

Quarterly Issues & Programs Report

WKML-FM

HD-1 & HD-2

Lumberton-Fayetteville, NC

1st Quarter

Jan—Feb—Mar 2023

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WKML-FM

HD-1 & HD-2

ISSUE/PROGRAM SUMMARY

2023

JANUARY—FEBRUARY-MARCH

Radio station WKML-FM/HD-1 & HD-2, Lumberton- Fayetteville, NC identified these issues of concern in the community to be addressed from January through March 2023. These items were identified during on-going surveys and interviews conducted by the staff with community leaders.

Methodist University/Cumberland County Ministerial Council/Fayetteville City Management/Black History Month/PWC/Job Opportunities/Water System

Issues were addressed via ----- Daily Public Service Announcements

Daily Newscasts

Weekly Long-form Public Affairs Programs

Live Broadcasts from Community Events



Call Letters: _____

WKML
Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2023

Show # 2023-01

Date aired: 01/01/23 Time Aired: 6:30am

Jacquelyn C. Campbell, PHD, RN, FAAN, expert on domestic violence, violence against women and intimate partner violence, Professor and the Anna D. Wolf Chair at the Johns Hopkins School of Nursing, National Program Director for the Robert Wood Johnson Foundation's Nurse Faculty Scholars Program

Dr. Campbell developed the Danger Assessment, a groundbreaking questionnaire designed to assess a woman's risk of being killed by an abusive partner. She talked about recent updates to the tool that address concerns for immigrant women and same-sex partners. She said it's helpful for an abused woman to document for herself how often abuse is happening, levels of abuse and other patterns.

Issues covered:
Domestic Violence
Women's Concerns

Length: 9:21

Bryan Caplan, PhD, Professor of Economics at George Mason University, blogger for EconLog, author of "*The Case against Education: Why the Education System Is a Waste of Time and Money*"

Although it is immensely popular--and immensely lucrative--Dr. Caplan believes that higher education is grossly overrated. He said that decades of growing access to education have not resulted in better jobs for the average worker, but instead in runaway credential inflation. He is in favor of serious cuts in government education funding to curb this wasteful rat race, along with a renewed emphasis on vocational education.

Issues covered:
Education
Career
Government Spending

Length: 8:01

Show # 2023-02

Date aired: 01/08/23 Time Aired: 6:30am

Todd Spencer, President of the Owner-Operator Independent Drivers Association

Trucking is critical to virtually every aspect of the US economy. Mr. Spencer talked about the biggest challenges faced by truck drivers. He said drivers often spend 30% of their work week being detained by inefficiencies in the supply chain, waiting for shippers and receivers. He discussed the lack of adequate training of new truckers. He also talked about road congestion and needed improvements in the nation's highway system to better accommodate trucks.

Issues covered:
Transportation

Length: 8:39

**Supply Chain Issues
Employment**

Natasha Slesnick, PhD, Professor of Human Development and Family Science in the Department of Human Sciences, and EHE Associate Dean for Research and Administration at Ohio State University

Prof. Slesnick led a study that suggests that giving some homeless mothers with young children a place to live may do little to help them if it is not combined with support services. She outlined the most significant challenges faced by homeless mothers and their children, and the most effective forms of support.

Issues covered:

Length: 8:45

**Homelessness
Government Programs
Drug Abuse**

Show # 2023-03

Date aired: 01/15/23 **Time Aired:** 6:30am

Nora Volkow, MD, Director of the National Institute on Drug Abuse, part of the National Institutes of Health

Fentanyl overdoses are the leading cause of death for Americans ages 18 to 49, more than car accidents or suicides. On average, one person dies of a fentanyl overdose in the United States every seven minutes, and the number of Americans killed by the drug has jumped 94 percent since 2019. Dr. Volkow discussed why the problem has skyrocketed and what steps the federal government is taking to address it. She said that, while the epidemic was worse in certain rural areas of the US in past years, the problem has now overwhelmed every city and state. She talked about the importance of education and treatment programs, and also explained why fentanyl is a particularly troubling issue for pregnant women.

Issues covered:

Length: 17:52

**Substance Abuse and Treatment
Government Policies**

Show # 2023-04

Date aired: 01/22/23 **Time Aired:** 6:30am

Lauren Fleshman, one of the most decorated American distance runners of all time, winner of five NCAA championships at Stanford University and two national championships as a professional, author of *"Good for A Girl: A Woman Running in a Man's World"*

Girls drop out of organized sports at twice the rate of boys at age 14, and half have quit by 17. Sixty-five percent develop disordered eating habits that compromise their ease around food, sometimes irreparably. Ms. Fleshman talked about emerging research on the physiology and psychology of young athletes, and what coaches and parents should know. She outlined changes in organized sports to empower and encourage young women to join and stay.

Issues covered:

Length: 9:21

**Women's Concerns
Youth Sports**

Chris Bailey, productivity expert, author of *"How to Calm Your Mind: Finding Presence and Productivity in Anxious Times"*

Mr. Bailey shared the inspiration to write his book--a panic attack he had onstage in front of an audience of over 100. He outlined simple steps he took in the moment and in the long-term to conquer burnout, and explained how he gradually restored calm and tranquility to his life. He talked about sources of hidden stress buried within our days, often activities and people that we voluntarily subject ourselves to.

Issues covered:

Length: 8:01

**Mental Health
Personal Productivity
Career**

Show # 2023-05

Date aired: 01/29/23 Time Aired: 6:30am

Alvin E. Roth, PhD, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of *Who Gets What — and Why: The New Economics of Matchmaking and Market Design*

Dr. Roth is one of the world's leading experts on matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

Issues covered:

Length: 9:17

**Economics
Career
Education**

Joel Kahn, MD, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of *The Whole Heart Solution*

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

Issues covered:

Length: 8:01

Personal Health

Show # 2023-06

Date aired: 02/5/23 Time Aired: 6:30am

Ismail Karabas, PhD, Marketing Professor at Murray State University

Tipping for food at the end of a dining experience has traditionally been the norm at full-service restaurants. Prof. Karabas shared his research into a new trend: tip requests at businesses where customers order at the counter, pay for their items before getting their food, and receive minimal-to-no service. He explained the reasons behind the change. He found that some consumers are so annoyed by the requests that they take their business elsewhere.

Issues covered:

Length: 8:58

**Consumer Matters
Employment
Economy**

Dan Martell, entrepreneur, productivity expert, author of "*Buy Back Your Time: Get Unstuck, Reclaim Your Freedom, and Build Your Empire*"

Mr. Martell shared his story of a traumatic childhood and arrest as a teenager, which amazingly led to an interest in software coding and entrepreneurship. He offered suggestions for entrepreneurs to value and use time more productively. He also offered advice to avoid burnout.

Issues covered:

Length: 8:18

**Entrepreneurism
Personal Productivity
Career**

Show # 2023-07

Date aired: 02/12/23 Time Aired: 6:30am

Andrew Smith, PhD, cognitive psychologist and Assistant Professor at Iowa State University

Some studies claim that 4-6% of those in US prisons are not guilty of the crime for which they were convicted. Prof. Smith and his team of researchers developed a new procedure to capture more information from eyewitnesses during police investigations and better detect a suspect's guilt or innocence. He explained how the innovation improves the reliability of police lineups.

Issues covered:

Length: 9:12

Criminal Justice

Legal Reform

Andrew McDiarmid, Senior Fellow at the Discovery Institute, a non-profit, non-partisan organization focused on research, education, action, and cultural renewal

A recent study reported in the Journal of Experimental Psychology suggests that the act of "just thinking" can be more rewarding than we might realize. Mr. McDiarmid outlined the study's findings and explained why Americans should resist the urge to pull out their phones so frequently and spent some time just thinking, instead.

Issues covered:

Length: 8:10

**Mental Health
Personal Productivity**

Show # 2023-08

Date aired: 02/19/23 Time Aired: 6:30am

Shevaun Neupert, PhD, Professor of Psychology at North Carolina State University

Prof. Neupert wrote a report that analyzed two new studies that found that young adults who utilize preemptive stress-reduction steps that focus on the future are better able to avoid negative health outcomes. She talked about the most effective proactive techniques, and where young adults should be taught how to deal with stress.

Issues covered:

Length: 9:12

**Mental Health
Stress**

Angie Morgan Witkowski, Leadership and Career Coach, author of "*Bet on You: How to Win with Risk*"

Ms. Witkowski outlined the most common misconceptions about risk and why people should be much more comfortable making decisions in the face of uncertainty. She talked about the reasons that fear and failure are such important components in taking risks in business, career and life.

Issues covered:

Length: 8:10

Career

Personal Productivity

Mental Health

Show # 2023-09

Date aired: 02/26/23 **Time Aired:** 6:30am

Lauryn Williams, Certified Financial Planner, founder of Worth Winning, a company that helps young professionals organize their finances

A recent Fidelity survey found that half of Gen Zers say they don't see a point in saving money until things return to 'normal.' Ms. Williams said young people may be seeking some sort of control, in the face of runaway inflation and economic uncertainty. She said many Gen Zers are choosing to invest in themselves and their professional growth, such as starting their own businesses or furthering their education. She explained why it is critical to start early to build retirement savings.

Issues covered:

Length: 9:12

Consumer Matters

Economy

Employment

Elisa Villanueva Beard, CEO of Teach For America, a nonprofit organization dedicated to improving educational outcomes for low-income students

Ms. Villanueva Beard outlined the mission of her organization, and explained why it is so important to recruit college graduates from top universities around the United States to serve as teachers in urban and rural schools. She talked about the biggest obstacles in recruiting quality teachers and how interested students can apply to be a part of Teach For America.

Issues covered:

Length: 8:10

Education

Poverty

Show # 2023-10

Date aired: 03/5/23 **Time Aired:** 6:30am

Yvette M. Miller, MD, Executive Medical Officer for the American Red Cross Donor and Client Support Center, helping to lead the Red Cross' national Sickle Cell Initiative

Sickle cell disease is the most common genetic blood disorder in the US, and regular blood transfusions are critical to manage extreme pain and life-threatening complications. Dr. Miller discussed Red Cross efforts to promote diversity in the blood supply, increase donor recruitment and retention in the black community to support the transfusion needs of patients with sickle cell disease.

Issues covered:

Length: 8:32

Sickle Cell Disease

Blood Donations

Diversity

Candy Valentino, finance and wealth advisor, author of "*Wealth Habits: Six Ordinary Steps to Achieve Extraordinary Financial Freedom*"

Ms. Valentino believes that turbulent financial times are often historic opportunities to invest more in real estate and the financial markets. She outlined six steps to grow wealth. She explained why owning real estate or a small business are her favorite investment vehicles. She conducted a study that found 75% of wealthy people had one thing in common: either they or their family owned a business.

Issues covered:
Personal Finance
Entrepreneurism

Length: 8:51

Disc # 2023-11

Date aired: 03/12/23 **Time Aired:** 6:30am

Pamela Gockley, Certified Bullying Prevention Specialist, Founder and Executive Director of The Camel Project, a non-profit organization focused on deconstructing the culture of bullying in America

1 in 5 students report being bullied at school. However, Ms. Gockley said the CDC believes 50 to 75% of bullying incidents are never reported. She discussed the culture of bullying in America, how to parents can protect their children from it, and how parents of bullies can recognize the behavior in their own child and address it.

Issues covered:
Bullying
Parenting
Youth at Risk

Length: 8:44

Brock L. Eide M.D., M.A., learning disabilities expert, co-author of "*The Dyslexic Advantage: Unlocking the Hidden Potential of the Dyslexic Brain*"

Dyslexia has traditionally been defined as a reading and spelling disorder. But Dr. Eide said recent research has proven that these challenges are not dyslexia's main features. He explained how these characteristics are actually trade-offs resulting from an entirely different pattern of brain organization and information processing and that it has powerful advantages.

Issues covered:
Learning Disabilities

Length: 8:41

Show # 2023-12

Date aired: 03/19/23 **Time Aired:** 6:30am

Juliet B. Schor, PhD, Professor of Sociology, Boston College

The four-day week is becoming more of a reality in the contemporary workplace, and Prof. Schor co-authored a landmark international study of the trend. She said the vast majority of companies that tried the shorter workweek for the study stuck with it afterwards. She talked about the benefits that result from a 32-hour workweek, both for employees and companies.

Issues covered:
Workplace Matters
Mental Health
Productivity

Length: 8:40

Deepa L. Sekhar, MD, Associate Professor of Pediatrics at the Penn State College of Medicine, Executive Director of Penn State PRO Wellness

Suicide death rates have increased significantly among adolescents in the U.S. in recent years. Dr. Sekhar said while children are typically screened for health, vision and hearing problems in school, mental health screening has not been standardized in school settings. She led a study that evaluated the effectiveness of a school-based, adolescent suicide risk screening and found that it successfully identified at-risk adolescents and increased initiation of mental health services. She explained how the screening works and the reasons some schools or parents may be reluctant to give it a chance.

Issues covered:

Length: 8:43

**Youth Suicide
Mental Health Services
Parenting**

Show # 2023-13

Date aired: 03/26/23 Time Aired: 6:30am

Elizabeth Wallace, co-author of *"The Ambition Decisions: What Women Know About Work, Family, and the Path to Building a Life"*

Over the last sixty years, women's roles at home and on the job have radically changed, and the question of whether they can really "have it all" is still debated. Ms. Wallace outlined three distinct paths where a woman's life and career choices may lead. She talked about the importance of the support of husbands when ambitious women move into high-level corporate positions. She offered advice for women who are facing today's complex career choices.

Issues covered:

Length: 9:22

**Women's Concerns
Career
Marriage**

Thomas Lickona, PhD, Developmental Psychologist, Professor of Education Emeritus at the State University of New York at Cortland, author of *"How to Raise Kind Kids: And Get Respect, Gratitude, and a Happier Family in the Bargain"*

Dr. Lickona has led the character education movement in schools for forty years. He outlined the tools that parents need to foster peace and cooperation at home. He explained how changes in our culture have made it harder than ever to raise kind kids. He offered suggestions for parents to deal with technology and the use of media by kids.

Issues covered:

Length: 7:52

**Parenting
Children's Issues**

1st Qtr. 2023 Public Affairs Broadcasts (“Talkback” – Sun. 6:30 AM) –

WKML (Paul Johnson hosted, with the following guests:)

****01/01/2023** *Talkback for Sunday, January 1st, 2023: General Hugh Shelton Leadership Camp (Encore presentation)***

e.t. 28:15

Andrew Ziegler, Methodist University Chair and Professor of Political Science, Director, Lura S. Tally Center for Leadership Development

Mark Kline, Methodist University Chair, Psychology Department

General Shelton was a Tarboro, North Carolina native and graduated from with his first degree from North Carolina State. His distinguished military career culminated with assignment as the 14th Commander of the U.S. Joint Chiefs of Staff at the Pentagon from 1997-2001 under President Bill Clinton. General Shelton founded the General Hugh Shelton Leadership Center at North Carolina State University. The center was created to "inspire, educate, and develop values-based leaders, both locally and globally, committed to personal integrity, professional ethics, and selfless service." Among other objectives, the center created Leadership Camps for high school students at various college and universities.

Dr. Drew Ziegler, PhD oversees the renowned **General Hugh Shelton Leadership Camp** at Methodist University. Dr. Mark Kline and a staff following his direction operates it for six-days and 5 nights each summer for about 30 high school students.

The vision for the Shelton leadership camp is to focus on leadership “basics” as General Shelton calls them. He says he felt fortunate to have been taught them by his parents but has observed that many young people have missed being exposed to them. That is what inspired him to develop his week-long camp and make it available to high-school students.

Dr. Mark Kline heads up operation of the camp on the Methodist campus! They invited parents and grandparents to submit the names of nominees for the camp experience. He says their universal experience is campers who attend once want to stay involved in the future. Kline pointed out there is specific role for past attendees to play in future camps! Visit Methodist.edu for more information.

****01/08/2023** *Talkback for Sunday, January 8th, 2023:***

Mayor Mitch Colvin and Fayetteville Cumberland County Ministerial Council plans for Dr. Martin Luther King, Jr. Weekend. Plus a timely conservation reminder from PWC.

e.t. 30:30

This is Sunday, January 8th....eighth day of the new year – with 357 to go in The Year of our Lord 2023. **Three** parts to this edition of Talkback today.

First, a conservation reminder. For all City of Fayetteville residents who celebrated the Holidays with a Live Christmas tree this year, the 29th annual Grinding of the Greens is coming up January 21st, where your tree continue to bring joy in the form of mulch for our city and county parks and common areas into the future. Fayetteville’s Hometown Utility Public Works Commission Communication and Community Outreach officer Carolyn Justice-Hinson stopped by to remind us we have just finished one of our coldest Decembers on record. Free collection of city resident Christmas trees starts tomorrow! Verify details on all things “Public Works Commission” at fayPWC.com.

Secondly, an update on our city from **Fayetteville Mayor Mitch Colvin**. As he mentioned, his phone number **(910) 433-1992** and details on all city services can be looked up and verified at **FayettevilleNC.GOV**. That’s FayettevilleNC.GOV.

Third, as we mentioned in our conversation with Mayor Colvin, Fayetteville is North Carolina’s fifth largest city and one of it most diverse. In 1957 – more than 65 years ago, the Fayetteville Cumberland County Ministerial Council was founded by Dr. Aaron Johnson – and remains one of our area’s strongest advocates for inclusion, civil rights and social justice! The meaning in its motto, We Are Better Together, live in the organization that next weekend, for the 30th Anniversary Dr. Martin Luther King Jr. Worship Service and Prayer Brunch, brings people of our community of all backgrounds together to honor Dr. King in words AND Deeds!

The dream being day that everyone and anyone and everyone is judged not by physical appearance but by content of character! Our thanks to The Fayetteville Cumberland County Ministerial Council...And to my co-worker and associate Gilbert Baez Jr. The Fayetteville Cumberland County Ministerial Council website - with all details of their Dr. Martin Luther King celebrations and activities next Sunday and Monday the 15th and 16th is **FayettevilleMinCouncil.Org**. FayettevilleMinCouncil.ORG.

****01/15/2023** Talkback for Sunday, January, 15th, 2023:**

Fayetteville’s Public Works Commission (PWC) Communications and Community Relations Officer Carolyn Justice Hinson - and - Cumberland County Council on Older Adults Assistant Executive Director Lisa Hughes.

e.t. 29:45

It’s Sunday, January 15, 2023! The 15th day of 2023, 350 left in this year!

Today is National Bagel Day, National Hat Day, National Strawberry Ice Cream Day, National Fresh Squeezed Juice Day and National Humanitarian Day

There is 1 day left until MLK Day (Today January 15th in actual Birthday - Born in 1929)
There are 18 days left until Groundhog Day. There are 30 days left until Valentine's Day.
There are 37 days left until Mardi Gras (38 until Ash Wednesday)

- On this date in 1967, the first Super Bowl was played, pitting Green Bay against Kansas City. -
- On this date in 1974, Happy Days premiered. On this date in 1975, Space Mountain opened at Disneyland. Tomorrow (Jan. 16) is the Observed Dr. Martin Luther King Jr. Holiday in the U.S. Meanwhile, you may also have received your January bill for December ...and say What ?!?!
...Well, around here, most of January has been warmer than December. And as **Carolyn Justice Hinson – Communications and Community Relations Officer** of our Hometown Utility, **Fayetteville’s Public Works Commission (PWC)** – always reminds us – When there’s a noted difference between the average outside temp and our desired inside temperature, you’re going to have a higher utility bill than you’ll prefer! Carolyn went over ways to save with tiered pricing depending on your family’s usage at various times of day, including the newly designed Super-Saver rates designed with Electric Vehicle owners in mind. This rate capitalizes on the lowest rates PWC offers by using hours of **least system-wide consumption (9p-5a)** to charge any electric vehicles and utilizing other heavy-consumption appliances (Washers/Dryers/Dishwashers, etc.) And remember, to keep saving on your PWC bill, Carolyn urges keeping up with the tips and tools you’ll find on FayPWC-dot-Com! Thanks again to Carolyn Justice Hinson, Communications and Community Relations Officer at Fayetteville’s Public Works Commission (PWC).

Another frequent guest on Talkback is **Lisa Hughes, Assistant Executive Director of the Cumberland County Council on Older Adults (CCCOA)** bringing us helpful, unique and timely information every time she visits....and this time, helping us with the conversation, is 34-year-RETIREED Army Veteran (22 of those as an ARMY Chaplain), Fayetteville area Counselor - **Barry Bowden.**) Lisa spoke on open enrollment possibilities for Medicare Supplement insurance PLUS other medical insurance adjustments possible through **CCCOA**, an authorized administrator of **North Carolina State Health Insurance Information Program (NCSHIIP)** information, as well as the **CCCOA** schedule of Senior Care-Giver Support Groups.

We reminded listeners of Dr. Martin Luther King, Jr. activities and our wish for each to have a meaningful day tomorrow...reflecting on dreams – and service to others! We asked God to continue to bless us all!

****01/22/2023** Topic: Fayetteville City Management (Part 1 of 2)**

January 22nd is the 22nd day of the year. There are 343 days remaining until the end of the year

Today is National Southern Food Day, National Hot Sauce Day (first of two), National Polka Dot Day, National Yorkshire Terrier Day, and Answer Your Cat's Questions Day

There are 11 days left until Groundhog Day

There are 23 days left until Valentine's Day

There are 30 days left until Mardi Gras

- On this date in 1946, the Central Intelligence Group, the forerunner of the Central Intelligence Agency (CIA), was formed

-- On this date in 1972, Don McLean's album American Pie hits #1

-- On this date in 1973, the Supreme Court handed down its Roe vs. Wade decision, which legalized abortion

-- On this date in 1984, Apple introduced the Macintosh Computer

On today's Talkback, in the first month of this New Year, we build on the conversation around what we started with Mayor Mitch Covin two weeks ago...on the status, plans for growth, problems we the citizens who live, work and exist in the influence of Fayetteville, North Carolina – our state's FIFTH LARGEST CITY. Mayor Colvin has been elected for his third term. He, along with elected representatives of nine districts for two-year terms, become the city council, who set the policy and direction for city government during their term and beyond.

But there are non-elected individuals who must act on and deliver the decisions of city council for the good of its citizens: You and I.

City management has its departments – a complex web of services from police, fire, parks and recreation on down to economic development, finance and taxation – who must capably serve the interests of the council on behalf the city's residents and constituents. A big job. A bigger job to do it smoothly within the budget provided. We'll meet City Manager Doug Hewitt, Chief of Staff Jodi Phelps, and his three Assistant City Managers (in no particular order): Jeff Yates , Kelli Olivera, and Adam Lindsey – all supervising the detail of different aspects.

****01/29/2023** Topic: Fayetteville City Management (Part 2 of 2)**

On today's Talkback, we continue with Part 2 of our discussion with City Management of Fayetteville on the status, plans for growth, challenges we face as the citizens who live, work and exist in the influence of Fayetteville, North Carolina – our state's FIFTH LARGEST CITY. Last week we heard from City Manager Doug Hewitt, and two of 3 key assistant city managers (Jeff Yates on Human Resources and city staff job opportunity areas and Kelli Olivera on Financial Planning and Analysis). Today we'll continue with City Chief of Staff Jodi Phelps, and feature Assistant City Manager **Adam Lindsey** on Intrastructure and bulding projects. That's coming up.

But today's Talkback will begin by our meeting this year's new Chairman of Cumberland County's Board of Commissioners – Dr. Toni Stewart. She's one of three District Two Commissioners and has been on the board only three years, but we'll quickly learned her congenial, inclusive style combined with an eagerness to take important issues head on are just two of the reasons the board has selected her as chairperson. I was going to ease into Cumberland County's water quality discussions with chemical manufacturer Chemours but, as you'll hear, she jumped right in!

****02/05/2023** Topic: Improving Job Opportunities for Women (and Men) AND**

Cumberland County United Way's "Over the Edge" Challenge

e.t. 29:38 – Paul Johnson (hosted) Talkback for Sunday, Feb. 5th- 36th day of 2023, 329 left this year

2 topics - three guests. As we emerge from the pandemic we see an economy that has reset itself in some important ways. They're still trying to come up with standards to evaluate it. In

services and retail, brick and mortar locations are less important than they used to be. Mobile on wheels and on line have expanded their roles. Even in the workplace, offices have been deemphasized, with more people working flexibly online at home – or even hybrid office and home work schedules.

As Wages have risen, Employers have become more selective in competing for quality workers. Tiffany Lesane, Coordinator of the Career Development Center at Fayetteville Technical Community College, says development of the workplace going forward will require sharper workers getting paid more. And employees willing to become more qualified can also ask for more.

United Way of Cumberland County is taking fundraising to new heights with Over the Edge - an innovative fundraising event. Five weeks from now – on Saturday, March 11th, a planned 94 thrill-seeking participants will rappel 50 feet down the Medical Arts Building in downtown Fayetteville. Each participant raising a minimum of \$1,000 in donations for the United Way of Cumberland County. Over the Edge is an 8am-5pm day-long event. Family, friends and spectators are invited to come down to support participants = also enjoying a game of corn hole, food trucks, vendor tents and more.

Event registration is now open to all ages at unitedway-cc.org. Participants under the age of 18 must be accompanied by a legal guardian, and all participants must be within the 100 to 300 pounds (as per Over the Edge safety standards). People in wheelchairs have done this. For more info about special requirements, Call Melissa Reid at the United Way at (910) 483-1179. We'll repeat the web URL and phone# throughout our conversation!

****02/12/2023** Topic: Black History Month Art Exhibits**

23:00 e.t.

Today is Super Bowl Sunday, February 12th. 43rd day of 2023, 322 to go in the year. Super Bowl LVII today. Also 16th President Abraham Lincoln's birthday.

This episode features a discussion about Black History Month Art Exhibits. It's a detailed conversation between Beasley/Fayetteville Special Correspondent Melvin Lewis and Fayetteville State University (FSU) Fine Arts Professor Dwight Smith, also a Black Fine Artist in his own right and entrepreneur (noted guest lecturer and principal at Fayetteville's Ellington-White Contemporary Art Gallery), who has assembled and curated three separate Black History month exhibitions including "Common Roots - Many Branches" at FSU's Rosenthal Art Gallery (1200 Murchison Rd. on FSU's campus), "Soul & Spirit: Celebrating Black Joy" at the Fayetteville-Cumberland County's Arts Council (301 Hay St., downtown) and one at Ellington-White (113 Gillespie St., Fayetteville).

02/19/2023 Topic: Criminal Expungement Clinic in Cumberland County AND a preview of late April's Fayetteville Dogwood Festival.**

e.t. 27:38

Today is Sunday February 19th...the 50th day of the year. 315 days remaining in 2023

Today is National Chocolate Mint Day, National Lash Day, National Boston Terrier Day and Rubber Chicken Day

There are 2 days left until Mardi Gras, 3 remaining until Ash Wednesday (the beginning of the 40-day Christian season of Lent)

- On this date in 1878, Thomas Edison invented the phonograph (record player)
- In 1913, Cracker Jack started inserting prizes into their boxes
- 1968, the first nationwide broadcast of Mr. Roger's Neighborhood aired on PBS
- February 19th 2006, The Rolling Stones played to a crowd of 1.3 million people in Brazil
- And in 2018, Sly Stallone was the victim of a death hoax. He dispelled the rumors by tweeting: "Please ignore the stupidity. Alive and well and happy and healthy...Still punching!"

On Talkback Today, two different sets of dates on the calendar of upcoming events in Fayetteville and Cumberland County. Last Spring, 215,000 area residents and guests were attracted Fayetteville's Annual Spring welcome mat, the Dogwood Festival – centered around Festival Park in Downtown Fayetteville. The Dogwood Festival's Executive Director Sarah Grace Mitchell will fill us in on the stage acts, activities and schedule for the 2023 edition, slotted for Thursday, April 27th through Sunday the 30th. That's coming up later in Talkback.

First, updated approaches to law enforcement and criminal justice have been in the headlines in our country over the past several years. The Cumberland County, North Carolina, Courts and Justice System have received an abundance of credit across the U.S.A. in recent years for initiative in making sure when non-violent, victimless crimes are committed by perpetrators who suffer from drug abuse, human trafficking or mental illness, instead of the perpetrators being prosecuted as criminals to the fullest extent of the law, it is the causes of the crimes WITHIN the people that are aggressively treated in drug courts, human trafficking courts and veterans courts, diverting criminal prosecution in hopes of rehabilitating offenders.

In the last six years, Cumberland County has understood that some non-violent crimes committed in Cumberland County have been by momentarily lost individuals who made mistakes as momentary flaws, after sufficient time has revealed these crimes were exceptions as opposed to repeated life patterns. Led by former long-time Cumberland County Commissioner, former Fayetteville City Councilperson, former Congressional candidate and NOW heading his advocacy foundation Project Fresh Start, Charles Evans...along with Cumberland County District Attorney Billy West Jr. and Fayetteville Mayor Mitch Colvin, comes the sixth year of an Expungement (or criminal record removal) initiative that might benefit qualified past offenders of certain non-violent Felony and Misdemeanor crimes in Cumberland County.

This is a big deal for anyone who's ever filled out a job or housing application and come to the question, "Have you ever been convicted..." Checking that box can have painful consequences that overshadow all the good behavior and positive actions that have followed the mistake you made. Not everyone is eligible, but you can learn more about the Expungement process AND OTHER ACTIONS YOU CAN TAKE at an upcoming meeting THIS SATURDAY February 25th, 11am at Seabrook Auditorium on the Fayetteville State University campus! Find out more at 910-475-3010. Email questions to Cumberland.DaExpungement@NCCourts.org

02/26/2023 Topic: The necessity of knowing HANDS-ON C.P.R. AND
Cumberland County Council on Older Adults is seeking volunteers**

e.t. 26:24

Today is Sunday, February 26th - the 57th day of the year. There are 308 days remaining in 2023

It's also National Pistachio Day, Tell A Fairy Tale Day, Levi Strauss Day, Carnival Day, Black Lives Matter Day and National Carpe Diem Day

There are 14 days left until Daylight Saving Time starts. There are 19 days left until St Paddy's Day

There are 34 days until April Fool's Day And 42 left until Easter

On February 26th, 1829, Levi Strauss, the inventor of Levi's Jeans, was born

In 1870, first NYC subway line opened (pneumatic powered)

In 1919, the Grand Canyon National Park opened

In 1930, first red & green traffic lights installed in Manhattan NYC

In 1932, Country musician Johnny Cash was born in Kingsland, Arkansas

In 2012, Trayvon Martin died

and on February 26th, 2017, we lost Judge Joseph Wapner of the People's Court.

February is Heart Month and Women's Heart Month! – dedicated to the health of one of our most vital organs. In recent years, Heart disease has surpassed cancer as the leading cause of death for both men and women.

Following an incident in an NFL Football game on January 2nd of this year, America saw one of the most dramatic examples of how someone who'd suffered cardiac arrest could be brought back to life within minutes through a combination of hands-only Cardio-Pulmonary Resuscitation (CPR) and a defibrillator - a device that sends an electric pulse or shock to the heart to restore a normal heartbeat.

After making a tackle, Buffalo Bills safety Damar Hamlin – seemingly in outstanding physical condition - dropped to the ground motionless. Fortunately, the Buffalo Bills medical team rushed to his aid and restarted his heart. It took more than 9 terror-filled minutes – but was ultimately successful.

Our first guest today's talkback, Benjamin Beeson, Patient Care Manager of Cape Fear Valley Hospital's Cardiac Services, will discuss with us the value of hands-only CPR and defibrillation – how we can be trained on both - easy and free – so that we may, at the time we are needed, save a life. He'll also tell us how important it is to know it....because nearly 90 percent of those who suffer a heart attack outside a hospital die, That's according to the American Heart Association.

But if you call 911 at the first moment after a cardiac event occurs – and apply hands-only CPR and a shock from an automated external defibrillator (AED) – the chances for survival increase greatly! Please listen. (Interview)

Again, to schedule a free lesson on hands-only CPR...and possibly how to use an AED (if your organization has one) –get your pen ready- call Cape Fear Cardiac Services Patient Care Manager Ben Beason at (910) 6-1-5–8-2-9-4- that’s (910) 6-1body else-5–82-94.

Beasley Media Group tries to remind us all there is no better way to take charge of our days and lives than to do something kind, thoughtful and/or encouraging for somebody else...with no thought of return for yourself. It’ll make you feel good and it’s easy. And the Cumberland County Council on Older adults is making helping someone else even easier. The Cumberland County Council on Older Adults is seeking volunteers for it’s Telephone Reassurance Program – where you’ll make a call to an older adult who needs or wants someone else to periodically check on him or her for reasons ranging from safety and wellness checks to companionship. You’ll be matched according to time you have to give to depth of involvement you’re comfortable with. Cumberland County Council on Older Adults Assistant Executive Director Lisa Hughes tells us more. (Interview)

You can reach Lisa at (910) 484-0111 – that’s (910) 484-0111. Or LHUGHES@CCCCOOA.org. That’s LHughes@CCCCOOA.org.

03/05/2023 Topic: Annual Month-long (March-only) replacement of Ammonia by Chlorine in Fayetteville and Public Works Commission’s Water System disinfection plan AND United Way’s March 11 “Over the Edge” Repelling FUNDRAISER**

e.t. 30:56

Good morning, today is Sunday, March 5th. 64th day of the year. 301 left in 2023.

7 days until daylight SAVING time. 12 ‘til St. Patrick’s day. 27 to April Fools Day. And 35 until Easter Sunday!

March 5th, 18-68 the stapler was invented. 1960 Sargeant Elvis Presley was discharged from the U.S. Army. And in sixty years ago, in 1963, we lost singer Patsy Cline in a small airplane crash. She was just 30.

Jumping right into today’s Talkback, Carolyn Justice Hinson, Communication and Community Relations Officer at Fayetteville’s Public Works Commission (PWC) reminds us we are on the 5th day of 31 in March each year that, by state law, PWC removes Ammonia from our water disinfection process for a month and replaces it with chlorine. (Interview also included a preview of March 24th Power and Water Savings Expo, aimed at community outreach and educating customers on how to save on Power and Water resources and billing fees.)

Thanks Carolyn Justice Hinson. Keep up with all the details at our Home Town Utility at fayPWC-dot-Com. And this coming Saturday marks a huge opportunity for both FUN and worthwhile FUNDRAISING in Fayetteville. (Interview with Melissa Reid and Kendra Grant of the Cumberland County United Way office about their upcoming 50 ft. REPELLING Adventure FUNDRAISER off the Medical Arts Building in Downtown Fayetteville, to be safely managed by the bonded and insured OVER the EDGE Adventure company.)

For more information on the OVER THE EDGE project AND the United Way of Cumberland County, see unitedway-dash-cc-dot-com!

03/12/2023 Topic: Part 1 of 2 with Dr Gerald Newton (Development Services Director, Chief Planning & Development Officer for the City of Fayetteville)**

e.t. 28:11

Dr. Gerald Newton, The City of Fayetteville's Development Services Director, Chief Planning & Development Officer has served our City, its residents and citizens, its elected leadership, and its management and would-be developers since October 2017. He has over 30 years of executive steward leadership of public and private multi-state, local government, and business experience leading teams and communities in transformative work, development, and growth including resolving complex real estate development and redevelopment, business, land use, and regulatory issues. He is married and has four children, a son-in-law, and three grandchildren.

As the Director of Development Services, his department is responsible for the city's planning, zoning, building inspection, permitting, and codes enforcement, all of which is done in conjunction with other departments, the city manager's office, and the city council. But BEFORE we can go on, this bit of background...

Since starting with the city in 2004, and with the exception of five years spent Manager of a city in Florida BEFORE returning to become Fayetteville's City Manager in 2016, City Manager Doug Hewitt has always placed a premium on recruitment of quality candidates for jobs in Fayetteville's City Government.

Because of Dr. Newton's rich and principled background, Dr. Newton was sought and recruited for application by City Manager Doug Hewitt.

We'll hear this interview with Dr. Newton in two parts, the first today and the second next Sunday.

Something I only learned after I had completed my original interview with DR. NEWTON is one of HIS daughters – in her interest in family history, had traced the lineage of their Newton name back to England's Sir Isaac. Sir Isaac

Newton FRS (1642=1726)[was an English mathematician, physicist, astronomer, alchemist, theologian, and author who was described in his time as a "natural philosopher". He was a key figure in the philosophical revolution known as the Enlightenment.

In his writings, Newton formulated the laws of motion and universal gravitation that formed the dominant scientific viewpoint for centuries until it was superseded by the theory of relativity. Newton used his mathematical description of gravity to derive the laws of planetary motion, account for tides, the trajectories of comets, the precession of the equinoxes and other phenomena. Just a few things like that!

And even though our conversation with DR. Newton leaves us with the feeling he will always rely on HIS OWN judgement, work, achievements and stewardship principles, it gives us a little perspective into conscience when DR. Newton says in the beginning of our chat that among the

forces with which he weighs his decisions include thoughts of wherein he's come. And now...our conversation....(Program and interview with details on city planning, inspections and zoning to keep housing and residents healthy safe.)

Dr Gerald Newton (Development Services Director, Chief Planning & Development Officer for the City of Fayetteville) answers questions about business – and more – next Sunday morning in Part 2 of our conversation on Talkback.

03/19/2023 Topic: Part 2 of 2 with Dr Gerald Newton (Development Services Director, Chief Planning & Development Officer for the City of Fayetteville)**

e.t. 30:01

Last week, in Part 1 of a two-part interview, we met Dr. Gerald Newton, The City of Fayetteville's Development Services Director, Chief Planning & Development Officer has served our City, its residents and citizens, its elected leadership, its management and would-be developers since October 2017. He has over 30 years of executive steward leadership in several states – both on public teams and in private business experience - in and around local governments and communities doing transformative work, development, and creating growth by helping to solve complex real estate development and redevelopment, business, land use, and regulatory problems and issues.

Last week we focused on department schemes and residential development issues within Fayetteville – by area through annexation the second largest city in North Carolina. This week we'll focus on business development successes and challenges in Fayetteville – by population, the fifth largest city in the ninth most populous state in the United States. We conducted our conversation in Beasley Media Group's year-old studios in the area near Exit 49 of I-95. Dr. Newton makes a reference or two to how business in our newly adopted neighborhood has expanded in the year since we moved our studios to Bureau Drive. Dr Gerald Newton...what's been going on in business development in Fayetteville? Dr. Newton discussed numerous improvements in Fayetteville and efforts to reuse or modify prior construction in Fayetteville – and optimal use of reclaimed space in the “Can-Do” City.

Dr. Newton, City of Fayetteville Development Services Director, AND Chief Planning & Development Officer. “We appreciate your unique insight, your dedication to steward leadership and your diligent effort. We appreciate the diligent effort of **all** our City and County employees! “For more information about City of Fayetteville Development Services, log onto FayettevilleNC-dot-GOV. Under City Services, click on Development Services.

This upcoming week marks the first days and week of Spring. The social calendar in our area is about to speed up – including events to help several non-profit and for profit efforts. Among the items you'll be hearing more about in the next few weeks is the All In It for the Kids Comedy Night at Fayetteville's Segra Stadium on Saturday, April 1st–starring Comedian Jay Bliss - for the benefit of Communities in Schools – a non-profit aiming at helping to keep “at-risk” students in school. \$50 tickets are on sale at C-I-S-N-C-dot-org. You'll hear more about it next week on this Talkback show!

In the coming weeks we'll also hear from Faith Boehmer and Valerie Shorts about April Child Abuse Prevention month and other fundraisers for Fayetteville's 501-3c Children's Advocacy Center.

Meanwhile – Gates Four Golf and Country Club hosts a two night event in Early April that's garnering a lot of interest...Today's interview with Bill Bowman of Up And Coming Weekly AND Greg Adair of Fayetteville's versatile Rivermist band point out this style of entertainment, combining dining with show-style performance, has become extremely popular in Fayetteville. The entertainment this time is built around a tribute to Country and American music's Johnny Cash, Waylon Jennings and Willie Nelson.) Get your tickets for Friday and Saturday, April 7th and 8th at FayettevilleDinnerTheatre-dot-com.

03/26/2023 Topic: Reprising PWC's Power and Water Expo PLUS 50 Years for the Surgical Technology Department at FTCC!**

e.t. 30:52

Today is Sunday, March 26th - the 85th day of the year. 280 days remain in 2023. **Today is Spinach Day, Live Long & Prosper Day, and Legal Assistants Day!**
There are 6 days left until April Fool's Day - 14 days left until Easter

- On this date in 1827, Beethoven died
- On this date in 1885, the first movie was produced
- On this date in 1953, Dr Jonas Salk announces a vaccine to prevent polio

This Sunday morning on Talkback we're offering a bit of a replay on Friday morning's Fayetteville Public Works Commission's 9th annual Power and Water Savings Expo – the once a year event that teaches you how to save on your public utilities, which is also good for the City because when YOU SAVE, PWC SAVES, WHICH MEANS THE CITY SAVES....and it costs less for all of us to make the most efficient use of our power and water resources.

Conversation 1 – Carolyn Justice Hinson – Communications/Community Relations Officer – discussed the month of planning and contributions that went into creating an educational platform for all attendees.

Next, we spoke with PWC's longtime Water Division head Mick Nowland, who's serving in an extra capacity these days.

Conversation 2 – Mick Nowland – Interim CEO (formerly head of Water Division) – who acknowledged the help from experts in every area of Fayetteville's Public Works Commission who have made his stint as interim CEO as smooth as possible. He's also kept his watchful eye on those who would try to take water from the Cape Fear River (which feeds Fayetteville's water needs.

We wish Mick Nowland (Interim CEO of PWC) the absolute best going forward. Along the way, he's taught and helped manage a depth of talent he's been able to rely on within ALL areas of the multi-faceted operation that is Fayetteville's PWC.

Conversation 3 – Jason Green – Water Treatment Facilities Manager – explained how keeping grease and slow-dissolving cloth and heavy paper and cardboard out of our sanitary waste water stream. He says so-called “Disposable Wipes” really aren’t.

One area vitally important to conservation of resources at PWC is its vast customer base, not only household members in Fayetteville but wherever the Public Works Commission serves water customers. And helping customers manage their use is always job #1 for anyone working at PWC. They all know when PWC customers manage their Water and Power resources more efficiently and wisely, PWC and the City of Fayetteville benefit too! That’s why Customer Service is at the heart of PWC!

Conversation 4 – Chad Groves – Conservation Expert (Customer Service) – talked about PWC’s efforts to monitor excess water and power use and follow-up with customers who may have hidden leaks or energy-wasting appliances or equipment in their household. He said it’s a free service. He reminded us, “When you save, everybody saves.”

Thanks Chad Groves of PWC. Reliable Water and Power is what the Public Service does. But, as a publicly-owned utility, serving you is really at the Heart of the Public Works Commission. They enjoy putting on the Power and Water Expo, like they did this past Friday in downtown Fayetteville. You can always call PWC Customer Service at (910) 483-1382....or look them up online at FayPWC.com!

Another one of Cumberland County and Fayetteville’s precious resources is Fayetteville Technical Community College...where within 2 years, sometimes even shorter, they can train almost any area resident to become proficient in any of hundreds of skilled jobs, occupations and crafts – always with an eye to long term employability in jobs that offer great prospects for years to come!

Today, we’ll introduce you to one FTCC Department Head who’s a graduate of the program that started graduating operating room assistants 50 years ago. Terry Herring took over leadership of the same department 20 years ago and today oversees the training of Surgical Technologists and even Surgical First Assistants (who provide many advanced duties under the supervision of the surgeons to whom they report.) Meet FTCC’s Terry Herring, who began by explaining the development of FTCC esteemed Surgical Technologist program.

Terry Herring interview discussed the importance of passion, on the part of his student body and instructors, that accents the thorough training and resulting competence the department instills in its students. For more information on and to contact FTCC’s Surgical Technologist program, Terry Herry Herring, or Fayetteville Technical Community College in general, visit FayTechCC-dot-EDU. FayTechCC-dot-EDU.