

WQLB FM 103.3
QUARTERLY REPORT
OF PROGRAMMING ON ISSUES OF
COMMUNITY IMPORTANCE

(WQLB is simulcast with WKJZ 100%)

FOR THE PERIOD
JANUARY 1ST THROUGH MARCH 31ST, 2023

Below is a list of significant problems and needs of the WQLB FM service area and programming information includes:

The Economy and Job Opportunities: The state and local economy continues to hold steady, while business development is slow and unemployment is in check. Tourist related businesses dominate the market. We focus in on new and established businesses in to the area and what job opportunities might be available. Plus, career training facilities that might be available

Education: Northeast Michigan monitors assessments of education funding and effectiveness, test scores for students and employment placement for graduates. Continued debate over the state's primary, secondary and high school education system prompts examination of issues related to education.

Environment: As awareness of the environment increases nationwide, Northeast Michigan is confronted with an increasing number of environmental issues. More than protection and preservation of the environment, the state, and its residents must concern themselves with issues such as: hazardous waste, chemical manufacturing sites, contamination of streams and rivers by the former Wurtsmith Air Force Base in Oscoda, industrial pollutants, and the effects of these on the area's abundant wildlife.

Government: This section focuses on decisions made by national, state, and local officials, which affect Northeast Michigan. These include increased concerns regarding the various law enforcement agencies, environment, roads, and local communities.

Health Care: Among the concerns expressed for the elderly is medical issues regarding area nursing homes, hospitals, therapy centers, Iosco County medical care facilities plus, cost of housing. Also the continuous escalation of insurance costs.

Tourism and Recreation: Northeast Michigan continues to be one of the top vacation spots in the Midwest. This section of the report focuses on hunting, the Great Lakes, parks, and events that bring tourist dollars essential to our economy.

Description of WQLB FM Programs Providing the Most Significant Treatment of
Community Issues

<u>Program</u>	<u>Day</u>	<u>Time</u>
6:30 a.m. News	Monday through Friday	6:30 – 6:35 a.m.
7:30 a.m. News	Monday Through Friday	7:30 – 7:35 a.m
8:30 a.m. News	Monday Through Friday	8:30 – 8:35 a.m

All of the above programs are locally produced news programs. They include local News, Local Weather, Local sports and local obituary notifications. This is particularly important to mention because we have no daily local newspaper, only a weekly. We do include issue responsive segments as well.

InfoTrack	Sunday	5:15 – 5:45am
Sunrise Side Today	Monday through Friday	5:30 – 5:40 a.m.
Morning Interviews	Monday through Friday	8:15 a.m. – Varies (See times below)

**Public Service
“Live Read”**

Announcements Monday through Friday 6:00 – 7:00 p.m.

**Public Service “live Read” cards are :10, :15, :20, :30 and :60 seconds in length
And pertain to issues of community interest.
They are read twice per hour, Monday thru Friday**

**Public Service
“Recorded”**

Announcements Monday through Friday 6:00 – 7:00 p.m.

**Public Service scheduled messages are:30 and :60 seconds in length
And pertain to community issues.
See below for times and subject matter**

JANUARY 1/03/2023 - 1/31/2023

<u>Campaign</u>	<u>Message</u>	<u>Length</u>	<u>RunTimes</u>
PHE UNWIND	ATTENTION	:30	12
FLU	FLU VAX	:30	12
RADON	RADON TESTING	:30	12
COVID MENTAL	STAY WELL	:30	12

FEBRUARY 2/2/2023-2/27/2023

<u>Campaign</u>	<u>Message</u>	<u>Length</u>	<u>RunTimes</u>
PHE UNWIND	ATTENTION	:30	10
FLU	FLU VAX	:30	10
RADON	RADON TESTING	:30	07
DOMESTIC VIOLENCE	FEELINGS MAB	:30	05
TOBACCO	QUICKLINK	:30	08
COVID	KEEP THE WINTER FUN	:30	10
COVID MENTAL	STAY WELL	:30	10

MARCH

3/14/2023 - 3/27/2023

<u>Campaign</u>	<u>Message</u>	<u>Length</u>	<u>RunTimes</u>
PHE UNWIND	ATTENTION	:30	13
MCOB	WHITE WATER RAFTING	:30	16
FLU	FLU VAX	:30	08
RADON	RADON TESTING	:30	05
DOMESTIC VIOLENCE	FEELINGS MAB	:30	05
TOBACCO	QUICKLINK	:30	07
COVID	KEEP THE WINTER FUN	:30	08
COVID MENTAL	STAY WELL	:30	08

1st QUARTER INTERVIEWS

WQLB-WKJZ

January – March 2023

Jan 3 – Michelle O’Kelly Michigan Department Natural Resources – 4:22 – Michelle invited everyone to register for the “Happy Little Run for the Trees” in early April. Anyone is welcome to take part in the virtual event. And, you can finish the run/walk at your convenience. Proceeds benefit tree planting in Michigan.

Jan 4 – Christine Hitch, Iosco County Community Foundation – 3:45 – Christine invited the community to nominate the Iosco County Citizen of the Year, and new this year, The Junior Citizen of the Year. Those awards will be presented in March.

Jan 5 – Dale Bortles, Free Snowmobile Show – 2:45 – Dale invited the public to the American Legion Post 422 in Hale for the free snowmobile show and swap. There will also be a Kitty Kat event for kids, food and beverages will be available and there will be awards.

Jan 6 – Don McDonald, Hale Lions Club – 4:01 – Don invited the public to the upcoming event, “Dueling Pianos” at Eagle Point Plaza in Hale. Tickets are available now and include dinner and the show. Proceeds will benefit the Lions Club, which works to improve lives in the Hale area.

Jan 9 – Stephanie Gandulla, Archaeologist, Thunder Bay National Marine Sanctuary, Alpena – 4:35 – Stephanie told the Shipwreck Story of the Barge 1. She also invited listeners to log on to thunderbay.noaa.gov and check out pictures and information on identified shipwrecks. She also invited the public to the upcoming Thunder Bay International Film Festival.

Jan 10 – Sarah Meltching, Zonta Club, Rogers City – 4:01 – Sarah invited all adults to a movie, “Ring of Silence”. She talked about the Zonta Club, which advocates for women and girls in the area. The movie is about human trafficking and local law enforcement will be on hand to discuss the movie and answer any questions.

Jan 11 – Sue Miller, Shoreline Players Community Theater – 4:22 – Sue invited everyone to auditions for the upcoming comedy “Everybody Loves Opal”, and invited everyone to the theater in Oscoda for their current production of “The X Factory”, which is a parody of the X Factor, with more than 40 local students.

Jan 12 – Hillary Pine, Historian, Member of Sault Ste Marie Tribe of Chippewa Indians & employee of Hartwick Pines State Park. 3:55 Hillary invited everyone to a special program at the Alpena County Library about the CCC, a program meant to get people back to work during the Great Depression

Jan 13 – Tim Slesak, Mill Creek Café, 4:01 – Tim invited everyone to the upcoming first annual snowmobile show. The first annual show will happen at the café from 11 until 4, as a way to get local people together for a fun day, and proceeds will benefit the Harrisville & Barton City fireworks funds.

Jan 23 – Stephanie Gandulla, Thunder Bay National Marine Sanctuary, 4:22 – Stephanie invited everyone to the upcoming International Film Festival. One of only 2 film festivals in the world that focuses on movies made about lakes and oceans across the world. This year, the festival will be in person at the Great Lakes Maritime Heritage Center in Alpena and will be accessible virtually online.

Jan 24 – Sam Duvall, Exec Director, Tawas Area Chamber of Commerce – 3:44 – Sam invited everyone to the upcoming 73rd annual Perchville USA celebration in the Tawas. This Saturday, everyone is welcome to the Coronation Breakfast with the Perchville King & Queen and Junior King & Queen. She invited everyone to log on to the chamber’s website for a full schedule of events.

Jan 25 – Jonathan Winckowski, Coordinator, Planetarium, Besser Museum in Alpena – 3:01 Jonathan invited everyone to the upcoming “Beyond the Stars”. There will be a short lecture about the Aurora Borealis, and then, participants will be using telescopes from the planetarium to try and find the Northern Lights.

Jan 26 – Mel Ratell, Coach, Tawas City Blackhawks – 2:44 - Mel invited everyone to come out and cheer on the Blackhawks in tournament play. Tawas will be taking on Alpena in the first round, and then, there will be games throughout the weekend. Admission is free and open to everyone.

Jan 27 - Sue Ruckle, Secretary, Hale Area Education Foundation – 4:01 – Sue talked about the goals of the foundation and invited everyone to Trivia Night to support the foundation. There will be lots of games of trivia, raffles, 50/50’s food, beverages and fun. Everyone is welcome.

Jan 30 – Cathy Wusterbarth, member, Need Our Water – 5:01 – Cathy talked about the advocacy group, NOW, or Need our Water, which was formed after PFAS was found in drinking water in the Oscoda area. She also encouraged all Oscoda & AuSable residents 12 and older to take advantage of free PFAS testing through the Michigan Department of Health & Human Services. Testing will be free and held at a mobile lab in Oscoda.

Jan 31 - – Tim St. Aubin, Principal, Holy Family School, East Tawas – 3:22 – Tim invited everyone to take part in the annual Sportsman’s Raffle. Top prize is a Honda side by side. There will be 10 prizes in all, including, a shotgun, Darton crossbow, compound bow, E Bike, and more. Tickets are available now. Proceeds benefit the students at Holy Family School.

Feb 1 – Sam Duvall, Exec Dir, Tawas Chamber of Commerce – 4:29 – Sam invited everyone to all the events during the 73rd annual Perchville USA. Events include the Royal Fest, Fishing Tournament, Perch dinner fish-fry, Hospitality tent, Cornhole tournament, live music, pre-teen dance, family tent, chili cookoff, parade and much more. Admission is a perchville button, available at participating Tawas area businesses.

Feb 2 – Rick Mishu, Musician, with band, Flipside 2:33 Rick invited everyone to all the fun of the 73rd annual Perchville USA, including live music with Flipside. Rick talked about the history of the band and invited everyone to come to the show in the hospitality tent Saturday night.

Feb 3 – Pete Barnes, Perchville Committee, 3:57 – Pete invited everyone to all the fun events of Perchville USA including the annual Polar Bear plunge. Registration will begin at the state police post in East Tawas 11 am. There will be 2 Polar Bear plunges at 1:30 and 3:30. Cost is \$20 per person, those 16 and 17 will need guardian permission.

Feb 6 – Don LaBarre, Special Collections Librarian, Alpena County Library – 3:55 – Don invited everyone to the special exhibit, “Native Treaties – Shared Rights”. It’s a traveling exhibit on loan from Central Michigan University. The special exhibit will be at the Alpena County Library through mid March and is free and open to everyone during regular library hours.

Feb 7 – Norm Sommerfeld, A Plex Alpena – 3:10 – Norm Invited everyone to “Music For a Cause”. The Band, American Ages will be playing a show. There will also be live music before the show with a local guitarists. There will be food and beverages available, raffles, 50/50’s and a portion of the proceeds will benefit Friends of the Alpena County Plaza Pool. Everyone is welcome. Tickets are available online.

Feb 8 – Tim St. Aubin, Principal, Holy Family School, East Tawas – 2:45 – Tim reminded everyone that the random drawing of winners for the annual Sportsman’s raffle will be held this Friday afternoon, so time is running out to get tickets! There will be 10 prizes given away and tickets are available now at the school. Proceeds benefit students at Holy Family School.

Feb 9 – Tim Kuehnline, Thunder Bay Arts Council – 4:17 – Tim invited everyone to the 2nd annual IceFest in Alpena. There will be 2 special events. A family event will be held at Michekewis Park in Alpena, with ice sculptures, a bonfire with the Alpena Fire Department, free s’mores, pictures, horse & wagon rides graffiti wall, ice slide, and much more. All events are free. Then, Saturday evening IceFest moves to downtown Alpena for more family events.

Feb 10 – Samuel Olar, IRESA Professional Student of the Month – 2:58 – Samuel is a senior at Tawas High school and 2nd year student in the Building Trades program at IRESA Tech Center. Sam talked about the class, what he’s learned and his future as a

utility technician. He also encouraged other juniors and seniors to take classes at the tech center.

Feb 13 – Peggy Ridgeway, AuSable Valley Audubon, 3:44 – Peggy invited everyone to take part in the Great Backyard Bird Count. Everyone is encouraged to count the birds in their yards or at their feeders and report those numbers online. That research is used to help scientists with research on the migration of birds.

Feb 14 – Gaylynn Brennoel, Director, Oscoda AuSable Chamber of Commerce – 5:01 Gaylynn announced that the chamber can award 3 scholarships to local students this year thanks to those who took part in the Battle for the Paddle golf outing. She also invited the public to the upcoming Art on the Beach weekend in June and the first annual Bigfoot Bash with events this June at Shoreline Players Theater and this September at Oscoda High School.

Feb 15 – Ryan & Jennifer Lipps, Festivus & Reel Fun Fishing Tournament – 4:54 Ryan & Jennifer invited everyone to the upcoming Festivus dinner in Alpena which is a kick-off to the Fishing tournament on Grand Lake. There will be more than a thousand pre-drilled holes in the ice. Participants can purchase up to 3 ice fishing holes. There will be 30 prizes to win, with the first prize of \$5,000.00. All proceeds will benefit the River Center in Alpena.

Feb 16 – Norm Sommerfield, A Plex Alpena – 2:48 – Norm invited the public to upcoming events, including Happy Days & Comedy Nights, a fundraiser for Friends Together in Alpena. And, Comedy for a Cause. Enjoy 3 professional comedians for just \$10. Tickets are available online, and there will be food and beverages available. Raffles and 50/50's and a portion of the proceeds will benefit Friends of The Plaza Pool.

Feb 17 – Shelly Gibbs, Friends Together – 3:22 – Shelly invited everyone to the upcoming “Happy Days & Comedy Nights” at the A Plex in Alpena. Dueling Pianos is the entertainment. With lots of raffles, pull tabs, hi-low game, door prizes. Tickets are available now, and proceeds benefit Friends Together, the cancer support agency serving all of northeast Michigan.

Feb 20 – Larry Strange, Consultant, Arenac County Public Transportation. – 3:55 Larry talked about a new survey through the Public transportation and how they can best serve the community. With more residents using the public buses, there will be a survey mailed to residents or there will be an online survey. The information gathered will be used to find out what citizens want from the Transportation Agency.

Feb 21 – Ryan & Jennifer Lipps, Festivus & Reel Fun Fishing Tournament – 3:21 – Ryan & Jennifer reminded listeners that the Festivus dinner & fishing tournament are coming up this Friday night and Saturday. The Festivus dinner is a kick off to the Fishing Tournament on Grand Lake. No shelters, no electronics allowed during fishing. There will be 30 great prizes, including the first prize of 5 thousand dollars. Proceeds will

benefit the River Center in Alpena. Tickets are available right now! Tickets are \$25 per fishing hole and you can buy up to 3 holes.

Feb 22 – Hudson Bergeron – Local Author – 3:50 – Hudson is a 7 year old who wrote a book called “Tale of the Talking Trees”. Hudson talked about how he came up with the idea and wrote the book. There will also be a “Meet the Author” event with Hudson at the local Oscoda Library this Saturday.

Feb 23 – Robin Savage, Librarian, Robert J Parks Library, Oscoda – 2:56 – Robin invited everyone to the upcoming meet the author event with 7 year old author, Hudson Bergeron. Robin also talked about other classes and events happening at the library including a special senior workshop about using Microsoft, and lots of kids activities and story times.

Feb 24 – Charlie Wiltse, MIRA Racing – 3:57 – Charlie invited everyone to this weekend’s MIRA professional snowmobile races at the A.R.A. site on Barlow Road in Lincoln. With more than 250 racers and more than 30 teams. Events include sprint racing, Kitty Kat racing for kids, and the 250 Enduro Race on Sunday. There will be lots of activities for kids and families, food, beverages and more.

Feb 27 – Robin Savage, Librarian Robert J Parks Library, Oscoda & Volunteer with Alcona Humane Society -3:02 – Robin talked about the animals at the Alcona Humane Society that need to be adopted. With 8 dogs and 7 cats, they are not quite at capacity, but some of the animals have been at the shelter for a long time. She talked about how listeners can adopt an animal and also that the shelter is looking for a part time employee.

Feb 28 – Gaylynn Brennoel, Exec Dir, Oscoda AuSable Chamber of Commerce – 4:05 Gaylynn asked for volunteers for the chamber’s Ambassador Program. Anyone who wants to volunteer their time are asked to donate their time to the Oscoda visitor’s center and will be there to answer questions from visitors and callers. Gaylynn also reminded listeners about the upcoming Art on the Bay in June and this year’s first annual Bigfoot bash with events in June and September.

Mar 1 – Sue Miller, Shoreline Players Community Theater – 4:20 – Sue invited everyone to the production of the comedy “Everybody Loves Opal” on the stage this weekend and next weekend. Tickets are available at the box office or online at shorelineplayers.org. She also invited listeners to audition for an upcoming production of “Gaslight”, a Victorian psychological thriller. Auditions will be held March 6th and March 9th. An audition packet is available on the website.

Mar 2 – Kevin Boyat, Alcona County Fair – 2:45 – Kevin invited everyone to the 2nd annual Winter Bump & Run on the ice at the A.R.A. site on Barlow Road in Lincoln. Registration is open to all cars and trucks. And, Kevin invited everyone to come as spectators, and cheer on the competitors. There will be cash prizes, based on how many vehicles take part. The bump and run begins at 1:00. Admission is \$10 for adults, 12 and under are free.

Mar 3 – Stephanie Gandulla, Thunder Bay National Marine Sanctuary – 4:07 – Stephanie made the announcement that researchers have found a shipwreck in Lake Huron. The Ironton sank in September of 1894. There were 2 survivors of the shipwreck. The Ironton collided with the Ohio, and researchers found the Ohio in 2019, but it still took 4 years to find the Ironton. See pictures and information at thunderbay.noaa.gov.

Mar 6 – Jack Lingo, IRESA Professional Student of the Month – 2:44 – Jack is a Senior at Tawas Area High School and first year student in the Welding & Fabrication class at IRESA Tech Center. Jack talked about his classes at IRESA, and encouraged other juniors and seniors in Iosco county to take classes at the center.

Mar 7 – Katy Carrigan & Brittany Vanderwall, Rogers City Community Theater – 4:23 – Katy & Brittany invited the public to the upcoming production of “Next To Normal”, a rock opera. There are 6 in the cast, and this special musical will only be on the stage for 3 performances. Tickets are available at the box office an hour before each show.

Mar 8 – Sue Miller, Shoreline Players Theater, Oscoda – 3:17 – Sue reminded listeners that auditions are being held tomorrow night for the upcoming production of “Gaslight”, a psychological thriller. An audition packet is available online. She also reminded listeners that this weekend is the last weekend that the comedy “Everybody Loves Opal” at the theater.

Mar 9 – Rosemary Nentwig, Veterans Memorial Park – 4:25 – Rosemary talked about the Banner program. Anyone can purchase a banner in honor of a veteran or active service military, which will have the veteran’s picture, branch of service, years active, and who they are being honored by. The banners will be installed on light poles in downtown Oscoda between Memorial weekend and Veterans Day. Banners are \$100 each and proceeds benefit the Veterans Memorial Park of NE Michigan.

Mar 10 – Tim Kuehnlien, Thunder Bay Arts Council – 3:29 – Tim talked about upcoming events through the Arts Council including the Artist of the Month, Art on the Bay and other programs to support arts in the Alpena Area. He also invited anyone interested to become a member of the Arts Council. More information is available by visiting the gallery in downtown Alpena.

Mar 15 – Lynne Bigelow, Child & Teen Services Coordinator, Iosco Arenac District Library – 3:27 – Lynne invited everyone to upcoming programs through the library for kids during “Staycation”. There will be programs including live animals shows, comedy, magicians, Nerf games and much more. All programs are free and open to everyone. A schedule of events can be found at ioscoarenaclibrary.org.

Mar 16 – Ann Gentry, Exec Dir, Alpena DDA – 3:55 – Ann talked about the Fresh Waves Program which works to beautify the downtown Alpena area. The project is looking for artists who would like to apply to paint large scale or small scale murals on building walls downtown. Artists need to apply by April 15th. Artists who are chosen to

paint large murals will be awarded up to 75 hundred dollars. Small scale up to 2 thousand dollars. Applications can be found online.

Mar 17 – Brenda Hawkins, Tawas Area Rotary Club – 4:01 – Brenda invited those who want to be part of the new Tawas Area Rotary Club to join the club, and she invited listeners to plan to be part of the upcoming Earth Day cleanup. The event will be held on April 22nd. There will be dumpsters set up at 2 locations in the Tawas area and residents are encouraged to pick up trash in the area and drop it off at either location. Supplies including trash bags, gloves, etc. will be available at participating businesses in the area.

Mar 27 – Stephanie Gandulla, Thunder Bay National Marine Sanctuary – 3:56 – Stephanie told the audience the shipwreck story of Barge 12. It sank in 1975 and rests near the Nordmeer which is in shallow water and can be snorkeled. Stephanie also talked about work which will resume this spring and summer to search for more shipwrecks.

Mar 28 – Lynne Bigelow, Child & Teen Services Coordinator, Iosco Arenac District library – 4:02 – Lynne talked more about the spring break programs through the library’s “Staycation”. With everything from live animals and education to magic shows, juggling, Nerf games and puppet shows. All events are free and open to everyone to enjoy.

Mar 29 – Dr. Marv Pichla, President, Huron Shores Campus Alpena Community College – 4:36 – Marv invited the public to the upcoming ACC Talks series. A program that highlights local entrepreneurs and their work in business and the community. There will be 2 speakers including Tom Moran of Moran Iron Works and Brandon Charbonneau, owner of the new Sand Lake Brewery. The program is free and open to all.

Mar 30 = Melissa Hagar, The Comedy Series – 3:07 – Melissa invited all adults to the upcoming comedy series, featuring 3 professional comedians at the Tawas Bay Beach Resort in East Tawas. A way to get over the winter blues and enjoy a night out!

Mar 31 – Sue Miller, Shoreline Player Community Theater Oscoda – 4:21 – Sue invited the public to the upcoming interactive murder mystery dinner at Tait’s Bill of Fare. Proceeds will benefit the Shoreline Players Theater in Oscoda. She also invited the public to the upcoming production of the psychological thriller, “Gaslight”.

Michigan Sunrise Side Today

1st Quarter- January-March 2023

Monday-Friday

5:30am WQLB 103.3FM & WKJZ 94.9FM

6:15am WTZM 106.1FM

12:30pm WKJC 104.7FM

3:15pm WIOS 1480AM & 106.9FM

5 minutes per show

- Monday, January 2nd- **Jill Gonzalez**, Marketing Director for Wallet Hub Dot Com, with information on strategies and resources for making and keeping your New Year's Resolutions
- Tuesday, January 3rd- **Christine Hitch**, Community Liaison for the Community Foundation for Northeast Michigan, with information on the nomination process for Citizen and Junior Citizen of the Year
- Wednesday, January 4th- **Dale Bortle**, of the Plainfield Township Antique and Vintage Snowmobile Club, with information on their upcoming Antique and Vintage Snowmobile Show in Hale
- Thursday, January 5th- **Don McDonald**, President of the Hale Lions Club, with information on their upcoming Dueling Pianos Concert Fundraiser at Eagle Point Plaza in Hale
- Friday, January 6th- **Nicole Wethington**, instructor with the Michigan State University Extension, with information on the series of classes being offered dealing with Mental and Physical Health
- Monday, January 9th- **Michelle Weeks**, Director of the Iosco County Humane Society, with an update on pets available for adoption at the Animal Shelter in Tawas City and upcoming fundraisers
- Tuesday, January 10th- **Sue Miller**, Director of the Shoreline Players of Oscoda, with information on their upcoming auditions for the comedy production of "Everybody Loves Opal"
- Wednesday, January 11th- **Susan Weishuhn**, of the Michigan State University Extension Iosco County 4-H, with information on their upcoming 4-H Cake Silent Auction and Cake Club
- Thursday, January 12th- **Tanya Bardy**, Communications Director for the Saganing Eagles Landing Casino and Hotel, with information on festivities planned for their 15th Anniversary Weekend
- Friday, January 13th- **Timothy Saint Aubin**, Principal at Holy Family School in East Tawas, with information on their ongoing Sportsman's Raffle fundraiser for school scholarships

-Monday, January 16th- Bill Erickson and **Jim Erickson**, of the American Red Cross, with information on their upcoming Tawas Area Blood Drive at the Tawas United Methodist Church

-Tuesday, January 17th- **Tim Slevsak**, owner of the Mill Creek cafe in Harrisville, with information on their first annual Snowmobile Show and Swap Meet at the A.R.A Site in Lincoln

-Wednesday, January 18th- **Jessica Guoan**, Director of the Iosco County Humane Society, with an update on pets available for adoption at the Animal Shelter in Tawas City and upcoming fundraisers

-Thursday, January 19th- **Christine Hitch**, Community Liaison for the Community Foundation for Northeast Michigan, with information on the nomination process for Citizen and Junior Citizen of the Year

-Friday, January 20th- **Timothy Saint Aubin**, Principal at Holy Family School in East Tawas, with information on their ongoing Sportsman's Raffle fundraiser for school scholarships

-Monday, January 23rd- **June Purcey**, Director of Iosco County Coats For Kids, with information on their upcoming Stuff A Blue Goose in conjunction with the Michigan State Police

-Tuesday, January 24th- Coach **Mel Retell**, Director of the Tawas Bay Ice Arena, with information on the upcoming Boys Bantam Hockey District Tournament Weekend at the Arena in Tawas City

-Wednesday, January 25th- **Michelle Weeks**, Director of the Iosco County Humane Society, with an update on pets available for adoption at the Animal Shelter in Tawas City and upcoming fundraisers

-Thursday, January 26th- **Sue Ruckle**, Secretary of the Hale Area Education Foundation, with information on their upcoming Trivia Night Fundraiser for the Hale Area Education Scholarship Fund

-Friday, January 27th- **Dennis Locke**, president of the Whittemore Chamber of Commerce, with information on their upcoming Gun and Knife Show and Appraisal Event

-Monday, January 30th- **Ariana Conklin**, President of the East Tawas Business Association, with information on their upcoming Chilly Cookoff Fundraiser at Perchville USA

-Tuesday, January 31st- **Samantha Duvall**, Director of the Tawas Area Chamber of Commerce, with information on events and activities during the Perchville USA Weekend

-Wednesday, February 1st- **Rick Meshew**, singer and musician with the local group Flipside, with information on the bands and activities that will take place in the Perchville Hospitality Tent

-Thursday, February 2nd- **Michal Jacot**, author and member of the Tawas Bay Players of East Tawas, with information on their upcoming Interactive Murder Mystery “Slaughter on the Water at Perchville

-Friday, February 3rd- **Phil Abosta**, of the Iosco County Conservation Club, with information on the three day fishing contest happening at Perchville U.S.A. in the Tawas

-Monday, February 6th- **Enya DeFighter**, of the Michigan State University Extension Iosco County 4-H, with information on the first annual 4-H Chocolate Party at Eagle Point Plaza in Hale

-Tuesday, February 7th- **Peggy Ridgeway**, President of the AuSable Valley Audubon Society, with information on the upcoming meeting on the annual International Backyard Bird Count

-Wednesday, February 8th- **Timothy Saint Aubin**, Principal at Holy Family School in East Tawas, with information on their ongoing Sportsman’s Raffle fundraiser for school scholarships

-Thursday, February 9th- **Mike Hoadley**, 99th District State Representative, with information on how to contact him at his Lansing Office and upcoming Office Hours in the District

-Friday, February 10th- **Allen Miller**, President of the Tawas Area Braves Sports Boosters Club, with information on their upcoming Reverse Raffle Dinner Fundraiser at Rushman Hall

-Monday, February 13th- **Gaylynn Broenoel**, Director of the Oscoda AuSable Chamber of Commerce, with information on their upcoming Bigfoot Bash, scholarships and Art On The Beach

-Tuesday, February 14th- **Amy Edwards**, Tawas Area Braves Girls Basketball Coach, with information on their upcoming “Taco Fiesta” Mexican Dinner Fundraiser for travel expenses

-Wednesday, February 15th- **Cathy Wusterbarth**, President of NOW, Need Our Water, Action Group in Oscoda, with information on free PFAS blood Testing for Oscoda area residents

-Thursday, February 16th- **Cathy Wusterbarth**, President of NOW, Need Our Water, Action Group in Oscoda, with information on free PFAS blood Testing for Oscoda area residents Part 2

-Friday, February 17th- **Larry Strange**, Marketing Director with MP-2 Surveys, with information on the surveys being distributed to Arenac County residents dealing with the Public Transit Authority

-Monday, February 20th- **Cathy Wusterbarth**, President of NOW, Need Our Water, Action Group in Oscoda, with information on the recent Wurtsmith Restoration Board Meeting with the Air Force

-Tuesday, February 21st- **Rick Middleton**, President of Wolverine Promotions, with information on the upcoming Big Game between the Detroit Lions Alumni and Iosco County Firefighters

-Wednesday, February 22nd- **Charlie Wiltse**, president of the Midwest International Racing Association, with information on their upcoming Enduro Snowmobile Races in Lincoln

-Thursday, February 23rd- **Bill Deckett**, Chief of the East Tawas Fire Department, with information on the upcoming Big Game between the Detroit Lions Alumni and Iosco County Firefighters

-Friday, February 24th- **Hudson Bergeron**, seven year old author from Oscoda, on his upcoming book sale and signing of “I Listen To The Trees” at the Robert J. Parks Library in Oscoda

-Monday, February 27th- **Gaylynn Broenoel**, Director of the Oscoda AuSable Chamber of Commerce, with information on a new program being developed called the Ambassador Volunteer Program

-Tuesday, February 28th- **Sue Miller**, Director of the Shoreline Players of Oscoda, with information on their production of the comedy “Everybody Loves Opal” and auditions for “Gaslight”

-Wednesday, March 1st- **Kevin Boyatt** of the Alcona County Fair Board, with information on their upcoming Bump And Run On Ice Fundraiser at the A.R.A. Site in Lincoln

-Thursday, March 2nd- **Michelle O’Kelley**, Activities Director for the Michigan Department of Natural Resources, with information on their virtual Run For The Trees Fundraiser

-Friday, March 3rd- **Tina Donze**, Director of the Tawas Community Concert Band, with information on their upcoming “American Memories” Concert at the Tawas High School Alumni Gym

-Monday, March 6th- **Larry Strange**, Marketing Director with MP-2 Surveys, with information on the surveys being distributed to Arenac County residents dealing with the Public Transit Authority

-Tuesday, March 7th- **Sue Miller**, Director of the Shoreline Players of Oscoda, with information on their second weekend of the comedy “Everybody Loves Opal” and auditions for “Gaslight”

-Wednesday, March 8th- **Gary Bates**, President of the Whittemore Speedway, with information on their upcoming Third Annual Slush Slinger Winter Enduro Race this Saturday

-Thursday, March 9th- **Cathy Wusterbarth**, President of NOW, Need Our Water, Action Group in Oscoda, with information on free PFAS blood Testing for Oscoda area residents

-Friday, March 10th- **Cathy Wusterbarth**, President of NOW, Need Our Water, Action Group in Oscoda, with information on free PFAS blood Testing for Oscoda area residents Part 2

-Monday, March 13th- **Bill Erickson** and Jim Erickson, of the American Red Cross, with information on their upcoming Tawas Area Blood Drive at the Tawas United Methodist Church

-Tuesday, March 14th- **Lynn Bigelow**, Programming Director of the Iosco Arenac District Library, with information on their upcoming Spring Break Staycation Programs at the Library Branches

-Wednesday, March 15th- **Jessica Guoan**, Director of the Iosco County Humane Society, with an update on pets available for adoption at the Animal Shelter in Tawas City and upcoming fundraisers

-Thursday, March 16th- **Gaylynn Broenoel**, Director of the Oscoda AuSable Chamber of Commerce, with information on a new program being developed called the Ambassador Volunteer Program

-Friday, March 17th- **Jill Gonzalez**, Marketing Director for Wallet Hub Dot Com with information on where the best places are to celebrate St. Patrick's Day and the economic numbers associated with the holiday

-Monday, March 20th- Michigan Author **Landon Beach** talks with Kevin about his series of books based on the five Great Lakes including the current book "Huron Nights" and about future books

-Tuesday, March 21st- Michigan Author **Landon Beach** talks with Kevin about his series of books based on the five Great Lakes including the current book "Huron Nights" and about future books Part 2

-Wednesday, March 22nd- Michigan Author **Landon Beach** talks with Kevin about his series of books based on the five Great Lakes including the current book "Huron Nights" and about future books Part 3

-Thursday, March 23rd- **Laura Loeffler**, President of Quota Club International of Iosco County, with information on their Breakfast With The Easter Bunny in conjunction with Huron Community Bank

-Friday, March 24th- **Sean Delaney**, Bill Britt and Chris Reetz, of Delaney's Wood Fired Maple Syrup, Britt's Pure Maple Syrup and Reetz's Sugar Bush with information on the Maple Syrup Weekend

-Monday, March 27th- **Phyllis Rhodes** of the Early Childhood Development Council, with information on the Dolly Parton Imagination Library Fundraiser with Pampered Chef

-Tuesday, March 28th- **Dr. Marvin Pichla**, President of Alpena Community College Oscoda Campus, with information on the upcoming ACC Talks Presentation with Don Moran and Bradley Charbonneau

-Wednesday, March 29th- **Melissa Hager**, of The Comedy Series, with information on the upcoming Comedy Night featuring comedians Tom Massey, Tom McCarthy and Melissa Hager

-Thursday, March 30th- **Dennis Looke**, President of the Whittemore Area Chamber of Commerce, with information on their upcoming Spring Craft and Vendor Show Fundraiser

-Friday, March 31st- **Tony Escarino**, owner of Sunrise Firearms and Tactical Equipment of Harrisville, with information on their upcoming Firearms Auction for the Tawas Police Department

Call Letters: WQLB/WKJZ
Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2023

Show # 2023-01

Date aired: 1/1/23 Time Aired: 5:05am

Jacquelyn C. Campbell, PHD, RN, FAAN, expert on domestic violence, violence against women and intimate partner violence, Professor and the Anna D. Wolf Chair at the Johns Hopkins School of Nursing, National Program Director for the Robert Wood Johnson Foundation's Nurse Faculty Scholars Program

Dr. Campbell developed the Danger Assessment, a groundbreaking questionnaire designed to assess a woman's risk of being killed by an abusive partner. She talked about recent updates to the tool that address concerns for immigrant women and same-sex partners. She said it's helpful for an abused woman to document for herself how often abuse is happening, levels of abuse and other patterns.

Issues covered:

Length: 9:21

**Domestic Violence
Women's Concerns**

Bryan Caplan, PhD, Professor of Economics at George Mason University, blogger for EconLog, author of "*The Case against Education: Why the Education System Is a Waste of Time and Money*"

Although it is immensely popular--and immensely lucrative--Dr. Caplan believes that higher education is grossly overrated. He said that decades of growing access to education have not resulted in better jobs for the average worker, but instead in runaway credential inflation. He is in favor of serious cuts in government education funding to curb this wasteful rat race, along with a renewed emphasis on vocational education.

Issues covered:

Length: 8:01

**Education
Career
Government Spending**

Cyrus Farivar, Senior Business Editor at Ars Technica, author of "*Habeas Data: Privacy vs. the Rise of Surveillance Tech*"

Mr. Farivar discussed how judges and activists have thought about privacy and surveillance in America in recent decades. He believes that laws need to be updated to address advances in surveillance technology, such as the mass use of license plate readers and facial recognition software.

Issues covered:

Length: 5:04

**Constitutional Rights
Privacy**

Show # 2023-02

Date aired: 1/8/23 Time Aired: 5:05am

Todd Spencer, President of the Owner-Operator Independent Drivers Association

Trucking is critical to virtually every aspect of the US economy. Mr. Spencer talked about the biggest challenges faced by truck drivers. He said drivers often spend 30% of their work week being detained by inefficiencies in the supply chain, waiting for shippers and receivers. He discussed the lack of adequate training of new truckers. He also talked about road congestion and needed improvements in the nation's highway system to better accommodate trucks.

Issues covered:

Length: 8:39

**Transportation
Supply Chain Issues
Employment**

Natasha Slesnick, PhD, Professor of Human Development and Family Science in the Department of Human Sciences, and EHE Associate Dean for Research and Administration at Ohio State University

Prof. Slesnick led a study that suggests that giving some homeless mothers with young children a place to live may do little to help them if it is not combined with support services. She outlined the most significant challenges faced by homeless mothers and their children, and the most effective forms of support.

Issues covered:

Length: 8:45

**Homelessness
Government Programs
Drug Abuse**

Donna Thompson, PhD, MBA, retired college educator, an advocate for children's literacy and creator of The Adventures of Carly and Charly, a book series "written" by cats for kids

Ms. Thompson discussed the importance of encouraging reading in young children, and the major obstacles created by electronic screens. She talked about the long-lasting health and wellness benefits connected to reading, and why it is so important for parents to set a good example in reading habits.

Issues covered:

Length: 5:01

**Literacy
Parenting**

Show # 2023-03

Date aired: 1/15/23 Time Aired: 5:05am

Nora Volkow, MD, Director of the National Institute on Drug Abuse, part of the National Institutes of Health

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.

Issues covered:

Length: 17:52

**Substance Abuse and Treatment
Government Policies**

Sam Quinones, author of *"The Least of Us: True Tales of America and Hope in the Time of Fentanyl and Meth"*

The opioid crisis' damage to US communities cost the economy \$1.5 trillion in 2020 alone, according to a congressional analysis. Mr. Quinones talked about steps that cities and towns can take to try to repair community bonds, most effectively on the neighborhood, school and church level. He believes that stronger law enforcement is necessary to force drug abusers into treatment, whether they want it or not.

Issues covered:

Length: 5:08

**Substance Abuse and Treatment
Community Rehabilitation
Law Enforcement
Homelessness**

Show # 2023-04

Date aired: 1/22/23 Time Aired: 5:05am

Lauren Fleshman, one of the most decorated American distance runners of all time, winner of five NCAA championships at Stanford University and two national championships as a professional, author of *“Good for A Girl: A Woman Running in a Man's World”*

Girls drop out of organized sports at twice the rate of boys at age 14, and half have quit by 17. Sixty-five percent develop disordered eating habits that compromise their ease around food, sometimes irreparably. Ms. Fleshman talked about emerging research on the physiology and psychology of young athletes, and what coaches and parents should know. She outlined changes in organized sports to empower and encourage young women to join and stay.

Issues covered:

Length: 9:21

Women's Concerns

Youth Sports

Chris Bailey, productivity expert, author of *“How to Calm Your Mind: Finding Presence and Productivity in Anxious Times”*

Mr. Bailey shared the inspiration to write his book--a panic attack he had onstage in front of an audience of over 100. He outlined simple steps he took in the moment and in the long-term to conquer burnout, and explained how he gradually restored calm and tranquility to his life. He talked about sources of hidden stress buried within our days, often activities and people that we voluntarily subject ourselves to.

Issues covered:

Length: 8:01

Mental Health

Personal Productivity

Career

Tim Lohrentz, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Mr. Lohrentz conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

Issues covered:

Length: 5:10

Payday Loans

Poverty

Government Regulations

Show # 2023-05

Date aired: 1/29/23 Time Aired: 5:05am

Alvin E. Roth, PhD, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, 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.

Issues covered:

Length: 9:17

**Economics
Career
Education**

Joel Kahn, MD, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, 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.

Issues covered:

Length: 8:01_

Personal Health

Paul Tough, former editor at the New York Times Magazine, nationally recognized writer on poverty, education and the achievement gap

Mr. Tough discussed a groundbreaking anti-poverty initiative called the Harlem Children’s Zone. The creator of the program theorized that in order for poor kids to compete with their middle-class peers, everything in their lives—their schools, neighborhoods, parenting practices—all must be changed at once.

Issues covered:

Length: 5:00

**Poverty
Education
Minority Concerns
Parenting**

Show # 2023-06

Date aired: 2/5/23 Time Aired: 5:05am

Ismail Karabas, PhD, Marketing Professor at Murray State University

Tipping for food at the end of a dining experience has traditionally been the norm at full-service restaurants. Prof. Karabas shared his research into a new trend: tip requests at businesses where customers order at the counter, pay for their items before getting their food, and receive minimal-to-no service. He explained the reasons behind the change. He found that some consumers are so annoyed by the requests that they take their business elsewhere.

Issues covered:

**Consumer Matters
Employment
Economy**

Length: 8:58

Dan Martell, entrepreneur, productivity expert, author of "*Buy Back Your Time: Get Unstuck, Reclaim Your Freedom, and Build Your Empire*"

Mr. Martell shared his story of a traumatic childhood and arrest as a teenager, which amazingly led to an interest in software coding and entrepreneurship. He offered suggestions for entrepreneurs to value and use time more productively. He also offered advice to avoid burnout.

Issues covered:

**Entrepreneurism
Personal Productivity
Career**

Length: 8:18

Les Bernal, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Issues covered:

**Gambling Addiction
Government Policies**

Length: 5:07

Show # 2023-07

Date aired: 2/12/23 Time Aired: 5:05am

Andrew Smith, PhD, cognitive psychologist and Assistant Professor at Iowa State University

Some studies claim that 4-6% of those in US prisons are not guilty of the crime for which they were convicted. Prof. Smith and his team of researchers developed a new procedure to capture more information from eyewitnesses during police investigations and better detect a suspect's guilt or innocence. He explained how the innovation improves the reliability of police lineups.

Issues covered:
Criminal Justice
Legal Reform

Length: 9:12

Andrew McDiarmid, Senior Fellow at the Discovery Institute, a non-profit, non-partisan organization focused on research, education, action, and cultural renewal

A recent study reported in the Journal of Experimental Psychology suggests that the act of "just thinking" can be more rewarding than we might realize. Mr. McDiarmid outlined the study's findings and explained why Americans should resist the urge to pull out their phones so frequently and spent some time just thinking, instead.

Issues covered:
Mental Health
Personal Productivity

Length: 8:10

Tom Appel, Publisher of Consumer Guide Automotive

Mr. Appel talked about the affordability of electric vehicles and how the EV marketplace has been changing, partly as a result of revised federal laws and rebates. He also explained who is the best candidate to own an EV and whether now is a wise time to buy.

Issues covered:
Electric Vehicles
Consumer Matters
Environment

Length: 4:53

Show # 2023-08

Date aired: 2/19/23 Time Aired: 5:05am

Shevaun Neupert, PhD, Professor of Psychology at North Carolina State University

Prof. Neupert wrote a report that analyzed two new studies that found that young adults who utilize preemptive stress-reduction steps that focus on the future are better able to avoid negative health outcomes. She talked about the most effective proactive techniques, and where young adults should be taught how to deal with stress.

Issues covered:

Length: 9:12

**Mental Health
Stress**

Angie Morgan Witkowski, Leadership and Career Coach, author of "*Bet on You: How to Win with Risk*"

Ms. Witkowski outlined the most common misconceptions about risk and why people should be much more comfortable making decisions in the face of uncertainty. She talked about the reasons that fear and failure are such important components in taking risks in business, career and life.

Issues covered:

Length: 8:10

**Career
Personal Productivity
Mental Health**

Lindsey Parnarouskis, MS, doctoral candidate, Department of Psychology, University of Michigan

Ms. Parnarouskis was the first author of a study that examined the connection between food insecurity and the overconsumption of processed foods. She found that that women experiencing food insecurity more frequently report symptoms of food addiction, such as compulsive eating of certain types of food, unsuccessful attempts to cut down and withdrawal symptoms.

Issues covered:

Length: 4:53

**Nutrition
Hunger
Women's Issues**

Show # 2023-09

Date aired: 2/26/23 Time Aired: 5:05am

Lauryn Williams, Certified Financial Planner, founder of Worth Winning, a company that helps young professionals organize their finances

A recent Fidelity survey found that half of Gen Zers say they don't see a point in saving money until things return to 'normal.' Ms. Williams said young people may be seeking some sort of control, in the face of runaway inflation and economic uncertainty. She said many Gen Zers are choosing to invest in themselves and their professional growth, such as starting their own businesses or furthering their education. She explained why it is critical to start early to build retirement savings.

Issues covered:

Length: 9:12

Consumer Matters

Economy

Employment

Elisa Villanueva Beard, CEO of Teach For America, a nonprofit organization dedicated to improving educational outcomes for low-income students

Ms. Villanueva Beard outlined the mission of her organization, and explained why it is so important to recruit college graduates from top universities around the United States to serve as teachers in urban and rural schools. She talked about the biggest obstacles in recruiting quality teachers and how interested students can apply to be a part of Teach For America.

Issues covered:

Length: 8:10

Education

Poverty

Matthew A. Miller, PhD, MPH, Executive Director for VA Suicide Prevention for the U.S. Department of Veterans Affairs

Dr. Miller shared VA's latest data that showed meaningful downward trends in veteran suicide counts and rates. He discussed the growing use of the Veterans Crisis Line (dial 988 then press 1) and other resources available to veterans in crisis. He also outlined the potential warning signs and what family members or friends can do to help.

Issues covered:

Length: 4:53

Veterans' Concerns

Suicide

Mental Health

Show # 2023-10

Date aired: 3/5/23 Time Aired: 5:05am

Yvette M. Miller, MD, Executive Medical Officer for the American Red Cross Donor and Client Support Center, helping to lead the Red Cross' national Sickle Cell Initiative

Sickle cell disease is the most common genetic blood disorder in the US, and regular blood transfusions are critical to manage extreme pain and life-threatening complications. Dr. Miller discussed Red Cross efforts to promote diversity in the blood supply, increase donor recruitment and retention in the black community to support the transfusion needs of patients with sickle cell disease.

Issues covered:
Sickle Cell Disease
Blood Donations
Diversity

Length: 8:32

Candy Valentino, finance and wealth advisor, author of "*Wealth Habits: Six Ordinary Steps to Achieve Extraordinary Financial Freedom*"

Ms. Valentino believes that turbulent financial times are often historic opportunities to invest more in real estate and the financial markets. She outlined six steps to grow wealth. She explained why owning real estate or a small business are her favorite investment vehicles. She conducted a study that found 75% of wealthy people had one thing in common: either they or their family owned a business.

Issues covered:
Personal Finance
Entrepreneurism

Length: 8:51

Samuel West, PhD, Assistant Professor of Psychology at Virginia State University

Dr. West led an analysis of psychological crises exhibited by 177 mass shooters. He found that social isolation was the most important external indicator leading up to the attacks. He believes that social isolation is an ideal target for intervention because it can be addressed both at the individual level and the societal level.

Issues covered:
Mass Shootings
Mental Health

Length: 5:07

Disc # 2023-11

Date aired: 3/12/23 Time Aired: 5:05am

Pamela Gockley, Certified Bullying Prevention Specialist, Founder and Executive Director of The Camel Project, a non-profit organization focused on deconstructing the culture of bullying in America

1 in 5 students report being bullied at school. However, Ms. Gockley said the CDC believes 50 to 75% of bullying incidents are never reported. She discussed the culture of bullying in America, how to parents can protect their children from it, and how parents of bullies can recognize the behavior in their own child and address it.

Issues covered:

Length: 8:44

**Bullying
Parenting
Youth at Risk**

Brock L. Eide M.D., M.A., learning disabilities expert, co-author of "*The Dyslexic Advantage: Unlocking the Hidden Potential of the Dyslexic Brain*"

Dyslexia has traditionally been defined as a reading and spelling disorder. But Dr. Eide said recent research has proven that these challenges are not dyslexia's main features. He explained how these characteristics are actually trade-offs resulting from an entirely different pattern of brain organization and information processing and that it has powerful advantages.

Issues covered:

Length: 8:41

Learning Disabilities

Samuel Zahinoor Ismail, MD FRCPC, Professor of Psychiatry, Neurology, Epidemiology, and Pathology at the Hotchkiss Brain Institute and O'Brien Institute for Public Health at the University of Calgary

Dr. Ismail was the lead author of a large 10-year study that found 40 percent fewer dementia diagnoses in people who took vitamin D supplements. The study also found that those who take vitamin D are more likely to have more years of dementia-free life. In addition, he found that vitamin D had a significantly greater effect on women, than men.

Issues covered:

Length: 5:05

**Alzheimer's disease
Nutrition
Aging**

Show # 2023-12

Date aired: 3/19/23 Time Aired: 5:05am

Juliet B. Schor, PhD, Professor of Sociology, Boston College

The four-day week is becoming more of a reality in the contemporary workplace, and Prof. Schor co-authored a landmark international study of the trend. She said the vast majority of companies that tried the shorter workweek for the study stuck with it afterwards. She talked about the benefits that result from a 32-hour workweek, both for employees and companies.

Issues covered:

Length: 8:40

Workplace Matters

Mental Health

Productivity

Deepa L. Sekhar, MD, Associate Professor of Pediatrics at the Penn State College of Medicine, Executive Director of Penn State PRO Wellness

Suicide death rates have increased significantly among adolescents in the U.S. in recent years. Dr. Sekhar said while children are typically screened for health, vision and hearing problems in school, mental health screening has not been standardized in school settings. She led a study that evaluated the effectiveness of a school-based, adolescent suicide risk screening and found that it successfully identified at-risk adolescents and increased initiation of mental health services. She explained how the screening works and the reasons some schools or parents may be reluctant to give it a chance.

Issues covered:

Length: 8:43

Youth Suicide

Mental Health Services

Parenting

John P. Thyfault, PhD, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

Issues covered:

Length: 5:09

Personal Health

Show # 2023-13

Date aired: 3/26/23 Time Aired: 5:05am

Elizabeth Wallace, co-author of *"The Ambition Decisions: What Women Know About Work, Family, and the Path to Building a Life"*

Over the last sixty years, women's roles at home and on the job have radically changed, and the question of whether they can really "have it all" is still debated. Ms. Wallace outlined three distinct paths where a woman's life and career choices may lead. She talked about the importance of the support of husbands when ambitious women move into high-level corporate positions. She offered advice for women who are facing today's complex career choices.

Issues covered:

Length: 9:22

Women's Concerns

Career

Marriage

Thomas Lickona, PhD, Developmental Psychologist, Professor of Education Emeritus at the State University of New York at Cortland, author of *"How to Raise Kind Kids: And Get Respect, Gratitude, and a Happier Family in the Bargain"*

Dr. Lickona has led the character education movement in schools for forty years. He outlined the tools that parents need to foster peace and cooperation at home. He explained how changes in our culture have made it harder than ever to raise kind kids. He offered suggestions for parents to deal with technology and the use of media by kids.

Issues covered:

Length: 7:52

Parenting

Children's Issues

Irwin Reyes, Researcher in the Usable Security and Privacy Group at the International Computer Science Institute, a laboratory affiliated with the University of California at Berkeley

Mr. Reyes led a study that found that more than 3300 Android apps from the Google Play Store are improperly tracking kids and are potentially violating federal law. He outlined the types of data that is being collected and what is being done with it. He believes similar results are likely with iPhones, but Apple's closed system prevents a similar study of its users. He offered advice to parents who are concerned about their children's privacy.

Issues covered:

Length: 4:56

Privacy

Children's Issues

Parenting