

Quarterly Issues & Programs Report

WAZZ-AM & W232Ci-FM

Fayetteville, NC

1st Quarter 2015

January – February – March

Prepared by – Mac Edwards

WAZZ-AM & W232Ci-FM Issue/Program Summary

2015 – 1st Quarter

January – February – March

Radio Station WAZZ-AM (1490-AM) & Translator W232Ci (94.3-FM) Fayetteville, NC (96.5-FM) – identified these issues of concern in the community to be addressed from January through March 2015.

**Health Care
At Risk Youth
Education
Economy
Military Issues
Women's Concerns
Employment Opportunities
Energy Conservation
Family
Dangers On-Line**

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

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

Radio Health Journal®

WAZZ-AM & W232Ci-FM

Quarterly Issues Report – Q1 2015
Radio Health Journal Programs 15-01 through 15-13

Program # 15-01

Air date: Sunday, January 4, 2015 @ 7am

SEGMENT 1: Sharks in suits: workplace "almost psychopaths"

12:13

Synopsis: Almost everyone is victimized at some point by a cutthroat co-worker who lies with ease and feels no remorse. These people may be "almost psychopaths," people with psychopathic characteristics too subtle to be diagnosed. Two experts explain how these people operate and how the rest of us can avoid being played.

Host: Reed Pence. Guests: Jim Silver, former federal prosecutor, and Dr. Ronald Schouten, Assoc. Prof. of Psychiatry, Harvard Medical School and Director, Law and Psychiatry Service, Massachusetts General Hospital. They are co-authors, *Almost a Psychopath: Do I (Or Someone I Know) Have a Problem with Manipulation and Lack of Empathy*

COMPLIANCY ISSUES COVERED: employment and workplace issues; ethics; youth at risk; relationship issues

SEGMENT 2: Heart failure

7:51

Synopsis: Heart failure is a major source of death and disability. Experts discuss causes, consequences and new treatments that may greatly lessen its toll.

Host: Nancy Benson. Guests: Dr. Deborah Weinstein, Chief Medical Officer, Atlantic Clinical Research Collaborative; Dr. William Abraham, Prof. of Internal Medicine and Director, Division of Cardiovascular Medicine, Ohio State Univ.

COMPLIANCY ISSUES COVERED: health care; economics; aging; disabilities

Program #15-02

Air date: January 11, 2015 @ 7am

SEGMENT 1: Performer's injuries

12:35

Synopsis: Professional musicians often suffer from repetitive motion injuries, while dancers suffer athletic injuries. Both often "play hurt," in part due to fear of losing position or income, or because they are more likely than most professions to have no health insurance.

Host: Reed Pence. Guests: Amy Roisum Foley, Prof. of Music and Director of Bands, Minnesota State Univ.; Lynne Krayner-Luke, professional flutist and licensed Andover Educator; Dr. George Shybut, Wellington Orthopedics and Sports Medicine; Julie Daugherty, physical therapist, American Ballet Theater.

COMPLIANCY ISSUES COVERED: workplace health and safety; consumerism; employment; arts and entertainment

SEGMENT 2: Failure to launch

8:20

Synopsis: It's much more common today for 20-somethings to delay moving out of Mom and Dad's house to start an independent life.

Host: Nancy Benson. Guest: Dr. Jeffrey Jensen Arnett, Prof. of Research Psychology, Clark Univ. and author, *When Will My Grown Up Child Grow Up? Loving and Understanding Your Emerging Adult*

COMPLIANCY ISSUES COVERED: youth at risk; employment; economics

Program #15-03

Air date: Sunday, January 18, 2015 @ 7am

SEGMENT 1: Moral injury

12:25

The military is beginning to recognize a new category of emotional and spiritual injury in war--moral injury, a result of committing or witnessing an event such as an atrocity that violate deeply held ethical beliefs.

Host: Reed Pence. Guests: Dr. Brett Litz, clinical psychologist, VA Boston Healthcare System and Director, Mental Health Core, Massachusetts Veterans Epidemiological Research & Information Center; Dr. William Nash, co-editor, *Combat Stress Injury: Theory, Research & Management* and independent consultant, Boston VA Research institute

COMPLIANCY ISSUES COVERED: military and national defense; federal government; disabilities; public health; health care; mental illness

SEGMENT 2: Making and breaking habits

7:26

Synopsis: The New Year is a time for people to stop bad habits and start new, good routines. An expert discusses the psychology of habits and how people can be more successful in changing their lives for the better.

Host: Nancy Benson. Guest: Jeremy Dean, psychologist and author, [Making Habits, Breaking Habits: Why We Do Things, Why We Don't, and How to Make Any Change Stick](#)

COMPLIANCY ISSUES COVERED: consumerism; education

Program #15-04

Air date: Sunday, January 25, 2015 @ 7am

SEGMENT 1: HPV, cancer, and the HPV vaccine

13:33

Synopsis: Human papilloma viruses are responsible for many cancers, especially cervical cancer and throat cancer. Vaccines exist for the major HPV's that cause these cancers, yet relatively few eligible youths have gotten them.

Host: Reed Pence. Guests: Dr. Rodney Willoughby, Prof. of Pediatrics, Medical College of Wisconsin and member, American Academy of Pediatrics Committee on Infectious Diseases; Dr. Susan Vadaparampil, Senior Member, Division of Population Sciences, Moffitt Cancer Center, Tampa, FL; Dr. Leah Smith, postdoctoral fellow, Queen's Univ.; Dr. Linda Levesque, Asst. Prof. of Health Sciences, Queen's Univ.

COMPLIANCY ISSUES COVERED: public health; sexually transmitted diseases; health care; vaccination; youth at risk

SEGMENT 2: Music Thanatology

7:25

Synopsis: Music Thanatology is a specialized practice of playing harp music for the dying. A practitioner of the art explains how there is also science to it as well.

Host: Nancy Benson. Guests: Betsy Haraf, family member who witnessed Thanatology vigil; Tony Pederson, certified music Thanatologist, Midwest Palliative and Hospice Care Center, Northbrook, IL and President,

COMPLIANCY ISSUES COVERED: health care; psychology; death and dying

Program #15-05

Air date: Sunday, February 1, 2015 @ 7am

SEGMENT 1: THE PITFALLS OF ONLINE DATING

11:34

Synopsis: For the first time in history, today more than half of American adults are single. Many are still looking for love—more than 40 million are members of online dating sites, which have their busiest time of the year between now and Valentine's Day

Host: Reed Pence. Guest: Ken Page, psychotherapist in private practice, blogger on *Psychology Today* and author, *Deeper Dating: How to Drop the Games of Seduction and Discover the Power of Intimacy*

COMPLIANCY ISSUES COVERED: technology; pop culture; relationship issues; consumerism

SEGMENT 2: THE FLU: IT'S BAD THIS YEAR

8:11

Synopsis: The 2014-2015 flu season started much earlier than normal and so far has been much more severe than usual. Experts explain how this year's mismatch occurred between the flu vaccine and the predominant strain of flu, and how people can protect them in spite of the ineffective vaccine.

Host: Nancy Benson. Guests: Dr. Helmut Albrecht, Chief, Division of Infectious Diseases & Haywood Gibbes Prof. of Internal Medicine, Univ. of South Carolina; Dr. William Schaffner, Prof. of Infectious Diseases, Vanderbilt Univ. School of Medicine

COMPLIANCY ISSUES COVERED: health care; public health; vaccination; youth at risk; consumerism

Program #15-06

Air date: Sunday, February 8, 2015 @ 7am

SEGMENT 1: GENDER BIAS IN SCIENCE

12:51

Synopsis: Few female role models exist at major research universities in scientific fields, subverting efforts to get more women into math and science. Many scientists have dismissed gender bias as a factor. However, new research shows that unintentional bias results in women being subconsciously considered less competent than their male scientific counterparts. Experts explain how unconscious bias exists and its pervasive effect in academia and society at large.

Host: Reed Pence. Guests: Dr. Joan Herbers, Prof. of Evolution, Ecology and Organismal Biology, Ohio State Univ. and Past President, Assn. for Women in Science; Dr. Jo Handelsman, Associate Director for Science, US Office of Science and Technology Policy

COMPLIANCY ISSUES COVERED: gender issues; women's issues; discrimination; education

SEGMENT 2: YOUR EYE EXAM: MORE THAN MEETS THE EYE

7:04

Synopsis: Eye exams are looking for a lot more than just eye diseases or how well you see. The eye is the window to the rest of our body's health, and many diseases can be spotted there first. An ophthalmologist explains.

Host: Nancy Benson. Guest: Dr. Christopher Starr, Asst. Prof. of Ophthalmology, Weill-Cornell Medical Center, New York.

COMPLIANCY ISSUES COVERED: public health; health care; prevention; consumerism

Program #15-07

Air date: Sunday, February 15, 2015 @ 7am

SEGMENT 1: THE GUT MICROBIOME

13:29

Synopsis: Scientists are learning that the bacteria living inside us, most notably in the intestines, influence our bodies far more than previously suspected. Our microbiome influences many other organs, particularly the liver, brain, and immune system. Different mixes of these bacteria may account for a great deal of the variability among people, particularly in our weight. Two researchers explain.

Host: Reed Pence. Guests: Dr. Jack Gilbert, Group Leader, Microbial Ecology, Argonne National Laboratory; Dr. Rob Knight, Prof. of Pediatrics and Computer Science & Engineering, Univ. of California, San Diego

COMPLIANCY ISSUES COVERED: public health; technology; consumerism; environment; prevention

SEGMENT 2: MINDLESS EATING

6:29

Synopsis: People eat for reasons other than satisfying hunger, and those reasons play a great role in whether we eat too much or not. Experts discuss the role of the environment in our appetites and how we may use it to stay slim.

Host: Nancy Benson. Guests: Dr. Brian Wansink, Director, Cornell Univ. Food and Brand Lab and author, *Slim By Design: Mindless Eating Solutions for Everyday Life*; Dr. Barbara Rolls, Prof. of Nutritional Sciences, Penn State Univ. and author, *The Ultimate Volumetrics Diet: Smart, Simple, Science-Based Strategies for Losing Weight and Keeping It Off*

COMPLIANCY ISSUES COVERED: public health; prevention; consumerism

Program #15-08

Air date: Sunday, February 22, 2015 @ 7am

SEGMENT 1: ONLY CHILDREN...AND THEIR PARENTS

12:05

Synopsis: Only children have been vilified for more than a century as inevitably selfish, spoiled and lonely. Yet research finds that children without siblings are psychologically quite similar to those with brothers and/or sisters. Today the proportion of only children is increasing.

Host: Reed Pence. Guests: Beth Apone Salamon, Director of Communications, School of Social Work, Rutgers University and an only child; Lauren Sandler, only child, mother of an only child and author, *One and Only: The Freedom of Having an Only Child and the Joy of Being One*; Dr. Susan Newman, psychologist.

COMPLIANCY ISSUES COVERED: family issues; youth at risk; parenting issues

SEGMENT 2: THE SENSE OF TOUCH

8:54

Synopsis: The sense of touch is often taken lightly, yet it conveys more emotion than any other sense because it literally has a separate emotional wiring system. A neuroscientist explains the sense of touch, how it works, the power it has over everyday decisions, and what can happen when it's not working, as it should.

Host: Nancy Benson. Guest: Dr. David Linden, Prof. of Neuroscience, Johns Hopkins Univ. School of Medicine and author, *Touch: The Science of Hand, Heart, and Mind*

COMPLIANCY ISSUES COVERED: consumerism; youth at risk; aging

Program #15-09

Air date: Sunday, March 1, 2015 @ 7am

SEGMENT 1: LATE EFFECTS OF CHILDHOOD CANCER

11:28

Synopsis: Doctors can cure cancer in children better than ever, but decades later, many survivors suffer from serious, chronic disease as a result of powerful cancer treatments. Often those survivors don't get

screening and treatment for late effects. Experts and survivors discuss how treatments influence life decades later.

Host: Reed Pence. Guests: Matthew Zachary, cancer survivor, founder & CEO, Stupid Cancer; Dr. Lisa Diller, Chief Medical Officer, Dana Farber Boston Children's Cancer and Blood Disorder Center and Prof. of Pediatrics, Harvard Medical School; Dr. Les Robison, Chair of Epidemiology and Cancer Control, St. Jude Children's Research Hospital and Assoc. Director.

COMPLIANCY ISSUES COVERED: youth at risk; health care; technology; consumerism

SEGMENT 2: INFANT SLEEP AND SHAKEN BABIES

8:25

Synopsis: New parents are often at wits' end when their baby won't sleep. Infants who won't sleep and cry inconsolably are also at major risk of being victims of shaken baby syndrome. Experts discuss the connection and ways babies can be more reliable sleepers.

Host: Nancy Benson. Guests: Dr. Ronald Barr, Prof. of Pediatrics, Univ. of British Columbia and Fellow, Canadian Institute for Advanced Research; Dr. Janet Krone Kennedy, clinical psychologist, founder, NYC Sleep Doctor and author, *The Good Sleeper: The Essential Guide to Sleep For Your Baby and You*

COMPLIANCY ISSUES COVERED: consumerism; youth at risk; family violence

Program #15-10

Air date: Sunday, March 8, 2015 @ 7am

SEGMENT 1: MEASLES & VACCINATION--EXPLORING THE "SOCIAL CONTRACT"

12:32

Synopsis: Measles is more widespread than it has been in years. The current measles outbreak in several states has prompted questions about the responsibility of parents to have their children immunized against vaccine-preventable diseases.

Host: Reed Pence. Guests: Dr. John Swartzberg, Clinical Prof. Emeritus, Univ. of California Berkeley School of Public Health; Dr. William Schaffner, Prof. of Preventive Medicine and Infectious Disease, Vanderbilt Univ.; Alta Charro, Warren P. Knowles Prof. of Law and Bioethics, Univ. of Wisconsin.

COMPLIANCY ISSUES COVERED: youth at risk; health care; public health; parenting issues; legal issues; consumerism criminal justice system

SEGMENT 2: BOTOX AND DEPRESSION

7:13

Synopsis: Many people are familiar with the use of Botox to reduce wrinkles and frown lines. But Botox can also be used to reduce the effects of depression.

Host: Nancy Benson. Guest: Dr. Eric Finzi, dermatologic surgeon, Washington, DC and author, *The Face of Emotion: How Botox Affects Mood and Relationships*

COMPLIANCY ISSUES COVERED: consumerism; mental health

Program #15-11

Air date: Sunday, March 15, 2015 @ 7am

SEGMENT 1: WORKPLACE BULLIES 12:09

Synopsis: Studies estimate that at some point in their careers, 35 percent of workers will be bullied badly enough to affect their health. Experts discuss the reasons for workplace bullying, the outcomes, and some of the few ways to prevent it.

Host: Reed Pence. **Guests:** Dr. Gary Namie, Director, Workplace Bullying Institute; Meredith Fuller, psychologist and author, *Working With Bitches: Identifying Eight Types of Office Mean Girls and How to Deal With Them*

COMPLIANCY ISSUES COVERED: workplace, employment and unemployment; economics; public health; legal issues; discrimination

SEGMENT 2: SMART BANDAGES 7:46

Synopsis: Hospitals and clinics often have to stock a huge variety of bandages and dressings to address the moisture needs of different kinds of wounds. Now a high-tech "smart dressing" can replace them. It absorbs moisture when necessary but can also supply the right amount of moisture in places where it's needed.

Host: Nancy Benson. **Guests:** Dr. Alexander Reyzelman, Assoc. Prof. of Medicine, California School of Podiatric Medicine and Co-Director, Limb Preservation Center, Univ. of California San Francisco; Vicki Fischenich, geriatric nurse-practitioner and Director, Clinical Affairs, Osnovalive Systems.

COMPLIANCY ISSUES COVERED: health care; consumerism; technology; economics

Program #15-12

Air date: Sunday, March 22, 2015 @ 7am

SEGMENT 1: WOMEN AND WORK 12:17

Synopsis: The US once led the world in proportion of women in the workplace, but that number has declined the last 15 years. Experts explain the social, economic, and governmental factors that are leading women to quit their jobs--often unwillingly--and stay home.

Host: Reed Pence. **Guests:** Dr. Pamela Stone, Visiting Scholar, Stanford Univ. Clayman Institute for Gender Research, Prof. of Sociology, Hunter College and the Graduate Center, City Univ. of New York, and author, *Opting Out: Why Women Really Quit Careers and Head Home*; Dr. Claudia Goldin, Prof. of Economics, Harvard Univ.

COMPLIANCY ISSUES COVERED: workplace, employment and unemployment; economics; women's issues; gender issues; federal government; youth at risk

SEGMENT 2: LEARNING FROM TRADITIONAL SOCIETIES 8:21

Synopsis: An expert discusses his study of traditional native societies, which shows how human genetics have not adapted to change

Host: Nancy Benson. Guest: Jared Diamond, author, *The World Until Yesterday: What Can We Learn from Traditional Societies?*

COMPLIANCY ISSUES COVERED: evolution; population growth; youth at risk; public health

Program #15-13

Air date: Sunday, March 29, 2015 @ 7am

SEGMENT 1: TONE DEAFNESS

11:49

Synopsis: Millions of people can't carry a tune when they sing and believe they're tone deaf. However, most simply have trouble matching tones when they sing and would benefit from more practice. To the truly tone-deaf person, all pitches sound alike. No amount of practice would help. Experts discuss the concept and offer hope to the karaoke-challenged.

Host: Reed Pence. Guests: Dr. Psyche Loui, Asst. Prof. of Psychology and Neuroscience, Wesleyan Univ.; Dr. Dominique Vuvan, post-doctoral fellow, International Laboratory for Brain, Music and Sound Research; Dr. Steven Demorest, Prof. of Music Education, Northwestern Univ.

COMPLIANCY ISSUES COVERED: leisure, recreation and entertainment; disabilities; education

SEGMENT 2: ANXIETY

8:00

Synopsis: Anxiety is normal, but too much can be crippling; an author and anxiety sufferer discusses the nature of crippling anxiety and what people can do about it.

Host: Nancy Benson. Guest: Scott Stossel, editor, *Atlantic* magazine and author, *My Age of Anxiety: Fear, Hope, Dread and the Search for Peace of Mind*

COMPLIANCY ISSUES COVERED: public health; health care; mental health

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Talkback with Danny Highsmith (with Paul Johnson substitute host this week)

Airdate: January 4, 2014 @ 7:30am

Guests: Tony and Christy Leonard (also representing their five sons). Tony is a surviving stomach cancer patient.

Topic/Synopsis: UPDATE on results of Stop Stomach Cancer Month in N.C. and Fayetteville (November, 2014), associated Golf Tournament (DebbiesDream.org (National Stop Stomach Cancer organization) and dedication of a flower bed to honor Cancer Victims (all types) Fayetteville's Festival Park. Also discussed the gravity and suddenness of stomach cancer's toll and how one family, the Leonards, manages Tony's on-going battle with stomach cancer and its aftermath. Tony is very brave. Sharing their family's story - with candor, honesty, detail, poignant humor and, most of all, hope, made for a compelling half-hour of thought-provoking content.

UPDATES (Mostly great!):

- 1) Publicity efforts, including Talkback and associated PSA campaign raised awareness.
- 2) Golf Tournament raised \$9,600 Cash TOTAL for Debbie's Dream
- 3) Dedication of Cancer Victims Flower Bed in Fayetteville's Festival Park was well attended and sentiment well received by City/County/State and Federal officials
- 4) Efforts toward recognition of Stomach Cancer as a worthy recipient of federal research funds on Capitol Hill was successful for the first time. Portion of \$55 million research funds will be available. Another Advocacy Day lobbying session in Washington D.C. slated for 1st of March by Christy and Tony.
- 5) Tony's cancer screens are presently clear.
- 6) Tony scheduled for more surgery on January 13th. Implanting a pain management pump and taking about a week to make sure dosages are properly set. The bad news: it's more surgery! The good news: better pain mgmt. with lower doses owing to pump features.

Total Time: 30 mins.

Breaks: none (30:00 in subject content)

Areas of Community Need Addressed:

Health Awareness/Education: Discussed how stomach presents itself to its victims; how when it symptomatically presents itself it is at a very late stage of development; how prevalent stomach cancer is and how it is perhaps overshadowed awareness-wise by other types of cancer that have had the benefit of more publicity.

We discussed local/regional approaches to treatment, and how North Carolina victims have allies in our state, owing to University medical schools headquartered in our state.

We also discussed the inspirational story of how the Leonard family rallied Tony; how Tony responded, and how one family addressed adversity with character, determination, humor (when appropriate) and how their approach generated HOPE – the most necessary ingredient.

We also discussed the need to Stop Stomach Cancer as soon as feasibly possible.

Community response:

We discussed the upcoming Debbie's Dream (named for Stop Stomach Cancer's National Organization) Golf Tourney (Captain's Choice for Foursomes, Sat. November 8th 12noon at Gates Four Golf Club).

Talked about the need for players and more sponsors alike.

We also talked about the dedication (also Saturday, November 8th in the morning) of one of the Leonard son's Eagle Scout project – a Festival Park (a major Fayetteville city park) Flower Bed dedicated to cancer victims of all kinds. We also talked about the national organization dedicated to stopping stomach cancer – Debbie's Dream and DebbiesDream.org.

Talkback with Danny Highsmith

Guest: Carolyn Justice-Hinson, Communications/Community Relations, Public Works Commission

Topic: PWC

Total time: 28:49

Air date: Sunday, January 11, 2015 @ 7:30am

Track #1

Discussion included:

...Brief history of PWC

...Anything new at PWC that impacts customers?

...lengthy discussion about Advanced Meters that are now being installed

...Tell us about the proposed new street lights?

...Coverage area of PWC?

...Anything we should know to conserve and keep our bills lower during the winter?

Community issues discussed:

1. Public utilities
2. New technology
3. Conserving energy

Talkback with Danny Highsmith

Guests: Dr. Frank Till, Superintendent, Cumberland County Schools; Robert Hines, President & CEO, United Way of Cumberland County

Topic: Mentoring

Total time: 28:40

Air date: Sunday, January 18, 2015 @ 7:30am

Track # 1

Discussion included:

- ...What is mentoring?
- ...Why is it needed?
- ...What is United Way role in this endeavor?
- ...How many mentors needed?
- ...Qualifications of mentor?
- ...Any training needed?
- ...How much time should a mentor spend with a mentee?
- ...How many children in area are in need of mentors?
- ...How does one find a mentee?
- ...How would an interested mentor find a mentee?

Community issues discussed:

1. Education
2. Children
3. Families
4. Volunteerism

Talkback with Danny Highsmith

Guest: Captain Ronnie E. Willet, Public Fire Educator, Fayetteville Fire Department

Topic: Fire safety

Total time: 28:09

Air date: Sunday, January 25, 2015 @ 7:30am

Track #2

Discussion included:

...Safety hints about fire safety in the:

...house?

...in the yard?

...outside burning?

...Importance of smoke alarms?

...how do you check them?

...Fire Department offer programs/presentations on fire safety?

...Size of Fayetteville Fire Department?

...How does one become a fireman?

...Training both before and after a person becomes a fireman?

...Various roles of Fayetteville Fire Department?

...wrecks?

...responding to ambulance calls?

...Are firemen EMT trained? How long is training?

...Hazmat training?

Community issues discussed:

1. Fire safety
2. Health
3. Training of firemen

Talkback with Danny Highsmith

Guest: Rick Houpp, Ex. Director, YMCA of Cumberland County

Topic: YMCA and new proposed American Veteran Center

Total time: 28:01

Air date: Sunday, February 1, 2015 @ 7:30am

Track # 3

Discussion included:

- ...How did you become involved with the YMCA?
- ...Locally, the YMCA has how many locations?
- ...Discuss the proposed American Veteran Center?
 - ...How and why was this proposed?
 - ...What will the center provide for Vets and/or members of the local community?
 - ...Where will funds come from to build and operate this center?
 - ...Costs?
 - ...It will be a non-profit?
- ...Timeline for this project?
- ...Location determined as yet?

Community issues discussed:

1. Military
2. Rehabilitation
3. Civilian/Military cooperation

Talkback with Danny Highsmith

Guest: Robert Relyea, Work First Program, Cumberland County Department of Social Services

Topic: March To Work Job Fair

Total time: 27:41

Air date: Sunday, February 8, 2015 @ 7:30am

Track #1

Discussion included:

...What are your duties with DSS?

...How many jobs fairs has DSS sponsored?

...When is the next one?

...Where?

...Hours?

...Transportation to site?

...What should a prospective employee do to get ready for job fair?

...Helpful tips for job seekers?

...How many vendors are expected?

...Any cost to job seeker or vendor?

...Success stories from prior job fairs?

Community issues discussed:

1. Employment
2. Social services
3. Training for applicants

Talkback with Danny Highsmith

Guests: Chris Peebles and Pete Peebles (father and grandfather of Elizabeth Peebles—a patient at St. Jude Children’s Research Hospital)

Topic: St. Jude Children’s Research Hospital

Total time: 27:50

Air date: Sunday, February 15, 2015 @ 7:30am

Track # 2

Discussion included:

...What led you to take your daughter to St. Jude?

...In my visits to St. Jude, I was told most patients treated on outpatient basis? Since you live in Fayetteville, how does that work?

...Your daughter is in school, so is anything done while she is in Memphis to keep up with school work?

...How often do you meet with the medical staff?

...My first visit to St. Jude, I anticipated a sad atmosphere with all the sick children, but I found just the opposite was true...a lot of happy kids running around. Do you find the same thing?

...I’m told the doctors at St. Jude work with other hospitals all over the world to set up treatment options and protocols? Can you discuss this?

...Where do you stay when in Memphis?

...I’m told there are no cash registers at St. Jude? Is that true?

...What has impressed each of you most about St. Jude?

Community issues discussed:

1. Health care
2. Child care
3. Education
4. Altruism

Talkback with Danny Highsmith

Guests: Sharon Moyer, Lorna Ricotta & Tina Newcomb (all with Partnership for Children of Cumberland County)

Topic: The Soiree and Partnership for Children

Total time: 28.36

Air date: Sunday, February 22, 2015 @ 7:30am

Track # 1

Discussion included:

- ...How and why did each of you become involved with Partnership for Children?
- ...What is Partnership for Children of Cumberland County?
- ...How is the Partnership funded?
- ...Discuss the upcoming Soiree?
- ...Where are tickets available and how much is the cost?
- ...How does this Soiree support Partnership for Children?
- ...The Partnership has been in operation for a number of years; how do you know if your work with children is beneficial in giving them a "step up" as they enter school?

Community issues discussed:

1. Children
2. Education
3. Military

Talkback with Danny Highsmith

Guests: Lorna Ricotta, Ex. Director, FTCC Foundation; Paul Gage, Director, FTCC Collision & Repair Program

Topic: FTCC Golf Tournament & the Collision and Repair Program

Total time: 29:22

Air date: Sunday, March 1, 2015 @ 7:30am

Track # 1

Discussion included:

- ...Discussion about upcoming FTCC Golf Tournament and various fund-raising projects
- ...Discuss FTCC Collision & Repair program?
- ...Length of program?
- ...What do you teach them?
- ...Is there a demand for these graduates?
- ...What kind of money can these grads make?
- ...Pre-requisites for admission to program?
- ...Average age of students in program?
- ...How many students in program? How many students could you handle in the future?

Community issues discussed:

1. Education
2. Economics
3. Employment
4. Military relationship

Talkback with Danny Highsmith

Guest: Donna Decker...1 of 8 American women to summit the tallest mountain peaks on every continent

Topic: Mount Everest & Habitat for Humanity

Total time: 28:48

Sunday, March 8, 2015 @ 7:30am

Track # 4

Discussion included:

...Why mountain climbing?

...Mountains you have conquered over the world?

...Mt. Everest

...How tall?

...How long does it take to climb?

...Equipment needed?

...Guides? (how many, etc.)

...Expense?

...Physical preparation?

...Mental preparation?

...Danger?

...Any lasting physical, mental, or emotional effects of climbing Everest?

...Now you've turned your attention to a local endeavor...tell us about it?

...You're planning a public presentation of your Mt. Everest climb? When? Where? Cost? Time of day?

...Where and how can one obtain tickets?

Community issues discussed:

1. Goals
2. Physical preparedness
3. Mental preparedness
4. Emotional preparedness
5. Altruism

Talkback with Danny Highsmith

Guests: Mike Nagowski, CEO, Cape Fear Valley Health Systems; Dr. Roxie Wells, President, CVF Hoke Hospital

Topic: Hoke Hospital and Cape Fear Valley Health Systems

Total time: 28:44

Air date; Sunday, March 15, 2015 @ 7:30am

Track # 5

Discussion included:

...Dr. Wells, why did you as a physician, decide to get into hospital administration?

...Tell us about CFV Hoke Hospital?

...Is it open?

...Range of services?

...Will Fayetteville physicians utilize this hospital?

...Why should patient choose Hoke Hospital over CFVHS on Owen Drive?

...Will you have Emergency Room?

...Delivery room?

...Surgery suites?

...planned Wellness Program?

...Mike, give us an update on Bladen Hospital?

...How about Harnett Hospital?

...On the main CFVHS campus...

...emergency room?

...Neo-natal care?

...Cancer center?

...Bladeless surgery?

...Do you expect emergency room at Hoke will relieve the stress at Owen Drive emergency room?

Community issues discussed:

1. Health care

Talkback with Danny Highsmith

Guests: Rev. Mark Knight, Pastor of The Epicenter Church; Rev. Ian O'Brien, Family Life Pastor, The Epicenter Church

Topic: Hop In the Park

Total time: 28:12

Air date: Sunday, March 22, 2015 @ 7:30am

Track # 1

Discussion included:

- ...What is Hop In The Park?
- ...When? Where? Time of Day? Cost?
- ...Why did your church undertake this project some 3 years ago?
- ...Details about what to expect at event?
- ...Will there be businesses involved? What will they do?
- ...What kind of crowd do you expect? How many attended last year?
- ...Since this is your third event, the church must be happy with results?
- ...How many people does it take to plan and execute this event?
- ...Epicenter Church used to be known as Calvary Assembly...Why did you change your name and how were you able to do this?

Community issues discussed:

1. Family
2. Entertainment
3. Faith

Talkback with Danny Highsmith

Guest: Bob Kucab, Executive Director, North Carolina Housing Finance Agency

Topic: Home foreclosures and other NC Housing Finance Agency programs

Total time: 27:58

Air Date: Sunday, March 29, 2015 @ 7:30am

Track # 2

Discussion included:

- ...What is NC Housing Finance Agency?
- ...Talk about home foreclosures. Are they down from 2 or 3 years ago?
- ...If a person loses his/her job and needs your assistance, how does that assistance happen?
- ...How many homeowners has your agency assisted in recent years?
- ...If you pay the mortgage of someone for 2 or 3 years, how does assisted person pay you back?
- ...Talk about eligibility for your program?
- ...From where do these funds come?
- ...You also make sure veterans are assisted?
- ...How would an interested party reach your organization?

Community issues discussed:

1. Unemployment
2. Home financing
3. Family assistance
4. Economy

United Way of Cumberland County Awards Day

Tuesday, February 17, 2015

12noon-1:30pm

Station and Beasley Media Group/Fayetteville personnel promoted and attended the annual meeting honoring local individuals and businesses for their philanthropic works through the United Way. Beasley Media received the prestigious Spirit of the Community Award for the company's long-standing support of the United Way and area charitable organizations.

Fayetteville Sports Club Hall of Fame

Wednesday, February 11, 2015

6:30pm-9pm

Station and Beasley Media Group/Fayetteville personnel promoted and attended this annual meeting saluting stand-out athletes from the area. Beasley Media Market Manager Mac Edwards served as Master of Ceremonies as inductees, including Jeff Capel III, were honored for their accomplishments.

March To Work Job Fair

Tuesday, March 10, 2015

9am-2pm

Station and Beasley Media Group/Fayetteville co-sponsored, promoted, and broadcast live from this event in partnership with the area Department of Social Services. Beasley Media joined 100 regional businesses hosting booths seeking current and future employees.

Leadership Fayetteville – Youth Event

Tuesday, March 17, 2015

8:30am-3pm

Station personnel and Beasley Media Group/Fayetteville hosted 25 area high school juniors who are participating in the Fayetteville Chamber of Commerce Leadership Fayetteville – Youth program. Students heard presentations from Mayor Nat Robertson, United Way Director Robert Hines, Fayetteville Animal Protection Society's Debbie Williams, Child Advocacy Center's Roberta Humphrey, Boys & Girls Club Executive Director Don Williams, Urban Ministry's Sonny Kelly, and Beasley Media's Market Manager Mac Edwards and Regional VP Danny Highsmith. They also visited sites with Urban Ministry, Salvation Army, Operation In As Much, and Habitat for Humanity. Organized by Beasley Media's Director of Sales Tricia Gallenbeck.

Driven 2 Excel Mid-point Celebration

Tuesday, March 24, 2015

5:30pm-7pm

Station and Beasley Media Group/Fayetteville teamed with Cumberland County Schools and area businesses to salute high school seniors who are maintaining a GPA of 3.2 or higher and few absences. Qualifying students were treated to music, snacks, and prizes in this precursor to May's event where awards will include \$5,000 in scholarships and a new car! Station promotes Driven 2 Excel on a consistent basis with live and recorded announcements weekly from September through May.



Radio the way it WAZZ

**FIRST QUARTER
PUBLIC AFFAIRS REPORT
2015**

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

JANUARY 2015

**JANUARY 8, 2015 – Fayetteville Animal Protection Society with guest, Janice Melton
Live...8:35AM to 9:00AM.**

JANUARY 15, 2015 – R.B. Goforth, Entomologist – Live – 8:35AM to 9:00AM.

**JANUARY 22, 2015 – A Senior Moment with guest, Rick Spell of RSVP. Live - 8:30AM to
9:00AM.**

**JANUARY 23, 2015 – Fourth Friday Guest Mary Kinney/ Arts Council – Live – 8:35AM to
9:00AM.**

Submitted By Curt Nunnery

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

FEBRUARY 2015

**FEBRUARY 5, 2015 – Fayetteville Animal Protection Society with guest, Janice Melton
Live...8:35AM to 9:00AM.**

FEBRUARY 12, 2015 – R.B. Goforth, Entomologist – Live – 8:35AM to 9:00AM.

FEBRUARY 18, 2015 – Elaine Kennebeck, Womans Club – Live – 8:35AM to 9:00AM.

**FEBRUARY 20, 2015 – A Senior Moment with guest, Rick Spell of RSVP. Live - 8:30AM
to 9:00AM.**

**FEBRUARY 27, 2015 – Fourth Friday Guest Mary Kinney/ Arts Council – Live – 8:35AM t
to 9:00AM.**

Submitted By Curt Nunnery

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

MARCH 2015

**MARCH 5, 2015 – Fayetteville Animal Protection Society – Guest , Janice Melton
Live - 8:35AM to 9:00AM.**

MARCH 12, 2015 – R.B. Goforth, Entomologist – Live – 8:35AM to 9:00AM.

**MARCH 19, 2015 – A Senior Moment with guest, Rick Spell of RSVP. Live - 8:30AM
to 9:00AM.**

MARCH 26, 2015 – Carolyn Justice-Hinson, PWC – Live – 8:35AM to 9:00AM.

**MARCH 27, 2015 – Fourth Friday Guest Mary Kinney/ Arts Council – Live – 8:35AM
to 9:00AM.**

Submitted By Curt Nunnery