

**Quarterly Issues & Programs Report**

**WAZZ-AM**  
**MY KISS RADIO**  
**W228 DK-FM**

**Fayetteville, NC**

**3rd Quarter**  
**July – August –September, 2019**

**Prepared By – Kent Dunn**

# **WAZZ-AM & W228 DK-FM**

## **My Kiss Radio**

**Issue/Program Summary**

**2019**

**July-August-September**

**Radio Station WAZZ-AM (1490-AM) & Translator W228 DK (94.3) Fayetteville, NC identified these issues of concern in the community to be addressed from July through September, 2019.**

**These items were identified during on-going surveys and interviews conducted by the staff with community leaders.**

**Summer library Programs  
Hurricane Preparedness  
Hunger/Community Relations  
ACS Teen & Parent Summit  
Community Health Issues  
Alzheimer's Awareness  
Cancer Research/Nutrition  
Diagnosis in Medicine**

**Community Safety  
Army Community Service  
Military Veterans  
Economic Development  
Recruiting Teachers  
Remembering 9-11  
College Fair/Education**

**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:

07/07/19

TIME:

7A-7:15A

GUEST(S):

Tristan Baily

TITLE:

Graphic Design/Information Specialist, Cumberland County Public Library

LENGTH:

10 Minutes

TOPIC:

Summer Programs

DISCUSSION:

What are some of the summer programs and events at the library?

Is registration required for these programs? How can people register?

How can people find out more info and get a full listing of events?

Tell me a little bit about the Cumberland County Library system. How many branches are there, how much does it cost, how can people find info on hours and locations?

Is there anything else you want to let the community know about the Library?

ISSUES:

Free Summer Library Programs

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

07/07/19

TIME:

7:15A-7:30A

GUEST(S):

Gary Wobble

TITLE:

Lieutenant with the Favetteville Police Department

LENGTH:

10 Minutes

TOPIC:

Summer Safety Tips

DISCUSSION:

**9PM Routine: Unsecured Motor Vehicles –  
Encourage people to check their vehicles before they go to bed  
to make sure they are locked.**

**Party Registration at FayPD.com-  
making police aware of a party in the neighborhood.**

**House Checks Registration at FayPD.com: To inform police you will be out of town  
and they can do random checks as they patrol your neighborhood.**

ISSUES:

Community Safety

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

07/14/19

TIME:

7A-7:30A

GUEST(S):

Jason Faragoi

TITLE:

Cumberland County Emergency Management Planner

LENGTH:

15 Minutes

TOPIC:

Hurricane Preparedness

DISCUSSION:

- What is your job title and what do you do for Cumberland County?
- We are in hurricane season, when did it start and when does it end?
- Let's go over the differences between a weather advisory, watch and warning.
- Why is it important for people to start preparing now?

#### Know Your Hurricane Risk

- Check with local officials to understand your risk.
- Search online to find your local emergency management agency to learn more.
- Sign up for local alerts or download the FEMA app.

#### Know Your Evacuation Zone

- Learn your evacuation zone, route, and an alternate location to stay.
- Include pets when planning to evacuate.
- Practice your plan.

#### Assemble Disaster Supplies

- Gather needed supplies for at least 10 days.
- Don't forget your specific needs like meds, powered devices, pets etc.
- Keep cash in your emergency kit.

ISSUES:

Hurricane Preparedness

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

07/21/19

TIME:

7A-7:15A

GUEST(S):

Cathy Mansfield

TITLE:

ACS Operations Specialist / Volunteer Services Branch Manager

LENGTH:

10 Minutes

TOPIC:

Army Community Service, ACS

DISCUSSION:

**ACS Birthday (54 years)**

Army Community Service, ACS, is celebrating 54 years of service to soldiers and Families here within the local Fort Bragg community and all around the world! Tell us a little bit about ACS and what you're doing to celebrate 54 years!?

**A little bit about ACS/history**

ACS supports service members from all branches, their Family members, retirees, reservists, as well as civilian employees, with great services to help them stay resilient no matter where they are in life and what they are facing. How did ACS come about, and where is it headed?

ISSUES:

ACS/Services to Armed Forces & Their Families

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

07/21/19

TIME:

7:15A-7:30A

GUEST(S):

Beth Maynard

TITLE:

Executive Director Child Nutrition Services Cumberland County Schools

LENGTH:

10 Minutes

TOPIC:

Kids Eat Free

DISCUSSION:

Summertime means two things, fun and friends. But when school's out, that also means that families cannot count on their kids eating meals at school, and already tight family food budgets have to be stretched even further.

The Summer Food Service Program (SFSP) is a federally-funded program designed to fill the need and ensure that children from low-income homes continue to receive nutritious meals when school is not in session. This summer, USDA plans to serve more than 200 million free meals to children 18 years and under at approved Summer Food Service Program (SFSP) sites.

Cumberland County Schools' (CCS) Child Nutrition Services (CNS) is a sponsor of SFSP and is contributing to these goals by increasing awareness of the program in Cumberland County. An astounding 85 percent of the almost 900,000 NC children from economically-challenged families are *not* accessing meals available through SFSP. During the summer of 2017, only 7.68% of the children in Cumberland County eligible to receive free or reduced-price meals in school accessed the free meals available through SFSP. It is believed that awareness of this program is a significant reason why children who need these meals are not receiving them.

Free summer meals for children and teens ages 18 and younger are available at more than 2,500 locations in North Carolina.

Parents don't need to apply to the program to get a free summer meal for their kids.

ISSUES:

The Summer Food Service Program/Hunger

**The Bigger Picture**  
With Gilbert Baez Jr.

AIRDATE:

07/28/19

TIME:

7A-7:15A

GUEST(S):

Gary Wobble

TITLE:

Lieutenant , Fayetteville Police Department

LENGTH:

10 Minutes

TOPIC:

Coffee With a Cop

DISCUSSION:

In an effort to increase community relations, the Fayetteville Police Department hosts Coffee with a Cop. Citizens are offered the opportunity to see Police Officers in a different light and officers say it gives them a chance to get to know the people they serve and protect. Coffee with a Cop enables the department to build trust and promote partnerships with the public. Join your neighbors and Police Officers for coffee and conversation! No agenda or speeches, just a chance to ask questions, voice concerns, and get to know the officers in your neighborhood!

ISSUES:

Community Relations



**The Bigger Picture**  
With Gilbert Baez Jr.

AIRDATE:

07/28/19

TIME:

7:15A-7:30A

GUEST(S):

Jason Faragoi

TITLE:

Cumberland County Emergency Management

LENGTH:

10 Minutes

TOPIC:

Hurricane Preparedness

DISCUSSION:

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- We are in hurricane season, when did it start and when does it end?
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**Assemble Disaster Supplies**

- Gather needed supplies for at least 10 days.
- Don't forget your specific needs like meds, powered devices, pets etc.
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ISSUES:

Hurricane Preparedness

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

08/04/19

TIME:

7A-7:30A

GUEST(S):

BO MC ALLISTER

TITLE:

Outreach Specialist

LENGTH:

15 Minutes

TOPIC:

Wounded Warrior Project (WWP)

DISCUSSION:

Wounded Warrior Project (WWP) is a charity and veterans service organization that offers a variety of programs, services and events for wounded veterans of the military actions following September 11, 2001. It operates as a nonprofit 501(c)(3) organization.

*Benefits*

Someone from the WWP team will sit down with you to show you how to access your benefits, and walk you through every step of the claims process. And they'll keep working with you once your claim is filed to make sure it gets processed the right way and answer whatever questions you may have.

*Family Support*

WWP will provide guidance on VA benefits, and a variety of other programs, WWP will empower you with the tools you need to be there for your warriors.

*Combat Stress Recovery Program*

Will help you understand how to recognize and deal with PTSD, TBI, and combat stress.

ISSUES:

Military Veterans

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

08/11/19

TIME:

7A-7:30A

GUEST(S):

Shadia Young, MS

TITLE:

Forensic Psychology Child Advocate

LENGTH:

15 Minutes

TOPIC:

#FAP2019TeenSummit

DISCUSSION:

- 1- Can you tell us a little bit about ACS Family Advocacy Program and what is the Fort Bragg Military Teen and Parent Summit that you're putting on next week?
- 2- Who can register for this Military teen summit and where/how can they find the link to register?
- 3- How did you come about this idea for a teen & parent summit JUST FOR MILITARY affiliated teens and their parents?
- 4- What should the participants look forward to during the day's events?
- 5- So, during lunch there will be an Internet "Crimes against Children" presentation, can you talk a little about that?
- 6- Ok, so tell us about this SWAG BAG the teens will be getting. What's in it?
- 7- Tell us again where can people look for more details and to register?

ISSUES:

Military Affiliated Teen & Parent Summit

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

08/18/19

TIME:

7A-7:15A

GUEST(S):

Tiffany Johnson

TITLE:

Community Outreach

LENGTH:

15 Minutes

TOPIC:

Kingdom Community Development

DISCUSSION:

Mission...

"To build affordable housing, provide homeownership counseling, restore and revitalize low- to moderate-income communities, and promote and develop economic development opportunities through business development, education, and training of youth in Fayetteville and surrounding counties."

ISSUES:

Affordable Housing/Revitalization/Economic Development

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

08/18/19

TIME:

7:15A-7:30A

GUEST(S):

Marian Kuczero

TITLE:

Cumberland County Breastfeeding Program Manager/Health Dept.

LENGTH:

10 Minutes

TOPIC:

Breastfeeding Program

DISCUSSION:

- What is your title and what do you do at the Department of Public Health?
- Explain about the health benefits of breastfeeding for the mother and child.
- What programs are offered at the health department to support mothers who breastfeed?
- August is National Breastfeeding month. What types of events have been planned for August?
- What types of initiatives are underway in our community to support breastfeeding?
- What is the main message you want to share with our listeners?

ISSUES:

August is National Breastfeeding month

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

08/25/19

TIME:

7A-7:15A

GUEST(S):

Dr. Lori Haigler

TITLE:

Medical Director for the Cumberland County Department of Public Health

LENGTH:

10 Minutes

TOPIC:

Cumberland County Department of Public Health

DISCUSSION:

- What are your responsibilities as the medical director for the Health Department?
- Why did you decide to go into Public Health?
- What are some of the important initiatives that are underway at the Cumberland County Department of Public Health to address health issues in our community?
- School will be starting soon, tell us about services at the Health Department to get students ready.
  - Physicals
  - Immunizations
- What do you enjoy most about your job?
- What is one most important thing you want the audience to remember about public health?

ISSUES:

Health Community Issues

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

08/25/19

TIME:

7:15A-7:30A

GUEST(S):

Lindsay A. Whitley

TITLE:

Associate Superintendent Communications and Community Engagement

LENGTH:

10 Minutes

TOPIC:

Cumberland County Back to School

DISCUSSION:

## Human Resources Update

- CCS' HR Department is getting close to filling all teacher vacancies; however, we still have a need for certified teachers (EC & Math) and bus drivers.
- To help fill the vacancies, our HR Department has enlisted the following efforts:
  - Steadily reaching back out to candidates that apply;
  - Using virtual interviews, archiving the video and sending them to interested principals;
  - Recruiting teachers from abroad through Participate 'formerly VIF' and EPI (Educational Partners International); and
  - Conducting residency license interest meetings for those interested in taking alternative pathways to becoming a teacher.

ISSUES:

Employment Opportunity/Cumberland County Schools

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/01/19

TIME:

7A-7:15A

GUEST(S):

1. Amy Julian and 2. Marge Swierz

TITLE:

1. Walk Manager 2. Member, Planning Committee

LENGTH:

10 Minutes

TOPIC:

Alzheimer's Association/ Walk to End Alzheimer's Disease

DISCUSSION:

**About the Alzheimer's Association:**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's.

**About the Alzheimer's Association - Eastern North Carolina Chapter:** The Eastern North Carolina Chapter provides patient and family services, information and referral, education, and advocacy in 51 eastern North Carolina counties. We provide a variety of services including a 24/7 Helpline, support groups, educational programs, and MedicAlert®. We offer opportunities to get involved and to make a difference

ISSUES:

Alzheimer's Association Mission



# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/01/19

TIME:

7:15A-7:30A

GUEST(S):

1. Amy Julian and 2. Marge Swierz

TITLE:

1. Walk Manager 2. Planning Committee Member

LENGTH:

10 Minutes

TOPIC:

Walk to End Alzheimer's

DISCUSSION:

**Alzheimer's Association Walk to End Alzheimer's®:**

The Alzheimer's Association Eastern North Carolina Chapter, hosts six walks across eastern North Carolina including: Fayetteville, Jacksonville, New Bern, Robeson County, the Triangle Area and Wilmington. The Alzheimer's Association Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support, and research. Since 1989, the Alzheimer's Association mobilized millions of Americans in the Alzheimer's Association Memory Walk®; now the Alzheimer's Association is continuing to lead the way with Walk to End Alzheimer's.

**Volunteers needed:**

The Alzheimer's Association - Eastern North Carolina Chapter needs 90 volunteers to help in various functions at its annual Walk to End Alzheimer's – Fayetteville. The Walk will be held on Saturday, Sept. 7 at Festival Park, located at 335 Ray Avenue.

Volunteers are needed anytime between 6 a.m. – 2 p.m. Event-day roles include: event set-up, registration, parking, walk route support, refreshment station, T-shirt station, start and finish line cheerleaders, and breakdown. Volunteers will receive a T-shirt.

ISSUES:

Walk to End Alzheimer's/Alzheimer's Awareness

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/08/19

TIME:

7A-7:15A

GUEST(S):

Dan Rather

TITLE:

Former CBS Evening News Anchor

LENGTH:

10 Minutes

TOPIC:

9/11

DISCUSSION:

Mr. Rather talked about his experience on 9-11. This was the biggest story of his career to cover. He also talked about how CBS News got the information and how they organized the information that came into the news room before it was placed on the air.

ISSUES:

Remembering 9-11

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/08/19

TIME:

7:15A-7:30A

GUEST(S):

Val Applewhite

TITLE:

Cumberland County Resident

LENGTH:

10 Minutes

TOPIC:

9/11

DISCUSSION:

Mrs. Applewhite talked about her experience at the Pentagon on 9-11. She worked at the Pentagon and was close to the point of impact. She described what it was like to have to evacuate the building.

ISSUES:

Remembering 9-11

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/15/19

TIME:

7A-7:15A

GUEST(S):

Alice Bender

TITLE:

Senior Director of Nutrition Programs, American Institute for Cancer Research

LENGTH:

10 Minutes

TOPIC:

American Institute for Cancer Research Cancer-Protective Kitchen

DISCUSSION:

- 1) Tell me little bit about your organization?
- 2) What is the big takeaway from this new checklist?
- 3) How can we help our kids maintain a healthy weight?
- 4) What's the problem with eating processed foods?
- 5) Can you share what the 7 tips are?
- 6) As Senior Director of Nutrition Programs, what does your job entail?
- 7) What's the biggest change we can make to have a healthy weight?
- 8) Where can we go for more information?
- 9) Is there anything else you'd like to add or that I forgot to ask?
- 10) Can you share with us the website one more time?

ISSUES:

Cancer Research/Nutrition

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/15/19

TIME:

7:15A-7:30A

GUEST(S):

Rhonda Merritt-Quador

TITLE:

Salvation Army Director of Community Relations and Development

LENGTH:

10 Minutes

TOPIC:

Publix Super Markets Charities Donates to Hunger Relief Organizations

DISCUSSION:

The Salvation Army was honored to be at the Food Bank of Central and Eastern North Carolina in Raleigh on Wednesday, August 28 as Todd Jones, CEO of Publix announced their generous support of hunger relief organizations. We are thrilled to be the recipient of a \$5000 grant from Publix Charities to help with hunger relief efforts in this area. The Salvation Army will use the gift to help fund our Community Meal program served nightly at the Pathway of Hope Emergency Shelter on Alexander Street.

ISSUES:

Hunger Relief

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/22/2019

TIME:

7A-7:30A

GUEST(S):

Phil Harris

TITLE:

Executive Director, Sandhills 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. Add supplies to your kit and additional supplies to keep at home based on the types of disasters common to your area.

ISSUES:

Red Cross Get a Kit

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/29/19

TIME:

7A-7:15A

GUEST(S):

Kristen Newitt

TITLE:

CCS Counselor Coordinator

LENGTH:

10 Minutes

TOPIC:

10th Annual Cumberland County College Fair on Oct. 1.

DISCUSSION:

Details surrounding the College Fair (When? Where? Who? Why?)  
Number and names of participating colleges and universities  
What the College Fair has to offer students  
What the College Fair has to offer parents  
October as College Application Week and what that means  
The basics of acquiring financial aid for college  
What can parents do to prepare their child for college  
What can parents do to assist their child in deciding on a college

ISSUES:

College Fair/Education

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

09/29/19

TIME:

7:15A-7:30A

GUEST(S):

Paul Epner

TITLE:

Vice President, Society to Improve Diagnosis in Medicine

LENGTH:

10 Minutes

TOPIC:

Diagnosis in Medicine

DISCUSSION:

- 1) What were the results of this study?
- 2) Are we seeing more misdiagnosis errors than we used to?
- 3) What are some of the causes that lead to a misdiagnosis error?
- 4) Who are making most of these errors? Doctors, nurses or testing professionals?
- 5) What are some solutions to this problem?
- 6) How can I tell if I've been misdiagnosed?
- 7) Where can I go for more information?
- 8) Is there anything else you'd like to add?

ISSUES:

Diagnosis in Medicine/Health