

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

(WQLB is simulcast with WKJZ 100%)

FOR THE PERIOD
OCTOBER 1ST THRU DECEMBER 31ST 2022

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

Program	Day	Time
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 once per hour, Monday thru Friday
(complete list at the end of this report)**

**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 issues of community interest.
See below for times and subject matter**

10/04/2022-10/24/2022 (part 1)

Campaign	Message	Length	RunTimes
PHE Unwind	Don't Miss MAB	:30	10
Flu	Flu Vax MAB	:30	10
Covid-19	Therapeutics Can Help	:30	10
Coronavirus	Keep the Dining Out Going	:30	11
COVID Mental Health	Stay Well MAB	:30	11
MDOS	Voter Education 1	:30	08

10/25/2022-11/07/2022 (part 2)

Campaign	Message	Length	RunTimes
Coronavirus	Keep the Dining Out Going	:30	06
COVID Mental Health	Stay Well MAB	:30	05
MDOS	Voter Education 1	:30	04

11/08/2022-12/05/2022

Campaign	Message	Length	RunTimes
PHE Unwind	Don't Miss MAB	:30	20
Flu	Flu Vax MAB	:30	10
Coronavirus	Keep the Dining Out Going	:30	20
COVID Mental Health	Stay Well MAB	:30	10
MRLA	Leftovers	:30	06

12/06/2022-12/31/2022

Campaign	Message	Length	RunTimes
PHE Unwind	Attention	:30	20
Flu	Flu Vax MAB	:30	10
COVID	Cheer MAB	:30	20
COVID Mental Health	Stay Well MAB	:30	10
Veteran Navigator	Walking With Warriors	:30	10
Radon	Radon Testing	:30	05

4th QUARTER INTERVIEWS
WQLB-WKJZ
Oct – Dec 2022

Oct 3 – Judy Burns, Founder Friends Together – 3:22 Judy invited the public to upcoming fundraisers for Friends Together, the Cancer Support Agency serving all of northeast Michigan. An anonymous donor pledged 30 thousand dollars if Friends Together can match that amount. She asked listeners to make a pledge in person or on the Friends Together website.

Oct 4 – Brendan Sowerby, Tawas Bay Players – 3:01 – Brendan invited the public to the upcoming production of the musical comedy “Disaster: The Musical”. He talked about the cast and the production, and asked listeners to volunteer with the community theater.

Oct 5 – Mel Rattell, Tawas Braves Hockey Coach – 2:45 Mel invited the public to the Frozen Fear haunted attraction which will be open each Friday and Saturday evenings during October. Open to all ages and proceeds will benefit the Tawas Hockey program.

Oct 6 – Micah Jordan, Park Supervisor, Tawas Point State Park – 4:00 – Micah invited everyone to the upcoming Harvest Festival. With lots of family activities, pumpkin painting, lighthouse tours, a costume contest, trick or treating, hayrides and more. He also reminded listeners that a Michigan state park pass is required for entry into the park.

Oct 7 – Sally Nagy, Co-Chair, Bazaar By The Bay – 3:29 – Sally invited everyone to the upcoming Bazaar by the Bay arts, crafts & vendor show. The show will be held at the Tawas United Methodist Church. Admission is free, and once again this year, they will be holding their homemade pie sale. Choose from cherry, blueberry or apple pie, and all proceeds from the pie sale will be used for shoes and clothing for Tawas school students in need.

Oct 10 – Joe Brinn, Veterans Memorial Park – 3:43 – Joe invited the public to the upcoming “Elvis Returns” concert to benefit the Veteran’s Memorial Park in Oscoda. Everyone is welcome to the show at the Oscoda VFW post. Dinner will be available and proceeds will benefit the memorial park for upgrades and future expansion.

Oct 11 – Cliff Miller, TCA Insurance Tawas City – 3:56 – Cliff invited everyone to the annual Fire Safety Day. All families are welcome for autumn goodies including apple cider, donuts, and coffee. With pumpkin decorating and the local fire department will be there with fire trucks and everyone can learn how to use a fire extinguisher. The event is free and open to everyone.

Oct 12 – Caleb O’Brien, Archaeologist Thunder Bay National Marine Sanctuary – 3:11
Caleb O’Brien told us about the shipwreck, The “Marine City”. It sank about a mile off the coast of Alcona county. It caught fire and sank in 1890. Caleb also reminded listeners that 99 shipwrecks have been found and documented, and all the information including pictures and video can be found on their website.

Oct 13 – Gaylynn Brennoel, Director, Oscoda AuSable Chamber of Commerce –
Gaylynn invited all business people to an upcoming Business After Hours event. She also reminded listeners that raffle tickets are available for a chance to win a hand carved “Bear Family” bench which will be raffled to raise money for the Chamber.

Oct 14 – Lynne Bigelow, Child & Teen Coordinator, Iosco Arenac District Library 4:23
– Lynne invited all families to Halloween programming at libraries across the 2 counties. There will be live music, crafts, costumes, magic shows and more. All programs are free and open to everyone.

Oct 17 – Robin Savage, Robert J Parks Library & Amanda Kasherak, Hope Shores Alliance – 3:56 – Robin & Amanda invited the public to the upcoming “Light the Night” candlelight vigil, poetry reading and more. Following the candlelight vigil, names will be read of people who lost their lives to domestic violence within the last year. Hope Shores Alliances provides programs and safe shelter for domestic violence victims and their families.

Oct 18 – June Percy – Iosco County Coats for Kids – 3:20 June talked about the Coats for Kids Program, which collects and distributes coats, scarves, hats, boots and socks to needy children in Iosco county. The organization will be hosting distribution days for warm weather clothing upcoming for 2 days. Anyone in need is welcome to come and get what they need.

Oct 19 – Dale Wiltse, City Manager, Augres – 3:44 – Dale invited all area families to Halloween In The Park. With lots of family activities, hay rides, bounce houses, rock walls, face painting, bike giveaways, costume contest and more. Admission is free and open to everyone.

Oct 20 – Cassandra Sandler, Maritime Archaeologist, Thunder Bay National Marine Sanctuary – 5:01 – Cassandra invited everyone to the upcoming lecture “Follow The Fish”. Cassandra has been doing research into fish and invasive species and how they are impacted by shipwrecks in the Great Lakes. The lecture is free and there will be a question and answer period to follow.

Oct 21 – Tanya Langloi , St. John Rogers City Lutheran School Principal & Teacher – 3:55 Tanya invited everyone to the upcoming fundraising dinner & auction to benefit the students at the school. Dinner will include Italian menu items and there will be a live auction, a Chinese auction and a silent auction. All proceeds will benefit St. John Lutheran School.

Oct 24 – Lynne Bigelow, Child & Teens Service Coordinator, Iosco Arenac District Library – 4:03 Lynne invited all children and families to the upcoming Halloween Events at local libraries including lots of magic shows, musical shows and Halloween craft projects. All events are free and open to the public.

Oct 25 – Michelle Bettiga Planning Committee, Empty Bowls project – 3:45 – Michelle invited the public to take part in the Empty Bowls event. The Tawas Bay Art Gallery is hosting a silent auction of pottery made by local artists & celebrities. Proceeds will benefit local programs to supply food for needy families.

Oct 26 – Arlene Wood, Community Liason Librarian, Iosco Arenac District Library – 4:23 – Arlene invited the public to a special musical concert with Peter Fletcher. Peter is an award winning classical guitarist. The concert will be held at the Tawas Bay Players Theater. Admission is free and open to everyone.

Oct 27 – Jodi Kamesheck, Rogers City Community Theater – 3:26 – Jodi invited the public to the upcoming play, “Moon Over Buffalo” at the theater. It’s a zany comedy and will be on the stage at the Rogers City Theater for 2 weekends. Jodi talked about the cast of the show and invited the public to come to the performances and support local, live theater.

Oct 28 – Stephanie Gandulla, Thunder Bay National Marine Sanctuary – 3:29 – Stephanie invited the public to the upcoming Spooky Sanctuary! Stephanie talked about the Viator, a ship that sank on Halloween night in 1935. She also invited the public to the Sanctuary for trick or treating and tours of the “haunted” shipwreck on display. All events are free and open to everyone.

Oct 31 – Denise Donakowski, Manager, A Plex in Alpena – 3:56 – Denise talked about the upcoming “Wishing For Christmas” arts & crafts show. The show will be held at the A Plex on November 11th, with 100 artists and crafters already signed up. Denise invited more vendors, artists & crafters to take part in the show. And, she invited the public to attend the show, admission is free and open to everyone.

Nov 1 – Iosco Prosecutor Jim Baccarella & Iosco County Sheriff Scott Frank – 5:32 – Jim and Scott talked about the upcoming Iosco County Public Safety Proposal, which will be on the ballot later in the month. They talked about what the proposal will do, if passed, and that the money will fund the county prosecutor’s office and the Iosco county jail operations.

Nov 2 – Shirley Clarke, Women’s Ministry of New Hope Assembly of God Church, Mio – 2:57 – Shirley invited the public to the upcoming 3rd annual Holiday Church Bazaar. The bazaar will be held for 2 days and includes arts & crafts, bake sale, vendors, lunch available and more. Admission is free and open to everyone.

Nov 3 – Helen Offert, Mike Brick, & Terry Lynn Hibbin Trinity United Methodist Church, Rose City. They talked about the 77th annual arts & crafts show. Everyone is welcome to shop lots of artists, crafters and vendors. Lunch will be available for purchase. All items are handmade by church members. There will be a bake sale, door prizes, raffles and proceeds will benefit the church’s mission projects.

Nov 7 – Tim Haskin, Project Graduation – 3:18 – Tim invited the public to an upcoming fundraiser for Tawas Area Project Graduation. Project Graduation is a large, overnight party for graduating seniors. Tim invited everyone to take part in the upcoming casino bus trip fundraiser. Everyone is welcome to take part! \$60 is the cost per person, with bus trip, food and more included.

Nov 8 – Polly Mason, Director, Rose City Country Ramble – 3:22 – Polly invited everyone to take part in the ramble. Stop by any participating Rose City businesses and pick up a Ramble Map. Visit each business, and get your map stamped. Visit all participating businesses and be eligible for a prize drawing. Everyone is welcome.

Nov 9 – John Schley, Professional Student of the month, IRESA. 2:45 – John is a senior at Tawas Area High School and a 2nd year student in the Building Trades program at IRESA. John talked about his education through IRESA and encouraged other students in Iosco county to take classes through IRESA, which are free and open to all juniors and seniors in Iosco County.

Nov 10 – Gaylynn BrenNoel, Interim Manager, Oscoda AuSable Chamber of Commerce – 4:11 – Gaylynn talked about Veteran’s day events, including a free movie at the Lake Theater, dinner at the local VFW Post. All proceeds will be used to replace the roof at the VFW Hall. Gaylynn also reminded the public that the chamber is taking applications to be part of the upcoming Northern Lights Holiday Parade.

Nov 11 – Sue Miller, Shoreline Players Theater, Oscoda – 3:18 – Sue invited the public to the upcoming comedy, “Nunsense”. She talked about the play, the cast and invited everyone to performances each Friday through Sunday. Tickets are available at the box office or online. Sue also reminded listeners about the upcoming holiday programs at the Shoreline Players in Oscoda.

Nov 14 – Tim Haskin, Tawas High School Project Graduation – 4:22 – Tim reminded listeners about Project Graduation, and invited everyone to an upcoming fundraiser. Project Graduation will be holding a Chili dinner and bake sale. Everyone is welcome to stop by Miner’s Grove convenience store in Tawas City, and purchase Chili and baked goods. All proceeds will benefit Tawas Area Project Graduation.

Nov 15 – Kevin Howe, Iosco County EMS – 3:19 – Kevin invited everyone to the upcoming fundraiser for the Iosco County Humane Society. Kevin and other Iosco county EMS along with deputies and police officers will be at WalMart in Tawas City to collect items needed by the Iosco County Animal Shelter. Everyone is welcome to stop by and “Stuff the Boo Boo Bus”.

Nov 16 – Sam Samson-Miller, Local Food Coordinator, Taste The Local Difference – 4:12 Sam invited everyone to the upcoming launch of the new Taste The Local Difference resource guide. The event will be held at the Fresh Palate in Alpena and everyone is welcome. Sam also invited everyone to pick up their free guide to local food and gifts.

Nov 17 – Alisha Bouchard – Director of Events, Alpena Chamber of Commerce – 2:54 Alisha invited everyone to be part of the Bolenz Jewelry Holiday Parade. The chamber has nearly 50 entries already and are taking more! There will be prizes in 3 categories for businesses and 3 categories for non profit organizations. Applications are available online.

Nov 18 – Cassandra Sadler, Thunder Bay National Marine Sanctuary – 3:11 – Cassandra told the story of the W C Franz, a shipwreck in Thunder Bay. It sank in 1934 and is in more than 200 feet of water. Cassandra talked about other shipwrecks in Lake Huron and reminded listeners to get information on 99 shipwrecks that have been found on the website thunderbay.noaa.gov

Nov 21 – Terry Larson, Rogers City Optimist Club – 2:45 – Terry invited everyone to the Memorial Christmas Tree project. Stop by during the service at Westminster Presbyterian Church. The trees were sponsored by community members. The trees are in honor of someone, and each has a plaque to honor that person. All the trees will be lit and Santa Claus will be there to meet with children. It’s free and open to the public.

Nov 22 – Gaylynn Brennoel, Interim Director, Oscoda AuSable Chamber of Commerce – 4:01 Gaylynn invited the public to the upcoming Northern Lights Holiday Parade. There will be a raffle of this year’s Chainsaw carving during Paul Bunyan Days. Gaylynn invited everyone to get raffle tickets for a chance to win the beautiful “bear family” carved bench.

Nov 23 – Sam Duvall, Executive Director, Tawas Area Chamber of Commerce – 3:41
Sam invited the public to the upcoming Christmas Light Parade. And, the East Tawas Business Parade is still looking for participants during the parade. Following the parade, there will be the tree lighting ceremony, with carols, hot chocolate, and cookies. And, Santa & Mrs. Claus will be there visiting with kids.

Nov 24 – Major Prezza Morrison, Salvation Army Alpena – 4:12 – Prezza invited everyone to take part in the Salvation Army's Red Kettle Campaign. Anyone can volunteer to ring bells at locations in Alpena. She also reminded listeners about Angel Trees which are set up around town. The trees have ornaments with information about gifts needed for less fortunate families. Pick an ornament, buy that gift and donate it to the Salvation Army.

Nov 28 – Christine Hitch, Community Foundation For Northeast Michigan – 3:56
Christine reminded the community that tomorrow is Giving Tuesday, a day to easily give to local non profit organizations. Christine urged listeners to log on to cfnem.org, pick from more than 60 organizations taking part. The winning non-profit that raises the most money will be awarded "Grant The Golden Goose".

Nov 29 – Marv Pichla, President, Huron Shores Campus, Alpena Community College – 3:26 – Marv invited everyone to the upcoming lecture series "ACC Talks". The local version of Ted Talks, the lecturers include specialists in a number of categories. There will also be a question and answer period. Randy Jorgensen, founder of Woods & Water Magazine will be the featured speaker. It's free and open to everyone.

Nov 30 – Rick Gillies, Lincoln Lions – 2:53 – Rick invited everyone to "Santa Claus is Coming to Lincoln". A free event, open to the public. With Santa, free food and a bonfire with hot dogs, coffee and hot chocolate for everyone. A DJ will be on hand to play favorite holiday music.

Dec 1 – Judy Kalmanak – Chair, River Center Alpena – 4:36 – Judy invited everyone to a special event "Magic In Our Midst". The free event will be held at Duck Park in Alpena. Families are welcome to come and take a guided tour of Island Park. There will be characters playing animals on the island to tell kids the story of their lives in nature. Kids will also receive free snacks and a free flashlight .

Dec 2 – Barry Hamilton & Melanie Bowie, Huron Shores Chorus. 3:02 – Barry & Melanie invited everyone to the upcoming performances by the Chorus. The theme is "Winter With You". There will be a number of new, and well known Christmas songs and a community performance by Tawas Area School students. There will be sing-alongs and more. There will be 2 performances, and both are free and open to everyone.

Dec 5 – Aaron Ellis, IRESA Professional Student of the Month – 2:15 Aaron is a junior at Oscoda Area High School and first year student in the Business Management class at IRESA. Aaron talked about his experience in the class and what he’s learned so far. He also encouraged other students to sign up for classes at IRESA which are open to all juniors and seniors in Iosco County.

Dec 6 – Dr. Kirsten Meyer-Kaiser, Marine Biologist, Thunder Bay National Marine Sanctuary – 3:57 – Kirsten invited everyone to the upcoming lecture series at the sanctuary. Her speech will be “How Shipwrecks Became Oasis of Biodiversity In A Changing Ocean”. She will be talking about how shipwrecks in Lake Huron can be homes to special plants and animals not found in any other places in the world. The lecture is free and open to everyone, and there will be a question and answer period.

Dec 7 – Heather Snow, Kirtland Winter Wonderland Craft Show – 3:21 Heather invited the public to the arts & crafts show at Kirtland Community College. There will be lots of vendors, crafters & artists to shop from, but there will also be live music, prizes, drawings, Santa & Mrs. Claus will be there to meet with children. Food will be available for purchase. Admission is free and open to everyone.

Dec 8 – Norm Sommerfeld, A Plex in Alpena – 3:56 – Norm invited the public to the upcoming “Comedy For a Cause”. Everyone is welcome to enjoy 2 live comedians, and a portion of the proceeds will benefit a local non profit organization. This Saturday night, the Alpena Lions club will be the cause. Tickets are available at the door or online.

Dec 9 – Ali Chapleski, Dean Arbour Ford, Tawas City – 2:34 – Ali invited everyone to bring their pets for Pet Pictures With Santa. Each picture will be \$5 and all proceeds will benefit the Iosco County Humane Society. The Animal Shelter will be on hand with homemade goodies for dogs and cats for sale, as well. Everyone is welcome to bring any pet for pictures.

Dec 12 – Betty Ott, Navy Veteran – 4:10 Betty talked about her experience with Roscommon County Veteran’s Affairs. Betty’s husband, a Navy veteran, passed away 2 years ago, and she had issues getting survivor’s benefits from the VA. She then contacted Roscommon County Veteran’s Affairs and got help from them in order to get benefits. Betty encouraged other veterans with issues to contact the organization for help.

Dec 13 – Michael Jacot, Tawas Bay Players – 3:22 – Michael invited everyone to a special Christmas Songs & Stories program tonight at the Playhouse in East Tawas. The Tawas Bay Players singers will be singing, and telling stories for the community. It’s free and open to everyone.

Dec 14 – Michelle Weeks, Manager, Iosco County Humane Society – 3:44 Michelle invited everyone to the upcoming Season of Giving. Neiman’s Family Market will be hosting the event which will raise funds and items needed by the animal shelter. The shelter will be there with animals that need a forever home. The public is invited to purchase “shelter bags” which are full of items needed by the shelter.

Dec 15 – Sue Miller, Shoreline Players Oscoda – 3:06 – Sue invited everyone to the 14th annual community Christmas Show at the Shoreline Players Theater. The show will include singing, dancing, magic, skits, stories and more. The event is free and open to everyone. There will be a community sing-along with the Youth Drama Association.

Dec 16 – Ray Shelly, Manager, Neiman’s Family Market – 2:57 – Ray invited the public to the Season of Giving to benefit the Iosco County Humane Society. Ray talked about the importance of giving back to the community and invited everyone to stop by and make a donation to the animal shelter. Shelter employees and volunteers will be on hand with animals who need a home. Neiman’s will be offering Shelter Bags full of items needed by the shelter. There will also be live holiday music and goodies from the Neiman’s Bakery.

Dec 19 – Robin Savage & Jenna Richardson, Alcona County Humane Society – 3:43 Robin and Jenna talked about the needs of the Alcona County Humane Society. They talked about an overcrowding situation at the shelter, which has been going on for months. They are looking for donations for the animals, and anyone who can foster animals or adopt them. They also encouraged the public to shop at Precious Paws Resale Shop, which funds the animal shelter.

Dec 20 – Stephanie Gandulla, Thunder Bay National Marine Sanctuary 4:01 Stephanie talked about shopping at the Sanctuary store for unique gifts for everyone. She also talked about the shipwreck The Alvin Buckingham, which sank in 1870 in shallow water in the Black River area near Harrisville. She reminded listeners to learn about more shipwrecks online at thunderbay.noaa.gov.

Dec 21 – Major Prezza Morrison, Salvation Army Alpena – 3:29 – Prezza reminded listeners that the Salvation Army is still in need of bell ringers at their red kettle locations. She also thanked 2 anonymous donors. One gave cash for 14 needy families through the Salvation Army. The other made a donation of more than 3 thousand dollars, in a number of red kettles. Prezza reminded the public that all donations will help those less fortunate all year long.

Dec 22 – Gaylynn Brennoel – Oscoda AuSable Chamber of Commerce – 2:59 – Gaylynn talked about the Rotary Club’s Warming Corner. It’s located at Pocket Park in Oscoda and offers free winter clothing for anyone in need. Hats, gloves, scarves, mittens and socks. Anyone wishes to donate clothing can drop them off at the Oscoda Library or the Chamber. She also reminded listeners that Oscoda United Methodist Church has a food pantry, open 24/7, and asked for donations of food for the pantry.

Dec 26 – Sierra Rhode, IRESA Professional Student of the Month – 2:33 – Sierra is taking the Health Science Class at IRESA and a senior at Tawas Area High School. Sierra talked about her health science classes, and has decided to become a nurse. She also recommended classes which are open to all juniors and seniors in Iosco County.

Dec 27 – Gaylynn Brennoel – Director Oscoda-AuSable Chamber of Commerce. 3:01 Gaylynn thanked everyone for their support of events in the Oscoda area over the past year and invited everyone to the upcoming first annual Beach Ball Drop at Oscoda Beach Park. At midnight on Dec 30th, the ball will drop and all families are invited.

Dec 28 – Alisha Bouchard – Director of Events, Alpena Chamber of Commerce 3:22 – Alisha invited the public to take part in nominating someone for Outstanding Citizen of the Year. They are also accepting nominations for Business of the Year, Culture Change Agent and Up & Coming Award. The awards will be presented at the annual banquet in February.

Dec 29 – Christine Hitch, Community Foundation For Northeast Michigan – 3:56 Christine thanked everyone for their support of the foundation over the last year and invited everyone to nominate the Outstanding Citizen of the Year and Junior Outstanding Citizen of the year through the Iosco County Community Foundation. Those awards will be presented in May.

Michigan Sunrise Side Today

4th Quarter October-December 2022

Monday-Friday

5:30am WQLB 103.3FM & WKJZ 94.9FM

6:15am WTZM 106.1FM

12:30pm WKJC 104.7FM

3:15pm WIOS 1480AM

5 Minutes Per Show

-Monday, October 3rd- **Kevin Boyatt**, of the Alcona County Fair Board, with information on their upcoming Bump N Run Event and Trunk Or Treat Halloween event at the Fairgrounds in Lincoln

-Tuesday, October 4th- **Ron Heal**, president of Michigan Mud Jam Incorporated, with information on their upcoming Outlaw Halloween Jam at the Iosco County Fairgrounds in Hale

-Wednesday, October 5th- **Micah Jordan**, Director of the Tawas Point State Park, with information on their upcoming Fall Harvest Festival at the State Park and Tawas Point Lighthouse

-Thursday, October 6th- **Bishop Jan Baederstdt**, of Outreach Ministries, with information on their upcoming Second Annual Totally Divine Golf Outing Fundraiser for the Tawas Ministerial Association

-Friday, October 7th- **Cliff Miller**, Owner of TCA Insurance of Tawas City, with information on their upcoming Second Annual Fire Safety Day with the Tawas City Fire Department

-Monday, October 10th- **Brendon Sowerby**, of the Tawas Bay Players, with information on their upcoming production of "Disaster: The Musical" at the Tawas Bay Playhouse in East Tawas

-Tuesday, October 11th- **Sally Nagy**, of the Tawas United Methodist Church, with information on their upcoming Bazaar By The Bay Arts and Crafts Sale and Bake Sale Fundraiser

-Wednesday, October 12th- **Joe Brinn**, of the Northeast Michigan Veterans Park Association, with information on their upcoming Matt King Elvis Impersonator Fundraising Show

-Thursday, October 13th- **Lyle Schwartz**, Owner of the Arenac Eastern Community Center, with information on their upcoming Garage Sale, Bazaar and Craft Show Fundraiser

- Friday, October 14th- **Mel Retell**, of the Huron Hockey and Skating Association, with information on their upcoming “Frozen Fear” Haunted Halloween Attraction at the Tawas Ice Rink
- Monday, October 17th- **June Pursey**, Coordinator for Iosco County Coats For Kids, with information on their upcoming distribution dates at area schools and donation information
- Tuesday, October 18th- **Michelle Bettega**, of the Tawas Bay Artists Association, with information on their upcoming “Empty Bowls” Bowl sale and auction fundraiser for families in need
- Wednesday, October 19th- **Heather Neuhaus**, Director of the West Branch Area Chamber of Commerce, with information on their upcoming “Flannel and Flapjacks” Breakfast fundraiser
- Thursday, October 20th- **Lynn Pillsbury**, of the Audie Johnson American Legion Post #211, with information on their upcoming “Polish Night” Dinner and Dance at the Post in East Tawas
- Friday, October 21st- **Tina Donze**, Director of the Tawas Community Concert Band, with information on their upcoming Halloween Concert and scholarship awarding evening
- Monday, October 24th- **Cindy Schwedler**, Candidate of the Second District Iosco County Commissioner, with information on her background, platform and upcoming campaign appearances
- Tuesday, October 25th- **Carol Reynolds**, of the Huron Shores Pregnancy and Information Center, with information on their upcoming “Birth of A Family” Program Series
- Wednesday, October 26th- **Stephen Estes**, Chief of the South Branch Fire Department, with information on their upcoming Trunk Or Treat Event and Haunted House Attraction at the hall
- Thursday, October 27th- **Arleen Wood**, of the Iosco Arenac District Library, with information on the upcoming concert featuring guitarist Peter Fletcher at the Standish Art Center
- Friday, October 28th- **Norm Sommerfeld**, Director of the Apex in Alpena, with information on tickets sales for the upcoming “Evening with Collin Raye” concert fundraiser
- Monday, October 31st- **Mike Brick**, Helen Alford and Terry Lynn Habin, of Trinity United Methodist Church in Rose City, with information on their upcoming Christmas Bazaar
- Tuesday, November 1st- Iosco County Prosecuting Attorney **Jim Bacarella** and Sheriff Scott Frank with information on the upcoming Safety Millage Proposal on the November Ballot

-Wednesday, November 2nd- **Polly Mason** of the Rose City Area Chamber of Commerce, with information on their upcoming Rose City Ramble Festival Arts And Crafts Show and Concert

-Thursday, November 3rd- **Michelle Hoitenga**, candidate of the 36th District Michigan State Senate, with information on her background, platform and campaign appearances in the district

-Friday, November 4th- **Jennifer Davis**, President of the AuGres-Sims Parent Teacher Organization, with information on their upcoming Christmas Bazaar and Arts and Crafts Show

-Monday, November 7th- **Tim Haskin**, Coordinator for Project Graduation, with information on a Trivia Night Fundraiser and Tip Night Server Fundraiser at The Lodge in Tawas City

-Tuesday, November 8th- **George Bolger**, President of the Glennie Lions Club, with information on their Gun, Shotgun and Crossbow Raffle Fundraiser ongoing through November 30th

-Wednesday, November 9th- **Sue Miller**, President of the Shoreline Players of Oscoda with information on their upcoming production of “Nunsense: The Musical” at the Playhouse

-Thursday, November 10th- **Bill Schiewe**, of the St. Paul Lutheran Church congregation, with information on their upcoming Holiday Bazaar, Craft Sale, Bake Sale and Luncheon Fundraiser

-Friday, November 11th- **Tom Gregory**, a Viet Nam Veteran, from Roscommon, with information on his experiences in Viet Nam and the services offered by the Roscommon Veterans Affairs Office

-Monday, November 14th- **Tim Haskin**, Coordinator for Tawas Area High School Project Graduation, with information on their upcoming Bake Sale fundraiser at the Miner’s Grove Buck Pole

-Tuesday, November 15th- **George Bolger**, President of the Glennie Lions Club, with information on their Gun, Shotgun and Crossbow Raffle Fundraiser ongoing through November 30th

-Wednesday, November 16th- **Sue Miller**, President of the Shoreline Players of Oscoda with information on their upcoming production of “Nunsense: The Musical” at the Playhouse

-Thursday, November 17th- **Kevin Howe**, of Iosco County Emergency Medical Services, with information on their upcoming “Stuff The Ambulance” for the Iosco County Animal Shelter

-Friday, November 18th- **Gaylynn Broenoel**, Director of the Oscoda AuSable Chamber of Commerce, with information on their Handmade Bench Raffle and Christmas Parade registration

-Monday, November 21st- **Sam Duvall**, Director of the Tawas Area Chamber of Commerce, with information on the Paint A Perch Contest with the Tawas Bay Art Gallery

-Tuesday, November 22nd- **Vicki Selz Barnes**, president of the Friends of the Tawas Point Lighthouse, with information on their upcoming Christmas At The Lighthouse Weekend

-Wednesday, November 23rd- **Wendy Hillman**, of the Arenac Heritage Route Authority, with information on the Standish Santa Parade and Christmas Tree Lighting at the Standish Depot

-Thursday, November 24th- **Gaylynn Broenoel**, Director of the Oscoda AuSable Chamber of Commerce, with information on their Handmade Bench Raffle and Christmas Parade registration

-Friday, November 25th- **George Bolger**, President of the Glennie Lions Club, with information on their Gun, Shotgun and Crossbow Raffle Fundraiser ongoing through November 30th

-Monday, November 28th- **Christine Hitch**, Marketing Director of the Community Foundation for Northeast Michigan, with information on the upcoming Giving Tuesday Event

-Tuesday, November 29th- **Doctor Marvin Pichla**, President of Alpena Community College Huron Shores Campus, with information on the upcoming ACC Talks with Woods N Waters Magazine

-Wednesday, November 30th- **Barry Smith** and Melanie Rhodes, of the Huron Shores Chorus, with information on their upcoming Christmas Concerts in Oscoda and East Tawas

-Thursday, December 1st- **Heather Neuhaus**, Director of the West Branch Area Chamber of Commerce, with information on their upcoming Santa Train visit and Downtown Wine Walk

-Friday, December 2nd- **Tina Donze**, Director of the Tawas Community Concert Band, with information on their upcoming Christmas Concert and scholarship fundraising information

-Monday, December 5th- **Heather Snow**, of Kirtland Community College in Grayling, with information on their upcoming Christmas Winter Arts and Crafts Show and Karaoke Concert

-Tuesday, December 6th- **Heather Neuhaus**, Director of the West Branch Area Chamber of Commerce, with information on their upcoming Christmas Lights Parade in West Branch

-Wednesday, December 7th- **Jane Negro**, of the Compassionate Friends of Iosco County, with information on their upcoming International Candle Lighting Event in remembrance of those lost

-Thursday, December 8th- **Ali Chapleski**, Sales Manager for Dean Arbour Ford of Tawas City, with information on their upcoming annual Santa Pets with Pics fundraiser for the Animal Shelter

-Friday, December 9th- **Michal Jacot**, of the Tawas Bay Player Singers, with information on their upcoming annual Christmas Sing and Storytelling event at the playhouse in East Tawas

-Monday, December 12th- **Sue Miller**, Director of the Shoreline Players, with information on their upcoming annual Free Christmas Concert and Show and Special Olympics Talent Show

-Tuesday, December 13th- **Larry VanWaggoner**, President of the AuSable Valley Audubon Society, with information on their upcoming annual Christmas Bird Count in Tawas and Oscoda

-Wednesday, December 14th- **Bishop Jan Baedestadt**, of Outreach Ministries, with information on their upcoming Second Annual Christmas Arts and crafts Show Fundraiser

-Thursday, December 15th- **Jennifer Bailey**, Information Director for the Saginaw Chippewa Indian Tribe, with information on their ongoing eradication of Eurasian Milfoil on Tawas Lake

-Friday, December 16th- **Robin Savage** of the Robert Parks Library and Jenna Smith of the Alcona Humane Society, with information on their current overpopulation of pets for adoption

-Monday, December 19th- **Ken Branham**, Owner of Branham's Jewelry in East Tawas and Oscoda, with information on their Christmas sales flyer, holiday hours and website information

-Tuesday, December 20th- **Andrew Johnson**, Owner of Neighborhood Lending, with information on his financial background, services offered by the mortgage company and website

-Wednesday, December 21st- **Robin Savage** of the Robert Parks Library and Jenna Smith of the Alcona Humane Society, with information on their current overpopulation of pets for adoption

-Thursday, December 22nd- **Norm Sommerfeld**, Director of the Aplex in Alpena, with information on tickets sales for the upcoming "Evening with Collin Raye" concert fundraiser

-Monday, December 26th- **Jennifer Bailey**, Information Director for the Saginaw Chippewa Indian Tribe, with information on their ongoing eradication of Eurasian Milfoil on Tawas Lake

-Tuesday, December 27th- **Gaylynn Broenoel**, Director of the Oscoda AuSable Chamber of Commerce, with information on the First Annual Beach Ball Drop New Year's Eve at midnight

- Wednesday, December 28th- **Robin Savage** of the Robert Parks Library and Jenna Smith of the Alcona Humane Society, with information on their current overpopulation of pets for adoption
- Thursday, December 29th- **Andrew Johnson**, Owner of Neighborhood Lending Mortgages, with information on securing a new mortgage before interest rates rise in 2023
- Friday, December 30th- **Michelle O’Kelley**, Director of Parks And Recreation for the Michigan Department of Natural Resources, with information on the Happy Trees Virtual 5K Fundraiser

SEASON OF GIVING PROMOTION

December 1st thru 31st, 2022

Special “live” Remote Broadcast December 17th, 3pm-5pm

Overview: WQLB & WKJZ joined with local supermarket Neiman’s Family Market and the Iosco Animal Shelter to raise money and items needed at the animal shelter. After speaking with officials at the animal shelter, Neiman’s put together a variety of “Shelter Bags” which contained items needed by the shelter. The public was encouraged to stop by and purchase a bag in denominations of 10, 20 and 30 dollars. After the campaign, those items were then donated to the shelter. WQLB & WKJZ had a live broadcast at Neiman’s Family Market in Tawas City to highlight the fundraiser which included refreshments, live holiday music and adoptable animals from the shelter. During the broadcast, the shelter announced that they would waive the adoption fee for any animal adopted around the promotion. Carroll Broadcasting also announced that we are accepting donations to be donated to the shelter.

Call Letters:

WQLB/WKJZ

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2022

Show # 2022-40

Date aired: 10/2/22 Time Aired: 5:05AM

Ted Rossman, Senior Industry Analyst at CreditCards.com

Recent interest rate hikes by the Federal Reserve are leading to substantially higher costs for anyone with credit card debt. Mr. Rossman said roughly half of American consumers are carrying a credit card balance from month to month, and the numbers are increasing due to inflation. He offered suggestions to try to pay down debt and consolidate balances with low- or no-interest credit cards.

Issues covered:
Personal Finance
Inflation

Length: 7:58

Marisa G. Franco, PhD, Assistant Clinical Professor in the Department of Psychology at the University of Maryland, author of *“Platonic: How the Science of Attachment Can Help You Make - and Keep – Friends”*

Many people, particularly men, have few friends. Prof. Franco discussed the critical importance of friendship, and how to make and keep friends in an era of distraction, burnout, and chaos. She said making friends, like cultivating any relationship, requires effort, and the idea of “friendships happening organically” is generally a myth. She outlined several specific, research-based steps to improve the number and quality of friendships.

Issues covered:
Mental Health

Length: 9:23

Arpita Ghosh, PhD, Assistant Professor of Educational Psychology at the University of Kansas

When veterans leave the military, they face a multitude of major challenges, including a transition into higher education or a new career field. Prof. Ghosh led a recent study that found that assistance typically designed to help civilian students are also effective for veterans. She talked about the strengths that veterans can bring to a company and outlined the resources that are available to veterans to make the transition.

Issues covered:
Veterans' Concerns
Career

Length: 5:09

Mental Health

Show # 2022-41

Date aired: 10/9/22 Time Aired: 5:05AM

Sally Helgesen, women's leadership consultant and speaker, author of "*How Women Rise: Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job*"

Ms. Helgesen believes that women face specific and different roadblocks from men as they seek to advance in the workplace. She discussed the most common errors made by women, and what they can do to get proper credit for their achievements at work. She also discussed how the #MeToo movement has affected job opportunities for women.

Issues covered:

Women's Issues

Career

Sexual Harassment

Length: 8:43

Sara Goldrick-Rab, PhD, Professor of Higher Education Policy and Sociology at Temple University

Prof. Goldrick-Rab was the lead author of study that found that 36 percent of students at 66 surveyed colleges and universities do not get enough to eat, and a similar number lack a secure place to live. She said skyrocketing college tuition and other fees, inadequate aid packages and growing enrollment among low-income students are some of the factors. She outlined several policy changes that could help.

Issues covered:

Poverty

Homelessness

Education

Length: 8:19

Anupam Jena, MD, PhD, Ruth L. Newhouse Associate Professor of Health Care Policy at Harvard Medical School, physician in the Department of Medicine at Massachusetts General Hospital, Faculty Research Fellow at the National Bureau of Economic Research Policy

It's an age-old axiom, but is joint pain, back pain or just a feeling in your bones a reliable predictor of rainy weather? Dr. Jena led a study that examined the question and he found no relationship between rainfall and aches or pains.

Issues covered:

Personal Health

Aging

Length: 4:39

Show # 2022-42

Date aired: 10/16/22 Time Aired: 5:05AM

Stephen Smagula, PhD, Assistant Professor of Psychiatry and Epidemiology at the University of Pittsburgh

Prof. Smagula led a recent study that found that older adults with regular activity routines are happier and do better on cognitive tests. He said that his findings suggest that staying active all day and following the same routine each day are important for healthy aging and mental health.

Issues covered:

Length: 8:12

Aging

Personal Health

Catherine Pearlman, PhD, Associate Professor of Social Work at the University of Massachusetts Global, licensed clinical social worker, author of *"First Phone: A Child's Guide to Digital Responsibility, Safety, and Etiquette"*

Dr. Pearlman shared advice for parents of eight- to twelve-year-old children about digital safety. She talked about the inability of kids to recognize dangers online, the pros and cons of social media and how to maintain parental limitations on smartphone use. She also explained how to impress on kids that anything posted online can potentially haunt them forever.

Issues covered:

Length: 9:05

Digital Safety for Children

Parenting

James S W Wolffsohn, PhD, Professor of Optometry at Aston University in Birmingham, England

Digital eye strain is a widespread and growing problem for people of all ages. Prof. Wolffsohn led a recent study that tested the 20-20-20 rule: taking a screen break of at least 20 seconds, every 20 minutes, to look at least 20 feet away. He found the practice does help ease some of the symptoms of prolonged computer use, and he suggested ways to take breaks frequently enough.

Issues covered:

Length: 5:08

Personal Health

Media

Show # 2022-43

Date aired: 10/23/22 Time Aired: 5:05AM

Caroline Tocci, President & Co-Founder/Director of The Vanessa T. Marcotte Foundation, which advocates for safety awareness to prevent violence, objectification and harassment against women

Ms. Tocci's cousin, Vanessa Marcotte, was a 27-year-old woman who, while running on a rural road in Princeton, Massachusetts, was assaulted and murdered in 2016. She offered safety tips for women to avoid violence or harassment, particularly when running. She said apps are available to track a runner's location and share it with emergency contacts. She also explained how a woman should choose routes or schedules for a run.

Issues covered:

Length: 6:56

Crime

Women's Issues

Marta L. Tellado, PhD, President and CEO of Consumer Reports, author of "*Buyer Aware: Harnessing Our Consumer Power for a Safe, Fair, and Transparent Marketplace*"

Ms. Tellado discussed the rampant abuse of online privacy and the misuse of consumer data. She said the virtual monopolies held by four online companies are a genuine problem for privacy and consumers' rights. She believes that online algorithms are often biased towards people of color. She also discussed common misconceptions about safety testing and the mission of Consumer Reports.

Issues covered:

Length: 10:08

Consumer Matters

Racial Bias

Online Privacy

Frieda Birnbaum, PhD, research psychologist and psychotherapist, author of "*Life Begins At 60: A New View of Motherhood, Marriage, and Reinventing Ourselves*"

Dr. Birnbaum is the oldest woman in America to give birth to twins, and she shared her perspective on how and why parenting has changed tremendously in recent years. She explained why she and her husband chose to have more kids later in life, and what the pluses and minuses are to older parenting.

Issues covered:

Length: 5:10

Parenting

Aging

Show # 2022-44

Date aired: 10/30/22 Time Aired: 5:05AM

Laura D. Quinby, PhD, Senior Research Economist at the Center for Retirement Research at Boston College

Dr. Quinby was a co-author of a Boston College brief that asked, "After 50 Years of Progress, How Prepared Are Women for Retirement?" She said that in the 50 years since Title IX's passage, women have made major economic progress in education, earnings, and wealth, and that today, women who spend most of their lives single are as well prepared for retirement as married couples.

Issues covered:
Women's Issues
Retirement Planning

Length: 6:56

Carl "Chip" Lavie, MD, Medical Director of Ochsner Health Cardiac Rehabilitation and Prevention in New Orleans

Cardiovascular disease is the leading cause of death in the U.S. across most races and ethnicities, and doctors routinely tell patients to change unhealthy lifestyles. However, Dr. Lavie's research found that doctors shouldn't take a one-size-fits-all approach to lifestyle counseling, especially for those within underserved or socioeconomically disadvantaged populations. He said customized counseling can achieve small but statistically meaningful improvements in blood pressure, cholesterol and body fat.

Issues covered:
Personal Health
Minority Concerns

Length: 10:08

Dana Thomson, PhD, Senior Research Scientist at Child Trends, a research organization focused on child poverty and public policy

With little public notice, child poverty in the U.S. fell by 59% between 1993 and 2019. She said lower unemployment rates, increases in single mothers' labor force participation, and increases in state minimum wages accounted for about a third of the improvement, but that taxpayer dollars spent on social programs were also a major factor. However, disparities by race and ethnicity, natural origin and family structure persisted. She explained what other changes she believes are needed to continue the trend.

Issues covered:
Child Poverty
Government
Minority Concerns

Length: 5:10

Show # 2022-45

Date aired: 11/6/22 Time Aired: 5:05AM

Annie Duke, co-founder of the non-profit student advocacy organization called The Alliance for Decision Education, author of "*Quit: The Power of Knowing When to Walk Away*"

Ms. Duke outlined behavioral science research that shows that we are psychologically biased to grit things out for too long, even when there are clear signs that we should quit. She offered examples of how a decision to quit is affected by whether someone is winning or losing, and why we tend to increase our commitment to a losing cause.

Issues covered:

Length: 9:29

Career

Personal Finance

Government Policies

Andrew King, Research Analyst for the Owner-Operator Independent Drivers Association Foundation

Federal regulators appear to be taking steps toward a speed limiter mandate for commercial motor vehicles in 2023. Mr. King discussed the potential safety concerns if trucks are forced to drive slower than other traffic, including a lack of passing speed, increased congestion, and being rear-ended. He said that a nationwide 60 or 65 mph limit for trucks would create even greater safety issues in the handful of states with speed limits as high as 85 mph for cars.

Issues covered:

Length: 7:52

Traffic Safety

Supply Chain

Annalise LaPlume Cognitive Neuroscience Postdoctoral fellow, Senior Research Scientist at Child Trends, a research organization focused on child poverty and public policy

Dr. LaPlume was the lead author of a study that found that lifestyle may be more important than age in determining dementia risk, no matter how old we are. She outlined the eight major lifestyle choices that influence brain health. She said just one of those factors could reduce cognition by the equivalent of up to three years of aging.

Issues covered:

Length: 5:10

Alzheimer's Disease

Personal Health

Show # 2022-46

Date aired: 11/13/22 Time Aired: 5:05AM

Odis Johnson, Jr, PhD, Bloomberg Distinguished Professor of Social Policy and STEM Equity at Johns Hopkins University,

Dr. Johnson led a study that found that students at high schools with prominent security measures, such as metal detectors, contraband sweeps, drug testing and security cameras, have lower math scores, are less likely to attend college and are suspended more frequently compared to students in schools with less surveillance. He said the policies even affect the academic performance of students who haven't exhibited behavioral problems.

Issues covered:

Length: 9:41

Education

Minority Concerns

Government Policies

Nikita Shah, MD, Medical Oncology Team Leader for the Breast Care Center at the Orlando Health Cancer Institute

About 42,000 women die of breast cancer each year in the US. Dr. Shah shared the findings of a recent survey by her organization that found that 22% of women ages 35 to 44 have never gotten a mammogram and have no plans of getting one. She outlined the potential reasons behind this trend and why this is of such great concern. She also explained why African American women often face a more aggressive disease course when faced with a breast cancer diagnosis.

Issues covered:

Length: 7:42

Personal Health

Women's Concerns

Minority Concerns

Lewie Pugh, Executive Vice President of the Owner-Operator Independent Drivers Association, an advocacy organization for 150,000 independent truck drivers

Mr. Pugh talked about private and governmental efforts to recruit military veterans into the trucking industry. He said a lack of training often results in high turnover in trucking jobs. He also discussed his organization's "Truckers for Troops" fundraising program, which raises funds for care packages sent to military members serving in combat zones, as well as the Veterans Community Project to assist homeless veterans.

Issues covered:

Length: 5:05

Veterans' Concerns

Transportation

Show # 2022-47

Date aired: 11/20/22 Time Aired: 5:05AM

Lizzy Pope, PhD, RDN, Associate Professor, Director - Didactic Program in Dietetics, University of Vermont

Prof. Pope led a recent study of the most viewed content on TikTok relating to food, nutrition and weight. She said the videos perpetuate a toxic diet culture among teens and young adults and that expert voices are largely missing from the conversation. She suggested resources for parents who are concerned about their child's weight and overall health.

Issues covered:

Length: 9:29

**Weight Loss
Social Media
Mental Health**

Patric Richardson, clothing and laundry expert, author of "*Laundry Love: Finding Joy in a Common Chore*," host of the Discovery+ Series "The Laundry Guy"

Mr. Richardson offered essential tips for getting laundry clean and making the experience more enjoyable. He talked about the environmental and health impacts of well-known laundry detergents and fabric softeners. He also offered suggestions of how to keep white clothes looking bright and how/when to remove stains.

Issues covered:

Length: 7:52

**Consumer Matters
Environment**

Karri Carlson, Vice President of Operations for Leadtail, a B2B social media services agency

LinkedIn scams and fake Instagram accounts targeting businesses and executives are growing rapidly. Ms. Carlson discussed the most common scams, how they can dramatically affect businesses and what managers and small business owners can do to protect their companies.

Issues covered:

Length: 5:10

**Online Scams
Business**

Disc # 2022-48

Date aired: 11/27/22 Time Aired: 5:05AM

Philip Pauli, Policy and Practice Director of RespectAbility, a nonprofit organization dedicated to empowerment and self-advocacy for individuals with disabilities

Mr. Pauli said nearly 1 in 5 Americans live with some form of disability. He discussed some of the challenges they face, and explained how the Americans with Disabilities Act has improved many aspects of their lives. He also talked about the role that the media plays in perceptions of the disabled, and how technology improvements have improved mobility for many disabled people.

Issues covered:

Length: 7:42

Disabilities

Government Regulation

Natasha Ravinand, author of *Girls With Dreams: Inspiring Girls to Code and Create in the New Generation*

Only 29% of all science and engineering workers are female, and far fewer are minorities. Natasha Ravinand is a high school junior with a passion for STEM (Science, Technology, Engineering, and Math), who is striving to close the gender gap in tech. She talked about the reasons that girls lose interest in STEM subjects, and why the inclusion of women and minorities in technical workplaces is so important.

Issues covered:

Length: 9:23

Women's Issues

Minority Concerns

Education/STEM

John Schwartz, reporter at The New York Times, author of *This is the Year I Put My Financial Life in Order*

Mr. Schwartz talked about the reasons that Americans tend to procrastinate when it comes to their finances. He outlined simple changes consumers can make to simplify their financial accounts, particularly retirement savings. He also explained how to do a self-checkup of health insurance coverage.

Issues covered:

Length: 5:01

Retirement Planning

Senior Citizens

Show # 2022-49

Date aired: 12/4/22 Time Aired: 5:05AM

Nate Brown, PhD, Professor of Mathematics, Penn State University

Prof. Brown led a study that found that that black and Hispanic students who earn low grades in introductory science, technology, engineering, and math classes are less likely to earn degrees in these subjects than similar white or Asian students. He talked about the changes that could improve the problem. He said professors who teach introductory STEM courses need much more training in better teaching methods, in order to reach minority students.

Issues covered:

Length: 8:39

Equity

Minority Concerns

Higher Education

Michael F. Roizen, MD, Chief Wellness Officer and Chair of the Wellness Institute at the Cleveland Clinic, Professor of Medicine at the Cleveland Clinic Lerner College of Medicine, author of "*The Great Age Reboot: Cracking the Longevity Code for a Younger Tomorrow*"

Dr. Roizen believes that living to age 110 or 120 is within reach. He discussed the future of longevity, and how new scientific and medical advances are unlocking the ability for us to live younger, longer, and better. He said, in addition to a healthy diet and exercise, having social relationships is one of the biggest keys to slowing the aging process.

Issues covered:

Length: 8:45

Personal Health

Aging

Science

Eric Dahlin, PhD, Associate Professor in the Sociology department at Brigham Young University

It's easy to believe that robots are stealing jobs from human workers and drastically disrupting the labor market. However, Prof. Dahlin led a recent study that found that robots aren't replacing humans at the rate most people think. He noted that workplaces are integrating both employees and robots in ways that generate more value for human labor.

Issues covered:

Length: 5:01

Workplace Matters

Productivity

Technology

Disc # 2022-50

Date aired: 12/11/22 Time Aired: 5:05AM

Lorenzo Cohen, PhD, Richard E. Haynes Distinguished Professor in Clinical Cancer Prevention and Director of the Integrative Medicine Program at the University of Texas MD Anderson Cancer Center in Houston, co-author of "*Anti Cancer Living*"

Cancer remains one of the leading causes of death worldwide, and within the next 20 years, the number of new cancer cases is expected to increase by 70 percent. Dr. Cohen believes that if Americans focused on social and emotional support, stress management, sleep, exercise, diet, and minimizing exposure to environmental toxins, 50 to 70 percent of cancers could be prevented.

Issues covered:

Length: 8:51

**Cancer Prevention
Personal Health**

Andras Tilcsik, PhD, Canada Research Chair in Strategy, Organizations, and Society, and Associate Professor of Strategic Management at the University of Toronto's Rotman School of Management, author of "*Meltdown: Why Our Systems Fail and What We Can Do About It*"

From train derailments and massive oil spills to bankruptcies and medical errors, system failures are all too common -- and they're becoming more frequent. Dr. Tilzscik explained the common denominator in these system meltdowns. He believes that the increasing complexity and lack of slack in our systems create conditions ripe for failure and corruption. He also explained why diversity in design teams is crucial in preventing serious failures.

Issues covered:

Length: 8:17

**Disaster Preparedness
Diversity
Government Regulation
Transportation**

Jas Booth, veteran, Founder of Final Salute, Inc, a non-profit organization that assists female veterans and their children who are struggling with homelessness

Ms. Booth shared her personal story of struggling with homelessness after her military career ended. She said her experience caused her to start Final Salute to help other women vets, especially those with children. She said her organization has helped more than 5,000 women veterans who are homeless or in domestic violence situations.

Issues covered:

Length: 5:02

**Homelessness
Veterans' Concerns
Domestic Violence**

Disc # 2022-51

Date aired: 12/18/22 Time Aired: 5:05AM

Daniel Romer, PhD, Research Director of the Annenberg Public Policy Center, part of the Annenberg School for Communication at the University of Pennsylvania

Dr. Romer discussed annual media claims that the nation's suicide rate rises during the year-end holiday season. He has studied suicide trends for more than 20 years and has found that the average daily suicide rate during the holiday months is among the lowest of the year. He said slightly more than half of news stories that directly discussed the holidays and the suicide rate supported the myth. He explained why it is important to dispel the misinformation.

Issues covered:

Length: 8:35

Suicide

Media

Mental Health

Shawn P. McElmurry, PhD, PE, Professor and CEE Graduate Program Director in the Department of Civil and Environmental Engineering at Wayne State University in Detroit

About 30% of community water systems have some service lines that contain lead. Prof. McElmurry recently co-authored a study intended to assist state and local water authorities in making decisions about where to prioritize funding for infrastructure improvements on drinking water lead service line replacement programs. He outlined other environmental risks related to the lead exposure issue, and steps consumers can take to protect themselves.

Issues covered:

Length: 8:48

Water Quality

Infrastructure

Public Health

Elise Allen, graduate student in educational studies at Ohio State University

Ms. Allen led a study of extracurricular activities for kindergarten students. She found that children of highly educated mothers were about twice as likely to take part in sports or other after-school activities as those of less educated moms. She also found that white kindergarteners were 2.6 times more likely to participate than children of other races. She explained the learning, achievement and social development benefits of these activities.

Issues covered:

Length: 5:09

Early Childhood Education

Parenting

Minority Concerns

Disc # 2022-52

Date aired: 12/25/22 Time Aired: 5:05AM

Erin E. Murphy, expert on DNA and forensic evidence, Professor of Law at New York University

Prof. Murphy discussed the privacy and legal concerns raised by the Golden State Killer case, in which a notorious serial killer was captured 30 years after the crimes via DNA submitted to a publicly available genealogy website. She noted that the type of DNA testing used by genealogy sites is a much broader and more powerful tool than the version permitted in criminal justice databases. She also discussed recent advances that will make DNA testing much faster and even more useful to law enforcement.

Issues covered:
Privacy Concerns
Criminal Justice
Legal

Length: 8:31

David Ballard, PhD, Director of the American Psychological Association's Center for Organizational Excellence

The #MeToo movement gripped the nation and toppled major figures throughout society, but a study from the American Psychological Association found that in its aftermath, corporations took weak steps, at best, to prevent sexual harassment and inappropriate conduct. Mr. Ballard said most policy and training changes were aimed at limiting the liability of the company, rather than to effect real change. He found that organizations with women in senior leadership roles were much more likely to have taken new steps to prevent harassment and to encourage employees to report it.

Issues covered:
Sexual Harassment
Women's Concerns
Workplace Matters

Length: 8:46

Julie Jason, award-winning financial columnist, author of "Retire Securely"

Ms. Jason talked about the best ways to start to save for retirement, even for those struggling with student debt. She said it is critical to start young, because of the power of compounding. She also discussed common financial scams that consumers should be alert to.

Issues covered:
Retirement Planning
Personal Finance

Length: 5:04

