

Quarterly Issues & Programs Report

WAZZ-AM

Fayetteville, NC

1st Quarter

January – February – March 2013

Prepared by – Mac Edwards

WAZZ-AM Issue/Program Summary

2013 – 1st Quarter

January – February - March

Radio Station WAZZ-AM – Fayetteville, NC (1490-AM) identified these issues of concern in the community to be addressed from January thru March 2013.

**At-Risk Youth
Family
Crime & Justice System
Child Abuse
Recycling/Waste concerns
Unemployment
Health Care
Education
Literacy
Military PTSD**

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**



WAZZ-AM Fayetteville, NC

Radio Health Journal Programs

Quarterly Issues Report – Q1 First Quarter, 2013

Program # 13-01

Air date: 1-6-13 @ 7:00am

2:06 SEGMENT 1: Music education and the brain 13:07

Synopsis: Many schools are slashing music education as "a costly frill" so students can concentrate on the 3 R's. But new research shows that music education changes the brain. Students who learn a musical instrument are much better learners in all subjects. Experts explain.

Host: Reed Pence. Guests: Chris Woodside, Assistant Executive Director for Advocacy and Public Affairs, National Association of Music Education; Dr. Nine Krauss, Director, Auditory Neuroscience Laboratory, Northwestern Univ.; Dr. Aniruddh Patel, Assoc. Prof. of Psychology, Tufts Univ.

COMPLIANCY ISSUES COVERED: the arts; education; youth at risk; school funding

16:16 SEGMENT 2: Making cheerleading safer 7:49

Synopsis: Cheerleading, with its pyramids and throws, is the most dangerous school activity that a high school girl can pursue. An expert and study co-author explains changes advocated by the nation's pediatricians that would reduce catastrophic injuries.

Host: Nancy Benson. Guest: Dr. Jeff Mjaanes, Asst. Prof. of Orthopedic Surgery and Pediatrics and Director, Chicago Sports Concussion Clinic, Rush Univ. Medical Center

COMPLIANCY ISSUES COVERED: youth at risk; sports and recreation; education

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Program # 13-02

Air date: 1-13-13 @ 7:00am

2:04 SEGMENT 1: Compounding pharmacy safety 14:22

Synopsis: Drug contamination from a compounding pharmacy led to dozens of deaths and hundreds of illnesses this fall, calling into question the lack of regulation that could allow such an incident to happen. Experts discuss how compounding is regulated in pharmacies, loopholes that allow drug manufacture in the guise of compounding, and how consumers can protect themselves.

Host: Reed Pence. Guests: Joe Graedon, pharmacologist, and Dr. Teresa Graedon, medical anthropologist, co-founders and co-directors, The People's Pharmacy and co-authors, Top Screwups Doctors Make and How to Avoid Them; David Ball, spokesman, international Academy of Compounding Pharmacists; Dr. Sarah Sellers, former FDA regulator and President, Q-Vigilance drug safety consultants

COMPLIANCY ISSUES COVERED: consumer protection and consumer safety; federal government regulation; state government regulation; business and industry; health care

17:31 SEGMENT 2: Premonitions: evidence of reality

6:42

Synopsis: Research is showing that premonitions may be real, and explainable through quantum physics. A noted expert discusses the research and how premonitions could be exploited to people's benefit.

Host: Nancy Benson. Guest: Dr. Larry Dossey, author, The Power of Premonitions: How Knowing the Future Can Shape Our Lives.

COMPLIANCY ISSUES COVERED: public health

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Program # 13-03

Air date: 1-20-13 @ 7:00am

2:04 SEGMENT 1: Flu and flu vaccines

13:25

Synopsis: This flu season is shaping up to longer and worse than usual. Experts discuss influenza and impediments to the development of a "universal" flu vaccine that would protect against all forms of flu for years at a time.

Host: Reed Pence. Guests: Dr. Anthony Fauci, Director, National Institute of Allergy and Infectious Diseases, National Institutes of Health; Dr. William Schaffner, chair, Department of Preventive Medicine, Vanderbilt Univ. Medical Center.

COMPLIANCY ISSUES COVERED: health care; public health; science and technology; prevention; consumerism

16:34 SEGMENT 2: Inside your eye exam

7:02

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: Lynn Holley. Guest: Dr. Christopher Starr, Asst. Prof. of Ophthalmology, Weill-Cornell Medical Center, New York.

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

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Program # 13-04

Air date: 1-27-13 @ 7:00am

2:06 SEGMENT 1: Reducing hospital readmissions

13:26

Synopsis: All too often, people who've been released from the hospital quickly get sick again and need to be readmitted, resulting in wasteful spending. Medicare now financially penalizes hospitals whose readmission rates are above average, so hospitals are embarking on measures to check up on released patients and keep them well. Experts discuss.

Host: Reed Pence. Guests: Joel Wright, Vice President, Health System Operations, Walgreen Co.; Dr. Amy Boutwell, President, Collaborative Healthcare Strategies and practicing physician, Newton-Wellesley and Massachusetts General Hospitals.

COMPLIANCY ISSUES COVERED: health care; federal government; Medicare; public health; consumerism and consumer safety; economics

16:35 SEGMENT 2: Reality TV: The new freak show?

7:31

Synopsis: Societies have attempted to stamp out carnival freak shows, but they always return. Many experts believe reality TV shows are this generation's incarnation of this phenomenon. Experts discuss the purposes they may serve society, efforts to legitimize such shows and the seemingly irresistible pull they have on many of us.

Host: Nancy Benson. Guests: Robert Bogdan, Distinguished Prof. Emeritus of Sociology and Special Education, Syracuse Univ.; Andy Denhart, Asst. Prof. of Journalism, Stetson Univ., and editor, RealityBlurred.com; Nadia Durbach, Assoc. Prof. of History,

Univ. of Utah and author, Spectacle of Deformity: Freak Shows and Modern British Culture; Mark Andrejevic, Assoc. Prof. of Communication Studies, Univ. of Iowa.

COMPLIANCY ISSUES COVERED: media and society; disabilities

Program # 13-05

Air date: 2-3-13 @ 7:00am

1:56 SEGMENT 1: What makes a happy relationship and marriage? 12:41

Synopsis: Once the domain of pop psychologists, science has now tackled romantic relationships to show the secrets of success. Experts discuss what research shows couples need to know to maintain their relationship.

Host: Reed Pence. Guests: Alisa Bowman, author, Project: Happily Ever After and editor, ProjectHappilyEverAfter.com; Dr. Howard Markman, Prof. of Psychology, Univ. of Denver and author, Fighting for Your Marriage; Dr. Gary Lewandowski, Prof. of Psychology, Monmouth Univ.

COMPLIANCY ISSUES COVERED: interpersonal relationships; family issues

15:41 SEGMENT 2: Superstitions 7:53

Synopsis: Research shows that about half of Americans are superstitious. Studies also show that superstitious rituals may improve performance by boosting confidence. Experts discuss the psychology of superstitions.

Host: Lynn Holley. Guests: Dr. Stuart Vyse, Prof. of Psychology, Connecticut College and author, Believing in Magic: the Psychology of Superstition; Dr. Alex Lickerman, author, The Undefeated Mind.

COMPLIANCY ISSUES COVERED: pop culture; consumerism; sports and recreation

Program # 13-06

Air date: 2-10-13 @ 7:00am

1:56 SEGMENT 1: Normal pressure hydrocephalus 11:49

Synopsis: As many as five percent of people diagnosed with Parkinson's or Alzheimer's diseases may in reality have a treatable disorder caused by "water on the brain." An expert and patient discuss.

Host: Reed Pence. Guests: J.D. and Donna Cain, normal pressure hydrocephalus patient and his wife/caregiver; Dr. Marvin Bergsneider, Prof. of Neurosurgery and chief, Adult Hydrocephalus and ICP Disorders Program, UCLA

COMPLIANCY ISSUES COVERED: health care; elderly and senior citizens

14:50 SEGMENT 2: How personality affects longevity 8:40

Synopsis: A unique 90-year study has uncovered how personality is one of the most important factors determining lifespan. One of the researchers involved in the study explains their groundbreaking findings.

Host: Nancy Benson. Guest: Dr. Leslie Martin, Prof. of Psychology, La Sierra Univ. and co-author, The Longevity Project.

COMPLIANCY ISSUES COVERED: public health; pop psychology

Program # 13-07

Air date: 2-17-13 @ 7:00am

2:05 SEGMENT 1: Preventing surgical "never events" 14:44

Synopsis: A new study finds that about 80 times per week in the US, errors occur in surgery that experts agree should never happen: operating on the wrong body part or the wrong person, or leaving an instrument or sponge behind in the patient. Experts discuss how these egregious mistakes happen and new efforts to prevent them.

Host: Reed Pence. Guests: Dr. Marty Makary, Assoc. Prof. of Health Policy, Johns Hopkins Univ. and author, Unaccountable: What Hospitals Don't Tell You and How Transparency Can Revolutionize Healthcare; Dr. Verna Gibbs, Prof. of Surgery, Univ. of California-San Francisco, staff surgeon, San Francisco VA Medical Center and Director, No Thing Left Behind; Coleen Smith, High Reliability Initiatives Director, Center for Transforming Healthcare, The Joint Commission

COMPLIANCY ISSUES COVERED: health care; public health; consumerism and consumer safety

17:50 SEGMENT 2: Eavesdropping 6:02

Synopsis: Most people consider eavesdropping to be rude, but one expert explains that the behavior has been vital to survival. Our psychological need to eavesdrop is so pronounced that today we outsource the practice.

Host: Lynn Holley. Guest: Dr. John Locke, Prof. of Linguistics, City University of New York and author, Eavesdropping: An Intimate History

COMPLIANCY ISSUES COVERED: interpersonal relations; public safety; entertainment; technology and society.

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Program # 13-08

Air date: 2-24-13 @ 7:00am

2:05 SEGMENT 1: Postpartum depression in men 11:56

Synopsis: Doctors are on the lookout for postpartum depression in new mothers. However, around 10 percent of new fathers may also experience depression in the first six months after their child's birth. Experts discuss differences in symptoms, warning signs, and preventive strategies.

Host: Reed Pence. Guests: Dr. Shoshanna Bennett, clinical psychologist, author, Postpartum Depression for Dummies and founder, DrShosh.com; Dr. Paul Ramchandani, Dept. of child and Adolescent Psychiatry, Imperial College, London; Dr. Will Courtenay, founding editor, International Journal of Men's Health, founder, MensDoc.com and PostPartumMen.com.

COMPLIANCY ISSUES COVERED: women's issues; men's issues; children at risk; mental health

15:03 SEGMENT 2: Learning from traditional societies 8:48

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

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Program # 13-09
Air date: 3-3-13 @ 7:00am

13:55

2:05 SEGMENT 1: Immune cell therapy

Synopsis: Researchers have succeeded in treating a small number of leukemia patients using their own immune systems. The patient's T-cells are altered to recognize and destroy cancer cells while affecting very few healthy cells, similar to the way T-cells kill a virus. It could mark a breakthrough in cancer treatment if further trials are successful.

Host: Reed Pence. Guests: Dr. Rebecca Gardner, University of Washington Seattle Children's Research Institute; Dr. Stephen Grupp, Director, Translational Research, Children's Hospital of Philadelphia

COMPLIANCY ISSUES COVERED: technology, research and development; youth at risk; health care; cancer; HIV

17:04 SEGMENT 2: Primal fear in the modern world

6:53

Synopsis: Fear keeps many people from doing what they want, even when fear isn't reasonable or justified. A journalist who investigated the brain's fear pathways and roots discusses how this most ancient instinct often doesn't work in the modern world.

Host: Nancy Benson. Guest: Jamail Yogis, author, The Fear Project

COMPLIANCY ISSUES COVERED: evolution; consumerism

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Program # 13-10
Air date: 3-10-13 @ 7:00am

12:10

2:05 SEGMENT 1: Workplace bullies and mean girls

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

15:17 SEGMENT 2: A new way to deal with tinnitus

8:43

Synopsis: Tinnitus, or ringing in the ears, affects millions of Americans, though many of them do nothing about it. Some who seek treatment cannot be helped with common masking solutions. An audiologist and inventor of a new technology for tinnitus symptoms discusses the issue.

Host: Lynn Holley. Guest: Dr. Jeff Carroll, Director, Clinical Services and Engineering, Soundcure Inc.

COMPLIANCY ISSUES COVERED: public health; consumerism; disabilities
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Program # 13-11

Air date: 3-17-13 @ 7:00am

2:05 SEGMENT 1: Teen dating abuse 13:34

Synopsis: New studies show dating abuse among teenagers may be twice as prevalent as previously thought, and that it has bad effects on behavior years later. Experts discuss this new research, why such behavior may be so common, and resources for teens who may find themselves in abusive relationships.

Host: Reed Pence. Guests: Katie Ray-Jones, President, National Dating Abuse Helpline; Dr. Amy Bonomi, Assoc. Prof. of Human Development and Family Science, The Ohio State Univ. and author of new study; Deineria Exner-Cortens, doctoral candidate in human development, Cornell Univ. and author of new study

COMPLIANCY ISSUES COVERED: youth at risk; education and schools; interpersonal relationships; violence and abuse; technology

16:40 SEGMENT 2: Treating depression with Botox 7:20

Synopsis: A few studies have shown that treatment of frown muscles can effectively treat many cases of depression. The developer of the technique discusses how brain-muscular "feedback loops" affect mood.

Host: Nancy Benson. Guest: Dr. Eric Finzi, Dermatologic Surgeon and author, The Face of Emotion: How Botox Affects Mood and Relationships

COMPLIANCY ISSUES COVERED: consumerism; public health

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Program # 13-12

Air date: 3-24-13 @ 7:00am

2:03 SEGMENT 1: Undetected hearing loss 12:52

Synopsis: A man who went mostly deaf at age six but did not realize it explains his survival skills honed over 25 years. He and several experts discuss implications of hearing loss, use of cochlear implants, and teaching sign language to children.

Host: Reed Pence. Guests: Gerald Shea, author, Song Without Words: Discovering My Deafness Halfway Through Life; Dr. Bob Peters, President, Dallas Ear Institute and Dallas Hearing Foundation; Dr. Karen Emmorey, Prof. of Speech, Language and Hearing Science, San Diego State Univ.

COMPLIANCY ISSUES COVERED: youth at risk; education; disabilities

15:58 SEGMENT 2: The birth of criminal forensics 7:55

Synopsis: Science is a routine part of today's criminal investigations (and TV shows about them). An expert discusses how the forensics revolution came about as a result of one man and a now-forgotten French serial murder case.

Host: Nancy Benson. Guest: Douglas Starr, Prof. and Co-Director, Center for Science and Medical Journalism, Boston Univ. and author, The Killer of Little Shepherds.

COMPLIANCY ISSUES COVERED: crime; technology; police, courts and criminal justice system.

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Program # 13-13

Air date: 3-31-13 @ 7:00am

2:04 SEGMENT 1: Failing bridges

Synopsis: America's infrastructure is falling apart. Hundreds of bridges have failed the last 20 years, and thousands more are structurally deficient. Experts fear that the Minnesota bridge collapse in 2013, killing 13 and injuring 145, may be only the first of many tragedies or, at the very least, severe economic loss if state and federal governments fail to address the issue.

Host: Reed Pence. Guests: Barry LePatner, founder and senior partner, LePatner & Assoc. construction law firm, New York, and author, Too Big to Fail: America's Failing Infrastructure and the Way Forward; David Goldberg, Communications Director, Transportation for America

COMPLIANCY ISSUES COVERED: infrastructure; roads and bridges; state and federal government; public safety; taxes

Synopsis: Doctors now accept that mental illness is often the result of chemical imbalance in the brain. A researcher discusses the genetic inability of some people's bodies to process some nutrients, leading to imbalances, and the nutritional therapy that might correct them.

Host: Nancy Benson. Guest: Dr. William Walsh, President, Walsh Research Institute, and author, Nutrient Power.

COMPLIANCY ISSUES COVERED: consumerism; mental illness; youth at risk

Producers: Reed Pence, Polly Hansen
Production Director: Sean Waldron

Talkback with Danny Highsmith

Guest: Ms. Jody Risacher, Library Director, Cumberland County Public Library

Topic: Cumberland County Public Library

Total time: 29:00

Air dates: Sunday, January 6, 2013 & Sunday, January 20, 2013 @ 7:30am

Discussion included:

- ...What led you to become a librarian?
- ...What kind of education is necessary to become a librarian?
- ...How large is the Cumberland County Public Library?
 - ...Locations?
 - ...Number of books?
 - ...Number of employees?
- ...Discuss the recent honor that our library received.
- ...Are the services of the library free to residents of Cumberland County?
- ...Has use of the Internet and things like Google negatively impacted public library use?
 - ...Has technology changed the way citizens use the library?
- ...How is the Cumberland County Public Library funded?
 - ...What about Friends of the Library? How are those funds used?
- ...Programs offered for young children, school kids and adults?
- ...How does our library compare with other public libraries in North Carolina?

Community issues discussed:

1. Education
2. Literacy
3. Government services

Talkback with Danny Highsmith

Guests: Julie Baird, star, Legally Blonde, the Musical
Matthew J. Riordan, star, Legally Blonde, the Musical
Shory Walker, Director/Choreographer, Legally Blonde, the Musical
Tom Quaintance, Artistic Director, CFRT

Program Length: 28 minutes

Air date: Sunday, January 13, 2013 @ 7:30am

Topic: Legally Blonde, the Musical and the theater in general

...Tell us about Legally Blonde, the Musical?

...How do you select shows to be performed at CFRT (to Quaintance)

...What does a Director/Choreographer do? (to Shory Walker)

...How and when did you decide that acting would be the way you want to make a living in life (to Julie & Matthew)?

...What kind of training did you both receive to get to this point?

...Do you prefer musicals or straight drama type plays?

...CFRT normally has a blend of professional actors and locals that enjoy the theater. Where do you find talent like Julie and Matthew and how do you blend the professionals with the locals that just love the theater? (to Quaintance)

...If anyone is interested in trying out for a CFRT production, how would they go about it?

...What are the dates of the show?

..ticket information?

...Do you still have "butterflies" before a show? (to Julie, Matthew and Shory)

Community issues discussed:

1. Entertainment
2. Non-profit
3. Education

Talkback with Danny Highsmith

Guests: Cathy Ory, Executive Director, The CARE Clinic and Karen Mantzouris, President of The CARE Clinic Board of Directors

Topic: The CARE Clinic

Total time: 28:42

Air date: Sunday, January 27, 2013 @ 7:30am

Discussion included:

...What is The CARE Clinic?

...When was it begun?

...Why?

...Where do the physicians, dentists, nurses, etc. come from?

...What does a prospective patient do to be seen at The CARE Clinic?

...How is The CARE Clinic funded?

...2013 is a special year for the CARE Clinic?

...What fund raising events are planned for 2013?

...Any new events in 2013?

...Discuss the free dental clinic that took place last July.

Community issues discussed:

1. Health care
2. Altruism
3. Fund raising

Talkback with Danny Highsmith

Guest: Patricia Hollingsworth, Executive Director of Communications & Public Relations, Cumberland County Schools

Topic: "Driven 2 Excel" and other school projects

Total time: 26:19

Air date: Sunday, February 10, 2013 @ 7:30am

Discussion included:

- ...What does your job entail at the Cumberland County Schools?
- ...How long have you been at this job?
- ...Number of students in school system?
 - ...Number of teachers?
 - ...Total number of employees (approximate)?
- ...Discuss the "Driven 2 Excel" program that Beasley, Rick Hendrick and CCS are partnering with during the school year?
 - ...purpose of this program?
 - ...When will car be given away?
- ...About how many high school seniors in the system?
 - ...How many have qualified after the 1st semester?
- ...What happened at the recent Mid-Year celebration of "Driven 2 Excel?"
- ...Talk a little about parent involvement?
- ...Other activities during the winter in the schools?

Community issues discussed:

1. Education
2. Excellence

Talkback with Danny Highsmith

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

Topic: March In To Work Job Fair

Total time: 27:48

Air date: Sunday, February 17, 2013 @ 7:30am

Discussion included:

...Discuss your role with DSS?

...How and why did DSS begin these job fairs?

...Particulars of the upcoming job fair:

...When?

...Where?

...For how long?

...Number of employers (vendors)?

...Cost to vendors and/or job seekers?

...Partners for this endeavor?

...What should job seeker do before attending job fair (dress, no children with them, etc.)?

...Are there jobs available in Cumberland County?

Community issues discussed:

1. Employment
2. Social Services
3. Education

Talkback with Danny Highsmith

Guest: Jackie Tuckey, Public Information Specialist, City of Fayetteville Environmental Services

Topic: Recycling and solid waste pickup

Total time: 29:30

Air date: Sunday, February 24, 2013 @ 7:30AM

Discussion included:

- ...What does the City Environmental Services Department do?
- ...How effective has recycling been since the "blue" cans were distributed in 2008?
- ...What happens to the recycled items in the "blue" can once the cans have been collected?
- ...What are some items that can be recycled that residents might not know about?
 - ...web site and phone number of your office?
- ...How about items too large to fit in trash cans? What does a resident do or where does he/she call?
- ...New 'one armed' trucks in service?
 - ...How do we position the cans on the curb to make it easier for those collecting?
- ...How many landfills do we utilize in our area and what items go in each?

Community issues discussed:

1. Recycling
2. Government services
3. Waste pick-up

Talkback with Danny Highsmith

Guests: Julia Adkins and Faith Boehmer, of the Child Advocacy Center

Topic: American Girl Fashion Show and the workings of the Child Advocacy Center

Total time: 28:05

Air date: Sunday, March 3, 2013 @ 7:30am

Discussion included:

...What is the American Girl Fashion Show?

...When will it take place?

...Where? Number of shows?

...Cost?

...How do the girls raise money before this event?

...What is the Child Advocacy Center?

...When established?

...How do you work with children of child abuse?

...Do we in Cumberland County still rank near the top in NC with regard to child abuse cases?

...You work closely with other agencies?

...What are some of them?

...How are children referred to CAC?

...You not only work with the children, but you present various programs out in the community?

Community issues discussed:

1. Abuse
2. Social services
3. Crime
4. Mental health

Talkback with Danny Highsmith

Guest: Chaplain Terry Grimsley, Community Chaplain

Topic: International Fellowship of Chaplains and duties of a volunteer Chaplain

Total time: 28:47

Air date: Sunday, March 10, 2013 @ 7:30am

Discussion included:

- ...What is the International Fellowship of Chaplains?
- ...Definition of a Chaplain and the differences (if any) between a Chaplain and a Pastor?
- ...What led you to become a Chaplain?
- ...When is the Chaplain training being conducted by International Fellowship of Chaplains?
- ...Where will it take place in Fayetteville?
- ...How long is the training?
- ...Who can attend?
- ...Please discuss the subjects that students will cover during the 5-day program (rather lengthy discussion).
- ...What does a volunteer Chaplain do?
- ...Costs for taking the Chaplain training course?

Community issues discussed:

1. Family support
2. PTSD
3. Law enforcement

Talkback with Danny Highsmith

Guest: Denise Dong, Senior at UNC Eshelman School of Pharmacy

Topic: Operation Medicine Drop

Total time: 27:27

Air date: Sunday, March 17, 2013 @ 7:30am

Discussion included:

...What is Operation Medicine Drop?

...Where?

...When?

...What needs to be dropped off at these pharmacy locations?

...Why are police departments involved in Operation Medicine Drop?

...What happens to medicines when they are out of date?

...Do they become weaker?

...Do they become stronger?

...How did you become interested in pharmacy?

...How many years does it take to become a pharmacist?

...Are there other job opportunities than working in a drugstore? What are they?

...If a young person has an interest in pharmacy, what kind of classroom courses should they take both in high school and college?

...Is there a pharmacist's shortage in North Carolina? Across the USA?

Community issues discussed:

1. Safety
2. Health

Talkback with Danny Highsmith

Guests: Mark Knight, Senior Pastor, Epicenter Church; Ian O'Brien, Children's Pastor, Epicenter Church

Topic: "Hop in the Park"

Total time: 28:38

Air date: Sunday, March 24, 2013 @ 7:30am

Discussion included:

- ...What is Hop in the Park?
- ...When? Where? What to expect? Cost?
- ...Is this a religious event?
- ...It seems that churches of all denominations are becoming more "contemporary?" Why?
- ...Your church is involved in the community...why is that?
- ...Music has changed, too?
- ...Are churches gaining or losing members? Why?
- ...Where do you see the church in 10 years? Will we recognize it?
- ...Recap of Hop in the Park?

Community issues discussed:

1. Community
2. Families

Talkback with Danny Highsmith

Guests: Theresa Richardson Barnes, Foundation for Pulmonary Fibrosis; Pat Mingle, Chair, Driving for Pulmonary Fibrosis Golf Tournament.

Topic: Pulmonary Fibrosis

Total time: 28:58

Air date: Sunday, March 31, 2013 @ 7:30am

Discussion included:

- ...When, Where, What time is golf tournament and proceeds go to?
- ...What is Pulmonary Fibrosis?
- ...You became involved for very personal reasons?
- ...Do we know what causes this disease?
- ...No cure?
- ...Does genetics play a part in those getting disease?
- ...How about environment? That plays a part?
- ...Symptoms?
- ...Treatment options?
- ...Discuss your foundation?
- ...At what age does this disease normally strike?
- ...Part of your mission is to raise money for Pulmonary Fibrosis research?

Community issues discussed:

1. Health
2. Research
3. Recreation (golf)



Radio the way it WAZZ

**FIRST QUARTER
PUBLIC AFFAIRS REPORT**

2013

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

January 2013:

**Jan 03, 13 - Fayetteville Animal Protection Society with guest, Janice Melton
And Director, Casey Peterson...Live...8:35AM to 9:00AM.**

Jan 10, 13 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM.

**Jan 17, 13 - A Senior Moment with guest, Mary Brymer, Director of The Senior center...
Live...8:35AM to 9:00AM.**

**Jan 24, 13 - Massey Hill Lions Club...Oyster Roast... Ronny Luck & Bill Highsmith...
Live...8:35AM to 9:00AM**

**Jan 25, 13 - Mary Kinney speaking on Downtown 4th Friday Activities...Live
8:35AM to 9:00AM.**

Submitted By Curt Nunnery

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

February 2013:

**Feb 07, 13 - Fayetteville Animal Protection Society with guest, Janice Melton
Live...8:35AM to 9:00AM.**

Feb 14, 13 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM.

**Feb 20, 13 - Phone Interview - NC Senator Kay Hagan - "Sequestration",,8:40AM to
8:50AM.**

**Feb 21, 13 - A Senior Moment with guest, Rick Spell of RSVP & Mary Brymer, Director of
The Senior center... Live...8:35AM to 9:00AM.**

Feb 28, 13 - Woman's Club of Fayetteville - Jackie Hedges...Live...8:35AM to 9:00AM.

Submitted By Curt Nunnery

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

March 2013:

**Mar 07, 13 - Fayetteville Animal Protection Society with guest, Janice Melton
Live...8:35AM to 9:00AM.**

Mar 14, 13 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM.

**Mar 21, 13 – A Senior Moment with guest, Rick Spell of RSVP ... Live...8:35AM to
9:00AM.**

Mar 22, 13 – Fourth Friday...guest: Mary Kinney...Live...8:35AM to 9:00AM.

Mar 26, 13 – USASOC Event...Charles Pimble, JFK Chapel...Live...8:35AM to 9:00AM.

Submitted By Curt Nunnery

Beasley Broadcast Group -- Fayetteville

Community Events

January, February, March 2013

March Into Work Job Fair

March 26, 2013

9am-2pm

In addition to pre-promotion and live broadcast, station and Beasley Broadcast Group co-sponsored this event with the Cumberland County Department of Social Services. Over 90 businesses were represented and several thousand people seeking employment or new employment opportunities attended. BBGI personnel manned an employment booth throughout the day – including Station Services Director Mandy Pittman, Director of Sales Tricia Gallenbeck, Market Manager Mac Edwards, and Regional VP Danny Highsmith.

DRIVEN 2 EXCEL

February 5, 2013

6pm-9pm

Beasley Broadcast Group and station teamed with Rick Hendrick Toyota and the Cumberland County School System to pre-promote and host this event at the mid-way point of the school year – saluting area high school seniors who are maintaining a 3.2 or higher GPA and had no unexcused absences. Food and drink were provided. Numerous colleges were present to meet the county's best-of-the-best students. The US Marines also participated. Prizes were awarded and students were encouraged to continue their good work for the remainder of the school year to be eligible to win a 2012 Scion to be given away in June 2013.