

Quarterly Issues & Programs Report

WAZZ-AM

Fayetteville, NC

1st Quarter 2012

January – February – March

Prepared by – Mac Edwards

WAZZ-AM Issue/Program Summary

2012 – 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 through March 2012.

**Literacy
Education
Energy Costs
Poverty & Homelessness
At-Risk Children
Substance Abuse
Women’s Issues
Employment
Family Concerns
Health & Health Care**

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**

Talkback with Danny Highsmith

Guest: Jackie Godbold, Director of Public Relations and Development, Salvation Army of Fayetteville

Topic: Salvation Army

Total time: 27:00

Air date: Sunday, January 29, 2012 @ 7:30am

Discussion included:

...Recap of Christmas giving 2011?

...who qualifies for Christmas assistance and how are they chosen?

...Shelter information?

...Who can stay in the shelter?

...What are they required to do during daytime hours?

...White Flag initiative?

...What is this?

...How will it work?

...What other programs does the Salvation Army offer?

...Family Store

...Social services

...Community Center

...Church services

...Recap of year 2011?

Community issues discussed:

1. Philanthropy
2. Homeless
3. Social services
4. Children's programs

Talkback with Danny Highsmith

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

Topic: PWC

Total time: 27:55

Air date: Sunday, February 5, 2012 @ 7:30am

Discussion included:

- ...History of PWC?
- ...Who appoints PWC commissioners?
 - ...What do they do?
- ...How are rates determined?
- ...How do PWC rates compare with other North Carolina cities?
- ...Services provided by PWC to their customers?
- ...How has "Big Bang" annexation impacted PWC?
- ...How many employees?
- ...Does PWC generate any electricity?
- ...Tips for keeping utility bills down?

Community issues discussed:

1. Public utilities
2. Municipal government
3. Energy savings

Talkback with Danny Highsmith

Guests: Jeff Hylland, Board Chair, Cumberland County Partnership for Children; Tina Newcomb, Communications and Development Administrator, CC Partnership for Children

Topic: Partnership for Children and their "Evening With the Stars" event

Total time: 27:50

Air date: Sunday, February 12, 2012 @ 7:30am

Discussion included:

...Tell us about "Evening With The Stars"

...When?

...Where?

...Activities during the evening?

...Why have this event?

...How will the money raised be used?

...How is Partnership for Children funded?

...Now that the Partnership has been working with young children for a number of years, do statistics indicate you are making a difference in the lives of young children?

...What are some of the activities that you do to positively impact children?

...Do you work with our military neighbors and their families? To what extent?

Community issues discussed:

1. Children
2. Education

Talkback with Danny Highsmith

Guest: Trish Terrell, Author and Co-Founder of Book 'Em Foundation

Topic: Book 'Em North Carolina

Total time: 28:40

Air date: Sunday, February 19, 2012 @ 7:30am

Discussion included:

- ...What is Book 'Em North Carolina?
 - ...Where and when will this occur?
 - ...What will happen there?
- ...Who came up with this idea?
- ...Since you are a published author, can we talk a little about your career?
 - ...Did you grow up wanting to be an author?
 - ...What kind of books do you write?
 - ...How much time does it take for you to write a book?
 - ...How do you publicize your books?
- ...Back to Book 'Em North Carolina
 - ...How many authors and/or publishers will participate?
 - ...Proceeds will go to what?
 - ...Are the Robeson County Schools involved in this endeavor?
 - ...Costs for those attending?

Community issues discussed:

1. Literacy
2. Children
3. Creative writing
4. Education

Talkback with Danny Highsmith

Guest: Sonny Kelly, Find-A-Friend Program Director

Topic: Find-A-Friend and Fayetteville Urban Ministry

Total time: 28:32

Air date: Sunday, February 26, 2012 @ 7:30am

Discussion included:

- ...What is Find-A-Friend?
- ...How did you become involved?
- ...What do you offer these youngsters?
- ...How many do you work with at a time?
 - ...Where do you find these children?
- ...Can you tell you are making a difference?
- ...Need volunteers?
 - ...How can they reach you?
- ...What kind of training do volunteers receive?
- ...Other Fayetteville Urban Ministry programs?

Community issues discussed:

1. At risk children
2. Education
3. Court system
4. Volunteerism

Talkback with Danny Highsmith

Guests: Victoria Raleigh, Ex. Director, Highlands Chapter, American Red Cross; Katie Mills, volunteer w/Highland Chapter, American Red Cross

Topic: American Red Cross project, "Crosses for Hope," which is being led by Katie Mills...plus other American Red Cross initiatives.

Total time: 27:42

Air date: Sunday, Marcy 11, 2012 @ 7:30am

Discussion included:

- ...History of American Red Cross?
- ...Katie, how did you become involved with American Red Cross?
- ...Discuss Red Cross involvement with disasters?
 - ...role last April when tornadoes struck our area?
- ...Other roles and/or programs of Red Cross?
- ...Discuss "Crosses for Hope?"
- ...Area served by local Red Cross?
- ...How to volunteer?
 - ...What kind of skills needed to volunteer?
 - ...What kind of training does volunteer receive?

Talkback with Danny Highsmith

Guest: Officer Stacy Sanders, Fayetteville Police Department

Topic: Homeless

Total time: 29:08

Air date: Sunday, March 18, 2012 @ 7:30am

Discussion included:

- ...Why did you decide to become a police officer?
- ...How did you happen to begin working with the homeless?
- ...What services do you and the Fayetteville PD provide for the homeless?
- ...How are you as a police officer received and perceived by homeless?
- ...Describe your typical work day.
- ...Where do these homeless people come from?
- ...Things that occur in people's lives that renders the homeless?
- ...Do some folks WANT to be homeless?
- ...Your relationship with homeless shelters in the area?
- ...What, if anything, is done to assist homeless with medical and/or mental problems?
- ...Approximately how many homeless in Fayetteville-Cumberland County?
- ...Cumberland County Schools officials tell me there are homeless children in the school system. Where do they live?
- ...What about those that work intersections and beg for money? Are they homeless or scam artists?

Community issues discussed:

1. Homelessness
2. Substance abuse
3. Law enforcement/crime
4. Social services

WAZZ-AM
Fayetteville, NC
“Radio Health Journal”

Program # 12-01 **Air date: Sunday, January 1, 2012 @ 7:00am**

2:02 **SEGMENT 1: Employee health incentives** 12:50

Synopsis: Employers, fearing they can pass along no more health care cost to workers, are searching for alternatives to reduce costs. One new trend is to offer cash and other incentives to get employees to participate in wellness programs. Increasingly, companies are also imposing penalties if workers fail to participate.

Host: Reed Pence. Guests: LuAnn Heinen, Vice President, National Business Group on Health; Shelly Wolff, North American Health and Productivity Leader, Towers Watson human resources consulting firm.

COMPLIANCY ISSUES COVERED: insurance; employment; economics; business and industry

15:54 **SEGMENT 2: Health reform and history** 8:21

Synopsis: Crises in health insurance--and reform efforts to combat them--are nothing new. A noted expert in the politics and history of health reform discusses what we can learn from past proposals and the reasons for their defeat.

Host: Nancy Benson. Guest: Dr. Paul Starr, Prof. of Sociology and Public Affairs, Princeton Univ. and author, Remedy and Reaction: The Peculiar American Struggle Over Healthcare Reform.

COMPLIANCY ISSUES COVERED: health care; government and legislation; senior citizens; economics

Program # 12-02 **Air date: Sunday, January 8, 2012 @ 7:00am**

2:02 **SEGMENT 1: The pregnant poor** 12:26

Synopsis: Low income women have a much higher rate of unintentional pregnancy than those with higher incomes. Experts explain some of the reasons and the serious consequences, both for families and for the nation, in its poverty rate and workforce composition.

Host: Reed Pence. Guests: Dr. Lawrence Finer, Director of Domestic Research, Guttmacher Institute; Dr. Victoria Jennings, Prof. of Obstetrics & Gynecology and Director, Institute for Reproductive Health, Georgetown University.

COMPLIANCY ISSUES COVERED: women's issues; poverty; abortion and family planning; youth at risk; employment; education; federal government and welfare.

15:32 **SEGMENT 2: Weight loss surgery: so what if it's cheating?** 7:54

Synopsis: Many people who might be candidates for weight loss surgery shy away because of misperceptions. A former NFL lineman who has had weight loss surgery and a bariatric surgeon discuss overcoming these myths.

Host: Nancy Benson. Guests: Jamie Dukes, analyst, NFL network, and weight loss surgery patient; Dr. Brian Lahmann, bariatric surgeon, BMI Surgery, Chicago.

COMPLIANCY ISSUES COVERED: obesity; public health; sports and recreation

WAZZ-AM
Fayetteville, NC
“Radio Health Journal”

Program # 12-03

Air week: Sunday, January 15, 2012 @ 7:00am

2:04 SEGMENT 1: Vaccination refusal

12:37

Synopsis: As the number of vaccinations recommended for children continues to rise, the number of children who have not received all of them is also increasing. Public health experts discuss the impact of vaccine refusal on community health, and a mom who has kept her children away from some immunizations discusses her objections to the vaccination schedule.

Host: Reed Pence. Guests: Dr. William Schaffner, Chairman, Preventive Medicine, Vanderbilt Medical Center; Dr. Saad Omer, Asst. Prof. of Global Health, Epidemiology and Pediatrics, Emory Univ.; Jennifer Margulis, Senior Fellow, Schuster Institute for Investigative Journalism, Brandeis Univ. and mother of four.

COMPLIANCY ISSUES COVERED: youth at risk; public health; consumer safety; community health; consumerism; education; government distrust; parenting issues; government regulation

15:45 SEGMENT 2: Alzheimer's wandering

8:16

Synopsis: A majority of Alzheimer's disease patients will experience wandering behavior. Yet many families and caregivers have no plan to prevent wandering or find their loved one when they get lost. Experts discuss wandering and how to deal with it.

Host: Nancy Benson. Guests: Beth Kallmyer, Senior Director, Constituent Services, Alzheimer's Assoc.; Dr. Michael Raffi, Director, Memory Disorders Clinic and Asst. Prof. of Neurosciences, Univ. of California, San Diego.

COMPLIANCY ISSUES COVERED: senior citizens and elderly; consumerism; public safety

Program # 12-04

Air date: Sunday, January 22, 2012 @ 7:00am

2:04 SEGMENT 1: Child food allergies

13:05

Synopsis: Allergies among children have increased markedly in recent years, sometimes prompting bans of specific foods at schools. Experts explain the importance of school action, what parents can do to keep their children safe, and the research under way to find why allergies are increasing.

Host: Reed Pence. Guests: Dr. Ruchi Gupta, Feinberg School of Medicine, Northwestern University; Maria Aceball, CEO, Food Allergy and Anaphylaxis Network; Stacey Keane, mother of allergic child.

COMPLIANCY ISSUES COVERED: youth at risk; public health; consumer safety; consumerism; education; parenting issues

15:56 SEGMENT 2: Hip dysplasia

6:50

Synopsis: A common cause of hip arthritis and replacement is a misalignment of the joint dating from infancy or childhood. It can even result from improper swaddling. An expert discusses causes and treatments.

Host: Nancy Benson. Guests: Dr. Chad Price, pediatric orthopedist, Arnold Palmer Children's Hospital and Medical Director, International Hip Dysplasia Institute; Christina, mother of hip dysplasia patient.

COMPLIANCY ISSUES COVERED: youth at risk; health care; parenting issues

**WAZZ-AM
Fayetteville, NC
"Radio Health Journal"**

Program # 12-05

Air date: Sunday, January 29, 2012 @ 7:00am

2:04 SEGMENT 1: Sunshine, tanning, and vitamin D

13:32

Synopsis: Dermatologists have long advocated protecting our skin from UV rays, whether from the sun or from indoor tanning. Yet with sun protection comes an increase in deficiencies of vitamin D, which is made by the skin in response to sun exposure. Is there any middle ground? Experts discuss the conflict.

Host: Reed Pence. Guests: Dr. Michael Holick (drholick.com), Prof. of Medicine, Physiology and Biophysics, Director, General Clinical Research Unit and Director, Bone Health Care Clinic, Boston Univ., and author, *The Vitamin D Solution*; Dr. Susan Mayne (publichealth.yale.edu), Prof. of Chronic Disease Epidemiology, Yale School of Public Health and Assoc. Director, Yale Cancer Center; Dr. Bryon Adinoff (utsouthwestern.edu), Prof. of Psychiatry, Univ. of Texas Southwestern medical Center and the VA North Texas Health Care System

COMPLIANCY ISSUES COVERED: public health; consumer safety; consumerism

16:38 SEGMENT 2: Keeping up your pride

7:12

Synopsis: Prospective employers can detect when a person carries justifiable pride and are attracted to them. An expert discusses research on instilling pride, even when times are hard.

Host: Nancy Benson. Guest: Lisa Williams, Lecturer in Social Psychology, Univ. of New South Wales, Australia.

COMPLIANCY ISSUES COVERED: employment and unemployment

Program # 12-06

Air date: Sunday, February 5, 2012 @ 7:00am

2:05 SEGMENT 1: Verbal abuse from sweethearts and bosses

12:44

Synopsis: Incessant verbal abuse by a significant other can take a huge toll in misery. Abusers may be psychologically compensating for verbal, emotional, or sexual abuse they themselves received in childhood. Bosses are also significant abusers of subordinates, though for different reasons. Experts discuss the consequences of verbal abuse, the hidden reasons it may occur, and what victims can do to make it stop.

Host: Reed Pence. Guests: Patricia Evans (verbalabuse.com), author, *Victory Over Verbal Abuse* and five other books; Dr. Meredith Ferguson, Asst. Prof. of Management and Entrepreneurship, Hankamer School of Business, Baylor Univ.

COMPLIANCY ISSUES COVERED: mental health; interpersonal relationships; family issues; abuse; employment; workplace issues

15:52 SEGMENT 2: Treating stubborn high blood pressure

8:04

Synopsis: High blood pressure, or hypertension, can be lethal, and 25 percent of the US population is affected. An expert discusses how and why high blood pressure exacts such a toll on the body, why it can be so difficult to treat, and a new device under clinical trial that may treat stubborn high blood pressure effectively.

Host: Nancy Benson. Guest: Dr. Suzanne Oparil, Prof. of Medicine, Physiology and Biophysics, Univ. of Alabama at Birmingham and Past President, American Heart Association.

COMPLIANCY ISSUES COVERED: health care; public health; technology

WAZZ-AM
Fayetteville, NC
“Radio Health Journal”

Program # 12-07

Air date: Sunday, February 12, 2012 @ 7:00am

2:05 SEGMENT 1: Traumatic brain injury and relationships 12:56

Synopsis: Traumatic brain injury can dramatically change spousal relationships, as the injured may lose the ability to read the emotions of themselves and others, or may suffer a personality change. These relationship issues are often ignored in the rehabilitation process. However, the divorce rate of these couples is much less than previously believed. Experts discuss developing methods to help people with TBIs relearn important social skills.

Host: Reed Pence. Guests: Rosemary Rawlins, wife of TBI patient and author, Learning By Accident; Dr. Jeffrey Kreutzer, Prof. of Physical Medicine & Rehabilitation, Neurosurgery and Psychiatry, Virginia Commonwealth Univ.; Dr. Dawn Neumann, Asst. Research Prof., Indiana Univ. School of Medicine and Clinical Research Assoc., Rehabilitation Hospital of Indiana.

COMPLIANCY ISSUES COVERED: disabilities; interpersonal relationships; family issues; health care and rehabilitation

16:04 SEGMENT 2: Profile of a school shooter 8:06

Synopsis: Four years ago this week, a former mental patient shot five students to death and wounded 18 at Northern Illinois University. Now an investigative journalist has pieced together the most complete portrait ever of a school shooter. The writer discusses the lessons that can be learned from this psychological profile.

Host: Nancy Benson. Guest: David Vann, Assoc. Prof. of Writing, Univ. of San Francisco and author, Last Day on Earth: A Portrait of the NIU School Shooter

COMPLIANCY ISSUES COVERED: mental health; public safety; crime and police

Program # 12-08 Air date: Sunday, February 19, 2012 @ 7:00am

Synopsis: Running season is approaching, and many runners may be wondering whether they should adopt the newest trend—"minimalist" shoes with no elevated heel, or even hardly any sole at all. Some runners are even exploring going barefoot. A number of experts discuss the risks and possible benefits of changing shoes or getting rid of them completely.

Host: Reed Pence. Guests: Dr. Beno Nigg, Prof. of Biomechanics and Co-Director, Human Performance Laboratory, Univ. of Calgary; Dr. Mark Cucuzzella, Prof. of Family Medicine, West Virginia Univ., marathon runner and proprietor of running shoe store; Dr. Mike Oster, podiatric clinician, Scholl Foot and Ankle Center, Rosalind-Franklin Univ.

COMPLIANCY ISSUES COVERED: sports, recreation, and fitness; product safety and consumerism

15:12 SEGMENT 2: Back pain 8:20

Synopsis: Back pain hits 80 percent of Americans at some point in their lives. An expert discusses why it can be so hard to diagnose and treat.

Host: Nancy Benson. Guest: Dr. Steven Stanos, Director, Center for Pain Management, Rehabilitation Institute of Chicago

COMPLIANCY ISSUES COVERED: health care; public health; rehabilitation

WAZZ-AM
Fayetteville, NC
“Radio Health Journal”

Program # 12-09

Air date: Sunday, February 26, 2012 @ 7:00am

1:59 SEGMENT 1: Antibiotics in livestock

13:47

Synopsis: About 70-80 percent of antibiotics used in the US are given to healthy livestock. The FDA has wanted to end the practice for more than 30 years to reduce antibiotic resistance in people, but recent agency actions make some activists wonder if they're committed only to baby steps. Experts discuss pro's and con's of antibiotic use and the FDA's new strategy to control it.

Host: Reed Pence. Guests: Avinash Kar, attorney, Natural Resources Defense Council; Sarah Klein, staff attorney, Food Safety Program, Center for Science in the Public Interest; Dr. Scott Hurd, Assoc. Prof. of Veterinary Medicine, Iowa State Univ. and former Deputy Undersecretary for Food Safety, USDA; Michael Taylor, Deputy Commissioner for Foods, FDA.

COMPLIANCY ISSUES COVERED: food safety; public health; consumerism; federal government and regulation

16:48 SEGMENT 2: Kidney stones

7:04

Synopsis: Kidney stones are very common and can produce excruciating pain. An expert discusses types of kidney stones, causes of each, treatment, and prevention.

Host: Nancy Benson. Guest: Dr. Irvin Bonder, attending urologist, St. Clare's Hospital, Denville, NJ.

COMPLIANCY ISSUES COVERED: health care; consumerism

Program # 12-10

Air date: Sunday, March 4, 2012 @ 7:00am

2:05 SEGMENT 1: Pharmacy benefit wars

12:56

Synopsis: Millions of pharmacy customers have had to move prescriptions from Walgreens to other pharmacies after its contract ran out with a major pharmacy benefits manager, Express Scripts. The situation is unprecedented in the US, but some experts believe it's only the first battle in a cost-based conflict between benefits managers and retail pharmacies. Representatives of each side and a longtime industry observer discuss causes and impacts of the struggle.

Host: Reed Pence. Guests: Virginia Greathouse, former Walgreen pharmacy customer; Brian Henry, Senior Director of Public Affairs, Express Scripts, Inc.; Kermit Crawford, President of Pharmacy, Health and Wellness, Walgreen Co.; Rob Eder, Editor in Chief, Drug Store News Group.

COMPLIANCY ISSUES COVERED: consumerism; economics; public health; business and industry

16:03 SEGMENT 2: Cord blood and hearing loss

8:01

Synopsis: Infants who suffer damage to hair cells in the inner ear have had to receive hearing aids or cochlear implants or face loss of language skills. Now scientists are testing the use of stem cells from cord blood to regenerate hair cells and restore hearing.

Host: Nancy Benson. Guests: Dr. Samer Fakhri, Assoc. Prof. and Program Director, Univ. of Texas Health Science Center and Children's Memorial Hermann Hospital; Laura McGrath, mother of child in cord blood clinical trial.

COMPLIANCY ISSUES COVERED: health care; disabilities; youth at risk

WAZZ-AM
Fayetteville, NC
“Radio Health Journal”

Program # 12-13

Air date: Sunday, March 25, 2012 @ 7:00am

2:05 SEGMENT 1: The criminalization of homelessness

12:27

Synopsis: Homelessness has affected 3.5 million Americans at some point in the past year, and with their increased numbers and visibility, many cities have criminalized functions that the homeless often find unavoidable, such as sleeping or camping outdoors. Experts discuss the effects on city budgets and the homeless themselves.

Host: Reed Pence. Guests: Steve Watters, Executive Director, Safeground Sacramento (www.safegroundsac.org); Clifton Harris, Executive Director, Metropolitan Homeless Commission, Nashville, TN (www.thekeyalliance.org); Heather Johnson, Civil Rights Attorney, National Center on Homelessness and Poverty (www.nlchp.org).

COMPLIANCY ISSUES COVERED: homelessness; poverty; housing; unemployment; police and criminal justice system; economics; local government

15:34 SEGMENT 2: Accent modification

7:50

Synopsis: Many people who technically speak English well—even native born Americans—sometimes speak with accents that leave them unable to be understood. Experts discuss speech training that can lessen the difficulty.

Host: Nancy Benson. Guests: Judy Ravin, President, Accent Reduction Institute; Dr. Mary Louise Edwards, Prof. of Communication Science and Disorders, Syracuse Univ.

COMPLIANCY ISSUES COVERED: education; consumerism; immigration

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PUBLIC AFFAIRS REPORT

2012

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

JANUARY 2012:

01/05/12 - Fayetteville Animal Protection Society regular show with guest, Janice Melton...Live...8:35AM to 9:00AM.

01/12/12 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM

01/19/12 - A Senior Moment – Regular monthly Show with regular Guest, Rick Spell R.S.V.P. Director, Live...8:35AM to 9:00AM.

01/26/12 – Cape Fear Regional Theater...Special..Guest, Mayon Weeks,,,Live... 8:35AM to 9:00AM.

01/27/12 – Fourth Friday...Regular Guest, Mary Kinney, representing the Arts Council Live...8:35AM to 9:00AM.

Submitted By Curt Nunnery

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

FEBRUARY 2012:

02/02/12 - Fayetteville Animal Protection Society regular show with guest, Janice Melton...Live...8:35AM to 9:00AM.

02/09/12 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM

02/16/12 - A Senior Moment – Regular monthly Show with regular Guest, Rick Spell R.S.V.P. Director, Live...8:35AM to 9:00AM.

02/24/12 – Fourth Friday...Regular Guest, Mary Kinney, representing the Arts Council Live...8:35AM to 9:00AM.

Submitted By Curt Nunnery

WAZZ FIRST QUARTER PUBLIC AFFAIRS REPORT

MARCH 2012:

03/01/12 - Fayetteville Animal Protection Society regular show with guest, Janice Melton...Live...8:35AM to 9:00AM.

03/08/12 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM

03/15/12 - A Senior Moment – Regular monthly Show with regular Guest, Rick Spell R.S.V.P. Director, Live...8:35AM to 9:00AM.

03/23/12 – Fourth Friday...Regular Guest, Mary Kinney, representing the Arts Council Live...8:35AM to 9:00AM.

Submitted By Curt Nunnery