

**Quarterly Issues & Programs Report**

**WAZZ-AM**

**MY KISS RADIO**

**W228 DK-FM**

**Fayetteville, NC**

**1ST Quarter**

**JANUARY---FEBRUARY---MARCH 2022**

**Prepared by: Kent Dunn**

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WZFX-FM/HD1

**ISSUE/PROGRAM SUMMARY**

**2022**

**JANUARY-FEBRUARY-MARCH**

Radio station WAZZ/AM-W228 DK-FM, Fayetteville, NC identified these issues of concern in the community to be addressed from January through March 2022. These items were identified during on-going surveys and interviews conducted by the staff with community leaders.

Habitat for Humanity/National Governors Association & President of the United States/Fayetteville Urban Ministry/Covid-19 Response Team/Cost Effectiveness of Universities/Primary Care Doctors/Diet/Community Career Pathway Fair/NC Ed Corps Recruitment/Boy Scouts of America/National School Counselors Week/Blood Donor Center/Weight Gain and Aging/Local Crime Annual Review

Issues were addressed via---- **Daily Public Service Announcements**

**Daily Newscasts**

**Weekly Long-form Public Affairs Programs**

**Live Broadcasts from Community Events**

**1st Qtr. 2021 Public Affairs Broadcasts (“Talkback” – Sun. 6 am) – WAZZ (Paul Johnson hosted, with the following guests:)**

**\*\*1/2/22 (25:34 et)\*\***

**James Bartlinski, Airborne and Special Operations Museum (ASOM) Director**

**Renee Lane, ASOM Foundation Executive Director**

James and Renee discussed the digitally-enhanced D-Day exhibit, aided by QR-code inquiries that reveal in-depth knowledge about subjects and items you are interested in. Scheduled at ASOM through mid-March.

**Anna Chott, Sustainable Sandhills Solid Waste Management/Litter Prevention Specialist**

Anna discussed litter prevention and volunteer clean-up efforts in Fayetteville and Cumberland County.

**\*\*1/9/22 (29:56 et)\*\***

**Caroline Justice Hinson, Fayetteville’s Public Works Commission (PWC) Communications and Community Relations Officer**

**Electric Vehicle Owners from 10/2/21 Electric Car Show**

Short interviews with electric and hybrid auto owners. Owners enthusiastically described the joys and what they feel are the advantages of owning and daily driving their electric/hybrid vehicles. Less cost of operation and maintenance (as low as \$35/month in increased monthly electric bill vs. \$40/week or more in fuel and engine oil. Increased tire costs come into play over a longer time because of additional torque of electric motors vs. conventional fuel.

**\*\*1/16/22 (22:40 et)\*\***

**Nicole Cotton, Attorney/African-American Business Owner**

On Dr. Martin Luther King Jr. weekend, we visited with an entrepreneurial black woman who built her business and came to acquire her business space through relentless effort and faith.

**\*\*1/23/22 (31:53 et)\*\***

**Colonel Scott Pence, Garrison Commander, Fort Bragg**

Colonel Pence described Fort Bragg reclaiming and sprucing up abandoned roads for exercise trails and fitness equipment.

**Justin Terranova – Men’s Soccer Coach of new Fayetteville Fury Indoor Soccer team as well as Men’s Soccer Coach at Fayetteville’s Methodist University.**

Justin described his mission of developing young professional players into a winning team and our local soccer fans into super fans who'll recruit more potential spectators to come to the games. He's been successful on the college level but this is his first pro experience.

**Lisa Hughes, Cumberland County Council on Older Adults, Social Worker and Assistant Executive Director**

Lisa always bring a wealth of practical and educational opportunities to seniors and care-givers. Today's topics was about those wishing to evaluate or change their supplementary medicare (Part C) plans (and cut the confusion found on TV ads) before the January 31<sup>st</sup> deadline.

**\*\*1/30/22 (24:45 et)\*\***

**Dawn Leone, Local Council spokesperson, Scouting USA (formerly Boy Scouts of America)**

With programs starting as early as age 5 and incorporating boys and girls, scouting has changed. At the same time, the values and constructs of Scouting have remained the same since 1910. The Boy Scout manual can still serve as a manual for life!

**\*\* 2/6/22 (29:14 et)**

**Dr. Stanley Weardon, President of Fayetteville's locally run private university, Methodist University, on the current Loyalty Day campaign (fund-raiser for student scholarships and aid)**

**Ty Vaughn, Cumberland County Management Planner, on the County's administration of \$3.2 million-dollar of American Rescue Plan funds to be awarded to small businesses impacted by the coronavirus. Businesses were guided on how to apply for up to \$50,000 in funds and/or find out more about the rescue funds.**

**\*\*2/13/22 (29:08 et)\*\***

**Vicki Evans - Cumberland County Finance Director, on the County's administration of \$3.2 million-dollar of American Rescue Plan funds to be awarded to area non-profit organizations impacted by the coronavirus. Non-profits were cautioned and guided on how to apply and /or find out more about filing for funds up to \$90,000 via federally-funded programs.**

**Melvin Lewis, Emergency Services Director at Fayetteville State University, on how FSU prepares for prolonged bouts of severe weathers and the factors to be weighed in preparation of a multiplicity of university departments..**

**\*\*2/20/22 (27:22 et)\*\* (Encore and update of Loyalty Day program and end-of-month deadlines on American Rescue Fund)**

**Dr. Stanley Weardon, President of Fayetteville's locally run private university, Methodist University, on the current Loyalty Day campaign (fund-raiser for student scholarships and aid).**

**Ty Vaughn, Cumberland County Management Planner, on the County's administration of \$3.2 million-dollar of American Rescue Plan funds to be awarded to small businesses impacted by the coronavirus. Businesses were guided on how to apply for up to \$50,000 in funds and/or find out more about the rescue funds.**

**\*\* 2/27/22 (27:23 e.t.) \*\***

**Professor Dwight Smith (Art Professor at Fayetteville State University AND co-principal of Fayetteville's Ellington-White Gallery, a black owned business on Gillespie Street in Fayetteville)**

**Melvin Lewis, Emergency Services Director at Fayetteville State University and avid African-American humanities advocate.**

Melvin interviewed Professor Smith about the Fayetteville-Cumberland County Arts Council's Black History Month Gallery art show. The takeaway from the interview was African-American art is like all art – depicting our struggle to meet our hopes and dreams!

**\*\* 3/6/22 (27:23 e.t.) \*\***

**Mayor Mitch Colvin, Major of Fayetteville and civic leader**

**Dr. John Poulos, Gastroenterologist and partner, Fayetteville Gastroenterology**

The mayor and Dr. Poulos discussed March being Colorectal Cancer Awareness month. Colorectal Cancer is 90% PREVENTABLE, yet is the #2 Cancer Killer in the U.S. The Bottom line: if you are 40 or above, get a colonoscopy.

**Carolyn Justice Hinson, Fayetteville Public Works Commission Communications and Community Relations Office.**

More money saving ideas with your power and water. April brings a change in Time of Use rates.

**\*\* 3/13/22 (29:55 e.t.) \*\***

**Mark Baker, Emergency Planner for Cumberland County.**

Mark discussed Emergency preparation Day and Week in North Carolina, the places to find lists of needed equipment, food and water. He advocated a 5-7 day supply of food and water instead of the conventional 2-3 day supply, owing to lessons learned from recent history and hurricanes.

**Lisa Hughes, Cumberland County Council on Older Adults, Social Worker and Assistant Executive Director**

Lisa always bring a wealth of practical and educational opportunities to seniors and care-givers. This time she talked about care-giving aids, like ani-matronic pets for lonely, sometime memory-impaired and sometimes non-confident patients who would find the companionship of an battery-operated ani-matronic pet useful!

**\*\* 3/20/22 (28:44 e.t.) \*\***

The first day of Spring – honoring the rituals of renewal and redemption.

**Enrique "Ranger Rick" Murillo – former Army Ranger dedicating effort to honoring and remembering with dignity passed Veterans in ways that are meaningful for their families and meaningful to area citizens! He created a publicly accessible Memory Wall in Fayetteville.**

**Mike Ray Anderson – a Fayetteville native and former convict – sharing his life story in a film "A Polished Soul" (available on Amazon Prime) in an effort to help others avert the mistakes in judgement and conflict resolution that lead to his trouble.**

**\*\*3/27/22 (23:54 et)\*\***

**Danny Highsmith on Coach Mike Krzyzewski and George G. Beasley. (Encore)**

**Wednesday, June 2<sup>nd</sup> was a watershed day in North Carolina AND at Beasley Media Group headquarters in Fayetteville:**

- 1) Coach "K" – Duke's Mike Krzyzewski** – the winningest coach in College Basketball – announced this would be his last season as head coach at Duke. On the eve of his retirement weekend, Coach K had more wins and more NCAA tournament appearances and wins than any College basketball coach in history!
- 2) The Founder of Beasley Media Group, George Garland Beasley**, passed away at the age of 85! A former high school principal who bought his first radio station in Benson, NC in 1961 and remained connected to the company as Chairman to the day of his passing, George Beasley saw the ascension of his company from one station to one of the 5 or 6 largest in the U.S.A. Along the way, he – along with his loving wife, Ann - raised children who run the company day-to-day today – plus a doctor, Bob, to who he was incredibly proud!

There was one person, **a near fifty year employee of Beasley Media Group who was also the creator of the original DAILY "Talkback" program in the 1970's, J. Daniel Highsmith (DANNY)**, who saw up-close the leadership styles, acumen, and relentless pursuit of excellence and detail of BOTH MEN! Danny was already working at WFAI/Fayetteville when George bought the station. Not too long afterward, Danny was elevated to General Manager of WFAI – George's first station in Fayetteville! Danny operated one of Beasley's highest cash-flowing markets for years, giving George Beasley some of the impetus and cushion to invest in and grow his company! The rest, as they, is history!

Danny also had a penchant for sports and sports broadcasting. For ten years, while working his "day job" at Beasley Media Group, he also served as "Color Analyst" on Duke University Radio

broadcasts of Football and Basketball games! In that capacity, he also saw the hiring of a young Head Coach, recruited from West Point (Army) by then Duke Athletic Director Tom Butters! The young man's name was **Mike Krzyzewski**. Danny witnessed Coach K's struggles to recruit in his first season (no time), get frustrated his second season, see the buzzards circling above his third season (to be saved by Tom Butters), before finally reaching a National Championship Game his 4<sup>th</sup> season! The rest, as they say, is History!

**Listening to Danny's recollections of the wisdom, determination, clear-eyed courageous decision-making and leadership in the midst of turbulent times made this one of the most enjoyable Talkback shows I have ever been involved in!**

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

01/02/2022

TIME:

7A-7:30A

GUEST(S):

Brandon Price, J.D., LL.M

TITLE:

Advocacy and Compliance Officer  
Fayetteville Area Habitat for Humanity

LENGTH:

60 Minutes

TOPIC:

Habitat for Humanity

DISCUSSION:

**What is Habitat for Humanity?**

**How does Habitat for Humanity help families?**

**Does Habitat for Humanity only build new houses?**

**How do you volunteer for Habitat for Humanity?**

**What are Habitat for Humanity affiliates?**

**What kind of donations does Habitat for Humanity accept?**

**What is a Habitat for Humanity ReStore?**

**Where does Habitat for Humanity operate?**

**How are donations distributed and used?**

ISSUES:

**Habitat for Humanity** brings people together to build homes, communities and hope.



# The Bigger Picture

With Gilbert Baez Jr.

**AIRDATE:**

01/09/2022

**TIME:**

7A-7:30A

**GUEST(S):**

National Governors Association & President of the United States

**TITLE:**

National Governors Association & President of the United States

**LENGTH:**

20 Minutes

**TOPIC:**

White House COVID-19 Response Team's

**DISCUSSION:**

President Biden Joins the White House COVID-19 Response Team's Regular Call with the National Governors Association to Discuss his Administration's Response to the Omicron Variant and to Hear from the Governors on the Needs in Their States.

**ISSUES:**

COVID-19

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

01/16/2022

TIME:

7A-7:30A

GUEST(S):

Johnny Wilson

TITLE:

Executive Director

LENGTH:

30 Mintues

TOPIC:

Fayetteville Urban Ministry, Inc.

DISCUSSION:

- We have food needs for Emergency Assistance-
- Find-A-Friend spends their first summer in the new building
- Literacy Center is doing something new, preparing older youth for Career Readiness
- And Nehemiah is doing Preventive Maintenance Services to help with smaller issues for home owners
- Upcoming Fundraiser's
- Day of service MLK day

ISSUES:

The Mission of Fayetteville Urban Ministry is to show God's compassion for our neighbors in need, and thus build our community together."

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

01/23/2022

TIME:

7A-7:15A

GUEST(S):

Armand Alacbay,

TITLE:

vice president of trustee & government affairs,  
American Council of Trustees and Alumni

LENGTH:

15 Mintues

TOPIC:

*New Tool Shows Cost Effectiveness of Universities*

DISCUSSION:

This new interactive education tool shows **whether institutions are providing taxpayers with a significant return on their investment in higher education**. Lawmakers can instantly see how their state ranks on institutional finance issues (such as administrative bloat) and academic quality issues (such as free speech policies).

This new tool collates ten important, measurable data points and makes them available on one easily searchable map.

The future of the economy, the health of our civic institutions, and the integrity of our national workforce depends on the strength of our colleges and universities and their commitment to excellent student outcomes and financial stewardship.

1. Can you tell me a little about this new tool that you guys are developing?
2. What makes a university more cost effective based on this tool?
3. What are the measurements used for this tool? What do you think is the most "telling" of these measurements?
4. Can you tell me a little about the NC numbers?
5. What are some steps that low rated states/universities can take to improve their scores?
6. What do you think this report says about the current state of the university system?
7. Where can our listeners go for more info?

ISSUES:

The American Council of Trustees and Alumni (ACTA) is releasing a new, interactive tool that presents easily digestible data on ten key measures of cost-effectiveness and academic quality for nearly 500 public, four-year colleges and universities.

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

01/23/2022

TIME:

7:15A-7:30A

GUEST(S):

Johnnie Moultrie

TITLE:

Primary care doctor @ Hope Mills Family Care

LENGTH:

15 Minutes

TOPIC:

A Primary Care Doctor

DISCUSSION:

- When we say primary care doctor, exactly what are we talking about?
- Dr Moultrie you're listed as a family medicine doctor, what is the difference between a family medicine doctor and an internal medicine doctor?
- Why is it a good idea to have a primary care physician?
- If I'm healthy, should I still have a primary care doctor?
- I have a friend that brags he never has been to a doctor, is that a good thing?
- What should I consider when choosing a doctor?
- What questions should I ask?

ISSUES:

Health Care and the importance is it a good idea to have a primary care

# The Bigger Picture

With Gilbert Baez Jr.

**AIRDATE:**

01/30/2022

**TIME:**

7A-7:30A

**GUEST(S):**

Mr. Marlow Artis

**TITLE:**

Director of School Partnerships for the NC Education Corps

**LENGTH:**

30 Minutes

**TOPIC:**

NC Ed Corps Recruitment of High-Impact Tutors

**DISCUSSION:**

About North Carolina Education Corps North Carolina Education Corps (NCEC) is a response to the impact COVID-19 is having on schools, as students struggle to keep up with learning. We bring together community members to support students and accelerate learning, seeking to provide quality whole child and academic support to young students in the wake of the pandemic. We do this by partnering with public schools to recruit, train, and deploy "corps members." Corps members — including community college and university students, recent graduates, and retirees — are employed by schools to work part-time as tutors. Corps members work directly for a NC public school unit (district or school). Corps members build relationships and connect with young students. They help teachers reach students who need additional academic support. They accelerate COVID learning recovery with students, families, and school personnel. During the 2021-2022 school year, NC Education Corps members will serve as high-impact literacy tutors grounded in the science of reading and reading instruction. As early literacy tutors, corps members will assist K-3 students with building foundational literacy skills. Our call to action is simple: Imagine if every K-3 student had access to a literacy tutor. Step up to serve as a corps member. Join a statewide effort to support students and accelerate learning.

**ISSUES:**

The online application is available at [nceducationcorps.org/application](https://nceducationcorps.org/application). Applications include recording and uploading a 5-minute video interview, answering prompted questions. Applications cannot be saved in process and must be completed in one session. After being confirmed by the NCEC review team, applicants will advance to the partner school HR department. Applicants will complete the school's HR application and screening steps including reference checks, background check, and drug screening.

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

02/06/2022

TIME:

7A-7:30A

GUEST(S):

Dawn Leone

TITLE:

Volunteer with Boy Scouts of America

LENGTH:

30 Minutes

TOPIC:

Boy Scouts of America

DISCUSSION:

**Who runs the scouting programs?**

**Who can volunteer as a scout leader?**

**Must I be a U.S. citizen to join Scouting?**

**How often do scout units meet?**

**How often do Cub Scouts meet?**

**May parents attend meetings?**

**What is the time commitment for scouting participants? leaders?**

**What supplies and equipment are needed to participate in Scouting?**

**Can women be Scout leaders?**

**How has scouting programs benefitted your family?**

ISSUES:

. The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

02-13-2022

TIME:

7A-7:30A

GUEST(S):

Bruce Daws

TITLE:

museum director and Fayetteville historian

LENGTH:

30 Minutes

TOPIC:

**Public open house events at Dr. E.E. Smith Home**

DISCUSSION:

Fayetteville History Museum staff members invite the public to visit the historic home of Dr. E.E. Smith for an open house on Friday, Feb. 25 and Friday, Mar. 25, noon - 3 p.m. A room is set up as a gallery with images and information highlighting the life and legacy of Dr. E.E. Smith.

The Dr. E.E. Smith House is located at 135 Blount Street near downtown Fayetteville. Museum staff will be available to meet during the learning and sharing event. Admission to the open house is free.

Regarded as one of the greatest educators in Fayetteville, Dr. E.E. Smith spent much of his life in the classroom as a student or educator. He also served as a diplomat to Liberia and as a soldier, most notably in the Spanish American War.

His faith called him to be a minister and he was active at the local and state level in the Baptist church. An entrepreneurial spirit drove him to be involved in newspapers, insurance and property.

A multi-faceted leader, Smith's impact in the Fayetteville community can still be felt today. His home on Blount Street, now listed on the National Register of Historic Places, was a focal point for Smith where his talents and energies could radiate during his time there. It will serve as a gathering place where Museum staff can share Smith's story with visitors.

ISSUES:

Black History

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

02/20/2022

TIME:

7A-7:30A

GUEST(S):

Lindsey Graham

TITLE:

Cape Fear Valley Blood Donor Center Marketing Coordinator

LENGTH:

30 Minutes

TOPIC:

Cape Fear Valley Blood Donor Center

DISCUSSION:

Cape Fear Valley Blood Donor Center is extending hours this week due to a critical shortage of type O blood.

The center currently has less than a two-day supply of type O-positive and O-negative blood. A few trauma patients can deplete the center's entire on-hand supply.

Type O-negative blood is the universal blood type and is what emergency rooms use when there is no time to determine patient blood type.

Type O-positive blood can be transfused to any positive blood type patient and is also critical in trauma situations.

Located at 3357 Village Drive, Suite 150, the center's hours this week are:

- Tuesday and Friday, from 9 a.m. to 5 p.m.
- Wednesday and Thursday, 9 a.m. to 6 p.m.

There is a nationwide shortage of type O-positive blood. The Blood Donor Center cannot purchase blood and relies on local blood donors. Donated blood stays in the community and helps save lives in Cumberland, Bladen, Hoke and Harnett counties.

ISSUES:

Cape Fear Valley Blood Donor Center offers local volunteers an opportunity to *Save Lives Locally*.



# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

02/27/2022

TIME:

7A-7:30A

GUEST(S):

*Joe Biden*

TITLE:

*US President*

LENGTH:

30 Minutes

TOPIC:

**Biden's speech on Ukraine**

DISCUSSION:

*US President Joe Biden's speech at the White House on February 24, 2022, after Russia launched an invasion of Ukraine.*

ISSUES:

Government

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

03/06/2022

TIME:

7A-7:30A

GUEST(S):

**Stephen Perrine**

TITLE:

Executive editor for AARP the Magazine and the AARP Bulletin

LENGTH:

30 Minutes

TOPIC:

**Weight Gain with Age and Slowing Metabolism**

DISCUSSION:

For everyone who's put on a few pounds during the quarantine, or even the recent holidays, please tell us how we can lose that weight?

How is this book different from other books you've written about diet and weight loss?

What is protein-timing?

You are famous for helping people make better choices when we're out in the "real world." What should we eat when we go to our favorite restaurants and fast-food chains?

Are there any recipes in the book?

Where can we find more about The Whole Body Reset?

ISSUES:

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.

# The Bigger Picture

With Gilbert Baez Jr.

**AIRDATE:**

03/13/2022

**TIME:**

7A-7:15A

**GUEST(S):**

Gina V. Hawkins

**TITLE:**

Chief of Police for the Fayetteville Police Department

**LENGTH:**

15 Minutes

**TOPIC:**

Recap 4<sup>th</sup> Qtr Annual Review 2021

**DISCUSSION:**

- Crime Statistics
- Crime Trend Analysis
- Crime Fighting Statistics
- Community Engagement
- Recruitment

**ISSUES:**

City Government

# The Bigger Picture

With Gilbert Baez Jr.

**AIRDATE:**

03/13/2022

**TIME:**

7:15A-7:30A

**GUEST(S):**

Mitch Colvin

**TITLE:**

City of Fayetteville Mayor

**LENGTH:**

15 Minutes

**TOPIC:**

Growth of the City of Fayetteville

**DISCUSSION:**

- City Growth (New Business Coming Town)
- Impact of the Pandemic on the City of Fayetteville
- Recruitment

**ISSUES:**

City Government

# The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

03/20/2022

TIME:

7A-7:30A

GUEST(S):

Johnny Wilson

TITLE:

Executive Director

LENGTH:

30 Mintues

TOPIC:

Fayetteville Urban Ministry, Inc.

DISCUSSION:

- We have food needs for Emergency Assistance-
- Find-A-Friend spends their first summer in the new building
- Literacy Center is doing something new, preparing older youth for Career Readiness
- And Nehemiah is doing Preventive Maintenance Services to help with smaller issues for home owners
- Upcoming Fundraiser's

ISSUES:

The Mission of Fayetteville Urban Ministry is to show God's compassion for our neighbors in need, and thus build our community together."

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With Gilbert Baez Jr.

AIRDATE:

03/27/2022

TIME:

7A-7:15A

GUEST(S):

Brandon Price, J.D., LL.M

TITLE:

Advocacy and Compliance Officer  
Fayetteville Area Habitat for Humanity

LENGTH:

15 Minutes

TOPIC:

Habitat for Humanity

DISCUSSION:

**What is Habitat for Humanity?**

**How does Habitat for Humanity help families?**

**Does Habitat for Humanity only build new houses?**

**How do you volunteer for Habitat for Humanity?**

**What are Habitat for Humanity affiliates?**

**What kind of donations does Habitat for Humanity accept?**

**What is a Habitat for Humanity ReStore?**

**Where does Habitat for Humanity operate?**

**How are donations distributed and used?**

ISSUES:

**Habitat for Humanity** brings people together to build homes, communities and hope.