



BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT

FOR
KCYE-FM

2nd QUARTER
(April 1 to June 30)

Prepared by:

Wendy Rush & Cat Thomas

ISSUES OF CONCERN TO STATION KCYE-FM
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
2nd QUARTER, 2023

GENERAL PUBLIC ISSUES

- Discussed the Make-A-Wish Southern Nevada and their aid for critically ill children.
- Discussed new state law, “Rex’s Law” to protect pedestrians in Nevada
- Discussed the food insecure residents of Las Vegas.
- Discussed the need for volunteers and funds in the local nonprofit community to serve the homeless population.
- Discussed local event to benefit the victims of fire disasters.
- Discussed AI and its effect on our daily lives
- Discussed rise of Anti-Semitic crime.
- Discussed why the wealthiest country in the world has the highest poverty rate of 1st world countries.

MENTAL HEALTH/MEDICAL ISSUES

- Discussed need for local organ donors
- Discussed Blood Disorder Month and raising awareness for inflammatory bowel disease.
- Discussed Teens Overcoming Addiction
- Discussed Parkinson’s markers and effects.
- Discussed rising costs of prescription drugs and how to combat them.
- Discussed Leukemia and Lymphoma societies outreach and fundraising activities.

PARENTING

- Discussed food insecure children and summer food insecurity.
- Discussed programs for teens overcoming drug addiction
- Discussed helping foster kids to navigate the system and excel in life.
- Discussed the needs of disabled children and how to find help
- Discussed pluses and minuses of parents allowing teen employment.

DOMESTIC/SEXUAL/DRUG ABUSE

- Discussed programs to help teens overcome drug addiction

RETIREMENT & SENIOR RESOURCES

- Discussed Parkinson’s markers and effects.
- Discussed economy’s impact on savings, retirement income and day to day expenses.
- Discussed how exercise can reduce joint pain in seniors.

EDUCATION

- Discussed how to help high school students and seniors to overcome extra hurdles to attain graduation.
- Discussed helping foster kids to navigate the system and excel in life.
- Discussed common mistakes in proper punctuation and new technologies effect on it.
- Discussed how 67% of Americans are unable to read at their grade level and how to address literacy.

**DESCRIBING REGULARLY SCHEDULED
PUBLIC AFFAIRS PROGRAMS**

**STATION KCYE-FM PROGRAMS THAT
ADDRESS COMMUNITY ISSUES**

PUBLIC SERVICE PROGRAMMING:

- INFOTRAK IS A NATIONALLY-PRODUCED SHOW FOCUSING ON COMMUNITY ISSUES OF SIGNIFICANCE TO THE LOCAL AND NATIONAL COMMUNITY. IT AIRS EVERY SUNDAY FROM 11:30 TO 12:00AM.
- TALKING SOLUTIONS IS A LOCALLY-PRODUCED SHOW FOCUSING ON NON-PROFIT ORGANIZATIONS AND THEIR EVENTS RELEVANT TO SOUTHERN NEVADA HOSTED BY WENDY RUSH. IT AIRS EVERY SUNDAY FROM 11:00 TO 11:30PM.

Participation in the Southern Nevada Emergency Alert System

At various times, the system has been activated to broadcast pressing weather alerts as well as Amber Alerts with timely information about missing children in Southern Nevada/Clark County and Mohave County, Arizona areas. We also send and receive weekly tests of the system to insure readiness at all times.

KCYE-FM QUARTERLY ISSUES/PROGRAMS REPORT

Second Quarter 2023

(April 1 to June 30)

Date: 4/2/23

Issues covered: National Donate Life Month & need for local organ donors

This program served to inform the community about the urgent need for organ and tissue donors in Clark County. Christina spoke about the Network's mission to save and heal lives through organ, eye and tissue donation. She gave statistics about how many donors are needed and how many lives can be saved through donation. Christina then gave details about an upcoming fundraising event, the annual Hope Glows Fun Run/Walk and invited the community to join.

Representative: Christina Hernandez, Communications Liaison, National Donor Network

Length: 30:00

Date: 4/9/23

Issues covered: Annual Walk-For Wishes

The program served to raise awareness about Make-A-Wish Southern Nevada, who brings to life the wishes of critically ill children. Scott gave background about the organization's foundation and mission. He also invited the community to the 21st annual Walk-For-Wishes event. The event's goal is to raise \$500,000 to help grant wishes for children in Southern Nevada. Scott gave details about the event's activities and how the community can participate.

Representative: Scott Rosenzweig, President and CEO, Make-A-Wish Foundation

Length: 30:00

Date: 4/16/23

Issues covered: Rex's Law to protect pedestrians in Nevada

This program served to raise awareness surrounding a law in the Nevada Senate and those looking for support to pass it. Senate Bill 322, also known as Rex's Law, would increase the penalty for reckless driving in a school zone. Jason, Rex's father, told the story of his son's tragic death surrounding this topic and how it inspired this needed change in the law. Jason invited the community to help pass the law to protect future potential victims of reckless drivers.

Representative: Jason Patchett, Creator and Advocate, Rex's Law

Length: 30:00

Date: 4/23/23

Issues covered: Bleeding Disorder Awareness Month

This program served to inform the community about the leading non-profit organization focused on both research and patient support for inflammatory bowel disease. Renee, along with guest and patient Alex Cimo, explained what it is like to live with this lifelong disease. Both guests spoke about the condition's life-threatening complications and how funds are needed to continue research and awareness efforts. Renee also invited listeners to their annual Spin4 Crohn's & Colitis Cures fundraising event.

Representative: Renee Marshall, Chapter Board President, Crohn's & Colitis Foundation

Length: 30:00

Date: 4/30/23

Issues covered: Annual Fundraising Event for Local Food Pantry

This program served to inform the audience of an upcoming annual fundraiser for the Just One Project. The event will celebrate the nonprofit's impact in Southern Nevada as it raises funds for their ongoing programs. Brooke gave details about the event, which will include food, wine and

live entertainment. Ticket proceeds will go to the organization's various programs that focus on bringing nutrition directly to food-insecure populations in Southern Nevada.

Representative: Brooke Neubauer, Founder and CEO, Just One Project

Length: 30:00

Date: 5/7/23

Issues covered: Las Vegas Rescue Mission's Capital Campaign

This program served to bring awareness to the community about the need for volunteers and funds in the local nonprofit community, specifically in the area of serving the homeless population. Heather gave the history of the Rescue Mission, which has helped the homeless in Southern Nevada for five decades. Due to an increasing homeless population, the mission is in need of expanding its shelter and services. Heather gave information about the programs available to this community, including food services, shelter, addiction recovery and more. And she spoke about the campaign running to raise funds to increase these services. Heather also spoke about the need for volunteers to help in their various programs.

Representative: Heather Engle, CEO, Las Vegas Rescue Mission

Length: 30:00

Date: 5/14/23

Issues covered: Services For Teens Overcoming Addiction

This program served to bring awareness in the community about services available for teens who are trying to overcome addiction. Joe spoke about APG's services available for teens in Southern Nevada. He also gave information about the local high school dedicated to this unique community. Joe expanded on the programs and what they offer. And also spoke about all the ways the organization raises funds for their mission. One of which being local hospitality groups partnering to donate proceeds of sales to the nonprofit. Joe then invited the community to dine at various local restaurants committed to helping the community with these donations.

Representative: Joe Engle, Founder, Alternative Peer Group

Length: 30:00

Date: 5/21/23

Issues covered: Need For Community Support In Helping Seniors Graduate

This program served to inform the audience about the local high school community and the seniors who had extra hurdles to make it to graduation. Tami talked about the organization being the leading one dedicated to keeping at-risk kids in school. She also broke down the business model of the nonprofit, which uses on-site coordinators and case workers to assess the needs of each student and their families to help the student get across the graduation finish line. Finally, Tami asked the community to help with donations for expenses like cap and gowns and college application fees.

Representative: Tami Hance-Lehr, CEO and State Director, Communities In Schools

Length: 30:00

Date: 5/28/23

Issues covered: Court Advocates Needed For Local Foster Children

This program served to inform the community about the local CASA program and the need for Court-Appointed Special Advocates for kids in the foster care system. Margaret explained the program, including training the CASA's go through, and the typical duties asked of a volunteer. She spoke on the number of children in the foster care system in Southern Nevada and how many of them still need advocates. Margaret then invited the community to get involved and help them fill the many volunteer positions they have available.

Representative: Margaret Pickard, Family Court Judge, CASA Foundation

Date: 6/4/23

Issues covered: Initiative To Learn More About Parkinson's Disease

This program served to inform the audience of the Parkinson's Progression Markers Initiative being conducted by the Lou Ruvo Center. Dr. Mari, a principal investigator for the observation study, explained the need for more research to better understand Parkinson's Disease. Dr. Mari gave detail about the study, which will follow those in the earliest stages of Parkinson's. The mission of the study is to find and universalize biomarkers of the disease, to better serve those who live with it. Dr. Mari explained how the study will work and who will be involved. Finally, Dr. Mari invited those in the community who are interested in participating to join.

Representative: Dr. Zoltan Mari, Director, Nevada Parkinson's Disease and Movement Disorders Program, Cleveland Clinic Lou Ruvo Center For Brain Health

Length: 30:00

Date: 6/11/23

Issues covered: Rising Costs Of Prescription Drugs

This program served to inform the audience about one of the causes of increased costs of prescription drugs. Mark explained what Pharmacy Benefit Managers are and how they contribute to higher costs of common drugs for Americans. Mark talked about a national poll recently conducted that showed an overwhelming, bipartisan interest in having these PBM's regulated by the government. Mark encouraged the audience to get involved by contacting their local congress members to help control the unethical business practices of PBMs.

Representative: Mark Blum, Leading Health Policy Expert on Drug Pricing

Length: 30:00

Date: 6/18/23

Issues covered: Annual Fundraising Event To Benefit Victims Of Fire Disasters

This program served to inform the audience about a fundraising event benefiting the programs of the Burn Foundation. Nino explained how the organization was founded and the programs it offers to help those affected by a fire. The organization offers programs that help victims navigate recovery, as well as assistance and resources to those with burn injuries. They also have annual events like the “Fill The Fire Truck Toy Drive” that helps children affected by burn injuries. Nino talked about the upcoming firefighter bachelor auction that will help fund these programs and invited the community to participate. Finally, Nino spoke about other ways the community can support the organization and programs they offer.

Representative: Nino Galloway, Cofounder, The Burn Foundation

Length: 30:00

Date: 6/25/23

Issues covered: Leukemia and Lymphoma Society’s Visionary Of The Year Nominations

This program served to bring awareness to the community about the Leukemia and Lymphoma Society in Southern Nevada. Emi explained that the organization brings awareness and raises funds to help local blood cancer survivors. Emi talked about her father being a cancer survivor and how she got involved with the organization. Emi spoke on how she is honored to be a nominee of the honor and explained what people can expect at the organization’s upcoming gala. Emi invited the community to join the gala, which will raise much-needed funds for research efforts to help those diagnosed with blood cancer.

Representative: Emi Sakevich, Community Philanthropist, Leukemia and Lymphoma Society

Length: 30:00



Call Letters: KCYE-FM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2023

Show # 2023-14

Date aired: 04/02/23 Time Aired: 11:30PM

H Penny Mishkin, Columbia University occupational therapist, author of *"How I See It: A Personal and Historical View of Disability"*

Ms. Mishkin discussed the difficulties faced by disabled children, and the crucial importance of therapy, services and support to help them. She shared her personal story of severe vision disabilities as a child, and eventual blindness as an adult. She said living with a disability is akin to taking a detour in life, and that with the right outlook, disabled people can still live a purposeful and happy life.

Issues covered:

Length: 8:40

Disability Awareness and Support

Rob Docters, Partner and Head of Ethics Practices at Abbey Road, LLP, co-author of *"Ethics and Hidden Greed: Your Defense against Unethical Strategies and Violations of Trust"*

Consumer scams, frauds, and unethical gouging are on the rise, causing significant financial and emotional harm to unsuspecting individuals and exacerbating economic inequalities. Mr. Docters discussed the factors behind the jump in fraud. He explained why it is often hard to recognize fraud or scams on social media.

Issues covered:

Length: 8:43

Crime

Consumer Matters

Ethics

Beau Kilmer, PhD, McCauley Chair in Drug Policy Innovation, at the RAND Corporation and Co-Director, RAND Drug Policy Research Center

Alcohol is the third-leading cause of preventable death in the US, with alcohol-impaired driving alone claiming 11,654 lives in 2020. Dr. Kilmer shared the results of a RAND study of a unique statewide alcohol-monitoring program in South Dakota. The 24/7 program requires repeat drunk drivers to be tested twice per day for alcohol use. The study found that the participants in the program had a roughly 50% lower chance of death.

Issues covered:

Length: 5:09

Drunk Driving Prevention

Substance Abuse

Show # 2023-15

Date aired: 04/09/23 Time Aired: 11:30PM

Stephen Kohn, attorney, Executive Director of the National Whistleblower Center, author of "*The Whistleblower's Handbook: A Step-By-Step Guide To Doing What's Right And Protecting Yourself*"

Every year, criminals and fraudsters rip off the federal government by committing tax fraud—stealing billions of taxpayer dollars in the process. However, it's becoming much more difficult to do so, thanks to a massive increase in whistleblower disclosures. Mr. Kohn discussed recent changes in laws that have made it much easier to report wrongdoing. He also explained what steps to take to weigh the plusses and minuses of blowing the whistle.

Issues covered:

Length: 8:53

**Whistleblowing
Crime**

Government Regulations

Mary Norris, longtime copy editor at "The New Yorker," author of "*Between You & Me: Confessions of a Comma Queen*"

Ms. Norris discussed the most common mistakes in spelling, punctuation and word usage, and why it is so important. She explained how new technologies and changes in our nation's education system have made proper grammar less "cool."

Issues covered:

Length: 8:21

Education

Career

Kevin Fiscella, MD, MPH, Associate Professor of Family Medicine and Community & Preventive Medicine at the University of Rochester School of Medicine & Dentistry

Dr. Fiscella discussed his groundbreaking research that found that the lives of nearly 8,000 black Americans could be saved each year if doctors could figure out a way to bring their average blood pressure down to the average level of whites. He talked about the reasons behind the gap between the races in controlling blood pressure, and the possible ways to reduce that gap.

Issues covered:

Length: 4:54

Personal Health

Minority Concerns

Show # 2023-16

Date aired: 04/16/23 Time Aired: 11:30PM

ChatGPT, an artificial-intelligence (AI) chatbot

ChatGPT was launched as an artificial intelligence prototype on November 30, 2022, quickly gaining global attention for its detailed responses and articulate answers across many topics. It explained how it was trained and learns, and what its biggest weakness are. It acknowledged that the concerns about potential biases in its answers are legitimate. It also outlined the top 5 human endeavors in which it anticipates making the biggest impact.

Issues covered:

Length: 9:29

Artificial Intelligence

Technology

Employment

Andrew Houtenville, PhD, Professor of Economics at the University of Hampshire, Research Director of the UNH Institute on Disability

Prof. Houtenville discussed recent findings from the National Trends in Disability Employment report, issued by Kessler Foundation and the University of New Hampshire. He explained what is driving historic highs in employment of people with disabilities, and why disabled employment has outstripped the non-disabled since the start of pandemic lockdowns.

Issues covered:

Length: 7:59

**Disabilities
Employment**

Erin Dooley, PhD, Assistant Professor of Epidemiology at the University of Alabama at Birmingham School of Public Health

Prof. Dooley was the lead researcher of a study that measured the number of daily steps that may make a difference in the risk of heart problems in senior citizens. Her study of people ages 70 and older found walking an additional 500 steps per day (that is, an additional quarter mile of walking) was associated with a 14% lower risk of heart disease, stroke or heart failure.

Issues covered:

Length: 5:06

**Personal Health
Senior Citizens**

Show # 2023-17

Date aired: 04/23/23 Time Aired: 11:30PM

Matthew Berger, Executive Director of the non-profit Foundation to Combat Antisemitism

According to FBI statistics, Jews make up approximately 2.4% of the U.S. population yet are victims of nearly 1 in 10 of all hate crimes. Mr. Berger's organization launched a \$25 million national effort to combat indifference and ignorance surrounding antisemitism. He explained how people can stand up to fight antisemitism, the same way they would fight racism, gender inequality or other injustices in their community.

Issues covered:

Length: 7:59

Antisemitism

Crime

Mark R. Rank, PhD, Herbert S. Hadley Professor of Social Welfare at Washington University in St. Louis, author of "*The Poverty Paradox: Understanding Economic Hardship Amid American Prosperity*"

Prof. Rank discussed the reasons why the wealthiest country in the world also has the highest rates of poverty among industrialized nations. He said an average of 10-15% of the US population is below the poverty line at any given time. He blames low-paying jobs that make it difficult to escape poverty, plus what he views as an inadequate social safety net.

Issues covered:

Length: 9:24

Poverty

Economy

Government Policies

Sarah J. Clark, MPH, Research Scientist in the Department of Pediatrics and Co-Director of the C.S. Mott Children's Hospital National Poll on Children's Health at the University of Michigan

For many teens, that first formal job is a rite of passage. Prof. Clark shared the results of her organization's survey of parents, exploring their views of the pluses and minuses of teenage employment. She said 3/4s of parents of working teens believe a job has had a positive impact on the teen's money management skills and self-esteem.

Issues covered:

Length: 5:12

**Teen Employment
Parenting**

Show # 2023-18

Date aired: 04/30/23 Time Aired: 11:30PM

Malia Hollowell, National Board-Certified teacher, Founder/CEO of The Reading Roadmap, which develops literacy training for teachers, author of "*The Science of Reading in Action: Brain-Friendly Strategies Every Teacher Needs to Know*"

67% of American students are unable to read at grade-level. Ms. Hollowell said there are decades of research available to improve reading programs, but it is generally ignored. She said it's critical that teachers and parents learn about the research. She also addressed the special challenges faced by children whose native language is not English.

Issues covered:

Length: 7:50

**Child Literacy
Education**

Laura Tremaine, podcaster, author of "*The Life Council: 10 Friends Every Woman Needs*"

Ms. Tremaine discussed the complexities of friendships. She said making, keeping, and even releasing friends doesn't need to be as hard as we make it. She explained the importance of creating a circle of genuine friends over a lifetime, as opposed to social media "acquaintances."

Issues covered:

Length: 9:26

Personal Relationships

Mental Health

Women's Issues

Joseph Alton, MD, board-certified obstetrician and pelvic surgeon, co-author of the "*The Survival Medicine Handbook: The Essential Guide for When Help is NOT on the Way*"

Dr. Alton offered tips to be prepared in the event that a natural disaster took away the high-technology medical services we take for granted. He outlined the basic supplies that every household should have on hand in a medical kit. He also explained the steps need to provide emergency assistance to someone who is bleeding badly.

Issues covered:

Length: 4:57

Emergency Preparedness

Personal Health

Show # 2023-19

Date aired: 05/07/23 Time Aired: 11:30PM

Sarah Foster, Analyst and Principal U.S. Economy Reporter at Bankrate.com

While inflation may be cooling, Ms. Foster explained why Americans could be feeling its impact for years to come. She discussed the economy's impact on emergency savings, retirement contributions and covering day-to-day expenses. She also explained why even when inflation eventually slows, prices won't necessarily fall across the board.

Issues covered:

Length: 7:23

Inflation

Personal Finance

Paul McLane, Editor in Chief of Radio World, a publication for technology-minded broadcast owners, managers and engineers

Automakers like Tesla, BMW and Ford have recently announced their intentions to cut AM radio from new models, particularly electric vehicles. Mr. McLane discussed the valuable service AM radio still provides for public safety and entertainment, and explained what AM's 84 million listeners can do to voice their opinion to automakers and legislators. He also discussed the potential danger posed to FM radio by the new trend.

Issues covered:

Length: 9:54

Media

Emergency Preparedness

Consumer Matters

Robert Hyldahl, PhD, Assistant Professor of Exercise Sciences, Brigham Young University

Dr. Hyldahl co-authored a study that found that running appears to reduce inflammation in the knee joint—not increase it, as commonly believed. He said his research suggests that running may actually protect knees during the aging process, and safeguard against degenerative diseases like osteoarthritis.

Issues covered:

Length: 5:01

Personal Health

Aging

Show # 2023-20

Date aired: 05/14/23 Time Aired: 11:30PM

Sarah J. Clark, M.P.H., Associate Research Scientist, Department of Pediatrics at the University of Michigan's C.S. Mott Children's Hospital

Ms. Clark co-authored a poll that found that 62 percent of parents report difficulties finding childcare facilities that meet their health and safety standards. The poll also found that only half of parents considered themselves “very confident” at discerning which childcare options were truly safe and healthy. She outlined the most important questions that parents should ask when evaluating childcare providers. She said 82% of parents would be in favor of a national standard for health and safety for childcare centers and in-home childcare providers.

Issues covered:

Length: 9:27

Child Safety

Parenting

Benjamin H. Schnapp, MD, Assistant Professor, Assistant Emergency Medicine Residency Program Director in the University of Wisconsin School of Medicine and Public Health

Medical errors cause roughly 250,000 deaths per year in the U.S. Dr. Schnapp co-authored a study that examined errors in Emergency Rooms. He found that, even in chaotic ERs, doctors typically have the right medical information but might not act on it in the best way. He talked about

the patterns he found in patients who are most vulnerable to errors. He offered suggestions for patients who want to prevent errors when they visit an ER.

Issues covered:

Length: 7:44

Medical Errors

Emergency Care

Jill Gonzalez, Senior Analyst at WalletHub, a personal finance website

Ms. Gonzalez discussed her report that examined today's at-risk youth. She said about one in nine young Americans today is neither working nor in school, exposing them to greater risk of poverty, violence, drug abuse and homelessness. She explained how these risk factors follow young people into adulthood. She discussed the importance of education and social services.

Issues covered:

Length: 4:50

Youth At Risk

Violence

Poverty

Show # 2023-21

Date aired: 05/21/23 Time Aired: 11:30PM

Burton Malkiel, Chemical Bank Chairman's Professor of Economics at Princeton University, author of the classic finance book "*A Random Walk Down Wall Street: The Best Investment Guide That Money Can Buy*"

Mr. Malkiel's book, written 50 years ago, pioneered the advent of index mutual funds for the average investor. He explained why an individual who saves consistently over time and buys a diversified set of index funds can achieve above-average investment results. He believes that most average investors do not need an investment advisor in order to prepare for retirement.

Issues covered:

Length: 8:30

Personal Finance

Retirement Planning

Theresa Gildner, PhD, Assistant Professor of Biological Anthropology in Arts & Sciences at Washington University in St. Louis

Most Americans view parasitic infections as a problem of the past or one that only impacts low-income countries. However, Prof. Gilder shared new research that discovered that the problem is likely widespread in low-resource communities throughout southern US. Her study found that environmental conditions, combined with infrastructural neglect and inadequate access to health care, create the perfect breeding ground for these infections. She explained how to recognize the infection and what treatments are available.

Issues covered:

Length: 8:37

Public Health

Poverty

Food Safety

Eduardo Cotilla-Sanchez, PhD, Associate Professor in the School of Electrical Engineering and Computer Science at Oregon State University

Prof. Coteilla-Sanchez outlined his concerns that the nation's power transmission grid is at risk of cyber-attack. He has researched a scenario in which hackers manipulate smart meters to create an oscillation in electricity demand, potentially creating brown-outs or even a massive power outage affecting much of the country. He outlined steps that power companies need to take to guard against this form of attack.

Issues covered:

Length: 5:10

Infrastructure

Cyber Attacks

Show # 2023-22

Date aired: 05/28/23 Time Aired: 11:30PM

Catherine Hodder, estate planning attorney, author of "*Estate Planning for the Sandwich Generation: How to Help Your Parents and Protect Your Kids*"

Ms. Hodder explained the importance of estate planning for those who are caring for both kids and aging parents. She outlined the critical documents that everyone should have in addition to a basic will. She also talked about the importance of communication with aging parents, and the usefulness of an emergency binder that organizes important documents in one place.

Issues covered:

Length: 8:22

Estate Planning

Senior Citizens

Parenting

Caitlin Cavanagh, Assistant Professor in the School of Criminal Justice at Michigan State University

Prof. Cavanagh led a study at Michigan State that found that mothers don't lose hope to see their sons graduate from high school, get married, find a good job and so on— even if they are arrested as a minor. Her findings were consistent, even for higher income families.

Issues covered:

Length: 8:54

Juvenile Crime

Parenting

Noreen Springstead, Executive Director of WhyHunger, a non-profit organization that focuses on grassroots solutions to end hunger and poverty

Ms. Springstead discussed the current scope of the hunger problem in the U.S. She explained why, even in a booming economy, the issue of hunger and food insecurity rarely changes. She outlined how people can get assistance if they are in need, and how volunteers can get involved in their local communities.

Issues covered:

Length: 4:58

Hunger

Poverty

Government Programs

Volunteerism

Show # 2023-23

Date aired: 06/04/23 Time Aired: 11:30PM

Adam Katchmarchi, PhD, Executive Director of the National Drowning Prevention Alliance, Assistant Professor in the Department of Kinesiology, Health, and Sport Sciences at Indiana University of Pennsylvania

Drowning is the leading cause of death among children ages 1-4 and the second leading cause of injury-related death among children up to age 14. As the busiest water activity season is upon us, Prof. Katchmarchi offered five recommendations for parents to keep their children safe.

Issues covered:

Length: 8:31

Drowning Prevention

Heidi K. Gardner, PhD, Distinguished Fellow at Harvard Law School's Center on the Legal Profession and Program Chair of the Sector Leadership Master Class and Smarter Collaboration Master Class, author of "*Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*"

Prof. Gardner discussed recent research and offered advice to help companies thrive by collaborating more effectively. She said collaboration skills are surprisingly rare, especially among men. She explained why firms that collaborate smarter consistently generate higher revenues and profits, boost innovation, strengthen client relationships, and attract and retain better talent.

Issues covered:

Length: 8:52

Workplace Matters

Diversity

Career

Susan Carpenter, Native Plant Garden Curator at the University of Wisconsin-Madison Arboretum

“No mow” initiatives are becoming an increasingly popular springtime effort to help support bees, butterflies and other pollinators. Ms. Carpenter explained why mowing grass too short can cut the tops off flowering plants, creating lawns that are inhospitable for pollinators seeking habitats in which to feed, rest and nest. She said a good first step to help pollinators is to stop treating a lawn with chemicals, then allow grass to grow to around six inches before it’s cut to roughly four inches.

Issues covered:

Length: 5:08

Environment

Show # 2023-24

Date aired: 06/11/23 Time Aired: 11:30PM

Andres Lares, Managing Partner at Shapiro Negotiations Institute, co-author of *“Persuade: The 4-Step Process to Influence People and Decisions”*

Millions of college students have graduated recently and are ready to enter the workforce. Mr. Lares said the more a job applicant prepares, the more confident they will feel — and projecting confidence is essential to doing well in a job interview. He explained how to research a company and the position prior to a job interview, how to negotiate the compensation and how prepare questions for the interviewer.

Issues covered:

Length: 8:35

**Employment
Career**

Jean M. Twenge, PhD, Professor of Psychology at San Diego State University, author of *“Generations: The Real Differences between Gen Z, Millennials, Gen X, Boomers, and Silents— and What They Mean for America's Future”*

Prof. Twenge outlined the unique characteristics and experiences of different generations, explaining how they shape America's future. She said the era in which person grows up has a much greater influence than their parents on their personality traits. She also talked about the huge influences of technological advances on each generation and the recent increase in clinical depression in teens, which directly correlates with the advent of smartphones and social media.

Issues covered:

Length: 8:45

Parenting

Mental Health

Substance Abuse

Karen Tiber Leland, Marketing and Management Consultant, Founder and President of Sterling Marketing Group, a branding and marketing strategy firm, author of *"The Brand Mapping Strategy: Design, Build and Accelerate Your Brand"*

Ms. Leland said ignoring the trend of AI and chatbots in business and personal branding is a significant mistake. She offered seven tips to optimize the value of AI language models (such as the hyper-popular ChatGPT) to build thought leadership, raise capital, find investors, sell a company, entice potential employees or convert customers.

Issues covered:

Length: 5:00

Entrepreneurship

Career

Show # 2023-25

Date aired: 06/18/23 Time Aired: 11:30PM

Martin J. Schreiber, former Governor of Wisconsin, Alzheimer's caregiver and advocate, author of *"My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver"*

More than 11 million Americans currently care for someone with Alzheimer's disease or other forms of dementia. Gov. Schreiber took care of his wife, Elaine, for nearly 20 years, until her death from Alzheimer's in 2022. He shared their story, and offered advice and encouragement for the millions of Americans in similar circumstances.

Issues covered:

Length: 8:40

Alzheimer's Disease

Jessie Ryan, Vice President of The Campaign for College Opportunity

Each year, hundreds of thousands of students start at community colleges, hoping to transfer to a university later. However, for some students, the transfer process becomes a maze so confusing, it derails their college plans. Ms. Ryan explained a problem described as "credit loss," when students take classes that never end up counting toward a degree. She discussed the reasons that universities refuse to accept credits, sometimes from classes that utilize the identical textbook as the university's class.

Issues covered:

Length: 8:44

**Community College
Higher Education**

Robert Wilson, PhD, Assistant Professor of Psychology and Cognitive Science, Arizona State University

Educational scholars have long recognized that there is something of a "sweet spot" when it comes to learning. Prof. Wilson led a study using artificial intelligence that determined the sweet spot is when failure occurs 15% of the time. Put another way, it's when the right answer is given 85% of the time. He explained what parents and teachers can learn from the study.

Issues covered:

Length: 5:06

Education

Parenting

Show # 2023-26

Date aired: 06/25/23 Time Aired: 11:30PM

Read Hayes, PhD, Research Scientist at the University of Florida, Director of the Loss Prevention Research Council

Retailers, politicians and police departments have sounded the alarm about a rapid increase in retail theft, and are calling for stricter enforcement and prosecution to fight it. Prof. Hayes outlined the scope of the problem, and the role of organized theft rings in its growth. He also explained the multiple impacts on consumers, and what steps may slow down the problem.

Issues covered:

Length: 8:40

Crime

Consumer Matters

Kevin Lanza, PhD, Assistant Professor at UTHealth Houston School of Public Health at The University of Texas

Prof. Lanza led a recent study that found that children and teenagers who had volunteered in the past year were in better physical health, had a more positive outlook on life, and were less likely to have anxiety, depression, or behavioral problems compared to their peers who did not volunteer. He outlined the many volunteering opportunities available to young people.

Issues covered:

Length: 8:44

Volunteerism

Youth

Parenting

Beth C. Truesdale, PhD, Research Fellow at the W.E. Upjohn Institute for Employment Research, Visiting Scholar at the Harvard Center for Population and Development Studies, co-editor of “*Overtime: America's Aging Workforce and the Future of Working Longer*”

Many retirement planners advise clients to try to delay retirement to age 70 and spend more years in the paid labor force. Prof. Truesdale discussed the myriad of reasons that goal may be impossible for many people in their 50s and 60s, particularly those who are already disadvantaged.

Issues covered:

Length: 5:06

Employment

Retirement Planning

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