

Quarterly Issues & Programs Report

WAZZ-AM

Fayetteville, NC

3rd Quarter

July – August - September 2013

Prepared by – Mac Edwards

WAZZ-AM

Issue/Program Summary

2013 – 3rd Quarter

July – August – September

Radio Station WAZZ-AM-Fayetteville (1490-AM) identified these issues of concern in the community to be addressed from July through September 2013.

Aging/Elderly Concerns

Child Abuse

Crime

Education

Health

Highway Safety

Hunger

Military Concerns

National Security

Women's Issues

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

Radio Health Journal®

Quarterly Issues Report – Q3 Third Quarter, 2013 7/7/13 through 9/29/13

All shows aired Sunday mornings @ 7:00am

Air date: 7-7-13

2:03 SEGMENT 1: Sibling abuse

14:03

Synopsis: Psychological or physical abuse by siblings is much more common than most people realize. It can leave severe psychological scars. However, parents often downplay it, calling it "normal sibling rivalry." Experts discuss the extent of the problem, warning signs of abuse, and how parents can act without involving family services officials and endangering the family.

Host: Reed Pence. Guests: Dr. John Caffaro, Distinguished Prof., California School of Professional Psychology; Nancy Kilgore, PTSD trainer, abuse survivor and author, [Girl in the Water](#); Dr. Mandy Morrill, Asst. Prof. of Psychology, Valparaiso Univ.

COMPLIANCY ISSUES COVERED: public health; youth at risk; child abuse, child safety and child protection; parenting issues

17:09 SEGMENT 2: Are pelvic exams necessary?

6:42

Synopsis: The bimanual pelvic exam is a part of the vast majority of visits to the obstetrician-gynecologist. But some doctors say they're unnecessary, are not good at detecting disease, and may even cause more harm than good. Experts discuss.

Host: Nancy Benson. Guests: Dr. George Sawaya, Prof. of Obstetrics, Gynecology and Reproductive Sciences, Univ. of California-San Francisco; Dr. Susan Spear, Sr. Vice President of Medical Affairs, EHE International

COMPLIANCY ISSUES COVERED: consumerism; health care; women's issues

Air date: 7-14-13

2:03 SEGMENT 1: Schizophrenia denial

12:44

Synopsis: One of the most difficult aspects of schizophrenia treatment is a frontal lobe disability in half of patients which causes them to deny that they are ill, prompting rejection of medication or therapy. A noted expert discusses the effects of this on patients, families and therapists, and how families can get people with schizophrenia into treatment despite this problem.

Host: Reed Pence. Guest: Dr. Xavier Amador, Prof. of Psychology, Columbia Univ., Director, LEAP Institute and author, [I Am Not Sick, I Don't Need Help: How to Help Someone with Mental Illness Accept Treatment](#)

COMPLIANCY ISSUES COVERED: mental illness; consumerism; education; family issues

15:48 SEGMENT 2: Medicine in plain language

8:13

Synopsis: Doctors and scientists have long been criticized for seemingly being unable to speak in understandable language. Medical schools are now beginning to teach this skill. We look at how one such effort works.

Host: Nancy Benson. Guests: Dr. Evonne Kaplan-Liss, Assoc. Prof. of Preventive Medicine, Stony Brook Univ. and Director, Advanced Graduate Certificate in Health Communications; Ashwin Malhotra, medical student, Stony Brook Univ.; Dr. Zack Berger, Asst. Prof. of Medicine, Johns Hopkins Univ. and author, Talking to Your Doctor: A Patient's Guide to Communication in the Exam Room and Beyond

COMPLIANCY ISSUES COVERED: consumerism; health care

Air date: 7-21-13

2:04 SEGMENT #1: The limits of aging

12:55

Synopsis: Recent advertising campaigns claim that a 150-year lifespan is imminent. But is it? Experts discuss what we know about the limits of aging, quality of life and care for the aged, the relationship of research and lifespans, and whether people would actually want to live a century and a half even if they could.

Host: Reed Pence. Guests: Dr. Laura Carstensen, Prof. of Psychology, Stanford Univ. and Director, Stanford Center on Longevity; Dr. Steven Austad, Prof., Barshhop Institute for Longevity and Aging Studies, Univ. of Texas Health Science Center, San Antonio; Nancy Berlinger, Research Scholar, Hastings Center and lead author, Guidelines for Decisions on Life-Sustaining Treatment and Care Near the End of Life

COMPLIANCY ISSUES COVERED: Aging; senior citizens; technology; ethics

16:02 SEGMENT #2: "Photographic memory"

7:48

Synopsis: Some people who remember things extremely well may claim they have a "photographic memory," but some experts say such a thing doesn't really exist. Experts discuss how memory works.

Host: Nancy Benson. Guests: Dr. Barry Gordon, Prof. of Neurology and Cognitive Science, Johns Hopkins Univ.; Dr. Rodney Roediger, Washington Univ., St. Louis.

COMPLIANCY ISSUES COVERED: science and technology; education

Air date: 7-28-13

2:04 SEGMENT #1: Lowering the DUI threshold

12:00

Synopsis: The National Transportation Safety Board has recommended lowering the DUI threshold from .08 BAC to .05 as a means of reducing drunk driving. Advocates are divided on whether such a reduction would have much effect, and the legislative fight would drag on for years. Experts discuss this and other moves that might have larger and more immediate impact.

Host: Reed Pence. Guests: Deborah Hersman, Chairman, National Transportation Safety Board; Jan Withers, National President, MADD (Mothers Against Drunk Driving); Ray Peck, head of R.C. Peck & Assoc. and Project Chief Research Scientist, Pacific Institute of Research & Evaluation; Gary Biller, President, National Motorists Assn.

COMPLIANCY ISSUES COVERED: drunk driving; highway safety; public safety; government and regulation; legal issues

15:08 SEGMENT #2: What Doctors Feel

8:44

Synopsis: Doctors are often accused of holding emotions too much at bay. A physician who has examined the issue discusses the importance of emotion in the practice of medicine.

Host: Nancy Benson. Guests: Dr. Danielle Ofri, Assoc. Prof. of Medicine, New York Univ. and author, What Doctors Feel: How Emotions Affect the Practice of Medicine

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

Air date: 8-4-13

2:05 SEGMENT #1: Refuse workers: respect your local garbageman

12:09

Synopsis: It turns out that day in and day out, refuse workers have the most dangerous municipal job, with more injuries than police or firefighters. Two experts discuss the massive job of hauling our garbage away.

Host: Reed Pence. Guests: Robin Nagle, Clinical prof. of Anthropology and Urban Studies, New York Univ., anthropologist in residence, New York Sanitation Dept., and author, Picking Up: On the Streets and Behind the Trucks with the Sanitation Workers of New York City; Sam Shick, franchise operator, 1-800-GOT-JUNK.

COMPLIANCY ISSUES COVERED: local and municipal government; worker safety; environment

15:15 SEGMENT #2: Odd medical treatments of the past

7:47

Synopsis: An expert examines how far we've come in medicine by focusing on past practices, which lead him to conclude doctors in ancient Greece provided better care than those in the US 150 years ago.

Host: Nancy Benson. Guest: Nathan Belofsky, author, Strange Medicine: A Shocking History of Real Medical Practices Through the Ages.

COMPLIANCY ISSUES COVERED: education; consumerism

Air date: 8-11-13

2:05 SEGMENT #1: Supermarket dietitians

12:29

Synopsis: One of the hottest food store trends is the rapidly increasing number of supermarket dietitians. Experts discuss the extra value of health providers offering hands on advice to customers in the very place food purchase decisions are made.

Host: Reed Pence. Guests: Nancy Tringali Pihl, Director, Shopping for Health; Phil Lempert, CEO, Retail Dietitians Business Alliance, Food Trends Editor, NBC's Today and Contributing Editor, Supermarket News; Sharon Palmer, registered dietitian and author, The Plant Power Diet

COMPLIANCY ISSUES COVERED: consumerism; public health and nutrition; economics

15:32 SEGMENT #2: New treatments for irritable bowel syndrome

8:31

Synopsis: Irritable bowel syndrome affects a surprisingly large proportion of Americans, yet many do not get help. An expert discusses new treatments that could ease the suffering of millions.

Host: Nancy Benson. Guest: Dr. Steven Lamm, Director, New York Univ. Men's Health Center and author, No Guts, No Glory.

COMPLIANCY ISSUES COVERED: education; consumerism

Air date: 8-18-13

1:55 SEGMENT #1: Caffeine in foods

13:03

Synopsis: Caffeine used to be present in only coffee, tea, and some sodas. Now energy drinks have opened the door to added caffeine in all kinds of foods, from pancake syrup to candy. Experts discuss if foodmakers have overstepped limits of safety and propriety, and whether the FDA needs to step in with the limits it is considering.

Host: Reed Pence. Guests: Dr. Michael Jacobson, Executive Director, Center for Science in the Public Interest; Michael Taylor, Deputy Commissioner for Foods, US Food and Drug Administration; Dr. Marcie Schneider, adolescent medicine specialist, Greenwich, CT, and author of report from American Academy of Pediatrics report on energy drinks and sports drinks.

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

16:00 SEGMENT #2: Leadership and mental illness

8:01

Synopsis: Studies show that in good times, "level headed" leaders do well. However, one leading expert on mood disorders explains that in times of war and crisis, leaders such as Lincoln, Franklin Roosevelt and M.L. King, who led utilizing traits of mental illness, may be more effective.

Host: Nancy Benson. Guest: Dr. Nassir Ghaemi, Prof. of Psychiatry and Director, Mood Disorders Program, Tufts Univ., and author, A First Rate Madness.

COMPLIANCY ISSUES COVERED: military; government, politics, and elections; mental illness

Air date: 8-25-13

2:01 SEGMENT #1: Study drugs on campus

11:57

Synopsis: Studies show that on some college campuses, half or more of all students will have used an illicit ADHD drug to get better grades by the time they graduate. Experts discuss the attitudes of students toward these drugs and the new moves by many student health services to clamp down on their easy availability.

Host: Reed Pence. Guests: Dr. Ruth Hughes, CEO, CHADD (Children and Adults with Attention Deficit Hyperactivity Disorder); Dr. Alan DeSantis, Prof. of Communications, Univ. of Kentucky; Dr. Ted Grace, Director of Student Health Services, Southern Illinois University-Carbondale

COMPLIANCY ISSUES COVERED: youth at risk; education; colleges and universities; drugs and drug abuse; consumerism

15:00 SEGMENT #2: Grief

9:00

Synopsis: Everyone deals with grief at one time or another. An expert discusses how it's experienced by most people, and what separates normal grief from more problematic depression. A writer/illustrator discusses his experience dealing with his spouse's sudden death.

Host: Nancy Benson. Guests: Dr. Ronald Pies, Prof. of Psychiatry, State Univ. of New York Upstate Medical Univ. and Clinical Prof. of Psychiatry, Tufts Univ.; Danny Gregory, author and illustrator, A Kiss Before You Go

COMPLIANCY ISSUES COVERED: mental illness; family issues

Air date: 9-1-13

2:04 SEGMENT #1: Boys' violent play

12:31

Synopsis: Little boys are often stopped from playing the way they want to in preschool and kindergarten, or made to change the stories they tell, because it's all "too violent." Teachers may worry that allowing violent play and images will desensitize children to violence. Experts explain that these worries are unfounded, and that children grow in many ways through play.

Host: Reed Pence. Guests: Dr. Mary Ellen Logue, Assoc. Prof. of Early Childhood Education, Univ. of Maine; Jane Katch, kindergarten teacher and author, [Under Deadman's Skin: Discovering the Meaning of Children's Violent Play](#).

COMPLIANCY ISSUES COVERED: children and youth at risk; education; violence in society; parenting issues

15:37 SEGMENT #2: The joy of singing

8:21

Synopsis: Research shows that singing in a group has health benefits, as well as simply making people feel good. Experts and participants discuss this increasing singing trend in society.

Host: Nancy Benson. Guests: Stacy Horn, author, [Imperfect Harmony: Finding Happiness Singing With Others](#); Dr. Barbara Reuer, CEO and Founder, Musicworx, Inc. music therapy practice, San Diego; Karen Hesley, speech pathologist and director, Tremble Clefs singing group

COMPLIANCY ISSUES COVERED: psychology; pop culture; elderly, senior citizens, and aging

Air date: 9-8-13

2:02 SEGMENT #1: Misophonia--rage at small sounds

12:01

Synopsis: A surprisingly large number of people may become agitated or even enraged when they hear "mouth sounds" such as chewing or slurping, sniffing, or crunching of paper. This disorder, misophonia, is largely unknown, but researchers believe audio processing of these sounds is mis-routed to rage centers in the brain. Experts and a sufferer discuss the syndrome.

Host: Reed Pence. Guests: Paul Tabachneck, IT professional, musician, and misophonia sufferer; Judy Krauthamer, author, [Sound Rage: A Primer of the Neurobiology and Psychology of a Little Known Anger Disorder](#); Dr. Aage Moller, Prof. of Behavioral and Brain Sciences, Univ. of Texas at Dallas.

COMPLIANCY ISSUES COVERED: youth at risk; education; interpersonal relations; health care

15:07 SEGMENT #2: Regeneration from skin cells

8:14

Synopsis: Scientists have learned how to make stem cells from skin cells, opening the door to regeneration of tissues and organs from a person's own cells to bypass rejection. A scientist in the field explains how it works and how the process could be used in the future.

Host: Nancy Benson. Guest: Dr. Andre Choulika, Chairman and CEO, Scell biotech firm

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

Air date: 9-15-13

2:03 SEGMENT #1: Obesity bias in medicine

12:54

Synopsis: Studies show that medical professionals are second only to family members as a source of bias against obese and overweight people. Experts discuss why this might occur, the medical harm that can result, and how medicine might be able to reverse its behavior.

Host: Reed Pence. Guests: Dr. Rebecca Puhl, Deputy Director, Rudd Center for Food Policy and Obesity, Yale Univ.; Dr. Arya Sharma, Prof. of Medicine and Chairman, Obesity Research and Management, Univ. of Alberta; Dr. Kim Gudzone, Asst. Prof. of Medicine, Johns Hopkins Univ.

COMPLIANCY ISSUES COVERED: discrimination; health care; public health; education; consumerism

16:01 SEGMENT #2: Letting go to achieve a good death

8:10

Synopsis: It's a fine line between preserving life and prolonging death. An award winning science writer discusses her personal experience observing how medical professionals and patients differ in their acceptance of impending death, and what families need to know to navigate the end of life toward a "good death."

Host: Nancy Benson. Guest: Katy Butler, author, Knocking on Heaven's Door: The Path to a Better Way of Death.

COMPLIANCY ISSUES COVERED: ethics; health care; consumerism; family issues; technology and society

Air date: 9-22-13

2:00 SEGMENT #1: Health insurance exchanges opening--will they be ready?

12:32

Synopsis: State insurance exchanges that are central to the Affordable Care Act are scheduled to begin enrolling on Oct. 1. Experts discuss the likely problems that consumers may face as they enter the market.

Host: Reed Pence. Guests: Dan Schuyler, Director of Exchange Technology, Leavitt Partners; r. Paul Ginsberg, President, Center for Studying Health System Change; Kevin Lucia, Senior Research Fellow, Center on Health Insurance Reforms, Georgetown Univ.; Laura Summers, Director of State Intelligence, Leavitt Partners.

COMPLIANCY ISSUES COVERED: health care; public health; consumerism; state government; federal government; public policy; economics; education; politics

15:36 SEGMENT #2: The origins of eating disorders

7:47

Synopsis: Eating disorders are widespread among teenage girls, but those disorders do not disappear as women age. Women get better at hiding them. An expert and former bulimic discusses psychological causes and treatment.

Host: Nancy Benson. Guest: Joanna Poppink, psychotherapist and author, Healing Your Hungry Heart: Recovering From Your Eating Disorder.

COMPLIANCY ISSUES COVERED: health care; women's issues; youth at risk

Air date: 9-29-13

2:05 SEGMENT #1: The return on workplace wellness

13:08

Synopsis: Most medium and large businesses now have corporate wellness programs for employees in an effort to keep health insurance costs down. Many have incentives for reaching health goals. Experts discuss how these plans work and whether the effort shows up favorably on the bottom line.

Host: Reed Pence. Guests: Dr. Katherine Baicker, Prof. of Health Economics, Harvard School of Public Health; Larry Chapman, President and CEO, Chapman Institute; Al Lewis, co-author, [Cracking Health Costs: How to Cut Your Company's Health Costs and Provide Employees Better Care.](#)

COMPLIANCY ISSUES COVERED: health care; consumerism; economics; education; business and industry; employment

16:15 SEGMENT #2: Restarting stalled growth

7:45

Synopsis: Children's growth disorders are sometimes discounted by pediatricians. Experts discuss the causes and treatments for growth disorders and how parents can decide if their child's growth is a problem.

Host: Nancy Benson. Guests: Mary Andrews, co-founder and CEO, Magic Foundation for Children's Growth; Dr. Richard Levy, Director, Pediatric Endocrinology Section, Rush Univ. Medical Center, Chicago.

COMPLIANCY ISSUES COVERED: health care; youth at risk

Producers: Reed Pence and Molly Nagle
Production Director: Sean Waldron

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Talkback with Danny Highsmith

Sunday, July 7 @ 7:30am

Guest: Detective Eric Ditmore, Cumberland County Sheriff's Department

Topic: Human trafficking and Child Abuse

Total time: 28:55

Discussion included:

...What is your job at Cumberland County Sheriff's Department?

...How and why did you get into law enforcement?

...Training involved in becoming a law enforcement officer?

...What is human trafficking?

...Is this a major problem in Cumberland County?

...When I hear human trafficking, I think of prostitution and/or migrant farm workers?

...How does a person that suspects child abuse or human trafficking report their suspicions?

...How does your dealing with child abuse and other crimes against children impact you personally?

Community issues discussed:

1. Crime
2. Child abuse
3. Prostitution

Talkback with Danny Highsmith

Sunday, July 14 & July 28, 2013 @ 7:30am

Guest: Captain Kelvin Bell, Recruiting and Retention Commander, NC Army National Guard

Topic: National Guard

Total time: 27:14

Discussion included:

...History of NC National Guard?

...Mission of organization?

...Has role of the Guard changed in the past 10 or so years?

...The Guard is under auspices of NC Governor or Defense Department...or both?

...Who is eligible to join? Requirements? Training necessary? Length of commitment?

...How much time does it take for the average citizen/soldier?

...Relationship of National Guard with civilian employers?

...How did you become interested?

...Has the deployments of the past several years impacted the membership of the Guard?

Community issues discussed:

1. Military
2. Disasters
3. Security of nation

Talkback with Danny Highsmith

Sunday, July 21, 2013 @ 7:30am

Guest: Josh Collins

Topic: K-9 dogs and their service to our nation

Total time: 27:59

Discussion included:

- ...Why your interest in this?
- ...Discuss the training of these service dogs?
- ...Value of service dogs on the battlefield?
 - ...What are some of the things they do?
- ...Length of time that these dogs normally serve?
- ...How do you want to honor these dogs?
 - ...concert date, time, cost, etc.

Community issues discussed:

1. Military
2. Soldier safety

Talkback with Danny Highsmith

Sunday, August 4 & Sunday, September 15, 2013 @ 7:30am

Guests: Buck Wilson, Director, Cumberland County Health Department; Dottie (Quitline Coach)

Topic: Smoking and a way to quit

Total time: 27:04

Discussion included:

- ...Is smoking by American public on the decline?
- ...Apparently, smoking is addictive?
- ...Reasons why a smoker should quit?
- ...What is Quitline?
- ...How does it work?
- ...Is there a cost for this?
- ...What does smoking do to one's health?
- ...Does Quitline work along with physician prescribed medicine, etc.?
- ...How does one become involved with Quitline?
- ...website also?

Community issues discussed:

1. Health
2. Addiction
3. Government

Talkback with Danny Highsmith

Sunday, August 11, 2013 @ 7:30am

Guests: Christine John-Fuller, President and CEO, Lupus Foundation of America, NC Chapter; Joy McNeil, Lupus Survivor.

Topic: Lupus and the 2013 Walk to End Lupus

Total time: 28:15 (approximate)

Discussion included:

- ...What is Lupus?
- ...Symptoms?
- ...Difficulty to diagnose?
- ...How treated?
- ...What causes it?
- ...Discuss the Walk to End Lupus Now event?
 - ...When? Where? Cost for participant?
- ...How many affected by Lupus in USA? North Carolina? Cumberland County?
- ...Where is research done?
- ...Local services provided by Lupus Foundation?

Community issues discussed:

1. Health
2. Research
3. Support for those in Cumberland County with disease

Talkback with Danny Highsmith

Sunday, August 18, 2013 @ 7:30am

Guest: Dr. Amira El Sherif, Pediatrician with Kids Care Pediatrics

Topic: Bullying

Total time: 27:00

Discussion included:

...What is bullying?

...How prevalent is bullying?

...Who is affected by bullying?

...Do boys and girls bully, or is this just a "boy" thing?

...What are the effects of bullying on young people?

...Signs of bullying?

...What can parents look for?

...Does bullying impact the mental health of youngsters? How?

...Discuss your upcoming Bully Proof project?

...How do parents and students become involved in your focus groups?

...How is this funded?

...Why did you become involved in this issue?

Community issues discussed:

1. Health
2. Mental Health
3. Education

Talkback with Danny Highsmith

Sunday, August 25, 2013 @ 7:30am

Guests: Dr. Hank Parfitt, President, Lafayette Society and Dr. Drew Zeigler, Director, Tally Center for Leadership Development at Methodist University

Topic: Lafayette Leadership Series and program by Lt. Gen. Russell Honore'

Total time: 28:10

Discussion included:

- ...Discuss the upcoming appearance by Lt. Gen. Russell Honore'(when? Where? Cost?)
- ...How did the partnership between the Lafayette Society and Methodist University come about?
- ...What is the Lafayette Society and what kind of activities do you undertake?
- ...What is the Tally Center for Leadership Development at MU?
- ...One of MU's missions is leadership? Discuss?
- ...What other activities will be taking place during the Lafayette Birthday celebration?

Community issues discussed:

1. History
2. Education
3. Entertainment
4. Community activities

Talkback with Danny Highsmith

Sunday, September 1, 2013 @ 7:30am

Guests: Renee Reichart, Program Assistant with continuing medical education; Deanna Wung, Senior Pharmacy student; both affiliated with Southern Regional AHEC

Topic: Farmacy: Food is medicine

Total time: 27:00 (approximate)

Discussion included:

- ...Tell us a little about yourselves?
- ...What is Southern Regional AHEC?
- ...Tell us about "Farmacy" and how did this come to being?
- ...What foods act as medicine?
- ...Describe your farm or garden at SR-AHEC?
- ...Who planted it and who maintains it?
- ...Do you hope local citizens will begin to plant gardens with healthy food?
- ...Does obesity play any part in this project?

Community issues discussed:

1. Health
2. Education
3. Diet

Talkback with Danny Highsmith

Sunday, September 8, 2013 @ 7:30am

Guest: Ron Pringle, Acting Food Bank Director, 2nd Harvest Food Bank of SE North Carolina

Topic: Hunger and the Food Bank

Total time: 28:42

Discussion included:

...What is the 2nd Harvest Food Bank?

...Your service area?

...Number of persons served?

...What kind of food do you distribute?

...To whom do you distribute it?

...Where do you get the food?

...What are some misconceptions about the Food Bank?

...How many children affected by hunger in our area?

...Discuss Backpack Buddy program?

...What is Hunger Action Month?

...Discuss your event planned for this month at the Cameo Theater?

...If someone wants to get involved, how do they do it?

Community issues discussed:

1. Hunger
2. Children's health
3. Volunteerism

Airdate: September 22, 2013 @ 6:00am

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

Guests: Mary Kinney, Marketing Director, Fayetteville Arts Council (A 501c(3) non-profit funded by the city for promotion and advocacy of the arts in Fayetteville)

Topic: The 35th Annual International Folk Festival – a celebration of cultural diversity, a vibrant display and sharing of customs, entertainment and food

Total Time: 30 mins.

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

Synopsis:

- 1) What is the International Folk Festival? What does it strive to do? Who participates? Who makes it possible through sponsorship and stewardship? Who's invited? Schedule of events, including the Arts Council's Fourth Friday night serving as the Kickoff, a description of the 10:30am Saturday parade . and the two day multi-stage festival conducted throughout Fayetteville's Festival Park complex.
- 2) Concern areas addressed in the show:
 - a) **Social Needs** (role of food and sharing customs as a social driver for community-building)
 - b) **Education** (how creating an awareness of cultural contributions enriches our community's concept of self and part of a larger world.)
 - c) **Economy** (money spent for local food serves many needs and parties in the variopous ethnic communities participating in the festival and works toward fulfillment of various sharing missions in the community at large.)

Airdate: September 29, 2013 @ 6:00am

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

Guests: Mike Warren, Chairman of the Board, Fort Bragg Wounded Soldiers Foundation

Marianne Warren, Board Member, Fort Bragg Wounded Soldiers Foundation

Lois Carpenter, friend of the Warrens and mother-in-law to one of the sources of inspiration for the formation of the Fort Bragg Wounded Soldiers Foundation

Topic: The mission of the newly-formed 501c(3) non-profit Fort Bragg Wounded Soldiers Foundation and its first major fundraiser – a PBR Bull Riding Event schedule for October 4-5 at Fayetteville’s Crown Coliseum. (30-40 seconds afforded for mention of other public and/or 501c(3) functions/fundraisers coming up in the week ahead)

Total Time: 30 mins.

Breaks: 2 (4:00 total, leaving 26:00 in subject content)

Synopsis:

- 1) What is the the Fort Bragg Wounded Soldiers Foundation? What does it strive to do? How does its mission (expediting services when possible) complement and/or supplement other existing organizations set up to benefit wounded soldier victims of American military overseas conflicts and operations? Who makes it possible through sponsorship and stewardship? Who benefits? How does the PBR (Professional Bull Riders – the nation’s top Bull Riding circuit) fit into the plan to raise funds and morale for wounded soldiers in the Fort Bragg Area? How did the event come to be scheduled? What activities are schedules for Bull Riders and wounded soldiers around the event? What can paying spectators expect to see at the Bull Riding event and how will proceeds from the event reach the Fort Bragg Wounded Soldiers Foundation?
- 2) Concern areas addressed in the show:
 - a) **Social Needs** (Community-building in the form of coming to the aid of our friends and neighbors who have returned from war with needs arising from injuries sustained in military conflict or operations. How knowledge of both visible and invisible impairments (post-traumatic stress disorder) creates a greater vision for how we as area residents can support members of our community in need.)
 - b) **Education** (Creating an awareness of the services of the Fort Bragg Wounded Soldiers and how they integrate, with the Army’s Wounded Soldier Battalion’s help and coordination, with all the services available to members of our community who have been wounded – and how the various services intermingle at the point of greatest impact when the strengths of each are utilized in a synergistic manner. How an interested citizen can help and support these efforts.)



Radio the way it WAZZ

THIRD QUARTER

PUBLIC AFFAIRS REPORT

2013

WAZZ THIRD QUARTER PUBLIC AFFAIRS REPORT

JULY 2013:

**JULY 3, 13 - Fayetteville Animal Protection Society with guest, Janice Melton
Live...8:35AM to 9:00AM.**

JULY 11, 13 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM.

**JULY 18, 13 – A Senior Moment with guest, Rick Spell of RSVP...Live...8:35AM to
9:00AM.**

**JULY 25, 13 – Bobby Joe Swilley, local businessman, inducted into the Rock-a-Billy
Hall of Fame...Live...8:35AM to 9:00AM.**

JULY, 26, 13 – Fourth Friday...guest: Mary Kinney...Live...8:35AM to 9:00AM.

Submitted By Curt Nunnery

WAZZ THIRD QUARTER PUBLIC AFFAIRS REPORT

AUGUST 2013

AUGUST 1, 13 – Fayetteville Animal Protection Society with guest, Janice Melton
Live...8:35AM to 9:00AM.

AUGUST 14, 13 – R.B. Goforth, Entomologist, on "Pest Digest" Live-8:30AM to
9:00AM.

AUGUST 15, 13 – A Senior Moment with guest, Rick Spell of RSVP. Live 8:30AM to
9:00AM.

AUGUST 23, 13 – Fourth Friday...guest: Debra Mentz...Live...8:30AM to 9:00AM.

AUGUST 28, 13 – Hank Parfitt of The Lafayette Society...Live...8:30AM to 9:00AM.

Submitted By Curt Nunnery

WAZZ THIRD QUARTER PUBLIC AFFAIRS REPORT

SEPTEMBER 2013

SEPTEMBER 5, 13 – Fayetteville Animal Protection Society with guest, Janice Melton
Live...8:35AM to 9:00AM.

SEPTEMBER 13, 13 – R.B. Goforth, Entomologist, on “Pest Digest” Live-8:30AM to
9:00AM.

SEPTEMBER 19, 13 – A Senior Moment with guest, Rick Spell of RSVP. Live 8:30AM to
9:00AM.

SEPTEMBER 27, 13 – Fourth Friday...guest: Mary Kinney...Live...8:30AM to 9:00AM.

Submitted By Curt Nunnery