

## Townsquare Media Duluth Quarterly Issues Programs List

### Quarterly Issues Programs List for Stations KBMX, KKCB, KLDJ, WEBC

January 01, 2020 – March 31, 2020

#### Section I - Issues

The stations have identified the following issues as significant issues  
Facing our community in this quarter.

- A. Community:** There are over 20 care centers for seniors within the market and within these centers there are hundreds of caregiving staff. The program talked about the rewards and challenges that caregivers often do not expect to find, explaining that being in a community of caregivers is important while navigating this often-unpredictable kind of care.
- B. Generational Population:** Within the market, there are approximately 12,000 women who fall into the category of Gen X. Program talked about how many of the women that fall into this age category are facing a midlife crisis and often they are not heard and/or given proper advice. Program talked about how there may be some societal changes to help address this issue.
- C. Public Schooling:** There are well over 20 public and private education facilities within the market. Program talked about what works well and what does not work well for schools. It also touched on how the nationwide issue of COVID-19 is affecting the public-school systems; these affects include a forever-changed education delivery, moving students to online classes, and possibly planning “virtual” graduation ceremonies for 2020 graduating seniors.
- D. Education/Careers:** With over 5 colleges/universities within the market, there are consistently college graduates within the local community. The program talked about how the traditional, 3-way approach to life—education followed by work followed by retirement—is steadily collapsing. Program offered suggestions on better planning for a productive, longer life and how to retire in an economy that is continuing to rapidly evolve.
- E. Youth Suicide Issue** There are approximately 10,000 teenagers within the market. It has recently been discovered that teen suicide clusters are taking place. Program touched on what the causes could be for these tragedies and that suicide prevention should be tailored to fit dynamics of individual communities.

#### Section II – Responsive Programming

The stations air responsive programming in the form of a weekly 30-minute program, INFOTRAK. INFOTRAK airs at 6:00 AM each Sunday and addresses the issues identified as significant to the community as well as a variety of other related topics. A comprehensive description of the Infotrak programs is presented below.



Call Letters: KBMX, KKCB, KLDJ, WEBC

Weekly Public Affairs Program

**QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2020**

Show # 2020-01

**Date aired: 01.05.20 | Time Aired: 6:00 AM**

**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**

Show # 2020-02

**Date aired: 01.12.20 | Time Aired: 6:00 AM**

**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:**  
**Personal Growth**  
**Addictions**

**Length: 8:35**

Show # 2020-03

**Date aired: 01.19.20 | Time Aired: 6:00 AM**

**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:**  
**Parenting**

**Length: 7:51**

**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:**  
**Retirement Planning**  
**Senior Citizens**

**Length: 9:23**

Show # 2020-04

**Date aired: 01.26.20 | Time Aired: 6:00 AM**

**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:**  
**Caregiving**  
**Mental Health**

**Length: 9:20**

**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:**

**Nutrition  
Addiction  
Consumer Matters**

**Length: 7:48**

Show # 2020-05

**Date aired: 02.02.20 | Time Aired: 6:00 AM**

**Rachel Alinsky, MD., MPH**, Pediatrician and Adolescent Medicine Fellow at the Johns Hopkins Children’s Center

Dr. Alinsky led a recent study that found that less than a third of adolescents and young adults who experienced a nonfatal opioid overdose received appropriate follow-up addiction treatment to reduce the risk of a second overdose. She said youth are at a very high risk of another overdose in the first few months after the first one.

**Issues covered:**

**Drug Addiction  
Public Health**

**Length: 9:20**

**Monique Morrissey**, Economist, Economic Policy Institute

Ms. Morrissey’s organization is highly critical of the nation’s policies for funding retirement. She led a study that found that only about 54% of Americans are saving for retirement. She explained why she believes that the shift from traditional pensions to 401(k)s has increased retirement inequality for U.S. families, based on their income, race, ethnicity, education, and marital status.

**Issues covered:**

**Retirement Planning  
Minority Concerns  
Government Policies**

**Length: 7:48**

Show # 2020-06

**Date aired: 02.09.20 | Time Aired: 6:00 AM**

**Anthony O’Neal**, author of *“Debt-Free Degree: The Step-by-Step Guide to Getting Your Kid Through College Without Student Loans”*

Mr. O’Neal discussed the huge negative impact that student debt has on today’s college graduates. He outlined three main ways to graduate debt free: saving money, finding money via grants and scholarships, and working for money. He recommended that students apply for lesser-known small-dollar scholarships, before going after the large ones.

**Issues covered:**

**Education  
Personal Finance**

**Length: 9:02**

**Ada Calhoun**, author of "*Why We Can't Sleep: Women's New Midlife Crisis*"

Ms. Calhoun talked about the new midlife crisis facing Gen X women, and how they arrived there. She said most women in their 40s and early 50s are exhausted, terrified about money, under-employed, and overwhelmed. She believes that instead of being heard, they have been told to lean in, take "me-time," or make a chore chart to get their lives and homes in order. She talked about some of the possible societal changes that may address the problem.

**Issues covered:**  
**Women's Issues**  
**Mental Health**  
**Gen X Concerns**

**Length: 8:03**

Show # 2020-07

**Date aired: 02.16.20 | Time Aired: 6:00 AM**

**Anna S. Mueller, PhD**, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago

Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.

**Issues covered:**  
**Teen Suicide**  
**Mental Health**  
**Parenting**

**Length: 7:57**

**Shola Richards**, author of "*Making Work Work: The Positivity Solution for Any Work Environment*"

A surprising number of Americans have experienced bullying on the job. Mr. Richards discussed the reasons that some people become bullies, and offered suggestions for how to deal with bullying in an effective and positive way. He said documenting dates, times and details of incivility are crucial, and that approaching the HR department with an issue is the best place to start.

**Issues covered:**  
**Bullying**  
**Workplace Matters**

**Length: 9:21**

Show # 2020-08

**Date aired: 02.23.20 | Time Aired: 6:00 AM**

**Jillian Peterson, PhD**, Assistant Professor of Criminology and Criminal Justice at Hamline University, Director of the Hamline Center for Justice and Law, co-founder of the Violence Project, a nonpartisan think tank dedicated to reducing violence in society

Prof. Peterson is the co-developer of a database that contains information about every mass shooter in the US since 1966. She said the database is the most comprehensive ever developed, designed to answer the "how" and "why" of mass shootings using data-driven research. She discussed the four most common characteristics of mass shooters. She also outlined the steps that she believes would be most effective to prevent mass shootings.

**Issues covered:**

**Mass Shootings  
Criminal Justice  
Mental Health**

**Length: 9:02**

**Peter H. Diamandis**, founder of more than 20 high-tech companies, Founder and Executive Chairman of the XPRIZE and Executive Founder of Singularity University, Co-Founder of Human Longevity, Inc, co-author of *"The Future Is Faster Than You Think: How Converging Technologies Are Transforming Business, Industries, and Our Lives"*

Technology is accelerating far more quickly than anyone could have imagined. Mr. Diamandis believes that over the next decade, the world will experience more upheaval and create more wealth than in the past hundred years. He cited examples of converging technologies which he expects to transform entertainment, education, healthcare, longevity, business and food.

**Issues covered:**

**Consumer Matters  
Technology**

**Length: 8:03**

Show # 2020-09

**Date aired: 03.01.20 | Time Aired: 6:00 AM**

**Sameer Hinduja, Ph.D.**, Professor in the School of Criminology and Criminal Justice within Florida Atlantic University's College for Design and Social Inquiry, Co-Director of the Cyberbullying Research Center

Teenagers in dating relationships today are constantly in touch via texting, social media and video chat. Prof. Hinduja led a study that examined "digital dating abuse," in which technology is used to repetitively harass, control or threaten a romantic partner. He found that more than 28% of teens who had been in a romantic relationship at some point in the previous year said they had been the victim of at least one form of digital dating abuse, and surprisingly, boys were more likely to experience it than girls.

**Issues covered:**

**Dating Violence and Abuse  
Teenager Concerns  
Technology**

**Length: 8:37**

**Michael J. Tews, PhD**, Associate Professor of Hospitality Management at Penn State University

Prof. Tews led a study that analyzed how a job candidate's social media posts affect decisions made by hiring managers. He said that 70% of employers reported looking at social media sites to help them evaluate potential employees, and 60% eliminated candidates on the basis of negative content. He found that posts that indicated self-absorption were the most damaging to a job hunter's prospects.

**Issues covered:**

**Employment  
Career**

**Length: 8:40**

Show # 2020-10

**Date aired: 03.08.20 | Time Aired: 6:00 AM**

**Kelly McGonigal, PhD**, health psychologist, lecturer at Stanford University, author of *“The Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection, And Courage”*

People who are regularly active have a stronger sense of purpose, and they experience more gratitude, love, and hope. Dr. McGonigal shared stories of people who have found fulfillment and belonging through running, walking, dancing, swimming, weightlifting, and more. She said a gym workout or other intense exercise isn't necessary—it's just important to find an activity that is enjoyable.

**Issues covered:**

**Mental Health  
Physical Fitness  
Aging**

**Length: 7:54**

**Mark McConville, PhD**, family clinical psychologist in private practice in Cleveland, author of *“Failure to Launch: Why Your Twentysomething Hasn't Grown Up...and What to Do About It”*

A recent study shows that a third of today's 25 to 29 year-olds live with their parents—three times as many as in 1970. Dr. McConville said that many are struggling with three critical skills that are necessary to make the transition from childhood to adulthood: finding a sense of purpose, developing administrative responsibility, and cultivating interdependence. He explained why things have changed for this generation, and how parents can help.

**Issues covered:**

**Parenting**

**Length: 9:22**

Show # 2020-11

**Date aired: 03.15.20 | Time Aired: 6:00 AM**

**Dan Heath**, Senior Fellow at the Center for the Advancement of Social Entrepreneurship at Duke University, author of *“Upstream: The Quest to Solve Problems Before They Happen”*

Mr. Heath said far too many people stay “downstream,” handling one problem after another, but they never make their way “upstream” to fix the systems that caused the problems. He cited several examples to illustrate why he believes that many crimes, chronic illnesses and customer complaints are often preventable.

**Issues covered:**

**Workplace Matters  
Education  
Government**

**Length: 9:35**

**Hessam Sadatsafavi, PhD**, Data Action Team Leader in the Department of Emergency Medicine at the University of Virginia Health System

Dr. Sadatsafavi led a recent study that found that properly designed and maintained outdoor green space has the potential to reduce violent crime and gun violence. He discussed the possible reasons that a community garden or small community park may keep people safe, decrease crime and promote better quality of life. He said the green space improvements are fairly inexpensive, particularly when done in the large scale of a major city.

**Issues covered:**

**Length: 7:39**

**Crime**  
**City Planning**  
**Environment**

Show # 2020-12

**Date aired: 03.22.20 | Time Aired: 6:00 AM**

**Susan Tillery, CPA/PFS**, Chair of the American Institute of CPA's Personal Financial Planning Executive Committee

A recent survey from the American Institute of CPAs found that, for older Americans, falling victim to fraud is more devastating emotionally than financially. Ms. Tillery discussed the most common forms of fraud targeting the elderly, and how friends and family members can help to protect them.

**Issues covered:**

**Length: 9:27**

**Crime**  
**Elder Abuse**  
**Retirement Planning**  
**Aging**

**Kasey Wallis**, personal coach, co-author of "*Who You Are Being*"

A recent poll found that 22 percent of Americans feel angry a lot, up from 17 percent the previous year. Ms. Wallis talked about the reasons behind this trend, and why different people react differently to anger. She outlined several ways to diffuse the problem, including focused breathing. She also discussed ways that parents can teach their children how to deal with anger in a healthy way.

**Issues covered:**

**Length: 7:48**

**Mental Health**  
**Media**  
**Parenting**



Show # 2020-13

**Date aired: 03.29.20 | Time Aired: 6:00 AM**

**Dani Babb, PhD, MBA**, online education expert, founder and CEO of the Babb Group, which specializes in curriculum development and faculty training and services

Ms. Babb discussed what is working well for schools, what is not working, and how education delivery will be forever changed by Covid-19. She talked about the specific technical issues and other unexpected changes facing many schools that have scrambled to move classes online. She said the graduating class of 2020 will likely end up having “virtual” graduation ceremonies.

**Issues covered:**

**Length: 9:18**

**Education**

**Coronavirus**

**Technology**

**Gail Heyman, PhD**, Professor of Psychology, University of California, San Diego

Dr. Heyman led a study that sought to find ways to reduce racial bias in children. She noted that racial bias can be measured in children as young as age 3. She said the key to her research was in repetitively teaching kids to identify people of another race as individuals. She hopes to develop a consumer-friendly version of her findings for eventual use in schools and at home.

**Issues covered:**

**Length: 7:48**

**Racial Bias**

**Diversity**

**Parenting**