

1st 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.
Travel opportunities in the new year.	Talk Travel with Heather Tate	Heather gives you some travelutions for 2023 to help you plan your next dream vacation trip or get away!	9:54	WSKK at 11:00 am on 1/2/2023
Link Center Reception Hall events	Heard it on the Shark	Bob Ray talks to Melinda about the January 7th (2023) Link Centre Blues Café at the Link Center Reception Hall	8:09	WSKK at 11:00 am on 1/3/2023.

1st Quarter Issues and Programs for WSKK-FM

Travel information	Talk Travel with Heather Tate	Heather gives you a fresh perspective of a trip to Universal Studio's and had her son with her to help talk about the exciting rides there.	11:05	WSKK at 11:00 am on 1/9/2023.
Volunteering	Heard it on the Shark	Kim Rushing, Hub Director at Volunteer Northeast MS, talks about MUTEH's efforts to end homelessness.	9:43	WSKK at 11:00 am on 1/10/2023
Where to go during spring break	Talk Travel with Heather Tate	Heather talks about all the different places you might want to go for spring break including some that don't have a beach.	9:43	WSKK at 11:00 am on 1/16/2023.
Local version of Comic Con	Heard it on the Shark	Austin Bell, owner of Video Game Corner in Corinth, is the Corinth Comic Con organizer. Austin explains Comic Con to Melinda.	8:02	WSKK at 11:00 am on 1/17/2023.
More spring break destinations	Talk Travel with Heather Tate	Heather sends your imagination to a spring break trip to one of Mississippi's most historic cities, Natchez.	10:09	WSKK at 11:00 am on 1/23/2023.
Music schools for kids	Heard it on the Shark	Tony Hooper talks with Melinda about the Mississippi School of Music located in Tremont, MS.	11:22	WSKK at 11:00 am on 1/31/2023.
What should you wear while traveling?	Talk Travel with Heather Tate	Heather gives tips on what to wear, when to where it and how to save on what you buy to wear when traveling anywhere.	11:34	WSKK at 11:00 am on 1/30/2023.
Locally produced Movie goes to PBS.	Heard it on the Shark	Director Clark Richey and Actor Amy Goussette invite listeners to watch their movie, Mysterious Circumstance, The Death of Meriwether Lewis, on MPB Thursday, February 2, at 7 pm	9:45	WSKK at 11: am on 1/24/2023.
Planning on going to Branson?	Talk Travel with Heather Tate	How about a trip to Branson. There's lots to do and it doesn't matter when during the year you go. Heather talks about that and a couple other destinations.	10:52	WSKK at 11:00 am on 2/6/2023.
Teaching programs	Heard it on the Shark	Amy Marsh with the Alcorn County School System talks about her Steam teaching program at Kossuth school.	10:36	WSKK at 11:00 am on 2/7/2023.
Romance trips	Talk Travel with Heather Tate	Heather talks travel for romantic get aways, where, when and the how's and why's are all covered.	10:07	WSKK at 11:00 am on 2/13/2023.

1st Quarter Issues and Programs for WSKK-FM

Kim Rushing Director of Volunteer Northeast Mississippi	Heard it on the Shark	Kim Rushing, Director of Volunteer Northeast Mississippi talks about the upcoming project in February that will benefit a pregnancy center in Tupelo.	9:41	WSKK at 11:00 am on 2/14/2023.
How to decide where to go for your trip.	Talk Travel with Heather Tate	How do you decide where to go and when to go on your next trip? Heather gives some suggestions for you.	11:40	WSKK at 11:00 am on 2/20/2023.
Jamar Bell the Recruitment Specialist for the Department of Child Protective Services	Heard it on the Shark	Jamar Bell the Recruitment Specialist for the Mississippi Department of Child Protective Services talks to Melinda about what he does to help find those interested in the foster care programs in the area he serves.	11:41	WSKK at 11:00 am on 2/21/2023.
Day Trip for Spring Break	Talk Travel with Heather Tate	Heather talks all about day trips for Spring Break instead of a longer trip, especially if you haven't planned ahead well.	9:52	WSKK at 11:00 am on 2/27/2023.
Jim Hobson the CEO at Magnolia Regional Health Center in Corinth, MS	Heard it on the Shark	Melinda talks to Jim Hobson who is the CE at Magnolia Regional Health Center in Corinth about his job and about some of the new things going on at the Health Center in Corinth.	10:43	WSKK at 11:00 am on 2/28/2023.
Chattanooga destination	Talk Travel with Heather Tate	Don't just go through it on your way to somewhere else. Heater Says Chattanooga is a destination in it's own right and a good trip.	11:17	WSKK at 11:00 am on 3/6/2023.
Emma James of United Way and Robin McKinney Director of Communications at United Way.	Heard it on the Shark	Emma James the United Way Health Alliance Director and Robin McKinney Director of Communications & Marketing for United Way talk about the programs that United Way help with in our area and all over the state.	10:34	WSKK at 11:00 am on 3/7/2023.
Travel to Exuma	Talk Travel with Heather Tate	Heather travels to Exuma and gets to swim with the pigs. Another wonderful get-a-way with much to do.	9:56	WSKK at 11:00 am on 3/13/2023.
What's happening in Houston, MS.?	Heard it on the Shark	Melinda talks to Carol Colbert and Debbie Teasley, co-owners of "Daisy's on the Square" in Houston, Mississippi about its rich history and how the business got started and how it got its name.	11:22	WSKK at 11:00 am on 3/14/2023

1st Quarter Issues and Programs for WSKK-FM

Discovering the unhidden secrets of the Natchez Trace.	Talk Travel with Heather Tate	Heather travels the Natchez Trace; well, she at least gives you information you need so you can experience the wonder of the Natchez Trace for yourself.	10:54	WSKK at 11:00 am on 3/20/2023.
What's in Arizona besides Desert land?	Talk Travel with Heather Tate	Want a great destination trip?... Visit Arizona. That's the place Heather talks about in this episode. Enjoy.	11:38	WSKK at 11:00 am on 3/27/2023.
The Miss Mississippi Pageant coming up.	Heard it on the Shark	Melinda talks to Kaylee Haynes who is currently preparing to the Miss Mississippi Pageant to be held later this month with the finals on April 1st.	6:32	WSKK at 11:00 am on 3/21/2023.
Entertainment in the area. Where to go for family fun.	Heard it on the Shark	Ray Prather talks to Melinda about the upcoming production of the ever popular Hee Haw program in the area.	10:23	WSKK at 11:00 am on 3/28/2023.

1st Quarter Issues and Programs for WSKK-FM

Date aired: 01/07/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-02

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

- **Todd Spencer**, President of the Owner-Operator Independent Drivers Association

Trucking is critical to virtually every aspect of the US economy. Mr. Spencer talked about the biggest challenges faced by truck drivers. He said drivers often spend 30% of their work week being detained by inefficiencies in the supply chain, waiting for shippers and receivers. He discussed the lack of adequate training of new truckers. He also talked about road congestion and needed improvements in the nation's highway system to better accommodate trucks.

Issues covered:

Length: 9:44

**Transportation
Supply Chain Issues
Employment**

- **Natasha Slesnick, PhD**, Professor of Human Development and Family Science in the Department of Human Sciences, and EHE Associate Dean for Research and Administration at Ohio State University

Prof. Slesnick led a study that suggests that giving some homeless mothers with young children a place to live may do little to help them if it is not combined with support services. She outlined the most significant challenges faced by homeless mothers and their children, and the most effective forms of support.

Issues covered:

Length: 7:33

**Homelessness
Government Programs
Substance Abuse**

- **Donna Thompson, PhD, MBA**, retired college educator, an advocate for children's literacy and creator of The Adventures of Carly and Charly, a book series "written" by cats for kids

Ms. Thompson discussed the importance of encouraging reading in young children, and the major obstacles created by electronic screens. She talked about the long-lasting health and wellness benefits connected to reading, and why it is so important for parents to set a good example in reading habits.

Issues covered:

Length: 5:07

**Literacy
Parenting**

1st Quarter Issues and Programs for WSKK-FM

Date aired: 01/14/2023 Time Aired: 4:00AM

Weekly Public Affairs Program

Disc # 2023-03

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

- **Nora Volkow, MD**, Director of the National Institute on Drug Abuse, part of the National Institutes of Health

Fentanyl overdoses are the leading cause of death for Americans ages 18 to 49, more than car accidents or suicides. On average, one person dies of a fentanyl overdose in the United States every seven minutes, and the number of Americans killed by the drug has jumped 94 percent since 2019. Dr. Volkow discussed why the problem has skyrocketed and what steps the federal government is taking to address it. She said that, while the epidemic was worse in certain rural areas of the US in past years, the problem has now overwhelmed every city and state. She talked about the importance of education and treatment programs, and also explained why fentanyl is a particularly troubling issue for pregnant women.

Issues covered:

Length: 17:52

**Substance Abuse and Treatment
Government Policies**

- **Sam Quinones**, author of *"The Least of Us: True Tales of America and Hope in the Time of Fentanyl and Meth"*

The opioid crisis' damage to US communities cost the economy \$1.5 trillion in 2020 alone, according to a congressional analysis. Mr. Quinones talked about steps that cities and towns can take to try to repair community bonds, most effectively on the neighborhood, school and church level. He believes that stronger law enforcement is necessary to force drug abusers into treatment, whether they want it or not.

Issues covered:

Length: 5:08

**Substance Abuse and Treatment
Community Rehabilitation
Law Enforcement
Homelessness**

Ms. Thompson discussed the importance of encouraging reading in young children, and the major obstacles created by electronic screens. She talked about the long-lasting health and wellness benefits connected to reading, and why it is so important for parents to set a good example in reading habits.

Issues covered:

Length: 5:07

**Literacy
Parenting**

1st Quarter Issues and Programs for WSKK-FM

Date aired: 01/21/2023 Time Aired: 4:00 AM

Weekly Public Affairs Program

Disc # 2023-04

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

- **Lauren Fleshman**, one of the most decorated American distance runners of all time, winner of five NCAA championships at Stanford University and two national championships as a professional, author of *“Good for A Girl: A Woman Running in a Man’s World.”*

Girls drop out of organized sports at twice the rate of boys at age 14, and half have quit by 17. Sixty-five percent develop disordered eating habits that compromise their ease around food, sometimes irreparably. Ms. Fleshman talked about emerging research on the physiology and psychology of young athletes, and what coaches and parents should know. She outlined changes in organized sports to empower and encourage young women to join and stay.

Issues covered:
Women’s Concerns
Youth Sports

Length: 8:29

- **Chris Bailey**, productivity expert, author of *“How to Calm Your Mind: Finding Presence and Productivity in Anxious Times “*

Mr. Bailey shared the inspiration to write his book—a panic attack he had onstage in front of an audience of over 100. He outlined simple steps he took in the moment and in the long-term to conquer burnout and explained how he gradually restored calm and tranquility to his life. He talked about sources of hidden stress buried within our days, often activities and people that we voluntarily subject ourselves to.

Issues covered:
Mental Health
Personal Productivity
Career

Length: 8:53

- **Tim Lohrentz**, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities.

Mr. Lohrentz conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

Issues covered:
Payday Loans
Poverty
Government Regulations

Length: 5:10

1st Quarter Issues and Programs for WSKK-FM

Date aired: 1/28/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-05

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

- **Alvin E. Roth, PhD**, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of *“Who Gets What — and Why: The New Economics of Matchmaking and Market Design”*?

Dr. Roth is one of the world’s leading experts on matching markets, where “sellers” and “buyers” must choose each other, and price isn’t the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

Issues covered:

Length: 9:17

**Economics
Career
Education**

- **Joel Kahn, MD**, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of *“The Whole Heart Solution”*

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

Issues covered:

Length: 8:01

Personal Health

- **Paul Tough**, former editor at the New York Times Magazine, nationally recognized writer on poverty, education, and the achievement gap

Mr. Tough discussed a groundbreaking anti-poverty initiative called the Harlem Children’s Zone. The creator of the program theorized that in order for poor kids to compete with their middle-class peers, everything in their lives—their schools, neighborhoods, parenting practices—all must be changed at once.

Issues covered:

Length: 5:00

**Poverty
Education
Minority Concerns**

1st Quarter Issues and Programs for WSKK-FM

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

Weekly Public Affairs Program

Disc # 2023-06

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

- **Ismail Karabas, PhD**, Marketing Professor at Murray State University

Tipping for food at the end of a dining experience has traditionally been the norm at full-service restaurants. Prof. Karabas shared his research into a new trend: tip requests at businesses where customers order at the counter, pay for their items before getting their food, and receive minimal-to-no service. He explained the reasons behind the change. He found that some consumers are so annoyed by the requests that they take their business elsewhere.

Issues covered:

Length: 8:58

**Consumer Matters
Employment
Economy**

- **Dan Martell**, entrepreneur, productivity expert, author of "*Buy Back Your Time: Get Unstuck, Reclaim Your Freedom, and Build Your Empire*"

Mr. Martell shared his story of a traumatic childhood and arrest as a teenager, which amazingly led to an interest in software coding and entrepreneurship. He offered suggestions for entrepreneurs to value and use time more productively. He also offered advice to avoid burnout.

Issues covered:

Length: 8:18

**Entrepreneurism
Personal Productivity
Career**

- **Les Bernal**, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement.

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Issues covered:

Length: 5:07

**Gambling Addiction
Government Policies**

1st Quarter Issues and Programs for WSKK-FM

Date aired: 2/11/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Disc # 2023-07

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

- **Andrew Smith, PhD**, cognitive psychologist, and Assistant Professor at Iowa State University

Some studies claim that 4-6% of those in US prisons are not guilty of the crime for which they were convicted. Prof. Smith and his team of researchers developed a new procedure to capture more information from eyewitnesses during police investigations and better detect a suspect's guilt or innocence. He explained how the innovation improves the reliability of police lineups.

Issues covered:

Length: 9:12

Consumer Matters

Employment

Economy

- **Andrew McDiarmid**, Senior Fellow at the Discovery Institute, a non-profit, non-partisan organization focused on research, education, action, and cultural renewal.

A recent study reported in the Journal of Experimental Psychology suggests that the act of "just thinking" can be more rewarding than we might realize. Mr. McDiarmid outlined the study's findings and explained why Americans should resist the urge to pull out their phones so frequently and spent some time just thinking instead.

Issues covered:

Length: 8:10

Mental Health

Personal Productivity

- **Tom Appel**, Publisher of Consumer Guide Automotive

Mr. Appel talked about the affordability of electric vehicles and how the EV marketplace has been changing, partly as a result of revised federal laws and rebates. He also explained who is the best candidate to own an EV and whether now is a wise time to buy.

Issues covered:

Length: 4:53

Electric Vehicles

Consumer Matters

Environment

1st Quarter Issues and Programs for WSKK-FM

Date aired: 2/25/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Disc # 2023-09

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

- **Lauryn Williams**, Certified Financial Planner, founder of Worth Winning, a company that helps young professionals organize their finances.

A recent Fidelity survey found that half of Gen Zers say they don't see a point in saving money until things return to 'normal.' Ms. Williams said young people may be seeking some sort of control, in the face of runaway inflation and economic uncertainty. She has found that many Gen Zers are choosing to invest in themselves and their professional growth, such as starting their own businesses or furthering their education. She explained why it is critical to start early to build retirement savings.

Issues covered:

Length: 8:10

Consumer Matters
Economy
Employment

- **Elisa Villanueva Beard**, CEO of Teach For America, a nonprofit organization dedicated to improving educational outcomes for low-income students

Ms. Villanueva Beard outlined the mission of her organization, and explained why it is so important to recruit college graduates from top universities around the United States to serve as teachers in urban and rural schools. She talked about the biggest obstacles in recruiting quality teachers and how interested students can apply to be a part of Teach For America.

Issues covered:

Length: 9:12

Education
Poverty

- **Matthew A. Miller, PhD, MPH**, Executive Director for VA Suicide Prevention for the U.S. Department of Veterans Affairs

Dr. Miller shared VA's latest data showing meaningful downward trends in veteran suicide counts and rates. He discussed the growing use of the Veterans Crisis Line (dial 988 then press 1) and other resources available to veterans in crisis. He also outlined the potential warning signs and what family members or friends can do to help.

Issues covered:

Length: 5:09

Veterans' Concerns
Suicide
Mental Health

1st Quarter Issues and Programs for WSKK-FM

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

Weekly Public Affairs Program

Disc # 2023-10

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

- **Yvette M. Miller, MD**, Executive Medical Officer for the American Red Cross Donor and Client Support Center, helping to lead the Red Cross' national Sickle Cell Initiative

Sickle cell disease is the most common genetic blood disorder in the US, and regular blood transfusions are critical to manage extreme pain and life-threatening complications. Dr. Miller discussed Red Cross efforts to promote diversity in the blood supply, increase donor recruitment and retention in the black community to support the transfusion needs of patients with sickle cell disease.

Issues covered:
Sickle Cell Disease
Blood Donations
Diversity

Length: 8:32

- **Candy Valentino**, finance and wealth advisor, author of *"Wealth Habits: Six Ordinary Steps to Achieve Extraordinary Financial Freedom."*

Ms. Valentino believes that turbulent financial times are often historic opportunities to invest more in real estate and the financial markets. She outlined six steps to grow wealth. She explained why owning real estate or a small business are her favorite investment vehicles. She conducted a study that found 75% of wealthy people had one thing in common: either they or their family owned a business.

Issues covered:
Personal Finance
Entrepreneurism

Length: 8:51

- **Samuel West, PhD**, Assistant Professor of Psychology at Virginia State University

Dr. West led an analysis of psychological crises exhibited by 177 mass shooters. He found that social isolation was the most important external indicator leading up to the attacks. He believes that social isolation as an ideal target for intervention because it can be addressed both at the individual level and the societal level.

Issues covered:
Mass Shootings
Mental Health

Length: 5:07

1st Quarter Issues and Programs for WSKK-FM

Date aired: 3/11/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Disc # 2023-11

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

- **Pamela Gockley**, Certified Bullying Prevention Specialist, Founder and Executive Director of The Camel Project, a non-profit organization focused on deconstructing the culture of bullying in America.

1 in 5 students report being bullied at school. However, Ms. Gockley said the CDC believes 50 to 75% of bullying incidents are never reported. She discussed the culture of bullying in America, how to parents can protect their children from it, and how parents of bullies can recognize the behavior in their own child and address it.

Issues covered:

**Bullying
Parenting
Youth at Risk**

Length: 8:44

- **Brock L. Eide M.D., M.A.**, learning disabilities expert, co-author of *"The Dyslexic Advantage: Unlocking the Hidden Potential of the Dyslexic Brain"*

Dyslexia has traditionally been defined as a reading and spelling disorder. But Dr. Eide said recent research has proven that these challenges are not dyslexia's main features. He explained how these characteristics are actually trade-offs resulting from an entirely different pattern of brain organization and information processing and that it has powerful advantages.

Issues covered:

Learning Disabilities

Length: 8:41

- **Samuel Zahinoor Ismail, MD FRCPC**, Professor of Psychiatry, Neurology, Epidemiology, and Pathology at the Hotchkiss Brain Institute and O'Brien Institute for Public Health at the University of Calgary

Dr. Ismail was the lead author of a large 10-year study that found 40 per cent fewer dementia diagnoses in people who took vitamin D supplements. The study also found that those who take vitamin D are more likely to have more years of dementia-free life. In addition, he found that vitamin D had a significantly greater effect on women, than men.

Issues covered:

**Alzheimer's disease
Nutrition
Aging**

Length: 5:05

1st Quarter Issues and Programs for WSKK-FM

Date aired: 3/18/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Disc # 2023-12

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

- **Juliet B. Schor, PhD**, Professor of Sociology, Boston College

The four-day week is becoming more of a reality in the contemporary workplace, and Prof. Schor co-authored a landmark international study of the trend. She said the vast majority of companies that tried the shorter workweek for the study stuck with it afterwards. She talked about the benefits that result from a 32-hour workweek, both for employees and companies.

Issues covered:
Workplace Matters
Mental Health
Productivity

Length: 8:40

- **Deepa L. Sekhar, MD**, Associate Professor of Pediatrics at the Penn State College of Medicine, Executive Director of Penn State PRO Wellness

Suicide death rates have increased significantly among adolescents in the U.S. in recent years. Dr. Sekhar said while children are typically screened for health, vision and hearing problems in school, mental health screening has not been standardized in school settings. She led a study that evaluated the effectiveness of a school-based, adolescent suicide risk screening and found that it successfully identified at-risk adolescents and increased initiation of mental health services. She explained how the screening works and the reasons some schools or parents may be reluctant to give it a chance.

Issues covered:
Youth Suicide
Mental Health Services
Parenting

Length: 8:43

- **John P. Thyfault, PhD**, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

Issues covered:
Personal Health

Length: 5:09

1st Quarter Issues and Programs for WSKK-FM

Date aired: 3/25/2023 Time Aired: 4:00 am

Weekly Public Affairs Program

Show # 2023-13

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

- **Elizabeth Wallace**, co-author of *"The Ambition Decisions: What Women Know About Work, Family, and the Path to Building a Life."*

Over the last sixty years, women's roles at home and on the job have radically changed, and the question of whether they can really "have it all" is still debated. Ms. Wallace outlined three distinct paths where a woman's life and career choices may lead. She talked about the importance of the support of husbands when ambitious women move into high-level corporate positions. She offered advice for women who are facing today's complex career choices.

Issues covered:

Women's Concerns

Career

Marriage

Length: 9:22

- **Thomas Lickona, PhD**, Developmental Psychologist, Professor of Education Emeritus at the State University of New York at Cortland, author of *"How to Raise Kind Kids: And Get Respect, Gratitude, and a Happier Family in the Bargain."*

Dr. Lickona has led the character education movement in schools for forty years. He outlined the tools that parents need to foster peace and cooperation at home. He explained how changes in our culture have made it harder than ever to raise kind kids. He offered suggestions for parents to deal with technology and the use of media by kids.

Issues covered:

Parenting

Children's Issues

Length: 7:52

- **Irwin Reyes**, Researcher in the Usable Security and Privacy Group at the International Computer Science Institute, a laboratory affiliated with the University of California at Berkeley

Mr. Reyes led a study that found that more than 3300 Android apps from the Google Play Store are improperly tracking kids and are potentially violating federal law. He outlined the types of data that is being collected and what is being done with it. He believes similar results are likely with iPhones, but Apple's closed system prevents a similar study of its users. He offered advice to parents who are concerned about their children's privacy.

Issues covered:

Privacy

Children's Issues

Parenting

Length: 4:56