

KLWC Radio

Issues/Programs

3RD QUARTER/2023

Quarterly Issues Program List

KLWC

Third Quarter 2023 (1 July to 30 September)

The following is a listing of some of the significant issues responded to KLWC, CASPER, WY, along with the most significant programming treatment of those issues for the period of 1 July to 30 September. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance. All times are Pacific.

1. MINISTRY
2. BUSINESS
3. ECONOMY
4. MENTAL HEALTH
5. ADDICTION
6. FAMILY ISSUES
7. TECHNOLOGY
8. FOOD INSECURITY
9. HEALTHCARE

Issue	Program	Date	Time	Duration	Description of Program
Ministry – Natural Disasters	Closer Look	7/2/23	7:00pm	27min	<p>Closer Look: Convoy of Hope Springs into Action: 2023 Update</p> <p>Convoy has been very busy so far this year. Devastating tornado outbreaks slammed several U.S. states. “Convoy is now working long-term to get people what they need -- appliances, furniture, roofs -- whatever it is.” The ministry sent aid and comfort when twin earthquakes in Turkey and Syria drove 2.6 million people into tents near the rubble of their homes. Convoy continues to care for war refugees in Ukraine and those who have fled to neighboring countries. Convoy is also committed to an ongoing effort to feed children in global famine. The Children's Feeding program provides meals in 33 countries for more than 500k+ hungry kids.</p>
Addiction	Closer Look	7/9/23	7:00pm	30min	<p>Closer Look: Kids Fooled by Fentanyl, Rx Fakes</p> <p>Kids are getting pills that look like Xanax or Percocet online or in the locker room. Often laced with fentanyl, these deadly drugs can be 100x stronger than morphine. “It’s terrifying,” says Pat Aussem of the Partnership to End Addiction. Ed Ternan, co-founder of Song for Charlie lost his college-aged son to one pill and now helps other parents warn their children. “We still say ‘just say no’ but we spell it K. N. O. W. because many of these young victims are dying from taking a substance they didn’t ask for.’</p>
Business	Closer Look	7/16/23	7:00pm	29min	<p>Small-Business Mentors Offer Free Advice Through SCORE</p> <p>Your idea for a great small business needs a good plan. If you already opened your shop, you may be stumped on how to grow. SCORE mentors offer free, one-on-one advice for turning a profit. “What we have seen is that when someone meets with a mentor for 3 hours or more, they are 5x more likely to increase their revenue and stay in business.”</p>
Addiction	Closer Look	7/23/23	7:00pm	29min	<p>Parents Of Addicted Loved Ones Turn to PAL Groups for Support</p> <p>One of your kids is on drugs. Getting in trouble. Calling you over and over bail them out. You don’t know what to do. PAL Groups bring people together to swap stories and share strategies -- online or in-person. “When we found PAL we’re like okay, we’re not alone, there’s other people who’ve been down this road.” PAL groups were first formed back in 2006 and the Christian-run non-profit now hosts more than 180 meetings nationwide. Members may attend in-person or choose to join online sessions available most days of the week. All meetings are free, confidential, and open to any parent who needs to connect with others for help and hope.</p>

Law Enforcement	Local Closer Look	7/23/23, 8/20/23, 9/17/23	7:30pm	20min	Talked with Lt. Dustin Ragon with the Commercial Carriers Division of the Wyoming Highway Patrol about the number of accidents, especially those involving commercial vehicles, and ways to prevent those accidents. Lt Ragon talks about the current staffing shortage and how to apply to become a state trooper in Wyoming.
Food Insecurity	Closer Look	7/30/23	7:00pm	30min	<p>"Share The Wealth of Your Dirt" Through AmpleHarvest.org</p> <p>AmpleHarvest.org is nationally recognized for successfully recruiting backyard gardeners to fight food insecurity. The site lists 8,000 local pantries which accept donations of fresh fruits and veggies. The non-profit also works to involve pastors and churches nationwide through the Faith Fights Food Waste campaign and recently added a program to feed malnourished people on Native American reservations.</p>
Ministry – Faith	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	July 2023	4 per week, 16 total	60sec Podcast 8.59min	<p>Family Sells Everything to Serve God in Central America</p> <p>BJ and Robin McCoy weren't on their church's recent mission trip to Guatemala, but when members of the mission team returned to tell them about a special need in Guatemala, the McCoys felt called to uproot everything they've known and start fresh in Central America. Their move requires that they leave behind their current jobs (BJ has worked for the state of Kentucky as an environmental scientist and Robin has been a high school principal) and start work at the Christian Academy of Guatemala, a school that "exists to support the missionary community in Guatemala by providing a biblically-based, quality English education to prepare lives for Christian service." BJ said. "We are selling everything we own--our house, our vehicles, our boat, our cat (laughter) and our family is headed to serve at the Christian Academy of Guatemala." Their young children, Scout and Jay and excited about the move. Will language be a problem? Robin says, "I feel like this is one way that God really prepared our family is I was actually a high school Spanish teacher before I became an administrator." The McCoys are in awe of the way God's hand is on this adventure. "It's almost a daily occurrence of we're just amazed at how He's put things in place and allowed things to happen," Robin said. The family plans to leave the United States on July 11, and will stay the entire school year. They're asking for prayer as they head out on this new adventure.</p>

Healthcare	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	July and August 2023	4 per week, 16 total	60sec Podcast	<p>Police Officer Creates Software to Help Families Who Have Loved Ones with Alzheimer's, Autism</p> <p>There's a tendency for some people with cognitive issues to 'wander.' They can easily get lost and may not be able to adequately communicate their circumstances to people they see, or even police. Orangeburg, S.C., Public Safety Officer Lt. Jennifer Haig noticed on Facebook that the family of a friend from her high school days was trying to help a loved one who has Alzheimer's. "And I just started thinking 'what could be done to make things a little bit easier for them?'" Officer Haig has known the family for years, and Joe Bonnette – the person with Alzheimer's – was once her volleyball coach at school. So, this was personal. Jennifer started researching to learn more about the ways Alzheimer's and other conditions can stress families – and what might be helpful. This led to a concept, which Lt. Haig shared with her supervisors. And they saw the value. The software program became known as Project Bonnette, named with Joe in mind, but to serve any family in need of this special life-protecting registry.</p>
Sports – Human Trafficking	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	July 2023	4 per week, 16 total	60sec Podcast	<p>Bicycle Challenge Against Human Trafficking, Jeff Crashed At 54 mph! Amazing Recovery</p> <p>Jeff Conaway signed up with Team ZOE to take part in the super-challenging Race Across America. The ZOE goal was to raise awareness of human trafficking, especially involving children. Brad shared about ZOE's mission and also about the annual Race Across America. That is an ultra-endurance competitive cycling race that starts in Oceanside, California, with the finish line at Annapolis, Maryland, 3,100 grueling miles later. The 7-day race got underway in June of this year. Jeff and the team were 800 or 900 miles into the race when the unimaginable happened halfway through Colorado! Jeff and his bicycle crashed at 54-miles-per hour on a descent in a remote area of the Rocky Mountains near Trinidad, Colorado. Jeff became the rider who 'went down.' As his recovery continues, "It's been a blessing. I feel great." And Jeff notes that his wife, Chloe, a nurse, was initially concerned that he would never be walking again and was fully prepared to "take care of me for the rest of her life." "From that, and where I am today is nothing short of a miracle." Now, just weeks after the crash, Jeff has gotten the green light from his medical team to go back to work. He's still "nursing" his collarbone, but his wounds have healed. He's going on daily hikes with his family and even riding a stationary bike. "Back to my normal way of life and couldn't be happier!" He explains that ZOE takes part in the coast-to-coast race every-other-year, "So as long as the team wants me back, I have every intention of being on that team" in 2025.</p>

Childhood Issues	Closer Look	8/6/23	7:00pm	17min	Free Brand-New 'Threads' for Teens in Foster Care Children in foster care often arrive at a new placement with just the clothes on their backs. Cathy Hamilton founded San Antonio Threads to give brand-new clothes to older youth (12yrs-21yrs) who have no family to take them shopping. "I've had kids say things like 'old clothes have bad memories; new clothes have good memories -- thank you for the fresh start."
Animal Safety	Closer Look	8/6/23	7:17pm	13min	Retired Racehorses Cool Hooves at Old Friends Farm, Kentucky Nearly 200 elderly horses get free hay and healthcare at Old Friends Farm in Georgetown. Residents have included famous thoroughbreds Silver Charm and Touch Gold, but also others not famous but whose owners could no longer care for them. "We owe it to them," says farm founder and caretaker Michael Blowen. "These horses are to Kentucky what the automobile is to Detroit." Nearly 200 horses get free hay and healthcare at Old Friends Farm in Georgetown. "We go through 350 lbs. of carrots a week," Blowen laughs. A dozen more Old Friends horses live nearby at a care home for elderly humans to provide the unique comfort of equine companionship. The Farm has even inspired a copycat version in Japan. Horses can live 25-30 years so after they are no longer bred or raced, they still have many years of life ahead. Blowen prides himself on giving these hardworking animals rest from labor and the freedom to express their unique personalities. "They're smart and they're different...and they literally tell us what they want and when they want it," like Silver Charm, he says, who does not like to be petted – but enjoys posing for selfies with visitors. "We had one woman with Asperger's who said Silver Charm gave her a kiss and she decided life was worth living again," Blowen recalls. "We have all kinds of stories like that of what these horses have done for people."
Public Safety	Closer Look	8/13/23	7:00pm	29min	Be Safer at Work or Church, Thoughts on Security You see trouble, you hear it – now believe it. "Trust your intuition...you know when a situation is different," says Hector Alvarez, an expert in workplace security with more than 25 years of experience in threat assessment. "One of your best bets for surviving these incidents is thinking about it before it happens." Preparation is key says Mindi Russell, Executive Director of the Law Enforcement Chaplaincy of Sacramento. "Instead of, 'it will never happen here,' have the mindset that if something happens, this is what we'll do."

Healthcare	Closer Look	8/20/23	7:00pm	15min	<p>Tackle Childhood Obesity at Home, Church, and School</p> <p>Millions of American kids suffer words like chubby or chunky – or fat – to describe their young bodies. The COVID-19 lockdowns only worsened already alarming levels of childhood obesity, as the CDC found the BMI (body mass index) in children ages 2-19 years old increase nearly doubled during the pandemic. Excess weight weakens growing muscles and joints and can lead to juvenile diabetes or even trigger life-threatening asthma “Prevention is what we really want, right?” says Geri Henchy, Director of Nutrition Policy at the Food Research and Action Center (FRAC). “We want kids to be in environments that are not obesogenic; where they’re gonna get healthy meals, where there isn’t a lot of junk food, where they have activities -- that’s really gonna make a difference for kids.”</p>
Family Issues	Closer Look	8/20/23	7:16pm	14min	<p>Teens Aged-Out of Foster Care Get Help From ‘Dream Makers’</p> <p>Without family and often lacking life skills, former foster kids become homeless adults by the thousands, turning to drugs and crime on the streets just to survive. “Every statistic you hear that is going bad in the United States, a lot of them link back to the foster care system and those kids just not being taken care of.” Dream Makers steps in to link aged-out foster kids with practical assistance by connecting them with the generosity of strangers. “It totally up to the community to fulfill the dream.” The young adult with a need fills out an application to ask for things that teens with families could easily get from a mom or dad: like money for work clothes, or a laptop for school, or maybe a used car – but Melton says the most common dream request from these youth by far is – food.</p>
Technology	Closer Look	8/27/23	7:00pm	29min	<p>Don't Click That Link! Be CyberSmart</p> <p>Spam on social media. Emails that shout ‘click here!’ from an inbox full of tricks. Modern cybercriminals commit considerable time and talent to hacking your life. “If you have a gut feeling, if you have an instinct that something isn’t right here – please listen to that.” Don't click! Monika Kelly talks with Gavina Avila of the Better Business Bureau and Darren Mott, retired FBI agent and expert on cybersecurity.</p>

Special Olympics	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	August 2023	4 per week, 16 total	60sec Podcast 5.07min	<p>Special Olympics Athlete Kaitlin Dykes Takes Part in The Polar Plunge</p> <p>Each year in February and March, thousands of people all around the nation jump into freezing cold waters to raise awareness for Special Olympics in an event called the "Polar Plunge." Kaitlin Dykes, a Special Olympics athlete from Chesapeake, Va., is incredibly brave. As a Special Olympics athlete for the past ten years, Kaitlin recently jumped into the freezing cold ocean as part of the organization's annual Polar Plunge. "It's very cold. We all go to the beach and have some fun. I go all the way in the water, under the water and high-five all the divers," Kaitlin said. Kaitlin loves God and the Special Olympics "because everyone is welcome--all ages and all abilities and all the special gifts that God gives us." Kaitlin participates in several Special Olympics events including basketball, softball and soccer. She says participating in Special Olympics events and fundraisers like the Polar Plunge give her a chance to shine the light of Jesus. "I always wanted to be a missionary. I thought being a missionary means that you have to go somewhere but I realized that I am a missionary. God used me right where I'm at--everywhere I go," Kaitlin said.</p>
Communication	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	August 2023	4 per week, 16 total	60sec Podcast 15.43min	<p>The 'Lost Art of Letter Writing' - Patti Garibay Encourages Girls to Discover Real Friends</p> <p>American Heritage Girls founder Patti Garibay is giving young girls a chance to connect the old-fashioned way – by becoming pen pals. "It's just a beautiful way to have a memory and also to have great communication with someone that they don't even know." Garibay says girls are used to a lot of disappointment, especially through negative interactions on social media. But the AHG Pen Pal program gives them a chance to foster meaningful and lasting relationships. "It is a wonderful way for likeminded girls to really foster relationship and that's doing the old-fashioned handwritten letters that are sent to each other," says Garibay. She says writing letters to each other is "a beautiful way to have a memory and also to have great communication with someone that they don't even know." Garibay believes there's something special about writing a letter to someone you care about. She says there's "sort of a blessing there, there's a focus that takes time and means 'you are worth it, you are special.'"</p>

Childhood Issues	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	August and Sept. 2023	4 per week, 16 total	60sec Podcast 18.13min	<p>Pastor, Dad, Shares 10 Valuable Things He's Learned About Teenagers</p> <p>Although he's now lead pastor at Bible Baptist Church in the Greenville, South Carolina, area, Stephen Cox is also a former youth pastor. And concern about young people remains very much top of mind. "My heart is still with teenagers," and he continues to share his wisdom and faith at youth events in many states. Pastor Stephen crafted a list of 10 things he 'heard and observed.':</p> <ol style="list-style-type: none"> 1. Many are hurting - Broken homes, broken relationships, disappointments 2. Many are confused - So many voices speaking into their lives 3. Many are distracted - social media 4. Many feel alone - isolation, abandoned, social media 5. Many are searching - looking for someone that cares 6. Many are empty - looking to fill a void with a relationship or substance 7. Many want a role model or mentor - An example to pour into their lives 8. Many would turn to Jesus if we showed them Jesus - He is the Answer, He fills the Void, He is the Friend 9. Many need a church that cares - Camp, conferences and retreats are great but the church needs to disciple these young people. Train them and love them. 10. Many want the truth - stop trying to be cool and just preach the Word to them. They are hungry for truth. Let's determine to reach the next generation with the gospel and love them to Jesus.
Sports - Faith	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	August and Sept. 2023	4 per week, 16 total	60sec Podcast 18.55min	<p>Kevin Drake Oversees Upward Sports as It Launches Baseball & Softball</p> <p>Kevin Drake wants more people to know Jesus. As head of Upward Sports, Kevin is overseeing the launch of baseball and softball opportunities. That's in addition to their well-known basketball programs for churches. "Every child has an opportunity when they're playing Upward Sports to hear about Christ." Drake says Upward Sports provides the equipment, programming, and everything that a church needs to be able to run a sports experience with the sole purpose of sharing the Gospel in their community. "The reality is, is that fewer people are coming to church, says Drake." He believes many kids and their parents might never go to church on a traditional Sunday morning, until they encounter Christ through a Saturday experience with sports.</p>

Faith	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	August and Sept. 2023	4 per week, 16 total	60sec 15.46min Podcast	Only 1.7% 'Chance of Survival,' Amputations – Overcomer Gary Wants People to Know His Jesus “At 7:18 a.m. on January 1, 2020, I died.” That’s the opening sentence in a newly written account of Gary Miracle’s incredible personal experience. Fast-forward to today. His body is very different. His faith is stronger. His outlook is positive - and his passion is all about encouraging people to know and trust a good God. “No More Bad Days,” available soon, takes a reader into unimaginable emotional depths. Gary went from a six-foot-two pretty health guy to a very changed man with amputated hands and feet. Gary prays that “No More Bad Days” gives people the will “to fight for life” – real life. And Gary is 100% certain that Jesus has been walking – and always will walk with him, even though the once simple task of walking has taken on a whole new dynamic.
Economy	Closer Look	9/3/23	7:00pm	29min	Food Prices, Fight Inflation from Your Fridge Inflation, simply defined, is a rise in the cost of things we need to live – like food. When COVID-19 forced shutdowns, foodstuffs no longer flowed easily and inexpensively from farms to factories and stores to your kitchen. This global disruption, combined with federal fiscal policies to fight economic slowdown, nearly guaranteed that Americans would feel checkout sticker shock. Food prices are especially vulnerable to pressures of the pandemic, says Joe Balagtas, Associate Professor of Agricultural Economics at Purdue University. “Higher farming costs, like fertilizer, fuel,” make basic ingredients more expensive. Even the Russian invasion of Ukraine in early-2022 “created uncertainty” as both nations had previously been major exporters of global wheat. The tight labor market in the U.S. also affects your total at the register. “Labor along the food supply chain accounts for something like half of the cost of our food,” he says, so “while good for individual worker, rising wages increase the price of food we purchase -- because the cost of delivering those goods to us in the grocery stores and restaurants is rising.” While our grocery bills are undeniably afflicted by global factors, lifestyle blogger Jordan Page challenges us to focus less on prices and more on waste. Another strategy for eating on a budget? “Make your protein the sidekick and not the hero,” she offers. “Take that steak, cut it up, make fajitas with lots of veggies and tortillas and rice, things that fill you up they have a variety of nutrients -- but cuts down on your cost exponentially.”

Mental Health	Closer Look	9/10/23	7:00pm	13min	Like CPR, Get Trained in Youth 'Mental First Aid' How do you approach a teen without getting a door slammed in your face? “A trusted adult is what a youth needs more than anything,” says Lori Butterworth of AIM, which strongly recommends all adults get certified in Youth Mental Health First Aid. She compares it to CPR. “What if we worked really hard to raise the probability that when a child or teen has a mental health crisis that there is someone there to help them and save their life?”
Human Trafficking	Closer Look	9/10/23	7:14pm	16min	Teens Chatting on Social Media Vulnerable to Human Traffickers “Just so you know, some kids that are trafficked actually aren’t taken from their home – they still live at their house.” How does this happen? Social media chats. Expert tricksters spend months -- or even years -- lying to build friendship. Your good and smart kid may believe their online friend is their age “by the time they went to meet this person, it wasn’t who they thought they were.” Once the youth is tricked into sexually explicit activities, they may be too afraid to tell you.
Healthcare	Closer Look	9/17/23	7:00pm	30min	Young Girls Pregnant and Scared Turn to StandUpGirl.com Dawn-Marie Perez, Executive Director of StandUpGirl.com says their site stands ready to help. “Our mission is to have these girls be able to find life-affirming information through us -- and then we connect them with pregnancy centers in their neighborhood.” Quick response is essential. “If you go google the word ‘abortion’ right now there are millions of websites that are gonna come up. Our goal is to have StandUpGirl show up on that first page of their google search.”
Food Insecurity	Closer Look	9/24/23	7:00pm	30min	“Share The Wealth of Your Dirt” Through AmpleHarvest.org AmpleHarvest.org is nationally recognized for successfully recruiting backyard gardeners to fight food insecurity. The site lists 8,000 local pantries which accept donations of fresh fruits and veggies. The non-profit also works to involve pastors and churches nationwide through the Faith Fights Food Waste campaign and recently added a program to feed malnourished people on Native American reservations.

Natural Disasters	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	Sept. 2023	4 per week, 16 total	60sec 11.11min Podcast	<p>Meet Woody Faircloth: Bringing Donated RVs To Disaster Survivors, Now in Maui</p> <p>When Woody Faircloth and his then 6-year-old daughter Luna saw the devastation of the Paradise Fire in California, they knew they had to do something. Woody came up with the idea of donating an RV to someone in need. Woody started a non-profit called Emergency RV and in the past five years, they've been able to donate more than 130 recreational vehicles to people in need. "We've delivered those now in fires in the Pacific Northwest, we helped with the big tornadoes that happened in Kentucky a couple Christmases ago, a Native America tribe who lost about 60 homes in southern Louisiana after Hurricane Ida so we've kind of expanded and have been all over the country now," Woody says. Woody jumped into action after the fires in Hawaii. "The last five that we've sent, we put on a ship to Maui to some of the 18 firefighters who lost their homes and there's just no shelter and it's a really tight market, so we were able to get free shipping." How has providing shelter affected Woody? "It's changed me fundamentally. Things that used to bother me...you know getting a flat tire on my car or just things that happen in life...it doesn't bother me anymore. I mean, my problems are really not problems."</p>
Entertainment	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	Sept. 2023	4 per week, 16 total	60sec 15.50min Podcast	<p>An American Ninja Warrior...For Christ</p> <p>This was the third season Elijah Browning took part in the American Ninja Warrior competition on NBC, and the Tennessee athlete is only 18 years old. That's remarkable. "Super-blessed to get my dream handed to me a little early," explains Elijah. He had been competing in Ninja Warrior-type local competitions since he was ten years old, hoping to be trained up when he became old enough to compete for the national TV production. At the time a contestant was required to be at least 19 years old. But something unexpected happened for Elijah. "I got a call out-of-the-blue when I was 16 years old" from the host of American Ninja Warrior offering an age exception and invitation. He also points to his support team, including his mother, Renee, who was on-set with him, helping with mindset encouragement. Elijah sees the Ninja Warrior competition as "70% mental, 30% physical."</p>

Public Safety	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	Sept. 2023	4 per week, 16 total	60sec 15.46min Podcast	<p>Flipped By an Angry Bison, Amber Is Recovering... And There's a Huge God Factor</p> <p>After some morning refreshments, she and fiancé, Chris, saw something new. "As we were walking along this grass, just kind of enjoying our morning, it was beautiful, it was cool (unlike super-hot Phoenix)" and as they got near a lake, "We noticed a big cloud of dust out in the distance... and we noticed there is a big bull bison out there and he was rolling in the dirt, which seemed odd and kind of made me uncomfortable." So, they started walking another direction. As a precaution, Chris kept looking back toward the bison, which was now fairly far away. "But the third time he looked over his shoulder – and I looked at his face – and I saw the look of fear." Chris said, "Don't run." Amber turned around and "I see him (the bison) in a full charge! Charging, running, full speed ahead. And he bowed his head down into my belly and flipped me up into the air. I've never felt so much pain." Amber reached out to a small group at the church she attends, and explained the constant pain she was dealing with. "I was just telling her how it was. Like, I hurt. I'm in so much pain and I feel I'm never going to be able to work again. And I never feel like I'm going to be able to run again, and have my body back. Although I was thankful for so much that didn't get hurt, I was still really suffering." Church friends came to see her and, based on the biblical authority of James 5:13, they "all laid hands on me, anointed me with oil, and prayed for healing. And there was so much faith in that room – the next morning I woke up pain free." Amber explains, "The muscle aches were still there, but that debilitating pain that was making me cry out in desperation – begging for mercy – the day before, was gone...gone!" As a result, "My faith shot through the roof."</p>
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Social Media	KLOVE's Positive People News Podcast with on-air 60sec promo for podcast	Sept. 2023	4 per week, 16 total	60sec 15.50min Podcast	<p>Rob Kenney, "Internet's Dad" Shares Life Hacks, Encouragement, And Loves God</p> <p>With prompting from his daughter, Rob Kenney launched a social media outreach during the COVID-19 outbreak. "We were all locked away," and the idea was to offer a 'dad video' to encourage or entertain people coping with the pandemic. "I put up my 'How to Tie a Tie' video on April 2 of 2020 and about a month-and-a-half later, my channel went viral! That was scary for me, but I'm grateful that I went viral for something wholesome." These days, Rob is on multiple social media channels, including Instagram, Facebook, and YouTube as Dad, How Do I? And "On TikTok, I'm The Real Dad, How Do I? because there were people who were imitating me." The videos show Rob demonstrating how to put air in your tires, unclogging a toilet, applying deodorant & cologne, how to shave, explaining an Allen Wrench, or making popcorn. Things a dad would share with a child. Why is Rob committing so much time and effort to these videos? "I think that there's definitely a need for people to understand how cool it is to be a dad. I feel like that's a mission that God has given me to try to encourage dads to hang in there, and you're needed and you're valued." It bothers him when he sees TV shows offering "stereotypes, Homer Simpson and Al Bundy...the bumbling dufus of a dad. And you know, I've met a lot of cool dads and a lot of very good dads. We need to encourage that behavior." Due to the popularity of his channel, Rob authored a book "Dad, How Do I?" which shares about important character traits for a good life, his own faith in Christ, and 58 useful 'how-tos.'</p>
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