

## **KBKK / Ball, LA**

UPDATED NEEDS LIST FROM ASCERTAINMENT INTERVIEWS

PERFORMED FROM 1/1/22 – THROUGH – 3/31/22

- 1) Health Issues
- 2) Family Issues
- 3) Education
- 4) Economics & Local Businesses
- 5) Politics & Government

## **Public Affairs Programs**

Mayo Clinic Radio: A 30-minute syndicated radio magazine dealing with public health issues and substance abuse. Broadcast Sundays at 6:00AM.

THIS WEEK IN CENLA: A program hosted by on-air personality Jeff Akin every Sunday Morning at 6:30AM. It tackles a wide range of topics that include charitable organizations, politics, social action, family, the arts and culture, health, family issues, nature and the area we live in.

## **Quarterly Issues/Programs List**

1st quarter of 2022

KBKK / Ball / Louisiana

The following is a list of programs aired that have provided the station's most significant treatment of community issues.

DATE	Time	Duration	Topic	Issue	Description
1/02/22	6:30 AM	15:00	Blood shortage	Health	Amy Reed of Lifeshare Blood Center discussed how the public can help with donations.
1/09/22	6:30 AM	15:00	Health Services	Health	Sheryl Debois from Central LA Human Services discussed the services available to Cenla residents.

1/23/22	6:30 AM	15:00	Senior Citizens	Health / Family Issues.	Alyssa Setliff discussed services offered to Sr Citizens including food stamps, medical counseling and the foster grand-parent program.
2/6/22	6:30 AM	15:00	Mardi Gras	Economics & Local Businesses	Jim Smilie, Special Projects Coordinator from the City Of Alexandria discusses upcoming Mardi Gras festivities and their impacts on local businesses this time of year.
2/20/22	6:30 AM	15:00	Homelessness	Health / Economics	Joseph Bezzta from the Cenla Homeless Coalition discussed homelessness in Cenla
3/6/22	6:30 AM	15:00	Job Fair	Education	Jeff Powell, Superintendent of Rapides Parish Schools discusses the upcoming graduating class job fair.
3/13/22	6:30 AM	15:00	Early Voting	Politics & Government	Lin Stewart, Registrar of Voters for Rapides Parish, discusses early voting in the Parish for March 26 <sup>th</sup> elections.
3/27/22	6:30 AM	15:00	Drug Addiction	Health	Lilly Harvey discussed drug overdoses in CENLA and helping those with addiction.

KBKK is licensed to the city of Ball, LA and serves Avoyelles and Rapides Parish, LA along with its sister stations KEDG, KEZP and KLAA.

## **Mayo Clinic Radio**

**Date aired: 1/2/22 Time Aired: 6:00 AM  
39:25**

Even if your weight is close to the normal range, can a pot belly increase your risk of heart disease? This week, we talked to Tiffany M. Powell-Wiley, M.D., M.P.H., FAHA, chair of the American Heart Association's writing committee and chief of the Social Determinants of Obesity and Cardiovascular Risk Laboratory at the National Institutes of Health, one of the authors of a Scientific Statement from the American Heart Association, that shined the spotlight on the connection between obesity and cardiovascular health.

Then, over 84,000 Americans will receive a primary brain tumor diagnosis this year. On this week's Mayo Clinic Q&A segment, Dr. Alyx Porter, co-chair of the Central Nervous System Tumor Disease Group at Mayo Clinic Cancer Center, discussed the various types of brain tumors and how they are diagnosed and treated.

**Date aired: 1/09/22 Time Aired: 6:00 AM  
39:25**

The reproductive lifespan of women in the United States has increased over the past six decades, according to a new study from Texas Tech University. Duke Appiah, Ph.D., MPH, Assistant Professor, Public Health, at the Obesity Research Institute at Texas Tech University, authored a recent study on the trend. He said that these changes can affect much more than a woman's reproductive health.

Then, according to the National Cancer Institute, there are nearly 17 million cancer survivors in the US, each with a different experience. On this week's Mayo Clinic Q&A segment, we learned about the unique needs and concerns of cancer survivors of all ages, from Dr. Kathryn Ruddy, associate director of Patient and Community Education and co-chair of the Symptom Control/Survivorship Cross-Disciplinary Group at Mayo Clinic Cancer Center.

And, we all face everyday stress, and it seems to get worse by the day. We talked with Amy Serin, PhD, neuropsychologist, author of "The Stress Switch: The Truth About Stress and How to Short-Circuit It," for advice on how to recognize stress, and find relief.

**Date aired: 1/16/22 Time Aired: 6:00 AM  
39:25**

People grow old at different rates, regardless of what the calendar says. Maxwell Elliott, a Ph.D. student in Duke University's Department of Psychology & Neuroscience, led research that suggests that doctors should identify and treat the diseases of old age by the time people celebrate their 45th birthday, before the problems escalate.

Then, many people may be living with a serious heart condition and not know it. But the signs and symptoms can be vague, so people often think they are simply out of shape or just getting older. This week's Mayo Clinic Q&A segment looks at symptoms, diagnosis and treatment of atrial fibrillation with Dr. Christopher DeSimone, a Mayo Clinic cardiologist who specializes in cardiac electrophysiology.

And, a recent study from Stanford University found that the majority of mass shootings in America might be prevented with aggressive action to identify and treat psychiatric disorders. Ira D. Glick, M.D., Professor Emeritus of Psychiatry & Behavioral Sciences, from the Department of Psychiatry at Stanford University School of Medicine, believes that mental health providers, lawyers, and the public should be made aware that some unmedicated patients do pose an increased risk of violence and should receive treatment, whether they want it or not.

**Date aired: 1/27/22 Time Aired: 6:00 AM  
39:25**

Are young adults getting enough exercise to reduce their chances of developing high blood pressure? We learned the answer from Jason Nagata, M.D., M.Sc., Assistant Professor of Pediatrics in the Division of Adolescent and Young Adult Medicine at the University of California San Francisco.

Then, 50,000 Americans lose their lives each year to thoracic aortic aneurysms. On this week's Mayo Clinic Q&A segment, Dr. Gabor Bagameri, a Mayo Clinic cardiovascular surgeon explained what you need to know about this silent killer.

And, do you simply pay a healthcare bill when it arrives? We talked to Marshall Allen, author of "Never Pay the First Bill: And Other Ways to Fight the Health Care System and Win," who explained why and how smart consumers should carefully check those bills for inaccurate or unfair charges.

**Date aired: 1/30/22 Time Aired: 6:00 AM  
39:25**

A horrifying number of children visit a doctor or emergency room each year, as a result of an assault or other form of violence. We talked to David Finkelhor, Director of the University of New Hampshire's Crimes against Children Research Center, who said medical professionals need to know more about how to help.

Then, carotid artery stenosis is one of the top causes of strokes. On this week's Mayo Clinic Q&A segment, Dr. Luis Savastano, a Mayo Clinic neurosurgeon, discussed new techniques find the root cause of a stroke.

And, do calorie counts on restaurant menus cause you to order healthier meals? We learned the answer from Alex M. Susskind, Professor of Food and Beverage Management and the Director of the Cornell Institute of Food and Beverage Management

**Date aired: 2/6/22 Time Aired: 6:00 AM  
39:25**

Experts say one-fifth to one-half of patients with schizophrenia who show severe symptoms don't respond to medication. Nicola Cascella, M.D., Assistant Professor of Psychiatry and Behavioral Sciences at the Johns Hopkins University School of Medicine, and faculty member at the Johns Hopkins Schizophrenia Center, has pioneered a fascinating new approach, using deep brain stimulation.

And, a futuristic device has been developed at Mayo Clinic: an implantable mechanical pump that helps pump blood from the lower chambers of the heart. We talked with Dr. John Stulak, a Mayo Clinic cardiovascular surgeon, to learn about the life changing results, for people who have weakened hearts or heart failure.

**Date aired: 2/13/22 Time Aired: 6:00 AM**

A third of the US population suffers from frequent heartburn or a condition known as GERD. This week, we talked to Andrew Chan, MD, a gastroenterologist from Harvard Medical School and Massachusetts General Hospital, who said if you suffer from acid reflux, five diet and lifestyle changes may help.

Then, while testicular cancer is relatively rare, it is the most common cancer in American males ages 15 to 35. We talked with Dr. Matthew Ziegelmann, a Mayo Clinic urologist, to learn about the diagnosis and treatment of testicular cancer.

And, activities like walking are often recommended to reduce high blood pressure. University of Saskatchewan kinesiology professor Dr. Phil Chilibeck found an activity even more effective than walking for lower blood pressure.

**Date aired: 2/20/22 Time Aired: 6:00 AM**

**39:25**

First up, surprising results from a UC San Francisco study that found that older women who were broadly engaged in social activities had a 76 percent greater chance of experiencing emotional abuse or mistreatment than women who were less engaged. Alison Huang, internal medicine specialist and clinical epidemiologist at University of California San Francisco explained her findings.

Then, when it comes to malignant tumors in the brain and spinal cord, glioblastoma is the most common. On our Mayo Clinic Q&A segment, Dr. Wendy Sherman, a Mayo Clinic neurologist explained who is most at risk and what treatments are most commonly used.

And, a first-of-its-kind study from Laura Argys, Professor of Economics at the University of Colorado Denver, found that light pollution can increase the likelihood of preterm birth or reduced birth weight.

**Date aired: 3/27/22 Time Aired: 6:00 AM  
39:25**

A major milestone in CT imaging recently arrived. Radiologist Joel G. Fletcher, M.D., the Mayo Clinic doctor who performed the first cardiac scan on the new photon-counting CT scanner, explained why this is such an important advancement.

Then, carotid artery stenosis is major cause of strokes, but most of the time, there are no signs or symptoms. On our Mayo Clinic Q&A segment, we talked with Dr. Luis Savastano, a Mayo Clinic neurosurgeon, to learn about early detection and new therapies.

And, can a key to health and well-being be found in spending a few hours outdoors? We found out from Dr. Mat White from the University of Exeter Medical School in the United Kingdom.

**Date aired: 3/6/22 Time Aired: 6:00 AM**

Researchers at the Cleveland Clinic have identified a promising strategy for treating and preventing aggressive, drug-resistant prostate cancer. We talked with Nima Sharifi, M.D., of Cleveland Clinic's Lerner Research Institute, who led the effort.

Then, about 10% of us have some degree of thyroid dysfunction. But a new study by Mayo Clinic researchers suggests the most common drug treatment is significantly overused in people with mild hypothyroidism or no apparent thyroid dysfunction. On our Mayo Clinic Q&A segment, we talked with Dr. Juan Brito Campana, a Mayo Clinic endocrinologist, to learn what this may mean for patients.

**Date aired: 3/13/22 Time Aired: 6:00 AM**

This week, we'll look at the serious complications that young adults experience from Type 2 diabetes. We talked with Maria "Sukie" Rayas, MD, assistant professor of pediatric endocrinology and one of the co-investigators of a 15-year study at the University of Texas.

Then, chronic obstructive pulmonary disease, or COPD, is the third leading cause of death worldwide according to the World Health Organization. On our Mayo Clinic Q&A segment, we heard from Dr. John Costello, a consultant pulmonologist at Mayo Clinic Healthcare in London, to learn treatment options and how COPD is diagnosed.

And, there's a critical shortage of plasma. We talked with John G. Boyle, a patient and advocate who relies on plasma-derived therapies and the former Immune Deficiency Foundation CEO and President, to learn the basics of plasma donation.

**Date aired: 3/20/22 Time Aired: 6:00 AM**

This week, a look at a large British study that examined the connection between body weight and the risk of severe COVID-19. The lead author the University of Oxford study, Carmen Piernas, MSc, PhD, from the Nuffield Department of Primary Care Health Sciences at the University of Oxford will share her eye-opening findings.

Then, sarcoma — a form of cancer that begins in the bones and in the soft or connective tissues — is one of the more common types of childhood cancer. On our Mayo Clinic Q&A segment, we learned about recent treatment advances from Dr. Brittany Siontis, a Mayo Clinic medical oncologist.

And, do you avoid evening workouts? We talked with Penelope Larsen, researcher and PhD candidate, School of Exercise Science, Sport & Health, Charles Sturt University, Bathurst, New South Wales, Australia, the author of a study that measured how evening exercise affects sleep and appetite.

**Date aired: 3/27/22 Time Aired: 6:00 AM**

Groundbreaking research from the Cleveland Clinic may eventually lead to new treatments and prevention strategies for strokes. We learned how gut microbes may impact stroke severity and functional impairment, following a stroke, from Stanley Hazen, M.D., Ph.D, Chair of the Department of Cardiovascular & Metabolic Sciences and director of Cleveland Clinic's Center for Microbiome & Human Health.

Then, on our Mayo Clinic Q&A segment, a look at lymphoma, a cancer of the lymphatic system, which is part of the body's germ-fighting network. Dr. Jose Villasboas Bisneto, Mayo Clinic hematologist, explained the various types of lymphoma and how they are treated.

And, many middle school students are at serious risk of cardiovascular disease or high cholesterol. We heard some concerning findings from a study led by Robert M. Siegel, MD, FAAP, Director of the Center for Better Health and Nutrition in the Heart Institute at Cincinnati Children's Hospital Medical Center.