

KBKK / Ball, LA

UPDATED NEEDS LIST FROM ASCERTAINMENT INTERVIEWS

PERFORMED FROM 01/21 – THROUGH – 03/21

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

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

1st 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
1/3	6:30 AM	10:33	Child Abuse	Family Issues	<i>Britney Lilley of Childrens Advocacy Network provided update on child abuse and neglect in the Cenla area.</i>
1/10	6:30 AM	15:00	Covid-19	Health	<i>Governor John Bell Edwards provides an update to the states Corona Virus Efforts</i>
1/31	6:30 AM	15:00	Area Mardi Gras updates	Economics and Health	Chris Chelette provides an update on how area Mardi Gras parades and festivities will be handled during the pandemic.
2/7	6:30 AM	15:00	Covid-19	Health	<i>Governor John Bell Edwards gives an update and explains the "modified</i>

					<i>phase two”.</i>
2/14	6:30 AM	17:00	Suicide Prevention	Health & Family Issues	<i>Angela Dixon with SaveCenla.com discusses suicide in Cenla.</i>
2/21	6:30 AM	14:00	Dixie Girls Softball	Health & Fitness / Economics / Post-Storm Recovery	<i>Skip Fox, President of the Dixie Girls Softball league, discusses the rebuilding of Johnny Downs ball parks and the economic impact it has on Cenla.</i>
3/14	6:30 AM	20:00	FEMA Storm Assistance	Post-Storm Recovery	<i>Craig Browning from FEMA discusses filing for winter storm assistance from FEMA for Rapides Parish Residents.</i>
3/28	6:30 AM	15:00	Medicare for Seniors	Health	<i>Alyssa Setliff from Cenla Area on Aging discusses the medicare Q&A seminar coming to Alexandria in April.</i>

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

Med Clinic Radio, weekend of 1/09-10
Date aired: 1/10/21 Time Aired: 6:00 AM

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 learned 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 1/16-17
Date aired: 1/17/21 Time Aired: 6:00 AM

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, discussed Mayo Clinic's efforts to expand living liver donation program, and how you can become an organ donor.

Plus, a look at a fascinating breakthrough from John's 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 1/23-24
Date aired: 1/24/21 Time Aired: 6:00 AM

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 learned the facts from Alan Schroeder, Clinical Professor of Pediatrics at Stanford University.

Med Clinic Radio, weekend of 1/30-31
Date aired: 1/31/21 Time Aired: 6:00 AM

You've heard the COVID mantras over and over: wear a mask, social distance, stay at home. This week, we talked to Dr. Jim Merlino from the Cleveland Clinic for some practical advice you've probably never heard, that goes well beyond the general instructions.

Then, eating disorders are already complex medical issues, but how has the COVID-19 pandemic created additional challenges? We learned the answer from Dr. Leslie Sim, a Mayo Clinic psychologist.

And, even before the pandemic, America was struggling with an epidemic of anxiety issues, including PTSD. We learned techniques from psychotherapist Laurie Nadel that may help those suffering from mental trauma.

Med Clinic Radio, weekend of 2/06-07
Date aired: 2/7/21 Time Aired: 6:00 AM

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 in the 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 María Rule, PhD, MHS, an assistant scientist in the Johns Hopkins Bloomberg School of Public Health Department of Environmental Health and Engineering, explained why teens are at the greatest risk.

Med Clinic Radio, weekend of 2/13-14
Date aired: 2/14/21 Time Aired: 6:00 AM

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.

Med Clinic Radio, weekend of 2/20-21
Date aired: 2/21/21 Time Aired: 6:00 AM

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.

Med Clinic Radio, weekend of 2/27-28
Date aired: 2/28/21 Time Aired: 6:00 AM

In 2020, an estimated 1.8 million new cases of cancer were diagnosed in the United States. This week, we talked with Eric Klein, MD, Chairman of the Cleveland Clinic's Glickman Urological and Kidney Institute, who was the co-investigator in a study that found a new blood test that can detect more than 50 types of cancer, even before any signs or symptoms appear.

Then, we heard from Dr. Jeffrey Britton, a neurologist and chair of the Division of Epilepsy at Mayo Clinic and one of his patients, Eric Berg, who found relief from epileptic seizures, thanks to a remarkable new treatment.

And, nearly ten percent of Americans have some form of diabetes. We talked with Jason Fung, MD, author of "The Diabetes Code: Prevent and Reverse Type 2 Diabetes Naturally," to learn about the most common causes behind this epidemic and how dietary changes and weight loss can often eliminate it.

Med Clinic Radio, weekend of 3/06-07
Date aired: 3/7/21 Time Aired: 6:00 AM

Nearly 20% of American youngsters, aged 2 to 19, have untreated tooth decay. This week, we talked with Dr. Kami Hoss, a pediatric orthodontist from the UCLA School of Dentistry, for advice every parent needs to hear.

Then, skin cancer has become the most common form of cancer in the US. If it is on the face, the cancer sometimes leaves a patient with deformities. Dr. Brittany E. Howard, a Mayo Clinic otolaryngologist, and head and neck surgeon, discussed a fascinating reconstructive surgical technique that can help.

And, 37 million Americans report some level of hearing loss. Dr. Angelika Doetzlhofer, an associate professor of neuroscience at the Johns Hopkins University School of Medicine, talked about innovative research from Johns Hopkins, that might one day lead to the restoration of damaged hearing.

Med Clinic Radio, weekend of 3/13-14
Date aired: 3/14/21 Time Aired: 6:00 AM

Diabetes affects nearly 1 in 10 American adults. We talked to Rozalina McCoy, M.D., a primary care physician and endocrinologist at Mayo Clinic, who said there's a fine line between enough treatment and too much, in the effort to control blood sugar. She recommends customized treatment regimens, tailored to each individual patient.

Then, the American Heart Association recently released a new scientific statement, stressing the importance of the connection between mind and body. We learned about the most dangerous negative psychological health conditions, from Glenn N. Levine, M.D., FAHA, master clinician and professor of medicine at Baylor College of Medicine, chief of the cardiology section at the Michael E. DeBakey VA Medical Center, who was chair of the writing committee for the Scientific Statement.

And, could a computer match or even outperform a human physician in diagnosing illnesses? Ateev Mehrotra, MD, MPH, Associate Professor of Health Care Policy, Department of Health Care Policy, Harvard Medical School; Associate Professor of Medicine and Hospitalist, Beth Israel Deaconess Medical Center, led a study to find out.

Med Clinic Radio, weekend of 3/20-21
Date aired: 3/21/21 Time Aired: 6:00 AM

More than 35 million Americans have chronic kidney disease. Josef Coresh, MD, PhD, the George W. Comstock Professor in the Department of Epidemiology at Johns Hopkins Bloomberg School of Public Health, explained why a majority of those patients could benefit from new blood pressure-lowering guidelines.

Then, a fascinating conversation about heart surgery. Dr. Phillip Rowse, a Mayo Clinic cardiovascular surgeon, who said new developments in minimally-invasive heart surgery can result in smaller incisions, less pain and faster recovery.

And, each day in the United States, Poison Control Centers receive an average of 32 calls about children exposed to prescription opioids. We learned what parents need to know, to prevent a tragedy, from Dr. Henry Spiller, Toxicologist and former Director of the Central Ohio Poison Center and the Kentucky Regional Poison Center.

Med Clinic Radio, weekend of 3/27-28
Date aired: 3/28/21 Time Aired: 6:00 AM

This week, a shocking look at fertility in America, from Shanna H. Swan, PhD, Professor of Environmental Medicine and Public Health at the Icahn School of Medicine at Mount Sinai in New York City, and author of "Count Down: How Our Modern World Is Threatening Sperm Counts, Altering Male and Female Reproductive Development, and Imperiling the Future of the Human Race," who said sperm levels among men in Western countries have dropped by more than 50 percent over the past four decades. She explained what is hijacking our fertility and our health, and what can be done about it.

And, hip replacement surgery is a common procedure, sometimes necessary when the hip joint is worn or damaged. But what if a joint replacement could be avoided? On this week's Mayo Q&A segment, Dr. Rafael Sierra, an orthopedic surgeon at Mayo Clinic, explained who may be a candidate for a regenerative medicine approach to treating joint damage.