

Big Dog Country1035
WUUF-FM
Quarterly Community Issues Report

1 APRIL 2023 TO 30 JUNE 2023

This is a listing of the significant issues responded to by 103.5 WUUF-FM during this three-month period, along with typical and illustrative programming. This listing is by no means exhaustive. The order in which issues and programs are listed does not reflect their significance or priority in any way.

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Attachment A
Issues List
Quarterly Issues List for Station WUUF - FM

Section I. Issues.

The station has identified the following as significant issues facing our community in this quarter:

- A. **TECHNOLOGY:** Discussion addressing the impacts of technological advances.
- B. **MENTAL HEALTH:** Exploration of topics pertaining to the mental health treatment and recognition.
- C. **PUBLIC HEALTH:** Experts and public health authorities provide information and guidance on dealing with infectious disease.
- D. **EMERGENCY PREPAREDNESS:** Topics concerned with personal protection and best practices in times of quarantine.
- E. **CLIMATE AND ENVIRONMENTAL IMPACT:** Discussion of extreme weather volatility amid global climate change .
- F. **CRIME:** Consumer information addressing best practices to avoid becoming a cyber-crime victim.

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ISSUE: Weekly Public Affairs Programming / Issues and specific weekly topics attached

PROGRAM/SEGMENT	DATES/TIME	PROGRAMMING DESCRIPTION
<p>Info Track</p>	<p>Sunday Mornings 6:30 – 7:00am during the quarter, Each program one-half hour in length</p> <p>TOTAL TIME FOR QUARTER: <u>360 min.</u></p>	<p>Weekly Public Affairs program covering a variety of topics and issues through interviews with various guests.</p> <p>(program/issue list attached)</p>



Weekly Public Affairs Program

Call Letters: WUUF-FM

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2023

Show # 2023-14

Date aired: 4/2/23 Time Aired: 6:30am

H Penny Mishkin, Columbia University occupational therapist, author of *"How I See It: A Personal and Historical View of Disability"*

Ms. Mishkin discussed the difficulties faced by disabled children, and the crucial importance of therapy, services and support to help them. She shared her personal story of severe vision disabilities as a child, and eventual blindness as an adult. She said living with a disability is akin to taking a detour in life, and that with the right outlook, disabled people can still live a purposeful and happy life.

Issues covered:
Disability Awareness and Support

Length: 8:40

Rob Docters, Partner and Head of Ethics Practices at Abbey Road, LLP, co-author of *"Ethics and Hidden Greed: Your Defense against Unethical Strategies and Violations of Trust"*

Consumer scams, frauds, and unethical gouging are on the rise, causing significant financial and emotional harm to unsuspecting individuals and exacerbating economic inequalities. Mr. Docters discussed the factors behind the jump in fraud. He explained why it is often hard to recognize fraud or scams on social media.

Issues covered:
Crime
Consumer Matters
Ethics

Length: 8:43

Show # 2023-15

Date aired: 4/9/23 Time Aired: 6:30am

Stephen Kohn, attorney, Executive Director of the National Whistleblower Center, author of *"The Whistleblower's Handbook: A Step-By-Step Guide To Doing What's Right And Protecting Yourself"*

Every year, criminals and fraudsters rip off the federal government by committing tax fraud—stealing billions of taxpayer dollars in the process. However, it's becoming much

more difficult to do so, thanks to a massive increase in whistleblower disclosures. Mr. Kohn discussed recent changes in laws that have made it much easier to report wrongdoing. He also explained what steps to take to weigh the pluses and minuses of blowing the whistle.

Issues covered:

Length: 8:53

**Whistleblowing
Crime
Government Regulations**

Mary Norris, longtime copy editor at “The New Yorker,” author of “*Between You & Me: Confessions of a Comma Queen*”

Ms. Norris discussed the most common mistakes in spelling, punctuation and word usage, and why it is so important. She explained how new technologies and changes in our nation’s education system have made proper grammar less “cool.”

Issues covered:

Length: 8:21

**Education
Career**

Show # 2023-16

Date aired: 4/16/23 Time Aired: 6:30am

ChatGPT, an artificial-intelligence (AI) chatbot

ChatGPT was launched as an artificial intelligence prototype on November 30, 2022, quickly gaining global attention for its detailed responses and articulate answers across many topics. It explained how it was trained and learns, and what its biggest weakness are. It acknowledged that the concerns about potential biases in its answers are legitimate. It also outlined the top 5 human endeavors in which it anticipates making the biggest impact.

Issues covered:

Length: 9:29

**Artificial Intelligence
Technology
Employment**

Andrew Houtenville, PhD, Professor of Economics at the University of Hampshire, Research Director of the UNH Institute on Disability

Prof. Houtenville discussed recent findings from the National Trends in Disability Employment report, issued by Kessler Foundation and the University of New Hampshire. He explained what is driving historic highs in employment of people with disabilities, and why disabled employment has outstripped the non-disabled since the start of pandemic lockdowns.

Issues covered:

Length: 7:59

**Disabilities
Employment**

Show # 2023-17

Date aired 4/23/23 Time Aired: 6:30am

Matthew Berger, Executive Director of the non-profit Foundation to Combat Antisemitism

According to FBI statistics, Jews make up approximately 2.4% of the U.S. population yet are victims of nearly 1 in 10 of all hate crimes. Mr. Berger's organization launched a \$25 million national effort to combat indifference and ignorance surrounding antisemitism. He explained how people can stand up to fight antisemitism, the same way they would fight racism, gender inequality or other injustices in their community.

Issues covered:

Length: 7:59

**Antisemitism
Crime**

Mark R. Rank, PhD, Herbert S. Hadley Professor of Social Welfare at Washington University in St. Louis, author of "*The Poverty Paradox: Understanding Economic Hardship Amid American Prosperity*"

Prof. Rank discussed the reasons why the wealthiest country in the world also has the highest rates of poverty among industrialized nations. He said an average of 10-15% of the US population is below the poverty line at any given time. He blames low-paying jobs that make it difficult to escape poverty, plus what he views as an inadequate social safety net.

Issues covered:

Length: 9:24

**Poverty
Economy
Government Policies**

Show # 2023-18

Date aired: 4/30/23 Time Aired: 6:30am

Malia Hollowell, National Board-Certified teacher, Founder/CEO of The Reading Roadmap, which develops literacy training for teachers, author of "*The Science of Reading in Action: Brain-Friendly Strategies Every Teacher Needs to Know*"

67% of American students are unable to read at grade-level. Ms. Hollowell said there are decades of research available to improve reading programs, but it is generally ignored. She said it's critical that teachers and parents learn about the research. She also addressed the special challenges faced by children whose native language is not English.

Issues covered:

Length: 7:50

**Child Literacy
Education**

Laura Tremaine, podcaster, author of "*The Life Council: 10 Friends Every Woman Needs*"

Ms. Tremaine discussed the complexities of friendships. She said making, keeping, and even releasing friends doesn't need to be as hard as we make it. She explained the importance of creating a circle of genuine friends over a lifetime, as opposed to social media "acquaintances."

Issues covered:

Length: 9:26

**Personal Relationships
Mental Health
Women's Issues**

Show # 2023-19

Date aired: 5/7/23 Time Aired: 6:30am

Sarah Foster, Analyst and Principal U.S. Economy Reporter at Bankrate.com

While inflation may be cooling, Ms. Foster explained why Americans could be feeling its impact for years to come. She discussed the economy's impact on emergency savings, retirement contributions and covering day-to-day expenses. She also explained why even when inflation eventually slows, prices won't necessarily fall across the board.

Issues covered:

Length: 7:23

**Inflation
Personal Finance**

Paul McLane, Editor in Chief of Radio World, a publication for technology-minded broadcast owners, managers and engineers

Automakers like Tesla, BMW and Ford have recently announced their intentions to cut AM radio from new models, particularly electric vehicles. Mr. McLane discussed the valuable service AM radio still provides for public safety and entertainment, and explained what AM's 84 million listeners can do to voice their opinion to automakers and legislators. He also discussed the potential danger posed to FM radio by the new trend.

Issues covered:

Length: 9:54

**Media
Emergency Preparedness
Consumer Matters**

Show # 2023-20

Date aired: 5/14/23 Time Aired: 6:30am

Sarah J. Clark, M.P.H., Associate Research Scientist, Department of Pediatrics at the University of Michigan's C.S. Mott Children's Hospital

Ms. Clark co-authored a poll that found that 62 percent of parents report difficulties finding childcare facilities that meet their health and safety standards. The poll also found that only half of parents considered themselves "very confident" at discerning which childcare options were truly safe and healthy. She outlined the most important questions that parents should ask when evaluating childcare providers. She said 82% of parents would be in favor of a national standard for health and safety for childcare centers and in-home childcare providers.

Issues covered:

Length: 9:27

**Child Safety
Parenting**

Benjamin H. Schnapp, MD, Assistant Professor, Assistant Emergency Medicine Residency Program Director in the University of Wisconsin School of Medicine and Public Health

Medical errors cause roughly 250,000 deaths per year in the U.S. Dr. Schnapp co-authored a study that examined errors in Emergency Rooms. He found that, even in chaotic ERs, doctors typically have the right medical information but might not act on it in the best way. He talked about the patterns he found in patients who are most vulnerable to errors. He offered suggestions for patients who want to prevent errors when they visit an ER.

Issues covered:
Medical Errors
Emergency Care

Length: 7:44

Show # 2023-21

Date aired: 5/21/23 Time Aired: 6:30am

Burton Malkiel, Chemical Bank Chairman's Professor of Economics at Princeton University, author of the classic finance book "*A Random Walk Down Wall Street: The Best Investment Guide That Money Can Buy*"

Mr. Malkiel's book, written 50 years ago, pioneered the advent of index mutual funds for the average investor. He explained why an individual who saves consistently over time and buys a diversified set of index funds can achieve above-average investment results. He believes that most average investors do not need an investment advisor in order to prepare for retirement.

Issues covered:
Personal Finance
Retirement Planning

Length: 8:30

Theresa Gildner, PhD, Assistant Professor of Biological Anthropology in Arts & Sciences at Washington University in St. Louis

Most Americans view parasitic infections as a problem of the past or one that only impacts low-income countries. However, Prof. Gilder shared new research that discovered that the problem is likely widespread in low-resource communities throughout southern US. Her study found that environmental conditions, combined with infrastructural neglect and inadequate access to health care, create the perfect breeding ground for these infections. She explained how to recognize the infection and what treatments are available.

Issues covered:
Public Health
Poverty
Food Safety

Length: 8:37

Show # 2023-22

Date aired: 5/28/23 Time Aired: 6:30am

Catherine Hodder, estate planning attorney, author of "*Estate Planning for the Sandwich Generation: How to Help Your Parents and Protect Your Kids*"

Ms. Hodder explained the importance of estate planning for those who are caring for both kids and aging parents. She outlined the critical documents that everyone should have in addition to a basic will. She also talked about the importance of communication with

aging parents, and the usefulness of an emergency binder that organizes important documents in one place.

Issues covered:
Estate Planning
Senior Citizens
Parenting

Length: 8:22

Caitlin Cavanagh, Assistant Professor in the School of Criminal Justice at Michigan State University

Prof. Cavanagh led a study at Michigan State that found that mothers don't lose hope to see their sons graduate from high school, get married, find a good job and so on— even if they are arrested as a minor. Her findings were consistent, even for higher income families.

Issues covered:
Juvenile Crime
Parenting

Length: 8:54

Show # 2023-23

Date aired: 6/4/23 Time Aired: 6:30am

Adam Katchmarchi, PhD, Executive Director of the National Drowning Prevention Alliance, Assistant Professor in the Department of Kinesiology, Health, and Sport Sciences at Indiana University of Pennsylvania

Drowning is the leading cause of death among children ages 1-4 and the second leading cause of injury-related death among children up to age 14. As the busiest water activity season is upon us, Prof. Katchmarchi offered five recommendations for parents to keep their children safe.

Issues covered:
Drowning Prevention

Length: 8:31

Heidi K. Gardner, PhD, Distinguished Fellow at Harvard Law School's Center on the Legal Profession and Program Chair of the Sector Leadership Master Class and Smarter Collaboration Master Class, author of "*Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*"

Prof. Gardner discussed recent research and offered advice to help companies thrive by collaborating more effectively. She said collaboration skills are surprisingly rare, especially among men. She explained why firms that collaborate smarter consistently generate higher revenues and profits, boost innovation, strengthen client relationships, and attract and retain better talent.

Issues covered:
Workplace Matters
Diversity
Career

Length: 8:52

Show # 2023-24

Date aired: 6/11/23 Time Aired: 6:30am

Andres Lares, Managing Partner at Shapiro Negotiations Institute, co-author of *"Persuade: The 4-Step Process to Influence People and Decisions"*

Millions of college students have graduated recently and are ready to enter the workforce. Mr. Lares said the more a job applicant prepares, the more confident they will feel — and projecting confidence is essential to doing well in a job interview. He explained how to research a company and the position prior to a job interview, how to negotiate the compensation and how to prepare questions for the interviewer.

Issues covered:

Length: 8:35

**Employment
Career**

Jean M. Twenge, PhD, Professor of Psychology at San Diego State University, author of *"Generations: The Real Differences between Gen Z, Millennials, Gen X, Boomers, and Silents—and What They Mean for America's Future"*

Prof. Twenge outlined the unique characteristics and experiences of different generations, explaining how they shape America's future. She said the era in which person grows up has a much greater influence than their parents on their personality traits. She also talked about the huge influences of technological advances on each generation and the recent increase in clinical depression in teens, which directly correlates with the advent of smartphones and social media.

Issues covered:

Length: 8:45

**Parenting
Mental Health
Substance Abuse**

Show # 2023-25

Date aired: 6/18/23 Time Aired: 6:30am

Martin J. Schreiber, former Governor of Wisconsin, Alzheimer's caregiver and advocate, author of *"My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver"*

More than 11 million Americans currently care for someone with Alzheimer's disease or other forms of dementia. Gov. Schreiber took care of his wife, Elaine, for nearly 20 years, until her death from Alzheimer's in 2022. He shared their story, and offered advice and encouragement for the millions of Americans in similar circumstances.

Issues covered:

Length: 8:40

Alzheimer's Disease

Jessie Ryan, Vice President of The Campaign for College Opportunity

Each year, hundreds of thousands of students start at community colleges, hoping to transfer to a university later. However, for some students, the transfer process becomes a maze so confusing, it derails their college plans. Ms. Ryan explained "credit loss," a situation where students take classes that never end up counting toward a degree. She discussed the reasons that universities refuse to accept credits, sometimes from classes that utilize the identical textbook as the university's class.

Issues covered:
Community College
Higher Education

Length: 8:44

Show # 2023-26

Date aired: 6/25/23 Time Aired: 6:30am

Read Hayes, PhD, Research Scientist at the University of Florida, Director of the Loss Prevention Research Council

Retailers, politicians and police departments have sounded the alarm about a rapid increase in retail theft, and are calling for stricter enforcement and prosecution to fight it. Prof. Hayes outlined the scope of the problem, and the role of organized theft rings in its growth. He also explained the multiple impacts on consumers, and what steps may slow down the problem.

Issues covered:
Crime
Consumer Matters

Length: 8:40

Kevin Lanza, PhD, Assistant Professor at UTHealth Houston School of Public Health at The University of Texas

Prof. Lanza led a recent study that found that children and teenagers who had volunteered in the past year were in better physical health, had a more positive outlook on life, and were less likely to have anxiety, depression, or behavioral problems compared to their peers who did not volunteer. He outlined the many volunteering opportunities available to young people.

Issues covered:
Volunteerism
Youth
Parenting

Length: 8:44

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ISSUE: **Community Events**

PROGRAM/SEGMENT	DATES/TIMES	PROGRAMMING DESCRIPTION
<p>Big Dog 1035 "Happening Hound" Report</p>	<p>Once per hour, 12am—12pm, Saturdays & Sundays 24 times per week. :60 second reports.</p> <p>TOTAL TIME FOR QUARTER: <u>312 mins</u></p>	<p>Information regarding events of community interest, including fund-raising activities for non-profit groups, community celebrations and festivals, from news releases from these organizations received at the station.</p>

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ISSUE: **Weather Conditions**

PROGRAM/SEGMENT	DATES/TIMES/ DURATION	PROGRAMMING DESCRIPTION
<p>Big Dog 1-0-3-5 Forecast</p>	<p>Mondays thru Saturdays during the period, during morning , afternoon and evening time periods (6a-11p), Twice per hour. Approx. 180 times per week :30 second reports</p> <p>TOTAL TIME FOR QUARTER: <u>680 mins</u></p>	<p>Weather conditions are of particular concern to residents of Western New York who live in close proximity to Lake Ontario, which is a major weather influence over most of the area. WUUF - FM airs forecasts prepared by meteorologists on the staff of WROC TV8, supplemented by reports from the National Weather Service.</p>

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ISSUE : PSA News and Information

PROGRAM SEGMENT	DATES/TIMES/DURATIONS
NYSTSA	4/1 – 6/12/23 3x daily :30 Traffic Safety Messages TOTAL TIME: <u>120 mins</u>
NYSBA	4/1 – 6/30/23 5x daily :30 National Guard PSAs TOTAL TIME: <u>72 mins</u>

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ISSUE: Addiction and Gambling

PROGRAM SEGMENT: "Office of Addiction Services and Support" Public service Campaign

TIME/DURATION: 4/27 – 5/31/23 :30 second announcements aired 7 times per week

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ISSUE: Traffic Safety

PROGRAM/SEGMENT

Messages from NYS Highway Traffic Commission

DATES/TIME/DURATION:

:30 recorded announcements airing 3x per day through-out quarter.

PROGRAMMING DESCRIPTION:

Highway safety public service messages provided by NY State.