

KBKK / Ball, LA

UPDATED NEEDS LIST FROM ASCERTAINMENT INTERVIEWS

PERFORMED FROM 07/21 – THROUGH – 09/21

- 1) Family Issues
- 2) Education
- 3) Health & Fitness
- 4) Economics & Local Businesses
- 5) Politics & Government

Public Affairs Programs

Mayo Clinic Radio: A 30-minute syndicated radio magazine dealing with public health issues and substance abuse. Broadcast Sundays at 6:00AM.

THIS WEEK IN CELNLA: A program hosted by KBKK on-air personality Hollywood Harrison every Sunday Morning at 6:30AM. It tackles a wide range of topics that include charitable organizations, politics, social action, family, the arts and culture, health, family issues, nature and the area we live in.

Quarterly Issues/Programs List

3rd quarter of 2021

KBKK / Ball / Louisiana

The following is a list of programs aired that have provided the station's most significant treatment of community issues.

DATE	Time	Duration	Topic	Issue	Description
7/4	6:30 AM	15:00	Tourism	Economics & Local Business	<i>Sherri Ellington, Executive Dir of CVB spoke about bringing tourism back to Central LA.</i>
7/11	6:30 AM	15:00	Downtown Revitalization	Economics & Local business	<i>Michael Jenkins discussed downtown Alexandria revitalization.</i>
7/25	6:30 AM	15:00	Covid Vaccine	Health	<i>Dr David Holcombe of the LA Dept of Health discusses Covid 19 Vaccine.</i>
8/1	6:30 AM	15:00	School Masking	Education & Health	<i>RPSD Superintendent, Jeff Powell, discusses the return of students and masking.</i>

8/8	6:30 AM	15:00	Mask Mandate	Health	<i>Dr David Holcombe of the LA Dept of Health discusses the Governors new mask mandate.</i>
8/29	6:30 AM	15:00	Students & Masking	Education & Health	<i>RPSD Superintendent Jeff Powell discusses students & masking in Rapides Parish Schools.</i>
9/5	6:30 AM	15:00	Virtual Classes	Education	<i>RPSD Superintendent Assistant Ruby W Smith discusses virtual classes available to any RPSD student.</i>
9/19	6:30 AM	15:00	Homelessness	Health / Economics	<i>Joseph Bezzta from the Cenla Homeless Coalition discussed homelessness in Cenla.</i>

KBKK is licensed to the city of Ball, LA and serves Avoyelles and Rapides Parish, LA along with its sister stations KEDG, KEZP and KLAA.

Mayo Clinic Radio Quarterly Report

Date aired: 7/4/21 Time Aired: 6:00 AM 30 minutes

People with coronary artery disease are often prescribed a statin, the cholesterol-lowering drug that reduces the risk of a heart attack or stroke. But are statins used enough, and why do some patients refuse to take them? We talked to Dr. Francisco Lopez-Jimenez, a preventive cardiologist from Mayo Clinic to find out.

Plus, HPV is the most common cause of cervical cancer. Dr. Kristina Butler, a gynecologic oncologist and co-chair of the Gynecologic Disease Group at Mayo Clinic Cancer Center, talked about good cervical health and the importance of the HPV vaccine for protection.

And, each year, thousands of young people are prescribed opioids for pain relief after having their wisdom teeth removed. Are they at risk of opioid addiction? We got the facts from Alan Schroeder, Clinical Professor of Pediatrics at Stanford University.

Date aired: 7/11/21 Time Aired: 6:00 AM 30 Minutes

Are young adults getting enough exercise to reduce their chances of developing high blood pressure? We learned the answer from Jason Nagata, M.D., M.Sc., Assistant Professor of Pediatrics in the Division of Adolescent and Young Adult Medicine at the University of California San Francisco.

Then, 50,000 Americans lose their lives each year to thoracic aortic aneurysms. On this week's Mayo Clinic Q&A segment, Dr. Gabor Bagameri, a Mayo Clinic cardiovascular surgeon explained what you need to know about this silent killer.

And, do you simply pay a healthcare bill when it arrives? We talked to Marshall Allen, author of "Never Pay the First Bill: And Other Ways to Fight the Health Care System and Win," who explained why and how smart consumers should carefully check those bills for inaccurate or unfair charges.

Date aired: 7/18/21 Time Aired: 6:00 AM 30 Minutes

A horrifying number of children visit a doctor or emergency room each year, as a result of an assault or other form of violence. We talked to David Finkelhor, Director of the University of New Hampshire's Crimes against Children Research Center, who said medical professionals need to know more about how to help.

Then, carotid artery stenosis is one of the top causes of strokes. On this week's Mayo Clinic Q&A segment, Dr. Luis Savastano, a Mayo Clinic neurosurgeon, discussed new techniques find the root cause of a stroke.

And, do calorie counts on restaurant menus cause you to order healthier meals? We learned the answer from Alex M. Susskind, Professor of Food and Beverage Management and the Director of the Cornell Institute of Food and Beverage Management

Date aired: 7/25/21 Time Aired: 6:00 AM 30 Minutes

Women face a 20 percent greater chance than men of dying in the years after a heart attack. We talked with Dr. Justin Ezekowitz, Professor, Division of Cardiology and Director of Cardiovascular Research at the University of Alberta to discuss his study that found that while the gender gap is improving, there is still a long way to go.

Then, knee pain is a very common problem that can have many causes, but one common reason is damage to the cartilage. We talked with Dr. Daniel Saris, an

orthopedic surgeon at Mayo Clinic, to learn about a cutting-edge regenerative medicine approach to treating knee cartilage damage.

And, Americans, particularly young adults, have traded Marlboros and Newports for Jewel pods and vape pens. Ana Maria Rule, PhD, MHS, an assistant scientist in the Johns Hopkins Bloomberg School of Public Health Department of Environmental Health and Engineering, explained why vaping poses the greatest health risks to teenagers.

Date Aired: 8/1/21 Time Aired: 6:00 AM 30 Minutes

Experts say one-fifth to one-half of patients with schizophrenia who show severe symptoms don't respond to medication. Nicola Cascella, M.D., Assistant Professor of Psychiatry and Behavioral Sciences at the Johns Hopkins University School of Medicine, and faculty member at the Johns Hopkins Schizophrenia Center, has pioneered a fascinating new approach, using deep brain stimulation.

And, a futuristic device has been developed at Mayo Clinic: an implantable mechanical pump that helps pump blood from the lower chambers of the heart. We talked with Dr. John Stulak, a Mayo Clinic cardiovascular surgeon, to learn about the life changing results, for people who have weakened hearts or heart failure.

Date aired: 8/8/21 Time Aired: 6:00 AM 30 Minutes

First up, surprising results from a UC San Francisco study that found that older women who were broadly engaged in social activities had a 76 percent greater chance of experiencing emotional abuse or mistreatment than women who were less engaged. Alison Huang, internal medicine specialist and clinical epidemiologist at University of California San Francisco explained her findings.

Then, when it comes to malignant tumors in the brain and spinal cord, glioblastoma is the most common. On our Mayo Clinic Q&A segment, Dr. Wendy Sherman, a Mayo Clinic neurologist explained who is most at risk and what treatments are most commonly used.

And, a first-of-its-kind study from Laura Argys, Professor of Economics at the University of Colorado Denver, found that light pollution can increase the likelihood of preterm birth or reduced birth weight.

Date aired: 8/15/21 Time Aired: 6:00 AM 30 Minutes

A major milestone in CT imaging recently arrived. Radiologist Joel G. Fletcher, M.D, the Mayo Clinic doctor who performed the first cardiac scan on the new photon-counting CT scanner, explained why this is such an important advancement.

Then, carotid artery stenosis is major cause of strokes, but most of the time, there are no signs or symptoms. On our Mayo Clinic Q&A segment, we talked with Dr. Luis Savastano, a Mayo Clinic neurosurgeon, to learn about early detection and new therapies.

And, can a key to health and well-being be found in spending a few hours outdoors? We found out from Dr. Mat White from the University of Exeter Medical School in the United Kingdom.

Date aired: 8/22/21 Time Aired: 6:00 AM 30 Minutes

A third of the US population suffers from frequent heartburn or a condition known as GERD. This week, we talked to Andrew Chan, MD, a gastroenterologist from Harvard Medical School and Massachusetts General Hospital, who said if you suffer from acid reflux, five diet and lifestyle changes may help.

Then, while testicular cancer is relatively rare, it is the most common cancer in American males ages 15 to 35. We talked with Dr. Matthew Ziegelmann, a Mayo Clinic urologist, to learn about the diagnosis and treatment of testicular cancer.

And, activities like walking are often recommended to reduce high blood pressure. University of Saskatchewan kinesiology professor Dr. Phil Chilibeck found an activity even more effective than walking for lower blood pressure.

Date aired: 8/29/21 Time Aired: 6:00 AM 30 Minutes

Researchers at the Cleveland Clinic have identified a promising strategy for treating and preventing aggressive, drug-resistant prostate cancer. We talked with Nima Sharifi, M.D., of Cleveland Clinic's Lerner Research Institute, who led the effort.

Then, about 10% of us have some degree of thyroid dysfunction. But a new study by Mayo Clinic researchers suggests the most common drug treatment is significantly overused in people with mild hypothyroidism or no apparent thyroid dysfunction. On our Mayo Clinic Q&A segment, we talked with Dr. Juan Brito Campana, a Mayo Clinic endocrinologist, to learn what this may mean for patients.

Date aired: 9/5/21 Time Aired: 6:00 AM 30 Minutes

One American dies every 36 seconds from cardiovascular disease. This week, a conversation with well-known physician and researcher Dr. Dean Ornish, for lifestyle tips that may prevent or even reverse heart disease.

Then, approximately 1.5% of adults will be diagnosed with leukemia at some point during their lives, according to the National Cancer Institute. Dr. James Foran, chair of the Acute Leukemia and Myeloid Neoplasms Disease Group at Mayo Clinic Cancer Center, joined us to outline the different types of leukemia, plus signs, symptoms, and treatments.

And, could government orders to wear face masks lead to more infections? Dr. Eline van den Broek-Altenburg, Assistant Professor and Vice-Chair for Population Health Science in the Department of Radiology at the University of Vermont Medical Center said that proper public education on the use and effectiveness of masks is key.

Date aired: 9/12/21 Time Aired: 6:00 AM 30 Minutes

This week, we'll look at the serious complications that young adults experience from Type 2 diabetes. We talked with Maria "Sukie" Rayas, MD, assistant professor of pediatric endocrinology and one of the co-investigators of a 15-year study at the University of Texas.

Then, chronic obstructive pulmonary disease, or COPD, is the third leading cause of death worldwide according to the World Health Organization. On our Mayo Clinic Q&A segment, we heard from Dr. John Costello, a consultant pulmonologist at Mayo Clinic Healthcare in London, to learn treatment options and how COPD is diagnosed.

And, there's a critical shortage of plasma. We talked with John G. Boyle, a patient and advocate who relies on plasma-derived therapies and the former Immune Deficiency Foundation CEO and President, to learn the basics of plasma donation.

Date aired: 9/19/21 Time Aired: 6:00 AM 30 Minutes

This week, a look at a large British study that examines the connection between body weight and the risk of severe COVID-19. The lead author the University of Oxford study, Carmen Piernas, MSc, PhD, from the Nuffield Department of Primary Care Health Sciences at the University of Oxford will share her eye-opening findings.

Then, sarcoma — a form of cancer that begins in the bones and in the soft or connective tissues — is one of the more common types of childhood cancer. On our Mayo Clinic

Q&A segment, we learned about recent treatment advances from Dr. Brittany Siontis, a Mayo Clinic medical oncologist.

And, do you avoid evening workouts? We talked with Penelope Larsen, researcher and PhD candidate, School of Exercise Science, Sport & Health, Charles Sturt University, Bathurst, New South Wales, Australia, the author of a study that measured how evening exercise affects sleep and appetite.

Date aired: 9/26/21 Time Aired: 6:00 AM 30 Minutes

Groundbreaking research from the Cleveland Clinic may eventually lead to new treatments and prevention strategies for strokes. We learned how gut microbes may impact stroke severity and functional impairment, following a stroke, from Stanley Hazen, M.D., Ph.D, Chair of the Department of Cardiovascular & Metabolic Sciences and director of Cleveland Clinic's Center for Microbiome & Human Health.

Then, on our Mayo Clinic Q&A segment, a look at lymphoma, a cancer of the lymphatic system, which is part of the body's germ-fighting network. Dr. Jose Villasboas Bisneto, Mayo Clinic hematologist, explained the various types of lymphoma and how they are treated.

And, many middle school students are at serious risk of cardiovascular disease or high cholesterol. We heard some concerning findings from a study led by Robert M. Siegel, MD, FAAP, Director of the Center for Better Health and Nutrition in the Heart Institute at Cincinnati Children's Hospital Medical Center.

