

Quarterly Issues & Programs Report

WKML-FM

Lumberton-Fayetteville, NC

1st Quarter

January – February – March 2014

Prepared by – Mac Edwards

WKML-FM

Issue/Program Summary

2014 – 1st Quarter

January-February-March

Radio Station WKML-FM (95.7) Lumberton-Fayetteville, NC identified these issues of concern in the community to be addressed from January through March 2014.

Consumer Concerns

Substance Abuse

Health

Education

Economic Development

Crime

Victim Assistance

Entertainment

At-Risk Youth

Employment

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

Guest: Dr. Tom McCutchen, Medical BioFeedback Services of Fayetteville

Topic: Stress

Total time: 29:03

Air Dates: Sunday, January 5, 2014 & Sunday, February 9, 2014 @ 6:00am

Discussion included:

...At what point in your life did you determine you wanted to be a physician?

...What is Biofeedback?

...How do you define stress?

...Does everyone deal with some kind of stress?

...Why did you decide to write the book *Embracing Stress in Your Life*?

...Since we are all different, do each of us deal with stress differently?

...At what age does stress become a factor in a person's life?

...Can stress do significant damage to one's health? How?

...Do you receive referrals from area doctors?

...Where is the book available?

Community issues discussed:

1. Health
2. Education

Talkback with Danny Highsmith

Guest: Mayor Nat Robertson, City of Fayetteville

Topic: City of Fayetteville

Total time: 27:06

Air Date: Sunday, January 12, 2014 @ 6:00am

Discussion included:

...Congratulations on being sworn in as Mayor!

...Why did you decide to get back into local politics?

...Your vision for Fayetteville?

...Priorities?

...You have said during campaign that crime is major problem...how do you go about alleviating it?

...Size of current City Council too large, too small or about right?

...Should we have more members of council elected at-large?

...Your feelings about term limits for Council?

...What is the relationship between City and County governments?

...If you had been on council last term, would you have supported the changes between the PWC and City government?

...Your opinion of how PWC is managed and operates/

...The Big Bang annexation has been with us for several years now and there are still neighborhoods without City Water and Sewer. Have you thought of ways installation of water and sewer can be expedited?

...What changes would you like to see in the City in the next 5 years?

Community issues discussed:

1. Government
2. Crime
3. Economic Development
4. Water and sewer services

Talkback with Danny Highsmith

Guest: Jody Risacher, Director, Cumberland County Public Library

Topic: Library system

Total time: 28:15

Air date: Sunday, January 19, 2014 @ 6:00am

Discussion included:

...Congratulations on being named Library Director of the Year in NC?

...Was this an award by your peers?

...Do all 100 counties in NC have public libraries?

...Cumberland County appears to have a rather large library system?

...How many locations?

...How many employees?

...Libraries, no doubt, have to change with the times. What changes have taken place in the last few years to keep up with technology?

...Discuss how patrons can download books onto their tablets?

...Any cost for this?

...Is this similar to years ago when you would check out a book for a period of time?

...Various services offered by Cumberland County Public Library?

...Discuss upcoming job fair?

...With just about every student having access to a computer and with sites like Google, is use of the library declining?

...When I was in school, I had to visit the library to garner research for papers, etc. Is that even necessary today?

...How and why did you get into Library work?

...Education necessary to become a library director?

Community issues discussed:

1. Information source
2. Education
3. Community resource

Talkback with Danny Highsmith

Guests: Deanne Gerdes, Ex. Director, Rape Crisis Volunteers of Cumberland County; Marilyn Brooks, Chair of Board, Rape Crisis Volunteers of Cumberland County

Topic: Rape Crisis Volunteers and crime of rape

Total time: 28:07

Air date: Sunday, January 26, 2014 @ 6:00am

Discussion included:

- ...What is Rape Crisis Volunteers?
- ...How did each of you become involved in this organization?
- ...How long has organization been in existence in Cumberland County?
- ...What do you do?
- ...Where do you get funding?
- ...How many volunteers?
- ...What kind of training do volunteers receive?
- ...How many referrals do you get a year and how are they referred?
- ...Discuss the upcoming Walk Awhile in Her Shoes event?
 - ...When? Where? How to become involved? Cost?
- ...Discuss the four (4) anchors of your organization?
 - ...Phone line?
 - ...Hospital assistance & courtroom assistance?
 - ...Counseling
 - ...Support Groups
- ...If a person is attacked and raped, what should they do?
 - ...Safety tips?
- ...How many rapes go unreported?

Community issues discussed:

1. Crime
2. Victim assistance
3. Volunteerism

Talkback with Danny Highsmith

Guest: Judy Klinck, Executive Director, Better Health

Topic: Better Health and 17th Annual Evening at the Theater

Total time: 27:56

Air Dates: Sunday, February 2, 2014 & Sunday, February 16, 2014 @ 6:00am

Discussion included:

...Discuss Evening at the Theater?

...When?

...Where?

...Entertainment?

...Cost for the evening?

...Discussion about Better Health

...What is Better Health?

...Areas of work?

...Who is eligible for services?

...Your location?

...One area you're known for is your diabetes program. Talk about that/

...Better Health budget?

...Better Health a United Way agency?

Community issues discussed:

1. Health
2. Fund raising
3. Entertainment

Talkback with Danny Highsmith

Guests: Robert Relyea, Human Services Coordinator, Cumberland County Department of Social Services and Larry Gavin, Library Job & Career Coordinator, Cumberland County Public Library.

Topic: March Into Work Job Fair

Total time: 28:11

Air Date: Sunday, February 23, 2014 @ 6:00am

Discussion included:

...Robert, what does your job entail at DSS?

...Larry, how about your job?

...March into Work Job Fair?

...When? Where? Hours? Costs? What will be available for job seekers?

...Number of vendors?

...Tips for those attending or for those seeking jobs?

...Discuss the Cumberland County Public Library jobs program?

...How is the employment situation in Fayetteville and Cumberland County?

...How can under qualified people improve their job skills?

...What are employers looking for in an employee?

Community issues discussed:

1. Employment
2. Education

Talkback with Danny Highsmith

Guests: Roberta Humphries, Executive Director, Child Advocacy Center; Julia Adkins, Chair, American Girl Fashion Show and CAC Board Member.

Topic: American Girl Fashion Show & Child Advocacy Center

Total time: 29:00

Air date: Sunday, March 2, 2014 @ 6:00am

Discussion included:

- ...What is the American Girl Fashion Show? When? Where? Number of shows? Ticket cost?
- ...History of Child Advocacy Center?
- ...How do you assist abused children?
- ...How are children referred to CAC?
- ...What is Child Abuse?
- ...Tell us about your staff?
- ...You work closely with a number of organizations within the community?
- ...Where does Cumberland County rank so far as child abuse is concerned among NC's counties?
- ...How are you funded?
- ...Does your staff make presentations in the community?
 - ...How would an organization get you or someone in CAC to speak to them?
- ...Recap American Girl Fashion Show?

Community issues discussed:

1. Crime
2. Social Services
3. Community outreach

Talkback with Danny Highsmith

Guest: Ruthie Dent, Habitat for Humanity

Topic: Habitat for Humanity and their upcoming fund raiser

Total time: 26:02

Air date: Sunday, March 9, 2014 @ 6:00am

Discussion included:

...Tell us about the upcoming Habitat for Humanity fundraising event?

...Most of us have heard about Habitat for Humanity; How did it begin and how long in Fayetteville?

...How does a person qualify for a Habitat home?

...What is the procedure for becoming a Habitat homeowner?

...How is Habitat funded?

...I've heard that Habitat homeowners really look after their property and they have a lower foreclosure rate than normal?

...Tell us about Habitat Restore?

...Size of Habitat staff in Fayetteville?

Community issues discussed:

1. Volunteerism
2. Home ownership
3. Fund raising

Talkback with Danny Highsmith

Guest: Joe Moore, 4th year pharmacy student, UNC Pharmacy School\

Topic: Operation Medicine Drop

Total time: 27:54

Air date: Sunday, March 16, 2014 @ 6:00am

Discussion included:

...What is Operation Medicine Drop?

...Locations? Hours?

...How did you become involved?

...Why dispose of medicines?

...What happens to medicines after the expiration date?

...Pharmacy school?

...how long?

...courses to prepare you for the school?

...You are currently on a "rotation;" What different areas have you worked as a student?

...Various kinds of pharmacy jobs available?

...What do you hope to do when you graduate?

...Recap of Operation Medicine Drop?

Community issues discussed:

1. Pharmacy
2. Health
3. Crime

Talkback with Danny Highsmith

Guests: Jim Grafstrom, GM, Crown Complex; Katie Mikos, Director of Marketing, Crown Complex

Topic: Crown Complex Open House and the Crown Complex in general

Total time: 28:24

Air date: Sunday, March 23, 2014 @ 6:00am

Discussion included:

...After being in our community for four (4) months, what are your impressions?

...What experience do you have in this business? Where did you move to Fayetteville from?

...Discuss the special Open House at the Crown Complex on Thursday, March 27th?

...What kind of activities?

...What is this event designed to convey to community?

...To me the Crown seems to be a very nice venue; how do we stack up when compared to other communities our size?

...Let's discuss the various venues within the Crown Complex?

...Coliseum?

...Arena?

...Auditorium?

...Agri-expo center?

...Many in our community think the location of the Crown Complex is bad. Assuming that might be true, can good shows overcome location?

...What does Global Spectrum bring to the table for Cumberland County?

...Is our Coliseum large enough to accommodate most shows?

...Advance ticket sales seem to be a problem here? What, if anything, can be done about this?"

Community issues discussed:

1. Entertainment
2. County government

Talkback with Danny Highsmith

Guest: Buck Wilson, Public Health Director, Cumberland County

Topic: Teen Wellness Task Force and Teenage Pregnancy

Total time: 28:00

Air date: Sunday, March 30, 2014 @ 6:00am

Discussion included:

- ...Tell us about the event called Real Talk?
- ...When, where, time and discussion at Real Talk?
- ...Brief overview of Teen Wellness Task Force?
- ...Members of Task Force and when was it formed?
- ...Mission of the group?
- ...Is teenage pregnancy a significant problem in Cumberland County?
- ...How does Cumberland County measure regarding teen pregnancy with compared with other counties in NC?
- ...How does the task force plan to reach teens?
- ...Volunteers needed?
- ...Does Cumberland County Health Department offer speakers on teenage pregnancy and other teen-related matters?

Community issues discussed:

1. Health
2. Education



WKML-FM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY – MARCH 2014

Show # 2014-01

Date aired: January 5, 2014 @ 6:30am

Marlene Targ Brill, childhood development and education expert and author of "Raising Smart Kids for Dummies"

Ms. Brill talked about simple steps that parents can take to raise well-rounded kids and help them to become academic achievers.

Issues covered:
Parenting Issues
Education
Children's Issues
Family

Length: 10:54

Ken Druck, PhD, psychologist and founder of the Families Helping Families program, has worked with families at Columbine and Santana High Schools and at other sites of tragedy

Dr. Druck talked about the ongoing epidemic of school shootings and other violence, and its possible causes. He also discussed the safety issues every parent needs to discuss with their children and how to do it.

Issues covered:
Violence
Education
Child Safety
Police & Crime

Length: 6:23

Kimberly Thompson, Creator and Director, Kids Risk Project at Harvard University and Co-Founder and Director of Research, Center on Media and Child Health, Children's Hospital in Boston, and **Kevin Haninger**, a doctoral student at Harvard

Professor Thompson and Mr. Haninger discussed their study that found that 48 percent of video games rated for teenagers have more sex, violence, substance abuse and gambling than is described on the game box. They gave tips for concerned parents on how to make sure the game their teen is buying is within the boundaries parents set.

Issues covered:
Parenting Issues
Youth at Risk
Consumer Issues

Length: 4:37

Show # 2014-02

Date aired: January 12, 2014 @ 6:30am

Phil Gaddis, President, Executive Search at the Addison Group, a Chicago-based provider of professional staffing and search services

Recent statistics show that the average American changes careers seven times. Mr. Gaddis explained why the turnover has increased so rapidly in recent decades, and offered advice for people who are considering a career change.

Issues covered:
Employment

Length: 8:04

Lance LoRusso, Atlanta-based attorney, former law enforcement officer, author of "*When Cops Kill: The Aftermath of a Critical Incident*"

Mr. LoRusso said police officers are well-trained on when and how to use their weapons, but are ill-prepared for what to do in the aftermath. He explained how the investigation of a police shooting differs significantly from one involving a civilian. He estimated that 75% of officers involved in a deadly force incident are the target of a civil lawsuit, whether the shooting was justified or not.

Issues covered:
Police & Crime
Violence
Legal Matters

Length: 9:10

Jonathan T. Jefferson, PhD, school administrator, author of "*Mugamore: Succeeding without Labels—Lessons for Educators*"

Dr. Jefferson said he believes that today's education system needs to change the way it handles problem students. He said zero tolerance policies and the application of labels to students who have behavioral or learning disorders causes many of them to be left behind. He believes that schools personnel need to exercise more patience with immature students to give them time to grow into productive students.

Issues covered:
Education
Youth at Risk

Length: 5:07

Show # 2014-03

Date aired: January 19, 2014 @ 6:30am

Dara Feldman, award-winning teacher, Director of Educational Initiatives for The Virtues Project, author of "*The Heart of Education*"

Ms. Feldman noted that 50 percent of new teachers get burned out in their first five years on the job and end up leaving the profession. She explained why this is such a costly problem and how it damages our nation's education system. She offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.

Issues covered:
Education
Parenting

Length: 8:57

Sheldon Krantz, Distinguished Visiting Professor of Law at the University of Maryland Carey School of Law, former dean of the University of San Diego Law School, former law professor at the Boston University Law School, former federal prosecutor, author of "*The Legal Profession: What Is Wrong and How to Fix It*"

Mr. Krantz said legal services should be available to every American, whether they can afford it or not. He said attorneys do not provide nearly enough pro bono services. He said many of today's law students would be willing to work in the public interest, but are often mired down in student debt. He would like to see loan forgiveness programs or other new initiatives that would enable young lawyers to help lower-income litigants.

Issues covered:

Length: 8:09

Legal Matters

Poverty

Government Policies

Brenda Shields, M.S., research coordinator, Center for Injury Research and Policy, Columbus Children's Hospital in Ohio

Ms. Shields discussed a recent study into the increasing dangers for young people involved in cheerleading. Her research found that emergency room visits are becoming much more common as cheerleading routines have added complex gymnastic moves. She outlined the questions that parents should ask, to be sure coaches are properly qualified.

Issues covered:

Length: 4:45

Personal Health

Children

Parenting

Show # 2014-04

Date aired: January 26, 2014 @ 6:30am

Karl Pillemer, PhD, Hazel E. Reed Professor in the Department of Human Development and Professor of Gerontology in Medicine at the Weill Cornell Medical College, Founder and Director of the Cornell Institute for Translational Research on Aging, author of "*30 Lessons On Living: Tried and True Advice from the Wisest Americans*"

Dr. Pillemer interviewed more than 1,000 Americans over the age of 65 to seek their counsel on all of life's big issues: children, marriage, money, career and aging. He explained why younger people should take advantage of this rich resource of older Americans' wisdom. He recommends that young people talk to older members of their own family before it is too late.

Issues covered:

Length: 9:17

Senior Citizens

Personal Health

Career

Scott Bittle, policy analyst, Senior Fellow and Founding Editor of PublicAgenda.org, a non-partisan public opinion research organization, author of "*Where Did the Jobs Go And How Do We Get Them Back?*"

The subject of unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession. Mr. Bittle explained why the issue is so complex and why the nation needs to take a long-term approach to resolving it. He also analyzed various solutions proposed by each side of the political spectrum.

Issues covered:
Unemployment
Government Policies
Economy

Length: 7:57

John Hayes, PhD, Assistant Professor of Food Science and Director of the Sensory Evaluation Center at Penn State University

Nine out of 10 Americans get too much sodium in their diets. Dr. Hayes discussed a recent government report that found that just 10 foods are responsible for 44 percent of the sodium in the average diet. He outlined steps to cut sodium intake and the reasons why everyone should do it.

Issues covered:
Personal Health

Length: 4:54

Show # 2014-05

Date aired: February 2, 2014 @ 6:30am

Yasmin Hurd, PhD, Professor of Psychiatry and Neuroscience at the Icahn School of Medicine at Mount Sinai Hospital in New York

Dr. Hurd's research found that teenagers who smoke marijuana may make their future offspring more vulnerable to substance abuse problems. She believes that marijuana use causes structural changes in DNA that may last for generations. Dr. Hurd said much more research into the health effects of marijuana is needed. She also explained how parents can deal with the mixed messages society is conveying to young people about marijuana.

Issues covered:
Substance Abuse
Government Regulations
Parenting

Length: 9:22

Chris Malone, Managing Partner of Fidelum Partners, a research-based consulting and professional services firm, author of "*THE HUMAN BRAND: How We Relate to People, Products and Companies*"

Mr. Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind. He outlined the reasons that social media has become such a valuable tool for both consumers and the companies they do business with. He said business schools fail to teach students how to nurture relationships with customers, causing much less loyalty to brands and products.

Issues covered:
Consumer Issues
Education

Length: 7:52

Janet Larson, Director of Research, the Earth Policy Institute

The US is the world's largest consumer of bottled water. Ms. Larson talked about the huge environmental impact of bottled water, both in its manufacture and disposal. She also explained how consumers can wisely decide whether to use bottled water.

Issues covered:
Environmental Issues
Energy
Consumer Issues

Length: 4:54

Show # 2014-06

Date aired: February 9, 2014 @ 6:30am

Lisa J. Servon, PhD, Professor and former dean at the Milano School of International Affairs, Management, and Urban Policy at The New School in New York

Alternative financial providers such as check cashers and payday lenders are often accused of preying on the poor, with high fees and interest rates. Dr. Servon conducted a study that examined why many lower income residents make the conscious decision to use these services, rather than traditional banks. She was surprised to find that the choice actually makes sense for many people who live paycheck to paycheck.

Issues covered:

Length: 11:05

Poverty

Government Regulations

Personal Finance

Dan McCue, Research Manager, Joint Center for Housing Studies of Harvard University

The cost of renting an apartment or house has jumped in the past decade, according to a study led by Mr. McCue. A 6% rise in prices, combined with the drop in renter incomes, has made affordability a major concern. Much of the jump in prices is because of increased demand for rental homes as a result of the mortgage crisis. He said a quarter of all U.S. households are paying more than half of their income for housing, which is dangerously high.

Issues covered:

Length: 6:07

Affordable Housing

Poverty

Consumer Issues

Debbie Magids, PhD, psychologist, author of "*All the Good Ones Aren't Taken*"

Dr. Magids discussed the trend of serial dating and why dating is so difficult for women in particular. She explained the most common dating errors and suggested ways that a person can analyze their own patterns of behavior, to clear the way for more fulfilling relationships.

Issues covered:

Length: 4:48

Mental Health

Women's Issues

Show # 2014-07

Date aired: February 16, 2014 @ 6:30am

Russell E. Johnson, PhD, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University.

Dr. Johnson's research has found that that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

Issues covered:

Length: 7:24

Personal Health

Workplace Matters

Career

Daniel J. Siegel, MD, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, author of "*Brainstorm: The Power and Purpose of the Teenage Brain*"

Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

Issues covered:
Parenting
Personal Health

Length: 9:36

Kenneth Dautrich, PhD, Associate Professor of Public Policy, University of Connecticut

Dr. Dautrich recently conducted a survey of students to learn their attitudes toward the First Amendment. He found that schools are spending more class time on the First Amendment, but a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.

Issues covered:
Citizenship
Education

Length: 4:52

Show # 2014-08

Date aired: February 23, 2014 @ 6:30am

John M. Leventhal, MD, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs for new parents could help reverse the trend.

Issues covered:
Child Abuse
Parenting

Length: 8:31

Erin Botsford, financial planning expert, author of "*The Big Retirement Risk: Running out of Money Before You Run Out of Time*"

For many baby boomers, the recession didn't wipe out their nests egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

Issues covered:
Retirement Planning
Senior Citizens
Personal Finance

Length: 8:41

Aaron W. Smith, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

Issues covered:

Economy
Consumer Matters

Length: 5:01

Show # 2014-09

Date aired: March 2, 2014 @ 6:30am

John A. Eterno, Ph.D., Professor, Associate Dean and Director of Graduate Studies in Criminal Justice at Molloy College, former Captain with the New York City Police Department, co-author of "*The Crime Numbers Game: Management by Manipulation*"

Dr. Eterno conducted the first scientific examination of crime statistics manipulation in the New York City Police Department. He explained how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States. He discussed how this affects crime victims and explained what citizens can do, to ensure that their local police department is reporting crime statistics in an honest manner.

Issues covered:

Crime
Government Policies

Length: 8:47

Kristen Copeland, MD, Assistant Professor of Pediatrics at Cincinnati Children's Hospital Medical Center

75% of young children in the US are in some form of pre-school or daycare outside the home. Dr. Copeland conducted a study that found that most children in day care get far too little exercise. She explained the reasons behind this trend and why parents should be concerned. She outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.

Issues covered:

Children's Health
Parenting
Education

Length: 8:24

Phil Reed, Senior Consumer Advice Editor at Edmunds.com

Today's cars no longer need to have their oil changed every 3,000 miles. Mr. Reed talked about design improvements in recent years, and how drivers can decide when it really is time for an oil change. He talked about the positive effects of this rapidly advancing technology for both the environment and consumers' pocketbooks.

Issues covered:

Environment
Consumer Matters

Length: 4:52

Show # 2014-10

Date aired: March 9, 2014 @ 6:30am

Brian Fleming, combat veteran, co-author of "*Redeployed: How Combat Veterans Can Fight the Battle Within and Win the War at Home*"

Mr. Fleming discussed Post Traumatic Stress Disorder and other difficulties faces by combat veterans and their families. He noted that the suicide rate among veterans under the age of 30 has risen by 44% in the past several years. He said no one prepares veterans to successfully make the transition back home. He offered strategies for both vets and their families who are struggling with a return to civilian life.

Issues covered:

Length: 9:16

**Military Families Issues
Government Policies
Mental Health**

Bradley F. Bale, MD, heart attack and stroke prevention specialist, Medical Director of the Heart Health Program for Grace Clinic, Lubbock, TX, author of "*Beat the Heart Attack Gene: The Revolutionary Plan to Prevent Heart Disease, Stroke, and Diabetes*"

Heart disease affects 81 million Americans and is the culprit in one of every two deaths in the United States. Dr. Bale said most people think that they are not at risk of a heart attack if they control their cholesterol and blood pressure, but they aren't aware of other major risk factors. He outlined some relatively inexpensive lab tests than can uncover arterial inflammation and its underlying causes. He also talked about the importance of simple changes in lifestyle that can dramatically cut the risk of heart attack and stroke.

Issues covered:

Length: 9:16

Personal Health

Alfie Kohn, education watchdog, author of "*The Homework Myth: Why Our Kids Get Too Much of a Bad Thing*"

Mr. Kohn shared results of a study that found that more homework is being assigned to younger students each school year. He believes that homework provides no benefits in elementary school. He explained why homework is still so widely accepted, despite evidence against it.

Issues covered:

Length: 4:37

**Education
Government Policies
Children's Issues**

Show # 2014-11

Date aired: March 16, 2014 @ 6:30am

Deborah Serani, Psy.D., licensed psychologist, Adjunct Professor at the Gordon F. Derner Institute of Advanced Psychological Studies, co-author of "*Depression and Your Child: A Guide for Parents and Caregivers*,"

Childhood depression is on the rise in America. Dr. Serani discussed the major challenges faced by families of children with mental illness. She talked about the most common symptoms that indicate clinical depression or suicidal thoughts in children. She also outlined the most effective treatments.

Issues covered:

Length: 10:56

Mental Health
Parenting
Suicide

Julie Angwin, Pulitzer Prize-winning investigative journalist, author of *"Dragnet Nation: A Quest for Privacy, Security and Freedom in a World of Relentless Surveillance"*

Ms. Angwin explained why Americans should be concerned about the rapidly increasing ways that the government, private companies, and even criminals use technology to indiscriminately sweep up vast amounts of our personal data. She outlined tools that people can use to reduce their digital footprint. She also talked about possible reforms that could be implemented to slow the erosion of privacy rights.

Issues covered:

Length: 6:17

Privacy
Government Policies
Consumer Matters

Russell Pate, PhD, Professor of Exercise Science at the University of South Carolina

A third of U.S. adolescents are unfit, according to Dr. Pate's National Health and Nutrition Examination Survey, and he believes that it's time to get them moving. He said that kids who are unfit are likely to become unfit adults, with greater risks of developing diabetes, high cholesterol, high blood pressure and other illnesses. Dr. Pate offered simple ideas for parents on how to increase their kids' level of exercise.

Issues covered:

Length: 4:57

Health
Children's Issues

Show # 2014-12

Date aired: March 23, 2014 @ 6:30am

Stephen Downing, retired Deputy Chief of the Los Angeles Police Department, board member of the nonprofit organization Law Enforcement Against Prohibition

Mr. Downing explained why he believes that the war on drugs has failed. He said that his on-the-job experience demonstrated the futility of trying to enforce current drug laws. He discussed the many negative consequences of the war on drugs, particularly on children. His organization believes that drugs should be legalized, controlled and taxed.

Issues covered:

Length: 8:38

Drug Abuse
Government Policies
Crime

Laurence Shatkin, PhD, career information expert, author of numerous books on choosing a career, including *"150 Best Jobs for a Secure Future"*

Dr. Shatkin shared his research into the most secure jobs during hard economic times. He ranked occupations by pay, growth prospects, and number of potential openings, along with the amount of education or training required. He offered advice for young people who are considering their career options and for older workers thinking about a mid-life career change.

Issues covered:

Employment
Education

Length: 8:36

Kendrin Sonnevile, ScD, RD, LDN, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

Issues covered:

Personal Health
Women's Issues

Length: 5:04

Show # 2014-13

Date aired: March 30, 2014 @ 6:30am

Michelle A. Riklan, employment and career expert, co-author of "*101 Great Ways to Compete in Today's Job Market*"

Mr. Riklan offered marketing ideas for people either looking for a job or hoping to move their careers forward. She explained the critical importance of social media in today's job market and offered tips to optimize a LinkedIn page. She said even people who are secure in their current jobs should be prepared to immediately take advantage of an opportunity at a better job.

Issues covered:

Employment Matters
Career

Length: 8:49

Judy Foreman, nationally syndicated health columnist, author of "*A Nation in Pain: Healing Our Biggest Health Problem*"

According to government statistics, 100 million American adults live in chronic pain. Ms. Foreman discussed the connection between chronic pain and prescription drug addiction. She said exercise is one of the most effective ways to deal with chronic pain. She also discussed reforms in government policies that could allow the healthcare system to better deal with the epidemic of chronic pain.

Issues covered:

Personal Health
Drug Abuse
Government Policies

Length: 8:30

Ciji Ware, author of "*Rightsizing Your Life*"

Many Baby Boomers are beginning to think about the future and how many material possessions they really need. Ms. Ware believes that more isn't always better. She offered ideas on how to make wise decisions in downsizing, in particular through recycling and donating unneeded items.

Issues covered:

Charitable Contributions
Recycling
Consumer Issues
Senior Issues

Length: 4:58

WKML-FM

1st Quarter 2014

Issue-Responsive Programming

Driven 2 Excel

Tuesday, February 4, 2014 – 5pm-8pm

Station and Beasley Broadcast Group/Fayetteville originated, pre-promoted, and broadcast live from this mid-year celebration -- saluting area high school seniors who maintain a 3.2 or higher GPA. Local colleges and universities, as well as military recruiters, were on-hand at co-host Rick Hendrick Toyota-Scion with information and prizes. Those students who continue to maintain a minimum GPA of 3.2 with 5 or fewer unexcused absences are eligible for an end-of-school-year celebration where one student will be awarded a 2014 Scion.

Healthy Living Expo

Saturday, February 22, 2014 -- 9am-3pm

Station and Beasley Broadcast Group/Fayetteville originated, promoted, and sponsored this free event at Fayetteville's Crown Complex. Listeners were encouraged to come to the expo to learn more about developing a healthy lifestyle, make smart health choices, check vital signs such as heart rate, blood pressure, and temperature, and learn the warning signs of heart attack, stroke, and diabetes.

Eastern Regional Basketball Tournament

March 4 – March 9, 2014

Station and Beasley Broadcast Group/Fayetteville joined with the Cumberland County School system and Crown Coliseum Complex in welcoming the Eastern Regional Basketball Finals to Fayetteville. Station promoted and broadcast live on-site throughout the week as players, families, and fans came in from across the eastern half of North Carolina.

March To Work Job Fair

Thursday, March 27, 2014 -- 9am-2pm

Station and Beasley Broadcast Group/Fayetteville teamed with the Department of Social Services in presenting and hosting this annual job fair. More than 80 prospective employers were on-site at the Crown Expo Center as thousands seeking employment attended. Station pre-promoted and broadcast live during the event.

Crown Open House

Thursday, March 27, 2014 – 2pm-7pm

Station and Beasley Broadcast Group/Fayetteville promoted and broadcast live from this event spotlighting the area's premiere concert and entertainment venue – Fayetteville's Crown Complex. Station provided free entertainment and the opportunity to win a getaway to Las Vegas.

St. Jude Radiothon

March 20 & 21, 2014 – 5am-7pm

Station hosted, promoted and broadcast live from multiple locations in Lumberton, Hope Mills, and Fayetteville during this annual fund-raiser for St. Jude Children's Research Hospital. Listeners and benefactors contributed over \$180,000 to the hospital.

2013-14 WKML Elementary Reading Club

01/09 @ Elizabeth Cashwell Elementary – Ms. Jessica West (2nd)

01/16 @ Scurlock Elementary – Ms. Colleen Harkins (1st)

02/06 @ Bladen Lakes Primary School – Mr. Gregory Holshouser (3rd)

02/20 @ Raleigh Road Elementary – Mrs. Vivian Fredericks (K)

02/27 @ St. Pauls Elementary – Mrs. Tina O'Clair (3rd)

03/06 @ Harnett Primary – Ms. Samantha Boggs (1st)

03/13 @ Rockfish Elementary – Mrs. Laura Clark (1st)

3/20/14 @ Piney Grove Elementary – Ms. Clarice Hunt (K)

Air personality STEVE RICHARDS visited each class noted above. He read an age appropriate book to each and spoke with the children about the importance of literacy and education. Teachers were given gifts for their efforts as educators. Steve also did live drop-ins during the WKML morning show highlighting the school, class, and teachers.