

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

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

Issues presented in a program we run each Tuesday called Heard it on the Shark.

Guest	Dates Scheduled	Length	Played as Scheduled	Notes
Charlese Latour	10/10/2023	12:19	SH171	Melinda and Charlese Latour with Dancing and Singing with the King talk about this year's event coming up in October.
Stephen Bennett	10/17/2023	12:48	SH172	Stephen Bennett Inn keeper at the Falkner Inn in New Albany talks to Melinda about the Inn and what it has to offer writers and the general public.
Kelly Hefner	10/24/2023	11:03	SH173	Melinda talks to Kelly Hefner who is the Director of the Corinth and Alcorn County United Way about their organization and how they serve the north Mississippi area and people in need.
Carla Kuhl	10/31/2023	10:18	SH174	Carla Kuhl is with the Wellness Center in Tippah County and she talks to Melinda about the programs they offer for weight loss and for just physical good health.

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Jason Martin - Pantries	11/7/2023	9:37	SH175	Jason Martin the Director of the Hunger Coalition based in Tupelo talks to Melinda about the food pantries in the area and how they are feeding those without food in our area.
Jack Elliott	11/14/2023	9:47	SH176	Mr. Elliott talks to Melinda about his new book, "To the Ramparts of Infinity". He gives insight into the book and how it was researched as well as disclosing some historical facts now usually known about the Falkner family.
Pine Grove Bull Bash	11/21/2023	9:33	SH177	Melinda talks to Kylie Jones and Byron Lopez coordinators for the Pine Grove Bull Bash coming up on November 25th.
MS State Student Advisory Council	11/28/2023	11:19	SH178	Melinda talks to two teens from Blue Mountain High School who are on the Mississippi State Student Advisory Council about their experience with it and how they think it will help them to help our school system improve.
Elizabeth Behm	12/5/2023	6:43	SH179	Melinda talks to Ripley Main Street Director Elizabeth Behm about this year's Annual Ripley Christmas Parade.
Santa Claus	12/12/2023	11:31	SH181	Melinda gets a chance to talk to Sant Claus while there is still time to catch him before he makes his famous ride with his reindeer.
Will Vance - Holiday Coctails	12/19/2023	12:07	SH180	Wil Vance, local owner of Jefferson Street Tap Room talks to Melinda about how to make some Holiday Cocktails.
Beth Benson	12/26/2023	11:58	SH182	Melinda talks to Beth Benson as the year draws to a close about packing up.

Issues presented in a program we run on Monday's called Talk Travel with Heather Tate:

Talk Travel with Heather Tate	Dates Scheduled	Length	Played as Scheduled	Notes
Pivoting	10/2/2023	12:21	HT61	Heather gives advice on pivoting you're on your trip when things go wrong.
Mount Airy	10/9/2023	7:46	HT62	Mount Airy, North Carolina is the topic for Heather's Talk Travel with Heather Tate on her Sixty-Third episode.
Excursions	10/16/2023	11:19	HT63	What types of excursions could you have on your trip? Heather talks about a few she's been involved in and others you might be interested in for your trip.
Prince Edward Island	10/23/2023	10:00	HT64	Ever been to an Island? Well, Heather Tate tells you all about Prince Edward Island in Canada.

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Charleston, SC	10/30/2023	10:24	HT65	Heather revisits the place she spent her honeymoon by telling you all about the wonderful city of Charleston, South Carolina.
Travel without Passports	11/6/2023	11:55	HT66	Heather tells you about all the places you can go without having a passport.
Economy Effects	11/13/2023	9:40	HT67	With today's economy it's good to get some tips that might save you on travel. That's today's topic with Heather Tate Talk Travel.
Attitude of Gratitude	11/20/2023	9:57	HT68	Heather talks about traveling with an attitude of gratitude to make the trip for you and others as comfortable and pleasing as can be.
Gifts for Travelers	11/27/2023	9:28	HT69	Heather gives you some tips for gifts for those traveler friends or family members you might want to gift this year.
Hallmark Christmas Movie	12/4/2023	9:09	HT70	Heather this week talks about the Southern Christmas Towns you might want to visit for a short trip.
His & Her Weekend	12/11/2023	8:54	HT71	What about a His and Her Weekend. Heather tells you about some great ways to do those His and Her Weekend trips.
Wave Season	12/18/2023	9:18	HT72	Heather talks about Wave Season, what it is and why it's important to any traveler.
Year in Review	12/25/2023	10:22	HT73	Heather does review of all her travels this past year and gives ideas for travel in2024.

Date aired: 10/7/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-41

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

- **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:
Constitutional Rights
Citizenship
Education

Length: 9:06

- **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:
Consumer Matters
Personal Health/Nutrition

Length: 8:11

- **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:
Vehicle Safety
Consumer Matters

Length: 5:10

Date aired: 10/15/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-42

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

- **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 AI chatbots will be great tools for healthcare providers to communicate with patients, improve quality of care and reduce misdiagnoses and errors.

Issues covered:
Artificial Intelligence
Personal Health

Length: 9:02

- **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:
Housing
Poverty
Economy

Length: 8:18

- **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

Date aired: 10/21/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-43

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

- **Adia Harvey Wingfield, PhD**, sociologist, Mary Tileston Hemenway Professor of Arts & Sciences and Vice Dean for Faculty Development and Diversity at Washington University in St. Louis, author of “*Gray Areas: How the Way We Work Perpetuates Racism and What We Can Do to Fix It*”

While explicit discrimination no longer occurs and organizations make internal and public pledges to honor and achieve diversity, black employees remain less likely to be hired, stall out at middle levels, and rarely progress to senior leadership positions. Prof. Wingfield discussed what she calls “gray areas:” the relationships, networks, and cultural dynamics that exist apart from specific expectations and duties required for any given job. She offered suggestions to address the problem.

Issues covered:

Length: 8:33

Racism

Workplace Matters

- **Lisa Damour, PhD**, Senior Advisor to the Schubert Center for Child Studies at Case Western Reserve University, author of “*The Emotional Lives of Teenagers: Raising Connected, Capable, and Compassionate Adolescents*,” co-host of the Ask Lisa podcast

Dr. Damour offered advice for parents to understand their teenagers’ intense and often fraught emotional lives—and how to support teens through this critical developmental stage. She discussed some of the most common myths relating to teenage emotions and distress, and offered tips to help teenagers maintain or regain emotional control.

Issues covered:

Length: 8:45

Adolescent Mental Health

Parenting

- **Shahab Haghayegh, PhD**, Research Fellow at the Brigham and Harvard Medical School

Getting enough sleep has never been more difficult. Prod. Haghayegh shared his research that found that women who struggled with getting enough sleep were at greater risk of developing hypertension, or high blood pressure. He said hypertension and sleep disorders are becoming increasingly prevalent among American adults. He also noted that, while his study only included women, it’s likely the findings apply to men, as well.

Issues covered:

Length: 5:03

High Blood Pressure

Personal Health

Date aired: 10/28/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-44

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

- **Ivan Misner PhD**, founder of BNI, the world's largest business networking organization, author of "*The 3rd Paradigm: A Radical Shift to Greater Success*"

Mr. Misner discussed right and wrong ways to complain at work. He explained why it is important for businesses to take deliberate actions to be sure their staff is heard. He said scheduling regular "complaining meetings" can change the entire mood of the workplace, and lead to innovation and new ideas.

Issues covered:
Workplace Matters
Business

Length: 8:16

- **Nathalie Huguet, PhD**, Associate Professor of Family Medicine, at the Oregon Health & Science University School of Medicine

Prof. Huguet led a study that revealed gaps in health insurance coverage for seniors residing in the US. She found that about a quarter of low-income patients receiving care at community health centers remain uninsured when they turn 65. The main reason is that they are not eligible for Medicare because they never paid into the Social Security system, in many cases because they are not legal US citizens. She said 20% of the uninsured patients had five or more health conditions, such as diabetes or high blood pressure, that need frequent treatment and management.

Issues covered:
Health Insurance
Immigration
Senior Issues

Length: 8:59

- **Rachel Cruze**, personal finance expert, author of "*Know Yourself, Know Your Money: Discover WHY You Handle Money the Way You Do, and WHAT to Do About It!*"

40% of Americans during the pandemic could not cover a \$400 emergency in cash. Ms. Cruze explained the psychology that influences how we spend and save money, and how to change those ingrained habits.

Issues covered:
Personal Finance

Length: 5:10

Date aired: 11/4/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-45

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

- **David S. Prerau, PhD**, author of “*Seize the Daylight: The Curious and Contentious Story of Daylight-Saving Time.*”

Mr. Prerau discussed the history of Daylight-Saving time. He dispelled the myth that farmers are the main proponents of DST. He also explained where efforts stand to end the annual time change, and outlined the possible options that Congress would choose from.

Issues covered:

Length: 8:30

**Government
Personal Health**

- **Martha Khlopin**, Medicare expert, nationally syndicated radio host, founder of Get2insurance.com

Vague and misleading advertisements for Medicare Advantage policies are flooding the airwaves and mailboxes of Medicare recipients. Ms. Khlopin explained what Medicare Advantage is and how it differs from original Medicare. She also shared examples of complaints from seniors who had their plans changed without their consent or knowledge, and how the scams work. She warned that some TV ads and phone calls may give the impression that they are affiliated with the federal Medicare system, when they are not. She advised seniors to be careful and seek help from legitimate sources.

Issues covered:

Length: 8:38

**Medicare
Scams
Senior Issues**

- **Michal Schnaider Beeri, PhD**, Professor of Psychiatry, Director of the Herbert and Jacqueline Krieger Klein Alzheimer’s Research Center at Rutgers Brain Health Institute

Prof. Beeri shared results of her study that found that people who were diagnosed with attention deficit hyperactivity disorder at midlife had a threefold increased risk of developing dementia later in life, compared to those without ADHD. She also discussed possible explanations for the link between ADHD and dementia, and what role ADHD medications may play.

Issues covered:

Length: 5:15

**Alzheimer’s Disease
ADHD**

Date aired: 11/11/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-46

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

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

- **David Newman-Toker, M.D., PhD**, Lead Investigator and Director of the Johns Hopkins Armstrong Institute Center for Diagnostic Excellence

Dr. Newman-Toker led what is believed to be the first rigorous national estimate of permanent disability and death from diagnostic error. He estimates that 795,000 Americans die or are permanently disabled by diagnostic error each year. He said vascular events, infections and cancers cause 75% of the serious harms, and that stroke is the top cause of serious harm from misdiagnosis. He believes that a serious campaign to target diseases with high error and harm rates may reduce diagnostic errors and improve patient outcomes.

Issues covered:

Length: 8:30

**Medical Errors & Misdiagnoses
Public Health**

- **Johnnye Lewis, PhD**, Professor Emerita in the Department of Pharmaceutical Sciences at University of New Mexico Health Sciences, Co-Director of Community Environmental Health Program, Director of the UNM METALS Superfund Research Program

Prof. Lewis' research found that water from many wells and community water systems across the US contains unsafe levels of toxic contaminants. She discussed the health effects of seven contaminants, which include cancer, developmental delays, and preterm birth, and how they affect vulnerable populations and communities with lower income levels. She also talked about the challenges of removing these contaminants from water supply systems, and how larger systems tend to have more resources and monitoring than smaller systems

Issues covered:

Length: 8:54

**Drinking Water Safety
Pollution
Government**

- **Tom Appel**, Publisher of Consumer Guide Automotive, co-host of the Consumer Guide Car Stuff podcast

7.9% of cars sold in the US in the third quarter of 2023 were electric vehicles. Mr. Appel outlined what consumers need to know about the three levels of EV charging currently available, and the pluses and minuses of each.

Issues covered:

Length: 5:11

**Electric Vehicles
Consumer Matters**

Date aired: 11/18/2023 Time Aired: 4:00 AM

Weekly Public Affairs Program

Show # 2023-47

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

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

- **Hilarie Gamm**, tech industry expert, author of “*Billions Lost: The American Tech Crisis and The Road Map to Change.*”

Ms. Gamm explained why parents, educators, and employers urgently need to understand today’s generation of teens and young adults. She talked about the revolutionary effect that technological advances have had on education and the development of the human mind. She said every American needs to have a basic understanding of current technology because of the wide-ranging ramifications these changes have on legislation, regulation, and privacy.

Issues covered:

Length: 8:48

Education
Career
Parenting

- **Kelsey Graham, PhD**, pollinator conservation specialist at Michigan State University

Dr. Graham explained the importance of bees to the nation’s food supply. She also discussed the role that pesticides and climate change may be having on bee populations in North America. She outlined simple steps that people can take to increase bee populations in their communities.

Issues covered:

Length: 8:27

Agriculture
Environment

- **Kristin Rosenthal**, pedestrian, and bike safety expert from Safe Kids Worldwide

About every five days, a child in the U.S. dies from a train collision. Ms. Rosenthal said young people, particularly teenagers, do not understand how dangerous railroad tracks and crossings are. She offered advice to parents to teach their kids to not walk or take selfies on railroad tracks, to not walk with earbuds in, and to never try to beat a train at a railroad crossing.

Issues covered:

Length: 4:52

Child Safety
Traffic Safety

Date aired: 11/25/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-48

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

- **Chris Bailey**, productivity expert, author of *“Hyperfocus: How to Be More Productive in a World of Distraction.”* Mr. Bailey said that the human brain has two powerful modes that can be unlocked when we use our attention well: a focused mode and a creative mode. He explained how to unlock each of these mental modes in order to concentrate more deeply, think more clearly, and work and live more deliberately every day. He explained how to minimize distractions that can cause problems at work and in personal relationships.

Issues covered:

Length: 8:31

Workplace Matters

Career

- **Janet Murnaghan**, journalist, author of *“Saving Sarah: One Mother's Battle Against the Health Care System to Save Her Daughter's Life.”*

Ms. Murnaghan's young daughter desperately needed a set of donor lungs. A set of lungs was available and there was nothing standing in the way medically, but a federal policy barred children under the age of 12 from receiving adult lungs. Ms. Murnaghan talked about her quest to save Sarah and other kids in similar situations. After a court fight and through the use of social media, she eventually convinced the government to change organ donation rules permanently.

Issues covered:

Length: 8:44

Organ Donation

Government Regulation

- **KJ Dell'Antonia**, editor of the Motherlode blog in the New York Times from 2011 until 2016, author of *“How to be a Happier Parent: Raising a Family, Having a Life, and Loving (Almost) Every Minute”* Ms. Dell'Antonia said that in her research and writing about family life over the years, one topic keeps coming up again and again: parents crave a greater sense of happiness in their daily lives. She discussed the most common problem areas that cause parents the most grief, and suggested steps parents can take to make them better.

Issues covered:

Length: 5:12

Parenting

Date aired: 12/2/2023 Time Aired: 4:00 am

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-49

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

- **Edward McFowland III, PhD**, Assistant Professor in the Technology and Operations Management Unit at Harvard Business School
Prof. McFowland co-authored a recent study that found that the use of artificial intelligence tools elevates the skills of the lowest performers across a wide range of fields to, or even far above, what was previously average performance. Across a set of 18 tasks designed to test a range of business skills - from analysis to idea generation to persuasion - consultants who had previously tested in the lower half of the group increased the quality of their outputs by 43% with AI help while the top half only gained 17%. He discussed likely limitations in what AI can do well in modern professional work. He believes that AI will not be able to replace most human creativity and problem-solving.

Issues covered:

Length: 8:51

**Artificial Intelligence
Employment**

- **Morgan Frank, PhD**, Assistant Professor in the University of Pittsburgh's School of Computing, and Information
Prof. Frank studies job prospects for fossil fuel workers in the green energy transition. He said that fossil fuel workers have skills that are compatible with green jobs, but they face geographic and social barriers to relocate. He also explained why green jobs will span across different skill levels and sectors, but they are not well aligned with the current locations of fossil fuel workers.

Issues covered:

Length: 8:32

**Energy
Employment
Environment**

- **Adrienne Lawrence**, former ESPN anchor and legal analyst, author of "*Staying in the Game: The Playbook for Beating Workplace Sexual Harassment.*"
Ms. Lawrence explained how most companies mishandle sexual harassment cases and why. She also discussed the mental health consequences faced by those who report sexual harassment and how to deal with it. She talked about the impact of the MeToo# movement and what she sees as the future of dealing with sexual harassment as a society.

Issues covered:

Length: 5:03

**Sexual Harassment
Women's Concerns
Workplace Matters**

Date aired: 12/9/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-50

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

- **Tyra Fainstad, MD**, Associate Professor at the University of Colorado School of Medicine
Burnout is highly prevalent across most healthcare careers, but especially among trainee physicians. Dr. Fainstad developed a pilot program that successfully reduced burnout among female medical residents. She explained that while the program is digital, including videoconferencing coaching calls, she found that the group aspect was especially important in its effectiveness. She discussed the potential hurdles in expanding the training to hospitals and medical schools nationwide.

Issues covered:

Length: 8:37

Public Health

Mental Health

- **Jason M. Nagata MD**, Associate Professor of Pediatrics in the Division of Adolescent and Young Adult Medicine at the University of California San Francisco
Dr. Nagata's study of US adolescents found that both victims and perpetrators of cyberbullying were more likely than other youth to experience eating disorder symptoms, including worrying about weight gain, self-worth tied to weight, and binge eating. He believes it is important that teachers and parents are aware that these experiences are relatively common among teens and encourage kids to report online harassment if it occurs.

Issues covered:

Length: 8:44

Cyberbullying

Eating Disorders

Discrimination

- **Ana Lorena Fábrega**, Chief Evangelist at Synthesis and author of "*The Learning Game: Teaching Kids to Think for Themselves, Embrace Challenge, and Love Learning.*"
Ms. Fabrega traditional approaches to education, contrasting them with the ways kids really learn. She believes current methods of teaching children are outdated. She explained how her experience as a child who attended ten schools in seven different countries gave her an unconventional perspective. She suggested allowing children to learn through projects rather than strict curriculum and explained why teaching kids of differing ages as a group, rather than segregating them in conventional grades and ages, can have major benefits.

Issues covered:

Length: 5:05

Education

Date aired: 12/16/2023 Time Aired: 4:00 AM

Weekly Public Affairs Program

Show # 2023-51

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

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

- **Laurence J. Kotlikoff, PhD, Professor of Economics and William Warren Fairfield Professor at Boston University, former Senior Economist on the President's Council of Economic Advisers, co-author of “*Social Security Horror Stories: Protect Yourself From the System & Avoid Clawbacks*”**

Prof. Kotlikoff explained the problem of Social Security clawbacks. He said each year more than a million unsuspecting Americans receive letters from the Social Security Administration, demanding repayment of thousands of dollars of overpaid benefits, due to SSA mistakes that occurred sometimes decades earlier. He shared examples of elderly people who suffered from clawbacks, and proposed reforms to stop them.

Issues covered:

Social Security
Government
Consumer Matters

Length: 8:44

- **Andrew Perry, postdoctoral scholar in the Department of Educational Studies at Ohio State University**

Mr. Perry was the lead author of a study that examined how teachers rate different approaches to student violence. He said teachers believe that removing or expelling students from school after a violent incident is the least effective response, because it may increase the risk of violence against teachers, as the student may come back bitter or angry. He said most teachers prefer proactive strategies, which aim to create a positive learning environment and a sense of community through socioemotional learning and school counseling.

Issues covered:

School Violence

Length: 8:41

- **Joel Kaufman, PhD, physician, Professor of Environmental and Occupational Health Sciences at the University of Washington**

Dr. Kaufman led a recent study that found a link between highway air pollution and higher blood pressure. He said the impact is significant enough to be comparable to other blood pressure factors such as sodium intake and medication. He also suggested some ways to reduce the exposure to traffic pollution both for motorists and those who live near highways.

Issues covered:

Air Pollution
High Blood Pressure

Length: 5:08

Date aired: 12/23/2023 Time Aired: 4:00 AM
Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-52

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

- Ryan Kalember, Senior Vice President of Cybersecurity Strategy for online security company Proofpoint

Scammers have devised a new scheme to steal thousands of dollars from homebuyers who are about to close on a house. Mr. Kalember said buyers are often tricked into wiring their down payment on the day of closing to a fraudulent offshore account, by criminals who have hacked their real estate agent's or title company's email account. He explained how consumers can protect themselves.

Issues covered:

Length: 7:43

Crime
Online Security
Personal Finance

- Diane Redleaf, family defense attorney, author of "*They Took the Kids Last Night: How the Child Protection System Puts Families at Risk*"

The number of children in the U.S. foster care system is at record levels, thanks in part to the opioid crisis. With nearly 450,000 children in the system, Ms. Redleaf discussed what happens when caseworkers make mistakes, taking children from parents who are neither abusive nor neglectful. She noted that minority families are disproportionately affected by this trend. She also said that once children are taken, parents and their attorneys sometimes can't learn where the children are being housed.

Issues covered:

Length: 9:24

Foster Care
Minority Concerns
Parenting

- Andrew Gewirtz, PhD, Professor in the Institute for Biomedical Sciences at Georgia State University

Dr. Gewirtz was the co-author of a surprising study that found that adding highly refined fiber to processed foods could have negative effects on human health, including liver cancer. He explained what ingredients consumers need to watch for on processed food labels. He said the simplest solution is to eat fruits and vegetables naturally rich in soluble fiber, rather than processed foods.

Issues covered:

Length: 5:01

Nutrition
Cancer
Personal Health

Date aired: 12/30/2023 Time Aired: 4:00 AM

Weekly Public Affairs Program

WSKK-FM 4TH QUARTER 2023 ISSUES AND PROGRAM LIST

Show # 2023-53

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

- **Brandi Britton**, District President of Office Team, a staffing service providing temporary administrative and office support staff.

Ms. Britton discussed the most common social media mistakes that take job seekers out of the running for a position. She noted that negative or inappropriate comments and questionable photos are the most common social media issues. She said a job hunter should always assume that a company has combed through their social media profile before even scheduling an interview.

Issues covered:

Length: 7:28

**Employment
Career
Social Media**

- **Jennifer Bradley**, co-author of “Make it Zero: The Movement to Safeguard Every Child.”

Ms. Bradley discussed the issue of human trafficking in the U.S. She said five main factors contribute to the problem, including poverty, abuse and isolation. She explained the shocking role that the foster child system plays in the issue, and she offered suggestions for individuals to make a difference in preventing and stopping human trafficking.

Issues covered:

Length: 9:43

**Human Trafficking
Child Abuse
Poverty**

- **Richard Thaler, PhD**, Professor of Behavioral Science and Economics at the University of Chicago Booth School of Business, President of the American Economic Association

Prof. Thaler discussed what happens when economics meets psychology and how irrational human beings greatly influence the US and world economies. He explained how research is in progress to understand human miscalculations, with the goal of developing better decision-making in business, government, and life in general.

Issues covered:

Length: 4:49

**Economics
Consumer Matters
Mental Health**