

Quarterly Issues & Programs Report

WAZZ-AM
MY KISS RADIO
W228 DK-FM

Fayetteville, NC

1st Quarter
January - February - March, 2020

Prepared By - Kent Dunn

WAZZ-AM & W228 DK-FM

My Kiss Radio

Issue/Program Summary

2020

January – February - March

Radio Station WAZZ-AM (1490-AM) & Translator W228 DK (94.3) Fayetteville, NC identified these issues of concern in the community to be addressed from January through March, 2020.

These items were identified during on-going surveys and interviews conducted by the staff with community leaders.

**Diet/Nutrition/Health Care
At Risk Children
Health Care-For Low Income
Criminal Record Expungement
Energy Assistance Program
Homelessness**

**MLK Day of Service/Black History
Substance Abuse/Unpaid Caregiving
Positive Direction Youth Conference
Emergency Clothing Assistance
Heart Valve Disease Awareness
Employment Job Fair**

**Issues were addressed via - Daily Public Service Announcements
Daily Newscasts,
Weekly Long-form Public Affairs Programs
Live Broadcasts from Community Events**

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

1/05/19

TIME:

7A-7:15A

GUEST(S):

Courtney McCormick

TITLE:

Corporate Nutritionist

LENGTH:

10 Minutes

TOPIC:

NUTRITIONIST EXPLAINS HOW TO DEVELOP A PERSONALIZED HEALTH PLAN FOR THE NEW YEAR

DISCUSSION:

1. So can you touch base on some of this new research being released? Who is conducting it?
2. What does the research mean exactly when it says "body type"? Is it shape, number of fat cells, etc?
3. What is the scientific reasoning behind body type being so imperative to nutrient absorption?
4. What are the differences in the ability to absorb nutrients based on body type?
5. Does this mean that foods that one body type eats might have a greater or weaker effect on weight loss than the other? Can you give an example of one of these foods?
6. What are your recommendations for people of each body type who are looking to set up new health and dieting plans for 2020?
7. Are there any foods that people with particular body types should be looking for specifically?
8. Are there any resources available to help our listeners plan their personalized health plans around this new research so they have an idea of how their "body type" will react to certain diets?
9. Is there anything else that you would like to add?

ISSUES:

Diet/Nutrition

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

01/05/2020

TIME:

7:15A-7:30A

GUEST(S):

Tiara Hinton

TITLE:

Friendship House Coordinator

LENGTH:

10 Minutes

TOPIC:

Friendship House (MLK DAY OF SERVICE)

DISCUSSION:

Baez Jr. And Ms. Hinton talked about what Friendship House will be doing during the MLK day of service.

- Complimentary Brick-oven pizza by Service Source (While Supplies Last)
- Free Blood pressure Checks
- Blood drive
- Other Healthcare resources
- Southern Regional (Area Health Education Center)

ISSUES:

Health Care/MLK Day of Service

The Bigger Picture
With Gilbert Baez Jr.

AIRDATE: 01/12/2020 **TIME:** 7A-7:15A

GUEST(S): Phil Harris

TITLE: Executive Director Sandhill's Chapter

LENGTH: 10 Minutes

TOPIC: American Red Cross (MLK DAY OF SERVICE)

DISCUSSION: Baez Jr. And Mr. Harris talked about the Sandhill's chapter of America Red Cross Schedule for the MLK Day of Service. They have turned the day of service into a week of Service.

Jan 20	MLK Breakfast at UNC-P
	<u>Blood Drives</u>
Jan 20	Campbell University
Jan 20	Carolina Lakes
Jan 22	Red Cross Orientation (Disaster) 9:30AM Carol St. Fayetteville
Jan 23	UNC-P
Jan 23	Red Cross Orientation (All Red Cross services) 5:30 Carol St. Fayetteville
Jan 22	Cumberland Int'l College on FSU Campus
Jan 22 nd	UNC-P Campus Day of Service—Install smoke alarms and share fire safety

ISSUES: American Red Cross-MLK Day/Week of Service

The Bigger Picture
With Gilbert Baez Jr.

AIRDATE:

01-12-20

TIME:

7:15A-7:30A

GUEST(S):

Dr. Pamela Smith

TITLE:

MARTIN LUTHER KING JR. PARADE COMMITTEE

LENGTH:

10 Minutes

TOPIC:

MLK, JR. PARADE

DISCUSSION:

WHAT? 2020 Martin Luther King, Jr. Parade
WHERE? Hay Street in Downtown Fayetteville, NC
WHEN? January 18th @Noon
WHY? To honor the life of Dr. Martin Luther King

ISSUES:

2020 Martin Luther King, Jr. Parade/Black History

The Bigger Picture
With Gilbert Baez Jr.

AIRDATE: **TIME:**

GUEST(S):

TITLE:

LENGTH:

TOPIC:

DISCUSSION:

ISSUES:

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

01/19/2020

TIME:

7:15A-7:30A

GUEST(S):

Prophetess Beverly Gibson

TITLE:

Secretary for FCCMC

LENGTH:

10 Minutes

TOPIC:

Fayetteville Cumberland County Ministerial Council (FCCMC)

DISCUSSION:

1. MLK Scholarships Main sources of funding (Worship service & Breakfast)
2. Day of Service (Coretta Scott King requested day on instead of a day off.
How the FCCMC is keeping to her request.
3. "We are Better Together" and Dr. King's "Beloved Community"

ISSUES:

MLK Remembrance / Black History

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

01/26/2020

TIME:

7A-7:15A

GUEST(S):

Kenneth smith

TITLE:

Clinical Director, Communicare

LENGTH:

10 Minutes

TOPIC:

CommuniCare

DISCUSSION:

Mission Statement:

We are an umbrella agency that provides and supports prevention & early intervention to at-risk youth and their families in Cumberland County through community based collaboration.

Vision:

Cumberland County CommuniCare's vision is to be recognized as the most dependable behavioral health provider that links critical programs and services for adolescents, youth and adults in our community.

Qualifications:

CommuniCare has an extensive history of success in a variety of community interventions. CommuniCare provides the highest quality consumer-focused, family driven services and programs for adolescents, youth, adults and families. As a part of our intrinsic belief in providing the very best clinical treatment, our clinical services only employ professionals who meet the criteria for a minimum of associate level licensure. Non-clinical positions employ highly qualified, professional staff with demonstrated expertise in community programming.

ISSUES:

At Risk Children/Behavior Challenges/Substance Abuse

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

1/26/19

TIME:

7:15A-7:30A

GUEST(S):

Bruce Chernof,

TITLE:

MD, President and CEO, The SCAN Foundation,

LENGTH:

10 Minutes

TOPIC:

Unpaid Caregiving

DISCUSSION:

1. So can you touch on the rise of unpaid caregiving in the United States?
2. Why do you think the number of unpaid caregivers is rising?
3. What are some trends that you notice about this new unpaid caregiving population?
4. What is something about this population that we might not know?
5. What does the SCAN Foundation do?
6. What are some resources that your organization has in place to help these unpaid caregivers?
7. Can you talk about the parade at the Rose Bowl this year and the impact that you hope it has? What message is your organization trying to send?
8. Talk about some of the caregivers being honored – who are they and how were they selected?
9. Are there any resources that you or SCAN has in place to assist unpaid caregivers?
10. Is there anything else that you would like to add?

ISSUES:

Unpaid Caregiving in the United States

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

02/02/2020

TIME:

7A-7:15A

GUEST(S):

Amy Navejas, JD

TITLE:

Executive Director/CEO

LENGTH:

10 Minutes

TOPIC:

Better Health

DISCUSSION:

Vision: Better Health was founded in 1958 with a vision to impact the quality of life for local residents, through a commitment to improving access and availability of health care services for the underserved, low-income resident.

Mission: To address the unmet healthcare needs in Cumberland County through education, referral and assistance.

Each Year, Better Health offers:

Diabetes Self-Management Clinics, cooking demonstrations and screenings, serving over 500 people with diabetes.

Childhood Obesity Programming, teaching approximately 1200 children about healthy lifestyle choices

Emergency Medications, Dental Care, travel assistance and vision care for 1700 uninsured clients in need

Medical Supplies for 500 people

ISSUES:

Health Care Services for Low-income residents

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

02/02/2020

TIME:

7:15A-7:30A

GUEST(S):

Dr. Jennifer Green

TITLE:

Public Health Director

LENGTH:

10 Minutes

TOPIC:

Cumberland County Public Health

DISCUSSION:

Dr. Jennifer Green became the Cumberland County Health Director on November 18. She comes to our community from Riley County in Manhattan, Kansas, where she was the public health director since 2016.

Dr. Green, welcome to Cumberland County.

- Please share with us a little about your background.
- Why did you choose to go into Public Health?
- What is our community doing well in the public health arena?
- What are some of the challenges our community faces?
- What are some of the important initiatives at the Cumberland County Department of Public Health?
- What do you enjoy most about your job?
- What is one most important thing you want the audience to remember about public health?

ISSUES:

Public Health

The Bigger Picture
With Gilbert Baez Jr.

AIRDATE:

02/09/2020

TIME:

7A-7:30A

GUEST(S):

Charles Mellette

TITLE:

Bishop

LENGTH:

15 Minutes

TOPIC:

The Positive Direction for Youth Conference

DISCUSSION:

The Positive Direction for Youth Conference is one of the leading youth conferences in the state of North Carolina that takes the unique approach to educate, equip, and empower today's youth to make decisions that foster positive results. With a combination of thought-provoking workshops, nationally acclaimed entertainment and interactive activities for youth, this two-day high-energy event is focused on developing youth who will be assets in their communities. Parents, youth directors, pastors, educators, professional athletes, and community leaders are all inclusive of this refreshing time of empowerment, thus receiving information to assist with bridging the gap between youth and adults.

It's a weekend full of Fun, Flavor, Family-friendly Festivities and Entertainment for ALL AGES!!

On Friday, February 21, join us for our Celebrity Basketball Game, back by popular demand.

On Saturday, February 22, there are workshops for Kids (ages 4-11), Teens & Tweens (ages 12-18), Young Adults (ages 19-27) and Adults: Parents, Leaders & Pastors.

Be a part of the 20/20 Vision Concert featuring Gospel Recording Artists Phil Thompson & Todd Dulaney.

ISSUES:

Positive Direction Youth Conference/Bridging the Gap Between Youth & Adults

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

02/16/2020

TIME:

7A-7:30A

GUEST(S):

Charles Evans, Mitch Colvin, Billy West

TITLE:

County Commissioner at Large, Mayor, District Attorney

LENGTH:

15 Minutes

TOPIC:

Cumberland County Expungement Clinic

DISCUSSION:

Today in North Carolina, 1.5 million or 1 in 5 adults have a Criminal Record. A criminal record can be a significant obstacle to many educational, employment and housing opportunities. The Clinic allows those who are eligible, the opportunity to have their records expunged. Over the past two years, Hundreds of individuals have successfully had their record expunged because of this clinic.

In a Few weeks, Cumberland County will have three informational sessions for those who they may qualify For Expungement. For those folks that qualify, Cumberland County will have the actual expungement clinic this summer where local attorneys will provide FREE legal services to help individuals get their records expunged.

ISSUES:

Criminal Record Expungement

The Bigger Picture
With Gilbert Baez Jr.

AIRDATE:

02/23/2020

TIME:

7A-7:30A

GUEST(S):

Tim Grider

TITLE:

Salvation Army Major

LENGTH:

15 Minutes

TOPIC:

Salvation Army's Division of Social Services

DISCUSSION:

Social Services

Salvation Army Social Services

Emergency Clothing Vouchers

Emergency Clothing Assistance in Fayetteville, NC

**Salvation Army Social Services, emergency clothing vouchers, Fayetteville NC,
Emergency clothing assistance in Fayetteville NC**

**The Salvation Army's Division of Social Services is located at 245 Alexander Street,
Fayetteville, NC. Please call 910-483-8119 for more information.**

**You can receive emergency clothing vouchers to our Family Store, please call 910-
483-8119 to qualify.**

ISSUES:

Social Services/Emergency Clothing Assistance

The Bigger Picture
With Gilbert Baez Jr.

AIRDATE: **03/01/2020** TIME: **7A-7:15A**

GUEST(S): **Vivian Tookes**

TITLE: **Assistance Director, Economic Services**

LENGTH: **10 Minutes**

TOPIC: **Department of Social Services**

DISCUSSION: **The North Carolina Low Income Energy Assistance Program (LIEAP) provides a one-time vendor payment to help eligible households pay their heating bills. The time frame to apply for this benefit is December 1st through March 31st of each year.**

To qualify for this benefit program, you must be a resident of the state of North Carolina and you must meet income and resource guidelines. Beginning December 1st through January 31st of each year, priority in eligibility is given to households that contain an elderly person age 60 and over or, a disabled person receiving a service through the North Carolina Division of Aging and Adult Services.

ISSUES: **Energy Assistance Program**

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

03/01/2020

TIME:

7:15A-7:30A

GUEST(S):

Lindsay Clarke

TITLE:

Vice President of Health Education and Advocacy, Alliance for Aging Research

LENGTH:

10 Minutes

TOPIC:

National Heart Valve Disease Awareness Day

DISCUSSION:

National Heart Valve Disease Awareness Day is recognized every February 22 during American Heart Month, and is dedicated to increasing recognition of the specific risks and symptoms of heart valve disease, improve detection and treatment, and ultimately save lives.

There are over 18,800 deaths a year from heart disease in North Carolina and it's the number two cause of death in the state.

Despite the fact that as many as 11 million Americans are affected by Heart valve disease (HVD), a recent survey of more than 2,000 adults found that 3 out of 4 Americans know little to nothing about HVD, and only one in four know somewhat or a great deal about the disease.

HVD becomes more common with age, and one in ten people age 75 and older are estimated to have moderate to severe HVD.

The seriousness of the disease, combined with the fact that symptoms are often difficult to detect, and are dismissed as a normal part of aging, makes this lack of awareness dangerous.

ISSUES:

Heart Health/National Heart Valve Disease Awareness Day

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

03/08/2020

TIME:

7A-7:15A

GUEST(S):

Dennis R. Bowen

TITLE:

Executive Director

LENGTH:

10 Minutes

TOPIC:

Cumberland County Council on Older Adults

DISCUSSION :

The Cumberland County Council on Older Adults was established in 1968 as a non-profit organization. Fifty years later the Council is still committed to the mission: to help older adults living in Cumberland County maintain their independence at home with dignity.

The Council offers services at no cost to seniors age 60+ living in Cumberland County. How? Through wonderful volunteers, staff, generous monetary support, and various funding sources.

You may be an older adult, caregiver, and/or friend seeking information about local senior resources or you may be interested in volunteering with one of our programs.

ISSUES:

Health Care

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

03/08/2020

TIME:

7:15A-7:30A

GUEST(S):

Tim Grider

TITLE:

Salvation Army Major

LENGTH:

10 Minutes

TOPIC:

Pathway of Hope Shelter

DISCUSSION:

Pathway of Hope Shelter is located at: 245 Alexander St. Fayetteville, NC 28301

Pathway of Hope is an emergency shelter serving single men and families with children. The shelter will serve residents for 90 days.... providing them with free meals each day, a safe environment to reside, and case management services to assist in obtaining self-sufficiency.

The hope is that in some way residents are impacted by the Love of Jesus Christ that drives the work that we do. Residents receive a generous donation of clothing or hygiene items, and receive encouragement from a member. We are also open for a Community Meal (Dinner) from 5:00pm to 5:30pm, 5 days per week to serve our community.

ISSUES:

Emergency Shelter/Homelessness

The Bigger Picture
With Gilbert Baez Jr.

AIRDATE:	03-15-2020	TIME:	7:15A-7:30A
GUEST(S):	Jennifer Green		
TITLE:	Cumberland County Health Director		
LENGTH:	10 Minutes		
TOPIC:	Updates Commissioners on Coronavirus		
DISCUSSION:	Dr. Jennifer Green Updated The County Commissioners on Coronavirus on March 12 th .		
ISSUES:	Coronavirus		

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

03-22-2020

TIME:

7A-7:30A

GUEST(S):

Johnny Wilson

TITLE:

Executive Director

LENGTH:

15 Minutes

TOPIC:

Fayetteville Urban Min - Programs and services

DISCUSSION:

EMERGENCY ASSISTANCE (EA)

FUM came into existence in 1974 to address the widespread needs of people suffering in crisis situations throughout the county. Starting from a basement, Emergency Assistance grew into an effective grass roots operation that touches thousands of lives. Now the program houses a food pantry, clothing closet, and a financial assistance service for families and individuals in crisis. All of this is made possible by community partners who donate non-perishable food items, new & lightly used clothing, hygiene items, household goods, and money.

ADULT LITERACY & EDUCATION CENTER (ALEC)

The Adult Literacy Program was established in 1976 to address the needs of nearly a quarter of the adults in Cumberland County who read at or below a 5th grade level. We assist adults who are challenged in the areas of reading, writing, math, general academics, English language, job readiness and computer skills. One-on-one tutors, group classes and a full computer lab help students to begin their journey to success. These services affect not only the adult student, but also their children and generations thereafter. Literacy is fundamental for creating better health care access, lowering crime rates, and ensuring safer family environments. Last year, trained volunteers from the community worked with 244 adult students, touching 741 lives. In addition, 6 students gained U.S. citizenship and 103 attained their educational or employment goals. The gift of literacy is one that will make a lasting difference in our entire community.

ISSUES:

Community Needs/Adult Literacy

The Bigger Picture

With Gilbert Baez Jr.

AIRDATE:

03/29/2020

TIME:

7A-7:30A

GUEST(S):

Phil Harris

TITLE:

Executive Director Sandhill's Chapter

LENGTH:

15 Minutes

TOPIC:

American Red Cross - Be Informed

DISCUSSION:

Learn the types of disasters or emergencies that may likely occur in your area. These events can range from those affecting only you and your family, like a home fire or medical emergency, to those affecting your entire community, like an earthquake or flood.

- Identify how local authorities will notify you during a disaster and how you will get information, whether through local radio, TV or NOAA Weather Radio stations or channels.
- Know the difference between different weather alerts such as watches and warnings and what actions to take in each.
- Know what actions to take to protect you during disasters that may occur in areas where you travel or have moved recently. For example, if you travel to a place where earthquakes are common and you are not familiar with them, make sure you know what to do to protect yourself should one occur.
- When a major disaster occurs, your community can change in an instant. Loved ones may be hurt and emergency response is likely to be delayed. Make sure that at least one member of your household is trained in first aid and CPR and knows how to use an automated external defibrillator (AED). This training is useful in many emergency situations.

ISSUES:

American Red Cross/Be Informed/Disaster Preparedness