

QUARTERLY ISSUES/PROGRAMS LIST

Created on 3/29/2023 10:32:00 AM

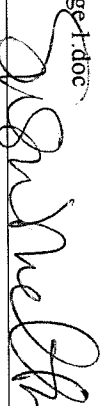
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The following is a listing of some of the significant issues responded to by Radio Station WMKC - (AM/FM) along with the most significant programming treatment of those issues for the period 1/1 to 3/31/23. The listing is by no means exhaustive. The 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
Blood Donations	Segment	1/1-1/31	Various	Various	Promoted National Blood Donor Month
Hunger	Segment	1/16-12/5	Various	Various	Promoted the Father Fred Food Drive
Cystic Fibrosis	Segment	1/11	6-40p	3 min	Interview Janette from Chelsea's Closet about fundraiser/Cystic Fibrosis
Low Income Utilities	Segment	2/2-2/18	various	various	Promoted Walk For Warmth in Cheboygan County to help raise money and awareness for those struggling to keep utilities on
Saving Sturgeon	Segment	2/4	Various	Various	Helped promote the Sturgeon Shivarree and highlight issues surrounding sturgeon recovery, protection, hatchery, research, habitat conservation, and outreach programs.

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Date Posted to Public File

3/31/23

QUARTERLY ISSUES/PROGRAMS LIST

Created on 3/29/2023 10:33:00 AM

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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 January 1 to March 31 2023. 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.
World Record Event	Segment	2/14	6:30pm	5 min	Interview Tommy Tropic about World Record event
Community event	Segment/Program	2/5 - 2/18	various	various	Promoted East Jordan Snoblast event
Community event	Segment	2/5-2/18	Various	Various	Promoted Walloon Lake Winterfest activities
Community event	Segment	2/5-2/18	Various	Various	Promoted Petoskey Winter Wonderland activities
Community event	Segment	2/10-2/25	Various	Various	Promoted Boyne City Smelainia activities

Signature 

Date Posted to Public File 3/31/23



Call Letters: WMKC-FM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2023

Show # 2023-01

Date aired: 1/1/23 Time Aired: 5a

Jacquelyn C. Campbell, PHD, RN, FAAN, expert on domestic violence, violence against women and intimate partner violence, Professor and the Anna D. Wolf Chair at the Johns Hopkins School of Nursing, National Program Director for the Robert Wood Johnson Foundation's Nurse Faculty Scholars Program

Dr. Campbell developed the Danger Assessment, a groundbreaking questionnaire designed to assess a woman's risk of being killed by an abusive partner. She talked about recent updates to the tool that address concerns for immigrant women and same-sex partners. She said it's helpful for an abused woman to document for herself how often abuse is happening, levels of abuse and other patterns.

Issues covered:

Length: 9:21

**Domestic Violence
Women's Concerns**

Bryan Caplan, PhD, Professor of Economics at George Mason University, blogger for EconLog, author of "*The Case against Education: Why the Education System Is a Waste of Time and Money*"

Although it is immensely popular--and immensely lucrative--Dr. Caplan believes that higher education is grossly overrated. He said that decades of growing access to education have not resulted in better jobs for the average worker, but instead in runaway credential inflation. He is in favor of serious cuts in government education funding to curb this wasteful rat race, along with a renewed emphasis on vocational education.

Issues covered:

Length: 8:01

**Education
Career
Government Spending**

Cyrus Farivar, Senior Business Editor at Ars Technica, author of "*Habeas Data: Privacy vs. the Rise of Surveillance Tech*"

Mr. Farivar discussed how judges and activists have thought about privacy and surveillance in America in recent decades. He believes that laws need to be updated to address advances in surveillance technology, such as the mass use of license plate readers and facial recognition software.

Issues covered:

Length: 5:04

**Constitutional Rights
Privacy**

Show # 2023-02

Date aired: 1/8/23 Time Aired: 5a

Todd Spencer, President of the Owner-Operator Independent Drivers Association

Trucking is critical to virtually every aspect of the US economy. Mr. Spencer talked about the biggest challenges faced by truck drivers. He said drivers often spend 30% of their work week being detained by inefficiencies in the supply chain, waiting for shippers and receivers. He discussed the lack of adequate training of new truckers. He also talked about road congestion and needed improvements in the nation's highway system to better accommodate trucks.

Issues covered:

Length: 8:39

**Transportation
Supply Chain Issues
Employment**

Natasha Slesnick, PhD, Professor of Human Development and Family Science in the Department of Human Sciences, and EHE Associate Dean for Research and Administration at Ohio State University

Prof. Slesnick led a study that suggests that giving some homeless mothers with young children a place to live may do little to help them if it is not combined with support services. She outlined the most significant challenges faced by homeless mothers and their children, and the most effective forms of support.

Issues covered:

Length: 8:45

**Homelessness
Government Programs
Drug Abuse**

Donna Thompson, PhD, MBA, retired college educator, an advocate for children's literacy and creator of The Adventures of Carly and Charly, a book series "written" by cats for kids

Ms. Thompson discussed the importance of encouraging reading in young children, and the major obstacles created by electronic screens. She talked about the long-lasting health and wellness benefits connected to reading, and why it is so important for parents to set a good example in reading habits.

Issues covered:

Length: 5:01

**Literacy
Parenting**

Show # 2023-03

Date aired: 1/15/23 Time Aired: 5a

Nora Volkow, MD, Director of the National Institute on Drug Abuse, part of the National Institutes of Health

Fentanyl overdoses are the leading cause of death for Americans ages 18 to 49, more than car accidents or suicides. On average, one person dies of a fentanyl overdose in the United States every seven minutes, and the number of Americans killed by the drug has jumped 94 percent since 2019. Dr. Volkow discussed why the problem has skyrocketed and what steps the federal government is taking to address it. She said that, while the epidemic was worse in certain rural areas of the US in past years, the problem has now overwhelmed every city and state. She talked about the importance of education and treatment programs, and also explained why fentanyl is a particularly troubling issue for pregnant women.

Issues covered:
Substance Abuse and Treatment
Government Policies

Length: 17:52

Sam Quinones, author of *"The Least of Us: True Tales of America and Hope in the Time of Fentanyl and Meth"*

The opioid crisis' damage to US communities cost the economy \$1.5 trillion in 2020 alone, according to a congressional analysis. Mr. Quinones talked about steps that cities and towns can take to try to repair community bonds, most effectively on the neighborhood, school and church level. He believes that stronger law enforcement is necessary to force drug abusers into treatment, whether they want it or not.

Issues covered:
Substance Abuse and Treatment
Community Rehabilitation
Law Enforcement
Homelessness

Length: 5:08

Show # 2023-04

Date aired: 1/22/23 **Time Aired:** 5a

Lauren Fleshman, one of the most decorated American distance runners of all time, winner of five NCAA championships at Stanford University and two national championships as a professional, author of *"Good for A Girl: A Woman Running in a Man's World"*

Girls drop out of organized sports at twice the rate of boys at age 14, and half have quit by 17. Sixty-five percent develop disordered eating habits that compromise their ease around food, sometimes irreparably. Ms. Fleshman talked about emerging research on the physiology and psychology of young athletes, and what coaches and parents should know. She outlined changes in organized sports to empower and encourage young women to join and stay.

Issues covered:
Women's Concerns
Youth Sports

Length: 9:21

Chris Bailey, productivity expert, author of *"How to Calm Your Mind: Finding Presence and Productivity in Anxious Times"*

Mr. Bailey shared the inspiration to write his book--a panic attack he had onstage in front of an audience of over 100. He outlined simple steps he took in the moment and in the long-term to conquer burnout, and explained how he gradually restored calm and tranquility to his life. He talked about sources of hidden stress buried within our days, often activities and people that we voluntarily subject ourselves to.

Issues covered:
Mental Health
Personal Productivity
Career

Length: 8:01

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:

Length: 5:10

Payday Loans

Poverty

Government Regulations

Show # 2023-05

Date aired: 1/29/23 **Time Aired:** 5a

Alvin E. Roth, PhD, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of "*Who Gets What — and Why: The New Economics of Matchmaking and Market Design*"

Dr. Roth is one of the world's leading experts on matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

Issues covered:

Length: 9:17

Economics

Career

Education

Joel Kahn, MD, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of "The Whole Heart Solution"

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

Issues covered:

Length: 8:01

Personal Health

Paul Tough, former editor at the New York Times Magazine, nationally recognized writer on poverty, education and the achievement gap

Mr. Tough discussed a groundbreaking anti-poverty initiative called the Harlem Children's Zone. The creator of the program theorized that in order for poor kids to compete with their middle-class peers, everything in their lives—their schools, neighborhoods, parenting practices—all must be changed at once.

Issues covered:

Length: 5:00

Poverty

Education

Minority Concerns

Parenting

Show # 2023-06

Date aired: 2/5/23 Time Aired: 5a

Ismail Karabas, PhD, Marketing Professor at Murray State University

Tipping for food at the end of a dining experience has traditionally been the norm at full-service restaurants. Prof. Karabas shared his research into a new trend: tip requests at businesses where customers order at the counter, pay for their items before getting their food, and receive minimal-to-no service. He explained the reasons behind the change. He found that some consumers are so annoyed by the requests that they take their business elsewhere.

Issues covered:

Length: 8:58

Consumer Matters

Employment

Economy

Dan Martell, entrepreneur, productivity expert, author of "*Buy Back Your Time: Get Unstuck, Reclaim Your Freedom, and Build Your Empire*"

Mr. Martell shared his story of a traumatic childhood and arrest as a teenager, which amazingly led to an interest in software coding and entrepreneurship. He offered suggestions for entrepreneurs to value and use time more productively. He also offered advice to avoid burnout.

Issues covered:

Length: 8:18

Entrepreneurism

Personal Productivity

Career

Les Bernal, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Issues covered:

Length: 5:07

Gambling Addiction

Government Policies

Show # 2023-07

Date aired: 2/12/23 Time Aired: 5a

Andrew Smith, PhD, cognitive psychologist and Assistant Professor at Iowa State University

Some studies claim that 4-6% of those in US prisons are not guilty of the crime for which they were convicted. Prof. Smith and his team of researchers developed a new procedure to capture more information from eyewitnesses during police investigations and better detect a suspect's guilt or innocence. He explained how the innovation improves the reliability of police lineups.

Issues covered:

Length: 9:12

Criminal Justice

Legal Reform

Andrew McDiarmid, Senior Fellow at the Discovery Institute, a non-profit, non-partisan organization focused on research, education, action, and cultural renewal

A recent study reported in the Journal of Experimental Psychology suggests that the act of “just thinking” can be more rewarding than we might realize. Mr. McDiarmid outlined the study’s findings and explained why Americans should resist the urge to pull out their phones so frequently and spent some time just thinking, instead.

Issues covered:

Length: 8:10

**Mental Health
Personal Productivity**

Tom Appel, Publisher of Consumer Guide Automotive

Mr. Appel talked about the affordability of electric vehicles and how the EV marketplace has been changing, partly as a result of revised federal laws and rebates. He also explained who is the best candidate to own an EV and whether now is a wise time to buy.

Issues covered:

Length: 4:53

**Electric Vehicles
Consumer Matters
Environment**

Show # 2023-08

Date aired: 2/19/23 **Time Aired:** 5a

Shevaun Neupert, PhD, Professor of Psychology at North Carolina State University

Prof. Neupert wrote a report that analyzed two new studies that found that young adults who utilize preemptive stress-reduction steps that focus on the future are better able to avoid negative health outcomes. She talked about the most effective proactive techniques, and where young adults should be taught how to deal with stress.

Issues covered:

Length: 9:12

**Mental Health
Stress**

Angie Morgan Witkowski, Leadership and Career Coach, author of “*Bet on You: How to Win with Risk*”

Ms. Witkowski outlined the most common misconceptions about risk and why people should be much more comfortable making decisions in the face of uncertainty. She talked about the reasons that fear and failure are such important components in taking risks in business, career and life.

Issues covered:

Length: 8:10

**Career
Personal Productivity
Mental Health**

Lindsey Parnarouskis, MS, doctoral candidate, Department of Psychology, University of Michigan

Ms. Parnarouskis was the first author of a study that examined the connection between food insecurity and the overconsumption of processed foods. She found that that women experiencing food insecurity more frequently report symptoms of food addiction, such as compulsive eating of certain types of food, unsuccessful attempts to cut down and withdrawal symptoms.

Issues covered:
Nutrition
Hunger
Women's Issues

Length: 4:53

Show # 2023-09

Date aired: 2/26/23 Time Aired: 5a

Lauryn Williams, Certified Financial Planner, founder of Worth Winning, a company that helps young professionals organize their finances

A recent Fidelity survey found that half of Gen Zers say they don't see a point in saving money until things return to 'normal.' Ms. Williams said young people may be seeking some sort of control, in the face of runaway inflation and economic uncertainty. She said many Gen Zers are choosing to invest in themselves and their professional growth, such as starting their own businesses or furthering their education. She explained why it is critical to start early to build retirement savings.

Issues covered:
Consumer Matters
Economy
Employment

Length: 9:12

Elisa Villanueva Beard, CEO of Teach For America, a nonprofit organization dedicated to improving educational outcomes for low-income students

Ms. Villanueva Beard outlined the mission of her organization, and explained why it is so important to recruit college graduates from top universities around the United States to serve as teachers in urban and rural schools. She talked about the biggest obstacles in recruiting quality teachers and how interested students can apply to be a part of Teach For America.

Issues covered:
Education
Poverty

Length: 8:10

Matthew A. Miller, PhD, MPH, Executive Director for VA Suicide Prevention for the U.S. Department of Veterans Affairs

Dr. Miller shared VA's latest data that showed meaningful downward trends in veteran suicide counts and rates. He discussed the growing use of the Veterans Crisis Line (dial 988 then press 1) and other resources available to veterans in crisis. He also outlined the potential warning signs and what family members or friends can do to help.

Issues covered:
Veterans' Concerns
Suicide
Mental Health

Length: 4:53

Show # 2023-10

Date aired: 3/5/23 Time Aired: 5a

Yvette M. Miller, MD, Executive Medical Officer for the American Red Cross Donor and Client Support Center, helping to lead the Red Cross' national Sickle Cell Initiative

Sickle cell disease is the most common genetic blood disorder in the US, and regular blood transfusions are critical to manage extreme pain and life-threatening complications. Dr. Miller discussed Red Cross efforts to promote diversity in the blood supply, increase donor recruitment and retention in the black community to support the transfusion needs of patients with sickle cell disease.

Issues covered:
Sickle Cell Disease
Blood Donations
Diversity

Length: 8:32

Candy Valentino, finance and wealth advisor, author of *"Wealth Habits: Six Ordinary Steps to Achieve Extraordinary Financial Freedom"*

Ms. Valentino believes that turbulent financial times are often historic opportunities to invest more in real estate and the financial markets. She outlined six steps to grow wealth. She explained why owning real estate or a small business are her favorite investment vehicles. She conducted a study that found 75% of wealthy people had one thing in common: either they or their family owned a business.

Issues covered:
Personal Finance
Entrepreneurism

Length: 8:51

Samuel West, PhD, Assistant Professor of Psychology at Virginia State University

Dr. West led an analysis of psychological crises exhibited by 177 mass shooters. He found that social isolation was the most important external indicator leading up to the attacks. He believes that social isolation is an ideal target for intervention because it can be addressed both at the individual level and the societal level.

Issues covered:
Mass Shootings
Mental Health

Length: 5:07

Disc # 2023-11

Date aired: 3/12/23 **Time Aired:** 5a

Pamela Gockley, Certified Bullying Prevention Specialist, Founder and Executive Director of The Camel Project, a non-profit organization focused on deconstructing the culture of bullying in America

1 in 5 students report being bullied at school. However, Ms. Gockley said the CDC believes 50 to 75% of bullying incidents are never reported. She discussed the culture of bullying in America, how to parents can protect their children from it, and how parents of bullies can recognize the behavior in their own child and address it.

Issues covered:
Bullying
Parenting
Youth at Risk

Length: 8:44

Brock L. Eide M.D., M.A., learning disabilities expert, co-author of *"The Dyslexic Advantage: Unlocking the Hidden Potential of the Dyslexic Brain"*

Dyslexia has traditionally been defined as a reading and spelling disorder. But Dr. Eide said recent research has proven that these challenges are not dyslexia's main features. He explained how these

characteristics are actually trade-offs resulting from an entirely different pattern of brain organization and information processing and that it has powerful advantages.

Issues covered:
Learning Disabilities

Length: 8:41

Samuel Zahinoor Ismail, MD FRCPC, Professor of Psychiatry, Neurology, Epidemiology, and Pathology at the Hotchkiss Brain Institute and O'Brien Institute for Public Health at the University of Calgary

Dr. Ismail was the lead author of a large 10-year study that found 40 percent fewer dementia diagnoses in people who took vitamin D supplements. The study also found that those who take vitamin D are more likely to have more years of dementia-free life. In addition, he found that vitamin D had a significantly greater effect on women, than men.

Issues covered:
Alzheimer's disease
Nutrition
Aging

Length: 5:05

Show # 2023-12

Date aired: 3/19/23 **Time Aired:** 5a

Juliet B. Schor, PhD, Professor of Sociology, Boston College

The four-day week is becoming more of a reality in the contemporary workplace, and Prof. Schor co-authored a landmark international study of the trend. She said the vast majority of companies that tried the shorter workweek for the study stuck with it afterwards. She talked about the benefits that result from a 32-hour workweek, both for employees and companies.

Issues covered:
Workplace Matters
Mental Health
Productivity

Length: 8:40

Deepa L. Sekhar, MD, Associate Professor of Pediatrics at the Penn State College of Medicine, Executive Director of Penn State PRO Wellness

Suicide death rates have increased significantly among adolescents in the U.S. in recent years. Dr. Sekhar said while children are typically screened for health, vision and hearing problems in school, mental health screening has not been standardized in school settings. She led a study that evaluated the effectiveness of a school-based, adolescent suicide risk screening and found that it successfully identified at-risk adolescents and increased initiation of mental health services. She explained how the screening works and the reasons some schools or parents may be reluctant to give it a chance.

Issues covered:
Youth Suicide
Mental Health Services
Parenting

Length: 8:43

John P. Thyfault, PhD, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may

also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

Issues covered:
Personal Health

Length: 5:09

Show # 2023-13

Date aired: 3/26/23 Time Aired: 5a

Elizabeth Wallace, co-author of *"The Ambition Decisions: What Women Know About Work, Family, and the Path to Building a Life"*

Over the last sixty years, women's roles at home and on the job have radically changed, and the question of whether they can really "have it all" is still debated. Ms. Wallace outlined three distinct paths where a woman's life and career choices may lead. She talked about the importance of the support of husbands when ambitious women move into high-level corporate positions. She offered advice for women who are facing today's complex career choices.

Issues covered:
Women's Concerns
Career
Marriage

Length: 9:22

Thomas Lickona, PhD, Developmental Psychologist, Professor of Education Emeritus at the State University of New York at Cortland, author of *"How to Raise Kind Kids: And Get Respect, Gratitude, and a Happier Family in the Bargain"*

Dr. Lickona has led the character education movement in schools for forty years. He outlined the tools that parents need to foster peace and cooperation at home. He explained how changes in our culture have made it harder than ever to raise kind kids. He offered suggestions for parents to deal with technology and the use of media by kids.

Issues covered:
Parenting
Children's Issues

Length: 7:52

Irwin Reyes, Researcher in the Usable Security and Privacy Group at the International Computer Science Institute, a laboratory affiliated with the University of California at Berkeley

Mr. Reyes led a study that found that more than 3300 Android apps from the Google Play Store are improperly tracking kids and are potentially violating federal law. He outlined the types of data that is being collected and what is being done with it. He believes similar results are likely with iPhones, but Apple's closed system prevents a similar study of its users. He offered advice to parents who are concerned about their children's privacy.

Issues covered:
Privacy
Children's Issues
Parenting

Length: 4:56