

2nd Quarter Issues and Programs for WSKK-FM

Issue or Guest	Title of show or service	Narrative	Len	Dates/Times/Station
Events and news from Northeast Mississippi Community College	Tiger Talk	Every week Northeast MS Community College President, Ricky Ford gives an update on things happening at Mississippi's premiere community college.	10:00	Each Thursday at 11 am on WSKK. Ending on 12/29/2023.
Events and news for Blue Mountain College	Topper Time	Each Friday Blue Mountain College Co-Ed's Presley and Jonah keep us up to date on events happening at BMC!	10:00	Each Sunday at 2pm on WSKK during school months. September - May
Sportsman interests	Southern Legend Outdoors	Each Friday a local outdoorsman Kevin Barefield of Blue Mountain College talks everything hunting, fishing or any outdoorsman like sport.	10:00	Each Friday at 11 am on WSKK. Ending on 12/30/2023.
Work opportunities and educational programs available to the public	Kick Start your Career with Joyce Graddy	Each Saturday morning at 11:00 am Joyce Graddy talks to someone in the Workforce Field whether it's about education opportunities or job fairs Joyce lets people know what's available to either start a new career or enhance the one they might have.	10:00	Each Saturday at 11 am on WSKK. Ending on 12/31/2023.
Sports in the Tippah County area. History and interesting facts	Field and Floor	Michael Harrison, the voice of the Ripley Tigers talks to various coaches or area celebrities about all things sports. There's a different guest and a different topic each week. It's all for the local sports enthusiast.	10:00	Each Wednesday at 11 am on WSKK. Ending 12/31/2023.
How to fly!	Talk Travel with Heather Tate	Travel tips for proper etiquette when traveling on a plane is the topic for Heather Tate.	12:26	WSKK at 11:00 am on 4/3/2023.
Cassandra with the 4H program	Heard it on the Shark	This week, Melinda talks with Cassandra Weston-Hainsworth, MSU Extension Agent in Lee County specializing in 4-H and Family and Consumer Science. Melinda and Cassandra discuss the many programs	10:14	WSKK at 11:00 am on 4/4/2023

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		of 4-H and the opportunities available across the state.		
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Alpaca your bags.	Talk Travel with Heather Tate	Llamas in Atlanta. Yes and Heather takes us there and describes what it's like to visit a Llama retreat, and what you can do there.	9:47	WSKK at 11:00 am on 4/10/2023
Senator Rita Parks	Heard it on the Shark	Melinda talks to Senator Rita Parks about some new and old projects that have been funded through the efforts of this year's legislative session.	11:43	WSKK at 11:00 am on 4/11/2023
Great Wolf Lodge	Talk Travel with Heather Tate	Heather takes us on a trip to the Great Wolf Lodge to discover all that it has to offer in a great get away for a couple of days.		WSKK at 11:00 am on 4/17/2023
High School Band received honors, what is in store for this year and years ahead?	Heard it on the Shark	Melinda has as her guest, Bernard Hatch, who is the Ripley High School Band Director. They talk about the upcoming Auction that will be held to help raise funds for the band to use for instruments and uniforms and other needs of the band.	9:44	WSKK at 11:00 am on 4/18/2023
Botanical Gardens	Talk Travel with Heather Tate	Heather talks about all the different botanical gardens surrounding us from Memphis and beyond!	9:35	WSKK at 11:00 am on 4/24/2023

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American Legion and what's new in our own area?	Heard it on the Shark	National Vice Commander of the American Legion Patricia Harris talks with Melinda about her adventures in the military and as the Vice Commander of the American Legion. She also talks about some of the programs they have nationwide.	10:26	WSKK at 11:00 am on 4/25/2023
When and why do I need a travel advisor	Talk Travel with Heather Tate	When and why would you need a Travel Advisor? Well, Heather talks about that in this episode of Talk Travel with Heather Tate.	11:39	WSKK at 11:00 am on 5/1/2023
Evie Storey	Heard it on the Shark	Melinda and Evie Storey talk about the Boys and Girls Clubs of America and what the local clubs are getting ready to have for the members this summer.	12:33	WSKK at 11:00 am on 5/2/2023
Mother's Day	Talk Travel with Heather Tate	Heather talks about what you can do with your mom this coming Mother's day. Short trip anyone?	10:00	WSKK at 11:00 am on 5/8/2023
Brad White	Heard it on the Shark	Melinda talks to Mississippi Department of Transportation Brad White about the one-time allotment of money to help get the Highway 15 project started and hopefully completed in the next couple of years.	9:40	WSKK at 11:00 am on 5/9/2023
Airline Prices – up, up and away	Talk Travel with Heather Tate	Heather talks about the higher airline prices this year for trips anywhere and gives some alternative tips.	11:42	WSKK at 11:00 am on 5/15/2023

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Heritage Festival	Heard it on the Shark	Melinda talks to Myra Mckee and Brenda Williams who are in charge of the Heritage Museum and its projects. They have a big new Festival type day coming up and they tell us all about it.	10:56	WSKK at 11:00 am on 5/16/2023
Graduation Trips	Talk Travel with Heather Tate	Where to go for a graduation celebration trip? Heather talks about planning yours right now.	10:58	WSKK at 11:00 am on 5/22/2023
Danny Baser	Heard it on the Shark	Danny Baser who is the State Commander of the Sons of the American Legion talks with Melinda Marsalis about this organization, how to join and what the organization does over all the United States.	8:55	WSKK at 11:00 am on 5/23/2023
Pensacola Beache	Talk Travel with Heather Tate	Heather talks about a get-a-way to Pensacola Beach as a great start to your summer.	10:58	WSKK at 11:00 am on 5/29/2023
Julia McDowell	Heard it on the Shark	Julia McDowell who is the Marketing Manager of the Pontotoc Farmers Market talks to Melinda about this year's upcoming market that stars in June and what they will have to offe besides produce.	11:00	WSKK at 11:00 am on 5/30/2023
Europe	Talk Travel with Heather Tate	Getting back to Europe. A trip you'll love as Heather gives you some travel tips for Europe.	11:05	WSKK at 11:00 am on 6/5/2023

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Randle Hall	Heard it on the Shark	Randle Hall updates everyone on the upcoming elections in our area and in the state of Mississippi.	10:01	WSKK at 11:00 am on 6/6/2023
Pets and travel	Talk Travel with Heather Tate	Heather discusses the pros and cons of traveling with your beloved pets.	10:39	WSKK at 11:00 am on 6/12/2023
Jayce Chanda	Heard it on the Shark	Melinda talks to Jayce Chanda who is the American Legion Auxiliary State President about what her job is and what the Auxiliary has to offer once qualified to join.	11:49	WSKK at 11:00 am on 6/13/2023
Granny travels	Talk Travel with Heather Tate	Multi-generational trips. Come on invite the Grandparents or in-laws. Heather gives tips on multi-generational traveling.	10:23	WSKK at 11:00 am on 6/19/2023
Jacinto Courthouse	Heard it on the Shark	Melinda talks to Charlette Foster who is in charge of the Jacinto Courthouse Political speaking and Festival that will be held on Tuesday, July 4th from 9 to 4 pm.	9:41	WSKK at 11:00 am on 6/20/2023
Hot Springs, Arkansas	Talk Travel with Heather Tate	How about a weekend get-a-way to Hot Springs, Arkansas. Heather talks all about it and how you can get your trip booked.	9:40	WSKK at 11:00 am on 6/26/2023

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SBA-FEMA Loans	Heard it on the Shark	Melinda talks to Nancy Henriette who is with the Small Business Administration about disaster relief for ten Tennessee Counties that qualify for funding due to damage during the March and April storms.	8:02	WSKK at 11:00 am on 6/27/2023
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2nd Quarter Issues and Programs for WSKK-FM

Date aired: 4/1/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-14

Total running time: 29:30 (with optional exit at 24:00)

- **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 said 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

- **Beau Kilmer, PhD**, *McCauley Chair in Drug Policy Innovation, at the RAND Corporation and Co-Director, RAND Drug Policy Research Center*

Alcohol is the third-leading cause of preventable death in the US, with alcohol-impaired driving alone claiming 11,654 lives in 2020. Dr. Kilmer shared the results of a RAND study of a unique statewide alcohol-monitoring program in South Dakota. The 24/7 program requires repeat drunk drivers to be tested twice per day for alcohol use. The study found that the participants in the program had a roughly 50% lower chance of death.

Issues covered:
Drunk Driving Prevention
Substance Abuse

Length: 5:09

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 4/8/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-15

Total running time: 29:30 (with optional exit at 24:00)

- **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 plusses 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**

- **Kevin Fiscella, MD, MPH**, Associate Professor of Family Medicine and Community & Preventive Medicine at the University of Rochester School of Medicine & Dentistry

Dr. Fiscella discussed his groundbreaking research that found that the lives of nearly 8,000 black Americans could be saved each year if doctors could figure out a way to bring their average blood pressure down to the average level of whites. He talked about the reasons behind the gap between the races in controlling blood pressure, and the possible ways to reduce that gap.

Issues covered:

Length: 4:54

**Personal Health
Minority Concerns**

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 4/15/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-16

Total running time: 29:30 (with optional exit at 24:00)

- **ChatGPT**, an artificial intelligence (AI) chatbot

ChatGPT was launched as an artificial intelligence prototype on November 30, 2022, quickly gaining much attention for its detailed responses and articulate answers across many topics. It explained how it was trained and learned, and what its biggest weaknesses 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:
Artificial Intelligence
Technology
Employment

Length: 9:29

- **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 semi-monthly 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:
Disabilities
Employment

Length: 7:59

- **Erin Dooley, PhD**, Assistant Professor of Epidemiology at the University of Alabama at Birmingham School of Public Health

Prof. Dooley was the lead researcher of a study that measured the number of daily steps that may make a difference in the risk of heart problems in senior citizens. Her study of people ages 70 and older found walking an additional 500 steps per day, or an additional quarter mile of walking, was associated with a 14% lower risk of heart disease, stroke or heart failure.

Issues covered:
Personal Health
Senior Citizens

Length: 5:06

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 4/22/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-17

Total running time: 29:30 (with optional exit at 24:00)

- **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**

- **Sarah J. Clark, MPH**, Research Scientist in the Department of Pediatrics and Co-Director of the C.S. Mott Children's Hospital National Poll on Children's Health at the University of Michigan

For many teens, that first formal job is a rite of passage. Prof. Clark shared the results of her organization's survey of parents, exploring their views of the pluses and minuses of teenage employment. She said 3/4s of parents of working teens believe a job has had a positive impact on the teen's money management skills and self-esteem.

Issues covered:

Length: 5:12

**Teen Employment
Parenting**

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 4/29/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-18

Total running time: 29:30 (with optional exit at 24:00)

- **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**

- **Joseph Alton, MD**, board-certified obstetrician and pelvic surgeon, co-author of the “The Survival Medicine Handbook: The Essential Guide for When Help is NOT on the Way”

Dr. Alton offered tips to be prepared in the event that a natural disaster took away the high-technology medical services we take for granted. He outlined the basic supplies that every household should have on hand in a medical kit. He also explained the steps need to provide emergency assistance to someone who is bleeding badly.

Issues covered:

Length: 4:57

**Emergency Preparedness
Personal Health**

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 5/6/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-19

Total running time: 29:30 (with optional exit at 24:00)

- **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

- **Robert Hyl Dahl, PhD**, Assistant Professor of Exercise Sciences, Brigham Young University

Dr. Hyl Dahl co-authored a study that found that running appears to reduce inflammation in the knee joint—not increase it, as commonly believed. He said his research suggests that running may actually protect knees during the aging process, and safeguard against degenerative diseases like osteoarthritis.

Issues covered:

Length: 5:01

Personal Health

Aging

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 5/13/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-20

Total running time: 29:30 (with optional exit at 24:00)

- **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:

Length: 7:44

**Medical Errors
Emergency Care**

- **Jill Gonzalez**, Senior Analyst at WalletHub, a personal finance website

Ms. Gonzalez discussed her report that examined today's at-risk youth. She said about one in nine young Americans today is neither working nor in school, exposing them to greater risk of poverty, violence, drug abuse and homelessness. She explained how these risk factors follow young people into adulthood. She discussed the importance of education and social services.

Issues covered:

Length: 4:50

**Youth At Risk
Violence
Poverty**

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 5/20/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-21

Total running time: 29:30 (with optional exit at 24:00)

- **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:

Length: 8:30

**Personal Finance
Retirement Planning**

- **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:

Length: 8:37

**Public Health
Poverty
Food Safety**

- **Eduardo Cotilla-Sanchez, PhD**, *Associate Professor in the School of Electrical Engineering and Computer Science at Oregon State University*

Prof. Coteilla-Sanchez outlined his concerns that the nation's power transmission grid is at risk of cyber-attack. He has researched a scenario in which hackers manipulate smart meters to create an oscillation in electricity demand, potentially creating brownouts or even a massive power outage affecting much of the country. He outlined steps that power companies need to take to guard against this form of attack.

Issues covered:

Length: 5:10

**Infrastructure
Cyber Attacks**

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 5/27/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-22

Total running time: 29:30 (with optional exit at 24:00)

- **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

- **Noreen Springstead**, Executive Director of WhyHunger, a non-profit organization that focuses on grassroots solutions to end hunger and poverty.

Ms. Springstead discussed the current scope of the hunger problem in the U.S. She explained why, even in a booming economy, the issue of hunger and food insecurity rarely changes. She outlined how people can get assistance if they are in need, and how volunteers can get involved in their local communities.

Issues covered:
Hunger
Poverty
Government Programs
Volunteerism

Length: 4:58

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 6/3/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-23

Total running time: 29:30 (with optional exit at 24:00)

- **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:

Length: 8:31

Drowning Prevention

- **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:

Length: 8:52

Workplace Matters

Diversity

Career

- **Susan Carpenter**, Native Plant Garden Curator at the University of Wisconsin-Madison Arboretum

"No mow" initiatives are becoming an increasingly popular springtime effort to help support bees, butterflies and other pollinators. Ms. Carpenter explained why mowing grass too short can cut the tops off flowering plants, creating lawns that are inhospitable for pollinators seeking habitats in which to feed, rest and nest. She said a good first step to help pollinators is to stop treating a lawn with chemicals, then allow grass to grow to around six inches before it's cut to roughly four inches.

Issues covered:

Length: 5:08

Environment

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 6/10/2023 Time Aired: 4:00 AM

Weekly Public Affairs Program

Show # 2023-24

Total running time: 29:30 (with optional exit at 24:00)

- **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 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 a 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**

- **Karen Tiber Leland**, *Marketing and Management Consultant, Founder and President of Sterling Marketing Group, a branding and marketing strategy firm, author of "The Brand Mapping Strategy: Design, Build and Accelerate Your Brand."*

Ms. Leland said ignoring the trend of AI and chatbots in business and personal branding is a significant mistake. She offered seven tips to optimize the value of AI language models (such as the hyper-popular ChatGPT) to build thought leadership, raise capital, find investors, sell a company, entice potential employees, or convert customers.

Issues covered:

Length: 5:00

**Entrepreneurship
Career**

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 6/17/2023 Time Aired: 4:00 AM

Weekly Public Affairs Program

Show # 2023-25

Total running time: 29:30 (with optional exit at 24:00)

- **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 a problem described as "credit loss," when 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 utilized the identical textbook as the university's class.

Issues covered:

Length: 8:44

**Community College
Higher Education**

- **Robert Wilson, PhD**, Assistant Professor of Psychology and Cognitive Science, Arizona State University

Educational scholars have long recognized that there is something of a "sweet spot" when it comes to learning. Prof. Wilson led a study using artificial intelligence that determined the sweet spot is when failure occurs 15% of the time. Put another way, it's when the right answer is given 85% of the time. He explained what parents and teachers can learn from the study.

Issues covered:

Length: 5:06

**Education
Parenting**

2nd Quarter Issues and Programs for WSKK-FM

Date aired: 6/24/2023 Time Aired: 4:0 AM

Weekly Public Affairs Program

Show # 2023-26

Total running time: 29:30 (with optional exit at 24:00)

- **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:

Length: 8:50

Crime

Consumer Matters

- **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:

Length: 8:33

Volunteerism

Youth Mental Health

Parenting

- **Beth C. Truesdale, PhD**, Research Fellow at the W.E. Upjohn Institute for Employment Research, Visiting Scholar at the Harvard Center for Population and Development Studies, co-editor of "Overtime: America's Aging Workforce and the Future of Working Longer"

Many retirement planners advise clients to try to delay retirement to age 70 and spend more years in the paid labor force. Prof. Truesdale discussed the myriad of reasons that goal may be impossible for many people in their 50s and 60s, particularly those who are already disadvantaged.

Issues covered:

Length: 5:07

Employment

Retirement Planning