

KBKK / Ball, LA

UPDATED NEEDS LIST FROM ASCERTAINMENT INTERVIEWS

PERFORMED FROM 04/21 – THROUGH – 06/21

- 1) Family Issues
- 2) Education
- 3) Health & Fitness
- 4) Post-Storm Recovery
- 5) Economics & Local Businesses
- 6) 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

2nd 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
4/4	6:30 AM	15:00	Medicare for Seniors	Health	<i>Alyssa Setliff from Cenla Area on Aging discusses the medicare Q&A seminar being held in Alexandria.</i>
4/11	6:30 AM	15:00	CLTCC/LSAU Aviation Program	Economics	<i>Dr. Jimmy Sawtell, Chancellor CLTCC spoke on the partnerships with LSUA on the new Aviation program coming to Central Louisiana.</i>
4/25	6:30 AM	15:00	Suicide Prevention	Health & Family Issues	<i>Angela Dixon with SaveCenla.com discusses suicide in Cenla.</i>

5/9	6:30 AM	15:00	Child Development Center	Education	<i>Dr Paul Coreil, Chancellor LSUA, spoke on the Child Development Center at LSUA and how it is helping students with children focus on their coursework.</i>
5/16	6:30 AM	15:00	Blood Drive	Health	<i>The blood supply is critically low and Lifeshare Blood Services will be hosting blood drives the weekend of 5/29 and 5/30.</i>
5/30	6:30 AM	15:00	Child Abuse	Family Issues	<i>Britney Lilley of Childrens Advocacy Network provided update on child abuse and neglect in the Cenla area.</i>
6/13	6:30 AM	15:00	England Airpark	Economics & Local Business	<i>Sandra McQuain, Executive Director England Airpark spoke on the rededication to developing the closed businesses at the Airpark and how to bring more commerce opportunities to Central Louisiana</i>
6/27	6:30 AM	15:00	Alexandria Zoo	Health / Economics	<i>Dr Max Lakes, director of the Alexandria Zoo, discusses rebuilding and reopening after Hurricane Laura and the Codiv-19 pandemic.</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.

Med Clinic Radio, weekend of 4/03-04
Date aired: 4/4/21 Time Aired: 6:00 AM
39:25

For more than a decade, ophthalmologists have treated wet age-related macular degeneration (AMD) with eye injections given every month or two, and dry AMD with antioxidant vitamins. Sunir J. Garg, MD, FACS, a retina specialist and clinical spokesperson for the American Academy of Ophthalmology explained what the next decade may hold for the 11 million Americans suffering from AMD.

Then, many adults gain a pound or two or three during vacations and holidays, but never lose them. We learned what daily 20 second activity may help you avoid weight gain, from Jamie Cooper from the Dept. Of Foods and Nutrition at the University of Georgia.

And, how truthful are you with your doctor? We look at a recent study led by Dr. Angela Fagerlin, Chair of the Department of Population Health Sciences at University of Utah School of Medicine, that found that a shocking number of Americans are less than honest with their healthcare providers. She explained why that can be a dangerous practice.

Med Clinic Radio, weekend of 4/10-11
Date aired: 4/11/21 Time Aired: 6:00 AM
39:25

Liver cancer is a leading cause of cancer deaths worldwide. Now, the Cleveland Clinic is the first hospital in the world to use a new technique to destroy large liver tumors, and we talked to Eren Berber, M.D., director of Cleveland Clinic's Surgical Liver Tumor Ablation Program, the doctor who led the effort.

Then, millions of Americans suffer from hearing loss. We talked to David Owen, author of "Volume Control: Hearing in a Deafening World," who outlined some surprising health effects connected to it, and explained why many of us have a hard time admitting when it's time for a hearing aid or other help.

And, depression in American children may be at an all-time high. But, Deanna Barch, PhD, chair of the Department of Psychological & Brain Sciences in Arts & Sciences and the Gregory B. Couch Professor of Psychiatry at Washington University School of Medicine in St. Louis, offered a look at a study that found that team sports can lead to less depression in kids as young as nine.

Med Clinic Radio, weekend of 4/17-18
Date aired: 4/18/21 Time Aired: 6:00 AM
39:25

Did you know that 30% of breast cancer mutations occur in women who are not high-risk? We talked with Fergus Couch, Ph.D., a Mayo Clinic pathologist, who led an important multi-institution study to better assess the risks for women with no family history of breast cancer.

Then, nearly ten percent of Americans still smoke. We talked with Charles H. Hennekens, M.D., Dr.PH, First Sir Richard Doll Professor, and senior academic advisor in the Schmidt College of Medicine at Florida Atlantic University, who said whenever a smoker is hospitalized for any reason, hospitals often miss a prime opportunity to extend their lives, by helping them quit.

And, how much of the standard treatment for heart patients is supported by clinical trials and clear scientific data? Alexander Fanaroff, M.D., Fellow, Cardiovascular Medicine, at the Duke University Medical Center had the surprising answer.

Med Clinic Radio, weekend of 4/24-25
Date aired: 4/25/21 Time Aired: 6:00 AM
39:25

It's been said that the eyes are the windows to the soul, but new findings from researchers at Johns Hopkins suggest they may offer insight into the mind, as well. We talked with an expert from Johns Hopkins to learn about an imaging technique that measures blood flow in the back of the eye, which may offer a noninvasive way to detect early-onset Alzheimer's disease.

Then, everyone knows that physical activity is important for childhood development. On this week's Mayo Q&A segment, we got some practical tips and motivation, to get your kids moving! And, we talked stress, with a top neuropsychologist who explained what you need to know about stress and how to short-circuit it.

Med Clinic Radio, weekend of 5/01-02
Date aired: 5/2/21 Time Aired: 6:00 AM
39:25

Research from Michigan State University shows that most mental health patients can benefit from regular exercise, improving their mood and reducing anxiety. We talked with Carol Janney, an MSU assistant professor of epidemiology, to learn how people struggling with mental health challenges can take full advantage of these benefits.

Then, women's healthcare often focuses on breast health and gynecological health. But integrative health care for women encompasses a much wider range of issues. We got the facts from Dr. Jackie Thielen, an internal medicine physician with the Women's Health Specialty Center at Mayo Clinic in Florida.

Plus, a look at research from Dr. Shujing Sun from The University of Texas at Dallas that examined how the use of telemedicine in emergency rooms--even for things as serious as a stroke---can improve care and reduce ER congestion.

Med Clinic Radio, weekend of 5/08-09
Date aired: 5/9/21 Time Aired: 6:00 AM
39:25

Can short bursts of intense activity at home keep you in shape? We examined a recent study from Angelo Sabag, Postdoctoral Research Fellow at Western Sydney University

in Sydney, Australia, who found that a four-minute session of high intensity interval training can improve your health.

And, breast cancer patients might typically receive five to six weeks of radiation therapy, but on this week's Mayo Q&A, Dr. Robert Mutter, a Mayo Clinic radiation oncologist, said the approach is changing, thanks to the development of new therapies to minimize patient side effects from radiation, including the increased use of proton therapy.

Med Clinic Radio, weekend of 5/15-16
Date aired: 5/16/21 Time Aired: 6:00 AM
39:25

When it comes to COVID-19, women seem to be the stronger sex, suffering severe disease at about half the rate as men. This week, a look at fascinating research led by Daniel Saban, Ph.D., an associate professor in Duke University's Department of Ophthalmology and Department of Immunology, that examined the reasons behind this trend.

Then, amid the pandemic, many people delayed routine eye appointments. Dr. Cheryl Khanna, a Mayo Clinic ophthalmologist, said it's important to catch eye diseases early.

And, the use of tourniquets has increased substantially in recent years. We talked to Reynold Henry, MD, MPH, General Surgery Chief Resident at Los Angeles County and USC Medical Center, to learned the reasons behind this increasing trend, and what you need to know to save a life.

Med Clinic Radio, weekend of 5/22-23
Date aired: 5/23/21 Time Aired: 6:00 AM
39:25

More than 1 in 10 Americans have diabetes, and roughly 1 in 3 have pre-diabetes. This week, we talked with diabetes specialist Rita Kalyani, MD, Johns Hopkins Medicine endocrinologist and associate professor, who recently wrote a summary of the latest guidelines to lower blood glucose and reduce the risk for cardiovascular disease.

Then, on average, someone in the U.S. has a stroke every 40 seconds. Prompt treatment can minimize brain damage, and every moment is crucial. On this week's Mayo Q&A segment, Dr. Robert Brown, Jr., chair of Mayo Clinic's Division of Stroke and Cerebrovascular Diseases, explained what you need to know about stroke warning signs, and who is most at risk.

Med Clinic Radio, weekend of 5/29-30
Date aired: 5/30/21 Time Aired: 6:00 AM
39:25

While COVID-19 has been the focus of so much attention over the past year, the opioid crisis has continued, as more than 40 states have reported increases in opioid related deaths. Dr. Tyler Oesterle, a psychiatrist and addiction expert at Mayo Clinic, discussed

opioid use disorders and treatment options, including virtual medicine available during the pandemic.

Then, more than 12,000 Americans are on the waiting list for a liver transplant. And, 1 in 5 of those on the national waiting list will die or become too sick before an organ becomes available. Dr. Timucin Taner, a Mayo Clinic transplant surgeon, talked about Mayo Clinic efforts to expand living liver donation program, and how you can become an organ donor.

Plus, a look at a fascinating breakthrough from Johns Hopkins Medicine researchers to treat dangerous swelling of the brain. Dr. Chad Gordon, Director of Neuroplastic and Reconstructive Surgery at Johns Hopkins, said there are nearly 70,000 hydrocephalus operations performed annually.

Med Clinic Radio, weekend of 6/05-06
Date aired: 6/6/21 Time Aired: 6:00 AM
39:25

An alarming rise in colorectal cancer cases among young people has led the US Preventive Services Task Force to establish new guidelines. We talked with Dr. Michael Barry, a professor of medicine at Harvard Medical School and vice chair of the Task Force, to learn why 45 is the new 50 for colon cancer screening.

Then, it's not the most common cancer, but esophageal cancer is one of the deadliest forms of the disease. On this week's Mayo Q&A segment, we learned from Dr. Shanda Blackmon, a Mayo Clinic general thoracic surgeon, why many people don't realize they have esophageal cancer until it's in the advanced stages.

And, in 5 US pharmacies blocks access to a key opioid addiction treatment. We learned why from Daniel Hartung, Pharm.D., M.P.H., Professor in the Oregon State University College of Pharmacy.

Med Clinic Radio, weekend of 6/12-13
Date aired: 6/13/21 Time Aired: 6:00 AM
39:25

Even if your weight is close to the normal range, can a pot belly increase your risk of heart disease? This week, we talked to Tiffany M. Powell-Wiley, M.D., M.P.H., FAHA, chair of the American Heart Association's writing committee and chief of the Social Determinants of Obesity and Cardiovascular Risk Laboratory at the National Institutes of Health, one of the authors of a Scientific Statement from the American Heart Association, that shined the spotlight on the connection between obesity and cardiovascular health.

Then, over 84,000 Americans will receive a primary brain tumor diagnosis this year. On this week's Mayo Clinic Q&A segment, Dr. Alyx Porter, co-chair of the Central Nervous System Tumor Disease Group at Mayo Clinic Cancer Center, discussed the various types of brain tumors and how they are diagnosed and treated.

Med Clinic Radio, weekend of 6/19-20
Date aired: 6/20/21 Time Aired: 6:00 AM
39:25

The reproductive lifespan of women in the United States has increased over the past six decades, according to a new study from Texas Tech University. Duke Appiah, Ph.D., MPH, Assistant Professor, Public Health, at the Obesity Research Institute at Texas Tech University, authored a recent study on the trend. He said that these changes can affect much more than a woman's reproductive health.

Then, according to the National Cancer Institute, there are nearly 17 million cancer survivors in the US, each with a different experience. On this week's Mayo Clinic Q&A segment, we learned about the unique needs and concerns of cancer survivors of all ages, from Dr. Kathryn Ruddy, associate director of Patient and Community Education and co-chair of the Symptom Control/Survivorship Cross-Disciplinary Group at Mayo Clinic Cancer Center.

And, we all face everyday stress, and it seems to get worse by the day. We talked with Amy Serin, PhD, neuropsychologist, author of "The Stress Switch: The Truth About Stress and How to Short-Circuit It," for advice on how to recognize stress, and find relief.

Med Clinic Radio, weekend of 6/26-27
Date aired: 6/27/21 Time Aired: 6:00 AM
39:25

People grow old at different rates, regardless of what the calendar says. Maxwell Elliott, a Ph.D. student in Duke University's Department of Psychology & Neuroscience, led research that suggests that doctors should identify and treat the diseases of old age by the time people celebrate their 45th birthday, before the problems escalate.

Then, many people may be living with a serious heart condition and not know it. But the signs and symptoms can be vague, so people often think they are simply out of shape or just getting older. This week's Mayo Clinic Q&A segment looks at symptoms, diagnosis and treatment of atrial fibrillation with Dr. Christopher DeSimone, a Mayo Clinic cardiologist who specializes in cardiac electrophysiology.

And, a recent study from Stanford University found that the majority of mass shootings in America might be prevented with aggressive action to identify and treat psychiatric disorders. Ira D. Glick, M.D., Professor Emeritus of Psychiatry & Behavioral Sciences, from the Department of Psychiatry at Stanford University School of Medicine, believes that mental health providers, lawyers, and the public should be made aware that some unmedicated patients do pose an increased risk of violence and should receive treatment, whether they want it or not.