

Quarterly Issues & Programs Report

WAZZ-AM

Fayetteville, NC

W228 DK-FM

MY KISS RADIO

1st Quarter

January – February – March, 2020

Prepared by: Kent Dunn

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

ISSUE/PROGRAM SUMMARY

2021

January – February - March

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

Preventing Child Abuse/Black History-MLK Remembrance

Feeding the Homeless

Friendship House For Adults With I/DD Disabilities

Cybersecurity/National Immigration/Clean Energy/

Health-Cancer

Community

Healthcare For You

Homeless Women & Children

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: 1-03-21 **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: 1-10--21

Time: 7a-7:30a

Guest(s): Steve Blackmon

Title: Martin Luther King Historian

Length: 15 Minutes

Topic: Martin Luther King

- Discussion:**
1. King's Legacy
 2. Getting Millennials involved
 3. The Civil Rights Movement
 4. Continuing the legacy that Dr. King started
 5. King speech

Issues: MLK Remembrance/Black History

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 1-17-21 **Time:** 7a-7:15a

Guest(s): Jontue King

Title: Communications Manager

Length: 10 Minutes

Topic: Fayetteville Area Operation Inasmuch

Discussion: Monday through Friday, from 7:30a until 8:20a, we serve a hot nutritious, restaurant-style breakfast meal to the homeless and struggling population living in the Greater Fayetteville Area. Last year we served over 21,000 home cooked breakfast meals! These meals are served by one of our many volunteer teams from Fort Bragg, local churches, Christian organizations, local businesses, and philanthropic organizations.

Intake Process

Individuals must arrive between 7:30a and 8:20a, Monday through Friday, and complete an information form with one of our case managers. After completing the information form, the Case Manager provides the individual breakfast schedule information and a list of the services provided by Operation Inasmuch. After that, the family member selects a chair and awaits the arrival of his or her breakfast meal.

Issues: Operation Inasmuch/Feeding the Homeless & Low Income Population

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 1-17-21 **Time:** 7:15a-7:30a
Guest(s): Jeff Schmidt
Title: CEO, Avertium
Length: 10 Minutes
Topic: Cybersecurity Professionals are Under-Prepared

According to the 2019 Cybersecurity & Threat Preparedness Survey, 39% of respondents indicate their company is under-prepared to handle a data breach.

The online survey included responses from 223 cybersecurity & IT executives in the U.S.

The survey brings to light the love-hate relationship between security and IT professionals and technology. The survey's findings also point to the continued criticality of the human element in identifying and addressing cyber threats.

To educate employees on preventing exposure to these types of threats, more than 90% of companies accounted for in the survey have at least one process in place, including incorporating cyber security training in new employee orientations and annual training sessions. Three-quarters of respondents send e-mail communication and nearly three-fifths conduct regular phishing exercises in order to share common signs of phishing scams.

Issues: Cybersecurity

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 1-24-21 **Time:** 7a-7:30a

Guest(s): Tara Brisson Hinton

Title: Director, Regional Philanthropy Service Source

Length: 15 Minutes

Topic: New Franklin Clark Scholarship/Friendship House
Calling all healthcare and allied healthcare students!!! Don't miss this opportunity!!
Great opportunity to make a difference and receive financial aid to be a part of Friendship House Fayetteville
Space is limited and almost full. Residents sign a one year lease.
Each apartment holds 3 student/professional residents and 1 young adult with I/DD disabilities.
Residents are not care takers. They are mentors, role models and simply friends.

Calling on our community!
Dr. Clark has made a \$20,000 donation per year over the next three years to provide scholarship opportunities for healthcare and allied healthcare residents living at Friendship House Fayetteville.
We are in need of the community to join in and hopefully match this \$20,000 donation per year to help subsidize rent and living cost for these residents.

Issues: Friendship House Fayetteville Scholarship

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 1-31-21

Time: 7a- 7:15a

Guest(s): Marielena Hincapie

Title: Executive Director/National Immigration Law Center

Length: 10 Minutes

Topic: National Immigration Law Center

Discussion: Immigrants, 70 % of whom are employed in essential industries such as healthcare, food processing and home care, have kept America running during the Covid-19 crisis; often at grave risk to their own health and that of their family.

Can you tell me a little bit about the National Immigration Law Center?

What do you see as the top immigration policies that need to be addressed in the new administration?

How can the new administration work towards a more compassionate immigration system than that of the past four years?

What does your organization hope will be the next steps on DACA and policies regarding refugees?

Where can our listeners go for more information?

Issues: National Immigration

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 1-31-21 **Time:** 7:15a-7:30a

Guest(s): Jason Mathers

Title: Director, Vehicles & Freight Strategy at Environmental Defense Fund

Length: 10 Minutes

Topic: Clean Energy & Transportation/Moving to Electric Powered Buses and trucks

Discussion: There's been a lot of attention given to the effort to reduce pollution from cars, with many encouraging greater adoption of electric vehicles. While that's a critical step, we can't overlook the huge potential for both our climate and our health from moving from zero-emission trucks and buses? Why? Because not only do trucks and buses emit carbon dioxide but they also account for significant amounts of soot and smog pollution in our country.

Tell me a little about the Environmental Defense Fund and what you are doing.

Why is it so important for the Biden administration to focus on electric trucks and buses in addition to electric cars?

What are the economic benefits of investing in electric trucks and buses?

Why is truck pollution tied to environmental racism?

What will it take to get there?

How do trucks contribute to climate pollution?

What are the health impacts of today's diesel and gas powered trucks and buses?

What is EDF doing about this?

Issues: Clean Energy/Reducing Pollution From Cars & Trucks

The Bigger Picture
With Gilbert Baez, Jr.

AIRDATE: 2-07-21 **TIME:** 7a-7:15a

GUEST(S): Dr. Lori Pierce

TITLE: President (ASCO) American Society of Clinical Oncology

LENGTH: 10 Minutes

TOPIC: ASCO American Society of Clinical Oncology

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

What are some of the findings from the new Clinical Cancer Advances Report?

How can we improve equity regarding cancer research?

What is “Advance of the Year”?

Tell us about ASCO’s “Research Priorities to Accelerate Progress Against Cancer”.

How is the nation’s investment in cancer research leading to progress against cancer?

Where can our listeners go for more information?

ISSUES: Progress Against Cancer

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 2-07-21 **Time:** 7:15a-7:30a

Guest(s): Morgan Bellamy

Title: Senior Director of Elected Leadership at Leadership for Educational Equity

Length: 10 Minutes

Topic: Black History Month

Discussion: What is the significance of Black History Month?

Explain the difference between representation and political leadership.

What do you think of the criticisms faced by the new administration; Specifically, the new VP Kamala Harris?

As a black woman and political professional, how would you describe the importance of the current political climate?

What are you most hopeful for?

Issues: Black History/Leadership for Educational Equity

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 2-14-21 **Time:** 7a-7:30a

Guest(s): Steve Blackmon

Title: Martin Luther King Historian

Length: 15 Minutes

Topic: Martin Luther King

- Discussion:**
- 1. King's Legacy**
 - 2. Getting Millennials involved**
 - 3. The Civil Rights Movement**
 - 4. Continuing the legacy that Dr. King started**
 - 5. King speech**

Issues: MLK Remembrance/Black History

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 2-21-21 **Time:** 7a-7:30a

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

Title: Advocacy and Compliance Officer

Length: 15 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: 2-28-21

Time: 7a-7:30a

Guest(s): Dr. Scott Barbour

Title: Member, Job Creators Network/Founder & Owner of Barber Orthopaedics

Length: 15 Minutes

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

Discussion: 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:

Protecting you if you get sick, have a pre-existing condition, or need financial help with better options.

Saving you money on healthcare and drugs with price transparency for easy Comparison shopping and ending unnecessary tests and procedures that increase the costs of care.

Keeping your healthcare coverage & doctors when you change or lose your job by giving you more control over your healthcare dollars & employer benefits.

Modernizing your healthcare with personalized medicine, including telehealth.

Choosing a doctor directly, who is independent of your insurance coverage.

Issues: Healthcare For You

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 03-07-21

Time: 7a-7:30a

Guest(s): Crystal Bennett, MPA

Title: Executive Director

Length: 15 Minutes

Topic: Connections of Cumberland County

Discussion: Connections of Cumberland County developed as a result of research conducted by the Women's Giving Circle on the basic needs of local women and Children. This research revealed an alarming number of homeless women and children in our county.

The founders made a commitment to implement a day resource center with case management, skills development and collaborative community resources.

Mission: To collaborate with all community resources to empower women and children who are homeless or at-risk of homelessness to become self-reliant.

Vision: A community that collaborates to implement sustainable programs that provide homeless women and children with the opportunity to develop independence and self-reliance.

Guiding Principles: Every child needs a safe and nurturing environment to grow to be a responsible, self-reliant adult. Every homeless mother needs shelter to improve her life and the lives of her children.

Issues: Homeless Women and Children of Cumberland County

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 03-14-21 **Time:** 7a-7:30a

Guest(s): Johnny Wilson

Title: Executive Director, Fayetteville Urban Ministry, Inc.

Length: 15 Minutes

Topic: Fayetteville Urban Ministry

Discussion: EMERGENCY ASSISTANCE (EA)
We have food needs for Emergency Assistance

ADULT LITERACY & EDUCATION CENTER (ALEC)
The Literacy Center is doing something new, preparing older Youth for career readiness.

THE FAF –Find-A-Friend spends their first summer in the
The new building

THE NEHEMIAH PROJECT– is doing preventive maintenance service to help with smaller issues for home owners.

BOSS TOSS - Fundraiser is to be held.

The mission of Fayetteville Urban Ministry is to show God's Compassion for our neighbors in need; thus build our community together.

Issues: Community Services

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 3-21-21

Time: 7a-7:30a

Guest(s): Faith Boehmer

Title: Prevention and Volunteer Coordinator

Length: 15 Minutes

Topic: Child Advocacy Center

Discussion: We are less than one month away from kicking off April as Child Abuse Prevention month. The iconic blue and silver pinwheels represent the bright future each child deserves.

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

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

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

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

Issues: Child Advocacy Center/Preventing Child Abuse

**The Bigger Picture
With Gilbert Baez Jr**

Airdate: 3-28-21 **Time:** 7a-7:30a

Guest(s): Scott Chase

Title: Fort Bragg Family Advocacy Program

Length: 15 Minutes

Topic: April is National Child Prevention Month

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

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

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

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

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

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

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

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

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

Issues: Child Abuse/April is Child Abuse Prevention Month