

Quarterly Issues & Programs Report

WAZZ-AM

Fayetteville, NC

4th Quarter

October – November – December 2011

Prepared by – Mac Edwards

WAZZ-AM Issue/Program Summary

2011 – 4th Quarter

October – November - December

Radio Station WAZZ-AM –Fayetteville, NC - (1490-AM) identified these issues of concern in the community to be addressed from October through December 2011.

Unemployment

Education

Military & Military Families

Health / Mental Health

Senior and End-Of-Life Concerns

School Safety

Fire Safety & Prevention

Gun/Firearm Safety

Diet & Nutrition

At-Risk Youth

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 (with Paul Johnson substitute host this week)

Airdate: Sunday, October 2, 2011 @ 7:30am

Guests: **Coble D. Wilson**, President Emeritus/Board Member of the Robeson Regional Agricultural Fair, and **Alan Faircloth**, President of the Board of Directors, 2011 Robeson Regional Agricultural Fair and **Walter Wilkins**, advertising sales/marketing consultant from Beasley broadcast Group, a longtime fan and attendee of the Robeson Regional Agricultural Fair.

Topic: We discussed the award winning Robeson Regional Agricultural Fair, whose 9-day run is underway at the Robeson County Fairgrounds through Saturday, October 8th.

Total Time: 30 mins.

Synopsis: Discussion included:

1. Description of 2011 Robeson Regional Agricultural Fair including:
 - a) Overview of opening of the Fair on Friday and Saturday prior to the airing of the show. This included a review of Country Night and the Monster Truck Show, among other events.
 - b) Overview of upcoming attractions of the fair.
 - c) Overview of upcoming "special days" at the fair- offering discounts for service groups and organizations, military; elementary, middle school and high school students, college students and senior citizens.
 - d) Overview of special events and attractions, such as Beach Music Night, circus act, hypnotists, and other acts returning by popular demand.
 - e) Overview of fair food and rides – including the unlimited rides \$20 wristband.
 - f) Overview of improvements to the fairgrounds.
 - g) Overview of regular fair features – low \$6.00 admission price, free parking and easy access.
2. The fair's rich history portrayed at RobesonCountyFair.com.
3. It's 8 previous image awards and prospects for a ninth – as early as this year!

Community issues covered:

1. Mental Welfare
2. Recreation
3. Education
4. Social Services

Talkback with Danny Highsmith

Guests: Teresa Sicinski, Planning Committee for FORWARD MARCH; John Bigger, Administrator of Mental Health Continuing Education, SR-AHEC.

Topic: FORWARD MARCH

Total time: 27:22

Air Date: Sunday, October 9, 2011 @ 7:30am

Discussion included:

...What is FORWARD MARCH?

...When, where, why & what will be happening?

...Who is sponsoring this event?

...How did the two of you become involved?

...What are some of the issues that military families are coping with at this time?

...How do numerous deployments affect families of our military?

...Assistance available for military families?

...Who are some of the presenters at the FORWARD MARCH conference?

Community issues discussed:

1. Military
2. Mental health
3. Community involvement with military

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

Guests: Kenny Bailey, Cumberland County Horticultural Agent for North Carolina County Extension.

Topic: Update on services available from, and role of, North Carolina County Extension.

Total Time: 30 mins.

Airdate: Sunday, October 16, 2011 @ 7:30am

Synopsis: Discussion included:

1. How County Extension services came to be:
 - a) Ag Experiment Stations created through Land Grant Universities by Hatch Act of 1887
 - b) In N.C. – NC State University and NC A & T State University
 - c) Smith-Lever Act of 1914 created County Extension services
 - d) Current state in Cumberland County, North Carolina and U.S.A.
2. the ease of availability of extension services to County and state residence
3. Current workshop offerings in Cumberland County horticultural arena:
 - a. Beekeeping Course
 - b. Turf Insect Control
 - c. Master Gardener Volunteer Program

Community issues covered:

1. Education
2. Available Services

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

Guests: Lisa Roberts, Executive Officer of tEastern North Carolina Service Area of the Alzheimers Association, and Pat McKee, President, McKee Homes of NC, heading up the 2011 Fayetteville Walk to End Alzheimers at the trail of Cottages at North Ramsey on Saturday, October 29 at 9am.

Topic: We discussed Alzheimers Disease, pursuit of a cure, and the 2011 Fayetteville Walk to End Alzheimers on Saturday, October 29.

Total Time: 30 mins.

Airdate: Sunday, October 23, 2011 @ 7:30am

Synopsis: Discussion included:

1. Description of Alzheimers disease including:
 - a) what it is
 - b) the debilitating toll of dementia on its patients
 - c) the debilitating toll of dementia patients' caregivers
 - d) how occurrences are on the increase
 - e) current state of research and treatment of Alzheimers and dementia
 - f) services available to help Alzheimers patients and caregivers
2. the role of the Alzheimers Association (alz.org) in help to patients and caregivers as well as hope for a cure
3. 2011 Fayetteville Walk to End Alzheimers at the trail of Cottages at North Ramsey on Saturday, October 29:
 - a. how it raises funds for research
 - b. how it hopes to grow
 - c. how interested persons in Fayetteville can participate.

Community issues covered:

1. Health
2. Education
3. Problems of the Elderly
4. Social Services

Talkback with Danny Highsmith

Guest: Battalion Commander Ronald G. Lewis, Fayetteville Fire Department

Topic: Fire Prevention and the workings of the Fayetteville FD

Total time: 30:00 (approximately)

Air Dates: Sunday, October 30 and Sunday, December 4 @ 7:30am

Discussion included:

...How large is Fayetteville FD?

...How many firefighters?

...How many stations?

...Different departments within Fayetteville FD?

...Training necessary to become a member of Fayetteville FD?

...Discuss ongoing training?

...What are some specific things a person can do within their home to prevent fires?

...How are stations rated for purpose of homeowners' insurance?

Community issues discussed:

1. Fire prevention
2. City government
3. Safety

Talkback with Danny Highsmith

Guests: Sgt. Al Ellis, Fayetteville PD Training School Director; Gavin MacRoberts, Public Information Officer, Fayetteville PD

Topic: Police Department Training Center

Total time: 27:56

Air dates: Sunday, November 6, 2011 @ 7:30am

Discussion included:

- ...How long has City had the Police Training Facility?
- ...Qualifications for persons wanting to join the Fayetteville Police Department?
 - ...Application process?
- ...Once accepted, when does training begin?
- ...How long is the training program?
- ...What areas of training does cadet go through?
- ...How do you recruit potential police officers?
 - ...What are the selling points of the Fayetteville PD?
- ...Is our pay competitive?
- ...Describe the ongoing training that is a part of a regular police officer's life?

Community issues discussed:

1. Law enforcement
2. Public relations
3. Firearm safety

Talkback with Danny Highsmith

Guests: Group from March of Dimes

...Lorna Ricotta, Chair, Signature Chef's Auction
...Catherine Heindselman, March of Dimes Director
...Tim & Jennifer Brooks, Ambassador Family parents

Topic: March of Dimes and their Signature Chef's Auction

Total time: 28:01

Air date: Sunday, November 13, 2011 @ 7:30am

Discussion included:

...History of March of Dimes?
...Major focus of organization?
...Tim and Jennifer, what is an Ambassador Family and how did you become involved?
 ...What did the MOD do for your family while your son was in neo-natal intensive care?
...What, When, Where, etc. will the Signature Chef's Auction take place?
 ...Cost of admission?
 ...Who to call for tickets?
 ...What can attendees expect at this event?
...How did you become involved in March of Dimes (Lorna and Catherine)

Community issues discussed:

1. Health care for premature babies
2. Community involvement
3. Non-profits

Talkback with Danny Highsmith

Guest: Tim Mitchell, Deputy Director, Emergency Services, Cumberland County

Topic: Emergency Services in Cumberland County

Total time: 27:41

Air date: Sunday, November 27, 2011 @ 7:30am

Discussion included:

...What does Cumberland County Emergency Services do?

...911 Center?

...How many employees there?

...How much training do they receive?

...How many calls per day, month, etc.?

...Working relationship with City of Fayetteville?

...New initiative entitled, Code Red? Explain how citizens can become involved?

..Emergency Management?

...What is the role of this arm of emergency services?

...How long does it take to mobilize?

...Is your function to coordinate work being done by police, fire, sheriff, volunteers?

Fire Marshall?

...What is the role of the Fire Marshall?

Community issues discussed:

1. Safety
2. Health
3. Communication

Talkback with Danny Highsmith

Guests: Diane Rumley, Dr. Steve Rumley (Support Military Spouses) and Mat Hanson (Leith Auto Mall)

Topic: Support Military Spouses

Total time: 28:00 minutes

Air date: Sunday, December 11, 2011 @ 7:30am

Discussion included:

- ...What is Support Military Spouses?
- ...Where did you get idea to begin this endeavor?
- ...What goes into a shoebox?
- ...How and when will they be delivered?
- ...Number of service men and women serving outside the U.S.
 - ...Their families left behind are serving as well?
- ...Deadline for getting the shoeboxes to locations?
 - ...Where are the drops off locations?
- ...What is your goal for this year?

Community issues discussed:

1. Military
2. Families

Talkback with Danny Highsmith

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

Topic: Salvation Army and their Christmas appeal

Total time: 26:25

Air date: Sunday, December 18, 2011 @ 7:30am

Discussion included:

- ...How many families does the Salvation Army hope to serve this Christmas?
- ...Even though it is too late to apply for assistance this year, what is the process?
- ...In what ways do you raise money and gifts for the needy?
- ...I've heard donations are down this year...do you know why?
- ...Ways to give?
- ...Salvation Army is not just a Christmas time organization...other things you do during the year?
- ...Do you still need volunteers and how do they volunteer?

Community issues discussed:

1. Economy
2. Charity
3. Homeless
4. Day care

Radio Health Journal 4th Quarter 2011

WAZZ-AM

Program # 11-40

Air: Sunday, October 2, 2011 @ 7:00am

Fayetteville, NC

Producer: Reed Pence

Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Kessler Foundation "Gap Survey" OUT Q: ...that's KesslerFoundation.org.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: A new model of eldercare	13:09
<p>Synopsis: Seniors are often unhappily housed in expensive nursing homes and assisted living centers when they really don't need that much care. A physician participating in a new approach discusses its mixture of technology and volunteerism, resulting in savings of up to 90 percent and seniors who are often happy to stay in their own homes.</p> <p>Host: Reed Pence. Guests: Dr. Allan Teel, family physician and author, <u>Alone and Invisible No More: How Grassroots Community Action and 21st Century Technologies Can Empower Elders to Stay in Their Homes and Lead Healthier, Happier Lives</u></p> <p>COMPLIANCY ISSUES COVERED: senior citizens and elderly; aging; economics; health care; technology; volunteerism; family issues</p>		
15:14	SPOT BREAK #2—American Society of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:61
16:15	:02 PAUSE FOR LOCAL AVAIL	:02
16:17	SEGMENT 2: Being Vegan	7:39
<p>Synopsis: About one percent of Americans follow a vegan diet. An expert discusses how eliminating animal products from the diet is not as hard as many people think it is.</p> <p>Host: Nancy Benson. Guest: Colleen Patrick-Goudreau, author, <u>The 30-Day Vegan Challenge</u>.</p> <p>COMPLIANCY ISSUES COVERED: public health; diet and nutrition</p>		
23:56	SPOT BREAK #3—Walgreens "Flu #2"	:61
24:57	Medical Notes and News. Host: Shel Lustig	1:31
26:28	SPOT BREAK #4—Arm & Hammer Spinbrush Pro Whitening "Right Weapon"	:60
27:28	Conclusion of program	:30
27:57	TOTAL TIME	

Program # 11-41 Air : Sunday, October 9, 2011 @ 7:00am

Producers: Reed Pence and Stefan Schumacher Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Kessler Foundation "Gap Survey" OUT Q: ...that's KesslerFoundation.org.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Electronic cigarettes	12:49
<p>Synopsis: Electronic cigarettes, which dispense vaporized nicotine but none of the other toxic chemicals in cigarette smoke, may be a promising way to get people to quit smoking. Despite this, some anti-smoking advocates oppose their use. Experts on both sides discuss pro's and con's of e-cigarettes.</p> <p>Host: Reed Pence. Guests: Dr. Josh Bloom, Director, Chemical and Pharmaceutical Sciences, American Council on Science and Health (www.acsh.org); Dr. Michael Siegel, Prof. of Public Health, Boston Univ. (sph.bu.edu); Matthew Myers, President, Campaign for Tobacco-Free Kids (www.tobaccofreekids.org)</p> <p>COMPLIANCY ISSUES COVERED: public health; consumerism; federal government and regulation; drug addiction and treatment; youth at risk</p>		
14:54	SPOT BREAK #2—American Society of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:61
15:56	:02 PAUSE FOR LOCAL AVAIL	:02
15:58	SEGMENT 2: Did women really win the sexual revolution?	8:01
<p>Synopsis: The sexual revolution of the 1960's wasn't just about sex. It was about women's place in the world. A noted expert discusses how the battle is still under way in many of the nation's hot-button social issues, including sex education in schools.</p> <p>Host: Nancy Benson. Guest: Dr. Kristin Luker, Prof. of Sociology and Law, Univ. of California, Berkeley and author, <u>When Sex Goes to School</u> (books.wwnorton.com/books/When-Sex-Goes-to-School)</p> <p>COMPLIANCY ISSUES COVERED: education; gender issues; women's issues; family issues</p>		
23:59	SPOT BREAK #3—American College of Physicians "Low Back Pain, High Value Care"	:62
25:01	Medical Notes and News. Host: Shel Lustig	1:28
26:29	SPOT BREAK #4—Walgreens "Flu #2"	:61
27:30	Conclusion of program	:30
27:59	TOTAL TIME	

Program # 11-42

Air date: Sunday, October 16, 2011 @ 7:00am

Producers: Reed Pence and Stefan Schumacher

Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Arm & Hammer Spinbrush "My Way Halloween" OUT Q: ...and OrajelMyWay.com.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: The harm of helicopter parents	13:10

Synopsis: "Helicopter parents" who hover over and intervene in everything their children do, have become common. New research is showing that when overparented children go to college and have to survive on their own, they're often unable to do so. Experts discuss how overparenting is creating dependence in children and how parents might start backing off.

Host: Reed Pence. Guests: Lenore Skenazy, author of book and blog, Free Range Kids (FreeRangeKids.com); Dr. Neil Montgomery, Prof. of Psychology, Keene State College; Carl Honore, author, Under Pressure: Rescuing Our Children From the Culture of Hyper-Parenting and In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed (CarlHonore.com)

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

15:15	SPOT BREAK #2—American Society of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:61
16:16	:02 PAUSE FOR LOCAL AVAIL	:02
16:18	SEGMENT 2: Health myths and truths	7:52

Synopsis: Our health is an area full of myths and old wives' tales. Journalist Anahad O'Connor discusses his investigation of which ones are true, which ones are false, and the harm that may come to us if we follow some of them.

Host: Nancy Benson. Guest: Anahad O'Connor, author, Never Shower in a Thunderstorm: Surprising Facts and Misleading Myths About Our Health and the World We Live In.

COMPLIANCY ISSUES COVERED: consumerism; public health

24:10	SPOT BREAK #3—National Breast Cancer Foundation "Cups of Hope"	:60
25:10	Medical Notes and News. Host: Shel Lustig	1:20
26:30	SPOT BREAK #4—ADT Home Security Systems "Who's Watching"	:60
27:30	Conclusion of program	:30
27:59	TOTAL TIME	

Program # 11-43 Air date: Sunday, October 23, 2011 @ 7:00am
 Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Arm & Hammer Spinbrush "My Way Halloween" OUT Q: ...and OrajelMyWay.com.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Finding out why college students drink	11:50

Synopsis: An expert explains one of the first thorough studies into how and why college students binge drink. The results suggest that bingeing will be hard to curb, but that colleges can tap into student habits to reduce the harm that comes from binge drinking.

Host: Reed Pence. Guest: Dr. Thomas Vander Ven, Assoc. Prof. of Sociology and Criminology, Ohio Univ. and author, Getting Wasted: Why College Students Drink Too Much and Party So Hard.

COMPLIANCY ISSUES COVERED: youth at risk; education; drug and alcohol abuse; sexual abuse

13:55	SPOT BREAK #2—American Society of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
14:58	:02 PAUSE FOR LOCAL AVAIL	:02
15:00	SEGMENT 2: End of life orders and economics	7:59

Synopsis: Many families face difficult decisions about life-sustaining treatment because a loved one did not fill out end of life orders, their orders are unavailable or not complete enough. Experts discuss new forms of orders and registries that are easily accessible and legally must be followed. These orders may also save money, a rationale for curtailing treatment which has surprising public support.

Host: Nancy Benson. Guests: Dr. Alvin Moss, Prof. of Medicine, West Virginia Univ. School of Medicine and Director, West Virginia Center for End of Life Care; David Paleologos, Director, Suffolk Univ. Political Research Center.

COMPLIANCY ISSUES COVERED: health care; senior citizens and elderly; end of life issues; economics

22:59	SPOT BREAK #3—Milk PEP "Halloween Chocolate Milk"	:61
24:00	Medical Notes and News. Host: Shel Lustig	2:27
26:27	SPOT BREAK #4---Walgreen's "Flu #3"	:62
27:29	Conclusion of program	:30
27:58	TOTAL TIME	

Program # 11-44 Air date: Sunday, October 30, 2011 @ 7:00am,

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

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Depression in men	12:05

Synopsis: Psychologists are reporting an increase in depression among men. The job loss of the recession has hit men hard, yet men are culturally expected to refrain from expressing the resulting emotions. Experts explain how changing employment and gender roles are a recipe for poor mental and physical health which may continue for decades.

Host: Reed Pence. Guests: Dr. Boadie Dunlop, Director, Mood and Anxiety Disorders Program and Asst. Prof. of Psychiatry and Behavioral Sciences, Emory Univ.; Dr. Jim O'Neil, Prof. of Psychology and Family Studies, Univ. of Connecticut; Dr. Donald N.S. Unger, Lecturer, Program in Writing and Humanistic Studies, Massachusetts Institute of Technology and author, *Men Can: The Changing Image and Reality of Fatherhood in America*; Jim Graham, stay-at-home dad.

COMPLIANCY ISSUES COVERED: men's issues; gender issues; employment and unemployment; economics; mental health; parenting issues; American culture

14:10	SPOT BREAK #2—Walgreen's "Flu #3" OUT Q: ...I'm Jim Cohn.	:62
15:12	:02 PAUSE FOR LOCAL AVAIL	:02
15:14	SEGMENT 2: Refusing to treat the obese	8:02

Synopsis: A survey by the South Florida Sun Sentinel shows that some obstetrician-gynecologists are refusing to accept overweight women as new patients, claiming their equipment can't fit them or there is too much risk. Experts discuss the greater need for health care among the obese, the ramifications of this refusal should it become widespread, and whether doctors' claims are legitimate.

Host: Nancy Benson. Guests: Dr. Anna Riesman, Assoc. Prof. of Medicine, Yale Univ.; Dr. Steven Ralston, Assoc. Prof. of Obstetrics and Gynecology, Tufts Univ. and Chair, Committee on Ethics, American College of Obstetrics and Gynecology

COMPLIANCY ISSUES COVERED: health care; public health; discrimination; ethics; women's issues

23:16	Medical Notes and News. Host: Shel Lustig	2:14
25:30	SPOT BREAK #3—Acorda/Ampyra "Walking With MS"	2:00
27:30	Conclusion of program	:30
27:59	TOTAL TIME	

Program # 11-45 Air date: Sunday, November 6, 2011 @ 7:00am

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Medical expert witnesses	13:25

Synopsis: Doctors say frivolous malpractice suits are a major issue in driving up medical cost. Many doctors believe they're too often victimized by unethical "expert witnesses" who testify incompletely or untruthfully. Experts discuss why the justice system is relatively blind to erroneous medical testimony and the efforts that states and doctors are taking to get rid of it.

Host: Reed Pence. Guests: Dr. Louise B. Andrew, emergency physician and attorney, MDmentor.com; Dr. Bob Patton, nephrologist and attorney, MediateNow.biz; Dr. Jeffrey Segal, neurological surgeon and CEO, MedicalJustice.com.

COMPLIANCY ISSUES COVERED: courts and legal system; ethics; malpractice; economics; states and regulation

15:30	SPOT BREAK #2—Eli Lilly "Heart Tracker" OUT Q: ...Eli Lilly and Company.	:62
16:32	:02 PAUSE FOR LOCAL AVAIL	:02
16:34	SEGMENT 2: Avoiding doctor's mistakes	7:19

Synopsis: Medical mistakes may be far more common than we think. An expert team of medical consumer advocates discusses what patients can do to protect themselves.

Host: Nancy Benson. Guests: Joe Graedon and Dr. Teresa Graedon, authors, Top Screwups Doctors Make and How to Avoid Them. (PeoplesPharmacy.com)

COMPLIANCY ISSUES COVERED: health care; public health; consumerism

23:53	SPOT BREAK #3--Medela "National Prematurity Awareness Month"	:58
24:51	Medical Notes and News. Host: Shel Lustig	1:38
26:29	SPOT BREAK #4—Novartis "Multiple Myeloma Awareness"	:61
27:30	Conclusion of program	:30
27:59	TOTAL TIME	

Program # 11-46 Air date: Sunday, November 13, 2011 @ 7:00am

Producer: Reed Pence and Nancy Benson Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Safe and healthy school buildings	8:18

Synopsis: Many school buildings have environmental problems that detract from education and even safety. These problems go beyond brick and mortar, and even security, and require innovative solutions discussed by one of the nation's top experts.

Host: Reed Pence. Guest: Dr. Howard Frumkin, Dean, School of Public Health and Prof. of Environmental and Occupational health Sciences, Univ. of Washington and co-editor, Safe and Healthy School Environments.

COMPLIANCY ISSUES COVERED: education; environment; public health; school safety and violence; youth at risk; economics.

10:23	SPOT BREAK #2—Eli Lilly "Heart Tracker" OUT Q: ...Eli Lilly and Company.	:62
11:25	:02 PAUSE FOR LOCAL AVAIL	:02
11:27	SEGMENT 2: Playplaces for disabled children	12:05

Synopsis: Parents can often find no safe place for children with disabilities to be included in play. Here is the story of how one mom became an advocate and led a community YMCA to build the nation's first disabled-accessible water slide.

Host: Lynn Holley. Guests: Amy Armstrong, disability advocate and mother; Ed Scopel and Ryan Hinz, Ratio Architects, Champaign, IL; Jean Driscoll, wheelchair athlete and disability advocate

COMPLIANCY ISSUES COVERED: disabilities; youth at risk; community activism; consumerism

23:32	SPOT BREAK #3—Walgreens "Flu #4"	:62
24:34	Medical Notes and News. Host: Shel Lustig	1:54
26:28	SPOT BREAK #4—Novartis "Multiple Myeloma Awareness"	:62
27:30	Conclusion of program	:30
27:59	TOTAL TIME	

Program # 11-47 Air date: Sunday, November 20, 2011 @ 7:00am

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: PSA testing—should it be done at all?	13:22

Synopsis: Screening for prostate specific antigen, or PSA, has been used for 25 years to indicate elevated prostate cancer risk. Now an influential governmental panel recommends healthy men not be screened because the test results in risky, debilitating treatments for cancers that would never be a danger. Many urologists who treat prostate cancer disagree. Experts discuss.

Host: Reed Pence. Guests: Dr. Phillippa Cheatham, urologist, Columbia Univ. Medical Center; Dr. Len Lichtenfeld, Deputy Chief Medical Officer, American Cancer Society; Dr. Arnold Melman, Prof. and Chairman, Dept. of Urology, Albert Einstein College of Medicine and author, After Prostate Cancer.

COMPLIANCY ISSUES COVERED: men's issues; health care; public health; economics

15:27	SPOT BREAK #2—Walgreens "Flu #4" OUT Q: ...healthy holiday season.	:62
16:29	:02 PAUSE FOR LOCAL AVAIL	:02
16:31	SEGMENT 2: Cancer rehabilitation	7:30

Synopsis: People who undergo cancer treatment are not generally offered the same kind of physical rehabilitation given to others who suffer injuries and illnesses. A leader in the new field of cancer rehabilitation explains how it could improve outcomes and quality of life after cancer.

Host: Lynn Holley. Guest: Dr. Julie Silver, Asst. Prof. of Physical Medicine and Rehabilitation, Harvard medical School and founder, Oncology Rehab Partners.

COMPLIANCY ISSUES COVERED: health care; disabilities

24:01	Medical Notes and News. Host: Shel Lustig	1:28
25:29	SPOT BREAK #3—Acorda/Ampyra "Walking With MS"	2:00
27:29	Conclusion of program	:30
27:58	TOTAL TIME	

Program # 11-48

Air date: Sunday, November 27, 2011 @ 7:00am

Producers: Reed Pence and Polly Hansen

Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Toward an HIV vaccine	12:08

Synopsis: Researchers are moving forward toward an effective HIV vaccine. With World AIDS Day this week on December 1, vaccine researchers give a progress report on where scientists stand, how soon a vaccine might be a reality, and how it might be used.

Host: Reed Pence. Guests: Chuck Panozzo, HIV-positive member Styx rock band; Dr. James Kublin, Executive Director, HIV Vaccine Trials Network; Dr. Harriet Robinson, Chief Scientific Officer, GeoVax Labs.

COMPLIANCY ISSUES COVERED: public health; health care; technology and research; HIV and AIDS; prevention

14:13	SPOT BREAK #2—LifeScan "Life First With Sam Talbot" OUT Q: ...at Facebook.com/onetouch	:62
15:15	:02 PAUSE FOR LOCAL AVAIL	:02
15:17	SEGMENT 2: Do women make better doctors?	8:45

Synopsis: Forty years ago, few women practiced medicine. Today, women make up about 50 percent of new doctors. At the same time, the practice of medicine has changed to one that listens better to the patient. Experts discuss how they hope to train all doctors to work in this style, and whether women are generally better at this style of practice as a result of cultural upbringing.

Host: Lynn Holley. Guests: Robert Kreisman, Chicago malpractice attorney; Dr. Carol Aschenbrener, Executive Vice President, Assoc. of American Medical Colleges; Dr. Klea Bertakis, Prof. and Chair, Dept. of Family-Community Medicine, Univ. of California-Davis; Dr. Holly Humphrey, Dean for Medical Education, Univ. of Chicago.

COMPLIANCY ISSUES COVERED: health care; public health; women's issues; gender issues; American culture

24:02	SPOT BREAK #3—Caris "Know Your Cancer"	:62
25:04	Medical Notes and News. Host: Shel Lustig	1:26
26:30	SPOT BREAK #4—Arm & Hammer "Complete Care Enamel Strengthening Toothpaste"	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

Program # 11-49 Air date: Sunday, December 4, 2011 @ 7:00am

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Older teens and graduated driver's licenses	12:15

Synopsis: Graduated driver's license (GDL) programs now in force in every state are proven to reduce crashes among 16-year old drivers. However, new research shows that when GDLs are instituted, crashes among 18-year old drivers increase. Experts discuss possible explanations and solutions.

Host: Reed Pence. Guests: Dr. Scott Masten, researcher, California Dept. of Motor Vehicles; Dr. Robert Foss, Director, Center for the Study of Young Drivers, Univ. of North Carolina, Chapel Hill; Dr. Anne McCartt, Senior Vice President for Research, Insurance Institute for Highway Safety

COMPLIANCY ISSUES COVERED: public safety; highway safety; youth at risk; education; states and regulation; parenting issues

14:20	SPOT BREAK #2—LifeScan "Life First With Sam Talbot" OUT Q: ...at Facebook.com/onetouch	:62
15:22	:02 PAUSE FOR LOCAL AVAIL	:02
15:24	SEGMENT 2: The Mind's Eye	7:30

Synopsis: What we see is not dependent solely on the eyes. We rely on the brain to make sense of the various components of visual information. A world-renowned expert discusses some of the unusual ways sight can go wrong when connections go awry.

Host: Lynn Holley. Guest: Dr. Oliver Sacks, Prof. of Neurology and Psychiatry, Columbia Univ., and author of 10 books including Awakenings, The Man Who Mistook His Wife for a Hat, and The Mind's Eye

COMPLIANCY ISSUES COVERED: health care; education; disabilities

22:54	SPOT BREAK #3—Caris "Know Your Cancer"	:62
23:56	Medical Notes and News. Host: Shel Lustig	2:33
26:29	SPOT BREAK #4—Arm & Hammer "Complete Care Enamel Strengthening Toothpaste"	:60
27:29	Conclusion of program	:30
27:59	TOTAL TIME	

Program # 11-50

Air date: Sunday, December 11, 2011 @ 7:00am

Producer: Reed Pence

Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Does child obesity constitute child abuse?	13:52
<p>Synopsis: Recently, doctors have occasionally alerted child welfare officials about the extreme obesity of children to have them taken out of the family home under child abuse or neglect laws. Some doctors say the action is meant to save lives; others say it's a drastic, traumatic action with no proof of effectiveness. Experts discuss both sides.</p> <p>Host: Reed Pence. Guests: Dr. Norman Foss, Prof. of Pediatrics and Director, Medical Ethics Program, Univ. of Wisconsin School of Medicine and Public Health; Jill Castle, registered dietitian and blogger, JustTheRightByte.com; Dr. David Orentlicher, Samuel Rosen Prof. of Law, Adjunct Prof. of Medicine and Co-Director, Center for Law and Health, Indiana Univ.</p> <p>COMPLIANCY ISSUES COVERED: youth at risk; public health; parenting issues; child abuse & neglect; education; justice system</p>		
15:57	SPOT BREAK #2—LifeScan "Life First With Sam Talbot" OUT Q: ...at Facebook.com/onetouch	:62
16:59	:02 PAUSE FOR LOCAL AVAIL	:02
17:01	SEGMENT 2: Avoiding the temptation of overshopping	6:53
<p>Synopsis: Compulsive overshoppers often are seeking to compensate for some unfilled internal need. An expert discusses these reasons and how people can learn to overcome compulsive shopping.</p> <p>Host: Nancy Benson. Guest: Dr. April Lane Benson, psychologist, founder, StoppingOvershopping.com and author, <u>To Buy Or Not To Buy: Why We Overshop and How To Stop.</u></p> <p>COMPLIANCY ISSUES COVERED: addiction; economics; consumerism; mental health</p>		
23:54	SPOT BREAK #3—Medtronic "Taking Action #3"	:61
24:55	Medical Notes and News. Host: Shel Lustig	1:35
26:30	SPOT BREAK #4—Purdue Pharma "Partners Against Pain w/ Jennifer Grey"	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

Program # 11-50 Air date: Sunday, December 11, 2011 @ 7:00am

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Does child obesity constitute child abuse?	13:52
<p>Synopsis: Recently, doctors have occasionally alerted child welfare officials about the extreme obesity of children to have them taken out of the family home under child abuse or neglect laws. Some doctors say the action is meant to save lives; others say it's a drastic, traumatic action with no proof of effectiveness. Experts discuss both sides.</p> <p>Host: Reed Pence. Guests: Dr. Norman Foss, Prof. of Pediatrics and Director, Medical Ethics Program, Univ. of Wisconsin School of Medicine and Public Health; Jill Castle, registered dietitian and blogger, JustTheRightByte.com; Dr. David Orentlicher, Samuel Rosen Prof. of Law, Adjunct Prof. of Medicine and Co-Director, Center for Law and Health, Indiana Univ.</p> <p>COMPLIANCY ISSUES COVERED: youth at risk; public health; parenting issues; child abuse & neglect; education; justice system</p>		
15:57	SPOT BREAK #2—LifeScan "Life First With Sam Talbot" OUT Q: ...at Facebook.com/onetouch	:62
16:59	:02 PAUSE FOR LOCAL AVAIL	:02
17:01	SEGMENT 2: Avoiding the temptation of overshopping	6:53
<p>Synopsis: Compulsive overshoppers often are seeking to compensate for some unfilled internal need. An expert discusses these reasons and how people can learn to overcome compulsive shopping.</p> <p>Host: Nancy Benson. Guest: Dr. April Lane Benson, psychologist, founder, StoppingOvershopping.com and author, <u>To Buy Or Not To Buy: Why We Overshop and How To Stop</u>.</p> <p>COMPLIANCY ISSUES COVERED: addiction; economics; consumerism; mental health</p>		
23:54	SPOT BREAK #3—Medtronic "Taking Action #3"	:61
24:55	Medical Notes and News. Host: Shel Lustig	1:35
26:30	SPOT BREAK #4—Purdue Pharma "Partners Against Pain w/ Jennifer Grey"	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

Program # 11-51 Air date: Sunday, December 18, 2011 @ 7:00AM

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: "The Merry Christmas Coronary"	12:18
<p>Synopsis: Researchers have found that heart deaths rise starting at Thanksgiving to peaks on Christmas Day and New Year's Day. Experts discuss possible reasons and how people may be able to lessen their risk.</p> <p>Host: Reed Pence. Guests: Dr. Robert Kloner, Univ. of Southern California and Director of Research, Heart Institute, Good Samaritan Hospital, Los Angeles; Dr. Keith Churchwell, Exec. Director & Chief Medical Officer, Vanderbilt Heart and Vascular Institute; Miltonette Craig, heart arrhythmia patient; Dr. Randy Lieberman, Asst. Prof. of Medicine, Michigan State Univ.; Dr. Mark Estes, Prof. of Medicine, Tufts Univ. and Past President, Heart Rhythm Society.</p> <p>COMPLIANCY ISSUES COVERED: health care; emergency preparedness; consumerism</p>		
14:23	SPOT BREAK #2—Medtronic "Taking Action #3" OUT Q: ...that's Medtronic.com/NCD	:61
15:24	:02 PAUSE FOR LOCAL AVAIL	:02
15:26	SEGMENT 2: Kids and the flu	7:29
<p>Synopsis: Children are especially susceptible to the flu and are major vectors in giving the virus to others. Experts discuss means of avoiding flu misery and new safety changes to acetaminaphen-based pain relievers for children.</p> <p>Host: Nancy Benson. Guests: Dr. Jim Sears, pediatrician and co-host, "The Doctors" TV show; Linda Davis-Alldritt, President, National Association of School Nurses.</p> <p>COMPLIANCY ISSUES COVERED: health care; public health; consumerism; product safety; parenting issues; youth at risk</p>		
22:55	SPOT BREAK #3—Skype "Connect With Family"	:59
23:54	Medical Notes and News. Host: Shel Lustig	2:34
26:28	SPOT BREAK #4—Savient "Check Out Your Gout" ADT Home Security Systems "Who's Watching"	:30 :29
27:27	Conclusion of program	:30
27:57	TOTAL TIME	

Program # 11-52 Air date: Sunday, December 25, 2011 @ 7:00am

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Commuting stress	12:15
<p>Synopsis: Researchers are finding that being tied up in a traffic jam has cumulative stress and health effects. Experts discuss methods people can use to ease their commuting stress, and what steps government might take to best ease traffic congestion.</p> <p>Host: Reed Pence. Guests: Tim Lomax, research engineer, Texas Transportation Institute, Texas A&M Univ.; Alan Pisarski, travel behavior, public policy consultant and author, <u>Commuting in America</u>; Dr. David Wiesenthal, Prof. of Psychology, York Univ.; Dr. Dwight Hennessy, Assoc. Prof. of Psychology, Buffalo State College.</p> <p>COMPLIANCY ISSUES COVERED: public health; traffic; roads; public works; consumerism</p>		
14:20	SPOT BREAK #2—Purdue Pharma "Partners Against Pain w/ Jennifer Grey" OUT Q: ...PartnersAgainstPain.com.	:60
15:20	:02 PAUSE FOR LOCAL AVAIL	:02
15:22	SEGMENT 2: Schizophrenia recovery after decades in the dark	7:57
<p>Synopsis: An author describes her sister's recovery from schizophrenia after locking herself in her room for more than 30 years.</p> <p>Host: Nancy Benson. Guest: Margaret Hawkins, author, <u>After Schizophrenia: My Sister's Reawakening After 30 Years</u></p> <p>COMPLIANCY ISSUES COVERED: health care; mental illness and treatment; patient safety legislation</p>		
22:17	SPOT BREAK #3—Merit Financial "Tough Times"	:60
23:54	Medical Notes and News. Host: Shel Lustig	2:14
26:31	SPOT BREAK #4—ADT Home Security Systems "Who's Watching"	:58
27:29	Conclusion of program	:30
27:59	TOTAL TIME	



Radio the way it WAZZ

**FOURTH QUARTER
PUBLIC AFFAIRS REPORT**

2011

WAZZ FOURTH QUARTER PUBLIC AFFAIRS REPORT

October 2011:

10/06/11 - Fayetteville Animal Protection Society regular show with guest, Janice Melton...Live...8:35AM to 9:00AM.

10/13/11 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM

10/20/11 - A Senior Moment – Regular monthly Show with regular Guest, Rick Spell R.S.V.P. Director, Live...8:35AM to 9:00AM.

10/27/11 - Pitt Dickey, Attorney, speaking on solutions to Social Security problem.

10/28/11 – Fourth Friday – A regular monthly show promoting the downtown event. Regular Guest, Mary Kinney, Fayetteville Arts Council.

Submitted by Curt Nunnery

WAZZ FOURTH QUARTER PUBLIC AFFAIRS REPORT

November 2011:

- 11/01/11 - Samaritin's Purse promotion...Live...8:35AM to 9:00AM.**
- 11/02/11 - Hero's Homecoming for Vietnam Vets...George Breece Live 8:35AM to 9:00AM.**
- 11/03/11 - Fayetteville Animal Protection Society regular show with guest, Janice Melton...Live...8:35AM to 9:00AM.**
- 11/10/11 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM**
- 11/11/11 - Veteran's Day Guest, Lt. Col. Retired Steve Berti...Live..8:35AM to 9AM.**
- 11/17/11 - A Senior Moment – Regular monthly Show with regular Guest, Rick Spell R.S.V.P. Director, Live...8:35AM to 9:00AM.**
- 11/25/11 – Fourth Friday – A regular monthly show promoting the downtown event. Regular Guest, Mary Kinney, Fayetteville Arts Council.**
- 11/30/11 - Pitt Dickey, Attorney, speaking on solutions to Social Security problem.**

Submitted by Curt Nunnery

WAZZ FOURTH QUARTER PUBLIC AFFAIRS REPORT

December 2011:

12/01/11 - Fayetteville Animal Protection Society regular show with guest, Janice Melton...Live...8:35AM to 9:00AM.

12/08/11 - RB Goforth, Entomologist, on "Pests Digest." Live...8:35AM to 9:00AM

12/15/11 - A Senior Moment – Regular monthly Show with regular Guest, Rick Spell R.S.V.P. Director, Live...8:35AM to 9:00AM.

Submitted by Curt Nunnery