

**BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT FOR
STATIONS WRIF-FM, WRIF-HD2 & WRIF-HD3
3rd QUARTER, 2023
July 1st THROUGH September 30th**

ISSUES OF CONCERN TO THE STATIONS
WRIF-FM, WRIF-HD2 & WRIF-HD3
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
THIRD-QUARTER, 2023

1. SUBSTANCE ABUSE
2. EDUCATION
3. MENTAL HEALTH
4. MILITARY SERVICE
5. CRIME
6. CONSUMER MATTERS
7. ARTIFICIAL INTELLIGENCE
8. FOOD ALLERGIES
9. LEGAL MATTERS
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12. NUTRITION
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20. RELIGION
21. HUMAN TRAFFICKING
22. CAREER

PUBLIC AFFAIRS PROGRAMS

WRIF PROGRAMS THAT
ADDRESS COMMUNITY ISSUES

InfoTrak

(Sunday – 6:00 a.m. - 7:00 a.m.)

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

THIRD QUARTER 2023

INFOTRAK

July 2nd, 2023

TIME: 6:00am – 7:00am

TOPIC: SUBSTANCE ABUSE

LENGTH: 20 Minutes

The hosts interviewed Nora Volkow, MD, Director of the National Institute on Drug Abuse, part of the National Institutes of Health. They discussed that 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.

TOPIC: EDUCATION**LENGTH: 20 Minutes**

The hosts interviewed Denise Pope, Senior Lecturer, Co-Founder, Challenge Success at Stanford University Graduate, co-author of “Overloaded and Underprepared”. Dr. Pope explained why parents and teachers should be concerned that many America’s students are stressed out or have given up. She outlined steps that schools can take to provide kids with academic, social and emotional skills needed to succeed in school now and as adults later. She talked about the Challenge Success program at Stanford and how the program is customized for each school in which it is applied.

TOPIC: MENTAL HEALTH**LENGTH: 20 Minutes**

The hosts interviewed Brooks Palmer, professional organizer, author of “Clutter Busting: Letting Go of What's Holding You Back” and “Clutter Busting Your Life: Clearing Physical and Emotional Clutter to Reconnect with Yourself and Others”. Most Americans struggle with clutter and disorganization. Mr. Palmer talked about the emotionally suffocating effects of clutter and why people have problems letting go of items they no longer need or use. He offered suggestions for how to get started and how to look at items in a different way to assess whether they are worth keeping.

INFOTRAK**July 9th, 2023****TIME: 6:00am – 7:00am****TOPIC: MILITARY SERVICE****LENGTH: 15 Minutes**

The hosts interviewed 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.

TOPIC: CRIME

LENGTH: 15 Minutes

The hosts interviewed David Maimon, PhD, Professor of Criminal Justice and Criminology, at 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.

TOPIC: MENTAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Barry Schwartz, PhD, Professor of Psychology at Swarthmore College, author of "Why We Work". Dr. Schwartz discussed his research that examined why Americans work. He said the reasons are surprising and complex, but that the need for a paycheck is not the primary factor. He discussed the most common trends and patterns that lead to happiness in the workplace, and how employers can try to improve productivity and employee satisfaction.

TOPIC: CONSUMER MATTERS

LENGTH 15 Minutes

The hosts interviewed William MacAskill, PhD, Associate Professor in Philosophy at Oxford University, cofounder of the nonprofit organizations Giving What We Can and 80,000 Hours and author of "Doing Good Better: How Effective Altruism Can Help You Make a Difference". Dr. MacAskill said Americans often base their decisions on where to donate money and what career to pursue on emotions and false assumptions. He outlined five key questions that may help consumers make wiser altruistic decisions. He explained how to use evidence and careful reasoning to chart the best course to help others.

INFOTRAK

July 16th, 2023

TIME: 6:00am – 7:00am

TOPIC: ARTIFICIAL INTELLIGENCE

LENGTH: 15 Minutes

The hosts interviewed Pam Baker, a freelance journalist who focuses on emerging tech topics like artificial intelligence, data analytics, and edge computing, and the 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.

TOPIC: FOOD ALLERGIES

LENGTH: 15 Minutes

The hosts interviewed Ruchi S. Gupta, MD, MPH, a 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.

TOPIC: EDUCATION

LENGTH: 15 Minutes

The hosts interviewed Dara Feldman, award-winning teacher, Director of Educational Initiatives for The Virtues Project, and author of “The Heart of Education”. Ms. Feldman noted that 50 percent of new teachers get burned out in their first five years on the job and end up leaving the profession. She explained why this is such a costly problem and how it damages our nation’s education system. She offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.

TOPIC: LEGAL MATTERS**LENGTH: 15 Minutes**

The hosts interviewed Sheldon Krantz, Distinguished Visiting Professor of Law at the University of Maryland Carey School of Law, former dean of the University of San Diego Law School, former law professor at the Boston University Law School, former federal prosecutor, and author of “The Legal Profession: What Is Wrong and How to Fix It”. Mr. Krantz said legal services should be available to every American, whether they can afford it or not. He said attorneys do not provide nearly enough pro bono services. He said many of today’s law students would be willing to work in the public interest but are often mired down in student debt. He would like to see loan forgiveness programs or other new initiatives that would enable young lawyers to help lower-income litigants.

INFOTRAK**July 23rd, 2023****TIME: 6:00am – 7:00am****TOPIC: TECHNOLOGY****LENGTH: 15 Minutes**

The hosts interviewed 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.

TOPIC: PERSONAL HEALTH**LENGTH: 15 Minutes**

The hosts interviewed F. Perry Wilson, MD, MSCE, Associate Professor of Medicine, Director, Clinical and Translational Research Accelerator at the Yale University School of Medicine, and 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.

TOPIC: SUBSTANCE ABUSE

LENGTH: 15 Minutes

The hosts interviewed Yasmin Hurd, PhD, Professor of Psychiatry and Neuroscience at the Icahn School of Medicine at Mount Sinai Hospital in New York. Dr. Hurd’s research found that teenagers who smoke marijuana may make their future offspring more vulnerable to substance abuse problems. She believes that marijuana use causes structural changes in DNA that may last for generations. Dr. Hurd said much more research into the health effects of marijuana is needed. She also explained how parents can deal with the mixed messages society is conveying to young people about marijuana.

TOPIC: EDUCATION

LENGTH: 15 Minutes

The hosts interviewed Chris Malone, Managing Partner of Fidelum Partners, a research-based consulting and professional services firm, and author of “The Human Brand: How We Relate to People, Products and Companies”. Mr. Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind. He outlined the reasons that social media has become such a valuable tool for both consumers and the companies they do business with. He said business schools fail to teach students how to nurture relationships with customers, causing much less loyalty to brands and products.

INFOTRAK

July 30th, 2023

TIME: 6:00am – 7:00am

TOPIC: NUTRITION

LENGTH: 15 Minutes

The hosts interviewed 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 Supplementation 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.

TOPIC: TRANSPORTATION

LENGTH: 15 Minutes

The hosts interviewed Patrick Olsen, Editor-in-Chief at 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.

TOPIC: ECONOMICS

LENGTH: 15 Minutes

The hosts interviewed Alvin E. Roth, PhD, Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, and author of “Who Gets What — and Why: The New Economics of Matchmaking and Market Design”. Dr. Roth is one of the world’s leading experts on matching markets, where “sellers” and “buyers” must choose each other, and price isn’t the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

TOPIC: PERSONAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Joel Kahn, MD, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, and author of “The Whole Heart Solution”. According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

INFOTRAK**August 6th, 2023****TIME: 6:00am – 7:00am****TOPIC: PARENTING****LENGTH: 15 Minutes**

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

TOPIC: EDUCATION**LENGTH 15 Minutes**

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

TOPIC: -PERSONAL HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Russell E. Johnson, PhD, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University. Dr. Johnson's research has found that that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

TOPIC: PERSONAL HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Daniel J. Siegel, MD, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, and author of “Brainstorm: The Power and Purpose of the Teenage Brain”. Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

INFOTRAK**August 13th, 2023****TIME: 6:00am – 7:00am****TOPIC: CRIME****LENGTH: 15 Minutes**

The hosts interviewed Paul Pilibosian, a Houston attorney specializing in real estate law. 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.

TOPIC: PERSONAL HEALTH**LENGTH: 15 Minutes**

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

TOPIC: CRIME**LENGTH: 15 Minutes**

The hosts interviewed John A. Eterno, Ph.D., Professor, Associate Dean and Director of Graduate Studies in Criminal Justice at Molloy College, former Captain with the New York City Police Department, and co-author of “The Crime Numbers Game: Management by Manipulation”. Dr. Eterno conducted the first scientific examination of crime statistics manipulation in the New York City Police Department. He explained how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States. He discussed how this affects crime victims and explained what citizens can do to ensure that their local police department is reporting crime statistics in an honest manner.

TOPIC: PARENTING

LENGTH: 15 Minutes

The hosts interviewed Kristen Copeland, MD, Assistant Professor of Pediatrics at Cincinnati Children's Hospital Medical Center. 75% of young children in the US are in some form of pre-school or daycare outside the home. Dr. Copeland conducted a study that found that most children in day care get far too little exercise. She explained the reasons behind this trend and why parents should be concerned. She outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.

INFOTRAK

August 20th, 2023

TIME: 6:00am – 7:00am

TOPIC: TRANSPORTATION

LENGTH: 15 Minutes

The hosts interviewed Karl Brauer, Executive Analyst at ISeeCars.com. 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.

TOPIC: PERSONAL HEALTH**LENGTH: 15 Minutes**

The hosts interviewed LeRoy Hood, MD, Ph.D., a 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, and author of “The Age of Scientific Wellness”. 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 “health span.” He believes this new technology can eventually conquer heart disease, Alzheimer’s disease and many other illnesses, with noticeable progress within five years.

TOPIC: FINANCE**LENGTH: 15 Minutes**

The hosts interviewed Jane Bryant Quinn, personal finance journalist, syndicated columnist, and author of “How to Make Your Money Last: The Indispensable Retirement Guide”. Even with her decades of experience in the field, Ms. Quinn found planning her own retirement overwhelming, so she set out to find answers. She explained how to determine how much money may be needed for retirement, how to greatly simplify investment decisions, and why communication between a husband and wife is so important in retirement planning.

TOPIC: PARENTING**LENGTH: 15 Minutes**

The hosts interviewed Kate Carr, President and CEO of Safe Kids Worldwide, a nonprofit organization working to prevent childhood injury. Last year, more than six million car seats were recalled for a safety defect, yet fewer than half of them were fixed. Ms. Carr outlined her organization’s concerns and explained why so many recalled car seats were not repaired. She noted that 80 percent of parents believe car seat registration cards are important, but only 42 percent return the card.

INFOTRAK

August 27th, 2023

TIME: 6:00am – 7:00am

TOPIC: ARTIFICIAL INTELLIGENCE

LENGTH: 15 Minutes

The hosts interviewed 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.

TOPIC: PERSONAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed J. Scott Roberts, PhD, Professor in Health Behavior and Health Education at the University of Michigan, and 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.

TOPIC: CRIME

LENGTH: 15 Minutes

The hosts interviewed Stephen Kohn, attorney, Executive Director of the National Whistleblower Center, and 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.

TOPIC: EDUCATION

LENGTH: 15 Minutes

The hosts interviewed Mary Norris, longtime copy editor at “The New Yorker,” and 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.”

INFOTRAK

September 3rd, 2023

TIME: 6:00am – 7:00am

TOPIC: ARTIFICIAL INTELLIGENCE

LENGTH: 15 Minutes

The hosts interviewed ChatGPT, an artificial-intelligence (AI) chatbot. ChatGPT was launched as an artificial intelligence prototype on November 30th, 2022, quickly gaining much attention for its detailed responses and articulate answers across many topics. It explained how it was trained and learns, and what its biggest weaknesses 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.

TOPIC: EMPLOYMENT

LENGTH: 15 Minutes

The hosts interviewed 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.

TOPIC: CRIME

LENGTH: 15 Minutes

The hosts interviewed Maria Konnikova, journalist, psychologist, and author of “The Confidence Game: Why We Fall for It . . . Every Time”. Ms. Konnikova explained how the world’s most talented con men can so easily use persuasion and exploit trust to swindle even the most cautious consumers. She said human beings are hardwired to believe, no matter how educated they are about scams and rip-offs. She talked about the most common methods used by crooks to lure their victims in.

TOPIC: BULLYING

LENGTH: 15 Minutes

The hosts interviewed Elizabeth Levy Paluck, PhD, Associate Professor of Psychology and Public Affairs at the Woodrow Wilson School of Public and International Affairs at Princeton University

Curbing bullying has long been a focal point for parents and schools, but Dr. Levy Paluck found that the answer may not lie within rules set by adults. Her team of researchers from Princeton, Rutgers and Yale found that students themselves, particularly those most connected to their peers, were able to reduce and resolve conflicts 30% more effectively than traditional methods used by adults.

INFOTRAK

September 10th, 2023

TIME: 6:00am – 7:00am

TOPIC: AUTO INSURANCE

LENGTH: 15 Minutes

The hosts interviewed 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.

TOPIC: PARENTING

LENGTH: 15 Minutes

The hosts interviewed 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.

TOPIC: PERSONAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Susan B. Roberts, Ph.D., Director of the Energy Metabolism Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston. Most people think of fast food when they imagine the unhealthy effects of eating out. Dr. Roberts led a study that found that 92 percent of meals from both large-chain and non-chain local restaurants exceeded recommended calorie requirements for a single meal. She explained how to keep tabs on restaurant portion sizes and calorie information. She proposed local legislation to require restaurants to offer partial portions at partial prices.

TOPIC: CRIME

LENGTH: 15 Minutes

The hosts interviewed Marc Goodman, law enforcement and counterterrorism expert, and author of “Future Crimes: Inside the Digital Underground and the Battle for Our Connected World”. Technology has improved our lives immeasurably, but Mr. Goodman said that a new tidal wave of tech advancements—from implantable medical devices to drones to Wi-Fi thermostats—are all susceptible to hacking, with disastrous consequences. He explained some of the greatest concerns for the average consumer and how to attempt to keep devices secure.

INFOTRAK

September 17th, 2023

TIME: 6:00am – 7:00am

TOPIC: RELIGION

LENGTH: 15 Minutes

The hosts interviewed Ryan P. Burge, Ph.D., sociologist, Assistant Professor of Political Science at Eastern Illinois University, and 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 the societal effects when faith-based community services such as food banks, after-school programs and prison ministries disappear.

TOPIC: FINANCE

LENGTH: 15 Minutes

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

TOPIC: EMPLOYMENT

LENGTH: 15 Minutes

The hosts interviewed Brandi Britton, District President of Office Team, a staffing service providing temporary administrative and office support staff. Ms. Britton discussed the most common social media mistakes that take job seekers out of the running for a position. She noted that negative or inappropriate comments and questionable photos are the most common social media issues. She said a job hunter should always assume that a company has combed through their social media profile before even scheduling an interview.

TOPIC: HUMAN TRAFFICKING

LENGTH: 15 Minutes

The hosts interviewed Jennifer Bradley, co-author of “Make it Zero: The Movement to Safeguard Every Child”. Ms. Bradley discussed the issue of human trafficking in the U.S. She said five main factors contribute to the problem,

including poverty, abuse and isolation. She explained the shocking role that the foster child system plays in the issue, and she offered suggestions for individuals to make a difference in preventing and stopping human trafficking.

INFOTRAK

September 24th, 2023

TIME: 6:00am – 7:00am

TOPIC: HUMAN TRAFFICKING

LENGTH: 15 Minutes

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

TOPIC: CAREER

LENGTH: 15 Minutes

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

TOPIC: PERSONAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Jamie Cooper, Associate Professor in the University of Georgia Department of Foods and Nutrition. Prof. Cooper led a study that found that vacations often lead to small amounts of long-term gradual weight gain and contribute to 'creeping obesity'. She talked about the primary causes of weight

gain during vacations and explained why it's important to lose the added weight as soon as possible upon returning from a trip.

TOPIC: MENTAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed R. Douglas Fields, PhD, Chief of the Section on Nervous System Development and Plasticity at the National Institute of Child Health and Human Development, a part of the National Institutes of Health, and author of "Why We Snap: Understanding the Rage Circuit in Your Brain". Today's headlines are filled with examples of otherwise rational people with no history of violence or mental illness who suddenly snap in a domestic dispute, an altercation with police, or road rage attack. Dr. Fields explained the reasons behind these seemingly random episodes. He said every human has been hardwired with the potential to snap.

WRIF 101.1 PSA Activity

Each of these PSA's aired July 1st, 2023 – September 30th, 2023, between the hours of 12 a.m. - 12 midnight.

MAB (MI Assoc of Broadcasters):	238
Stand up to Cancer:	173
Veteran Affairs:	42
Veteran Crisis:	43
Natl Pest Ticks:	44

American Humane Society:	43
Alzheimer's:	44
Child Car Seat:	44
Nourishing Neighborhoods:	43
Smile Train:	44
Diversity:	41
Fatherhood:	41
Gun Safety:	40
Buzzed Driving:	42
Americares:	41
St. Jude's:	41
Feeding America:	41
TOTAL:	1045