

WNKN-FM

“ISSUES AND NEEDS” REPORT FOR FOURTH QUARTER

OCTOBER 1, 2023 – OCTOBER 18, 2023

NEWSCAST CONTENT

**LOCALLY PRODUCED NEWS BROADCASTS AND FINANCIAL
INFORMATION BROADCAST 7X DAILY MONDAY THROUGH FRIDAY,
FOR 140X MONTHLY.**

PUBLIC AFFAIRS – FOOD, NUTRITION AND COOKING PROGRAM.

30-MINUTE LONG-FORM PROGRAM, LOCALLY PRODUCED, COVERING FOOD, NUTRITION AND COOKING. AIRS WEEKLY, SUNDAY 7:00AM-7:30AM

SUNDAYS

6:00AM - 6:30AM VIEWPOINTS

6:30AM - 7:00AM INFOTRAK

WEEKLY SUMMARY OF ABOVE ARE ATTACHED

**WNKN PERIODICALLY ROTATED PSA'S FOR THE
FOLLOWING ENTITIES THROUGHOUT THE DATES
OCTOBER 1, 2023 – OCTOBER 18, 2023**

**Fatherhood.gov
Goodwill Donations
Ready.gov
Finishyourdiploma.org
Myoms.org
The Center for Disease Control
Asianlonghornedbeetle.com
Womenshealth.va.gov
Maketheconnection.net
Worldvision.org
Feedingamerical.org
Americaletsdolunch.org
The YMCA
Fightblindness.org
Child Car Safety from adcouncil.org**



Call Letters: WNKN

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER 2023

Show # 2023-40

Date aired: 10-1-23 Time Aired: 6:30A-7:00AM

Timothy W. Fong, MD, Clinical Professor of Psychiatry at the Jane and Terry Semel Institute for Neuroscience and Human Behavior at UCLA, Director of the UCLA Addiction Psychiatry Consultation Service, Co-Director of the UCLA Gambling Studies Program

In just five years, legalized sports betting has swept the nation, now embraced as a revenue source by at least 37 states. Dr. Fong discussed gambling addiction, who is most at risk and how to recognize it, particularly in teenagers. Some well-known universities have signed deals with sportsbooks or casinos to advertise on campus, in athletic venues and in some cases, directly in students' university email inboxes. He offered advice for parents to prevent the start of addictive behavior in their teen.

Issues covered:

Length: 9:54

Gambling Addiction

Government

Parenting

Lee Newman, MD, MA, Distinguished Professor in the Department of Environmental & Occupational Health and Department of Epidemiology at the University of Colorado, Director of the Colorado School of Public Health's Center for Health, Work, and Environment

Today, the average American lives just 76 years, the shortest lifespan the country has seen since 1996. Dr. Newman talked about growing data that suggests that employers can dramatically affect the quality—and perhaps even length—of an employee’s life. A recent report by Deloitte claimed life span could increase by an average of 12 years, and the number of years a person spends in good health by 19 years by 2040, if employers not only made sure their employees are safe on the job, but also addressed their health and well-being in other less traditional ways.

Issues covered:

Length: 7:22

Longevity

Personal Health

Employment

Baia Lasky, MD, board-certified physician in Blood Banking and Transfusion Medicine, Medical Director of the American Red Cross of Georgia

Dr. Lasky explained how several natural disasters this summer have contributed to a national blood shortage that could have far-reaching effects across America. She said the national blood supply has fallen by nearly 25%. She explained why the problem is so serious and how a first-time blood donor can get started.

Issues covered:

Length: 4:59

Blood Donation

Public Health

Show # 2023-41

Date aired: 10-8-23 Time Aired: 6:30A-7:00AM Call Letters: WNKN

Matt Levendusky, PhD, Professor in the Department of Political Science at the University of Pennsylvania, Stephen & Mary Baran Chair in the Institutions of Democracy at the Annenberg Public Policy Center

Many Americans do not know what rights are protected under the First Amendment and a substantial number cannot name all three branches of government, according to the 2023 Annenberg Constitution Day Civics Survey. Prof. Levendusky shared other findings from the survey, discussed the reasons behind today’s widespread civic ignorance and explained why the trend is so worrisome.

Issues covered:

Length: 9:06

**Constitutional Rights
Citizenship**

Education

Marlene Schwartz, PhD, Director of the University of Connecticut's Rudd Center for Food Policy and Health

Registered dietitians and other online influencers are being paid to post videos that promote diet soda, sugar and supplements on Instagram and TikTok. Prof. Schwartz discussed the little-known tactic often used by the multibillion-dollar food, beverage and pharmaceutical industries to sway consumers faced with often-contradictory health messages about popular products. She offered suggestions to help viewers recognize these paid messages.

Issues covered:

Length: 8:11

**Consumer Matters
Personal Health/Nutrition**

Jill Ciminillo, Managing Editor for the website Pickup Truck + SUV Talk, co-host of the Consumer Guide Car Stuff podcast

Minivans are frequently the go-to vehicle for families, not only for passenger comfort but also their ability to hold a lot of stuff. However, the Insurance Institute for Highway Safety recently updated their methods for testing minivan safety, with disturbing results. Ms. Ciminillo outlined the new data and what consumers need to know.

Issues covered:

Length: 5:10

**Vehicle Safety
Consumer Matters**

Date aired: 10-15-23 Time Aired: 6:30A-7:00AM Call Letters: WNKN

Devin Mann, MD, Professor in the Departments of Medicine and Population Health at NYU Grossman School of Medicine

Dr. Mann led a study of healthcare consumers that found that most of ChatGPT's responses to people's healthcare-related queries are nearly indistinguishable from those provided by human physicians. He believes the chatbots will be great tools for healthcare providers to communicate with patients, improve quality of care and reduce misdiagnoses and errors.

Issues covered:

Length: 9:02

**Artificial Intelligence
Personal Health**

Gary Painter, PhD, Academic Director of the Carl H. Lindner College of Business real estate program, Professor of Real Estate at the University of Cincinnati

Prof. Painter shared his research that Americans who pay more than 30% of their income toward rent are forced to make trade-offs in other areas of their lives that can last for years and contribute to many social ills. He said while some trade-offs, such as buying less clothing, might not have severe long-term consequences, some rent-burdened residents reported cutting back on medicine and other health care that could have cascading effects.

Issues covered:

Length: 8:18

**Housing
Poverty
Economy**

Jim Lorraine, military veteran, President of America's Warrior Partnership

Mr. Lorraine said the suicide rate of military veterans is roughly twice that of the general population, and is often spurred by more than just post-traumatic stress syndrome or depression. He said underemployment, irregular housing and other economic issues also play a large role in suicidal behavior. He talked about the resources that are available to veterans. He said that risk factors for veterans at risk of suicide vary significantly from one state to another, and his organization helps to identify the differences and develop strategies to help.

Issues covered:

**Suicide Prevention
Veterans' Concerns
Mental Health**

Length: 5:03



Program	VP 23-40	Written & Prod.	Amirah Zaveri & Evan Rook
Air Week	10/1/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: SPM/RHJ VP Podcast Procter Gamble/Swiffer Dry	:30 OUTCUE: ...tough, sticky messes.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: '35 PERCENT OF ALL FOOD ENDS UP IN THE TRASH': WHY IS FOOD WASTE STILL SO HIGH?	6:14
	Synopsis: Each year, we throw away the equivalent of 130 billion meals. This wasted food could feed hundreds of millions of people and negatively impacts the environment both from its production and then the methane it releases once in a landfill. We cover the ongoing food waste crisis in America and hear from one tech platform that's helping to connect hungry people to food that would otherwise be tossed into a trash bin. Host: Gary Price. Producer: Amirah Zaveri. Guest: Sarah Soteroff, North American spokesperson, Too Good to Go. Links for more info: https://www.feedingamerica.org/our-work/reduce-food-waste#:~:text=How%20much%20food%20waste%20is,food%20in%20America%20is%20wasted. https://civileats.com/2022/01/05/stopping-food-waste-before-it-starts-is-key-reaching-climate-goalsprevention-is-key-to-minimizing-the-climate-impacts-of-food-waste/ https://www.toogoodtogo.com/en-us https://www.usda.gov/media/blog/2022/01/24/food-waste-and-its-links-greenhouse-gases-and-climate-change https://twitter.com/TooGoodToGo?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Food Waste, Food Production, Technology, Food Inequity, Food Scarcity, Environment, Business	
8:01	SPOTBREAK 2&3: Toyota/Toyota Grand Highlander Cox/Auto Trader Procter Gamble/Vicks Quils	:60 :30 OUTCUE: ...reach of children.
10:01	:02 PAUSE FOR LOCAL AVAIL	:02
10:03	SEG. 2: '2/3 OF STUDENTS ARE TESTING BELOW PROFICIENCY IN READING': WHY ARE LITERACY RATES SO LOW?	10:31
	Synopsis: Millions of kids are failing to meet reading comprehension standards. With so many young people falling through the cracks, we look at what's broken within the current curriculum and how new research on reading education can lead to some improvements. Education expert Natalie Wexler joins us to share important insights and what parents can also do at home to bolster these skills. Host: Marty Peterson. Producer: Amirah Zaveri. Guest: Natalie Wexler, education expert, author, <i>The Knowledge Gap: The Hidden Cause of America's Broken Education System - And How to Fix It</i> . Links for more info: https://www.the74million.org/article/9-things-science-tells-us-about-how-kids-learn-to-read-and-think-critically/ https://www.kqed.org/mindshift/54470/why-content-knowledge-is-crucial-to-effective-critical-thinking https://knowledgematterscampaign.org/podcast/ https://www.amazon.com/Knowledge-Gap-Americas-education-system/dp/0735213550 https://twitter.com/hatwexler?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Education, Reading Comprehension, Literacy, Parenting, Child Development, Education Policy	
20:34	SPOTBREAK 4: SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Eliquis	:30 OUTCUE: ...and Pfizer.
21:34	VIEWPOINTS EXPLAINED: 'LESS THAN 10 PERCENT OF ALL PLASTIC IS RECYCLED'	1:59
	Synopsis: If we spend effort recycling items, it's logical to assume that most of these bottles, cartons and boxes will be recycled and reused. However, for plastic, this is rarely the case. We talk about the plastic crisis and why it's important to cut down on the plastic you use in your daily life. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Environment, Materialism, Consumerism, Climate Change, Pollution, Health, Recycling Systems, Business, Food Production	
23:33	CULTURE CRASH: STEPPING INTO A FILM DIRECTOR'S SHOES	2:54
	Synopsis: We highlight how it's all too easy for prominent directors to fall into a rabbit hole of producing a series of not-that-good movies after their first is a blockbuster hit. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: Procter Gamble/Tide Laundry Discover Products Inc/Discover Card Brand Credit Card	:30 OUTCUE: ...slash match.
27:27	Program Conclusion	:30
27:57	TOTAL TIME	

Program	VP 23-41	Written & Prod.	Amirah Zaveri & Evan Rook
Air Week	10/8/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar Q3 & Q4 OUTCUE: ...Prevnar 20 dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: A FAMILY FOREVER CHANGED: RACHEL'S STRUGGLE WITH SCHIZOPHRENIA	7:00
	Synopsis: Deborah Kasdan's sister, Rachel, had a bright future ahead of her. She was a natural creative, a talented student and loved to travel and meet new people. However, this future dimmed when Rachel was diagnosed with schizophrenia during her mid-twenties. The diagnosis forever impacted both Rachel and the family. She sadly passed away at age 59, but Deborah Kasdan joins us this week to share her sister's story and the wide-ranging toll of mental illness. Host: Gary Price. Producer: Amirah Zaveri. Guest: Deborah Kasdan, writer, author, <i>Roll Back the World: A Sister's Memoir</i> . Links for more info: https://www.nami.org/Home https://findtreatment.gov/ https://www.samhsa.gov/mental-health https://www.zocdoc.com/ https://www.psychologytoday.com/us/therapists https://www.barnesandnoble.com/w/roll-back-the-world-deborah-kasdan/1142853512?ean=9781647425715 https://twitter.com/debkasdan https://www.instagram.com/debkasdan/ http://deborahkasdan.com/ Compliance Issues: Mental Health, Mental Illness, Rehabilitation, Public Health, Mental Health Treatment, Arts, Psychology, Communication, Government, Nonprofit Organization, History	
8:47	SPOTBREAK 2&3: Cox/Auto Trader Procter Gamble/Gain Laundry Pfizer Consumer Healthcare/Abrysvo Q3 & Q4 AZO/Services Mashup OUTCUE: ...restrictions apply.	:30 :30 :30 :30
10:47	:02 PAUSE FOR LOCAL AVAIL	:02
10:49	SEG. 2: 30 YEARS OF THE MOTOR VOTER LAW: WHY THIS ACT HAS TRAPPED COUNTLESS IMMIGRANTS	10:08
	Synopsis: In 2006, Filipino immigrant Elizabeth Keathley mistakenly registered to vote while at the Illinois Department of Motor Vehicles. Keathley and her former lawyer, Richard Hanus, join us this week to share the stressful, years-long legal battle that almost led to her being deported back to the Philippines. Host: Marty Peterson. Producer: Amirah Zaveri. Guests: Richard Hanus, immigration attorney, The Law Offices of Richard Hanus; Elizabeth Keathley, immigrant. Links for more info: https://www.usavisacounsel.com/ https://www.justice.gov/crt/national-voter-registration-act-1993-nvra https://www.washingtonexaminer.com/restoring-america/fairness-justice/as-noncitizens-cast-ballots-motor-voter-law-needs-reform https://www.npr.org/2019/02/26/697848417/some-noncitizens-do-wind-up-registered-to-vote-but-usually-not-on-purpose Compliance Issues: Education, Reading Comprehension, Literacy, Parenting, Child Development, Education Policy	
20:57	SPOTBREAK 4: Pfizer Consumer Healthcare/Ibrance 2023 OUTCUE: ...loss of appetite.	:60
21:57	VIEWPOINTS EXPLAINED: WHY ARE HALLOWEEN CANDY PRICES SO SCARY RIGHT NOW?	2:02
	Synopsis: Consumers are spending more on Halloween recently. Part of it stems from the holiday becoming more popular and people shelling out more on décor, costumes, treats and activities. However, another factor is that prices are also generally rising. We look at how candy prices have significantly jumped over the last few years. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Inflation, Personal Finance, Global Economy, Supply Chain Management, Consumerism	
23:59	CULTURE CRASH: WHY WE ALWAYS GO BACK TO WHAT WE LOVED IN HIGH SCHOOL	2:28
	Synopsis: We rewind back in time and talk about the power of nostalgia when it comes to the music, movies and shows we prefer. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, TV, Culture, History	
26:27	SPOTBREAK 5: Indeed/Indeed Q4 Macy's/Oct Fab Fall Sale OUTCUE: ...exclusions apply.	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

Program	VP 23-42	Written & Prod.	Amirah Zaveri, Grace Galante & Evan Rook
Air Week	10/15/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Ibrance 2023 UPF OUTCUE: ...loss of appetite.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: BREAKING DOWN THE HIDDEN MISCONCEPTIONS OF TWO CLASSIC HALLOWEEN ICONS	8:33
	Synopsis: Spiders and bats are some of the most common symbols of Halloween spookiness. We speak with two experts to get the truth behind these traditionally scary creatures and hear why neither of them are nearly as scary as we think. Host: Gary Price. Producer: Amirah Zaveri. Guests: Nancy Troyano, entomologist, director of technical education & training, Rentokil North America; Merlin Tuttle, ecologist, wildlife photographer, conservationist, author of the book, <i>The Secret Lives of Bats: My Adventure with the World's Most Misunderstood Mammals</i> . Links for more: info: nps.gov/subjects/bats/myth-busters.htm https://www.merlintuttle.org/our-work/ https://www.nbcnews.com/id/wbna56330022 https://www.rentokil.com/us/about/blog/authors/nancy-troyano Compliance Issues: Animal Science, Science, History, Disease, Environment, Education, Psychology	
10:20	SPOTBREAK 2&3: Procter Gamble/Bounty SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Prevnar Q3 & Q4 OUTCUE: ...Prevnar 20 dot com.	:30 :30 :60
12:20	:02 PAUSE FOR LOCAL AVAIL	:02
12:22	SEG. 2: THE STORY BEHIND THE FREE SPEECH ORGANIZATION ADVERTISING EVERYWHERE	8:48
	Synopsis: Have you seen an advertisement or commercial for the group, FIRE? The acronym stands for the Foundation for Individual Rights and Expression, but even after watching an ad, it can still be confusing to grasp what exactly this organization truly stands for. As the presidential cycle heats up, this kind of messaging is only going to grow more common over the next year, so we wanted to uncover what exactly FIRE stands for and why some people have mixed feelings on the nonpartisan nonprofit. Host: Marty Peterson. Producer: Grace Galante. Guests: Nico Perrino, executive vice president, FIRE; Steve Macek, professor, communication & media studies, North Central College. Links for more info: https://www.thefire.org/about-us/mission https://twitter.com/thefireorg?lang=en https://www.northcentralcollege.edu/profile/shmacek https://www.uscourts.gov/about-federal-courts/educational-resources/about-educational-outreach/activity-resources/what-does Compliance Issues: Politics, Government, Free Speech, Freedom, History, Higher Education, Finance, Partisan Issues, Political Organizations, Nonprofits, Presidential Election, Political Fundraising	
21:10	SPOTBREAK 4: O'Reilly Auto Parts/O' Reilly 2023 Procter Gamble/Swiffer Dry OUTCUE: ...sticky messes.	:30 :30
22:10	VIEWPOINTS EXPLAINED: AN INFLUX OF SOUTHERN MIGRANTS: WHAT'S GOING ON?	1:45
	Synopsis: Over the last year, hundreds of thousands of migrants seeking asylum have made their way into the U.S. and have been bussed to sanctuary cities across the country. We cover how this large influx is leading to chaos and mass frustration among residents and leaders. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Poverty, Crime, Global Issues, Government, Politics, Immigration Policy, Immigration Reform	
23:55	CULTURE CRASH: WHAT'S GOING ON WITH REALITY TV?	2:32
	Synopsis: Why does it seem like every person on a reality TV show is just trying to become an influencer these days? We talk about what's wrong with reality TV in 2023 and why we're fed up with these stale narratives. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, TV, Culture, History	
26:27	SPOTBREAK 5: SPM/RHJ VP Podcast Indeed/Indeed Q4 2023 OUTCUE: ...and conditions apply.	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	