

Quarterly Issues & Programs Report

WKML-FM

Lumberton-Fayetteville, NC

1st Quarter

January – February – March 2013

Prepared by – Mac Edwards

WKML-FM Issue/Program Summary

2013 – 1st Quarter

January – February - March

Radio Station WKML-FM – Lumberton-Fayetteville, NC (95.7-FM) identified these issues of concern in the community to be addressed from January thru March 2013.

**Child Abuse
Recycling/Waste concerns
Unemployment
Health Care
Education
Literacy
Economy & Productivity
Military PTSD
Finances
Consumer Fraud
Parenting**

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: Ms. Jody Risacher, Library Director, Cumberland County Public Library

Topic: Cumberland County Public Library

Total time: 29:00

Air dates: Sunday, January 6, 2013 & Sunday, January 20, 2013 @ 6:00am

Discussion included:

...What led you to become a librarian?

...What kind of education is necessary to become a librarian?

...How large is the Cumberland County Public Library?

...Locations?

...Number of books?

...Number of employees?

...Discuss the recent honor that our library received.

...Are the services of the library free to residents of Cumberland County?

...Has use of the internet and things like Google negatively impacted public library use?

...Has technology changed the way citizens use the library?

...How is the Cumberland County Public Library funded?

...What about Friends of the Library? How are those funds used?

...Programs offered for young children, school kids and adults?

...How does our library compare with other public libraries in North Carolina?

Community issues discussed:

1. Education

2. Literacy

3. Government services

Talkback with Danny Highsmith

Guests: Julie Baird, star, Legally Blonde, the Musical

Matthew J. Riordan, star, Legally Blonde, the Musical

Shory Walker, Director/Choreographer, Legally Blonde, the Musical

Tom Quaintance, Artistic Director, CRT

Program Length: 28 minutes

Air date: Sunday, January 13, 2013 @ 9:00am

Topic: Legally Blonde, the Musical and the theater in general

...Tell us about Legally Blonde, the Musical?

...How do you select shows to be performed at CRT (to Quaintance)

...What does a Director/Choreographer do? (to Shory Walker)

...How and when did you decide that acting would be the way you want to make a living in life (to Julie & Matthew)?

...What kind of training did you both receive to get to this point?

...Do you prefer musicals or straight drama type plays?

...CRT normally has a blend of professional actors and locals that enjoy the theater. Where do you find talent like Julie and Matthew and how do you blend the professionals with the locals that just love the theater? (to Quaintance)

...If anyone is interested in trying out for a CRT production, how would they go about it?

...What are the dates of the show?

...ticket information?

...Do you still have "butterflies" before a show? (to Julie, Matthew and Shory)

Community issues discussed:

1. Entertainment
2. Non-profit
3. Education

Talkback with Danny Highsmith

Guests: Cathy Ory, Executive Director, The CARE Clinic and Karen Mantzouris, President of The CARE Clinic Board of Directors

Topic: The CARE Clinic

Total time: 28:42

Air date: Sunday, January 27, 2013 @ 9:00am

Discussion included:

...What is The CARE Clinic?

...When was it begun?

...Why?

...Where do the physicians, dentists, nurses, etc. come from?

...What does a prospective patient do to be seen at The CARE Clinic?

...How is The CARE Clinic funded?

...2013 is a special year for the CARE Clinic?

...What fund raising events are planned for 2013?

...Any new events in 2013?

...Discuss the free dental clinic that took place last July.

Community issues discussed:

1. Health care

2. Altruism

3. Fund raising

Talkback with Danny Highsmith

Guest: Patricia Hollingsworth, Executive Director of Communications & Public Relations, Cumberland County Schools

Topic: "Driven 2 Excel" and other school projects

Total time: 26:19

Air date: Sunday, February 10, 2013 @ 6:00am

Discussion included:

...What does your job entail at the Cumberland County Schools?

...How long have you been at this job?

...Number of students in school system?

...Number of teachers?

...Total number of employees (approximate)?

...Discuss the "Driven 2 Excel" program that Beasley, Rick Hendrick and CCS are partnering with during the school year?

...purpose of this program?

...When will car be given away?

...About how many high school seniors in the system?

...How many have qualified after the 1st semester?

...What happened at the recent Mid-Year celebration of "Driven 2 Excel"?

...Talk a little about parent involvement?

...Other activities during the winter in the schools?

Community issues discussed:

1. Education

2. Excellence

Talkback with Danny Highsmith

Guest: Robert Relyea, Work First Program, CC Department of Social Services

Topic: March In To Work Job Fair

Total time: 27:48

Air date: Sunday, February 17, 2013 @ 6:00am

Discussion included:

...Discuss your role with DSS?

...How and why did DSS begin these job fairs?

...Particulars of the upcoming job fair:

...When?

...Where?

...For how long?

...Number of employers (vendors)?

...Cost to vendors and/or job seekers?

...Partners for this endeavor?

...What should job seeker do before attending job fair (dress, no children with them, etc.)?

...Are there jobs available in Cumberland County?

Community issues discussed:

1. Employment
2. Social Services
3. Education

Talkback with Danny Highsmith

Guest: Jackie Tuckey, Public Information Specialist, City of Fayetteville Environmental Services

Topic: Recycling and solid waste pickup

Total time: 29:30

Air date: Sunday, February 24, 2013 @ 6:00AM

Discussion included:

...What does the City Environmental Services Department do?
...How effective has recycling been since the "blue" cans were distributed in 2008?
...What happens to the recycled items in the "blue" can once the cans have been collected?
...What are some items that can be recycled that residents might not know about?
...web site and phone number of your office?
...How about items too large to fit in trash cans? What does a resident do or where does he/she call?
...New 'one armed' trucks in service?
...How do we position the cans on the curb to make it easier for those collecting?
...How many landfills do we utilize in our area and what items go in each?

Community issues discussed:

1. Recycling
2. Government services
3. Waste pick-up

Talkback with Danny Highsmith

Guests: Julia Adkins and Faith Boehmer, of the Child Advocacy Center

Topic: American Girl Fashion Show and the workings of the Child Advocacy Center

Total time: 28:05

Air date: Sunday, March 3, 2013 @ 9:00am

Discussion included:

...What is the American Girl Fashion Show?

...When will it take place?

...Where? Number of shows?

...Cost?

...How do the girls raise money before this event?

...What is the Child Advocacy Center?

...When established?

...How do you work with children of child abuse?

...Do we in Cumberland County still rank near the top in NC with regard to child abuse cases?

...You work closely with other agencies?

...What are some of them?

...How are children referred to CAC?

...You not only work with the children, but you present various programs out in the community?

Community issues discussed:

1. Abuse
2. Social services
3. Crime
4. Mental health

Talkback with Danny Highsmith

Guest: Chaplain Terry Grimsley, Community Chaplain

Topic: International Fellowship of Chaplains and duties of a volunteer Chaplain

Total time: 28:47

Air date: Sunday, March 10, 2013 @ 6:00am

Discussion included:

...What is the International Fellowship of Chaplains?

...Definition of a Chaplain and the differences (if any) between a Chaplain and a Pastor?

...What led you to become a Chaplain?

...When is the Chaplain training being conducted by International Fellowship of Chaplains?

...Where will it take place in Fayetteville?

...How long is the training?

...Who can attend?

...Please discuss the subjects that students will cover during the 5-day program (rather lengthy discussion.

...What does a volunteer Chaplain do?

...Costs for taking the Chaplain training course?

Community issues discussed:

1. Family support

2. PTSD

3. Law enforcement

Talkback with Danny Highsmith

Guest: Denise Dong, Senior at UNC Eshelman School of Pharmacy

Topic: Operation Medicine Drop

Total time: 27:27

Air date: Sunday, March 17, 2013 @ 6:00am

Discussion included:

...What is Operation Medicine Drop?

...Where?

...When?

...What needs to be dropped off at these pharmacy locations?

...Why are police departments involved in Operation Medicine Drop?

...What happens to medicines when they are out of date?

...Do they become weaker?

...Do they become stronger?

...How did you become interested in pharmacy?

...How many years does it take to become a pharmacist?

...Are there other job opportunities than working in a drugstore? What are they?

...If a young person has an interest in pharmacy, what kind of classroom courses should they take both in

high school and college?

...Is there a pharmacist's shortage in North Carolina? Across the USA?

Community issues discussed:

1. Safety

2. Health

Talkback with Danny Highsmith

Guests: Mark Knight, Senior Pastor, Epicenter Church; Ian O'Brien, Children's Pastor, Epicenter Church

Topic: "Hop in the Park"

Total time: 28:38

Air date: Sunday, March 24, 2013 @ 6:00am

Discussion included:

...What is Hop in the Park?
...When? Where? What to expect? Cost?
...Is this a religious event?
...It seems that churches of all denominations are becoming more "contemporary?" Why?
...Your church is involved in the community...why is that?
...Music has changed, too?
...Are churches gaining or losing members? Why?
...Where do you see the church in 10 years? Will we recognize it?
...Recap of Hop in the Park?

Community issues discussed:

1. Community
2. Families

Talkback with Danny Highsmith

Guests: Theresa Richardson Barnes, Foundation for Pulmonary Fibrosis; Pat Mingle, Chair, Driving for Pulmonary Fibrosis Golf Tournament.

Topic: Pulmonary Fibrosis

Total time: 28:58

Air date: Sunday, March 31, 2013 @6:00am

Discussion included:

...When, Where, What time is golf tournament and proceeds go to?

...What is Pulmonary Fibrosis?

...You became involved for very personal reasons?

...Do we know what causes this disease?

...No cure?

...Does genetics play a part in those getting disease?

...How about environment? That plays a part?

...Symptoms?

...Treatment options?

...Discuss your foundation?

...At what age does this disease normally strike?

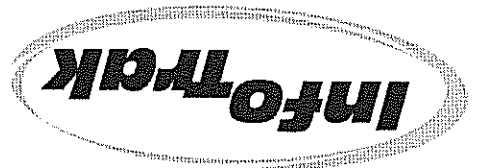
...Part of your mission is to raise money for Pulmonary Fibrosis research?

Community issues discussed:

1. Health

2. Research

3. Recreation (golf)



WKML-FM

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2013

Show # 2013-01

Date aired: January 6, 2013 @ 6:30am

Devra Davis, PhD, MPH, epidemiologist, Founding Director of the Toxicology and Environmental Studies Board at the U.S. National Academy of Sciences, visiting professor at Harvard University and Georgetown University, author of "Disconnect"

More than 90% of Americans use cell phones, and Dr. Davis believes this trend, particularly in today's young people, will result in a serious health crisis in the coming decades. She talked about the effects of cell phone radiation on the brain, damage to DNA and reduced sperm counts. Dr. Davis noted that the growing brains of children make them especially vulnerable, and she offered advice for parents. She explained the reasons that most studies of cell phone radiation have not found any cause for concern.

Issues covered: Personal Health Parenting

Length: 9:28

Elton B. Sherman, expert in energy technologies and "clean tech" companies, author of "Addicted to Energy: A Venture Capitalist's Perspective on How to Save Our Economy and Our Climate"

Mr. Sherman talked about the easiest ways the average homeowner can save energy and money. He also talked about the reasons behind vast differences in energy efficiencies in similar-looking commercial buildings. He offered suggestions for individuals and business that could reduce global warming and create American jobs.

Issues covered: Energy Environment Employment

Length: 7:43

Vivien Schapera, author of "How to Lose Weight and Gain Money: A Program for Putting Your Life in Order"

Ms. Shapera talked about the similarities between weight problems and money problems, such as overconsumption, loss of control and comfort-seeking behaviors. She offered ideas on how to reverse the downward spiral of weight gain and the erosion of financial assets.

Issues covered: Personal Health Personal Finance

Length: 4:53

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Show # 2013-02

Date aired: Sunday, January 13, 2013 @ 6:30am

Nanette Sagastume, founder of a local support group for military families, author of "We Also Serve: A Family Goes to War"

Ms. Sagastume is the wife of a Vietnam War U.S. Marine and the mother of an Iraqi Freedom Marine. She discussed the myriad of challenges faced by today's military families and how it differs from the Vietnam era. She talked about the importance of support groups and what the average person can do to help military families.

Issues covered:
Military Issues
Family Matters

Length: 10:23

Lois P. Frankel, PhD, motivational speaker, expert in workplace behavior, author of "Nice Girls Don't Get Rich"

Ms. Frankel talked about basic steps that women can take to get ahead financially. She talked about the cultural and social reasons that may cause women to make financial missteps, and the quickest ways that women can begin to take control of their money.

Issues covered:
Women's Issues
Personal Finance
Education

Length: 6:47

Amy Knudsen, PhD, Senior Scientist at Massachusetts General Hospital, Lecturer at Harvard Medical School

Doctors have long recommended that people over the age of 50 should have a colonoscopy every ten years. Dr. Knudsen conducted a study that found that people who undergo that first colonoscopy at age 50 can be safely rescreened with one of three alternative methods in future years. She explained why screening for colon cancer is so important, and outlined the risk factors for those most at risk.

Issues covered:
Personal Health
Government Spending
Consumer Matters

Length: 5:02

Show # 2013-03

Date aired: Sunday, January 20, 2013 @ 6:30am

Randy Albelda, PhD, Professor of Economics and Senior Research Fellow at the Center for Social Policy at University of Massachusetts in Boston

Dr. Albelda recently co-authored a report called "How Youth Are Put at Risk by Parents' Low-Wage Jobs." She explained the special challenges faced by low-income parents who are in jobs that lack flexible hours and benefits like health insurance, paid sick days and vacation days. She said these factors impact a child's education, health and future prospects. She believes that lower wages are part of a long-term trend in the U.S..

Issues covered:
Poverty
Youth at Risk

Length: 8:24

Parenting

Adam Pertman, Executive Director of the non-profit Donaldson Adoption Institute, author of "Adoption Nation: How the Adoption Revolution is Transforming Our Families--and America"

Mr. Pertman discussed the rapidly changing process of adoption, largely driven by the Internet. He said social networking and other online tools have radically changed both the process of adoption and the expectation of privacy, because it is so easy to locate and reunite birth mothers and children years after an adoption. He added that the Internet has also aided the rise of scammers and predators offering to expedite the expensive and lengthy process of adopting a child.

Issues covered:

Adoption

Parenting

Length: 8:32

Rodlescia Sneed, Graduate Student in the Psychology Department of Carnegie Mellon University

Ms. Sneed was the co-author of a study that found that parents are 52 percent less likely to develop a cold than non-parents. She explained the possible reasons behind this surprising result. She said the health benefits for a parent appear to continue, even after the offspring has grown to adulthood.

Issues covered:

Personal Health

Parenting

Length: 4:52

Show # 2013-04

Date aired: Sunday, January 27, 2013 @ 6:30am

Jeff Herten, MD, author of "The Sobering Truth: What You Don't Know Can Kill You"

Dr. Herten was a high-functioning alcoholic for over 30 years. He talked about the widespread nature of hidden alcoholism in our society. He believes that alcohol is more addictive and destructive than drugs like heroin. He said alcohol consumption contributes to a surprising number of cancers and other health problems.

Issues covered:

Alcoholism

Personal Health

Length: 8:10

Pat Brown, author of "How to Save Your Daughter's Life: Straight Talk for Parents from America's Top Criminal Profiler"

Mrs. Brown said no daughter is safe from harm in today's world, especially now that social media makes it so easy to connect with people we barely know. She discussed risky choices that teens make that can put them in harm's way, and how predators use that behavior to choose their victims. She said parents of teen girls need to be more proactive than ever about keeping their daughters safe.

Issues covered:

Youth At Risk

Parenting

Date Rape

Crime

Length: 8:47

Jeffrey Shaman, expert in infectious disease transmission, Assistant Professor in the Department of Environmental Health Sciences at the Mailman School of Public Health at Columbia University

Dr. Shaman said that he and other researchers are working on mathematical models that will soon be able to forecast flu outbreaks, similar to weather forecasts. His project combines data from Google with weather tracking techniques. He explained how forecasts could be helpful to authorities in choosing where to distribute flu vaccines and other medications, and to warn people in the affected regions.

Issues covered:
Flu
Personal Health
Science

Length: 4:57

Show # 2013-05
Date aired: Sunday, February 3, 2013 @ 6:30am

Brad E. Sachs, PhD, family psychologist, author of "Emptying the Nest"

Many young adults are struggling to get on their feet, and are often living at home with their parents much longer than what used to be considered normal. Dr. Sachs discussed this trend and the complex reasons behind it. He also outlined several ways that parents can encourage independence and self-reliance, to help their children.

Issues covered:
Parenting Concerns
Employment

Length: 9:16

Julie Ferguson, Vice President of Emerging Technologies at Ethoca.com, a fraud-prevention company, co-founder of Merchant Risk Council, nationally-recognized expert in the field of fighting online fraud

A new crime is rapidly increasing in popularity. It's called "friendly fraud," where shoppers buy items online, then claim they never got the order. Ms. Ferguson explained why the crime is so easy to commit, and why it is so hard for online merchants to prevent. She explained hidden incentives that encourage banks to ignore the problem.

Issues covered:
Crime
Consumer Matters

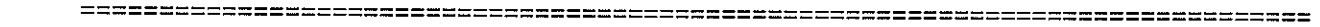
Length: 7:46

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

Dr. Dautrich 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: 4:57



Show # 2013-06

Date aired: Sunday, February 10, 2013 @ 6:30am

John Santa, M.D., M.P.H., director of the Consumer Reports Health Ratings Center, which provides analyses and ratings to help consumers make informed health-care decisions
Dr. Santa and Consumer Reports recently evaluated the most frequently-used screenings for cancer. Of the eleven screenings evaluated, the organization only recommended three, cautioning that most consumers should avoid eight other common tests. Dr Santa explained the results of his study, and offered advice for health consumers.

Issues covered:

Cancer

Personal Health

Consumer Matters

Length: 9:21

Nathaniel D. Smith, M.A., LPC-S, NCC, Licensed Professional Counselor in suburban Dallas, specializing in anger management and domestic violence issues, author of "Taming Your Temper: A Workbook for Individuals, Couples, and Groups"

Mr. Smith said that anger is a growing problem in our society, caused in part by our nation's economic struggles in recent years. He discussed the typical causes of anger, and how out-of-control anger can harm a person's health, destroy relationships, and derail a career. He outlined several anger management strategies that he uses with patients in his practice.

Issues covered:

Mental Health

Domestic Violence

Workplace Matters

Vaughan Dabbs, DC, Chiropractor with more than 20 years of experience, author of "This Is Why Your Back Hurts"

Dr. Dabbs said Americans are 16 times more likely to experience back pain than someone who lives in a poorer country. He talked about the many choices of treatments for back pain. He also offered advice to improve poor posture, which he believes is one of the primary causes of back problems.

Issues covered:

Personal Health

Length: 4:58

Show # 2013-07

Date aired: Sunday, February 17, 2013 @ 6:30am

Phil Price, PhD, physicist at the Airflow and Pollutant Transport Group of the Lawrence Berkeley National Laboratory, expert on indoor radon gas

The federal government says radon causes about 21,000 deaths from lung cancer each year. However, Dr. Price says the issue is more complex and the total number of radon deaths is uncertain. He explained why not every building or person is at equal risk. He also outlined how a homeowner can decide whether to be concerned and what to do about it.

Issues covered:

Radon

Community Health

Length: 8:04

Government Regulation

Michael G. Trachtman, attorney, author of "The Four Mistakes: Avoiding the Legal Landmines that Lead to Business Disaster"

Lawsuits can have severe consequences for businesses, both large and small. Mr. Trachtman outlined the most common legal vulnerabilities, and how employees can protect their jobs by helping their employer to steer clear of litigation.

Issues covered:

Legal Issues

Employment

Length: 9:11

Brian Eibel, PhD, MPH, Assistant Professor of Medicine and Health Policy at the New York University School of Medicine and Wagner School of Public Service

Fast food chains are now required to post calorie information on their menus, thanks to regulations in the federal health care law. Dr. Eibel conducted a study in lower-income neighborhoods in New York City and found that the added information made no difference in what a customer ordered. He talked about the possible reasons behind this, and offered suggestions that could help to lower obesity rates.

Issues covered:

Personal Health

Poverty

Government Regulation

Length: 4:37

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Show # 2013-08

Date aired: Sunday, February 24, 2013 @ 6:30am

Jennifer Urban, Assistant Clinical Professor of Law at the University of California, Berkeley School of Law

Smart electric meters are being deployed at a rapid pace around the country, promising to help the power industry meet power demand, fix problems faster, and possibly help consumers lower their electricity bills. Prof. Urban said many privacy advocates are raising concerns about who could get access to the extensive household data collected by these new devices and how that access could be abused.

Issues covered:

Energy

Privacy

Government Regulation

Length: 9:20

Ron Pollack, Executive Director of Families USA, an advocacy organization

Some families will be priced out of health insurance due to what's being called a glitch in the federal healthcare reform law. Mr. Pollack said some families that can't afford coverage offered by their employer are not eligible for money from taxpayers to buy private health insurance on their own. Mr. Pollack outlined the problem, and said the number of families affected and the potential cost to cover them is unknown.

Issues covered:

Healthcare

Government Regulation

Length: 7:53

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Economy

Government Spending

Rural Concerns

Issues covered:

Length: 4:55

Brian Depew, assistant director of the Center for Rural Affairs, a nonprofit research group in Lyons, Nebraska
In rural America, only 60 percent of households use broadband Internet service, according to the Department of Commerce, 10 percent less than urban households. Mr. Depew talked about the difficulty of getting high-speed Internet service in many rural areas. He explained why this results in an economic and educational handicap. He explained how government action can help.

Poverty

Minority Concerns

Issues covered:

Length: 9:14

Erik Rush, online columnist and writer, author of "Negrophilia"
Mr. Rush said that the U.S. has made more progress in race relations than many will admit. He believes that race is too frequently used as a tool for political and financial purposes and that this often prevents honest conversation on the topic. He discussed the role of poverty and family in minority communities, and offered suggestions on ways to improve racial dialogue.

Government Spending

Energy

Issues covered:

Length: 8:08

Ellen Vancko, Nuclear Energy & Climate Change Project Manager for the Union of Concerned Scientists in Washington, D.C., expert on nuclear power and electricity markets
Nuclear power provides 20% of the nation's electricity, but the Union of Concerned Scientists believes that a massive amount of subsidies exist that mask its true costs. Ms. Vancko explained how these subsidies are often overlooked by politicians and taxpayers. She talked about subsidies provided to other forms of energy. She also discussed renewable energy sources that could eventually be less expensive than nuclear.

Date aired: Sunday, March 3, 2013 @ 6:30am

Show # 2013-09

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Workplace Matters

Employment

Issues covered:

Length: 4:43

Jennifer Gras, Vice President of Corporate Communications at CareerBuilder.com
Employees can torpedo their own careers in many ways. CareerBuilder found that one of the most common is being late for work. Ms. Gras talked about the reasonable and outlandish explanations that employers have heard for tardiness. She also offered suggestions for workers who struggle to be on time for work.

Date aired: Sunday, March 10, 2013 @ 6:30am

Phil Reed, Senior Consumer Advice Editor at Edmunds.com, an automotive web site

As gasoline prices continue to rise, drivers are searching for ways to save money at the pump. Mr. Reed discussed some of the most common myths about gasoline and getting better mileage. He said today's cars can easily adapt to different blends of gasoline, so motorists should not worry about using "cheap" gas or trying a lower-octane fuel.

Issues covered:

Energy
Consumer Matters

Length: 8:19

William E. Copeland, PhD, Assistant Clinical Professor in the Department of Psychiatry and Behavioral Sciences at Duke University

Dr. Copeland was the lead author of a study that found that bullied children grow into adults who are at increased risk of developing anxiety disorders, depression and suicidal thoughts. He said every parent should discuss bullying with their children in order to proactively open the lines of communication on the topic.

Issues covered:

Bullying
Mental Health
Parenting

Length: 8:56

Lyn-Genet Recitas, expert in holistic medicine, author of a book called "The Plan: Eliminate the Surprising "Healthy" Foods That Are Making You Fat--and Lose Weight Fast"

Ms. Recitas said many foods that are considered healthy may not be. She said that when foods like salmon, cauliflower, and beans are combined with each person's unique chemistry, they potentially can cause a toxic reaction that triggers weight gain, premature aging, inflammation, and a host of health problems. She explained how a person can identify their hidden trigger foods.

Issues covered:

Personal Health
Nutrition

Length: 4:53

Date aired: Sunday, March 17, 2013 @ 6:30am

Amber Yearwood, consultant from Trial Behavior Consulting, a juror consultancy firm based in San Francisco

Facebook and other social networking sites are increasingly being used by prosecutors and defense attorneys to decide who is—and who isn't—suitable to serve on a jury. Ms. Yearwood talked about the types of information that can be gleaned about prospective jurors and how it can affect the traditional jury selection process. She also offered suggestions for social network users who are concerned about their personal privacy.

Issues covered:

Legal Issues
Government Policies

Length: 9:25

Privacy Concerns

Kelly Erb, Philadelphia-based tax attorney, blogger and tax expert for Forbes.com

A number of free and low-cost options for tax preparation and filing are now widely available, offered by both the IRS and commercial software companies. Ms. Erb said nearly 70% of tax filers are now eligible for free tax preparation. She explained the eligibility requirements and how to get information on the programs. She also discussed several scams related to tax preparation that have recently emerged.

Issues covered:

Taxes

Crime

Length: 7:49

Steven Lipschultz, MD, Chairman of the Department of Pediatrics at the University of Miami's Miller School of Medicine

Dr. Lipschultz was the lead researcher of a study that examined the health effects of energy drinks on teenagers. The study found that though as many as 50 percent of teens report using the drinks, there is little evidence to show that they improve mental focus or physical energy levels. He talked about the potential health problems that can be caused by energy drink consumption, and offered advice for parents who are concerned.

Issues covered:

Personal Health

Parenting

Length: 4:49

Show # 2013-12

Date aired: Sunday, March 24, 2013 @ 6:30am

Spencer Cowan, PhD, Vice President of Research at the Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending and financial reform

Dr. Cowan led a study that examined fairness in the process of applying for a mortgage. He found that a home loan application listing a female applicant with a male co-applicant is less likely to be approved than one listing a male applicant with a female co-applicant. He discussed the possible reasons behind this issue and why it matters.

Issues covered:

Women's Issues

Discrimination

Consumer Matters

Anne Fletcher, health and medical writer, author of "Inside Rehab: The Surprising Truth About Addiction Treatment and How to Get Help That Works"

Ms. Fletcher discussed treatment options for people with substance abuse issues. She visited 15 addiction treatment centers—from outpatient programs for the indigent to Alcoholics Anonymous to famous celebrity rehabs—to determine what forms of rehab are effective. She said it's common for people who struggle with addiction to require treatment multiple times, but she found that rehab centers often provide the same treatment over and over, rather than trying different approaches for repeat patients.

Issues covered:

Length: 8:49

Substance Abuse
Mental Health

Amanda E. Staiano, PhD, Postdoctoral Research Fellow in the Division of Population Science at the Pennington Biomedical Research Center in Baton Rouge, LA

33% of American children are obese or overweight. Dr. Staiano was the lead author of a study that found that kids who have televisions in their bedrooms are twice as likely to be fat and nearly three times as likely to be at risk for heart disease and diabetes as those who don't. She recommended that parents limit a child's screen time to no more than two hours per day.

Issues covered:
Children's Health
Parenting

Length: 5:02

Show # 2013-13

Date aired: Sunday, March 31, 2013 @ 6:30am

Anise Willey-Little, expert in Human Resources, former corporate Chief Diversity Officer, author of "*Profitable Diversity: How Economic Inclusion Can Lead to Success*"

Ms. Willey-Little said diversity is often ignored, although it can be a tremendous resource for businesses. She outlined the reasons that diversity and inclusion should matter to our nation's corporations and communities. She also said that in most cases, male managers and CEOs are ultimately in control of whether diversity succeeds or fails in a company.

Issues covered:
Discrimination
Minority Concerns
Workplace Matters

Length: 9:21

Helaine Olen, personal finance writer, author of "*Pound Foolish: Exposing the Dark Side of the Personal Finance Industry*"

Americans spend billions of dollars on personal finance products and advice. Ms. Olen discussed common myths purveyed by many of the nation's most respected financial gurus. She said the financial industry frequently sells products and services to consumers that offer little, if any, help in achieving financial security. She talked about the corrosive role that commissions and fees too often play in advice offered by money advisors.

Issues covered:
Consumer Matters
Personal Finance

Length: 7:56

Joseph Ugrin, Assistant Professor of Accounting, Kansas State University

Professor Ugrin discussed his study of a trend called "cyberloafing," which is rapidly increasing in workplaces throughout the nation. He found that all employees – old and young alike – are spending large amounts of their workday on non-work-related activities online, such as social networking and managing their finances. He talked about the challenges that employers face in dealing with the problem.

Issues covered:

Length: 4:49

**Workplace Matters
Personal Productivity
Employment**

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Beasley Broadcast Group -- Fayetteville
Community Events

January, February, March 2013

March Into Work Job Fair

March 26, 2013

9am-2pm

In addition to pre-promotion and live broadcast, station and Beasley Broadcast Group co-sponsored this event with the Cumberland County Department of Social Services. Over 90 businesses were represented and several thousand people seeking employment or new employment opportunities attended. BBGI personnel manned an employment booth throughout the day – including Station Services Director Mandy Pittman, Director of Sales Tricia Gallenbeck, Market Manager Mac Edwards, and Regional VP Danny Highsmith.

DRIVEN 2 EXCEL

February 5, 2013

6pm-9pm

Beasley Broadcast Group and station teamed with Rick Hendrick Toyota and the Cumberland County School System to pre-promote and host this event at the mid-way point of the school year – saluting area high school seniors who are maintaining a 3.2 or higher GPA and had no unexcused absences. Food and drink were provided. Numerous colleges were present to meet the county's best-of-the-best students. The US Marines also participated. Prizes were awarded and students were encouraged to continue their good work for the remainder of the school year to be eligible to win a 2012 Scion to be given away in June 2013.