

QUARTERLY ISSUES/PROGRAMS LIST

Created on 3/28/2018 11:29:00 AM

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The following is a listing of some of the significant issues responded to by Radio Station WKMC - (AM/FM) along with the most significant programming treatment of those issues for the period 1/1/18 to 3/31/18. 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	1/1 - 3/31	Various	Various	Promoted St. Jude Children's Research Hospital, fund raising, supplied information
Community event	Segment	1/10	6:40pm	3min	Interview Mackinaw Chamber of Commerce about upcoming Mackinaw Winterfest Activities
Community event	Segment	1/9	6:20p	3min	Interview about snowmobile fundraiser, benefits student scholarship fund
Community event	Segment	2/9	6:40pm	3min	Interview promoting annual Cheboygan Firefighters Association
Suicide Prevention	Segment	2/13	6:20pm	3min	Interview Jess from Breanna's Ride about upcoming movie/seminar dealing with anxiety and suicide prevention
Community event	Segment	2/21	6:40pm	3min	Interview Kat with National Cherry Festival about community report regarding how event impacts the area

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Date Posted to Public File - 4/1/18

QUARTERLY ISSUES/PROGRAMS LIST

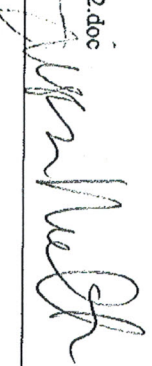
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The following is a listing of some of the significant issues responded to by Radio Station WKYC - (AM/FM) along with the most significant programming treatment of those issues for the period January 1 to March 31 2018. The listing is by no means exhaustive. 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
Blood Donations	Segment	1/1-1/31	Various	Various	Promoted National Blood Donor Month
Community Event	Segment	2/12	6:20p	3min	Interview LeCheanaux Chamber of Commerce about up coming Snowsfest
Services for needy	Segment	2/6-- 2/28	Various	Various	Promoted "Project Connect 23" 1-day long event to provided services to area needy.
Low Income Heating	Segment	2/2-2/17	various	various	Promoted United Way Walk For Warmth in Cheboygan County to help raise money and awareness for those struggling to keep homes heated
Employment	Segment	3/15	6:40pm	3 min	Interview Alicia from Michigan Works about upcoming job fairs
Community Event	Segment	3/5	6:40pm	3 min	Interview Kat Payne about National Cherry Festival

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4/1/18

QUARTERLY ISSUES/PROGRAMS LIST

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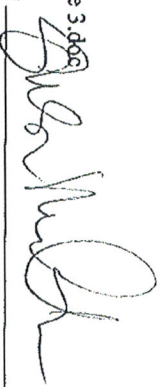
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The following is a listing of some of the significant issues responded to by Radio Station WKKC - (FM) along with the most significant programming treatment of those issues for the period 1/1/18 to 3/31/18. The listing is by no means exhaustive. The 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.
Pet Food Drive	Segment	3/20-4/1	Various	Various	Promoted annual pet food drive to benefit local shelters; interview Cindy with AmeriGas
Food Fundraiser	Segment	3/21	6:40pm	3min	Promoted annual Traverse City Chocolate Festival, interview Barbara Benefits NW Mich. Food Coll.
Community Event	Segment	3/28-4/1	Various	Various	Promoted Mackinaw Meltdown
Big Brothers/Big Sisters	Segment	3/28	6:40pm	3 min	Interview David Tilkins about upcoming fundraiser for Big Brothers/Big Sisters

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Date Posted to Public File -

4/1/18



Call Letters: WMKC-FM

Weekly Public Affairs Program

**QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2018**

Show # 2018-01

Date aired: 1/6/18 Time Aired: 5am

**John Huber, PhD**, Clinical Forensic Psychologist, Chairman of Mainstream Mental Health, a non-profit organization that treats mental health issues

Dr. Huber discussed research that has found that nearly half of teens who log at least five hours of screen time a day have thought about or attempted suicide. He discussed that concern and other mental health risks that result from too much time online. He offered advice for parents who would like to monitor and limit their teens' social media and screen time.

**Issues covered:**

**Length: 8:24**

- Suicide**
- Parenting**
- Mental Health**

**Alex Michael**, personal finance expert, co-founder of the blog TheThriftyCouple.com, co-author of "The 2% Rule to Get Debt Free Fast"

Mr. Michael explained how he and his wife managed to eliminate more than \$100,000 in consumer debt with a few years. He offered suggestions on how to make cuts in family budgets and how find opportunities to increase monthly income.

**Issues covered:**

**Length: 8:33**

- Personal Finance**
- Entrepreneurship**

**Erin McCauley**, doctoral candidate in policy analysis and management, Cornell University

Ms. McCauley was the lead author of a study that found that people with disabilities are more likely to be arrested. She said people with disabilities in the study – including emotional, physical, cognitive or sensory disabilities – were nearly 44 percent more likely to be arrested by age 28. She also noted that there was a clear racial component: black men with disabilities in the study were at a particularly high risk of arrest. She believes the problem should be addressed by community members and local institutions, such as police.

**Issues covered:**

**Length: 5:02**

- Disabilities**
- Crime**
- Minority Concerns**

Show # 2018-02

**Date aired:**   1/13/18   **Time Aired:**   5am  

**Annie Grace**, author of *"This Naked Mind: Control Alcohol, Find Freedom, Discover Happiness & Change Your Life"*

Many people question whether drinking has become too big a part of their lives, and worry that it may even be affecting their health. Ms. Grace shared her personal struggles with alcohol addiction and how she quit. She debunked myths connected to social drinking. She also discussed societal pressures, psychological factors, and other reasons people drink.

**Issues covered:**

**Length: 8:25**

**Substance Abuse  
Mental Health**

**John Brown Miller, PhD**, global expert on public infrastructure, former Professor of Construction Management and Civil And Environmental Engineering at the Massachusetts Institute of Technology

Dr. Brown discussed why government costs so much and why public infrastructure projects are frequently delayed or over budget. He offered examples to illustrate how other countries' public works projects are often completed in more cost-effective and efficient ways than in the U.S.

**Issues covered:**

**Length: 8:50**

**Public Infrastructure  
Government Spending**

**Jodie Plumert, PhD**, Professor and Starch Faculty Fellow at the University of Iowa

For adults, crossing the street by foot seems easy. Dr. Plumert led a study that found that most kids' perceptual judgment and motor skills aren't developed enough to safely cross a street until age 14. She discussed the precautions that parents should take for younger children.

**Issues covered:**

**Length: 4:54**

**Traffic Safety  
Child Safety**

Show # 2018-03

**Date aired:**   1/20/18   **Time Aired:**   5am  

**Susan Robinson**, Senior Public Affairs Director of Waste Management

Ms. Robinson outlined the biggest myths surrounding recycling. She talked about the most common items that consumers place in recycling bins that don't belong there, and what items should be recycled that often are not. She also discussed whether communities lose money on recycling programs.

**Issues covered:**

**Length: 9:29**

**Recycling  
Environment  
Government Programs**

**Cheryl Richardson**, motivational speaker and life coach, author of *“Waking Up in Winter: In Search of What Really Matters at Midlife”*

Ms. Richardson discussed thought-provoking questions about what matters at mid-life. She shared her personal story of being dissatisfied with a successful career once she reached her fifties. She talked about the value of journaling and how it helped her reexamine everything – her marriage, her work, her friendships, and her priorities.

**Issues covered:**

**Length: 7:37**

**Aging**

**Mental Health**

**Maria Fitzpatrick, PhD**, Associate Professor in the Department of Policy and Management at Cornell University, Research Associate at the National Bureau of Economic Research

About a third of all Americans retire and start claiming Social Security when they turn 62. Dr. Fitzpatrick co-authored a study that found that men who retire at 62 experience a 20 percent higher likelihood of early death, compared to those who delay retirement. She talked about the possible factors behind this phenomenon and what retirees can do to stay physically and mentally healthy.

**Issues covered:**

**Length: 4:58**

**Retirement Planning**

**Senior Citizens**

**Personal Health**

Show # 2018-04

**Date aired:** 1/27/18 **Time Aired:** 5am

**Deirdre Maloney**, author of *“Bogus Balance: Your Journey to Real Work/Life Bliss”*

These days, nearly everyone struggles to balance their work and home lives. Ms. Maloney said that no one can achieve a perfect balance. She said it is possible to find real balance and satisfaction by setting priorities and accepting that you can't have it all. She explained why it is important to analyze your own values and priorities on a regular basis.

**Issues covered:**

**Length: 9:28**

**Career**

**Parenting**

**Mental Health**

**Doug Whiteman**, Insurance Analyst at Bankrate.com

37% of Americans with children under age 18 do not have any life insurance, according to a new Bankrate.com study. And about one-third of the parents who do have life insurance have no more than \$100,000 of protection. Mr. Whiteman explained why this is such a great concern. He also offered suggestions on how to shop for life insurance and how to determine how much coverage is necessary.

**Issues covered:**

**Length: 7:46**

**Personal Finance**

**Parenting**

**Richard Johnson, PhD**, Senior Fellow at the Urban Institute, an independent non-partisan organization that evaluates social and economic issues

Dr. Johnson studied Americans who change careers after age 50. He found that most take pay cuts and accept lesser health benefits, but are still happier in their new jobs. He explained why these workers decide to switch careers, and offered advice for older job hunters.

**Issues covered:**

**Length: 4:50**

**Senior Citizens  
Workplace Matters  
Unemployment**

Show # 2018-05

**Date aired: 2/4/18** \_\_\_\_\_ **Time Aired: 5am** \_\_\_\_\_

**Valter Longo, PhD**, Director of the Longevity Institute at USC in Los Angeles, author of *"The Longevity Diet: Discover the New Science Behind Stem Cell Activation and Regeneration to Slow Aging, Fight Disease, and Optimize Weight"*

Dr. Vongo discussed his 25 years of research on aging, nutrition, disease and longevity. He believes, in addition to exercise and a healthy overall diet, that periodic fasting may be the key to a longer and healthier life. He outlined fasting-mimicking techniques that result in the same benefits as an absolute fast.

**Issues covered:**

**Length: 9:19**

**Personal Health  
Aging  
Nutrition**

**Kathleen Martin Ginis, PhD**, Professor in the School of Health and Exercise Sciences at the University of British Columbia

Dr. Ginis led a study that found that just a half-hour of exercise can have a profound effect on a woman's body image, making her feel both stronger and thinner. She noted that women, in general, have a tendency to feel negative about their bodies and, she explained how that poor body image can have negative implications for a woman's psychological and physical health.

**Issues covered:**

**Length: 7:48**

**Women's Issues  
Mental Health  
Physical Fitness**

**Corinne Peek-Asa, PhD**, Professor of Occupational and Environmental Health in the College of Public Health at the University of Iowa

The number of suicides among farmers and farm workers in the United States has remained stubbornly high since the end of the 1980s farm crisis, much higher than workers in many other industries, according to Dr. Peek-Asa's research. She outlined the cultural and occupational factors that may contribute to this issue. She believes the solution may lie in existing resources in farming and rural communities, empowering them to more actively respond to citizens who are struggling.

**Issues covered:**

**Length: 5:02**

**Suicide  
Agriculture  
Mental Health**

Show # 2018-06

**Date aired:**   2/11/18   **Time Aired:**   5am  

**Joanne Lipman**, former Chief Content Officer of Gannett and Editor-in-Chief of USA Today, author of *“That’s What She Said: What Men Need to Know (and Women Need to Tell Them) About Working Together”*

Ms. Lipman discussed the current state of the gender gap in today’s workplaces. She said that traditional corporate “diversity training” has actually made the problem worse—in part because it makes men feel demonized. She believes that the solution to workplace inequality and sexual harassment lies in reaching across the gender divide so that men become allies, rather than adversaries.

**Issues covered:**

**Length: 9:28**

**Sexual Harassment**  
**Women’s Issues**  
**Minority Concerns**  
**Workplace Matters**

**Derek Thompson**, author of *“Hit Makers: How to Succeed in an Age of Distraction”*

Mr. Thompson said nothing simply “goes viral.” He explained the little-known factors that cause that a popular movie, song, or app to come out of nowhere to become a word-of-mouth success in today’s crowded media environment. He outlined possible ways these trends may affect consumers’ decision making in the future.

**Issues covered:**

**Length: 7:39**

**Consumer Matters**  
**Media**

**Paul Redman**, Executive Director of Longwood Gardens near Philadelphia, one of the leading public gardens in the country, co-chair of the Seed Your Future initiative, which promotes horticulture as a career path for young people

Mr. Redman is concerned about the increasing shortage of professional horticulturalists and horticulture programs at universities. He noted that enrollment in horticulture programs has declined dramatically at a time when the need for graduates of these programs is more important than ever. He outlined the wide variety of good jobs available and discussed possible reasons that horticulture is not considered by young adults preparing to enter college or the job market.

**Issues covered:**

**Length: 5:02**

**Horticulture**  
**Education**  
**Career**

Show # 2018-07

**Date aired:**   2/18/18   **Time Aired:**   5am  

**Mark Rank, PhD**, Professor of Social Welfare at Washington University in St. Louis

Dr. Rank led a study that found that, between the ages of 25 and 60, almost two-thirds of Americans will live in poverty for a year or more. He shared other statistics from his study that illustrate how common poverty is. He discussed the reasons behind the problem and why a surprising number of Americans move from poverty to the middle class or higher, then back to poverty again.



**Issues covered:**

**Length: 8:31**

**Poverty  
Education**

**Sandeep S. Grewal, MD, MS**, nutrition and weight loss expert, co-author of "*Fat-Me-Not: Weight Loss Diet of the Future*"

Most parents believe preparing and packing a healthy lunchbox is a difficult task. Dr. Grewal explained why lunches parents send to school are so critical to their kids' development and learning. He talked about the worst things parents can include in a lunch, and why hot lunches at school are not always a better option. He also discussed the most effective ways to lose weight.

**Issues covered:**

**Length: 8:33**

**Parenting  
Nutrition**

**Jim Quiggle**, Director of Communications at Coalition Against Insurance Fraud

Mr. Quiggle discussed Medicare fraud, which has become a multi-billion dollar industry. He explained how fraudsters rapidly evolve their techniques as investigators close in on a specific scam. He outlined common warning signs of a scam that senior citizens should recognize, such as cold-call solicitations and requesting Medicare numbers over the phone.

**Issues covered:**

**Length: 5:00**

**Medicare Fraud  
Senior Citizens**

Show # 2018-08

**Date aired: 2/25/18 Time Aired: 5am**

**Michelle Kaiser, PhD**, Assistant Professor of Social Work, Ohio State University

Hunger and poor nutrition in the U.S. may be far worse than previously understood. Dr. Kaiser led a study that examined the intersection between hunger and the types of foods found at nearby stores. She said almost a third of the households they studied were food insecure, and more than 16 percent had very low food security, meaning they were skipping meals, at risk for experiencing hunger and suffering health problems as a result. She outlined what steps can be taken to reverse this trend.

**Issues covered:**

**Length: 8:34**

**Hunger  
Poverty  
Government Programs**

**Christine Benz**, Director of Personal Finance at Morningstar, Inc.

Ms. Benz discussed costly areas of retirement that often are forgotten by Americans saving for their senior years. She said healthcare costs and taxes top the list. She outlined strategies to determine how and when to withdraw IRA or 401k funds to cover these significant expenses.

**Issues covered:**

**Length: 8:43**

**Retirement Planning  
Senior Citizens  
Personal Finance**

**Robert Barba**, Senior Analyst at Bankrate.com

63% of U.S. adults who use a smartphone have at least one financial app, according to a recent Bankrate.com report. Mr. Barba said while Millennials use them the most, the Gen X and Baby Boom generations also are heavy users. He talked about the potential security concerns, and why banks are so strongly motivated to get their customers to try banking apps.

Issues covered:  
**Consumer Matters**  
**Online Security**  
**Personal Finance**

Length: 4:37

Show # 2018-09

**Date aired:**   3/4/18   **Time Aired:**   5am  

**Meredith Jones**, author of "*Women of The Street: Why Female Money Managers Generate Higher Returns (and How You Can Too)*"

Ms. Jones said her research found that women typically make better investment decisions than men. She explained how women's and men's investment behaviors differ. She also offered advice to young women who may be considering a career as an investment professional.

Issues covered:  
**Personal Finance**  
**Women's Issues**

Length: 10:32

**Todd Herrenkohl, PhD**, Professor of Sociology, Interim Associate Dean for Research for the Office of Research, University of Washington

Dr. Herrenkohl led a study that found that troubling behaviors exhibited by abused children can predict criminal activity when they grow up. He explained what the most common indicators are and how they differ between boys and girls. He discussed the importance of recognizing kids at risk and getting treatment for them as quickly as possible.

Issues covered:  
**Child Abuse**  
**Crime**  
**Youth at Risk**

Length: 6:38

**Bruce Schneier**, internationally recognized security technologist, Chief Technology Officer of Resilient Systems, a fellow at Harvard's Berkman Center, and a board member of Electronic Frontier Foundation, author of "*Schneier on Security*"

Mr. Schneier discussed a study that examined the most commonly hacked computer passwords. Many people choose passwords that are far too easy to guess. He outlined ways to choose and remember a very secure password.

Issues covered:  
**Crime**  
**Consumer Matters**

Length: 5:14

Show # 2018-10

**Date aired:**   3/11/18   **Time Aired:**   5am  

**Ken Caldeira, PhD**, Atmospheric Scientist at the Carnegie Institution for Science's Department of Global Ecology

Dr. Caldeira examined 36 years of weather data and found that wind and solar power could potentially generate up to 80% of U.S. energy needs. However, it would require significant and expensive improvements to the nation's energy transmission grid. He said he was surprised to find that wind power is even less consistently available than solar. He also outlined the ways that energy providers must generate electricity by other means when renewable sources falter.

**Issues covered:**

**Length: 8:16**

**Renewable Energy**

**Pollution**

**Government Infrastructure**

**Catherine Price**, science journalist, author of "*How to Break Up with Your Phone*"

Ms. Price said that phones and apps are designed to be addictive to users. She explained how the time we spend on them damages our abilities to focus, think deeply, and form new memories. She suggested simple changes to a phone's settings that can make them less intrusive.

**Issues covered:**

**Length: 8:50**

**Mental Health**

**Parenting**

**Consumer Matters**

**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 # 2018-11

**Date aired:**   3/18/18   **Time Aired:**   5am  

**Howard Waitzkin, M.D., Ph.D.**, Distinguished Professor Emeritus in the Department of Sociology at the University of New Mexico, Adjunct Professor in the Department of Medicine at the University of Illinois

Dr. Waitzkin said many active duty military personnel are making extensive use of private mental health services. He explained that they often do so because they are dissatisfied with the quality of military care and are worried about reprisals from their command. He discussed outside help that is offered by a nationwide civilian network of volunteer mental health professionals.

**Issues covered:**

**Length: 7:33**

**Military Issues**

**Mental Health**

**Suicide**

**Deondra Rose, PhD**, Assistant Professor of Public Policy and Political Science at Duke University, author of "*Citizens By Degree: Higher Education Policy and the Changing Gender Dynamics of American Citizenship*"

Dr. Rose discussed the striking change in higher education over the past few decades, as women have come to earn college degrees at higher rates than men. She explained the reasons behind the trend, and the broader implications for women and society. She believes it empowers women to become not only more financially independent, but also more socially integrated and more politically engaged. She also discussed the impact of the "#MeToo" movement in the empowerment of women.

**Issues covered:**

**Length: 9:41**

**Women's Issues  
Education  
Sexual Harassment**

**Lang Chen, PhD**, postdoctoral scholar in Psychiatry and Behavioral Sciences at the Stanford University School of Medicine

Dr. Chen was the lead author of a study that identified the brain pathway that links a positive attitude toward math to higher achievement in the subject. He found that a student's attitude is an even a greater factor in their performance in math than IQ. He stressed the importance of parents and teachers, in encouraging students to keep an open mind and a positive attitude.

**Issues covered:**

**Length: 4:51**

**Education  
Parenting**

Show # 2018-12

**Date aired: 3/25/18 Time Aired: 5am**

**Missy Cummings, PhD**, Professor in the Duke University Pratt School of Engineering, the Duke Institute of Brain Sciences, Director of the Humans and Autonomy Laboratory and Duke Robotics

A pedestrian fatality involving a driverless Uber car in Arizona has revived debate about whether autonomous vehicles are being put into use prematurely. Dr. Cummings is a robotics expert who believes the technology is not ready for high speed or congested environments. She talked about the design challenges that must be overcome. She said the current system of voluntary safety testing is completely inadequate, and that greater government oversight is needed.

**Issues covered:**

**Length: 9:08**

**Traffic Safety  
Government Regulation  
Technology**

**Marceé White, MD**, Board-Certified Pediatrician, Medical Advisor for Safe Kids Worldwide, Medical Director of the Children's National Mobile Health Program

Accidental medicine poisoning sends a child under 6 to the emergency room every nine minutes, and every 12 days, a child dies. Dr. White outlined most common poisoning scenarios and the steps that parents of small children must take to avoid a tragedy.

**Issues covered:**

**Length: 7:51**

**Child Safety  
Parenting**

**Ana María Rule, PhD, MHS**, Assistant Scientist in Environmental Health and Engineering at Johns Hopkins Bloomberg School of Public Health

Lots of questions still linger about e-cigarettes, including just what users are breathing in when they vape. Dr. Rule led a study that found that the vapors from a variety of devices contain potentially toxic levels of metals, including lead. She explained why teenagers are at a greater risk of the toxins in e-cigarettes than adults.

**Issues covered:**  
**Smoking/Vaping**  
**Personal Health**

**Length: 4:58**