

KBLU-AM

QUARTERLY ISSUES AND PROGRAM REPORT

During this quarter the community needs and interests as ascertained with community leaders were addresses by significant public affairs or public service programming in response to the following:

1. **Recreation** (community events, etc.)
2. **Family** (Parenting, Children at Risk)
3. **Education**
4. **Agriculture** (both retail and industry point of view)
5. **Government** (meetings, voter education, roads, laws, annexation, etc.)
6. **Health** (includes prevention, abuse, diseases, free clinics, YRMC events etc.)
7. **Community Service Organizations** (Local Non-Profits, government programs, etc.)
8. **Consumer Protection** (identity theft, recalls, scams)
9. **Crime** (prevention, meetings, etc.)
10. **Diversity** (racism, minorities, immigration, etc.)
11. **Senior Citizens**
12. **Military**

KBLU

4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 10/02/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Regional
Bicycle Coalition
Guest: Gene Dalbey

Issue: #7 Community
Service Organizations

Gene Dalbey president of the board for the Yuma Regional Bicycle Coalition joined Cody Beeson and he was able to share the latest information regarding the bicycle coalition's progress in the Yuma community. This includes the development and planning for bicycle roads bicycle paths and bicycle lanes in and around Yuma County. Gene encourages everybody to safely take advantage of the bike opportunities in and around Yuma. Biking to work or for recreation helps improve our physical conditions as well as our mental state of mind as well. There are many reasons to use a bicycle as a daily part of our lives and Gene loves to promote the opportunities to use a bicycle specifically in Yuma. For more information visit the Yuma Regional Bicycle Coalition Facebook page.

Date aired: 10/02/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Regional
Bicycle Maps
Guest: Gene Dalbey

Issue: #7 Community
Service Organizations

Gene Dalbey president of the board for the Yuma Regional Bicycle Coalition was excited to share the new release of the community bike maps. The bicycle maps are a combination of work achieved by Gene Dalbey on behalf of the Yuma regional baseball collection and other local organizations that contributed towards the design and printing of the maps. The maps are available for free to visitors and include an in-depth route for safely traveling on a bicycle within the City of Yuma. Please pick up and share maps available at any local bicycle shop or at the local newspaper. This map successfully highlights all bicycle routes, bicycle routes, and bicycle lanes in the City of Yuma. For more information visit the Yuma Regional Bicycle Coalition Facebook page.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 10/09/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Fire Prevention Week
Guest: Michael Erfert

Issue: #5 Government

Michael Erfert, Public Information Officer with the City of Yuma Fire Department joined Cody Beeson to share information about Fire Prevention Week. The 2021 theme for Fire Prevention Week is "Learn the Sounds of Fire Safety" reminding us to learn the sounds of smoke alarms, because "Smoke alarms save lives". To further mark this week, each day we will be highlighting a different aspect of fire prevention. According to National Fire Protection Association (NFPA), U.S. fire departments responded to 1.3 million fires in 2019. These fires resulted in roughly 3,700 civilian fire fatalities, 16,600 civilian injuries and \$14.8 billion in damages. On average, 7 people per day die in U.S. home fires. For more information visit the Yuma Fire Department Facebook page.

Date aired: 10/09/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: AWC Judo Classes
Guest: Joe Murk

Issue: #3 Education

Joe Murk Judo and Jujitsu professor at Arizona Western College called in to discuss with Cody Beeson the judo and jujitsu program offered at AWC. This program is open to anyone middle school age and up. The students would receive college credit in addition to advancing in their respective belt color/level. Joe wanted to share the importance of a gentle martial art like Judo and how it can have an impact on the bullying epidemic that society has been seeing across the country. The more confident somebody is to handle the situation the better the outcome will be and the more prepared they will be. The classes are known to fill up, so Joe suggests signing up as soon as possible. For more information visit the AWC website at AZWestern.EDU.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 10/16/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Fire Prevention Week
Guest: Michael Erfert

Issue: #5 Government

Michael Erfert, Public Information Officer with the City of Yuma Fire Department joined Cody Beeson to share information about Fire Prevention Week. The 2021 theme for Fire Prevention Week is "Learn the Sounds of Fire Safety" reminding us to learn the sounds of smoke alarms, because "Smoke alarms save lives". To further mark this week, each day we will be highlighting a different aspect of fire prevention. According to National Fire Protection Association (NFPA), U.S. fire departments responded to 1.3 million fires in 2019. These fires resulted in roughly 3,700 civilian fire fatalities, 16,600 civilian injuries and \$14.8 billion in damages. On average, 7 people per day die in U.S. home fires. For more information visit the Yuma Fire Department Facebook page.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 10/23/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Adopt a Highway
Guest: Robert Gutierrez

Issue: #5 Government

Robert Gutierrez representative with the "Adopt a Highway" program for Yuma County was able to discuss with Cody Beeson the adopt a highway program that is currently available to the public. Right now organizations that would like to volunteer twice a year to maintain the roadway can claim their sign. This program is open to any and all organizations examples being nonprofit groups such as the ham radio club that would like to promote the frequency to other ham radio operators traveling through the area. This is an excellent opportunity for a free no cost roadway sign in exchange for a few hours of volunteer work every year. Robert is currently seeking other businesses that would like to participate you can find out more information on the Yuma County website or by calling Robert at 928-503-2312.

Date aired: 10/23/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Penitentiary Pint
Festival
Guest: Russell McCloud and Karri Tater

Issue: #1 Community
Events

Russell McCloud and Karri Tater, chairperson for the for Yuma Rotary Penitentiary Pint Festival came on the radio to discuss with Cody Beeson the upcoming event happening November 6, 2021. This event includes over 25 different breweries happening on the grounds of the Territorial Prison State historic Park. Tickets are limited to only 500 so purchase one through any Fort Yuma Rotary member as soon as possible. Events such as the penitentiary paint fest, Mardi Gras, and other Fort Yuma Rotary sponsored events pay for the service products and the service programs sponsored by Fort Yuma Rotary. Such as improvement in local schools and education opportunities. Providing special needs playground equipment, physical Ed education equipment and more. For more information visit the Fort Yuma Facebook page.

KBLU

4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 10/30/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Adopt a Highway
Guest: Robert Gutierrez

Issue: #5 Government

Robert Gutierrez representative with the "Adopt a Highway" program for Yuma County was able to discuss with Cody Beeson the adopt a highway program that is currently available to the public. Right now organizations that would like to volunteer twice a year to maintain the roadway can claim their sign. This program is open to any and all organizations examples being nonprofit groups such as the ham radio club that would like to promote the frequency to other ham radio operators traveling through the area. This is an excellent opportunity for a free no cost roadway sign in exchange for a few hours of volunteer work every year. Robert is currently seeking other businesses that would like to participate you can find out more information on the Yuma County website or by calling Robert at 928-503-2312.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 11/06/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Thanksgiving
Fire Information
Guest: Michael Erfert

Issue: #5 Government

Michael Erfert, Public Information Officer for the City of Yuma Fire Department came on the radio with Cody Beeson to share information about fires during the Thanksgiving holiday. Yuma regularly sees cooking related fires. Several of these caused significant damage to homes, but even where damage was minimal, they do serve as reminders to "Watch what you Heat" and never leave things on the stovetop cooking unattended. As we head into the holiday season, remember that Thanksgiving is the peak day for home cooking fires, followed by Christmas Day, Christmas Eve, and the day before Thanksgiving. In 2018 there were 1630 home cooking fires on Thanksgiving Day alone. For more information about fire and injury prevention classes we offer, contact the Yuma Fire Department Public Information Office at 373-4855, you can also "Follow" us at www.twitter.com/YumaFireDept

Date aired: 11/06/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Fire Department
Hiring Events
Guest: Michael Erfert

Issue: #5 Government

Michael Erfert, Public Information Officer for the City of Yuma Fire Department came on the radio with Cody Beeson to share information about the hiring process and incentives for the Yuma Fire Department. The Yuma Fire Department is seeking to hire people in various departments. Also needed our dispatchers to call and process 911 requests. The process does require the specific certifications for the applicant to be hired by the Fire Department. All interested individuals that require the proper certifications should reach out to the Fire Safety program at Arizona Western College. If interested individuals already possess the current certifications, please watch the Yuma Fire Department news releases for the hiring announcements.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 11/13/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Thanksgiving
Fire Information
Guest: Michael Erfert

Issue: #5 Government

Michael Erfert, Public Information Officer for the City of Yuma Fire Department came on the radio with Cody Beeson to share information about fires during the Thanksgiving holiday. Yuma regularly sees cooking related fires. Several of these caused significant damage to homes, but even where damage was minimal, they do serve as reminders to "Watch what you Heat" and never leave things on the stovetop cooking unattended. As we head into the holiday season, remember that Thanksgiving is the peak day for home cooking fires, followed by Christmas Day, Christmas Eve, and the day before Thanksgiving. In 2018 there were 1630 home cooking fires on Thanksgiving Day alone. For more information about fire and injury prevention classes we offer, contact the Yuma Fire Department Public Information Office at 373-4855, you can also "Follow" us at www.twitter.com/YumaFireDept

Date aired: 11/13/2021
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Length: 15 Min.

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Hiring Events
Guest: Michael Erfert

Issue: #5 Government

Michael Erfert, Public Information Officer for the City of Yuma Fire Department came on the radio with Cody Beeson to share information about the hiring process and incentives for the Yuma Fire Department. The Yuma Fire Department is seeking to hire people in various departments. Also needed our dispatchers to call and process 911 requests. The process does require the specific certifications for the applicant to be hired by the Fire Department. All interested individuals that require the proper certifications should reach out to the Fire Safety program at Arizona Western College. If interested individuals already possess the current certifications, please watch the Yuma Fire Department news releases for the hiring announcements.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 11/20/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: The Nutcracker
Live Event
Guest: Jennifer Coleman

Issue: #1 Community
Events

Jennifer Coleman executive Director of Ballet Yuma joined Cody Beeson on the radio to discuss the annual performance of the Nutcracker. Ballet Yuma has been producing the Nutcracker for the Yuma community for over 30 years. Jennifer Coleman has been overseeing this production for the past 10 years. This year the Nutcracker is able to return to an auditorium setting with a theater stage and lighting as expected. The performances are limited to only three shows this year. December 10 at 7 PM. December 11 at 3 PM and Sunday, December 12 at 1 PM. The show on Saturday, December 11 is the alumni show which feature is performers from over the years coming back for a special performance. Buy your tickets in advance at BalletYuma.org or contact Jennifer at 928-446-6770.

Date aired: 11/20/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Pediatric Oncology
Support
Guest: Crystal Krull

Issue: #6 Healthcare

Crystal Krull came on the radio to share with Cody Beeson the latest fundraiser benefiting the local pediatric oncology support group here in Yuma. The pediatric oncology support group is part of the foundation of Yuma Regional Medical Center. If anybody is interested in learning more information or making a personal financial contribution of their own, please reach out to Jackie Woodward at 928-336-7046. The pediatric oncology support group is a component of the Foundation of YRMC and any and all funds raised for the pediatric support group will be maintained for that purpose. This fundraiser will go to offset costs associated with cancer treatment that have impacted local families and children.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 11/27/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Visit Yuma Light
Parade
Guest: Marcus Carney

Issue: #1 Community
Events

Marcus Carney, executive director of Visit Yuma, formally the Yuma Visitors Bureau came on the radio with Cody Beeson to share the information about the upcoming Christmas Light Parade. This parade has returned this year after being canceled last year due to the pandemic. This parade will take place on Saturday, December 11, 2021 and it will start at 6:00 PM.

This year if anyone would prefer to watch the event from home the option has been made available for free. The live stream will be available on the Visit Yuma YouTube and Facebook pages. For more information visit the website VisitYuma.com.

Date aired: 11/27/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Arizona Children's
Association
Guest: Kari Tater and Russell McCloud

Issue: #7 Community
Service Organizations

Kari Tater and Russell McCloud came on the radio to discuss the Arizona children's Association drive for suitcases this December. Kari Tater with Arizona children's Association expressed the need for children that are facing a difficult and immediate rehoming situation to need a suitcase when moving. Most times when a child is moved from their home or a foster home all their belongings are in a plastic grocery bag or a trash bag and that's how the need for the suitcase drive was born. The suitcases provide a sense of worth and belonging for the children going through a traumatic situation. Anyone with extra suitcases can donate them at either of the Accurate Automotive Attention locations either in the foothills or centrally located in town and Russell will make sure the suitcases make it to Arizona children's Association. This program is happening for the month of December 2021.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 12/04/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Visit Yuma Light
Parade
Guest: Marcus Carney

Issue: #1 Community
Events

Marcus Carney, executive director of Visit Yuma, formally the Yuma Visitors Bureau came on the radio with Cody Beeson to share the information about the upcoming Christmas Light Parade. This parade has returned this year after being canceled last year due to the pandemic. This parade will take place on Saturday, December 11, 2021 and it will start at 6:00 PM.

This year if anyone would prefer to watch the event from home the option has been made available for free. The live stream will be available on the Visit Yuma YouTube and Facebook pages. For more information visit the website VisitYuma.com.

Date aired: 12/04/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Arizona Children's
Association
Guest: Kari Tater and Russell McCloud

Issue: #7 Community
Service Organizations

Kari Tater and Russell McCloud came on the radio to discuss the Arizona children's Association drive for suitcases this December. Kari Tater with Arizona children's Association expressed the need for children that are facing a difficult and immediate rehoming situation to need a suitcase when moving. Most times when a child is moved from their home or a foster home all their belongings are in a plastic grocery bag or a trash bag and that's how the need for the suitcase drive was born. The suitcases provide a sense of worth and belonging for the children going through a traumatic situation. Anyone with extra suitcases can donate them at either of the Accurate Automotive Attention locations either in the foothills or centrally located in town and Russell will make sure the suitcases make it to Arizona children's Association. This program is happening for the month of December 2021.

KBLU

4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 12/11/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Adair
Range/HPRPC
Guest: Cal Richardson & Joe Murk

ISSUE: #7 Community
Service Organizations

Joe and Cal from the High Power Rifle and Pistol Club of Yuma joined Cody Beeson to discuss the local club and as well as the good the club does in educating the community. The goal of the High Powered Rifle & Pistol Club of Yuma is to promote Rifle and Pistol Marksmanship through local practice and competitive matches. The High Powered Rifle & Pistol Club of Yuma grants the privilege of membership to individuals and organizations committed to this objective. Membership is open to all persons who are legal residents of the United States and are of good moral character who may lawfully own firearms (including minors with adult supervision). For more information visit www.hprifleyuma.com.

Date aired: 12/11/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: AWC Judo Classes
Guest: Joe Murk

ISSUE: #3 Education

Joe Murk reached out to Cody Beeson at the station to share information about the Judo class he is the instructor for at Arizona Western College. Judo is known as a "gentle way" type of martial arts and therefore anyone at any skill level can join the class. Murk, a 5th degree Black Belt (Go Dan) is a retired Marine who learned Judo while stationed in Japan from 1972 to 1975. His first exposure to Judo was during college. His true understanding of the sport as a way of life was instilled during his lessons in Japan. Murk's classes meet the requirement for Physical Fitness for the degree-seeking student but are open to the community at large. These martial art styles offer physical fitness, self-defense, build confidence, teach self-defense, instill values of respect and build character. Classes start this January 10th.

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4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 12/18/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Adair
Range/HPRPC
Guest: Cal Richardson & Joe Murk

ISSUE: #7 Community
Service Organizations

Joe and Cal from the High Power Rifle and Pistol Club of Yuma joined Cody Beeson to discuss the local club and as well as the good the club does in educating the community. The goal of the High Powered Rifle & Pistol Club of Yuma is to promote Rifle and Pistol Marksmanship through local practice and competitive matches. The High Powered Rifle & Pistol Club of Yuma grants the privilege of membership to individuals and organizations committed to this objective. Membership is open to all persons who are legal residents of the United States and are of good moral character who may lawfully own firearms (including minors with adult supervision). For more information visit www.hprifleyuma.com.

Date aired: 12/18/2021
Time Aired: 6:15 AM

Length: 15 Min.

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Guest: Joe Murk

ISSUE: #3 Education

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KBLU

4th Qtr 2021 Quarterly Issues and Program Report

Date aired: 12/25/2021
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: INFOTRACK
Guest:

Issue:

SEE ATTACHED

Date aired: 12/25/2021
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: INFOTRACK
Guest:

Issue:

SEE ATTACHED



Weekly Public Affairs Program

Call Letters: KBLU-AM

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2021

Show # 2021-40

Date aired: 10/2/21 Time Aired: 6:30am

Jack Kosakowski, President and CEO, Junior Achievement USA

Mr. Kosakowski discussed a Junior Achievement USA survey that found that 77 percent of parents are concerned about their children's ability to have a successful job or career as adults, in light of global competition and automation. He talked about the rapidly changing career environment, and how Junior Achievement is adapting to today's tech environment to help teenagers.

Issues covered:

Length: 8:04

Youth Concerns

Careers

Parenting

Dale Bredesen, MD, NIH Postdoctoral Fellow at the University of California, San Francisco, author of *"The End of Alzheimer's: The First Program to Prevent and Reverse Cognitive Decline"*

Dr. Bredesen said his research has determined that Alzheimer's disease is not a single condition, but three similar ones--each with a different cause. He said new research is giving hope that the disease can be prevented and, under certain circumstances, even reversed. He said every American should get a cognitive and genetic test at age 45, to determine their likelihood of developing Alzheimer's.

Issues covered:

Length: 9:15

Alzheimer's Disease

Aging

Craig Gunderson, PhD, Soybean Industry Endowed Professor in Agricultural Strategy, Professor in the College of Agricultural, Consumer and Environmental Sciences Department of Agricultural and Consumer Economics at the University of Illinois

Dr. Gunderson led a study that found that 5.4 million people age 60 or older in the U.S., or 8.1 percent, did not have enough food for an active, healthy lifestyle. He explained how food insecurity adversely affects a senior citizen's health, and why many low-income seniors fail to take advantage of government programs available to them.

Issues covered:

Length: 4:46

Hunger

Poverty

Senior Citizens

Government Programs

Show # 2021-41

Date aired: 10/9/21 Time Aired: 6:30AM

Roby Greenwald, PhD, Assistant Professor from the School of Public Health, Georgia State University

Traffic pollution research has traditionally been conducted with outdoor roadside sensors. Dr. Greenwald led a study with sensors mounted inside the passenger compartments of cars, and found that interior pollution levels were twice as high as previously thought. He talked about the various forms of pollution he found and their potential health effects.

Issues covered:

Length: 8:54

Pollution

Personal Health

Rebekah H. Nagler, PhD, Assistant Professor in the Hubbard School of Journalism & Mass Communication, University of Minnesota

Dr. Nagler led a study that found that most American women aren't aware of the risks of overdiagnosis and overtreatment in regards to breast cancer screening. She discussed the challenges of educating women about these risks so they can make informed decisions about mammograms and breast cancer screening.

Issues covered:

Length: 8:18

Cancer

Women's Issues

David Rabiner, PhD, Senior Research Scientist in the Department of Psychology & Neuroscience at Duke University

The use of "study drugs" -- prescription medications used illegally by college students improve their academic performance--is on the rise. Dr. Rabiner said the drugs of choice are those typically used to treat ADHD. He discussed the question of whether the practice is a form of academic cheating. He added that students who use these medications without a prescription typically have higher rates of drug and alcohol abuse, perform worse academically and are more stressed out about their grades.

Issues covered:

Length: 4:57

Substance Abuse

Education

Show # 2021-42

Date aired: 10/16/21 Time Aired: 6:30AM

David Mazer, MD, anesthesiologist at St. Michael's Hospital and Professor in the Departments of Anesthesia and Physiology at the University of Toronto

Dr. Mazer was the co-author of a study that found that adults under 45 years old, who consumed cannabis within the last 30 days, suffered from nearly double the number of heart attacks than adults who didn't use the drug. He said the trend was evident whether cannabis was smoked, vaped or eaten as an edible. He outlined the lessons that can be learned from the research.

Issues covered:

Length: 7:00

Drug Abuse

Personal Health

Joanna Quinn, M.Ed., former middle school teacher, founder of Super Empowered One, an organization dedicated to building confidence in kids, author of "*Greta Grace*," a book focused on bullying and self-esteem

According to StopBullying.gov, one in five kids between the ages of 12 and 18 have experienced bullying. Ms. Quinn outlined the typical signs of bullying and what parents should do if their child is either a victim or a bully. She talked about the increasing role that schools play in the prevention of bullying.

Issues covered:

Length: 10:00

**Bullying
Youth at Risk
Parenting**

Elizabeth Klodas, MD, FACC, cardiologist, Founder and Chief Medical Officer for Step One Foods, author of "*Slay the Giant: The Power of Prevention in Defeating Heart Disease*," founding Editor-in-Chief of the patient education effort of the American College of Cardiology

About 38% of American adults have high cholesterol, according to the Centers for Disease Control. Dr. Klodas discussed the problem, and explained how dietary changes can make a significant difference in cholesterol levels. She said it is important to address the cause of the problem, rather than the symptom.

Issues covered:

Length: 5:21

**Nutrition
Personal Health**

Show # 2021-43

Date aired: 10/23/31 **Time Aired:** 6:30AM

Manny Centeno, Program Manager of the Integrated Public Alert and Warning System, part of the Federal Emergency Management Agency

Mr. Centeno outlined what the public needs to know about the Emergency Alert System, and provided real-life examples to illustrate why EAS is so important to public safety. He also discussed the purpose of "Primary Entry Point" radio stations and details of the all-hazards upgrades at those 77 stations, to add special air scrubbing for chemical, biological and radiological protection, EMP resistance and emergency power generation. He also mentioned the role played by satellite, cable systems and the internet via desktop and mobile phone alerts.

Issues covered:

Length: 9:27

**Disaster Preparedness
Public Safety
Government**

Amanda Paluch, PhD, Physical Activity Epidemiologist at the University of Massachusetts, Amherst

Prof. Paluch led a study that found that walking at least 7,000 steps a day--about 3-4 miles--reduced middle-aged people's risk of premature death from all causes by 50% to 70%, compared to those who took fewer daily steps. She found that 7000-10,000 steps range was the "sweet spot," because walking more than 10,000 steps per day, or walking faster, did not further reduce the risk.

Issues covered:

Length: 7:47

**Personal Health
Physical Fitness**

Vanessa Bohns, PhD, Associate Professor in the Department of Organizational Behavior at the New York State School of Industrial and Labor Relations at Cornell University

Work emails are sent at all hours of the day and night now, and are a tremendous source of stress, whether someone works in an office or remotely. Prof. Bohns said people can limit the negative impact of email, by not necessarily sending less email, but by sending better emails that clearly define how urgently they expect a response.

Issues covered:
Workplace Matters
Stress Reduction

Length: 5:06

Show # 2021-44

Date aired: 10/30/21 **Time Aired:** 6:30 AM

Eric Garcia, journalist, author of *"We're Not Broken: Changing the Autism Conversation"*

Mr. Garcia shared his story of living with autism, to explain the social and policy gaps that often fail to help Americans across the autism spectrum. He said society has not listened to the needs of the autistic community. He outlined several misconceptions, including the belief that there is an autism epidemic, because diagnostic criteria were expanded in the 1990s.

Issues covered:
Autism
Government Policies

Length: 9:05

Sarah Foster, Bankrate.com analyst

Higher education is one of the most important financial decisions most young people make, and Bankrate.com recently completed a study that ranked the most and least valuable college majors. Ms. Foster shared the rankings, as well as what crucial factors college students should consider when deciding on a major.

Issues covered:
Higher Education
Career

Length: 8:05

Elaine Parke, author of *"The Habits of Unity: 12 Months to a Stronger America...One Citizen at a Time"*

Recent news has cast Facebook in a less than flattering light. Ms. Parke says, like anything, the positive or negative influences of Facebook depend on how you use it. She said in a time of political division and social strife, paying closer attention to the social media Americans are exposed to—or taking a break from Facebook—might be good for their mental health.

Issues covered:
Mental Health
Social Media

Length: 4:59

Show # 2021-45

Date aired: 11/6/21 Time Aired: 6:30am

Jen Fisher, US Chief Well-being Officer at Deloitte, a multinational professional services network, author of *"Work Better Together: How to Cultivate Strong Relationships to Maximize Well-Being and Boost Bottom Lines"*

1 in 4 adults struggle with mental health challenges, and those suffering often hide it at work for fear of discrimination from peers or bosses. Ms. Fisher explained how companies can encourage open and honest conversations to remove the stigma surrounding mental health. She also said companies need to redefine the concept of sick days, to improve mental as well as physical health.

Issues covered:

Length: 8:59

Mental Health

Workplace Matters

Patty Alper, President of the Alper Portfolio Group, author of *"Teach to Work: How a Mentor, a Mentee, and a Project Can Close the Skills Gap in America"*

Millions of Americans are looking for new jobs right now, largely because they're simply not satisfied with where they are. Ms. Alper explained why mentors are important for the success of both employees and a company overall. She also outlined the questions an applicant can ask to determine the accessibility to mentors throughout a company. She also discussed her work in recruiting CEOs to mentor inner-city youth.

Issues covered:

Length: 8:11

Career

Mentoring

Shannon Carpenter, stay-at-home dad, author of *"The Ultimate Stay-At-Home Dad: Your Essential Manual for Being an Awesome Full-Time Father"*

There are over 2 million stay-at-home dads in the United States, not including those with part-time jobs. Mr. Carpenter shared his own story of becoming a stay-at-home dad and the lessons he tries to share with other men considering it. He talked about the isolation often faced by stay-at-home dads, and recommended support groups to help.

Issues covered:

Length: 5:00

Parenting

Mental Health

Show # 2021-46

Date aired: 11/13/21 Time Aired: 6:30am

Gary Zimmerman, founder and CEO of the web site MaxMyInterest.com

Today, the average US savings account pays 0.06 percent interest annually, an annual return of just \$6 in interest on a \$10,000 nest egg. Mr. Zimmerman's company aims to help consumers holding high amounts of cash automatically find the best available interest rate. He talked about reasons behind rising inflation and the current economic conditions. He explained why banks are paying such low rates, and when the trend may change.

Issues covered:

Length: 8:24

Economy

Personal Finance

Carl Hanson, PhD, Professor of Public Health, Brigham Young University

Researchers from Brigham Young University, Johns Hopkins and Harvard have created an algorithm that can predict suicidal thoughts and behavior among adolescents with 91% accuracy. Prof. Hanson was one of the co-authors of the study, and he said the two primary risk factors related to personal connections: family relationships, and friendships with peers.

Issues covered:

Length: 8:57

Suicide

Youth at Risk

Mental Health

Substance Abuse

Sung Rhee, CEO and founder of Optimal, a higher education data research company

A recent survey found that more than half of teens today are gravitating toward a skill-based education, and almost half are leaning toward programs that can be completed within two years. Mr. Rhee's organization recently published an analysis titled "Coding Bootcamp vs College: Which Will Help You Land the Most Prestigious Jobs in the Tech Industry?" He explained what a coding boot camp teaches and who is a likely candidate to attend.

Issues covered:

Length: 5:11

Career

Higher Education

Technology

Show # 2021-47

Date aired: 11/20/21 **Time Aired:** 6:30 AM

Hua Cai, PhD, Associate Professor of Environmental and Ecological Engineering, and Industrial Engineering at Purdue University

Most consumers want to make food purchases that are smart for their wallets, their health and the environment. Prof. Cai led a study that examined grocery purchase records of over 57,000 U.S. households, finding that 71% of homes surveyed could decrease their food carbon footprint, via three simple changes in their shopping habits.

Issues covered:

Length: 8:40

Climate Change

Consumer Matters

Daniel Laroche, MD, glaucoma specialist, Director of Glaucoma Services and President of Advanced Eyecare of New York, Clinical Assistant Professor of Ophthalmology with the Icahn School of Medicine at Mount Sinai Medical Center

Dr. Laroche explained why a yearly eye exam is so critical. He outlined the most common symptoms of glaucoma, who is at greatest risk, and why people of color are in the highest risk category. He also discussed the latest treatment options to lower eye pressure and eliminate the need for medication.

Issues covered:

Length: 8:37

Glaucoma

Personal Health

Minority Concerns

Anna Joyce, PhD, MSc, Lecturer in Psychology, specializing in developmental psychology, atypical development, and sleep at Regent's University London

Sleep problems are common in children and are known to detrimentally affect language and cognitive abilities, as well as academic achievement. Prof. Joyce led a study that examined the connection between sleep-disordered breathing and daytime sleepiness in children and reading skills. She offered advice for parents to improve the quality of their child's sleep.

Issues covered:
Children's Health
Education
Parenting

Length: 5:10

Show # 2021-48

Date aired: 11/27/21 Time Aired: 6:30AM

Suzanne Bouffard, PhD, expert in child development and education, author of *"The Most Important Year: Pre-Kindergarten and the Future of Our Children"*

Dr. Bouffard discussed the critical importance of pre-school programs. She noted that children who attend quality pre-K programs have a host of positive outcomes including better language, literacy, problem-solving and math skills later in school. She said also they have a leg up on the most essential skill: self-control. She offered advice for parents on how to choose a quality pre-school.

Issues covered:
Education
Parenting

Length: 8:41

Robert Stern, Ph.D., Professor of Neurology, Neurosurgery, and Anatomy and Neurobiology at Boston University School of Medicine, Director of the Clinical Core of the Boston University Alzheimer's Disease Center, Director of Clinical Research for the Boston University Chronic Traumatic Encephalopathy (CTE) Center

Dr. Stern led a study that found that athletes who began playing tackle football before the age of 12 had more behavioral and cognitive problems later in life than those who started playing after they turned 12. He outlined the symptoms of CTE, and discussed the factors that parents should consider before allowing their child to participate in contact sports.

Issues covered:
Youth at Risk
Personal Health
Parenting

Length: 8:32

Julia Leonard, graduate student in Brain and Cognitive Sciences at the Massachusetts Institute of Technology

Ms. Leonard was the first author of a study that found that when 1-year olds observe an adult persisting at a challenging task, they themselves try harder when faced with a problem. She explained why developing perseverance in early childhood pays off later in school and other pursuits.

Issues covered:
Child Development
Parenting

Length: 5:02

Show # 2021-49

Date aired: 12/4/21 Time Aired: 6:30am

Elliott Haut, MD, FACS, Associate Professor of Surgery and Anesthesiology & Critical Care Medicine, Johns Hopkins University School of Medicine

Dr. Haut led a study that found that victims of gunshots or stabbings taken to a trauma center by private vehicle were 62% less likely to die compared to victims transported by an ambulance or EMS vehicle. He talked about the possible reasons behind this finding. He also explained why it is so important for the average person to be taught how to use direct pressure to stop bleeding.

Issues covered:

Length: 9:00

Emergency Preparedness

First Aid

Personal Health

Vicki Bogan, PhD, Associate Professor at the Charles H. Dyson School of Applied Economics and Management at Cornell University, founder and director of the Institute for Behavioral and Household Finance

Mental health problems can have a large negative effect on retirement savings, according to Dr. Bogan's research. She discussed her study, which found that people with anxiety and depression are nearly 25 percent less likely to have a retirement savings account, and their savings are dramatically smaller than those without psychological distress.

Issues covered:

Length: 8:08

Mental Health

Retirement Planning

May McCarthy, serial entrepreneur, author of *"The Path to Wealth: Seven Spiritual Steps to Financial Abundance"*

Ms. McCarthy talked about the biggest surprises encountered by people who start their own business. She described the characteristics of successful entrepreneurs, and why owning a business can be very rewarding.

Issues covered:

Length: 4:51

Entrepreneurism

Career

Show # 2021-50

Date aired: 12/11/21 Time Aired: 6:30am

Alison Gemmill, PhD, MPH, Assistant Professor in the Department of Population, Family and Reproductive Health at Johns Hopkins Bloomberg School of Public Health

2020 saw the fewest babies born relative to the population of women between 15 and 44 of any year in American history. Prof. Gemmill discussed the most significant reasons behind the drop in US birthrates, the social effects a declining population may cause, and what steps in public policy may change the trend.

Issues covered:

Length: 8:48

Population

Government Policies

Parenting

Grant Donnelly, PhD, Assistant Professor of Marketing at The Ohio State University's Fisher College of Business

Several US cities have instituted taxes on drinks with added sugar, in order to reduce consumption. Prof. Donnelly led a study that examined whether price tags that specifically mentioned the tax would change consumers' buying decisions. He said the tax falls harder on low-income consumers.

Issues covered:

Length: 8:13

Taxes

Consumer Matters

Personal Health

Bree Fowler, Senior Security expert at CNET

An estimated \$63 billion in holiday packages will be delivered to homes this holiday season, and a recent survey found that 43% of Americans have had at least one package stolen from their porch. Ms. Fowler outlined simple steps online shoppers can take to deter porch pirates.

Issues covered:

Length: 5:12

Crime

Consumer Matters

Show # 2021-51

Date aired: 12/18/21 **Time Aired:** 6:30AM

Tim Larkin, self-defense expert, author of *"When Violence Is the Answer: Learning How to Do What It Takes When Your Life Is at Stake"*

Mr. Larkin discussed the use of violence in self-defensive situations. He discussed ways to prevent, prepare for, and survive violent encounters with criminals. He said that violence is a tool equally effective in the hands of the "bad guy" or the "good guy" and that the person who acts first, fastest and with the full force of their body is the one who typically survives a violent incident.

Issues covered:

Length: 9:21

Personal Defense

Crime

Gail Heyman, PhD, Professor of Psychology, University of California, San Diego

Dr. Heyman led a study that sought to find ways to reduce racial bias in children. She noted that racial bias can be measured in children as young as age 3. She said the key to her research was in repetitively teaching kids to identify people of another race as individuals. She hopes to develop a consumer-friendly version of her findings for eventual use in schools and at home.

Issues covered:

Length: 7:50

Racial Bias

Diversity

Doug Abrams, author of "*The Book of Joy Journal*"

Mr. Abrams discussed a conversation he moderated between Archbishop Desmond Tutu and His Holiness the Dalai Lama, on the topic of joy. He explained how these two men have intentionally found joy in their lives, despite the hardships they have faced and the many atrocities they have witnessed.

Issues covered:
Mental Health

Length: 4:54

Show # 2021-52
Date aired: 12/25/21 Time Aired: 6:00AM
6:30AM

Scott Galloway, PhD, Professor of Marketing in the Stern School of Business, New York University, author of "*The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google*"

Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Dr. Galloway discussed the concerns in allowing individual companies to have such dominance over American consumers and whether these companies are playing by the rules applied to other businesses.

Issues covered:
Government Regulations
Consumer Matters
Economy

Length: 8:56

Katreena Scott, PhD, Associate Professor in the Department of Applied Psychology and Human Development, University of Toronto

Dr. Scott led a study that examined how the workplace is affected by an employee who is involved in domestic violence. She said not only does it result in lowered productivity, but a third of the men reported that they used workplace time and resources to continue to engage in emotionally abusive behavior. She explained how employers can offer assistance for employees with domestic violence issues.

Issues covered:
Domestic Violence
Workplace Matters
Mental Health

Length: 8:17

Lawrence J. Cheskin, M.D., F.A.C.P., Associate Professor of Health, Behavior & Society, Johns Hopkins University School of Medicine

Almost 40 percent of American adults and nearly 20 percent of adolescents are obese. Dr. Cheskin led a study that examined the financial costs of being overweight at various stages of life. He said lost productivity on the job accounted for at least 50% of the expense of being overweight, even more than direct medical expenditures.

Issues covered:
Personal Health
Workplace Matters

Length: 4:53