

Quarterly Issues & Programs Report

WZFX-FM/HD-1

Whiteville-Fayetteville, NC

1st Quarter

JAN—FEB—MAR 2024

Prepared by: Ronnie Glover

WZFX-FM / HD-1

ISSUE/PROGRAM SUMMARY

2024

JAN-FEB-MAR

Radio station WZFX-FM, Whiteville-Fayetteville, NC identified these issues of concern in the community to be addressed from January through March 2024. These items were identified during on-going surveys and interviews conducted by the staff with community leaders.

- Worship Service
- Career Fair
- Education
- Black History
- Inheritance
- Art
- Law Enforcement
- Healthcare
- Youth Athletics
- Domestic Violence
- Public Relations

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

Daily Newscasts

Weekly Long-form Public Affairs Programs

Live Broadcasts from Community Events



The Bigger Picture

Airdate: 01-07-2024

Time: 5:00A -6:00AM

Length: 30 Minutes

Guest: Sharon Thompson-Journigan

Title: Pastor: Integrity Ministries Global Church, Inc

Topic: 31st annual MLK Worship service

Discussion

When Sunday, January 14, 2024, Lewis Chapel MBC/5 pm

Host pastor Dr. Chrisopher Stackhouse

Guest Preacher; Dr. Lindsay Whitley Ast. Superintendent of CCS
What 31st Annual MLK Brunch

When: Monday, January 15th at 10 am

Where: Crown Expo

Guest speaker; Rev. Pia Jessup

Simon Temple, Lewis Chapel, Crown, Manna Church

After Brunch our youth extravaganza! MLK talent showcase.

Kevin Brooks from the Group Theory will talk about this.

Issues

*Establish time for Education, Students, Teachers, and parents. Building Strong Character-
Building Strong Minds.*



The Bigger Picture

Airdate: 01-07-2024

Time: 6:00A -7:00AM

Length: 30 Minutes

Guest: David Kilpatrick

Title: Human Resources Employment Consultant

Topic: Cumberland County Upcoming Career Fair

Discussion

1. Two-day career event on a Friday and Saturday so everyone has a chance to come check it out
2. Open to the public – everyone seeking a career with Cumberland County is welcome.
3. Compensation Study – recently the county completed a Classification and Compensation Study to adjust our salaries and bring them more in line with similar areas.
4. Community Interview closet – for those in need of clothing to wear to an interview.
5. Resume writing assistance – we will have staff available to assist with resumes.
6. Kid-Friendly event – we wanted this event to be open for everyone, so if you can't find someone to watch the kiddos.... Bring them.
7. Mock interviews and On-Site Interviews – Do you lock up in a job interview/we will have staff available to help with interview practice.
8. Professional Headshots – spruce up your LinkedIn or any other part of a professional environment with a professional headshot.
9. Talk to and check out job openings by directly interacting with any of our departments, and learn more about how that department supports the Cumberland County Community
10. If you are military and getting out, come check out the career fair to see if working for Cumberland County is your next step in your career path.

Issues

Upcoming Career Fair



The Bigger Picture

Air Date: 01-14-2024

Time: 5:00a-7:00a

Length: 60 Minutes

Guest: Amy Navejas

Title: Executive Director

Topics: *North Carolina Down Syndrome Alliance*

Discussion

The Mission of NCDSA is to empower, connect, and support the lifespan of individuals with Down syndrome, their families, and the community through outreach, advocacy, and education in North Carolina.

- To better educate the public in North Carolina about the possibilities and potential of all people with Down syndrome throughout their lifetime.
- To educate our stakeholders through information and resources related to Down syndrome including best evidence-based practices in North Carolina.
- To enable networking, social/friendship opportunities, and direct support for all people with Down syndrome and their families throughout North Carolina.
- To advocate that all individuals with Down syndrome in North Carolina have a high-quality education, which includes transition planning and life-long learning.
- To empower all people with Down syndrome to become effective self-advocates.
- To advocate for improved systemic change and policy in issues such as community inclusion and employment for adults with Down syndrome.
- To ensure that expectant and new families receive accurate and up-to-date information and desired support.
- To advocate for all individuals with Down syndrome to have access to high-quality medical services and research.
- To ensure that all babies born with Down syndrome in North Carolina receive a joyous welcome.

Issues

North Carolina Down Syndrome Alliance is an effective, compassionate, and comprehensive resource on Down syndrome throughout North Carolina. NCDSA envisions a culture in which all people with Down syndrome are empowered to achieve their full potential and live healthy, productive lives as valued citizens within the fabric of society.



The Bigger Picture

Airdate : 01-21-2024

Time: 5:00a-7:00a

Length:60 Minutes

Guest: Billy West

Title: Cumberland County District Attorney

Topic: Expungement

Discussion

Who qualifies to get their records expunged?

This clinic is for people who have charges and convictions levied in Cumberland County for violations of North Carolina laws. It does not apply to charges from anywhere else in North Carolina, from any other state, or to federal charges.

More specifically, the clinic is for any of these situations:

- A case for which you were found not guilty.
- Certain cases in which the charges were dismissed.
- One non-violent felony conviction from more than 10 years ago.
- Multiple non-violent misdemeanor convictions from more than seven years ago.
- Non-violent convictions for crimes committed when you were under 18 years old.

Who will help you with the expungement?

If you qualify, volunteer lawyers, as well as lawyers from the Cumberland County Public Defender Office and Legal Aid of North Carolina will help participants fill out the paperwork, and the Cumberland County Clerk of Court will help them file the paperwork.

Does it cost anything?

This service is being done for free — court filing fees are being waived and the lawyers are not charging for their time.

Want more information?

If you have further questions, contact the Cumberland County District Attorney's Office at 910-475-3010 or Cumberland.DAExpungements@nccourts.org.

Issues

Expungement



The Bigger Picture

Airdate: 01-28-2024

Time: 5:00A-5:30A

Length: 15 Minutes

Guest: Collyn Strother

Title: Exhibition Curator

Topic: Arts Council of Fayetteville presents Our People Black Influence in Contemporary Culture

Discussion

Exhibition Description

The Arts Council of Fayetteville | Cumberland County presents "Our People: The Black Influence in Contemporary Culture," a national juried exhibition from January 26, 2024, to March 2nd, 2024. This showcase celebrates the profound impact of Black individuals on our modern cultural canvas, recognizing the essential role of Black culture in shaping our diverse and rich contemporary world. Through a diverse array of artistic mediums and perspectives, well-versed artists explore themes of resilience, creativity, and pop culture, offering a compelling narrative of the enduring spirit and contributions of the Black community. "Our People" is an inspiring invitation to engage with the vibrant legacy of Black individuals, fostering a deeper understanding of the popular culture that exists due to and has been enriched by the ongoing influence of Black culture on our contemporary society.

Curator Statement

Exhibition Curator Collyn Strother, a Creative Director and visual artist, worked alongside jurors Brandon Dean Johnson, Bryane Broadie, and Makayla Binter to carefully select the works for this Black History Month Exhibition. The display features fifty-one artists presenting over 60+ artworks, offering a diverse array of accomplished individuals. These artists have gained national recognition not only for their artistic capabilities but also for their forward-thinking contributions to the arts. The exhibition is a celebration of their talent and the meaningful impact they've made in the artistic landscape.

Issues

The Arts Council of Fayetteville | Cumberland County connects our communities, embraces diversity, promotes individual creativity, advances economic development, and fosters lifelong learning through the arts.



The Bigger Picture

Airdate: 01-28-2024

Time: 5:30A-6:00A

Length: 15 Minutes

Guest: Stephanie Fuller

Title: MD, Attending Surgeon, Children's Hospital of Philadelphia

Topic: INNOVATIONS IN CARDIAC CARE CAN SAVE AND IMPROVE THE LIVES OF CHILDREN WITH HEART DISEASE WORLDWIDE

Discussion

Did You Know?

- Congenital heart disease (CHD) affects 1 in 120 babies born in the United States, making heart defects the most common birth defects.
- About 25% of babies with CHD have a critical form and generally need an intervention during their first year of life.
- The Cardiac Center at Children's Hospital of Philadelphia team performs more than 950 pediatric heart surgeries a year, including open heart and closed heart procedures, and heart transplants.
- Thanks to research and innovative treatments, more than 97% of children born with CHD are expected to reach adulthood.

Suggested Questions:

- How many babies each year are born with congenital heart disease? Do we know why?
- How are heart defects diagnosed and treated?
- What is the expected long-term outcome for babies/children who undergo a cardiac intervention?
- What options are available to children who experience heart failure and what is the future for treatment and interventions?
- Where can we go to learn more?

Issues

The birth of a child is a joyous occasion for an entire family. But for the families of the more than 40,000 American babies born each year with congenital heart disease (CHD), it can also bring fear and uncertainty. There are multiple types of congenital heart disease and families affected by a CHD diagnosis, and may not be fully aware of the various treatments and innovations in pediatric cardiac care.



Bigger Picture

Air Date: 01-28-2024

Time: 6:00a-7:00a

Length: 30 Minutes

Guest: Lisa Hughes, MSW, CDP, CMDCP

Title: Executive Director

Topics: Council on Older Adults

Discussion

Tell me about the volunteer opportunities available at the Council on Older Adults Volunteers **with the Home Delivered Meals program (delivering meals or at the sites), Telephone Reassurance, Senior Companion, SHIP; application and background check for some volunteers... give a call to speak with the program manager for more details**

How can someone connect with the Council on Older Adults? **Call 910-484-0111 or go to www.ccccooa.org**

What is the mission of the Council on Older Adults? **Assist older adults in maintaining their independence with dignity within the community by providing various home and community-based support services**

Who do you serve? **Seniors 60 years of age and older who live in Cumberland County**

What services do you provide? **I&A, SNP, HIS, IAS, SCP, TR, ADRD (memory screenings, dementia education, Music and Memory at Home kits for people living with dementia who still live at home), SHIP (no Open Enrollment details until later)**

Do you also provide caregiver support? **Three caregiver support groups, classes to include Assisting Older Adults and Powerful Tools for Caregivers**

Issues

The Cumberland County Council on Older Adults was established in 1968 as a non-profit organization to support the needs of our local aging population. Fifty-five years later we are still committed to our mission: to help older adults living in Cumberland County maintain their independence at home with dignity by providing a variety of home and community-based supportive services.



Bigger Picture

Air Date: 02-04-2024

Time: 5:00a-7:00a

Length: 60 Minutes

Guest: Steve Blackmon

Title: MLK Actor

Topics: Martin Luther King

Discussion

Baez Jr and Mr. Blackmon Talked about the impact that Dr. King had on the Civil Rights Movement. Mr. Blackmon also can sound like Dr. King. He shared Several of Dr. King's Speeches During the Interview.

Issues

Black History



Bigger Picture

Air Date: 02-11-2024

Time: 5:00a-6:00a

Length: 30 Minutes

Guest: Dr. Julie Gralow

Title: Board-Certified Medical Oncologist and Chief Medical Officer, American Society of Clinical Oncology

Topics: NEW TREATMENTS FOR PROSTATE, KIDNEY, AND GI CANCERS TO BE DISCUSSED AT AMERICAN SOCIETY OF CLINICAL ONCOLOGY MEETINGS

Discussion

Suggested Questions:

- Why is GI and Genitourinary cancer research and education so important for the global oncology community?
- Why is it so important for cancer doctors and researchers to come together and discuss care?
- What new topics will be discussed at the symposia?
- What are some of the new treatments for GI and genitourinary cancers?
- Where can we go to learn more?

Issues

Two American Society of Clinical Oncology (ASCO) Symposia will focus on pioneering GI and Genitourinary oncology research and care. The GI Cancers Symposium is the leading global forum for the latest high-impact science and solution-focused strategies in the GI cancers field and is expected to garner 4,000 attendees. The Genitourinary Cancers Symposium is celebrating a 20-year milestone in advancing GU cancer care.

The GI Cancers Symposium will feature more than 750 studies; among those, six studies exploring new approaches for the treatment are poised to have an immediate impact on patient care. The research includes circulating tumor DNA (ctDNA) in colorectal cancer and new treatment options for pancreatic, liver, and esophageal cancers.



Bigger Picture

Air Date: 02-11-2024

Time: 6:00a-7:00a

Length: 30 Minutes

Guest: TONETTE JOHNSON

Title: COMMUNITY & EVENTS MANAGER

Topics: Go Green Run

Discussion

We believe that sports have the power to change lives. & Raise Money For Our Athletes!

Our community owes a lot to sports, and we want to celebrate that with our upcoming fun run. **This will be a color run (Green) & will be a timed run for those who are avid runners. Run in demo shoes from our brand partners like New Balance, On Cloud & HOKA!**

We will also have a full day of Coaches Clinics to support our growing transitioning coaches. Coaches will receive one hour jam-packed with tips & tricks from experts, live demonstrations, and swag. Pay for one clinic you have access to all clinics. Passes can not be transferred.

At the heart of this event, the **GO GREEN** mantra represents creativity, growth, harmony, and health. This family fun run will showcase our shared values at Dicks Sporting Goods House of Sport. Values of perseverance, dedication, optimism, integrity, and authenticity.

LOCATION of 5K:

Festival Park

335 Ray Ave, Fayetteville, NC 28301

7:30 am-8:30 am- Day of Registration:

8:30 am- 8:45 am -Warm Up/Group Stretch

9 am: START

11:30 am: Race Complete

11:30-12:30: Food Trucks /FUN GAMES

12:30-3 pm: GO GREEN -Coaches Clinics

Issues

A portion of the proceeds will be donated to the Sport Matter Grant. This organization contributed over \$30,000 to youth athletics in Cumberland County in 2023.



Bigger Picture
With Gilbert Baez JR

Air Date: 02-18-2024
Time: 5:00a-6:00a
Length: 30 Minutes

Guest: Tara Brisson Hinton
Title: Director, Regional Philanthropy
Topics: ServiceSource

Discussion

- Served over 3,400 individuals with disabilities in the Fayetteville/Cumberland NC area FY23
- Resources include:
- Job Placement
- AbilityOne Program
- Housing
- Vocational Rehabilitation
- Community Inclusion Day Program
- Warrior Bridge – Veterans Program
- Friendship House Fayetteville
- Benefits Counseling
- Advocacy

Issues

ServiceSource North Carolina is a leader in providing vocational training and employment programs for adults with disabilities. We provide individuals with disabilities with valued training programs that match vocational skills to meaningful employment opportunities. We offer a variety of work settings and training options to give program participants a choice and to support their success.

The Bigger Picture With Gilbert Baez Jr.

Airdate: 02-18-2024

Time: 6:30A-7:00A

Length: 15 Minutes

Guest: Lindsay Clarke

Title: SVP, Health Education & Advocacy, Alliance for Aging Research

Topic: Valve Disease

Discussion

Questions:

- What is heart valve disease?
- What are the symptoms of heart valve disease?
- What are the risk factors of heart valve disease, and how can people protect themselves?
- If a medical professional detects a murmur with their stethoscope, what happens next?
- Where can our listeners go to learn more about HVD and Valve Disease Day events?

HVD can be successfully treated in patients of all ages if detected and treated in time. This makes recognition of symptoms and awareness of risk factors critical. Risk factors include:

- The most common risk factor is age – one in ten people 75 and older are estimated to have moderate to severe HVD – yet the symptoms are often dismissed as “normal aging;” It’s important to note that people of color often develop valve disease at younger ages so earlier screening is important;
- Other cardiovascular diseases, conditions, and risk factors like previous heart attacks, congestive heart failure, high blood pressure, and high cholesterol;
- Diabetes; and
- A history of radiation and/or chemotherapy for certain cancers.

The Alliance for Aging Research is encouraging people who have risk factors for valve disease or think they might be experiencing symptoms, to ask their medical professionals to “listen” to their hearts regularly. This typically involves a simple stethoscope check, where an irregular heart sound or “murmur” can often be detected. Lindsay Clarke, SVP of Health Education & Advocacy, or Katrin Werner-Perez, Health Programs Manager, both of the Alliance for Aging Research, will be available to discuss HVD and its symptoms, risk factors the public needs to be aware of, plus what happens if a murmur is detected.

Issue:

Many as 11 million Americans are affected by heart valve disease (HVD), yet an awareness survey found that three out of four adults know little to nothing about it. HVD involves damage to one or more of the heart’s four valves, and while some types are not serious, others can lead to major complications – including more than 25,000 deaths attributed to HVD in the U.S. each year.



Bigger Picture

Air Date: 02-18-2024

Time: 6:00 am-6:30 Am

Length: 15 Minutes

Guest: Christiana Adeyemi

Title: Director

Topics: Better Health of Cumberland County

Discussion

This is a free 7-week program for adults with diabetes or pre-diabetes. We meet every Thursday night from 6-7:30 pm. Select, based on your schedule!

For the seven-week Thursday night course **START DATES** call for more information and registration.

Classes are taught by registered nurses, guest physicians, and a Certified Diabetes Educator. Come discover the keys to a happier and healthier life with diabetes and learn about:

- Managing Blood Sugar
- Diabetes and Emotions
- Exercise
- Managing Stress
- Medications with **SRAHEC Pharmacy residents**
- Carbohydrate Counting and meal planning.
- Diabetic Vision Care with physicians from **Cape Fear Eye Associates**
- Foot Care (TBD)
- Problem-solving

Issues

Better Health of Cumberland County's mission is to provide for the unmet healthcare needs in Cumberland County through assistance, referral, and education.



Bigger Picture
With Gilbert Baez JR

Air Date: 02-25-2024
Time: 6:00a-7:00a
Length: 30 Minutes

Guest: Lisa Hughes, MSW, CDP, CMDCP

Title: Executive Director

Topics: Council on Older Adults

Discussion

Tell me about the volunteer opportunities available at the Council on Older Adults Volunteers **with the Home Delivered Meals program (delivering meals or at the sites), Telephone Reassurance, Senior Companion, SHIP; application and background check for some volunteers... give a call to speak with the program manager for more details.**

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What services do you provide? **I&A, SNP, HIS, IAS, SCP, TR, ADRD (memory screenings, dementia education, Music and Memory at Home kits for people living with dementia who still live at home), SHIP (no Open Enrollment details until later).**

Do you also provide caregiver support? **Three caregiver support groups, classes to include Assisting Older Adults and Powerful Tools for Caregivers.**

Issues

The Cumberland County Council on Older Adults was established in 1968 as a non-profit organization to support the needs of our local aging population. Fifty-five years later we are still committed to our mission: to help older adults living in Cumberland County maintain their independence at home with dignity by providing a variety of home and community-based supportive services.



Bigger Picture
With Gilbert Baez JR

Air Date: 02-25-2024
Time: 5:00A-6:00A
Length:30 Minutes

Guest: Phil Harris Executive Director Sand Hills Chapter of the American Red Cross

Topics: American Red Cross

Discussion

Blood Donation Process

- How does the blood donation process work?
- What should I do after donating blood?
- Will it hurt when you insert the needle?
- How long does a blood donation take?
- How long will it take to replenish the pint of blood I donate?
- Why does the Red Cross ask so many personal questions when I give blood?
- How often can I donate blood?
- Who can donate blood?
- Can I bring guests or children with me to my donation appointment?

Platelet Donations

- What is apheresis?
- What are platelets and how are they used?
- How often can I give platelets?

Sickle Cell Trait Screening

- When will donors be notified of their test results? And how can donors access test results?
- Why does the Red Cross ask donors to select their race at the time of donation?
- What does an “inconsistent” result mean?
- What does it mean to carry the sickle cell trait?

Issues

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



Bigger Picture

Air Date: 03-03-2024

Time: 5:00a-7:00a

Length: 60 Minutes

Guest: Roy Cooper

Title: Governor of North Carolina

Topics: “The Year of Public Schools” education tour

Discussion

Cooper was in Fayetteville as part of “The Year of Public Schools” education tour. He stopped by Smith, Cumberland County's premier STEM high school. The historically Black school has outgrown its location on Seabrook Road. Now there is debate over whether the new high school should be built on Fort Liberty. The targeted location on Fort Liberty would be near Stryker Golf Course. While some Smith students learn to fly drones and become pilots, the county commissioners and board of education must decide where the new school will be. Cooper enjoyed his time piloting drones and operating an airplane simulator during a tour of the school. He spoke about the importance of STEM-focused schools and the opportunities they provide. We spend a lot of time working to get children ready for post-secondary education but now we've come to understand that a lot of students can make more money right out of high school than they can with a four-year Bachelor of Arts degree at a college," Cooper said. Several groups will have a say in the new location. The school district said they're looking at different options. Military leaders at Fort Liberty Support the plan to build the school there. However, some say building the school on federal land jeopardizes the county's ability to take advantage of the economic engine building a new school generates. Whenever you build a school, you must look at the entire region. So, we should not just look at Stryker Golf Course in terms of economic possibilities," said Cumberland County Schools Superintendent Dr. Marvin Connelly. Ultimately, it's up to Cumberland County Commissioners to decide.

"The decision will be a tough one and I want to listen to the board of education because they're the people who run our education system in this county," said Cumberland County Commissioner Marshall Faircloth. "But when it comes to spending taxpayer's dollars, I want to make sure we get the best bang for our buck."

Issues

Education



Bigger Picture

Air Date: 03-10-2024

Time: 6:00a-7:00a

Length:30 Minutes

Guest: Larry Reveria

Title: Director

Topics: PROJECT 2ND CHANCE

Discussion

PROJECT 2ND CHANCE provides an after-school STEM program, workshops, community service involvements, career training, and forum platforms for our staff members through interaction with our selected youth. PROJECT 2ND CHANCE is "A Torchlight For The Youth" and aims to decrease the involvement with negative at-risk environments.

Issues

PROJECT 2ND CHANCE's mission is to provide alternative outlets for the youth to participate in a productive environment.



Bigger Picture

Air Date: 03-10-2024

Time: 5:00a-6:00a

Length:30 Minutes

Guest: Mickey Locklear

Title: Sergeant

Topics: Cumberland County Sheriff's Office Recruitment Effort

Discussion

- Steps need to become deputy.
- Recruitment Video: It features deputies performing a variety of duties.
- Law Enforcement Academy: Where you get paid to go through Basic Law in Enforcement Training
- Benefits: The salary for a deputy sheriff is more than \$50,000 a year. Like most employers, law enforcement officers have optional health and dental care, paid holidays and sick leave, and even a 401K plan.

Issues

The mission of the Cumberland County Sheriff's Office is to maintain a high quality of life for all residents and visitors of Cumberland County.



Bigger Picture

Air Date: 03-17-2024

Time: 6:00a-7:00a

Length: 30 Minutes

Guest: Scott Herrick

Title: North Carolina Director of Public Policy, Alzheimer's Association

Topics: Role of advocacy | NC State Advocacy Day

Discussion

Alzheimer's Facts & Figures

- An estimated 6.5 million Americans age 65 and older are living with Alzheimer's dementia, including 180,000 North Carolina residents, a number estimated to grow to as many as 210,000 by 2025.
- Nationally, more than 11 million caregivers of people with Alzheimer's disease or other dementias. In North Carolina, 369,000 caregivers provide a total of 533 million hours of unpaid care, valued at a total of \$8 billion.
- One in three seniors dies with Alzheimer's or other dementia.
- Nearly two-thirds of those with Alzheimer's—3.9 million—are women.
- Older non-Hispanic Blacks and Hispanic Americans are disproportionately more likely than older whites to have Alzheimer's or other dementias.

Talking Points

- **Question:** Thanks for being on today, Scott. Let's start with you sharing a little bit about your role and organization.
- **Question:** Can you tell me a little bit about the role of an advocate?
- **Question:** Why is advocacy for those impacted by dementia so important?

State Advocacy Day

- **Question:** So I hear you have an important event coming up in May that you are inviting North Carolina families to join you. Can you share about that event?
- **Question:** Can you share more on what attendees can expect at State Advocacy Day and what your advocates will be speaking to elected officials about?

Registering for State Advocacy Day

- **Question:** If we have listeners who would like to attend State Advocacy Day, how do they sign up?

Additional information

- **Question:** As we wrap up, is there anything else you'd like to share about how people can connect with your organization?

Issues

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.



Bigger Picture

Air Date: 03-17-2024

Time: 6:00a-7:00a

Length:30 Minutes

Guest: Maddie Kellogg

Title: Donor Services Manager

Topics: Cumberland Community Foundation

Discussion

Talking Points

1. Maintain and grow a secure and sustainable financial base.
2. Make grants that maximize outcomes.
3. Recruit and retain gifted staff, board members, and volunteers.
4. Attract and maintain an increasing and diverse donor base.
5. Continue our leadership role in supporting innovative solutions to community needs.

Issues

The Mission of Cumberland Community Foundation is to give together to enhance the quality and spirit of community life.



Bigger Picture

Air Date: 03-24-2024

Time: 5:00a-5:20a

Length:10 Minutes

Guest: Amy White

Title: Domestic Violence

Topics: Domestic Violence

Discussion

This program strives to end violence in the home and assist individuals to establish and maintain positive, nonviolent relationships. The services available at the CARE Center include a safe house, crisis line, advocacy, legal information, training, case management, individual counseling, parenting workshop, women's and children's support groups, and RESOLVE - Domestic Violence Intervention Program (batterer's treatment) which is a specialized course designed to teach perpetrators of abuse to end the violence in their relationships. Except for the RESOLVE program, services at the CARE Center are provided at no cost.

Their office is located in the Department of Social Services building at 1225 Ramsey Street. Crisis Line assistance is available 24 hours a day including weekends and holidays. Call 910-677-2532. For all other non-crisis business with the Care Center, please call 910-677-2528.

Issues

The CARE Family Violence Program provides domestic violence services to victims, children, and abusers.



Bigger Picture

Air Date: 03-24-2024

Time: 5:20a-5:40a

Length: 10 Minutes

Guest: Andy Esser

Title: Financial Advisor

Topics: INHERITANCE

Discussion

Suggested Questions:

- What is the Great Wealth Transfer?
- What did the survey tell us about families and their plans to discuss inheritance/ generational wealth transfer?
- Why is it important for parents to talk about their inheritance plans with their children?
- Where can we go to learn more?
- Why is the Conversation about inheritance an uncomfortable conversation to have?
- How critical is it to separate emotions from financial decisions?

Issues

According to new research from Edward Jones, more than a third of Americans (35%) do not plan on discussing the transfer of wealth with their families. Despite this, nearly half of Americans (48%) plan to leave an inheritance. This is all part of the Great Wealth Transfer when Baby Boomers and the Silent Generation will pass down an estimated \$84.4 trillion in assets through 2045.



Bigger Picture

Air Date: 03-24-2024

Time: 5:40a-6:00a

Length: 10 Minutes

Guest: KRIS PHILLIPS

Title: Public Relations Coordinator

Topics: THE SALVATION ARMY ASKS PUBLIC TO INCREASE GIVING

Discussion

- The lingering effects of the pandemic and other issues such as inflation continue to affect the lives of the most vulnerable people in Fayetteville, it has also affected the ability of nonprofit organizations that rely on the generosity of the public like The Salvation Army, to serve those in need.
- Many people think of The Salvation Army as bell ringers and Red Kettles at Christmas. Few know the role the organization plays in helping suffering humanity throughout the year. With services such as feeding, sheltering, emotional and spiritual care, substance abuse programs, childcare, and emergency disaster relief, The Salvation Army is present wherever the need is greatest and touches the lives of more than 25 million people per year at over 7,600 facilities across the U.S.
- These last two years have been financially difficult for us” said Major Tim Grider, Corps Officer for The Salvation Army of the Sandhills. Major Grider also added, “We had smaller donations and fewer donations altogether, we now also pair those issues with little to no city and county government funding, which makes it tough to survive, but we have to, because people have no one else to turn to for assistance.”

Issues

The need is always present and The Salvation Army of the Sandhills relies on donations from the public to continue serving the community.



Bigger Picture

Air Date: 03-24-2024

Time: 6:00a-6:20a

Length: 10 Minutes

Guest: Mickey Locklear

Title: Sergeant

Topics: Cumberland County Sheriff's Office Recruitment Effort

Discussion

- Steps need to become deputy.
- Recruitment Video: It features deputies performing a variety of duties.
- Law Enforcement Academy: Where you get paid to go through Basic Law in Enforcement Training
- Benefits: The salary for a deputy sheriff is more than \$50,000 a year. Like most employers, law enforcement officers have optional health and dental care, paid holidays and sick leave, and even a 401K plan.

Issues

The mission of the Cumberland County Sheriff's Office is to maintain a high quality of life for all residents and visitors of Cumberland County.



Bigger Picture

Air Date: 03-24-2024

Time: 6:20a-6:40a

Length: 10 Minutes

Guest: Larry Reveria

Title: Director

Topics: PROJECT 2ND CHANCE

Discussion

PROJECT 2ND CHANCE provides an after-school STEM program, workshops, community service involvements, career training, and forum platforms for our staff members through interaction with our selected youth. PROJECT 2ND CHANCE is "A Torchlight For The Youth" and aims to decrease the involvement with negative at-risk environments.

Issues

PROJECT 2ND CHANCE's mission is to provide alternative outlets for the youth to participate in a productive environment.



Bigger Picture

Air Date: 03-24-2024

Time: 6:40a-7:00a

Length: 10 Minutes

Guest: Maddie Kellogg

Title: Donor Services Manager

Topics: Cumberland Community Foundation

Discussion

Talking Points

1. Maintain and grow a secure and sustainable financial base.
2. Make grants that maximize outcomes.
3. Recruit and retain gifted staff, board members, and volunteers.
4. Attract and maintain an increasing and diverse donor base.
5. Continue our leadership role in supporting innovative solutions to community needs.

Issues

The Mission of Cumberland Community Foundation is to give together to enhance the quality and spirit of community life.



Bigger Picture
With Gilbert Baez JR

Air Date: 03-31-2024
Time: 5:00A-6:00A

Guest: Phil Harris Executive Director Sand Hills Chapter of the American Red Cross
Length: 30 Minutes

Topics: American Red Cross

Discussion

Blood Donation Process

- How does the blood donation process work?
- What should I do after donating blood?
- Will it hurt when you insert the needle?
- How long does a blood donation take?
- How long will it take to replenish the pint of blood I donate?
- Why does the Red Cross ask so many personal questions when I give blood?
- How often can I donate blood?
- Who can donate blood?
- Can I bring guests or children with me to my donation appointment?

Platelet Donations

- What is apheresis?
- What are platelets and how are they used?
- How often can I give platelets?

Sickle Cell Trait Screening

- When will donors be notified of their test results? And how can donors access test results?
- Why does the Red Cross ask donors to select their race at the time of donation?
- What does an “inconsistent” result mean?
- What does it mean to carry the sickle cell trait?

Issues

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.