

**Quarterly Issues & Programs Report**

**WAZZ-AM**

**Fayetteville, NC**

**3<sup>rd</sup> Quarter**

**July – August – September 2012**

**Prepared by – Mac Edwards**

**WAZZ-AM Issue/Program Summary**

**2012 – 3rd Quarter**

**July – August - September**

**Radio Station WAZZ-AM –Fayetteville, NC (1490-AM) identified these issues of concern in the community to be addressed from July-September 2012.**

**Veterans Assistance  
Education  
Homelessness  
Crime  
Women's Health  
Military  
Family & Parenting  
Consumer Concerns  
At-Risk Youth  
Mental Illness**

**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

Quarterly Issues Report: 3<sup>rd</sup> Quarter 2012 7/1/12 through 9/30/12

## *Radio Health Journal*

16:01 SEGMENT 2: The promise and peril of stem cells

8:03

Synopsis: Experts discuss the promise of stem cells in treating diseases ranging from cancer, Parkinson's and Alzheimer's, to the repair of spinal cord injuries and severed limbs to even the regeneration of diseased organs. They also discuss whether embryonic stem cells will be needed to meet their full potential, or if reprogrammed adult cells will be sufficient.

Host: Nancy Benson. Guests: William Hoffman, Univ. of Minnesota Medical School and co-author, [The Stem Cell Dilemma](#) (stemcelldilemma.com); Dr. Larry Goldstein, Distinguished Prof. of Cellular and Molecular Medicine and Neurosciences and Director, Stem Cell Program, Univ. of California San Diego School of Medicine.

**COMPLIANCY ISSUES COVERED:** health care; public health; technology; ethics; economics

Air date: Sunday, July 15, 2012 @ 7:00am

2:03 SEGMENT 1: Parents, kids, drugs and alcohol

12:45

Synopsis: Parents who grew up amid common teenage drug and alcohol use are now being confronted by their own children's questions on their experience and advice. Experts discuss studies urging honesty and communication to keep kids out of trouble.

Host: Reed Pence. Guests: Dr. Joseph Lee, Medical Director, Hazelden Youth Continuum; Dr. Marsha Rosenbaum, Director Emerita, Safety First Project, Drug Policy Alliance; Dr. Marv Seppala, Chief Medical Officer, Hazelden Foundation; Joseph Califano, Founder & Chairman Emeritus, Natl. Center on Addiction and Substance Abuse, Columbia Univ. and author, [How to Raise a Drug-Free Kid: The Straight Dope for Parents](#)

**COMPLIANCY ISSUES COVERED:** alcohol and substance abuse; youth at risk; parenting issues; education; public health

15:48 SEGMENT 2: Temperament

8:04

Synopsis: The creation of personality is little understood. It is formed from natural-born temperament plus experience. Here, one of the world's foremost experts on temperament explains its origins and the extent it can be changed or subverted.

Host: Nancy Benson. Guest: Dr. Jerome Kagan, Prof. Emeritus of Psychology, Harvard Univ., and author, [The Temperamental Thread](#).

**COMPLIANCY ISSUES COVERED:** interpersonal relationships; family and parenting issues; youth at risk.

# WAZZ-AM

Fayetteville, NC

Quarterly Issues Report: 3<sup>rd</sup> Quarter 2012 7/1/12 through 9/30/12

## *Radio Health Journal*

**Air date: Sunday, July 22, 2012 @ 7:00am**

1:59      SEGMENT 1: Changes in payments for over the counter drugs      12:01

Synopsis: The federal government has moved to prevent flexible spending accounts from paying for over the counter drugs, and is exploring taking some prescription drugs to a "behind the counter" non-prescription class. Both moves could save the government and health system money, but would shift drug costs to consumers, since insurance does not pay for non-prescription drugs.

Host: Reed Pence. Guests: Dr. Matthew Mintz, Assoc. Prof. of Medicine, George Washington Univ. School of Medicine; Kurt karst, Director, Hyman, Phelps & McNamara law firm, Washington, DC

**COMPLIANCY ISSUES COVERED:** health insurance; federal government, taxes and regulation; economics

15:04      SEGMENT 2: How family moves can leave permanent hurt      8:55

Synopsis: Family moves can have devastating lifelong effects on children if they are unprepared or if the move comes at an inopportune time of life. Experts discuss children at risk and ways to make moving easier on them.

Host: Nancy Benson. Guests: Dr. Diana Gruman, Assoc. Prof. of Psychology, Western Washington Univ.; Dr. Frederic Medway, Distinguished Prof. Emeritus of Psychology, Univ. of South Carolina.

**COMPLIANCY ISSUES COVERED:** youth at risk; family issues; education

**Air date: Sunday, July 29, 2012 @ 7:00am**

1:58      SEGMENT 1: SIDS and SUID      12:22

Synopsis: Sudden infant death syndrome has decreased by more than 50 percent in the last 20 years, largely thanks to the "Baby on Back" campaign. However, some cultures are resistant to this message. Other infant deaths in bed due to suffocation and strangulation are increasing. Experts discuss efforts to clear cribs of bedclothes, blankets and bumpers, and lessen infant bedsharing with adults to reduce this toll.

Host: Reed Pence. Guests: Bill Schmid, CEO and founder, Halo Innovations safe sleep device developer (halosleep.com); Dr. Fern Hauck, Prof. of Family Medicine, Univ. of Virginia and member, American Academy of Pediatrics SIDS task force (healthychildren.org).

**COMPLIANCY ISSUES COVERED:** youth at risk; parenting issues; minority issues; education

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## Radio Health Journal

15:21 SEGMENT 2: Is there an alternative form of consciousness?

7:37

Synopsis: Mainstream science holds that thought, belief and emotion can be explained completely by chemical and electrical processes. But a dissident group believes that evidence is piling up for a second form of consciousness which is currently unmeasurable, and which would explain phenomena such as out-of-body and near death experiences. A researcher explains.

Host: Nancy Benson. Guest. Dr. Mario Beauregard, Assoc. Research Prof. of Neuroscience, Univ. of Montreal and author, Brain Wars: The Scientific Battle Over the Existence of the Mind and the Proof that Will Change the Way We Live Our Lives

COMPLIANCY ISSUES COVERED: technology; religion

Sunday, August 5, 2012 @ 7:00am

2:05 SEGMENT 1: Drugs treatment for drug addicts, part one

11:18

Synopsis: Scientists more fully understand the chemical processes in the brain that result in drug addiction and relapse and are developing new drugs that can treat these imbalances. Some of these treatments can be prescribed in the privacy of a doctor's office, avoiding the stigma of the previous alternative, methadone. Experts and an addicted mother of five discuss the options.

Host: Reed Pence. Guests: Dr. Danash Alem, Medical Director of Behavioral Services, Central DuPage Hospital, Winfield, IL; "Patty," mother of five, Vicodin addict in recovery; Dr. Jeffrey Johnson, Addictions Medical Director, Central DuPage Hospital Behavioral Health Center

COMPLIANCY ISSUES COVERED: substance abuse, drug addiction and treatment

14:26 SEGMENT 2: When summer bites

8:38

Synopsis: Summer vacation can be marred by mosquito and tick bites and by the rash of poison ivy. Home remedies abound on the internet, but do any of them work? What does? Experts discuss the best ways to avoid these problems and get relief.

Host: Nancy Benson. Guests: Joseph Conlon, Technical Advisor, American Mosquito Control Association; Dr. Phillip Baker, Exec. Dir., American Lyme Disease Foundation; Dr. Jamie Weisman, scholar, American Academy of Dermatology and physician, Peachtree Dermatology Associates, Atlanta.

COMPLIANCY ISSUES COVERED: consumerism

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## *Radio Health Journal*

**Air date: Sunday, August 12, 2012 @ 7:00am**

2:05      SEGMENT 1: Drugs treatment for drug addicts, part two      12:04

Synopsis: Methadone treatment for drug addicts works, but is loaded with stigma that lead communities to fight methadone clinics from coming into town. Even medical personnel often look down on methadone treatment. Experts discuss stigma in drug abuse treatment and the rise of older Americans as the fastest growing group of drug addicts.

Host: Reed Pence. Guests: Terry Bering, Executive Director, Center for Addictive Problems (CAP), Chicago and Downers Grove IL; Fran Buff, CAP counselor; Dr. Danash Alem, Medical Director of Behavioral Services, Central DuPage Hospital, Winfield, IL; Dr. Jeffrey Johnson, Addictions Medical Director, Central DuPage Hospital Behavioral Health Center

**COMPLIANCY ISSUES COVERED:** substance abuse, drug addiction and treatment; public safety; parenting issues; mental health; youth at risk; senior citizens

15:11      SEGMENT 2: Attacks on guide dogs      8:37

Synopsis: Guide dogs and their blind owners are vulnerable as they walk. Experts discuss the increase in attack on guide dogs by pet dogs, the consequences of those attacks, and what might be done to prevent them.

Host: Nancy Benson. Guests: jim Kutsch, President and CEO, The Seeing Eye; Anna Morrison-Ricardati, Founder AMR Law Group, Chicago; Mike Deathe, certified dog trainer and owner, Kiss Dog Training, Kansas City

**COMPLIANCY ISSUES COVERED:** disabilities; pets and people

**Air date: Sunday, August 19, 2012 @ 7:00am**

2:05      SEGMENT 1: Setting speed limits      13:45

Synopsis: Auto crashes kill more than 35,000 people in the US each year, but that toll is down dramatically even as speed limits have been going up. Engineers now realize that artificially slow speed limits can be more dangerous than high speeds. Experts discuss how speed limits should be set and why speed doesn't necessarily kill.

# WAZZ-AM

Fayetteville, NC

Quarterly Issues Report: 3<sup>rd</sup> Quarter 2012 7/1/12 through 9/30/12

## *Radio Health Journal*

Host: Reed Pence. Guests: John Bowman, Communications Director, National Motorists Assn.; Lt. Garry Megge, Traffic Services Division, Michigan State Police; Dr. David Noyce, Prof. of Civil and Environmental Engineering and Director, Traffic Operations and Safety Laboratory, Univ. of Wisconsin-Madison.

**COMPLIANCY ISSUES COVERED:** traffic and highway safety; public safety; police, laws and legal system

16:24 SEGMENT 2: Tai Chi and Qigong

6:57

Synopsis: The slow movements of tai chi and qigong are puzzling to many Westerners, but these Chinese practices have been proven to reduce stress and provide other health benefits. Two experts discuss.

Host: Nancy Benson. Guests: Dr. Susan Matthews, Founder, Shanti School of Internal Martial Arts and advisory board member, American Tai Chi Assn.; Dr. Keith Jeffrey, founder, EasyTaiChi.com and advisory board member, American Tai Chi Assn.

**COMPLIANCY ISSUES COVERED:** health care; consumerism

**Air date: Sunday, August 26, 2012 @ 7:00am**

2:05 SEGMENT 1: Mental illness and primary care

11:44

Synopsis: Due in part to a shortage of mental health professionals, primary care doctors such as family physicians, internists and pediatricians handle much of the treatment of mental illnesses in the US. Experts discuss whether they are up to the challenge.

Host: Reed Pence. Guests: Dr. Alexander Blount, Director, Center for Integrated Primary Care and Professor, Family Medicine, Univ. of Massachusetts Medical School; Dr. Glen Stream, family physician, Spokane, WA and President, American Academy of Family Physicians; Dr. Evan Saulino, family physician, East Portland, OR and board member, Doctors for America; Darcy Gruttadaro, Director, Child and Adolescent Action Center, National Alliance on Mental Illness (NAMI).

**COMPLIANCY ISSUES COVERED:** health care; mental illness and mental health; youth at risk; doctor shortage; psychology

14:52 SEGMENT 2: Zoobiquity: diseases and disorders we share with animals

8:36

Synopsis: Humans and animals share many diseases, and surprisingly, many behavioral disorders as well. Experts discuss.

Host: Nancy Benson. Guests: Dr. Barbara Natterson-Horowitz, cardiologist, UCLA Medical Center and co-author, Zoobiquity: What Animals Can Teach Us About Health and the Science of Healing; Kathryn Bowers, co-author, Zoobiquity

# WAZZ-AM

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## *Radio Health Journal*

COMPLIANCY ISSUES COVERED: pets and people; psychology

**Air date: Sunday, September 2, 2012**

2:05 SEGMENT 1: Extreme weather

12:21

Synopsis: This summer's nationwide drought and heat may be something we have to get used to. Climate experts explain why extreme weather of all types may increase in years to come as a result of slowing and stretching of the jet stream. This may result in additional deaths, health stress, and strains to the infrastructure.

Host: Reed Pence. Guests: Dr. Jonathan Patz, Prof. and Director, Global Environmental Health, Nelson Institute for Environmental Studies, Univ. of Wisconsin-Madison; Dr. Tracey Holloway, Assoc. Prof., Nelson Institute for Environmental Studies, Univ. of Wisconsin-Madison; Dr. Jennifer Francis, Research Prof., Institute of Marine and Coastal Sciences, Rutgers Univ.

COMPLIANCY ISSUES COVERED: public health; weather and climate; storm preparedness; pollution and environment; local government and infrastructure

15:28 SEGMENT 2: Optimism about HIV

7:33

Synopsis: Public health experts are learning ways to lessen disparities in getting HIV-positive people into treatment. Studies now show that retroviral treatment prevents transmission as well as lessens mortality. A nationally known expert explains.

Host: Nancy Benson. Guest: Dr. Michael Horberg, Director, HIV/AIDS, Kaiser Permanente; chairman-elect, HIV Medicine Association; and member President's Advisory Council on HIV/AIDS

COMPLIANCY ISSUES COVERED: public health; HIV/AIDS; minority, African-American and Hispanic issues.

**Air week: Sunday, September 9, 2012 @ 7:00am**

2:05 SEGMENT 1: "Almost a Psychopath"

12:51

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.



# WAZZ-AM

Fayetteville, NC

Quarterly Issues Report: 3<sup>rd</sup> Quarter 2012 7/1/12 through 9/30/12

## *Radio Health Journal*

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; relationship issues

15:59 SEGMENT 2: Rescuing runaways

7:59

Synopsis: More than two million youth may run away from home each year. More than 100,000 of them are forced into the sex trade each year to survive. One young woman who overcame such a life describes how she beat the odds and what runaways need to have a chance to succeed.

Host: Nancy Benson. Guest: Carissa Phelps, author, [Runaway Girl: Escaping Life on the Streets, One Helping Hand at a Time](#)

**COMPLIANCY ISSUES COVERED:** youth at risk; crime and police; child abuse; education

**Air date: Sunday, September 16, 2012 @ 7:00am**

2:04 SEGMENT 1: The psychology of overweight children

12:45

Synopsis: Overweight and obese children suffer psychological as well as physical damage. Experts discuss the bullying these children often endure, the damage and behavior it may produce, how parents may make it even worse, and the best ways to help kids be healthy for life.

Host: Reed Pence. Guests: Dr. Melina Jampolis, physician nutrition specialist and diet/fitness expert, CNN Health; Dr. Catherine Davis, Assoc. Prof. of Pediatrics, Georgia Health Sciences University; Dr. Eric Storch, Assoc. Prof. of Pediatric Psychiatry and Psychology, Univ. of South Florida; Dr. Dianne Newmark-Sztainer, Prof. of Public Health, Univ. of Minnesota and author, [I'm Like So Fat: Helping Your Teen Make Healthy Choices About Eating and Exercise in a Weight-Obsessed World](#)

**COMPLIANCY ISSUES COVERED:** children and youth at risk; education; parenting issues; childhood obesity

15:52 SEGMENT 2: Treatments for hair-pulling disorder

8:10

Synopsis: Trichotillomania, or hair-pulling disorder, may affect three percent of people. It can be very hard to treat if not caught early, yet because of stigma, most people affected take great pains to avoid treatment and

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## *Radio Health Journal*

hide their bald patches. Two of the world's foremost experts discuss the disorder and new treatments that may help patients.

Host: Nancy Benson. Guests: Dr. Doug Woods, Prof. of Psychology, Univ. of Wisconsin-Milwaukee; Dr. Martin Franklin, Assoc. Prof. of Psychiatry, Univ. of Pennsylvania School of Medicine.  
CONTACT POINT CITED: Trichotillomania Learning Center, Trich.org.

COMPLIANCY ISSUES COVERED: youth at risk; mental health

Air date: Sunday, September 23, 2012 @ 7:00am

2:03      SEGMENT 1: Medical trash      12:57

Synopsis: Experts say hospitals and healthcare facilities are generally the second-largest generators of waste and garbage in most cities. Some is due to the vast increase the last 20 years in the use of disposable devices, spurred by infection fears. Experts discuss efforts to return to reusable instruments and novel moves such as the collection of unused anesthesia gases.

Host: Reed Pence. Guests: Dr. Marty Makary, Assoc. Prof. of Health Policy, Johns Hopkins Univ. and author, Unaccountable: What Hospitals Won't Tell You and How Transparency Can Revolutionize Health Care; Janet Brown, Dir. of Content and Outreach, Healthier Hospitals Initiative and Dir. of Facility Engagement, Practice Greenhealth; Dr. Yoan Kagoma, McMaster Univ.

COMPLIANCY ISSUES COVERED: environment and pollution; education; economics; consumer and patient safety

15:56      SEGMENT 2: Childbirth through the ages      7:07

Synopsis: The way each era regards childbirth reveals much about how society considers life, death, and sex. An expert explains.

Host: Nancy Benson. Guest: Dr. Randi Hutter Epstein, author, Get Me Out: A History of Childbirth from the Garden of Eden to the Sperm Bank

COMPLIANCY ISSUES COVERED: Women's issues; medicine and technology

Air date: Sunday, September 30, 2012

2:05      SEGMENT 1: Older moms and IVF      11:43

# WAZZ-AM

Fayetteville, NC

Quarterly Issues Report: 3<sup>rd</sup> Quarter 2012 7/1/12 through 9/30/12

## *Radio Health Journal*

Synopsis: Postmenopausal women in their 50's and even older can become mothers through in-vitro fertilization with donated eggs, and new studies show similar risks as in women 20 years younger. Experts discuss the medical risks and ethical questions brought about by a technology that appears to allow motherhood with no upper age limit.

Host: Reed Pence. Guests: Dr. Richard Paulson, Prof. of Reproductive Medicine, Univ. of Southern California Keck School of Medicine; Dr. Mark Sauer, Prof. and Chief, Reproductive Endocrinology, Columbia Univ.

**COMPLIANCY ISSUES COVERED:** parenting and family issues; women's issues; ethics

14:49 SEGMENT 2: A new but controversial treatment for depression 8:42

Synopsis: A new treatment for depression called repetitive transcranial magnetic stimulation, or RTMS, uses a moving, high powered magnet. Some critics say it is ineffective for many patients, but supporters say that's true for most depression treatments. Experts discuss.

**COMPLIANCY ISSUES COVERED:** Mental illness; medicine and technology

## ***Talkback with Danny Highsmith***

Guests: Robin DeMark, Public Affairs Officer; Dawn Huffstetler, RN & Associate Chief of Patient Care Services at VA Hospital, Fayetteville.

Topic: Veterans Administration Hospital and Health Care

Total time: 28:10

Air Date: July 1, 2012 @ 7:30am

Discussion included:

- ...History of Fayetteville VA Hospital?
- ...Who is eligible to use the services of the VA Hospital?
  - ...What do veterans need to do to become affiliated with hospital and services?
- ...Is VA Hospital a full service hospital facility?
  - ...surgery?
  - ...mental health care?
  - ...acute medical care?
- ...What new is going on? (new emergency room)
- ...How many beds?
- ...How many employees?
- ...Discuss the outlying VA clinics in surrounding counties.
- ...Does Fayetteville VA refer patients to VA in Durham and/or other VA hospitals when necessary?

Community issues discussed:

1. Health care
2. Assistance to veterans

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

**Airdate:** July 8, 2012 @ 7:30am

**Guests:** Kenny Bailey, Cooperative Extension (County) Commercial and (temporarily) Consumer Horticulture Agent (repeat of 6/24/12 show)

**Topic:** Summer gardens, Fall Gardens and How to Water in Hot Summer Months

**Total Time:** 30 mins.

**Breaks:** 2 (2:30 total, leaving 27:30 in subject content)

**Synopsis:**

- 1) "Second season" warm-season vegetable gardening
- 2) Setting up for fall gardening (cool season vegetables/crop)
- 3) Summer turf care
- 4) Best practices for effective irrigation of gardens and lawns in the hot summer months
- 5) How to contact Cooperative Extension with your questions
- 6) Other upcoming programs (Beekeeping, Backyard Chickens)

**Concern areas addressed:**

- a) Social Services (Cooperative Extension's role)
- b) Environment (Water Conservation)
- c) Education (available materials upcoming courses)

## ***Talkback with Danny Highsmith***

Guest: Officer Stacy Sanders, Fayetteville Police Department

Topic: Homeless

Total time: 29:08

Air date: Sunday, July 15, 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

## ***Talkback with Danny Highsmith***

Guest: Trooper Greg Steffens, NC Highway Patrol (Troop B Traffic Safety Information Officer)

Topic: NC Highway Patrol and safe driving

Total time: Approximately 28 minutes

Air date: Sunday, July 22, 2012 @ 7:30am

Discussion included:

...When and why did you decide to become a member of the NC Highway Patrol?

...How long have you been with the Patrol?

...Can you describe the training you received?

...Driving

...Laws

...What qualifications are necessary?

...What is a Traffic Safety Officer?

...Discussion about:

...Texting while driving

...DWI

...Talking on cell phone while driving

...speeding

...generally being safe in a vehicle

Community issues discussed:

1. Safety
2. Education
3. Law enforcement

## ***Talkback with Danny Highsmith***

Guest: Dr. Gerald G. Mulvaney, Gynecology and Fertility specialist

Topic: Women's Health Issues

Total time: 28:22

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

Discussion included:

- ...Why did you choose gynecology?
- ...Difference between Obstetrics and Gynecology?
- ...Why are infertility numbers growing in America?
- ...When a couple is having trouble conceiving, is it normally a woman's issue or a man's issue?
- ...Do birth control pills have lasting side effects in women?
- ...I've read about "egg freezing." Is this common practice or primarily for cancer patients?
- ...I read recently about a celebrity that gave birth when she was in her late 40's. What are the issues involved with a woman of that age having a baby?
- ...What can be done with the thousands of frozen embryos at fertility clinics around the country?
- ...You are on the Advisory Board of the Pay It Forward Fertility Foundation. What is that organization all about?
- ...What issues other than fertility are issues that women have to deal with?

Community issues discussed:

1. Women's Health
2. Fertility



## ***Talkback with Danny Highsmith***

Guest: John Rustin, Executive Director, North Carolina Free Enterprise Foundation

Topic: NCFEF and North Carolina politics

Total time: 29:19

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

Discussion included:

- ...What is the North Carolina Free Enterprise Foundation and what is its mission?
- ...How did you become interested and involved in this organization?
- ...NCFEF is non-partisan?
- ...Redistricting in the NC House, NC Senate and Congressional Districts have caused somewhat of an interesting situation, hasn't it?
- ...What changes could occur as a result of this redistricting?
- ...Is money a key factor in most races today?
- ...I sense that many citizens today no longer get excited about political campaigns and politicians? Do you have any research about that subject?
- ...How is your non-partisan research conducted?
- ...Impact of the Democratic National Convention on State of NC?
- ...Gubernatorial race?
- ...Presidential race in NC?
- ...Congressional races in NC?
  - ...Some members of Congress from NC have elected not to run for re-election?

Community issues discussed:

1. Free Enterprise
2. Politics
3. Government

## ***Talkback with Danny Highsmith***

Guests: Captains Jason and Melissa Smith, Commanders, and Jackie Godbold, Director of Public Relations and Development, Salvation Army of Fayetteville

Topic: Salvation Army

Total time: 28:27

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

Discussion included:

...What brought you to a career with the Salvation Army?

...The SA refers to both husband and wife as commanders. Why? What are your respective duties?

...The SA is known for its work at Christmas, but you really have activities and programs all year; what are some of the programs you undertake each year?

...Social Services

...Love Lunches

...Family store

...Summer camps for kids

...Shelter

...Church services

...How do you fund your programs?

Community issues discussed:

1. Homeless
2. Social Services
3. Hunger
4. Family care
5. Fund raising

## ***Talkback with Danny Highsmith***

Guests: Denny Randell and Bidy Schippers, songwriters and founders of GI Jams

Topic: GI Jams and songwriting

Total time: 28:06

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

Discussion included:

...Background information about Denny and Bidy

...Hits you have written?

...When did you decide to become a song writer?

...How do you get ideas for songs?

...after writing the song, what is the process for getting someone to record it?

...What is GI Jams?

...Why did you do this?

...Are all the artists members of our military?

...Where can we go to hear these artists?

...How do these military personnel hear about you and GI Jams?

...Any GI Jams artists making a career in the music business?

...Any artists have a North Carolina connection?

Community issues discussed:

1. Military

## ***Talkback with Danny Highsmith***

Guest: Dr. Larry Keen, President, Fayetteville Technical Community College

Topic: FTCC

Total time: 28:49

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

*\* Sunday, Sep 16, 2012 @ 7:30am*

Discussion included:

...Highlights of your first five (5) years at FTCC?

...In the beginning, this was called FTI...later, FTCC. What kinds of changes were necessary to become community college?

...FTCC has not lost its "Technical roots"?

...What is FTCC's role as a tool for industry recruitment in our area?

...How did you find your way into education as a career?

...As you begin a new school year, how many students at FTCC?

...Does FTCC utilize on-line education?

...With the costs of post-high school education continuing to rise, I assume community colleges will play an even larger role in the educational process?

Community issues discussed:

1. Education
2. Business
3. Health

## ***Talkback with Danny Highsmith***

Guest: Megan Maxwell, Education Coordinator—Poe House, Museum of the Cape Fear

Topic: Museum of the Cape Fear

Total time: 25:49

Air date: Sunday, September 2, 2012 @ 7:30am

Discussion included:

...What is the Festival of Yesteryear? When, Where and activities that will take place?

...Discuss the Museum of the Cape Fear?

...There are three components?

...Museum

...Poe House

...Arsenal Park

...What will visitors find inside the museum?

...How is museum funded?

...How did you become involved with the Museum of the Cape Fear?

Community Issues discussed:

1. History
2. Recreation

## ***Talkback with Danny Highsmith***

Guest: John Rustin, Executive Director, North Carolina Free Enterprise Foundation

Topic: NCFEF and North Carolina politics

Total time: 29:19

Air date: Sunday, Sept. 9, 2012 @ 7:30am

Discussion included:

- ...What is the North Carolina Free Enterprise Foundation and what is its mission?
- ...How did you become interested and involved in this organization?
- ...NCFEF is non-partisan?
- ...Redistricting in the NC House, NC Senate and Congressional Districts have caused somewhat of an interesting situation, hasn't it?
- ...What changes could occur as a result of this redistricting?
- ...Is money a key factor in most races today?
- ...I sense that many citizens today no longer get excited about political campaigns and politicians? Do you have any research about that subject?
- ...How is your non-partisan research conducted?
- ...Impact of the Democratic National Convention on State of NC?
- ...Gubernatorial race?
- ...Presidential race in NC?
- ...Congressional races in NC?
  - ...Some members of Congress from NC have elected not to run for re-election?

Community issues discussed:

1. Free Enterprise
2. Politics
3. Government

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

**Airdate:** September 23, 2012 @ 7:30am

**Guests:** Kelly Bah, Executive Director of Sustainable Sandhills

**Topic:** The organization Sustainable Sandhills – upon approaching 10 years of service to the nine-county area surrounding Fort Bragg.

**Total Time:** 30 mins.

**Breaks:** 2 (3:00 total, 27:00 in subject content)

**Synopsis:**

- 1) Historical perspective of Sustainable Sandhills - an outgrowth of Sustainable Fort Bragg – 10 years old next Spring
- 2) Green Schools program - \$600,000 total taxpayer savings from conservation last year alone, \$133,000 in savings passed back to individual schools.
- 3) Fayetteville Curbside recycling, began as residential, now incorporating multi-family dwelling pickup and now eyeing inclusion of small businesses
- 4) Green Business program status and expansion
- 5) Upcoming fundraiser - Golf Tournament at Baywood CC 9am October 6<sup>th</sup> (Captains Choice - \$65/player)
- 6) Need for more financial support as Sustainable Fort Bragg's role in Sustainable Sandhills decreases
- 7) How to contact Sustainable Sandhills to join as a member OR business partner (484-9098 or [sustainablesandhills.org](http://sustainablesandhills.org) website)

**Concern areas addressed:**

- a) **Social Services** (Cumberland and nearby county Green Schools programs, Fayetteville City curbside recycling, regional Green Business program)
- b) **Environment** (Air, Water and Resource Conservation, including recycling)
- c) **Education** (Green Schools programs, Green business programs)

# WAZZ-AM

Fayetteville, NC

Quarterly Issues Report: 3<sup>rd</sup> Quarter 2012 7/1/12 through 9/30/12

## *Radio Health Journal*

**Air date: Sunday, July 1, 2012 @ 7:00am**

2:03 SEGMENT 1: Obesity, economics and public policy

12:15

Synopsis: Experts are beginning to realize that obesity is not the result of only poor individual choices. Public policy and economics create an environment conducive to too much food and too little exercise. Experts explain examples of how cities build roads rather than sidewalks, schools cut physical education for more classroom time, and federal policy encourages overproduction of food.

Host: Reed Pence. Guests: Dr. Raymond Baxter, Senior Vice President for Community Benefit, Research and Health Policy, Kaiser Permanente; Dr. Marion Nestle, Prof. of Nutrition, Food Studies and Public Health, New York Univ. and co-author, [Why Calories Count](#)

**COMPLIANCY ISSUES COVERED:** public health; local government; roads and traffic safety; education; youth at risk; federal government; agriculture and farms; consumerism; economics; business and industry

15:22 SEGMENT 2: Spasmodic dysphonia

8:42

Synopsis: Experts discuss an unusual "voice strangling" disorder and the toxin that can treat it.

Host: Nancy Benson. Guests: Dr. Ramon Franco, Jr., Director, Division of Laryngology, Harvard Medical School; Dr. Susan Miller, Principal, Voice Trainer, Washington, DC

**COMPLIANCY ISSUES COVERED:** health care; communications; technology; disabilities

**Air date: Sunday, July 8, 2012 @ 7:00am**

2:05 SEGMENT 1: Electric cars and hybrids: too quiet?

12:54

Synopsis: The federal government is scheduled to rule this month on whether car manufacturers will be required to add artificial car sounds to hybrid and electric cars. Those vehicles are so quiet at low speed that they may endanger pedestrians, especially those with low vision. Experts discuss the unanticipated effects of quiet cars and how various proposed fixes might work.

Host: Reed Pence. Guests: Dr. Robert Wall Emerson, Prof. of Blindness and Low Vision Studies, Western Michigan Univ.; Chris Danielsen, Director of Public Relations, National Federation of the Blind; Lukas Franck, Senior Consultant for Special Projects, The Seeing Eye, Inc.

**COMPLIANCY ISSUES COVERED:** roads, traffic and pedestrian safety; disabilities; federal government; business and industry; consumerism; economics





Radio the way it WAZZ

**THIRD QUARTER**

**PUBLIC AFFAIRS REPORT**

**2012**

## WAZZ THIRD QUARTER PUBLIC AFFAIRS REPORT

July 2012:

07/12/12 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM

07/13/12 - Fayetteville Animal Protection Society regular show with guest, Janice Melton & Sarah O'Hanlon...Live...8:35AM to 9:00AM.

07/19/12 - A Senior Moment – Regular monthly Show with regular Guest, Rick Spell R.S.V.P. Director, Live...8:35AM to 9:00AM.

07/26/12 – Fayetteville's own Randy Boone, star of TV's The Virginian...Live 8:35AM to 9:00AM.

07/27/12 – Fourth Friday...Special guest, Margo Jarvis, from The Arts Council Live...8:35AM to 9:00AM.

Submitted By Curt Nunnery

## WAZZ THIRD QUARTER PUBLIC AFFAIRS REPORT

August 2012:

08/02/12 - Fayetteville Animal Protection Society regular show with guest, Janice Melton & Cassy Peterson...Live...8:35AM to 9:00AM.

08/09/12 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM

08/24/12 - Fourth Friday...Regular guest, Mary Kinney, of The Arts Council  
Live...8:35AM to 9:00AM.

08/30/12 - Pitt Dickey, Attorney speaking on Disability Payment Problems...Live  
8:35AM to 9:00AM.

Submitted By Curt Nunnery

## WAZZ THIRD QUARTER PUBLIC AFFAIRS REPORT

September 2012:

09/06/12 - Fayetteville Animal Protection Society regular show with guest, Janice Melton...Live...8:35AM to 9:00AM.

09/13/12 - Cumberland County Fair manager, Hubert Bullard...Live 8:35AM to 9:00AM.

09/20/12 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM

09/27/12 - Pitt Dickey, Attorney speaking on Disability Payment Problems...Live 8:35AM to 9:00AM.

09/28/12 - Fourth Friday...Regular guest, Mary Kinney, of The Arts Council Live...8:35AM to 9:00AM.

Submitted By Curt Nunnery