

KEKR-AM
ISSUES/PROGRAMS QUARTERLY REPORT
1st QUARTER 2022

DATE	TIME	DURATION	PROGRAM NAME	ISSUE
01/01/2022-03/31/2022	3 times a day	:30 Seconds	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for the Texas Association of Broadcasters. They provide PSAs for stations to broadcast. This campaign is for the Texas National Guard. They are looking for people to sign up for the National Guard.
01/01/2022-03/31/2022	3 times a day	:30 Seconds	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for the Waco Downtown Farmer's Market.
01/01/2022-01/10/2022	3 times a day	:30 Seconds	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for the Waco Lions Club Youth 7-on-7 Football League.
01/01/2022-03/31/2022	3 times a day	:30 seconds	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for Pleasant Olive Church and Shepherd's Heart Food Pantry, publicizing the free grocery giveaway to families in need on the 2 nd and 4 th Tuesday of each month.
01/10/2022-02/10/2022	3 times a day	:30 Seconds	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for the McLennan County Junior Livestock Show, supporting area students, the FAA, and 4-H.
02/11/2022-02/14/2022	3 times a day	:30	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for Salvation Army of Waco about their Valentines Day <i>Love Beyond Movement</i> , effort to increase volunteerism and charitable donations.
02/01/2022-02/11/2022	3 times a day	:30 Seconds	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for the Bruceville-Eddy Volunteer Fire and Rescue Department's Annual Chili Dinner Fundraiser.
02/01/2022-02/28/2022	3 times a day	:30 Seconds	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for the Cen-Tex Hispanic Chamber of Commerce, publicizing their Family Skate Night event each Tuesday evening.
02/08/2022-03/18/2022	3 times a day	:30 Seconds	Ken Cocker, Danny Kelly, Craiger, Kenny	KEKR-AM aired PSAs for the Sheriff's Law Enforcement Association benefit medical fundraiser for Detective Michael Hutchinson.

			Wall	
02/01/2022-02/18/2022	3 times a day	:30 Seconds	Ken Cocker, Danny Kelly, Craiger, Kenny Wall	KEKR-AM aired PSAs for the Hewitt Chamber of Commerce annual banquet, benefitting their scholarship fund and community projects.



Call Letters: KEKR-AM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2022

Show # 2022-01

Date aired: 01/02/2022 Time Aired: 0630

Ashley Kendall, PhD, postdoctoral fellow in the University of Illinois at Chicago School of Public Health

Dr. Kendall led a study that examined ways to prevent juvenile delinquents from returning to the criminal justice system. She found that clinically aggressive juvenile offenders on probation, who participated in a two-week intervention program designed to reduce risky behavior, were four times less likely to be incarcerated in the following 12 months. She also discussed the variety of costs incurred by communities as a result of youth crime.

Issues covered:

Length: 8:46

Youth at Risk

Juvenile Crime

Martin Gibala, PhD, Professor and Chair of the Department of Kinesiology, McMaster University in Ontario, author of *"The One-Minute Workout: Science Shows a Way to Get Fit That's Smarter, Faster, Shorter"*

Dr. Gibala discussed the value of high intensity workouts. He led a study that found that bursts of short but very intense exercise appear to be just as beneficial as traditional endurance training. He explained why this type of exercise works, and how it can be a good occasional substitute for a conventional workout.

Issues covered:

Length: 8:29

Physical Fitness

Personal Health

Daniel McGuinn, editor at Harvard Business Review, author of *"Psyched Up: How the Science of Mental Preparation Can Help You Succeed"*

Of the 2,000 hours we work every year, our success or failure is often determined in the couple of dozen crucial hours when we need to bring our absolute best in a meeting or presentation. Mr. McGuinn discussed the importance of mental preparation in the last few minutes before a major challenge, and offered tips on how to channel nervous jitters into useful emotions.

Issues covered:

Length: 4:59

Career

Mental Health

Show # 2022-02

Date aired: 01/09/2022 Time Aired: 0630

Alessandra Cassar, PhD, Professor of Economics at the University of San Francisco

As researchers investigate reasons for America's persistent gender wage gap, one possible explanation that has emerged over the last decade or so is that women may be less competitive than men. Prof. Cassar was the co-author of a study that examined whether women are less competitive and less willing to take risks than men.

Issues covered:

Length: 8:23

**Women's Issues
Gender Equality
Career**

Joe Saul-Sehy, former financial advisor, host of "The Stacking Benjamins Podcast," author of *"Stacked: Your Super-Serious Guide to Modern Money Management"*

Mr. Saul-Sehy explained that many Americans feel too much pressure to be perfect and as a result make unnecessary errors in handling their money. He talked about the urgency of getting out of debt, and the best ways to accomplish it. He also explained the importance of setting timelines for financial goals.

Issues covered:

Length: 8:57

Personal Finance

Marie-Josée Harbec, PhD, psycho educator at CHU Ste-Justine Children's Hospital in Montreal

Dr. Harbec led a study that found that boys who participate in sports in early childhood are less likely to experience depression and anxiety symptoms in middle childhood. She said 5-year-old boys who participated in any sport were more likely to be physically active at age 12. She also explained the differences the study found between boys and girls.

Issues covered:

Length: 5:06

Mental Health

Child Development

Physical Fitness

Show # 2022-03

Date aired: 01/16/2022 Time Aired: 0630

Carol Matthews, PhD, Professor of Psychiatry, University of Florida

Symptoms of depression, anxiety, and obsessive-compulsive disorders have emerged or worsened for many during the pandemic. Dr. Mathews discussed what effect the lockdowns and subsequent supply chain disruptions have had on another common but often misunderstood problem—hoarding. She explained how to distinguish between hoarding, stockpiling and panic buying, and what constitutes normal behavior in an abnormal time.

Issues covered:

Length: 8:26

Mental Health

Supply Chain Concerns

Consumer Matters

Dan O'Neill, MD, EdD, author of "*Survival of the Fit: How Physical Education Ensures Academic Achievement and a Healthy Life*"

For more than a century, team sports have been a mainstay of American childhood, but the number of kids involved had been falling even before the pandemic. Dr. O'Neill said fear of COVID-19 and much-reduced access to organized sports has caused the drop to accelerate dramatically. He talked about the potential health effects of inactivity and childhood obesity. He said physical fitness levels also have a significant impact on academic performance.

Issues covered:

Length: 8:55_

Youth Sports

Mental Health

Education

Dr. Christopher M. Smith, PhD Student in Health Sciences, Warwick Medical School, Coventry, England

Automated external defibrillators might be increasingly available for use in the event of a cardiac arrest, but Dr. Smith led a study that found that they aren't being used nearly as much as they should be. He talked about the reasons that bystanders are reluctant to use AEDs and what government officials can do to help.

Issues covered:

Length: 5:04

First Aid

Emergency Preparedness

Personal Health

Show # 2022-04

Date aired: 01/23/2022 Time Aired: 0630

Julia Brewer Daily, MS, former educator, author of "*No Names to Be Given*," a novel based on her real-life story of adoption

Technological advances in home DNA tests and online genealogy have led to a remarkable wave of adoptees locating long-lost parents and siblings. Ms. Daily shared her own story of adoption and locating her biological parents, and discussed the emotional landmines that sometimes accompany attempted reunions.

Issues covered:

Length: 8:17

Adoption

Technology

Lisa Hinkelman, PhD, counselor, founder and CEO of Ruling Our eXperiences, Inc., author of "*Girls Without Limits: Helping Girls Succeed in Relationships, Academics, Careers and Life*"

Dr. Hinkelman said teenage girls today face a plethora of major challenges, including more stress and pressure than ever before. She said eight hours per day of social media exposure has had a profound effect on girls, one that parents can scarcely relate to. She explained why girls are experiencing a significant drop in confidence between grades 5 and 9.

Issues covered:

**Girls Issues
Parenting**

Length: 9:00_

David C. Mair, MD, Medical Director, American Red Cross

The American Red Cross has declared a national blood crisis for the first time in its history. Dr. Mair outlined the reasons behind this urgent problem. He said doctors have been forced to make difficult decisions about who receives blood transfusions and who will need to wait until more products become available. He explained how listeners can sign up to make a blood donation.

Issues covered:

Length: 5:02

Blood Donation

Personal Health

COVID 19

Show # 2022-05

Date aired: 01/30/2022 Time Aired: 0630

Sean Covey, author of *"The 6 Most Important Decisions You'll Ever Make: A Guide for Teens: Updated for the Digital Age"*

Mr. Covey outlined what he believes are the six largest challenges faced by today's teens. He said the top challenge is dealing with the pressures of school. He also said parents have a far greater impact on their teens than they realize, much more than friends or others. He also explained why it is important for teens to learn to serve others, and to be willing to accept help from others, as well.

Issues covered:

Length: 8:51

Teenage Concerns

Parenting

Education

Volunteerism

Carol Janney, PhD, Assistant Professor of Epidemiology, Michigan State University

Dr. Janney led a study that suggested that it may be wise for mental health providers to add exercise to their patients' treatment plans. In her survey, a large majority of mental health

patients said they wanted to exercise more and believed exercise helped improve their moods and anxiety much of the time. She said psychiatrists and other providers may discuss exercise with patients in generalities, but rarely create a comprehensive exercise plan for them or regularly make sure they are adhering to a specific goal.

Issues covered:

Length: 8:21__

Mental Health

Physical Fitness

Adam Barry, PhD, Assistant Professor of Health Education, University of Florida

Dr. Barry conducted a study that found that two in five designated drivers had been drinking before getting behind the wheel and that 18% had blood-alcohol levels high enough to impair their driving skills. He outlined the potential reasons that designated driver education campaigns have been less than successful.

Issues covered:

Length: 4:56

Drunk Driving

Show # 2022-06

Date aired: 02/06/2022 Time Aired: 0630

Dale Clark Farran, PhD, Emerita Professor, Research Professor in Early Childhood Education at Vanderbilt University's Peabody College of Education and Human Development

Prof. Farran was the lead author of the first statewide randomized controlled trial that followed low-income students from pre-kindergarten through sixth grade, to determine the value of pre-K programs. She was shocked at the results, which found that by third and sixth grade, poor children who attended pre-K scored lower on math, reading and science achievement tests, and were more likely to have been expelled or suspended for disciplinary infractions.

Issues covered:

Length: 8:49

**Early Childhood Education
Poverty**

Creek Stewart, preparedness expert, Weather Channel host, author of "*The Disaster-Ready Home: A Step-by-Step Emergency Preparedness Manual for Sheltering in Place*"

The federal government urges Americans to have a sufficient supply of emergency food and water for at least three days. Mr. Stewart outlined simple and relatively inexpensive steps anyone can take to set up an emergency food and water supply. He also discussed plans to deal with the loss of power and heat. He also explained what should be in a 72-hour survival kit, for use if someone must leave their home in an emergency.

Issues covered:

Length: 8:33

**Disaster Preparedness
Consumer Matters**

Aaron Packman, PhD, Professor, Civil and Environmental Engineering, Northwestern University, Director of the Northwestern Center for Water Research

Prof. Packman led a study that found that microplastics can deposit and linger within riverbeds for as long as seven years before washing into the ocean. He outlined the sources of microplastics and explained the effect that this form of pollution has on wildlife, humans and the environment.

Issues covered:

Length: 4:58

**Pollution
Environment**

Show # 2022-07

Date aired: 02/13/2022 Time Aired: 0630

Dakota Witzel, doctoral candidate in Oregon State University's College of Public Health and Human Sciences

Ms. Witzel was the lead author of a paper that found that dwelling on negative aspects of aging can have a measurable negative impact on a person's physical health and ability to respond to stress. She suggested ways to change thought patterns relating to getting older, to reduce stress.

Issues covered:

Length: 8:17

**Aging
Personal Health**

Carl Erik Fisher, MD, addiction physician, bioethicist, and Assistant Professor of Clinical Psychiatry in the Division of Law, Ethics, and Psychiatry at Columbia University, author of *"The Urge: Our History of Addiction"*

An estimated 20 million Americans with substance abuse problems go without treatment. Dr. Fisher shared his assessment of the ongoing overdose crisis that claimed more than 100,000 American lives last year. He explained why he believes that calling addiction a disease is not helpful for recovery, and why he thinks the division between "good" drugs and "bad" drugs is overemphasized. He also said complete abstinence may not be the best treatment goal for many with drug or alcohol abuse problems.

Issues covered:

Length: 8:58

**Drug Addiction
Government Policies**

Madeleine Dore, author of *"I Didn't Do the Thing Today: Letting Go of Productivity Guilt"*

Any given day brings a never-ending list of things to do, and even on productive days, the thing left undone can leave us feeling guilty, anxious, or disappointed. Ms. Dore outlined ways to avoid overly ambitious to-do lists and how to stop comparing ourselves to others.

Issues covered:

Length: 5:03

Career
Mental Health

Show # 2022-08

Date aired: 02/20/2022 Time Aired: 0630

Sarah Y. Tse, author of *"7 Years on the Front Line: True Stories and Tough Lessons about a Small Business that You Won't Learn in a Classroom"*

Ms. Tse offered advice to anyone who dreams of starting a small business. She explained how she learned to maintain a work/life balance when faced with the stresses of owning a business. She also talked about the importance of education in being prepared for entrepreneurship, and how she deals with racism in business, as an immigrant and Asian-American.

Issues covered:

Length: 8:17

Entrepreneurship
Career
Racism

Ellen Voie, CEO & President of Women in Trucking, a non-profit organization that encourages women to join the trucking industry.

The recent supply chain problems have been a reminder that US has a huge and long-term shortage of truck drivers. Ms. Voie said women comprise 10% of truck drivers today. She explained why she believes women are often better suited to the job than men, what is attractive about it and what needs to change to encourage women of all ages to seek a career in trucking.

Issues covered:

Length: 8:58

**Supply Chain
Women's Issues
Employment**

Wendy M. Troxel, PhD, Senior Behavioral and Social Scientist at the RAND Corporation,
Adjunct Professor of Psychiatry and Psychology at the University of Pittsburgh

Dr. Troxel led a state-by-state analysis of the economic implications of a shift in school start times in the US. She found that a nationwide move to 8.30 a.m. could contribute \$83 billion to the U.S. economy within a decade. She said the economic gains would be realized through higher academic and professional performance of students, and reduced car crash rates among adolescents.

Issues covered:

Length: 5:00

Education

Economy

Youth at Risk

Show # 2022-09

Date aired: 02/27/2022 Time Aired: 0630

Chuck Bell, Programs Director, Advocacy, Consumer Reports

Buy now, pay later schemes are catching the eye of consumers, and, to a lesser extent, of federal regulators. The multi-billion-dollar industry says no-interest BNPL loans are more equitable than credit cards, but Mr. Bell explained how lenders still make money when a buyer theoretically pays no interest, and why these loans can be a spending trap. He said Consumer Reports believes that there is not enough government oversight of these loans.

Issues covered:

Length: 8:43

Consumer Matters

Government Regulation

Gary Sirak, retirement planner, author of *"How to Retire and Not Die: The Three Ps That Will Keep You Young"*

When most Americans ponder retirement planning, they typically think of accumulating money. But Mr. Sirak said clear planning about what to do with one's time after retirement is equally important. He said not retiring at all may be the best option for some, while part time work is another good option for a happy retirement.

Issues covered:

Length: 8:40

Retirement Planning

Kendall Smith, author of *"Rookie Father: A Playbook for Men Experiencing Fatherhood for the First Time"*

According to the U.S. Census, 1 in 4 men who are becoming a parent didn't have a father figure themselves growing up. Mr. Smith shared his own story as the son of a single mom, and the struggles he faced in learning the role of being a father. He offered advice for men entering the new "Dad" stage of their lives.

Issues covered:

Length: 5:07

Parenting

Show # 2022-10

Date aired: 03/06/2022 Time Aired: 0630

Roni Cohen-Sandler, PhD, licensed clinical psychologist, author of *"Anything But My Phone, Mom! Raising Emotionally Resilient Daughters in the Digital Age"*

Technology is transforming the way girls think of themselves, learn, develop social skills, and communicate with the people around them. Dr. Cohen-Sandler talked about the unprecedented changes faced by teens and their parents today. She offered suggestions to improve communication, particularly for a mother-daughter relationship. She said the current generation of teens is more sensitive and vulnerable than ever, about political and cultural trends such as the Me Too movement, Black Lives Matter and climate change.

Issues covered:

Length: 8:54

**Parenting
Teenager Concerns**

Annabel Streets, author of *"52 Ways To Walk: The Surprising Science of Walking for Wellness and Joy"*

Everyone knows that walking is a very healthy activity. Ms. Streets shared cutting-edge research and advice on how to maximize the physical and psychological benefits of walking, whether it's in an urban area or through the woods. She explained why walking within an hour of waking increases the metabolic benefits, why humming as you walk boosts natural immunity and how owning a dog can make walking far less of a chore.

Issues covered:

Length: 8:23__

**Exercise
Personal Health**

Cassandra Herring, Technical Advisor at Safe Kids Worldwide

In the wake of the pandemic, poison control centers across the country have been flooded with calls relating to children ingesting cleaning products and hand sanitizers. Ms. Herring explained the factors that have caused this disturbing trend, and outlined three tips to help parents keep

kids safe from these products. She also recommended that parents save the National Poison Help number (1-800-222-1222) in their phones and post it visibly at home.

Issues covered:

Length: 5:00

**Child Poisoning
Consumer Matters**

Show # 2022-11

Date aired: 03/13/2022 Time Aired: 0630

Lila Rabinovich, qualitative social science analyst, Director of Policy and Development at Center for Economic and Social Research at the University of Southern California

Fewer than 1 in 5 Americans have created an online “my SocialSecurity” account to get a personalized estimate of their future retirement benefits. Ms. Rabinovich said most of the Social Security Administration’s website users are older. She explained why it is important for younger workers get a good understanding now of their future retirement benefits. She said one of the primary reasons that workers haven’t looked up their personal accounts is a lack of awareness the feature exists.

Issues covered:

Length: 8:59

**Social Security
Retirement Planning**

Bonnie J. Kaplan PhD, co-author of *The Better Brain: How to Overcome Anxiety, Combat Depression, and Reduce ADHD and Stress with Nutrition*

From violent meltdowns on airliners, to abusive tweets aimed at someone with different political beliefs, signs of a meaner, angrier, and more violent America are everywhere. Dr. Kaplan said part of the answer lies in today's typical American diet. She said more than half of Americans' food intake consists of ultra-processed 'products' with virtually no micronutrient content, creating a lack of nourishment in our brains.

Issues covered:

Length: 8:16__

**Nutrition
Mental Health**

Priscila Dib Gonçalves, PhD, post-doctoral research fellow in the Department of Epidemiology at Columbia University's Mailman School of Public Health

Dr. Gonçalves led a study that found that two in five Americans who said they used alcohol and cannabis in the past year drove under the influence of one or both of the intoxicants. She said she hopes that identifying demographics that are at high risk for DUIs could assist in the development of better prevention strategies, and to make people more aware of the dangers.

Issues covered:

Length: 5:05

Drunk/Impaired Driving

Show # 2022-12

Date aired: 03/20/2022 Time Aired: 0630

Amy Morin, PhD, licensed clinical social worker, college psychology instructor and psychotherapist, author of *13 Things Mentally Strong Parents Don't Do: Raising Self-Assured Children and Training Their Brains for a Life of Happiness, Meaning, and Success*

With safe spaces and trigger warnings designed to "protect" kids, many adults worry that today's kids don't have the resilience to reach their greatest potential. Dr. Morin explained why she believes parents must strive to raise mentally strong and resilient children, and offered suggestions to do it.

Issues covered:

Length: 7:31

Parenting

Mental Health

Marion McGovern, founder and CEO of M Squared Consulting, one of the first gig-economy talent intermediaries, author of "*Thriving in the Gig Economy*"

The world of work has changed dramatically in the past few years, as evidenced by tech companies such as Uber and Airbnb. Ms. McGovern noted that while most media attention is on the low end of the skill and income spectrum, little attention is being paid to the best-in-class professionals who have chosen an independent path. She discussed the biggest misconceptions regarding the gig economy and explained the reasons behind its rapid growth.

Issues covered:

Length: 9:38

Career

Economy

Nadia Lopez, founding principal of Mott Hall Bridges Academy in Brooklyn, NY, author of "*The Bridge to Brilliance: How One Woman and One Community Are Inspiring the World*"

As part of a pilot program in New York City, Ms. Lopez started a middle-grade public school in one of America's poorest communities. She talked about the risks and challenges faced by students in a high crime, low-income neighborhood, and how she devised programs to address them.

Issues covered:

Length: 4:54

Education

Poverty

Government Policies

Show # 2022-13

Date aired: 03/27/2022 Time Aired: 0630

Mark Harmon, PhD, Professor Emeritus in the Oregon State University College of Forestry

Prof. Harmon recently led a study that showed the vast majority of carbon stored in trees before large wildfires was still there after the fires. He said the findings are an important step toward understanding the connection between wildfires and climate-change-inducing carbon emissions, and making wiser decisions about the carbon storage and emissions implications of forest management.

Issues covered:

Length: 8:09

**Climate Change
Wildfires
Forest Management**

Anna Lembke, MD, psychiatrist, Medical Director of Stanford University Addiction Medicine, Chief of the Stanford Addiction Medicine Dual Diagnosis Clinic, author of "*Dopamine Nation: Finding Balance in The Age of Indulgence*"

Americans are living in a time of unprecedented access to high-reward, high-dopamine stimuli: drugs, food, news, gambling, shopping, gaming, texting, sexting, Facebooking, tweeting and more. Dr. Lembke outlined new scientific discoveries that explain why the relentless pursuit of pleasure leads to pain, and what to do about it.

Issues covered:

Length: 8:55

**Addiction
Mental Health**

Andrew Gray, PhD, Assistant Professor of Watershed Hydrology in the Department of Environmental Sciences at the University of California, Riverside

Prof. Gray led a recent study that found that most items in roadside litter typically originate less than two miles from where they're found, and unless humans remove them, most of these items will never leave the environment. He hopes the research will help cities to develop strategies to prevent plastic litter that eventually taints water and air.

Issues covered:

Length: 5:10

**Pollution
Environment**

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