



Call Letters: WMKC

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2021

Show # 2021-40

Date aired: 10/3/21 Time Aired: 5AM

Jack Kosakowski, President and CEO, Junior Achievement USA

Mr. Kosakowski discussed a Junior Achievement USA survey that found that 77 percent of parents are concerned about their children’s ability to have a successful job or career as adults, in light of global competition and automation. He talked about the rapidly changing career environment, and how Junior Achievement is adapting to today’s tech environment to help teenagers.

Issues covered:
Youth Concerns
Careers
Parenting

Length: 8:04

Dale Bredeesen, MD, NIH Postdoctoral Fellow at the University of California, San Francisco, author of “*The End of Alzheimer’s: The First Program to Prevent and Reverse Cognitive Decline*”

Dr. Bredeesen said his research has determined that Alzheimer’s disease is not a single condition, but three similar ones—each with a different cause. He said new research is giving hope that the disease can be prevented and, under certain circumstances, even reversed. He said every American should get a cognitive and genetic test at age 45, to determine their likelihood of developing Alzheimer’s.

Issues covered:
Alzheimer’s Disease
Aging

Length: 9:15

Craig Gundersen, PhD, Soybean Industry Endowed Professor in Agricultural Strategy, Professor in the College of Agricultural, Consumer and Environmental Sciences Department of Agricultural and Consumer Economics at the University of Illinois

Dr. Gunderson led a study that found that 5.4 million people age 60 or older in the U.S., or 8.1 percent, did not have enough food for an active, healthy lifestyle. He explained how food insecurity adversely affects a senior citizen’s health, and why many low-income seniors fail to take advantage of government programs available to them.

Issues covered:
Hunger
Poverty
Senior Citizens
Government Programs

Length: 4:46

Show # 2021-41

Date aired: 10/10 **Time Aired:** 5AM

Roby Greenwald, PhD, Assistant Professor from the School of Public Health, Georgia State University

Traffic pollution research has traditionally been conducted with outdoor roadside sensors. Dr. Greenwald led a study with sensors mounted inside the passenger compartments of cars, and found that interior pollution levels were twice as high as previously thought. He talked about the various forms of pollution he found and their potential health effects.

Issues covered:

Length: 8:54

**Pollution
Personal Health**

Rebekah H. Nagler, PhD, Assistant Professor in the Hubbard School of Journalism & Mass Communication, University of Minnesota

Dr. Nagler led a study that found that most American women aren't aware of the risks of overdiagnosis and overtreatment in regards to breast cancer screening. She discussed the challenges of educating women about these risks so they can make informed decisions about mammograms and breast cancer screening.

Issues covered:

Length: 8:18

**Cancer
Women's Issues**

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:

Length: 4:57

**Substance Abuse
Education**

Show # 2021-42

Date aired: 10/17 **Time Aired:** 5AM

David Mazer, MD, anesthesiologist at St. Michael's Hospital and Professor in the Departments of Anesthesia and Physiology at the University of Toronto

Dr. Mazer was the co-author of a study that found that adults under 45 years old, who consumed cannabis within the last 30 days, suffered from nearly double the number of heart attacks than adults who didn't use the drug. He said the trend was evident whether cannabis was smoked, vaped or eaten as an edible. He outlined the lessons that can be learned from the research.

Issues covered:

Length: 7:00

**Drug Abuse
Personal Health**

Joanna Quinn, M.Ed., former middle school teacher, founder of Super Empowered One, an organization dedicated to building confidence in kids, author of "*Greta Grace*," a book focused on bullying and self-esteem

According to StopBullying.gov, one in five kids between the ages of 12 and 18 have experienced bullying. Ms. Quinn outlined the typical signs of bullying and what parents should do if their child is either a victim or a bully. She talked about the increasing role that schools play in the prevention of bullying.

Issues covered:

Length: 10:00

**Bullying
Youth at Risk
Parenting**

Elizabeth Klodas, MD, FACC, cardiologist, Founder and Chief Medical Officer for Step One Foods, author of "*Slay the Giant: The Power of Prevention in Defeating Heart Disease*," founding Editor-in-Chief of the patient education effort of the American College of Cardiology

About 38% of American adults have high cholesterol, according to the Centers for Disease Control. Dr. Klodas discussed the problem, and explained how dietary changes can make a significant difference in cholesterol levels. She said it is important to address the cause of the problem, rather than the symptom.

Issues covered:

Length: 5:21

**Nutrition
Personal Health**

Show # 2021-43

Date aired: 10/24 Time Aired: 5AM

Manny Centeno, Program Manager of the Integrated Public Alert and Warning System, part of the Federal Emergency Management Agency

Mr. Centeno outlined what the public needs to know about the Emergency Alert System, and provided real-life examples to illustrate why EAS is so important to public safety. He also discussed the purpose of "Primary Entry Point" radio stations and details of the all-hazards upgrades at those 77 stations, to add special air scrubbing for chemical, biological and radiological protection, EMP resistance and emergency power generation. He also mentioned the role played by satellite, cable systems and the internet via desktop and mobile phone alerts.

Issues covered:

Length: 9:27

**Disaster Preparedness
Public Safety
Government**

Amanda Paluch, PhD, Physical Activity Epidemiologist at the University of Massachusetts, Amherst

Prof. Paluch led a study that found that walking at least 7,000 steps a day--about 3-4 miles--reduced middle-aged people's risk of premature death from all causes by 50% to 70%, compared to those who took fewer daily steps. She found that 7000-10,000 steps range was the "sweet spot," because walking more than 10,000 steps per day, or walking faster, did not further reduce the risk.

Issues covered:

Length: 7:47

**Personal Health
Physical Fitness**

Vanessa Bohns, PhD, Associate Professor in the Department of Organizational Behavior at the New York State School of Industrial and Labor Relations at Cornell University

Work emails are sent at all hours of the day and night now, and are a tremendous source of stress, whether someone works in an office or remotely. Prof. Bohns said people can limit the negative impact of email, by not necessarily sending less email, but by sending better emails that clearly define how urgently they expect a response.

Issues covered:
Workplace Matters
Stress Reduction

Length: 5:06

Show # 2021-44

Date aired: 10/31 Time Aired: 5AM

Eric Garcia, journalist, author of "*We're Not Broken: Changing the Autism Conversation*"

Mr. Garcia shared his story of living with autism, to explain the social and policy gaps that often fail to help Americans across the autism spectrum. He said society has not listened to the needs of the autistic community. He outlined several misconceptions, including the belief that there is an autism epidemic, because diagnostic criteria were expanded in the 1990s.

Issues covered:
Autism
Government Policies

Length: 9:05

Sarah Foster, Bankrate.com analyst

Higher education is one of the most important financial decisions most young people make, and Bankrate.com recently completed a study that ranked the most and least valuable college majors. Ms. Foster shared the rankings, as well as what crucial factors college students should consider when deciding on a major.

Issues covered:
Higher Education
Career

Length: 8:05

Elaine Parke, author of "*The Habits of Unity: 12 Months to a Stronger America...One Citizen at a Time*"

Recent news has cast Facebook in a less than flattering light. Ms. Parke says, like anything, the positive or negative influences of Facebook depend on how you use it. She said in a time of political division and social strife, paying closer attention to the social media Americans are exposed to—or taking a break from Facebook—might be good for their mental health.

Issues covered:
Mental Health
Social Media

Length: 4:59

Show # 2021-45

Date aired: 11/7 Time Aired: 5AM

Jen Fisher, US Chief Well-being Officer at Deloitte, a multinational professional services network, author of *Work Better Together: How to Cultivate Strong Relationships to Maximize Well-Being and Boost Bottom Lines*

1 in 4 adults struggle with mental health challenges, and those suffering often hide it at work for fear of discrimination from peers or bosses. Ms. Fisher explained how companies can encourage open and honest conversations to remove the stigma surrounding mental health. She also said companies need to redefine the concept of sick days, to improve mental as well as physical health.

Issues covered:

Length: 8:59

Mental Health
Workplace Matters

Patty Alper, President of the Alper Portfolio Group, author of *Teach to Work: How a Mentor, a Mentee, and a Project Can Close the Skills Gap in America*

Millions of Americans are looking for new jobs right now, largely because they're simply not satisfied with where they are. Ms. Alper explained why mentors are important for the success of both employees and a company overall. She also outlined the questions an applicant can ask to determine the accessibility to mentors throughout a company. She also discussed her work in recruiting CEOs to mentor inner-city youth.

Issues covered:

Length: 8:11

Career
Mentoring

Shannon Carpenter, stay-at-home dad. author of *The Ultimate Stay-At-Home Dad: Your Essential Manual for Being an Awesome Full-Time Father*

There are over 2 million stay-at-home dads in the United States, not including those with part-time jobs. Mr. Carpenter shared his own story of becoming a stay-at-home dad and the lessons he tries to share with other men considering it. He talked about the isolation often faced by stay-at-home dads, and recommended support groups to help.

Issues covered:

Length: 5:00

Parenting
Mental Health

Show # 2021-46

Date aired: 11/14 Time Aired: 5AM

Gary Zimmerman, founder and CEO of the web site MaxMyInterest.com

Today, the average US savings account pays 0.06 percent interest annually, an annual return of just \$6 in interest on a \$10,000 nest egg. Mr. Zimmerman's company aims to help consumers holding high amounts of cash automatically find the best available interest rate. He talked about reasons behind rising inflation and the current economic conditions. He explained why banks are paying such low rates, and when the trend may change.

Issues covered:

Length: 8:24

Economy
Personal Finance

Carl Hanson, PhD, Professor of Public Health, Brigham Young University

Researchers from Brigham Young University, Johns Hopkins and Harvard have created an algorithm that can predict suicidal thoughts and behavior among adolescents with 91% accuracy. Prof. Hanson was one of the co-authors of the study, and he said the two primary risk factors related to personal connections: family relationships, and friendships with peers.

Issues covered:

Length: 8:57

**Suicide
Youth at Risk
Mental Health
Substance Abuse**

Sung Rhee, CEO and founder of Optimal, a higher education data research company

A recent survey found that more than half of teens today are gravitating toward a skill-based education, and almost half are leaning toward programs that can be completed within two years. Mr. Rhee's organization recently published an analysis titled "Coding Bootcamp vs College: Which Will Help You Land the Most Prestigious Jobs in the Tech Industry?" He explained what a coding boot camp teaches and who is a likely candidate to attend.

Issues covered:

Length: 5:11

**Career
Higher Education
Technology**

Show # 2021-47

Date aired: 11/21 Time Aired: 5AM

Hua Cai, PhD, Associate Professor of Environmental and Ecological Engineering, and Industrial Engineering at Purdue University

Most consumers want to make food purchases that are smart for their wallets, their health and the environment. Prof. Cai led a study that examined grocery purchase records of over 57,000 U.S. households, finding that 71% of homes surveyed could decrease their food carbon footprint, via three simple changes in their shopping habits.

Issues covered:

Length: 8:40

**Climate Change
Consumer Matters**

Daniel Laroche, MD, glaucoma specialist, Director of Glaucoma Services and President of Advanced Eyecare of New York, Clinical Assistant Professor of Ophthalmology with the Icahn School of Medicine at Mount Sinai Medical Center

Dr. Laroche explained why a yearly eye exam is so critical. He outlined the most common symptoms of glaucoma, who is at greatest risk, and why people of color are in the highest risk category. He also discussed the latest treatment options to lower eye pressure and eliminate the need for medication.

Issues covered:

Length: 8:37

**Glaucoma
Personal Health
Minority Concerns**

Anna Joyce, PhD, MSc, Lecturer in Psychology, specializing in developmental psychology, atypical development, and sleep at Regent's University London

Sleep problems are common in children and are known to detrimentally affect language and cognitive abilities, as well as academic achievement. Prof. Joyce led a study that examined the connection between sleep-disordered breathing and daytime sleepiness in children and reading skills. She offered advice for parents to improve the quality of their child's sleep.

Issues covered:
Children's Health
Education
Parenting

Length: 5:10

Show # 2021-48

Date aired: 11/28 **Time Aired:** 5AM

Suzanne Bouffard, PhD, expert in child development and education, author of "*The Most Important Year: Pre-Kindergarten and the Future of Our Children*"

Dr. Bouffard discussed the critical importance of pre-school programs. She noted that children who attend quality pre-K programs have a host of positive outcomes including better language, literacy, problem-solving and math skills later in school. She said also they have a leg up on the most essential skill: self-control. She offered advice for parents on how to choose a quality pre-school.

Issues covered:
Education
Parenting

Length: 8:41

Robert Stern, Ph.D., Professor of Neurology, Neurosurgery, and Anatomy and Neurobiology at Boston University School of Medicine, Director of the Clinical Core of the Boston University Alzheimer's Disease Center, Director of Clinical Research for the Boston University Chronic Traumatic Encephalopathy (CTE) Center

Dr. Stern led a study that found that athletes who began playing tackle football before the age of 12 had more behavioral and cognitive problems later in life than those who started playing after they turned 12. He outlined the symptoms of CTE, and discussed the factors that parents should consider before allowing their child to participate in contact sports.

Issues covered:
Youth at Risk
Personal Health
Parenting

Length: 8:32

Julia Leonard, graduate student in Brain and Cognitive Sciences at the Massachusetts Institute of Technology

Ms. Leonard was the first author of a study that found that when 1-year olds observe an adult persisting at a challenging task, they themselves try harder when faced with a problem. She explained why developing perseverance in early childhood pays off later in school and other pursuits.

Issues covered:
Child Development
Parenting

Length: 5:02

Show # 2021-49

Date aired: 12/5 **Time Aired:** 5AM

Elliott Haut, MD, FACS, Associate Professor of Surgery and Anesthesiology & Critical Care Medicine, Johns Hopkins University School of Medicine

Dr. Haut led a study that found that victims of gunshots or stabbings taken to a trauma center by private vehicle were 62% less likely to die compared to victims transported by an ambulance or EMS vehicle. He talked about the possible reasons behind this finding. He also explained why it is so important for the average person to be taught how to use direct pressure to stop bleeding.

Issues covered:

Length: 9:00

**Emergency Preparedness
First Aid
Personal Health**

Vicki Bogan, PhD, Associate Professor at the Charles H. Dyson School of Applied Economics and Management at Cornell University, founder and director of the Institute for Behavioral and Household Finance

Mental health problems can have a large negative effect on retirement savings, according to Dr. Bogan's research. She discussed her study, which found that people with anxiety and depression are nearly 25 percent less likely to have a retirement savings account, and their savings are dramatically smaller than those without psychological distress.

Issues covered:

Length: 8:08

**Mental Health
Retirement Planning**

May McCarthy, serial entrepreneur, author of "*The Path to Wealth: Seven Spiritual Steps to Financial Abundance*"

Ms. McCarthy talked about the biggest surprises encountered by people who start their own business. She described the characteristics of successful entrepreneurs, and why owning a business can be very rewarding.

Issues covered:

Length: 4:51

**Entrepreneurism
Career**

Show # 2021-50

Date aired: 12/12 **Time Aired:** 5AM

Alison Gemmill, PhD, MPH, Assistant Professor in the Department of Population, Family and Reproductive Health at Johns Hopkins Bloomberg School of Public Health

2020 saw the fewest babies born relative to the population of women between 15 and 44 of any year in American history. Prof. Gemmill discussed the most significant reasons behind the drop in US birthrates, the social effects a declining population may cause, and what steps in public policy may change the trend.

Issues covered:

Length: 8:48

**Population
Government Policies
Parenting**

Grant Donnelly, PhD, Assistant Professor of Marketing at The Ohio State University's Fisher College of Business

Several US cities have instituted taxes on drinks with added sugar, in order to reduce consumption. Prof. Donnelly led a study that examined whether price tags that specifically mentioned the tax would change consumers' buying decisions. He said the tax falls harder on low-income consumers.

Issues covered:

Length: 8:13

**Taxes
Consumer Matters
Personal Health**

Bree Fowler, Senior Security expert at CNET

An estimated \$63 billion in holiday packages will be delivered to homes this holiday season, and a recent survey found that 43% of Americans have had at least one package stolen from their porch. Ms. Fowler outlined simple steps online shoppers can take to deter porch pirates.

Issues covered:

Length: 5:12

**Crime
Consumer Matters**

Show # 2021-51

Date aired: __12/19__ Time Aired: __5AM__

Tim Larkin, self-defense expert, author of "*When Violence Is the Answer: Learning How to Do What It Takes When Your Life Is at Stake*"

Mr. Larkin discussed the use of violence in self-defensive situations. He discussed ways to prevent, prepare for, and survive violent encounters with criminals. He said that violence is a tool equally effective in the hands of the "bad guy" or the "good guy" and that the person who acts first, fastest and with the full force of their body is the one who typically survives a violent incident.

Issues covered:

Length: 9:21

**Personal Defense
Crime**

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

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

Issues covered:

Length: 7:50

**Racial Bias
Diversity**

Doug Abrams, author of "*The Book of Joy Journal*"

Mr. Abrams discussed a conversation he moderated between Archbishop Desmond Tutu and His Holiness the Dalai Lama, on the topic of joy. He explained how these two men have intentionally found joy in their lives, despite the hardships they have faced and the many atrocities they have witnessed.

Issues covered:
Mental Health

Length: 4:54

Show # 2021-52

Date aired: 12/26 Time Aired: 5AM

Scott Galloway, PhD, Professor of Marketing in the Stern School of Business, New York University, author of "*The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google*"

Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Dr. Galloway discussed the concerns in allowing individual companies to have such dominance over American consumers and whether these companies are playing by the rules applied to other businesses.

Issues covered:
Government Regulations
Consumer Matters
Economy

Length: 8:56

Katreena Scott, PhD, Associate Professor in the Department of Applied Psychology and Human Development, University of Toronto

Dr. Scott led a study that examined how the workplace is affected by an employee who is involved in domestic violence. She said not only does it result in lowered productivity, but a third of the men reported that they used workplace time and resources to continue to engage in emotionally abusive behavior. She explained how employers can offer assistance for employees with domestic violence issues.

Issues covered:
Domestic Violence
Workplace Matters
Mental Health

Length: 8:17

Lawrence J. Cheskin, M.D., F.A.C.P., Associate Professor of Health, Behavior & Society, Johns Hopkins University School of Medicine

Almost 40 percent of American adults and nearly 20 percent of adolescents are obese. Dr. Cheskin led a study that examined the financial costs of being overweight at various stages of life. He said lost productivity on the job accounted for at least 50% of the expense of being overweight, even more than direct medical expenditures.

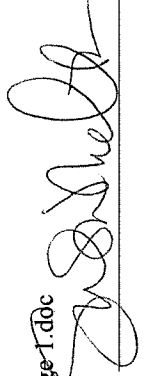
Issues covered:
Personal Health
Workplace Matters

Length: 4:53

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 to 12/31/21. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

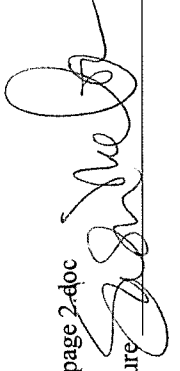
Description of Issue	Program/Segment	Date(s)	Time(s)	Duration	Narration of Type and Summation of Program/Segment Content.
Childhood Cancer	Web	10/1 - 12/31	Various	Various	Promoted St. Jude Children's Research Hospital, fund raising, supplied information
Covid-19	Web	10/1- 12/31	Various	Various	Provided information on testing, help for those in need and where to get help
Collecting warm blankets For needy	Segment/program	11/8- 12/3	Various	Various	Promoted/sponsored a blanket drive to help local families and individuals in need of warm blankets for the winter
Salvation Army	Segment	11/5	Various	Various	Interview Petoskey Salvation Army and promoted kick off to the Red Kettle Drive
Salvation Army	Segment	10/16	6:40pm	3 min	Interview Ruth Blick from Traverse City Salvation Army about upcoming programs
Community Assistance	Program	10/1- 12/25	Various	Various	Promoted fund raising efforts for the Salvation Army with a virtual red kettle, listing of donation sites

Signature 

QUARTERLY ISSUES/PROGRAMS LIST

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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	11/18	6:40p	3min	Interview Roman from Cheboygan Salvation Army about holiday assistance for those in need and blanket drive
Toys for Tots	Segment	11/20-12/17	Various	Various	Promoted Toys for Tots collection drive
Hunger	Segment	11/9-11/26	Various	Various	Promoted food distributions for the needy
Toy for Tots	Segment	11/15	6:40pm	3.5 min	Interview Mike Kent about Toys for Tots kick off and donation drive
Hunger	Segment	11/23-11/25	Various	Various	Helped promote upcoming meals for those in need

Signature  Date Posted to Public File 12/28/21

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Description of Issue	Program/Segment	Date(s)	Time(s)	Duration	Narration of Type and Summation of Program/Segment Content.
Hunger	Segment	11/1-11/22	Various	Various	Promoted the Empty Bowls Luncheon to benefit the Manna Food Project to help provide food to local food bank
Toys for kids	Segment	11/15-11/26	Various	Various	Promoted Indian River Craft Show collecting toys
Salvation Army	Segment	12/6	10a-noon	2 hours	Held "Bells Across the North" with bell ringing in Traverse City
Mental Health	Program	12/11-12/31	Various	Various	Promoting the new Big Country Wellness Blend of coffee that helps support mental health programs through Munson Healthcare Foundation
Toys for Tots	Segment	12/1-12/12	Various	Various	Promoted the Toys for Tots Celebrity Poker Tournament at Odawa Casino-Petoskey

