

# **QUARTERLY ISSUES PROGRAMS LIST**

WWKL-FM

Hershey, PA

Q1 2022

January 1, 2022 to March 31, 2022

Attached hereto are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issues-responsive programming or announcements during the report period.

**ISSUE:** Healthcare Staffing

**HOW TREATED:** Program

**TITLE:** Keeping Nurses in PA

**DATE:** January 2, 2022

**TIME:** 6:00am

**DURATION:** 30:50

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** A shortage of nurses is plaguing the US as well as South Central PA. The shortage has been growing over the years, and is even more critical now as hospitals work to get ahead of the COVID-19 Pandemic. Many nurses are citing concerns over heavy workloads, long hours, and general stress created from both physical and emotional exhaustion. In fact, according to a survey from the American Nurses Foundation, 34% of nurses say they are not emotionally healthy. There are plans being put into place in our area to try to help keep and entice new nurses into the field. Plans include limiting the number of patients a nurse can see during a shift, sign on and retention bonuses, PA paying off student loans through the CARE Act, and the implementation of the Nursing Licensure Compact. In general, businesses have been struggling through the pandemic as many people look for better options in the job market that fit their needs. One idea to motivate employees and keep them from seeking work elsewhere, is making the business they work for 100-percent employee owned. Hot Frog in Mechanicsburg is one of the few companies to just do this. How this business model works for them and increases morale and productivity. And if some people have used the pandemic time to pivot into starting their own business, advice to make it stand out from the rest.

**GUESTS:** Isaac Patterson, President of Hot Frog Print Media

Kathleen Belmonte, MS, RN and VP of Clinical Services at Fresenius Kidney Care

Greg Goldfarb, VP of Commerce Products with GoDaddy

**ISSUE:** Human Trafficking

**HOW TREATED:** Program

**TITLE:** How to Spot and Potentially Protect those Vulnerable to Human Trafficking

**DATE:** January 9, 2022

**TIME:** 6:00am

**DURATION:** 21:20

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** January is National Slavery and Human Trafficking Prevention Month. Human trafficking involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act. When it comes to potential victims, traffickers are adept at identifying people with noticeable vulnerabilities or needs. Warning Signs we may spot of Human Trafficking, if a person appears malnourished, showing signs of physical injuries and abuse, avoiding eye contact, and seeming to adhere to scripted or rehearsed responses in social interaction. To get help or if think spot a trafficking situation can call 1 (888) 373-7888, National Human Trafficking Hotline, or text - 233733 (Text "HELP" or "INFO")

**GUEST:** Rhonda Hendrickson, Vice President of the YWCA of Greater Harrisburg

**ISSUE:** Eye Sight Health

**HOW TREATED:** Program

**TITLE:** Vuity helping some Adults See a little Brighter and Better

**DATE:** January 9, 2022

**TIME:** 6:00am

**DURATION:** 8:47

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Nearly 128 million Americans, or roughly half of the U.S. adult population, have age-related blurry near vision or presbyopia, a common and progressive eye condition which makes it difficult to see things up close and usually affects adults after age 40. Common signs a patient may have presbyopia include problems seeing and focusing on objects that are close, squinting, enlarging text on digital devices, needing brighter lighting when reading and holding reading material at an arm's distance to focus properly on it. Up until now, reading glasses or invasive surgery were the only options available, but now there is a first of its kind prescription eye drop, that was just approved by the FDA, to treat Presbyopia in adults.

**GUESTS:** Dr. Selina McGee, an Optometrist and Fellow of the American Academy of Optometry

Toni Wright, a Vuity clinical trial patient

**ISSUE:** COVID, Economy and Personal Rights

**HOW TREATED:** Program

**TITLE:** Legal Issues Raised by the Pandemic

**DATE:** January 16, 2022

**TIME:** 6:00am

**DURATION:** 28:23

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** As the COVID-19 Pandemic enters its third year, many have questioned how things are being handled in many facets on the federal, state, and local level. Widener University Commonwealth Law School decided to take this opportunity to create a special seminar class at the school to study all the legal issues raised by the pandemic. Each week, area law students are studying the impacts of the virus along with regulations and judicial precedents in dealing with and confronting the pandemic and related social and business issues. And even if not, a student studying law, there are things we could take away in breaking down the issues at hand, including free speech issues, privacy, immigration and travel restrictions, housing, unemployment, product liability, and supply chain issues.

**GUEST:** Professor Christian Johnson, Commonwealth Professor of Law and Business Advising and former Dean Director, Business Advising Program at Widener University Commonwealth Law School

**ISSUE:** COVID Health Update

**HOW TREATED:** Program

**TITLE:** Omicron Surge - How to Continue to Stay Protected from COVID-19

**DATE:** January 23, 2022

**TIME:** 6:00am

**DURATION:** 15:18

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** It's been two years since COVID-19 became a concern in the US, and since then many variants of the disease have caused surges in cases just when people think it's starting to get under control. The latest variant, Omicron, is named after "O" in the Greek Alphabet. The question then is is the vaccines really working. According to Dr. Goldman, vaccines are protecting people from serious illness and while the number of those hospitalized remains high, it is the unvaccinated that are the majority. He recommends still wearing cloth masks or surgical masks daily and when in public; saying N95 masks are not necessary overall for the long term. The good is testing is more accessible, but we should still be mindful of protecting ourselves in general.

**GUEST:** Dr. John D. Goldman  
Infectious Disease Specialist with UPMC

**ISSUE:** Blood Donations

**HOW TREATED:** Program

**TITLE:** How the National Blood Crisis is Affecting our Area

**DATE:** January 23, 2022

**TIME:** 6:00am

**DURATION:** 14:09

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Thanks in part to the COVID Pandemic, not only is the Nation's blood supply dangerously low, the Red Cross has recently announced a national blood crisis for the first time ever. In our area, while supply is low, it's not in crisis mode just yet. All blood types are needed, but O- is the universal donor. A person can donate every 58 days, so if donated around Thanksgiving it's time to get back in. The Central PA Blood Bank is following all COVID procedures to make sure both staff and donors remain safe. Visit [cpbb.org](http://cpbb.org) for more information on donating

**GUEST:** Patrick Bradley  
CEO and President  
Central Pennsylvania Blood Bank

**ISSUE:** Healthy Pets

**HOW TREATED:** Program

**TITLE:** Parasites and our Pets

**DATE:** January 30, 2022

**TIME:** 6:00am

**DURATION:** 13:34

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** 70% of American households have a pet and disease-carrying parasites are common in dogs and cats, and the concern is on the rise. Annual parasite screening is a must to protect your pet's health, but today's parasites have outpaced the ability of our current detection methods. Today's screening tests also fail to identify if a parasite is carrying a disease that can jump from animal to human. As COVID-19 made clear, human and animal health are connected, and the diseases that can opportunistically travel between them present new threats to human health. There is now a new, advanced parasite test with the ability to find 20 different parasites at a time. Similar in sophistication to the human COVID PCR test, the new test is a "molecular test," which means it can read the DNA of a parasite, making it ultra-precise.

**GUEST:** Dr. Christian M. Leutenegger  
World's foremost expert on molecular diagnostics in veterinary medicine  
Director of Molecular Diagnostics



**ISSUE:** Infant Health

**HOW TREATED:** Program

**TITLE:** Fighting Childhood Diseases

**DATE:** January 30, 2022

**TIME:** 6:00am

**DURATION:** 18:23

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Beyond COVID-19, there are many other serious viruses that can harm humans with no vaccines available. One such example is a common virus called CMV, or cytomegalovirus. Congenital CMV, which can be passed from a mother to baby in the womb, is the leading infectious cause of birth defects in the United States. Approximately one out of every 200 babies are born with congenital CMV, and about one out of five of these babies will have birth defects or other long-term health problems – the most common of these birth defects being hearing loss, vision loss, seizures, lack of coordination and learning disabilities. Another potential health issue for infants with no cure is a rare genetic disease called PKU or Phenylketonuria. PKU manifests at birth and is marked by an inability to break down Phe, an amino acid that is commonly found in many foods. If left untreated, high levels of Phe become toxic to the brain and may lead to serious neurological and neuro-psychological issues, including brain damage, seizures and depressions. Currently there are about 16,500 people in the US living with PKU.

**GUESTS:** Dr. Lori Panther, a physician specializing in infectious diseases

Shayne Gaffney, a CMV parent advocate

Dr. Barbara Burton, Director of the PKU Clinic at Lurie Children's Hospital

Hunter, who is living with PKU.

**ISSUE:** Growing local community musical arts

**HOW TREATED:** Program

**TITLE:** Central PA Music Hall of Fame and the 3rd annual Central PA Music Awards and Hall of Fame Inductions

**DATE:** February 6, 2022

**TIME:** 6:00am

**DURATION:** 30:34

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** The Central PA Music Hall of Fame was created by local musician Brandon Valentine. It is now officially a 501c3 non-profit organization whose mission is to recognize, support, and grow the area's longstanding and diverse music heritage. The 3rd annual Central PA Music Awards (known as the local Grammys) is being held on Thursday, March 24, 2022. The first two awards shows were held at the Whitaker Center in Harrisburg, and both shows sold out. So, this year the event is being moved to the Hershey Theatre which is a larger venue. Also new this year is a red-carpet event and an after party at The Englewood, the CPMAs platinum sponsor

**GUEST:** Brandon Valentine, President & Founder, CPMHOF

**ISSUE:** Heart Health

**HOW TREATED:** Program

**TITLE:** Making your Heart Health a Priority this Valentine's Day

**DATE:** February 13, 2022

**TIME:** 6:00am

**DURATION:** 30:30

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** February is American Heart Month, For some, Sudden Cardiac Arrest shows no real warning signs and is one of the leading causes of death in the US (over 600,000 annually); its is also the #1 killer of student athletes in the US. The Peyton Walker Foundation's mission since its inception in 2013 is to raise awareness and protect our youth from becoming a statistic. The Foundation has already donated more than 250 AEDs throughout Central PA, and has now joined forces with AVIVE to launch a brand-new initiative that eventually will use cutting-edge technology and a new AED as part of the "4-Minute City" program. For more information on Peyton's Law or on the Foundation and how to get free services, go to [PeytonWalker.org](http://PeytonWalker.org). There's also a mental component to taking care of our heart health that is often felt with Valentine's Day, and that is loneliness. But there is a difference between being lonely and suffering from chronic loneliness. Chronic loneliness is said to persist for more than just a day or week at a time and can have serious health consequences.

**GUESTS:** Dr. Lee Kirksey, a vascular surgeon and co-director of the Cleveland Clinic's Center for Multicultural Cardiovascular Care

Julie Walker, Director of the Peyton Walker Foundation,

Dr. Maria Guyette, Medical Director for the UPMC Health Plan, caring for UPMC for Life members

**ISSUE:** Annual Tax Filing

**HOW TREATED:** Program

**TITLE:** How to Navigate New Guidelines for 2021 Tax Filing

**DATE:** February 20, 2022

**TIME:** 6:00am

**DURATION:** 7:49

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Tax filing season for 2021 is now open, but before you file know the IRS is warning taxpayers that this season could be a messy one with staffing shortages and backlogs. In addition, there are new tax rules for 2021, including new tax provisions and relief provided in the American Rescue Plan. Tips this year and every year include keeping track of your receipts that could be used for tax deductions and taking advantage of free programs if you qualify.

**GUEST:** Lisa Greene-Lewis, CPA and tax expert with TurboTax

**ISSUE:** Healthy Resolutions

**HOW TREATED:** Program

**TITLE:** Keeping up with Your Resolutions for a Healthy and Hearty 2022

**DATE:** February 20, 2022

**TIME:** 6:00am

**DURATION:** 21:02

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** If you are looking to reboot your New Year's resolution or kick start it off now, now is the time to do it especially if you are looking for ways to keep your health and diet in check for you and your family. With 47% of Americans delaying or canceling healthcare services since the pandemic started, and millions of cancer screenings missed, experts project that cancer deaths will increase by 10,000 over the next decade. Having a healthy lifestyle and getting regular cancer screenings/seeing doctor yearly can help prevent some of the most common types of cancer. Cardiovascular disease is the number one cause of death globally, but by adding heart-healthy foods to your diet, such as walnuts can dramatically reduce one's risk. It's also important to have a protein and vitamin rich meals during the day, make excuses to be active and moving with the whole family, and get a good night's sleep.

**GUESTS:** Dr. Jessica Shepherd, an OB/GYN and women's health advocate

Samantha Cassetty, Nutrition Expert

Lauren Manaker, Registered Dietitian

**ISSUE:** Hate Crimes

**HOW TREATED:** Program

**TITLE:** Non-Profit Security Grant Program to Aid in Protecting People from Hate Crimes

**DATE:** February 27, 2022

**TIME:** 6:00am

**DURATION:** 20:20

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** This month the Governor announced the state's latest initiative to tackle hate crimes through a Non-Profit Security Grant Program. Organizations that believe they qualify can apply through March 2, 2022 for a portion of the money to be doled out. \$4.5 million in new funding for the program was secured through the American Rescue Plan, along with \$500,000 that remains from the last round of Non-Profit Security Grant Program awards. Eligible Applicants would then use the grant money to protect the safety and security of the users of a facility located in the Commonwealth that is owned or operated by the nonprofit organization. Applicants can find the application and information about the Program on PCCD's website at <http://www.pccd.pa.gov>.

**GUESTS:** Marc Zucker, Chairman of the Pennsylvania Jewish Coalition  
Hank Butler, Executive Director of the Pennsylvania Jewish Coalition

**ISSUE:** Cancer Treatment Disparities

**HOW TREATED:** Program

**TITLE:** Addressing Disparities in Cancer Diagnosis and Treatments in Certain Minority Communities

**DATE:** February 27, 2022

**TIME:** 6:00am

**DURATION:** 7:28

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** February is Black History Month and National Cancer Prevention Month. The National Cancer Institute finds that African Americans have higher death rates than all other racial/ethnic groups for many cancer types. In general, the American Cancer Society estimates about 1.9 million people to be diagnosed with cancer in 2022. In highlighting some of the disparities that occur, Dr. Puckrein highlights the need for better healthcare in many of these minority communities and learning to be proactive in all our health needs. Another possibility to help minority communities is by having clinical trials reach out to all health clinics, not just certain ones.

**GUEST:** Dr. Gary Puckrein, President of the National Minority Quality Forum

**ISSUE:** Global Warming

**HOW TREATED:** Program

**TITLE:** How Climate Change is making its mark on the world and Central PA, and how we can help reverse the trends

**DATE:** March 6, 2022

**TIME:** 6:00am

**DURATION:** 19:52

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Climate Change is real, and according to the state's latest Impact Assessment, Pennsylvanians will be faced with worsened air quality, increased damage from flooding, agricultural losses, and expansion of vector-borne diseases like Lyme Disease due to climate change. In addition, the 2021 Climate Change Impacts Assessment projects that every county will continue to get warmer and wetter, with average annual rainfall increasing 8 percent, particularly in winter and spring. How Climate Change is impacting the whole world, and steps we can take to help slow down this warming trend, is at the heart of this discussion.

**GUEST:** Dan Tomaso  
Meteorologist at WHTM-TV Harrisburg abc27 News



**ISSUE:** Working Remote Trends

**HOW TREATED:** Program

**TITLE:** Evolving Digital Work Space, What's Acceptable?

**DATE:** March 6, 2022

**TIME:** 6:00am

**DURATION:** 9:20

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Working from home has become a growing trend due to the COVID Pandemic. New research from Slack, the collaboration software that serves as a digital HQ, explores the evolution of workplace jargon, small talk and team communication, and how it's changed with the rise of remote and hybrid work as companies operate outside traditional office settings. Findings include 45% of workers disliking the use of jargon while 75% of workers felt showing their personality through emojis and GIFs helped them connect with coworkers while not in the same place. So what is acceptable behavior for your workplace, and how to navigate this online platform if still new to you. And where the trends are headed even after the Pandemic is through.

**GUEST:** Jaime DeLanghe  
Principal Product Manager of Foundations at Slack

**ISSUE:** Cyber Security

**HOW TREATED:** Program

**TITLE:** What a Potential Cyber Attack against Ukraine Means for Us

**DATE:** March 13, 2022

**TIME:** 6:00am

**DURATION:** 17:05

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** U.S. officials are warning Americans to be on alert for Russian cyberattacks as the war in Ukraine grows, but what does that really mean for potential dangers overseas and here on the home front. There are specific reports of an emergent tactic in the Russia-Ukraine battle is a form of malware called a wiper, and such malware, also known as destruction ware, wipes data from computers, rendering them unusable. The war, and cyber security can be a global issue affecting us in many ways, including with infrastructure, banks, power grids, cellphones and more. To be safe, keep your gas tank full and some cash on hand, along with candles and bottled water stocked in your home. As far as your personal computers, just be mindful of any type of cyber-attack or phishing scams that could come your way, whether tied to the current Russia conflict or not. There are people out there always trying to get your money or personal information. Watch for 'urgent messages', misspellings and even offers that seem too good to be true. Sit on them and reread a couple times and even look at other sources to see if really real.

**GUEST:** Dr. Terrill Frantz, Associate Professor of eBusiness & Cybersecurity at Harrisburg University

**ISSUE:** Public Health Preparedness

**HOW TREATED:** Program

**TITLE:** The Continued Need for Investment in Public Health Infrastructure

**DATE:** March 13, 2022

**TIME:** 6:00am

**DURATION:** 12:04

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** As the nation enters its third year of the COVID-19 pandemic, a new report calls for urgent investment to create a public health system able to protect all Americans' health during emergencies and beyond. The report, Ready or Not 2022: Protecting the Public's Health from Diseases, Disasters and Bioterrorism, measures states' degree of preparedness to respond to a wide spectrum of health emergencies and to provide ongoing public health services, including disease surveillance, seasonal flu vaccination, safe water, and expanded healthcare services during emergencies. It tiers states and the District of Columbia into three performance levels: high, middle and low. Pennsylvania did place in high performance, up from low level the year prior. Read the full report at: [tfah.org/report-details/ready-or-not-2022](https://tfah.org/report-details/ready-or-not-2022)

**GUEST:** Matt McKillop, Senior Health Policy Researcher and Analyst at Trust for America's Health

**ISSUE:** Hunger & Food Insecurity

**HOW TREATED:** Radiothon Fundraiser

**TITLE:** St. Patrick's Day Give Green Radiothon for Central Pennsylvania Food Bank

**DATE:** March 17, 2022

**TIME:** 6:00am – 6:00pm

**DURATION:** 12 hours

**TYPE:** Radiothon Fundraiser

**DESCRIPTION:** On St. Patrick's Day, March 17, 2022 we conducted a 12 hour radiothon from 6:00am-6:00pm to raise money for the Central Pennsylvania Food Bank. During the radiothon we interviewed staff of the Central Pennsylvania Food Bank and discussed and highlighted the issue of hunger and food insecurity in Central Pennsylvania. We also addressed the important role the Central Pennsylvania Food Bank plays in assisting those in need who are food challenged.

**ISSUE:** Young Girls Empowerment

**HOW TREATED:** Program

**TITLE:** Celebrating Women of the Past and Future during Women's History Month

**DATE:** March 20, 2022

**TIME:** 6:00am

**DURATION:** 21:52

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** March is Women's History Month, and Hershey's has teamed up with the Girls on the Run Program, to help highlight strong women of the past and future generations. Asking people to use the hashtag 'Celebrate She' on social media to highlight the important women in their lives making a difference. The Girls on the Run Program is also hosting a special, free seminar March 31, 2022 called Dream it. Do it. Be it with Simone Biles as the Keynote Speaker. Participants must pre-register online at [girlsontherun.org/virtual-event/](https://girlsontherun.org/virtual-event/) and Select GIRLS ON THE RUN Capital Area PA as Event Host. The Girls on the Run program is a life-changing program for 8- to 13-year-old girls that promotes girl empowerment by teaching life skills through lessons and running.

**GUEST:** Gillian Byerly, Council Director of Capital Area Girls on the Run

Alyssa Smith, Brand Manager of the Hershey's Brand

**ISSUE:** Myeloma Health Awareness

**HOW TREATED:** Program

**TITLE:** Empowering Myeloma Patients from all Walks of Life with the Keys of Survival

**DATE:** March 20, 2022

**TIME:** 6:00am

**DURATION:** 8:17

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** March is Myeloma Awareness Month, with just under 200,000 Americans diagnosed with this type of blood cancer yearly. However, Black Americans are twice at risk of developing it and are also being diagnosed at a younger age than the rest of the population. It's said that Black-American myeloma patients face additional barriers, which include lower access to care, including newer, more effective treatments for this type of blood cancer according to recent studies. Early detection is key, and understanding the symptoms. Visit [LLS.org](http://LLS.org)

**GUEST:** Bryon Daily, Myeloma Link Community Outreach Manager for The Leukemia & Lymphoma Society (LLS) and a myeloma survivor

**ISSUE:** Federal Government

**HOW TREATED:** Program

**TITLE:** The Power of the Federal Government and Wealth Distribution

**DATE:** March 27, 2022

**TIME:** 6:00am

**DURATION:** 23:15

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** At a time when it seems all eyes are on what's going on within the Federal Government, a recent poll found many Americans are concerned with the size and the power of it, along with the way income and wealth is distributed, through the government, in the US. Eugene DePasquale breaks down what we are seeing in the Federal Government, and how we can use our voice, not just our vote to speak up if not happy with how our elected officials are conducting business. In analyzing President Biden's recent State of the Union, he also addressed the idea on the table of raising the minimum wage and getting larger companies to keep jobs in America and support the middle-class worker so everyone can continue to flourish, protecting our borders from illegal immigration, and how it is possible to utilize more clean and affordable energy resources in our future.

**GUEST:** Eugene DePasquale, Professor at Widener University Commonwealth Law School and former Pennsylvania Auditor General

**ISSUE:** Autism Awareness

**HOW TREATED:** Program

**TITLE:** Embracing the Whole Spectrum When It Comes to Autism

**DATE:** March 27, 2022

**TIME:** 6:00am

**DURATION:** 7:15

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** World Autism Awareness Day is April 2, 2022. Autism, or autism spectrum disorder (ASD), refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication. According to the Centers for Disease Control, autism affects an estimated 1 in 44 children in the United States today. Autism York is a non-profit group operated by a board of volunteers dedicated to supporting our local autism community, with many free support groups for those on the spectrum and their families. It is also hosting its 15th annual walk for Autism and Autism Expo with free activities for the whole community to come out and support and learn more on April 2nd. [www.autismyork.org](http://www.autismyork.org)

**GUEST:** Julie Rasmuson  
President of Autism York