

QUARTERLY ISSUES/PROGRAMS LIST

The following is a listing of some of the significant issues responded to by Radio Station WMKC - (AM/FM) along with the most significant programming treatment of those issues for the period 10/1/16 to 12/31/16. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment	Date(s)	Time(s)	Duration	Narration of Type and Summation of Program/Segment Content.
Childhood Cancer	Web	10/1 - 12/31	Various	Various	Promoted St. Jude Children's Research Hospital, fund raising, supplied information
Veterans Issues	Segment	10/12	6:40p	3 min	Interview regarding 222None program to help bring focus on Veteran Suicide
Community Program	Segment	11/31	Various	Various	Offered a safe alternative to Trick or Treating door to door with "Trunk or Treat"
Collecting warm blankets For needy	Segment/program	11/19-12/3	Various	Various	Promoted/sponsored a blanket drive to help local families and individuals in need of warm blankets for the winter
Animal spay/neuter program	Segment	10/11/16	Various	Various	Interview Pat from Friends For Life about their program and upcoming Dog-o-ween event
Out Number Hunger	Web	10/1 - 12/31	Various	Various	Promoted food/money donations to Out Number Hunger

Hunger	Segment	10/1-10/18	Various	Various	Promoted/collected food for Mana Food Project at Taste of Home event
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Description of Issue	Program/Segment	Date(s)	Time(s)	Duration	Narration of Type and Summation of Program/Segment Content.
Holiday Assistance for needy families	Segment	11/6	6:40pm	3min	Interview Greg Brock at Cheboygan Salvation Army about holiday assistance for those in need
Veteran Program	Program/segment	10/1-10/2	Various	Various	Promoted Chili Cook-off Fundraiser for Brave Hearts Estate in Pelles
Toy collection for needy children	Segment	11/21-12/4	Various	Various	Promoted Toys for Tots toy drive/collection at Odawa Casino with Celebrity Poker Tournament
Toys for Tots	Segment	12/1-12/4	Various	Various	Promoted Toys for Tots-Cheboygan drive benefit Hockey game
Salvation Army	Segment	12/14	Various	Various	Holiday update from Salvation Army on need for donations to benefit the needy.
Hunger	Segment	11/24	Various	Various	Helped promote and deliver meals to shut-ins for Thanksgiving



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Community Health Services	Segment	12/19 - 12/31	Various	Various	Promoted the 3rd Annual Resolution Run to benefit the Traverse Area Health Clinic.
Community event/Food & Toy Drive	Segment	12/12	6:40p	3 min	Interview about the Riggsville Redneck Christmas Parade, with food & toy collection for area needy
Food Pantry	Segment	11/11	11:40a	3 min	Interview Petoskey Salvation Army about their red kettle drive, who it helps and how people can get involved in donating
Local Hunger	Segment	11/17 - 11/21	Various	Various	Promoted and participated in the Empty Bowls event to help raise awareness and money for the Manna Food Project to combat local hunger.
Humane Society	Segment	12/21	6:40p	3 min	Interview Cheboygan Humane Society about upcoming fundraiser
Recycling	Segment	10/30- 11/6	Various	Various	Promoted Traverse City "Clean Up and Green Up" event to recycle, repurpose and reuse

Signature 



Call Letters: WMKC

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2016

Show # 2016-40

Date aired: 10/2 Time Aired: 530A

James J. Duane, Professor at Regent Law School in Virginia Beach, VA, author of "*You Have the Right to Remain Innocent*"

Prof. Duane explained the importance of the Fifth Amendment. He believes it is a constitutional right not clearly or widely understood by the average American. He explained why he advises everyone to never answer questions from law enforcement officers without legal representation. He believes when someone is wrongfully convicted of a crime they didn't commit, often it is because of information they voluntarily gave to investigators.

Issues covered:
Constitutional Rights
Legal Matters
Crime

Length: 9:03

Frank Lalli, investigative journalist, author of "*Your Best Health Care Now: Get Doctor Discounts, Save With Better Health Insurance, Find Affordable Prescriptions*"

Mr. Lalli shared his personal story: after he was diagnosed with multiple myeloma, a treatable form of blood cancer, he put his reporter's instincts to work and got the wonder drug he needed at an affordable price—thousands of dollars less than he was told he would have to spend. He explained how to negotiate doctors' fees and how to search for assistance in paying for medications.

Issues covered:
Personal Health
Consumer Matters

Length: 8:11

Alan Cook, Licensed Contractor, author of "*A Trip to the Number Yard*"

America's math proficiency is rated 24th out of 29 math-tested countries. Mr. Cook talked about the problem of mathematic illiteracy for both do-it-yourselfers and trade professionals, and the mishaps that sometimes occur as a result. He explained which math skills are crucial to these blue-collar endeavors. He believes the main problem is that that our nation's schools have failed to teach math in an engaging manner.

Issues covered:
Education
Workplace Matters

Length: 4:41

Show # 2016-41

Date aired: 10/9 Time Aired: 530A

Philip Moeller, author of "*Get What's Yours for Medicare: Maximize Your Coverage, Minimize Your Costs*"

Health costs are the biggest unpredictable expense for older Americans, who are turning 65 at the rate of 10,000 a day. While Medicare guarantees them affordable health insurance, few Americans know what Medicare covers and what it doesn't, what it costs, and when to sign up. Mr. Moeller explained why Medicare has become so confusing, and how people approaching retirement can understand these complex and important choices.

Issues covered:

Medicare
Senior Citizens
Healthcare

Length: 9:13

Caitlin Shetterly, author of "*Modified: GMOs and the Threat to Our Food, Our Land, Our Future*"

GMO products are among the most consumed and the least understood substances in the United States today. Ms. Shetterly shared her personal story of how GMOs affect her family's health. She explained why consumers should learn more about GMOs and why organic foods can be a sensible choice.

Issues covered:

Food Safety
Personal Health
Consumer Matters

Length: 8:01

Ken Redcross, MD, board-certified internal medicine physician in New York state

Cold and flu season is here, but Dr. Redcross said there are actually three major viruses that people should be concerned about. He explained how to identify the symptoms of each virus, and what the treatment options are.

Issues covered:

Influenza
Personal Health

Length: 4:58

Show # 2016-42

Date aired: 10/16 Time Aired: 530A

Karin Slaughter, bestselling author, Founder of the "Save the Libraries"

Ms. Slaughter's organization raises funds for libraries in underprivileged communities. She said libraries are the backbone of our nation's educational infrastructure, and they are being slowly dismantled by financially-troubled municipalities and apathetic politicians. She explained the crucial relationship between libraries and schools. She offered suggestions of what the average citizen can do to help their local library.

Issues covered:

Libraries
Local Government
Education

Length: 8:11

William Schiemann, PhD, organizational psychologist, CEO of Metrus Group, author of *"Fulfilled! Critical Choices – Work, Home, Life"*

One out of five men in their twenties without a college degree has not worked at all in the past 12 months. Dr. Schiemann noted that these younger, lower-skilled men are now less likely to work, less likely to marry and more likely to live with parents, yet many of them feel fulfilled. He has found that success does not necessarily equal fulfillment. He explained the key drivers of fulfillment, both at home and at work, and why it is so important.

Issues covered:

**Workplace Matters
Career
Mental Health**

Length: 9:06

Costantino Iadecola, M.D., Anne Parrish Titzell Professor of Neurology and Director of the Brain and Mind Research Institute at Weill Cornell Medical College in New York

Dr. Iadecola authored a report for the American Heart Association which found that high blood pressure, especially in middle age, is associated with an increased risk of cognitive impairment later in life. He outlined steps to deal with high blood pressure.

Issues covered:

**Alzheimer's Disease
Personal Health**

Length: 4:58

Show # 2016-43

Date aired: 10/23 Time Aired: 5:30A

Robert Cialdini, PhD, social psychologist, Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, former visiting Professor of Marketing, Business and Psychology at Stanford University and the University of California at Santa Cruz, author of *"Pre-Suasion: A Revolutionary Way to Influence and Persuade"*

Dr. Cialdini talked about the science behind persuasion. He said it's not so much about the message, but what happens in the moment before the message is delivered. He explained how consumers can recognize when they are the target of this sales technique. He also discussed how it can be used in job interviews and other common daily activities.

Issues covered:

**Consumer Matters
Career**

Length: 9:54

Ateev Mehrotra, MD, Senior Investigator and Associate Professor of Health Care Policy at Harvard Medical School

Increasingly powerful computers are playing a greater role in our lives every year. Could a computer match, or even outperform, human physicians in diagnosing illnesses? Dr. Mehrotra led a study that found that humans still have the upper hand--for now. He outlined several possible ways that computers may play a greter role in future healthcare scenarios.

Issues covered:

**Personal Health
Technology**

Length: 7:11

Nicholson Baker, teacher, author of "*Substitute: Going to School With a Thousand Kids*"

Mr. Baker worked as on-call substitute teacher in a Maine public school district. He discussed the state of public schooling in America: children swamped with assignments, overwhelmed by social media and educational technology, and staff who struggle with overly ambitious curriculums.

Issues covered:
Education
Youth at Risk

Length: 5:00

Show # 2016-44

Date aired: 10/30 Time Aired: 5:30A

Adam Levin, founder of security management and resolution company IDT911, author of "*Swiped: How to Protect Yourself in a World Full of Scammers, Phishers, and Identity Thieves*"

With online breaches of massive databases becoming increasingly common, identity theft is a fact of life. Mr. Levin explained the most common schemes used by scammers, to steal consumers' private information. He said beyond simple identity theft, other forms such as medical-related, tax fraud-related and child identity theft are all increasing rapidly. He offered suggestions for consumers on how to avoid becoming a victim.

Issues covered:
Identity Theft
Consumer Matters

Length: 9:29

Deborah Carr, PhD, Professor of Sociology, Interim Director of the Institute for Health, Health Care Policy and Aging Research at Rutgers University

A recent federal report noted that, no matter how advanced their age, older men are far more likely to be married than older women. Dr. Carr said life expectancy explains only part of this gray gender gap. She discussed the economic, social and health effects of this issue. She also explained why many older women are content to be single anyway.

Issues covered:
Women's Issues
Senior Citizens
Retirement

Length: 7:40

Jonathan Dirlam, doctoral student in Sociology at Ohio State University

Mr. Dirlam was the lead author of a study that found that job satisfaction in a worker's late 20s and 30s has a link to mental health 15-20 years later. He said those less than happy with their work early in their careers reported that they were more depressed and worried and had more trouble sleeping in their 40s.

Issues covered:
Mental Health
Career

Length: 4:57

Show # 2016-45

Date aired: 11/6 Time Aired: 530A

Robert Neuman, PhD, former associate dean of academic advising at Marquette University, author of *"Are You Really Ready for College?: A College Dean's 12 Secrets for Success - What High School Students Don't Know"*

Roughly 2/3rds of college students fail to earn a degree in four years, and Dr. Neuman believes the reason is that they are ill-prepared. He outlined several strategies that high school students can use to enter college with the knowledge, learning skills and work ethic required to succeed. He explained why extra-curricular activities are also quite important when submitting a college application.

Issues covered:

Length: 8:21

Education
Parenting

Graeme Cowan, corporate mental health consultant, author of *"Back from the Brink: True Stories and Practical Help for Overcoming Depression and Bipolar Disorder"*

One in five Americans takes at least one psychiatric medication, such as an anti-depressant or anti-anxiety drug. Mr. Cowan shared his own story of battling depression. He explained how depression can affect a company's workforce, and how managers and co-workers can help someone who is suffering for depression, stress or other mental health issues.

Issues covered:

Length: 8:48

Mental Health
Workplace Matters

Dana Peres Edelson, MD, Director of Clinical Research at the Emergency Resuscitation Center at the University of Chicago Medical Center

Dr. Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the current recommendations for CPR procedures, and said chest compression should be the top priority in a cardiac emergency.

Issues covered:

Length: 5:00

Personal Health
Emergency Preparedness

Show # 2016-46

Date aired: 11/13 Time Aired: 530A

Jonathon Wai, PhD, Psychologist, Research Scientist at the Duke University Talent Identification Program

Dr. Wai is one of the researchers involved in a 45 year study of intellectually gifted children. He noted that kids who test in the top 1% tend to become the nation's eminent scientists and academics, Fortune 500 CEOs and federal judges, senators and billionaires. He said, because of the focus on lower performing students, youngsters who show an early aptitude for subjects like science and math tend not to receive the help they need. He offered several simple steps schools can take to help gifted students reach their full potential.

Issues covered:

Length: 9:00

Education
Parenting

Joann S. Lublin, Management News Editor for the Wall Street Journal, author of "*Earning It: Hard-Won Lessons from Trailblazing Women at the Top of the Business World*"

Ms. Lublin said that, although career prospects have improved, progress is still frustratingly slow for women hoping to break the glass ceiling in large companies. She explained what it takes for women to climb to corporate heights in America, such as finding a career mentor.

Issues covered:

**Women's Issues
Workplace Matters**

Length: 8:13

Sage R. Myers, MD, MSCE, Assistant Professor in Pediatrics at the University of Pennsylvania Perelman School of Medicine, Attending Physician in the Division of Emergency Medicine at Children's Hospital of Philadelphia

Contrary to what many believe, living in the city is far less risky than in the country, according to a study Dr. Myers recently completed. She said that although homicides in cities still outpace those in rural areas, the risk of dying from some form of accident or injury is 20 percent greater in rural counties. She explained how this research can be used for future planning of trauma centers and other improvements to the medical system.

Issues covered:

**Personal Health
Crime
Government**

Length: 4:55

Show # 2016-47

Date aired: 11/20 **Time Aired:** 530A

Melanie Cullen, management and technology consultant, author of "*Get It Together: Organize Your Records So Your Family Won't Have To*"

Ms. Cullen said disorganization can be a nightmare for those who need to step in to help an elderly person as a caregiver or estate executor. She offered simple ways to organize important records like passwords, financial records, insurance policies, funeral arrangements, and other personal information.

Issues covered:

**Senior Citizens
Retirement Planning**

Length: 8:36

Peter Mazareas, PhD, worked with the U.S. Congress on legislation to create 529 savings plans, co-author of "*Plan and Finance Your Family's College Dreams: A Parent's Step-By-Step Guide from Pre-K to Senior Year*"

Planning and paying for a college education is a daunting task for most parents. Dr. Mazareas discussed the merits and complexities of 529 savings plans, which allow parents to save tax-free for higher education expenses. He said that there are numerous free and easy-to-access tools for parents to plan for the costs of college.

Issues covered:

**Education
Consumer Matters
Parenting**

Length: 8:38

Pamela Rutledge, PhD, Director of the Media Psychology Research Center, Fielding Graduate University in Santa Barbara, CA, author the "Positively Media" column for PsychologyToday.com, Editor-in-Chief of the academic journal Media Psychology Review

Dr. Rutledge talked about the effect of selfies, Instagram and other social media phenomenon on girls' self-esteem. She believes that parents should not be overly concerned, that selfies are just the latest form of exploration and identity experimentation in teenagers' formative years.

Issues covered:
Girl's Issues
Parenting

Length: 5:01

Show # 2016-48

Date aired: 11/27 Time Aired: 530A

AnnMarie Thomas, PhD, Associate Professor, School of Engineering at the University of St. Thomas, author of "*Making Makers: Kids, Tools, and the Future of Innovation*"

Dr. Thomas said many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creativity and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things.

Issues covered:
Education
Parenting

Length: 8:31

Valter Longo, PhD, biogerontologist and cell biologist, Professor at the University of Southern California-Davis School of Gerontology, Director of the USC Longevity Institute

Dr. Longo has led multiple studies examining the effect of fasting on life extension and cancer therapy. His latest study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast.

Issues covered:
Personal Health

Length: 8:47

Sara Bleich, PhD, Associate Professor at Johns Hopkins Bloomberg School of Public Health.

Dr. Bleich believes consumers make poor nutritional choices because the concept of calories means very little to them. She conducted a study of urban teenagers in which signs were placed in convenience stores, informing patrons that it would take five miles of walking to burn up the calories from a soft drink. Soda sales declined, not only while the signs were posted, but even weeks after they were removed. She explained the importance of finding ways to communicate nutritional information in more useable formats.

Issues covered:
Consumer Matters
Nutrition
Government Policies

Length: 5:16

Show # 2016-49

Date aired: 12/4 Time Aired: 530P

Pam S. Fischer, consultant for the Governors Highway Safety Association, principal of Pam Fischer Consulting in Hackettstown, NJ

Recent government data found a ten percent spike in teen driver-involved fatal crashes. Ms. Fischer outlined the current teen driving restrictions used in most states. She believes that states should consider strengthening their teen licensing requirements. She said the brain is not fully developed in teenagers, so teens don't assess risk in the same way as adults.

Issues covered:

Teenage Driving
Youth at Risk
Parenting

Length: 9:22

Dennis E. Reidy, PhD, Clinical Neuropsychologist, Behavioral Scientist in the Division of Violence Prevention at the Centers for Disease Control and Prevention in Atlanta

Stalking is a widely recognized public health concern, yet little information is available about stalking behaviors among teenage victims. Dr. Reidy led a study that determined that found that 14% of girls and 13% of boys have been victims of stalking. In addition, the survey found that the stalked teens were more likely to report symptoms linked to depression, as well as risky behavior such as binge drinking and sexting.

Issues covered:

Stalking
Youth at Risk
Mental Health

Length: 7:58

Susan Feitelberg, Certified Financial Planner, Senior Vice President at Morgan Stanley, author of "The Net Worth Workout"

Ms. Feitelberg discussed the baby boom generation's shaky financial fitness, particularly in the area of retirement planning. She offered suggestions on how consumers can assess their current financial condition and set achievable financial goals.

Issues covered:

Consumer Issues
Economic Issues
Seniors & Retirement

Length: 4:48

Show # 2016-50

Date aired: 12/11 Time Aired: 530A

Stephanie Ruest, MD, FAAP, Pediatric Emergency Medicine Fellow at Rhode Island Hospital, fellow of the American Academy of Pediatrics

Dr. Ruest's research on behalf of the American Academy of Pediatrics found that the more time children spend using digital devices, the less likely they are to finish their homework. Children who spent two to four hours a day using computers, videogames, tablets and smartphones had 23 percent lower odds of always or usually finishing their homework, compared to children who spent less than two hours. Dr. Ruest offered advice to parents on how to monitor and control digital usage.

Issues covered:

Education
Parenting

Length: 7:39

Laura Adams, Senior Insurance Analyst for insuranceQuotes.com

Ms. Adams outlined a new study by insuranceQuotes that found that 86% of Americans are unaware that insurers use the claims history of previous homeowners to set premiums for new policies. She explained why consumers are unaware of this database, what it contains, and how they can obtain a free report for their property.

Issues covered:

Consumer Matters
Home Ownership

Length: 9:26

Heidi Williams, PhD, Class of 1957 Career Development Associate Professor in the Department of Economics at Massachusetts Institute of Technology

The average amount an American spends on healthcare varies wildly, depending on where they live. Yet the outcome—average life expectancies—are similar. Dr. Williams co-authored a study of millions of Medicare patients' records. She found that decisions by patients and doctors are responsible for virtually equal shares of the differences in regional spending.

Issues covered:

Personal Health
Consumer Matters
Government Spending

Length: 4:55

Show # 2016-51

Date aired: 12/18 Time Aired: 5:30A

Michael C. Harper, expert in employment discrimination law, Barreca Labor Relations Scholar and Professor of Law, Boston University School of Law

Prof. Harper discussed the growing influence of age discrimination in today's job market. He explained the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender.

Issues covered:

Age Discrimination
Workplace Matters
Senior Citizens

Length: 8:41

Jeff Blyskal, Senior Editor at Consumer Reports

Americans are used to being monitored for security reasons as they shop, but Mr. Blyskal said an increasing number of walk-in retailers are taking spying to a whole new level. He said stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more.

Issues covered:
Consumer Matters
Personal Privacy

Length: 8:29

Frances Newton, financial advisor, founder of Frances Insights

Ms. Newton said this is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She said getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.

Issues covered:
Personal Finance
Consumer Matters

Length: 4:58

Show # 2016-52

Date aired: _____ Time Aired: _____

Edward M. Hallowell, MD, Child and Adult Psychiatrist who specializes in ADD and ADHD, author of *"Driven to Distraction at Work: How to Focus and Be More Productive"*

Many people in the workplace feel increasingly overwhelmed by a mix of nonstop demands and rapidly changing technology. Dr. Hallowell discussed the underlying reasons why people lose their ability to focus at work. He said the most common distraction is caused by electronic screens of all kinds. He offered suggestions on how to sustain a productive mental state at work.

Issues covered:
Mental Health
Career

Length: 7:22

Jill Weisenberger MS, RDN, CDE, Nutrition, Culinary & Diabetes Expert, Registered Dietitian, Certified Diabetes Educator, author of *"The Overworked Person's Guide to Better Nutrition"*

Ms. Weisenberger offered practical steps to plan, cook and eat better for a healthier lifestyle. She explained why meal planning is so important and why an organized kitchen is critical in that process. She explained how to ease a family into a lower-sodium diet.

Issues covered:
Nutrition
Personal Health

Length: 7:44

Jacquelyn F. Gamino, PhD, Research Scientist and Assistant Research Professor at the Center for BrainHealth at the University of Texas at Dallas

Growing up poor can affect a child's behavior and school performance. Dr. Gamino led a study that determined that intervention programs can help bring low-income adolescents up to speed with their more affluent peers. She explained how cognitive intervention could easily be integrated into a normal school setting.

Issues covered:
Education
Poverty

Length: 4:51