IMPACT OF THE CORPORATE TAX, SALES TAX REDISTRIBUTION, IMPACT OF BUSINESS TO BUSINESS TAXES, EMERGING LEADERS IN THE GENERAL ASSEMBLY, POTENTIAL CHALLENGERS TO RICHARD BURR'S SENATE SEAT, AND IMPACT OF DEFERRED MAINTENANCE.

PA BLOCK FOR JULY 18/19

CAROLINA NEWSMAKERS

"INTERVIEW WITH LEE ROBERTS", STATE BUDGET OFFICER OF THE OFFICE OF STATE BUDGET AND MANAGEMENT

STATE BUDGET PROCESS, INFLUENCE OF MEDICAID ON THE STATE BUDGET, IMPACT OF TAX REFORM, MAJOR SOURCES OF TAX REVENUE, FUNDING TRANSPORTATION, PROPOSED BOND REFERENDUM, BOND PROPOSALS FOR CITIES, CHALLENGES PRESENTED BY HAVING PROSPEROUS AND STRUGGLING PORTIONS OF THE STATE, IMPACT OF THE RESEARCH UNIVERSITIES, GROWTH POTENTIAL WITH NORTH CAROLINA PORTS, GROWING RETIREMENT COMMUNITY IN NORTH CAROLINA, AND FINALIZING THE STATE BUDGET.

PA BLOCK FOR JULY 25/26

CAROLINA NEWSMAKERS

"INTERVIEW WITH WAYNE GOODWIN", INSURANCE COMMISSIONER AND FIRE MARSHALL OF THE STATE OF NORTH CAROLINA

BACKGROUND ON THE INSURANCE COMMISSIONER POSITION, LIMITED AUTHORITY OVER HEALTH INSURANCE, HOMEOWNERS INSURANCE, HOMEOWNER INSURANCE PROVIDERS, IMPORTANCE OF INSURANCE RIDERS, ROLE AS FIRE MARSHALL, INCREASE IN FIRE SAFETY, FIRE FIGHTERS AND THEIR DUTIES, IMPORTANCE OF VOLUNTEER FIRE FIGHTERS, IMPACT OF WATER SYSTEMS ON FIRE FIGHTERS, CHANGES IN TECHNOLOGY FOR FIRE FIGHTERS, BUNDLING INSURANCE POLICIES, AUTOMOBILE INSURANCE, IMPROVEMENTS IN AUTOMOBILE TECHNOLOGY, CAPTIVE INSURANCE, OPERATION MEDICINE DROP AND DISPOSAL OF PRESCRIPTION DRUGS, INSURANCE FRAUD, AND LIFE INSURANCE POLICY REFORM

PA BLOCK FOR AUGUST 1/2

CAROLINA NEWSMAKERS

"INTERVIEW WITH JUNE ATKINSON", SUPERINTENDENT OF PUBLIC INSTRUCTION OF THE STATE OF NORTH CAROLINA

EDUCATION REFORM IN NORTH CAROLINA, EVALUATIONS OF EARLY EDUCATION, FUNDING EDUCATION, IMPROVING STUGGLING AND GIFTED STUDENTS, ROLE OF ADVANCED PLACEMENT COURSES, COORDINATION WITH

UNC SYSTEM AND COMMUNITY COLLEGE SYSTEM, RECRUITING AND KEEPING TEACHERS IN NORTH CAROLINA, CHANGES IN TEACHER PREPARATION PROGRAMS, FACTORS FOR GREAT SCHOOLS, DUTIES OF A PRINCIPAL, HOW POVERTY AFFECTS SCHOOL SUCCESS, PER CAPITA SPENDING ON EDUCATION, DISCIPLINE IN SCHOOLS, BULLYING, DISTANCE LEARNING AND DEVELOPING TECHNOLOGY IN EDUCATION, IMPACT OF UNCERTAINTY REGARDING GENERAL ASSEMBLY AND FINALIZING THE BUDGET, AND EVALUATING K-12 SYSTEM

PA BLOCK FOR AUGUST 8/9

CAROLINA NEWSMAKERS

"INTERVIEW WITH BETH WOOD", STATE AUDITOR OF NORTH CAROLINA

BACKGROUND ON OFFICE OF STATE AUDITOR, TYPES OF AUDITS, TECHNOLOGY AND INEFFICIENCIES IN STATE GOVERNMENT, BIG DATA, LACK OF INCENTIVES TO SAVE IN STATE GOVERNMENT, GETTING INTO PUBLIC OFFICE, FREQUENCY AND DURATION OF AUDITS, AUDIT PROCESS, STATE AUDITOR STAFF, RECENT AUDITS, NORTH CAROLINA ETHICS LAW, FRAUD AND ABUSE, IMPACT OF CURRENT LEGISLATIVE SESSION, AUDITS OF STATE AGENCIES, AND SUNDOWN PROVISIONS

PA BLOCK FOR AUGUST 15/16

CAROLINA NEWSMAKERS

"INTERVIEW WITH MIKE WALDEN", WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NC STATE UNIVERSITY

EMPLOYMENT TRENDS IN NORTH CAROLINA, ATTRACTING AUTOMOBILE MANUFACTURERS, FUTURE OF THE NORTH CAROLINA ECONOMY, INFLUENCE OF VALUATION OF CHINESE CURRENCY, ECONOMIC RELATIONSHIP BETWEEN UNITED STATES AND CHINA, IMPACT OF OPENING TRADE WITH CUBA, CAUSES OF FLUXUATION OF GAS PRICES, ANALYZING BUDGET NEGOTIATIONS IN THE GENERAL ASSEMBLY, SALES TAX REVENUE FOR COUNTIES, MEDICAID SPENDING, INTEREST RATES, ISSUES WITH GREECE, INFLATION RATE, AND GLOBAL OUTLOOK.

PA BLOCK FOR AUGUST 22/23

CAROLINA NEWSMAKERS

"INTERVIEW WITH ANDY TAYLOR", NC STATE PROFESSOR OF POLITICAL SCIENCE

HILLARY CLINTON USE OF PRIVATE EMAIL ACCOUNT AND IMPACT OF STORY ON HER PRESIDENTIAL CAMPAIGN, EARLY CAMPAIGNING, PROSPECTS OF JOE BIDEN ENTERING THE PRESIDENTIAL RACE, VICE PRESIDENT AND PRESIDENT RELATIONSHIPS, RICHARD BURR SENATE SEAT, CHALLENGES FACING DEMOCRAT AND REPUBLICAN PARTIES IN NORTH CAROLINA, IMPACT OF MOVING NORTH CAROLINA PRIMARY, POLITICAL ADVERTISING, APPEAL OF DONALD TRUMP, AND GOVERNOR'S RACE IN NORTH CAROLINA

PA BLOCK FOR AUGUST 29/30

CAROLINA NEWSMAKERS

"INTERVIEW WITH KORY SWANSON", PRESIDENT AND CEO OF THE JOHN LOCKE FOUNDATION

KORY SWANSON BACKGROUND, INFRASTRUCTURE SPENDING IN LEGISLATIVE SESSION, PROBLEMS CAUSED BY POPULATION GROWTH, ECONOMIC INCENTIVES, MCCRORY ADMINISTRATION STANCE ON INCENTIVES, STATE OF THE POLITICAL PARTY SYSTEM, REVISING REDISTRICTING, U.S. SENATE SEAT CHALLENGERS TO RICHARD BURR, ANALYZING GOVERNOR'S RACE IN 2016, IMPACT MOVING UP NORTH CAROLINA PRIMARY, HEALTH CARE IN NORTH CAROLINA, OVERVIEW OF CERTIFICATES OF NEED, MEDICAID SPENDING, ENTITLEMENT SPENDING, MODEL PEER STATES, JOHN LOCKE FOUNDATION 25TH ANNIVERSARY, HOW THE GENERAL ASSEMBLY SHOULD APPROACH THE LEGISLATIVE SESSION, AND RURAL AND URBAN DIVIDE

PA BLOCK FOR SEPTEMBER 5/6

CAROLINA NEWSMAKERS

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

BACKGROUND OF THE NFIB, ECONOMIC ENVIRONMENT FOR BUSINESS IN NORTH CAROLINA, EXPORTING, INCENTIVES FOR NEW BUSINESS, HEALTHCARE REFORM, ENTITLEMENT SPENDING, RETIREMENT AGE, MEDICARE AND MEDICAID, ASSESSING REGULATIONS, DESIRE FOR BIPARTISAN DIALOGUE, REDISTRICTING, TAX REFORM, ENERGY PRODUCTION, HYDRAULIC FRACTURING, MINIMUM WAGE LEGISLATION, SERVICE TAX LEGISLATION, AND INSURANCE MANDATES

PA BLOCK FOR SEPTEMBER 12/13

CAROLINA NEWSMAKERS

"INTERVIEW WITH PATRICK WOODIE", PRESIDENT OF THE NORTH CAROLINA RURAL ECONOMIC DEVELOPMENT CENTER

BACKGROUND ON RURAL CENTER, DEFINING RURAL AREAS, OPERATING IN SMALL COUNTIES, ATTRACTING AND RETAINING BUSINESSES IN RURAL AREAS, RETAINING YOUNG PEOPLE, IMPACT OF RETIREES LOCATING TO THE STATE, COUNTIES DECREASING IN SIZE, STATES HAVING SIMILAR ISSUES TO NORTH CAROLINA, IMPACT OF LARGE WAREHOUSE STORES, STATUS OF BROADBAND INTERNET ACCESS IN RURAL AREAS, IMPACT OF PORTS ON NORTH CAROLINA, VALUE OF THE COMMUNITY COLLEGE SYSTEM, INFLUENCE OF MILITARY IN RURAL AREAS, IMPACT OF SMALL BUSINESSES ON SMALL ECONOMIES, POTENTIAL IMPACT OF BOND REFERENDUM, DISTRIBUTION OF SALES TAX, ISSUE OF DEFERRED MAINTENANCE, AND 2015 RURAL ASSEMBLY

PA BLOCK FOR SEPTEMBER 19/20

CAROLINA NEWSMAKERS

"INTERVIEW WITH JOHN HOOD", PRESIDENT OF THE JOHN WILLIAM POPE FOUNDATION

STATE BUDGET FINALIZED, SAVING PORTION OF THE BUDGET SURPLUS, WHY BUDGET PROCESS WAS LONGER THAN USUAL, SALES TAX DISTRIBUTION, THE BOOK CATALYST, HIGHWAY FUND AND BUILDING ROADS, TEACHER PAY, PRESIDENTIAL PRIMARY MOVED UP IN NORTH CAROLINA AND LOCAL IMPLICATIONS, TEACHER ASSISTANTS, FUNDING DRIVER'S EDUCATION, BACKGROUND OF FORMER GOVERNOR JIM MARTIN, PROJECTIONS FOR DONALD TRUMP AND THE PRESIDENTIAL NOMINATIONS, CHANGES WITH DEPARTMENTS IN STATE GOVERNMENT, AND SMALLER BUDGET PROVISIONS

PA BLOCK FOR SEPTEMBER 26/27

CAROLINA NEWSMAKERS

"INTERVIEW WITH BOB PHILLPS", EXECUTIVE DIRECTOR OF COMMON CAUSE NORTH CAROLINA

BACKGROUND ON COMMON CAUSE, REDISTRICTING AND GERRYMANDERING, INFLUENCE OF TECHNOLOGY IN REDISTRICTING, BARRIERS TO GET INTO POLITICS, IMPACT OF MOVING PRIMARY, TRUST AND JOURNALISM, ELECTION REFORM, SAME DAY REGISTRATION, OUT OF PRECINCT VOTING, SECURE ELECTIONS AND FRAUD, HISPANIC VOTING POPULATION, GOVERNOR'S BOND ISSUE, STATE OF JOURNALISM, ETHICS IN GOVERNMENT, ROLE OF LOBBYISTS, AND POLITICAL ADVERTISING