

# **Stonecom Quarterly Issues Report**

For Fourth Quarter, 2023

October - December

As part of the company's on-going service to the community, Stonecom addressed these issues of significance to the Upper Cumberland during this quarter:

**Issue 1: Changing the Narrative About Addiction**

Changing the narrative about addiction. With opioids such a part of our culture here in the Upper Cumberland, some experts believe it's time to change the narrative. Past is the time that we classify people who deal with addiction as druggies. How do we get these people re-involved in society? Homes. Jobs.

**Issue 2: The Face of Collegiate Athletics**

Winning athletic programs are very important to a university. But the face of college athletics is changing in front out of our eyes. Winning athletic programs does so much for the community, the students, and the University itself. Athletics can promote and market the university.

**Issue 3: Safety Threats**

As we approach the new year, we examine three safety threats that each of us may be dealing with. Each represents a problem that is on the increase: domestic violence, vaping, and cyber security. The Upper Cumberland impacted by each of these issues at a number beyond other areas of the state.

The stations sought out guests across our region to discuss these issues on our weekly public affairs program. "Today In The Upper Cumberland" airs each weekend:

Saturday at 6am on 96-9 Highway 111 Country (WUCH), at 7am on Rock 93-7 (WBXE), and 106-9 Kicks Country (WKXD), at 8am on Lite Rock 95.9 (WLQK), and 93-3 The Dawg (WKXD-HD2), at 10am on 101.9/AM 920 (WLIV).

Sunday at 5:30am on Sports Radio 104.7 (WKXD HD3), 7am on Rock 93-7 (WBXE) and on News Talk 94.1/AM 1600 (WUCT), at 12pm on News Talk 94.1/AM 1600 (WUCT), at 6pm on Lite Rock 95.9 (WLQK) and on 101.9/AM 920 (WLIV), at 7pm on 106-9 Kicks Country (WKXD) and 93-3 The Dawg (WKXD-HD2), at 9pm on 96-9 Highway 111 Country (WUCH)

In addition to these issues, Stonecom Cookeville offers more than 70 local news updates per day across its stations.

The stations air local community calendar announcements multiple times per day across all its stations. We also invite local community members to record public service announcements which air across multiple stations.

We also participate in the Tennessee Association Of Broadcasters Public Service Program.

Our stations serve the Upper Cumberland region of middle Tennessee:

WBXE 93-7 – Baxter

WKXD 106-9 – Monterey

WKXD HD-2/93.3 – Monterey

WKXD HD-3/104.7 - Monterey

WLIV 101.9/920 – Livingston

WLQK 95.9 – Livingston

WUCH 96.9 – Cookeville

WUCT 94.1/1600 -- Algood

**Issue 1:** Changing the narrative about addiction. With opioids such a part of our culture here in the Upper Cumberland, some experts believe it's time to change the narrative. Past is the time that we classify people who deal with addiction as druggies. How do we get these people re-involved in society? Homes. Jobs.

**Program Date:** September 30-October 1, 2023 (Part 1)

**Program Guest:** Shirley Bailey, Rob Frazier, Lindsey Holloway, Will Roberts

### **Overview:**

A group of former addicts discusses opportunities and re-entry into society for those who have walked the path of addiction. Addiction: What's Truth? What Are Stereotypes? How Can Community Help?

### **Key Takeaways:**

- How do we get recovering addicts' jobs that they need? How do we get them affordable housing, from people who are willing to rent to them? As more and more fall to the mercy of addiction we as a community cannot label them as addicts anymore. We need them. We need them for jobs, to raise their children. We need them as contributing members of society.
- Through each person own testimony, they find freedom, strength, and hope for not only their future but for others future that may need help they need to overcome their struggles
- Once the door to addiction is open, it will always be in your back pocket. You don't realize when your stressed or something goes wrong that you go back to the addiction.
- Addiction is about deep work in the community over time. The fellowship is such an important part of that, if we don't pay attention to that people need that then we kind of lose sight as to what its all about. It's really a discipleship process.

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**Program Date:** October 7-8, 2023 (Part 2)

**Program Guest:** Shirley Bailey, Rob Frazier, Lindsey Holloway, Will Roberts

### **Overview:**

A group of former addicts discusses opportunities and re-entry into society for those who have walked the path of addiction. Addiction: What's Truth? What Are Stereotypes? How Can Community Help?

### **Key Takeaways:**

- There is a double edge sword when it comes to be accountable for your own actions. That double edge is understanding that sometimes just because someone is clean doesn't mean that they are a healthy person to be around.
- If we do not exercise self-discipline, then discipline will be imposed on us. So, we find ourselves in a position that those people that don't come back are the ones we didn't need in our lives in the first place. God reviles to us what we do need and what we don't need.
- Humility is an accurate assessment of yourself. If you can be accurate about your assessment then you can build back the relationships that you need and the ones that you don't need God will take them away for a food reason.
- What's the stigma? We have to get to a place where what other people think about us is none of our business. The problem is that this stigma of addiction is a big lie. We are not what we were. A lie forms the enemy to hold us back. Our testimony is what we have its a great thing. So, now what are we going to do with that?
- The solution is for us to raise awareness to the employers that yes there is real perceived risk in some situations but let me show you how programs the state offers help to elevate the risk and give these individuals a chance

**Issue 2:** Winning athletic programs are very important to a university. But the face of college athletics is changing in front out of our eyes. Winning athletic programs does so much for the community, the students, and the University itself. Athletics can promote and market the university.

**Program Date:** October 21-22, 2023

**Program Guest:** Dr. Dianne Murphy

**Overview:**

Dr. Dianne Murphy has returned to Cookeville after years of leading athletic programs in other parts of the nation. The former womens basketball player understands the unique challenge of athletics at Tech – and the changing world of intercollegiate sports.

**Key Takeaways:**

- It's important to have a winning athletics program
- Doesn't matter the size of the university or the programs, athletics are important for students
- TTU donor base seems to focus more on academics in comparison to other universities. In the past TTU has not engaged much with its alumni, with President Phil this is changing.
- Tucker Stadium and The Hoop are important not only to the university but also to the community. Hosting sport camps, graduations, concerts, etc. All this helps to bring the community closer together.

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**Program Date:** October 28-29, 2023 (Part 2)

**Program Guest:** Dr. Dianne Murphy

### **Overview:**

Dr. Dianne Murphy has returned to Cookeville after years of leading athletic programs in other parts of the nation. The former womens basketball player understands the unique challenge of athletics at Tech – and the changing world of intercollegiate sports.

### **Key Takeaways:**

- Money has exploded, even if you support the idea of amateur athletics its hard to reconcile the money that coaches are getting and the money that is being spent on these facilities is kind of cross
- We're in an arms race to be ahead of the Jones so to say. Tucker stadium hasn't had anything done to it much in nearly 54 years, but on the other hand something needs to be done about it.
- If the student athletes become employees, what the coaches are not going to expect is not the 20 hours a week off season that they do currently its going to be 30 hours a week. We have to realize where we are going.
- None revenue sport athletes: volleyball player, tennis playing, are putting in just as much time as the revenue making sport athletes, some people say its because those athletes are creating revenue, they don't really understand that only a handful of institution are profitable most the intuitions are not profitable with their athletes.

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**Program Date:** November 4-5, 2023

**Program Guest:** Kim Rosamond

**Overview:**

Dr. Dianne Murphy has returned to Cookeville after years of leading athletic programs in other parts of the nation. The former womens basketball player understands the unique challenge of athletics at Tech – and the changing world of intercollegiate sports.

**Key Takeaways:**

- Excited about where the program is at. Excited to build off of the championship season last year and winning a game, this year the roster has a good mixture of veterans and new talent
- Having the right coaching staff is important and helps make a difference in the players you get or don't get. Coaches can lose championship but they do not win championships, they players are who win the championships.
- When women's basketball in the Upper Cumberland is such a big deal it actually helps build a college program. We want to start recruiting close to home then move father out, having the coaches that they Upper Cumberland does helps the players be seen.
- Where this program is and where it's going, we need to continue to build on it. We dream big, we believe we have gotten a championship standard, we don't want to just make it to the NCAA, we want to keep moving forward.



**Issue 1:** Changing the narrative about addiction. With opioids such a part of our culture here in the Upper Cumberland, some experts believe it's time to change the narrative. Past is the time that we classify people who deal with addiction as druggies. How do we get these people re-involved in society? Homes. Jobs.

**Program Date:** November 11-12, 2023

**Program Guest:** Luke Eldridge and Jessica Miller

**Overview:** More and more companies are turning to addicted as a way to supply the needed workforce. It's not an easy decision but it's not east for addicts to find work either. We

**Key Takeaways:**

- Business used to be absolute if you had something on your record then they did not want to work with you. Businesses are now starting to want to give individuals a second chance opportunities. Workforce is having businesses wanting to partner with them to help these individuals find jobs.
- Stigma among employers is still there, they don't understand that that second chance in the work force then most of them will go back to the streets because they do not have anywhere else to go. As long as these indivial have done what society has required of them, they should consider just the same as other. Addicts make some of the best employees you can have. They do not want to go back to their old life.
- One county is working with a jail that is allowing Workforce to use some of the trustees to put them into work experiences. Workforce has two business that are helping them with this. They are being mindful of what an individual's charges are when being selected for this program.
- If we don't change our perception of those that have dealt with addiction then we will find ourselves with a permanent workforce problem. Years ago, we didn't have as many substance abuses issues as we do now. We are finding more and more people are struggle with opioid abuse. We base our judgement off of who they were then instead of who they are now.

**Issue 3:** As we approach the new year, we examine three safety threats that each of us may be dealing with. Each represents a problem that is on the increase: domestic violence, vaping, and cyber security. The Upper Cumberland impacted by each of these issues at a number beyond other areas of the state.

**Program Date:** November 18-19, 2023

**Program Guest:** Tennessee Tech's Eric Brown of the Cybersecurity Education, Research & Outreach Center

**Overview:** The news is littered with scams daily, through your email, over the phone, via text. People are after your credit card number, your social security number, and other data. How

**Key Takeaways:**

- Hackers are all about making money, hiding behind computers to generate revenue. Some are foreign, but many are in your backyard.
- Techniques are spray and pray. A hacker will send out 1,000 emails. If they get three that bite, they get enough revenue.
- Education is paramount. People must be cautious. When we shop at a mall, we don't walk around with money hanging out of our pocket or counting the money as we walk. We've been taught that is wrong. We don't understand so many of the ways we live online is not cautious.
- Scams now show up in a variety of ways. Sophistication continues to grow. Social engineering creates a false sense of presence. Brown said you have to be more sophisticated in understanding the police department would not email you, or the IRS would have your social security number. Call companies to ask them is this true.
- Falsifying phone numbers are much more prevalent than ever. Fake numbers and fake IDs can impact people.

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**Program Date:** November 25-26, 2023

**Program Guest:** Tennessee Tech's Eric Brown of the Cybersecurity Education, Research & Outreach Center

**Overview:** The news is littered with scams daily, through your email, over the phone, via text. People are after your credit card number, your social security number, and other data. How

**Key Takeaways:**

- Two-factor authentication may be a pain, but it is key to protecting you across devices.
- Residents should not use links in an email or texts. Do not click on those. Simply pick up the phone and call, do not risk.
- Our laws are based more on legislation from the companies. There are already laws against stealing, regulations through the FCC and FTC. However, scammers outside the US do not care about the number of laws. Brown said it's more about due diligence. Report the scams as part of due diligence.
- Think of grandma's wisdom when you live on the online world. Know who you're talking. Think about what you are sharing. Consider how much you really want to live on social media. Use services in safe places. Avoid free WI-FI.
- Keep up with passwords and security questions with password managers. Brown suggests there's no good thing as a good password. Password123 remains one of the most used passwords in the United States. Companies want you to get rid of passwords and move toward passphrases.