

# 1180 WXLA – W227DO 93.3: Quarterly Issues List

Period covered 4-1-23 – 6-30-23

This is a listing of issues covered that are of significance to the listening audience for the above-mentioned station. This list is subject to change and is not in any significant order.

<u>Issue covered / Guest</u>	<u>Date / Time / Duration</u>	<u>Description of Programming</u>
Various / Host: Rich Herl	Sunday 4/2, 4/9, 4/16, 4/23, 4/30 5/7, 5/14, 5/21, 5/28, 6/4, 6/11, 6/18, 6/25 Runs at 8:06am – 24 minutes	WXLA Week In Review. A pre-recorded Public affairs show hosted by News Director Rich Herl. See attached sheets for topics.
Various / Host: InfoTrak	Sunday 4/2, 4/9, 4/16, 4/23, 4/30 5/7, 5/14, 5/21, 5/28, 6/4, 6/11, 6/18, 6/25 Runs at 8:30am – 29.5 minutes	Nationally produced public affairs show Dedicated to educating and informing on Important current events and issues. See attached sheets for guests and topics.

## QUARTERLY REPORTS APRIL 1 – JUNE 30, 2023

### Lansing Community Program for WHZZ-FM/WQHH-FM/WILS-AM/WXLA-AM

4-2 – Indian Trails president **Chad Cushman** breaks down the new partnership with Megabus that will expand bus service opportunities and connections from Lansing to other cities in Michigan and across the Midwest. (8:04)

Child and Family Charities CEO **Julie Thomasma** discusses the launch of the final phase of a campaign to raise money for a renovation project at the old Greater Lansing McLaren property. (7:42)

Freekeh Harvest founder Leslie Touma previews the Making It in Michigan Conference and Trade Show that will be taking place at the Lansing Center later this month. (6:35)

4-9 – Sparrow Health System president and CEO **Jim Dover** reacts to the regulatory approval of the merger of Sparrow and University of Michigan Health. (7:12)

Lansing school district superintendent **Ben Shuldiner** tells us about the new Lansing Tech High School and the enrollment that's now open for next year's freshmen class. (7:59)

CNBC Automotive reporter **Mike Wayland** breaks down the quarterly sales numbers released by General Motors for the first three months of 2023. (7:22)

4-16 – Big Rapids Radio Network news director **Steve Gove** updates us on the protests and controversy surrounding plans by Chinese company Gotion to build an electric vehicle battery plant in Mecosta County. (9:20)

Lansing Regional Chamber of Commerce president and CEO **Tim Daman** reacts to the groundbreaking of a new cargo expansion project at Capital Region International Airport and talks about how it benefits mid-Michigan. (7:40)

Downtown Lansing, Inc. executive director **Cathleen Edgerly** brings us a recap of the annual "State of Downtown" that was held at the Knapps Center. (5:56)

4-23 – **Cozine Welch** from the Sentencing Project brings us a recap of this week's criminal justice reform rally and explains through his own personal experience why he feels reform is necessary. (12:56)

Holt High School "Robo-Rams" coach **Brian Taisor** previews the World Robotics Championships that are taking place in Texas and will include teams from Holt and Mason high schools. (9:38)

4-30 – Lansing city councilmember **Peter Spadafore** recaps this week’s council meeting in which the board approved an amended bidders ordinance that’s designed to give businesses more opportunities for projects in the city. (7:14)

Ingham County sheriff and 100 Club of Greater Lansing president **Scott Wriggelsworth** tells us about the Club’s annual Hero Awards show and how the organization honors local and state law enforcement. (7:51)

Holt High School “Robo-Rams” coach **Brian Taisor** joins us for a second straight week to talk about his team’s involvement in the World Robotics Championships in Texas and tells us how his team fared during the event. (8:07)

5-7 – Delta Township supervisor **Ken Fletcher** reacts to Tuesday’s voter approval of a \$16 million bond for a new public safety facility. (8:50)

Former Eaton County sheriff and former state senator **Rick Jones** tells us about close calls he’s had during his law enforcement career in light of Monday night’s annual Officers Memorial at the state Capitol. (6:35)

New Sparrow Hospital president **Margaret Dimond** tells us about her goals for Sparrow after starting her first day on the job Tuesday and becoming the first female president in the facility’s 127-year history. (6:55)

5-14 – East Lansing attorney **Andrew Abood** from Abood Law Firm weighs in on how Michigan is being impacted as a border state by the expiration of Title 42. (6:24)

Ingham ISD superintendent **Jason Mellema** recaps a meeting between Lansing area business and educational leaders on the opportunities available in career technical education. (10:14)

Capital Region Airport Authority president and CEO **Nicole Noll-Williams** reacts to the FAA’s approval of an extension of direct flights from Lansing to Washington D.C. through 2028. (6:06)

5-21 – Michigan Association of Broadcasters president and CEO **Sam Klemet** weighs in on new legislation in Congress that would require automakers to include AM radio receivers in all makes and models with no extra fees. (7:49)

Lansing city council member **Peter Spadafore** reacts to the council’s approval of a 2024 fiscal year budget that was eventually vetoed by the mayor. (6:57)

Community Foundation president and CEO **Laurie Baumer** brings us the details of a universally-accessible playground known as “Play Michigan!” that is now under construction at Adado Riverfront Park. (8:02)

5-28 – Lansing city council president **Carol Wood** tells us why the council decided to override the mayor’s veto of the 2024 fiscal year budget. (7:43)

Lansing city clerk **Chris Swope** recaps his testimony at a state elections committee hearing in favor of a bill that would allow 16-year-olds in Michigan to pre-register to vote. (7:57)

Michigan Veterans Affairs Agency director **Adam Hollier** tells us about the importance of Memorial Day from a veteran/military perspective. (7:18)

6-4 – **Theresa Sisung** from the Michigan Farm Bureau weighs in on concerns from farmers over their crops in the midst of hot and dry weather. (7:46)

Lansing school district superintendent **Ben Shuldiner** breaks down a nearly \$1 million state grant that will support its “Grow Your Own” teachers program. (6:25)

**Mallory DePrekel** from Communities in Schools of Michigan previews a big fundraising dinner that’s taking place next week at MSU’s Kellogg Center. (8:41)

6-11 – **Beth Fults** from the Michigan DNR brings us an update on how the wildfires in Canada are impacting our state in the midst of the dry weather. (7:41)

Lansing City Pulse reporter **Todd Heywood** brings us the latest on city council member Jeffrey Brown and the ethics complaints filed against him by the mayor and other colleagues. (8:03)

Robert L Green Elementary School kindergarten teacher **Kathryn Kluzak** reacts to being named Educator of the Year for 2023 by the Michigan Lottery. (6:58)

6-18 – **Peter Cummings** from the Platform development group in Detroit breaks down MSU’s major investment in the historic Fisher Building. (8:52)

East Lansing mayor **Ron Bacon** updates us on the ongoing city council discussions over whether or not to expand the board by adding two new seats. (5:26)

CATA spokeswoman **Lolo Robison** tells us about the agency’s partnership with the Lansing Police Department to fight against human trafficking. (8:23)

6-25 – Lansing police assistant chief **Robert Backus** tells us about the department’s new effort to crack down on speeding known as Operation Slow Down. (7:16)

Gillespie Group developer **Pat Gillespie** recaps the ribbon-cutting and previews the opening of the new Izzo Family Medical Center on the campus of the new McLaren Greater Lansing hospital. (6:32)

Potter Park zookeeper **Annie Marcum** celebrates the birth of a new ring-tailed lemur pup that can be seen by visitors in the Feline and Primate House. (7:50)



Weekly Public Affairs Program

Call Letters: WXLA  
W227DO

**QUARTERLY ISSUES REPORT, APRIL-JUNE, 2023**

Show # 2023-14

Date aired: 4/2 Time Aired: 8:30AM

**H Penny Mishkin**, Columbia University occupational therapist, author of *“How I See It: A Personal and Historical View of Disability”*

Ms. Mishkin discussed the difficulties faced by disabled children, and the crucial importance of therapy, services and support to help them. She shared her personal story of severe vision disabilities as a child, and eventual blindness as an adult. She said living with a disability is akin to taking a detour in life, and that with the right outlook, disabled people can still live a purposeful and happy life.

**Issues covered:** **Length: 8:40**  
**Disability Awareness and Support**

**Rob Docters**, Partner and Head of Ethics Practices at Abbey Road, LLP, co-author of *“Ethics and Hidden Greed: Your Defense against Unethical Strategies and Violations of Trust”*

Consumer scams, frauds, and unethical gouging are on the rise, causing significant financial and emotional harm to unsuspecting individuals and exacerbating economic inequalities. Mr. Docters discussed the factors behind the jump in fraud. He explained why it is often hard to recognize fraud or scams on social media.

**Issues covered:** **Length: 8:43**  
**Crime**  
**Consumer Matters**  
**Ethics**

**Beau Kilmer, PhD**, McCauley Chair in Drug Policy Innovation, at the RAND Corporation and Co-Director, RAND Drug Policy Research Center

Alcohol is the third-leading cause of preventable death in the US, with alcohol-impaired driving alone claiming 11,654 lives in 2020. Dr. Kilmer shared the results of a RAND study of a unique statewide alcohol-monitoring program in South Dakota. The 24/7 program requires repeat drunk drivers to be tested twice per day for alcohol use. The study found that the participants in the program had a roughly 50% lower chance of death.

**Issues covered:** **Length: 5:09**  
**Drunk Driving Prevention**  
**Substance Abuse**

Show # 2023-15

Date aired:

4/9

Time Aired:

8:30AM

**Stephen Kohn**, attorney, Executive Director of the National Whistleblower Center, author of "*The Whistleblower's Handbook: A Step-By-Step Guide To Doing What's Right And Protecting Yourself*"

Every year, criminals and fraudsters rip off the federal government by committing tax fraud—stealing billions of taxpayer dollars in the process. However, it's becoming much more difficult to do so, thanks to a massive increase in whistleblower disclosures. Mr. Kohn discussed recent changes in laws that have made it much easier to report wrongdoing. He also explained what steps to take to weigh the plusses and minuses of blowing the whistle.

Issues covered:

Length: 8:53

Whistleblowing

Crime

Government Regulations

**Mary Norris**, longtime copy editor at "The New Yorker," author of "*Between You & Me: Confessions of a Comma Queen*"

Ms. Norris discussed the most common mistakes in spelling, punctuation and word usage, and why it is so important. She explained how new technologies and changes in our nation's education system have made proper grammar less "cool."

Issues covered:

Length: 8:21

Education

Career

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

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 that gap.

Issues covered:

Length: 4:54

Personal Health

Minority Concerns

Show # 2023-16

Date aired:

4/16

Time Aired:

8:30AM

**ChatGPT**, an artificial-intelligence (AI) chatbot

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

Issues covered:

Length: 9:29

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 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.

Issues covered:  
**Disabilities**  
**Employment**

Length: 7:59

**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 (that is, an additional quarter mile of walking) was associated with a 14% lower risk of heart disease, stroke or heart failure.

Issues covered:  
**Personal Health**  
**Senior Citizens**

Length: 5:06

Show # 2023-17

**Date aired:** 4/23 **Time Aired:** 8:30AM

**Matthew Berger**, Executive Director of the non-profit Foundation to Combat Antisemitism

According to FBI statistics, Jews make up approximately 2.4% of the U.S. population yet are victims of nearly 1 in 10 of all hate crimes. Mr. Berger's organization launched a \$25 million national effort to combat indifference and ignorance surrounding antisemitism. He explained how people can stand up to fight antisemitism, the same way they would fight racism, gender inequality or other injustices in their community.

Issues covered:  
**Antisemitism**  
**Crime**

Length: 7:59

**Mark R. Rank, PhD**, Herbert S. Hadley Professor of Social Welfare at Washington University in St. Louis, author of "*The Poverty Paradox: Understanding Economic Hardship Amid American Prosperity*"

Prof. Rank discussed the reasons why the wealthiest country in the world also has the highest rates of poverty among industrialized nations. He said an average of 10-15% of the US population is below the poverty line at any given time. He blames low-paying jobs that make it difficult to escape poverty, plus what he views as an inadequate social safety net.

Issues covered:  
**Poverty**  
**Economy**  
**Government Policies**

Length: 9:24

**Sarah J. Clark, MPH**, Research Scientist in the Department of Pediatrics and Co-Director of the C.S. Mott Children's Hospital National Poll on Children's Health at the University of Michigan

For many teens, that first formal job is a rite of passage. Prof. Clark shared the results of her organization's survey of parents, exploring their views of the pluses and minuses of teenage employment. She said 3/4s of parents of working teens believe a job has had a positive impact on the teen's money management skills and self-esteem.

Issues covered:  
Teen Employment  
Parenting

Length: 5:12

Show # 2023-18

Date aired: 4/30

Time Aired: 8:30AM

**Malia Hollowell**, National Board-Certified teacher, Founder/CEO of The Reading Roadmap, which develops literacy training for teachers, author of "*The Science of Reading in Action: Brain-Friendly Strategies Every Teacher Needs to Know*"

67% of American students are unable to read at grade-level. Ms. Hollowell said there are decades of research available to improve reading programs, but it is generally ignored. She said it's critical that teachers and parents learn about the research. She also addressed the special challenges faced by children whose native language is not English.

Issues covered:  
Child Literacy  
Education

Length: 7:50

**Laura Tremaine**, podcaster, author of "*The Life Council: 10 Friends Every Woman Needs*"

Ms. Tremaine discussed the complexities of friendships. She said making, keeping, and even releasing friends doesn't need to be as hard as we make it. She explained the importance of creating a circle of genuine friends over a lifetime, as opposed to social media "acquaintances."

Issues covered:  
Personal Relationships  
Mental Health  
Women's Issues

Length: 9:26

**Joseph Alton, MD**, board-certified obstetrician and pelvic surgeon, co-author of the "*The Survival Medicine Handbook: The Essential Guide for When Help is NOT on the Way*"

Dr. Alton offered tips to be prepared in the event that a natural disaster took away the high-technology medical services we take for granted. He outlined the basic supplies that every household should have on hand in a medical kit. He also explained the steps need to provide emergency assistance to someone who is bleeding badly.

Issues covered:  
Emergency Preparedness  
Personal Health

Length: 4:57



Show # 2023-19

Date aired: 5/7 Time Aired: 8:30AM

**Sarah Foster**, Analyst and Principal U.S. Economy Reporter at Bankrate.com

While inflation may be cooling, Ms. Foster explained why Americans could be feeling its impact for years to come. She discussed the economy's impact on emergency savings, retirement contributions and covering day-to-day expenses. She also explained why even when inflation eventually slows, prices won't necessarily fall across the board.

Issues covered:

Length: 7:23

Inflation  
Personal Finance

**Paul McLane**, Editor in Chief of Radio World, a publication for technology-minded broadcast owners, managers and engineers

Automakers like Tesla, BMW and Ford have recently announced their intentions to cut AM radio from new models, particularly electric vehicles. Mr. McLane discussed the valuable service AM radio still provides for public safety and entertainment, and explained what AM's 84 million listeners can do to voice their opinion to automakers and legislators. He also discussed the potential danger posed to FM radio by the new trend.

Issues covered:

Length: 9:54

Media  
Emergency Preparedness  
Consumer Matters

**Robert Hyldahl, PhD**, Assistant Professor of Exercise Sciences, Brigham Young University

Dr. Hyldahl co-authored a study that found that running appears to reduce inflammation in the knee joint—not increase it, as commonly believed. He said his research suggests that running may actually protect knees during the aging process, and safeguard against degenerative diseases like osteoarthritis.

Issues covered:

Length: 5:01

Personal Health  
Aging

Show # 2023-20

Date aired: 5/14 Time Aired: 8:30AM

**Sarah J. Clark, M.P.H.**, Associate Research Scientist, Department of Pediatrics at the University of Michigan's C.S. Mott Children's Hospital

Ms. Clark co-authored a poll that found that 62 percent of parents report difficulties finding childcare facilities that meet their health and safety standards. The poll also found that only half of parents considered themselves "very confident" at discerning which childcare options were truly safe and healthy. She outlined the most important questions that parents should ask when evaluating childcare providers. She said 82% of parents would be in favor of a national standard for health and safety for childcare centers and in-home childcare providers.

Issues covered:

Length: 9:27

Child Safety  
Parenting

**Benjamin H. Schnapp, MD**, Assistant Professor, Assistant Emergency Medicine Residency Program Director in the University of Wisconsin School of Medicine and Public Health

Medical errors cause roughly 250,000 deaths per year in the U.S. Dr. Schnapp co-authored a study that examined errors in Emergency Rooms. He found that, even in chaotic ERs, doctors typically have the right medical information but might not act on it in the best way. He talked about the patterns he found in patients who are most vulnerable to errors. He offered suggestions for patients who want to prevent errors when they visit an ER.

Issues covered:  
**Medical Errors**  
**Emergency Care**

Length: 7:44

**Jill Gonzalez**, Senior Analyst at WalletHub, a personal finance website

Ms. Gonzalez discussed her report that examined today's at-risk youth. She said about one in nine young Americans today is neither working nor in school, exposing them to greater risk of poverty, violence, drug abuse and homelessness. She explained how these risk factors follow young people into adulthood. She discussed the importance of education and social services.

Issues covered:  
**Youth At Risk**  
**Violence**  
**Poverty**

Length: 4:50

Show # 2023-21

Date aired:

5/21

Time Aired:

8:30AM

**Burton Malkiel**, Chemical Bank Chairman's Professor of Economics at Princeton University, author of the classic finance book "*A Random Walk Down Wall Street: The Best Investment Guide That Money Can Buy*"

Mr. Malkiel's book, written 50 years ago, pioneered the advent of index mutual funds for the average investor. He explained why an individual who saves consistently over time and buys a diversified set of index funds can achieve above-average investment results. He believes that most average investors do not need an investment advisor in order to prepare for retirement.

Issues covered:  
**Personal Finance**  
**Retirement Planning**

Length: 8:30

**Theresa Gildner, PhD**, Assistant Professor of Biological Anthropology in Arts & Sciences at Washington University in St. Louis

Most Americans view parasitic infections as a problem of the past or one that only impacts low-income countries. However, Prof. Gilder shared new research that discovered that the problem is likely widespread in low-resource communities throughout southern US. Her study found that environmental conditions, combined with infrastructural neglect and inadequate access to health care, create the perfect breeding ground for these infections. She explained how to recognize the infection and what treatments are available.

Issues covered:  
**Public Health**  
**Poverty**  
**Food Safety**

Length: 8:37

**Eduardo Coteilla-Sanchez, PhD**, Associate Professor in the School of Electrical Engineering and Computer Science at Oregon State University

Prof. Coteilla-Sanchez outlined his concerns that the nation's power transmission grid is at risk of cyber-attack. He has researched a scenario in which hackers manipulate smart meters to create an oscillation in electricity demand, potentially creating brown-outs or even a massive power outage affecting much of the country. He outlined steps that power companies need to take to guard against this form of attack.

**Issues covered:**  
Infrastructure  
Cyber Attacks

**Length: 5:10**

Show # 2023-22

**Date aired:** 5/28 **Time Aired:** 8:30AM

**Catherine Hodder**, estate planning attorney, author of "*Estate Planning for the Sandwich Generation: How to Help Your Parents and Protect Your Kids*"

Ms. Hodder explained the importance of estate planning for those who are caring for both kids and aging parents. She outlined the critical documents that everyone should have in addition to a basic will. She also talked about the importance of communication with aging parents, and the usefulness of an emergency binder that organizes important documents in one place.

**Issues covered:**  
Estate Planning  
Senior Citizens  
Parenting

**Length: 8:22**

**Caitlin Cavanagh**, Assistant Professor in the School of Criminal Justice at Michigan State University

Prof. Cavanagh led a study at Michigan State that found that mothers don't lose hope to see their sons graduate from high school, get married, find a good job and so on-- even if they are arrested as a minor. Her findings were consistent, even for higher income families.

**Issues covered:**  
Juvenile Crime  
Parenting

**Length: 8:54**

**Noreen Springstead**, Executive Director of WhyHunger, a non-profit organization that focuses on grassroots solutions to end hunger and poverty

Ms. Springstead discussed the current scope of the hunger problem in the U.S. She explained why, even in a booming economy, the issue of hunger and food insecurity rarely changes. She outlined how people can get assistance if they are in need, and how volunteers can get involved in their local communities.

**Issues covered:**  
Hunger  
Poverty  
Government Programs  
Volunteerism

**Length: 4:58**

Show # 2023-23

Date aired: 6/4 Time Aired: 8:30AM

**Adam Katchmarchi, PhD**, Executive Director of the National Drowning Prevention Alliance, Assistant Professor in the Department of Kinesiology, Health, and Sport Sciences at Indiana University of Pennsylvania

Drowning is the leading cause of death among children ages 1-4 and the second leading cause of injury-related death among children up to age 14. As the busiest water activity season is upon us, Prof. Katchmarchi offered five recommendations for parents to keep their children safe.

Issues covered:

Length: 8:31

**Drowning Prevention**

**Heidi K. Gardner, PhD**, Distinguished Fellow at Harvard Law School's Center on the Legal Profession and Program Chair of the Sector Leadership Master Class and Smarter Collaboration Master Class, author of "*Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*"

Prof. Gardner discussed recent research and offered advice to help companies thrive by collaborating more effectively. She said collaboration skills are surprisingly rare, especially among men. She explained why firms that collaborate smarter consistently generate higher revenues and profits, boost innovation, strengthen client relationships, and attract and retain better talent.

Issues covered:

Length: 8:52

**Workplace Matters**

**Diversity**

**Career**

**Susan Carpenter**, Native Plant Garden Curator at the University of Wisconsin-Madison Arboretum

"No mow" initiatives are becoming an increasingly popular springtime effort to help support bees, butterflies and other pollinators. Ms. Carpenter explained why mowing grass too short can cut the tops off flowering plants, creating lawns that are inhospitable for pollinators seeking habitats in which to feed, rest and nest. She said a good first step to help pollinators is to stop treating a lawn with chemicals, then allow grass to grow to around six inches before it's cut to roughly four inches.

Issues covered:

Length: 5:08

**Environment**

Show # 2023-24

Date aired: 6/11 Time Aired: 8:30AM

**Andres Lares**, Managing Partner at Shapiro Negotiations Institute, co-author of "*Persuade: The 4-Step Process to Influence People and Decisions*"

Millions of college students have graduated recently and are ready to enter the workforce. Mr. Lares said the more a job applicant prepares, the more confident they will feel — and projecting confidence is essential to doing well in a job interview. He explained how to research a company and the position prior to a job interview, how to negotiate the compensation and how prepare questions for the interviewer.

Issues covered:

Length: 8:35

**Employment**

**Career**

**Jean M. Twenge, PhD**, Professor of Psychology at San Diego State University, author of *"Generations: The Real Differences between Gen Z, Millennials, Gen X, Boomers, and Silents—and What They Mean for America's Future"*

Prof. Twenge outlined the unique characteristics and experiences of different generations, explaining how they shape America's future. She said the era in which person grows up has a much greater influence than their parents on their personality traits. She also talked about the huge influences of technological advances on each generation and the recent increase in clinical depression in teens, which directly correlates with the advent of smartphones and social media.

**Issues covered:**

**Length: 8:45**

**Parenting  
Mental Health  
Substance Abuse**

**Karen Tiber Leland**, Marketing and Management Consultant, Founder and President of Sterling Marketing Group, a branding and marketing strategy firm, author of *"The Brand Mapping Strategy: Design, Build and Accelerate Your Brand"*

Ms. Leland said ignoring the trend of AI and chatbots in business and personal branding is a significant mistake. She offered seven tips to optimize the value of AI language models (such as the hyper-popular ChatGPT) to build thought leadership, raise capital, find investors, sell a company, entice potential employees or convert customers.

**Issues covered:**

**Length: 5:00**

**Entrepreneurship  
Career**

Show # 2023-25

**Date aired:** 6/18 **Time Aired:** 8:30AM

**Martin J. Schreiber**, former Governor of Wisconsin, Alzheimer's caregiver and advocate, author of *"My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver"*

More than 11 million Americans currently care for someone with Alzheimer's disease or other forms of dementia. Gov. Schreiber took care of his wife, Elaine, for nearly 20 years, until her death from Alzheimer's in 2022. He shared their story, and offered advice and encouragement for the millions of Americans in similar circumstances.

**Issues covered:**

**Length: 8:40**

**Alzheimer's Disease**

**Jessie Ryan**, Vice President of The Campaign for College Opportunity

Each year, hundreds of thousands of students start at community colleges, hoping to transfer to a university later. However, for some students, the transfer process becomes a maze so confusing, it derails their college plans. Ms. Ryan explained a problem described as "credit loss," when students take classes that never end up counting toward a degree. She discussed the reasons that universities refuse to accept credits, sometimes from classes that utilize the identical textbook as the university's class.

**Issues covered:**

**Length: 8:44**

**Community College  
Higher Education**

**Robert Wilson, PhD**, Assistant Professor of Psychology and Cognitive Science, Arizona State University

Educational scholars have long recognized that there is something of a "sweet spot" when it comes to learning. Prof. Wilson led a study using artificial intelligence that determined the sweet spot is when failure occurs 15% of the time. Put another way, it's when the right answer is given 85% of the time. He explained what parents and teachers can learn from the study.

**Issues covered:**

**Education  
Parenting**

**Length: 5:06**

Show # 2023-26

**Date aired:**

*6/25*

**Time Aired:**

*8:30AM*

**Read Hayes, PhD**, Research Scientist at the University of Florida, Director of the Loss Prevention Research Council

Retailers, politicians and police departments have sounded the alarm about a rapid increase in retail theft, and are calling for stricter enforcement and prosecution to fight it. Prof. Hayes outlined the scope of the problem, and the role of organized theft rings in its growth. He also explained the multiple impacts on consumers, and what steps may slow down the problem.

**Issues covered:**

**Crime  
Consumer Matters**

**Length: 8:40**

**Kevin Lanza, PhD**, Assistant Professor at UTHouston School of Public Health at The University of Texas

Prof. Lanza led a recent study that found that children and teenagers who had volunteered in the past year were in better physical health, had a more positive outlook on life, and were less likely to have anxiety, depression, or behavioral problems compared to their peers who did not volunteer. He outlined the many volunteering opportunities available to young people.

**Issues covered:**

**Volunteerism  
Youth  
Parenting**

**Length: 8:44**

**Beth C. Truesdale, PhD**, Research Fellow at the W.E. Upjohn Institute for Employment Research, Visiting Scholar at the Harvard Center for Population and Development Studies, co-editor of "*Overtime: America's Aging Workforce and the Future of Working Longer*"

Many retirement planners advise clients to try to delay retirement to age 70 and spend more years in the paid labor force. Prof. Truesdale discussed the myriad of reasons that goal may be impossible for many people in their 50s and 60s, particularly those who are already disadvantaged.

**Issues covered:**

**Employment  
Retirement Planning**

**Length: 5:06**