

Quarterly Issues & Programs Report

WKML-FM/HD-1 & HD-2
Lumberton-Fayetteville, NC

1st Quarter
January – February – March, 2020

Prepared By – Kent Dunn

WKML-FM/HD-1 & HD-2

Issue/Program Summary

2020- 1st Quarter

January - February - March

Radio Station WKML-FM & HD-1 & HD-2(95.7-FM) Fayetteville, NC identified these issues of concern in the community to be addressed from January through March, 2020.

These items were identified during on-going surveys and interviews conducted by the staff with community leaders.

**Assistance to Non-profits
Small Business
Mental Health/Sleep Health
Child Care/Education
Red Cross Blood Donations
Employment/Job Fair**

**Poverty/Education
Home Ownership/Financing
Coping With Stress
Food for Hungry
Volunteerism
Kidney Transplants**

**Issues were addressed via - Daily Public Service Announcements
Daily Newscasts
Weekly Long-form Public Affairs Programs
Live Broadcasts from Community Events**



Call Letters: **WKML-FM/Hd1& HD2**

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2020

Date aired: 1/5/20 Time Aired: 6:30am

Michelle Mazurek, PhD, Assistant Professor, Computer Science, University of Maryland College Park

Nearly everyone today struggles with a myriad of passwords for their online activities. Professor Mazurek was involved in research at Carnegie Mellon University that found that long passphrases are more effective and easier to remember than an incomprehensible string of letters, numbers and special characters.

Issues covered:

**Online Security
Crime
Consumer Matters**

Length: 8:52

Chris Voss, former FBI's lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of *"Never Split the Difference: Negotiating As If Your Life Depended On It"*

Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

Issues covered:

**Career
Parenting**

Length: 8:25

Date aired: 1/12/20 Time Aired: 6:30am

Jordan W. Smoller, PhD, psychiatric geneticist, Professor of Psychiatry at Harvard Medical School, Professor in the Department of Epidemiology at the Harvard School of Public Health

Depression is one of the world's most common mental disorders, affecting more than 300 million people globally. Prof. Smoller led a study that found that walking, jogging, yoga or any type of exercise may help to ward off depression, even in those with a genetic susceptibility to it. He also talked about the importance of social engagement and relationships in preventing depression.

Issues covered:

**Mental Health
Physical Fitness**

Length: 8:41

Wendy Wood, PhD, Provost Professor of Psychology and Business at the University of Southern California, author of *"Good Habits, Bad Habits: The Science of Making Positive Changes That Stick"*

This is about the time in the calendar that New Year's resolutions fail. Prof. Wood explained how people form habits, and what can be done with this knowledge to make positive change. She said willpower is usually not enough when someone is striving make a change in behavior. She also outlined the differences between habits, self-control and addictions.

Issues covered:
Personal Growth
Addictions

Length: 8:35

Date aired: 1/19/20 Time Aired: 6:30am

Erica Reischer, PhD, psychologist, parent educator, author of *"What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive"*

Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

Issues covered:
Parenting

Length: 7:51

Andrew Scott, Professor of Economics at the London Business School, Fellow at All Souls College, Oxford University and the Centre for Economic Policy Research, co-author of *"The 100-Year Life: Living and Working in an Age of Longevity"*

Many Americans have been raised on the traditional notion of a three-stage approach to life: education, followed by work and then retirement. However, Prof. Scott said this well-established pathway is already beginning to collapse: life expectancy is rising, pensions are vanishing, and increasing numbers of people are juggling multiple careers. He offered suggestions for how to better plan for a productive, longer life and retirement in today's rapidly-evolving economy.

Issues covered:
Retirement Planning
Senior Citizens

Length: 9:23

Date aired: 1/26/20 Time Aired: 6:30am

Donna Thomson, author of *"The Unexpected Journey of Caring: The Transformation from Loved One to Caregiver"*

It's estimated that 45 million Americans are currently providing unpaid care for a loved one. Ms. Thomson shared her own story as a longtime caregiver, and talked about the unexpected rewards and challenges that caregivers often find. She also explained why being part of a community of caregivers is vital to navigate the unpredictable terrain of care.

Issues covered:
Caregiving
Mental Health

Length: 9:20

Molly Carmel, licensed clinical social worker with a background in addiction and nutrition, Founder of The Beacon Program in New York City, co-author of *"Breaking Up with Sugar."*

Most health experts agree that sugar is bad for you. Ms. Carmel discussed the mental and physical dangers that come from an unhealthy relationship with sugar and flour, and why we can easily get hooked on them. She explained how processed food manufacturers design foods to be addictive.

Issues covered:

Length: 7:48

**Nutrition
Addiction
Consumer Matters**

Date aired: 2/2/20 Time Aired: 6:30am

Rachel Alinsky, MD., MPH, Pediatrician and Adolescent Medicine Fellow at the Johns Hopkins Children's Center

Dr. Alinsky led a recent study that found that less than a third of adolescents and young adults who experienced a nonfatal opioid overdose received appropriate follow-up addiction treatment to reduce the risk of a second overdose. She said youth are at a very high risk of another overdose in the first few months after the first one.

Issues covered:

Length: 9:20

**Drug Addiction
Public Health**

Monique Morrissey, Economist, Economic Policy Institute

Ms. Morrissey's organization is highly critical of the nation's policies for funding retirement. She led a study that found that only about 54% of Americans are saving for retirement. She explained why she believes that the shift from traditional pensions to 401(k)s has increased retirement inequality for U.S. families, based on their income, race, ethnicity, education, and marital status.

Issues covered:

Length: 7:48

**Retirement Planning
Minority Concerns
Government Policies**

Date aired: 2/9/20 Time Aired: 6:30am

Anthony O'Neal, author of *"Debt-Free Degree: The Step-by-Step Guide to Getting Your Kid Through College Without Student Loans"*

Mr. O'Neal discussed the huge negative impact that student debt has on today's college graduates. He outlined three main ways to graduate debt free: saving money, finding money via grants and scholarships, and working for money. He recommended that students apply for lesser-known small-dollar scholarships, before going after the large ones.

Issues covered:

Length: 9:02

**Education
Personal Finance**

Ada Calhoun, author of *"Why We Can't Sleep: Women's New Midlife Crisis"*

Ms. Calhoun talked about the new midlife crisis facing Gen X women, and how they arrived there. She said most women in their 40s and early 50s are exhausted, terrified about money, under-employed, and overwhelmed. She believes that instead of being heard, they have been told to lean in, take "me-time," or make a chore chart to get their lives and homes in order. She talked about some of the possible societal changes that may address the problem.

Issues covered:
Women's Issues
Mental Health
Gen X Concerns

Length: 8:03

Date aired: 2/16/20 Time Aired: 6:30am

Anna S. Mueller, PhD, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago

Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.

Issues covered:
Teen Suicide
Mental Health
Parenting

Length: 7:57

Shola Richards, author of *"Making Work Work: The Positivity Solution for Any Work Environment"*

A surprising number of Americans have experienced bullying on the job. Mr. Richards discussed the reasons that some people become bullies, and offered suggestions for how to deal with bullying in an effective and positive way. He said documenting dates, times and details of incivility are crucial, and that approaching the HR department with an issue is the best place to start.

Issues covered:
Bullying
Workplace Matters

Length: 9:21

Date aired: 2/23/20 Time Aired: 6:30am

Jillian Peterson, PhD, Assistant Professor of Criminology and Criminal Justice at Hamline University, Director of the Hamline Center for Justice and Law, co-founder of the Violence Project, a nonpartisan think tank dedicated to reducing violence in society

Prof. Peterson is the co-developer of a database that contains information about every mass shooter in the US since 1966. She said the database is the most comprehensive ever developed, designed to answer the "how" and "why" of mass shootings using data-driven research. She discussed the four most common characteristics of mass shooters. She also outlined the steps that she believes would be most effective to prevent mass shootings.

Issues covered:

Length: 9:02

**Mass Shootings
Criminal Justice
Mental Health**

Peter H. Diamandis, founder of more than 20 high-tech companies, Founder and Executive Chairman of the XPRIZE and Executive Founder of Singularity University, Co-Founder of Human Longevity, Inc, co-author of *"The Future Is Faster Than You Think: How Converging Technologies Are Transforming Business, Industries, and Our Lives"*

Technology is accelerating far more quickly than anyone could have imagined. Mr. Diamandis believes that over the next decade, the world will experience more upheaval and create more wealth than in the past hundred years. He cited examples of converging technologies which he expects to transform entertainment, education, healthcare, longevity, business and food.

Issues covered:
Consumer Matters
Technology

Length: 8:03

Date aired: 3/1/20 Time Aired: 6:30am

Sameer Hinduja, Ph.D., Professor in the School of Criminology and Criminal Justice within Florida Atlantic University's College for Design and Social Inquiry, Co-Director of the Cyberbullying Research Center

Teenagers in dating relationships today are constantly in touch via texting, social media and video chat. Prof. Hinduja led a study that examined "digital dating abuse," in which technology is used to repetitively harass, control or threaten a romantic partner. He found that more than 28% of teens who had been in a romantic relationship at some point in the previous year said they had been the victim of at least one form of digital dating abuse, and surprisingly, boys were more likely to experience it than girls.

Issues covered:
Dating Violence and Abuse
Teenager Concerns
Technology

Length: 8:37

Michael J. Tewes, PhD, Associate Professor of Hospitality Management at Penn State University

Prof. Tewes led a study that analyzed how a job candidate's social media posts affect decisions made by hiring managers. He said that 70% of employers reported looking at social media sites to help them evaluate potential employees, and 60% eliminated candidates on the basis of negative content. He found that posts that indicated self-absorption were the most damaging to a job hunter's prospects.

Issues covered:
Employment
Career

Length: 8:40

Date aired: 3/8/20 Time Aired: 6:30am

Kelly McGonigal, PhD, health psychologist, lecturer at Stanford University, author of *"The Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection, And Courage"*

People who are regularly active have a stronger sense of purpose, and they experience more gratitude, love, and hope. Dr. McGonigal shared stories of people who have found fulfillment and belonging through running, walking, dancing, swimming, weightlifting, and more. She said a gym workout or other intense exercise isn't necessary—it's just important to find an activity that is enjoyable.

Issues covered:
Mental Health
Physical Fitness
Aging

Length: 7:54

Mark McConville, PhD, family clinical psychologist in private practice in Cleveland, author of *"Failure to Launch: Why Your Twentysomething Hasn't Grown Up...and What to Do About It"*

A recent study shows that a third of today's 25 to 29 year-olds live with their parents—three times as many as in 1970. Dr. McConville said that many are struggling with three critical skills that are necessary to make the transition from childhood to adulthood: finding a sense of purpose, developing administrative responsibility, and cultivating interdependence. He explained why things have changed for this generation, and how parents can help.

Issues covered:
Parenting

Length: 9:22

Date aired: 3/15/20 Time Aired: 6:30am

Dan Heath, Senior Fellow at the Center for the Advancement of Social Entrepreneurship at Duke University, author of *"Upstream: The Quest to Solve Problems Before They Happen"*

Mr. Heath said far too many people stay "downstream," handling one problem after another, but they never make their way "upstream" to fix the systems that caused the problems. He cited several examples to illustrate why he believes that many crimes, chronic illnesses and customer complaints are often preventable.

Issues covered:
Workplace Matters
Education
Government

Length: 9:35

Hessam Sadatsafavi, PhD, Data Action Team Leader in the Department of Emergency Medicine at the University of Virginia Health System

Dr. Sadatsafavi led a recent study that found that properly designed and maintained outdoor green space has the potential to reduce violent crime and gun violence. He discussed the possible reasons that a community garden or small community park may keep people safe, decrease crime and promote better quality of life. He said the green space improvements are fairly inexpensive, particularly when done in the large scale of a major city.

Issues covered:

Length: 7:39

**Crime
City Planning
Environment**

Date aired: 3/22/20 Time Aired: 6:30am

Susan Tillery, CPA/PFS, Chair of the American Institute of CPA's Personal Financial Planning Executive Committee

A recent survey from the American Institute of CPAs found that, for older Americans, falling victim to fraud is more devastating emotionally than financially. Ms. Tillery discussed the most common forms of fraud targeting the elderly, and how friends and family members can help to protect them.

Issues covered:

Length: 9:27

**Crime
Elder Abuse
Retirement Planning
Aging**

Kasey Wallis, personal coach, co-author of "*Who You Are Being*"

A recent poll found that 22 percent of Americans feel angry a lot, up from 17 percent the previous year. Ms. Wallis talked about the reasons behind this trend, and why different people react differently to anger. She outlined several ways to diffuse the problem, including focused breathing. She also discussed ways that parents can teach their children how to deal with anger in a healthy way.

Issues covered:

Length: 7:48

**Mental Health
Media
Parenting**

Date aired: 3/29/20 Time Aired: 6:30am

Dani Babb, PhD, MBA, online education expert, founder and CEO of the Babb Group, which specializes in curriculum development and faculty training and services

Ms. Babb discussed what is working well for schools, what is not working, and how education delivery will be forever changed by Covid-19. She talked about the specific technical issues and other unexpected changes facing many schools that have scrambled to move classes online. She said the graduating class of 2020 will likely end up having "virtual" graduation ceremonies.

Issues covered:

Length: 9:18

Education
Coronavirus
Technology

Gail Heyman, PhD, Professor of Psychology, University of California, San Diego

Dr. Heyman led a study that sought to find ways to reduce racial bias in children. She noted that racial bias can be measured in children as young as age 3. She said the key to her research was in repetitively teaching kids to identify people of another race as individuals. She hopes to develop a consumer-friendly version of her findings for eventual use in schools and at home.

Issues covered:

Length: 7:48

Racial Bias
Diversity
Parenting

Talkback with Danny Highsmith

Guest: Alex Baker, Community Relations Specialist, Fayetteville City Economic & Community Development

Topic: Operations of Economic & Community Development office

Total time: 28:18

Air Date: Sunday, January 5, 2020 @ 6:00am

Discussion included:

...How did you become involved in this type work?

...Describe the mission of the Economic and Community Development Department?

...What is your job in the department?

...Do you work with the FAEDC?

...How does the general public relate to your office? Can they reach out to you for help with loans, assistance, etc.?

Issues discussed:

1. Assistance to non-profits
2. Poverty
3. Education
4. Life skills

Talkback with Danny Highsmith

Guests: Mayor Jackie Warner (Hope Mills); Christine Michael, CEO, Greater Fayetteville Chamber

Topic: 4th Annual Building Business Rally

Total time: 27:40

Air Date: Sunday, January 12, 2020 @ 6:00am

Discussion included:

...What is it?

...When? Where? Time?

...Describe what happens at this event?

...What precipitated the beginning of this 4 years ago?

...Who is invited? Cost involved?

...What results do you hope for?

Issues discussed:

1. Small business
2. Business assistance
3. Business networking

Talkback with Danny Highsmith

Guest: Ron Gunter, CEO, Fayetteville Area Habitat for Humanity

Topic: Habitat for Humanity

Total time: 28:52

Air Date: Sunday, January 19, 2020 @ 6:00am

Discussion included:

...How was Habitat for Humanity founded?

...How long has this organization been in Fayetteville?

...How did you get involved?

...Your background?

...How many Habitat homes have been built in Fayetteville?

...What does a family have to do to qualify for a Habitat home?

...You also have been working in restoring homes damaged by our two most recent hurricanes?

...Your goal of home to build in 2020?

...How much area does Fayetteville Area Habitat for Humanity cover?

...How are you funded?

...You use many volunteers? Explain.

Issues discussed:

1. Home ownership
2. Financing
3. Volunteerism
4. Sweat equity

Talkback with Danny Highsmith

Guest: John Bigger, Corporate Director of Behavioral Health at CFVHS

Topic: "Holiday Blues", workings of Behavioral Health, etc.

Total time: 27:03

Air Date: Sunday, January 26, 2019 @ 6:00am

Discussion included:

...What encompasses Behavioral Health?

...What services are offered at CFVHS?

...What is the Cohen Clinic? Whom do they serve?

...Discuss "Holiday Blues?" Why do some get blue around holidays and what kind of help can they get?

...Talk a little about the Sleep Center?

...Any of the expansion at CFVHS going to impact Behavioral Health area?

Issues discussed:

1. Mental Health
2. Sleep Health

Talkback with Paul Johnson

Guests: Dr. Brian King, Psychologist; and Comedian, Clem "Cuban" Balestea, 82nd Airborne, Retired member

Airdate: Sunday, February 2, 2020 @ 6:00

Topic: Humorous Ways of Dealing With Life's Stressors

Discussion included:

Finding humorous ways of dealing with life's stressors (large and small) equipped the stressed individual with powerful coping mechanisms and techniques allowing the stressed moments to pass more quickly and command less energy and pre-occupation.

Dr. Brian King and guest, Clem, offered anecdotes and self-discovery revelations to back up their claims. Dr. King also told the story of how he came to integrate humor into his psychology practice, originating as an accidental coincidence that proved very effective.

Clem Balestea had used Dr. King's techniques with positive results.

Issue discussed:

Coping With Stress

Talkback with Danny Highsmith

Guests: Armed Forces YMCA (Jack Clevesy & Michelle Baumgarten)

Topic: Armed Forces YMCA

Total time: 27:06

Air Date: Sunday, February 9, 2020 @ 6:00am

Discussion included:

...Tell us about the Armed Services YMCA?

...How are you funded?

...You have offices on Ft. Bragg?

...How did each of you become involved?

...Let's talk about some of your programs:

- Before and after school care
- Operation Little Learners
- Operation Hero
- Children's Waiting Room
- Operation Kid Comfort
- Food Pantry
- Bragg Worthy Gowns

...Who is eligible to take advantage of what Armed Services YMCA offers?

...Are you affiliated with the local YMCA?

...Do you need volunteers? How would an interested person reach you?

Issues discussed:

1. Child care
2. Education
3. Food for hungry

Talkback with Danny Highsmith

Guest: Phillip Harris, Ex. Director, Sandhills Chapter American Red Cross

Topic: Need for blood; fire alarm installation & other Red Cross initiatives

Total time: 28:05

Air Date: Sunday, February 16, 2020 @ 6:00am

Discussion included:

- ...Need for blood for cancer patients and others
- ...Home fire alarms and saving lives
- ...Red Cross work with various disasters
- ...Close working relationship with Military
- ...Lifesaving classes offered
- ...Volunteers make the Red Cross very effective

Issues discussed:

1. Blood donations
2. Home fire alarms
3. Volunteerism
4. Saving lives through classes

Talkback with Danny Highsmith

Guests: Lynne O'Quinn, Founder, His Outreach Worldwide; Brian Armstrong, Founder, His Bread of Life foodbank.

Topic: Mission of His Outreach Worldwide and His Bread of Life foodbank

Total time: 20:00 (approximate)

Sunday, February 23, 2020 @ 6:00am

Discussion included:

...How did "His Outreach Worldwide" begin?

...In how many countries outside of the USA do you operate?

...Brian, tell us about "His Bread of Life"; what is your mission?

...Where do you obtain the food? Where does the money come from?

...Big fundraiser is a 5K race. Tell us details about this?

...Lynne, you are also an author and songwriter? Explain?

...You travel into other countries where folks of the Christian faith are not welcome. Have you encountered any problems? How about language issues?

Issues discussed:

1. Hunger
2. Faith
3. Education
4. Children

Talkback with Danny Highsmith

Guest: Robert Relyea, Cumberland County DSS

Topic: March to Work Job Fair

Total time: 27:46

Air Date: Sunday, March 1, 2020 @ 6:00am

Discussion included:

- ...When, Where will Job Fair take place?
- ...What can attendees expect?
- ...How many of these has DSS had through the years?
- ...Unemployment rate is low at the present time; how will this affect the job fair?
- ...What should job seekers do, if anything, to prepare for job fair?
- ...How would you suggest job seekers...dress? Their demeanor? Their personality? Other?
- ...How many firms will be on hand to greet those looking for a job?
- ...Suppose a job seeker does not have transportation to the job fair?
- ...What kind of jobs will be offered?
- ...What is your regular job at DSS when you're not planning a job fair?
- ...This year you have something special for the Veteran?
- ...How about the Internet café?

Issues discussed:

1. Employment
2. Personal presentation

Talkback with Danny Highsmith

Guest: Ms. Amy Woodard, BSN, RN, CNN, CCTC, Living Donor Coordinator, Kidney Transplant Department, UNC Health

Topic: Kidney transplants and kidney disease

Total time: 28:27

Air Date: Sunday, March 8, 2020 @ 6:00am

Discussion Included:

- ...Tell us how you became involved with the UNC Center for Transplant care?
- ...I see from your business card that you are not only a Registered Nurse, but also have other degrees and certifications.
- ...What normally happens when a person is diagnosed with kidney disease? I assume every person does not need a kidney transplant?
- ...If a physician or tests determine a new kidney is needed, how do you become involved?
- ...Approximately how long, on average, does it take for a patient to receive a kidney?
- ...Explain what dialysis is?
- ...What do you look for in a prospective donor?
- ...If a donor is a match & decides to donate a kidney, what occurs between the time the donor makes the decision & when the kidney is donated?
- ...Can you describe the average recovery time for a kidney donor?
- ...Let's talk about the recipient. What is the usual recovery time for the one receiving the Kidney?
- ...Approximately how many kidney transplants are done each year at UNC Hospital?
- ...The donor not only is giving a kidney, but in most cases, he/she is giving the gift of life?
- ...I realize you work with the kidney area in the hospital but there are other organs that can and are transplanted at UNC Hospital? Can you tell us what other transplants are done at UNC Hospital?
- ...Is there any way to determine just how big a need there is for kidney donations in NC?
- ...Does your hospital work with other hospitals within North Carolina and in other states?

Issues Discussed

1. Kidney transplants
2. General health

Talkback with Danny Highsmith

Guests: Dr. Drew Ziegler & Dr. Mark Kline of Methodist University

Topic: General Shelton Leadership Camp

Total time: 29:00

Air Date: Sunday, March 15, 2020 @6:00am

Discussion included:

- ...Tell us about the General Shelton Leadership Camp? Anything new this year?
- ...Purpose of camp? Why would a parent want their child to attend? This camp for boys & girls?
- ...Why did MU become involved in this camp?
- ...Who can participate? Criteria for admission to camp?
- ...Cost? Are scholarships available?
- ...How many campers? Who are the camp leaders and instructors?
- ...Describe a typical day in the life of a camper?
- ...How does this camp differ from other summer camps?
- ...This a day camp or do campers spend the night?
- ...What values are emphasized at the camp?

Issues discussed:

1. Leadership
2. Ethics
3. Responsibility

TALKBACK (hosted by Paul Johnson on Sundays 3/22/2020 and 3/29/2020)

3/22/2020 TALKBACK (WFLB & WZFX-HD2) Guests: Brandon Plotnick, Gunner Jackson

BRANDON PLOTNICK, DIGITAL PROGRAM DIRECTOR OF THE FAYETTEVILLE STATION CLUSTER, WITH A DIGEST OF NEWS, DIRECTIVES, RECOMMENDATIONS AND CONSENSUS BEST PRACTICES FOR AREA RESIDENTS, ESPECIALLY THE VULNERABLE POPULATIONS OF SENIORS AND HEALTH-COMPROMISED AND CHALLENGED INDIVIDUALS, ON "THRIVING WELL AND GETTING BY AND MERELY COPING IN THE CURRENT COVID-19 PANDEMIC." BRANDON ALSO BROUGHT FORWARD THE BEASLEY STATIONS' IN FAYETTEVILLE'S WEB EFFORT TO KEEP THE LATEST TRUSTWORTHY INFORMATION UP-TO-DATE 24/7 FOR THE DURATION OF THE PANDEMIC. HE ALSO PROMOTED THE AVAILABILITY OF A DAILY EMAIL NEWSLETTER BY OPTING IN (FROM THE WEBSITE) TO RECEIVE IT. (15 MINUTES.)

GUNNER JACKSON, NEW FAYETTEVILLE RESIDENT AND NEW PROGRAM DIRECTOR AND MORNING TALENT ON WFLB DISCUSSED WITH PAUL JOHNSON, MORNING HOST ON WZFX-HD2 ("Sunny 94.3") THE WAYS OUR LISTENERS APPEARED TO BE REACTING TO THE HYGENIC REQUIREMENTS, SOCIAL DISTANCE ADVICE AND GROUP-SIZE LIMITS BROUGHT ON BY THE CORONA VIRUS PANDEMIC IN THE FIRST 10 DAYS OF THE CRISIS. GUNNER'S LISTENERS (80'S MUSIC AND BEYOND (VERY FEW 70'S SONGS) WITH A SLIGHT BIT MORE "ROCK AND FIRE" ATTITUDE AND PRESENCE – GENERALLY 10-15 YEARS YOUNGER THAN PAUL'S STATION (SUNNY IS A 70'S-80'S POP-LEANING MUSICAL SPLIT WITH A COZIER, MORE LAID-BACK DELIVERY AIMED AT AN AUDIENCE DESIRING A MORE RELAXED SOUND). COMPARATIVELY, GUNNER NOTED HIS AUDIENCE HAD LIMITED PATIENCE FOR THE STRICT GUIDLEINS AT THIS POINT, FEELING SEQUESTERED BY THEM. PAUL'S TAKE ON HIS AUDIENCE WAS THAT HIS CROWD SEEMED MORE ACCEPTING OF THE "NEW NORMAL" ALTHOUGH IT WAS BEGINNING TO GET FATIGUING ALREADY. BOTH GUNNER AND PAUL AGREED WE'RE JUST GETTING STARTED. BOTH AGREED IT WOULD TAKE PERSUASION TOWARD FOLLOWING THE GUIDLEIN'S OVER TIME TO MAKE BOTH AUDIENCE COMFORTABLE WITH THEM...OR AS COMFORTABLE AS THEY WOULD EVER APPEAR TO BE. (15 MINUTES)

3/29/2020 TALKBACK (WKML, WFLB & WZFX-HD2) Paul Johnson hosted

Guests: Dr. Jennifer Green, United Way Executive Director Robert Hines, Fayetteville Mayor Mitch Colvin, Beasley Media Group Regional VP Danny Highsmith

DR. JENNIFER GREEN, CUMBERLAND COUNTY PUBLIC HEALTH DIRECTOR, ON THE VERY LATEST STATUS OF DIAGNOSED CASES IN THE COUNTY, BEST PRACTICES TO AVOID SPREAD AND KEEP HEALTHY, TESTING GUIDELINES WITH THE COUNTY AND HER OUTLOOK ON THE PROGNOSIS FOR CUMBERLAND COUNTY. VERY INFORMATIVE AND OBJECTIVE VIEW – FUNDAMENTALLY SAYING HOW WELL WE, AS A PUBLIC, FOLLOW THE CDC AND STATE GUIDELINES, WILL LARGELY DETERMINE OUR OUTCOME. (15 MINUTES)

ROBERT HINES, EXEC. DIRECTOR OF CUMBERLAND COUNTY UNITED WAY, ABOUT THE UNITED WAY'S ROLE IN IMPARTING AND DISTRIBUTING STATE-APPROVED INFORMATION AND POLICIES SURROUNDING COVID-19 PROCEDURES VIA THE UNITED WAY'S 2-1-1 DIAL UP INFORMATION SERVICE. ALSO, THE ABILITY TO SIGN UP FOR THE TEXT SERVICE ORIGINATED BY 2-1-1 TO DISTRIBUTE (PUSH TEXTS) OF THE NEWEST OFFICIAL INFORMATION AS IT IS RELEASED BY TEXTING 'COVIDNC' TO 898211. ROBERT HINES ALSO SOLICITED FOR DONATIONS TO CUMBERLAND COUNTY CITIZENS IN NEEDED. FUNDS DONATED TO UNITED WAY-CC WOULD ONLY BE DISTRIBUTED TO NEEDY PERSON IN CUMBERLAND COUNTY. (5 MINUTES).

MITCH COLVIN, MAYOR OF FAYETTEVILLE, ABOUT THE CITY'S COMPLIANCE WITH THE GOVERNOR'S STAY AT HOME ORDER. HE AGREES WITH THE GOVERNOR'S ORDER AND AT THIS POINT, SEES NO PURPOSE IN GOING ANY FARTHER REGULATION-WISE WITHIN THE CITY LIMITS. HE REITERATED THE CDC GUIDELINES, ASKING ALL CITIZENS TO COMPLY WITH HAND-WASHING WITH SOAP FOR 20 SECONDS, NO TOUCHING OF FACE, EYES OR MOUTH, MAINTAINING SOCIAL DISTANCE OF 6 FEET OR MORE, NO GROUPS OF 10 OR MORE PERSONS, COVERING YOUR COUGHS WITH A TISSUE OR, AT WORST YOUR ELBOW, AND CALL YOUR DOCTOR IF YOU FEEL ILL – DO NOT JUST ARRIVE IN A DOCTOR'S OFFICE, EMERGENCY ROOM OR PUBLIC PLACE, WHERE YOU COULD SPREAD YOUR ILLNESS TO OTHERS. (5 MINUTES).

DANNY HIGHSMITH, BEASLEY REGIONAL VP, ON HOW HIS FRIENDS, RELATIVES AND CONTACTS WERE GETTING BY IN THE CORONA VIRUS CRISIS. HE SAID PHONE CALLS, EMAILS AND TEXTS WERE REPLACING THE CONVERSTATIONS HE FORMERLY LIKED TO HAVE. HE WISHED HE COULD SIMPLY GO AROUND TO PLACES HE USED TO HANG OUT, LIKE A DINER, RESTAURANT OR GYM...BUT THAT HE AND HIS FRIENDS KNOW IT WON'T LAST FOREVER. IN THE MEANTIME HE JUST WANTS HIM AND HIS FAMILY AND FRIENDS TO TO STAY HEALTHY! (5 MINUTES)