

Quarterly Issues & Programs Report

WAZZ-AM

FAYETTEVILLE, NC

W228 DK-FM

MY KISS RADIO

4th Quarter

October – November – December, 2020

Prepared by: Kent Dunn

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

ISSUE/PROGRAM SUMMARY

2020

October – November--December

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

Health/Cancer Treatment/Christmas Assistance/Community Education-2020-2021/Uninsured Children in the U.S./DAV Vision for Veterans/Vision Care-One Sight/Veteran Housing Assistance/Homeless Prevention/CC Schools Choice Program/Balancing Career & Family During the Pandemic/Child Abuse/The USO-Support the Military/Healthy Eating During Covid 19

**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: 10-4-20 **TIME:**7a-7:15a

GUEST(S): Dr. Lori J. Pierce

TITLE: President (ASCO) American Society of Clinical Oncology

LENGTH: 10 Minutes

TOPIC: ASCO American Society of Clinical Oncology-National Cancer Opinion Survey 2020

DISCUSSION: Tell us about the American Society of Clinical Oncology?

What does this new survey find and why is the survey important?

The survey covers inequities in cancer care. What is the cause of this and how can it be rectified?

How has the Covid-19 pandemic impacted cancer treatment and patient care?

Where can our listeners go for more information?

ISSUES: Cancer Treatment During the Pandemic

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 10-04-20 **Time:** 7:15a-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/Christmas Assistance

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 10-11-20 **Time:** 7a-7:15a

Guest(s): Johnny Wilson

Title: Executive Director

Length: 10 Minutes

Topic: Fayetteville Urban Ministry – Programs

Discussion: EMERGENCY ASSISTANCE (EA) 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 individuals in crisis.

ADULT LITERACY & EDUCATION CENTER (ALEC) established in 1976, is a non-profit tutoring program accredited by Pro Literacy designed to address the needs of adults who are interested in empowering themselves in the areas of reading, writing, math, general academics (GED), English as a second language, Career Readiness, Financial Literacy and Computer Literacy.

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 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.

Issues: Community Services/Urban Ministry Programs

The Bigger Picture
With Gilbert Baez Jr

Airdate: 10-11-20

Time: 7:15a-7:30a

Guest(s): Johnny Wilson

Title: Executive Director

Length: 10 Minutes

Topic: Fayetteville Urban Ministry – Raising Funds

Discussion: William “Bill” Mangum’s Holiday Honor Cards are available from November to January. For a minimum \$5.00 donation per card, buyers receive a beautiful card that is given in the person’s honor at the holidays, and 100% of the donation goes directly to the Fayetteville Urban Ministry.

The Boss Toss Challenge Charity Cornhole Tournament takes place in mid-October. Over 20 teams will compete for the title of “The Boss Toss Champions” and win fabulous prizes all while raising funds to support Fayetteville Urban Ministry’s 4 programs. Gather your team and start practicing. The next Boss Toss Challenge will be here before you know it!

Issues: Fayetteville Urban Ministry/Community

The Bigger Picture
With Gilbert Baez, Jr.

AIRDATE: 10-18-20 **TIME:** 7a-7:15a

GUEST(S): Yolanda Burse

TITLE: Executive Director

LENGTH: 10 Minutes

TOPIC: College Information Fair

DISCUSSION: So, Ms. Yolanda, I am familiar with your work in the community. Will you tell the listening audience what you have coming up?

Share with us how the pandemic has changed the dynamics of your planning for this year's College Information Fair?

What can 10th and 12th grade students expect to receive during the "Drive Thru College Information Fair" on October 24th?

Is this Drive Thru College Information Fair open to just Cumberland County High School Students?

Will there be vendors?

How can our listening contact you?

ISSUES: Education/2020-2021 School Year

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 10-18-20

Time: 7:15a-7:30a

Guest(s): Joan Aiker

Title: Executive Director, Georgetown University Center for Children and Families

Length: 10 Minutes

Topic: New Report...Number of Uninsured Children is on the Rise

Discussion: As part of the McCourt School of Public Policy, Georgetown CCF provides research and offers solutions to improve the health of America's children and families, particularly those with low and moderate incomes.

The number of uninsured children in the U.S. increased by about 726,000 children between 2016 and 2019. The total is now over four Million.

The largest increase occurred between 2018 and 2019. Despite a continued strong economy, the number of uninsured children increased by 320,000. This was the largest annual jump in more than a decade.

The number of uninsured children is likely considerably higher in 2020, as families lost their jobs and employer-sponsored insurance, though it is impossible to know by precisely how much.

5.8% of children in NC were uninsured as of the 2019 report.

Issues: Uninsured Children in the United States

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 10-25-20

Time: 7a-7:15a

Guest(s): Ashleigh Byrnes

Title: Deputy National Communications Director, DAV

Length: 10 Minutes

Topic: “Vision For Veterans”

Discussion: DAV (Disabled American Veterans) introduced the “Vision For Veterans”, establishing seven priority issues ahead of the November elections to help presidential and congressional candidates, as well as current lawmakers, understand critical challenges facing veterans and offer a series of concrete solutions to address them.

The document includes informative issue briefs and recommendations for a path forward through policy and systematic reforms that will:

1. **Protect and strengthen benefits for ill, injured and disabled vets**
2. **Ensure timely and accurate delivery of all earned benefits**
3. **Sustain a comprehensive, high-quality veterans health care system**
4. **Improve veterans’ mental health care and suicide prevention efforts**
5. **Provide equitable benefits and services for women and minority veterans**
6. **Expand support for families and survivors of disabled veterans**
7. **Enhance veterans’ transition, employment and economic empowerment**

Issues: Vision for Veterans

The Bigger Picture
With Gilbert Baez Jr

Airdate: 10-25-20

Time: 7:15a-7:30a

Guest(s): K. T. Overbey

Title: Executive Director, OneSight

Length: 10 Minutes

Topic: OneSight

Discussion: **OneSight is a leading global nonprofit dedicated to creating a world where lack of access to vision care is no longer a barrier to human achievement and potential. OneSight delivers quality eye exams and glasses to underserved populations globally. In 32 years, OneSight has served 10 million people in 50+ countries and has provided permanent vision care to more than 35 million people.**

1. **How many kids around the world don't have access to vision care? And in the U.S.?**
2. **How does proper vision affect children and adults?**
3. **What is World Sight Day and why is it important?**
4. **Tell us about OneSight and its mission.**
5. **What is OneSight doing this World Sight Day?**
6. **What is this book "Through the Looking Glasses"?**
7. **You're also launching Bedtime Stories. What is this?**
8. **Which celebrities are participating in Bedtime Stories?**
9. **What time is Bedtime Stories and how many people do you expect to participate?**
10. **How can the public participate in Bedtime Stories and download the free book?**
11. **Where can the public go to learn more about World Sight Day?**

Issues: Vision Care/OneSight

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 11-1-20

Time: 7a-7:15a

Guest(s): Johnny Wilson

Title: Executive Director

Length: 10 Minutes

Topic: Fayetteville Urban Ministry – Programs

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Issues: Community Services

**The Bigger Picture
With Gilbert Baez Jr**

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Time: 7:15a-7:30a

Guest(s): Johnny Wilson

Title: Executive Director

Length: 10 Minutes

Topic: Fayetteville Urban Ministry – Raising Funds

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Issues: Fayetteville Urban Ministry/Community

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 11-8-20

Time: 7a-7:15a

Guest(s): ShaDonna McPhaul

Title: Founder and CEO

Length: 10 Minutes

Topic: Mo's Heroes Veteran Housing Assistance

Discussion: Mo's Heroes has often gotten support from Walmart, Albertson's, local food banks, and other organizations to help assist with homeless prevention, supportive housing, shelters and transitional living facilities. Partnering shelters and transitional housing organizations supply referrals and offer resources.

All participants have individualized case plans which address specific needs, and includes literacy resources, mental health and/or substance abuse counseling, comprehensive services, advocacy and life skill trainings.

In addition, the Charles D. Navarro program helps homeless veterans with hunger relief. Often times, these two crises go hand in hand. It is also designed to assist Homeless Veterans who do not have the means and/or stability to fight hunger to be able to afford to eat healthy.

The funds from this program are used to purchase food items and toiletries such as toothpaste, deodorant, soap and other hygiene products for homeless veterans.

Issues: Veteran Housing Assistance/Homeless Prevention

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 11-8-20 **Time:** 7:15a-7:30a

Guest(s): Melody Chalmers

Title: Cumberland County Schools Choice Programs Coordinator

Length: 10 Minutes

Topic: Cumberland County Schools Choice Programs

Discussion: Explain to our listeners what CCS' Choice Fair is all about.
How long has the district offered Choice?
When will the Choice Fair take place.
What makes this year's Choice Fair so different?
Explain how the Fair will be executed virtually.
How many Choice Programs are there?
Share with us some of the programs and what students encounter in these programs.
Why is Choice so important?
Talk to us about the success of Choice in Cumberland County Schools.
Where can parents or students learn more about Choice on-line.
What is the process for applying for Choice? The Application deadline is when?
Is there anything you would like to add that we have not discussed?

Issues: Education/Cumberland County Schools Choice Programs

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 11-15-20

Time: 7a-7:15a

Guest(s): **Dr. Scott Barbour**

Title: **Member, Job Creators Network**

Length: **10 Minutes**

Topica; **Putting You and Your Doctor in Charge of Your Healthcare**

Discussion: **We are at a crossroads in our nation's healthcare future. The covid-19 pandemic has shown how important it is for Americans to have secure healthcare coverage even if they lose or change jobs. Healthcare For You is personalized care that puts you and your doctors in charge. It moves power and control away from Washington and insurance companies and toward an innovative, patient-centered approach that gives you more control and better choices at lower costs, all while protecting the vulnerable.**

The main tenents of Healthcare For You include:

What is the Job Creators Network?

Healthcare coverage is always a hot topic, but this year it seems to be front and center with so many people losing jobs because of the pandemic. How can those who are in this situation look for healthcare; and what are their options?

What is Healthcare For You?

Where can our listeners go for more information?

Issues: **Healthcare**

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 11-15-20 **Time:** 7:15a-7:30a

Guest(s): Jean Chatzky

Title: CEO, HerMoney.com

Length: 10 Minutes

Topic: New Research Explains the Conundrum Facing Employers/Employees

Discussion: **The pandemic is changing the way Americans work. With the closure of daycares, schools and senior centers, companies are forced to face the fact that their employees' caregiving responsibilities cannot be postponed, neglected or ignored.**

New research from S&P Global and AARP, shows the crisis presents an urgent question for Corporate America: How do you create policies that allow employees to balance career and family—both during a pandemic and beyond?

More than half of parents and family caregivers said they are spending more hours at home taking care of children or providing family care since the pandemic began.

More than 30% of family caregivers said they were experiencing a strong increase in stress.

The amount of time required for childcare duties since the pandemic began has increased for 58% of parents.

Experts and executives say the coronavirus has forced a sharp and sudden acceleration in the pace of change in family-care benefits.

Close to 37% of companies, regardless of size, have added flexible work hours to their policies since the pandemic began.

Issues: **Balancing Career & Family During the Pandemic**

The Bigger Picture
With Gilbert Baez Jr

Airdate: 11-22-20 **Time:** 7a-7:30a

Guest(s): Tammy Hyde

Title: Communications/Community Engagement Coordinator

Length: 15 Minutes

Topic: Child Advocacy Center Receives Grant – Part 1

Discussion: **The Cumberland Community Foundation awarded the Child Advocacy Center (CAC) a grant in the amount of \$40,000 to help fund the mission of the Child Advocacy Center. The mission of the CAC is to serve the community by alleviating the trauma children experience once a disclosure of sexual abuse or serious physical abuse occurs by creating a community of collaborating advocates.**

According to the Substance Abuse and Mental Health Services Administration (SAMHSA), “Children are specifically vulnerable to abuse during the COVID-19. Research shows that increased stress levels among parents is often a major predictor of physical abuse and neglect of children. Stressed parents may be more likely to respond to their children’s anxious behaviors or demands in aggressive or abusive ways. The support systems that many at-risk parents rely on, such as extended family, child care and schools, religious groups and other community organizations, are no longer available in many areas due to the stay-at-home orders.”

Joining hands with 19 community agencies, the CAC offers a safe and child-friendly location to interview, investigate and provide support for abused children. The CAC also provides prevention education for parents, professionals and agencies in our community.

Issues: Preventing Child abuse

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 11-29-20

Time: 7a-7:15a

Guest(s): Susanne Owen

Title: Cumberland County Schools Choice Programs Coordinator

Length: 10 Minutes

Topic: Principal of the Year

Discussion: Creating a positive and welcoming school culture is one of the first steps to ensuring students have equitable access to engaging learning. As principal of Cliffdale Elementary, Suzanne Owen has done that and more. She was named Cumberland County Schools' 2021 Principal of the Year.

With 24 years of experience in education, Owen has served as principal of Cliffdale Elementary since 2018. She has worked tirelessly to support teachers and make sure all staff have access to materials and equipment needed to deliver excellent instruction. Under her leadership, students met growth in all measures, exceeding growth in reading.

"Giving teachers and assistants exactly what they desire and need is the best way to build lasting bonds, create positive relationships and help individuals feel as though they are a greater part of a whole," said Owen. "Bottom line: building positive relationships is the only way to move from a negative culture to a thriving family-oriented professional organization.

"Congratulations to Ms. Owen who is an excellent leader and educator," said Dr. Marvin Connelly, Jr. Superintendent. Her dedication to supporting teachers and building positive relationships is commendable, and we are fortunate to have her in CCS."

Issues: Education/Cumberland County Schools

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 11-29-20 **Time:** 7:15a-7:30a

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

Title: **Advocacy and Compliance Officer**

Length: **10 Minutes**

Topic: **Habitat for Humanity**

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

Oakridge Estates (47 Housing Development being built off Bunce/Old Bunce Road in Fayetteville, NC)

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

Building and matching grant in Sampson County – 105k that we need to raise. We are 25% of the way through.

How to become a Habitat partner family

New CEO

Issues: **Habitat for Humanity/Community**

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 12-06-20 **Time:** 7a-7:15a

Guest(s): **Dr. J.D. Crouch II**

Title: **CEO & President, USO**

Length: **10 Minutes**

Topic: **USO Encourages Americans to Support the Military and Their Families This Holiday Season**

Discussion: **The holidays are one of the loneliest times of the year for our military and their families. This holiday season it is particularly important for all military supporters to work together to say thank you; and to keep the military and their families connected to what they hold most dear.**

The USO is a nonprofit, non-government organization which relies on generous donors to fuel the support of the nation's military. With the help of volunteers, donors and partners, the USO strengthens our Armed Forces by keeping them connected to family, home and country. This year has brought unexpected challenges, new hurdles and ever-changing needs. Connection is more critical than ever.

This holiday season as we pause to celebrate time-honored traditions thousands of service members will be on duty working. As we celebrate at home, they will be miles away from their families.

December 1-12 the USO will celebrate "12 Days of Gratitude" which will highlight a different USO program or service each day and thank Our community of military supporters for all that they've done, and continue to do to help strengthen, connect and honor our military.

Issues: **The USO/Support the Military**

The Bigger Picture
With Gilbert Baez Jr

Airdate: 12-06-20 **Time:** 7:15a-7:30a

Guest(s): **Dr. Joan Salge Blake**

Title: **Nutrition Professor at Boston University**

Length: **10 Minutes**

Topic: **Healthy Eating As Covid-19 is a Health Concern**

Discussion: **Americans are now going out less and online shopping more. The average percent on online shopping has doubled during the current pandemic. According to a report conducted by OnePoll on behalf of Nutrisystem, 76% of respondents gained weight due to the pandemic. The same survey shows that diet intenders in the U.S. are now looking to return to healthy habits—prioritizing eating healthier, being more physically active, and losing weight.**

Your research shows that people have not only reported gaining weight but also that people are changing their eating habits. Will you please explain?

What is cooking fatigue and what advice do you have for folks that don't want to cook at home anymore but want healthy options?

What are your top tips for those who are looking to eat healthier?

Where can our listeners go for more information?

Issues: **Healthy Eating During Covid-19/Health Concern For the Obese and Overweight**

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 12-13-20 **Time:** 7a-7:30a

Guest(s): Lindsey Graham

Title: Marketing Director/Blood Donor Center

Length: 15 Minutes

Topic: Cape Fear Valley Blood Donor Center

Cape Fear Valley Blood Donor Center is a community 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 Donation

The Bigger Picture

With Gilbert Baez, Jr.

AIRDATE: 12-20-20 **TIME:** 7a:7:15a

GUEST(S): David McLaurin

TITLE: Lieutenant/Public Information Officer, Fayetteville Police Dept

LENGTH: 10 Minutes

TOPIC: Holiday Safety from the Fayetteville Police Department

DISCUSSION: **SHOPPING**
Be alert to your surroundings.
Go shopping during the day whenever possible. If you must go at night, go with another person.
Dress casually, comfortably, and avoid wearing expensive jewelry.
If possible, do not carry a purse or wallet.
Always carry your driver's license or ID card along with necessary cash, checks and/or credit card you expect to use.
Pay for purchases with a check or credit card whenever possible and try to keep cash in your front pocket.
Notify the credit card issuer immediately if your credit card is lost, stolen or misused.
Keep a record of all of your credit card numbers in a safe place at home.
Be cautious when carrying a wallet or purse. They are often targets of criminals in crowded shopping areas.
Avoid overloading yourself with packages. Maintain clear visibility and freedom to avoid mishaps.
Beware of strangers approaching you for any reason! At this time of year, "con-artists" may try various methods to distracting you with the intention of taking your money or belongings.

ISSUES: Holiday Shopping Safety Tips

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 12-20-20

Time: 7:15a-7:30a

Guest(s): Sharon Stevens

Title: Crime Prevention Specialist/Fayetteville Police Department
Community Affairs Unit

Length: 10 Minutes

Topic: Automated Teller Machines (ATM) & Strangers at Your Door

Discussion: Automated Teller Machine

If you must use an ATM, choose one that is located inside a police station, mall, or well-lighted location. Withdraw only the amount of cash you need.

Protect your PIN by shielding the ATM keypad from anyone who is standing near you.

Do not throw your ATM receipt away at the ATM location.

Strangers at Your Door

Be aware that criminals sometimes pose as couriers delivering gifts. It is not uncommon for criminals to take advantage of the generosity of people during the holiday season by soliciting donations door-to-door for charitable causes although no charity is involved.

Ask for their identification, and find out how the donated funds will be used. If you are not satisfied, do not donate.

Donate to a recognized charitable organization.

Issues: Holiday Safety Tips

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 12-27-20 **Time:** 7a-7:30a

Guest(s): Tammy Hyde

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Length: 15 Minutes

Topic: Child Advocacy Center

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