

## WZMB Programs/ Issues Report: Quarter 1

There follows a listing of some of the significant issues responded to WZMB 91.3 fm, Greenville, NC, along with the most significant programming Treatment of those issues for the period of 1/1/12 - 3/30/12.

Description of Issue	Date	Time	Description of Program
Insights: Recent Community events	1/27/12	12:00 PM (1 HR)	ECU/ Eastern NC events. Pirates Treasure Program guest that discussed program that reuses household goods & food.
Insights: Community Events	1/30/12	12:00 PM (1 HR)	Guest from Friends of Greenville Greenways (FROGGs) to discuss the importance of green inniative in Greenville, NC.
Addiction & Substance Abuse	2/1/12	2:00 PM (30MIN)	Guest from National Center of Addiction and Substance abuse at Columbia University talks Family Day event that aims to combat drug abuse by encouraging family time.
Family Day: Drug Abuse	2/3/12	12:00 PM (1HR)	Discussion of National Family Day that was meant to promote message that kids who eat dinner with parents are less likely to use drugs.
FROGGS (Friends of Greenville Greenways)	2/8/12	12:00 PM (30MIN)	Friendraiser of FROGGs, annual membership drive to raise money to foster awareness of importance of Greenways. Advocates for development of greenways and green lifestyle within the city of Greenville.
Insights: Prop 8	2/8/12	12:00 PM (15MIN)	Discussion of overturn of Proposition 8 by California Federal Appeals court and how it

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			could impact other states.
Darkness to Light: Childhood Sexual Abuse	2/10/12	2:00 PM (1HR)	Discussion of national Darkness to Light Campaign, organization committed to getting adults the tools necessary to recognize and end child sexual abuse.
Insights: Washington State allows Gay Marriage	2/13/12	12:00 PM (5MIN)	Discussion of Washington State legalizing gay marriage making it the 7 <sup>th</sup> state to pass it.
Insights: Family Support Network.	2/15/12	12:00 PM (15MIN)	Chintal Jones of Family Support Network discusses the organization. Talks how org provides resources & emotional support for families of children with terminal or chronic illness, disabilities, premature birth, or death of a child.
The Juvenile Diabetes Foundation NC Walk	2/17/12	12:00 PM (5MIN)	Call in from Greenville chapter of Juvenile Diabetes Foundation member to discuss fundraiser Eastern NC Walk to Cure Diabetes.
Insights: Putin Assassination Plot	2/27/12	2:00 PM (10MIN)	Look into the discovery of assassination attempt of Russian president Vldamir Putin amid unrest & protests in the country.
Insights: Putin wins election	3/2/12	12:00PM (30MIN)	Discussion of Putin overwhelming win for President & the riots and demonstration that immediate follows.
Political Updates	3/2/12	2:00PM (15MIN)	Look at GOP field and primary winners. The field continues to lack of a clear frontrunner. Mitt Romney leads with

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winning six state  
primaries.

East Carolina University is on  
Spring Break 3/4/12- 3/11/12.  
There is no on air broadcast  
during this period.

Afghanistan War and Soldier     3/12/12  
Rampage

12:00PM (30MIN)

Discussion of U.S. Soldier  
who killed 16 Afghan  
civilians including women  
and children & possible  
retaliation against the U.S.

Insights: Trayvon Martin     3/14/12  
Murder & Race in U.S.

12:00PM (1HR)

Look into the death of  
Florida teen Trayvon  
Martin and its impact on  
race relations in eastern  
N.C. Guest includes  
president of ECU chapter  
of NAACP.

Affordable Health Care Act     3/22/12  
and its Constitutionality

2:00PM (30MIN)

President Obama's  
Healthcare reform is  
brought to the US  
Supreme Court to gage its  
legality. Effects of  
healthcare reform on  
ENC.

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WZMB 91.3 FM GREENVILLE, NC

## WZMB Programs/ Issues Report: Quarter 2

There follows a listing of some of the significant issues responded to WZMB 91.3 fm, Greenville, NC, along with the most significant programming Treatment of those issues for the period of 4/1/12 - 6/30/12. Please note that any significant gaps of programming reflect university breaks when there are no on air broadcasts.

Description of Issue	Date	Time	Description of Program
Insights: Current Events	4/2/12	12:00PM (30MIN)	Look at latest current events including latest political events and university events.
Pirate Talk: ECU Calendar of Events	4/2/12	1:00PM (1HR)	Discussion and details of current university events such as Barefoot on the Mall and Volunteer Week. Look at local volunteer opportunities.
Insights: School Shooting and Mass Violence	4/4/12	12:00PM	Mass shooting at Oikos University that killed 7. Look at ECU preparedness in case such an event occurs. Guest from ECU Police Dept.
Insights: Unemployment	4/6/12	12:00PM	Discussion about rates of unemployment and massive layoffs of YAHOO employees and low job recovery numbers.
Insights: Current Events	4/11/12	12:00PM (30MIN)	N. Korea prepares to launch missiles despite international protest. Discussion of U.N. violations.
American Red Cross Blood Drive	4/11/12	2:00PM (10MIN)	Guest from Greenville, NC American Red Cross discusses importance and great need for blood donations in area. Blood supply at all time lows and donations are paramount.
Syrian Political Unrest & It's Effects on U.S.	4/13/12	12:00PM (15MIN)	Roundtable discussion about political uprising and turmoil in Syria and its effect on U.S.

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Crime in Greenville  
& Campus Safety tips

4/16/12

12:00PM (30MIN)

international politics.  
Should U.S. become  
involved?

Discussion about the  
community crime rates  
and ways that people can  
stay safe. Call in from  
ECU Sgt. concerning  
campus safety tips.

N.C. Gay Marriage  
Amendment One

4/18/12

12:00PM (30MIN)

N.C. voters face a vote on  
if a amendment to the  
state constitution will  
include ban on gay  
marriage. ECU hosts  
artist who takes photos of  
those who are against  
Amendment One.

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WZMB 91.3 FM GREENVILLE, NC

### WZMB Programs/ Issues Report: Quarter 3

There follows a listing of some of the significant issues responded to WZMB 91.3 fm, Greenville, NC, along with the most significant programming Treatment of those issues for the period of 7/1/12 - 9/30/12. Please note that any significant gaps of programming reflect university breaks when there are no on air broadcasts.

Description of Issue	Date	Time	Description of Program
Pirates Treasure Drop Off	7/2/12	12:00PM (15min)	Pirate Treasure Program: Reusing household items by dropping off no longer wanted items to be given to less fortunate.
Darkness to Light Campaign	7/2/12	2:00PM (1HR)	Discussion of Darkness to Light campaign to teach adults to recognize sexually abused children.
What ECU can learn from Penn State Sex Abuse Scandal	7/13/12	12:00PM (30MIN)	Discuss how other colleges can learn from Penn State child sex scandal and so called cover up.
Midwest Drought and it Effects on Eastern North Carolina	7/17/12	12:00PM (15MIN)	Cover the Midwest drought and implications of effects on Eastern NC food prices
Presidential Campaigns	7/17/12	2:00PM (10MIN)	Discussion of the current campaign efforts of presidential candidates.
Immigration Reform	9/6/12	8:00AM (30MIN)	Guest, Jorge, discussed the changes that immigration reform has undergone and why it is such a hot topic this political season.
Student Government and Student Leadership & Engagement Open House	9/10/12	12:00PM (15MIN)	Members of SGA and other ECU leadership orgs discuss their open house and plans for the school year.
Freedom of Speech: Pussy Riot Speaks against Russia's President	9/11/12	12:00PM (30MIN)	DJ Lestat looks at the freedom of speech issues in context to Russian band member sent to jail for protesting current Russian president.
Healthy Eating and Time Management tips	9/11/12	4:00PM (10MIN)	Look at healthy alternatives for snacking and ways for students to manage time to avoid stressful situations.

Ways to Deal with Difficult People	9/11/12	6:00PM (15MIN)	Guest from Student Health discusses ways to avoid stress from dealing with difficult people. Stress Management.
Master Flutist and Lecturer Galen Abdur-Razzaq Visits Campus	9/12/12	6:00PM (10MIN)	Galen Abdur-Razzaq discusses the therapeutic remedies of the flute and how it helped save his life.
Domestic Violence	9/13/12	8:00AM (10MIN)	Jams shares how domestic violence harms society as a whole and not just parties involved.
Political Updates: Michelle Obama to visit ECU	9/18/12	12:00PM (30MIN)	Political updates concerning Presidential election and discuss first lady's upcoming visit to ECU campus.
Health Disparities Lecture	9/18/12	2:00PM (15MIN)	Discussion of health disparities plaguing rural counties in eastern N.C.
Adequate wages and Compensation for certain workers.	9/18/12	4:00 PM (10MIN)	Lestat looks at living wages of campus workers and how it relates to campus maintenance.
CDC Prepares for Virus Outbreak.	9/18/12	5:00PM (15MIN)	Roundtable of Center for Disease Control use of Pop culture to prepare public for virus outbreak.
Politics: First Lady visits ECU	9/19/12	3:00PM (30MIN)	Students discuss the visit of First Lady, Michelle Obama, to East Carolina University.
Health Disparities Series	9/19/12	4:00PM(30MIN)	Dr. Kelley Reinsmith-Jones discusses the Spiritual Assessment of patients in health care in upcoming lecture.
Race, Economics, & Education	9/20/12	8:00AM (1HR)	Discussion of education struggles in relation to race and economy.
Fast Food fight to Be Healthier	9/20/12	12:00PM (30MIN)	Discussion of McDonald's attempts to provide healthier options and calorie count.
Education Struggles	9/25/12	8:00AM (30MIN)	Roundtable discussion about the struggles of the public education system.
Exercise and Sleep	9/25/12	12:00PM(1HR)	In depth look at the importance of exercise and proper sleep patterns.

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LGBT presence on Campus	9/25/12	4:00PM (1HR)	Discussion of LGBT campus presence before Stonewall and how it allows students to be more open.
Pulitzer Prize Winner Visits Campus	9/27/12	12:00PM (30MIN)	Playwright Beth Henley visits campus to see play based her work and importance of Arts programming.
Homophobia and Hate Crimes	9/27/12	8:00AM (30MIN)	Students discuss homophobia and hate crimes in local community.

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WZMB 91.3 FM GREENVILLE, NC



## WZMB Programs/ Issues Report: Quarter 4

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Description of Issue	Date	Time	Description of Program
Revising and Drafting of East Carolina University Constitution.	10/1/12	2:00PM (15Min)	ZNews discussion with SGA concerning revising of university constitution and the reasoning for amendments.
International Volunteer Opportunities	10/2/12	12:00PM (10MIN)	Guest in to talk about international volunteer exchange program that allows people of the community to travel overseas to help with volunteer projects.
Student Organizations Presentations	10/4/12	12:00PM (10MIN)	SAO member in to invite people to a presentation of the rules and regulations of starting a new student organization on campus.
<b>FALL BREAK BEGINS</b> 10/6/12 - 10/9/12			
Homecoming Competition & Volunteer Opportunities	10/10/12	2:00PM (10MIN)	ZNews guest to discuss homecoming activities including Skit competition, banner made of recycled material competition.
Canned Food Drive	10/11/12	12:00PM( 15MIN)	Food Bank of ENC member discusses importance of upcoming canned food drive.
Freeboot Friday	10/12/12	2:00PM (15MIN)	Volunteer from Uptown Greenville organizations in to discuss events for the free community event of Freeboot Friday located in Uptown Greenville.
SGA President's Roundtable	10/15/12	12:00PM (10MIN)	SGA PRO in to discuss the agenda of the SGA for the semester.

Comedian Grant Lyon visits Greenville	10/16/12	2:00PM (5MIN)	Nationally renowned comedian Grant Lyon visits campus for live comedy show.
Greek Life Speaker	10/18/12	2:00PM (10MIN)	Greek Life speaker visits to present the importance of Greek organizations in relation to volunteerism and community outreach.
Diversity Event/ Speaker	10/22/12	7:00PM (15MIN)	Guest in to speak diversity and ways to protect it.
DivesiFYI: Initiatives	10/24/12	12:00PM (10MIN)	Campus guest visits to discuss diversity issues and plans for the Greenville community.
Make A Difference Day	10/26/12	12:00PM (15MIN)	Discussion on new ECU initiative called Make a Difference Day where the ECU community focuses on volunteerism and outreach.
Community Safety	10/29/12	2:15PM (10MIN)	ECU Police and ECU Legal Services host a safety meeting to address ways to prevent crime from occurring.
Special Events: Murder Mystery	10/30/12	5:00PM (5MIN)	Student Activities Board discusses upcoming Murder Mystery Event.
Midnight Madness	10/31/12	2:00PM (5MIN)	ECU community holds massive Halloween events on campus to curtail the number of people who participate in destructive activities.

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Description of Issue	Date	Time	Description of Program
Voting Rights & Discrimination	11/1/12	8:00AM (30MIN)	Discussion on voting rights and discrimination, who can legally vote and where voting can occur.
Chancellor's Leadership Academy Open House	11/1/12	4:00PM (10MIN)	Ms. Koonce, discusses the chancellor's leadership academy that looks to increase professional development.
Pediatric Healthy Weight Summit	11/2/12	8:00AM (10MIN)	Discuss upcoming summit that discusses childhood obesity and its co-morbidities.
Native American Painted Sky	11/7/12	12:00PM (5MIN)	Native American group discuss honoring culture through song and dance and upcoming event held at ECU.
Dream catcher Workshop	11/8/12	2:00PM (5MIN)	Student Native American Org discusses event that teaches history of the dream catcher and allows guests to make one of their own.
Foods for Friends Canned Food Drive	11/9/12	12:00PM	United Way of Pitt County discusses hosting upcoming Food Drive event with entertainment & games.
BMX Fest	11/9/12	2:00PM (10MIN)	Roundtable on Greenville's BMX fest and the economic impact the event could have on the city.
Art Auction for Pet Paws	11/9/12	4:00PM (5MIN)	Art Auction for pet paws to benefit the Humane Society of Pitt County.
Mentoring Safety in the Community	11/12/12	12:00PM (5MIN)	SAO discuss event that teaches safety rules when mentoring off campus.

Cancer Awareness	11/13/12	8:00AM (3MIN)	ECU student discusses the signs and symptoms of lung cancer.
Healthy Natives: Health Problems most common to Native Americans.	11/14/12	12:00 PM (5MIN)	Two doctors discuss upcoming program where they speak to the community about health issues of Native Americans.
AARP Driver Safety Programs	11/14/12	2:00PM (10MIN)	The AARP Driver safety program is in Greenville to help drivers over 50 brush up on driving changing driving conditions.
Professional Etiquette	11/14/12	2:40PM (5MIN)	Discussion of training on professional etiquette present by Protocol School of Washington Expert.
ECU Fall Gospel Concert	11/14/12	4:00PM (3MIN)	Members of ECU Gospel Choir discuss Fall Concert that benefits Pitt County Schools with book donations.
Thanksgiving Food Box Giveaway	11/16/12	8:00AM (10MIN)	Volunteers of the Little Willie Center discuss upcoming give away of 300 food boxes for Thanksgiving.
LGBT Resources	11/16/12	12:00PM (15MIN)	LGBT resource officer discusses resources for LGBT community in Greenville.
Pitt County Arts Council	11/19/12	12:00PM (10MIN)	Pitt Co. Arts Council rep discusses upcoming art events in Greenville, including classes for adults and children.

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Description of Issue	Date	Time	Description of Program
Exercise & Its Effects on Mental Health	12/3/12	5:30PM (5MIN)	Members of newly formed student organization, M.U.V.E. discuss the effects of exercise on mental and emotional health.
DivesiFYI: Bamboo & Meditation	12/3/12	2:00PM (3MIN)	SAB members talk about upcoming event that discusses Eastern Medicine and the benefits of natural medicine.
Campus Recreation & Wellness Rejuvenation Fitness Program	12/5/12	2:00PM (5MIN)	CRW staff discuss programming aimed at increasing
Toys for Tots	12/8/12	12:00PM (10MIN)	Asia Delaney of the Little Willie Center Community discuss requirements for Toys for Tots applications.
Children's Holiday Collection	12/7/12	12:00PM (10MIN)	WZMB collecting books and crayons for abused and neglected children.

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