



**WBBZ-AM Ponca City, Oklahoma
Quarterly Issues/Programs List**

3rd Quarter 2023
10/10/2023

WBBZ provides its listeners with programming and public service announcements that address issues of concern to our local community. The following is a listing of some of the significant issues responded to by WBBZ Radio, along with a representative summary of the on air broadcasts for the period of 7/1/2023 through 9/30/2023. This list is by no means exhaustive and the order in which they appear does not reflect any priority or significance.

Key Issues Addressed during this period:

- | | | | | |
|----------------|------------------------|-------------------|--------------------|------------------|
| Employment | Education | At Risk Youth | Crime | Disabilities |
| Local economy | Poverty/Hunger | Traffic Safety | Drug/Alcohol Abuse | Bullying/Suicide |
| Health/Fitness | Native American Issues | Veteran's Affairs | Gambling Issues | Health Care |

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Arts, Education	Morning Buzz Local Artists		Theresa and Jeremy Sacket	7/5/23 7-17	13 min
Health Care	Morning Buzz Alliance Health/Hospital		Madai Rivera	7/12/23 7-17	13 min
Economy	Morning Buzz TS Fork		Jeff Denton	7/14/23 7-17	13 min

Law Enforcement, Crime, Education	Morning Buzz PC Police Chief	Don Bohon	7/18/23 7:17	13 min
Health Care, Senior Issues	Morning Buzz Funeral Director	Craig Schatz	7/27/23 7:17	13 min
Education	Morning Buzz Local Author	Christine Clinton	8/1/23 7:17	13 min
Economic Development	Morning Buzz Ponca City Development Authority/City Central Events	Kat Long	8/8/23 7:17	13 min
Pets	Morning Buzz Human Society	Carlissa Archebek	8/9/23 7:17	13 min
City Events	Morning Buzz Chamber of Commerce	Shelly Arrott	8/10/23 7:17	13 min
Arts	Morning Buzz Ponca Playhouse	Forever Plaid	8/11/23 7:17	13 min
Arts	Morning Buzz Poncan Theater	Carly Arrington	8/14/23 7:17	13 min
Education	Morning Buzz School Superintendent	Adam Lemming	8/17/23 7:17	13 min
Health/Fitness	Morning Buzz Parks and Rec/Rec Plex	Ryan Hafen	8/18//23 7:17	13 min
Arts	Morning Buzz Ponca Playhouse	Chad Anderson	8/22/23 7:17	13 min
Law Enforcement/Crime	Morning Buzz Ponca City Police Department	Ben Garrison/Josh Henderson	8/23/23 7:17	13 min
Economic Development	Morning Buzz Ponca City Development Authority/City Central Events	Kat Long	8/24/23 7:17	13 min
Local Economy	Morning Buzz DMP	Dean Meador	8/25/23 7:17	13 min
Education	Morning Buzz NOC Video Production	Brad Watson	8/29/23 7:17	13 min
Arts	Morning Buzz Poncan Theater	Carly Arrington	8/30/23 7:17	13 min
Pop Culture	Morning Buzz Hall of Heroes	Dave Guinn	8/31//23 7:17	13 min
Entertainment	Morning Buzz Poncan Theater Events	Carly Arrington	9/6/23 7:17	13 min

Economic Development	Morning Buzz Ponca City Development Authority/City Central Events	Kat Long	9/8/23 7:17	13 min
Health Care	Morning Buzz Alliance Health hospital issues	Mindy Meyers/Guillermo Robles	9/12/23 7:17	13 min
Local Economy, Economic Development	Morning Buzz City General News	Kevin Emmons	9/15/23 7:17	13 min
Education, Employment	Morning Buzz Pioneer Technology Center	Heather Smith	9/18/23 7:17	13 min
Arts	Morning Buzz Ponca Playhouse	Christopher Radiker-James	9/19/23 7:17	13 min
Economy, Small Business, Employment	Morning Buzz Chamber of Commerce	Shelly Arrot	9/20/23 7:17	13 min
Arts	Morning Buzz Ponca Playhouse	Nathan Osterle	9/21/23 7:17	13 min
Arts	Morning Buzz Poncan Theater	Carly Arrington	7/3/23 7:17	13 min
Education, Employment	Morning Buzz Pioneer Tech	Terry Bush	9/22/23 7:17	13 min
Economic Development, City Planning	Morning Buzz City Gernal News	Kevin Emmons	9/25/23 7:17	13 min
Education, Arts	Morning Buzz Evans Children's Theater Kids	Ashely Ballinger	9/26/23 7:17	13 min
Health Care	Morning Buzz Whimsey Too	Nancy Taylor	9/27/23 7:17	13 min
Health, Fitness	Morning Buzz Rec Plex/Parks and Rec	Ryan Hafen	9/28/23 7:17	13 min
Education, Employment, Local Work Force	Morning Buzz Pioneer Tech	Markesha Duggan	9/29/20	13 min

Kanza Radio – Locally Produced 30 Minute Program

In 2022, Sterling Broadcasting chose to address the many unique issues faced by our significant Native American population and worked with Kaw Nation to develop a weekly 30 minute program addressing this issues and visiting with many local leaders. This program airs weekly, on Sunday mornings at 8:00am with a repeat airing at 8:30 on WBBZ.

Native American Issues

Kanza Radio

Group and community leaders

Sunday Mornings 9:30am

30 min

Native American Issues, Child Welfare, Social Services, Emergency Management

Kanza Radio

Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Rebroadcast.

Michael Mace- Office Manager for the Indian Child Welfare Department
Andrew Means- Social service department director
Daniel Hossen- Director of emergency management

7/1/23

30:00

Employment, local events, cultural issues, powwow, leadership, language preservation, Native American Issues

Kanza Radio

Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Discussing culture and employment.

Ashley Bradford- Clark – Director of Marketing for Rock & Brews Casino
Jalyn Kent- Procurement Director for Kaw Nation and chair of Culture committee

7/9/23

30:00

Storm Brave-
Language Director
for the Kaw Nation

Employment, local events, cultural issues, powwow, leadership, language preservation, Native American Issues	Kanza Radio	Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Re-broadcast of prior week.	Ashley Bradford- Clark – Director of Marketing for Rock & Brews Casino Jailyn Kent- Procurement Director for Kaw Nation and chair of Culture committee Storm Brave- Language Director for the Kaw Nation	7/16/23	30:00
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Native American Issues, Economy, Employment	Kanza Radio	Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Rebroadcast.	Ken Bellmard, Director Kaw Nation Gaming, Inc.	7/23/23	30:00
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Native American Issues,	Kanza Radio	Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted	Jameela Aljaraque - Grant coordinator for OSU	7/30/23	30:00
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Education,
 Scholarship
 Opportunities,
 Community
 Health,
 Indigenous
 languages

by the Kaw Nation's Lonnie Doyle. Discussion of the
 Community Health fair.

Community
 Wellness
 Sharee Hanson
 Brewer- Grant
 coordinator for
 OSU Community
 Wellness
 Chuck Lester-
 Grant coordinator
 for OSU
 Community
 Wellness

Child Welfare,
 At-Risk Youth,
 Health Care
 Native American
 Issues

Kanza
 Radio

Our weekly panel of guests addressed issues in their
 areas of specialty as noted in the first column. Hosted
 by the Kaw Nation's Lonnie Doyle.

Andrew Means-
 Social service
 department
 director
 Lavina Clark- Injury
 Prevention
 Coordinator
 Michael Mace-
 Office Manager for
 the Indian Child
 Welfare
 Department

8/6/23 30:00

Employment,
 Cultural issues,
 Powwow,
 Childcare,
 Healthcare,
 Employment
 Benefits

Kanza
 Radio

Our weekly panel of guests addressed issues in their
 areas of specialty as noted in the first column. Hosted
 by the Kaw Nation's Lonnie Doyle. Cultural issues and
 employment.

Joe Thompson-
 Director of Human
 Resources

8/13/23 30:00

<p>Youth sports, back to school, youth issues, at- risk youth, social issues, business growth, healthcare, substance abuse prevention, Native American Issues</p>	<p>Kanza Radio</p>	<p>Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Pt. 1 program with Kat Long.</p>	<p>Andrew Means- Social Services</p>	<p>8/20/23</p>	<p>30:00</p>
<p>Substance Abuse Prevention, Healthy Living program, Immigration, Business Growth, Healthcare, Native American Issues</p>	<p>Kanza Radio</p>	<p>Our weekly panel of guest addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Pt. 2 program with Kat Long.</p>	<p>Kat Long- Development Director of the Ponca City Development authority</p>	<p>8/27/23</p>	<p>30:00</p>
<p>Youth sports, youth issues, at- risk youth, Social issues, business growth, healthcare, substance abuse prevention,</p>	<p>Kanza Radio</p>	<p>Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Discussed business growth and youth issues.</p>	<p>Andrew Means- Social Services</p> <p>Kat Long- Development Director of the Ponca City Development Authority</p>	<p>9/3/23</p>	<p>30:00</p>

Native American
Issues

Joe Thompson –

Director Kaw Nation

Human Resources,

Lori George –

Coordinator

Women's Health

Program

9/10/23

30:00

Native American
Issues,
Employment,
Women's
Health,
Education

Kanza
Radio

Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Rebroadcast.

Native American
Issues, Water
testing,
environmental
issues,

Kanza
Radio

Our weekly panel of guests addressed issues in their areas of specialty as noted in the first column. Hosted by the Kaw Nation's Lonnie Doyle. Environmental issues, language and cultural history, childhood development program.

Emily Douglas- Kaw

Nation

Environmental

Director

Storm Brave- Kaw

Language Director

9/17/23

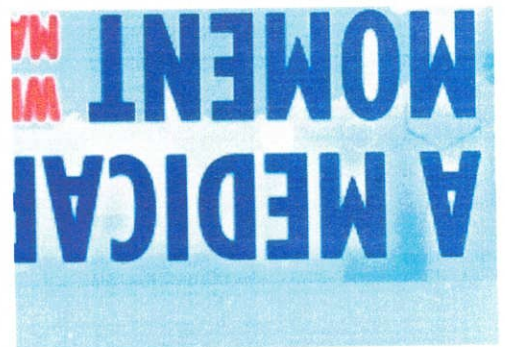
30:00

healthcare, self-
care, Healthy
Homes project,
language and
cultural history,
childcare
development
program

Lindsay Spotted-
Bear- Kaw Nation
Child Development
Program

Section II
NETWORK (and/or SYNDICATED) PROGRAMMING

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
Various	InfoTrak	Weekly 30 Minute Public Affairs Program. Specific issues addressed are noted below.	Weekly Sundays 8:00am	030:00



Weekly Public Affairs Program

Call Letters: WBBZ-AM

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2023

Show # 2023-27 Date aired: 7/2/23 Time Aired: 10:30 AM

Host Martha Khlopil discussed the official-looking "pink postcard," that many Medicare recipients are receiving, which in reality is a sales pitch from an insurance marketer. She recommended that anyone who is tempted to make a change in their coverage should take a 24-48 hour cooling off period before making a final decision.

Length: 24:30

Issues covered:
Consumer Matters
Medicare

Show # 2023-28 Date aired: 7/9/23 Time Aired: 10:30 AM

Host Martha Khlopil explained that consumers must work with the Social Security Administration to sign up for Medicare insurance or to report a change in address or phone number. However, Social Security representatives are overwhelmed with their workload. She also stressed the importance of becoming educated about Medicare before reaching retirement age. She also noted that a caller she spoke with this week found that many medications have different prices for a capsule vs a tablet, and that consumers should be certain they are carefully following the rules when it comes to prescription drugs

Length: 24:30

Issues covered:
Retirement Planning
Consumer Matters

Show # 2023-29 Date aired: 7/16/23 Time Aired: 10:30 AM

This week, Martha discussed spousal retirement benefits. She noted that Tuesday afternoons after lunch are a good time to reach out to Social Security, and not on the first or last day of the month. She also discussed misconceptions about enrolling in Medicare Parts

A and B, which is necessary before signing up for Medicare Advantage or Prescription Drug Plans.

Issues covered:
Medicare
Consumer Matters

Length: 24:30

Show # 2023-30
Date aired: 7/23/23
Time Aired: 10:30 AM

Host Martha Khlopin explained the process for signing up for Medicare Part B after age 65, which is significantly differ than for those under age 65. She also talked about generational differences in communication, and that this is important because millennials now are employed and answering the telephones at government agencies.

Issues covered:
Medicare Part B

Length: 24:30

Show # 2023-31
Date aired: 7/30/23
Time Aired: 10:30 AM

Host Martha Khlopin and co-host Elliott Khlopin discussed direct mail marketing relating to health insurance. She addressed confusion about the huge numbers of postcards arriving in Medicare recipients' mailboxes and how to determine whether it must be responded to. She said the words "guaranteed" or "approved" are common red flags. She also shared statistics of how many consumers open or read these types of mail pitches.

Issues covered:
Scams
Consumer Matters

Length: 24:30

Show # 2023-32
Date aired: 8/6/23
Time Aired: 10:30 AM

Host Martha Khlopin share the story of an uninsured listener who contacted her from a hospital bed, unsure if he could afford a \$72,000 procedure. She explained how to apply for state Medicaid insurance. He followed her advice and received coverage for the procedure. She also discussed vision and dental coverage under Medicare.

Issues covered:
Medicaid Coverage
Medicare

Length: 24:30

Show # 2023-33 Date aired: 8/13/23 Time Aired: 10:30 AM

Host Martha Khlopik and co-host Elliott Khlopik discussed the ongoing training that is required for insurance agents or brokers who talk to consumers about Medicare. One new rule: Marketing organizations are no longer allowed to promote any products, plans, benefits or costs unless they clearly disclose the name of the marketing company.

Issues covered: Consumer Matters Length: 24:30

Show # 2023-34 Date aired: 8/20/23 Time Aired: 10:30 AM

Host Martha Khlopik explained how Medicare coordinates with veterans' healthcare benefits. The Veterans Administration encourages veterans to sign up for Medicare as soon as they can. She addressed the question of what happens if someone needs to see a non-VA doctor or hospital.

Issues covered: Veteran's Concerns Medicare Length: 24:30

Show # 2023-35 Date aired: 8/27/23 Time Aired: 10:30 AM

Host Martha Khlopik talked about a recent report from the United States Senate Committee on Finance that examined the marketing of Medicare Advantage programs. She also discussed an increase in complaints to state insurance commissioners regarding deceptive practices and aggressive marketing.

Issues covered: Consumer Matters Length: 24:30

Show # 2023-36 Date aired: 9/3/23 Time Aired: 10:30 AM

Host Martha Khlopik explained how to deal with health insurance claim denials. She said the longer a person has medical insurance, the more likely they are to experience a denial, which can be costly, frightening, and sometimes even life-threatening. She said few consumers know that they can appeal these decisions.

Issues covered: Medicare Coverage Consumer Matters Length: 24:30

Issues covered: Medicare Coverage Consumer Matters

Issues covered:
Consumer Matters
HMO Coverage

Length: 24:30

Host Martha Khlopin and co-host Elliott Khlopin discussed HMO health plans and how they relate to Medicare coverage. She said many consumers can't answer basic questions about their coverage. She also shared a story of a listener who received a letter from his health plan that retracted coverage for an upcoming procedure because it would have been outside the HMO's network.

Show # 2023-39 **Date aired:** 9-29-23 **Time Aired: 10:30 AM**

Issues covered:
Elder Care
Consumer Matters

Length: 24:30

Host Martha Khlopin and co-host Elliott Khlopin discussed ways that adult children can help their parents with decisions about health insurance coverage, primary care doctors and medications.

Show # 2023-38 **Date aired:** 9-17-23 **Time Aired: 10:30 AM**

Issues covered:
Medicare Open Enrollment
Social Security

Length: 24:30

The Medicare open enrollment period for Medicare Advantage plans runs October 15 to December 7, and any changes in coverage go into effect on January 1 of the following year. Host Martha Khlopin said a lot of confusion can be caused when people don't realize which enrollment period applies to them. She encouraged listeners to contact Social Security for eligibility and enrollment questions.

Show # 2023-37 **Date aired:** 9-10-23 **Time Aired: 10:30 AM**



Call Letters: WBBZ-AM

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2023

Show # 2023-27

Date aired: 7-22-23 Time Aired: 9:30 AM

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 # 2023-28

Date aired: 7-29-23 Time Aired: 9:30 AM

Paul R. Lawrence, former Under Secretary of Benefits at the U.S. Department of Veterans Affairs, author of "Veterans Benefits for You: Get What You Deserve"

Mr. Lawrence offered tips for veterans to successfully apply for benefits they have earned from their service. He explained several ways that a veteran can document a service-related injury, and how they can request their medical records with help from the National Archives and Veterans Administration. He also talked about the value of benefits not just to a veteran, but to his or her family, as well.

Issues covered:
Veterans' Benefits
Military Service

Length: 8:14

David Maimon, PhD, Professor of Criminal Justice and Criminology, Georgia State University

Prof. Maimon explained how criminals are increasingly targeting US Postal Service blue collection boxes and residential mailboxes to steal filled-out checks. He said the thieves sell the stolen checks via social media platforms, then buyers alter the payee and amount on the checks to rob victims' bank accounts of thousands of dollars. He recommends that consumers only hand mail directly to a clerk at a US Post Office, or use other methods to send payments.

Issues covered:
Crime
Identity Theft
Government

Length: 9:09

Lori R. Sackler, Senior VP and family wealth advisor at Morgan Stanley, author of "The M Word: The Money Talk Every Family Needs to Have about Wealth and Their Financial Future"

Conversations about money remain taboo for most U.S. households. Ms. Sackler said a staggering 70 percent of families lose their money, assets, and family harmony in the aftermath of estate transfers. She explained how to successfully talk about money matters. She said many people make the same money mistakes that their parents made.

Issues covered:
Retirement Planning
Aging

Length: 5:05

Show # 2023-29

Date aired: 7-16-23 Time Aired: 9:30 AM

Pam Baker, freelance journalist who focuses on emerging tech topics like artificial intelligence, data analytics, and edge computing, author of "ChatGPT For Dummies"

ChatGPT has garnered an amazing amount of attention in just a few months. Ms. Baker explained how the rise of artificial intelligence has already begun affecting our daily lives. She talked about the importance of learning to use AI in the workplace, and why learning how to prompt AI is both the easy part and the most difficult part of using it.

Issues covered:
Artificial Intelligence
Education
Career

Length: 9:05

Ruchi S. Gupta, MD, MPH, board-certified pediatrician and health researcher, Professor of Pediatrics and Medicine at Northwestern University Feinberg School of Medicine, Clinical Attending at Ann & Robert H. Lurie Children's Hospital of Chicago, founding director of the Center for Food Allergy & Asthma Research

Dr. Gupta led a groundbreaking study of allergies in adults and found the prevalence of food allergy is highest among black, Hispanic and Asian individuals across all ages. She also found that food allergy is lowest among households earning more than \$150,000 a year. She talked about potential reasons for these findings and the importance of getting a proper diagnosis.

Issues covered:
Food Allergies
Minority Concerns

Length: 8:23

Greg Keoleian, Director of the Center for Sustainable Systems at the University of Michigan School for Environment and Sustainability

Environmentally-conscious consumers have probably heard that today's highly efficient dishwashers use less energy and water than traditional hand-washing techniques. However, Prof. Keoleian led a study that found that one manual washing technique--the two-basin method, in which dishes are soaked and scrubbed in hot water and then rinsed in cold water--that is associated with fewer greenhouse gas emissions than a machine dishwashing. He offered numerous energy-saving tips related to the task of washing dishes.

Issues covered:

Environment

Energy

Consumer Matters

Length: 5:03

Show # 2023-30
Date aired: 7-23-23 Time Aired: 9:30 AM

Haywood Talcove, CEO of LexisNexis Risk Solutions' Government Group, a multinational information and analytics company based in Atlanta

Mr. Talcove outlined a frightening new wave of scams: next-gen thieves are utilizing sophisticated new artificial intelligence tools to steal millions of dollars from consumers. He discussed the use of AI-generated voices--that criminals can now clone from social media profiles--to easily con parents or grandparents out of significant sums of money. He said the schemes are almost impossible to detect, but he suggested three steps every family should take to defend themselves

Issues covered:

Crime

Identity Theft

Technology

Length: 8:49

F. Perry Wilson, MD, MSCE, Associate Professor of Medicine, Director, Clinical and Translational Research Accelerator at the Yale University School of Medicine, author of "How Medicine Works and When It Doesn't"

Dr. Wilson explained how and why the doctor-patient relationship has eroded in recent years. He believes that profit-driven companies--from big pharma to healthcare corporations--have corrupted what should have been medicine's golden age. He offered several potential solutions to restore trust between patients and doctors.

Issues covered:
Personal Health

Length: 8:15

Issues covered:
Railroad Safety
Child Safety
Parenting

Length: 5:06

Morag Mackay, Director of Research, Safe Kids Worldwide explained how parents can teach their children to avoid dangerous situations with trains. Ms. Mackay said that an American child is killed every five days in a train collision, a preventable tragedy that most parents overlook. She outlined the most common scenarios for these incidents and explained how parents can teach their children to avoid dangerous situations with trains.

Show # 2023-31 7-30-23 **Date aired: 9:30 AM**

Kate W. Bauer, PhD MS, Associate Professor of Nutritional Sciences, University of Michigan School of Public Health

Prof. Bauer recently led a study that compared beverage consumption in low-income households that utilize taxpayer-funded food assistance programs. She found that families that used just one of the programs were in the normal range, but those that participated in both the Supplemental Nutrition Program for Women, Infants, and Children (WIC), and the Supplemental Nutrition Assistance Program (SNAP), consumed high amounts of sugar-sweetened beverages. She explained why this is a concern.

Length: 8:00

Issues covered:
Government Food Assistance
Poverty
Nutrition

Patrick Olsen, Editor-in-Chief, Carfax

More than 2.5 million vehicles that have been issued a "Do Not Drive" or "Park Outside" safety recall remain unrepaired, Carfax data shows. Mr. Olsen talked about the most common reasons behind these serious recalls, and why consumers fail to take their cars to dealers to get the issue taken care of. He also explained how someone can check to see if their car is on a recall list.

Length: 9:22

Issues covered:
Auto Recalls
Consumer Matters
Transportation

Rachel Neale, PhD, Professor, Group Leader, Deputy Coordinator of the Population Health Department at QIMR Berghofer Medical Research Institute in Brisbane, Australia

Dr. Neale led a study that examined whether monthly vitamin D supplementation for older adults can prevent major cardiovascular events. She found that vitamin D did result in a small reduction for patients who were already at risk of a heart attack, and she believes further research is needed to better understand the link.

Length: 4:58

Issues covered:
Personal Health
Nutrition

Issues covered:
Crime
Home Ownership
Legal Issues

Length: 8:50

It is a pattern being played out in many cities in the United States: squatters move into a home, refuse to leave, and homeowners have few options to evict them. Mr. Pilibosian explained why this trend is on the rise and what homeowners should do to try to discourage squatters from moving into a house in the first place.

Paul Pilibosian, a Houston attorney specializing in real estate law

Show # 2023-33
Date aired: 8-13-23 Time Aired: 9:30 AM

Issues covered:
Education

Length: 4:50

Mr. Slater explained why he believes that many current approaches in education simply aren't working—for students, for teachers, and for society-at-large. He explained how teacher evaluations could be improved and why anti-bullying programs in schools don't work.

David Michael Slater, teacher, author of "We're Doing It Wrong: 25 Ideas in Education That Just Don't Work—And How to Fix Them"

Issues covered:
Literacy
Education
Technology

Length: 8:04

Prof. Wolf discussed the latest research into the human brain as we become increasingly dependent on digital technologies, rather than the printed word. She expressed concerns for both children's and adults' ability to "deep read," as the brain is literally rewired by huge amounts of short bursts of information. She offered suggestions for how the nation's education system needs to adapt.

Maryanne Wolf, PhD, Professor of Child Development and Director of the Center for Reading and Language Research at Tufts University, author of "Reader, Come Home: The Reading Brain in a Digital World"

Issues covered:
Parenting
Substance Abuse
Foster Care
Retirement

Length: 9:17

More than one million American children now live with grandparents, primarily because of their parent's addiction to opioids and other drugs. Ms. Hincks said this growing trend is causing grandparents to put off retirement and plow through savings to rescue their grandchildren from dangerous situations. She discussed how these difficult experiences can negatively affect children's mental and physical health.

Bacall Hincks, Family Advocate and Program Coordinator at Children's Service Society of Utah

Show # 2023-32
Date aired: 8-6-23 Time Aired: 9:30 AM

Issues covered:
Personal Health
Technology

Length: 8:15

Dr. Hood discussed the reasons that medicine is undergoing a major transformation from a reactive, hit-or-miss approach to a personalized, predictive, data-rich, and preventive one. He calls this new form of care "scientific wellness", which uses information from our blood and genes, as well as AI, to optimize our health and extend our "healthspan." He believes this new technology can eventually conquer heart disease, Alzheimer's disease and many other illnesses, with noticeable progress within five years.

Leroy Hood, MD, PhD, biologist who has served on the faculties at the California Institute of Technology and the University of Washington, developed ground-breaking scientific instruments which made possible major advances in the biological and medical sciences, author of "*The Age of Scientific Wellness*"

Issues covered:
Consumer Matters
Transportation

Length: 9:01

The pain of inflation has hit every consumer's pocketbook in the past couple of years, but perhaps the impact has been greatest in the car buying market. Mr. Brauer shared research that found that while the value of used electric vehicles has been plummeting in 2023 (and the trend is accelerating), the price of used cars in general has jumped 47% since 2019. He added that more than half of today's used cars also have 20% or more miles than they did three years ago.

Karl Brauer, Executive Analyst at iSeeCars.com

Show # 2023-34
Date aired: 8-20-23 Time Aired: 9:30 AM

Issues covered:
Gun Safety
Parenting

Length: 5:04

Firearms contribute to the deaths of more children ages 1-17 years in the U.S. than any other type of injury or illness. While much of that total is gang-related teen shootings, sometimes younger deaths are tragic accidents after a child finds an unsecured gun. Ms. Kjærviik was the co-author of a recent study that found that a simple 60 second video on gun safety made a significant difference in whether kids ages 8 to 12 played with a found gun.

Sophie Kjærviik, doctoral candidate in communication at Ohio State University

Issues covered:
Personal Health

Length: 8:16

Dr. Jena explained how unexpected—but often predictable—events can profoundly affect our health. He offered several examples of how randomness affects medical decisions and treatment options. He said a healthy diet and exercise are the wisest choices to lead a healthy life.

Anupam Bapu Jena, MD, PhD, Joseph P. Newhouse Professor at Harvard Medical School, physician at Massachusetts General Hospital, co-author of "*Random Acts of Medicine: The Hidden Forces That Sway Doctors, Impact Patients, and Shape Our Health*"

Tobias Rose-Stockwell, author of "Outrage Machine: How Tech Amplifies Discontent, Disrupts Democracy—And What We Can Do About It"

The original internet was not designed to make us upset, distracted, confused, and outraged. But Mr. Tobias explained why something unexpected happened at the turn of the last decade, when a handful of small features were quietly launched at social media companies with little fanfare. Together, they triggered a cascading set of dramatic changes to how media, politics, and society itself operate. He explained what needs to happen to find a promising pathway back to a healthier online environment.

Issues covered:
Social Media
Mental Health

Length: 5:14

Show # 2023-35
8-27-23
Date aired: 9:30 AM

Anna Mills, textbook author, English instructor at the College of Marin, member of a joint Artificial Intelligence task force with the Modern Language Association and College Conference on Composition and Communication

AI chatbots have triggered a panic among educators, who are flooding listservs, webinars and professional conferences to figure out how to deal with the technology in this new academic year. Ms. Mills explained why many professors are expecting chaos. She said few universities are offering clear guidelines for teachers or students. She also talked about the difficulty of detecting AI-generated cheating.

Issues covered:
Higher Education
Artificial Intelligence

Length: 7:50

J. Scott Roberts, PhD, Professor in Health Behavior and Health Education at the University of Michigan, Associate Director of a poll from the University of Michigan Institute for Healthcare Policy and Innovation

Prof. Roberts led a poll of people age 65 to 80 and found that while 80% adults see the benefit of tests that can give an early warning of memory and thinking decline, 80% of older adults said they haven't had a cognitive test in the past year to look for early signs of dementia, and 59% reported never having had such a screening. He said the poll also found very low awareness of blood tests that can help detect Alzheimer's disease.

Issues covered:
Personal Health
Technology

Length: 9:17

Peter Clark, Applied Forest Ecologist at the Rubenstein School of Environment and Natural Resources at the University of Vermont

The US Forest Service has been given taxpayer funding to plant more than a billion trees across the country in the next nine years. Prof. Clark's research found a troubling bottleneck that could threaten these efforts: U.S. tree nurseries don't grow nearly enough trees—nor have the species diversity needed—to meet the unprecedented plans. He talked about the reasons behind the problem and what can be done to remedy it.

Issues covered:
Environment
Government

Length: 5:13

Show # 2023-36
Date aired: 9-3-23 Time Aired: 9:30 AM

ChatGPT, an artificial-intelligence (AI) chatbot

ChatGPT was launched as an artificial intelligence prototype on November 30, 2022, quickly gaining much attention for its detailed responses and articulate answers across many topics. It explained how was it trained and learns, and what its biggest weaknesses are. It acknowledged that the concerns in about potential biases in its answers are legitimate. It also outlined the top 5 human endeavors in which it anticipates making the biggest impact.

Length: 9:29

Issues covered:
Artificial Intelligence
Technology
Employment

Andrew Houtenville, PhD, Professor of Economics at the University of Hampshire, Research Director of the UNH Institute on Disability

Prof. Houtenville discussed recent findings from the National Trends in Disability Employment report, issued semi-monthly by Kessler Foundation and the University of New Hampshire. He explained what is driving historic highs in employment of people with disabilities, and why disabled employment has outstripped the non-disabled since the start of pandemic lockdowns.

Length: 7:59

Issues covered:
Disabilities
Employment

Erin Dooley, PhD, Assistant Professor of Epidemiology at the University of Alabama at Birmingham School of Public Health

Prof. Dooley was the lead researcher of a study that measured the number of daily steps that may make a difference in the risk of heart problems in senior citizens. Her study of people ages 70 and older found walking an additional 500 steps per day, or an additional quarter mile of walking, was associated with a 14% lower risk of heart disease, stroke or heart failure.

Length: 5:06

Issues covered:
Personal Health
Senior Citizens

Show # 2023-37
Date aired: 9-10-23 Time Aired: 9:30 AM

Erica Eversman, President of the Automotive Education and Policy Institute in Akron, OH

Drivers are looking for ways to save money on auto insurance as premiums rise rapidly. Ms. Eversman explained a new offering from some insurance companies: usage-based car insurance programs, where the insured agrees to share detailed data about their driving habits with their insurer via a phone app or an in-vehicle device. She said the data does permit insurance companies to evaluate risk better and better match the price of the insurance for the risk, but at a steep cost to consumers' privacy and legal rights.

Issues covered:
Consumer Matters
Auto Insurance
Legal Matters

Length: 8:55

Caroline Leaf, PhD, clinical and cognitive neuroscientist, author of "*How to Help Your Child Clean Up Their Mental Mess*"
Increasingly, children ages 3-10 are struggling with anxiety, depression, and mental health challenges. Dr. Leaf discussed the factors behind this trend and warning signs that parents should watch for. She said if left unaddressed, childhood mental health problems often follow kids into their teens and adulthood.

Length: 8:15

Issues covered:
Child Mental Health
Parenting

Edgar Dworsky, Founder & Editor of ConsumerWorld.com
Grocery costs for Americans have skyrocketed in the past two years. Mr. Dworsky discussed the subtle trend of "shrinkflation," in which many manufacturers shrink their packaging, rather than raising prices. He explained what products most commonly are affected, and ways that consumers can protect themselves against the tricky practice.

Length: 5:01

Issues covered:
Consumer Matters

Show # 2023-38
Date aired: 9-17-23 **Time Aired: 9:30 AM**

Ryan P. Burge, PhD, sociologist, Assistant Professor of Political Science at Eastern Illinois University, co-author of "*The Great Dechurching: Who's Leaving, Why Are They Going, and What Will It Take to Bring Them Back?*"
The largest and fastest religious shift in US history is in progress. Prof. Burge co-authored a comprehensive study to learn who is leaving organized religion and why. He said the most common reason people stopped attending church was because they moved, and that lower-income people with a high school education or less are the most likely to leave. He also talked about societal effects when faith-based community services such as food banks, after-school programs and prison ministries disappear.

Length: 9:22

Issues covered:
Religion

**Agging
Career**

Issues covered:

Length: 9:45

Dr. Graham offered job search advice, particularly for those in middle age who are considering career changes. She said a job search in a new field or occupation requires much more work than a typical job search. She offered suggestions on how to tailor a resume to sidestep age biases and other potential hurdles.

Dawn Graham, PhD, psychologist, employment and career expert, Director of Career Management for the Executive MBA Program at The Wharton School, author of "Switchers: How Smart Professionals Change Careers -- and Seize Success"

**Crime
Women's Issues
Human Trafficking**

Issues covered:

Length: 7:26

Pastor Mullins said that child trafficking has become the 2nd largest criminal activity in the world behind illegal drug sales. She said most Americans are unaware of the existence of human trafficking and forced prostitution in their own towns, but it is surprisingly prevalent -- not just on dimly lit street corners, but at music concerts, VIP dinners, and sporting events. She talked about techniques used by human traffickers to select their victims.

Diane Mullins, founder of Deborah's Voice, a national non-profit women's advocacy organization

Show # 2023-39
Date aired: 9-24-23 Time Aired: 9:30 AM

**Personal Health
Minority Concerns**

Issues covered:

Length: 4:50

Dr. Fiscella discussed his groundbreaking research that found that the lives of nearly 8,000 black Americans could be saved each year if doctors could figure out a way to bring their average blood pressure down to the average level of whites. He talked about the reasons behind the gap between the races in controlling blood pressure, and the possible ways to reduce it.

Kevin Fiscella, MD, MPH, Associate Professor of Family Medicine and Community & Preventive Medicine at the University of Rochester School of Medicine & Dentistry

**Retirement Planning
Personal Finance**

Issues covered:

Length: 8:03

A recent New York Life survey found that Americans believe they need \$4.3 million stashed away to retire comfortably. Unfortunately, the average person has around \$135,000 saved. Mr. Carosa explained how to determine how much money will really be needed for a comfortable retirement, along with simple steps to get there.

Chris Carosa, MBA, Certified Trust & Financial Advisor, Senior Contributor to Forbes.com, author of "Hey! What's My Number: How to Improve the Odds You Will Retire in Comfort"

Susie Vanderlip, teen counselor, author of "52 Ways to Protect Your Teen"

Ms. Vanderlip has conducted school assemblies for more than 1 million teens and adults, aimed at helping youth make wise choices and seek help. She talked about the motivations of today's teenagers and why parents may be fearful of their kids. She offered tips to improve communication in a parent/teen relationship.

Length: 4:54

Issues covered:
Youth at Risk
Parenting Issues
Drug Abuse

Section III
PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues. An automation report is attached.

In addition to the listed recorded PSAs, WBBZ airs numerous live PSAs each day.

*Spot Report
 From: 07/01/2023 To: 09/30/2023
 WBBZ-AM
 60 Second PSAs. A representative view of Recorded PSAs aired during the 3rd Quarter.
 Total 60 second PSAs - 8,944.

Air Date	Air Time	Spot Number	Spot Title	Length	Played
07/01/2023	05:29:30	0004060-037	PSA Helping A Friend 60	01:00.456	21
07/01/2023	05:31:31	0004060-009	PSA OK Ed Assn Lifelong Readers	00:59.839	22
07/01/2023	05:32:31	0004060-025	PSA Mercy Ships Safe Surgery	00:59.043	23
07/01/2023	05:33:30	0004060-034	PSA By Your Side 60	01:00.360	24
07/01/2023	11:33:59	0004060-002	PSA 60 DAV Victories for Veterans	01:01.029	37
07/01/2023	11:52:21	0004060-067	PSA The Future Depends on Teachers	01:00.198	38
07/01/2023	12:33:43	0004060-020	PSA NPMA Open The Door	00:59.916	39
07/01/2023	12:42:46	0004060-019	PSA 4H Need Us	01:00.114	40
07/01/2023	12:50:43	0004060-048	PSA OSSAA - Ridiculous 60	01:01.286	41
07/01/2023	12:58:23	0004060-059	PSA CDC Tips - Tiffany 60	01:01.126	42
07/01/2023	12:59:25	0004060-011	PSA American Humane Society "Teach Kids	00:58.883	43
07/01/2023	18:08:10	0004060-013	PSA Natil Library For Blind and Handicap	00:58.159	44
07/01/2023	18:49:45	0004060-017	PSA Homeland See It Say it 60	01:00.886	45
07/01/2023	18:59:25	0004060-005	PSA TakeMeFishing.org This Is A Test	01:01.026	46
07/01/2023	19:30:01	0004060-007	PSA Pulmonary Fibrosis Foundation	00:59.549	47
07/01/2023	19:31:01	0004060-042	PSA Kids Thank Responders	00:59.601	48
08/08/2023	13:51:28	0004060-021	PSA DOD Didnt want to Talk	01:00.389	3591
08/08/2023	14:26:18	0004060-062	PSA Muscular Dystrophy Association	01:00.138	3592
08/08/2023	14:27:18	0004060-012	PSA Pharmacy - Buying Safely	00:59.456	3593
08/08/2023	14:54:35	0004060-051	PSA NFHS - We See 60	01:01.142	3594
08/08/2023	14:55:36	0004060-023	PSA EPA Reward	01:01.148	3595
08/08/2023	15:30:28	0004060-009	PSA OK Ed Assn Lifelong Readers	01:00.429	3596
08/08/2023	15:31:28	0004060-026	PSA Rosacia	00:59.444	3597
08/08/2023	15:32:28	0004060-040	PSA We Do Hear You 60	01:01.022	3598
08/08/2023	15:51:34	0004060-059	PSA CDC Tips - Tiffany 60	01:00.337	3599
08/08/2023	15:52:35	0004060-006	PSA Targeting Lyme Disease Targetlyme.or	00:59.342	3600
08/08/2023	16:22:58	0004060-004	PSA TakeMeFishing.org Protecting Memorie	00:56.574	3601
08/08/2023	17:29:03	0004060-013	PSA Natil Library For Blind and Handicap	00:59.532	3602
08/08/2023	17:38:14	0004060-011	PSA American Humane Society "Teach Kids	00:59.053	3603
08/08/2023	17:50:42	0004060-005	PSA TakeMeFishing.org This Is A Test	01:01.236	3604

08/08/2023	18:16:14	0004060-008	PSA NCIB Insurance Fraud	00:59.870	3605
08/08/2023	19:00:09	0004060-069	PSA Character Revealed	01:00.005	3606
08/08/2023	19:12:06	0004060-066	PSA MakeTheConnection.net Stand By A Vet	00:59.565	3607
08/08/2023	19:24:10	0004060-055	PSA Susan G. Komen - Hope :60	01:00.288	3608
08/08/2023	20:47:41	0004060-058	PSA Alanah	01:00.828	3609
09/27/2023	14:55:16	0004060-031	PSA American Humane Society Rescuing Ani	01:02.092	8557
09/27/2023	15:31:27	0004060-037	PSA Helping A Friend 60	01:01.015	8558
09/27/2023	15:32:28	0004060-017	PSA Homeland See It Say it 60	01:00.904	8559
09/27/2023	15:49:52	0004060-033	PSA Reminiscing 60	01:00.103	8560
09/27/2023	16:24:53	0004060-057	PSA Eating Healthy 60	01:00.991	8561
09/27/2023	16:33:01	0004060-048	PSA OSSAA - Ridiculous 60	01:00.949	8562
09/27/2023	16:34:02	0004060-006	PSA Targeting Lyme Disease TargetLyme.or	01:00.489	8563
09/27/2023	16:54:05	0004060-058	PSA Alanah	01:01.699	8564
09/27/2023	17:31:59	0004060-009	PSA OK Ed Assn Lifelong Readers	01:00.524	8565
09/27/2023	17:33:00	0004060-066	PSA MakeTheConnection.net Stand By A Vet	01:00.578	8566
09/27/2023	17:34:00	0004060-014	PSA American Physical Therapy Assn - Ant	01:00.524	8567
09/27/2023	18:24:44	0004060-067	PSA The Future Depends on Teachers	01:00.342	8568
09/27/2023	18:29:01	0004060-025	PSA Mercy Ships Safe Surgery	01:00.947	8569
09/27/2023	18:37:46	0004060-016	PSA St. Jude Children's Hospital	00:58.073	8570
09/30/2023	23:33:00	0004060-027	PSA Community Veterans Crisis	01:00.530	8944

*Spot Report

From: 07/01/2023 To: 09/30/2023

WBBZ-AM

30 Second PSAs. A representative view of Recorded PSAs aired during the 3rd Quarter.

Total 30 second PSAs - 5,284

Air Date	Air Time	Spot Number	Spot Title	Length	Played
07/01/2023	10:05:32	0004030-049	PSA Kids Thank Responders v2	00:27.786	14
07/01/2023	10:27:32	0004030-078	PSA American Cancer Society	00:15.124	15
07/01/2023	10:34:30	0004030-079	PSA Alanah	00:30.324	16
07/01/2023	11:05:32	0004030-071	PSA A Best Friend Like Lil Bub	00:27.840	17
07/01/2023	11:25:57	0004030-087	PSA Inspiration	00:29.814	18
07/01/2023	12:34:43	0004030-021	PSA CDC Pick A Spot	00:30.784	19
07/01/2023	12:51:44	0004030-086	PSA Flu Vaccination	00:30.744	20
07/01/2023	13:04:01	0004030-107	PSA Animal Humane Society Carson Kressle	01:00.938	21
07/01/2023	13:14:05	0004030-022	PSA DOD Have My Back	00:30.000	22
07/01/2023	13:37:45	0004030-075	PSA First Responders Children Foundation	00:15.515	23
07/01/2023	17:56:13	0004030-097	PSA - SSS.Gov	00:30.148	24
07/01/2023	18:52:53	0004030-033	PSA Victories - Naomi 30	00:29.649	25
07/01/2023	19:00:26	0004030-063	PSA CDC RX	00:30.712	26
08/18/2023	08:59:15	0004030-021	PSA CDC Pick A Spot	00:29.713	2757
08/18/2023	09:05:30	0004030-088	PSA CDC Tips - Tiffany Decision	00:29.947	2758
08/18/2023	09:33:31	0004030-112	PSA Give Hope	00:30.160	2759

08/18/2023	09:54:08	0004030-079	PSA Alanah	00:29.984	2760
08/18/2023	09:59:15	0004030-040	PSA Keeping Our Kids Safe 30	00:29.707	2761
08/18/2023	10:05:21	0004030-086	PSA Flu Vaccination	00:29.306	2762
08/18/2023	10:34:31	0004030-017	PSA NPMA Instinct	00:29.843	2763
08/18/2023	10:54:27	0004030-069	PSA Let's Show Up :30	00:29.984	2764
08/18/2023	11:34:31	0004030-033	PSA Victories - Naomi 30	00:30.365	2765
08/18/2023	12:05:22	0004030-082	PSA CDC Tips - Tiffany Verison 2	00:29.254	2766
08/18/2023	12:25:43	0004030-038	PSA Native American Mental Health 30	00:28.142	2767
09/17/2023	17:00:01	0004030-116	PSA The Future Depends on Teachers	00:30.096	4493
09/17/2023	17:00:01	0004030-112	PSA Give Hope	00:30.576	4494
09/17/2023	17:00:01	0004030-072	PSA You Can't Buy A Best Friend	00:30.000	4495
09/17/2023	17:00:01	0004030-007	PSA Pulmonary Fibrosis Foundation	00:28.892	4496
09/17/2023	17:00:01	0004030-079	PSA Alanah	00:30.048	4497
09/17/2023	17:00:01	0004030-086	PSA Flu Vaccination	00:30.216	4498
09/17/2023	17:03:21	0004030-079	PSA Alanah	00:29.948	4487
09/17/2023	18:32:31	0004030-079	PSA Alanah	00:29.954	4499
09/17/2023	19:05:31	0004030-086	PSA Flu Vaccination	00:29.418	4500
09/17/2023	19:59:25	0004030-082	PSA CDC Tips - Tiffany Verison 2	00:28.929	4501
09/17/2023	20:32:30	0004030-034	PSA Victories - Adam 30	00:30.257	4502
09/17/2023	21:53:05	0004030-042	PSA Cooking With Grandma 30	00:30.685	4503

09/30/2023 23:59:24

0004030-017

PSA NPMA Instinct

00:29.924 5284