

# KPKK PUBLIC SERVICE PROGRAMMING QUARTER 1, 2021 (JANUARY-MARCH)

## ISSUES COVERED LIST

Age Discrimination  
Autism  
Bullying  
Career  
Charitable Contributions  
Children's Health  
Climate Change  
Concussions  
Consumer Matters  
COVID-19  
Criminal Justice  
Disabilities  
Disaster Preparedness  
Diversity  
Drug Abuse  
Eating Disorders  
Economy  
Education  
Electromagnetic Pulse  
Employment  
Environment  
Food Insufficiency  
Government  
Government Policies  
Heart Disease  
Insurance  
Lyme disease  
Mental Health  
Minority Concerns  
Parenting  
Personal Finance  
Personal Health  
Renewable Energy  
Retirement Planning

Substance Abuse  
Suicide  
Taxes  
Technology  
Water Quality  
Women  
Women's Concerns  
Women's Issues  
Workplace Matters  
Youth at Risk  
Youth Mental Health



**Issues covered:**  
**Electromagnetic Pulse**  
**Disaster Preparedness**  
**Government**

**Length: 10:07**

**Heather Schwartz**, Director of the Pre-K to 12 Educational Systems Program at RAND, a nonprofit research organization

About two in 10 U.S. school districts have already adopted or are considering adopting virtual schools after the end of the COVID-19 pandemic, according to a new RAND Corporation study. Ms. Schwartz explained the reasons behind this, particularly as parents question the effectiveness of online learning.

**Issues covered:**  
**Education**  
**Government**  
**Technology**

**Length: 7:11**

Show # 2021-03

**Date Aired: 1-17-2021      Time Aired: 5:05 am**

**Ric Edelman**, personal finance expert, Chairman/CEO of Edelman Financial Services, LLC

Mr. Edelman has devised a plan he calls “baby bonds,” targeting retirement security. The plan would act as a supplement to Social Security, but it could eventually replace it. The plan would not be at the expense of taxpayers or government borrowing. He said at birth, children would receive an account with \$7,500 via money from investors in government bonds, similar to Series EE bonds. He said an investment at birth in this type of proposal would grow to become the equivalent of an average person’s Social Security benefit.

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

**Length: 8:44**

**Harrison Fell, PhD**, Associate Professor of Energy Economics at North Carolina State University

Prof. Fell shared the results of his recent study that found that the environmental benefits of renewable power generation vary significantly, depending on what type of conventional power generation that the renewable energy is replacing. He explained why environmental benefits often cross regional lines. He said he hopes that his findings will help target future renewable energy investments in places where they can have the greatest impact.

**Issues covered:**  
**Renewable Energy**  
**Environment**  
**Government**

**Length: 8:20**

Show # 2021-04

**Date Aired: 1-24-2021 Time Aired: 5:05 am**

**Jason Nagata, MD, MSc**, Assistant Professor of Pediatrics at the University of California, San Francisco

Dr. Nagata led a recent study that found a 25% increase in food insufficiency during the COVID-19 lockdowns. Food insufficiency, the most extreme form of food insecurity, occurs when families do not have enough food to eat. He found that black and Latino Americans had over twice the risk of food insufficiency compared to whites. He said hunger, exhaustion, and worrying about not getting enough food to eat may worsen depression and anxiety symptoms, but that free groceries from food banks and similar sources alleviated the mental health burden of food insufficiency.

**Issues covered:**

**Length: 7:36**

**Food Insufficiency  
Mental Health  
Minority Concerns  
Charitable Contributions**

**Justin Ezekowitz, MBBCh, MSc**, Co-Director, Canadian VIGOUR Centre, Director of Cardiovascular Research and Professor in the Division of Cardiology at the University of Alberta

Prof. Ezekowitz led a study that found that women face a 20% higher risk than men of death or heart failure during the five years following a heart attack. He outlined the potential reasons for this trend and how it may be addressed. He said the increasing availability of new procedures to diagnose and treat heart attacks at smaller hospitals has improved survival rates for all patients.

**Issues covered:**

**Length: 9:38**

**Heart Disease  
Women's Concerns**

Show # 2021-05

**Date Aired: 1-31-2021 Time Aired: 5:05 am**

**Henry A. Spiller, MS, D.ABAT.**, Director of the Central Ohio Poison Center at Nationwide Children's Hospital in Columbus, OH

Each day in the United States, Poison Control Centers receive an average of 32 calls about children exposed to prescription opioids. Dr. Spiller explained what child is most at risk, how adults can prevent children and adolescents from gaining access to these drugs, and how to properly dispose of unused prescriptions.

**Issues covered:**

**Length: 8:22**

**Poisoning Prevention  
Drug Abuse**

**Mark K. Claypool**, founder and Chief Executive Officer of ChanceLight Behavioral Health, Therapy and Education, a provider of therapy and special education programs, author of "*How Autism is Reshaping Special Education: The Unbundling of IDEA*"

Autism diagnoses have skyrocketed in recent years. Mr. Claypool discussed some of the underlying reasons for the increase. He also explained why it is important for children with autism to receive

special intervention at an early age. He said support systems for parents have improved dramatically in recent years.

**Issues covered:**

**Length: 8:56**

**Autism  
Government Policies  
Education**

Show # 2021-06

**Date Aired: 2-7-2021      Time Aired: 5:05 am**

**Michelle Macy, MD**, Pediatric Emergency Care Specialist at Lurie Children's Hospital of Chicago, Associate Professor of Pediatrics at Northwestern University Feinberg School of Medicine

Dr. Macy surveyed parents in Chicago during the early months of the pandemic and found that 23 percent of families were hesitant to seek emergency care for their child. She said the greatest reluctance was found in families of color. She offered examples of the most common ER visits that were left untreated and why this is such a great concern. She said that even nine months into the pandemic, ERs are still seeing far fewer patients than normal.

**Issues covered:**

**Length: 8:39**

**Children's Health  
Parenting  
Minority Concerns  
COVID-19**

**Carsten Prasse, PhD**, Professor of Environmental Health and Engineering at Johns Hopkins University

Most consumers are aware that chemicals are used in the process of water treatment to ensure that it is safe to drink. But they might not know that the use of some of these chemicals, such as chlorine, can also lead to the formation of hundreds of unregulated toxic byproducts. Prof. Prasse developed a method to find toxic chemicals in drinking water that could result in cleaner, safer taps.

**Issues covered:**

**Length: 8:44**

**Water Quality  
Environment  
Personal Health**

Show # 2021-07

**Date Aired: 2-14-2021      Time Aired: 5:05 am**

**Ted Rossman**, Industry Analyst at CreditCards.com

51% of U.S. adults with credit card debt, or about 51 million people, added to their credit card debt since March 2020. Mr. Rossman outlined that and other findings from his organization's survey of the economic effects of the pandemic lockdowns. He said millennial credit card debtors (ages 24-39) continue to be hit the hardest.

**Issues covered:**

**Length: 9:42**

**Personal Finance  
Economy  
Government Policies**

**Casey B. Mulligan, PhD**, Professor of Economics at the University of Chicago

Prof. Mulligan discussed the rising number what he calls of “deaths of despair,” lives lost to suicides, alcohol-related deaths and especially drug overdoses. He explained how the deaths of elderly people diagnosed with COVID-19 differs from the loss of younger Americans to “deaths of despair” in 2020, particularly males between the ages of 15 and 55. He said it will take about a year to get additional data that will better explain possible causes.

**Issues covered:**

**Length: 7:32**

**Drug Abuse  
Suicide  
COVID-19**

Show # 2021-08

**Date Aired: 2-21-2021      Time Aired: 5:05 am**

**Jeff Arnold**, consumer advocate, President of Rightsure Insurance Group, author of *“How to Beat Your Insurance Company”*

Mr. Arnold offered advice on how to negotiate the best deal possible on insurance, without sacrificing coverage. He explained that many insurance companies are now offering discounts, as drivers rack up fewer miles on the road. He also outlined the factors that consumers should consider when deciding whether they need life insurance or when to buy it.

**Issues covered:**

**Length: 8:03**

**Consumer Matters  
Insurance**

**Tova Sherman**, CEO, TED Speaker, with more than 25 years of experience in diversity and inclusion, author of *“Win, Win, Win!: The 18 Inclusion-isms You Need to Become a Disability Confident Employer”*

Ms. Sherman discussed the biggest mistakes made by managers in leading teams of employees with disabilities. She said while most employers are comfortable with employees who have physical disabilities, there are numerous other forms of disabilities that deserve support and accommodation. She said the software that employers use to screen resumes often utilizes traditional keywords that result in less diversity in the workplace.

**Issues covered:**

**Length: 8:58**

**Disabilities  
Employment  
Diversity**

Show # 2021-09

**Date Aired: 2-28-2021      Time Aired: 5:05 am**

**Gregory Koufacos**, Licensed Clinical Alcohol and Drug Counselor who specializes in working with young men, Nationally Certified Recovery Coach, Founder & CEO of Velocity Mentoring, author of *"The Primal Method: A Book for Emerging Men"*

Social isolation related to the pandemic lockdowns has had a severe impact on teens and young adults, as research has detected more stress, anxiety and depression than other groups. Mr. Koufacos talked about the critical importance of providing support for young people. He also discussed the problems caused by limited schooling, and the surprising value of video gaming, outdoor activities and jobs for young men who are struggling.

**Issues covered:**

**Length: 9:06**

**Youth at Risk**

**Mental Health**

**Education**

**Substance Abuse**

**Suicide**

**Akito Y. Kawahara, PhD**, Associate Professor at the University of Florida, Curator of the Florida Museum of Natural History's McGuire Center for Lepidoptera and Biodiversity, research associate at the Smithsonian Institution, National Museum of Natural History

Prof. Kawahara shared a straightforward message: We can't live without insects. They're in trouble. And there's something all of us can do to help. He explained why everyone should be concerned by studies that sound the alarm about plummeting insect numbers and diversity. He offered simple steps that anyone can take to contribute to insect conservation.

**Issues covered:**

**Length: 8:08**

**Environment**

**Climate Change**

Show # 2021-10

**Date Aired: 3-7-2021      Time Aired: 5:05 am**

**Jeremy Bailenson, PhD**, founding director of Stanford University's Virtual Human Interaction Lab, Thomas More Storke Professor in the Department of Communication

The use of virtual meetings has skyrocketed in the past year, with hundreds of millions of Zoom calls occurring daily. Prof. Bailenson discussed the feeling commonly known as "Zoom fatigue." He explained why current implementations of videoconferencing technologies are exhausting, and he explained how employees and companies can optimize their settings in videoconferences to decrease fatigue.

**Issues covered:**

**Length: 9:32**

**Workplace Matters**

**Technology**

**Mental Health**



**Laura Argys, PhD**, Professor of Economics, University of Colorado, Denver

Prof. Argys led a study that found that light pollution can increase the likelihood of a preterm birth by almost 13%. She explained why skyglow, the brightness of the night sky caused by light from sources like street lamps, outdoor advertising, and buildings, can result in a higher chance of delivering a baby with a reduced birth weight, a shortened gestational length, and an increase in preterm births.

**Issues covered:**

**Personal Health  
Women's Issues**

**Length: 7:43**

Show # 2021-11

**Date Aired: 3-14-2021      Time Aired: 5:05 am**

**Sheryl Ryan, M.D., FAAP**, Professor of Pediatrics at the Yale University School of Medicine, Chair of the American Academy of Pediatrics' National Committee on Substance Abuse

33 states and Washington, D.C. now allow the use of marijuana for medical purposes, recreational use or both. Dr. Ryan was one of the authors of a report titled "Counseling Parents and Teens About Marijuana Use in the Era of Legalization of Marijuana," which outlines why a relaxed attitude about the drug is dangerous and how parents should address the topic. She said marijuana is an addictive drug that can cause abnormal changes as teens' brains develop.

**Issues covered:**

**Drug Abuse  
Parenting  
Government Policies**

**Length: 9:48**

**James Noble, MD, MS**, Assistant Professor of Neurology at Columbia University Medical Center in New York City

Dr. Noble was the co-author of a recent study that found that female athletes appear to be significantly more likely than men to suffer concussions. He noted that once concussions occur, men and women experience them in very similar ways. He also discussed why most media attention on concussions seems to focus on men, despite the greater risk to women.

**Issues covered:**

**Concussions  
Personal Health  
Women**

**Length: 7:27**

Show # 2021-12

**Date Aired: 3-21-2021      Time Aired: 5:05 am**

**Bonnie Marcus**, Forbes Women, Global Gurus-honored executive, author of "*Not Done Yet! How Women Over 50 Regain Their Confidence and Claim Workplace Power*"

Ms. Marcus believes that age discrimination causes many professional women to pull back from performing any activities in the workplace that may draw attention to them. She said many older women believe that if they remain off the radar, they'll save themselves from hurtful and demeaning

remarks about their age, along with scrutiny from colleagues and managers questioning if perhaps they've lost their relevance. She outlined ways that women can identify how they are holding themselves back.

**Issues covered:**  
**Age Discrimination**  
**Women's Issues**  
**Career**

**Length: 9:12**

**Kui Xie**, Professor of Educational Studies at Ohio State University

Parents often fear that if their high school student isn't motivated to do well in classes, there's nothing that will change that. Prod. Xie led a study that found that students' academic motivation often does change - and usually for the better. He said that increasing students' sense of "belongingness" in school was one key way of increasing academic motivation.

**Issues covered:**  
**Education**  
**Parenting**

**Length: 9:05**

Show # 2021-13

**Date Aired: 3-28 -2021      Time Aired: 5:05 am**

**Ed Slott**, nationally recognized IRA and retirement planning expert, founder of IRAHelp.com, author of *"The New Retirement Savings Time Bomb: How to Take Financial Control, Avoid Unnecessary Taxes, and Combat the Latest Threats to Your Retirement Savings"*

Mr. Slott said that the typical retirement saver should mentally reduce their retirement savings by half, because taxes will take such a large bite from conventional IRAs and 401ks. He recommended utilizing Roth IRAs and 401ks whenever possible. He outlined the most common mistakes made when saving for retirement, and why he recommends having a life insurance policy as part of retirement planning strategies.

**Issues covered:**  
**Retirement Planning**  
**Taxes**

**Length: 8:36**

**Achea Redd**, author of *"Authentic You: A Girl's Guide to Growing Up Fearless and True"*

Rates of suicide, bullying, eating disorders and other mental health challenges are rising dramatically among teenagers. Ms. Redd outlined the character traits that are critical to thrive as an adolescent, and what parents can do to help. She shared her personal story of how her physical health impacted her mental health, and how she is taking proactive steps to prevent her own daughter from developing eating disorders.

**Issues covered:**  
**Youth Mental Health**  
**Bullying**  
**Eating Disorders**  
**Parenting**

**Length: 8:36**