

QUARTERLY ISSUES PROGRAMS LIST

WWKL-FM

Hershey, PA

Q4 2023

October 1, 2023 to December 31, 2023

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 & Influenza

HOW TREATED: Program

TITLE: Keeping the Flu Away this Season

DATE: October 1, 2023

TIME: 6:00am

DURATION: 8:44

TYPE: People and Perspectives Interview Show

DESCRIPTION: As the Fall Season is upon us, it's time to start thinking about protecting ourselves from serious illness during the upcoming months, and that includes the Flu. According to the CDC, last year's Flu season, there were at least 27 million flu illnesses, 12 million flu-related medical visits, 300,000 flu hospitalizations, and 19,000 deaths related to flu. While the yearly Flu vaccine does not always prevent illness, it can reduce severe sickness and hospitalizations. It can even protect a person from lost wages and extra medical bills as if not severely sick, a person doesn't need to seek medical care or miss work. To drive this idea home, a new campaign has been introduced. You can visit GetMyFluShot.org for more information, including where to get a flu vaccine near you.

GUESTS: Dr. Leandris Liburd
Acting Director
CDC's Office of Health Equity

Dr. Willie Underwood
American Medical Association

ISSUE: Health Insurance for Children

HOW TREATED: Program

TITLE: Making Sure all Kids are Covered and Getting Healthcare Services

DATE: October 1, 2023

TIME: 6:00am

DURATION: 7:13

TYPE: People and Perspectives Interview Show

DESCRIPTION: When it comes to our school aged kids, studies have shown that academic performance and health insurance go hand in hand. Children who have health coverage miss fewer classes and perform better in school than those who are uninsured. Additionally, they are more likely to complete high school and graduate college. Routine medical visits are a vital part of keeping kids safe and protected as they start the new school year and participate in extracurricular activities. However, for some children living in the U.S, having good health care coverage has been absent from their lives. When parents don't have proper or available healthcare, neither do the kids, but that's where CHIP and Medicaid coverage can step in. Nationwide, millions of school-aged children and teens qualify for free or low-cost health coverage through Medicaid and the Children's Health Insurance Program (CHIP), but do not have coverage. For eligible children, Medicaid and CHIP can provide access to routine and emergency care, vision care, dental visits, mental and behavioral health services, immunizations, prescriptions, and more. Here in PA alone, it's reported that more than 1.2 million children are enrolled in Medicaid and more than 151,000 children enrolled in CHIP.

GUEST: Dr. Aditi Mallick
Acting Director, Office of Minority Health
Chief Medical Officer
Center for Medicaid and CHIP Services (CMCS)

ISSUE: Healthcare & Hearing Loss

HOW TREATED: Program

TITLE: Treating Hearing Loss can Often Prevent other Issues in Life

DATE: October 1, 2023

TIME: 6:00am

DURATION: 8:13

TYPE: People and Perspectives Interview Show

DESCRIPTION: A new, national poll commissioned by the American Speech-Language-Hearing Association (ASHA) shows that only 2% of American adults ages 40 and up who have hearing difficulties have purchased Over-the-Counter hearing aids (OTCs) and only 4% said they are likely to purchase the devices. This information being gathered after a study released this summer, showed that use of non-OTC hearing aids significantly reduced cognitive decline in persons ages 70-84. Increased risk of falls, depression, higher healthcare costs, and a variety of other medical, economic, and social repercussions are also associated with untreated hearing loss. According to the ASHA poll, 56% of American adults ages 40 and over have acknowledged lack of hearing excellence. and only 8% have been treated. 48% have let their symptoms persist for over two years. 30% of those with hearing difficulties reported a negative impact on their quality of life. The primary reason given for not seeking help was the belief that the hearing difficulties being experienced weren't "bad enough" to warrant care.

GUEST: Janice Trent
Vice President for Audiology Practice
American Speech-Language-Hearing Association (ASHA)

ISSUE: Pet Wellness

HOW TREATED: Program

TITLE: Keeping your Pet's Health in check

DATE: October 1, 2023

TIME: 6:00am

DURATION: 6:54

TYPE: People and Perspectives Interview Show

DESCRIPTION: October is National Pet Wellness month, and as a reminder in this month, fur-babies need regular doctor check-ups like us humans do. Not only does yearly wellness checks keep our pets in check, but the veterinarian also makes sure to keep them up to date on all the vaccines that are needed. Health concerns to watch out for include parasites, ticks, and digestive issues. It's recommended to develop a strong relationship with your pet's vet and address any concerns you have with them.

GUEST: Dr. Heather Berst
Veterinarian
Zoetis

ISSUE: Healthcare & Ovarian Cancer

HOW TREATED: Program

TITLE: Helping those facing financial hardship while undergoing cancer treatments

DATE: October 8, 2023

TIME: 6:00am

DURATION:

TYPE: People and Perspectives Interview Show

DESCRIPTION: When addressing Ovarian Cancer, it's reported that this year alone nearly 20,000 women in the United States will be diagnosed with ovarian cancer and according to the CDC, it's the deadliest of all female reproductive system cancers. There are strides being made to fight these statistics. Biomarker testing is on the forefront of helping doctors detect the disease before symptoms develop, helping a person's survival rate. Women who are concerned can ask their doctor to conduct one. When it comes to anyone who is dealing with treatment for a cancer diagnosis, there is an area non-profit working to help patients and their families who may be facing financial hardship. Vickie's Angel Foundation is located in New Cumberland and serves the 9 surrounding counties comprising over 2 million people. The counties are: Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry, Schuylkill and York. Since its inception, Vickie's Angel Foundation's signature event Vickie's Angel Walk, has helped raise over \$4,000,000 for more than 2,000 families in need. This year the walk is being held in two locations, New Cumberland Borough Park and Friendship YMCA in Lower Paxton Township on Saturday, October 14, 2023. For more information on the Foundation and the walk, visit vickiesangelfoundation.org

GUESTS: Mickey Minnich, Founder of Vickie's Angel Foundation
Grace Ford, Executive Director of Vickie's Angel Foundation
Dr. Erin Crane, Gynecologic Oncologist
Bobbie, Ovarian Cancer Patient

ISSUE: Mental Health & Attention Deficit Hyperactivity Disorder (ADHD)

HOW TREATED: Program

TITLE: The Upside of an ADHD Diagnosis

DATE: October 8, 2023

TIME: 6:00am

DURATION: 8:58

TYPE: People and Perspectives Interview Show

DESCRIPTION: It's currently reported that over seven million children and over 23 million adults in the United States are diagnosed with Attention Deficit Hyperactivity Disorder (ADHD). ADHD diagnosis in the US, for school kids, has increased by 43% in less than 10 years. That's why ADHD Awareness Month is a critical time to raise awareness about the prevalence of ADHD as well as promote early identification and intervention – all which are vital steps in ensuring individuals with ADHD receive the support and resources they need to thrive. ADHD has long been associated with challenges and misconceptions, but what is not explored enough is the untapped potential and creative brilliance that lies within those with ADHD. Contrary to popular belief, ADHD, managed properly, can be an asset, offering unique strengths including heightened abilities in creative cognition, conceptual expansion, innovative thinking and the ability to hyperfocus. When understood and nurtured, these potential "superskills" can lead to exceptional achievements. By reframing ADHD as a genetically transmitted set of traits, rather than a global deficit, the original and innovative thinking that these individuals bring to the table can be celebrated. The Disruptors is also the inspiration behind creating the newly released PSA campaign, "Upside of ADHD."

GUESTS: Dr. Edward Hallowell
ADHD Medical Expert

Nancy Armstrong
Executive Producer
"The Disruptors" and "Upside of ADHD"

ISSUE: Healthcare & Breast Cancer

HOW TREATED: Program

TITLE: Taking Strides to Bring Light to and Fight Breast Cancer Statistics

DATE: October 15, 2023

TIME: 6:00am

DURATION: 22:10

TYPE: People and Perspectives Interview Show

DESCRIPTION: October is Breast Cancer Awareness Month. When talking about breast cancer here in the US, it's estimated that one out of every 8 women will be diagnosed in their lifetime, and according to the American Cancer Society, for the current year here in the US, that means 298,000 new cases will be diagnosed and 43,700 women will die from breast cancer. In PA, it's estimated 12,830 will be diagnosed this year with 1,870 deaths. Early detection is key in fighting the disease. Continuing to get the message out to watchout for signs and symptoms and knowing your family history are also important factors. 30 years ago, the American Cancer Society started its Making Strides Against Breast Cancer Campaign. This year's South Central PA Making Strides walk is taking place Saturday, October 21st on City Island. www.makingstrideswalk.org/southcentralpa for more information.

GUESTS: Dr. Abby Geletzke
Breast Health Associates

Sue Engles
Volunteer Production Event Team Leader
Making Strides Against Breast Cancer of South-Central PA

Dianna Haydt
Associate Director of Development of the Northeast Region
American Cancer Society

ISSUE: Employment & Clean Energy Jobs

HOW TREATED: Program

TITLE: Cleaning up the Environment with Creating Clean Energy Jobs

DATE: October 15, 2023

TIME: 6:00am

DURATION: 7:41

TYPE: People and Perspectives Interview Show

DESCRIPTION: Clean energy; it can be a reality as more jobs are starting to drive the economy here in the US, in a positive way, while also helping with the global warming crisis. Climate change touches every aspect of our lives—from the air our kids breathe, to the quality of the water we drink, to the damage done to our homes by extreme weather. In an effort to reduce climate change and help our environment, The Inflation Reduction Act (IRA) is the largest investment in climate and clean energy in U.S. history, and within the last year, companies have created more than 170,600 new clean energy jobs nationwide. New manufacturing in wind, solar, batteries, electric vehicles, hydrogen, and storage projects across the country have helped drive this increase and are creating new opportunities for thousands of hard-working Americans. Many of these clean energy jobs come with higher wages and good benefits without the requirement of a four-year degree – meaning they’re accessible to most Americans. For more information on the jobs created and how it helps all families across our area, visit <https://climatepower.us/>

GUEST: Gina McCarthy
Former White House Climate Advisor
EPA Administrator

ISSUE: Food Supply & Taste Psychology

HOW TREATED: Program

TITLE: The Draw of Limited-Edition Flavors

DATE: October 22, 2023

TIME: 6:00am

DURATION: 8:43

TYPE: People and Perspectives Interview Show

DESCRIPTION: The Fall Season is upon us, and pretty much everywhere we go we can see or smell the limited edition, pumpkin spice creations. What is the psychology behind limited edition products? The scarcity effect is a cognitive bias that causes consumers to place a higher value on an object that is scarce and a lower value on one that is abundant. These scarce products pique our interest and therefore immediately become more desirable than a product that is abundant. To encourage you to buy their product, companies may try to elicit a certain emotion too when introducing the limited-edition flavor for the time period. This is known as the psychology of advertising. Whether we realize it or not, we're constantly surrounded by attempts to sway our thinking and persuade us to take certain actions. Saying all this, many customers can have a love-hate relationship with limited edition, as it can create unnecessary urgency around a product, and in some cases foster a dramatically over-inflated market for the reselling of those items.

GUEST: Dr. John Shand
American Board certified of Psychiatry & Neurology
Behavioral Health Specialist
Wellspan Health

ISSUE: Veterans & Women Warriors

HOW TREATED: Program

TITLE: Women Warriors Ready to Serve and the Challenges they Face

DATE: October 22, 2023

TIME: 6:00am

DURATION: 8:40

TYPE: People and Perspectives Interview Show

DESCRIPTION: According to the U.S. Veterans Affairs Department, nearly one out of every five veterans will be women by 2040, and while equal opportunities are expected when these women sign up to serve our country, there are many unique challenges that face our female soldiers when their service is complete. Women currently represent the fastest-growing population in the military and veteran communities, and the Wounded Warrior Project is working to address their unique challenges. The Women Warriors Initiative aims to raise awareness of the unique challenges women warriors face and to advocate for meaningful changes to policy, legislation, and specialized programs and services to improve the quality of their lives. For more information, visit www.woundedwarriorproject.org

GUESTS: Danielle Green
U.S. Army Veteran
Warriors Speak Spokeswoman
Wounded warrior

Tracy Farrell
U.S. Army Veteran
Vice President, Program Partnerships
Operations Vice President
Wounded Warrior Project

ISSUE: Mental Health & Depression

HOW TREATED: Program

TITLE: Killing them with Kindness can help fight Depression

DATE: October 22, 2023

TIME: 6:00am

DURATION: 13:08

TYPE: People and Perspectives Interview Show

DESCRIPTION: October is National Depression and Health Screening Month, along with National Bullying Prevention month. According to statistics, 1 in 5 adults in the U.S. experienced mental illness – accounting for 57.8 million people nationwide. Mental illnesses can be associated with distress and/or problems functioning in social, work or family activities. Mental illness is nothing to be ashamed of. Depression is a common but serious mood disorder. It causes severe symptoms that affect how someone feels, thinks, and handles daily activities, such as sleeping, eating, or working. Mental health help is available, and by breaking through stigmas, we can all play a part in spreading awareness, sharing resources and making sure those who are struggling know they are not alone. A part of that is to choose kindness. Choosing kindness can not only brighten someone’s day, but it can actually be used as a tool to combat bullying and support good mental health. According to a survey done by the Choose Kindness Project, more than 1/3 of teens report being bullied in just the past year alone. In addition, the survey also found that bullying happens in different places but is most frequently reported at school. And, of those bullied, 65% say bullying has had an impact on their mental health and confidence. To combat these statistics, The Choose Kindness Project developed first-of-its kind resources –The Parent Playbook and the companion Educator and Coach Toolkit – aimed at equipping adults with practical guidance for tackling bullying and supporting mental wellness among young individuals. For more information, visit thechoosekindnessproject.org

GUESTS: Dr. Arpan Waghray
CEO
Providence’s Well Being Trust

Dr. Yalda T. Uhls
Child Psychologist
Author
Founder of the Center for Scholars & Storytellers at UCLA

ISSUE: Cyber Security

HOW TREATED: Program

TITLE: Protecting Yourself from Cyber Scammers

DATE: October 29, 2023

TIME: 6:00am

DURATION: 10:06

TYPE: People and Perspectives Interview Show

DESCRIPTION: October is recognized as National Cybersecurity Awareness Month. 2023 marks the 20th annual Cybersecurity Awareness Month; a time to remind us of the simple actions we should be taking not just this month, but every day throughout the year. Tips include strong passwords and a password manager, and turn on multi-factor authentication (MFA) if available. A person should be able to recognize phishing scams and report them. Phishing emails, texts, and calls are the number one way data gets compromised. Be cautious of unsolicited emails, texts or calls asking for personal information. In addition, avoid sharing sensitive information or credentials over the phone or email unless necessary and don't click on links or open attachments sent from unknown sources. Another tip is to update software; ensuring your software is up to date is the best way to make sure you have the latest security patches and updates on your devices.

GUEST: Mike Caralis
Cyber Security Expert

ISSUE: Poverty

HOW TREATED: Program

TITLE: Tax Credits to help Curb the Childhood Poverty Rate

DATE: October 29, 2023

TIME: 6:00am

DURATION: 6:45

TYPE: People and Perspectives Interview Show

DESCRIPTION: According to a recent report released by the US Census Bureau, more than 15.3 million more people lived below the poverty line in 2022 than in 2021 and when just looking at the youth in this country, the child poverty rate more than doubled—jumping from 5.2% in 2021 to 12.4% in 2022. In Pennsylvania, the child poverty rate in 2022 was 11.2%. It's said the increase in poverty rates is due to the expiration of pandemic aid, namely expansions to the Child Tax Credit and the Earned Income Tax Credit. In addition, the increase in the poverty rate among children of color was particularly disturbing: The Black child poverty rate rose from 8.3% to 18.3% and the Latino child poverty rate rose from 8.4% to 19.5%. Advocates believe we need to address this growing trend as a nation, including bringing back the expanded Child Tax Credit and Earned Income Tax Credit, as it demonstrates we can end poverty in this country.

GUEST: Amelia Kegan
Director of Domestic Policy
Friends Committee on National Legislation's
Associate General Secretary for Policy and Advocacy

ISSUE: Healthcare & Obesity

HOW TREATED: Program

TITLE: Tackling the Growing Trend with Obesity

DATE: October 29, 2023

TIME: 6:00am

DURATION: 4:48

TYPE: People and Perspectives Interview Show

DESCRIPTION: Obesity is a serious and growing public health threat, with the causes behind it complex and multifactorial. A decade ago, no state had an adult obesity rate over 35%, but now, according to Trust for America's Health latest annual report, 22 states do. Over the last twenty years, TFAH says they've also seen an increasing trend of ultra-processed food consumption and food advertising. Structural racism, discrimination, poverty, economic hardship, and food insecurity—which have direct and indirect effects on the choices, habits, and health of Americans—remain a major issue in the nation. In addition, when looking at the National youth obesity rate, it's currently at 19.7%, an increase of 42 percent over the last 20 years. For more information, visit [tfah.org](https://www.tfah.org)

GUEST: Madison West
Associate Government Relations Manager
TFAH (Trust for America's Health)

ISSUE: Healthcare & Sickle Cell Disease

HOW TREATED: Program

TITLE: The Silent Battle - Living with Sickle Cell Disease

DATE: October 29, 2023

TIME: 6:00am

DURATION: 7:20

TYPE: People and Perspectives Interview Show

DESCRIPTION: An estimated 100,000 people in the U.S. have Sickle Cell Disease (SCD), and many don't even know it. About 1 in 13 African Americans carry the sickle cell trait, and many do not know they have it. Latinos have the second most common incidence in the U.S. Overall, every year in the US, 2,000 babies are born with Sickle Cell Disease. Doctors typically now test newborns to see if they are a carrier, but it is good for older adults more susceptible to being a carrier to get tested, especially if considering conceiving a child. While the disease doesn't pose a risk to a child, as they get older, they often need transfusions, among other treatments.

GUEST: Rosemary Brittsis
Executive Director
Sickle Cell Association

ISSUE: Veterans

HOW TREATED: Program

TITLE: Taking Care of our Veterans and Recognizing the Animals who've Served

DATE: November 5, 2023

TIME: 6:00am

DURATION: 22:56

TYPE: People and Perspectives Interview Show

DESCRIPTION: As we get ready to recognize Veterans Day on November 11, it is also important to realize our Veteran population is at highest risk of death by suicide. Because of this, a new PSA has been put together and made public. "Be the One" Campaign is an effort organized in partnership with the American Legion, the Nation's largest Vet organization. Both Veterans and their loved ones can learn more on preventing suicide among our war heroes by going to www.betheone.org. And when talking about our military veterans, not all of our U.S Soldiers have two feet, some have 4. The Army Heritage and Education Center in Carlisle has a new exhibit recognizing the many animals who've served in war and as companions to our troops. To learn more go to <https://ahec.armywarcollege.edu/exhibits/animalsinarmy.cfm>

GUESTS: Daniel J Seehafer,
National Commander
American Legion

Molly Bompane
Curator & Exhibits Chief
United States Army Heritage and Education Center in Carlisle

ISSUE: Men's Health

HOW TREATED: Program

TITLE: Changing the Face of How to Address Men's Health Needs

DATE: November 5, 2023

TIME: 6:00am

DURATION: 5:35

TYPE: People and Perspectives Interview Show

DESCRIPTION: Changing the face of men's health and how they view it can start with changing how their face might typically look. Movember is a leading global men's charity aimed at bringing awareness to men's health. This November, Movember is looking for support to help raise awareness and funds for men's health in the US and around the world, by taking on mental health and suicide prevention, prostate cancer and testicular cancer. On average, men will die 5.1 years earlier than women in the United States. Testicular cancer is the most commonly diagnosed cancer in young men between the ages of 15 and 34. One in eight men will receive a diagnosis of prostate cancer in their lifetimes. Every November, mustaches are grown as a call to action for Movember's cause. Since 2003, over six million people globally have been inspired to join the movement, funding over 1,250 men's health programs all over the world, challenging the status quo, shaking up men's health research and transforming the way health services reach and support men.

GUEST: Bob Evans
Ambassador Spokesperson
Movember

ISSUE: Veterans & Consumer Fraud

HOW TREATED: Program

TITLE: Red Flags to Watch Out for to Save You Money and Aggravation

DATE: November 12, 2023

TIME: 6:00am

DURATION: 29:43

TYPE: People and Perspectives Interview Show

DESCRIPTION: As we are recognizing Veterans' Day this weekend, a time to honor those who've served our country, there are a few people who don't care about them and are actually preying on our Veterans and their families. In the past year, scammers have been targeting them, taking them for more than 267 million dollars. Scams generally look like they are coming from a Veteran Organization, but they are not. Never give out personal information without going directly to the source, either by calling directly or looking up the actual website. Never click a link in an email. These warnings are also useful information for all citizens, as many scammers use this method to try to get personal information from unsuspecting folks, including credit card and social security numbers. Other scams to watch out for, especially as the holidays are approaching, are gift card scams, where people steal the gift card number before they are even sold in a store and then steal your money after you load the card. Check washing scams, where thieves can steal your checks in the mail and change info so they can cash it and at larger amounts. And if you see an ad online or in your email on a popular gift idea that is more than 50% off the typical price, be warned that that too is likely a scam. AARP has a free fraud watch that anyone can check out at any time by going to [AARP.com/Fraud Watch](https://www.aarp.org/fraud-watch). If you think you spotted a scam and want to report it, or think you're the victim of a scam they also encourage you to call one of their live trained volunteers to help you at 877-908-3360.

GUEST: Mary Bach
Consumer Advocate and Volunteer
AARP Fraud Watch

ISSUE: Food Safety & Foodborne Illness

HOW TREATED: Program

TITLE: Preventing Food Poisoning when Preparing your Holiday Meal

DATE: November 19, 2023

TIME: 6:00am

DURATION: 10:47

TYPE: People and Perspectives Interview Show

DESCRIPTION: It's reported that millions of Americans get sick from foodborne illnesses each year, and according to the CDC, that includes roughly 128,000 hospitalizations and 3,000 deaths. With Thanksgiving just days away, it's a good reminder to be especially careful, whether you are cooking for a large group or heading out to dinner elsewhere. The biggest mistakes include not washing your hands appropriately when handling a raw turkey and in between prepping different food items. Thawing your turkey anywhere but the refrigerator, as bacteria, germs, and other harmful pathogens grow at an alarming rate when the turkey is thawed at room temperature. And make sure to place the turkey on a tray in the fridge while defrosting, as to catch any liquid and avoid cross-contamination. And cook your stuffing outside your bird, and if you wish, can stuff it inside the turkey when its done cooking. For advice about how to safely prepare a turkey and all other menu items this Thanksgiving season, consumers can call the USDA Meat and Poultry Hotline at 1-888-MPHotline (1-888-674-6854) email MPHHotline@usda.gov or chat live at ask.usda.gov from 10 a.m. to 6 p.m. Eastern Time, Monday through Friday. If anyone needs last minute help on Thanksgiving Day, the Hotline will be open from 8 a.m. to 2 p.m.

GUEST: Lynn Williams
Communication Specialist
US Department of Agriculture's Food Safety and Inspection Service

ISSUE: Healthcare & Migraines

HOW TREATED: Program

TITLE: When a Migraine is Truly a Migraine and How to Keep them at Bay

DATE: November 19, 2023

TIME: 6:00am

DURATION: 11:15

TYPE: People and Perspectives Interview Show

DESCRIPTION: As we are in the thick of the holiday season now, while it's considered a joyous time of the year, it can also be filled with lots of stresses, which can also trigger migraines for many. Migraines are more than a bad headache, and is considered a complex and debilitating, neurologic disease that affects more than 39 million Americans. Stress is a common migraine trigger. It's important for people living with migraine to advocate for their health and talk to their doctor about the impact migraine is having on their daily life. Migraine can negatively impact many aspects of life – everything from daily tasks, social outings and work activities. That is why taking an active role in migraine care and talking to a migraine specialist is essential before the busy season of the year so those experiencing migraine can enjoy more quality family time.

GUESTS: Dr. Bert Vargas
Associate Vice President of Neuroscience
US Medical Affairs
Eli Lilly

Kellie Huckleberry
Migraine Patient

ISSUE: Healthcare & Pancreatic Cancer

HOW TREATED: Program

TITLE: Pancreatic Cancer Awareness Month

DATE: November 19, 2023

TIME: 6:00am

DURATION: 7:38

TYPE: People and Perspectives Interview Show

DESCRIPTION: November is recognized as Pancreatic cancer awareness month. When looking at pancreatic cancer, it's considered one of the hardest cancers to detect and treat, making it the third leading cause of cancer death in this country. When PDAC is diagnosed relatively early, when it has spread only to nearby tissues, the five-year survival rate is about 15%. When the disease is diagnosed late, after spreading to a distant part of the body, the 5-year relative survival rate drops to just 3%. Often there are no noticeable signs or symptoms in the early stages of PDAC, leading to delays in diagnosis. This means that it is more often caught once the cancer has metastasized, or spread to surrounding tissues and organs beyond the pancreas. When symptoms do appear, they are often similar to other diseases, further complicating and delaying diagnosis. In recent decades, there have been advances in treatment for PDAC, including both new medications and new uses for existing ones. Advances have been incremental and researchers continue to develop new treatment approaches with the potential to increase survival rates from this devastating form of cancer. Research in detection and advancements in treatment are on the horizon and may provide hope for patients and their families.

GUESTS: Dr. Paula Eason
Head of U.S. Solid Tumors Medical
Ipsen Biopharmaceuticals

Margarita
Nurse and Former Pancreatic Cancer Patient

ISSUE: Poverty & Helping the Less Fortunate

HOW TREATED: Program

TITLE: How the Salvation Army is Ringing in the Season in efforts to Help those in Need

DATE: November 26, 2023

TIME: 6:00am

DURATION: 9:36

TYPE: People and Perspectives Interview Show

DESCRIPTION: The Salvation Army of Harrisburg Region is here to support South Central PA through a series of diverse programs. This includes basic needs assistance, self-sufficiency mentoring, workforce development, choice shopping & food pantry, Family Table nutrition education, youth programs, and emergency disaster services. The Salvation Army's mission and its programs focus on meeting needs of body, mind and spirit without discrimination. For this holiday alone, the Salvation Army is providing 700 meals for families dealing with food insecurity. They are also working to provide gifts to 5,000 kids in need this season. Besides monetary gifts, people can also volunteer. For more information visit salvationarmyharrisburg.org

GUEST: Toni Lynn Mark
Resource Development Director
The Salvation Army Harrisburg Capital City Region

ISSUE: Healthcare & AIDS

HOW TREATED: Program

TITLE: Bringing Hope to those with AIDS and HIV

DATE: November 26, 2023

TIME: 6:00am

DURATION: 7:03

TYPE: People and Perspectives Interview Show

DESCRIPTION: World AIDS Day is coming up on December 1st. The day is an annual reminder of the global struggle to end HIV-related stigma, an opportunity to honor those we have lost and a continued push to work towards a day when HIV is no longer a public health threat. This year's theme is: World AIDS Day 35: Remember and Commit. A new campaign from the U.S. Department of Health and Human Services Office of Infectious Disease and HIV/AIDS Policy (OIDP) highlights the importance of people with HIV getting and staying in care and achieving and maintaining viral suppression. The "I am a Work of ART" campaign features a diverse group of community members with HIV who share their experiences. To learn more on the campaign and to get other resources go to [HIV.gov](https://www.hiv.gov)

GUEST: Michelle Sandoval-Rosario
U.S. Department of Health and Human Services
Office of Infectious Disease and HIV/AIDS Policy

ISSUE: Healthcare & Alzheimer's

HOW TREATED: Program

TITLE: Recognizing those with Alzheimer and Parkinson and their Caregivers

DATE: November 26, 2023

TIME: 6:00am

DURATION: 13:32

TYPE: People and Perspectives Interview Show

DESCRIPTION: November is Alzheimer's Awareness month, a time to heighten awareness about the disease and show support for the more than 6.2 million Americans living with it, and sadly new data shows the number of people with Alzheimer's disease is now expected to double in less than 30 years. While there is no cure for Alzheimer's disease, clinical trials present the best opportunity to help find a cure for the disease. To learn more and see if you're eligible, visit [AHEADstudy.org](https://www.aheadstudy.org). Behind these patients, and those dealing with other diseases, including Parkinson's, have loved ones typically serving as their caregivers. November is also recognized as National Caregiver Month. Organizations like the Parkinson's Foundation say this is an important time to celebrate and honor the many contributions of the 65 million people in the U.S. who care for a loved one who is aging or living with a chronic condition. For more information visit [Parkinson.org](https://www.parkinson.org)

GUESTS: Dr. David Weisman
Abington Neurological Associates

John Lehr
CEO
Parkinson's Foundation

Gil Kim
Caregiver & Advocate

ISSUE: Homelessness and Food Insecurity

HOW TREATED: Program

TITLE: Bethesda Mission's mission to help those in need

DATE: December 3, 2023

TIME: 6:00am

DURATION: 13:28

TYPE: People and Perspectives Interview Show

DESCRIPTION: Since 1914, Bethesda Mission has been a missionary arm of the local church, reaching out to men, women, and children of all races, nationalities, and creeds, providing the poor and homeless with shelter, food, and clothing. According to statistics from 2022, Bethesda Mission, on average, was able to shelter 88 men per night and 22 women, with 92 guests enrolled in recovery programs. In addition, the mission served more than 97,000 meals to those in need. To help in their mission, Bethesda Mission has a food drive going on now through December 13th with a goal to raise 150,000 pounds of food. This food drive will support the families in need throughout the Harrisburg area by providing them with meals for Thanksgiving and Christmas. A fun thing the mission continues to do with the holiday season is Christmas on Italian Lake, which includes many free, family friendly activities. It is being held December 9 and 10; Saturday 10-5:30, Sunday 12-4. For more information on Bethesda Mission and helping with its mission go to BethesdaMission.org

GUESTS: Kristina Depew
Event & Volunteer Coordinator
Bethesda Mission

Cindy Mallow
Director of Development
Bethesda Mission

ISSUE: Public Transportation

HOW TREATED: Program

TITLE: Lebanon Transit's Growing with the Public's Needs

DATE: December 3, 2023

TIME: 6:00am

DURATION: 14:15

TYPE: People and Perspectives Interview Show

DESCRIPTION: For some, getting around town and to and from work is as simple as getting into a car and driving, but for others, public transportation is the only way to go. Located in Lebanon County, Lebanon Transit is a public transportation service that provides bus and para-transit service throughout Lebanon and into Harrisburg and Hershey. Recently, Lebanon Transit announced plans to update its routes and services. The proposed changes would make Lebanon Transit's routes safer, easier to understand, and would provide faster connections to the places where Lebanon Transit customers would like to go. Changes are also based on the areas of development the county has seen over the past few years, and by going to new places Lebanon Transit hopes to cultivate new customers for bus service. There are many different plans for riders, including Half Fare programs, Seniors 65+, Student Discount, LT Shared Ride, Complimentary ADA Shared Ride; in addition to monthly and daily passes. For more information go to lebanontransit.org

GUEST: Mike Ritter
Marketing & Outreach Coordinator
Lebanon Transit

ISSUE: Health Insurance

HOW TREATED: Program

TITLE: The Need for Healthcare and Getting all Pennsylvanians Insured

DATE: December 10, 2023

TIME: 6:00am

DURATION: 27:05

TYPE: People and Perspectives Interview Show

DESCRIPTION: Pennie is PA's official health insurance marketplace where Pennsylvanians can get the lowest costs on high-quality health plans. Pennie is for Pennsylvanians who do not have access to other forms of health insurance. Pennie is the only place that provides financial savings to help lower your monthly premium and possibly out-of-pocket costs for Pennsylvanians. December 15 is the deadline to get enrolled for health coverage that begins New Year's Day. If a person misses that deadline, there is a second on January 19th to begin February 1st, 2024. If a person misses these deadlines they would have to wait until next December to enroll. For more information on Pennie, visit pennie.com or call Pennie Customer Service at 1-844-844-8040.

GUESTS: Devon Trolley
Executive Director Pennie

Dr. Erin Furr Stimming
Principal Investigator with Huntington Study Group and Professor of Neurology at McGovern Medical School

Katie Jackson, Huntington's Disease Advocate

Dr. Phil Adamson, Chief Medical Officer of Abbott's Heart Failure Division

Lakeisha Brown, Heart Failure Patient & Advocate

ISSUE: Health & Holidays

HOW TREATED: Program

TITLE: Protecting You and Your Family's Health this Holiday Season

DATE: December 17, 2023

TIME: 6:00am

DURATION: 30:37

TYPE: People and Perspectives Interview Show

DESCRIPTION: The Christmas Holiday is quickly approaching, and with all the excitement of celebrating with friends and family, it's also important to try to make it a healthy holiday season for all you are gathering with. According to the CDC, flu activity is especially high, with at least 2.6 million cases, 26-thousand hospitalizations and 16-hundred deaths nationwide this season. COVID hospitalizations are also up, but still lower than last year, and are highest among older adults. RSV is also on the rise at this time, with the peak not expected until late next month. Experts say the rise in respiratory illnesses is directly linked to holiday gatherings and travel. Things people can do to prevent spreading illness include getting their vaccines, wearing masks if not feeling well, and being mindful of while the average adult may get over an illness within a week or so, those with immune compromised conditions, the elderly and very young are more susceptible to the potential devastating effects of it. Mental health can also be taken for a spin this time of the year, causing severe anxiety and other ailments, so it's important to remember self-care and get help from a professional if the need is there.

GUESTS: Katrina Thoma
Nurse Practitioner and Director of Medical Services
Sadler Health Center

Laurel Spagnolo
Director of Development and Community Engagement
Sadler Health Center

Elizabeth Johnson, Registered Nurse and Mental Health Expert

Raevti Bole
Urologist
Glickman Urological and Kidney Institute at Cleveland Clinic

ISSUE: Home Safety

HOW TREATED: Program

TITLE: What to know About the Potential for Home Emergency Situations

DATE: December 24, 2023

TIME: 6:00am

DURATION: 23:30

TYPE: People and Perspectives Interview Show

DESCRIPTION: A recent government report on climate change suggests that every area of the U.S. is experiencing its negative effects and that those effects are costly, and dangerous. The reports find that in the 1980's, our country had an average of one-billion-dollar disaster every four months. These days, there's one every three weeks, and that is adjusted for inflation. With this growing trend, it's said in 2023 the American Red Cross has helped provide 50% more overnight emergency lodging stays alone compared to the previous 5 years. The climate crisis is compounding the challenges that many vulnerable, front-line communities face especially in terms of accessing health care, nutritious food and affordable housing. The Red Cross remains committed to helping all those in need during disasters, and as the needs continue to grow, the needs for volunteers also grows. Another way to help those in need is by donating blood. For more information go to [redcross.org](https://www.redcross.org).

GUESTS: Jennifer Pipa
Vice President
American Red Cross Disaster Programs

Sherman Gillums
Office of Disability Integration and Coordination Director
FEMA

Jennifer Williams
Senior Research Amplification Specialist
Fire Safety Research Institute (FSRI)

Aaron Frazier
Chief Operating Officer
VCA Animal Hospitals

Dr. Timbrala Marshall
Urgent Care Medical Operations Leader
VCA Animal Hospitals

ISSUE: Financial Safety

HOW TREATED: Program

TITLE: Tips to a Better Finances in 2024

DATE: December 24, 2023

TIME: 6:00am

DURATION: 5:52

TYPE: People and Perspectives Interview Show

DESCRIPTION: It's the most wonderful time of the year, and for many of us, also the most expensive! With gifts, parties, food and decorations, your holiday shopping list can come with a hefty price tag. But you can use this season as an opportunity to educate kids about finances, too. It's a great time to start building good money habits that will stick year-round. By helping children understand the importance of savings and spending wisely, and by involving them in the budgeting process, you can equip them for future financial success. Those "money talks" don't need to be complex or nerve-inducing; they can range from the exciting for a child opening their first bank account to the downright real, for the college student who just can't seem to make it to the end of the month without asking for additional funds.

GUEST: Matt Gromada
Head of Family Banking
Chase

ISSUE: Agriculture

HOW TREATED: Program

TITLE: The Annual Farm Show's Impact on PA

DATE: December 31, 2023

TIME: 6:00am

DURATION: 22:24

TYPE: People and Perspectives Interview Show

DESCRIPTION: The 108th annual Pennsylvania Farm Show is returning to Harrisburg this coming weekend. It officially kicks off Saturday, January 6th and runs through January 13th. This year's theme is "Connecting our Communities" and will feature things like the 1,000-pound butter sculpture, youth showmanship, sheep shearing competitions, cooking demonstrations, and more than one million square feet of hands-on agriculture education opportunities and chances to engage with the people who power Pennsylvania's \$132.5 billion agriculture industry. One big draw to the farm show is the food. At the center of that and in the food court is the PA Dairymen's Association with its famous Farm Show milkshakes. This year, the Dairymen's Association partnered with The GIANT Company to celebrate its 100th anniversary with a new, signature shake flavor, Salted Caramel. The 2024 PA Farm Show will open its food court on Friday, January 5 so people can get a taste of the food before the rest of the events open to the public. During this time, the Dairymen's Association will once again be promoting its "Fill a Glass with Hope" donation campaign. This initiative, which has been ongoing since 2015, has helped provide over 35 million servings of fresh milk to Feeding PA food banks. Over the past years, the PA Dairymen have donated more than \$1 million to several programs it supports. For more information, visit padairymens.com. For more on the 2024 Farm Show and all its activities, visit farmshow.pa.gov/pafarmshow

GUESTS: Russell Redding
Secretary of Agriculture
Commonwealth of Pennsylvania

Dave Smith
Executive Director
PA Dairymen's Association

ISSUE: Adoption

HOW TREATED: Program

TITLE: All Kids Need Love

DATE: December 31, 2023

TIME: 6:00am

DURATION: 8:42

TYPE: People and Perspectives Interview Show

DESCRIPTION: The need for love never outgrows a person from infancy through childhood and beyond, and that includes our youth living in the foster care system. There are currently 391,000 children in foster care in the United States and here in Pennsylvania there are more than 25,000 youth in the system. To get this statistic out and the need in particular for teens to find their forever home, a new PSA is out called Parents Adopted. Teens in foster care often take longer to be adopted and may wait up to twice as long to achieve permanency compared to younger children. According to the most recent Adoption and Foster Care Analysis and Reporting System (AFCARS) data, teens make up 22% of the children and youth waiting to be adopted in the foster care system, but account for only 12% of those adopted. Additionally, almost 20,000 young people “age out” of foster care without the love and support of a family each year. For more information about adoption, or about becoming an adoptive parent to a teen or child from foster care, visit AdoptUSKids.org, call 1-888-200-4005.

GUESTS: Kamilah Bunn
CEO
National Adoption Association

Stacy Barr
Adoptive Parent