

QUARTERLY ISSUES PROGRAMS LIST

WWKL-FM

Hershey, PA

Q3 2022

July 1, 2022 to September 30, 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 & COVID-19 Vaccines

HOW TREATED: Program

TITLE: Children as Young as 6 Months now able to get Covid-19 Vaccine

DATE: July 3, 2022

TIME: 6:00am

DURATION: 7:16

TYPE: People and Perspectives Interview Show

DESCRIPTION

COVID-19 Vaccines have now been approved by the CDC and FDA for all children, age 6 months and older, but many parents are not in a hurry to get their child(ren) vaccinated. New Ad Council research has found that roughly half of all parents (52%) have not yet firmly made up their mind about getting their child under 5 vaccinated now that was approved this past month. Looking at recent statistics on children who were already approved for the vaccine, 69% of 12–17-year-olds have received at least one dose of the Covid-19 vaccine, with only 36% of those 5-11 having at least one dose. The American Academy of Pediatrics says the vaccine is safe for all kids age 6 months and older and suggests parents talk to their pediatrician about getting the vaccine now, and shouldn't wait until Fall. In 2022 alone, nearly 5.6 million cases of COVID-19 among children have been reported nationwide.

GUEST

Dr. Lee Ann Savio Beers, Professor of Pediatrics and the Medical Director for Community Health and Advocacy at Children's National Hospital, and former President of the American Academy of Pediatrics

ISSUE: Healthcare & Cigarette Smoking

HOW TREATED: Program

TITLE: The Plan to get Menthol Cigarettes Banned

DATE: July 3, 2022

TIME: 6:00am

DURATION: 7:00

TYPE: People and Perspectives Interview Show

DESCRIPTION

The FDA has issued a proposal to permanently ban the sale of menthol cigarettes, which supporters say is a much-needed step in curbing smoking, in particular in demographics that can't afford the costs associated with smoking. Studies show that 85 percent of Black Americans who smoke — including 7 out of 10 Black youth who smoke — use menthol cigarettes, which are largely responsible for the more than 45,000 Black lives lost annually because of tobacco use. Menthol cigarettes also disproportionately affect other specific populations, including women, the LGBTQ+ community, people with low levels of income and education, and those with mental health conditions. A public comment period on the proposed rules, which closes on August 2nd, provides a critical opportunity to highlight the devastating health consequences associated with menthol cigarettes. A recent study projects that a menthol cigarette ban in the U.S. would help nearly one million additional smokers quit — including 230,000 Black Americans. This proposal would save lives, reduce healthcare costs, and help eliminate health disparities. For more information [RWJF.org/tobaccocontrol](https://www.rwjf.org/tobaccocontrol)

GUEST

Dr. Giridhar Mallya, with the The Robert Wood Johnson Foundation and former manager of tobacco control programs at the Philadelphia Department of Public Health

ISSUE: Social Media Use and Advertising

HOW TREATED: Program

TITLE: Social Media Influences Subscribers and Businesses

DATE: July 3, 2022

TIME: 6:00am

DURATION: 8:57

TYPE: People and Perspectives Interview Show

DESCRIPTION:

World Social Media Day was June 30th. As of January 2022, it's reported that there are 17 social media platforms and more than 300 million active users on them, with the average accounts per person at 8.4 and each person spending 2.5 hours per day using them. More and more businesses are using these platforms to promote their business, either through advertising or the use of influencers/brand ambassadors. Over 90% of US companies use social media for marketing, and it can benefit both large and small businesses if they know how to target their audience. Social media sites should be working in conjunction with other forms of advertising for a business using websites and tv/radio promotions.

GUEST

Kyle Cook, SVP of Digital and Emerging Media at Universal Media, Inc

ISSUE: Vehicle Safety & Distracted Driving

HOW TREATED: Program

TITLE: New Ad Campaign Created by Teens targeting Distracted Teens Behind the Wheel

DATE: July 3, 2022

TIME: 6:00am

DURATION: 7:25

TYPE: People and Perspectives Interview Show

DESCRIPTION

According to the National Highway Traffic Safety Administration (NHTSA) in 2020, 7% of drivers ages 15-19 years old involved in fatal crashes were reported as distracted. This age group has the largest proportion of drivers who were distracted at the time of a fatal crash. To drive that point home, Project Yellow Light and the Ad Council are announcing the winners of the 11th annual Project Yellow Light scholarship competition, a unique opportunity in which high school and college students create TV, radio and billboard PSAs to educate their peers about the dangers of distracted driving, with an emphasis on not using your mobile device while driving. Created by the family of Hunter Garner to honor his memory after his death in a car crash at age 16, the scholarship program awards scholarships to high school and undergraduate college students that create TV, radio and billboard public service advertisements (PSAs). For more information go to ProjectYellowLight.com

GUESTS

Julie Garner, Founder of Project Yellow Light and Noah Brechbill, High School Student and Scholarship winner from Schwenksville, PA

ISSUE: Child Welfare & Hot Car Deaths

HOW TREATED: Program

TITLE: How to Keep Kids Safe from Hot Car Dangers and other Potential Tragedies

DATE: July 10, 2022

TIME: 6:00am

DURATION: 10:02

TYPE: People and Perspectives Interview Show

DESCRIPTION

Since 1998, nearly 900 kids have died of heatstroke after being left in a hot car and last year alone, 24 children died of vehicular heatstroke. It's important for everyone to understand that children are more vulnerable to heatstroke, as their body temperature rises 5 times faster than an adult and that all hot car deaths are preventable. How everyone can help take precautions to keep kids from being locked in a hot vehicle. Other areas of concern with cars and kids are back over accidents and having the proper car seat/booster seat for children and properly installed. more information can be found at www.nhtsa.gov/road-safety/child-safety

GUEST

Robert Ritter, Director of Impaired Driving and Occupant Protection with NHTSA

ISSUE: Environment & Spotted Lanternfly Infestation

HOW TREATED: Program

TITLE: The Do's and Don'ts of how to Deal with the Spotted Lanternfly

DATE: July 10, 2022

TIME: 6:00am

DURATION: 20:44

TYPE: People and Perspectives Interview Show

DESCRIPTION

The Spotted Lanternfly is an invasive species native to Asia. In 2014 it was found in Berks County, and has since spread to multiple counties including in our area. Tips on what to do if spot them, by reporting sightings and getting rid of them. The SLF can impact the viticulture (grape), fruit tree, plant nursery and timber industries, which contribute billions of dollars each year to PA's economy. SLF excrete honeydew, a sugary waste that attracts bees, wasps and other insects and this waste build up leads to the growth of sooty mold and black-colored fungi. One thing people are doing is putting up a tape around trees in an attempt to catch the SLF nymphs, but wildlife experts warn this is very dangerous to other animals and insects in our ecosystem, that can also get trapped on the tape and die as a result.

GUEST

Shannon Powers, Press Secretary with Pennsylvania Department of Agriculture and Tracie Young, Wildlife Rehabilitator and Director of the Raven Ridge Wildlife Center in Washington Boro

ISSUE: Health Safety During the Summertime

HOW TREATED: Program

TITLE: How to have a Safe Summer no Matter what you are Doing

DATE: July 17, 2022

TIME: 6:00am

DURATION: 30:05

TYPE: People and Perspectives Interview Show

DESCRIPTION

The time is upon us when people are heading outside to enjoy the summer weather. Unfortunately, the conditions are not always fun for all; with the risk of dehydration, overexposure to sun, drowning and even potential safety risks regarding travel. According to the Centers for Disease Control and Prevention (CDC), during 2004 to 2018, an average of 702 heat-related deaths occurred in the U.S. annually. And in 2019, an estimated 236,000 people died from drowning, making drowning a major public health problem worldwide. There are things that can prevent this from happening in your household, such as knowing the signs of heat exhaustion and heat stroke, protecting your skin with the right sunscreen, having an adult monitor all kids when swimming, and using appropriate life vest when on the water, especially for young children. Learn CPR, and know when you should seek medical help. And with gas prices still at a record high, and 75% of Americans saying they will still be traveling by car to get to a vacation destination, there are still ways to find the cheapest route, in addition to using greener ways of getting around, like the bus or electric bikes while at your destination.

GUESTS

Dr. Nancie Fitch, Harrisburg area medical director with MedExpress and Andrea Willis, Communications Manager at Google

ISSUE: Environment & Climate Change

HOW TREATED: Program

TITLE: What Can be Done to Help Our Environment and Reverse Climate Change

DATE: July 24, 2022

TIME: 6:00am

DURATION: 24:31

TYPE: People and Perspectives Interview Show

DESCRIPTION

Climate Change and how it's affecting our environment is taking center stage this week as we see record heat across the US and in Europe, the heat also sparking wildfires. This also comes on the heels of the Supreme Court's 6-3 decision, ruling that the EPA does not have the authority to mandate carbon emissions from existing power plants. The reasoning behind this decision was not because of saying climate change doesn't exist, rather, the court said that any time an agency does something big and new – in this case addressing climate change – the regulation is presumptively invalid, unless Congress has specifically authorized regulating in this sphere. This then also brings up the issue that continues to hit a wall in Washington, and that is President Biden's Clean Energy Bill. While some may think it's too late to do anything about climate change, and even others that still don't believe it exists, Professor Dernbach has helped enact laws, like recycling to help our environment, and he says every little bit someone can do, like recycling and even switching your energy supplier to a one that is using clean air methods (like wind and solar) can make a big difference if more and more people pitch in, and the proof of climate change is out there and needs to be a main concern for people going forward to help reverse its effects.

GUEST

John Dernbach, Professor of Environmental Law and Sustainability, and Director of the Environmental Law and Sustainability Center at Widener University Commonwealth Law School

ISSUE: Jobs & Technology

HOW TREATED: Program

TITLE: The Technology Chip Shortage and Getting them Made Again in the US

DATE: July 24, 2022

TIME: 6:00am

DURATION: 5:43

TYPE: People and Perspectives Interview Show

DESCRIPTION

From cars and trucks to washing machines to medical devices, manufacturers are desperate for more semiconductors. Ongoing supply chain issues, compounded by a big drop in U.S. semiconductor manufacturing (from 37% in 1990 to 12% today), are what's causing the chip shortage. Consumers everywhere are feeling the pain with longer wait times and higher prices on everything. The CHIPS for America Act and FABS Act is currently in front of Congress, and if approved would alleviate these stressors and in turn also create more jobs in the US, to create these much-needed CHIPS and FABS. In the Harrisburg area, there are 2 FAB plants that could gain 100s of new jobs if a majority of the manufacturing of the chip switches from Asia back to the states. Can get more info at [semiconductors.org](https://www.semiconductors.org)

GUEST

John Neuffer, President and CEO of Semiconductor Industry Association

ISSUE: Healthcare & Infectious Diseases

HOW TREATED: Program

TITLE: What you need to know about the latest with Covid-19 and Monkeypox

DATE: July 31, 2022

TIME: 6:00am

DURATION: 22:22

TYPE: People and Perspectives Interview Show

DESCRIPTION

The Pennsylvania Department of Health reported 22,277 additional coronavirus cases this week, marking the state's highest case rate in seven weeks, as the BA.5 and BA.4 omicron sub variants continue to spread rapidly through patients. The two strains of COVID-19 account for approximately 93.5% of infections, according to the latest data from the U.S. Centers for Disease Control and Prevention. Why vaccination is still a key to protecting people against severe illness with the strain, and any future strain of Covid. In UPMC alone, there are 36 people hospitalized, 34 of those people were not vaccinated. There is also the concern of long covid for those not vaccinated, as doctors are working to learn more about this and how it continues to target people's heart and lungs. Another concern making news is Monkeypox. While Monkeypox was first discovered in the 1950's it hasn't been a real issue until recently. Right now, more than 19,000 cases have been reported in more than 75 countries; and in the U.S., there's been about 3,000 cases diagnosed recently. At this time 8 women and 2 children were diagnosed in the US, the rest are men. While 98-percent of cases have been among gay or bi-sexual men, Dr. Goldman says we shouldn't discount the potential to spread among anyone. It is spread mostly by skin-to-skin contact, and is best to avoid this if you know someone has a rash. To put in perspective though, while there are 3,000 cases so far diagnosed in the U.S, Dr Goldman says each day in PA 3,000 cases of COVID are still being diagnosed.

GUEST

Dr. John Goldman, Infectious disease specialist with UPMC

ISSUE: Finances & App Tax

HOW TREATED: Program

TITLE: Are you Paying an App Tax? Likely so, but you may not realize it

DATE: July 31, 2022

TIME: 6:00am

DURATION: 6:27

TYPE: People and Perspectives Interview Show

DESCRIPTION

Have you ever wondered why you cannot manage your account on many popular apps, or why subscriptions and fees are greater while purchasing through an app than through a website? One reason: the app tax. App stores on a smart phone are being controlled by the device's parent company (Apple/Google) and are denying users the ability to choose how to download apps onto mobile devices, claiming concerns about security. But these app stores don't show the same concerns when you access apps on your computer, charging some mobile users what's called an app tax of up to 30% more than what it would be to access on your computer. There is legislation being considered to stop this app tax. The Coalition for App Fairness is an independent nonprofit organization formed to protect consumer choice, foster competition, and create a level playing field for all app and game developers globally, to learn more go to appfairness.org

GUEST

Rick VanMeter, Executive Director of the Coalition for App Fairness

ISSUE: Hunger & Food Insecurity

HOW TREATED: Program

TITLE: A New Food Bank with a Unique Way of Feeding our Community and Beyond

DATE: August 7, 2022

TIME: 6:00am

DURATION: 10:55

TYPE: People and Perspectives Interview Show

DESCRIPTION

Midwest Food Bank of PA is a faith-based organization with a mission of alleviating hunger and malnutrition locally and throughout the world and providing disaster relief; all without discrimination. Its vision is to provide industry-leading food relief to those in need while feeding them spiritually. Located in Middletown, this organization has been serving the community for about 18 months. It is also a volunteer-based organization, relying heavily on the community giving back. For more on its mission and volunteer opportunities can search for PA location under www.midwestfoodbank.org

GUEST

Kathy Anderson-Martin, Executive Director of the Midwest Food Bank of PA

ISSUE: Eye Health

HOW TREATED: Program

TITLE: How to Slow the Progress and Even Prevent Myopia in Children

DATE: August 7, 2022

TIME: 6:00am

DURATION: 9:33

TYPE: People and Perspectives Interview Show

DESCRIPTION

Myopia, also known as nearsightedness, is a common disease in which people can see close objects clearly, but far away objects appear blurred. Myopia continues to worsen over time and can even lead to serious eye conditions, especially when more time is spent on activities that keep kids indoors. Studies have shown that nearsighted kids stayed indoors nearly 4 hours more per week than their counterparts who had normal vision or farsightedness.

76 extra minutes outside a day can reduce the risk of myopia by 50%. Myopia is growing at a rapid rate in children, with 1 out of every 2 young adults now affected. It's predicted 50% of the world's population could have myopia by the year 2050. For more information on preventative measures for our youth, including a "Screen Staycation" and what to ask when checking in with optometrist, go to www.myopiaawareness.org.

GUESTS

Dr. Nathan Bonilla-Warford, Children's Optometrist and Haylie Duff, a concerned mom of two with Myopia

ISSUE: Childhood Health & Blood Cancers

HOW TREATED: Program

TITLE: Strides to Bring Better Treatment Options to Children Diagnosed with Leukemia

DATE: August 7, 2022

TIME: 6:00am

DURATION: 8:13

TYPE: People and Perspectives Interview Show

DESCRIPTION

Leukemia is the most common cancer diagnosed in children and adolescents younger than 20 years. Treatments for this type of cancer are harsh and outdated, and those who survive their diagnosis are at risk of experiencing long-term effects and life-threatening complications. The Leukemia & Lymphoma Society is working to change the treatment to make the cure ‘not’ worse than the disease by expanding its commitment through its Dare to Dream Project (formerly The LLS Children’s Initiative). Over the next five years, LLS is investing \$175 million to fund groundbreaking research and the first-ever pediatric leukemia master clinical trial globally to accelerate better treatment and care. As well, LLS is growing its education and support services and ramping up advocacy efforts to help every child with blood cancers get accessible, affordable, quality healthcare.

GUESTS

Dr. Gwen Nichols, Chief Medical Officer of The Leukemia & Lymphoma Society, and Courtney Addison, mother of pediatric cancer survivor

ISSUE: Preparing for Death and Illness

HOW TREATED: Program

TITLE: How to Write the Last Chapters in Your Life the Way You Want

DATE: August 14, 2022

TIME: 6:00am

DURATION: 10:54

TYPE: People and Perspectives Interview Show

DESCRIPTION

Very few people prepare for disaster, chronic illness, or death. We simply hope that things will work out. Facing the realities of death, chronic illness, or becoming physically immobile is not a time to lose hope, but a time to be prepared. Planning is not about making a final decision, but about how you and your loved one will be provided the best care to live well. UPMC is hosting free to public seminars, sponsored by a variety of local groups that addresses how to be prepared and make sure you write this chapter of your life how you want it to go, should any unforeseeable life event happen sooner, rather than later. Your Life Your Wishes next upcoming seminar in the End-of-Life Series is this Thursday, August 18, 6 to 7:30 p.m. UPMC Community Osteopathic, 4300 Londonderry Rd, Harrisburg. 717-782-5450 for more information or got to UPMC.com and look under spiritual care services to get more information on these ongoing seminars and important tips to planning for this final chapter.

GUEST

Rev. Dr. Brenda Alton, Manager of UPMC’s Pinnacle Faith Community Health Connection (FCHC)

ISSUE: Healthcare & Lung Cancer

HOW TREATED: Program

TITLE: Biomarkers are Changing Lung Cancer Treatment Options

DATE: August 14, 2022

TIME: 6:00am

DURATION: 11:44

TYPE: People and Perspectives Interview Show

DESCRIPTION

World Lung Cancer Awareness Day was just recognized on August first. According to the American Cancer Society, Lung cancer is the 3rd most common cancer for both men and women, with about 236,740 new cases of lung cancer expected to be diagnosed this year, and approximately 130,180 deaths as a result of lung cancer. For Black Americans, lung cancer is the leading cause of death among this ethnic group. Lung Cancer Foundation of America is working to change the public perception of lung cancer through education and personal stories about lung cancer. Biomarkers are also becoming more prevalent in helping with treatments and a cure in this disease, but not all doctors know to look for them so patients need to understand how to advocate for the testing. To find out more visit, LCFamerica.org.

GUESTS

Dr. Sydney Barsed and Brandi Bryant, both lung cancer patients

ISSUE: Travel Safety

HOW TREATED: Program

TITLE: How to be a Prepared and Savvy Traveler Post Covid

DATE: August 14, 2022

TIME: 6:00am

DURATION: 8:10

TYPE: People and Perspectives Interview Show

DESCRIPTION

According to the US Travel Association, domestic leisure travel has surpassed pre-pandemic levels and is expected to grow. While many are eager to get out and explore, there are concerns on the rising travel costs. Best tips to find cost cutting options include taking advantage of app deals, either booking ahead of time or grabbing a last-minute deal, but wait to book your extras until you get to your destination, such as theater tickets, dinner out, or other excursions. The hotel may have 'ins' on discounts and other offers that can be combined with your stay. Also check for hidden fees when booking, even if the hotel charges extra for parking and use of other amenities. Take advantage of perks through credit cards, earning travel points, and sign up for loyalty programs through the airline you use, as you will likely get more perks when flying that way and other discounts. And when you can, carry-on luggage only. With staffing shortages at the airports, many checked bags are getting lost; but whether you check or carry on, make sure all your bags are updated with your info, in case you are separated from them, and include putting name/number on important things like your laptop, ipad, and even keys. For more travel tips can check out travelgirlinc.com.

GUEST

Stephanie Oswald, Travel Journalist

ISSUE: Education & Back to School

HOW TREATED: Program

TITLE: Keeping our Kids in Check when Back to School with Mental Health and Physical Health

DATE: August 21, 2022

TIME: 6:00am

DURATION: 30:17

TYPE: People and Perspectives Interview Show

DESCRIPTION

It's back to school time for most kids across the area and with that, while it can typically be an exciting time for students, it can also be filled with anxiety. Big news makers that may cause anxiety and stress to a child/teen is the ongoing covid pandemic and trying to navigate being back in school at a time when school shootings and other tragedies are making headlines in the news. There are ways a parent should be talking to their child about any concerns they may have, and how to spot when they could be in trouble and need help beyond the home. Also, as a parent knowing that your stresses in life might also be felt by your child, and how to talk about your feelings too to maintain good mental health for all. Peer pressure or the idea of just wanting to be cool often targets our youth when back in school. With that, the American Lung Association and the Ad Council are launching a new series of public service announcements aimed at getting kids to quit vaping or not start at all. The new PSAs are part of a broader campaign to raise awareness about the risks associated with youth vaping and help parents with kids aged 10-14 start important conversations with their kids to prevent them from becoming addicted to e-cigarettes. Rates of e-cigarette use by teens increased 73% from 2016 to 2020. Currently 2.1 million kids use e-cigarettes and thousands of kids start vaping every day. For more information visit TalkAboutVaping.org. When packing lunch for your children, it's not as simple as putting in a lunch tote or brown bag; foodborne illnesses could be lurking depending on how you prepared and packed that lunch.

GUESTS

Dr. Melissa Brown, Licensed Psychologist with UPMC Pinnacle Health Psychological Associates, Dr. Panagis Galiatsatos, Professor at Johns Hopkins School of Medicine and spokesperson for the American Lung Association, Kenneth King, USDA Food Safety Expert, and Jonathan de la Paz, Google Technology Expert

ISSUE: Crime & Fraud Scam Alerts

HOW TREATED: Program

TITLE: Tips on the Latest Scams Targeting your Wallet and How not to be a Victim

DATE: August 28, 2022

TIME: 6:00am

DURATION: 30:17

TYPE: People and Perspectives Interview Show

DESCRIPTION

Criminals are always working on new types of scams to get people's money. Many are online/by email, through the phone by a call or text, and scammers may even come knocking on your door, so what are the red flags to be watching out for? Mary Bach breaks down some of the top scams targeting people this fall and what to be on the lookout for. AARP's Fraud Resource Center is an online tool that is free to the public and is filled with dozens of tip sheets on how to recognize and avoid common scams, including videos that break down how scams work. If you suspect a spam, you are also encouraged to call the helpline, another free service, at 877-908-3360. More information can be found at aarp.org and look for fraud watch.

GUEST

Mary Bach, AARP Fraud Watch Volunteer and the AARP Pennsylvania Consumer Issues Task Force

ISSUE: Healthcare Vaccinations and Infectious Diseases

HOW TREATED: Program

TITLE: Covid, Monkeypox, Polio. What you need to know to make sure you're protected.

DATE: September 4, 2022

TIME: 6:00am

DURATION: 26:56

TYPE: People and Perspectives Interview Show

DESCRIPTION

Ongoing concerns and more questions have come up with many of the diseases making news, now that kids are back to school and more people are heading back to in-person in the workplace. The top disease on people's minds is Covid. We've been dealing with this since early 2020, and while overall we are learning to live with it, it is still out there. According to the CDC this past week, there were approximately 1,300 individuals hospitalized with covid in the state, with 146 adult patients in the ICU. While the vaccines have been very helpful in slowing the spread and preventing serious illness, the disease continues to mutate, but knowing the majority of those still being hospitalized are unvaccinated. To help combat the covid strains that have mutated, the FDA and CDC also this week approved a new version of the booster shots to better combat these new strains. The biggest concern doctors are still trying to understand is the effects of long covid, which can negatively impact someone's neuro, vascular, or respiratory system, in particular in those that weren't vaccinated. Another concern is Monkeypox. Then there's Polio. Polio was recently detected in New York; one patient was diagnosed and a sample of waste water elsewhere in the city detected Polio. Polio (poliomyelitis) is a highly contagious viral infection caused by a type of enterovirus. It is characterized by paralysis or weakness in arms, legs or both. There have been no cases of wild type polio acquired in the U.S. since 1979, because of vaccinations. If a person is unsure if they are vaccinated against polio, or any other disease of concern, it's recommended to talk to their parents first for records or the department of health.

GUESTS

Dr. Catharine Paules, an Infectious Disease Specialist with Penn State Hershey Medical Center, and Dr. Jeffery Boone, President, CEO, and Medical Director of the Boone Heart Institute

ISSUE: Inflation, Recession, and Job Growth

HOW TREATED: Program

TITLE: Inflation and the Job Market. What we Should be Aware of.

DATE: September 11, 2022

TIME: 6:00am

DURATION: 13:45

TYPE: People and Perspectives Interview Show

DESCRIPTION

The August Jobs Report recently came out, and while the good news is 315,000 new jobs were added in the US last month, it's also reported that the unemployment rate increased to 3.7%, up from 3.5% in July. While that may not sound as promising, experts actually say it's a good thing as it means more people who were not working or seeking employment are now looking to get back in the workforce, as the government doesn't count individuals as unemployed when they're out of the labor force. People left the labor force for various reasons during the pandemic, including illness, child care and other family responsibilities. Now, there are more people looking for work and they're officially counted as unemployed, which has had the effect of nudging up the jobless rate. Meantime, while inflation is showing signs of slowing down, it's still high. There are concerns that if things don't come down to pre-covid levels a recession is next. It is possible to avoid this, but we need to understand this is a global problem right now, thanks in part to covid, and now with the ongoing Russia-Ukraine conflict, it could depend on how long that continues to how low we will be dealing with inflation issues and possible recession. As inflation rates continue to have us digging deep into our wallets, a new poll shows that people of color, including Black, Latino, and Native Americans are some of the hardest hit by our economic trends. The poll, Personal Experiences of U.S. Racial/Ethnic Minorities in Today's Difficult Times conducted by the Robert Wood Johnson Foundation speaks to the increasingly critical need for policies and solutions that support communities feeling pressure due to high inflation.

GUESTS

Jesus Fernandez-Villaverde, Professor of Economics at the University of Pennsylvania, and Alonzo Plough, Robert Wood Johnson Foundation's Chief Science Officer

ISSUE: Healthcare for Men

HOW TREATED: Program

TITLE: The Top health concerns for Men and the many misconceptions they have with their health

DATE: September 11, 2022

TIME: 6:00am

DURATION: 6:05

TYPE: People and Perspectives Interview Show

DESCRIPTION

This year, the Cleveland Clinic's 7th annual MENTION It educational campaign sought to find out what issues men are concerned about as they age and found out that mental and cognitive health is their #1 concern (48%) to cardiovascular health (47%), cancer (38%) and sexual health (32%). The survey out this week also looked at misconceptions and lack of knowledge of conditions men fear - with more than half of half of men (58%) thinking that low testosterone is the most common cause of erectile dysfunction, when findings show 71% of men who have experienced issues related to sexual health including ED have also been diagnosed with cardiovascular disease or diabetes. And, a whopping 70% of men don't know that a COVID-19 infection can increase your chances of erectile dysfunction. While these are concerns that the men are admitting to in the survey, many still don't take these concerns to their physician. It's best to understand that these concerns are normal, and to understand the misconceptions and talk with your family doctor about it, and get your family involved if you can.

GUEST

Dr. Todd Breaux, Urologist in the Glickman Urological and Kidney Institute at Cleveland Clinic

ISSUE: Healthcare & Blood Cancer Treatment

HOW TREATED: Program

TITLE: How Biomarkers can be Lifesaving

DATE: September 11, 2022

TIME: 6:00am

DURATION: 9:06

TYPE: People and Perspectives Interview Show

DESCRIPTION

September is Blood Cancer Awareness Month. On the forefront of treatments is Biomarkers. Biomarker testing has become key in helping doctors find the right treatment for certain types of cancer, such as acute myeloid leukemia, or AML. However, because many patients have never heard of these advancements in testing and the emergence of targeted therapies, it's important to advocate for patients to know to ask the right questions to find out what biomarker tests are available. Acute myeloid leukemia (AML) is a difficult-to-treat cancer of the blood and bone marrow and is one of the most common types of leukemia in adults. This year, an estimated 20,500 people in the United States will be diagnosed with AML. AML incidence significantly increases with age, and the median age of diagnosis is 68 years old. By using molecular profiling, also known as molecular or biomarker testing, scientists have gained a much better understanding of how cancer operates in the body, opening the door to new treatments that best respond to an individual's specific type of cancer.

GUESTS

Dr. Eytan Stein, a Hematologic Oncologist, and Shirley, who's a patient living with IDH1-mutated AML

ISSUE: Hunger & Food Insecurity

HOW TREATED: Program

TITLE: Hunger Action Month Bringing Awareness to the Issue of Food Insecurities

DATE: September 18, 2022

TIME: 6:00am

DURATION: 11:00

TYPE: People and Perspectives Interview Show

DESCRIPTION

September is Hunger Action Awareness Month and the Central PA Food Bank has been on the frontlines helping individuals and other local organizations help those dealing with food insecurities. From July 2021 to June 2022, more than 413,000 individuals were provided healthy food through the Central Pennsylvania Food Bank and its network of local partner agencies. The Food Bank is committed to ending hunger by building an infrastructure to analyze information on the current charitable food distribution landscape and increase our understand of food insecurity through community hunger mapping initiatives; increasing our focus on equity, diversity, inclusion and belonging; and connecting partners with their local food producers to capture even more fresh fruits, vegetables, dairy and protein to share with neighbors in need right in their own community. The public can help take action in their communities in three important ways, by learning about hunger in their community, committing to volunteer or make a donation, and by speaking up. People are encouraged to write to local lawmakers and ask them to support programs that help the charitable food network and address the root causes of hunger in our communities. Information on hunger is available at www.centralpafoodbank.org.

GUEST

Joe Arthur, Executive Director of the Central Pennsylvania Food Bank

ISSUE: Crime & Marijuana Pardons

HOW TREATED: Program

TITLE: The Purpose Behind PA's Marijuana Pardon Project

DATE: September 18, 2022

TIME: 6:00am

DURATION: 12:15

TYPE: People and Perspectives Interview Show

DESCRIPTION

Pennsylvania is coordinating a one-time, large-scale pardon effort for people with certain minor, non-violent marijuana convictions. Applying is free and entirely online. Individuals are eligible only if they have one or both of two minor convictions in Pennsylvania and if someone has any additional convictions on their record are not eligible under the PA Marijuana Pardon Project. If that's the case, a person can apply for clemency, which is a different process. The PA Pardon Project is taking applications through the end of the month. If a person's pardon is approved, they still need to take steps to have the record officially expunged. Supporters of this measure say it's needed to help those who've made minor mistakes, especially in a time when many states on our borders are allowing recreational cannabis use. Even this small infraction can affect someone's ability to get a job or even get into college. In addition, according to state police records, there are racial disparities in arrests and charged individuals with these minor infractions. The website to apply <https://mjpardon.pa.gov/>

GUEST

Celeste Trusty, Secretary of Pennsylvania Board of Pardons

ISSUE: Veterans & Mental Health

HOW TREATED: Program

TITLE: Don't Wait, Reach Out! Preventing Suicide among America's Heroes

DATE: September 18, 2022

TIME: 6:00am

DURATION: 7:45

TYPE: People and Perspectives Interview Show

DESCRIPTION

September is Suicide Prevention month. And while just one life lost to suicide is a tragedy, it is reported that our nation's Veterans are at a higher risk for suicide compared to the general population. According to the CDC, in 2020, nearly 46,000 people in the US died from suicide; that's about one person every 11 minutes. It's also reported suicide is connected to other forms of injury and violence, which is a category most Veterans fall into. The Ad Council and the U.S. Department of Veterans Affairs have partnered to create "Don't Wait. Reach Out." a national PSA campaign that encourages struggling Veterans to seek help for their life challenges before they reach a crisis point. Reaching out for help can be hard, and VA.gov/REACH makes it easier by helping Veterans and others concerned on their wellbeing, navigate the full range of the VA's offerings, all in one place.

GUEST

Dr. Matthew Miller, Executive Director for VA Suicide Prevention for the U.S. Department of Veterans Affairs

ISSUE: Breast Cancer Awareness

HOW TREATED: Program

TITLE: Making Strides to Knock out Breast Cancer and Beat the Statistics

DATE: September 25, 2022

TIME: 6:00am

DURATION: 20:45

TYPE: People and Perspectives Interview Show

DESCRIPTION

October is Breast Cancer Awareness month. It's predicted by the end of 2022, more than 290,000 new cases of invasive breast cancer will be diagnosed in the US, along with 51,000 non-invasive cases. Breaking that down, it's estimated that 1 in 8 women will develop breast cancer in her life; a man's lifetime risk of breast cancer is about 1 in 833. It recommended people see their doctor yearly for exams, do self-checks, and get mammograms when recommended. If someone is concerned with family history, they can also have genetic testing. To help raise awareness of the issue and offer support to breast cancer survivors and those who've lost loved ones to breast cancer, The South-Central Making Strides Walk is being held on City Island on October 15th and includes a memorial garden where one can make dedication posters for someone. Money raised goes to research projects with the American Cancer Society, and other local service outlets.

GUEST

Jessica Moyer, Senior Development Manager with the American Cancer Society, Inc. Northeast Region, Alyssa Holl, Making Strides of South-Central PA Team Leader, and Dr. Kit Lu, an Oncologist with UPMC Hillman Cancer Center

ISSUE: Alzheimer's Disease

HOW TREATED: Program

TITLE: Finding the best Treatments for Alzheimer's Disease across all Communities

DATE: September 25, 2022

TIME: 6:00am

DURATION: 6:55

TYPE: People and Perspectives Interview Show

DESCRIPTION

World Alzheimer's Day was September 21st, and in recognition of Hispanic Heritage month, going on through October 15th, there is a growing concern with the cases of Alzheimer's Disease in the Latino and Hispanic community. According to the CDC, an estimated 5.8 million people in the U.S have Alzheimer's disease and related dementias. When looking at that statistic, it's also reported Hispanics and Latinos are one and a half times more likely to develop this type of cognitive disease compared to their white counterparts. While there is no cure for Alzheimer's disease, clinical trials present the best opportunity to help find treatments or a cure for the disease. To work towards eliminating health disparities among communities of color, it is critical that diverse populations, like Hispanics and Latinos, are represented in clinical trials. To learn more visit AHEADstudy.org

GUEST

Dr. Christian Salazar, Epidemiologist