

Quarterly Issues & Programs Report

WKML-FM/HD-1
Lumberton-Fayetteville, NC

2nd Quarter
April - May - June, 2016

Prepared By - Mac Edwards

WKML-FM/HD-1

Issue/Program Summary

2016 - 2nd Quarter

April - March - June

Radio Station WKML-FM & HD-1 (95.7-FM) Fayetteville, NC identified these issues of concern in the community to be addressed from April through June 2016.

Veterans Issues

Economy

Crime

Hunger

Education

Senior Issues

Employment

Terrorism

At-Risk Youth

Workplace Concerns

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: Lynne O'Quinn, writer and founder of His Outreach World Wide Ministry

Topic: Her recent induction into Fayetteville Music Hall of Fame and her current ministry

Air Date: Sunday, April 3, 2016 @ 6am

Total time: 28:30

Discussion included:

- ...Talk about her induction into Fayetteville Music Hall of Fame?
- ...How long have you been involved in music?
- ...Talk about your music career and your association with Lynyrd Skynyrd?
- ...What kind of work did you do with this group?
- ...You and Doyle Wood have collaborated on several musical endeavors? Discuss?
- ...Are you also a performer?
- ...How long does it take you to write a song?
- ...Several years ago you established a Christian ministry that now reaches more than 100 countries around the world? What led you to do this? And, how was it accomplished?
- ...You have written books for this Christian ministry?
- ...You have traveled to many places in the world with your ministry. Have you ever felt unsafe in some of these countries?
- ...What will His Outreach World Wide look like in 5 years?

Issues discussed:

1. Music business
2. Authoring books and writing songs
3. Her world wide ministry

Talkback with Danny Highsmith

Guests: Ronnie LaFevers, Ex. Director, Camp Dixie; Lana Jernigan, Director of Ministry, Camp Dixie

Topic: Camp Dixie

Air Date: Sunday, April 17, 2016 @ 6am

Total time: 28:00 (approximate)

Discussion included:

...Tell us about Camp Dixie? How long in existence? Church affiliated? Size of camp? How many campers will it accommodate?

...How is Camp Dixie used and who uses it?

...Tell us the ages of your campers?

...What do the campers do during a day at camp?

...How can a parent enroll their child?

...Talk about the camp experience? How does this impact a youngster?

...Discuss your upcoming Open House? When? What will visitors expect, etc.?

...How are you financed?

...Talk about a golf tournament fundraiser that is upcoming?

...You mentioned a "family camp?" Does that mean the entire family can come at certain times?

Issues discussed:

1. Children
2. Camping experience
3. Athletics
4. Education

Talkback with Danny Highsmith

Guest: Jim Thomas, Director, 2nd Harvest Food Bank of SE North Carolina

Topic: Hunger and Heart of Carolina Food Drive

Air Date: Sunday, April 24, 2016 @ 6am

Total time: 28:30

Discussion included:

- ...What is 2nd Harvest Food Bank?
- ...How did you become involved with the food bank?
- ...There are still people hungry in our area?
- ...Where do you get the food you distribute?
- ...How do you distribute food?
- ...Discuss the Heart of Carolina Food Drive?
- ...How much food does 2nd Harvest Food Bank of SE North Carolina distribute?
- ...How many employees?
- ...Where do you get your funding?
- ...Talk about the "back pack buddy" initiative?
- ...Aside from the upcoming food drive, how and where can listeners donate food?
- ...You need volunteers? How can they become volunteers?

Issues discussed:

1. Hunger
2. Volunteerism

Talkback with Danny Highsmith

Guest: US Army Captain Marki Baskin, Commander, Recruiting Command in Fayetteville area

Topic: US Army

Air Date: Sunday, May 1, 2016 @ 6am

Total time: 28:10

Discussion included:

...Why did you join the Army?

...How long have you served?

...How long in recruiting and why did you get in recruiting field?

...The Army seems to be getting smaller; how does that effect recruiting?

...Qualifications to join US Army?

...Age range of recruits?

...Discuss type of training available?

...College scholarships available for those who want to pursue college?

...What is March To Success?

...Discuss the benefits the US Army offers to its recruits?

Issues discussed:

1. Career path
2. Serving USA
3. Benefits of Army career

Talkback with Danny Highsmith

Guests: Deanna Gerdes & Ze Surratt, Rape Crisis Volunteers of Cumberland County

Topic: Crime of rape and organization of Rape Crisis Volunteers

Air Date: Sunday, May 8, 2016 @ 6am

Total time: 27:10

Discussion included:

...What does Rape Crisis Volunteers do?

...How did you, Ze, become involved?

...It appears there are many crimes of rape in our area? Are we more prone to this crime than other areas?

...Any statistics as to the number of rapes that are not reported?

...Describe what a volunteer with your organization does?

...Do you need more volunteers?

...Discuss the upcoming training, "Rape Crisis Sensitivity" that is occurring this month?

...When?

...Where?

...Cost?

...Who can take part?

...Kind of training offered?

Issues discussed:

1. Crime
2. Volunteering
3. Health
4. Rehabilitation

Talkback with Danny Highsmith

Guests: Russ Rogerson, President & Brandon Plotnick, Marketing and Communications, Fayetteville Cumberland County Economic Development Corporation

Topic: Fayetteville Cumberland County Economic Development Corporation

Air Date: Sunday, May 15, 2016 @ 6am

Total time: 29:09

Discussion included:

- ...Tell us about your organization?
- ...Essentially, you sell Fayetteville and Cumberland County to prospective industries?
- ...Do you work closely with NC Department of Commerce?
- ...Our community, like most other communities, has positives & negatives. Talk about those?
- ...Do you work closely with FTCC? Discuss?
- ...How are you funded?
- ...How did each of you get into the economic development business?
- ...What role does City and County play, in addition to funding, in attracting industry?
 - ...How big a factor with prospects are the tax rates?
 - ...Do we offer incentives to prospects?
- ...Times have been tough everywhere since 2008; has the economy adversely effected economic development?
- ...Talk some about the confidential nature of industry recruitment?

Issues discussed:

1. Economy
2. Procuring jobs
3. State Government
4. Local Government

Talkback with Danny Highsmith

Guest: Mike Nagowski, CEO, Cape Fear Valley Health System

Topic: CFVHS

Air Date: Sunday, May 22, 2016 @ 6am

Total time: 28:17 (program recorded directly onto computer)

Discussion included:

...How is the health of CFVHS?

...How many employees? How many physicians? How many nurses?

...Locations of CFVHS facilities?

...Number of patients per year?

...Emergency room? Discuss recent improvements?

...Relationships with area education institutions: Campbell, Methodist, FSU, FTCC & UNCP?

...How about relationship with SRAHEC?

...Cancer Center?

...Neo-Natal Intensive Care?

...What is Cape Fear Valley Health Foundation? Where does money go that they raise?

Issues discussed:

1. Health care
2. Employment
3. Health training

Talkback with Danny Highsmith

Guest: Lynne O'Quinn, writer and founder of His Outreach World Wide Ministry

Topic: Her recent induction into Fayetteville Music Hall of Fame and her current ministry

Total time: 28:30

Air Date: Sunday, June 5, 2016 @ 6am

Discussion included:

- ...Talk about her induction into Fayetteville Music Hall of Fame?
- ...How long have you been involved in music?
- ...Talk about your music career and your association with Lynyrd Skynyrd?
- ...What kind of work did you do with this group?
- ...You and Doyle Wood have collaborated on several musical endeavors? Discuss?
- ...Are you also a performer?
- ...How long does it take you to write a song?
- ...Several years ago you established a Christian ministry that now reaches more than 100 countries around the world? What led you to do this? And, how was it accomplished?
- ...You have written books for this Christian ministry?
- ...You have traveled to many places in the world with your ministry. Have you ever felt unsafe in some of these countries?
- ...What will His Outreach World Wide look like in 5 years?

Issues discussed:

1. Music business
2. Authoring books and writing songs
3. Her world wide ministry

6-9-2016

Talkback with Danny Highsmith

Guest: Diana Juergens, Ex. Director, Rick Herrema Foundation (Rick's Place)

Topic: Rick's Place

Total time: 28:31

Air Date: Sunday, Jun3 19, 2016 @ 6am

Discussion included:

...What is The Rick Herrema Foundation?

...Who is/was Rick Herrema?

...Where will Rick's Place be located?

...Who will use it?

...How is it being financed?

...How will it be funded once it is built?

...Activities planned for Rick's Place?

...Your husband retired from military after 29+ years, so what are the stresses on a military family during deployments?

...How many times was your husband deployed?

...When do you anticipate Rick's Place will be completed?

...Any local fundraising efforts planned?

Issues discussed:

1. Military families
2. Recreation
3. Moral support of military families

Talkback with Danny Highsmith

Guests: Russ Rogerson, President & Brandon Plotnick, Marketing and Communications, Fayetteville Cumberland County Economic Development Corporation

Topic: Fayetteville Cumberland County Economic Development Corporation

Total time: 29:09

Air Date: Sunday, June 26, 2016 @ 6am

Discussion included:

- ...Tell us about your organization?
- ...Essentially, you sell Fayetteville and Cumberland County to prospective industries?
- ...Do you work closely with NC Department of Commerce?
- ...Our community, like most other communities, has positives & negatives. Talk about those?
- ...Do you work closely with FTCC? Discuss?
- ...How are you funded?
- ...How did each of you get into the economic development business?
- ...What role does City and County play, in addition to funding, in attracting industry?
 - ...How big a factor with prospects are the tax rates?
 - ...Do we offer incentives to prospects?
- ...Times have been tough everywhere since 2008; has the economy adversely effected economic development?
- ...Talk some about the confidential nature of industry recruitment?

Issues discussed:

1. Economy
2. Procuring jobs
3. State Government
4. Local Government



WKML-FM/HD-1

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2016

Show # 2016-14

Date Aired: Sunday, April 3 @ 6:30am

Marie Jameson, home and lifestyle columnist, author of "*Downsizing The Family Home: What to Save, What to Let Go*"

Nearly everyone eventually faces the difficult, emotional journey of downsizing an aging parents' home. She talked about the often unexpected emotions and challenges as people sort through a lifetime of possessions. She explained how to make wise decisions on what to keep, toss or sell, and why it is usually easiest if elder family members are involved, rather than leaving the task to their heirs after their death.

Issues covered:

Senior Citizens

Retirement Planning

Mental Health

Length: 8:56

Tracey Helton Mitchell, former heroin addict, author of "*The Big Fix: Hope After Heroin*"

Ms. Mitchell shared her story of addiction and recovery. She spent eight years on the streets of San Francisco as a heroin addict, then successfully quit and started life anew. She talked about the common misconceptions about heroin addiction, especially for women, and offered advice for those who are struggling with substance abuse.

Issues covered:

Substance Abuse

Women's Issues

Government Policies

Length: 8:23

Arielle O'Shea, investing staff writer at NerdWallet.com

It's no secret that Americans need to save more. Ms. O'Shea outlined a recent analysis by NerdWallet that found an alternative approach. She said a 25-year-old could accumulate nearly \$1 million by simply saving and investing 50% of all raises and bonuses over the course of his or her career. She explained why saving for the future is more critical than ever and why this approach may be easier than more traditional plans.

Issues covered:

Personal Finance

Retirement Planning

Length: 4:54

Show # 2016-15

Date aired: Sunday, April 10 @ 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:

Length: 8:49

**Employment Matters
Career**

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:

Length: 8:30

**Personal Health
Drug Abuse
Government Policies**

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:

Length: 4:58

**Charitable Contributions
Recycling
Consumer Issues
Senior Issues**

Show # 2016-16

Date aired: Sunday, April 17 @ 6:30am

Robert Sholly, domestic counterterrorism expert, retired army colonel who is experienced in both counter-terrorism and performing international security assessments, a member of the United Nations international peace keeping forces that won the Nobel Peace Prize in 1988

Col. Sholly said while we cannot live in fear, it is wise to live with caution and prudence. He discussed which public places are the most dangerous. He explained why it is important to have a security plan before entering a mall, what to do if shots are fired in a crowded movie theater and the physical signs to watch for that could identify a potential shooter or bomber.

Issues covered:

Length: 9:07

**Terrorism
Personal Protection
Emergency Preparedness**

Shaka Senghor, author of "Writing My Wrongs: Life, Death, and Redemption in an American Prison"

In 1991, Shaka Senghor was sent to prison for second-degree murder. Today, he lectures at many universities and is a leading voice on criminal justice reform. He shared his inspirational story: growing up with an abusive parent, which started a downward spiral that saw him run away from home, turn to drug dealing to survive, and end up in prison for murder at the age of 19, fuming with anger and despair. He explained what caused him to turn his life around, now mentoring youth at risk.

Issues covered:

Youth at Risk

Crime

Prison Reforms

Minority Concerns

Length: 7:59

Monica Deza, PhD, Assistant Professor of Economics in the School of Economic, Political and Policy Science at the University of Texas, Dallas

Dr. Deza led a study that found that teen driving curfews might do more than reduce car accidents. They also may prevent teens from committing crimes or becoming pregnant. She talked about the most common crimes committed by teens and why driving restrictions may make a difference.

Issues covered:

Youth at Risk

Crime

Length: 5:07

Show # 2016-17

Date aired: Sunday, April 24 @ 6:30am

Steve Case, entrepreneur, investor, and businessman best known as the co-founder and former Chief Executive Officer and Chairman of America Online, author of "*The Third Wave: An Entrepreneur's Vision of the Future*"

Mr. Case discussed the rapidly changing nature of the Internet. He believes we are entering a dynamic new period of online development, where every part of our lives will rely on Internet connectivity. He sees this new wave defined not by hardware or software but by partnerships—especially between business and government. He predicted that entrepreneurs will dramatically change the way institutions like healthcare, education, and agriculture integrate the Internet into our lives.

Issues covered:

Internet

Employment

Government Regulations

Length: 8:24

Ellen Smit, PhD, Nutritional Epidemiologist, Associate Professor at Oregon State University College of Public Health and Human Sciences

Dr. Smit led a study that examined four barometers of whether someone's behavior could be considered healthy, and the results were dismal. She found that fewer than 3% of all Americans have a genuinely healthy lifestyle. She explained the importance of the four criteria and the health impacts of each. She also offered suggestions for those who would like to make changes to their own lifestyle.

Issues covered:

Personal Health

Obesity

Length: 8:39

Matt Schulz, Senior Industry Analyst at CreditCards.com

Mr. Schulz said 30 million Americans received a new chip-enabled credit card over the past six months. Mr. Schulz explained the benefits of the new cards. He also talked about the most common complaints by consumers who use them.

Issues covered:
Personal Finance
Consumer Matters

Length: 5:06

Show # 2016-18

Date aired: Sunday, May 1 @ 6:30am

Steven Roberts, college-funding expert, author of *"Winning the Money Game in College: Any Major and Any GPA Can Finish College Debt-Free or Better"*

Families at every income level struggle with the question of how to pay for a college education. Mr. Roberts explained how students can save on application fees and locate lesser-known resources to pay for college. He also suggested where to find scholarship money and why a student's GPA isn't everything. He also discussed the less obvious reasons why it is useful for students to earn money while in school.

Issues covered:
Education
Consumer Matters
Parenting

Length: 8:38

Laura Adams, Senior Insurance Analyst at insuranceQuotes.com

A traffic ticket can cause a driver's auto insurance rates to skyrocket. Ms. Adams outlined a report from insuranceQuotes.com that found motorists who are slapped with a serious moving violation can see their auto insurance premiums jump by an average of 94 percent. She discussed 17 different moving violations, how each causes car insurance rates to spike, and why rate increases can vary drastically from state to state.

Issues covered:
Traffic Safety
Consumer Matters

Length: 8:35

Julia Cameron, author of *"It's Never Too Late to Begin Again: Discovering Creativity and Meaning at Midlife and Beyond"*

When someone retires, the newfound freedom can be quite exciting, but also daunting. Ms. Cameron explained how cultivating their creative selves can help seniors navigate this new terrain. She said that retirement can be the most rich, fulfilling and creative time of life. She outlined several tools to get there.

Issues covered:
Senior Citizens
Retirement Planning

Length: 4:57

Show # 2016-19

Date aired: Sunday, May 8 @ 6:30am

Ric Edelman, nationally-recognized financial advisor, syndicated columnist, author of *"The Truth About Retirement Plans and IRAs"*

Only half of all eligible Americans contribute to a retirement plan. Mr. Edelman explained how the average person can save for a comfortable retirement. He talked about the importance of 401(k)s, and IRAs. He also explained how to determine how much money a person may need in retirement, and the dangers of borrowing money from retirement funds.

Issues covered:
Personal Finance
Retirement
Senior Issues

Length: 8:31

James Hubbard, MD, family physician, author of *"Living Ready Pocket Manual - First Aid: Fundamentals for Survival"*

Dr. Hubbard discussed basic skills that everyone should know in the event of a medical emergency, and basic first aid supplies that every home should have on hand. He outlined steps to stop serious bleeding and what to do in the event someone simply collapses. He also talked about the lifesaving value of automated external defibrillators, which are found in many public places.

Issues covered:
Emergency Preparedness
Personal Health

Length: 8:44

Simon Davidoff, Water Expert and Director, Food & Beverage Industry for Siemens Water Technologies

Mr. Davidoff talked about little-known ways that water is wasted by consumers each year, both directly and indirectly. He explained how businesses are changing their practices to reduce water consumption and what the average person can do to determine and reduce their personal "water footprint."

Issues covered:
Environment
Consumer Matters

Length: 4:58

Show # 2016-20

Date aired: Sunday, May 15 @ 6:30am

Martin Gibala, PhD, Professor and Chair of the Department of Kinesiology, McMaster University in Ontario

Dr. Gibala led a study that found that a single minute of very intense exercise produces health benefits similar to longer, traditional endurance training. He recommends the plan for occasionally busy days, not as a permanent substitute for longer and more moderate workouts. He said the findings put to rest the common excuse for not getting in shape: there is not enough time.

Issues covered:
Personal Health

Length: 8:52

Chris Melde, PhD, Associate Professor and Director of Graduate Studies, School of Criminal Justice at Michigan State University

Dr. Melde was the co-author of a study of street gang membership. He found that depression and suicidal thoughts or attempts are common among youth who join gangs. He outlined the reasons that many troubled teens join gangs and why gang life causes already significant problems in their lives to become even worse.

Issues covered:

**Youth at Risk
Mental Health
Crime**

Length: 8:24

Matthias Hollwich, internationally-recognized architect, author of "*New Aging: Live Smarter Now to Live Better Forever*"

Mr. Hollwich discussed ways that homes and communities can be redesigned to make aging a graceful and fulfilling aspect of life. He discussed changes to specific rooms, to help seniors stay safely in their homes for as long as possible.

Issues covered:

**Home Safety
Retirement Planning
Senior Citizens**

Length: 4:55

Show # 2016-21

Date aired: Sunday, May 22 @ 6:30am

Bart de Langhe, PhD, Assistant Professor of Marketing, Leeds School of Business at the University of Colorado, Boulder

Many consumers pour through online product reviews before making a purchase. But Dr. de Langhe led a study that found that there is little correlation between better online user ratings and the quality of a product. He explained why consumer opinions often fail to agree with objective product research by consumer organizations.

Issues covered:

Consumer Matters

Length: 8:06

W. David Brown, PhD, DABSM, CBSM, Sleep Psychologist at Children's Medical Center, Dallas, co-author of "*Sleeping Your Way to the Top: How to Get the Sleep You Need to Succeed*"

Many Americans believe that less sleep equals more productivity. But Dr. Brown said that sufficient sleep and success go hand in hand. He discussed the latest clinically proven techniques for getting quality rest, achieving maximum productivity, and overcoming common sleep impediments to enhance workplace performance.

Issues covered:

**Personal Health
Career**

Length: 9:01

Judith Prochaska, PhD, MPH, Associate Professor of Medicine, Stanford University School of Medicine

Dr. Prochaska was the lead author of a study comparing employment in smokers and nonsmokers. She found that after 12 months, smokers were less likely to have found a job than nonsmokers, and those who did earned less than nonsmokers. She explained the reasons that employers may be wary of hiring smokers and how they sometimes screen them out in the hiring process.

Issues covered:
Unemployment
Personal Health

Length: 5:03

Show # 2016-22

Date aired: Sunday, May 29 @ 6:30am

Dorothy Espelage, PhD, bullying and youth violence expert, Professor of Child Development, Department of Educational Psychology, University of Illinois at Urbana-Champaign

Dr. Espelage led a youth survey that explored the prevalence of sexual harassment and sexual violence among middle school youth as well as the locations where these behaviors occur. She said that these incidents are extremely common in schools and that they are a strong predictor of dating violence as students move into high school.

Issues covered:
Sexual Harassment
Violence
Parenting

Length: 9:34

Greg Kaplan, PhD, Assistant Professor of Economics, Princeton University

Roughly one-third of all American families live paycheck-to-paycheck, according to Dr. Kaplan's recent study. Surprisingly, he found that many of these are middle-class families who have decent incomes, but illiquid assets tied up in homes or retirement funds. He explained why this is so common and why it may not be as financially dangerous as it may appear.

Issues covered:
Economy
Personal Finance

Length: 7:46

Michelle Macy, MD, Assistant Professor of Emergency Medicine, University of Michigan

Dr. Macy's research found that that 90 percent of parent drivers admitted to distracted driving with kids in the car. She outlined ten types of driving distractions and explained why they are so dangerous. She also offered tips for parents who would like to minimize distractions on the road.

Issues covered:
Traffic Safety

Length: 4:45

Show # 2016-23

Date aired: June 5 @ 6:30am

Tyler J. VanderWeele, PhD, Professor of Epidemiology, T.H. Chan School of Public Health, Harvard University

Those who attend church services on a regular basis may receive more than just spiritual benefits—they may live longer. Dr. VanderWeele led a study that found that women who went to church more than once a week had a 33% lower risk of dying, compared to those who never went. He talked about the potential reasons behind the finding. He said it is conceivable in the future that doctors routinely ask about church attendance during medical checkups.

Issues covered:
Personal Health
Religion

Length: 8:48

Kostadin Kushlev, PhD, psychology research scientist, University of Virginia

Smartphones have become part of everyday life. Dr. Kushlev led a study that found that the increasingly pervasive use of digital technology may be causing ADHD-like symptoms even among the general population. He explained why being separated from a smartphone may cause people to experience distraction and getting bored easily when trying to focus.

Issues covered:
Mental Health
Consumer Matters

Length: 8:27

Carl Cotman, PhD, Professor of Neurology and Neurobiology, Director of the Institute for Brain Aging and Dementia, University of California, Irvine

Dr. Cotman explained the results of new research into brain health for seniors. The study found that eating almonds, engaging in exercise and participating in brain-stimulating activities can keep aging brain cells in shape. This may delay or prevent Alzheimer's Disease.

Issues covered:
Alzheimer's' Disease
Health Issues
Senior Issues

Length: 4:56

Show # 2016-24

Date aired: June 12 @ 6:30am

Charee Thompson, PhD, Assistant Professor of Communication Studies at Ohio University

Dr. Thompson was the co-author of a study of college students, drinking and social media. She discovered that having an "alcohol identity" puts college students at greater risk of having drinking problems. Her study also found that posting about alcohol use on social media sites is actually a stronger predictor of alcohol problems than having a drink. She discussed possible strategies to reduce alcohol abuse on college campuses.

Issues covered:
Substance Abuse
Education
Social Media

Length: 6:52

Iris Bohnet, PhD, Professor of Public Policy , Behavioral Economist at Harvard University, Director of the Women and Public Policy Program, Co-Chair of the Behavioral Insights Group at the Kennedy School of Government, author of "*What Works: Gender Equality by Design*"

Dr. Bohnet discussed gender equality in the workplace and why it's good business. She explained why diversity training programs have had limited success. She outlined the latest research into quick and often inexpensive ways that companies can address gender bias and improve performance.

Issues covered:
Gender Equality
Women's Issues
Workplace Matters

Length: 10:17

Matthew J. Quade, PhD, Assistant Professor in the Department of Management at the Hankamer School of Business, Baylor University

Unethical behaviors by employees can tarnish an organization's reputation, lead to considerable monetary losses, and even result in legal prosecutions. Dr. Quade led a study that found that, in many cases, employees will tolerate misdeeds from a coworker who has the reputation of being a high performer. He believes companies need to take a hard look at how they prioritize performance over ethics.

Issues covered:
Ethics
Workplace Matters

Length: 4:56

Show # 2016-25

Date aired: June 19 @ 6:30am

Leslie Stahl, longtime reporter for 60 Minutes, author of "*Becoming Grandma: The Joys and Science of the New Grandparenting*"

Ms. Stahl discussed the profound changes and emotions experienced when someone becomes a grandparent. She talked about the physiological changes that occur in women when they have grandchildren, and the therapeutic effects of grandchildren on both grandmothers and grandfathers. She also explained how heartbreakingly common it is for grandparents to be denied access to their grandchildren.

Issues covered:
Family Matters
Senior Citizens
Child Custody

Length: 9:15

Kevin Kelly, co-founder and former executive editor of Wired magazine, author of "*The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future*"

Mr. Kelly discussed twelve technological imperatives that he believes will shape the next thirty years and transform our lives. He is optimistic about innovations, from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture. He offered advice to young people who are plotting educational and career paths in a rapidly-changing tech environment.

Issues covered:
Technology
Education
Privacy

Length: 7:55

Career

Edward G. Brown, author of *"The Time Bandit Solution: Recovering Stolen Time You Never Knew You Had"*

According to Mr. Brown, 40 to 60% of time at work is squandered by time bandits—co-workers who demand precious time without thinking. He offered suggestions on how to negotiate with time bandits to prevent unwanted, unnecessary and unproductive interruptions.

Issues covered:
Workplace Matters
Productivity

Length: 5:04

Show # 2016-26

Date aired: June 26 @ 6:30am

Michele Borba, EdD, parenting expert, author of *"UnSelfie: Why Empathetic Kids Succeed in Our All-About-Me World"*

Studies have found that kids today are 40% less empathetic than kids were thirty years ago. Ms. Borba explained why kids are more stressed and less happy these days, and what parents can do about it. She explained why having a caring and kind attitude can lead to success later in life.

Issues covered:
Parenting
Youth at Risk

Length: 9:22

Brian Christian, science writer, co-author of *"Algorithms to Live By: The Computer Science of Human Decisions"*

Mr. Christian explained how computer algorithms can be applied to everyday life, helping to solve common decision-making problems. He believes the wisdom of computer science can help consumers to determine when to leave things to chance, how to deal with an overwhelming array of choices and how best to connect with others.

Issues covered:
Technology
Consumer Matters
Education

Length: 7:51

Sumir Karayi, computer expert, CEO of 1E, a software company that helps companies improve their environmental impact

Mr. Karayi discussed the results of a report by the non-profit Alliance to Save Energy and 1E that found that companies are wasting energy and losing sizable amounts of money by leaving computers on 24 hours a day. He explained why companies choose to do this, and what employees can do to convince corporate leaders to change the policy.

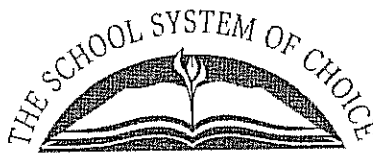
Issues covered:
Energy
Environment
Workplace Matters

Length: 4:58

WKML -- April/May/June 2016

- April 1, 2016---Interview with Eric Solarchick, race coordinator for the All American Marathon (Don Chase & Ashley Wilson)
- April 7, 2016---30 minute appearance---WKML Reading Club, Morganton Road Elementary (Ashley Wilson)
- April 8, 2016---Interview with Paris Stupar, model in the American Girl Fashion Show for the Child Advocacy Center (Don Chase & Ashley Wilson)
- April 9, 2016---Emceed the Grays Creek baseball season opener at Hall Park in Grays Creek (Don Chase)
- April 9, 2016---Broadcast from the annual Jarred Sparks Foundation event at Village Baptist Church (Don Chase)
- April 10, 2016---Emceed the annual Ribbon Walk/Run for Friends of the Cape Fear Valley Cancer Center at Festival Park (Don Chase)
- April 14, 2016---30 minute appearance---WKML Reading Club, Piney Grove Elementary (Ashley Wilson)
- April 20, 2016---30 minute appearance---WKML Reading Club, Alderman Road Elementary (Ashley Wilson)
- April 27, 2016---30 minute appearance---WKML Reading Club, Ed V Baldwin Elementary (Ashley Wilson)
- May 5, 2016---30 minute appearance---WKML Reading Club, Fayetteville Academy (Ashley Wilson)
- May 5, 2016---Interview with Chris Young about his November 2016 show Fayetteville's Crown Center (Don Chase & Ashley Wilson)
- May 5, 2016---90 minute appearance---Ft. Bragg Fair broadcast (Don Chase)
- May 7, 2016---5 hour appearance---Eddie Dees benefit, Southview High School (Don Chase)
- May 11, 2016---30 minute appearance---WKML Reading Club, St. Paul's Elementary (Ashley Wilson)
- May 12, 2016--- United Way of Cumberland County Day of Caring (Don Chase)
- May 17, 2016---United Way Meeting (Don Chase)
- May 19, 2016---30 minute appearance---WKML Reading Club, New Century Elementary (Ashley Wilson)
- May 19, 2016---4 hour appearance---Judge the Second Harvest Food Bank Food Fight, Crown Ballroom (Don Chase)
- May 25, 2016---30 minute appearance---WKML Reading Club, Margaret Willis (Ashley Wilson)
- May 26, 2016---Emceed the NC. State Veterans Home Memorial Day celebration (Don Chase)

- May 29, 2016---90 minute appearance---Rockfish Flea Market remote (Don Chase & Janie Wadsworth)
- May 31, 2016---Armstrong Elem. School - record Ms. Shook's class doing the Pledge of Allegiance (Don Chase)
- June 1, 2016---30 minute appearance---WKML Reading Club, Peterson Elementary (Ashley Wilson)
- June 1, 2016---2 hours---Training to be Precinct Official for June 7 & Nov. 2016 elections (Don Chase)
- June 2, 2016---90 minutes---United Way personnel meeting (Don Chase)
- June 3, 2016---2 hours---Volunteered with Salvation Army at Krispy Kreme on National Donut Day (Don Chase)
- June 7, 2016---1 hour---Precinct official on Primary Voting Day at Massey Hill Recreation Center (Don Chase)
- June 21, 2016---90 minutes---United Way Board of Directors meeting (Don Chase)
- June 30, 2016---2 hour appearance---Live Broadcast at Pre-4th Blood Drive with Cape Fear Valley Health System (Don Chase)



Cumberland County Schools

SUSAN B. WILLIAMS, CHAIR
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JUDY MUSGRAVE
RUDY TATUM
DONNA VANN
GREGORY WEST

DR. FRANK TILL
SUPERINTENDENT

April 22, 2016

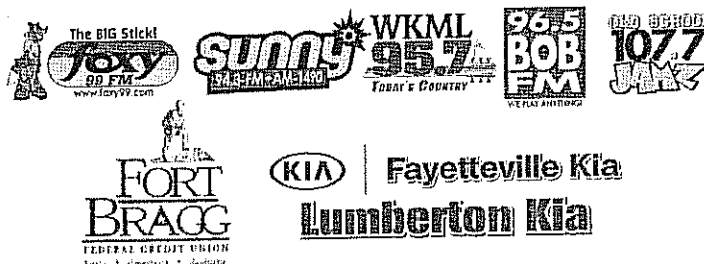
CONGRATULATIONS, Senior!!!

Because of your exemplary performance in earning a cumulative GPA of 3.2 or higher *and no more than five* absences throughout the school year, you continue to be eligible to win scholarships from Fort Bragg Federal Credit Union and the “*Driven 2 Excel*” 2015 *Kia Soul* from Lumberton Kia/Fayetteville Kia that will be given away at the end of the 2015-2016 school year.

A special partnership between the Cumberland County Schools (CCS), Lumberton Kia, Fayetteville Kia, Fort Bragg Federal Credit Union and the stations of the Beasley Media Group was created to honor you! We want to celebrate your end-of-year accomplishment with a special event on **Tuesday, May 17**. Here’s your invitation!

- WHAT: “Driven 2 Excel” Kia Soul End-of Year Celebration
- WHEN: Tuesday, May 17, 2016
- TIME: Registration from 5:30 – 6:30 p.m. / Car & Prize awards begin at 6:30 p.m.
- WHERE: Fayetteville Kia – 2012 Skibo Road, Fayetteville, 28314
- GUESTS: **ONLY** students with 3.2 or higher GPA and no more than five absences
PARENT/GUARDIAN MUST BE IN ATTENDANCE (even if student is 18 years old)
No RSVP necessary, but student must bring this invitation letter for admittance.
Parent/Guardian cannot serve as your stand-in (NO exceptions).

The 2015 *Kia Soul* will be on display and **GIVEN AWAY!** Because of limited parking, please carpool with your parents. This is YOUR night. We salute your work ethic and dedication. You have proven yourself eligible for a chance to win valuable scholarships and the “*Driven 2 Excel*” 2015 *Kia Soul*. We’ll see you at **Fayetteville Kia on May 17!**



Beasley Media Group

Driven 2 Excel 4

May 17, 2016

Beasley Media Group/Fayetteville's cluster of stations teamed with the Cumberland County School System to again award a new car to a graduating high school senior! Students were required to carry a GPA of 3.2 or higher and have 5 or fewer absences during the school year. The program renewed in Fall of 2015 and continued through the awarding of the Grand Prize on Tuesday, May 17, 2016.

Fayetteville Kia/Lumberton Kia and Fort Bragg Federal Credit Union joined as corporate sponsors to provide the major prizes.
2015 Kia Soul – Thomas Nguyen of Cumberland High School
\$3,000 Scholarship – MiKayla Raines of CIHS
\$2,000 Scholarship – Kelsey Helm of Pine Forest High School

All stations were present at the finale. Air personalities Jane Dough, Don Chase, Ashley Wilson, Dave Myers, and Paul Johnson participated. Market Manager Mac Edwards joined Cumberland County Schools Superintendent Dr. Frank Till in hosting/emceeing the event from 5:30pm to 7:00pm, which was attended by over 500 qualifying students and their parents/guardians.

(See attached invitation letter from Cumberland County Schools)