

# **Quarterly Issues & Programs Report**

## **WKML-FM**

**Lumberton-Fayetteville, NC**

**3<sup>rd</sup> Quarter**

**July – August – September 2012**

**Prepared by – Mac Edwards**

## **WKML-FM Issue/Program Summary**

**2012 – 3rd Quarter**

**July – August - September**

**Radio Station WKML-FM –Lumberton-Fayetteville, NC (95.7-FM) identified these issues of concern in the community to be addressed from July-September 2012.**

**Military  
Parenting  
Women's Health  
Crime  
Science & Nutrition  
Homelessness  
Hunger & Poverty  
Education  
Seniors Concerns  
Veterans Assistance**

**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***

Guests: Robin DeMark, Public Affairs Officer; Dawn Huffstetler, RN & Associate Chief of Patient Care Services at VA Hospital, Fayetteville.

Topic: Veterans Administration Hospital and Health Care

Total time: 28:10

Air Date: July 1, 2012 @ 6:00am

Discussion included:

...History of Fayetteville VA Hospital?

...Who is eligible to use the services of the VA Hospital?

...What do veterans need to do to become affiliated with hospital and services?

...Is VA Hospital a full service hospital facility?

...surgery?

...mental health care?

...acute medical care?

...What new is going on? (new emergency room)

...How many beds?

...How many employees?

...Discuss the outlying VA clinics in surrounding counties.

...Does Fayetteville VA refer patients to VA in Durham and/or other VA hospitals when necessary?

Community issues discussed:

1. Health care
2. Assistance to veterans

**Talkback with Danny Highsmith** (with Paul Johnson substitute host this week)

**Airdate:** July 8, 2012 @ 6:00am

**Guests:** Kenny Bailey, Cooperative Extension (County) Commercial and (temporarily) Consumer Horticulture Agent (repeat of 6/24/12 show)

**Topic:** Summer gardens, Fall Gardens and How to Water in Hot Summer Months

**Total Time:** 30 mins.

**Breaks:** 2 (2:30 total, leaving 27:30 in subject content)

**Synopsis:**

- 1) "Second season" warm-season vegetable gardening
- 2) Setting up for fall gardening (cool season vegetables/crop)
- 3) Summer turf care
- 4) Best practices for effective irrigation of gardens and lawns in the hot summer months
- 5) How to contact Cooperative Extension with your questions
- 6) Other upcoming programs (Beekeeping, Backyard Chickens)

**Concern areas addressed:**

- a) **Social Services** (Cooperative Extension's role)
- b) **Environment** (Water Conservation)
- c) **Education** (available materials upcoming courses)

## ***Talkback with Danny Highsmith***

Guest: Officer Stacy Sanders, Fayetteville Police Department

Topic: Homeless

Total time: 29:08

Air date: Sunday, July 15, 2012 @ 6:00am

Discussion included:

- ...Why did you decide to become a police officer?
- ...How did you happen to begin working with the homeless?
- ...What services do you and the Fayetteville PD provide for the homeless?
- ...How are you as a police officer received and perceived by homeless?
- ...Describe your typical work day.
- ...Where do these homeless people come from?
- ...Things that occur in people's lives that renders the homeless?
- ...Do some folks WANT to be homeless?
- ...Your relationship with homeless shelters in the area?
- ...What, if anything, is done to assist homeless with medical and/or mental problems?
- ...Approximately how many homeless in Fayetteville-Cumberland County?
- ...Cumberland County Schools officials tell me there are homeless children in the school system. Where do they live?
- ...What about those that work intersections and beg for money? Are they homeless or scam artists?

Community issues discussed:

1. Homelessness
2. Substance abuse
3. Law enforcement/crime
4. Social services

## ***Talkback with Danny Highsmith***

Guest: Trooper Greg Steffens, NC Highway Patrol (Troop B Traffic Safety Information Officer)

Topic: NC Highway Patrol and safe driving

Total time: Approximately 28 minutes

Air date: Sunday, July 22, 2012 @ 6:00am

Discussion included:

...When and why did you decide to become a member of the NC Highway Patrol?

...How long have you been with the Patrol?

...Can you describe the training you received?

...Driving

...Laws

...What qualifications are necessary?

...What is a Traffic Safety Officer?

...Discussion about:

...Texting while driving

...DWI

...Talking on cell phone while driving

...speeding

...generally being safe in a vehicle

Community issues discussed:

1. Safety
2. Education
3. Law enforcement

## ***Talkback with Danny Highsmith***

Guest: Dr. Gerald G. Mulvaney, Gynecology and Fertility specialist

Topic: Women's Health Issues

Total time: 28:22

Air date: Sunday, July 29, 2012 @ 6:00am

Discussion included:

- ...Why did you choose gynecology?
- ...Difference between Obstetrics and Gynecology?
- ...Why are infertility numbers growing in America?
- ...When a couple is having trouble conceiving, is it normally a woman's issue or a man's issue?
- ...Do birth control pills have lasting side effects in women?
- ...I've read about "egg freezing." Is this common practice or primarily for cancer patients?
- ...I read recently about a celebrity that gave birth when she was in her late 40's. What are the issues involved with a woman of that age having a baby?
- ...What can be done with the thousands of frozen embryos at fertility clinics around the country?
- ...You are on the Advisory Board of the Pay It Forward Fertility Foundation. What is that organization all about?
- ...What issues other than fertility are issues that women have to deal with?

Community issues discussed:

1. Women's Health
2. Fertility

## ***Talkback with Danny Highsmith***

Guest: John Rustin, Executive Director, North Carolina Free Enterprise Foundation

Topic: NCFEF and North Carolina politics

Total time: 29:19

Air date: Sunday, August 5, 2012 @ 6:00am

Discussion included:

- ...What is the North Carolina Free Enterprise Foundation and what is its mission?
- ...How did you become interested and involved in this organization?
- ...NCFEF is non-partisan?
- ...Redistricting in the NC House, NC Senate and Congressional Districts have caused somewhat of an interesting situation, hasn't it?
- ...What changes could occur as a result of this redistricting?
- ...Is money a key factor in most races today?
- ...I sense that many citizens today no longer get excited about political campaigns and politicians? Do you have any research about that subject?
- ...How is your non-partisan research conducted?
- ...Impact of the Democratic National Convention on State of NC?
- ...Gubernatorial race?
- ...Presidential race in NC?
- ...Congressional races in NC?
  - ...Some members of Congress from NC have elected not to run for re-election?

Community issues discussed:

1. Free Enterprise
2. Politics
3. Government



## ***Talkback with Danny Highsmith***

Guests: Captains Jason and Melissa Smith, Commanders, and Jackie Godbold, Director of Public Relations and Development, Salvation Army of Fayetteville

Topic: Salvation Army

Total time: 28:27

Air date: Sunday, August 12, 2012 @ 6:00am

Discussion included:

...What brought you to a career with the Salvation Army?

...The SA refers to both husband and wife as commanders. Why? What are your respective duties?

...The SA is known for its work at Christmas, but you really have activities and programs all year; what are some of the programs you undertake each year?

...Social Services

...Love Lunches

...Family store

...Summer camps for kids

...Shelter

...Church services

...How do you fund your programs?

Community issues discussed:

1. Homeless
2. Social Services
3. Hunger
4. Family care
5. Fund raising

## ***Talkback with Danny Highsmith***

Guests: Denny Randell and Bidy Schippers, songwriters and founders of GI Jams

Topic: GI Jams and songwriting

Total time: 28:06

Air date: Sunday, August 19, 2012 @ 6:00am

Discussion included:

...Background information about Denny and Bidy

...Hits you have written?

...When did you decide to become a song writer?

...How do you get ideas for songs?

...after writing the song, what is the process for getting someone to record it?

...What is GI Jams?

...Why did you do this?

...Are all the artists members of our military?

...Where can we go to hear these artists?

...How do these military personnel hear about you and GI Jams?

...Any GI Jams artists making a career in the music business?

...Any artists have a North Carolina connection?

Community issues discussed:

1. Military

## ***Talkback with Danny Highsmith***

Guest: Dr. Larry Keen, President, Fayetteville Technical Community College

Topic: FTCC

Total time: 28:49

Air date: Sunday, August 26, 2012 @ 6:00am

✦ SUNDAY, SEPT. 16, 2012 @ 6:00 AM

Discussion included:

...Highlights of your first five (5) years at FTCC?

...In the beginning, this was called FTI...later, FTCC. What kinds of changes were necessary to become community college?

...FTCC has not lost its "Technical roots"?

...What is FTCC's role as a tool for industry recruitment in our area?

...How did you find your way into education as a career?

...As you begin a new school year, how many students at FTCC?

...Does FTCC utilize on-line education?

...With the costs of post-high school education continuing to rise, I assume community colleges will play an even larger role in the educational process?

Community issues discussed:

1. Education
2. Business
3. Health

## ***Talkback with Danny Highsmith***

Guest: Megan Maxwell, Education Coordinator—Poe House, Museum of the Cape Fear

Topic: Museum of the Cape Fear

Total time: 25:49

Air date: Sunday, September 2, 2012 @ 6:00am

Discussion included:

...What is the Festival of Yesteryear? When, Where and activities that will take place?

...Discuss the Museum of the Cape Fear?

...There are three components?

...Museum

...Poe House

...Arsenal Park

...What will visitors find inside the museum?

...How is museum funded?

...How did you become involved with the Museum of the Cape Fear?

Community Issues discussed:

1. History
2. Recreation

## ***Talkback with Danny Highsmith***

Guest: John Rustin, Executive Director, North Carolina Free Enterprise Foundation

Topic: NCFEF and North Carolina politics

Total time: 29:19

Air date: Sunday, Sept. 9, 2012 @ 6:00am

Discussion included:

- ...What is the North Carolina Free Enterprise Foundation and what is its mission?
- ...How did you become interested and involved in this organization?
- ...NCFEF is non-partisan?
- ...Redistricting in the NC House, NC Senate and Congressional Districts have caused somewhat of an interesting situation, hasn't it?
- ...What changes could occur as a result of this redistricting?
- ...Is money a key factor in most races today?
- ...I sense that many citizens today no longer get excited about political campaigns and politicians? Do you have any research about that subject?
- ...How is your non-partisan research conducted?
- ...Impact of the Democratic National Convention on State of NC?
- ...Gubernatorial race?
- ...Presidential race in NC?
- ...Congressional races in NC?
  - ...Some members of Congress from NC have elected not to run for re-election?

Community issues discussed:

1. Free Enterprise
2. Politics
3. Government

**Talkback with Danny Highsmith** (with Paul Johnson substitute host this week)

**Airdate:** September 23, 2012 @ 6:00am

**Guests:** Kelly Bah, Executive Director of Sustainable Sandhills

**Topic:** The organization Sustainable Sandhills – upon approaching 10 years of service to the nine-county area surrounding Fort Bragg.

**Total Time:** 30 mins.

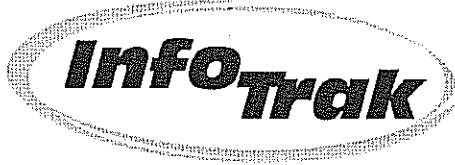
**Breaks:** 2 (3:00 total, 27:00 in subject content)

**Synopsis:**

- 1) Historical perspective of Sustainable Sandhills - an outgrowth of Sustainable Fort Bragg – 10 years old next Spring
- 2) Green Schools program - \$600,000 total taxpayer savings from conservation last year alone, \$133,000 in savings passed back to individual schools.
- 3) Fayetteville Curbside recycling, began as residential, now incorporating multi-family dwelling pickup and now eyeing inclusion of small businesses
- 4) Green Business program status and expansion
- 5) Upcoming fundraiser - Golf Tournament at Baywood CC 9am October 6<sup>th</sup> (Captains Choice - \$65/player)
- 6) Need for more financial support as Sustainable Fort Bragg's role in Sustainable Sandhills decreases
- 7) How to contact Sustainable Sandhills to join as a member OR business partner (484-9098 or [sustainablesandhills.org](http://sustainablesandhills.org) website)

**Concern areas addressed:**

- a) **Social Services** (Cumberland and nearby county Green Schools programs, Fayetteville City curbside recycling, regional Green Business program)
- b) **Environment** (Air, Water and Resource Conservation, including recycling)
- c) **Education** (Green Schools programs, Green business programs)



Weekly Public Affairs Program

**WKML-FM**  
Lumberton-Fayetteville, NC

**QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2012**

Show # 2012-27

**Date aired: Sunday, July 1, 2012 @ 6:30am**

**Angela Garner, MD, FACEP**, emergency physician from Galveston, TX, President of the American College of Emergency Physicians

Many Emergency Room doctors say the fear of malpractice lawsuits results in extra blood tests and imaging scans that are not necessary. Dr. Gardner talked about this trend and why ER physicians are such an inviting target for legal action. She also offered suggestions on how to improve the situation.

Issues covered:

Length: 9:03

Personal Health  
Legal Issues  
Government Policies

**John Hartigan, Jr., PhD**, Director of the American Paredes Center for Cultural Studies and Associate Professor of Anthropology at the University of Texas at Austin, author of "*What Can You Say?: America's National Conversation on Race*"

How do Americans know whether a remark or incident is racially biased? Dr. Hartigan discussed the state of race relations in America and the media's role in it. He discussed ways that the first black President has affected attitudes regarding race relations.

Issues covered:

Length: 8:08

Racial Issues  
Media

**Alan L. Ross, DMD**, President of the National Coalition for School Bus Safety

Although automobile safety technology has improved dramatically in the past two decades, school bus designs have changed very little. Dr. Ross explained the reasons behind this lack of progress. He believes seat belts should be mandated in all school buses. He talked about the expenses involved to retrofit the nation's school bus fleet.

Issues covered:

Length: 4:43

Child Safety  
Traffic Safety  
Parenting Concerns

Show # 2012-28

**Date aired: Sunday, July 8, 2012 @ 6:30am**

**Garth Sundem**, science writer, author of "*Brain Trust: 93 Top Scientists Reveal Lab-Tested Secrets to Surfing, Dating, Dieting, Gambling, Growing Man-Eating Plants and More*"

Mr. Sundem set out to interview 93 of the world's top scientists, seeking practical advice for everyday tasks. He outlined some of the results, which touched on weight loss advice, ways to shorten trips to save gas, reducing gossip in the workplace and more.

Issues covered:

Length: 7:18

Science  
Nutrition  
Energy

**Milton Chen**, Senior Fellow and Executive Director Emeritus of the George Lucas Educational Foundation, author of "*Education Nation: Six Leading Edges of Innovation in Our Schools*"

Mr. Chen said the US education system is rapidly falling behind in today's technologically sophisticated world, and that learning is no longer limited by the traditional boundaries of schedule and location. He outlined major changes that he believes are necessary to encourage innovation in teaching and learning.

Issues covered:

Length: 10:03

Education  
Government Spending

**Nancy Trejos**, personal finance columnist at the *Washington Post*, author of "*Hot (broke) Messes: How to Have Your Latte and Drink It Too*"

As a young columnist for the *Washington Post*, her job is to counsel thousands of people on personal finance, but Ms. Trejos found that she couldn't even pay her own bills. She explained how she got into financial trouble and the steps she took to get out. She believes it is possible for consumers to repair their finances without giving up some indulgences.

Issues covered:

Length: 4:57

Personal Finance  
Consumer Matters

Show # 2012-29

**Date aired: Sunday, July 15, 2012 @ 6:30am**

**Mark Hyman**, Adjunct Instructor, Sports Management, the George Washington University, author of "*The Most Expensive Game in Town: The Rising Cost of Youth Sports and the Toll on Today's Families*"

More than 41 million American kids participate in sports, and the fastest growing category is travel leagues. Mr. Hyman explained why he is concerned about the advent of year 'round leagues, including the huge commitment of time and money, and the higher risk of injury. He also talked about the value of traditional rec sports leagues in local communities and neighborhoods.

Issues covered:

Length: 9:55

Youth Sports  
Parenting  
Children's Health



**Suzanne Rowan Kelleher**, family travel expert, co-founder and Editor-in-Chief of WeJustGotBack.com

The higher cost of flying this summer may ground some family vacations. Ms. Kelleher outlined several policies that airlines have recently implemented that make travel significantly more expensive and inconvenient for families. She also offered tips for traveling with kids.

Issues covered:

Length: 7:22

Consumer Matters  
Family  
Travel

**Bob Ragazzo**, Certified Defensive Driving Instructor, Founder and President of Save Your Teen Driver, LLC, author of *"Save Your Teen Driver: 7 Things Every Parent Must Teach Their Young Driver Before Handing Over The Car Keys"*

Motor vehicle accidents are the top cause of death among 15 to 20 year olds. Mr. Ragazzo discussed several crucial safety tactics that drivers' education courses are not teaching students. He talked about the increasing number of distractions in the car, leading to higher accident rates.

Issues covered:

Length: 5:06

Highway Safety  
Government Policies  
Youth at Risk

Show # 2012-30

**Date aired: \_\_ Sunday, July 22, 2012 @ 6:30am**

**Carol Dunitz, PhD**, author of *"One Hungry Child"*

Dr. Dunitz talked about the problem of hunger in America, which she said is often overlooked and more common than most Americans know. She explained who is most at risk and talked about ways that people can donate time and money to help food assistance programs.

Issues covered:

Length: 6:54

Hunger  
Poverty  
Charitable Giving

**Joseph Lyles**, attorney, former JAG, and author of *"How You Can Avoid Legal Land Mines"*

Millions of Americans have been sued. Mr. Lyles talked about some of the most common legal pitfalls for people to avoid and offered practical suggestions to the everyday consumer.

Issues covered:

Length: 10:18

Legal Issues  
Consumer Issues

**Paul Slocumb, Ed.D.**, professional educator and author of *"Hear Our Cry: Boys in Crisis"*

Dr. Slocumb believes that today's cultural and media influences are creating a generation of youngsters with no remorse and no conscience. He explained why he feels that the childhood experience has changed dramatically, why boys are more at risk than girls, and steps parents should consider taking.

Issues covered:  
Youth at Risk  
Child Safety  
Mental Health  
Parenting Issues

Length: 4:46

Show # 2012-31

Date aired: Sunday, July 29, 2012 @ 6:30am

**Sally Ride, PhD**, first American woman in space, founder and CEO of *Sally Ride Science*

InfoTrak interviewed Dr. Ride in 2006 and this week presents a look back at this American icon, who recently died of pancreatic cancer. In elementary school, roughly an equal number of girls and boys are interested in science and math. But around sixth grade, more girls than boys begin to drift away from these subjects. Dr. Ride explained why she was so energized to battle this trend. She also offered ideas for parents who would like to encourage their daughters to pursue careers in engineering and the sciences.

Issues covered:  
Education  
Women's Issues  
Parenting

Length: 9:32

**Brandon Webb**, former US Navy SEAL and sniper instructor, intelligence and security specialist, founder of SofRep.com

In the aftermath of the horrific shooting incident in Aurora, Colorado, Mr. Webb outlined ways the average person can prepare themselves to react to a similar situation. He said before any type of emergency occurs in public places or at home, it is critical to analyze your environment and think about how you will react. He also talked about the importance of proper training for people who chose to own and carry a gun.

Issues covered:  
Crime  
Personal Protection  
Emergency Preparedness  
Terrorism

Length: 7:29

**Sandy Markwood**, CEO of the National Association of Area Agencies on Aging

Ms. Markwood shared the results of a study that found that most communities are making no preparations to deal with the coming wave of retiring Baby Boomers. She explained what types of government planning is necessary and how local volunteer groups may be able to help.

Issues covered:  
Senior Issues  
Government Policy  
Volunteerism

Length: 4:51

Show # 2012-32

**Date aired: Sunday, August 5, 2012 @ 6:30am**

**Kate Tulenko, MD, MPH**, physician and director of clinical services for the US Agency for International Development, a global health nonprofit, author of *"Insourced: How Importing Jobs Impacts the Healthcare Crisis Here and Abroad"*

Dr. Tulenko said 25% of physicians in the US are foreign-trained and foreign-born. She contends that this has caused tens of thousands of high-paying local jobs in the healthcare sector to effectively vanish from the reach of US citizens, weakened the healthcare systems of developing nations, and constricted an American university system that should be educating healthcare professionals.

Issues covered:

Healthcare  
Education  
Government Policies

Length: 10:20

**Ulrich Boser**, Senior Fellow at the Center for American Progress, expert in education, criminal justice, and other social policy issues

Almost a third of eighth-grade students report reading less than five pages a day, either in school or for homework. Mr. Boser conducted an analysis that found that millions of students believe they are not being challenged enough in school. He discussed the reasons behind this trend and what can be done to improve education in America.

Issues covered:

Education  
Government Policies  
Children's Issues

Length: 6:42

**Uchendi Nwani** motivational speaker, former cocaine dealer and prison inmate, CEO of International Barber and Style College, author of *"The Millionaire Ex-Convict"*

Mr. Nwandi shared his inspirational story. He came from a middle-class family but ended up in prison after a conviction for cocaine trafficking. He talked about the importance of faith in his life and how he became a millionaire businessman after this release from prison.

Issues covered:

Crime  
Drug Abuse

Length: 4:52

Show # 2012-33

**Date aired: Sunday, August 12, 2012 @ 6:30am**

**Robert Vamosi**, computer virus and security columnist for CNET, Analyst of Security, Risk and Fraud at Javelin Strategy & Research, a California-based company that focuses on financial services and payments industries

Mr. Vamosi said there is a new variation on identity theft—this time targeting children. He explained how online companies use sophisticated software to find existing but unused Social Security numbers, then sell the dormant numbers to thieves. Mr. Vamosi offered advice to parents who are concerned about protecting their child's social security number.

Issues covered:

Length: 6:37

Crime  
Identity Theft  
Parenting

**Laura Vanderkam**, time-management expert, journalist, author of "*168 Hours: You Have More Time Than You Think*"

A week contains 168 hours, but most people complain about not having enough time at home or work. Ms. Vanderkam believes 168 hours is actually quite a bit of time, if managed properly. She offered practical tips on how to use time wisely to boost productivity, efficiency and happiness.

Issues covered:

Length: 10:28

Workplace Matters  
Personal Productivity  
Mental Health

**Elizabeth T. Luman, PhD**, epidemiologist at the National Center for Immunization and Respiratory Diseases, US Centers for Disease Control and Prevention

Dr. Luman led a study that determined that more than a quarter of American children are not meeting the US government's recommendations for childhood vaccinations. She explained why parents fail to keep up with vaccination schedules. She also talked about the risks involved in missed doses.

Issues covered:

Length: 4:52

Community Health  
Children's Issues

Show # 2012-34

**Date aired: Sunday, August 19, 2012 @ 6:30am**

**Nate Bonilla-Warford, OD, FAAO**, Tampa-based optometrist who specializes in computer vision syndrome

More than 40% of Americans spend three or more hours a day staring at a computer or hand-held digital device. Dr. Bonilla-Warford said the majority of his patients complain about headaches, fatigue, blurred vision or neck pain -- all symptoms of computer-vision syndrome. He explained the treatment options available and how to avoid problems in the first place.

Issues covered:

Length: 7:20

Personal Health  
Workplace Matters

**John Gray, PhD**, relationship expert, author of "*Venus On Fire Mars On Ice: Hormonal Balance-The Key to Life, Love, and Energy*"

Dr. Gray said recent research has proven that the differences between men and women, and how they relate to each other, can be explained by hormones. He explained how hormones affect the ways that each gender reacts to stress. He talked about the importance of nutrition and how achieving hormonal balance can improve relationships and overall happiness.

Issues covered:

Length: 10:03

Women's Issues  
Personal Health  
Mental Health

**Jeanne Salvatore**, spokeswoman for the Insurance Information Institute

The expense of owning and operating a motor vehicle continues to rise. Ms. Salvatore explained the factors that influence the cost of insuring a car. She outlined several possible ways to reduce the costs of car insurance, and the pros and cons of each.

Issues covered:  
Consumer Matters

Length: 5:03

Show # 2012-35

**Date aired: Sunday, August 26, 2012 @ 6:30am**

**Ruchi Gupta, M.D., M.P.H**, Health Services Researcher and Assistant Professor of Pediatrics at Northwestern University and Children's Memorial Hospital in Chicago

Dr. Gupta was the lead author of a study that found that children in urban areas have much higher rates of food allergies than those in rural America. Her research found that city kids also are allergic to different foods than rural kids. She talked about the theories as to why population density and environment may have such a large impact. She offered advice to parents who have a child with food allergies. She also discussed the reasons why people often do not treat allergies as the life-threatening conditions they are.

Issues covered:  
Allergies  
Personal Health  
Parenting

Length: 9:24

**Tammi DeVille**, author of "*Changing the World on a Tuesday Night*"

44 percent of adults volunteer, and many others would consider it, if they thought they had the time and skills needed. Ms. DeVille said that ordinary people can make a difference by volunteering as little as five minutes a day. She offered examples of opportunities to contribute time, often online, to non-profit organizations in their own community or across the globe.

Issues covered:  
Volunteerism  
Community Involvement

Length: 7:44

**Bruce Anderson**, Cybercrime Expert and Director of Investigations of Cyber Investigation Services in Tampa

Free Internet wi-fi access is everywhere these days--and so are computer hackers. Mr. Anderson talked about the dangers of using public Internet connections, what the riskiest locations are, and how the average computer user can protect himself.

Issues covered:  
Crime  
Consumer Matters

Length: 5:02

Show # 2012-36

**Date aired: Sunday, September 2, 2012 @ 6:30am**

**Donald S. Kaufman, MD**, Clinical Professor in the Department of Medicine at Harvard Medical School, Director of Education at the Claire & John Bertucci Center for Genitourinary Cancers at Massachusetts General Hospital

Dr. Kaufman discussed the latest research into prostate cancer. He said a surprising number of cases involve cancers that will never be life-threatening, and research has found that actively watching these patients is more effective than actively treating the cancer. He talked about the importance of screening, starting at age 50.

Issues covered:

Length: 7:54

Cancer  
Personal Health  
Men's Issues

**Ernie Allen**, President and CEO of the National Center for Missing & Exploited Children

An analysis of five years worth of data from the National Center for Missing & Exploited Children identified the most common targets and scenarios for child abduction. Mr. Allen said that the person who most commonly stops an abduction is the targeted child himself, not an intervening adult. He offered advice for children on what to do if a predator approaches them.

Issues covered:

Length: 9:29

Child Safety  
Parenting  
Crime

**Joel Comm**, expert in online commerce, author of "*KaChing: How to Run an Online Business*"

Mr. Comm talked about the wisest ways to start an online business. He believes that online business offer many more options to make money than a traditional bricks-and-mortar store. He outlined several of these options, including affiliate programs, coaching and membership programs, and selling information products.

Issues covered:

Length: 4:50

Entrepreneurship  
Employment Matters

Show # 2012-37

**Date aired: Sunday, September 9, 2012 @ 6:30am**

**Danica McKellar**, actress, education advocate, author of "*Girls Get Curves: Geometry Takes Shape*"

Ms. McKellar majored in mathematics at UCLA, and now encourages middle-school girls to excel in math. She explained the reasons that girls mistakenly believe that they cannot be both popular and smart, and how math skills can improve their overall self-confidence. She also explained how basic geometry can apply to everyday life.

Issues covered:

Length: 8:35

Education  
Women's Issues

**Charles Duhigg**, investigative reporter for the New York Times, winner of the National Academies of Sciences, National Journalism, and George Polk awards, author of "*The Power of Habit: Why We Do What We Do in Life and Business*"

Habits shape every aspect of our lives, often in ways we do not recognize. Mr. Duhigg summarized the results of recent scientific research that explains why habits exist and how they can be changed. He said tweaking even one habit, as long as it's the right one, can have staggering effects. He also explained how and why companies carefully study consumer habits.

Issues covered:  
Health & Fitness  
Consumer Matters

Length: 8:26

**Jonathon Kozol**, writer, educator, public education activist, author of "*Fire in the Ashes: Twenty-Five Years Among the Poorest Children in America*"

Mr. Kozol has been working with low-income children in inner-city schools for nearly fifty years. He talked about his experiences at a school in one of the poorest sections of New York City. He believes that because of vast differences in funding from one area to another, the nation's schools remain unequal and deeply segregated.

Issues covered:  
Poverty  
Education  
Government Spending

Length: 4:54

Show # 2012-38

**Date aired: Sunday, September 16, 2012 @ 6:30am**

**Timothy J. Mohin**, environmental advocate, author of "*Changing Business from the Inside Out: A Treehuggers Guide to Working in Corporations*"

American corporations are gradually becoming more socially responsible. Mr. Mohin outlined the reasons behind this trend, and explained how "treehuggers" working inside the system can lead the effort. He said young professionals now view "having an impact" as a much more important career goal than many other more traditional priorities.

Issues covered:  
Environment  
Workplace Matters

Length: 7:49

**Madeline Levine, PhD**, psychologist, co-founder of Challenge Success, a education reform project at the Stanford School of Education, author of "*Teach Your Children Well: Parenting for Authentic Success*"

Dr. Levine said while parents, educators, and the media express concern about the soaring rates of emotional problems, and poor learning skills in America's children, there are ways to reverse these trends. She believes many parents need to shift their focus from good grades, high test scores, and college acceptances to developing a sense of purpose, connection, and meaning in their children's lives.

Issues covered:  
Parenting  
Education

Length: 9:18

**Miriam Rafailovich, PhD**, materials engineering researcher, Professor of Materials Science and Engineering, Director of the Garcia Center for Polymers at Engineered Interfaces at Stony Brook University on Long Island

Dr. Rafailovich led a study that found that many compact fluorescent light (CFL) bulbs emit high levels of ultraviolet rays. She said that despite their large energy savings, consumers should avoid using compact fluorescent light bulbs at close distances.

Issues covered:

Personal Health  
Environment  
Consumer Matters

Length: 5:04

Show # 2012-39

**Date aired: Sunday, September 23, 2012 @ 6:30am**

**Eric Anderman, PhD**, Professor of Educational Psychology, Director of the School of Educational Policy & Leadership in the College of Education & Human Ecology at Ohio State University

The rise of technology has made cheating in school easier than ever. Dr. Anderman talked about the new, high-tech tools that students use to cheat and why many kids see nothing wrong with it. He also talked about the countermeasures that teachers and professors have devised to combat plagiarism and other forms of cheating. He offered advice to parents who are concerned about their child's education.

Issues covered:

Education  
Parenting

Length: 7:48

**Anthony Curto**, attorney, senior partner of Forchelli, Curto, Deegan, Schwartz, Mineo, Cohn, & Terrana on Long Island, author of "*The Time For Justice*"

Mr. Curto believes that America's legal system is broken, primarily because of excessive delays in courts. He explained that because most legal cases require years to resolve, people have lost confidence in the system's ability to deliver justice. He talked about the negative consequences of this problem, and offered ideas to streamline court schedules.

Issues covered:

Legal Reform  
Crime

Length: 9:31

**Regina Leeds**, professional organizer, author of "*The 8-Minute Organizer*"

Nearly everyone can use some help in getting organized. Ms. Leeds talked about the reasons that keeping order in our lives and possessions is so difficult. She offered small, step-by-step suggestions on how establish goals to get organized, and how to create positive routines for the long-term.

Issues covered:

Consumer Matters  
Mental Health

Length: 5:06



Show # 2012-40

**Date aired: Sunday, September 30, 2012 @ 6:30am**

**Shawn Edgington**, expert in cyberbullying and textual harassment, author of "*The Parents Guide to Texting, Facebook and Social Media*"

Ms. Edgington said that the use and abuse of technology by youngsters is increasing at an alarming rate. She talked about the reasons that cyberbullying has become so pervasive and what parents can do to stay abreast of their children's cell phone and online activities.

Issues covered:

Length: 6:44

Parenting Concerns  
Youth Violence

**Nicholas Carr**, author of "*The Shallows: What the Internet Is Doing to Our Brains*"

Mr. Carr believes that the ever-increasing amount of time we spend online might be eroding our capacity to read carefully and think critically. Recent research indicates that the brain actually begins to rewire itself when subjected to activities such as habitual use of the Internet. He offered examples of how distractedness has serious consequences, and what web users can do to minimize the problem.

Issues covered:

Length: 10:22

Personal Health  
Mental Health

**Rick Maurer**, author of "*Beyond The Wall Of Resistance: Why 70% of All Changes Still Fail – and What You Can Do About It*"

Seventy percent of all major changes in organizations fail - and that number hasn't changed since researchers started examining success and failure rates some fifteen years ago. Mr. Maurer talked about the most common reasons for failure and what leaders can do about it.

Issues covered:

Length: 5:03

Workplace Matters  
Employment

# ***WKML-FM***

## **Third Quarter**

### **July 2012**

July 4, 2012- Concert for the Troops and their families with Gloriana on Fort Bragg (All Jox)

July 18, 2012- Katie Couric @ ABC-11 in Raleigh (Don Chase & Tara Harrison)

### **August 2012**

August 11, 2012- WKML Singer/Songwriter Show (All Jox)

August 16, 2012- Fayetteville Live After 5, Festival Park Johnny Orr: Community event for everyone to enjoy great music and get to know the people in their community! (Don Chase)

August 21, 2012- Driven to Excel kick off- This is a program created by the Cumberland County Schools, Rick Hendrick Toyota Sion, and BBGI. If students maintain a 3.2 GPA and have no unexcused absences they are automatically entered to win a brand new 2012 Sion!

August 22, 2012- Snyder Memorial Church, United Way kickoff (Don Chase)

August 23, 2012- Cumberland County Schools Book bag Program, Douglas Byrd Middle School. This was an event to help to raise funds and supplies for the kids. (Don Chase)

August 24, 2012- Glendale Acres School Back 2 School Fair: welcoming back all of the students (Don Chase)

August 25, 2012- ECU Alumni: Pirate Club (deanO)

August 25, 2012- Warrior Jam: Event to raise funds for suicide prevention and awareness in the United States armed forces. (Larry K, deanO)

August 31, 2012- Cape Fear Valley at Bullard furniture: Blood Drive (deanO)

## September 2012

September 8, 2012- Alzheimer's walk: Help to raise money to research Alzheimer's disease (deanO)

September 11, 2012- Wet Willies, Up & Coming Best-Of Awards (Don Chase)

September 11, 2012- First Responders Day at the Cumberland County Fair: Free admission as well as a free concert by Paramlee. (deanO, Tara, and Larry K)

September 14, 2012- Senior Day @ the CC Fair (Don Chase)

September 22, 2012- Wildlife Resources Commission: John E Pechman Fishing Ed Center to learn more about the natural environment & the important roles that hunting & fishing play in North Carolina's fish & wildlife conservation. More than 15 hands on interactive exhibits & demonstrations, education for our youth. (Steve Richards)

September 25, 2012- Driven to Excel: Appearance at 71<sup>st</sup> High School: Their Senior Day (Tara)

September 28, 2012- Driven to Excel: Appearance at EE Smith: Event not noted (Baez)

## WKML Elementary Reading Club 2012-13

WKML's STEVE RICHARDS visited the following schools. He read a book to each class and broadcast live on the Don Chase Morning Show from the classroom.

09/12/12 @ Grays Creek Elementary – Mrs. Paige McMillan/1<sup>st</sup> grade

09/19/12 @ Howard Hall Elementary – Mrs. Beth Bunce/1<sup>st</sup> grade

09/26/12 @ Glendale Acres Elementary – Ms. Katie Gelen/1<sup>st</sup> grade