

Quarterly Issues & Programs Report

WKML-FM

HD-1 & HD-2

Lumberton-Fayetteville, NC

1ST Quarter

JANUARY---FEBRUARY---MARCH 2022

Prepared by: Kent Dunn

1st Qtr. 2021 Public Affairs Broadcasts (“Talkback” – Sun. 6 am) – WKML (Paul Johnson hosted, with the following guests:)

****1/2/22 (25:34 et)****

James Bartlinski, Airborne and Special Operations Museum (ASOM) Director

Renee Lane, ASOM Foundation Executive Director

James and Renee discussed the digitally-enhanced D-Day exhibit, aided by QR-code inquiries that reveal in-depth knowledge about subjects and items you are interested in. Scheduled at ASOM through mid-March.

Anna Chott, Sustainable Sandhills Solid Waste Management/Litter Prevention Specialist

Anna discussed litter prevention and volunteer clean-up efforts in Fayetteville and Cumberland County.

****1/9/22 (29:56 et)****

Caroline Justice Hinson, Fayetteville’s Public Works Commission (PWC) Communications and Community Relations Officer

Electric Vehicle Owners from 10/2/21 Electric Car Show

Short interviews with electric and hybrid auto owners. Owners enthusiastically described the joys and what they feel are the advantages of owning and daily driving their electric/hybrid vehicles. Less cost of operation and maintenance (as low as \$35/month in increased monthly electric bill vs. \$40/week or more in fuel and engine oil. Increased tire costs come into play over a longer time because of additional torque of electric motors vs. conventional fuel.

****1/16/22 (22:40 et)****

Nicole Cotton, Attorney/African-American Business Owner

On Dr. Martin Luther King Jr. weekend, we visited with an entrepreneurial black woman who built her business and came to acquire her business space through relentless effort and faith.

****1/23/22 (31:53 et)****

Colonel Scott Pence, Garrison Commander, Fort Bragg

Colonel Pence described Fort Bragg reclaiming and sprucing up abandoned roads for exercise trails and fitness equipment.

Justin Terranova – Men’s Soccer Coach of new Fayetteville Fury Indoor Soccer team as well as Men’s Soccer Coach at Fayetteville’s Methodist University.

Justin described his mission of developing young professional players into a winning team and our local soccer fans into super fans who'll recruit more potential spectators to come to the games. He's been successful on the college level but this is his first pro experience.

Lisa Hughes, Cumberland County Council on Older Adults, Social Worker and Assistant Executive Director

Lisa always bring a wealth of practical and educational opportunities to seniors and care-givers. Today's topics was about those wishing to evaluate or change their supplementary medicare (Part C) plans (and cut the confusion found on TV ads) before the January 31st deadline.

****1/30/22 (24:45 et)****

Dawn Leone, Local Council spokesperson, Scouting USA (formerly Boy Scouts of America)

With programs starting as early as age 5 and incorporating boys and girls, scouting has changed. At the same time, the values and constructs of Scouting have remained the same since 1910. The Boy Scout manual can still serve as a manual for life!

**** 2/6/22 (29:14 et)**

Dr. Stanley Weardon, President of Fayetteville's locally run private university, Methodist University, on the current Loyalty Day campaign (fund-raiser for student scholarships and aid)

Ty Vaughn, Cumberland County Management Planner, on the County's administration of \$3.2 million-dollar of American Rescue Plan funds to be awarded to small businesses impacted by the coronavirus. Businesses were guided on how to apply for up to \$50,000 in funds and/or find out more about the rescue funds.

****2/13/22 (29:08 et)****

Vicki Evans - Cumberland County Finance Director, on the County's administration of \$3.2 million-dollar of American Rescue Plan funds to be awarded to area non-profit organizations impacted by the coronavirus. Non-profits were cautioned and guided on how to apply and /or find out more about filing for funds up to \$90,000 via federally-funded programs.

Melvin Lewis, Emergency Services Director at Fayetteville State University, on how FSU prepares for prolonged bouts of severe weathers and the factors to be weighed in preparation of a multiplicity of university departments..

****2/20/22 (27:22 et)** (Encore and update of Loyalty Day program and end-of-month deadlines on American Rescue Fund)**

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Ty Vaughn, Cumberland County Management Planner, on the County's administration of \$3.2 million-dollar of American Rescue Plan funds to be awarded to small businesses impacted by the coronavirus. Businesses were guided on how to apply for up to \$50,000 in funds and/or find out more about the rescue funds.

**** 2/27/22 (27:23 e.t.) ****

Professor Dwight Smith (Art Professor at Fayetteville State University AND co-principal of Fayetteville's Ellington-White Gallery, a black owned business on Gillespie Street in Fayetteville)

Melvin Lewis, Emergency Services Director at Fayetteville State University and avid African-American humanities advocate.

Melvin interviewed Professor Smith about the Fayetteville-Cumberland County Arts Council's Black History Month Gallery art show. The takeaway from the interview was African-American art is like all art – depicting our struggle to meet our hopes and dreams!

**** 3/6/22 (27:23 e.t.) ****

Mayor Mitch Colvin, Major of Fayetteville and civic leader

Dr. John Poulos, Gastroenterologist and partner, Fayetteville Gastroenterology

The mayor and Dr. Poulos discussed March being Colorectal Cancer Awareness month. Colorectal Cancer is 90% PREVENTABLE, yet is the #2 Cancer Killer in the U.S. The Bottom line: if you are 40 or above, get a colonoscopy.

Carolyn Justice Hinson, Fayetteville Public Works Commission Communications and Community Relations Office.

More money saving ideas with your power and water. April brings a change in Time of Use rates.

**** 3/13/22 (29:55 e.t.) ****

Mark Baker, Emergency Planner for Cumberland County.

Mark discussed Emergency preparation Day and Week in North Carolina, the places to find lists of needed equipment, food and water. He advocated a 5-7 day supply of food and water instead of the conventional 2-3 day supply, owing to lessons learned from recent history and hurricanes.

Lisa Hughes, Cumberland County Council on Older Adults, Social Worker and Assistant Executive Director

Lisa always bring a wealth of practical and educational opportunities to seniors and care-givers. This time she talked about care-giving aids, like ani-matronic pets for lonely, sometime memory-impaired and sometimes non-confident patients who would find the companionship of an battery-operated ani-matronic pet useful!

**** 3/20/22 (28:44 e.t.) ****

The first day of Spring – honoring the rituals of renewal and redemption.

Enrique "Ranger Rick" Murillo – former Army Ranger dedicating effort to honoring and remembering with dignity passed Veterans in ways that are meaningful for their families and meaningful to area citizens! He created a publicly accessible Memory Wall in Fayetteville.

Mike Ray Anderson – a Fayetteville native and former convict – sharing his life story in a film "A Polished Soul" (available on Amazon Prime) in an effort to help others avert the mistakes in judgement and conflict resolution that lead to his trouble.

****3/27/22 (23:54 et)****

Danny Highsmith on Coach Mike Krzyzewski and George G. Beasley. (Encore)

Wednesday, June 2nd was a watershed day in North Carolina AND at Beasley Media Group headquarters in Fayetteville:

- 1) Coach "K" – Duke's Mike Krzyzewski – the winningest coach in College Basketball – announced this would be his last season as head coach at Duke. On the eve of his retirement weekend, Coach K had more wins and more NCAA tournament appearances and wins than any College basketball coach in history!**
- 2) The Founder of Beasley Media Group, George Garland Beasley, passed away at the age of 85! A former high school principal who bought his first radio station in Benson, NC in 1961 and remained connected to the company as Chairman to the day of his passing, George Beasley saw the ascension of his company from one station to one of the 5 or 6 largest in the U.S.A. Along the way, he – along with his loving wife, Ann - raised children who run the company day-to-day today – plus a doctor, Bob, to who he was incredibly proud!**

There was one person, **a near fifty year employee of Beasley Media Group who was also the creator of the original DAILY "Talkback" program in the 1970's, J. Daniel Highsmith (DANNY)**, who saw up-close the leadership styles, acumen, and relentless pursuit of excellence and detail of BOTH MEN! Danny was already working at WFAI/Fayetteville when George bought the station. Not too long afterward, Danny was elevated to General Manager of WFAI – George's first station in Fayetteville! Danny operated one of Beasley's highest cash-flowing markets for years, giving George Beasley some of the impetus and cushion to invest in and grow his company! The rest, as they, is history!

Danny also had a penchant for sports and sports broadcasting. For ten years, while working his "day job" at Beasley Media Group, he also served as "Color Analyst" on Duke University Radio

broadcasts of Football and Basketball games! In that capacity, he also saw the hiring of a young Head Coach, recruited from West Point (Army) by then Duke Athletic Director Tom Butters! The young man's name was **Mike Krzyzewski**. Danny witnessed Coach K's struggles to recruit in his first season (no time), get frustrated his second season, see the buzzards circling above his third season (to be saved by Tom Butters), before finally reaching a National Championship Game his 4th season! The rest, as they say, is History!

Listening to Danny's recollections of the wisdom, determination, clear-eyed courageous decision-making and leadership in the midst of turbulent times made this one of the most enjoyable Talkback shows I have ever been involved in!



Weekly Public Affairs Program

Call Letters: WKML

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2022

Show # 2022-01

Date aired: Jan 2, 2022 **Time Aired:** 6:30 AM

Ashley Kendall, PhD, postdoctoral fellow in the University of Illinois at Chicago School of Public Health

Dr. Kendall led a study that examined ways to prevent juvenile delinquents from returning to the criminal justice system. She found that clinically aggressive juvenile offenders on probation, who participated in a two-week intervention program designed to reduce risky behavior, were four times less likely to be incarcerated in the following 12 months. She also discussed the variety of costs incurred by communities as a result of youth crime.

Issues covered:

**Youth at Risk
Juvenile Crime**

Length: 8:46

Martin Gibala, PhD, Professor and Chair of the Department of Kinesiology, McMaster University in Ontario, author of "*The One-Minute Workout: Science Shows a Way to Get Fit That's Smarter, Faster, Shorter*"

Dr. Gibala discussed the value of high intensity workouts. He led a study that found that bursts of short but very intense exercise appear to be just as beneficial as traditional endurance training. He explained why this type of exercise works, and how it can be a good occasional substitute for a conventional workout.

Issues covered:

**Physical Fitness
Personal Health**

Length: 8:29

Show # 2022-02

Date aired: Jan 9, 2022 **Time Aired:** 6:30 AM

Alessandra Cassar, PhD, Professor of Economics at the University of San Francisco

As researchers investigate reasons for America's persistent gender wage gap, one possible explanation that has emerged over the last decade or so is that women may be less competitive than men. Prof. Cassar was the co-author of a study that examined whether women are less competitive and less willing to take risks than men.

Issues covered:

**Women's Issues
Gender Equality
Career**

Length: 8:23

Joe Saul-Sehy, former financial advisor, host of "The Stacking Benjamins Podcast," author of "*Stacked: Your Super-Serious Guide to Modern Money Management*"

Mr. Saul-Sehy explained that many Americans feel too much pressure to be perfect and as a result make unnecessary errors in handling their money. He talked about the urgency of getting out of debt, and the best ways to accomplish it. He also explained the importance of setting timelines for financial goals.

Issues covered:
Personal Finance

Length: 8:57

Show # 2022-03

Date aired: Jan 16, 2022 **Time Aired:** 6:30 AM

Carol Matthews, PhD, Professor of Psychiatry, University of Florida

Symptoms of depression, anxiety, and obsessive-compulsive disorders have emerged or worsened for many during the pandemic. Dr. Matthews discussed what effect the lockdowns and subsequent supply chain disruptions have had on another common but often misunderstood problem—hoarding. She explained how to distinguish between hoarding, stockpiling and panic buying, and what constitutes normal behavior in an abnormal time.

Issues covered:
Mental Health
Supply Chain Concerns
Consumer Matters

Length: 8:26

Dan O'Neill, MD, EdD, author of "*Survival of the Fit: How Physical Education Ensures Academic Achievement and a Healthy Life*"

For more than a century, team sports have been a mainstay of American childhood, but the number of kids involved had been falling even before the pandemic. Dr. O'Neill said fear of COVID-19 and much-reduced access to organized sports has caused the drop to accelerate dramatically. He talked about the potential health effects of inactivity and childhood obesity. He said physical fitness levels also have a significant impact on academic performance.

Issues covered:
Youth Sports
Mental Health
Education

Length: 8:55

Show # 2022-04

Date aired: Jan 23, 2022 **Time Aired:** 6:30 AM

Julia Brewer Daily, MS, former educator, author of "*No Names to Be Given*," a novel based on her real-life story of adoption

Technological advances in home DNA tests and online genealogy have led to a remarkable wave of adoptees locating long-lost parents and siblings. Ms. Daily shared her own story of adoption and locating her biological parents, and discussed the emotional landmines that sometimes accompany attempted reunions.

Issues covered:
Adoption
Technology

Length: 8:17

Lisa Hinkelman, PhD, counselor, founder and CEO of Ruling Our eXperiences, Inc., author of *"Girls Without Limits: Helping Girls Succeed in Relationships, Academics, Careers and Life"*

Dr. Hinkelman said teenage girls today face a plethora of major challenges, including more stress and pressure than ever before. She said eight hours per day of social media exposure has had a profound effect on girls, one that parents can scarcely relate to. She explained why girls are experiencing a significant drop in confidence between grades 5 and 9.

Issues covered:

**Girls Issues
Parenting**

Length: 9:00

Show # 2022-05

Date aired: Jan 30, 2022 **Time Aired:** 6:30 AM

Sean Covey, author of *"The 6 Most Important Decisions You'll Ever Make: A Guide for Teens: Updated for the Digital Age"*

Mr. Covey outlined what he believes are the six largest challenges faced by today's teens. He said the top challenge is dealing with the pressures of school. He also said parents have a far greater impact on their teens than they realize, much more than friends or others. He also explained why it is important for teens to learn to serve others, and to be willing to accept help from others, as well.

Issues covered:

**Teenage Concerns
Parenting
Education
Volunteerism**

Length: 8:51

Carol Janney, PhD, Assistant Professor of Epidemiology, Michigan State University

Dr. Janney led a study that suggested that it may be wise for mental health providers to add exercise to their patients' treatment plans. In her survey, a large majority of mental health patients said they wanted to exercise more and believed exercise helped improve their moods and anxiety much of the time. She said psychiatrists and other providers may discuss exercise with patients in generalities, but rarely create a comprehensive exercise plan for them or regularly make sure they are adhering to a specific goal.

Issues covered:

**Mental Health
Physical Fitness**

Length: 8:21

Show # 2022-06

Date aired: Feb 6, 2022 **Time Aired:** 6:30 AM

Dale Clark Farran, PhD, Emerita Professor, Research Professor in Early Childhood Education at Vanderbilt University's Peabody College of Education and Human Development

Prof. Farran was the lead author of the first statewide randomized controlled trial that followed low-income students from pre-kindergarten through sixth grade, to determine the value of pre-K programs. She was shocked at the results, which found that by third and sixth grade, poor children who attended pre-K scored lower on math, reading and science achievement tests, and were more likely to have been expelled or suspended for disciplinary infractions.

Issues covered:
Early Childhood Education
Poverty

Length: 8:49

Creek Stewart, preparedness expert, Weather Channel host, author of "*The Disaster-Ready Home: A Step-by-Step Emergency Preparedness Manual for Sheltering in Place*"

The federal government urges Americans to have a sufficient supply of emergency food and water for at least three days. Mr. Stewart outlined simple and relatively inexpensive steps anyone can take to set up an emergency food and water supply. He also discussed plans to deal with the loss of power and heat. He also explained what should be in a 72-hour survival kit, for use if someone must leave their home in an emergency.

Issues covered:
Disaster Preparedness
Consumer Matters

Length: 8:33

Show # 2022-07

Date aired: Feb 13, 2022 **Time Aired:** 6:30 AM

Dakota Witzel, doctoral candidate in Oregon State University's College of Public Health and Human Sciences

Ms. Witzel was the lead author of a paper that found that dwelling on negative aspects of aging can have a measurable negative impact on a person's physical health and ability to respond to stress. She suggested ways to change thought patterns relating to getting older, to reduce stress.

Issues covered:
Aging
Personal Health

Length: 8:17

Carl Erik Fisher, MD, addiction physician, bioethicist, and Assistant Professor of Clinical Psychiatry in the Division of Law, Ethics, and Psychiatry at Columbia University, author of "*The Urge: Our History of Addiction*"

An estimated 20 million Americans with substance abuse problems go without treatment. Dr. Fisher shared his assessment of the ongoing overdose crisis that claimed more than 100,000 American lives last year. He explained why he believes that calling addiction a disease is not helpful for recovery, and why he thinks the division between "good" drugs and "bad" drugs is overemphasized. He also said complete abstinence may not be the best treatment goal for many with drug or alcohol abuse problems.

Issues covered:
Drug Addiction
Government Policies

Length: 8:58

Show # 2022-08

Date aired: Feb 20, 2022 **Time Aired:** 6:30 AM

Sarah Y. Tse, author of "*7 Years on the Front Line: True Stories and Tough Lessons about a Small Business that You Won't Learn in a Classroom*"

Ms. Tse offered advice to anyone who dreams of starting a small business. She explained how she learned to maintain a work/life balance when faced with the stresses of owning a business. She also

talked about the importance of education in being prepared for entrepreneurship, and how she deals with racism in business, as an immigrant and Asian-American.

Issues covered:
Entrepreneurship
Career
Racism

Length: 8:17

Ellen Voie, CEO & President of Women in Trucking, a non-profit organization that encourages women to join the trucking industry.

The recent supply chain problems have been a reminder that US has a huge and long-term shortage of truck drivers. Ms. Voie said women comprise 10% of truck drivers today. She explained why she believes women are often better suited to the job than men, what is attractive about it and what needs to change to encourage women of all ages to seek a career in trucking.

Issues covered:
Supply Chain
Women's Issues
Employment

Length: 8:58

Show # 2022-09

Date aired: Feb 27, 2022 **Time Aired:** 6:30 AM

Chuck Bell, Programs Director, Advocacy, Consumer Reports

Buy now, pay later schemes are catching the eye of consumers, and, to a lesser extent, of federal regulators. The multi-billion-dollar industry says no-interest BNPL loans are more equitable than credit cards, but Mr. Bell explained how lenders still make money when a buyer theoretically pays no interest, and why these loans can be a spending trap. He said Consumer Reports believes that there is not enough government oversight of these loans.

Issues covered:
Consumer Matters
Government Regulation

Length: 8:43

Gary Sirak, retirement planner, author of "*How to Retire and Not Die: The Three Ps That Will Keep You Young*"

When most Americans ponder retirement planning, they typically think of accumulating money. But Mr. Sirak said clear planning about what to do with one's time after retirement is equally important. He said not retiring at all may be the best option for some, while part time work is another good option for a happy retirement.

Issues covered:
Retirement Planning

Length: 8:40

Show # 2022-10

Date aired: March 6, 2022 **Time Aired:** 6:30 AM

Roni Cohen-Sandler, PhD, licensed clinical psychologist, author of "*Anything But My Phone, Mom! Raising Emotionally Resilient Daughters in the Digital Age*"

Technology is transforming the way girls think of themselves, learn, develop social skills, and communicate with the people around them. Dr. Cohen-Sandler talked about the unprecedented changes faced by teens and their parents today. She offered suggestions to improve communication, particularly for a mother-daughter relationship. She said the current generation of teens is more sensitive and vulnerable than ever, about political and cultural trends such as the Me Too movement, Black Lives Matter and climate change.

Issues covered:

Length: 8:54

**Parenting
Teenager Concerns**

Annabel Streets, author of *"52 Ways To Walk: The Surprising Science of Walking for Wellness and Joy"*

Everyone knows that walking is a very healthy activity. Ms. Streets shared cutting-edge research and advice on how to maximize the physical and psychological benefits of walking, whether it's in an urban area or through the woods. She explained why walking within an hour of waking increases the metabolic benefits, why humming as you walk boosts natural immunity and how owning a dog can make walking far less of a chore.

Issues covered:

Length: 8:23

**Exercise
Personal Health**

Show # 2022-11

Date aired: March 13, 2022 **Time Aired:** 6:30 AM

Lila Rabinovich, qualitative social science analyst, Director of Policy and Development at Center for Economic and Social Research at the University of Southern California

Fewer than 1 in 5 Americans have created an online "my SocialSecurity" account to get a personalized estimate of their future retirement benefits. Ms. Rabinovich said most of the Social Security Administration's website users are older. She explained why it is important for younger workers get a good understanding now of their future retirement benefits. She said one of the primary reasons that workers haven't looked up their personal accounts is a lack of awareness the feature exists.

Issues covered:

Length: 8:59

**Social Security
Retirement Planning**

Bonnie J. Kaplan PhD, co-author of *The Better Brain: How to Overcome Anxiety, Combat Depression, and Reduce ADHD and Stress with Nutrition*

From violent meltdowns on airliners, to abusive tweets aimed at someone with different political beliefs, signs of a meaner, angrier, and more violent America are everywhere. Dr. Kaplan said part of the answer lies in today's typical American diet. She said more than half of Americans' food intake consists of ultra-processed 'products' with virtually no micronutrient content, creating a lack of nourishment in our brains.

Issues covered:

Length: 8:16

**Nutrition
Mental Health**

Show # 2022-12

Date aired: March 20, 2022 **Time Aired:** 6:30 AM

Amy Morin, PhD, licensed clinical social worker, college psychology instructor and psychotherapist, author of "*13 Things Mentally Strong Parents Don't Do: Raising Self-Assured Children and Training Their Brains for a Life of Happiness, Meaning, and Success*"

With safe spaces and trigger warnings designed to "protect" kids, many adults worry that today's kids don't have the resilience to reach their greatest potential. Dr. Morin explained why she believes parents must strive to raise mentally strong and resilient children, and offered suggestions to do it.

Issues covered:

Length: 7:31

**Parenting
Mental Health**

Marion McGovern, founder and CEO of M Squared Consulting, one of the first gig-economy talent intermediaries, author of "*Thriving in the Gig Economy*"

The world of work has changed dramatically in the past few years, as evidenced by tech companies such as Uber and Airbnb. Ms. McGovern noted that while most media attention is on the low end of the skill and income spectrum, little attention is being paid to the best-in-class professionals who have chosen an independent path. She discussed the biggest misconceptions regarding the gig economy and explained the reasons behind its rapid growth.

Issues covered:

Length: 9:38

**Career
Economy**

Show # 2022-13

Date aired: March 27, 2022 **Time Aired:** 6:30 AM

Mark Harmon, PhD, Professor Emeritus in the Oregon State University College of Forestry

Prof. Harmon recently led a study that showed the vast majority of carbon stored in trees before large wildfires was still there after the fires. He said the findings are an important step toward understanding the connection between wildfires and climate-change-inducing carbon emissions, and making wiser decisions about the carbon storage and emissions implications of forest management.

Issues covered:

Length: 8:09

**Climate Change
Wildfires
Forest Management**

Anna Lembke, MD, psychiatrist, Medical Director of Stanford University Addiction Medicine, Chief of the Stanford Addiction Medicine Dual Diagnosis Clinic, author of "*Dopamine Nation: Finding Balance in The Age of Indulgence*"

Americans are living in a time of unprecedented access to high-reward, high-dopamine stimuli: drugs, food, gambling, shopping, gaming, tweeting and more. Dr. Lembke outlined new scientific discoveries that explain why the relentless pursuit of pleasure leads to pain, and what to do about it.

Issues covered:

Length: 8:55

**Addiction
Mental Health**