

Quarterly Issues & Programs Report

WAZZ-AM
MY KISS RADIO
W228 DK-FM

Fayetteville, NC

4th Quarter
October – November – December, 2019

Prepared By – Kent Dunn

WAZZ-AM & W228 DK-FM

My Kiss Radio

Issue/Program Summary

2019

October – November - December

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

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

Domestic Violence	Salvation Army Assistance
Cumberland County Library	Community
Diabetic Children/Athletic Games	Wounded Veteran Issues
Education/Cybersecurity	Salvation Army Angel Tree
Cancer Research/E-Cigarettes	Feeding the Homeless
Health Insurance/Uninsured Children	Mental Health
Alcohol Abuse/Treatment	Homeless Women & Children
Older Adults	Low Income Energy Assistance

**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:

10/06/19

TIME:

7A-7:15A

GUEST(S):

Jason Frashure

TITLE:

Police Detective Domestic Violence Unit, Fayetteville Police Department

LENGTH:

10 Minutes

TOPIC:

October is DV Awareness Month

DISCUSSION:

What is DV?

DV is a pattern of abusive behavior in any relationship that is used by one partner to gain or maintain power and control over another intimate partner. This can be physical, sexual, emotional, economic, or psychological.

DV doesn't just pop up, it is a learned behavior that is passed on.

It doesn't matter who you are, your status, job, family, where you live, DV is in all walks of life.

This usually starts with slapping, pushing, shoving and leads into punching, or kicking which leads to more violence.

Victims hope that things will change, or hope that the promise of it not happening again is true, but the assaults continue and steadily get worse.

At some point the victim decides to come forward but family/ friends or colleagues may not believe the victim.

The Domestic Violence Unit's goal is to prevent continued harm or loss of life to those victims.

ISSUES:

October is Domestic Violence Awareness Month

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10/06/19

TIME:

7:15A-7:30A

GUEST(S):

Jason Frashure

TITLE:

Police Detective Domestic Violence Unit

Fayetteville Police Department

LENGTH:

10 Minutes

TOPIC:

October is DV Awareness Month

DISCUSSION:

Rape Crisis Center:

519 Ramsey St next to the Regency Inn/Phone number 910-485-7273

They do the electronic filing of DVPO's from the comfort of this remote location. They stop accepting new persons to file at 12:30 each day.

Filing is similar to a facetime with the judge which makes the process much more personal.

Fort Bragg already has a site open for E-filing at the Army Community Service on Normandy Dr. which is located on post .

Courthouse/Safelink:

Located on the 3rd floor of the Cumberland County Courthouse room 340... 117 Dick St. 910-475-3029

They were created for victims of DV, sexual assault, and stalking, to come in and obtain a civil DVPO/Civil no Contact Order, to ensure their safety.

Battered Women's Shelter/Care Center:

A secret location for a female who is the victim of domestic violence and needs immediate temporary shelter.

To get in the shelter, you have to call through the Care Center which is located in the bottom floor of the DSS building at 1225 Ramsey St. Their phone number is 910-677-2532. 24/7

ISSUES:

Domestic Violence

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

10/13/19

TIME:

7A-7:30A

GUEST(S):

Rhonda Merritt-Quador

TITLE:

Director of Community Relations and Development

LENGTH:

15 Minutes

TOPIC:

History of The Salvation Army Angel Tree Program

DISCUSSION:

Along with the familiar Red Kettles, the Angel Tree program is one of The Salvation Army's highest profile Christmas efforts. Angel Tree was created by The Salvation Army in 1979 by Majors Charles and Shirley White when they worked with a Lynchburg, Virginia, shopping mall to provide clothing and toys for 700 children at Christmas time. Since then, the tradition has expanded and now is the cornerstone of The Salvation Army's Christmas efforts.

ISSUES:

Salvation Army's Christmas Assistance

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

10/20/19

TIME:

7A-7:30A

GUEST(S):

Cotina Jones

TITLE:

Deputy Director of the Cumberland County Public Library and Information Center

LENGTH:

15 minutes

TOPIC:

Cumberland County Public Library this fall

DISCUSSION:

- What are some of the important initiatives that are underway at the Cumberland County Public Library this fall?
- The library is developing a long -range plan and you're seeking public input. Why is it important that residents take the time to provide the library with feedback about services?
- How are libraries adapting meeting residents' needs?
- What is one most important thing you want the audience to remember about public library?

ISSUES:

Cumberland County Library/Community

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

10/27/19

TIME:

7A-7:15A

GUEST(S):

Dr. Brunilda Cordero

TITLE:

Pediatric diabetes doctor and founder of these games

LENGTH:

10 minutes

TOPIC:

Diabetes Games

DISCUSSION

Now in its second year, the Diabetes Games was created to allow diabetic youths from across the state to show their athletic prowess through safe and organized competition. The games include a mix of traditional track and field events with more modern competitions, such as obstacle course runs and bounceball jousting.

Last year's Diabetes Games allowed several children to experience the thrill of competition for the first time. Diabetic children often refrain from competitive sports due to their condition.

Once considered rare, type 2 diabetes has reached epidemic proportions among U.S. adults, and now children are following suit. Studies show the condition has grown more than 20 percent among youths, age 10 to 19, between 2001 to 2009.

The event will be held on Saturday, Nov. 16 at Methodist University.

ISSUES:

Diabetic Children/Athletic Games

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

10/27/19

TIME:

7:15A-7:30A

GUEST(S):

Bo McAllister

TITLE:

Outreach Specialist

LENGTH:

10 Minutes

TOPIC:

Wounded Warrior Project (WWP)

DISCUSSION:

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

Benefits

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

Family Support

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

Combat Stress Recovery Program

They will help you recognize and deal with PTSD, TBI, and combat stress.

ISSUES:

Wounded Military Veteran Issues

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

11/03/19

TIME:

7A-7:15A

GUEST(S):

Melody Renee Chalmers

TITLE:

Assistant Superintendent Cumberland County Schools

LENGTH:

10 Minutes

TOPIC:

Cumberland County Schools Choice Program

DISCUSSION:

What is the Cumberland County Schools Choice Program?

What are some of the unique programs offered through the Choice Programs?

How can parents learn more about CCS Choice?

How do you apply?

What if I need help submitting the online application?

What if I missed the Choice Fair?

Can I visit the Choice programs?

ISSUES:

Education

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

11/03/19

TIME:

7:15A-7:30A

GUEST(S):

Bo McAllister

TITLE:

Outreach Specialist

LENGTH:

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ISSUES:

Wounded Military Veteran Issues

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

11/10/19

TIME:

7A-7:15A

GUEST(S):

Jeff Schmidt

TITLE:

CEO, Avertium

LENGTH:

10 Minutes

TOPIC:

SURVEY SHOWS 39% OF CYBERSECURITY PROFESSIONALS ARE UNDER-PREPARED TO HANDLE A DATA BREACH

DISCUSSION:

According to the 2019 Cybersecurity and Threat Preparedness Survey, 39% of respondents indicate their company is under-prepared to handle a data breach. Commissioned by Avertium, a leading provider of managed security and security consulting services, the online survey included responses from 223 cybersecurity and IT executives in the U.S. The survey's findings point to the continued problem of the human element in identifying and addressing cyber threats.

More than half of the report's respondents plan to expand the cybersecurity teams at their companies in 2020.

To educate employees on preventing exposure to these types of threats, more than 90% of companies 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 email 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:

11/10/19

TIME:

7:15A-7:30A

GUEST(S):

Rhonda Merritt-Quador

TITLE:

Director of Community Relations and Development

LENGTH:

10 Minutes

TOPIC:

History of The Salvation Army Angel Tree Program

DISCUSSION:

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ISSUES:

Salvation Army Angel Tree Program

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

11/17/19

TIME:

7A-7:15A

GUEST(S):

Richard L. Schilsky,

TITLE:

MD, FACP, FSCT, FASCO, Senior Vice President and Chief Medical Officer of ASCO

LENGTH:

10 Minutes

TOPIC:

AMERICAN SOCIETY OF CLINICAL ONCOLOGY RELEASES THIRD ANNUAL NATIONAL CANCER OPINION SURVEY

DISCUSSION:

American Society of Clinical Oncology (ASCO), in collaboration with Harris Poll, will be releasing the third annual National Cancer Opinion Survey, which tracks the U.S. public's views on e-cigarette use and cancer research.

As the world's leading organization of oncology professionals who care for people with cancer, ASCO believes it is critical to understand what the public, including patients, think of, expect and need from the nation's cancer care system. This year's National Cancer Opinion Survey includes answers to the following questions:

- Who regularly uses e-cigarettes?
- What are young adults' views and perceptions of e-cigarettes?
- What are people doing to prevent their risk of cancer?
- Do Americans know where to go for trusted cancer information?
- Are people discussing their end-of-life care preferences with family members and caregivers?

- What is the background of the organization?
- What were some of the biggest findings?
- What age group uses e-cigs the most?
- What are young adults' views of e-cigs?
- What else did you find?

ISSUES:

Cancer Research/E-Cigarettes

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

11/17/19

TIME:

7:15A-7:30A

GUEST(S):

Jontue King

TITLE:

Communications Manager

LENGTH:

10 Minutes

TOPIC:

Fayetteville Area Operation Inasmuch

DISCUSSION:

Breakfast Program

Monday through Friday, from 7:30 until 8:20, 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 7:30 and 8:20 a.m., 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 individual selects a chair and awaits the arrival of his or her breakfast meal.

ISSUES:

Feeding the Homeless

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

11/24/19

TIME:

7A-7:15A

GUEST(S):

Joan Alker

TITLE:

Executive Director, Georgetown University Center for Children and Families

LENGTH:

10 minutes

TOPIC:

UNINSURED CHILDREN IN NORTH CAROLINA

DISCUSSION:

1. So can you give me some background on the Georgetown University Center for Children and Families and what they do?
2. What are the main factors you look at for this Children's Health Insurance report?
3. Are there any findings from NC that really stood out to you?
4. How did North Carolina compare to other states in the report?
5. Why do you think the state numbers are where they are?
6. Are there any policies that are currently hurting families who have or are seeking insurance?
7. How do you think these policies are affecting NC in particular?
8. What needs to be done to improve these numbers?
9. Why do you think these numbers are so high despite the period of relative economic success?

Is there anything else you would like us to know?

ISSUES:

Health Insurance

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

11/24/2019

TIME:

7:15-7:30

GUEST(S):

Paul Gionfriddo,

TITLE:

President and CEO, Mental Health America

LENGTH:

10 Minutes

TOPIC:

Mental Health America

DISCUSSION:

When you or someone you love is dealing with a mental health concern, sometimes it's a lot to handle. It's important to remember that mental health is essential to everyone's overall health and well-being, and mental illnesses are common and treatable.

A healthy lifestyle can help to prevent the onset or worsening of mental health conditions, as well as chronic conditions like heart disease, diabetes, and obesity. It can also help people recover from these conditions. For those dealing with a chronic health condition and the people who care for them, it can be especially important to focus on mental health.

This year's theme, *4Mind4Body*, explores the topics of animal companionship, spirituality and religion, humor, work-life balance, and recreation and social connections as ways to boost mental health and general wellness.

ISSUES:

Mental Health

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

12/01/19

TIME:

7A-7:15A

GUEST(S):

Rhonda Merritt-Quador

TITLE:

Director of Community Relations and Development

LENGTH:

10 Minutes

TOPIC:

Toy Drive to support Salvation Army Angel Tree Program

DISCUSSION:

The Beasley Media Toy Drive will be taking place at local area Wal-Marts the week of Dec 2nd through Dec 6th. This Toy Drive helps support the Salvation Army Angel Tree Program. The Salvation Army's highest profile Christmas effort, Angel Tree, was created by The Salvation Army in 1979 by Majors Charles and Shirley White when they worked with a Lynchburg, Virginia, shopping mall to provide clothing and toys for 700 children at Christmas time. Since then, the tradition has expanded and now is the cornerstone of The Salvation Army's Christmas efforts.

ISSUES:

Salvation Army Angel Tree/Providing Christmas to Needy Children

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

12/01/19

TIME:

7:15A-7:30A

GUEST(S):

Akvin D Ches

TITLE:

Program Coordinator - Sobriety Treatment Court Coordinator

LENGTH:

10 Minutes

TOPIC:

Cumberland Sobriety Court

DISCUSSION :

Sobriety Court is a problem-solving court that uses a supervised treatment system to treat high-risk DWI offenders who demonstrate destructive behaviors coupled with alcohol abuse. Sobriety Court's focus is to intensively monitor high-risk defendants currently awaiting trial and to actively supervise and treat convicted DWI offenders on probation.

Sobriety Court aims to:

- Treat alcohol addicted DWI offenders by assisting the offender in rebuilding his or her life
- Provide safety for our community by intensive monitoring of high-risk DWI offenders
- Educate individuals about the dangers of alcohol
- Save the lives of both offenders in treatment and innocent lives in our community

First Holiday Safety Event: Saturday December 7th - 117 Dick Street, Fayetteville North Carolina - Cumberland County Court House

ISSUES:

Alcohol Abuse/Treatment

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

12/08/19

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 of Cumberland County on the basic needs of local women and children. This research revealed an alarming number of homeless women and children in our county. After discovering this need, a group of concerned citizens could NOT turn their backs on this problem.

The founders made a commitment to implement a day resource center with case management, skills development and collaborative community resources. This model prevents the unnecessary duplication of services and provides a "one-stop shop" approach for women and children who are homeless or at risk of homelessness. In July of 2014, we opened our doors to women and children and began improving lives.

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 & Children

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

12/15/19

TIME:

7A-7:15A

GUEST(S):

Tiffany Johnson

TITLE:

Community Outreach

LENGTH:

10 Minutes

TOPIC:

Kingdom Community Development

DISCUSSION:

Kingdom Community Development: A HUD-approved non-profit housing counseling agency dedicated to building affordable housing.

Their aim is:

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

ISSUES:

Affordable Housing/Economic Growth

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

12/15/19

TIME:

7:15A-7:30A

GUEST(S):

Dennis R. Bowen

TITLE:

Executive Director

LENGTH:

10 Minutes

TOPIC:

Cumberland County Council on Older Adults

DISCUSSION:

The Cumberland County Council on Older Adults was established in 1968 as a non-profit organization. Fifty years later the Council is still committed to the mission: to help older adults living in Cumberland County maintain their independence at home with dignity. The Council offers services at no cost to seniors age 60+ living in Cumberland County. Meals on Wheels provides nutritious food and also allows us to interact with the homebound Senior.

How? Through wonderful volunteers, staff, generous monetary support, and various funding sources.

You may be an older adult, caregiver, and/or friend seeking information about local senior resources; or you may be interested in volunteering with one of our other programs.

ISSUES:

Older Adults

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

12/22/19

TIME:

7A-7:15A

GUEST(S):

Vivian Tookes

TITLE:

Assistant Director Economics Services

LENGTH:

10 Minutes

TOPIC:

Department of Social Services

DISCUSSION:

The North Carolina Low Income Energy Assistance Program (LIEAP) provides a one-time vendor payment to help eligible households pay their heating bills. The time frame to apply for this benefit is December 1st through March 31st of each year.

To qualify for this benefit program, you must be a resident of the state of North Carolina and you must meet income and resource guidelines. Beginning December 1st through January 31st of each year, priority in eligibility is given to households that contain an elderly person of age 60 and over or; a disabled person receiving a service through the North Carolina Division of Aging and Adult Services.

ISSUES:

Low Income Energy Assistance

The Bigger Picture
With Gilbert Baez Jr.

AIRDATE:

12/22/19

TIME:

7:15A- 7:30A

GUEST(S):

Tina DiGaudio, Ed.D.

TITLE:

Principal, Ireland Drive Middle School

LENGTH:

10 Minutes

TOPIC:

Principal of the Year

DISCUSSION:

**Ireland Drive Middle School transitioned from a 6th grade only building to a 6th thru 8th last year.
Test scores went up.
I absolutely have the best staff and students in the Cumberland County Schools.**

ISSUES:

Education

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

12/29/19

TIME:

7A-7:30A

GUEST(S):

Bo McAllister

TITLE:

Outreach Specialist

LENGTH:

15 Minutes

TOPIC:

Wounded Warrior Project (WWP)

DISCUSSION:

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Family Support

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

Combat Stress Recovery Program

Help you understand how to recognize and deal with PTSD, TBI, and combat stress

ISSUES:

Wounded Veterans