

# Townsquare Media Duluth Quarterly Issues Programs List

## Quarterly Issues Programs List for Stations

KBMX, KKCB, KLDJ, WEBC, WWPE

January 1, 2023 – March 31, 2023

### Section I - Issues

The stations have identified the following issues as significant issues  
Facing our community in this quarter.

**A. Transportation / Supply Chain Issues / Employment:** This market resides in the world's farthest inland port accessible to oceangoing ships. We also house the northern endpoint to Interstate Highway 35. Transportation is a major employer for this market and supply chain issues affect virtually everyone in the post pandemic world.

**B. Nutrition / Hunger / Women's Issues:** This market's climate makes it virtually impossible to grow food year-round, which results in more processed foods with a high level of preservatives being consumed. This study shows that there may be a link between eating processed foods and experiencing food addiction.

**C. Personal Health:** Nearly 16% of this market's population is over the age of 65. People in this age group are far more likely to suffer a heart attack. Heart disease is the leading cause of death in the US. If prevention is possible for more than 75% of cases this information would be especially important for younger age groups.

**D. Bullying/Parenting/Youth at Risk:** 22.5% of the market's Households have children. That number is going to certainly increase in the coming years, with the median age of the market's residents being 33. 1 in 5 students report being bullied but, with an estimated 75% of incidents not being reported, that number is substantially higher in reality. This is an issue that virtually all parents will deal with at some point or another.

**E. Poverty / Education / Minority Concerns / Parenting:** An estimated 17.5% of this Market's population is living in poverty according to the US census. It's extremely important to educate the public about anti-poverty initiatives, especially when it is going to take an entire community's involvement to solve such a prevalent issue.

### Section II – Responsive Programming

The stations air responsive programming in the form of a weekly 30-minute program, INFOTRAK. INFOTRAK airs at 6:00 AM each Sunday and addresses the issues identified as significant to the community as well as a variety of other related topics. A comprehensive description of the Infotrak programs is presented below.

The logo for InfoTrak, featuring the word "Info" in a bold, italicized sans-serif font and "Trak" in a similar font, both in black. The text is enclosed within a white oval with a grey border.



**Weekly Public Affairs Program**

Call Letters: KBMX, KKCB, KLDJ, WWPE, WEBC

**QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2023**

Show # 2023-01

**Date aired:** 01/01/23 **Time Aired:** 6:00 AM

**Jacquelyn C. Campbell, PHD, RN, FAAN**, expert on domestic violence, violence against women and intimate partner violence, Professor and the Anna D. Wolf Chair at the Johns Hopkins School of Nursing, National Program Director for the Robert Wood Johnson Foundation's Nurse Faculty Scholars Program

Dr. Campbell developed the Danger Assessment, a groundbreaking questionnaire designed to assess a woman's risk of being killed by an abusive partner. She talked about recent updates to the tool that address concerns for immigrant women and same-sex partners. She said it's helpful for an abused woman to document for herself how often abuse is happening, levels of abuse and other patterns.

**Issues covered:**  
Domestic Violence  
Women's Concerns

**Length: 9:21**

**Bryan Caplan, PhD**, Professor of Economics at George Mason University, blogger for EconLog, author of "*The Case against Education: Why the Education System Is a Waste of Time and Money*"

Although it is immensely popular--and immensely lucrative--Dr. Caplan believes that higher education is grossly overrated. He said that decades of growing access to education have not resulted in better jobs for the average worker, but instead in runaway credential inflation. He is in favor of serious cuts in government education funding to curb this wasteful rat race, along with a renewed emphasis on vocational education.

**Issues covered:**  
Education  
Career  
Government Spending

**Length: 8:01**

Show # 2023-02

**Date aired:** 01/08/23 **Time Aired:** 6:00 AM

**Todd Spencer**, President of the Owner-Operator Independent Drivers Association

Trucking is critical to virtually every aspect of the US economy. Mr. Spencer talked about the biggest challenges faced by truck drivers. He said drivers often spend 30% of their work week being detained by inefficiencies in the supply chain, waiting for shippers and receivers. He discussed the lack of adequate training of new truckers. He also talked about road congestion and needed improvements in the nation's highway system to better accommodate trucks.

**Issues covered:**  
Transportation  
Supply Chain Issues  
Employment

**Length: 8:39**

**Natasha Slesnick, PhD**, Professor of Human Development and Family Science in the Department of Human Sciences, and EHE Associate Dean for Research and Administration at Ohio State University

Prof. Slesnick led a study that suggests that giving some homeless mothers with young children a place to live may do little to help them if it is not combined with support services. She outlined the most significant challenges faced by homeless mothers and their children, and the most effective forms of support.

**Issues covered:**

**Length: 8:45**

**Homelessness  
Government Programs  
Drug Abuse**

Show # 2023-03

**Date aired:** 1/15/23 **Time Aired:** 6:00 AM

**Nora Volkow, MD**, Director of the National Institute on Drug Abuse, part of the National Institutes of Health

Fentanyl overdoses are the leading cause of death for Americans ages 18 to 49, more than car accidents or suicides. On average, one person dies of a fentanyl overdose in the United States every seven minutes, and the number of Americans killed by the drug has jumped 94 percent since 2019. Dr. Volkow discussed why the problem has skyrocketed and what steps the federal government is taking to address it. She said that, while the epidemic was worse in certain rural areas of the US in past years, the problem has now overwhelmed every city and state. She talked about the importance of education and treatment programs, and also explained why fentanyl is a particularly troubling issue for pregnant women.

**Issues covered:**

**Length: 17:52**

**Substance Abuse and Treatment  
Government Policies**

Show # 2023-04

**Date aired:** 01/22/23 **Time Aired:** 6:00 AM

**Lauren Fleshman**, one of the most decorated American distance runners of all time, winner of five NCAA championships at Stanford University and two national championships as a professional, author of *"Good for A Girl: A Woman Running in a Man's World"*

Girls drop out of organized sports at twice the rate of boys at age 14, and half have quit by 17. Sixty-five percent develop disordered eating habits that compromise their ease around food, sometimes irreparably. Ms. Fleshman talked about emerging research on the physiology and psychology of young athletes, and what coaches and parents should know. She outlined changes in organized sports to empower and encourage young women to join and stay.

**Issues covered:**

**Length: 9:21**

**Women's Concerns  
Youth Sports**

**Chris Bailey**, productivity expert, author of *"How to Calm Your Mind: Finding Presence and Productivity in Anxious Times"*

Mr. Bailey shared the inspiration to write his book--a panic attack he had onstage in front of an audience of over 100. He outlined simple steps he took in the moment and in the long-term to conquer burnout, and explained how he gradually restored calm and tranquility to his life. He talked about sources of hidden stress buried within our days, often activities and people that we voluntarily subject ourselves to.

**Issues covered:**

**Length: 8:01**

**Mental Health  
Personal Productivity  
Career**

Show # 2023-05

**Date aired:** 01/29/23 **Time Aired:** 6:00 AM

**Alvin E. Roth, PhD**, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of *"Who Gets What — and Why: The New Economics of Matchmaking and Market Design"*

Dr. Roth is one of the world's leading experts on matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

**Issues covered:**

**Length: 9:17**

**Economics  
Career  
Education**

**Joel Kahn, MD**, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of *"The Whole Heart Solution"*

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

**Issues covered:**

**Length: 8:01**

**Personal Health**

Show # 2023-06

**Date aired:** 2/5/23 **Time Aired:** 6:00AM

**Ismail Karabas, PhD**, Marketing Professor at Murray State University

Tipping for food at the end of a dining experience has traditionally been the norm at full-service restaurants. Prof. Karabas shared his research into a new trend: tip requests at businesses where customers order at the counter, pay for their items before getting their food, and receive minimal-to-no service. He explained the reasons behind the change. He found that some consumers are so annoyed by the requests that they take their business elsewhere.

**Issues covered:**

**Length: 8:58**

**Consumer Matters  
Employment  
Economy**

**Dan Martell**, entrepreneur, productivity expert, author of *"Buy Back Your Time: Get Unstuck, Reclaim Your Freedom, and Build Your Empire"*

Mr. Martell shared his story of a traumatic childhood and arrest as a teenager, which amazingly led to an interest in software coding and entrepreneurship. He offered suggestions for entrepreneurs to value and use time more productively. He also offered advice to avoid burnout.

**Issues covered:**

**Length: 8:18**

**Entrepreneurism  
Personal Productivity  
Career**

Show # 2023-07

**Date aired:** 02/12/23 **Time Aired:** 6:00AM

**Andrew Smith, PhD**, cognitive psychologist and Assistant Professor at Iowa State University

Some studies claim that 4-6% of those in US prisons are not guilty of the crime for which they were convicted. Prof. Smith and his team of researchers developed a new procedure to capture more information from eyewitnesses during police investigations and better detect a suspect's guilt or innocence. He explained how the innovation improves the reliability of police lineups.

**Issues covered:**

**Length: 9:12**

**Criminal Justice**

**Legal Reform**

**Andrew McDiarmid**, Senior Fellow at the Discovery Institute, a non-profit, non-partisan organization focused on research, education, action, and cultural renewal

A recent study reported in the Journal of Experimental Psychology suggests that the act of "just thinking" can be more rewarding than we might realize. Mr. McDiarmid outlined the study's findings and explained why Americans should resist the urge to pull out their phones so frequently and spent some time just thinking, instead.

**Issues covered:**

**Length: 8:10**

**Mental Health  
Personal Productivity**

Show # 2023-08

**Date aired:** 2/19/23 **Time Aired:** 6:00 AM

**Shevaun Neupert, PhD**, Professor of Psychology at North Carolina State University

Prof. Neupert wrote a report that analyzed two new studies that found that young adults who utilize preemptive stress-reduction steps that focus on the future are better able to avoid negative health outcomes. She talked about the most effective proactive techniques, and where young adults should be taught how to deal with stress.

**Issues covered:**

**Length: 9:12**

**Mental Health  
Stress**

**Angie Morgan Witkowski**, Leadership and Career Coach, author of "*Bet on You: How to Win with Risk*"

Ms. Witkowski outlined the most common misconceptions about risk and why people should be much more comfortable making decisions in the face of uncertainty. She talked about the reasons that fear and failure are such important components in taking risks in business, career and life.

**Issues covered:**

**Length: 8:10**

**Career  
Personal Productivity  
Mental Health**

Show # 2023-09

**Date aired:** 02/26/23 **Time Aired:** 6:00 AM

**Lauryn Williams**, Certified Financial Planner, founder of Worth Winning, a company that helps young professionals organize their finances

A recent Fidelity survey found that half of Gen Zers say they don't see a point in saving money until things return to 'normal.' Ms. Williams said young people may be seeking some sort of control, in the face of runaway inflation and economic uncertainty. She said many Gen Zers are choosing to invest in themselves and their professional growth, such as starting their own businesses or furthering their education. She explained why it is critical to start early to build retirement savings.

**Issues covered:**

**Length: 9:12**

**Consumer Matters  
Economy  
Employment**

**Elisa Villanueva Beard**, CEO of Teach For America, a nonprofit organization dedicated to improving educational outcomes for low-income students

Ms. Villanueva Beard outlined the mission of her organization, and explained why it is so important to recruit college graduates from top universities around the United States to serve as teachers in urban and rural schools. She talked about the biggest obstacles in recruiting quality teachers and how interested students can apply to be a part of Teach For America.

**Issues covered:**

**Length: 8:10**

**Education  
Poverty**

Show # 2023-10

**Date aired:** 3/5/23 **Time Aired:** 6:00 AM

**Yvette M. Miller, MD**, Executive Medical Officer for the American Red Cross Donor and Client Support Center, helping to lead the Red Cross' national Sickle Cell Initiative

Sickle cell disease is the most common genetic blood disorder in the US, and regular blood transfusions are critical to manage extreme pain and life-threatening complications. Dr. Miller discussed Red Cross efforts to promote diversity in the blood supply, increase donor recruitment and retention in the black community to support the transfusion needs of patients with sickle cell disease.

**Issues covered:**

**Length: 8:32**

**Sickle Cell Disease  
Blood Donations  
Diversity**

**Candy Valentino**, finance and wealth advisor, author of *"Wealth Habits: Six Ordinary Steps to Achieve Extraordinary Financial Freedom"*

Ms. Valentino believes that turbulent financial times are often historic opportunities to invest more in real estate and the financial markets. She outlined six steps to grow wealth. She explained why owning real estate or a small business are her favorite investment vehicles. She conducted a study that found 75% of wealthy people had one thing in common: either they or their family owned a business.

**Issues covered:**  
Personal Finance  
Entrepreneurism

**Length: 8:51**

Disc # 2023-11

**Date aired:** 03/12/23 **Time Aired:** 6:00 AM

**Pamela Gockley**, Certified Bullying Prevention Specialist, Founder and Executive Director of The Camel Project, a non-profit organization focused on deconstructing the culture of bullying in America

1 in 5 students report being bullied at school. However, Ms. Gockley said the CDC believes 50 to 75% of bullying incidents are never reported. She discussed the culture of bullying in America, how to parents can protect their children from it, and how parents of bullies can recognize the behavior in their own child and address it.

**Issues covered:**  
Bullying  
Parenting  
Youth at Risk

**Length: 8:44**

**Brock L. Eide M.D., M.A.**, learning disabilities expert, co-author of *"The Dyslexic Advantage: Unlocking the Hidden Potential of the Dyslexic Brain"*

Dyslexia has traditionally been defined as a reading and spelling disorder. But Dr. Eide said recent research has proven that these challenges are not dyslexia's main features. He explained how these characteristics are actually trade-offs resulting from an entirely different pattern of brain organization and information processing and that it has powerful advantages.

**Issues covered:**  
Learning Disabilities

**Length: 8:41**

Show # 2023-12

**Date aired:** 3/19/23 **Time Aired:** 6:00 AM

**Juliet B. Schor, PhD**, Professor of Sociology, Boston College

The four-day week is becoming more of a reality in the contemporary workplace, and Prof. Schor co-authored a landmark international study of the trend. She said the vast majority of companies that tried the shorter workweek for the study stuck with it afterwards. She talked about the benefits that result from a 32-hour workweek, both for employees and companies.

**Issues covered:**  
Workplace Matters  
Mental Health  
Productivity

**Length: 8:40**

**Deepa L. Sekhar, MD**, Associate Professor of Pediatrics at the Penn State College of Medicine, Executive Director of Penn State PRO Wellness

Suicide death rates have increased significantly among adolescents in the U.S. in recent years. Dr. Sekhar said while children are typically screened for health, vision and hearing problems in school, mental health screening has not been standardized in school settings. She led a study that evaluated the effectiveness of a school-based, adolescent suicide risk screening and found that it successfully identified at-risk adolescents and increased initiation of mental health services. She explained how the screening works and the reasons some schools or parents may be reluctant to give it a chance.

**Issues covered:**

**Length: 8:43**

**Youth Suicide  
Mental Health Services  
Parenting**

Show # 2023-13

**Date aired:** 3/26/23      **Time Aired:** 6:00 AM

**Elizabeth Wallace**, co-author of *"The Ambition Decisions: What Women Know About Work, Family, and the Path to Building a Life"*

Over the last sixty years, women's roles at home and on the job have radically changed, and the question of whether they can really "have it all" is still debated. Ms. Wallace outlined three distinct paths where a woman's life and career choices may lead. She talked about the importance of the support of husbands when ambitious women move into high-level corporate positions. She offered advice for women who are facing today's complex career choices.

**Issues covered:**

**Length: 9:22**

**Women's Concerns  
Career  
Marriage**

**Thomas Lickona, PhD**, Developmental Psychologist, Professor of Education Emeritus at the State University of New York at Cortland, author of *"How to Raise Kind Kids: And Get Respect, Gratitude, and a Happier Family in the Bargain"*

Dr. Lickona has led the character education movement in schools for forty years. He outlined the tools that parents need to foster peace and cooperation at home. He explained how changes in our culture have made it harder than ever to raise kind kids. He offered suggestions for parents to deal with technology and the use of media by kids.

**Issues covered:**

**Length: 7:52**

**Parenting  
Children's Issues**