

# **Stonecom Quarterly Issues Report**

For Third Quarter, 2023

July - September

As part of the company's on-going service to the community, Stonecom addressed these issues of significance to the Upper Cumberland during this quarter:

**Issue 1: Understanding Trauma**

Understanding Trauma. We go inside trauma and how it impacts each one of us. We explore trauma among children, PTSD and other forms of trauma. We also explore resources available in the Upper Cumberland to deal with trauma.

**Issue 2: Filling Emergency Jobs**

We look at the difficulty in filling emergency jobs across the Upper Cumberland. While COVID and the overall job situation plays a role, there is growing concern about hiring professionals in emergency roles. More money is being spent to increase salaries. We explore the various fields of emergency care in our region - and look at the jobs.

**Issue 3: Recreational Trends**

They are some of the hottest recreational and relaxation programs across America. We go inside these latest trends and explore how neighbors across the Upper Cumberland are enjoying these activities.

The stations sought out guests across our region to discuss these issues on our weekly public affairs program. "Today In The Upper Cumberland" airs each weekend:

Saturday at 6am on 96-9 Highway 111 Country (WUCH), at 7am on Rock 93-7 (WBXE), and 106-9 Kicks Country (WKXD), at 8am on Lite Rock 95.9 (WLQK), and 93-3 The Dawg (WKXD-HD2), at 10am on 101.9/AM 920 (WLIV).

Sunday at 5:30am on Sports Radio 104.7 (WKXD HD3), 7am on Rock 93-7 (WBXE) and on News Talk 94.1/AM 1600 (WUCT), at 12pm on News Talk 94.1/AM 1600 (WUCT), at 6pm on Lite Rock 95.9 (WLQK) and on 101.9/AM 920 (WLIV), at 7pm on 106-9 Kicks Country (WKXD) and 93-3 The Dawg (WKXD-HD2), at 9pm on 96-9 Highway 111 Country (WUCH)

In addition to these issues, Stonecom Cookeville offers more than 70 local news updates per day across its stations.

The stations air local community calendar announcements multiple times per day across all its stations. We also invite local community members to record public service announcements which air across multiple stations.

We also participate in the Tennessee Association Of Broadcasters Public Service Program.

Our stations serve the Upper Cumberland region of middle Tennessee:

WBXE 93-7 – Baxter

WKXD 106-9 – Monterey

WKXD HD-2/93.3 – Monterey

WKXD HD-3/104.7 - Monterey

WLIV 101.9/920 – Livingston

WLQK 95.9 – Livingston

WUCH 96.9 – Cookeville

WUCT 94.1/1600 -- Algood

**Issue 1:** Understanding Trauma. We go inside trauma and how it impacts each one of us. We explore trauma among children, PTSD and other forms of trauma. We also explore resources available in the Upper Cumberland to deal with trauma.

**Program Date:** July 1-2, 2023

**Program Guest:** TN Tech Professor Of Human Ecology Dr. Elizabeth Ramsey

### **Overview:**

A group of community leaders came together to form the Putnam County Resilience Coalition. Their goal is to raise awareness of trauma informed care in the community. How does that impact all of us, and what efforts are underway? Elizabeth Ramsey is an Assistant Professor of Human Ecology at Tennessee Tech.

### **Key Takeaways:**

- The importance of trauma informed care is essential to learn about because trauma is detrimental to the development of the brain, especially and most importantly in children. This was discovered in the 90s and jump started the research on the long-term effects that trauma has on the brain.
- Trauma doesn't just affect you mentally and emotionally, it can have a physical effect as well. The amygdala is like the fire alarm to your body. When children experience excessive trauma that part of their brain becomes enlarged. It can also affect the activity of their prefrontal cortex which allows us to self-regulate and make good decisions.
- People typically have a fight/flight/freeze response to trauma and/or triggers. With that being said, it's very important to respond in a positive way and not react. It's also important to pay attention to how you phrase what you're saying to someone who has just been triggered. Remember you want to attempt to deescalate, so rephrase when needed.
- Trauma informed care is meant to build resilience in children. Be there, listen, and support.
- With time, the body can actually repair the damage trauma has caused on the brain by receiving trauma-based care, and surrounding themselves with constant positivity in an attempt to strengthen resilience.

**Issue 1:** Understanding Trauma. We go inside trauma and how it impacts each one of us. We explore trauma among children, PTSD and other forms of trauma. We also explore resources available in the Upper Cumberland to deal with trauma.

**Program Date:** July 8-9, 2023

**Program Guest:** TN Tech Professor Of Human Ecology Dr. Elizabeth Ramsey (Part 2)

**Overview:**

Trauma informed care – it's all about recognizing the signs and symptoms of trauma in patients and families, and then realizing the impact that trauma can have on a person's life. We continue our exploration of trauma with Tennessee Tech's Dr. Elizabeth Ramsey.

**Key Takeaways:**

- Children that experience adverse events are quick to react due to the effect trauma has on their prefrontal cortex. Often times these children will develop triggers and have large reactions to small problems after said adverse event.
- It's been found that sensory activities are one of the biggest helpers in trauma-based care. These activities or methods can include weighted anxiety blankets, fidget toys, music, swinging, etc.
- When people have experience adverse events, they often don't have the ability to put their trauma into words, let alone pick up and keep moving. Some other methods of working through trauma can include drawing, singing, counseling, and sometimes if recommended, medication.
- Making yourself more knowledgeable on trauma-based care, and even considering training in that area, can strengthen your preventative skills and strategies. Doing this is taking a further step to creating a healthy functioning society.

**Issue 2:** Filing Emergency Jobs. We look at the difficulty in filling emergency jobs across the Upper Cumberland. While COVID and the overall job situation plays a role, there is growing concern about hiring professionals in emergency roles. More money is being spent to increase salaries. We explore the various fields of emergency care in our region -- and look at the jobs.

**Program Date:** July 15 - 16, 2023

**Program Guest:** Tommy Copeland Of Putnam County EMS; Jim Morgan Of Overton County EMS; Keith Bean Of Jackson County EMS

**Overview:** The Upper Cumberland's local EMS operations need you. There are real job opportunities with EMS currently all across the Upper Cumberland. Today, we explore EMS as a career. What is life like behind the doors of the ambulance service? Tommy Copeland directs the Putnam County EMS, Jim Morgan is Director of Overton County EMS, Keith Bean serves the residents of Jackson County.

**Key Takeaways:**

- EMS workers have a high adrenaline-based job. You never know what you are going to walk into, so you have to be quick to react, and calm in high pressure situations.
- Most EMS workers consider their work a lifestyle, not a job. You have to have a true passion for the work considering how demanding it can be.
- Recruiting EMS workers at the moment has proven to be difficult. At times, people stray away from EMS jobs because of the money. Rather than looking at the starting pay, you should look at the opportunity for growth after making a career.
- Medical technology continues to advance and so does training. Most everything can be recorded electronically in the truck and sent immediately to the hospital.

**Issue 3:** Recreational Trends. They are some of the hottest recreational and relaxation programs across America. We go inside these latest trends and explore how neighbors across the Upper Cumberland are enjoying these activities.

**Program Date:** July 22 - 23, 2023

**Program Guest:** Amanda Powell, Director Of iCube at Tennessee Tech

**Overview:** Technology always seems to bring out the best in those who like to predict. For example, virtual reality – which many predicted by this point would have completely taken over our lives. That has not been the case. So where does virtual reality stand? We turn to a local expert – Amanda Powell. She is Director of iCube at Tennessee Tech – an organization which uses virtual reality to help local businesses.

**Key Takeaways:**

- Virtual reality is an experience you get through a headset that takes you from one reality to another.
- Within the past five years VR has become lifelike and highly realistic.
- This is a great business to get into because of the constantly developing and improving technology. It's a highly competitive and controversial experience.
- Training is important for virtual reality. At iCube they create small realities, not as big as video games, but they are able to take your ideas/imagination and bring it to life.
- They are able to program, customize, and create a VR experience directed towards the clients needs.
- VR has been used for therapy, recreational fun, and business within the past few years. This is something everyone is capable of doing.

**Issue 2:** Filing Emergency Jobs. We look at the difficulty in filling emergency jobs across the Upper Cumberland. While COVID and the overall job situation plays a role, there is growing concern about hiring professionals in emergency roles. More money is being spent to increase salaries. We explore the various fields of emergency care in our region -- and look at the jobs.

**Program Date:** July 29-30, 2023

**Program Guest:** Putnam County Sheriff Eddie Farris and Livingston Police Chief Ray Smith

**Overview:** A major raise this year from the City of Cookeville, and a major upgrade to starting salaries in an attempt to help with law enforcement recruitment. Putnam County getting set to hire dozens for the Justice Center expansion, and that's just in one county. All across the Upper Cumberland, the need for law enforcement is real, and county and city officials are doing what they can to try to get those people on board. Today we go inside the challenges of law enforcement circa 2023 with Livingston Police Chief Ray Smith, and Putnam County Sheriff Eddie Farris.

**Key Takeaways:**

- The sheriff's office takes up 31,000 calls a day.
- They train, work hard, and live to serve the community.
- Police officers never know what event is going to happen, or how dangerous a simple traffic stop could end up going.
- Safety is essential, that's why the training process is so vigorous and is taken extremely seriously, considering a lot of situations could be life or death.
- It's more difficult to recruit people now adays. It's hard to find people with a passion for police work, but not hard to find people who want to work in the jail.
- They are about to hire a lot of people because the new Putnam County Jail will be opening creating a lot of job opportunities for the citizens of the Upper Cumberland.



**Issue 2:** Filing Emergency Jobs. We look at the difficulty in filling emergency jobs across the Upper Cumberland. While COVID and the overall job situation plays a role, there is growing concern about hiring professionals in emergency roles. More money is being spent to increase salaries. We explore the various fields of emergency care in our region -- and look at the jobs.

**Program Date:** August 5-6, 2023

**Program Guest:** Putnam County Sheriff Eddie Farris and Livingston Police Chief Ray Smith

**Overview:** This week, Putnam County Commissioners approved 92 new employees as part of the 2023-2024 fiscal year budget. The biggest part of those new staffers will come in the expanded Putnam County Justice Center set to be completed next Spring. The budget also includes additional pay for many of the new hires, and a quicker timeline to get to maximum pay. Putnam County Sheriff Eddie Farris says the extra money will help with recruiting, but it's just one part of the challenge right now to get people to enter law enforcement, and to stay there. We continue discussion with Eddie Farris, and Livingston Police Chief Ray Smith.

**Key Takeaways:**

- The average PCRS retirement worker is 14 years. Typically needing 30 years in a standard job, so that shows a lot of turn overs.
- The Police academy numbers are abundant because of the money being put into the program by the Putnam County community and all of their sponsors.
- Money plays a part in training and retention.
- Typically crime knows no boundaries, but the Upper Cumberland does a great job as a community helping each other.

**Issue 3:** Recreational Trends. They are some of the hottest recreational and relaxation programs across America. We go inside these latest trends and explore how neighbors across the Upper Cumberland are enjoying these activities.

**Program Date:** August 19-20, 2023

**Program Guest:** Corrin Sergio and Hannah Price

**Overview:** It is believed to have originated in ancient India some 5,000 years ago. Today, it's one of the hottest trends in America. It is yoga. More and more Americans are trying the ancient practice that provides spiritual, mental, and physical wellness. Today we go inside yoga with Corrin Sergio and Hannah Price.

**Key Takeaways:**

- Yoga exercises the physical, mental, and emotional aspects of oneself. Although physicality being the lesser, it encourages mental and emotional healing through relaxation and breathwork. This practice is a mind/body connection.
- Breath leads the practice of yoga; it is the most essential part of the activity. Most adults do not breathe correctly, taking their breaths through the rib cage or chest, which makes for a much shallower breath. This incorrect form of breathing can cause a lack of oxygen to the body and brain, making you feel tired or restless.
- Yoga encourages you to breathe the correct way, which is from the belly. This allows for a deeper breath, a larger oxygen intake, and encourages your nervous system to calm down. Yoga can actually provide a feeling of euphoria after breathing properly for 60 minutes.
- This practice originated from India, being an activity only men were allowed to participate in. However, in this new age, even though men still partake in yoga, the practice is dominated by women.
- Bhakti, the name of the yoga studio in Sparta, means love. Insinuating that yoga is all about self-care and self-love.

**Issue 1:** Understanding Trauma. We go inside trauma and how it impacts each one of us. We explore trauma among children, PTSD and other forms of trauma. We also explore resources available in the Upper Cumberland to deal with trauma.

**Program Date:** August 26-27, 2023

**Program Guest:** TTU Lecturer Dr. Mark Warnick

**Overview:** When Governor Lee called a special session of the state legislature that began this week, the idea was it would be meaningful work to try to deal with gun violence. That certainly has not happened yet further illustrating just how difficult it is to find consensus on the issue. A local expert says, for that reason and others, it's up to each one of us to get involved and change the narrative. Dr. Mark Warnick is a lecturer at Tennessee Tech.

**Key Takeaways:**

- Guns are the main issue when it comes to threats to public safety.
- FFL dealers have the right to deny a buyer a weapon, however often in times, mental illnesses are overlooked and weapons are sold to dangerous people.
- We should be preventing mass shootings and gun violence, rather than responding. Prevent not respond is Dr. Mark Warnick's main point in his book Preventing Mass Violence: A Community Approach.
- Gun violence isn't solely a government problem, it's a community problem. We as a community should come together to educate each other on the importance of recognizing abnormal behavior in our peers.
- There are now classes, that Dr. Mark Warnick teaches which includes: situational awareness, how to report crimes, how to understand the mentality of a public aggressor, basic life support, and a few others that focus on public safety.

**Issue 3:** Recreational Trends. They are some of the hottest recreational and relaxation programs across America. We go inside these latest trends and explore how neighbors across the Upper Cumberland are enjoying these activities.

**Program Date:** September 3-4, 2023

**Program Guest:** Chuck Black and Harry Smith

**Overview:** Over the last 3 years, participation in pickleball has grown an average of 158%. It is the fastest growing sport in America, and it's all ages involved. Pickleball is hot right here in the Upper Cumberland as well as we discover with Chuck Black and Harry Smith. They are the Pickleball Ambassadors for Putnam, Cumberland, and White Counties.

**Key Takeaways:**

- Pickleball is the fastest growing sport in the world at the moment. Within the last 3 years, there has been a 520% increase in players.
- Pickleball is easy on your joints, and is a multigenerational sport.
- Why is it called pickleball? The people who started pickleball had a dog named pickles. It was also named after pickle-boats they had for rowing in Seattle which is where it originated in 1964.
- Pickleball is a cross between ping pong, tennis, and badminton.
- The racquet will look like an oversized ping pong paddle. You play to 11 and have to win by 2. You can only score if you serve.
- The kitchen zone or the non-volley zone allows for fair play within all ages.

**Issue 2:** Filing Emergency Jobs. We look at the difficulty in filling emergency jobs across the Upper Cumberland. While COVID and the overall job situation plays a role, there is growing concern about hiring professionals in emergency roles. More money is being spent to increase salaries. We explore the various fields of emergency care in our region -- and look at the jobs.

**Program Date:** September 9-10, 2023

**Program Guest:** Cookeville Fire Chief Benton Young And Putnam Co Fire Chief Tom Brown

**Overview:** More firefighters needed. Bigger budgets needed. Staff shortages increasing. Public safety at risk. All it takes is a Google search of the national firefighting situation to understand it's becoming more and more difficult to get people involved in firefighting. What about here at home? We put that question to Cookeville Fire Chief Benton Young, and Putnam County Fire Chief Tom Brown.

**Key Takeaways:**

- Being a firefighter is an adrenaline-based job and can cause stress due to the possibility of severe events happening. But the reward and the give back to the community is greater.
- PTSD is a common issue within the fire service, so counseling is offered after every major event, as well as a debrief session.
- The majority of calls firemen receive are medical.
- Building standards and public education improving lowers the risk for fires.
- The city will install smoke detectors for free within homes, businesses, or schools for free.
- Nationwide 70% of firefighters are volunteers. They go through 100 hours of training just within the first year. They are several physical and mental tests that they have to pass.

**Issue 1:** Understanding Trauma. We go inside trauma and how it impacts each one of us. We explore trauma among children, PTSD and other forms of trauma. We also explore resources available in the Upper Cumberland to deal with trauma.

**Program Date:** September 16-17, 2023

**Program Guest:** Melissa Spaulding And Susan Freitag (FRY), Grove Healing Collective

**Overview:** We understand more today about the impact of trauma than ever before. It makes counselors like Melissa Spaulding and Susan Freitag even more important – they help us deal with these issues that impact our lives. Today, we go inside the world of counseling, and help understand each of us how trauma may impact our lives.

**Key Takeaways:**

- Trauma looks different for everyone. You can have what they call Big T and Little t trauma.
- Trauma affects the brain chemically and developmentally.
- Chronic trauma can leave people in fight or flight mode for extensive lengths of time.
- Even when a person is internally feeling triggered, it's quite common for them to not be aware that's why they are feeling that way.
- Children typically can't articulate their trauma, but you can see it in their play, behaviors, and sleep.
- Asking how are you feeling vs what are you thinking is drastically different. Often times people with trauma don't know how they are feeling, but more times they can tell you what they're thinking.
- As time goes on statistics are going up on the amount of people that actually seek out counseling.
- EMDR is a common approach in diagnosing trauma. It stands for eye movement sensitization and reprocessing and allows the therapist to help pinpoint where their trauma is stemming from.