



**Issues/Program List for
Withers Broadcasting Cape Girardeau/Sikeston Markets**

**KGMO-FM (Cape Girardeau, MO)
WKIB-FM (Anna, IL)
KREZ-FM (Chaffee, MO)
KYRX-FM (Marble Hill, MO)
KJXX-AM (Jackson, MO)
KBXB-FM (Sikeston, MO)
KBHI-FM (Miner, MO)
KRHW-AM (Sikeston, MO)**

The following programs are weekly broadcasts provided as timely and pertinent information or the community needs of southeast Missouri, and the surrounding regions in western Kentucky and southern Illinois.

Sundays at 5:00 am, the stations air SEMO: Weekend Edition.
Sundays at 5:30 am, the stations air InfoTrak

Weekly program information can be found on the proceeding pages.

WITHERS BROADCASTING PUBLIC FILE:

**KGMO-FM; KAPE-AM/FM; WKIB-FM; KREZ-FM; KYRX-FM; KJXX-AM/FM;
KBXB-FM; KRHW-AM/FM; KBHI-FM**

Q#4: Y:2020; SEMO WEEKEND EDITION

-Date:10/4/20 ; Time: 5:00am; Length: 28:29 min

-Guests: : Joe Zidlow, Jane Wernsman, Brian Gero

-Description: Heather K speaks with Joe Zidlow from the American Red Cross. Heather K speaks with Jane Wernsman director of the Cape Girardeau county public health center. Matt Beik speaks with Brian Gero for the Jackson Chamber update.

-Date:10/11/20; Time: 5:00am; Length: 28:29 min

-Guests: Katiy Hill, Jen Birdi, Dr. Debbie Belosh

-Description: Heather K speaks with Katiy Hill the director of the Cape public Library. Matt Beik speaks with Jen Birdi for the Jackson chamber update. Heather K speaks with Dr. Debbie Belosh the Vice President of SEMO.

-Date:10/18/20; Time: 5:00am; Length: 28:29 min

-Guests: Sara Kellogg, Brian Gero, John McGowan

-Description: Heather K speaks with Sarah Kellogg about the walk to end Alzheimer's. Matt Beik speaks with Brian Gero for the Jackson Chamber update. Heather K speaks with John McGowan about Cape West Rotary duck race.

Date:10/25/20; Time: 5:00am; Length: 28:29 min

-Guests: Danielle Torbet, Brian Gero, Liz Roberson Hanes

-Description: Heather K speaks with Danielle Torbet the public information officer of saint francis health care system. Matt Beik speaks with Brian Gero for the Jackson

chamber update. Heather K speaks with Liz Roberson Hanes the director for old town cape

Date:11/1/20 ; Time: 5:00am; Length: 28:29 min

-Guests: Amanda Taylor, Brian Gero, Joe Zidlow

-Description: Heather K speaks with Amanda Taylor from Three Rivers Collage. Matt Beik speaks with Brian Gero for the Jackson Chamber update. Heather K speaks with Joe Zidlow from the American Red Cross.

Date:11/8/20 ; Time: 5:00am; Length: 28:29 min

-Guests: Shane Anderson, Jen Birdi, Danielle Torbet

-Description: Heather K speaks with Shane Anderson the Jackson park director. Matt Beik speaks with Jen Birdi for the Jackson chamber update. Heather K speaks with Danielle Torbet the public information officer of saint franics health care system.

Date: 11/15/20; Time: 5:00am; Length: 28:29 min

-Guests: Dr. Debbie Belosh, Brian Gero, Danielle Torbet

-Description: Heather K speaks with Dr. Debbie Belosh the Vice President of SEMO. Matt Beik speaks with Brian Gero for the Jackson Chamber update. Heather K speaks with Danielle Torbet the public information officer of saint franics health care system.

Date:11/22/20 ; Time: 5:00am; Length: 28:29 min

-Guests: Joe Zidlow, Brian Gero, Jane Wernsman

-Description: : Heather K speaks with Joe Zidlow from the American Red Cross. Matt Beik speaks with Brian Gero for the Jackson Chamber update. Heather K speaks with Jane Wernsman director of the Cape Girardeau county public health center

Date:11/29/20 ; Time: 5:00am; Length: 28:29 min

-Guests: Amanda Taylor, Brian Gero, Sara Kellogg

-Description: Heather K speaks with Amanda Taylor from Three Rivers Collage. Matt Beik speaks with Brian Gero for the Jackson Chamber update. Heather K speaks with Sarah Kellogg about the walk to end Alzheimer's.

Date:12/6/20 ; Time: 5:00am; Length: 28:29 min

-Guests: Liz Roberson Hanes, Jen Birdi, Shane Anderson

-Description: : Heather K speaks with Liz Roberson Hanes the director for old town cape. Matt Beik speaks with Jen Birdi for the Jackson chamber update. Heather K speaks with Shane Anderson the Jackson park director.

Date:12/13/20; Time: 5:00am; Length: 28:29 min

-Guests: : Dr. Debbie Belosh, Brian Gero, Katiy Hill

-Description: Heather K speaks with Dr. Debbie Belosh the Vice President of SEMO. Matt Beik speaks with Brian Gero for the Jackson Chamber update. Heather K speaks with Katiy Hill the director of the Cape public Library

Date: 12/20/20; Time: 5:00am; Length: 28:29 min

-Guests: Danielle Torbet, Brian Gero, Jane Wernsman

-Description: Heather K speaks with Danielle Torbet the public information officer of saint franics health care system. Matt Beik speaks with Brian Gero for the Jackson Chamber update. Heather K speaks with Jane Wernsman director of the Cape Girardeau county public health center

Date: 12/27/20; Time: 5:00am; Length: 28:29 min

-Guests: Jessica Hill, Brian Gero, Liz Roberson Hanes

-Description: Heather K speaks with Jessica Hill the director for the safe house for woman. Beik speaks with Brian Gero for the Jackson chamber update. Heather K speaks with Liz Roberson Hanes the director for old town cape.



Call Letters: KGMO-FM; KAPE-AM/FM; WKIB-FM;
KREZ-FM; KYRX-FM; KJXX-AM/FM; KBXB-FM;
KRHW-AM/FM; KBHI-FM
Time Aired: Sundays at 5:30 am

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2020

Show # 2020-40

Date aired: Sunday, October 4, 2020

Stuart N. Brotman, executive policy adviser, legal analyst, author of "*Privacy's Perfect Storm: Digital Policy for Post-Pandemic Times*"

The COVID-19 lockdowns have expanded the online world of work and school at home to unprecedented levels. Mr. Brotman outlined the rapid increase in digital privacy issues related to this new trend, and what is necessary to address the problem. He also talked about privacy issues related to terms of agreement that consumers typically ignore when installing apps or other software.

Issues covered:

Length: 8:43

Privacy
Government Regulation
Consumer Matters

Ajit Mathew George, founder of Second Chances Farms, LLC in Wilmington, DE

Mr. George founded an organization that employs only convicted felons, training them in entrepreneurship through mentorship programs and green collar jobs at hydroponic, indoor vertical farms in economically distressed communities. He explained how the farms replace recidivism with compassionate capitalism and turn entrepreneurs-in-residence into "Agri-preneurs." He also explained how the farms were forced to rapidly adapt to serving consumers directly, when the coronavirus lockdowns closed restaurants.

Issues covered:

Length: 8:33

Criminal Reform
Entrepreneurship
Environment
Poverty

Show # 2020-41

Date aired: Sunday, October 11, 2020

Carol L. Rickard, Tobacco Treatment Specialist, author of "*The Benefits of Smoking: Why It's So Hard to Quit Smoking and What You Can Do about It*"

70% of smokers would like to quit, but only 4 to 7% will be successful. Ms. Rickard explained what smokers perceive as the benefits and why it's so hard for people to kick the habit once they've started. She also discussed the potential risks associated with e-cigarettes and vaping. She suggested resources that smokers can use to quit for good.

Issues covered:
Women's Issues
Consumer Matters
Parenting
Media

Length: 8:44

Mathew Freeman, Co-Founder and Senior Executive Consultant at TMI Consulting, a diversity and inclusion management consulting firm, co-author of "*Overcoming Bias: Building Authentic Relationships across Differences*"

Mr. Freeman said every human is biased in one way or another, and it's a constant process to recognize and reduce it. He explained why bias has such an impact in every aspect of life, and how companies should address it in the workplace. He said the secret to dealing with bias is by intentionally cultivating meaningful relationships with those who are different.

Issues covered:
Diversity
Minority Concerns
Workplace Matters

Length: 8:33

Show # 2020-42

Date aired: Sunday, October 18, 2020

Dennis Culhane, PhD, Dana and Andrew Stone Professor of Social Policy at the University of Pennsylvania School of Social Policy and Practice, co-founder and Co-Director of the Actionable Intelligence for Social Policy initiative

Over the next decade, the number of elderly homeless Americans is projected to triple — and that was before COVID-19 hit. Prof. Culhane explained why younger members of the boomer generation have remained the dominant homeless population in the United States, and what can be done to address the problem. He noted that people who experience homelessness have a life expectancy of 64-65 years.

Issues covered:
Homelessness
Senior Citizens
Drug Abuse

Length: 7:38

Christopher Ali, PhD, Associate Professor, Department of Media Studies, University of Virginia

Nearly 40 million households lack a quality internet connection, cutting them off from work, schools and more. Prof. Ali said the same huge government efforts that brought electricity and telephone service to rural areas in the 1930s and 40s should be applied in a similar way to broadband service today. He said lower income and minority Americans are most likely to be affected by the digital divide.

Issues covered:
Broadband Internet
Rural Concerns
Education
Poverty

Length: 9:36

Show # 2020-43

Date aired: Sunday, October 25, 2020

Farrokh Alemi, PhD, Professor of Health Informatics, George Mason University College of Health and Human Services

Suicide among US veterans is on the rise. Prof. Alemi led a study that examined the reasons that vets take their own lives. He found that while social factors like family problems and homelessness can predict suicide, they are not the cause of it -- mental illness is. He said the results of the study were a surprise. He added that the social isolation that accompanies COVID-19 has been a major factor in increasing suicide rates overall.

Issues covered:

Suicide

Veterans Issues

Mental Health

Length: 8:31

Joseph Dieleman, PhD, Associate Professor in the Department of Health Metric Sciences at the University of Washington, faculty lead of the Resource Tracking team at the Institute for Health Metrics and Evaluation

Prof. Dieleman said five major health risks, things such as obesity, high blood pressure, and smoking, were linked to over \$730 billion in preventable health care spending in the US in 2016. He talked about policy changes and public awareness programs that may influence people to take steps to avoid costly health problems.

Issues covered:

Healthcare Costs

Personal Health

Length: 8:41

Show # 2020-44

Date aired: Sunday, November 1, 2020

Kellie Gerardi, commercial spaceflight industry professional, science communicator, leader of Special Projects for the Commercial Spaceflight Federation, Director of The Explorers Club, author of *“Not Necessarily Rocket Science: A Beginner’s Guide to Life in the Space Age”*

Ms. Gerardi shared some of her experiences as a human test subject for space suits in microgravity flights. She talked about the importance of inspiring girls to pursue STEM subjects in school. She also suggested ways that young women can find mentors to help them attain jobs in the commercial space industry, and why it’s so important for women to be included in future space exploration.

Issues covered:

Science

Women’s Issues

Education

Length: 9:09

Tom Corley, Certified Financial Planner, author of *“Effort-Less Wealth: Smart Money Habits at Every Stage of Your Life”*

Life is a series of stages, and Mr. Corley said money mistakes made in one stage can have a ripple effect, impacting one or more subsequent stages. He explained how those who develop smart money habits early will position themselves up for lifelong financial success. He outlined the four ways that any American can become wealthy.

Issues covered:
Personal Finance
Retirement Planning

Length: 8:09

Show # 2020-45

Date aired: Sunday, November 8, 2020

Patricia Boyle, PhD, neuropsychologist, Professor of Behavioral Sciences at the Rush Alzheimer's Disease Center, part of Rush University in Chicago

Scammers are using the COVID-19 pandemic as a new weapon to target senior citizens. Dr. Boyle outlined the latest battery of financial scams, including telemarketer offers for contact tracing – for a fee – or to reserve a slot for a future vaccine. She said many older adults don't realize that they are more frequent targets of scams. She added that changes in financial decision-making may be an early warning sign of impending dementia or cognitive decline.

Issues covered:
Crime
Senior Citizens
Alzheimer's disease

Length: 9:03

Steve Webb, PhD, Certified Social Media Intelligence Expert, Certified A.L.I.C.E. Active Threat Training Instructor, R.A.I.D.E.R. Solo Engagement Tactics Level II Instructor for law enforcement, Associate Professor in Educational Administration at Southern Illinois University and McKendree University, the author of "*Education in a Violent World*"

Online school instruction has caused children to spend more time in front of computers than ever. Dr. Webb said American parents would be shocked at how much data about a child is collected when he or she is online. He also talked about cyberbullying and its effect on the suicide rates of children.

Issues covered:
Online Security
Youth at Risk
Parenting
Privacy

Length: 8:11

Show # 2020-46

Date aired: Sunday, November 15, 2020

Nicholas Bloom, PhD, Professor in the Department of Economics at Stanford University, Co-Director of the Productivity, Innovation and Entrepreneurship program at the National Bureau of Economic Research

Around 32% of American adults are now working from home fulltime, compared to just 2% prior to the pandemic. Prof. Bloom talked about the technical handicaps faced by large numbers of workers, and why working from home produces less innovation. He also explained the inequality effect, as more educated, higher-earning employees are far more likely to work from home and continue to get paid, develop their skills and advance their careers.

Issues covered:
Employment
Minority Concerns
Technology

Length: 9:43

Shelby Kerns, Executive Director, National Association of State Budget Officers

US states are facing the biggest cash crisis since the Great Depression, as varying levels of lockdowns for months have caused tax revenues to collapse. Ms. Kerns said states have responded with different approaches, including spending reductions ranging from 0 to 20%. She discussed the likelihood of state tax increases or bailouts from federal taxpayers for states in the deepest trouble.

Issues covered:

**Government Spending
Taxes**

Length: 7:22

Show # 2020-47

Date aired: Sunday, November 22, 2020

William Schaffner, MD, Professor of Preventive Medicine, Department of Health Policy, Professor of Medicine, Division of Infectious Diseases at Vanderbilt University

This year's flu season presents a unique challenge as COVID-19 positive tests continue to rise. Dr. Schaffner outlined the similarities and differences between the flu and COVID-19, and discussed the chances that the similar symptoms may cause doctors to make wrong diagnoses. He also addressed reports that cases of influenza appear to have plummeted by 98% across the globe. He recommended that patients contact their doctor via email or phone if they suspect they have the coronavirus, to avoid spreading it in waiting rooms or emergency rooms.

Issues covered:

**Coronavirus
Public Health**

Length: 8:45

Justin Reich, PhD, Assistant Professor in the Comparative Media Studies/Writing Department at the Massachusetts Institute of Technology, Director of the MIT Teaching Systems Lab, author of "*Failure to Disrupt: Why Technology Alone Can't Transform Education*"

Dr. Reich delivered a report card on the latest supposedly transformative educational technologies. He said assessment technology does a poor job of measuring whether a child is truly learning. He said most teachers were ill-prepared to make such a rapid transition to online learning this year, and explained how that problem can be addressed.

Issues covered:

**Education
Technology**

Length: 8:15

Show # 2020-48

Date aired: Sunday, November 29, 2020

Jan Edwards, President and CEO of Paving the Way, an organization that raises awareness about sex trafficking through public education

Ms. Edwards discussed the growing issue of sex trafficking. She said the problem is rampant in every corner of the U.S, and that the average victim drawn into the sex trade is age 14 to 16. She outlined other characteristics of those most at risk, and how predators target and groom their victims.

Issues covered:

**Sex Trafficking
Youth at Risk
Crime**

Length: 9:41

Ted Frank, career consultant, author of *“Get to the Heart”*

Mr. Frank discussed the importance of learning how to effectively communicate in the workplace. He explained how it can increase efficiency and improve productivity. He believes presentations should focus on no more than three key points at a time, and that the use of examples and illustrations is crucial to improved communications.

Issues covered:
Workplace Matters
Career

Length: 7:31

Show # 2020-49

Date aired: Sunday, December 6, 2020

Valerie Burton, Certified Personal and Executive Coach, founder of The Coaching and Positive Psychology Institute, author of *“Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence”*

Ms. Burton said the most successful women are often not the most talented, the most gifted, or even the most experienced. She believes the knack for communicating is what opens doors and gives women influence in the workplace. She outlined simple techniques women can utilize to be more clearly understood and respected.

Issues covered:
Women’s Issues
Employment

Length: 8:48

John Hagan, PhD, John D. Macarthur Professor of Sociology and Law, Northwestern University

Dr. Hagan led a study that uncovered a connection between increased unemployment rates and school shootings. He said the findings were consistent across the all regions of the U.S. and that shooters come from all backgrounds and income levels. He offered possible explanations behind this trend.

Issues covered:
School Shootings
Unemployment

Length: 8:19

Show # 2020-50

Date aired: Sunday, December 13, 2020

William Chopik, PhD, Assistant Professor of Psychology, Michigan State University

Prof. Chopik recently completed two studies that examined age bias: one examining which countries around the world showed the greatest implicit bias against older adults, and the other looking at individual states across the U.S. He said states with higher age bias also tended to have higher Medicare costs, lower community engagement and less access to care.

Issues covered:
Age Bias
Aging
Medicare

Length: 8:59

Shujing Sun, PhD, Assistant Professor of Information Systems in The Naveen Jindal School of Management, University of Texas at Dallas

Overcrowding in emergency rooms is a costly and concerning problem, compromising the quality of patient care. Prof. Sun investigated the potential of telemedicine as a generic solution to reduce ER congestion, and found that on-site nurse practitioners or physician assistants can effectively treat patients with minor conditions under the remote supervision of off-site physicians. She said even serious conditions such as a stroke can be better treated if emergency physicians can consult remote stroke specialists.

Issues covered:
Emergency Medical Care
Public Health
Technology

Length: 8:16

Show # 2020-51

Date aired: Sunday, December 20, 2020

Jamie E. Wright, attorney, partner in the Los Angeles-based Millennial Government Affairs group

African Americans make up fewer than five percent of the lawyers in the U.S., and minorities and women are underrepresented in many career categories. Ms. Wright shared her story as an African American woman who broke through the barriers to become a successful millennial attorney. She offered suggestions for women and people of color who want to reach for their dreams.

Issues covered:
Minority Concerns
Women's Issues
Career

Length: 8:30

Laura Adams, Senior Insurance Analyst at insuranceQuotes.com

A study by Ms. Adams' organization found that more than half of U.S. drivers have not switched auto insurance companies in at least eight years and about 6% have stuck with the same provider for more than 30 years. She said most consumers don't price-compare frequently enough and she offered several money-saving strategies.

Issues covered:
Consumer Matters
Personal Finance

Length: 8:44

Show # 2020-52

Date aired: Sunday, December 27, 2020

Robert Meyer, PhD, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of "*The Ostrich Paradox: Why We Underprepare for Disasters*"

Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating consequences. Dr. Meyer discussed this contradiction, and what government authorities and individuals can do to improve disaster preparedness.

Issues covered:
Disaster Preparedness
Government Policies

Length: 9:39

Daniel Karpowitz, PhD, Director of Policy and Academics for the Bard Prison Initiative, Lecturer in Law and the Humanities at Bard College in Annandale-on-Hudson, NY, Co-founder of the Consortium for the Liberal Arts in Prison, author of “*College in Prison: Reading in an Age of Mass Incarceration*”

Prof. Karpowitz explained how and why Bard College has provided hundreds of incarcerated men and women across the country access to a high-quality liberal arts education. He said inmate students are expected to meet the same requirements as students on a traditional campus. He added that, while education does reduce the rate at which convicts return to prison, higher education should never be measured in that manner.

Issues covered:
Education
Criminal Rehabilitation

Length: 7:37