

Quarterly Issues & Programs Report

WAZZ-AM

Fayetteville, NC

W228 DK-FM

MY KISS RADIO

2nd Quarter

April – May – June, 2021

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**WAZZ-AM
My Kiss Radio
W228 DK FM**

ISSUE/PROGRAM SUMMARY

2021

April – May – June

Radio Station WAZZ-AM/My KISS Radio, St. Pauls/Fayetteville, NC, identified these issues of concern in the community to be addressed from April through June, 2021. These items were identified during on-going surveys and interviews conducted by the staff with community leaders.

**Child Prevention Month/Employment/Telehealth/Nursing Home Crisis/Community/At Risk Youth/Education/Disaster Preparation
Freelance Economic Impact/Literacy/Dolly Parton's Library/
Fayetteville Dogwood Festival/Friendship House-Young Adults
w/Intellectual & Developmental Disabilities/School Dropout
Prevention**

**Issues were addressed via – Daily Public Service Announcements
Daily Newscasts
Weekly Long-form Public Affairs
Programs
Live Broadcasts from Community
Events**

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 4-04-21 **Time:** 7a-7:30a

Guest(s): Scott Chase

Title: Fort Bragg Family Advocacy Program

Length: 15 Minutes

Topic: April is National Child Prevention Month

Discussion: What exactly are some of the factors and situations associated with child abuse?

Is child abuse just physical? What are some other ways that we might see a child being abused?

Would you mind explaining a bit more about those types of neglect?

We now know about the different types of abuse and neglect, but what are some indicators that we could identify in children?

What about domestic violence; is it associated with child abuse?

What about reporting an incident? Who has the duty and responsibility to make a report of child abuse?

Every person has a duty to report an incident, but how do we do that? What is the best way to report an incident?

So we now know about child abuse and the red flags associated with it; but what else is there to worry about when it comes to children and their healthy development?

What more can you tell us about PSB; and how can we take notice of it in children? When should we be concerned?

Issues: Child Abuse/April is Child Abuse Prevention Month

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 4-11-21 **Time:** 7a-7:30a

Guest(s): Ennis Wright

Title: Cumberland County Sheriff

Length: 15 Minutes

Topic: Cumberland County Sheriff Office

Gilbert Baez, Jr. and Sheriff Wright talk about the job opportunities at the Sheriff's office. They also discuss how the office services the citizens of Cumberland County.

Issues: Employment Opportunities/Community

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 4-18-21 **Time:** 7a-7:30a

Guest(s): Faith Boehmer

Title: Prevention and Volunteer Coordinator

Length: 15 Minutes

Topic: Child Advocacy Center

Discussion: April is Child Abuse Prevention month. The iconic blue and silver pinwheels represent the bright future each child deserves.

The mission of the Child Advocacy Center is to serve the community by alleviating the trauma children experience from sexual abuse or serious physical abuse by creating a community of collaborating advocates.

We want children to grow up in strong, stable, loving environments—at home, at school, at church and in the community.

Community Garden Kits may be purchased for \$40 and will include one “Pinwheels for Prevention” yard sign and 24 pinwheels.

Pinwheel vases may also be purchased for \$15.00 and include 12 pinwheels in a vase with a bow and a “Pinwheels for Prevention” tag.

We also have some new and unique items that you can purchase to show your support.

Join hands with the CAC to protect children and stop abuse with a one-time gift or recurring donation.

Issues: Child Advocacy Center/Preventing Child Abuse

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 4-25-21 **Time:** 7a-7:15a

Guest(s): Gillian Sealy

Title: CEO/Power to Decide

Length: 10 Minutes

Topic: Power to Decide

- Discussion**
- 1. Can you tell me a little about your organization Power to Decide?**
 - 2. Telehealth has become a critical part of healthcare during the pandemic Power to Decide has conducted a national survey on telehealth. Can you tell us what was addressed in the survey; and what are the results?**
 - 3. Did you find that most people are aware of telehealth and are able to access these services?**
 - 4. Are telehealth visits covered by insurance, and are these visits available for low income patients?**
 - 5. At this time why is telehealth so important when it comes to patient care and do you see this as the future of health care?**

Despite overwhelming support for telehealth, critical information gaps remain. Only 36% of individuals reported being able to explain what telehealth is –with only 24% knowing how to find a telehealth provider.

Issues: Telehealth

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 4-25-21

Time: 7:15a-7:30a

Guest(s): Dr. Catherine Sevier

Title: AARP North Carolina Volunteer State President

Length: 10 Minutes

Topic: AARP Nursing Home Crisis

Discussion:

1. Can you give an overview on the toll the pandemic has taken on nursing homes across NC?
2. Can you talk about the toll it has taken on nursing home staff and caregivers?
3. Skype visits or video chats have been a substitute for visitation but some areas have issues that prevent them from holding video chats; what solutions do you suggest in place of that?
4. Are there any resources in the state that can help bridge the communication gap that many loved ones are experiencing with nursing facilities across the state? (meaning the difficulty in getting information regarding loved ones, communicating with loved ones, etc.)
5. What are some steps leaders such as the governor or NC State Legislature can take to help deal with the nursing home crisis that the state is dealing with?
6. When do you see things returning to “normal” for families and residents of nursing homes? How do you see things a year from now for caregivers, families, and nursing home residents?
7. Where can our listeners go for more information?

Issues: Nursing Home Crisis

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 5-2-21 **Time:** 7a-7:15a

Guest(s): Brandon Price, J.D.,LL.M

Title: Advocacy and Compliance Officer

Length: 10 Minutes

Topic: Habitat for Humanity

Our newly remodeled Habitat ReStore (only Habitat ReStore in Fayetteville.

Our office change of location to the Habitat ReStore to 3833 Bragg Blvd.

Our coverage area is Cumberland, Bladen, Sampson Counties

Issues: Habitat for Humanity/Community

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 5-2-21 **Time:** 7:15a-7:30a
Guest(s): Johnny Wilson
Title: Executive Director
Length: 10 Minutes
Topic: Fayetteville Urban Ministry – Programs
Discussion: Find A Friend (FAF)

THE FAF program began in 1982 as one of the first mentoring programs established in NC. Since then, it has flourished and added multiple after school components to keep at-risk youth fully motivated and enriched through wrap-around support services. The FAF program was named a “Champion for Children” in 2009 by the Child Advocacy Center. Serving over 200 at risk and court-involved youth per year, with a 96% success rate at keeping kids out of trouble and successful in school, this program truly makes an impact. It costs tax payers over \$125,000 per year to house 1 juvenile in confinement. It takes less than \$1,500 to sponsor a youth for 1 full year of preventive services with FAF.

THE NEHEMIAH PROJECT partners with the Re-Store Warehouse, local contractors, agencies and numerous churches to serve our client’s needs and has become a vital resource for this community’s elderly and low-income population. With the help of licensed and fully insured contractors the project/program ensures that our low-income home owners are housed in safe and comfortable living conditions with each repair executed. Each year, the program will assist approximately 80-100 home owners.

Issues: Community Services/At Risk Youth

The Bigger Picture
With Gilbert Baez, Jr.

AIRDATE: 5-09-21 **TIME:** 7a-7:30a

GUEST(S): Melinda Vickers

TITLE: Graduation Ceremonies Coordinator

LENGTH: 15 Minutes

TOPIC: Cumberland County Schools 2021 Graduation Ceremonies

DISCUSSION: Why did the district change the ceremonies from the way they were held last year?

Will the ceremonies be LIVE streamed?

Are there ticket restrictions?

Explain the seating arrangements.

How long will the average ceremony last?

How many ceremonies will the district be conducting?

What are some tips the guests of graduates should know?

How many graduates are there this year?

ISSUES: Education/2021 Graduation Ceremonies

The Bigger Picture
With Gilbert Baez, Jr.

AIRDATE: 5-16-21 **TIME:** 7a-7:30a

GUEST(S): Melinda Vickers

TITLE: Graduation Ceremonies Coordinator

LENGTH: 15 Minutes

TOPIC: Cumberland County Schools 2021 Graduation Ceremonies

DISCUSSION: Why did the district change the ceremonies from the way they were held last year?

Will the ceremonies be LIVE streamed?

Are there ticket restrictions?

Explain the seating arrangements.

How long will the average ceremony last?

How many ceremonies will the district be conducting?

What are some tips the guests of graduates should know?

How many graduates are there this year?

ISSUES: Education/2021 Graduation Ceremonies

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 5-23-21 **Time:** 7a-7:30a

Guest(s): Phil Harris

Title: Executive Director Sandhill's Chapter/Red Cross

Length: 15 Minutes

Topic: American Red Cross – Be Informed

Learn the types of disasters or emergencies that may likely occur in your area. These events can range from those affecting only you and your family, like a home fire or medical emergency, to those affecting your entire community, like an earthquake or flood.

Identify how local authorities will notify you during a disaster and how you will get information, whether through local radio, TV or NOAA Weather Radio stations or channels.

Know the difference between weather alerts...such as watches and warnings and what actions to take in each.

Know what actions to take to protect you during disasters that may occur in areas where you travel. For example, if you travel to a place where earthquakes are common and you are not familiar with them, make sure you know what to do to protect yourself should one occur.

When a major disaster occurs, your community can change in an instant. Loved ones may be hurt and emergency response is likely to be delayed. Make sure that at least one member of your household is trained in first aid and CPR and knows how to use an automated external defibrillator (AED). This training is useful in many emergency situations.

Issues: Disaster Preparation/Be Informed

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 5-30-21 **Time:** 7a-7:30a

Guest(s): Brent Messenger

Title: Vice President of Public Policy & Community Engagement, Fiverr

Length: 15 Minutes

Topic: Report Ranks Top Cities For Skilled Freelance Workers

Discussion: Freelancing offers a viable source of income during a time of high unemployment. According to the report, skilled freelancers are estimated to have earned \$234 billion in 2020. Skilled freelancing is here to stay in a post-pandemic world with more than six in ten skilled independents who believe their industry wasn't impacted; or there are more opportunities because of the pandemic.

Over 20 million tax returns were classified by geography and industry allowing researchers to approximate that there were six million skilled freelancers working in creative, technical or professional positions across the country. Charlotte, NC, ranks #7 among the fastest growing cities for freelancers.

Can you give us some background on Fiverr?
You are releasing the findings of your annual Freelance Economic report, what does this report cover and what are the key findings?
We have seen businesses and employers shift to adapt over the past year. How has the pandemic impacted freelancers across the country?
What is the outlook for freelancers post-pandemic?
Where can our listeners go for more information?

Issues: Employment/Freelance Economic Impact

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 6-06-21 **Time:** 7a-7:15a

Guest(s): Mrs. Amy Navejas

Title: Executive Director, United Way of Cumberland County

Length: 10 Minutes

Topic: United Way of Cumberland County (Dolly Parton's Imagination Library)

Discussion: **Dolly Parton's Imagination Library helps boost your children's education by providing free children's books. By reading regularly with your children during their preschool years, you can give them the biggest boost toward a successful education.**

Dolly Parton's Imagination Library will provide age-appropriate books for you to read with your child. There are many reasons parents do not read to their child, but we can eliminate one of them. Every child will receive books of their own, at no cost, thanks to the United Way of Cumberland County, Partnership for Children of Cumberland County, and Dolly Parton's Imagination Library.

Each month a new, carefully selected book will be mailed in your child's name directly to your home. They can look forward to new and exciting reading adventures from Dolly Parton's Imagination Library each month.

Issues: Literacy/Dolly Parton's Imagination Library

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 6-6-21 **Time:** 7:15a-7:30a
Guest(s): Sarahgrace Snipes
Title: Executive Director/The Fayetteville Dogwood Festival
Length: 10 Minutes
Topic: Fayetteville Dogwood Festival Mini Fest
Discussion I am new to the position

I began in April, 2021, as Executive Director for the Fayetteville Dogwood Festival. I am from Whiteville, NC. I have a bachelor's of Science in Political Science from Wingate University. I have a Master of Public Administration degree from UNC, Wilmington. I spent nearly a year with the North Carolina Azalea Festival working on the Street Fair team and learning about grant-writing.

Fayetteville Dogwood Festival Mini Fest

June 11th – Gates open at 5pm; Throwback Collaboration Band hits the stage at 6:15; On The Border, the ultimate Eagles Tribute Band, hits the stage at 8pm. We will have fair food available for the show.
June 12th – Event will begin at 9pm with a Car and Motorcycle Show. Judging will begin at 10am and awards at 2pm. Entertainment by Beasley, art/craft vendors, fair food, and much more will be in Festival Park throughout the day. The evening will close with a Poetry Event at the Arts Council of Fayetteville/Cumberland County. Doors open at 6pm and the show begins at 7pm.

Issues: Community/Fayetteville Dogwood Festival

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 6-13-21 **Time:** 7a-7:30a

Guest(s): Susan Miller

Title: Board President

Length: 15 Minutes

Topic: Better Health of Cumberland County

Discussion: What is Better Health?
Is Better Health back open to the public?
Any exciting things happening at Better Health?
What types of services does Better Health offer?
Better Health recently received recognition from the American
Diabetes Assn. Tell us more about that.
Who qualifies for services?
How can you apply for services?
When are diabetic education classes and clinics?
Tell me about a client story.
How does Better Health receive funding?
Tell me about the upcoming fundraisers.
Does Better Health take donations of medical equipment?
Does Better Health need volunteers?

Issues: Health Care/Diabetes

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 6-20-21

Time: 7a-7:30a

Guest(s): Tiara Hinton

Title: Community Relations & Development Manager

Length: 15 Minutes

Topic: Friendship House/Fayetteville

Discussion: Friendship House Fayetteville works alongside young adults with intellectual and developmental disabilities and their families to provide intentional, transitional living. At its core, this faith based-community is rooted in table fellowship expressed through a daily rhythm of eating, praying and celebrating together.

The concept of Friendship House was first established in Holland, Michigan, on the campus of Western Theological Seminary. In the spring of 2010, Duke Divinity School students and Reality Ministries replicated Friendship House in Durham, North Carolina. Today, the Service Source North Carolina Regional Office, in partnership with Highland Presbyterian Church, seeks to replicate a third Friendship House in Fayetteville, North Carolina.

Issues: Friendship House/Young Adults w/Intellectual and Developmental Disabilities

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 6-27-21 **Time:** 7a-7:30a

Guest(s): Sheral Raines

Title: Cumberland County Schools' 504 Coordinator & Dropout Prevention Supervisor

Length: 15 Minutes

Topic: Get-Back-In-School Launch Party

Discussion: What is this annual event (Get-Back-In-School Party) all about?
When does the event take place?
Where will the event take place?
How does one access the event?
Is registration required?
What can students expect during the event?
What type of incentives do students receive for attending this event?
How successful has this event been in the past?
Do you find that the students do successfully complete school and receive their diploma?
When students return to school they are linked with what resources?
Why is this so important?
What are some of the reasons students drop out of school?
Do you think Covid played a part in students dropping out of school?
If students decide to return to school, what school(s) would they be able to attend?
Are you encouraging members of the community to tell young people about this event and effort?
If people have questions or need additional information about this event or about 'dropping back in school', who can they call?

Issues: Education/Dropout Prevention