

**BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT FOR
STATION WCSX-FM, WCSX-HD2, WCSX-HD3
1st QUARTER, 2024
January 1st THROUGH March 31st**

ISSUES OF CONCERN TO THE STATION
WCSX-FM
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
FIRST-QUARTER, 2024

1. CONSUMER MATTERS
2. MENTAL HEALTH
3. PARENTING
4. TECHNOLOGY
5. ALCOHOLISM
6. ENVIROMENT
7. DISCRIMINATION
8. INFLATION
9. NUTRITION
10. CHILD ABUSE
11. EMPLOYMENT
12. FINANCE
13. SUBSTANCE ABUSE
14. HEALTH
15. ECONOMY
16. EDUCATION
17. MEDIA
18. GOVERNMENT ASSISTANCE
19. GOVERNMENT
20. SEXUAL ABUSE
21. RETIREMENT PLANNING
22. BULLYING

23. EMERGENCY SERVICES

24. HEALTHCARE

25. IDENTITY THEFT

26. WOMEN'S ISSUES

PUBLIC AFFAIRS PROGRAMS

WCSX PROGRAMS THAT
ADDRESS COMMUNITY ISSUES

InfoTrak

(Sunday – 6:00 a.m. - 7:00 a.m.)

INFOTRAK is the weekly nationally syndicated Public Affairs radio show featuring interviews with experts and authorities, discussing topics of interest to most Americans.

FIRST QUARTER 2024

INFOTRAK

January 7th, 2024

TIME: 6:00am – 7:00am

TOPIC: CONSUMER MATTERS

LENGTH: 15 Minutes

The hosts interviewed Steve Elek, Senior Automotive Data Analyst at Consumer Reports. Mr. Elek shared the results of Consumer Reports' newly released annual

car reliability survey, which found that electric vehicle owners continue to report far more problems with their vehicles than owners of conventional cars or hybrids. He said that on average, EVs from the past three model years had 79 percent more problems than cars powered by internal combustion engines. He outlined the most common problems cited by EV owners and the potential reasons behind this trend.

TOPIC: MENTAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Mariah M. Kalmin, PhD, epidemiologist, Health Policy Researcher at RAND, a nonprofit research organization. Dr. Kalmin was the lead author of a Rand study that found that spending on mental health services for children and adolescents has risen by more than one-quarter since the beginning of the COVID-19 pandemic, continuing to rise even as the use of telehealth services plateaued. She explained why telehealth care for mental health filled a critical need for pediatric patients, but added that it may not be appropriate in some cases.

TOPIC: PARENTING

LENGTH: 15 Minutes

The hosts interviewed Michele Borba, EdD, parenting expert, and author of “UnSelfie: Why Empathetic Kids Succeed in Our All-About-Me World”. Studies have found that kids today are 40% less empathetic than kids were thirty years ago. Ms. Borba explained why kids are more stressed and less happy these days, and what parents can do about it. She explained why having a caring and kind attitude can lead to success later in life.

TOPIC: TECHNOLOGY

LENGTH: 15 Minutes

The hosts interviewed Brian Christian, science writer, co-author of “Algorithms to Live By: The Computer Science of Human Decisions”. Mr. Christian explained how computer algorithms can be applied to everyday life, helping to solve common decision-making problems. He believes the wisdom of computer science can help consumers to determine when to leave things to chance, how to deal with an overwhelming array of choices and how best to connect with others.

INFOTRAK

January 14th, 2024

TIME: 6:00am – 7:00am

TOPIC: ALCOHOLISM**LENGTH: 15 Minutes**

The hosts interviewed Annie Grace, recovering alcoholic, author of “This Naked Mind,” founder of the This Naked Mind community. Ms. Grace shared her personal experience of overcoming alcohol addiction by asking herself why she drank so much and doing research on the effects of alcohol. She explained how alcohol affects the body and the brain, and how quitting alcohol can restore the natural pleasure system. She also advised people who want to quit alcohol to be compassionate with themselves, and to treat drinking as a habit that can be changed with the right approach.

TOPIC: ENVIROMENT**LENGTH: 15 Minutes**

The hosts interviewed Nusrat Jung, D.Sc., Assistant Professor of Civil Engineering at the Lyles School of Civil Engineering at Purdue University. Prof. Jung led a study of Americans’ typical morning grooming routines and found that several volatile chemicals are released when common hair care products are heated with flat irons or hair dryers. She said the chemicals linger in the air after use and may have dangerous effects on health. She recommends the use of a bathroom exhaust fan when using hair care products and using the products less frequently.

TOPIC: PARENTING**LENGTH: 15 Minutes**

The hosts interviewed Laura M. Bogart, PhD, Senior Behavioral Scientist at the RAND Corporation, a nonprofit research organization that develops solutions to public policy challenges. Dr. Bogart directed a five-week obesity prevention program for seventh-grade students that helped obese students lose an average of nine pounds over the following two-year period. She outlined the methods that were most effective, which included school-wide environmental changes and encouragement to eat healthy school cafeteria foods, along with a student-led education and marketing campaign.

TOPIC: DISCRIMINATION**LENGTH: 15 Minutes**

The hosts interviewed Susan S. Silbey, PhD, Leon and Anne Goldberg Professor of Humanities, Professor of Sociology and Anthropology, Professor of Behavioral and Policy Sciences, Sloan School of Management at the Massachusetts Institute of Technology. The number of women enrolling in engineering school has increased steadily over the past four decades, but Dr. Silbey said one-third of women graduates soon leave the profession to pursue other careers. She said the reasons behind this problem are primarily related to the culture of engineering itself. She

offered suggestions for women who are entering the profession, and explained why an engineering career should be such an attractive option for women.

INFOTRAK

January 21st, 2024

TIME: 6:00am – 7:00am

TOPIC: INFLATION

LENGTH: 15 Minutes

The hosts interviewed Jared Walczak, Vice President of State Projects, Tax Foundation. More and more homeowners are struggling as property values across the nation are rising rapidly, and property taxes are following suit. Mr. Walczak said typical property valuations have risen 30% to 40% over the past three years. He explained that at least some homeowners who are already grappling with high inflation may get a brief reprieve, because property taxes typically take one to three years to catch up to home prices.

TOPIC: NUTRITION

LENGTH: 15 Minutes

The hosts interviewed Satchin Panda, PhD, Professor in the Regulatory Biology Laboratory at the Salk Institute for Biological Studies. When and what we eat for dinner makes a significant difference in how we sleep. Prof. Panda explained how to determine the optimal time to have dinner. He said the most important factor in the dinnertime calculus is melatonin, the hormone that signals it's time to sleep. He also talked about the effect that highly processed food and carbohydrates have on sleep quality.

TOPIC: CHILD ABUSE

LENGTH: 15 Minutes

The hosts interviewed Christopher Wildeman, PhD, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University. Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

TOPIC: EMPLOYMENT

LENGTH: 15 Minutes

The hosts interviewed Cash Nickerson, employment expert, attorney, author of “BOOMERangs: Engaging the Aging Workforce in America”. As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

INFOTRAK

January 28th, 2024

TIME: 6:00am – 7:00am

TOPIC: FINANCE

LENGTH: 15 Minutes

The hosts interviewed Vijay Boyapati, Bitcoin expert, author of “The Bullish Case for Bitcoin”. Mr. Boyapati explained the basics of what bitcoin is and why many investors have an interest in it. He explained the recent government approval that allows ordinary investors to purchase bitcoin through spot bitcoin exchange traded funds and why it will expose bitcoin to a much bigger retail audience. He also outlined the most common misconceptions about the digital currency.

TOPIC: SUBSTANCE ABUSE

LENGTH: 15 Minutes

The hosts interviewed Laura Stack, founder of Johnny's Ambassadors, a Colorado-based organization that aims to educate teens, parents, and communities about the dangers of today's high-THC marijuana. Mrs. Stack why she founded Johnny's Ambassadors, after her 19-year-old son Johnny died by suicide after he became psychotic from using dabs, which are a potent marijuana concentrate. She explained how today's marijuana and THC products are drastically different than that of years ago. She says parents need to cast aside what they think they know about the drug and recognize that marijuana causes brain damage and mental health issues in ways that other substances do not.

TOPIC: HEALTH

LENGTH: 15 Minutes

The hosts interviewed David Casarett, MD, MA, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of “Shocked: Adventures in Bringing Back the Recently Dead”. Most people don't survive cardiac arrest or significant trauma. Dr. Casarett discussed the latest

developments in resuscitation and just how far science has come in the past few years. He talked about the ethical dilemma posed by reviving a person who may not have a good quality of life in the aftermath. He talked about the impressive survival rate of those who receive competent CPR treatment.

TOPIC: FINANCE

LENGTH: 15 Minutes

The hosts interviewed Greg McBride, Chief Financial Analyst for Bankrate.com. Mr. McBride's organization recently conducted a study that found that a third of all Americans have nothing saved for retirement. He said the one encouraging aspect of the survey is that more people in their 20s are saving for retirement than ever before. He explained why this issue should be such a serious concern and what someone can do if they believe they are starting to save too late in life.

INFOTRAK

February 4th, 2024

TIME: 6:00am – 7:00am

TOPIC: ECONOMY

LENGTH: 15 Minutes

The hosts interviewed Rachel Slade, author of "Making It in America: The Almost Impossible Quest to Manufacture in the U.S.A. (And How It Got That Way)". The US has fallen from the top spot, to now the 10th largest manufacturing economy in the world. Ms. Slade discussed how America can revive manufacturing and why it is so important. She explained why manufacturing is vital for the country's independence, economy and innovation. She also talked about the impact of the great resignation, the resurging role of unions, and the new priority for a work-life balance among workers.

TOPIC: HEALTH

LENGTH: 15 Minutes

The hosts interviewed Gary Taubes, journalist, author of "Rethinking Diabetes: What Science Reveals About Diet, Insulin, and Successful Treatments". Diabetes affects one out of every nine Americans. Mr. Taubes believes that treatment approaches to diabetes need to change, with renewed focus on diet—particularly, fewer carbohydrates and more fat—over a reliance on insulin. He also criticized the role of the food industry in promoting unhealthy foods and influencing diabetes research. He said that the current diabetes epidemic is driven by overeating and obesity, and that the best way to prevent and treat diabetes is to avoid the poison, not take the antidote.

TOPIC: HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Anthony G. Comuzzie, PhD, obesity researcher and scientist with the Department of Genetics at the Texas Biomedical Research Institute in San Antonio, TX. Recent government data shows that since the late 1980s and early 1990s, the average American has put on 15 or more additional pounds without getting any taller. Dr. Comuzzie explained why this is such a grave health concern. He also discussed potential causes and solutions to the nation's epidemic of obesity.

TOPIC: EDUCATION**LENGTH: 15 Minutes**

The hosts interviewed Doug Lamov, literacy and education expert, Managing Director of Uncommon Schools' Teach Like a Champion team, co-author of "Reading Reconsidered: A Practical Guide to Rigorous Literacy Instruction". Mr. Lamov discussed the importance of teaching students to read with precision, rigor, and insight. He explained how Common Core curriculums are affecting reading programs across the country. He believes that most students are not given challenging enough assignments. He also offered suggestions for parents who want to instill a love of reading in their children.

INFOTRAK**February 11th, 2024****TIME: 6:00am – 7:00am****TOPIC: MENTAL HEALTH****LENGTH: 15 Minutes**

The hosts interviewed Mariel Buqué, PhD, psychologist, author of "Break the Cycle: A Guide to Healing Intergenerational Trauma". Many Americans are living with the effects of trauma and long-term stress. Dr. Buqué discussed scientific research that suggests that if trauma is not addressed, it can be genetically passed down from generation to generation, and even be transmitted to entire communities. She said most forms of abuse typically begin in childhood. She talked about therapeutic practices that can pass down strength instead of pain, thereby breaking the cycle.

TOPIC: HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Greg Hammer, PhD, recently retired professor at Stanford University School of Medicine, pediatric intensive care physician, pediatric

anesthesiologist, author of “GAIN Without Pain”. Despite the pandemic, US life expectancy has increased slightly in the past 20 years. Dr. Hammer discussed what he terms the tripod of health: sleep, exercise and nutrition, and the latest science behind all three. He also talked about recent research into the longevity effects of intermittent fasting, dietary supplements and mindfulness and meditation.

TOPIC: MEDIA

LENGTH: 15 Minutes

The hosts interviewed Jennifer B. Johnston, PhD, Assistant Professor of Psychology at Western New Mexico University. Dr. Johnston recently led a study that examined the role that media coverage may play in fueling the increase of mass shootings in the U.S. Her study concluded that one of the most effective ways of curbing mass shooting incidents may be to drastically change how news organizations cover them. She is in favor of an organized campaign to convince media organizations to focus more on the victims, rather than the killer, his weapons and his motivations.

TOPIC: ENVIROMENT

LENGTH: 15 Minutes

The hosts interviewed Brian Roe, PhD, McCormick Professor of Agricultural Marketing and Policy at Ohio State University. American consumers throw away about 80 billion pounds of food a year. Dr. Roe led a study that examined Americans’ attitudes and misconceptions about food waste. He said many consumers think they have good reasons to throw food away, but those perceived benefits are often not real. He noted that food waste is the largest source of municipal solid waste in the U.S. and the most destructive type of household waste in terms of greenhouse gas emissions.

INFOTRAK

February 18th, 2024

TIME: 6:00am – 7:00am

TOPIC: CHILD ABUSE

LENGTH: 15 Minutes

The hosts interviewed Bridget Freisthler, PhD, Professor in the College of Social Work at Ohio State University. Child abuse and neglect cases have been on the rise since the pandemic and its aftermath. Prof. Freisthler led a study of an alcohol control project in Sacramento. The program’s purpose was to reduce alcohol-related problems in two neighborhoods in the city, but it discovered an

unexpected byproduct: in one of the neighborhoods, total entries into foster care were reduced by nearly 12%. She discussed factors behind child abuse and why she believes additional research is needed before trying to duplicate the program elsewhere.

TOPIC: GOVERNMENT ASSISTANCE

LENGTH: 15 Minutes

The hosts interviewed Megan Henly, PhD, Research Assistant Professor in the Institute on Disability at the University of New Hampshire. Older Americans, low-income workers, and people with disabilities are over-represented in rural parts of the US. But enrollment in federal and state programs in these regions tends to be low. Prof. Henly discussed the numerous barriers to getting information about, and enrolling in, programs like Social Security disability and retirement benefits, the Supplemental Nutrition Assistance Program and the Medicaid health insurance program, and what can be done to reduce the problem.

TOPIC: CONSUMER MATTERS

LENGTH: 15 Minutes

The hosts interviewed Bob Rusbult, CEO of The Independent Insurance Agents & Brokers of America. A consumer survey commissioned by Mr. Rusbult's organization found that many homeowners lack adequate insurance coverage, do not fully understand their homeowner's policies, and do not have enough savings to support their households in the event of a disaster. He discussed the most common misconceptions consumers have regarding homeowners insurance and what to do about it.

TOPIC: ENVIRONMENT

LENGTH: 15 Minutes

The hosts interviewed Tomas Hult, PhD, Byington Endowed Chair and Professor of Marketing in the Eli Broad College of Business, Director of the International Business Center at Michigan State University. From recycling to reusing hotel towels, consumers who participate in a company's "green" program are more satisfied with its service, according to Dr. Holt's research. He explained the reasons behind these feelings, and the surprising way consumer decisions are affected when companies offer additional participation incentives.

INFOTRAK

February 25th, 2024

TIME: 6:00am – 7:00am

TOPIC: MENTAL HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Jeremy Nobel, MD, MPH, founder of the nonprofit Foundation for Art & Healing, and author of “Project UnLonely: Healing Our Crisis of Disconnection”. Dr. Nobel said loneliness has increased dramatically since the pandemic. He outlined the three types of loneliness. He also discussed the negative health consequences—both mental and physical—of loneliness or isolation. He said the answer to loneliness is connection through activities like creative expression and serving other people. He believes it all begins with being aware of loneliness and having the courage to address it.

TOPIC: MENTAL HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Elizabeth Comen, MD, Medical Oncologist specializing in breast cancer at Memorial Sloan Kettering Cancer Center, Assistant Professor of Medicine at Weill Cornell Medical College, author of “All in Her Head: The Truth and Lies Early Medicine Taught Us About Women's Bodies and Why It Matters Today”. Dr. Comen said centuries of medical care often dismissed women's health problems as hysteria, but the term used today is anxiety. She said 80% of autoimmune diseases are found in women but the illnesses are often not properly diagnosed, and research in the area is woefully lacking. She also said concussions or even strangulations are often not recognized as domestic abuse by emergency room physicians. She offered three tips for women to advocate for themselves.

TOPIC: HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Sally Satel, MD, Resident Scholar at the American Enterprise Institute, editor of "When Altruism Isn't Enough: The Case for Compensating Kidney Donors". 12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.

TOPIC: NUTRITION**LENGTH: 15 Minutes**

The hosts interviewed James Betts, PhD, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England. Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a

study that examined whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. He said his research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He believes that while breakfast doesn't matter for adults, it still is important for children from a nutrition and learning standpoint.

INFOTRAK

March 3rd, 2024

TIME: 6:00am – 7:00am

TOPIC: CONSUMER MATTERS

LENGTH: 15 Minutes

The hosts interviewed James E. Rogers, PhD, Director of Food Safety Research and Testing, Acting Head of Product Safety Testing at Consumer Reports. Plasticizers--used to make plastic more flexible and more durable--are so widely used that today, they show up inside almost every American's body. Dr. Rogers talked about Consumer Reports' recent tests, which found that nearly all foods contain phthalates and bisphenols, often at very high levels. He talked about the potential health consequences and offered steps for consumers to try to reduce their exposure.

TOPIC: GOVERNMENT

LENGTH: 15 Minutes

The hosts interviewed Harvey Miller, PhD, Professor of Geography at Ohio State University. Prof. Miller led a recent study that examined the circumstances behind who is found at fault when cars hit pedestrians in an urban area. He found that pedestrians were more likely to be blamed when they were crossing busy highways where crosswalks were few and far between. In congested downtown areas, where there were more marked intersections with pedestrian crossings, drivers were more likely to be found at fault. He believes that street and highway designs should be re-imagined, to put a greater emphasis on pedestrian safety.

TOPIC: CONSUMER MATTERS

LENGTH: 15 Minutes

The hosts interviewed Michelle Mazurek, PhD, Assistant Professor, Computer Science, University of Maryland College Park. Nearly everyone today struggles with a myriad of passwords for their online activities. Professor Mazurek was involved in research at Carnegie Mellon University that found that long

passphrases are more effective and easier to remember than an incomprehensible string of letters, numbers and special characters.

TOPIC: PARENTING

LENGTH: 15 Minutes

The hosts interviewed Chris Voss, former FBI's lead international kidnapping negotiator, founder and principal of The Black Swan Group, and author of "Never Split the Difference: Negotiating as If Your Life Depended on It". Mr. Voss discussed the skills that helped him, and his colleagues succeed where it mattered most: saving lives. He explained how those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

INFOTRAK

March 10th, 2024

TIME: 6:00am – 7:00am

TOPIC: HEALTH

LENGTH: 15 Minutes

The hosts interviewed Angela Fagerlin, Ph.D., Chair of Population Health Sciences at University of Utah Health, Research Scientist with the VA Salt Lake City Health System's Informatics Decision-Enhancement and Analytic Sciences (IDEAS) Center for Innovation. Dr. Fagerlin was the senior author of a study that found that 60 to 80 percent of people surveyed are not honest with their doctors about information that could be relevant to their health. She explained why people are sometimes reluctant to be truthful with their doctors, and why that can be a dangerous practice.

TOPIC: SEXUAL ABUSE

LENGTH: 15 Minutes

Teresa Gil, Ph.D., psychotherapist, author of "Women Who Were Sexually Abused as Children: Mothering, Resilience and Protecting the Next Generation". Dr. Gil estimates that there are approximately 21 million mothers in America who have experienced childhood sexual abuse. She discussed how that trauma may affect their own parenting. She talked about the value of strong mother-daughter relationships, spiritual beliefs, and therapy in coping.

TOPIC: PARENTING

LENGTH: 15 Minutes

The hosts interviewed Erica Reischer, PhD, psychologist, parent educator, author of "What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive".

Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

TOPIC: RETIREMENT PLANNING

LENGTH: 15 Minutes

The hosts interviewed Andrew Scott, Professor of Economics at the London Business School, Fellow at All Souls College, Oxford University and the Centre for Economic Policy Research, co-author of "The 100-Year Life: Living and Working in an Age of Longevity". Many Americans have been raised on the traditional notion of a three-stage approach to life: education, followed by work and then retirement. However, Prof. Scott said this well-established pathway is already beginning to collapse: life expectancy is rising, pensions are vanishing, and increasing numbers of people are juggling multiple careers. He offered suggestions for how to better plan for a productive, longer life and retirement in today's rapidly-evolving economy.

INFOTRAK

March 17th, 2024

TIME: 6:00am – 7:00am

TOPIC: HEALTH

LENGTH: 15 Minutes

The hosts interviewed David Rein, PhD, Senior Fellow at the National Opinion Research Center at the University of Chicago. Dr. Rein led a recent study of hearing loss rates and found that where a person lives, and their occupation have a surprisingly large impact. He found that the occupations most associated with hearing loss besides mining were in retail and restaurant settings. Rates of hearing loss are higher among men, non-Hispanic whites, and residents of rural areas, and increase significantly starting at age 35. He talked about the reasons behind the study's findings, along with the societal stigma of wearing hearing aids.

TOPIC: EDUCATION

LENGTH: 15 Minutes

The hosts interviewed Christy Faith, author of "Homeschool Rising: Shattering Myths, Finding Courage, and Opting Out of the School System". Ms. Faith is a work-from-home mom who also homeschools her children. She discussed the

rapid growth of homeschooling in the aftermath of the pandemic, and the reasons families choose to do it. She talked about the wide array of private and public resources available to homeschoolers, and the biggest challenges families face. She also addressed concerns about socialization for children who are homeschooled.

TOPIC: MENTAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Anna S. Mueller, PhD, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago. Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.

TOPIC: BULLYING

LENGTH: 15 Minutes

The hosts interviewed Shola Richards, author of “Making Work Work: The Positivity Solution for Any Work Environment”. A surprising number of Americans have experienced bullying on the job. Mr. Richards discussed the reasons that some people become bullies and offered suggestions for how to deal with bullying in an effective and positive way. He said documenting dates, times and details of incivility are crucial, and that approaching the HR department with an issue is the best place to start.

INFOTRAK

March 24th, 2024

TIME: 6:00am – 7:00am

TOPIC: EMERGENCY SERVICES

LENGTH: 15 Minutes

The hosts interviewed Michael Redlener, MD, Associate Professor of Emergency Medicine at the Icahn School of Medicine of Mount Sinai. Dr. Redlener led a study that found that emergency medical service (EMS) systems are not consistently providing optimal care, based on new national standards of quality, for patients who call 911. He explained the significant differences in EMS care he found in

comparing urban, suburban, and rural services. He explained why the unnecessary use of lights and sirens, which he found is common in rural areas, is a dangerous practice.

TOPIC: PARENTING

LENGTH: 15 Minutes

The hosts interviewed Chelsey Goodan, academic tutor and mentor, author of “Underestimated: The Wisdom and Power of Teenage Girls”. Teenage girls struggle with a wide variety of issues. Ms. Goodan outlined the most common things that concern teenage girls, and why they are reluctant to share them with their parents. She offered advice to parents to improve dialogue with their daughters, through listening and asking non-judgmental questions. She also talked about the value of sports in helping girls find their voices.

TOPIC: HEALTHCARE

LENGTH: 15 Minutes

The hosts interviewed Philip Moeller, author of “Get What's Yours for Medicare: Maximize Your Coverage, Minimize Your Costs”. Health costs are the biggest unpredictable expense for older Americans, who are turning 65 at the rate of 10,000 a day. While Medicare guarantees them affordable health insurance, few Americans know what Medicare covers and what it doesn't, what it costs, and when to sign up. Mr. Moeller explained why Medicare has become so confusing, and how people approaching retirement can understand these complex and important choices.

TOPIC: CONSUMER MATTERS

LENGTH: 15 Minutes

The hosts interviewed Caitlin Shetterly, author of “Modified: GMOs and the Threat to Our Food, Our Land, Our Future”. GMO products are among the most consumed and the least understood substances in the United States today. Ms. Shetterly shared her personal story of how GMOs affect her family's health. She explained why consumers should learn more about GMOs and why organic foods can be a sensible choice.

INFOTRAK

March 31st, 2024

TIME: 6:00am – 7:00am

TOPIC: GOVERNMENT

LENGTH: 15 Minutes

The hosts interviewed Charles L. Marohn Jr, land-use planner, municipal engineer, author of “Escaping the Housing Trap: The Strong Towns Response to the Housing Crisis”. Housing costs have risen dramatically in the past few years. Mr. Marohn talked about the tension between housing as a financial product versus basic shelter. He advocated for a new approach that can rapidly produce housing on a local scale in response to local needs. He said that regulations, financial incentives, and cultural expectations often undermine organic efforts of urban renewal.

TOPIC: HEALTH

LENGTH: 15 Minutes

The hosts interviewed Sanja Jelic, MD, critical care medicine specialist and sleep researcher at Columbia University Vagelos College of Physicians and Surgeons. Obstructive sleep apnea affects about 25% of adults, and it often goes untreated. Dr. Jelic discussed the condition and the most common treatment, CPAP machines. She has led several studies that have determined that, contrary to long-held medical beliefs, the machines do not lower a patient’s risk of heart disease, which is about two to three times higher than average.

TOPIC: IDENTITY THEFT

LENGTH: 15 Minutes

The hosts interviewed Adam Levin, founder of security management and resolution company IDT911, author of “Swiped: How to Protect Yourself in a World Full of Scammers, Phishers, and Identity Thieves”. With online breaches of massive databases becoming increasingly common, identity theft is a fact of life. Mr. Levin explained the most common schemes used by scammers, to steal consumers’ private information. He said beyond simple identity theft, other forms such as medical-related, tax fraud-related and child identity theft are all increasing rapidly. He offered suggestions for consumers on how to avoid becoming a victim.

TOPIC: WOMEN’S ISSUES

LENGTH: 15 Minutes

The hosts interviewed Deborah Carr, PhD, Professor of Sociology, Interim Director of the Institute for Health, Health Care Policy and Aging Research at Rutgers University. A recent federal report noted that, no matter how advanced their age, older men are far more likely to be married than older women. Dr. Carr said life expectancy explains only part of this gray gender gap. She discussed the economic, social and health effects of this issue. She also explained why many older women are content to be single anyway.

WCSX 94.7 PSA Activity

Each of these PSA's aired January 1st, 2024 – March 31st, 2024, between the hours of 12 a.m. - 12 midnight.

MAB (MI Assoc of Broadcasters):	180
Stand up to Cancer:	34
CDC/Drug Overdose:	27
CDC/Drug Overdose/Naloxone:	26
Flu Vaccination:	25
Gun Safety:	26
Lung Cancer:	26
Susan G Komen:	26
US Aging:	26
TOTAL:	396