

Quarterly Issues and Programs Report

WAZZ-AM
My Kiss Radio
W228 DK-FM

Fayetteville, NC

3rd Quarter
July- August-September, 2020

Prepared by Kent Dunn

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

ISSUE/PROGRAM SUMMARY

2020

July – August – September

Radio Station WAZZ-AM/My KISS Radi, St. Pauls/Fayetteville, NC, identified these issues of concern in the community to be addressed from July through September, 2020. These items were identified during on-going surveys and interviews conducted by the staff with community leaders.

Education/Community Services/Black History/Unemployment During the Pandemic/Healthcare During Covid-19/Covid 19 During Hurricane Season/Hurricane Isaias Impact/Keeping Your Dog Healthy During Summer/Health/Heartburn/Boy Scouts of America/Health Care Affordability/Medicare During the Pandemic/ Blood Donation Program/Disaster Preparation/Health Prostate Cancer/VA's Fourth Mission During Covid-19/Salvation Army Angel Tree Program

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

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**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 7-05-20

Time: 7:00a-7:30a

Guest(s): Dr. Natasha Scott

Title: Executive Director Student Service for Cumberland County Schools

Length: 15 Minutes

Topic: Get Back In School Launch Party

- Discussion:**
1. Can you describe the initiative and tell us what it's about?
 2. How will you reach participants considering the global pandemic and restrictions on mass gathering?
 3. How many years has CCS hosted this event and what have been the results?
 4. What has been your most memorable student experience?
 5. What resources does this event link students and families to?
 6. Is this specific to a certain department or how does the entire district get involved?
 7. Are there options other than the traditional high school setting?
 8. What if a student doesn't know how many credits they have or what they need to do in order to graduate?
 9. How can students or families contact you or someone else if they have additional questions?

Issues: Education

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 7-12-20 **Time:** 7a-7:15a
Guest(s): Johnny Wilson
Title: Executive Director
Length: 10 Minutes
Topic: Fayetteville Urban Ministry – Programs and Services
Discussion: FIND-A-FRIEND (FAF)

The FAF program began in 1982 as one of the first mentoring programs established by Governor Hunt in North Carolina. 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. Our program helps modify youth's behavior positively at school, home, and in the community. 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 taxpayers over \$125,000 per year to house 1 juvenile in confinement. It takes less than \$1,500 to sponsor a youth for a full year of preventive services with FAF.

NEHEMIAH PROJECT (NEH)

The Nehemiah Project partners with Re-Store Warehouse, local contractors, agencies and numerous churches to service our clients' needs and has become a vital resource for this community's elderly and low-housing 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

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 7-12-20

Time: 7:15a-7:30a

Guest(s): Johnny Wilson

Title: Executive Director

Length: 10 Minutes

Topic: Fayetteville Urban Ministry – Programs and Services

Discussion: EMERGENCY ASSISTANCE (EA)

FUM came into existence in 1974 to address the widespread needs of people suffering in crisis situations throughout our county. Starting from a basement, Emergency Assistance grew into an effective grass roots operation that touches thousands of lives. Now the program houses a food pantry, clothing closet, and a financial assistance service for families and those in crisis. All of this is made possible by community partners who donate non-perishable food items, new and lightly used clothing, hygiene items, household goods, and money. In fiscal year 2014-2015 we served more than 8,000 people, over 500 homeless and 632 military affiliated lives.

ADULT LITERACY & EDUCATION CENTER (ALEC)

The Adult Literacy Program was established in 1976 to address the needs of nearly a quarter of the adults in Cumberland County who read at or below a 5th grade level. We assist adults who are challenged in the areas

of reading, writing, math, general academics, English language, job readiness and computer skills. One-on-one tutors, group classes and a full computer lab help students begin their journey to success. These services affect not only the adult student, but also their children and generations to come. Literacy is fundamental for creating better health care access, lowering crime rates, and ensuring safer family environments. Last year, trained volunteers from the community worked with 244 adult students, touching 741 lives. In addition, 6 students gained U.S. citizenship and 103 attained their educational or employment goals. The gift of literacy is one that will make a lasting difference in our entire community.

Issues: Education/Community

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 7-19-20

Time: 7a-7:30a

Guest(s): Charles Evans

Title: Cumberland County Commissioner

Length: 15 Minutes

Topic: June 19th (Juneteenth)

Discussion: The Emancipation Proclamation issued by President Abraham Lincoln on January 1, 1863, had established that all enslaved people in Confederate states in rebellion against the Union “shall be then, thenceforward and forever be free.”

But in reality, the Emancipation Proclamation didn’t instantly free any enslaved people. The proclamation only applied to places under Confederate control and not to slave-holding border states or rebel areas already under Union control. However, as Northern troops advanced into the Confederate South, many enslaved people fled behind Union lines.

Mr. Evans also talked about the fact that the Commissioner is working to make June 19th a paid county holiday.

Issues: Black History/June 19th

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 7-26-20 **Time:** 7a-7:15a

Guest(s): Emily Allen

Title: Senior Vice President of Programs, AARP Foundation

Length: 10 Minutes

Topic: AARP To Discuss Unemployment During the Pandemic and Beyond

Discussion: Although the federal government has enacted laws to help Americans financially during this period with payments of up to \$1,200 and unemployment benefits that add \$600 per week to what their state would normally offer, the job crisis will have lasting effects. One third of the work force is age 50 or older and coronavirus business shutdowns and layoffs have take a heavy toll on this demographic.

- .How badly has the pandemic affected older workers?
- .What do people need to know about un-employment benefits?
- .What does the economic stimulus do to help people who have lost their jobs and are struggling financially?
- .What issues do employers need to think about during the pandemic?
- .Will older Americans have difficulty reentering the job market due to age bias? Any advice you can give them?
- .How should employers consider the make-up of their workforces after this disruption?
- .Where can people go for more information and resources that might help them find work?

Issues: Unemployment During the Pandemic and Beyond

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 7-26-20

Time: 7:15a:7:30a

Guest(s): Dr. Holly Phillips

Title: RxSaver Medical Expert

Length: 10 Minutes

Topic: Doctor Shares Healthcare Options For Those Who Have Lost Insurance Due To Covid-19 Pandemic

Discussion: The Covid-19 pandemic has caused a major economic impact, with unemployment swelling to levels not seen since the Great Depression of the 1930s. For many, this means they have also lost health insurance for themselves and their families.

Pushing through job loss and social distancing is already tough enough. Figuring out what to do after you've lost your health insurance brings additional stress, especially for those whose insurance covered their entire family. Fortunately, there are options available to make sure you and your family can access the coverage you need and tips to save money on prescriptions regardless of your insurance situation.

Is it possible to maintain the same insurance, even after someone has lost their job?

What other insurance options are available to those who have recently lost their jobs?

Health insurance can be quite expensive, how can people save money on health care while uninsured?

How has the Cares Act impacted health care?

Where can we go for more information?

Issues: Healthcare During Covid-19

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-02-20 **Time:** 7a-7:15a

Guest(s): Emily Allen

Title: Senior Vice President of Programs, AARP Foundation

Length: 10 Minutes

Topic: AARP To Discuss Unemployment During the Pandemic and Beyond

Discussion: How badly has the pandemic affected older workers?
What do people need to know about un-employment benefits?
What does the economic stimulus do to help people who have lost their jobs and are struggling financially?
What issues do employers need to think about during the pandemic?
Will older Americans have difficulty reentering the job market due to age bias? Any advice you can give them?
How should employers consider the make-up of their workforces after this disruption?
Where can people go for more information and resources that might help them find work?

Issues: Unemployment

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-2-20 **Time:** 7:15a-7:30a

Guest(s): Rullah Price

Title: Head of Enterprise Communications for Wells Fargo

Length: 10 Minutes

Topic: Hurricane Season During the Pandemic

Discussion: Now that Hurricane season is well underway, what are some steps people can take to deal with the peak of the upcoming season? Are there any resources such as flood insurance benefits that were available before the season available now?

What resources does Wells Fargo have for North Carolina residents in particular for disaster preparedness?

One of the biggest and most scary factors that comes into play with any disaster this year is the pandemic. What preventive measures can people take to handle the pandemic before a crisis?

Are there any new resources the organization has available this year due to the pandemic? Anything available for those who might have to deal with a disaster in quarantine?

One of the most vulnerable populations to a disaster is the elderly and nursing home population. What are some steps caregivers and loved ones can take to especially protect the interests of these people during a potential disaster?

What are some of the biggest mistakes you foresee in a disaster this year and how can our listeners avoid them?

Issues: Covid-19 During Hurricane Season

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-09-20

Time: 7a-7:15a

Guest(s): Courtney Jones

Title: Teacher and Founder of Clear The List

Length: 10 Minutes

Topic: Supply Needs For a Socially Distanced Classroom

- Discussion:**
1. Can you tell me some background on what Clear The List Foundation is?
 2. What are some steps parents can take this month to help their kids prepare for school (whether in person or virtual) next month?
 3. Is there anything parents, students, or administrators can start doing to help teachers hit the ground running when school starts?
 4. What do you think are the necessary supplies for students as school starts? Does this change if its virtual learning instead of in person?
 5. What do you foresee being the largest challenge for students, parents, and teachers?
 6. A lot of teachers spend their own money to buy supplies and equipment for the school year. What do school officials need to do to take some of this burden off the teachers?
 7. What do you think needs to be done to have a successful start of the school year for teachers and students?
 8. Where can our listeners go for more information?

Issues: Education

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-09-20

Time: 7:15a-7:30a

Guest(s): Mitch Colvin

Title: Mayor, City of Fayetteville

Length: 10 Minutes

Topic: The Impact of Hurricane Isaias on the City of Fayetteville

Discussion: Mayor Mitch Colvin and Gilbert Baez talked about the aftermath of Hurricane Isaias and how the City of Fayetteville was ready and prepared for the storm.

Issues: Hurricane Isaias Impact

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-16-20 **Time:** 7a-7:15a

Guest(s): Chad Dodd

Title: Veterinarian

Length: 10 Minutes

Topic: How To Keep Your Dog Cool In The Long, Hot Days of Summer

Discussion: If taking them for a walk outside, how long should we walk and at what times during the day?
What about water?
If we keep them indoors for a good part of the hot weather or the quarantine how can we check if they are physically ready for a walk outdoors? What about hot pavement? Can we ever leave a dog in a car? Near Swimming pools? What are the signs of heat stroke in dogs?

Keep the cool air flowing. Use air conditioning, open windows and box fans when indoors or in the car to keep the temperatures reasonable.

Water, water everywhere. If you're on a walk, or in the car, make sure you bring a container of water for your pet.

Brisk walks. It's important to keep your dog moving even if it's hot out. Take quick walks early in the day or towards dusk, or walk indoors. A joint supplement could help with joint issues.

Watch their paws. You're in shoes but your dog isn't. Check to see if the pavement is hot before you set off on a walk. If so, you might want to steer towards a grassy trail.

Issues: Keeping Your Dog Healthy During Summer

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-16-20

Time: 7:15a-7:30a

Guest(s): Susan Nguyen

Title: Clinical Pharmacist/Associate Professor at Roseman Univ.

Length: 10 Minutes

Topic: Heartburn

Discussion: Why to you think the pandemic poses such a big risk for increased heartburn?

Have you noticed any patterns related to heartburn due to the pandemic?

Stress is such a big cause of heartburn, what are some tips you have to help manage some of this stress?

If heartburn has escalated to a more constant and serious issue for some people, what are some steps and resources that you recommend they use?

What preventative measures can people have in place to prevent heart-burn flare-ups in the future? With the uncertainty of the pandemic, stress levels will only go up.

What are some things people can incorporate into their daily routine to help prevent heartburn? IE Exercise, etc.

Where can our listeners go for more information?

Issues: Health/Heartburn

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-23-20

Time: 7a-7:30a

Guest(s): O C Holloway

Title: Volunteer with Scouting of America

Length: 15 Minutes

Topic: Scouting of America

- Discussion:**
1. How old (or young) can a youth be to join Scouting?
 2. Is there a scouting unit in my area?
 3. Must I be a U. S. citizen to join scouting?
 4. Are Cub Scouts the same as Scouts BSA members? What about Venturers?
 5. How often do Cub Scouts meet?
 6. May parents attend meetings?
 7. What supplies and equipment are needed to participate?
 8. How can I save money on the cost of uniforms and equipment?
 9. What are the Scout Oath and Scout Law?
 10. Does the Boy Scouts of America have paid employees?
 11. If I don't know much about camping and the outdoors, how could I be a good Scout leader?
 12. My family is very busy; how would I have time to be an effective leader?
 13. Can women be Scout leaders?
 14. How do I know what activities are age-appropriate for Cub Scouting, Scouts BSA, and Venturing?

Issues: Boy Scouts of America

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-30-20 **Time:** 7a-7:15a

Guest(s): Sue Peschin

Title: President and CEO, Alliance for Aging Research

Length: 10 Minutes

Topic: Alliance for Aging Research

Discussion: Before the Pandemic, 1 in 5 adults age 60 and older reported struggling to afford their prescription drugs. In many cases abandoned treatment altogether, leading to life-threatening consequences.

What is the Alliance for Aging Research?

There is a push for Congress to pass reforms to Medicare Part D. Can you explain what reforms are needed and where the legislature stands?

Are the high out-of-pocket costs due to the Covid-19 pandemic or have older Americans been dealing with these costs for a while?

With costs so high, how has this impacted health care for older Americans?

Why is health care affordability an issue that we should all be paying attention to?

Why is this important for those of us not on Medicare to be concerned.

Where can our listeners go for more information?

Issues: Health Care Affordability

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 8-30-20 **Time:** 7:15a-7:30a

Guest(s): Kyal Moody

Title: Senior Vice President, Medicare Benefits Solutions

Length: 10 Minutes

Topic: 5 Things You Need To Know About Medicare During this Unprecedented Time

Discussion: Choosing a Medicare plan that fits a consumer is more important than ever. The majority of Medicare Beneficiaries are age 65 or over, which is also an at-risk group for covid infections.

What people should look for in choosing a plan...How to streamline the process and how to do a Medicare Benefits checkup for those already enrolled as well as people signing up for the first time

1. Can you tell me a little bit about Medicare Benefits Solutions?
2. What are the top 5 things people need to know about Medicare during this turbulent time?
3. Why is choosing a Medicare plan that fits a consumer's needs more important than ever?
4. What should people look for when choosing a plan?
5. How does Medicare Benefits Solutions make it easier and less stressful to find Medicare health insurance coverage?
6. When does the Medicare annual enrollment period begin and when does it end?
7. Where can our listeners go for more information?

Issues: Health Care/Medicare

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 9-6-20 **Time:** 7a-7:30a

Guest(s): Lindsay Graham

Title: Marketing Director/Blood Donor Center

Length: 15 Minutes

Topic: Cape Fear Blood Donor Center

Discussion: The Cape Fear Valley Blood Donor Center is a community based blood program that serves the needs of patients in Cumberland, Hoke and Bladen counties through blood donation by individual donors, community organizations and businesses.

The center is located at 3357 Village Drive in the Bordeaux Shopping Center. It is always open for donations Monday through Friday from 9am to 5pm, and the third Saturday of each month from 9am to 3pm.

The Blood Donor Center has the following programs and services available to the community.

- Blood Assurance Plan
- Autologous Program
- Apheresis Platelet Program
- Blood Conservation Program
- Double Red Cell Program
- Whole Blood Donation Recognition Program

Issues: Health/Blood Recognition Program

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 9-13-20 **Time:** 7a-7:30a

Guest(s): Phil Harris

Title: Executive Director Sandhill's Chapter/Red Cross

Length: 15 Minutes

Topic: American Red Cross – Get A Kit

Discussion: Being Prepared means being equipped with the proper supplies you may need in the event of an emergency or disaster. When making your kit consider the needs of all family members and add supplies to your kit and additional supplies to keep at home. Your survival kit should be based on the types of disasters common to your area.

Issues: Disaster Preparation/Get A Kit

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 9-20-20

Time: 7a-7:15a

Guest(s): Dr. Sanford Siegel

Title: Urology Care Foundation Physician

Length: 10 Minutes

Topic: Prostate Cancer Awareness Month

Discussion: Can you tell us about the Urology Care Foundation?

September is Prostate Cancer Awareness Month. How prevalent is prostate cancer?

What can men do to know their risk for developing prostate cancer?

Several factors put men into a higher risk category, such as age, family history and race. Can you tell the listeners about why these put them in a higher risk category?

At what age should men start getting screened for prostate cancer and where should they go to get screened?

Where can my listeners go for more information?

Issues: Health/Prostate Cancer

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 9-20-20

Time: 7:15a-7:30a

Guest(s): Jennifer MacDonald

Title: M.D., Chief Consultant to the Veterans Health Administration's
Deputy Undersecretary for Health

Length: 10 Minutes

Topic: VA's Fourth Mission Provides Ongoing Covid-19 Support to
Communities Around the Nation

Discussion: Questions for Secretary Dr. MacDonald

What is VA's Fourth Mission and what does that entail?

How is VA continuing to serve Veterans while balancing Fourth Mission assignments?

How does VA determine which communities receive help?

What are some examples of VA assisting local communities? How does this help and protect American citizens, Veterans and their families?

What is VA doing to sustain care to Veterans while assisting communities?

What else should we know about the Fourth Mission or how VA is responding to the pandemic?

Issues: VA's Fourth Mission/VA Benefits and Memorial Affairs

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 9-27-20 **Time:** 7a-7:30a

Guest(s): Allison Henion

Title: Director of Community Relations and Development

Length: 15 Minutes

Topic: Christmas Assistance Registration

Discussion: Salvation Army Angel Tree Program Registration

The Christmas Assistance Registration process involves the applicant providing supporting documents that shows their financial situation, including but not limited to their income statements, SSI statements, alimony and child support papers, food stamp award letters, and current bills. Identification cards are also required for every adult living in the household, and birth certificates are required for each child. The Salvation Army is asking that each applicant come prepared to stay at least one hour for the full registration process to be completed correctly. This year we have added a date for our Seniors to apply without a long wait. In addition, we have included a Saturday registration to help families who may be working during the week or have to travel a little further to apply for assistance.

Issues: Salvation Army Angel Tree Program