

Quarterly Issues & Programs Report

WKML-FM

HD-1 & HD-2

Lumberton-Fayetteville, NC

4th Quarter

Oct—Nov--Dec 2022

Prepared by: Kent Dunn

WKML-FM

ISSUE/PROGRAM SUMMARY

2022

OCTOBER—NOVEMBER--DECEMBER

Radio station WKML-FM, Lumberton-Fayetteville, NC identified these issues of concern in the community to be addressed from October through December 2022. These items were identified during on-going surveys and interviews conducted by the staff with community leaders.

Public Works Commission/American Red Cross/Mammogram Screening/City of Fayetteville bonds/Walk to End Alzheimer's/Operation Christmas Child/City of Dunn/Voter Issues/Medicare/Aging/Shop with the Sheriff/Cybersecurity

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, OCTOBER-DECEMBER, 2022

Show # 2022-40

Date aired: 10/2/22

Ted Rossman, Senior Industry Analyst at CreditCards.com

Recent interest rate hikes by the Federal Reserve are leading to substantially higher costs for anyone with credit card debt. Mr. Rossman said roughly half of American consumers are carrying a credit card balance from month to month, and the numbers are increasing due to inflation. He offered suggestions to try to pay down debt and consolidate balances with low- or no-interest credit cards.

Issues covered:
Personal Finance
Inflation

Length: 7:58

Marisa G. Franco, PhD, Assistant Clinical Professor in the Department of Psychology at the University of Maryland, author of *"Platonic: How the Science of Attachment Can Help You Make - and Keep - Friends"*

Many people, particularly men, have few friends. Prof. Franco discussed the critical importance of friendship, and how to make and keep friends in an era of distraction, burnout, and chaos. She said making friends, like cultivating any relationship, requires effort, and the idea of "friendships happening organically" is generally a myth. She outlined several specific, research-based steps to improve the number and quality of friendships.

Issues covered:
Mental Health

Length: 9:23

Show # 2022-41

Date aired: 10/9/22

Sally Helgesen, women's leadership consultant and speaker, author of *"How Women Rise: Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job"*

Ms. Helgesen believes that women face specific and different roadblocks from men as they seek to advance in the workplace. She discussed the most common errors made by women, and what they can do to get proper credit for their achievements at work. She also discussed how the #MeToo movement has affected job opportunities for women.

Issues covered:
Women's Issues
Career
Sexual Harassment

Length: 8:43

Sara Goldrick-Rab, PhD, Professor of Higher Education Policy and Sociology at Temple University

Prof. Goldrick-Rab was the lead author of study that found that 36 percent of students at 66 surveyed colleges and universities do not get enough to eat, and a similar number lack a secure place to live. She said skyrocketing college tuition and other fees, inadequate aid packages and growing enrollment among low-income students are some of the factors. She outlined several policy changes that could help.

Issues covered:

**Poverty
Homelessness
Education**

Length: 8:19

Show # 2022-42

Date aired: 10/16/22

Stephen Smagula, PhD, Assistant Professor of Psychiatry and Epidemiology at the University of Pittsburgh

Prof. Smagula led a recent study that found that older adults with regular activity routines are happier and do better on cognitive tests. He said that his findings suggest that staying active all day and following the same routine each day are important for healthy aging and mental health.

Issues covered:

**Aging
Personal Health**

Length: 8:12

Catherine Pearlman, PhD, Associate Professor of Social Work at the University of Massachusetts Global, licensed clinical social worker, author of "*First Phone: A Child's Guide to Digital Responsibility, Safety, and Etiquette*"

Dr. Pearlman shared advice for parents of eight- to twelve-year-old children about digital safety. She talked about the inability of kids to recognize dangers online, the pros and cons of social media and how to maintain parental limitations on smartphone use. She also explained how to impress on kids that anything posted online can potentially haunt them forever.

Issues covered:

**Digital Safety for Children
Parenting**

Length: 9:05

Show # 2022-43

Date aired: 10/23/22

Caroline Tocci, President & Co-Founder/Director of The Vanessa T. Marcotte Foundation, which advocates for safety awareness to prevent violence, objectification and harassment against women

Ms. Tocci's cousin, Vanessa Marcotte, was a 27-year-old woman who, while running on a rural road in Princeton, Massachusetts, was assaulted and murdered in 2016. She offered safety tips for women to avoid violence or harassment, particularly when running. She said apps are available to track a runner's location and share it with emergency contacts. She also explained how a woman should choose routes or schedules for a run.

Issues covered:

**Crime
Women's Issues**

Length: 6:56

Marta L. Tellado, PhD, President and CEO of Consumer Reports, author of *“Buyer Aware: Harnessing Our Consumer Power for a Safe, Fair, and Transparent Marketplace”*

Ms. Tellado discussed the rampant abuse of online privacy and the misuse of consumer data. She said the virtual monopolies held by four online companies are a genuine problem for privacy and consumers’ rights. She believes that online algorithms are often biased towards people of color. She also discussed common misconceptions about safety testing and the mission of Consumer Reports.

Issues covered:

**Consumer Matters
Racial Bias
Online Privacy**

Length: 10:08

Show # 2022-44

Date aired: __10/30/22__

Laura D. Quinby, PhD, Senior Research Economist at the Center for Retirement Research at Boston College

Dr. Quinby was a co-author of a Boston College brief that asked, “After 50 Years of Progress, How Prepared Are Women for Retirement?” She said that in the 50 years since Title IX’s passage, women have made major economic progress in education, earnings, and wealth, and that today, women who spend most of their lives single are as well prepared for retirement as married couples.

Issues covered:

**Women’s Issues
Retirement Planning**

Length: 6:56

Carl “Chip” Lavie, MD, Medical Director of Ochsner Health Cardiac Rehabilitation and Prevention in New Orleans

Cardiovascular disease is the leading cause of death in the U.S. across most races and ethnicities, and doctors routinely tell patients to change unhealthy lifestyles. However, Dr. Lavie’s research found that doctors shouldn’t take a one-size-fits-all approach to lifestyle counseling, especially for those within underserved or socioeconomically disadvantaged populations. He said customized counseling can achieve small but statistically meaningful improvements in blood pressure, cholesterol and body fat.

Issues covered:

**Personal Health
Minority Concerns**

Length: 10:08

Show # 2022-45

Date aired: __11/6/22

Annie Duke, co-founder of the non-profit student advocacy organization called The Alliance for Decision Education, author of *“Quit: The Power of Knowing When to Walk Away”*

Ms. Duke outlined behavioral science research that shows that we are psychologically biased to grit things out for too long, even when there are clear signs that we should quit. She offered examples of how a decision to quit is affected by whether someone is winning or losing, and why we tend to increase our commitment to a losing cause.

Issues covered:

**Career
Personal Finance
Government Policies**

Length: 9:29

Andrew King, Research Analyst for the Owner-Operator Independent Drivers Association Foundation

Federal regulators appear to be taking steps toward a speed limiter mandate for commercial motor vehicles in 2023. Mr. King discussed the potential safety concerns if trucks are forced to drive slower than other traffic, including a lack of passing speed, increased congestion, and being rear-ended. He said that a nationwide 60 or 65 mph limit for trucks would create even greater safety issues in the handful of states with speed limits as high as 85 mph for cars.

Issues covered:

**Traffic Safety
Supply Chain**

Length: 7:52

Show # 2022-46

Date aired: 11/13/22

Odin Johnson, Jr, PhD, Bloomberg Distinguished Professor of Social Policy and STEM Equity at Johns Hopkins University,

Dr. Johnson led a study that found that students at high schools with prominent security measures, such as metal detectors, contraband sweeps, drug testing and security cameras, have lower math scores, are less likely to attend college and are suspended more frequently compared to students in schools with less surveillance. He said the policies even affect the academic performance of students who haven't exhibited behavioral problems.

Issues covered:

**Education
Minority Concerns
Government Policies**

Length: 9:41

Nikita Shah, MD, Medical Oncology Team Leader for the Breast Care Center at the Orlando Health Cancer Institute

About 42,000 women die of breast cancer each year in the US. Dr. Shah shared the findings of a recent survey by her organization that found that 22% of women ages 35 to 44 have never gotten a mammogram and have no plans of getting one. She outlined the potential reasons behind this trend and why this is of such great concern. She also explained why African American women often face a more aggressive disease course when faced with a breast cancer diagnosis.

Issues covered:

**Personal Health
Women's Concerns
Minority Concerns**

Length: 7:42

Show # 2022-47

Date aired: ___11/20/22

Lizzy Pope, PhD, RDN, Associate Professor, Director - Didactic Program in Dietetics, University of Vermont

Prof. Pope led a recent study of the most viewed content on TikTok relating to food, nutrition and weight. She said the videos perpetuate a toxic diet culture among teens and young adults and that expert voices are largely missing from the conversation. She suggested resources for parents who are concerned about their child's weight and overall health.

Issues covered:

Length: 9:29

**Weight Loss
Social Media
Mental Health**

Patric Richardson, clothing and laundry expert, author of "*Laundry Love: Finding Joy in a Common Chore*," host of the Discovery+ Series "The Laundry Guy "

Mr. Richardson offered essential tips for getting laundry clean and making the experience more enjoyable. He talked about the environmental and health impacts of well-known laundry detergents and fabric softeners. He also offered suggestions of how to keep white clothes looking bright and how/when to remove stains.

Issues covered:

Length: 7:52

**Consumer Matters
Environment**

Disc # 2022-48

Date aired: ___11/27/22

Philip Pauli, Policy and Practice Director of RespectAbility, a nonprofit organization dedicated to empowerment and self-advocacy for individuals with disabilities

Mr. Pauli said nearly 1 in 5 Americans live with some form of disability. He discussed some of the challenges they face, and explained how the Americans with Disabilities Act has improved many aspects of their lives. He also talked about the role that the media plays in perceptions of the disabled, and how technology improvements have improved mobility for many disabled people.

Issues covered:

Length: 7:42

**Disabilities
Government Regulation**

Natasha Ravinand, author of "*Girls With Dreams: Inspiring Girls to Code and Create in the New Generation*"

Only 29% of all science and engineering workers are female, and far fewer are minorities. Natasha Ravinand is a high school junior with a passion for STEM (Science, Technology, Engineering, and Math), who is striving to close the gender gap in tech. She talked about the reasons that girls lose interest in STEM subjects, and why the inclusion of women and minorities in technical workplaces is so important.

Issues covered:

Length: 9:23

**Women's Issues
Minority Concerns
Education/STEM**

Show # 2022-49

Date aired: 12/4/22

Nate Brown, PhD, Professor of Mathematics, Penn State University

Prof. Brown led a study that found that that black and Hispanic students who earn low grades in introductory science, technology, engineering, and math classes are less likely to earn degrees in these subjects than similar white or Asian students. He talked about the changes that could improve the problem. He said professors who teach introductory STEM courses need much more training in better teaching methods, in order to reach minority students.

Issues covered:

**Equity
Minority Concerns
Higher Education**

Length: 8:39

Michael F. Roizen, MD, Chief Wellness Officer and Chair of the Wellness Institute at the Cleveland Clinic, Professor of Medicine at the Cleveland Clinic Lerner College of Medicine, author of "*The Great Age Reboot: Cracking the Longevity Code for a Younger Tomorrow*"

Dr. Roizen believes that living to age 110 or 120 is within reach. He discussed the future of longevity, and how new scientific and medical advances are unlocking the ability for us to live younger, longer, and better. He said, in addition to a healthy diet and exercise, having social relationships is one of the biggest keys to slowing the aging process.

Issues covered:

**Personal Health
Aging
Science**

Length: 8:45

Disc # 2022-50

Date aired: **12/11/22**

Lorenzo Cohen, PhD, Richard E. Haynes Distinguished Professor in Clinical Cancer Prevention and Director of the Integrative Medicine Program at the University of Texas MD Anderson Cancer Center in Houston, co-author of "*Anti Cancer Living*"

Cancer remains one of the leading causes of death worldwide, and within the next 20 years, the number of new cancer cases is expected to increase by 70 percent. Dr. Cohen believes that if Americans focused on social and emotional support, stress management, sleep, exercise, diet, and minimizing exposure to environmental toxins, 50 to 70 percent of cancers could be prevented.

Issues covered:

**Cancer Prevention
Personal Health**

Length: 8:51

András Tilcsik, PhD, Canada Research Chair in Strategy, Organizations, and Society, and Associate Professor of Strategic Management at the University of Toronto's Rotman School of Management, author of "*Meltdown: Why Our Systems Fail and What We Can Do About It*"

From train derailments and massive oil spills to bankruptcies and medical errors, system failures are all too common -- and they're becoming more frequent. Dr. Tilzscik explained the common denominator in these system meltdowns. He believes that the increasing complexity and lack of slack in our systems create conditions ripe for failure and corruption. He also explained why diversity in design teams is crucial in preventing serious failures.

Issues covered:
Disaster Preparedness
Diversity
Government Regulation
Transportation

Length: 8:17

Disc # 2022-51

Date aired: ____ **12/18/22**

Daniel Romer, PhD, Research Director of the Annenberg Public Policy Center, part of the Annenberg School for Communication at the University of Pennsylvania

Dr. Romer discussed annual media claims that the nation's suicide rate rises during the year-end holiday season. He has studied suicide trends for more than 20 years and has found that the average daily suicide rate during the holiday months is among the lowest of the year. He said slightly more than half of news stories that directly discussed the holidays and the suicide rate supported the myth. He explained why it is important to dispel the misinformation.

Issues covered:
Suicide
Media
Mental Health

Length: 8:35

Shawn P. McElmurry, PhD, PE, Professor and CEE Graduate Program Director in the Department of Civil and Environmental Engineering at Wayne State University in Detroit

About 30% of community water systems have some service lines that contain lead. Prof. McElmurry recently co-authored a study intended to assist state and local water authorities in making decisions about where to prioritize funding for infrastructure improvements on drinking water lead service line replacement programs. He outlined other environmental risks related to the lead exposure issue, and steps consumers can take to protect themselves.

Issues covered:
Water Quality
Infrastructure
Public Health

Length: 8:48

Disc # 2022-52

Date aired: ____ **12/25/22**

Erin E. Murphy, expert on DNA and forensic evidence, Professor of Law at New York University

Prof. Murphy discussed the privacy and legal concerns raised by the Golden State Killer case, in which a notorious serial killer was captured 30 years after the crimes via DNA submitted to a publicly available genealogy website. She noted that the type of DNA testing used by genealogy sites is a much broader and more powerful tool than the version permitted in criminal justice databases. She also discussed recent advances that will make DNA testing much faster and even more useful to law enforcement.

Issues covered:
Privacy Concerns
Criminal Justice
Legal

Length: 8:31

David Ballard, PhD, Director of the American Psychological Association's Center for Organizational Excellence

The #MeToo movement gripped the nation and toppled major figures throughout society, but a study from the American Psychological Association found that in its aftermath, corporations took weak steps, at best, to prevent sexual harassment and inappropriate conduct. Mr. Ballard said most policy and training changes were aimed at limiting the liability of the company, rather than to effect real change. He found that organizations with women in senior leadership roles were much more likely to have taken new steps to prevent harassment and to encourage employees to report it.

Issues covered:

Sexual Harassment
Women's Concerns
Workplace Matters

Length: 8:46

4th Qtr. 2022 Public Affairs Broadcasts (“Talkback” – Sun. 6:30am) – WKML (Paul Johnson hosted, with the following guests:)

****10/2/22 (30:48 et)****

(Guest Public Health and Emergency Management Advocate) **Melvin Lewis & Dr. Yvette Miller** (Blood Donation Medical Officer for the America Red Cross) (**Encore**)

Originally presented in September (Sickle Cell Awareness Month) the Month had passed but not the need. **Dr. Miller** made the point “Sickle” blood cells (curved like a sickle) first emerged as a hereditary trait in African native citizens as a natural defense against the mosquito-carried disease, Malaria. In climates less humid and warm these sickle cells cause problems in people who have them as they often cause pain. The only known and most common remedy is blood transfusion and donation from persons of African descent. The problem in the United States is although 38% of our citizens are eligible to donate blood, less than 5% of these are of African descent. Melvin Lewis and Dr. Miller encouraged more African-Americans and persons of African descent to become blood donors.

****10/09/22 (28:09 et)****

Carolyn Justice Hinson – PWC Communication & Community Relations Officer – October is Public Power Month, a celebration of publicly owned utilities, of which, Fayetteville’s **Public Works Commission (PWC)** is one of the nations highest regarded. In terms of vision, readiness, the scope of great service and willingness sharing its know-how (and sometimes resources) with other utilities, PWC, according to Carolyn, is attempting to set the bar high in reaching the apex of public utility standards. She said the aftermath of Tropical Storm Ian the week prior is just one example. She says Fayetteville saw lighter damage and fairly manageable power outages in relation to other areas (like Florida) that were much harder hit. The only local households left without power the next day were about 200 homes needing structural repair before power could be restored. She says the cornerstone in PWC’s response to local emergencies is that PWC’s electrical, water and sanitary water workers are our neighbors, who work for the ratepayers they serve instead of shareholders.

Saragrace Snipes – Executive Director – Fayetteville Dogwood Festival – spoke on the fun awaiting the public at the upcoming **Fayetteville Fall Dogwood Festival**, Friday-Sunday October 14-16 at the City’s Festival Park.

****10/16/22 (29:02 et)****

Dr. Jennifer Greene – Cumberland County Public Health Director – highlighted the Month of October Breast Cancer Awareness and Mammogram Screening Program, including the ease of screening, its accessibility and prevention value for all women – especially important for those in higher risk categories (50 years and older,

lower income and those in minority populations). She explained Cumberland County's Breast Cancer Encircled Control Program and its cash incentive (courtesy of a grant from the Cumberland Community Foundation) for low-income, uninsured women to get screened. She also updated us on the latest in COVID-19 and Flu spread and the need for all to vaccinate, regularly wash hands and wisely continue to monitor distance as a means to minimize exposure and spread to vulnerable populations.

Victoria Huggins, Area 'Walk to end Alzheimer's' Coordinator/Billy Mac – Fayetteville's Local Walk chairperson discussed the Walk to End Alzheimer's in Fayetteville at Segra Stadium. What is the latest in Alzheimer's research and new pharmacological efforts! What is the hope in the walk? How the walk works. How to join a team. How to form a team. How to turn in collected funds. How to prepare for the Walk Day, Saturday, October 29. How teams dress for the Walk. What to expect on Walk Day. How to reach out to team members right up until walk-time.

****10/23/22 (29:30 et)****

Jodi Phelps, City of Fayetteville Chief of Staff spoke on **City of Fayetteville Bonds**. The City of Fayetteville will be seeking voter feedback during the November election on issuing **up to \$97 million** in general obligation (GO) bonds to support projects in public safety (\$60 million), public infrastructure (\$25 million) and housing opportunity (\$12 million).

Transformative investments in the City's infrastructure and operations are focused on moving Fayetteville forward by improving the quality of life for residents by addressing needs related to safety and security.

One way for the City to make these key improvements for Fayetteville's future is with general obligation municipal bonds. The three referendums are the least expensive way to fund projects, with the lowest interest rate, and could potentially save the City and taxpayers higher financing costs associated with borrowing money to complete the identified priority projects. The City estimates a **savings of roughly \$2.5 million** by funding the projects through a GO bond compared to installment financing options.

All of these investments could come at a cost to taxpayers of less than 4 cents on property tax rates. A homeowner with an average home value of \$200,000 would increase their property tax by approximately \$80 a year or \$6.67 per month. Should voters decide to pass the referendums, new property tax rates would be adopted in 2023 to take effect during the fiscal year 2024.

Victoria Huggins, Area 'Walk to end Alzheimer's' Coordinator/Billy Mac – Fayetteville's Local Walk chairperson discussed the Walk to End Alzheimer's in Fayetteville at Segra Stadium. What is the latest in Alzheimer's research and new pharmacological efforts! What is the hope in the walk? How the walk works. How to join a team. How to form a team. How to turn in collected funds. How to prepare for

the Walk Day, Saturday, October 29. How teams dress for the Walk. What to expect on Walk Day. How to reach out to team members right up until walk-time.

****10/30/22 (30:01 et)****

Recap of the ‘Walk to End Alzheimer’s’ event

Toni Morris – of the **Delta Sigma Theta Alumnee Chapter**, (speaking for) **Charter Amendment (Vote No) *9.5 minutes**. In advocating a “No” vote in the City of Fayetteville’s Charter Amendment choice, **Ms. Morris** state the reasons she believes turning 9 smaller voting districts into 5 larger ones with 4 voting spots on the 10-member City Council becoming “AT LARGE” would undercut the interests of some residents in some of Fayetteville’s unique neighborhoods with unique interests and concerns not necessarily represented by AT-LARGE representatives. Her main position is that a wholesale change in City Council representation is NOT needed or warranted at this time for the best representation of all Fayetteville’s residents and interests. She says she or her “Vote No” group don’t know the motives of those who proposed the charter amendment because there was never any prior common ground discussion by a variety of all stakeholders preceding placement of the amendment on the ballot.

Christy Bullock – representing **City of Dunn(, NC) Cotton Day**. **Ms. Bullock** informed us of the upcoming Saturday, November 5th Cotton Day celebration, including a celebration of Cotton’s role in the town’s history. Food vendors, rides, Cotton exhibit, and an exhibit honoring Dunn’s own famed guitarist and songwriter Link Wray (Link Wray and the Wraymen’s “Rumble” is a Rock and Roll classic.)

Nicole Nelson – spokesperson - **Operation Christmas Child (Samaritan’s Purse)** – **Nicole Nelson** explained Franklin Graham’s Samaritan’s Purse Organization’s **Operation Christmas Child** program – AN OUTREACH to some of the world’s most poor children in desolate, war-torn location. She outlined how a gift package “in a showbox” featuring a “Wow” gift like a soccer ball or a doll and a handwritten letter from you to an aged 2-4, 5-10 or 11-14 year-old boy or girl MIGHT BE THE ONLY GIFT THIS CHILD MIGHT RECEIVE IN HIS/HER LIFETIME and the PROFOUND EFFECT it may have as a ACT OF LOVE. Nicole had stories to tell of children who received gifts later becoming AMBASSADORS for the program. The basic instruction for interested listeners was to (1) get a regularly-sized “shoebox” – from ordinary sources, big-box stores or Hobby Lobby (a sponsor for years), (2) fill it to a target age/sex, and (3) take it to a distributing church by the prescribed deadline (as late as Monday 11/21/22 to either Faymont Baptist Church on Cumberland Road or Northwood Temple on Ramsey Street in Fayetteville) to make the flight out Charlotte to its ultimate destination. Nicole Nelson visits us in October and/or November of every year – once for early notice and once as a deadline reminder!

****11/06/22 (28:23 et)****

Tony Chavonne – former Fayetteville Mayor, businessperson and publisher of City View magazine and City View Daily News website speaking on the proposed **Charter Amendment** (Vote “Yes” position). ***15.25 minutes.** In advocating a “Yes” vote in the City of Fayetteville’s Charter Amendment choice, **Mr. Chavonne** states he believes the reasons FOR turning 9 smaller voting districts into 5 larger ones with 4 voting spots on the 10-member City Council becoming “AT LARGE” is Fayetteville has opportunities, interests and concerns not necessarily represented by representatives of smaller DISTRICTS. He fundamentally believes the interests of 9 smaller districts can overlook the greater interests of a community looking to grow. His main position is that a wholesale change in City Council representation is needed AND warranted for the best representation of all Fayetteville’s residents and interests. He says the proposed charter amendment is driven by concern for Fayetteville’s growth potential and not by race. He says our near-even racial balance is one of Fayetteville’s characteristics and strengths and a reason for its growth potential. He hopes City voters will vote “Yes” for the Charter amendment on the ballot.

Toni Morris - Charter Amendment (Vote No) *added 5:50 from previous interview to create equal time required by FCC policy on controversial choices/leadership positions near election time. In advocating a “No” vote in the City of Fayetteville’s Charter Amendment choice, **Ms. Morris** state the reasons she believes turning 9 smaller voting districts into 5 larger ones with 4 voting spots on the 10-member City Council becoming “AT LARGE” would undercut the interests of some residents in some of Fayetteville’s unique neighborhoods with unique interests and concerns not necessarily represented by AT-LARGE representatives. Her main position is that a wholesale change in City Council representation is NOT needed or warranted at this time.

Jodi Phelps – City of Fayetteville Chief of Staff recapped **Bond Issues** on the **Fayetteville General Election Ballot** The City of Fayetteville will be seeking voter feedback during the November election on issuing **up to \$97 million** in general obligation (GO) bonds to support projects in public safety (\$60 million), public infrastructure (\$25 million) and housing opportunity (\$12 million). **Jodi Phelps helped provide an informational framework for citizens of Fayetteville to make their choice on the General Election ballot on Tuesday, November 8th.**

****11/13/22 (29:49 et)****

Carolyn Justice Hinson – Fayetteville Public Works Commission (PWC) Communication & Community Relations Officer – reminded us that November 1st marked a return to Winter Peak Usage Hours of 6am-10am Monday through Friday **(about \$.13 per kilowatt (kw) hour.)** The other 20 hours of the weekdays and weekend days are billed at NON-PEAK charges **(about \$.09 per kilowatt hour.)** She also noted a special **OFF-OFF-PEAK** rate possibly available by Spring (March of 2023) that (combined with a **slightly** larger BASE charge) would be **perfect for electric vehicle owners, Night OWLS or EARLY RISERS (about \$.05 per kw hour between 9pm and 5am).**

Carolyn also gave credit to **PWC employees for their steadfast charitable giving**, including their United Way Kickoff event – group-packing 35,000 meals for giveaway to United Way worthwhile organizations – including Fayetteville Urban Ministries and Fort Bragg YMCA.

Nicole Nelson – Spokesperson- **Samaritan’s Purse (Operation Christmas Child)** Nicole Nelson visits us twice every year – in November as a deadline reminder! Her basic instruction for interested listeners who want to provide a **Christmas Gift Shoebox** is to (1) get a regularly-sized “shoebox” – from ordinary sources, big-box stores or Hobby Lobby (a sponsor for years), (2) fill it to a target age/sex, and (3) take it to a distributing church by the prescribed deadline (as late as Monday 11/21/22 to either Faymont Baptist Church on Cumberland Road or Northwood Temple on Ramsey Street in Fayetteville) to make the flight out Charlotte to its ultimate destination.

****11/20/22 (25:10 et)****

Lisa Hughes – **Assistant Executive Director/Social Worker** at Cumberland County Council for Older Adults (CCCOA) - **on filing for Medicare Part C (Supplemental) and Part D (Drug Plan) prior to December 7th deadlines.** Listeners can call or contact with questions **either CCCOA at (910) 484-0011 OR NCSHIIP (North Carolina Seniors Health Insurance Information Program)** at 1-855-408-1212. If you wish to change your program, you must make your election.

With any gift you contribute to the **Cumberland County Council for Older Adults** from November 21st through the 30th the Cumberland Community Foundation is amplifying contributions through a special fund they oversee. They will divide any contributions you make to **Cumberland County Council for Older Adults** in that special expanded 10-day “Giving Tuesday” period into that \$475,000 fund to amplify your contribution! **A way to stretch your contribution!**

Amy Nevajas – Executive Director of United Way of Cumberland County

United Way – Amy delineated on United Way’s needs for regular donors – either by payroll deduction or private contribution. During the pandemic – because of workplace changes and employment changes - many donors and companies gave up changed existing payroll deduction plans. Amy elaborated how this has changed United Way’s collections. This has hurt United Way’s cash collections at the time United Way has needed cash the most – based on community need.

She emphasized they have adapted with new campaigns and explained United Way’s multiple-pronged guardianship over contributions still ensures the organization safeguarding the integrity and care over money and contributions received.

With any gift you contribute to the United Way and it’s 28 partner agencies from November 21st through the 30th the Cumberland Community Foundation is amplifying contributions through a special fund they oversee. They will divide any contributions you make to them (or their partner agencies) in that special expanded 10-day “Giving Tuesday” period into that \$475,000 fund to amplify your contribution! **A way to stretch your contribution!**

11/27/22 (30:12 et)**

Major Tim Grider – Sandhills Area Salvation Army – talked about enormous Salvation Army needs for the holiday season by those willing to help: (1) Collecting and coordinating Toys and gifts for underprivileged youth in our area, donations by Toys for Tots and other groups with needy families vetted by the Salvation Army’s own registrations corroborated with their network of community resources. (2) Donations to “Angel Tree” programs by age and sex for needy children. (3) Donations to virtual “Red Kettles” in kiosks at retail locations and on websites. Preferred by both retailers and the Salvation Army owing to its cashless nature and non-dependence on volunteer labor. With Fayetteville’s SMSA growing into three more counties and encompassing 1.3 million residents the need is greater than ever! **Major Grider** also updated us on their activity during the recent “White Flag” (under freezing temperature) weather nights. These nights put an extra burden on Salvation Army resources owing to the need to increase capacity and reallocate rest space. We also discussed the **Sandhills Salvation Army’s** quest for a new campus with building space large enough to accommodate their future needs.

Cumberland County Sheriff’s Office Sgt. Duvon Sanchez – Shop With The Sheriff program – **Sgt. Sanchez** elaborated on the benefits of the **Cumberland County Sheriff’s Office “Shop With the Sheriff”** program to area families in need, vetted by the Cumberland County School district to make sure families in need and distress are actually that. This allows the program to take focused, optimal care of the families selected for help. Sgt. Sanchez made a plea for additional donations to the

ShopWithTheSheriff.com website while also thanking profusely those who had helped earlier in the year during toy and cash drives.

****12/4/22 (28:04 et)****

Valerie Abend – Cybersecurity Lead for Accenture - the first of our two talented female guests today is one whose entered a high-demand field of cyber-security, with over 700,000 unfilled openings in the U.S. today...with the idea of using her management skills toward becoming an executive. Most importantly, Valerie Abend, Cyber Strategy Lead for the company Accenture, has found such success her company has sent her out to tell her story in the hope of attracting more just like her! Valerie Abend tells of her boundless enthusiasm for her work...and how that enthusiasm paid off for her in the boardroom.

Elaine Smith –another woman of whom we're proud, **Elaine Smith, Cumberland County Director of Animal Services**, using her determination and thought process toward simplifying operations to their most useful purposes...and in doing so redesigning and revitalizing the job some called “Dog Catcher.”

****12/11/22 (28:40 et)****

Erica Brady – Special Event Coordinator – Fayetteville-Cumberland Parks and Recreation (FCPR) – spoke about how area residents can visit and enjoy the free, PWC-powered, FCPR-staffed, city-funded, “**Festival in the Park**” drive-through, Sunday-Wednesday 6pm-9pm Christmas Light show.

Carolyn Justice Hinson - Fayetteville Public Works Commission (PWC) Communication & Community Relations Officer – **pointed out** saving on your bills received by PWC customers in January will be more challenging because colder temperature in December WILL affect PWC Customer Electric Bills.

She frequently points out how when outdoor temperatures get below freezing, common heat pumps have little choice but using auxiliary heat to raise temperatures. And the coldest part of each day is likeliest to occur in the peak usage periods of each weekday - in November through March peak usage is from 6am-10am, Her best advice is to be aware of this. She says turning up the thermostat more than 2 degrees at a time as temperatures are lowest is a sure invitation to kick on your auxiliary heat. So she advises going slow on increasing the thermostat.

She always points out when the OUTDOOR TEMPS and INDOOR temps are at their greatest difference, your bill the following month will be at their highest. She wishes it would be different but it never is. Her advice is to use your online account manager to note your electric usage each month.

Also to use your PWC's Energy Resource Center to find extra savings in your home. If you have a question, call Customer Service at 910-483-1182,

****12/18/22 (30:22 et)****

Charles Evans – now-retired Cumberland County Commissioner, former City Councilperson and **a former offender who has** – lending his help and belief in humans to give to others in meaningful ways. He's been down on his luck...but willing to stay focused and work steadily and hard for the chance to prove his dedication to getting his life back on track!

Marvin Price – **Director of the Hope Initiative** in the Continuing Education Department at **Fayetteville Technical Community College (FTCC)**. **He's helped former offenders too. Both explained their Hope Initiative and profiled some of the results they've helped others achieve.**

Amy Navejas – **Executive Director of United Way of Cumberland County** –

Explained how United Way of Cumberland is reaching out to donors with exciting fundraisers like the upcoming “Over the Edge” building repelling event on March 11th, when qualifying donors can repel off the Medical Arts Building in Fayetteville, and raise funds for the United Way of Cumberland County at the same time!

****12/25/22 (27:51 et)****

(Encore from 22-12-04)

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Elaine Smith –another woman of whom we're proud, **Elaine Smith, Cumberland County Director of Animal Services**, using her **determination and thought process** toward simplifying operations to their most useful purposes...and, in doing so, **redesigning and revitalizing** the job some call “Dog Catcher.”