

# **RADIO STATION WSMW-FM HD 2 GREENSBORO, NORTH CAROLINA**

**Issues and program report  
For  
Fourth Quarter 2012  
October-November-December**

**Issues in this report include:**

**Arts for Life Non-Profit, Triad Vision Walk 2012, The American Red Cross Blood Drives and Volunteer Opportunities, Free to Breathe Walk/Run, Recycling Centers and Environmental Education Programs for Students, The Children's Home Society Positive Parenting Classes, Alight Breast Cancer Foundation, Stress Management and Resources, National Fire Prevention Week and Safety Tips, Childhood Obesity and Technology, Guilford County Department of Public Health Community Outreach Programs**

**Entercom Greensboro LLC**

**Issues/Programs List**

**WSMW-FM, HD2**

**Greensboro**

**October 2012 to December 2012**

**ALL PROGRAMS AIRED FROM 6:30AM TO 7:00AM**

<u>Issue</u>	<u>Program Title</u>	<u>Brief Description</u>	<u>Date/Time of Broadcast</u>
Education/ Psychology	Viewpoints	Back in the early part of the 20th century, one-room schoolhouses were a common sight in many rural areas. Those buildings are gone, but the concept of having more than one grade in a classroom, and students having the same teacher for two, three or more years is gaining converts. We talk to three educators about the benefits and challenges of “multiage” classrooms and “looping” students and teachers for several years. Everyone has told a lie, but not everyone can get away with it -- especially if they come up against a group of CIA officers who have spent their careers ferreting out the truth. We talk to one former CIA lie detector about the verbal and non-verbal signs of lying, how to spot someone who might be lying, and why it’s so difficult for the vast majority of people to lie and get away with it.	10/7/2012

Finance/ The  
Presidency

Viewpoints

Although the economy is rebounding, many people are still feeling stress over their jobs, mortgages, retirement situation and all of the other things that have been affected by the downturn. One of the ways people deal with stress is to use money as a way to feel in control, raise self-esteem or deal with grief and loss. We talk to a best-selling author and a psychiatrist about how people can get into financial and emotional trouble when their lives are wrapped up with making, spending and hoarding money. What would it be like following the president wherever he goes as his official videographer? We talk to the first man to ever hold that position about his experiences in the White House, on the campaign trail, and the serious, fun and funny moments he has had with the Obama's in his job as first cameraman.

10/14/2012

Elections/ Public  
Health

Viewpoints

There's not much time before the presidential election, so each side is pulling out the stops to ensure a win. We talk to two communication experts about what each candidate can do to in these final days to better communicate their messages and their character to those undecided voters. We all know that there are beneficial bugs in the world, and without them, we'd have no agriculture, no honey, and no butterflies! However, along with the beneficial things bugs do, come the bad...and even the "wicked." We talk to a writer who documents the darker side of the bug world, and an exterminator who pulls back the covers on bed bugs and tells us how to avoid and get rid of them.

10/21/2012

When someone asks “who’s your favorite president?” most people say Lincoln or Washington or Jefferson or Reagan or Clinton, or some other famous commander-in-chief. The name John Quincy Adams rarely makes anyone’s top 3 lists. But that’s because what he did as president pales in comparison to what he did before and after he had the top job. We talk to John Quincy’s biographer about the triumphs of liberty, equality, peace and justice our sixth president won not as president, but as a true patriot outside the White House. There have been people who swore they saw Big Foot, or a ghost or saw a flying saucer shoot across the sky. Are they correct? Are they wrong? Do they make it up? Or are they actually seeing what they say they are – only in their imagination? We talk to a journalist who has recorded the sightings of wolves who walk upright like humans, and a psychologist who says people’s minds can trick them into seeing and hearing things that aren’t there.

Elections/ Mental  
Health

Viewpoints

Americans go to the polls this month, and a number of states have enacted laws to make voters show photo IDs before they're allowed to cast their ballots. But is voter impersonation really a problem? Is there another agenda behind these and other laws that make it harder for citizens to vote? We talk to two election specialists about voter laws now on the books, and those that have been enacted in the past to find out why they were passed, who they benefited, and what can be done to ensure that largest number of eligible Americans can freely exercise their right to vote. Everyone gets angry from time to time, but some people let it rule their lives. We talk to a psychologist and to an author who addressed her anger issues about what anger is, what it does to us physically and mentally and how to control it so it doesn't interfere with our lives and the lives of those around us.

11/4/2012

Social Activism/  
Child  
Development

Viewpoints

Activism and protest movements are as American as apple pie: from the Boston Tea Party in 1773, to the Tea Party movement of today, we've always been a country where people have marched for change. However, today there's a difference in the way many activists are going about their business. We talk to two women who have written about the "new activism" and how it's become more inclusive, diverse and effective in getting the message out. Kid's books never seem to go out of style, and there's nothing kids love more than sitting with mom or dad and having a Dr. Seuss story read to them for the umpteenth time. But what makes a kids' book a good read? We talk to two kid lit authors and a child reading specialist about the characteristics of good books for young and middle-school children.

11/11/2012

Health/ Family  
Issues

Viewpoints

Food TV has helped to broaden the palette of many Americans beyond the burgers and fries this country is famous for. But how far are you willing to go? We talk to an author and adventurer who have been hunting some strange, invasive species of animals, handing them over to experienced chefs and serving them up for dinner. Another author and chef talks about the nutritional and culinary benefits of some ugly, maligned and sometimes hard to find root vegetables. Are kids too involved in technology to the detriment of other parts of their lives? One psychologist thinks so, and takes a harder line that many parents do on how much and what kind of tech is good for kids. Our guest also discusses how too much sitting in front of "screens" is one reason so many kids are overweight or obese. Too much tech is also interfering with family cohesiveness and sometimes exposing our kids to online material that they shouldn't be seeing.

11/18/2012

American  
Presidents/  
Popular Culture

Viewpoints

America's presidential election was watched around the world, just like our Commanders-in-Chief are. In 2012 we saw a very divided and partisan election cycle, but it wasn't always that way. We talk to a historian and author about why the world is fascinated by US presidents, how many of our founding fathers warned against political parties, and we'll learn some interesting details that you might not have known about presidents of the past. It used to be that cocktail parties were formal affairs, where men wore suits or tuxes, and a woman dressed up in her best frock or evening gown. When hosts served wine at dinner, it was very, very important to pair each course with its own, special bottle. How things have changed! We talk to a cocktail aficionado about cocktail culture and history; and a humor columnist about how wines have gotten less fussy, and more "macho" – and are even being paired with food truck fare.

11/25/2012

With unemployment high, and thousands of boomers retiring every day, many people are looking to strike out on their own or start new careers doing something completely different. Two business consultants offer advice on how to market your services as a solo entrepreneur, and to make an “encore” career out of one of your passions. If Hurricane Sandy taught us anything, it’s that it pays to prepare for the worst, and hope for the best. There was nothing that could be done about the billions in property damage, but so many didn’t have to die, and many businesses could have stayed up and running with the right emergency plan. We talk to two disaster specialists about what individuals and companies can do to be more prepared in the event of a natural or man-made disaster.

Dictionaries have been staples for students and writers forever, but these days you're as likely to look for a definition online as you are in a conventional book. Not only has the format of the dictionary changed, but also the kinds of words you find in it. We talk to a dictionary aficionado and editor about the changes the dictionary has undergone in the last decade, what kinds of new words are in the book and how words, phrases and abbreviations find their way in. How do you know what the best toy is for your small child? Should you buy traditional toys like blocks and dolls, or more high tech toys like computer tablets and video games? We talk to two toy and child specialists about how to determine what your child really wants, how different toys affect children's play and imagination, and what to do if you can't find the exact toy your child wants for the holidays.

Children & Family  
Issues/ Arts &  
Entertainment

Viewpoints

Many adoptable kids spend their childhoods moving from foster home to foster home, until they “age out” of the system at 18. Unfortunately, parents who adopt often want only infants, and that leaves thousands of young people without permanent homes. We talk to an adoptive parent and a man who was adopted as a teenager about the challenges of adopting older children, why it’s important for their welfare and society, and how the system should be changed to make more of these adoptions a reality. At Christmas, 1937, a very special movie was scheduled to open across the country, ushering in a new era in animated features. Unfortunately, “Snow White and the Seven Dwarfs” only managed to open in one theater that December, but it soon became a worldwide hit. We talk to an author and film expert about why this Disney movie is so special, the ups and downs Walt Disney and his staff went through to create it.

12/16/2012

American History/  
Addiction

Viewpoints

In December, 1864, General William Tecumseh Sherman was marching toward Savannah, Georgia, ready to meet Confederate troops head on. His men were stealing provisions from plantations and farm houses they passed; freed slaves were marching alongside the federal army that could not house or feed them; the people of Savannah were preparing for attack. We'll find out how two generals – one Union and one Confederate – spared the beautiful southern city and its residents from the horrors of destruction. The holidays, with their family gatherings, crowded shopping malls and unpredictable weather, are a time of stress for many people. We talk to two stress specialists about how to calm down a bit during this hectic time of year and also prevent undue stress at other times.

12/23/2012

Environmental  
Issues/ Mental  
Health

Viewpoints

Introverts get a bad reputation for being party poopers, shy, and even anti-social. Our two guests say that couldn't be further from the truth, and dispel the myths surrounding introverts. We discuss what introversion is, why it's not the same as shyness, how introverts can be gregarious, talkative and a lot of fun to be around. There is no doubt that the climate around the world is changing. You just have to look at the frequency and intensity of storms; the fluctuation in temperatures in the winter and summer; the early blooming of trees and disappearance of ice in arctic regions. We talk to two scientists about the signs of climate change, what they mean to plants, animals and their habitats, and what we, as a planet, can and want to do to mitigate the effects of climate change.

12/30/2012

**Issues/Programs****List****WSMW-FM, HD2****Greensboro****October 2012 to December 2012****ALL PROGRAMS AIRED FROM 6:00AM TO 6:30AM**

<b><u>Issue</u></b>	<b><u>Program Title</u></b>	<b><u>Brief Description</u></b>	<b><u>Date/Time of Broadcast</u></b>
Health Care/ Youth At Risk	Radio Health Journal	Not that many years ago, pregnant women diagnosed with breast cancer were often advised to terminate their pregnancies, especially if diagnosed in the first trimester. Oncologists discuss how today they can successfully treat such cancers without jeopardizing the health and development of the fetus. Psychologists and psychiatrists are finding that especially for children and the elderly, having a friendly dog present for therapy increases its effectiveness. Experts discuss the use of therapy dogs and the qualities that make a certified dog helpful.	7-Oct
Public Health/ Health Care	Radio Health Journal	Violent crime in the US dropped by 40 percent in the 1990's, but in New York City, the drop was twice as large and continued through 2010. An expert explains the exportable police strategies that were responsible. Meanwhile, Baltimore has found success at cutting gun violence by employing former gang members to mediate disputes. An expert explains. Medicine is becoming increasingly specialized. Pharmacists are the latest to follow this trend, with some pursuing board certification in certain specialties. An expert explains reasons for the trend and the difference it may make to patients.	14-Oct

Workplace Health/ Health Care	Radio Health Journal	Professional musicians often suffer from repetitive motion injuries, while dancers suffer athletic injuries. Both often "play hurt," in part due to fear of losing position or income, or because they are more likely than most professions to have no health insurance. Experts discuss ways performers are recognizing the problem and seeking to treat and prevent workplace injuries. Almost since its inception, mammography screening for women in their 40's has been controversial. A noted breast radiologist explains the benefits mammography for this population, as well as the often-ignored costs.	21-Oct
Health Care/ Pop Culture	Radio Health Journal	Our genes make up only a few percent of the DNA in each of our body's cells. Dozens of new studies begin to tell the role of the rest of our DNA. Experts explain the "switches" that regulate genes, their role in many diseases, and new treatments that may result. Halloween is the season for fright, but people with phobias may not be in the mood to enjoy it. New research shows an effective new way to combat phobias--admit out loud what you're afraid of. Most people are advised to pretend they're not afraid. The lead researcher of this study explains why pretending doesn't work and why this new approach has promise.	28-Oct
Gender Issues/ Health Care	Radio Health Journal	Few female role models exist at major research universities in scientific fields, subverting efforts to get more women into math and science. Many scientists have dismissed gender bias as a factor. However, new research shows that unintentional bias results in women being subconsciously considered less competent than their male scientific counterparts. Experts explain how unconscious bias exists and its pervasive effect in academia and society at large. An expert and patient explain acute respiratory distress syndrome, a little known, life-threatening disorder that suddenly robs people of their ability to breathe.	4-Nov

Public Safety/ Traffic Safety	Radio Health Journal	Five percent or more of all Americans are hoarders to some degree. They over-acquire things, over-value objects, have trouble throwing things out, and are sometimes disorganized to the point of jeopardizing their safety amid tons of junk in their homes. Experts discuss hoarding's psychological roots and what family members can do if they believe a loved one is affected. A doctor discusses her son's painful road back from being hit by a drunk driver and how traumatic brain injury can be as simple as repeated concussions.	11-Nov
Health Care/ Aviation Safety	Radio Health Journal	Researchers are learning that lung cancer in people who've never smoked is often a completely different disease than cancer in smokers. They've also made progress against the single mutation causes of these cancers. Experts and a lung cancer patient discuss how new therapies are making cancer manageable for longer periods of time. Aviation didn't believe in alcoholism treatment before the 1970's, creating a conspiracy of silence. Now pilots can take advantage of a program with an exceptionally high success rate. An aviation expert and an alcoholic pilot discuss the results.	18-Nov
Health Care/ Technology	Radio Health Journal	Authorities say breastfeeding newborns for six months are exceptionally important for lifelong health, and many hospitals are ramping up efforts to support breastfeeding. Some hospitals now lock up formula as they do medication and have banned gift bags with formula samples, claiming their distribution is a conflict of interest. But when does support for breastfeeding go too far and set up families for failure when it meets the real world? Experts discuss. When they were first contemplated, doctors feared that face transplant recipients might be psychologically traumatized seeing someone else's face in the mirror. One of the nation's pioneering face transplant surgeons discusses why this has not been a major problem, but that other psychological concerns remain important.	25-Nov

Health Care/ Technology	Radio Health Journal	<p>Many states delayed implementation of provisions of the Affordable Care Act, thinking they might not have to do it at all should a Republican President be elected. Now that President Obama has been reelected, states may have to scramble to set up health insurance exchanges, or accept Federal help. The Supreme Court has also allowed states to refuse Medicaid expansion, a major means to cover the currently uninsured. Experts explain the negotiations that will determine how the law is implemented. A scientist working on chemicals that could someday allow selective deletion of bad memories explains how such a development could work, and how it could also lead to chemicals enhancing the brain's function.</p>	2-Dec
Education/ Family and Parenting Issues	Radio Health Journal	<p>Schools have found that bullying is hard to stop. However, an innovative Canadian program that brings babies and their moms into the classroom has had remarkable proven success at lowering aggression. Experts discuss how it works. Twins whose "other half" dies unexpectedly may face challenging issues of grief and identity. A well-known psychotherapist, herself a twin, explains these issues through the lens of her own life.</p>	9-Dec
Health Care/ Family and Parenting Issues	Radio Health Journal	<p>Doctors have long feared that bacteria may develop resistance to every antibiotic we have. Now gonorrhea may soon present this reality. Some completely resistant cases worldwide are spreading slowly. Experts explain how a return to the pre- antibiotic era might play out. People who use drugs, even those who are not addicted, are often destructively enabled by families. An expert explains why this occurs and what families have to do to break through their own denial as well as that of the user.</p>	16-Dec

Alcoholism/ Mental  
Illness

Radio Health  
Journal

Many people have a strong stereotype that alcoholics look like someone who's "hit bottom." Experts—one who are an alcoholic herself—explain that some of the most successful people we know may have unseen home lives wrecked by alcohol. Many people don't know mental illness when they see it, and most people don't know what to do if someone they meet is in crisis. A training program for people who work with the public seeks to educate others. Experts explain.

23-Dec

Psychology/  
Consumerism

Radio Health  
Journal

Many people aren't good at remembering names or faces. But some people with a rare neurological disorder cannot recognize or remember faces at all, even those of friends, families or spouses. A woman who suffers from this disorder, prosopagnosia, describes its impact, and two researchers explain research into its origins. The new year is a time for people to stop bad habits and start new, good routines. An expert discusses the psychology of habits and how people can be more successful in changing their lives for the better.

30-Dec

**Issues/Programs****List****WSMW-HD2****Greensboro****October 2012 to December 2012****ALL PROGRAMS AIRED FROM 7:00AM TO 8:00AM**

<b><u>Issue</u></b>	<b><u>Program Title</u></b>	<b><u>Brief Description</u></b>	<b><u>Date/Time of Broadcast</u></b>
Local Fundraising	Triad Today	NC Lung Cancer Partnership – Local partnership funds vital lung cancer research elevates awareness and brings people together at grassroots events nationwide. Emily Parks, Event Organizer for the 2012 Free to Breathe 5K Run/Walk, discussed new treatments that have been approved and number of cases diagnosed in North Carolina. Free to Breathe fundraising events raise funds for the lung cancer movement and provide an accepting and supportive space for everyone affected by lung cancer.	7-Oct
Public Education	Triad Today	National Fire Prevention Week – Melanie McDough, Public Relations Director of The American Red Cross of Guilford County, discussed the importance of changing the batteries out and testing all smoke alarms in our home this time of year. The American Red Cross works to educate the public about safety year round and ways to prevent fires in the home. She also stressed the importance of having a 'plan' in place/action if an emergency/disaster were to happen. She emphasized practicing this plan of action and keeping a disaster relief kit with basic supplies like water, medicines, food, flashlights among other items a family would need in an emergency situation.	14-Oct

Non-Profit/  
Support

Triad Today

Guardians of the Children Non-Profit – Local non-profit advocates and provides services for victims of child abuse and their families. One of their main missions is to educate the community/parents and caregivers about child abuse and get help to those in need. The local Winston Salem Chapter celebrated their one year anniversary and invited the public to multiple events they sponsor around the Triad. They work with local agencies throughout North Carolina and in the court systems providing support for children that may have little to none. Kidney Transplant Recipient – Julius Ross is local man who received a kidney transplant in 2012. After being diagnosed with kidney disease, he realized the need for a local support group for individuals going through the same battle. Julius started a support group in the Triad for patients and families/caregivers of transplant patients. There are various ways to register to become a Donor in North Carolina. Foundation Fighting Blindness – Karen Kelly, Co-Chair for the 2012 Triad Vision Walk benefiting Foundation Fighting Blindness, discussed how the foundation has helped her family. Her husband was diagnosed with a rare eye disease that has gradually caused him to go blind. Karen gave details about the Triad Vision Walk and how people can sign up, volunteer, create teams, and get involved.

21-Oct

Non-Profit/  
Environmental  
Education

Triad Today

Out of the Garden Project Non-Profit - Local Non-Profit feeding assistance program that helps low income families and individuals going through tough economic times. It started as a local grassroots project geared toward children in the Guilford County area. It has now grown serving multiple counties throughout North Carolina and has recently teamed with the Second Harvest Food Bank of Northwest North Carolina. They provide fresh produce as well as non-perishable food donations. We discussed the need for volunteers and drivers to get the food to destinations. Environmental Education & Outreach Programs – Susan Heim, Environmental Services Coordinator of Guilford County, discussed fall recycle drop off events and what can/cannot be recycled from our home recycling bins. Some items such as large appliances, chemicals, tires, computers, TV's are among a couple of items that have to be taken to specific recycle centers. She also reviewed the current North Carolina laws pertaining to what can no longer be thrown in trash, such as plastics. The recycle events have been such a huge success in the past, they have expanded more dates and locations across Guilford County.

28-Oct

Environment/  
Food Drive

Triad Today

Kids, Cans, and Cash School Recycling Challenge – Guilford County held their 7th Annual Kids, Cans, and Cash School Challenge. Students get allotted a certain amount of time to collect as many aluminum cans as they can. The competition is based on which school collects the most pounds. The winning school receives money based on the final weight of recycled cans and a pizza party celebration. Their mission is to educate school age children about the importance of recycling and ways to take care of our environment and small steps to reduce waste. The competition wraps up on America Recycles Day is November 15th. 2nd Harvest Food Bank of Northwest North Carolina – Clyde Fitzgerald, Executive Director, discussed the overwhelming number of people who are in need of food assistance right now in our community. He gave information on what is needed most to meet this demand, ways to volunteer, and upcoming food drives in the Triad.

4-Nov

Public Health/  
Animal Adoption

Triad Today

Guilford County Department of Public Health – Dr. Ward Robinson, Medical Director for the Guilford County Department of Public Health, discussed the fungal meningitis outbreak nationwide in North Carolina caused by contaminated steroid injections. The FDA has strict requirements and regulations/inspections regarding drug companies and the environment the drugs are made in. Dr. Robinson also discussed the importance of getting the flu vaccination and preventative measures from getting sick during the normal flu season. SPCA of the Triad – Becky Neighbors, the President and Community Outreach Director, encouraged anyone interested in getting a family pet to consider adoption. Local shelters continue to be at full capacity and this problem could be reduced if people spay/neuter their pets. There are multiple clinics/rescue organizations that offer low costs spay/neuter programs and rabies vaccinations. The SPCA holds fundraisers year round to help support their mission and provide medical treatment to adoptable animals.

11-Nov

Public Health/  
Fundraising

Triad Today

Food Safety and Contamination Prevention – Sandy Ellington, Community Health Educator with the Guilford County Department of Public Health, reviewed the proper ways to handle and store food to try to prevent contamination and illness. Meats should always be checked with a thermostat to insure they are cooked to the proper temperature before consuming. In raw form, when preparing and marinating meats, they should be kept separately from other food items to prevent cross contamination. Produce should always be rinsed thoroughly before eaten or cooked. Sandy also gave details on how long it is safe to leave food out and when it should be put in the refrigerator to prevent bacteria growth. Rotary Club of Clemmons – The local chapter in Clemmons, NC sponsored a Christmas tree sale fundraiser and all the proceeds go toward building a new playground at the Jerry Long YMCA in Clemmons. The club supports non-profits and charities year round locally and internationally. During the holidays they sponsor a local family and provide food, clothes, and toys for the children, and any other needs the family needs assistance with.

18-Nov

Community/  
Safety Tips

Triad Today

Greensboro Farmer's Curb Market – Donna Myer's, Event Planner with the Farmer's Curb Market, discussed their annual Farmer's Appreciation Day and the many health benefits to eating locally, as well as the economic benefits in our community. She emphasized that when we shop for our groceries locally; consumers know where their food comes from/grown and have an opportunity to speak with the farmers first hand. The American Red Cross – Melanie McDough, the Public Relations Director of the American Red Cross Chapter in Guilford county, gave tips and advice on winter weather safety and preparedness. She discussed what exactly an emergency kit is and what each family should have in it depending on their needs (small children, medications, animals, elder people, etc). She educates the community on how to be prepared and ready if a Winter Storm hit and explained 'shelter in place' if there was a power outage. The Red Cross also holds various Holiday blood drives around the Triad and is very much in need for all the donations they can get right now. The gift of giving blood saves lives and with supplies being short, so it is important for people in our community to donate if they are healthy and able.

25-Nov

Food Drive/ Kids  
Safety

Triad Today

The Lord's Pantry Food Drives/Donations – David Tate, a local volunteer for the Lord's Pantry in Eden, reached out to our community to give/donate non-perishable food donations and toys for their annual holiday drive. Small communities in North Carolina are experiencing the highest number of people in need of assistance more than never, due to the declining economy and jobless rates. SAFE KIDS Program – SAFE KIDS of North Carolina mission is to reduce and prevent accidental childhood injuries from birth to 14 years of age. Every year in North Carolina, some 200 children die from accidental injuries. SAFE Kid's works to prevent these injuries through education and outreach. They also stress the importance of proper child passenger safety. Over the holidays, SAFE KIDS educates parents and caregivers about appropriate toys for different age groups.

2-Dec

Safety Awareness/  
Education

Triad Today

High Point Fire Department – Denita Lynch, Community Relations Director, discussed fire Safety and prevention during the holiday season. Some of the most common causes of house fires could be prevented by being more alert/aware and staying in the kitchen when cooking large meals with multiple burners on. Candles are also very popular during this time of year, which she advised should never be left unattended and blown out before leaving the home. Children’s Home Society of North Carolina/Family Life Counsel – Dr. Sabrina Cook-Davis with The Children’s Home Society and Family Life Counsel, teaches classes and workshops on effective parenting skills. This specific mini-series educates parents/caregivers about proper discipline techniques and overcoming challenges when children split time between parents/homes. Her teams of educators work with families in helping overcome challenges split homes may encounter and always have the children’s best interest first.

9-Dec

Non-Profit

Triad Today

Alight Foundation/Non-Profit – Alight supports local breast cancer patients and their families. They provide financial, educational and emotional support to those in need. When a person is newly diagnosed it can be overwhelming, so Alight gives patients treatment handbooks with resources they will need as they start treatment, support group information and other useful material to help the patient understand how the process works and what to expect. They also team up breast cancer survivors with newly diagnosed patients to help them with the 'new normal' they will face when treatment starts and have a support partner to give encouragement and hope. Battling Life Together Non-Profit – Pamela Hinchee, President and five time cancer survivor started the non-profit with a group of friends after her own experience battling cancer five times. The group's mission is to help and bring comfort to those fighting cancer and their caregivers. The team of women delivers baskets, catered to the individual cancer patient's needs. They also bring awareness to other fundraisers and events that help raise funds for the medical cost associated with treatments and loss of income in some cases.

16-Dec

Non-Profit/ Native American Culture	Triad Today	<p>Arts for Life Non-Profit – Don Timmons, Community Relations Director, spoke about upcoming fundraisers and events for the local non-profit. Arts for Life is a nonprofit organization dedicated to supporting people facing serious illnesses. By providing educational art programs, they enrich patients' lives, nurture their minds and spirits, and encourage positive healthcare experiences for children and their families. This is the first year they hosted a fundraiser at 'The Festival of Lights' at Tanglewood Park in Clemmons. Native American Culture and Education - Chief Black Feather, native to North Carolina, co-organizes various Pow-Wows in the Triad and surrounding areas. It's a one day event with everything from native story-telling, crafts, traditional homemade foods, live performances, drumming circles, demonstrations, and learning materials. Chief Black Feather is also a mentor to Native American youth in understanding their heritage and culture. The tribe teamed up with a local restaurant to hold a 'flap jack pancake' breakfast fundraiser that helps fund events and educational outreach.</p>	23-Dec
Awareness	Triad Today	<p>Carolina Donor Services - Lee Daniels is a double transplant recipient and advocate for those in need of a transplant. He discussed his personal journey from the time he found out he needed a pancreas and kidney from his doctor. Mr. Daniels received his transplant 3 years later and is a leader in our community. He encourages others who are on a list and waiting for a transplant. Lee is also a volunteer and advocate for Carolina Donor Services. The non-profit provides a variety of services to patients on a transplant waiting list, as well as support and education to family members/caregivers. Beth Hensley, Community Outreach Educator, also spoke with us. She visits different organizations and local schools to educate people on how they can register to be an organ donor.</p>	30-Dec