

Quarterly Issues & Programs Report

**WAZZ-AM
&
Translator W232ci(FM)**

Fayetteville

2nd Quarter

April – May – June

2015

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WAZZ-AM & W232ci-FM

Issue/Program Summary

2015 – 2nd Quarter

April – May – June

Radio Station WAZZ-AM (1490-AM) & W232ci (94.3-FM) Fayetteville, NC identified these issues of concern in the community to be addressed from April thru June 2015.

Military Issues

Crime

Veterans Concerns

Economy/Small Business

Health Care

At-Risk Youth

Parenting

Emergency Preparedness

Education

Water Safety

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 (W232ci-FM)

Radio Health Journal®

Quarterly Issues Report – Q2 2015

Program # 15-14 Air Date -- 4-5-15 @ 7:00am

SEGMENT 1: Food Addiction

13:04

Synopsis: Synopsis: Scientists are learning that some people can be physically addicted to certain kinds of foods, especially highly-processed foods, and suffer withdrawal when they can't have them. Experts explain the brain chemistry of food addiction, how it is virtually identical to the chemistry of drug addiction and alcoholism, and what it means for the nation's fight against obesity.

Host: Host: Reed Pence. Guests: Dr. Ashley Gearhardt, Asst. Prof. of Psychology, Univ. of Michigan; Dr. Vera Tarman, Medical Director, Renascent Addiction Treatment Center, Toronto, and author, *Food Junkies: The Truth About Food Addiction*

COMPLIANCY ISSUES COVERED: public health; consumerism; addiction; youth at risk; economics

SEGMENT 2: Moderate Exercise

6:46

Synopsis: Synopsis: Studies are showing that people who train hard and long at running have death rates similar to couch potatoes, while those who exercise moderately or even lightly are likely to live much longer. Experts discuss how much exercise is enough and how to make the most of light exercise.

Host: Host: Nancy Benson. Guests: Dr. Carol Ewing Garber, Prof. of Movement Sciences, Teachers College, Columbia Univ.; Dr. Vijay Vad, sports medicine specialist, Hospital for Special Surgery, New York, Asst. Prof. of Rehabilitation Medicine, Weill Cornell Medical College and author, *The New Rules of Running*

COMPLIANCY ISSUES COVERED: public health, health care; consumerism

Program # 15-15 **Air date: 4-12-15 @ 7:00am**

SEGMENT 1: Correcting Color Blindness **11:15**

Synopsis: Color blindness (or color vision deficiency) affects up to eight percent of men. Until recently, doctors could do nothing to treat it. Now high-tech glasses can make colors come alive for many people with the most common form of color blindness. Experts explain color blindness and the glasses that can treat it.

Host: Reed Pence. Guests: Sean Reynolds, color blind patient; Dr. Michael Marmor Prof. of Ophthalmology, Stanford Univ. School of Medicine and Byers Eye Institute; Dr. Don McPherson, Vice President of Products, Enchroma, Inc.

COMPLIANCY ISSUES COVERED: Health Care; Consumerism; Technology

SEGMENT 2: Why We Eat What We Do **8:35**

Synopsis: Most people would like to eat healthy foods. But other factors such as cost and ease of preparation are much more important in our food choices. A longtime food market researcher discusses why we choose the foods we eat.

Host: Nancy Benson. Guest: Harry Balzer, Chief Industry Analyst, NPD Group.

COMPLIANCY ISSUES COVERED: economics; health and nutrition; consumerism

Program # 15-16 **Air date: 4-19-15 @ 7:00am**

SEGMENT 1: Too Many Vitamins? **11:37**

Synopsis: Vitamins are essential to our health, and most of those we need we can get through our diets. Many foods are fortified today. Standards for dietary minimums help prevent deficiency diseases, but little is known about whether it's possible to consume too many vitamins. Experts discuss.

Host: Reed Pence. Guests: Catherine Price, author, *Vitamina: Our Obsessive Quest for Nutritional Perfection*; Dr. Valerie Tarasuck, Prof. of Nutritional Sciences, Univ. of Toronto; Dr. Mara Vitolins, Prof. of Epidemiology and Prevention, Wake Forest Univ. Baptist Medical Center

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

SEGMENT 2: The Nature of Addiction **8:32**

Synopsis: Many people have misconceptions about what addiction is and is not. A noted British journalist explains how these myths fuel the war on drugs, and alternatives that might really curb addiction and drug trafficking.

Host: Nancy Benson. Guest: Johann Hari, author, *Chasing the Scream: The First and Last Days of the War on Drugs*

COMPLIANCY ISSUES COVERED: drug addiction and treatment; public health; youth at risk; drug policy

Program # 15-17 Air date: 4-26-15 @ 7:00am

SEGMENT 1: Navigating The Digestive System 13:01

Synopsis: Most people have little idea what goes on in the digestive system. A science writer explains everything she found during an exhaustive investigation.

Host: Reed Pence. Guest: Mary Roach, author, *Gulp: Adventures On the Alimentary Canal*

COMPLIANCY ISSUES COVERED: health care; public health

SEGMENT 2: Neuroplasticity: How The Brain Heals 7:01

Synopsis: Since the dawn of medicine, doctors have believed that, once injured, the brain could not heal. Now they've learned that the brain can heal, and are beginning to tap ways to make it heal better and faster. Experts explain.

Host: Nancy Benson. Guests: Dr. Norman Doidge, Prof. of Psychiatry, Univ. of Toronto, Columbia Univ. Center for Psychoanalytic Training and Research and author, *The Brain's Way of Healing: Remarkable Discoveries and Recoveries From the Frontiers of Neuroplasticity*; Dr. Edward Taub, Prof. of Psychiatry, Univ. of Alabama, Birmingham and Director, UAB Taub Training Clinic.

COMPLIANCY ISSUES COVERED: health care; public health; disabilities

Program # 15-18 Air date: 5-3-15 @ 7:00am

SEGMENT 1: Distracted Teen Drivers 12:00

Synopsis: Teenage drivers are the most dangerous on the road. Graduated driver's license programs have improved their record, but a new study finds teen drivers are often distracted before crashes. Brain biology plays a role. Experts discuss distracted driving and ways to get teens to pay attention on the road.

Host: Reed Pence. Guests: Peter Kissinger, President & CEO, AAA Foundation for Traffic Safety; Dr. Kelly Browning, Exec. Director, Impact Teen Drivers; Dr. Robert Foss, Director, Center for the Study of Young Drivers, Univ. of North Carolina-Chapel Hill; Dr. David Hurwitz, Asst. Prof. of Transportation Engineering, Oregon State Univ.

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

SEGMENT 2: Training Doctors How to Communicate 7:55

Synopsis: Doctors too often use language that's indecipherable to normal people. Efforts are underway at medical schools to teach doctors to speak in plain language. An expert at one such school and a participant in these classes discuss.

Host: Nancy Benson. Guests: Dr. Evonne Kaplan-Liss, Assoc. Prof. of Preventive Medicine, Stony Brook Univ.; Ashwin Mahotra, 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*

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

Program # 15-19 Air date: 5-10-15 @ 7:00am

SEGMENT 1: Lung Cancer, No Smoking

12:53

Synopsis: Lung cancer is the world's #1 cancer killer, but its association with smoking has created a stigma that often stuns patients who never smoked and results in much less research money for lung cancer than for other less lethal diseases. Still, new treatments provide hope. Experts discuss these issues.

Host: Reed Pence. Guests: Dr. Andrea McKee, Chairman, radiation oncology, Leahy Hospital & Medical Center, Burlington, MA; Dr. Heather Wakelee, Assoc. Prof. of Medicine, Stanford Univ. and Stanford Cancer Institute; Dr. Joan Schiller, Deputy Director, Simmons Cancer Center, UT Southwestern Medical Center, Dallas, and President, Free to Breathe advocacy organization

COMPLIANCY ISSUES COVERED: health care; public health; discrimination; economics; smoking

SEGMENT 2: Preparing For Disaster

6:54

Synopsis: Many people will have to deal with a natural disaster at some point in their lives. Two civil defense experts discuss how to be ready before it comes.

Host: Nancy Benson. Guests: Jonathan Jones and Kylene Jones, co-authors, *The Provident Prepper: A Common Sense Guide to Preparing for Emergencies*

COMPLIANCY ISSUES COVERED: natural disasters; emergency preparedness; public safety and public health

Program # 15-20 Air date: 5-17-15 @ 7:00am

SEGMENT 1: Weight, Culture, and Science

12:50

Synopsis: The cultural bias against obesity is often justified on health grounds. But recent studies show that people classified in the "overweight" BMI category actually have less mortality than normal weight people. Experts discuss how culture drives our obsession with weight and what science really has to say about it.

Host: Reed Pence. Guests: Harriet Brown, Assoc. Prof. of Magazine Journalism, Newhouse School of Public Communication, Syracuse Univ. and author, *Body of Truth: How Science, History, and Culture Drive Our Obsession With Weight and What We Can Do About It*; Dr. Carl Lavie, Medical Director of Preventive Cardiology, John Ochsner Heart & Vascular Institute, New Orleans and author, *The Obesity Paradox: When Thinner Means Sicker and Heavier Means Healthier*

COMPLIANCY ISSUES COVERED: health care; public health; discrimination; science and technology; economics

SEGMENT 2: "Dietary Gene Therapy"

7:06

Synopsis: Many diseases have a genetic trigger, but a noted researcher concludes that alteration of the diet can override that programming. He discusses how disease doesn't have to be preordained.

Host: Nancy Benson. Guest: Dr. Mitchell Gaynor, Asst. Clinical Prof. of Medicine, Weill Cornell Medical Center and author, *The Gene Therapy Plan: Taking Control of Your Genetic Destiny With Diet and Lifestyle*

COMPLIANCY ISSUES COVERED: public health; health care; prevention

Program # 15-21 **Air date: 5-24-15 @ 7:00am**

SEGMENT 1: The Health Effects of Loneliness 12:34

Synopsis: Loneliness affects far more than our mental health. Studies are now showing that loneliness and social isolation also have profound effects on our physical health, and increase the risk of death substantially. Experts discuss.

Host: Reed Pence. Guests: Dr. Richard Schwartz, Assoc. Prof. of Psychiatry, Harvard Medical School and co-author, *The Lonely American: Drifting Apart In The 21st Century*; Dr. Tim Smith, Prof. of Psychiatry, Brigham Young Univ.

COMPLIANCY ISSUES COVERED: health care; public health; mental health; technology; social media

SEGMENT 2: Drowning: It Doesn't Look Like You Think 7:23

Synopsis: Seven hundred children under age 15 drown in the US each year, most within sight of a parent or other adult. Experts discuss one major reason: drowning doesn't look like most people picture it, and so are unaware the child is in trouble.

Host: Nancy Benson. Guests: Dr. Francesco Pia, water safety educator; Mario Vittone, Retired Marine Safety Specialist, US Coast Guard.

COMPLIANCY ISSUES COVERED: public health; public safety; youth at risk; water safety; consumerism

Program # 15-22 **Air date: 5-31-15 @ 7:00am**

SEGMENT 1: Cheaper Breast Cancer Gene Testing 12:26

Synopsis: Testing for breast cancer genes BRCA-1 and 2 has been inaccessible to many women due to extremely high cost. Now a new \$249 breast cancer gene test is available. Experts discuss whether this changes who should be tested and the ramifications of widespread testing.

Host: Reed Pence. Guests: Annette Bar-Cohen, Exec. Director, Center for Advocacy Training, National Breast Cancer Coalition; Dr. Charis Eng, Prof. and Chair, Genomic Medical Institute, Cleveland Clinic Lerner Research Institute

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

SEGMENT 2: The Science of Smell 7:26

Synopsis: The sense of smell evokes powerful memories and makes food taste good, but it also has important functions in interpersonal relations and personal safety. Experts discuss the science behind it.

Host: Nancy Benson. Guests: Dr. Charles Wysocki, Behavioral Neuroscientist Emeritus, Monell Chemical Senses Center; Neil Pasricha, author, *The Book of Awesome*

COMPLIANCY ISSUES COVERED: consumerism; interpersonal relations; gender issues;

Program # 15-23 Air date: 6-7-15 @ 7:00am

SEGMENT 1: Sibling Abuse

13:06

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

SEGMENT 2: HIV From the Beginning

7:11

Synopsis: When AIDS first became widespread in the 1980's, it was a death sentence. A doctor who has spent her entire career on the front lines of HIV recounts the gloom and desperation of the early days and the transition of HIV into a treatable chronic disease.

Host: Nancy Benson. Guests: Dr. Susan Ball, Assoc. Prof. of Medicine, Weill Cornell Medical College, Asst. Director, Birnbaum Unit, Center for Special Studies, New York Presbyterian Hospital and author, *Voices In the Band: A Doctor, Her Patients, and How the Outlook on AIDS Care Changed From Doomed to Hopeful*

COMPLIANCY ISSUES COVERED: technology; health care; public health; HIV & AIDS

Program # 15-24 Air date: 6-14-15@ 7:00am

SEGMENT 1: Digital Tech In Medicine: Not Meeting Its Promise Yet

12:37

Synopsis: Digital technology has revolutionized many industries, but medicine has lagged behind. One of the nation's most influential doctors discusses why the shift hasn't occurred yet, what the consequences are, and what it will take to bring health care technology to its full potential.

Host: Reed Pence. Guest: Dr. Robert Wachter, Prof. and Assoc. Chairman, Dept. of Medicine, Univ. of California, San Francisco and author, *The Digital Doctor: Hope, Hype and Harm at the Dawn of Medicine's Computer Age*

COMPLIANCY ISSUES COVERED: public health; health care; technology; consumerism; economics

SEGMENT 2: "Photographic Memory"

7:15

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: Lynn Holley. Guests: Dr. Barry Gordon, Prof. of Neurology and Cognitive Science, Johns Hopkins Univ.; Dr. Henry Roediger, Washington Univ., St. Louis.

COMPLIANCY ISSUES COVERED: science & technology; education

Program # 15-25 **Air date: 6-21-15 @ 7:00am**

SEGMENT 1: Multiple Births In IVF 12:47

Synopsis: More than five million children have been born as a result of in-vitro fertilization, but many are born as twins, triplets and even quadruplets. Experts discuss the challenges that result in multiple births and new technology that promises to reduce the number of multiples in IVF.

Host: Reed Pence. Guests: Dr. Arthur Wisot, Prof. of Obstetrics & Gynecology, UCLA School of Medicine & Reproductive Partners Medical Group; Dr. Barry Behr, Prof. of Obstetrics & Gynecology and Lab Director, Fertility and Reproductive Health Program, Stanford Univ.; Courtney Kinney, IVF recipient

COMPLIANCY ISSUES COVERED: parenting issues; youth at risk; technology; economics

SEGMENT 2: Social Anxiety In Children 7:01

Synopsis: Social anxiety disorder is more than just shyness. It can be crippling and keep people completely inside the house. An expert whose daughter was afflicted discusses social anxiety warning signs in children and how the disorder can be treated.

Host: Lynn Holley. Guest: Jennifer Shannon, co-founder, Santa Rosa Center for Cognitive-Behavioral Therapy, Santa Rosa, CA and author, *The Shyness and Social Anxiety Workbook for Teens* and *The Anxiety Survival Guide for Teens*

COMPLIANCY ISSUES COVERED: youth at risk; mental health; education

Program # 15-26 **Air date: 6-28-15 @ 7:00am**

SEGMENT 1: Bell's Palsy 14:06

Synopsis: Bell's palsy is a frightening malfunction in the nerve controlling half of the face that occurs for unknown reasons. Sufferers often think they're having a stroke. While Bell's palsy often resolves on its own, it can leave permanent effects. Experts and two people who've had the disorder discuss.

Host: Reed Pence. Guests: Mandy, Bell's palsy patient; Dr. Steven Lewis, Prof. and Assoc. Chairman, Dept. of Neurological Sciences, Rush Univ. Medical Center; Dr. Lisa Ishii, Assoc. Prof. of Otolaryngology-Head and Neck Surgery, Johns Hopkins Univ. School of Medicine; Kerry Schrambeck, Bell's palsy patient

COMPLIANCY ISSUES COVERED: health care; consumerism; disabilities

SEGMENT 2: Doctors' Emotions 6:40

Synopsis: Many doctors believe emotion is detrimental to medical practice, and many patients think doctors are cold and emotionless. But one influential physician explains why emotion is important to doctors.

Host: Lynn Holley. Guest: Dr. Danielle Ofri, Assoc. Prof. of Medicine, New York Univ. School of Medicine and author, *What Doctors Feel: How Emotions Affect the Practice of Medicine*

COMPLIANCY ISSUES COVERED: health care; public health; consumerism

Talkback with Danny Highsmith

Guests: Lorna Ricotta, Ex. Director, FTCC Foundation; Paul Gage, Director, FTCC Collision & Repair Program

Topic: FTCC Golf Tournament & the Collision and Repair Program

Total time: 29:22

Air Date: Sunday, April 5, 2015 @ 7:30am

Track # 1

Discussion included:

- ...Discussion about upcoming FTCC Golf Tournament and various fund-raising projects
- ...Discuss FTCC Collision & Repair program?
- ...Length of program?
- ...What do you teach them?
- ...Is there a demand for these graduates?
- ...What kind of money can these grads make?
- ...Pre-requisites for admission to program?
- ...Average age of students in program?
- ...How many students in program? How many students could you handle in the future?

Community issues discussed:

1. Education
2. Economics
3. Employment
4. Military relationship

Talkback with Danny Highsmith

Guests: Roberta Humphries, Ex. Director; Faith Boehmer, Prevention/Volunteer Coordinator, Child Advocacy Center

Topic: CAC and Child Abuse

Total time: 28:27

Air Date: Sunday, April 12, 2015 @ 7:30am

Discussion included:

- ...History of CAC?
- ...With April being Child Abuse Prevention Month, any special activities planned?
- ...How do you define Child Abuse?
- ...Does research tell us why adults abuse children?
- ...How is a child referred to CAC?
- ...Discuss the agencies with whom your agency works here in Cumberland County?
- ...What happens when a child or family comes to your office?
- ...What is being done to prevent Child Abuse?
- ...Do you need volunteers? What will volunteers do? How much training necessary?

Community issues discussed:

1. Child welfare
2. Crime
3. Social Services
4. Education

Talkback with Danny Highsmith

Guests: Mary Tack (in studio) & Jeff Elliott (on telephone from Illinois)

Topic: Fundraiser/showing of movie "Hoovey" at MU on April 26, 2015/Families dealing with brain tumors

Total time: 28:00

Air Date: Sunday, April 19, 2015 @ 7:30am

Discussion included:

- ...Jeff, tell us the story of the Elliott family and how the movie "Hoovey" came into being?
- ...How do you in Illinois know the Hottel family in Fayetteville?
- ...Mary, tell us the story of the Hottel family?
- ...Jeff, how is Hoovey today?
- ...When is the event scheduled at Methodist University?
 - ...cost?
 - ...how to purchase tickets?
 - ...How many showings of the "Hoovey" movie at MU?
- ...Jeff, how does a child having a brain tumor impact a family?

Community issues discussed:

1. Health
2. Faith
3. Altruism

Talkback with Danny Highsmith

Guest: Major Ivan Castro, US Army (wounded warrior)

Topic: Special Operators Challenge and life of Major Castro following devastating war injuries

Total time: 28:09

Air Date: Sunday, April 26, 2015 @ 7:30am

Discussion included:

- ...Congratulations on your promotion to Major!
- ...When did you decide on a military career?
- ...Thanks for your sacrificial service to our country!
- ...Can you tell us about the day you sustained your injuries in Iraq?
- ...What kind of emotions did you deal with after injuries?
- ...What kind of rehab? How long was rehab?
- ...What is Special Operators Challenge? When? Where? Who takes part? What do participants do?
Spectators welcome?
- ...Since your injuries, you have led a very active life. Talk some about your trip to South Pole, visit to Great Britain and the Queen of England?
- ...How did you meet Prince Harry?
- ...Describe some of the things you do for injured service members?
- ...Recap the Special Operators Challenge?

Community issues discussed:

1. Military
2. Wounded warriors
3. Charity work

Talkback with Danny Highsmith

Guest: Ms. Elizabeth Goolsby, Director, VA Medical Center-Fayetteville

Total time: 27:19

Air Date: Sunday, May 3, 2015 @ 7:30am

Discussion included:

- ...History of VA Hospital system?
- ...How many hospitals around the country/
- ...How did you become involved with VA?
- ...Eligibility to be treated at a VA Hospital or treatment facility?
- ...You have been especially busy the last few months with news about "wait times" at your VA and others around the country; what has caused these problems?
- ...Is part of this problem a lack of medical professionals to see patients?
- ...Recruitment of medical professionals?
- ...Discuss the new VA facility being constructed on Raeford Road?
- ...Talk about the various VA medical facilities in southeastern North Carolina?
- ...Discuss the Emergency Room at VA on Ramsey Street?

Community issues discussed:

1. Health care
2. Veterans services

Talkback with Danny Highsmith

Guests: Paul Galloway, Ex. Director, US Army ABN & Special Operations Museum Foundation; Charlie Brakeiron, Brakeiron Animation & Design

Total time: 28:15 (approximate)

Air Date: Sunday, May 10, 2015 @ 7:30am

Discussion included:

- ...How did the US Army ABN & Special Operations Museum come into being?
- ...Who owns the museum?
- ...Who operates it?
- ...Difference between the Museum & the Foundation?
- ...Discuss the upcoming Field of Honor?
 - ...When? Time?
- ...How do you purchase flags to honor a veteran or someone?
- ...New upgrades to simulator?
 - ...Charlie Brakeiron, your company is working on these upgrades, so tell us how this is being done?
 - ...When all is finished, how long (in minutes) will the simulator operate for one ride?
- ...Run for the Legend? When?
- ...Korean War event?
- ...Recap Field of Honor and the simulator upgrade?

Community issues discussed:

1. Military
2. Tribute to Veterans
3. Downtown Fayetteville

Talkback with Danny Highsmith

Guest: Carolyn Justice-Hinson, Communications/Community Relations Manager, Public Works Commission

Topic: Air Quality Awareness

Total time: 28:28

Air Date: Sunday, May 17, 2015 @ 7:30am

Discussion included:

- ...How did you become involved in Air Quality Awareness?
- ...Why is this important subject?
- ...Discuss the Air Quality Awareness Committee on which you serve?
- ...How is the air quality in Cumberland County?
- ...What is an ozone level? What is being done to reduce ozone levels?
- ...Health & Air Quality?
- ...Air Quality and Economic Development?
- ...Is our Air Quality improving?
- ...Steps we can all use to improve air quality?

Community issues discussed:

1. Health
2. Economic development
3. E.P.A.

Talkback with Danny Highsmith

Guest: Christine John-Fuller, President and CEO, Lupus Foundation of America—NC Chapter

Topic: Lupus

Total time: 28:39

Air Date: Sunday, May 24, 2015 @ 7:30am

Discussion included:

...Discussion of Walk To End Lupus event

...What is Lupus?

...Do we know why this disease invades certain people?

...Symptoms?

...Are some adversely affected more than others?

...Treatments available?

...Role of Lupus Foundation of America?

...Research?

...Is this disease difficult to diagnose?

...Approximately how many people in NC are dealing with Lupus?

...Recap of Walk To End Lupus event?

Community issues discussed:

1. Health
2. Research

Talkback with Danny Highsmith

Guest: Doug Peters, President/CEO, Fayetteville Regional Chamber

Topic: Chamber of Commerce and our community

Total time: 28:33

Air Date: Sunday, May 31, 2015 @ 7:30am

Discussion included:

- ...Mission of the Fayetteville Regional Chamber?
- ...Some of things going on at the Chamber now?
- ...Recent move to downtown...why?
- ...What do member businesses receive for their membership?
- ...Has the recession negatively impacted the Fayetteville Regional Chamber?
- ...Discuss the decision to split economic development and the Fayetteville Regional Chamber into 2 entities?
- ...Chamber has a storied history of working with Ft. Bragg. Discuss how you do this?
- ...Your assessment of the Fayetteville area economy?

Community issues discussed:

1. Economy
2. Military impact on community
3. Small business
4. Economic development

Airdate: June 7, 2015 @ 7:30am

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

Guests:

Topic: (Part 1) FFA Ag Issues Team's (Gray's Creek High School students **Dory Brock, Malik Davis, Ty Lovett, Jory Tyndall and Samantha Byrd**) short presentation **discussing all sides of the Sanderson Farms' controversial chicken processing plant** (scheduled now to be constructed in an area nears St. Pauls, NC (8.5 mins). Then Sustainable Sandhills Executive Director Hanah Ehrenriech discusses with us Sustainable SANDHILLS's (themed and locally-sourced food and cooking talent) Pop-Up Dinners, plus details on the latest planned Pop-Up Dinner and (set for Saturday, June 20 at a surprise location in Fayetteville!

Total Time: 30 mins.

Breaks: 1 (2:30 total, leaving 27:30 in subject content)

Synopsis:

PART 1: Gray's Creek FFA Ag Issues Team Community Presentation

What is Sanderson Farms Chicken processing operation? What is their current state of operation? Why bring a chicken processing plant to our area? What are the desired output and by-products (intended and unintended) of the plant? Discussed disadvantages of the plant being built where it is intended to be. Discussed advantages of same.

PART 2: Pop-Up Dinners –Sustainable Sandhills

What are Pop-Up Dinners? Who is the target audience for participation? Is all the food for appetizers, main course, beverages and dessert locally sourced? How about the cooks and preparers – are they local too? What surprises have been offered in the past to patrons who buy tickets blindly with the assurance of a pleasant surprise? Can you offer any insight to the Pop-Up dinner planned for Saturday the 20th? Are tickets still available? Where can they be purchased? What Sustainable Sandhills projects are aided by the proceeds from Pop-Up Dinners? What are Sustainable Sandhills current priorities? Any other Sustainable Sandhills news? How can interested people join?

Concern areas addressed:

- a) **Environment**
- b) **Economic Impact of agricultural development**
- c) **Agriculture** (local farming interests)
- d) **Health and Welfare** (fresh, local food can be better for you)

Airdate: June 14, 2015 @ 7:30am

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

Guests: Lisa Childers, Cooperative Extension (County) Head Agent (Director), Kenny Bailey, Cooperative Extension (County) Horticulture Agent, Vince Evans, area small farm grower/owner, Sheila Spence, area small farm grower/owner

Topic: Cumberland County's **Cooperative Farmer's Markets**, where local farmers supply locally-grown food

Total Time: 30 mins.

Breaks: 1 (2:30 total, leaving 27:30 in subject content)

Synopsis:

Local farmers, acting as a **LOCAL cooperative** selling **locally grown foods** - as opposed to some fresh produce markets which may import fruits and vegetables from other areas – have **4 or 5 local markets** in which to participate. We covered 3 Fayetteville markets (Murchison Road Farmers Market Wednesdays 10a to 2pm at Bronco Square across from FSU, The Fayetteville Farmers Market Association market next to Restore Warehouse on Forsythe Street Fridays 10a to 2p, and the City Farmer's Markets operating on the grounds of the Transportation Museum in downtown Fayetteville (Wednesdays 3 to 6pm and Saturdays 9am to 1pm). Issues covered were perceived growing community needs for fresh vegetables and fruits grown by known local growers, as well as local honey and other plants and herbs. Discussion also covered how the market participants saw the growth and evolution of the farmer's markets in Fayetteville to meet more community needs going forward PLUS the timeline of availability for various crops based upon seasonality of growth and harvest seasons.

Concern areas addressed:

- a) **Social Services** (Cooperative Extension's role)
- b) **Agriculture**
- c) **Health and Welfare** (fresh food can be better for you)
- d) **Education** (available materials upcoming courses)

Talkback with Danny Highsmith

Guest: Kelly Twedell, Director, The Dream Center

Total time: 28:21

Air Date: Sunday, June 21, 2015 @ 7:30am

Discussion included:

- ...What is the Dream Center?
- ...What is the mission of the Center?
- ...How long has it been in operation?
- ...Is this a local organization or part of a national organization?
- ...You seem to have a connection to local churches?
- ...Talk about human trafficking?
 - ...How do you define it?
 - ...How are people entrapped into this?
 - ...Is this prostitution or something else?
 - ...Does Cumberland County and SE North Carolina have a major human trafficking problem?
- ...Does your organization work closely with local law enforcement?
- ...Dream Center does other things?
 - ...job fairs?
 - ...finding jobs for people?
 - ...food drives?
- ...Does Dream Center use and need volunteers?
- ...How is Dream Center funded?
- ...How many employees?
- ...How and why did you become involved with the Dream Center?

Community issues discussed:

1. Law enforcement
2. Human trafficking
3. Hunger
4. Unemployment and employment

Talkback with Danny Highsmith

Guest: Jodi Phelps, Advancement Director, 2nd Harvest Food Bank of SE North Carolina

Total time: 27:41

Air Date: Sunday, Sunday, June 28 @ 7:30am

Discussion included:

- ...Discuss upcoming Driving Out Hunger Golf Tournament?
- ...Tell us about the 2nd Harvest Food Bank of SE North Carolina?
 - ...History?
 - ...Mission?
 - ...People helped?
 - ...Amount of food collected & distributed per week? Per month?
- ...Reasons for hunger?
- ...Where do you get the food that you distribute?
- ...Other programs of the 2nd Harvest Food Bank of SE North Carolina?
 - ...Mobile food truck?
 - ...Backpack Buddy program?
- ...Do you need volunteers? Where can they call?
- ...How is your organization funded?

Community issues discussed:

1. Hunger
2. Economics
3. Agriculture



**SECOND QUARTER
PUBLIC AFFAIRS REPORT
2015**

WAZZ SECOND QUARTER PUBLIC AFFAIRS REPORT

APRIL 2015

**APRIL 2, 2015 – Fayetteville Animal Protection Society – Guest , Janice Melton
Live - 8:35AM to 9:00AM.**

APRIL 9, 2015 – R.B. Goforth, Entomologist – Live – 8:35AM to 9:00AM.

**APRIL 16, 2015 – A Senior Moment with guest, Rick Spell of RSVP. Live - 8:30AM
to 9:00AM.**

**APRIL 24, 2015 – Fourth Friday Guest Mary Kinney/ Arts Council – Live – 8:35AM
to 9:00AM.**

Submitted By Curt Nunnery

WAZZ SECOND QUARTER PUBLIC AFFAIRS REPORT

MAY 2015

**MAY 7, 2015 – Fayetteville Animal Protection Society – Guest , Janice Melton
Live - 8:35AM to 9:00AM.**

MAY 14, 2015 – R.B. Goforth, Entomologist – Live – 8:35AM to 9:00AM.

**MAY 21, 2015 – A Senior Moment with guest, Rick Spell of RSVP. Live - 8:30AM
to 9:00AM.**

**MAY 22, 2015 – Fourth Friday Guest Mary Kinney/ Arts Council – Live – 8:35AM
to 9:00AM.**

Submitted By Curt Nunnery

WAZZ SECOND QUARTER PUBLIC AFFAIRS REPORT

JUNE 2015

**JUNE 4, 2015 – Fayetteville Animal Protection Society – Guest , Janice Melton
Live - 8:35AM to 9:00AM.**

JUNE 11, 2015 – R.B. Goforth, Entomologist – Live – 8:35AM to 9:00AM.

**JUNE 18, 2015 – A Senior Moment with guest, Rick Spell of RSVP. Live - 8:30AM
to 9:00AM.**

**JUNE 26, 2015 – Fourth Friday Guest Mary Kinney / Arts Council – Live – 8:35AM
to 9:00AM.**

Submitted By Curt Nunnery