

KEJO
Corvallis, OR
Quarterly Issues/Program List
4th Quarter, 2020
Prepared January 5th, 2021

KEJO provides its listeners with programming and public service announcements addressing issues of concern as well as community events to Benton County and surrounding areas.

Along with our complete coverage of local sports programming two hours a day Monday through Friday, we also spent some time on the program to highlight members of the community and projects and programs they were involved in. Samples include;

October 9th (59:50 until 1:15:30)

Peter Weber, Executive Director of the Oregon Schools Activities Association joined us to discuss the schools around the state and their plans for sports in during the Pandemic. Weber talked about the OSAA's plans for a return to sports starting in Winter '21.

(15 min, Youth sports & Education)

November 4th (1:15 until 1:30)

Sara Elcano, Associate Athletic Director, Fan Engagement & Revenue Generation at Oregon State University, joined us to talk about a program that results in a tree being planted for every person who purchases a fan "cut out" to be placed in the stadium. The proceeds were to go o planting a tree in an area damaged by wildfires this past summer.

(15 min, Environmental concerns)

December 28th -(1:47 until 2:01) Shannon Nill's Junction City company, Guaranty Chevrolet and RV Super Centers, donated 10 pumper cars to the district. Pumper cars, essentially four-wheeled bikes, are easy-to-operate exercise tools to help youth with physical and cognitive disabilities. The Corvallis School District was gifted with physical education tools for students with special needs.

(14 min, Education / Special Needs assistance)

Section I
Local Programs
"In Depth"

Sunday, October 04, 2020 (6:00 – 6:30) (28 minute program)

Lane County Emergency Management's Patience Winningham talks about the local fire and what the current condition is. What a saving grace was and what she see's in the recovery. Mike Cowles, a Lane County accountant, talks taxes and gives some tips in the process. Ken Brown from the Hope Project talks about what he is doing to help people who have lost everything and what you can do to help those people too.

Sunday, October 11, 2020 (6:00 – 6:30) (28 minute program)

Dr Patrick Ludtke from the Lane County Public Health gives the new assessment and prognosis for Covid-19 and what he expects to be the new reality if we keep trending upward, like we are. What can we do? What are we doing wrong? Also Steve Barth and Mike Pungercar talks about a new movie, produced locally, about Honor Flight. Where Veterans get to go to Washingto DC at no expense to them.

Sunday, October 18, 2020 (6:00 – 6:30) (28 minute program)

The ex-wife of Charlie Landeros, who was shot and killed at Cascade School in Bethel, talks about the painting of his likeness downtown and how it makes her, and her daughter, who saw her dad get shot, feel. Her feelings and her emotions are verbalized and what she would like done at this point is discussed.

Sunday, October 25, 2020 (6:00 – 6:30) (28 minute program)

Sandra McDonough, with Oregon Business and Industry, talks about the repeated and non-stop taxation of Oregon businesses and what lasting affects it will have on this state if we don't give them a break. Brittany Quick-Warner talks about what has happened to businesses over the last few months due to the Pandemic. What she expects to happen and, even, a few stories of businesses who have shifted and changed to stay in business during this harrowing time.

Sunday, November 01,2020 (6:00 – 6:30) (28 minute program)

Mike Pungercar, of Honor Flight fame, and filmmaker Steve Barth talk about their new film about the Honor Flight. Where people can see it and what they can expect. Dr Patrick Luedtke of Lane Public Health talks about scares locally regarding the pandemic. New concerns and things people can do.

Sunday, November 08, 2020 (6:00 – 6:30) (28 minute program)

Eugene Mission's director Sheryl Balthrop talks about how the pandemic has affected the shelter and what local businesses are doing to help in the crisis. Jason Brandt of Oregon Hospitality talks about the current state of restaurants and the hospitality businesses and what needs to be done. Sgt Scott Boylan talks about the local Toys for Tots campaign.

Sunday, November 15, 2020 (6:00 – 6:30) (28 minute program)

Lane County Health Dr Patrick Luedtke talks about local developments and how dire things have turned and with the holidays just around the corner his immediate concern. What the future vaccines will mean and when for the local vicinity. Tom Chapin talks about his military experience and what a Honor Flight was like.

Sunday, November 22, 2020 (6:00 – 6:30) (28 minute program)

Justin Gallegos talks about being the first runner in Nike's stable of runners, under contract, with cerebral palsy. Trevor with PNW Vodka talks about their company and how they started with humble beginnings.

Sunday, November 29, 2020 (6:00 – 6:30) (28 minute program)

ExDuck Russ Francis talks about growing up in Pleasant Hill, being a Duck and his life in the NFL. Plus Chris Hayes talks about being in Huey Lewis and the News and what life is like living up the McKenzie River.

Sunday, December 06, 2020 (6:00 – 6:30) (28 minute program)

a fun segment called Betchudidn't know. Listeners call in and email tidbits and "oh wow" stories that only they have known about. What famous celebrity worked at Weyerhaeuser? Where was there a zoo downtown? Some interesting tales come across.

Sunday, December 13, 2020 (6:00 – 6:30) (28 minute program)

Susan Vasley talks about how her dad began with a dream and created the Enchanted Forest in Salem. What she did early on as a kid and what she does now. Plus how touched she is at the amount of donations that have come across the gate. Plus Wine Julia introduces us to a character of a local winemaker in Sam Parra.

Sunday, December 20, 2020 (6:00 – 6:30) (28 minute program)

We talk with Aaron Sarnoff-Wood, one half of the tandem that created Two Towns Cider. We talk about their humble beginnings and what they have planned and are experiencing right now. Coy Pfaff talks about the FBT fighter plane that he flew home from overseas and the history behind it.

Sunday, December 28, 2020 (6:00 – 6:30) (28 minute program)

A chat about the importance and impact of those that do common and much-needed work like plumbing and electrical work is discussed. How so few young folks are headed that direction where there is job security and fairly lucrative paychecks.

SECTION II
SYNDICATED PROGRAMMING "INFO TRAK"



Call Letters: KEJO

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2020

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2020

Show # 2020-40

Date aired: October 4th Time Aired: 6:30-7:00 AM

Stuart N. Brotman, executive policy adviser, legal analyst, author of "Privacy's Perfect Storm: Digital Policy for Post-Pandemic Times"

The COVID-19 lockdowns have expanded the online world of work and school at home to unprecedented levels. Mr. Brotman outlined the rapid increase in digital privacy issues related to this new trend, and what is necessary to address the problem. He also talked about privacy issues related to terms of agreement that consumers typically ignore when installing apps or other software.

Issues covered:

Length: 8:43

Privacy

Government Regulation

Consumer Matters

Ajit Mathew George, founder of Second Chances Farms, LLC in Wilmington, DE

Mr. George founded an organization that employs only convicted felons, training them in entrepreneurship through mentorship programs and green collar jobs at hydroponic, indoor vertical farms in economically distressed communities. He explained how the farms replace recidivism with compassionate capitalism and turn entrepreneurs-in-residence into "Agripreneurs." He also explained how the farms were forced to rapidly adapt to serving consumers directly, when the coronavirus lockdowns closed restaurants.

Issues covered:

Length: 8:33

Criminal Reform

Entrepreneurship

Environment

Poverty

Show # 2020-41

Date aired: October 11 Time Aired: 6:30-7:00 AM

Carol L. Rickard, Tobacco Treatment Specialist, author of “The Benefits of Smoking: Why It’s So Hard to Quit Smoking and What You Can Do about It”

70% of smokers would like to quit, but only 4 to 7% will be successful. Ms. Rickard explained what smokers perceive as the benefits and why it’s so hard for people to kick the habit once they’ve started. She also discussed the potential risks associated with e-cigarettes and vaping. She suggested resources that smokers can use to quit for good.

Issues covered:
Women’s Issues
Consumer Matters
Parenting
Media

Length: 8:44

Mathew Freeman, Co-Founder and Senior Executive Consultant at TMI Consulting, a diversity and inclusion management consulting firm, co-author of “Overcoming Bias: Building Authentic Relationships across Differences”

Mr. Freeman said every human is biased in one way or another, and it’s a constant process to recognize and reduce it. He explained why bias has such an impact in every aspect of life, and how companies should address it in the workplace. He said the secret to dealing with bias is by intentionally cultivating meaningful relationships with those who are different.

Issues covered:
Diversity
Minority Concerns
Workplace Matters

Length: 8:33

Show # 2020-42

Date aired: October 11 Time Aired: 6:30-7:00 AM

Dennis Culhane, PhD, Dana and Andrew Stone Professor of Social Policy at the University of Pennsylvania School of Social Policy and Practice, co-founder and Co-Director of the Actionable Intelligence for Social Policy initiative

Over the next decade, the number of elderly homeless Americans is projected to triple — and that was before COVID-19 hit. Prof. Culhane explained why younger members of the boomer generation have remained the dominant homeless population in the

United States, and what can be done to address the problem. He noted that people who experience homelessness have a life expectancy of 64-65 years.

Issues covered:
Homelessness
Senior Citizens
Drug Abuse

Length: 7:38

Christopher Ali, PhD, Associate Professor, Department of Media Studies, University of Virginia

Nearly 40 million households lack a quality internet connection, cutting them off from work, schools and more. Prof. Ali said the same huge government efforts that brought electricity and telephone service to rural areas in the 1930s and 40s should be applied in a similar way to broadband service today. He said lower income and minority Americans are most likely to be affected by the digital divide.

Issues covered:
Broadband Internet
Rural Concerns
Education
Poverty

Length: 9:36

Show # 2020-43

Date aired: October 18 Time Aired: 6:30-7:00

Farrokh Alemi, PhD, Professor of Health Informatics, George Mason University College of Health and Human Services

Suicide among US veterans is on the rise. Prof. Alemi led a study that examined the reasons that vets take their own lives. He found that while social factors like family problems and homelessness can predict suicide, they are not the cause of it -- mental illness is. He said the results of the study were a surprise. He added that the social isolation that accompanies COVID-19 has been a major factor in increasing suicide rates overall.

Issues covered:
Suicide
Veterans Issues
Mental Health

Length: 8:31

Joseph Dieleman, PhD, Associate Professor in the Department of Health Metric Sciences at the University of Washington, faculty lead of the Resource Tracking team at the Institute for Health Metrics and Evaluation

Prof. Dieleman said five major health risks, things such as obesity, high blood pressure, and smoking, were linked to over \$730 billion in preventable health care spending in the US in 2016. He talked about policy changes and public awareness programs that may influence people to take steps to avoid costly health problems.

Issues covered:
Healthcare Costs
Personal Health

Length: 8:41

Show # 2020-44

Date aired: October 25 Time Aired: 6:30-7:00

Kellie Gerardi, commercial spaceflight industry professional, science communicator, leader of Special Projects for the Commercial Spaceflight Federation, Director of The Explorers Club, author of "Not Necessarily Rocket Science: A Beginner's Guide to Life in the Space Age"

Ms. Gerardi shared some of her experiences as a human test subject for space suits in microgravity flights. She talked about the importance of inspiring girls to pursue STEM subjects in school. She also suggested ways that young women can find mentors to help them attain jobs in the commercial space industry, and why it's so important for women to be included in future space exploration.

Issues covered:
Science
Women's Issues
Education

Length: 9:09

Tom Corley, Certified Financial Planner, author of "Effort-Less Wealth: Smart Money Habits at Every Stage of Your Life"

Life is a series of stages, and Mr. Corley said money mistakes made in one stage can have a ripple effect, impacting one or more subsequent stages. He explained how those who develop smart money habits early will position themselves up for lifelong financial success. He outlined the four ways that any American can become wealthy.

Issues covered:
Personal Finance
Retirement Planning

Length: 8:09

Show # 2020-45

Date aired: November 1 Time Aired: 6:30-7:00

Patricia Boyle, PhD, neuropsychologist, Professor of Behavioral Sciences at the Rush Alzheimer's Disease Center, part of Rush University in Chicago

Scammers are using the COVID-19 pandemic as a new weapon to target senior citizens. Dr. Boyle outlined the latest battery of financial scams, including telemarketer offers for contact tracing – for a fee – or to reserve a slot for a future vaccine. She said many older adults don't realize that they are more frequent targets of scams. She added that changes in financial decision-making may be an early warning sign of impending dementia or cognitive decline.

Issues covered:

Length: 9:03

Crime

Senior Citizens

Alzheimer's disease

Steve Webb, PhD, Certified Social Media Intelligence Expert, Certified A.L.I.C.E. Active Threat Training Instructor, R.A.I.D.E.R. Solo Engagement Tactics Level II Instructor for law enforcement, Associate Professor in Educational Administration at Southern Illinois University and McKendree University, the author of "Education in a Violent World"

Online school instruction has caused children to spend more time in front of computers than ever. Dr. Webb said American parents would be shocked at how much data about a child is collected when he or she is online. He also talked about cyberbullying and its effect on the suicide rates of children.

Issues covered:

Length: 8:11

Online Security

Youth at Risk

Parenting

Privacy

Show # 2020-46

Date aired: November 8 Time Aired: 6:30-7:00

Nicholas Bloom, PhD, Professor in the Department of Economics at Stanford University, Co-Director of the Productivity, Innovation and Entrepreneurship program at the National Bureau of Economic Research

Around 32% of American adults are now working from home fulltime, compared to just 2% prior to the pandemic. Prof. Bloom talked about the technical handicaps faced by large numbers of workers, and why working from home produces less innovation. He also explained the inequality effect, as more educated, higher-earning employees are

far more likely to work from home and continue to get paid, develop their skills and advance their careers.

Issues covered:
Employment
Minority Concerns
Technology

Length: 9:43

Shelby Kerns, Executive Director, National Association of State Budget Officers

US states are facing the biggest cash crisis since the Great Depression, as varying levels of lockdowns for months have caused tax revenues to collapse. Ms. Kerns said states have responded with different approaches, including spending reductions ranging from 0 to 20%. She discussed the likelihood of state tax increases or bailouts from federal taxpayers for states in the deepest trouble.

Issues covered:
Government Spending
Taxes

Length: 7:22

Show # 2020-47

Date aired: November 15 Time Aired: 6:30-7:00

William Schaffner, MD, Professor of Preventive Medicine, Department of Health Policy, Professor of Medicine, Division of Infectious Diseases at Vanderbilt University

This year's flu season presents a unique challenge as COVID-19 positive tests continue to rise. Dr. Schaffner outlined the similarities and differences between the flu and COVID-19, and discussed the chances that the similar symptoms may cause doctors to make wrong diagnoses. He also addressed reports that cases of influenza appear to have plummeted by 98% across the globe. He recommended that patients contact their doctor via email or phone if they suspect they have the coronavirus, to avoid spreading it in waiting rooms or emergency rooms.

Issues covered:
Coronavirus
Public Health

Length: 8:45

Justin Reich, PhD, Assistant Professor in the Comparative Media Studies/Writing Department at the Massachusetts Institute of Technology, Director of the MIT Teaching Systems Lab, author of "Failure to Disrupt: Why Technology Alone Can't Transform Education"

Dr. Reich delivered a report card on the latest supposedly transformative educational technologies. He said assessment technology does a poor job of measuring whether a child is truly learning. He said most teachers were ill-prepared to make such a rapid

transition to online learning this year, and explained how that problem can be addressed.

Issues covered:
Education
Technology

Length: 8:15

Show # 2020-48

Date aired: November 22 Time Aired: 6:30-7:00

Jan Edwards, President and CEO of Paving the Way, an organization that raises awareness about sex trafficking through public education

Ms. Edwards discussed the growing issue of sex trafficking. She said the problem is rampant in every corner of the U.S, and that the average victim drawn into the sex trade is age 14 to 16. She outlined other characteristics of those most at risk, and how predators target and groom their victims.

Issues covered:
Sex Trafficking
Youth at Risk
Crime

Length: 9:41

Ted Frank, career consultant, author of “Get to the Heart”

Mr. Frank discussed the importance of learning how to effectively communicate in the workplace. He explained how it can increase efficiency and improve productivity. He believes presentations should focus on no more than three key points at a time, and that the use of examples and illustrations is crucial to improved communications.

Issues covered:
Workplace Matters
Career

Length: 7:31

Show # 2020-49

Date aired: November 29 Time Aired: 6:30-7:00

Valerie Burton, Certified Personal and Executive Coach, founder of The Coaching and Positive Psychology Institute, author of “Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence”

Ms. Burton said the most successful women are often not the most talented, the most gifted, or even the most experienced. She believes the knack for communicating is what opens doors and gives women influence in the workplace. She outlined simple techniques women can utilize to be more clearly understood and respected.

Issues covered:
Women's Issues
Employment

Length: 8:48

John Hagan, PhD, John D. Macarthur Professor of Sociology and Law, Northwestern University

Dr. Hagan led a study that uncovered a connection between increased unemployment rates and school shootings. He said the findings were consistent across the all regions of the U.S. and that shooters come from all backgrounds and income levels. He offered possible explanations behind this trend.

Issues covered:
School Shootings
Unemployment

Length: 8:19

Show # 2020-50

Date aired: December 6 Time Aired: 6:30-7:00

William Chopik, PhD, Assistant Professor of Psychology, Michigan State University

Prof. Chopik recently completed two studies that examined age bias: one examining which countries around the world showed the greatest implicit bias against older adults, and the other looking at individual states across the U.S. He said states with higher age bias also tended to have higher Medicare costs, lower community engagement and less access to care.

Issues covered:
Age Bias
Aging
Medicare

Length: 8:59

Shujing Sun, PhD, Assistant Professor of Information Systems in The Naveen Jindal School of Management, University of Texas at Dallas

Overcrowding in emergency rooms is a costly and concerning problem, compromising the quality of patient care. Prof. Sun investigated the potential of telemedicine as a generic solution to reduce ER congestion, and found that on-site nurse practitioners or physician assistants can effectively treat patients with minor conditions under the remote supervision of off-site physicians. She said even serious conditions such as a stroke can be better treated if emergency physicians can consult remote stroke specialists.

Issues covered:
Emergency Medical Care
Public Health

Length: 8:16

Technology

Show # 2020-51

Date aired: December 13 Time Aired: 6:30-7:00

Jamie E. Wright, attorney, partner in the Los Angeles-based Millennial Government Affairs group

African Americans make up fewer than five percent of the lawyers in the U.S., and minorities and women are underrepresented in many career categories. Ms. Wright shared her story as an African American woman who broke through the barriers to become a successful millennial attorney. She offered suggestions for women and people of color who want to reach for their dreams.

Issues covered:
Minority Concerns
Women's Issues
Career

Length: 8:30

Laura Adams, Senior Insurance Analyst at insuranceQuotes.com

A study by Ms. Adams' organization found that more than half of U.S. drivers have not switched auto insurance companies in at least eight years and about 6% have stuck with the same provider for more than 30 years. She said most consumers don't price-compare frequently enough and she offered several money-saving strategies.

Issues covered:
Consumer Matters
Personal Finance

Length: 8:44

Show # 2020-52

Date aired: December 20 Time Aired: 6:30-7:00

Robert Meyer, PhD, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of "The Ostrich Paradox: Why We Underprepare for Disasters"

Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating consequences. Dr. Meyer discussed this contradiction, and what government authorities and individuals can do to improve disaster preparedness.

Issues covered:

Length: 9:39

Disaster Preparedness Government Policies

Daniel Karpowitz, PhD, Director of Policy and Academics for the Bard Prison Initiative, Lecturer in Law and the Humanities at Bard College in Annandale-on-Hudson, NY, Co-founder of the Consortium for the Liberal Arts in Prison, author of “College in Prison: Reading in an Age of Mass Incarceration”

Prof. Karpowitz explained how and why Bard College has provided hundreds of incarcerated men and women across the country access to a high-quality liberal arts education. He said inmate students are expected to meet the same requirements as students on a traditional campus. He added that, while education does reduce the rate at which convicts return to prison, higher education should never be measured in that manner.

Issues covered:
Education
Criminal Rehabilitation

Length: 7:37