

QUARTERLY ISSUES/PROGRAMS LIST

Created on 6/29/2017 12:00:00 PM


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The following is a listing of some of the significant issues responded to by Radio Station WMKC - (FM) along with the most significant programming treatment of those issues for the period 4/1/17 to 6/30/17. 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 | Segment | 4/1-6/30 | Various | Various | Promoted St. Jude Children's Research Hospital, fund raising, supplied information |
| Community Event | Segment | 4/1 | Various | Various | Promoted Mackinaw Meltdown in Mackinaw City |
| Community Event | Segment/web | 4/6 | 6:35pm | 3 min | Interview St Ignace Home Show, provided details on event |
| Community Event | Segment | 6/20 | 6:20pm | 10 min | Interview Mac Powell about the Big Ticket Festival |
| Community Event | Segment | 4/24-4/30 | Various | Various | Promoted Kalkaska Trout Festival |
| Veteran Services | Segment | 5/24-6/24 | Various | Various | Promoted Brave Hearts Estate, retreat for Veterans and promoted upcoming Color Run |

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Signature



Date Posted to Public File - 7/3/17

QUARTERLY ISSUES/PROGRAMS LIST

Created on 6/29/2017 11:51:00 AM

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The following is a listing of some of the significant issues responded to by Radio Station WAKC - (AM/FM) along with the most significant programming treatment of those issues for the period 4/1/17 to 6/30/17. 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. |
|----------------------|-----------------|----------|---------|----------|---|
| Mental Health | Segment | 5/1-5/31 | Various | Various | Promoted National Mental Health Month; provided information on the importance of good mental health |
| Safety | Segment | 6/1-6/30 | Various | Various | Promoted National Safety Month; provided information on how to live and work in a safe environment. |
| Environment | Segment | 4/21/17 | 6-20pm | 2 min | Promoted Earth Day, gave out tips on recycling |
| Cancer | Segment | 5/1-6/2 | Various | Various | Promoted the Cheboygan Relay for Life to raise money for the American Cancer Society |
| Community Event | Segment | 5/15-21 | Various | Various | Promoted Benefit Fashion Show to raise funds and awareness for Cystic Fibrosis |
| Community Event | Segment | 6/28/17 | 6-40p | 5 min | Interview Greg Irwin with Petoskey Salvation Army to promote Christmas in July donation drive |

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QUARTERLY ISSUES/PROGRAMS LIST

Created on 6/29/2017 11:46:00 AM

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The following is a listing of some of the significant issues responded to by Radio Station WKKC - (AM/FM) along with the most significant programming treatment of those issues for the period 4/1/17 to 6/30/17. 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. |
|----------------------|-----------------|-----------|-----------------|-----------|--|
| Homeless Pets | Web | 4/1-6/30 | Various | All month | Promoted pet adoption through AC Paws and Cheboygan Humane Society with our "Pet Project" |
| Business Expo | Segment | 5/5 | Various | Various | Promoted local business through Cheboygan Business Expo |
| Pet Adoption | Segment | 6/1-6/17 | Various | Various | Promoted a pet adopt-a-thon for the Little Traverse Bay Humane Society |
| Community Event | Segment | 5/17-21 | Various | Various | Promoted the annual Boyne Falls Polish Festival |
| Mental Health Issues | Segment | 5/10-5/30 | Various | Various | Promoted "Chalk Your Walk" Event to raise money and awareness for Mental Health programs |
| Childhood Cancer | Segment | 6/22-23 | 6a-7p Both days | 26 hours | Annual St. Jude Radiothon to raise money and awareness for St. Jude Children's Research Hospital. Raised over \$38,100 |

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Date Posted to Public File -

7/3/17



Weekly Public Affairs Program

Call Letters: WMKC-FM

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2017

Show # 2017-14 4/2 Time Aired: 530A
Date aired: 4/2

Henry A. Spiller, MS, D.ABAT., Director of the Central Ohio Poison Center at Nationwide Children's Hospital in Columbus, OH

Each day in the United States, Poison Control Centers receive an average of 32 calls about children exposed to prescription opioids. Dr. Spiller explained what child is most at risk, how adults can prevent children and adolescents from gaining access to these drugs, and how to properly dispose of unused prescriptions.

Issues covered: **Length: 8:22**
Poisoning Prevention
Drug Abuse

Mark K. Claypool, founder and Chief Executive Officer of ChanceLight Behavioral Health, Therapy and Education, a provider of therapy and special education programs, author of "How Autism is Reshaping Special Education: The Unbundling of IDEA"

Autism diagnoses have skyrocketed in recent years. Mr. Claypool discussed some of the underlying reasons for the increase. He also explained why it is important for children with autism to receive special intervention at an early age. He said support systems for parents have improved dramatically in recent years.

Issues covered: **Length: 8:56**
Autism
Government Policies
Education

Susanna Janssen, language expert, newspaper columnist and the author of "Wordstruck!: The Fun and Fascination of Language"

Roughly 20% of American citizens are fluent in a second language. Ms. Janssen talked about the less obvious benefits of learning a second language, including enhanced abilities in focus and concentration, memory, interpersonal skills and problem-solving. She also noted that several recent studies have suggested that bilingualism may be a buffer against the development of Alzheimer's disease. She said bilinguals earn on average about 20% more than those who speak a single language.

Issues covered: **Length: 5:00**
Bilingualism
Career
Mental Health

Show # 2017-15

Date aired:

4/9

Time Aired:

530A

Sheryl Ryan, M.D., FAAP, Professor of Pediatrics at the Yale University School of Medicine, Chair of the American Academy of Pediatrics' National Committee on Substance Abuse

29 states and Washington, D.C. now allow the use of marijuana for medical purposes, recreational use or both. Dr. Ryan was one of the authors of a report titled "Counseling Parents and Teens About Marijuana Use in the Era of Legalization of Marijuana," which outlines why a relaxed attitude about the drug is dangerous and how parents should address the topic. She said marijuana is an addictive drug that can cause abnormal changes as teens' brains develop.

Issues covered:

Length: 9:48

Drug Abuse
Parenting
Government Policies

James Noble, MD, MS, Assistant Professor of Neurology at Columbia University Medical Center in New York City

Dr. Noble was the co-author of a recent study that found that female athletes appear to be significantly more likely than men to suffer concussions. He noted that once concussions occur, men and women experience them in very similar ways. He also discussed why most media attention on concussions seems to focus on men, despite the greater risk to women.

Issues covered:

Length: 7:27

Concussions
Personal Health
Women

Heather Schafer, CEO for the National Volunteer Fire Council

Ms. Schafer said volunteers make up 80% of all fire services across the United States. She said the call volume in recent years has tripled, but volunteer fire departments are struggling to find younger recruits. She said younger people have less spare time to volunteer than previous generations. She outlined the many benefits of volunteering.

Issues covered:

Length: 4:53

Volunteerism
Fire Safety
Disaster Preparedness

Show # 2017-16

Date aired:

4/16

Time Aired:

530A

David Rabiner, PhD, Senior Research Scientist in the Department of Psychology & Neuroscience at Duke University

The use of "study drugs"-- prescription medications used illegally by college students improve their academic performance--is on the rise. Dr. Rabiner said the drugs of choice are those typically used to treat ADHD. He discussed the question of whether the practice is a form of academic cheating. He added that students who use these medications without a prescription typically have higher rates of drug and alcohol abuse, perform worse academically and are more stressed out about their grades.

Issues covered:
Substance Abuse
Education

Length: 8:09

Michael Thompson, Director of the Council of State Governments Justice Center

Mr. Thompson's organization conducted a study that examined whether juveniles who commit crimes fare better if they are sentenced to community-based supervision or state-run incarceration. The study found that youth who are locked up in state-run facilities are 21 percent more likely to be rearrested than those who remain under supervision closer to home. He said that community supervision programs are also far less expensive for taxpayers than state-secure facilities.

Issues covered:
Youth at Risk
Crime
Government Policies

Length: 8:55

Doug Goodman, PhD, MPA Director, Associate Professor of Public Affairs in the School of Economic, Political, and Policy Sciences at The University of Texas at Dallas

Dr. Goodman co-authored a study that found that family-friendly employment policies tend to increase productivity of employees in public organizations. He said it appears that these policies reduce stress, and increase job satisfaction and employee loyalty.

Issues covered:
Workplace Matters
Parenting

Length: 5:01

Show # 2017-17

Date aired: 4/23

Time Aired: 5:30AM

Ric Edelman, Chairman/CEO of Edelman Financial Services, LLC, author of "*The Truth About Your Future: The Money Guide You Need Now, Later, and Much Later*"

Technology and science are evolving at a blistering pace. Mr. Edelman said the traditional paradigms of how Americans live, learn, and invest are shifting under our feet. He explained how smart investors can adapt and profit from today's changing environment. He offered advice for parents who want to guide their children into careers that will thrive in the future. He said within a few years technological advances will solve many of today's environmental concerns and humans will live dramatically longer lives.

Issues covered:
Personal Finance
Parenting
Environment

Length: 8:35

Susan Peirce Thompson, PhD, food addiction and weight loss expert, author of "*Bright Line Eating: The Science of Living Happy, Thin & Free*"

Dr. Thompson discussed food addiction and the role it often plays in weight loss efforts. She explained why fewer than .01% of dieters are able to reach their goal weight and maintain it long term. She offered several suggestions for those trying to lose weight. She also recommended that those who are losing weight should take a break from working out.

Issues covered:
Food Addiction
Personal Health

Length: 8:40

Steve G. Jones EdD, clinical hypnotherapist, President of the American Alliance of Hypnotists, author of 22 books on hypnotherapy

Dr. Jones discussed the most common misconceptions about clinical hypnotherapy. He outlined the problems that hypnotherapy can solve, and he explained why self-hypnosis may be useful. He said everyone can be hypnotized, although some are more suggestible than others.

Issues covered:
Hypnosis
Mental Health

Length: 4:54

Show # 2017-18

Date aired: 4/30

Time Aired: 5/30A

Richard Watts, personal advisor and legal counsel to the super wealthy, author of "*Entitlement: How Not to Spoil Your Kids, and What to Do if You Have*"

Mr. Watts said well-intentioned parents are creating a "me" generation of children who lack the wisdom and satisfaction of accomplishment that can only be learned through struggle and adversity. He offered examples of parental decisions that create a sense of entitlement in children in families of all income levels. He also outlined simple ways for parents to be a good example for children.

Issues covered:
Parenting
Education

Length: 9:53

Matt Schulz, Senior Industry Analyst at CreditCards.com

It pays for consumers to reach out to a credit card provider when faced with unwanted fees and high interest rates. Mr. Schulz said 87% of credit cardholders who asked for a late fee waiver were successful and 69% who requested a lower interest rate received one. His organization's study found that only about half of consumers have made any request at all for credit card leniency.

Issues covered:
Personal Finance

Length: 7:22

Dana King, MD, MS, Professor and Chair of the Department of Family Medicine at the West Virginia University School of Medicine

Dr. King led a study that examined whether retired, late middle-aged adults led a healthier lifestyle than those who were still in the workforce. He found that the spare time found in retirement did not translate to healthier lifestyle choices. He said that 90% of Americans of any age are not making healthy choices. He explained discussed the possible reasons why.

Issues covered:
Senior Citizens
Personal Health
Retirement Planning

Length: 4:38

Show # 2017-19

Date aired: 5/1

Time Aired: 530A

Robert T. Kiyosaki, investor, entrepreneur, author of *"Rich Dad Poor Dad: What The Rich Teach Their Kids About Money That the Poor and Middle Class Do Not"*

Mr. Kiyosaki discussed the difference in how wealthy people view and use money, compared to middle and lower income Americans. He said it is not necessary to earn a high income to become rich. He explained why he thinks it is such a problem that few students receive any financial education in school. He also discussed the best job categories for young people who are ready to choose a career.

Issues covered:

Personal Finance

Parenting

Education

Length: 10:03

Thomas Beckman, MD, Fellow in Advanced General Internal Medicine at the Mayo Clinic

Many patients seek a second opinion before treatment for a complex medical condition. Dr. Beckman led a study at Mayo that found that only 12 percent of second opinions confirm that the original diagnosis was complete and correct. He explained what illnesses should merit the pursuit of a second opinion.

Issues covered:

Personal Health

Length: 7:03

Dennis C. Miller, businessman, former CEO of a New Jersey hospital, author of *"Moppin' Floors to CEO"*

Mentors often make a huge difference in a young person's career. Mr. Miller explained why older generations may be key to enhancing the career prospects of Millennials. He offered ideas for how to locate a mentor. He also explained why volunteering may be a wise career move for older members of the workforce.

Issues covered:

Career

Senior Citizens

Volunteering

Length: 4:40

Show # 2017-20

Date aired: 5/14

Time Aired: 530A

Gwendolen Wilder, domestic violence survivor, author of *"It's Ok To Tell My Story!: Surviving Common Law Domestic Violence"*

Ms. Wilder shared her story of years of domestic violence and her eventual escape. She talked about the hurdles that prevent women from leaving abusive relationships. She discussed the sources of help and support available to victims, and offered advice for how to take the difficult step of leaving.

Issues covered:

Domestic Violence

Women's Issues

Length: 9:15

Pamela Wisniewski, PhD, Assistant Professor of Computer Science at the University of Central Florida

Dr. Wisniewski led a study at Penn State that found that teens rarely talk to their parents about potentially risky online experiences. She said that parents and children often have much different perceptions of and reactions to the same online events, such as cyberbullying, sexual exchanges and viewing inappropriate content online.

Issues covered:

Youth at Risk
Parenting
Online Security

Length: 7:58

Richard M. Gersberg, PhD, Professor and Head of the Division of Environmental Health in the Graduate School of Public Health

Cigarettes are the most common form of litter in the world, with more than 5.6 trillion filters finding their way into the environment every year. Dr. Gersberg led a study that found that 50% of fish died when exposed to water polluted by cigarette butts. He talked about the reasons behind the findings and the overall environmental impact.

Issues covered:

Pollution
Environmental Issues

Length: 4:57

Show # 2017-21

Date aired: 5/21 Time Aired: 530A

Irwin Redlener, PhD, Director of Columbia University's National Center for Disaster Preparedness

Dr. Redlener said that a limited nuclear attack can be survivable. He said sheltering in place is the best way to avoid the radiation that would follow a nuclear detonation. He outlined emergency supplies that every household should have on hand, and he discussed the reasons that public officials are reluctant to discuss the topic.

Issues covered:

Disaster Preparedness

Length: 8:41

Olympia LePoint, mathematician, rocket scientist, author of "*Mathaphobia: How You Can Overcome Your Math Fears and Become a Rocket Scientist*"

Ms. LePoint was a professional rocket scientist for NASA programs from 1998 to 2007, and was involved in 28 successful shuttle launches. She discussed the shortage of females in STEM (Science, Technology, Engineering & Math) careers and why it is important to encourage young women to enter these fields.

Issues covered:

Women's Issues
Education
Career

Length: 8:36

David M. Neyens, PhD, Assistant Professor in the Department of Industrial Engineering at Clemson University

In a future filled with self-driving cars, how quickly will human drivers be able to regain control in the event of a system failure or sudden emergency? Dr. Neyens led a study that found that driver reaction times were poor. He said car designers will need to find ways to give drivers much earlier warnings. He added that driver education programs will also need to change significantly, once driverless cars hit the mass market

Issues covered:
Automotive Safety
Driver Education

Length: 5:08

Show # 2017-22 5/28 Date aired: 5/28 Time Aired: 5:30A

Mark Underwood, PhD, neuroscience researcher, expert on brain aging and cognitive function, President and co-founder of Wisconsin-based biotech company Quincy Bioscience

Dr. Underwood said most people start to experience mild memory loss by age 40. He explained the relationship of early memory problems to advanced forms of dementia as people enter their 70s and 80s. He outlined basic steps to take to keep the brain active, which may prevent or slow cognitive decline as a person ages.

Issues covered:
Personal Health
Alzheimer's Disease
Senior Citizens

Length: 8:01

Patty Osterberg, Education & Outreach Director of Sustainable Electronics Recycling International, an organization that sets standards for responsible electronics recycling

Ms. Osterberg discussed the most responsible ways to recycle unused mobile phones and other electronic gadgets. Her organization certifies recyclers with the R2 standard, which verifies that recycling companies perform their services in a responsible and ethical manner. She talked about the environmental impact of throwing a phone in the trash.

Issues covered:
Recycling
Environment
Consumer Matters

Length: 8:59

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

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

Issues covered:
Payday Loans
Poverty
Government Regulations

Length: 5:10

Show # 2017-23

Date aired: 6/4

Time Aired: 530A

Gregory Plemmons, PhD, Associate Professor of Pediatrics at Monroe Carell Jr. Children's Hospital at Vanderbilt University

Dr. Plemmons led a study that found the percentage of younger children and teens hospitalized for suicidal thoughts or actions in the United States has doubled over the past decade. He talked about the possible reasons for such a steep increase, what ages are at the greatest risk, and how parents can recognize signs of suicidal thoughts in their children.

Issues covered:

Teen Suicide
Parenting

Length: 7:46

Jeff Stalnaker, President and Co-Founder of First Orion, a provider of data and phone call transparency solutions

Mr. Stalnaker's company commissioned a survey that found that Millennials are more likely than any other generation to give away personal information to scammers over the phone. He said nearly 40 percent of those surveyed have been contacted by someone impersonating the IRS. He talked about other current scams, and offered advice on how to avoid falling prey to scammers.

Issues covered:

Consumer Matters
Crime

Length: 9:17

Kara Lusk-Dudley, Public Affairs Manager, Biomedical Communications, American Red Cross

Summertime is one of the most challenging times of the year for blood donations. Ms. Lusk-Dudley explained why, and outlined the process that a new blood donor can expect. She explained how to locate a donation center or blood drive nearby. She noted that the Red Cross is also in greater need of organizations to host blood drives during the summer months.

Issues covered:

Blood Donation
Personal Health

Length: 5:10

Show # 2017-24

Date aired: 6/11

Time Aired: 530A

Elizabeth Rosenthal, MD, former reporter and senior writer at The New York Times, Editor in Chief of Kaiser Health News, former ER physician, author of "*An American Sickness: How Healthcare Became Big Business and How You Can Take It Back*"

Dr. Rosenthal discussed the rapidly rising costs of healthcare in the past few decades and the reasons behind them. She gave examples of some of the more egregious differences in healthcare costs in the US, compared to other countries. She explained how healthcare consumers can learn to negotiate with hospitals and doctors.

Issues covered:

Personal Health
Consumer Matters

Length: 8:39

Jodie Plumert, PhD, Professor in the Department of Psychological and Brain Sciences at the University of Iowa

For adults, crossing the street by foot seems easy. Yet it is anything but simple for a child. Dr. Plumert led a study that found that perceptual judgment and motor skills are not fully developed in most kids until age 14. She explained what parents can do to help children learn these life and death skills as early as possible.

Issues covered:

Traffic Safety
Parenting
Children's Issues

Length: 8:27

Adriana Zuniga-Teran, architect, postdoctoral research associate in the University of Arizona's Udall Center for Studies in Public Policy.

Ms. Zuniga-Teran conducted a study that examined how the design of a neighborhood can affect health and wellness. She found that those who live in traditional neighborhoods do the most walking, while those who live in suburban developments report the highest levels of mental well-being.

Issues covered:

Mental Health
Personal Health
Community Issues

Length: 5:02

Show # 2017-25

Date aired: 6/18 Time Aired: 5:30AM

Sally Erny, National Stakeholder Engagement Officer of the National Court Appointed Special Advocate Association

Ms. Erny explained how court-appointed special advocates (CASAs) look out for the interests of abused or neglected children. She discussed how CASA volunteers work with attorneys and other court officers to ensure the youngsters are in safe and healthy foster care, and eventually, permanent homes. She also outlined the training that these volunteers receive, and how someone can volunteer.

Issues covered:

Child Abuse
Foster Care
Volunteerism

Length: 8:26

Clint Emerson, retired Navy Seal, author of "*100 Deadly Skills: Survival Edition: The SEAL Operative's Guide to Surviving in the Wild and Being Prepared for Any Disaster*"

Mr. Emerson offered numerous tips on how to crime-proof a house and how to avoid becoming a victim of crime in other environments, as well. He explained the importance of being aware of your environment, in order to react to dangerous situations or avoid them in the first place. He also talked about the options available to people caught in active shooter incidents or terrorist attacks.

Issues covered:

Crime Prevention
Terrorism

Length: 8:46

Tracy Mehan, Manager of Translational Research for the Center for Injury Research and Policy at the Research Institute at Nationwide Children's Hospital in Columbus, Ohio

On an average day in the US, 13 children receive emergency treatment for a lawn mower-related injury. Ms. Mehan talked about the most common injuries and how they typically vary, depending on the age of the child. She offered suggestions for parents on how to prevent lawn mower-related injuries.

Issues covered:
Child Safety
Product Safety
Parenting

Length: 5:02

Show # 2017-26 6/25 Date aired: 6/25 Time Aired: 5:30 AM

Catherine Collinson, President of the Transamerica Center for Retirement Studies, a non-profit private foundation

Ms. Collinson talked about the option of "phased retirement," in which an employee begins to gradually put in shorter work weeks. She said the strategy permits workers to test out retirement to see if they enjoy it and can afford it, and allows them to avoid tapping into Social Security or savings until truly necessary. She said many employers welcome it, because it allows the senior employee to mentor younger colleagues and the organization to retain institutional knowledge.

Issues covered:
Retirement
Career

Length: 8:42

Brian Wansink, PhD, behavior economist, food psychologist, John Dyson Professor of Consumer Behavior at Cornell University, Director of the Cornell Food and Brand Lab, author of "*Slim By Design, Mindless Eating Solutions for Everyday Life*"

Dr. Wansink discussed his research at Cornell, which examines how and why we make choices about the food we eat. He said the way a kitchen or other living environment is set up can encourage weight loss naturally. He outlined innovative but inexpensive steps restaurants, grocery stores and school cafeterias can make to encourage healthier dining choices.

Issues covered:
Health and Nutrition
Consumer Matters

Length: 8:34

Cami Walker, author of "*29 Gifts: How a Month of Giving Can Change Your Life*"

At age thirty-five, Ms. Walker was diagnosed with multiple sclerosis. As she battled depression about her illness, she received an uncommon prescription from an African medicine woman: Give to others for 29 days. She shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.

Issues covered:
Charitable Contributions
Volunteerism
Mental Health

Length: 4:24