

Townsquare Media - Lufkin
KYKS, KAFX, KTBQ, KVLL, KSFA
Issues Programs List
2018 Q4

*Public Affairs Program “InfoTrack” airs
each Sunday at 7AM*

Community Issues Covered:

- Employment Issues – Community is going through a shift in employment as some employers have left the area and new ones have come in. This discusses how to keep new employees happy.
- Personal Health – The flu epidemic this year has seen quite an influx of cases within deep East Texas. Program covers prevention methods.
- Education – Being a generally a rural community, there is not much funding available for scholarships. Program discusses several options of attaining scholarships.
- Youth at Risk - Community has seen a rise in the number of e-cigarette stores in the last several months. Program discusses the danger to teens and youth.
- Substance Abuse – Community hospitals have seen an influx in opioid problems. Program addresses issues and solutions.



Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2018

Show # 2018-40

Date aired: 10/7 **Time Aired:** 7A

Ryan Hampton, recovering addict, author of *"American Fix: Inside the Opioid Addiction Crisis - and How to End It"*

Nearly every American knows someone who has been affected by the opioid crisis. Mr. Hampton shared his story of addiction and recovery. He said 9 out of 10 Americans who need addiction treatment are not able to access it. He believes the nation's approach to treatment needs to be reformed from the bottom to the top. He said billions of dollars of federal spending aimed at this problem are not making it to local communities.

Issues covered:
Drug Addiction
Government Policies

Length: 9:08

Kevin Leman, PhD, psychologist, author of *"When Your Kid Is Hurting: Helping Your Child through the Tough Days"*

The impulse for parents to protect their children is strong, but Dr. Leman said that very protection can end up handicapping them for life. He said that rather than seeking to save them from unhappiness or struggle, parents must teach their kids how to cope with and rise above their problems. He discussed the importance of listening and offered techniques to get kids to talk about their problems.

Issues covered:
Parenting
Youth at Risk

Length: 8:12

Show # 2018-41

Date aired: 10/14 **Time Aired:** 7A

Lisa Lockerd Maragakis, MD, MPH, Senior Director of Infection Prevention at the Johns Hopkins Health System in Baltimore

Last year's flu season was one of the deadliest in the last 40 years, with an estimated 80,000 deaths in the U.S. Dr. Maragakis explained why it is important to get a flu shot in October. She discussed the different types of flu vaccine available and dispelled some of the most common myths about it.

Issues covered:
Public Health

Length: 8:49

Jean M. Twenge, PhD, Professor of Psychology at San Diego State University, author of the book "*iGen*"

Fewer than 20 percent of U.S. teens report reading a book, magazine or newspaper daily for pleasure, while more than 80 percent say they use social media every day, according to Dr. Twenge's latest research. She noted that the decline in reading print media was especially steep. She explained why this is such cause for concern and what parents can do to counteract it.

Issues covered:

**Literacy
Parenting
Teenage Concerns**

Length: 8:32

Show # 2018-42

Date aired: 10/21 Time Aired: 7A

Ken Dychtwald, Ph.D., gerontologist, psychologist, CEO of Age Wave, a company that conducts research on issues relating to aging populations

Dr. Dychtwald discussed his recent survey that uncovered the staggering amount of financial support that parents are providing to their adult children. He found that 79% of parents are providing money to their children between age 18 and 34, and the average was \$7,000 a year. He said that figure is twice the amount that parents are putting into their own retirement accounts. He explained the possible reasons behind this trend.

Issues covered:

**Parenting
Retirement Planning
Student Debt**

Length: 9:47

Jeff Asher, crime analyst based in New Orleans

Mr. Asher discussed his research into the connection between weather and gun violence. He found that twice as many people are shot in northern cities on hot days compared to cold ones. He also talked about the potential long term effects of climate change on crime rates.

Issues covered:

**Gun Violence
Crime
Climate Change**

Length: 7:26

Show # 2018-43

Date aired: 10/28 Time Aired: 7A

Deborah Thorne, PhD, Associate Professor of Sociology at the University of Idaho, Principle Investigator on the nationally-recognized Consumer Bankruptcy Project

Dr. Thorne's research paper entitled "Graying of U.S. Bankruptcy: Fallout from Life in a Risk Society" found that the rate at which Americans age 65 and older are filing for bankruptcy has more than tripled since 1991. She outlined a number of factors that may contribute to this problem, including rising healthcare expenses and a lack of financial knowledge or discipline to properly save for retirement, since pensions have been replaced by 401k plans.

Issues covered:

**Bankruptcy
Senior Citizens
Retirement Planning**

Length: 9:27

Elizabeth Saewyc, PhD, RN, FSAHM, FCAHS, FAAN, Professor of Nursing at the University of British Columbia

Dr. Saewyc conducted a recent survey that found that boys—not girls—are more likely to report being victims of dating violence committed by partners who hit, slap or push them. While there has been an overall decline in dating violence, she believes that it may still be socially acceptable for girls to hit or slap boys in dating relationships. She suggested that teenagers who date need more support and education programs to address this problem.

Issues covered:
Social Violence
Teenager Concerns

Length: 7:43

Show # 2018-44

Date aired: ___ 11/4 ___ Time Aired: ___ 7A ___

Sarah Stanley Fallaw, PhD, industrial psychologist, researcher, and president of DataPoints, author of *“The Next Millionaire Next Door: Enduring Strategies for Building Wealth”*

Dr. Stanley wrote a follow up to her father’s classic book *“The Millionaire Next Door.”* She talked about several myths relating to millionaires and how they accumulate wealth. She discussed the importance of living below your means, and how to identify and develop behaviors that are conducive to building wealth.

Issues covered:
Personal Finance
Consumer Matters
Retirement Planning

Length: 9:44

Jason West, PhD, Professor of Environmental Sciences and Engineering at the University of North Carolina at Chapel Hill Gillings School of Global Public Health

Air pollution in the U.S. has decreased since about 1990. Dr. West led a study that found that this improvement resulted in a 47% decrease in deaths related to air pollution exposure. He noted that, despite clear improvements, air pollution remains an important public health issue in the U.S., with an estimated 71,000 deaths in 2010. He discussed the effectiveness of tree planting programs and other steps ordinary people can take to help.

Issues covered:
Air Pollution
Government Regulations
Energy

Length: 7:26

Show # 2018-45

Date aired: ___ 11/11 ___ Time Aired: ___ 7A ___

Bonnie Halpern-Felsher, PhD, Professor of Pediatrics, Stanford University School of Medicine

Dr. Halpern-Felsher led a study that found that teens and young adults who use Juul brand e-cigarettes are failing to recognize the product’s addictive potential, despite using it more often than their peers who smoke conventional cigarettes. She said the nicotine levels in a single Juul pod are the equivalent of smoking 1 ½ to 2 packs of cigarettes. She also discussed the high vulnerabilities of teens to brain changes caused by e-cigarettes, as compared to people in their twenties.

Issues covered:
Substance Addition
Teenager Concerns
Health

Length: 9:00

Lan Nguyen Chaplin, PhD, Associate Professor of Marketing, University of Illinois at Chicago

Materialism may be more common than ever. Dr. Chaplin led a study that tested ways to reduce materialism among young consumers. She found that a teenagers who completed a two-week gratitude journal were significantly more grateful, more generous and less materialistic.

Issues covered:
Parenting
Consumer Matters

Length: 8:05

Show # 2018-46

Date aired: ____ 11/18 ____ Time Aired: ____ 7A ____

Ryan Kalember, Senior Vice President of Cybersecurity Strategy for online security company Proofpoint

Scammers have devised a new scheme to steal thousands of dollars from homebuyers who are about to close on a house. Mr. Kalember said buyers are often tricked into wiring their down payment on the day of closing to a fraudulent offshore account, by criminals who have hacked their real estate agent's or title company's email account. He explained how consumers can protect themselves.

Issues covered:
Crime
Online Security
Personal Finance

Length: 7:43

Diane Redleaf, family defense attorney, author of "*They Took the Kids Last Night: How the Child Protection System Puts Families at Risk*"

The number of children in the U.S. foster care system is at record levels, thanks in part to the opioid crisis. With nearly 450,000 children in the system, Ms. Redleaf discussed what happens when caseworkers make mistakes, taking children from parents who are neither abusive nor neglectful. She noted that minority families are disproportionately affected by this trend. She also said that once children are taken, parents and their attorneys sometimes can't learn where the children are being housed.

Issues covered:
Foster Care
Minority Concerns
Parenting

Length: 9:24

Show # 2018-47

Date aired: ____ 11/25 ____ Time Aired: ____ 7A ____

Brandi Britton, District President of Office Team, a staffing service providing temporary administrative and office support staff

Ms. Britton discussed the most common social media mistakes that take job seekers out of the running for a position. She noted that negative or inappropriate comments and questionable photos are the

most common social media issues. She said a job hunter should always assume that a company has combed through their social media profile before even scheduling an interview.

Issues covered:

Length: 7:28

**Employment
Career
Social Media**

Jennifer Bradley, co-author of “Make it Zero: The Movement to Safeguard Every Child”

Ms. Bradley discussed the issue of human trafficking in the U.S. She said five main factors contribute to the problem, including poverty, abuse and isolation. She explained the shocking role that the foster child system plays in the issue, and she offered suggestions for individuals to make a difference in preventing and stopping human trafficking.

Issues covered:

Length: 9:43

**Human Trafficking
Child Abuse
Poverty**

Show # 2018-48

Date aired: 12/2 **Time Aired:** 7A

Patrick O'Rourke, Certified Public Accountant in Washington, D.C., founder of ScholarshipStats.com

There are roughly 8 million high-school student athletes in the U.S. However, only a small percentage go on to play a sport in college, and even fewer receive athletic scholarships. Mr. O'Rourke explained which sports have the most scholarship money available. He talked about parents' misconceptions about college scholarships and offered advice.

Issues covered:

Length: 8:58

**Youth Sports
Education
Parenting**

Jennifer Molinsky, PhD, housing expert, Senior Research Associate at the Joint Center for Housing Studies of Harvard University

Dr. Molinsky shared the findings of her annual report on the nation's housing. She said that many older Americans are burdened by housing costs, and that affordable, accessible and supportive senior housing is in short supply. She also warned that many households in their 50s and early 60s may not be financially prepared for retirement.

Issues covered:

Length: 8:17

**Housing
Senior Citizens
Retirement Planning**

Show # 2018-49

Date aired: 12/9 **Time Aired:** 7A

Keith Whyte, Executive Director of the National Council on Problem Gambling

Millions of Americans are hooked on gambling, and at least 40 states are addicted to gambling revenue. Mr. Whyte said states have not taken the measures needed to address gambling addiction, as they have greatly expanded gambling in the past ten years. He talked about the most common characteristics of those addicted to gambling and how to recognize if someone has a problem.

Issues covered:

**Gambling Addiction
Government Spending**

Length: 8:38

Quint Studer, community development expert, author of *“Building A Vibrant Community: How Citizen-Powered Change Is Reshaping America”*

Mr. Studer said vibrant communities don't just happen—they are built. He discussed ways that cities and towns can attract investments, encourage small business startups and build lively downtowns. He talked about the importance of creating community events such as street festivals, rallies, fundraisers and concerts to foster a sense of neighborhood. He also outlined ways that citizens can volunteer to improve their local community.

Issues covered:

**Community Development
Volunteerism**

Length: 8:39

Show # 2018-50

Date aired: 12/16 **Time Aired:** 7A

Jamie Cooper, Associate Professor in the University of Georgia Department of Foods and Nutrition

Prof. Cooper led a study that found that vacations often lead to small amounts of long-term gradual weight gain and contribute to 'creeping obesity'. She talked about the primary causes of weight gain during vacations and explained why it's important to lose the added weight as soon as possible upon returning from a trip.

Issues covered:

**Personal Health
Obesity**

Length: 9:31

R. Douglas Fields, PhD, Chief of the Section on Nervous System Development and Plasticity at the National Institute of Child Health and Human Development, a part of the National Institutes of Health, Adjunct Professor in the Neuroscience and Cognitive Science Program at the University of Maryland, College Park, author of *“Why We Snap: Understanding the Rage Circuit in Your Brain”*

Today's headlines are filled with examples of otherwise rational people with no history of violence or mental illness who suddenly snap in a domestic dispute, an altercation with police, or road rage attack. Dr. Fields explained the reasons behind these seemingly random episodes. He said every human has been hardwired with the potential to snap. He also said the same pathway in the brain that can result in a violent outburst can also enable us to act heroically and altruistically before our conscious brain knows what we are doing.

Issues covered:

**Mental Health
Domestic Violence**

Length: 7:46

Show # 2018-51

Date aired: 12/23 **Time Aired:** 7A

Danny Iny, entrepreneur, author of *"Leveraged Learning: How the Disruption of Education Helps Lifelong Learners and Experts with Something to Teach"*

Mr. Iny believes that pursuing a four-year degree leaves too many students drowning in debt and unprepared for the work world. He outlined the decisions that students and parents should consider before committing to the time and cost commitments of a college degree. He discussed what careers require a college education, along possible alternative paths for other careers.

Issues covered:

Length: 9:19

Education
Career

Gina LaRoche, organizational consultant, executive coach, co-founder of Seven Stones Leadership Group, co-author of *"The 7 Laws of Enough: Cultivating a Life of Sustainable Abundance"*

Ms. LaRoche said counting your blessings year-round can be good for your mental health and well-being, ultimately boosting a person's chances of success. She talked about ways to avoid a "scarcity mentality," where more is always better and having more will lead to happiness. She talked about the influence of social media on this mentality.

Issues covered:

Length: 7:57

Mental Health
Consumer Matters
Career

Show # 2018-52

Date aired: 12/30 **Time Aired:** _____

Rashmi Shetgiri, MD, Assistant Professor of Pediatrics, Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center

Dr. Shetgiri led a study of what factors influence teens to get involved with weapons. She said emotional distress and substance abuse both increase the odds for white, black and Hispanic youth to carry or use a gun or knife. She also discussed the importance of parents and positive role models in the prevention of youth violence.

Issues covered:

Length: 7:47

Youth Violence
Youth at Risk
Minority Concerns

Harold Pollack, PhD, Helen Ross Professor of Social Service Administration at the University of Chicago, where he researches health and urban policy concerns, nonresident fellow at the Century Foundation, co-author of *"The Index Card: Why Personal Finance Doesn't Have to Be Complicated"*

Dr. Pollack believes that everything Americans need to know about managing their money could fit on a single index card. He explained why his nine simple rules outperform more complicated financial strategies. He also discussed the most responsible way to select a financial advisor and why he felt one of his most important rules should be to support the nation's social safety net.

Issues covered:

Length: 9:33

Personal Finance
Charitable Contributions

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