

# **Quarterly Issues & Programs Report**

# **WKML- FM**

## **HD-1 & HD-2**

### **Lumberton-Fayetteville, NC**

## **1st Quarter**

### **January– February – March, 2021**

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# **WKML-FM/HD 1 & HD 2**

## **ISSUE/PROGRAM SUMMARY**

**2021**

**January– February – March**

**Radio Station WKML-FM/HD 1 and HD Lumberton/Fayetteville, NC, identified these issues of concern in the community to be addressed from January through March, 2021. These items were identified during on-going surveys and interviews conducted by the staff with community leaders.**

**Military Veterans Transition**

**Covid Vaccination Clinics**

**Child Abuse Prevention**

**Better Health Services**

**Elder Caregiver Support**

**Army Substance Abuse Programs**

**Public Works Services**

**Education**

**Economic Development**

**American Red Cross**

**City Council Agenda**

**Mental Health**

**Issues were addressed via – Daily Public Service Announcements**

**Daily Newscasts**

**Weekly Long-form Public Affairs Programs**

**Live Broadcasts from Community**

**Events**

**1st Qtr. 2021 Public Affairs Broadcasts (“Talkback” – Sun. 6:00am) – WKML-FM**

***(Paul Johnson (with the following guests:))***

**1/3/21**

**(Encore) Tony Castillo - Alvin Brown (12 mins) / Dr. Mark Sorrells (12 minutes)**

**Former Fort Bragg Public Affairs Officer/spokesperson Tom McCollum Jr.** presented Fort Bragg’s Training and Education officer, Tony Castillo and the installations’ Soldier For Life Transition Assistance Center’s Alvin Brown to discuss educational, vocational and internship opportunities and resources available to active duty soldiers, spouses and, in some cases, other family members, especially as they transition toward life after separation from the military. It’s a bevy of possibility they encourage Fort Bragg soldiers, spouses and eligible family members explore while there is still plenty of time for the soldier and eligible military-connected to take advantage of. These benefits can sometimes be overlooked but should not be.

With the notion of America’s economy resetting itself after the current pandemic, there may be big numbers of Americans who will not have the same jobs as they held before the COVID-19 pandemic. So we asked **Dr. Mark Sorrells, Vice President of Academic and Student Services** at FTCC onto the **24-minute Talkback** show to explain how those affected can assess opportunities for reemployment in a new field with good and growing income potential! Dr. Sorrells explained how FTCC can guide any potential student cost-effectively into a field of study leading to employability within weeks, months to two years in some cases. Any potential student’s assessment considers the student’s interests, potential for success depending on profiles of apparent skillsets and performance analysis based on past experience. FTCC can also help a student locate sources of available funding via affordable loans, grants and scholarship opportunities.

**1/10/21**

**Carolyn Justice Hinson – Public Works Commission (Communication and Community Relations Officer)**

**The Fayetteville Public Works Commission handles power for most residents in Fayetteville and Cumberland County (about 60%). It also provides water service to over 225,000 customers both inside and outside city residential, commercial and industrial customer classes, as well as City and PWC facilities.**

Being publicly owned has its benefits to the users of PWC services, many of who are Fayetteville citizens who reap the benefit of lower tax bills when PWC achieves savings from smart and wise usage of power and water by its customer. It creates a win – win – win situation.

**Carolyn** laid out the PWC’s January calendars of events, ranging from the **29<sup>th</sup> Grinding of the Greens** – the conversion of spent Christmas trees into mulch for City and County parks. This ecological practice also keep trees from consuming space in our landfills.

PWC is also issuing its popular “**Connect to Conservation**” **Calendar**. **The calendar is full of wise, energy-saving tips** including how to navigate PWC’s Time of Use Rate periods – 6a-10a is the Peak Energy Use Period during weekdays in the November through March time frame, while 3p-7p is the weekday Peak Energy Period during Daylight Saving month of April through October. Pairing your appliance use with Non-Peak hours has big benefits on Customer bills, since Non-Peak Use Period electricity is billed 35% less than Peak Use hourly rates.

We discussed how sensibly modifying our use of electrical consumption around shifting non-critical and/or unimportant tasks to non-peak hours can achieve big savings for consumers (our listeners in many cases.)

We also covered wise water conservation measures (low-flow toilets, washers in shower heads to slow down flow during showers, replacing leaky hoses) to lower bills.

Some wise energy planning tips like checking insulation and mitigating drafty “leaks” around doors, windows and power outlets were also discussed as simple, money saving practices.

**1/17/21**

**Dr. Jennifer Greene, Director of the Cumberland County Public Health Department**

**Sally Shutt, Assistant County Manager for Strategic Management and Governmental Affairs**

**Dr. Green and Sally Shutt** discussed the mass-vaccination clinics and processes it requires for the duration of its need during the COVID-19 Pandemic.

Dr. Green and Ms. Shutt explained the protocols needed to keep our citizens and their attending healthcare workers safe and manageable while providing maximum flow of vaccine into recipient arms.

Dr. Green talked about the excellent availability of vaccine supply (mostly the the “super-cold required” Phizer vaccine – which County Health Department partner Cape Fear Valley Health did lots of local agencies a solid favor by proactively acquiring vast quantities of “super-cold” refrigeration equipment when it was first offered for sale and supplies were plentiful by comparison to now.

Ms. Shutt talked about Cumberland County’s contributions to the County-wide effort to have a well-laid out, efficient and safe clinic site at the county’s Crown Complex. Input and manpower/womanpower supplied by the Department of Health was readily augmented by Crown Complex personnel, County Emergency Planning personnel and logistics and a tight network of County personnel from many sources – all doing their part to provide orderly dispensing of vaccine to a wide audience of persons wanting to be vaccinated.

**1/24/21**

**Children's Advocacy Center (CAC) Exec Director Roberta Humphries**

**Ms. Humphries** described how the Children's Advocacy Center, patterned on the original model designed in Huntsville/Madison County, Alabama to promote and deliver excellence in child abuse response and prevention through service, education and leadership.

Ms. Humphries actually began the CAC in Fayetteville in 1993. She has guided the local Fayetteville branch for nearly 30 years.

She explained the main function of the CAC as a "friendly, safe environment" where victims feel cared for and more comfortable in describing their experiences to social workers and law enforcement. She pointed out many times victims cannot even describe their existence as abuse, because their perspective of "normal" becomes distorted over time. If a victim knows he/she is in an abusive situation, he/she may not know how to get out of it. Psychologically, a victim may feel "closer" to the abuser than to the interviewer at the CAC.

Specifically, in the education and leadership role described above, Ms. Humphries desired publicity for an upcoming webinar (held Tuesday, 1/26 1pm (for 3 hours)) on the subject of spotting and breaking through traps of human trafficking. Fayetteville, with an active consumer market of nearby lonely soldiers AND a proximity to I-95 and I-40, has a higher than normal likelihood of being a place where human trafficking is at a higher incidence.

We promoted the free webinar.

**1/31/21**

**Robert Van Geons, Exec Director and CEO, Fayetteville-Cumberland County Economic Development Corporation**, talked about efforts of the FCEDC in growing the "Can Do... Fayetteville, Cumberland County, Carolinas" initiative – where everyone – from citizens to organizations, to government units, to corporations to other nearby areas of future development within our overall area - begins to adopt an authentic, organic positive description of our area. The basic tenet is our strength is in our people: "We always find a way, we care for one another, we protect the world, and we always go further!" Robert believes our area is perfectly suited to "applied innovation" – taking the ideas generated by colleges, universities and entrepreneurial sources and turning them into reality. FDEDCC is doing great developmental work and recruitment to our area!.

**Amy Nevahas Exec Director United Way of Cumberland County** points out the irony of being in the "help the public" business at a time when the "monetary flow of help for the agencies that help" is at low ebb due to COVID-19. Undaunted, she perseveres in trying to conduct payroll deduction plans at workplaces that have returned to work. She also encourages private donations as well as monthly contributions. All information at (910) 483-1179 or [unitedway-cc.org](http://unitedway-cc.org).

2/7/21

### **Methodist Loyalty Campaign Chair (Wyatt Jenkins)**

In what began in 1956 as a vision for establishing a private college in Fayetteville, Methodist University's Loyalty Day (as it is known today) is a major community event aimed at keeping financial aid funding strong for Methodist University students. Although most Methodist students are from North Carolina, there are many students from other states and nations. Methodist helps almost 95% of its students with some financial assistance. The University devotes more than 25% of its budget to student aid. **Wyatt Jenkins**, this year's **Methodist Loyalty Campaign Chair**, asks that YOU help when a Methodist Loyalty Day Committee Member calls!

**Getting a handle on winter Heating Bills with Carolyn Justice-Hinson (PWC)**, was the topic of discussion with Carolyn Justice-Hinson, Communications and Community Relations Officer at Fayetteville's Public Works Commission. Ideas put forth were changing your filters monthly and doing those seasonal tune-ups on your furnace or heat-pump. Carolyn also emphasized for those with heat-pumps the importance of dialing up temperature increases on your thermostat temperature controller no more than 1 or two degrees at a time. Gradually increasing requested temperatures to avoid the electric auxiliary heating devices from being engaged (some call them the "Toaster Coils"). Not letting the Aux Heat come on will save you money. "Toaster Coils" are expensive to operate.

2/14/21

**Cher Thewes (Executive Director, Better Health)** talked about the services (medical for Cumberland County residents / educational resources for anyone interested) provided by Better Health, a United Way Agency helping the medically underserved in Cumberland County since 1961. Cher wanted to promote a popular "Over the Counter" Pharmacy scheduled for Friday, 2/19/21 from 9a-2p in the Parking Lot of Snyder Memorial Baptist Church. Those wanting to be served common medical items like band-aids and over-the-counter staples were advised to shop (for free) on the web.

**Dr Stanley Worden, President of Methodist University**, extended the message of Wyatt Jenkins, this year's Methodist University Loyalty Campaign Chair, to ask help in funding the Methodist University Loyalty Campaign. Although most Methodist students are from North Carolina, there are many students from other states and nations. Methodist helps almost 95% of its students with some financial assistance. The University devotes more than 25% of its budget to student aid. The campaign has helped more than 13,000 Methodist graduates from around the world – more than half still live in North Carolina!

Some of Methodist's programs are internationally known (or becoming so): Golf Management; the Physician Assistant program, and their new Physical Therapist program.

Dr. Weardon appealed for the help of all willing to give.

**2/21/21**

**Elaina Ball (new President and CEO of Fayetteville's Public Works Commission – our City-owned Public Water and Power Utility) plus Marvin Price Jr – a “success” coach faculty member at Fayetteville Technical Community College (FTCC) in a new program called “Cumberland Grow”**

**Elaina Ball's** history as an energetic motivator stretches back 15 years to leadership roles she has filled at every step in her prodigious career in investor-owned utilities. The secret she says she relies on is being confident her employees trust she cares about them and is as committed as they are to serving the community they call home and work for and with every day. She knows if she keeps the employees both challenged and supported, the result of her influence will be met with more of the top-level performance Fayetteville has come to expect from its Hometown Utility. She calls one of the benefits she gets from heading a public utility (vs. an investor-owned and controlled one) is understanding the employees feel an obligation to make the best choices in light of service to the community to which they belong!

As a Success Coach in FTCC's **“Cumberland Grow” program**, aimed at improving job prospects and employability for individuals with criminal records and other history factors that make them “difficult to hire” at first glance, **Marvin Price Jr.** has seen some amazing results. In just 6 short months, Mr. Price had seen the first successful graduate of his program obtain full-time work in a job with a future to grow. He discussed his candidates' work ethic, requirements of the program, their trials and victories. Mr. Price, with the costs being little more than strident adherence to the rules and application of will, showcased the benefits of the **Cumberland Grow** human reclamation program to its candidates, employers, potential employers and society at large.

**2/28/21**

**Dr. Shannon Yates, Athletic Director of Fayetteville Tech Community College's growing athletic program - and Vernon Aldridge, Athletic Director of Cumberland County Schools on upcoming replacement High School Spring football season**

**Dr. Shannon Yates** is the newest **Athletic Director at FTCC**, charged by FTCC President Dr. Larry Keen to keep the impetus and quest for distinction of the recently renovated program at FTCC on track and growing. **Dr. Yates** grew up in the Montgomery County town of Biscoe, North Carolina. She received her education degrees from North Carolina State University – her summa cum laude psychology degree in 1992, a master's in parks, recreation and parks management in 1994 and a Doctor of Education in higher education administration in 2007. In her career, Dr. Yates says she has called on all of her education and more in completing her trek to her latest post.

She feels what others have called impressive performances at Southeast Missouri State (SEMO) - where she served as Associate Director of Athletics for internal affairs and Senior Woman Administrator, with Ohio Valley Conference and NCAA responsibilities as well. She provided leadership and support for Title IX and gender equity matters in the several years she spent there. She also managed all home athletic events at Valparaiso University (a sometimes surprise

in NCAA Basketball tournaments) for several years. She says her 20 years of growth in sports management and sports medicine education at N.C. State from 1992 to 2012 provided the foundation for all that followed.

She saw her move to help build a winning and growing program at FTCC two-fold: Moving her family back to the state and proximity of her roots...and supporting the vision and plans laid out by FTCC's Dr. Keen! She's excited to be here!

**Vernon Aldridge, Athletic Director of Cumberland County Schools**, spoke on the will and diligence of Cumberland County coaches and high school athletes as the necessary catalysts to re-igniting athletics at the high school level during the current pandemic. He praised their willingness to strictly follow tedious protocols in cleanliness and readiness for team activities – as well as fastidious care for each other as unavoidable setbacks would occur due to illnesses, exposures and necessary contact tracing protocols. Vernon Aldridge says everyone's coming together to achieve conditions where a limited season could be attempted is a huge accomplishment and he is proud of all involved!

**3/7/21**

**Cumberland County Helps its Citizens during the Pandemic (with Dr. Jennifer Green (Public Health), Brenda Jackson (Social Services), Dee Taylor (Community Development). PLUS PWC's Carolyn Justice-Hinson on Energy Savings and Water Conservation Incentives as we move into Spring.)**

**3/14 /21**

**Amy Nevahas Exec Director United Way of Cumberland County and Phil Harris (Sandhills Chapter Director of American Red Cross)** showcased the work and needs of the Red Cross. The Red Cross needs help with blood drives and volunteer efforts staging for future disasters.

**PLUS Lisa Hughes of the Cumberland County Council on Older Adults** brought us up to date on program changes (scheduling of additional new virtual programs on Caregiving and changes/modification to existing Caregiver Support sessions) up-coming for April.)

**3/21/21**

**Faith Boehmer, Children's Advocacy Center/Kathy Jenson, Mayor ProTem, City of Fayetteville**

**Faith** described the efforts of the Child Advocacy Center, open in Fayetteville since 1993 (based on an agency model developed in Huntsville, Alabama years before of a comforting, friendly environment where children of abuse could, without stress, share stories of their abuse experiences in a non-threatening, empathetic atmosphere while helping authorities gather forensic evidence aimed at relieving on-going pain), into making area citizens aware and enlist their aid in supporting the mission of the Child Advocacy Center (CAC). This includes the



public and organizational sale of Blue and Silver Pinwheels symbolizing the help, recovery and hope the CAC attempts to provide to the lives of all victims of child (physical, sexual or emotional) abuse suffered by children in our area.

**Kathy Jenson**, Fayetteville Mayor Pro Tem, City Councilperson and Fayetteville Business Owner talked about the City Council setting a workable agenda for the coming year.

Jenson spoke on the results and focus agreed on following City Council's mid-February virtual retreat. The retreat digested information gleaned from citizens and stakeholders. Findings were codified, broken down and preliminarily analyzed by Dr. Deb Manzo (of the North Carolina Performance Excellence Coaching Program) before presentation to the Council. It was following that the Council set its strategic goals and then drew its agenda from there.

The top four strategic objectives were:

- Reinforce the building of a safe and secure Community
- Make City government responsive to supporting a diverse and viable economy
- Direct the City's investment in today and tomorrow
- Support Fayetteville being a desirable place to live, work and recreate

**3/28/21**

**(Encore of 11/01/20) Jennie Schumacher (recovering addict in a military family )  
– Lisa Loften-Berry (Ft. Bragg Emergency Assistance Program - EAP)**

A positive story knows no season! It is important during all seasons! Fort Bragg's Employee Assistance Program, an office within the Army Substance Abuse Program, educates and informs the community about substance abuse awareness and available resources to seek help.

Lisa Loften-Berry is the Emergency Assistance Program (EAP) coordinator at Fort Bragg.

Among her tasks is facilitating education that **substance use treatment** and **mental health services** can enable those with mental and substance use disorders to live healthy and rewarding lives! She enjoys celebrating the gains made by those living in recovery AND has encouraged Fort Bragg Family members to share their personal stories of struggle followed by triumph after having the courage to seek help.

On this edition of TALKBACK, Jenny Schumacher, an active-duty Family member, shared her riveting story of drug addiction in an attempt to cope with pain following a car accident. And her journey to the absolute bottom! Ironically, after blowing up her sister's house while making methamphetamine AFTER having been released from a prison obligation, it was an impassioned letter from her father that helped her break through to face her addiction and her self-destructive behavior and turn her energy into helping herself! Through her faith, she received support to help her overcome and recover from years of addiction – and, in the process, to reclaim herself.



**WKML-FM/HD-1  
WKML-FM/HD2**

**QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2021**

**JANUARY 3, 2021 @ 6:30AM**

**Kevin Davis**, journalist, author of *"The Brain Defense: Murder in Manhattan and the Dawn of Neuroscience in America's Courtrooms"*

In the past 25 years, neuroscience has become a prominent factor in many court cases. Defense attorneys are successfully arguing that a defendant may not be responsible for a crime or should receive a lesser punishment because of brain abnormalities or injuries. Mr. Davis discussed how this is changing how judges and juries define responsibility and assign punishment.

**Issues covered:**  
Criminal Justice  
Mental Health

**Length: 7:22**

**Richard Horowitz, MD**, Lyme disease expert, founder of the Hudson Valley Healing Arts Center in Hyde Park, NY, author of *"How Can I Get Better?: An Action Plan For Treating Resistant Lyme And Chronic Disease"*

Dr. Horowitz said victims of Lyme disease are often misdiagnosed with other illnesses such as chronic fatigue syndrome, fibromyalgia, multiple sclerosis, or rheumatoid arthritis. He added that the number of Lyme cases is growing at an alarming rate each year, reaching epidemic proportions. He explained how to identify symptoms and work with a qualified specialist for the best possible treatment outcome.

**Issues covered:**  
Lyme disease  
Personal Health

**Length: 9:55**

**JANUARY 10, 2021 @ 6:30AM**

**Peter Vincent Pry, PhD**, Executive Director of the Task Force on National and Homeland Security, Director of the United States Nuclear Strategy Forum, both of which are Congressional Advisory Boards, former chief of staff of the Congressional EMP Commission, author of *"EMP Manhattan Project: Organizing for Survival Against an Electromagnetic Pulse Catastrophe"*

Dr. Pry explained the serious threat posed by an electromagnetic pulse (EMP), either naturally-occurring or from a manmade source. He discussed the potential sources of an attack. He said up to 90% of the US population would be dead within a year after such an event. He also outlined the basic steps that could protect the national electrical grid and explained why the US government has failed to act.

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

**Length: 10:07**

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

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

**Issues covered:**  
Education  
Government  
Technology

**Length: 7:11**

## **JANUARY 17, 2021 @ 6:30AM**

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

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

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

**Length: 8:44**

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

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

**Issues covered:**  
Renewable Energy  
Environment  
Government

**Length: 8:20**

## JANUARY 24, 2021 @ 6:30AM

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

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

**Issues covered:**

**Length: 7:36**

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

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

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

**Issues covered:**

**Length: 9:38**

**Heart Disease**  
**Women's Concerns**

## JANUARY 31, 2021 @ 6:30AM

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

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

**Issues covered:**

**Length: 8:22**

**Poisoning Prevention**  
**Drug Abuse**

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

Autism diagnoses have skyrocketed in recent years. Mr. Claypool discussed some of the underlying reasons for the increase. He also explained why it is important for children with autism to receive special intervention at an early age. He said support systems for parents have improved dramatically in recent years.

**Issues covered:**

**Autism  
Government Policies  
Education**

**Length: 8:56**

**FEBRUARY 7, 2021 @ 6:30AM**

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

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

**Issues covered:**

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

**Length: 8:39**

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

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

**Issues covered:**

**Water Quality  
Environment  
Personal Health**

**Length: 8:44**

**FEBRUARY 14, 2021 @ 6:30AM**

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

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

**Issues covered:**

**Personal Finance  
Economy  
Government Policies**

**Length: 9:42**

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

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

**Issues covered:**

**Drug Abuse**

**Suicides**

**COVID-19**

**Length: 7:32**

## **FEBRUARY 21, 2021 @ 6:30AM**

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

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

**Issues covered:**

**Consumer Matters**

**Insurance**

**Length: 8:03**

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

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

**Issues covered:**

**Disabilities**

**Employment**

**Diversity**

**Length: 8:58**

## **FEBRUARY 28, 2021 @ 6:30AM**

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

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

**Issues covered:**

**Length: 9:06**

**Youth at Risk  
Mental Health  
Education  
Substance Abuse  
Suicide**

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

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

**Issues covered:**

**Length: 8:08**

**Environment  
Climate Change**

**MARCH 7, 2021 @ 6:30AM**

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

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

**Issues covered:**

**Length: 9:32**

**Workplace Matters  
Technology  
Mental Health**

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

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

**Issues covered:**

**Length: 7:43**

**Personal Health  
Women's Issues**

## **MARCH 14, 2021 @ 6:30AM**

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

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

**Issues covered:**

**Length: 9:48**

**Drug Abuse**

**Parenting**

**Government Policies**

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

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

**Issues covered:**

**Length: 7:27**

**Concussions**

**Personal Health**

**Women**

## **MARCH 21, 2021 @ 6:30AM**

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

Ms. Marcus believes that age discrimination causes many professional women to pull back from performing any activities in the workplace that may draw attention to them. She said many older women believe that if they remain off the radar, they'll save themselves from hurtful and demeaning remarks about their age, along with scrutiny from colleagues and managers questioning if perhaps they've lost their relevance. She outlined ways that women can identify how they are holding themselves back.

**Issues covered:**

**Length: 9:12**

**Age Discrimination**

**Women's Issues**

**Career**

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

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



**Issues covered:**

**Education  
Parenting**

**Length: 9:05**

**MARCH 28, 2021 @ 6:30AM**

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

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

**Issues covered:**

**Retirement Planning  
Taxes**

**Length: 8:36**

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

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

**Issues covered:**

**Youth Mental Health  
Bullying  
Eating Disorders  
Parenting**

**Length: 8:36**