

# **QUARTERLY ISSUES PROGRAMS LIST**

**WWKL-FM**

**Hershey, PA**

**Q1 2024**

**January 1, 2024 to March 31, 2024**

**Attached hereto are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issues-responsive programming or announcements during the report period.**

**ISSUE:** Health & Wellness: New Year's Resolutions

**HOW TREATED:** Program

**TITLE:** Steps to a New Wellness Journey in the New Year

**DATE:** January 7, 2024

**TIME:** 6:00am

**DURATION:** 16:45

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** It's a new year and with that many are focusing on maintaining their resolutions for 2024. Popular resolutions often focus on leading a healthier life, both physically and mentally. As founder of Peaceful Poses Kids Yoga, Ann Fields specializes in teaching toddlers through teens yoga, adult yoga, trauma informed yoga, mindfulness, meditation, tapping (EFT), mental health yoga, yoga for eating disorders, yoga for athletes and dancers, yoga for children with exceptional needs, and reformer and mat Pilates. While making a resolution is popular year after year, it is also the thing most people admit they fail at keeping up with. In fact research suggests only 9% of Americans who make resolutions actually stick with them for the whole year. In addition, scientific data says on average it takes a person 66 days to change a behavior. Some tips to get over this hump and to success include making resolutions that are meaningful and align with your values, make measurable goals that you can track along the way, expect and plan for any setbacks and ways to overcome obstacles, and embrace accountability with the help of peers and share your experience. Lifestyle changes along with yoga and mindfulness can also help prevent dementia. For more information go to [peacefulposeskidsyoga.com](http://peacefulposeskidsyoga.com).

**GUEST:** Ann Fields  
Founder  
Peaceful Poses Kids Yoga

**ISSUE:** Financial Security

**HOW TREATED:** Program

**TITLE:** Getting your Checks and Balances in Order

**DATE:** January 7, 2024

**TIME:** 6:00am

**DURATION:** 5:10

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Another resolution people make each year is to get their finances in order. One way to start that is to know your FICO score and then set up achievable goals & resolutions. Research shows that people who frequently check their FICO Score are more likely to have a higher credit score. And if your score isn't the best, it can be at this time, there are ways to improve it, first fixing errors in your credit history, then making sure to pay your bills on time, and paying more than minimum to reduce the amount of debt you owe. Check your FICO Score for free at [myFICO.com/free](https://myFICO.com/free).

**GUEST:** Jenelle Dito  
Senior Director  
Scores Client Services  
FICO

**ISSUE:** Veterans & Disabilities

**HOW TREATED:** Program

**TITLE:** Raise and Train Service Dogs

**DATE:** January 7, 2024

**TIME:** 6:00am

**DURATION:** 7:40

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** The need is great for volunteers willing to raise future service dogs. Right now, it's reported that the waitlist for someone needing a service dog is up to years. While it may seem impossible to raise a puppy to become a service dog and then give it up, the payoff may be worth any heartache. Veterans and people with disabilities need service dogs who are individually trained to perform tasks. Dogs can do everything from turning on light switches and closing doors to picking up keys, a credit card or even a cell phone off the ground. The PenFed Foundation, a nonprofit organization for veterans, is working to demystify puppy raising and share opportunities for co-workers to raise service dogs together. Service dogs are socialized wherever a veteran might go and always join their puppy raisers at the office. Businesses who offer this opportunity say the service dogs boost team morale and relieve stress. For more information go to [penfedfoundation.org](http://penfedfoundation.org)

**GUESTS:** James Schenck  
CEO  
PenFed Foundation

Andrea McCarren  
President  
PenFed Foundation

**ISSUE:** Health Insurance

**HOW TREATED:** Program

**TITLE:** Health Insurance for all those in need

**DATE:** January 14, 2024

**TIME:** 6:00am

**DURATION:** 20:16

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Pennie is PA's official health insurance marketplace where Pennsylvanians can get the lowest costs on high-quality health plans. Pennie is for Pennsylvanians who do not have access to other forms of health insurance. Pennie is the only place that provides financial savings to help lower your monthly premium and possibly out-of-pocket costs for Pennsylvanians. How much a person can save is based on income and household size. The deadline to get enrolled in an insurance plan is January 19th to begin February 1st, 2024. If a person misses this deadline they would have to wait until December to enroll for 2025. For more information on Pennie visit pennie.com or call Pennie Customer Service at 1-844-844-8040. There are many reasons to make sure you and your family have health coverage, as you never know what life will hand you, from accidents to major illnesses. Helping those in need, medically, by giving the gift of life is possibly the most important gift you can give someone. Being a living donor can sometimes be the difference between life or death for the person in need. It's reported that each year more than 100,000 people in the U.S. are waiting for a transplant; that includes those in need of this life-saving treatment option for end-stage liver and kidney disease. If someone is interested in becoming a living donor, they will be evaluated carefully. A healthy donor must be between the ages of 18 and 60, be in good physical and mental health, not engage in active ongoing drug or substance abuse, and not have certain health history that could make transplant be rejected.

**GUESTS:** Devon Trolley  
Executive Director  
Pennie

Dr. William Hoffman  
Transplant Specialist and Nephrologist  
PinnacleHealth Transplant Services and UPMC

**ISSUE:** PA Turnpike Tolls

**HOW TREATED:** Program

**TITLE:** Another Year, Another Toll Hike on the PA Turnpike

**DATE:** January 14, 2024

**TIME:** 6:00am

**DURATION:** 8:27

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** As another new year is upon us, so is another toll increase on the Pennsylvania Turnpike. For the last 15 years, the Pennsylvania Turnpike Commission has increased their toll rates on an annual basis. There was a 5% increase to the toll rate which took effect across the turnpike's highway system on January 7th. The Commission had approved the increase for E-Z Pass and Toll by Plate customers back in July. Due to the mandates of Act 44 of 2007, the Turnpike was obligated until 2022 to pay PennDOT \$450 million per year to fund non-Turnpike transportation needs around Pennsylvania. While the obligation has been reduced to \$50 million and no new debt is being accrued, the Turnpike must continue to raise tolls to pay the 30-year debt service on the previous debt required to meet the funding obligation. The Commission's plan, required to honor debt service and continue positive credit ratings, calls for future toll increases of 5% through 2025, 4% in 2026, 3.5% in 2027 and 3% annually from 2028 to 2051. This most recent increase for E-Z Pass holders driving regular vehicles, will see their rate increase from \$1.80 to \$1.90 while drivers who go the toll by plate route will see an increase from \$4.40 to \$4.70. For more information visit: [www.paturnpike.com](http://www.paturnpike.com)

**GUEST:** Mark Compton  
Chief Executive Officer  
Pennsylvania Turnpike Commission

**ISSUE:** Grief Support

**HOW TREATED:** Program

**TITLE:** Camp Dragonfly and Hospice of Central PA

**DATE:** January 21, 2024

**TIME:** 6:00am

**DURATION:** 16:25

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Camp Dragonfly is a special weekend camp for kids 6-15 who are grieving the loss of a loved one. Put on by Hospice of Central PA, Camp Dragonfly offers a safe environment where children can openly express their feelings and have fun. It is free of charge. Susan also talked about what Hospice of Central PA does and how they not only assist patients in their final days, but are a resource for the whole family.

**GUESTS:** Susan Resavy  
Director of Family Services  
Hospice of Central PA

Evelyn Lewis  
Volunteer Coordinator

**ISSUE:** Democracy

**HOW TREATED:** Program

**TITLE:** Working on Ways, through Democracy, to Help all People Succeed

**DATE:** January 21, 2024

**TIME:** 6:00am

**DURATION:** 14:35

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Democracy in its simplest terms can mean power of the people. But how do you turn this definition into positive action? The Obama Foundation has a mission to help people turn hope into action—to inspire, empower, and connect them to change their world. The foundation is supporting and connecting values-based changemakers around the globe, by working to create a world where girls have equal opportunities to pursue their dreams through access to education, and by fostering safe and supportive communities where young men of color have clear pathways to opportunity. For more information go to [obama.org](https://www.obama.org)

**GUEST:** Michael Strautmanis  
Executive Vice President for External Affairs  
Obama Foundation



**ISSUE:** Human Trafficking

**HOW TREATED:** Program

**TITLE:** Spotting the Signs of Human Trafficking and Working to Stop it

**DATE:** January 28, 2024

**TIME:** 6:00am

**DURATION:** 17:48

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** January is National Slavery and Human Trafficking Prevention month. Human Trafficking is a crime that can affect men, women, and children where they are forced or coerced to perform labor, services, or commercial sex. The mission at Hope Inspire Love is to shine a light on the darkness of trafficking through trauma-informed mentorship, awareness, and prevention education. When looking at the statistics of Human Trafficking in PA, Berks County had the highest percentage of human-trafficking offenses filed in the court system, Dauphin County the second highest. In an effort to get more potential victims to report the crime and seek help, the Pennsylvania Attorney General's office is launching a new unit dedicated to investigating and prosecuting human trafficking across the state. The attorney general's office says this will get the resources needed to get justice for survivors, and advocates say this is a good sign the state is recognizing the problem. To get help or report a potential case, someone can call 1-888-373-7888 or text HELP or INFO to Be Free (233733) For more information on what's being done to help those in our area and learn how you can help, go to [HopelnspireLove.org](https://HopelnspireLove.org).

**GUEST:** Amy Thurston  
Co-Founder, President & CEO  
Hope Inspire Love

**ISSUE:** Health & Wellness: Blood Shortage

**HOW TREATED:** Program

**TITLE:** Rolling Up Your Sleeve to Help Curb the Blood Shortage

**DATE:** January 28, 2024

**TIME:** 6:00am

**DURATION:** 9:37

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** The American Red Cross is reporting an emergency blood shortage and calling on healthy individuals to roll up a sleeve to donate blood in the new year to help prevent delays in medical care for hospital patients. January is designated as National Blood Donor Month to honor blood donors across the U.S. as well as encourage more people to give during this time of year. The Red Cross says there are fewer individuals giving blood than at any time in the past 20 years. When fewer people donate blood, this means small changes in blood donor turnout can have a huge impact on the availability of blood products and dramatic consequences for those in need of an emergency blood transfusion. If blood products aren't fully stocked on hospital shelves, patients may be forced to wait for critical care. Every two seconds, someone in the U.S. needs blood, a loved one battling cancer, a car accident victim, a mom experiencing a complicated childbirth, and countless others. The Red Cross stresses that it's important to remember that health emergencies don't pause for the holidays or game day. Donors are needed now to help prevent an imminent blood shortage. Incentive for people to donate by the end of the month, they will automatically be entered for a chance to win a trip for two to Super Bowl LVIII in Las Vegas. If someone can't donate in January, but if they can in February, they will automatically receive a \$20 Amazon gift card via email. For more information go to [RedCrossBlood.org](https://www.RedCrossBlood.org).

**GUEST:** Dr. Eric Gehrie  
Executive Physician Director  
American Red Cross

**ISSUE:** Gender Equality: Women's Football

**HOW TREATED:** Program

**TITLE:** WFA Tackling Football in Colombia's Coffee Bowl

**DATE:** February 4, 2024

**TIME:** 6:00am

**DURATION:** 14:56

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Harrisburg Havoc is a women's tackle football team under the Women's Football Alliance, and this year teammates Kaeli Thomas and Leah Crump were chosen to compete with Team United, formed with other female players from across the U.S., in this year's Coffee Bowl on February 18th. In the competition, the host country, Colombia will play Costa Rica, Mexico will play Costa Rica and then Team United will play a combination of the teams. In addition, the Havoc will be bringing extra equipment with them to Colombia to donate to the teams there. All of the WFA teams are self-funded, meaning that the players pay to play the game they love and have to sponsor themselves for travel to events such as this. To prepare for the big game, Crump and Thomas are conditioning along with the rest of the Havoc players. The Harrisburg Havoc's season will start in April. To learn more on the Coffee Bowl and the Havoc's regular season play, or to request the team to speak at an event, go to [harrisburghavoc.com](http://harrisburghavoc.com)

**GUESTS:** Kaeli Thomas  
Co-Founder and Player  
Harrisburg Havoc

Leah Crump  
Player  
Harrisburg Havoc

**ISSUE:** Education

**HOW TREATED:** Program

**TITLE:** Finding the right College Fit and Applying for Aid

**DATE:** February 4, 2024

**TIME:** 6:00am

**DURATION:** 10:15

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Imagine how overwhelming it can feel for students to figure out what comes next after high school. Students want to pursue opportunities after high school that will lead to a fulfilling career, but their options for “what’s next” are often limited to careers they’ve been exposed to in their family, community, or in school. At a time when 57% of high school graduates are starting in a two-year degree and training program, or joining the workforce directly, rather than enrolling in four-year programs, only 20% of students have heard a lot about non-4-year options. The best way to help all students find and select the best pathway for them is to allow them to explore all their options in one place. Big Future allows for easier navigation through all options available to students, including but not limited to four-year degrees. Students can explore careers, plan for college, and pay for college with actionable tools that are personalized to them. With the new FAFSA having opened in December, students and families have more questions about financial aid and all the information on filing can be found through Big Future, for free. For more information go to [bigfuture.org](https://bigfuture.org)

**GUEST:** Dr Autumn Caviness  
Director  
Real Talk  
Big Future  
College Board

**ISSUE:** Health & Wellness: Women's Heart Disease

**HOW TREATED:** Program

**TITLE:** What Women need to know about Heart Disease

**DATE:** February 4, 2024

**TIME:** 6:00am

**DURATION:** 5:20

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** When looking at heart disease, things are often not the same for women as men. Heart disease continues to be the leading cause of preventable death among women, killing a woman every 80 seconds in the United States. Women die of heart attacks at twice the rate of men, and women of color are nearly 50% more likely to die from heart disease. Women's Heart Alliance is launching a new national PSA campaign that aims to reverse this trend by building awareness of misdiagnosis while empowering women to know the symptoms and speak up for themselves. In conjunction with American Heart Month, the PSA campaign highlights the symptoms of a heart attack in women, which can differ from those in men and are too often missed or dismissed by health practitioners and women themselves. The six unique signs of a heart attack in women include chest pain or pressure; extreme fatigue; nausea or vomiting; jaw, throat, back, or neck pain; heartburn or indigestion; and shortness of breath. For more information visit [womensheartalliance.org](http://womensheartalliance.org).

**GUEST:** Dr. Annabelle Volgman  
Women's Heart Alliance Scientific Advisory Board Member

**ISSUE:** Health & Wellness: Smoking

**HOW TREATED:** Program

**TITLE:** Battle to Keep Kids from Smoking and Vaping

**DATE:** February 11, 2024

**TIME:** 6:00am

**DURATION:** 15:46

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** This past month marked the 60th Anniversary of the landmark Surgeon General Smoking report, which found that cigarette smoking causes lung cancer and is linked to other serious diseases. Today, the fight against tobacco has saved millions of lives and represents one of our nation's greatest public health achievements, but it is far from over. Over the past 60 years, the U.S. has made remarkable progress, cutting the smoking rate among adults by 73% since 1965 and among high school students by 90% since the 1990s. The U.S. has also developed evidenced-based strategies and policies to reduce tobacco use, including tobacco tax increases, smoke-free air laws, prevention and cessation programs, and regulations that restrict the marketing and sale of tobacco products, particularly to children. However, despite this progress, tobacco use remains the number one cause of preventable death and disease, killing more than 480,000 Americans and costing the U.S. over \$240 billion in healthcare expenditures each year. Today, 46 million U.S. adults and 2.8 million youth still use some form of tobacco, and the industry spends \$8.6 billion each year to market its deadly and addictive products.

**GUESTS:** Yolonda Richardson  
President and CEO of Campaign  
Tobacco Free Kids

Dr. Jonathan Foulds  
Professor of Public Health Sciences and Psychiatry  
Penn State College of Medicine

**ISSUE:** Heath & Wellness: Lung Health

**HOW TREATED:** Program

**TITLE:** Long term Study on Lung Health

**DATE:** February 11, 2024

**TIME:** 6:00am

**DURATION:** 6:24

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Currently there is little known about the evolution of lung disease and how a young, healthy adult's lung function changes over time, but now a new, first of its kind study is being conducted to determine the long-term consequences of various concerns such as vaping, wildfires, cleaning chemicals, and even COVID-19 on our lungs. The American Lung Association Lung Health CoHort Research Study is seeking participants aged 25-35, especially in Black and Hispanic communities, to study the healthy lungs of young adults and observing what happens to them over time. Each participant will be tracked for approximately five years on measures of lung function, respiratory symptoms, and information including in which cities/areas they have lived, their occupation and in what type of environment they work, as well as health behaviors, fitness, biomarkers and chest imaging. The goal is to catch chronic lung disease before it becomes a problem. For more information, visit [Lung.org/Lung-Study](https://Lung.org/Lung-Study)

**GUEST:** Dr. Mercedes Carnethon  
Vice Chair of the Department of Preventive Medicine  
Northwestern University Feinberg School of Medicine and Lung Health Cohort Principal Investigator

**ISSUE:** Employment

**HOW TREATED:** Program

**TITLE:** Finding and Keeping that Job if 50 and Over

**DATE:** February 11, 2024

**TIME:** 6:00am

**DURATION:** 6:05

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** While looking for a job is hardly easy for anyone, many professionals 50 and older may face more unique challenges that can hurt their chances of advancing their career like age bias and discrimination. Older workers bring expertise, maturity, and perspective, yet are often overlooked for jobs they are qualified for. New research shows that older workers' overall contribution to the labor force is growing – numbering roughly 11 million people, the older workforce has nearly quadrupled in size over the last 40 years. The AARP is offering tips for older workers who are looking to get hired in 2024. Throughout February, AARP is offering free, interactive virtual workshops for job seekers. Register today for the date and time that works for you at [aarp.org/jobsnational](https://aarp.org/jobsnational).

**GUEST:** Carly Roszkowski  
VP of Financial Resilience Programming  
AARP



**ISSUE:** Highway Safety

**HOW TREATED:** Program

**TITLE:** Highway Safety Law Awareness Week

**DATE:** February 18, 2024

**TIME:** 6:00am

**DURATION:** 29:25

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Today kicks off Highway Safety Law Awareness Week, a time to remind folks of the laws on the books they may have forgotten about or just didn't realize exists. One newer law is the Move Over law that went on the books about 3 years ago. The Move Over law requires drivers approaching an emergency response area who are unable to safely merge into a lane farther away from the response area to pass the emergency response area at a speed of no more than 20 miles per hour less than the posted speed limit and reasonable for safely passing. Pennsylvania's Texting-While-Driving Ban prohibits as a primary offense any driver from using an Interactive Wireless Communication Device (IWCD) to send, read or write a text-based communication while his or her vehicle is in motion. When addressing seat belt use, Pennsylvania law requires any occupant younger than 18 to buckle up when riding in a vehicle, as well as drivers and front-seat passengers. Children under the age of two must be secured in a rear-facing car seat, and children under the age of four must be restrained in an approved child safety seat. Children must ride in a booster seat until their eighth birthday, but if they are not of the minimum height and weight, they should be in the booster seat longer. Pennsylvania law on speed restrictions requires motorists to drive at reasonable and prudent speeds for the current conditions. Drivers must drive at a safe and appropriate speed for road conditions in addition to posted speed limit signs. It's also important for motorists to recognize pedestrians and bicyclists and know the rules of the road with them, but it is also important for pedestrians and cyclists to also follow the rules to them and be mindful of their surroundings.

**GUESTS:** Trooper Megan Frazer  
Public Information Officer  
Pennsylvania State Police

Fritzi Schreffler  
Safety Press Officer  
PA Department of Transportation

**ISSUE:** Health & Wellness: Heart Health

**HOW TREATED:** Program

**TITLE:** Coronary Calcium Screening to Protect Coronary Artery Disease

**DATE:** February 25, 2024

**TIME:** 6:00am

**DURATION:** 9:49

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** February is American Heart Month. Heart Disease is the leading cause of death in America. According to the CDC, one person dies every 33 seconds in the United States from cardiovascular disease. In addition, in the U.S. someone has a heart attack every 40 seconds. It's said for 605,000 people, each year it's the first heart attack, and for 200,000 Americans it's at least their second one. It's also reported by the CDC that about 1 in 5 heart attacks are silent—the damage is done, but the person is not aware of it. Diet, exercise and being mindful of your cholesterol are ways to reduce your chances of being a statistic. In addition, if a person is of a moderate risk of heart disease but no worrisome symptoms, a Coronary Calcium Screening (CCS) may be recommended. Calcium Screening or Scoring is a five-minute CT scan that uses imaging technology to detect buildup of calcium and plaque in the walls of the arteries in your heart. Scores showing the extent of calcified plaque range from 1 to 400, with one indicating minimal calcification. A score higher than 400 indicates you have extensive calcification in your arteries and your health care provider may recommend treatment. To learn more on heart health and Calcium scoring can visit [UPMC.com/CentralPaHeart](https://www.upmc.com/centralpaheart)

**GUEST:** Dr. Ashley Zinda  
Cardiologist  
UPMC

**ISSUE:** Racial Equality

**HOW TREATED:** Program

**TITLE:** Addressing Racial Conflict and Bias

**DATE:** February 25, 2024

**TIME:** 6:00am

**DURATION:** 7:20

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Learning about racial conflict and ways to solve it may soon be possible, thanks in part to AI driven solutions along with the help of people like you and me. Recently the project One Million Truths began its second phase of building solutions to resolve racial conflict. The phase launch intentionally coincided with the National Day of Racial Healing, beginning a two-year effort to collect stories from Americans nationwide about the impact of racial and ethnic conflict. The rollout of Phase II begins with a campaign to galvanize significant data to address core societal needs and enable solutions in the areas of community, education, healthcare, finance, housing, social justice, and technology. Subsequently, OMT's process and growing national presence will serve as a vehicle to foster empathy and discourse at a grassroots level and engage Americans in conversations that lead to understanding and healing. OMT seeks to address the underlying causes of racial and ethnic conflict by answering the critical question, "What's working to address racial conflict and what isn't?" Through this process, OMT plans to identify solutions that contribute to the creation of impactful initiatives and solutions that address racial and ethnic conflict. For more information about One Million Truths, visit [onemilliontruths.com](http://onemilliontruths.com).

**GUEST:** Mark Eckhardt  
CEO of Common  
Creator of One Million Truths

**ISSUE:** Transgender Equality

**HOW TREATED:** Program

**TITLE:** Working to Bring more Equality to Trans People

**DATE:** February 25, 2024

**TIME:** 6:00am

**DURATION:** 9:05

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** A new survey was recently released regarding the lives and experiences of trans people. Trans gender is a person whose gender identity differs from that typically associated with the sex they were assigned at birth. Over 92,000 individual respondents participated in the 2022 U.S. Trans Survey of lives and experiences of trans people. The report sheds light on what being transgender is like in the workplace, at the doctor's office, at school and in public spaces. As communities around the country face increased attacks on trans rights, the report findings will serve as a critical resource for better understanding the needs of trans people. The 2022 U.S Trans Survey: Early Insights report findings will serve as a critical resource for better understanding the needs of trans people. For more information on the report go to [ustranssurvey.org](https://ustranssurvey.org)

**GUEST:** Mike White  
Robert Wood Johnson Foundation

**ISSUE:** Health & Wellness: Colon Cancer

**HOW TREATED:** Program

**TITLE:** Colon Cancer Awareness Month

**DATE:** March 3, 2024

**TIME:** 6:00am

**DURATION:** 6:55

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** March is National Colorectal Cancer Awareness Month, a time to raise awareness and highlight the importance of screening for colorectal cancer. Colorectal cancer has moved up from being the fourth leading cause of cancer death in men and women under the age of 50 to first in men and second in women in less than two decades. For the first time, the projected number of new cancer diagnoses in the US in 2024 will top 2 million, equivalent to about 5,480 diagnoses each day. Colorectal cancer incidence is increasing among people born after the 1950s in the US and many other high-income countries for reasons that remain unknown. Increased excess body weight is probably contributing, as well as changes in diet and behaviors, many of which are under investigation. It's said if someone wants to reduce their risk of colon cancer, and cancer in general they should not smoke; maintain a healthy body weight; eat a diet high in fruits, vegetables, and whole grains and low in red and processed meat; stay physically active; and limit or avoid alcohol. Colonoscopies are recommended as the best way to detect signs of colon cancer. It's recommended a person start at age 45 unless has a family history.

**GUEST:** Matt Fox  
Chair  
American Cancer Society South Central PA Advisory Board

**ISSUE:** Health & Wellness: Hearing

**HOW TREATED:** Program

**TITLE:** Protect Your Hearing Now to Keep Your Ears Working Later On

**DATE:** March 3, 2025

**TIME:** 6:00am

**DURATION:** 7:02

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Hearing Loss; it can be happening before some even realizes there is an issue, but by the time it's realized there is no going back. About 48 million adults experience some degree of hearing loss. Researchers say half of people between 12-35 are at risk of hearing loss due in part to exposure to loud sounds, including music pumped through personal audio devices. Hearing loss is already a problem among older people, with the condition now experienced by one-third of Americans between 64 and 75. For the 2.4 million Pennsylvanians 65 and older, that means more than 800,000 in this age range are struggling with hearing loss. Consistent exposure to loud sounds, and exposure to a single loud sound, can contribute to hearing loss, which if left untreated may increase the risk of health conditions such as dementia. Helping people maintain or improve their hearing health can help them enhance their overall well-being and reduce their risks of falls and health conditions associated with untreated hearing loss, such as social isolation and depression. That's why UnitedHealthcare has collaborated with a national nonprofit, Wish of a Lifetime, to launch a public awareness campaign to let people know how they can protect their hearing.

**GUEST:** Dr. Monica Murray  
Audiologist and Hearing Health Expert

**ISSUE:** Education

**HOW TREATED:** Program

**TITLE:** Helping Students and Educators with the Challenges they Face

**DATE:** March 3, 2024

**TIME:** 6:00am

**DURATION:** 7:20

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** There's a new docu series out, with the goal of tackling educational challenges for both educators and students. All it Takes is a non-profit, with the mission of equipping youth and those who serve them with essential emotional intelligence tools to successfully navigate their lives and support their communities. Because of this, that's why it just released the docu training series called "A Trusted Space: Meeting the Moment". This six-part docu-training series, accompanied by resources and training guides, aims to address the exhaustion, behavioral challenges and academic decline happening in the education system in order to turn this moment of crisis into an opportunity to foster resilience and healing in the lives of students. The six films will collectively assist educators and students in understanding the urgent social, emotional and mental health issues they are facing. The series will also equip all members of the school community with evidence-informed curriculum that can be easily adopted and readily adapted to build trusted learning environments in an effort to better support emotional well-being and academic performance. Each film is free to access and will be accompanied by no-cost, no-prep, easy-to-implement curriculum guides that will support both adults and youth in education. To check it out go to [www.atrustedspace.org](http://www.atrustedspace.org)

**GUEST:** Lori Woodley-Langendorf  
Founder  
All it Takes

**ISSUE:** Foster Care

**HOW TREATED:** Program

**TITLE:** Getting Work Support to Help with Foster Care Needs

**DATE:** March 3, 2024

**TIME:** 6:00am

**DURATION:** 6:08

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** There is a foster care crisis in America. Every day, there are approximately 400,000 children in the United States navigating life within the foster care system. In Pennsylvania that number is approximately 15,000 kids. FosterMore's research has uncovered a significant barrier preventing many well-intentioned individuals and families from stepping forward to become foster parents – they are afraid their employer would not support them with necessary time-off or similar benefits offered to other new parents. This fear stops so many potential foster parents from taking this crucial step and this fear is not unfounded, as only one in five U.S. employees are offered paid leave for foster care, leaving countless willing hearts unable to provide the care and stability these children desperately need. Recognizing the challenge faced by potential foster parents, FosterMore has launched the Foster Care Friendly Workplace initiative—a groundbreaking solution designed to encourage and support employers in providing essential resources for employees willing to open their homes and hearts to children in need. This initiative stands as a beacon for employers to demonstrate their commitment to their workforce and the community at large by adopting policies that facilitate foster care support. Visit [fostermore.org/foster-friendly-workplace-pledge/](https://fostermore.org/foster-friendly-workplace-pledge/) for more information.

**GUEST:** Kristen Pratt  
FosterMore Leadership



**ISSUE:** Disability & Special Needs

**HOW TREATED:** Program

**TITLE:** The Big 33 goes Big for those with Special Needs

**DATE:** March 10, 2024

**TIME:** 6:00am

**DURATION:** 13:45

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** The Big 33 is a yearly event that brings the best high school football players from PA and MD together to face-off for one big matchup; however, the Big 33 experience extends beyond the game. The Big 33 provides opportunities for the entire community with a major focus on our youth. Perhaps the greatest part of the Big 33 experience is the Buddy Program. The Big 33 Buddy Program is an inclusive program, which pairs individuals with special needs with Big 33 Players and Cheerleaders. The Buddy Program, which was started in 1985, features individuals with intellectual and developmental disabilities. All Buddies enjoy time with their players and cheerleaders during Big 33 weekend, and during the year there are other activities that get them involved and make them feel special. New this year for those in the Buddy Program, past or present, is the first ever Big 33 Buddy Dance. It's happening this Friday, March 15 at the Capital Area Intermediate Unit in Summerdale. Even if not involved in the Buddy program, all children/individuals ages 5 and up with special needs can participate in the free event. Members of Mechanicsburg Area's Football team and cheerleading squad will also be in attendance to cheer on all the guests. The Big 33 Memorial Day Weekend of events kicks off on May 22nd and runs through the 26th and includes the Big 33 Buddy Day, Big 33 Pep Rally, Big 33 Recognition Program, Big 33 Fan Fest, military participation, youth clinics and family-friendly activities. There is also a Veterans & Military Hospitality Meal being held Sunday morning before the game. It is free, but must register online at [big33.org](http://big33.org). The Big 33 is also looking for host families for the out-of-town players. Anyone interested in learning more on all the programs or helping out can go to [big33.org](http://big33.org) or email [nwhitmire@big33.org](mailto:nwhitmire@big33.org).

**GUESTS:** Nicole Whitmire  
Associate Executive Director  
PSFCA Big 33

Tammy Schuster  
Buddy Coordinator  
Big 33

**ISSUE:** Health & Wellness: Self-Empowerment

**HOW TREATED:** Program

**TITLE:** Not Letting Life Circumstances and Others' Biases Stop you from Succeeding

**DATE:** March 10, 2024

**TIME:** 6:00am

**DURATION:** 10:45

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** "Who do you want to be?" That's a question most of us have heard since we were kids, and can still ring true through adulthood, but what does it really mean to us? Most of us have likely faced some sort of obstacles in life that have made us pause. We could have then given up, pivoted in another direction or pushed through despite it all. The idea of finding your own empowerment doesn't have to be defined by those who may not have faith in you or are pre-judging your ability based on things such as sex, race, disability, and age. In finding what you truly want to be through empowerment, there are 5 steps that include motivational energy, education, learning to express yourself, mastering excellence, while also learning you are more than enough.

**GUEST:** Dr. LaNysha T. Adams  
Educator and Learning Success Strategist

**ISSUE:** Car Safety

**HOW TREATED:** Program

**TITLE:** What You Need to Know with Car Safety Recall Week

**DATE:** March 10, 2024

**TIME:** 6:00am

**DURATION:** 2:50

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Today is Daylight Saving Time, a time where we need to spring our clocks ahead one hour, with the reminder to conduct simple safety checks around the home, such as changing the batteries in smoke detectors. Every year this day also falls on Vehicle Safety Recalls Week. Drivers are urged to utilize National Highway Traffic Safety Administration's free VIN lookup tool on [NHTSA.gov](https://www.nhtsa.gov) or download the SaferCar app. If a vehicle is flagged with a recall it is the dealer's responsibility to fix the recall for free or manufacturers can offer a refund. If a person uses the SaferCar app, it will also automatically notify the user at any time if there is a recall on their vehicles, along with any equipment recalls.

**GUEST:** Sophie Shulman  
Deputy Administrator  
National Highway Traffic Safety Administration (NHTSA)

**ISSUE:** Food Insecurity

**HOW TREATED:** Program

**TITLE:** Providing Food to Those in Need in Our Area and Beyond

**DATE:** March 17, 2024

**TIME:** 6:00am

**DURATION:** 13:58

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** The mission of the Midwest Food Bank Pennsylvania is to alleviate hunger and malnutrition locally and throughout the world and to provide disaster relief without discrimination. Located in Middletown, PA, the MWFB is currently delivering and distributing food to over 1,700 food pantries throughout South Central Pennsylvania. In PA, it's estimated that 1 in 8 households suffers from food insecurity. An equally troubling number is the 40% of food that is wasted. Despite inflation, the MWFB is able to help alleviate hunger through donations, turning every dollar given to the food bank into \$30 of food being distributed to those in need. Other ways to help include volunteering with MWFB and connecting friends, church, or civic groups to MWFB. For more information go to <https://midwestfoodbank.org/>

**GUEST:** Kathy Anderson-Martin  
Executive Director  
Midwest Food Bank Pennsylvania

**ISSUE:** Health & Wellness: Feeding Our Families

**HOW TREATED:** Program

**TITLE:** Utilizing the Frozen Food Aisle for Cost Cutting Ideas

**DATE:** March 17, 2024

**TIME:** 6:00am

**DURATION:** 11:21

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** March is National Frozen Food Month. It's currently reported that grocery prices have jumped by 25 percent over the past four years, outpacing overall inflation. To overcome this, many shoppers are exploring new ways to save money. One effective strategy to reduce costs is meal planning. A new survey from the National Frozen & Refrigerated Foods Association (NFRA) revealed nearly all shoppers (99%) find inspiration in the frozen food aisle; with four out of five consumers (83%) finding it easier to meal plan with frozen foods. Today's frozen food aisles offer healthy choices that fit any diet preference or lifestyle and go from freezer to oven or microwave with little to no prep. Frozen meals can include fruits and vegetables picked at peak ripeness, when they are most nutritious, then flash-frozen to retain those nutrients. In addition, according to The Food and Drug Administration, frozen foods are safe to eat indefinitely. The FDA says that though the taste value may diminish some, the food will remain safe to eat forever. For more ideas on cost cutting options in the freezer aisle and easy family recipes, go to [www.easyhomemeals.com](http://www.easyhomemeals.com)

**GUEST:** Jamie Gwen  
Chef

**ISSUE:** Child Care

**HOW TREATED:** Program

**TITLE:** Changing Old Phrases for a More Positive and Empathic Child

**DATE:** March 17, 2024

**TIME:** 6:00am

**DURATION:** 4:38

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** Often, parents and teachers will remind the children in their care that words matter. Typically, this goes hand and hand when interacting with other people, but how about taking it a step further in teaching empathy for all living beings. PETA's humane education division, TeachKind, has created a new language guide—Words Matter—that's packed with lessons, lists of animal-friendly idioms, and everything else educators need to help children learn to use language that's kind and respectful to animals. As Words Matter explains, old expressions like "more than one way to skin a cat" normalize violence toward animals—but fun expressions like "more than one way to peel a potato," or even just calling an animal "he," "she," or "they" versus "it," are easy ways to instill the idea that animals are living beings deserving of consideration, not inanimate objects. This benefits everyone: Teaching children from a young age to use inclusive language helps them feel empathy for everyone, including their peers, and helps them grow into kind adults. For more information go to [www.peta.org/teachkind](http://www.peta.org/teachkind)

**GUEST:** Lisbet Chiriboga  
TeachKind Program Manager  
PETA

**ISSUE:** **Women in the Military**

**HOW TREATED:** **Program**

**TITLE:** **Recognizing Women in the Military and Memorializing Them**

**DATE:** **March 24, 2024**

**TIME:** **6:00am**

**DURATION:** **21:26**

**TYPE:** **People and Perspectives Interview Show**

**DESCRIPTION:** March is Women's History Month, a time to observe and highlight the contributions of women to events in history and our society. The Library of Congress wants to recognize as many women as it can who've served our country and is currently working on a Veterans History Project and is looking for more female soldiers to come forward and share their stories. One group of women in the military that stands out is the 6888th Central Postal Directory Battalion. This collection of stories highlights some of the stories of the only all-African American, all-female unit deployed overseas during WWII. If a veteran is not alive to share their story, it is possible a family member can help keep their memory and stories alive with this history project. For more information go to [www.loc.gov/vets](http://www.loc.gov/vets) . Currently, approximately 20% of those serving in the military are women and according to the Department of Defense, the percentage of women serving continues to grow in both the enlisted and commissioned ranks. Taking notice of this statistic, a Pennsylvania toy manufacturer began to look into the idea of adding to his collection of toy soldiers, by creating ones in the form of women in battle. BMC Toys in Scranton is not only one of the few makers of the 2-inch sets of plastic Army men, it's now the only one mass producing Army women plastic soldiers. Owner of BMC says he was first inspired by a woman in the Navy that was urging him to make such a toy and after looking into it he knew it was the right thing to do, believing it was time young girls had toys that represented them too. Can check them out at [bmctoys.com](http://bmctoys.com)

**GUESTS:** Monica Mohindra  
Director of the Veterans History Project  
Library of Congress

Jeff Imel,  
President  
VictoryBuy Inc. & BMC Toys

**ISSUE:** Health & Wellness: Ladder Safety

**HOW TREATED:** Program

**TITLE:** National Ladder Safety Month

**DATE:** March 24, 2024

**TIME:** 6:00am

**DURATION:** 7:48

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** March is National Ladder Safety Month, a time to raise awareness about ladder safety. According to the CDC, each year in the U.S., more than 500,000 people are treated for, and about 300 people die from ladder-related injuries. The estimated annual cost of ladder injuries in the U.S. is \$24 billion, including work loss, medical, legal, liability, and pain and suffering expenses. To get safety tips go to [laddersafetytraining.org](https://laddersafetytraining.org)

**GUEST:** Ryan Moss  
President  
Non-Profit American Ladder Institute



**ISSUE:** Health & Wellness: Autism Awareness

**HOW TREATED:** Program

**TITLE:** April is Autism Awareness Month

**DATE:** March 31, 2024

**TIME:** 6:00am

**DURATION:** 15:10

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** April is Autism Acceptance Month, with World Autism Awareness Day on April 2. The recognition of this upcoming month and day is to help raise awareness about autism acceptance and promote inclusion and connectedness for people with autism. According to the CDC, Autism affects an estimated 1 in 36 children in the U.S. and 1 in 45 adults in the U.S. have autism. In addition, boys are nearly 4 times more likely to be diagnosed with autism than girls. If diagnosed early and getting reliable treatment, a person on the autism spectrum can thrive, but getting in and getting the services needed often can take a while and come with red tape making it even harder to help the patient. If a parent may suspect their child is on the autism spectrum they should first talk to the child's primary physician. There are also new treatment options through health facilities like Meliora Health, that are able to do telehealth and evaluations with no referrals or waitlist, cutting out that red tape. For more information [meliora-health.com](http://meliora-health.com).

**GUEST:** Dr. Cheryl Tierney  
Behavior and Developmental Pediatrician  
Chief Medical Officer  
Meliora Health

**ISSUE:** Suicide and Drug Addiction

**HOW TREATED:** Program

**TITLE:** Changing the Conversation Over Suicide in the form of Text

**DATE:** March 31, 2024

**TIME:** 6:00am

**DURATION:** 8:17

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** In recent years the push to normalize the conversation around mental health continues to be a priority for many. It's currently reported that approximately 1 in 4 adults grapple with mental illness, and for those aged 18-25 it's 1 in 3 people. While those statistics may seem high, treatment rates overall are low, which can also lead to someone to try to self-soothe and become more susceptible to substance abuse and suicide. Live Free 999 was founded to address this by providing preventative measures and positive avenues around mental health & addiction. The stigma surrounding mental health disproportionately affects Black communities, especially Black men. Live Free 999's mission is to confront this stigma head-on, pioneering conversations and providing crucial resources to normalize discussions around mental health and substance dependency. Live Free 999 wants to let everyone who is seeking help that they are taking a brave step towards healing, not a sign of weakness. On the website people can leave messages of hope, their own thoughts, or just how they feel that day. For those in need of more help visit [crisistextline.org](http://crisistextline.org) or if a person would prefer to text a trained volunteer for help, can text LF999 to 741741 to reach the Crisis Text Line.

**GUESTS:** Carmela Wallace  
Founder  
Live Free 999

Dr. Shairi Turner  
Chief Health Officer  
Crisis Text Line

**ISSUE:** Disability Awareness

**HOW TREATED:** Program

**TITLE:** Developmental Disabilities Awareness Month

**DATE:** March 31, 2024

**TIME:** 6:00am

**DURATION:** 7:08

**TYPE:** People and Perspectives Interview Show

**DESCRIPTION:** March marks Developmental Disabilities Awareness Month; leading disability advocates urge policymakers and institutions to include individuals with disabilities in vital efforts to improve health access. It's currently reported that more than 1 billion people, or 15% of the world's population, experience some form of disability. People with intellectual and developmental disabilities (IDD) are more likely to experience adverse socioeconomic outcomes including increased health complications, higher poverty rates, lack of employment and education opportunities, and increased costs of living compared to that of persons without disabilities. For more information, visit [www.ie-care.org](http://www.ie-care.org).

**GUEST:** Dr. Hoangmai (Mai) Pham  
President and CEO  
Institute for Exceptional Care