

WWAX Issues/Programs Report January 1, 2020 to JANUARY 31st,2020.

WWAX ran :60 PSA's for Courage Duluth Adaptive sports programs , Teen Challenge addictions treatment programs, MN National Guard , and MN State High School League through the entire quarter.

The list below addresses broad community issues that have been the subject of recent news, articles and reporting.

February 25th personal meeting with Dr, Alexander G Wray, PC-C of Essentia Health in Duluth Minnesota and discussed issues related to Corona Virus and preparing community for outbreak etc.

1st quarter Issues covered

Online Security, Crime, Consumer Matters , Parenting, Career, Personal Finance, Drug Addiction, Public Health, Retirement Planning, Senior Citizens, Hearing Loss, Health Issues, Care giving, Mental Health, Nutrition, Addiction, Mass Shootings, Criminal Justice, Mental Health, Environment, Energy, Racial Bias, Diversity

PROGRAMS - Dates and Times attached

Public service announcements:

Teen challenge, Courage Duluth disability programs, MN NATIONAL GUARD

Prepared and submitted to Public File by Daniel B. Hatfield JULY 8, 2020

Daniel B Hatfield

Date and time Aired: January 5th, 2020 6:00AM

Michelle Mazurek, PhD, Assistant Professor, Computer Science, University of Maryland College Park

Nearly everyone today struggles with a myriad of passwords for their online activities. Professor Mazurek was involved in research at Carnegie Mellon University that found that long passphrases are more effective and easier to remember than an incomprehensible string of letters, numbers and special characters.

Issues covered:

Length: 8:52

Online Security

Crime

Consumer Matters

Chris Voss, former FBI's lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of *"Never Split the Difference: Negotiating As If Your Life Depended On It"*

Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

Issues covered:

Length: 8:25

Career

Parenting

Christine Fahlund, Senior Financial Planner and Vice President of Investment Services at T. Rowe Price Investment Services

Ms. Fahlund discussed the effect that today's economy has on retirement planning. She believes that many Baby Boomers have been naive when it comes to planning for retirement. She also explained why some employers are becoming more proactive in helping their workers save for their senior years.

Issues covered:

Length: 5:04

Personal Finance

Retirement Planning

Senior Citizens

Date and time Aired: JANUARY 12th, 2020 6:00AM

Jordan W. Smoller, PhD, psychiatric geneticist, Professor of Psychiatry at Harvard Medical School, Professor in the Department of Epidemiology at the Harvard School of Public Health

Depression is one of the world's most common mental disorders, affecting more than 300 million people globally. Prof. Smoller led a study that found that walking, jogging, yoga or any type of exercise may help to ward off depression, even in those with a genetic susceptibility to it. He also talked about the importance of social engagement and relationships in preventing depression.

Issues covered:

Length: 8:41

Mental Health

Physical Fitness

Wendy Wood, PhD, Provost Professor of Psychology and Business at the University of Southern California, author of *"Good Habits, Bad Habits: The Science of Making Positive Changes That Stick"*

This is about the time in the calendar that New Year's resolutions fail. Prof. Wood explained how people form habits, and what can be done with this knowledge to make positive change. She said willpower is usually not enough when someone is striving make a change in behavior. She also outlined the differences between habits, self-control and addictions.

Issues covered:

Length: 8:35

Personal Growth

Addictions

Sherry Pagoto, PhD, Professor in the Department of Allied Health Sciences, Director of the University of Connecticut Center for mHealth and Social Media

Prof. Pagoto led a study that found that 78 percent of major fitness chains offer tanning beds to their customers. She said that while the public health community has been trying to communicate the message to the public that tanning beds are not safe or healthy, gyms are essentially putting a 'health halo' on them because people associate gyms with health. She explained why tanning beds create serious risks for the development of skin cancer.

Issues covered:

Length: 4:51

Personal Health

Consumer Matters

Government Regulations

Date and time Aired: JANUARY 12th, 2020 6:00AM CONTINUED

Erica Reischer, PhD, psychologist, parent educator, author of *“What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive”*

Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

Issues covered:

Length: 7:51

Parenting

Date and time Aired: JANUARY 19TH, 2020 6:00AM

Erica Reischer, PhD, psychologist, parent educator, author of *"What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive"*

Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

Issues covered:

Length: 7:51

Parenting

Andrew Scott, Professor of Economics at the London Business School, Fellow at All Souls College, Oxford University and the Centre for Economic Policy Research, co-author of *"The 100-Year Life: Living and Working in an Age of Longevity"*

Many Americans have been raised on the traditional notion of a three-stage approach to life: education, followed by work and then retirement. However, Prof. Scott said this well-established pathway is already beginning to collapse: life expectancy is rising, pensions are vanishing, and increasing numbers of people are juggling multiple careers. He offered suggestions for how to better plan for a productive, longer life and retirement in today's rapidly-evolving economy.

Issues covered:

Length: 9:23

Retirement Planning

Senior Citizens

Brian Fligor, Chief Audiology Officer at Lantos Technologies, Inc., former Director of Diagnostic Audiology and Children's Hospital in Boston

An estimated 2 million students in the US play in middle- and high-school marching bands. Dr. Fligor believes that parents should be concerned protecting their kids' hearing when they are exposed to loud sounds for long periods. He talked about the warning signs of hearing damage and explained the ways to prevent it.

Issues covered:

Length: 4:58

Hearing Loss

Health Issues

Parenting Concerns

Senior Citizens

Date and time Aired: JANUARY 26TH, 2020 6:00AM

Donna Thomson, author of "*The Unexpected Journey of Caring: The Transformation from Loved One to Caregiver*"

It's estimated that 45 million Americans are currently providing unpaid care for a loved one. Ms. Thomson shared her own story as a longtime caregiver, and talked about the unexpected rewards and challenges that caregivers often find. She also explained why being part of a community of caregivers is vital to navigate the unpredictable terrain of care.

Issues covered:

Length: 9:20

**Caregiving
Mental Health**

Molly Carmel, licensed clinical social worker with a background in addiction and nutrition, Founder of The Beacon Program in New York City, co-author of "*Breaking Up with Sugar.*"

Most health experts agree that sugar is bad for you. Ms. Carmel discussed the mental and physical dangers that come from an unhealthy relationship with sugar and flour, and why we can easily get hooked on them. She explained how processed food manufacturers design foods to be addictive.

Issues covered:

Length: 7:48

Nutrition

Addiction

Consumer Matters

Greg Masson, Chief of the Branch of Environmental Contaminants at the U.S. Fish & Wildlife Service

Prescription drugs are now being detected in many US rivers, lakes and streams. Mr. Masson expressed concern about the disposal of prescription medications and their impact on wildlife and the environment. He explained how these products affect the health of animals and fish. He also outlined guidelines issued by his agency on how to properly dispose of unused drugs.

Issues covered:

Length: 4:53

Environment

Personal Health