

QUARTERLY
COMMUNITY PROBLEMS
AND ISSUES LIST

STATION: WCWV-FM

CITY: SUMMERSVILLE

QUARTER: 4th YEAR: 2022

- 1 Discusses what's going on in Summersville, WV, with the community news and events
- 2 Discusses what's going on in Summersville, WV, with the community news and events
- 3 Discusses what's going on in the World and updates on the Covid 19 and emergencies with info from CBS
- 4 Personal finance, inflation, mental health
- 5 Women's issues, career, sexual harassment, poverty, homelessness, education
- 6 Aging, personal health, digital safety for children, parenting
- 7 Crime, Women's issues, consumer matters, racial bias, online privacy
- 8 Women's issues, retirement planning, personal health, minority concerns
- 9 Career, personal finance, Government policies, traffic safety, supply chain
- 10 Education, minority concerns, Government policies, personal health, Women's concerns, minority concerns
- 11 Weight loss, social media, mental health, consumer matters, environment
- 12 Disabilities, Government regulation, Women's Issues, minority concerns, Education/STEM
- 13 Equity, minority concerns, higher education, personal health, aging, science
- 14 Public service announcements to help with the Holiday food drive located at the Save A Lot in Summersville
- 15 Public service announcements to help get donations for Packs and Snacks Food Drive for school students
- 16 Cancer prevention, personal health, disaster preparedness, diversity, Government regulation, transportation
- 17 Suicide, media, mental health, water quality, infrastructure, public health
- 18 Privacy concerns, criminal justice, legal, sexual harassment, Women's concerns, workplace matters

PROGRAMS

RESPONSIVE TO

COMMUNITY ISSUES AND PROBLEMS

STATION: WCWV-FM

CITY: SUMMERSVILLE

STATE: WV

QUARTER: 4TH

YEAR: 2022

Date of Program	Duration	Title of Program	Issues Addressed	Guests
October 1 – December 31 710 AM	10 minutes Tuesdays	Public Affairs Program – Eye on Summersville	Discusses what’s going on in Summersville, WV, with the community news and events.	Mayor Robert Shafer
October 1 – December 31 710 AM	10 minutes Thursdays	Public Affairs Program – Summersville Chamber Chat	Discusses what’s going on in Summersville, WV, with the community news and events.	Jason Eades
October 1 – December 31	3 minutes per hour Mon - Sun	National News Broadcast – CBS	Discusses what’s going on in the World and updates on Covid 19 and emergencies with info from CBS News	CBS News anchors
October 2 930 AM	24 minutes	Info Trak – Public Affairs Program	Personal finance, inflation, mental health	Ted Rossman Marisa G Granco, PhD
October 9 930 AM	24 minutes	Info Trak – Public Affairs Program	Women’s issues, career, sexual harassment, poverty, homelessness, education	Sally Helgesen Sara Goldrick-Rab, PhD
October 16 930 AM	24 minutes	Info Trak – Public Affairs Program	Aging, personal health, digital safety for children, parenting	Stephen Smagula, PhD Catherine Peariman, PhD
October 23 930 AM	24 minutes	Info Trak – Public Affairs Program	Crime, Women’s issues, consumer matters, racial bias, online privacy	Caroline Tocci Marta L Tellado, PhD
October 30 930 AM	24 minutes	Info Trak – Public Affairs Program	Women’s issues, retirement planning, personal health, minority concerns	Laura D Quinby, PhD Carl “Chip” Lavie, MD
November 6 930 AM	24 minutes	Info Trak – Public Affairs Program	Career, personal finance, Government policies, traffic safety, supply chain	Annie Duke Andrew King
November 13 930 AM	24 minutes	Info Trak – Public Affairs Program	Education, minority concerns, Government policies, personal health, Women’s concerns, minority concerns	Odis Johnson, Jr, PhD Nikita Shah, MD
November 20 930 AM	24 minutes	Info Trak – Public Affairs Program	Weight loss, social media, mental health, consumer matters, environment	Lizzy Pope, PhD, RDN Patric Richardson
November 27 930 AM	24 minutes	Info Trak – Public Affairs Program	Disabilities, Government regulation, Women’s Issues, minority concerns, Education/STEM	Philip Pauli Natasha Ravinand
December 4 930 AM	24 minutes	Info Trak – Public Affairs Program	Equity, minority concerns, higher education, personal health, aging, science	Nate Brown, PhD Michael F Roaizen, MD

December 6 – 10 24 hour PSA rotation	30 second	Public Affairs: New Beginnings Resource Center	Summit Media ran public service announcements to help with the Holiday food drive located at the Save A Lot in Summersville 10AM to 7PM December 6th through 10th	Al Sergi
December 7 – 21 24 hour PSA rotation	30 second	Public Affairs: Packs and Snacks Food Drive	Summit Media ran public service announcements to help get donations for Packs and Snacks Food Drive for school students	Al Sergi
December 11 930 AM	24 minutes	Info Trak – Public Affairs Program	Cancer prevention, personal health, Disaster preparedness, diversity, Government regulation, transportation	Lorenzo Cohen, PhD Andras Tilcsik, PhD
December 18 930 AM	24 minutes	Info Trak – Public Affairs Program	Suicide, media, mental health, water quality, infrastructure, public health	Daniel Romer, PhD Shawn P McElmurry, PhD, PE
December 25 930 AM	24 minutes	Info Trak – Public Affairs Program	Privacy concerns, criminal justice, legal, sexual harassment, Women’s concerns, workplace matters	Erin Murphy David Ballard, PhD



Call Letters: WCWV

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2022

Show # 2022-40

Date aired: 10-2-22 Time Aired: 930AM

Ted Rossman, Senior Industry Analyst at CreditCards.com

Recent interest rate hikes by the Federal Reserve are leading to substantially higher costs for anyone with credit card debt. Mr. Rossman said roughly half of American consumers are carrying a credit card balance from month to month, and the numbers are increasing due to inflation. He offered suggestions to try to pay down debt and consolidate balances with low- or no-interest credit cards.

Issues covered:
Personal Finance
Inflation

Length: 7:58

Marisa G. Franco, PhD, Assistant Clinical Professor in the Department of Psychology at the University of Maryland, author of *"Platonic: How the Science of Attachment Can Help You Make - and Keep - Friends"*

Many people, particularly men, have few friends. Prof. Franco discussed the critical importance of friendship, and how to make and keep friends in an era of distraction, burnout, and chaos. She said making friends, like cultivating any relationship, requires effort, and the idea of "friendships happening organically" is generally a myth. She outlined several specific, research-based steps to improve the number and quality of friendships.

Issues covered:
Mental Health

Length: 9:23

Show # 2022-41

Date aired: 10-9-22 Time Aired: 930AM

Sally Helgesen, women's leadership consultant and speaker, author of *"How Women Rise: Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job"*

Ms. Helgesen believes that women face specific and different roadblocks from men as they seek to advance in the workplace. She discussed the most common errors made by women, and what they can do to get proper credit for their achievements at work. She also discussed how the #MeToo movement has affected job opportunities for women.

Issues covered:
Women's Issues
Career
Sexual Harassment

Length: 8:43

Sara Goldrick-Rab, PhD, Professor of Higher Education Policy and Sociology at Temple University

Prof. Goldrick-Rab was the lead author of study that found that 36 percent of students at 66 surveyed colleges and universities do not get enough to eat, and a similar number lack a secure place to live. She said skyrocketing college tuition and other fees, inadequate aid packages and growing enrollment among low-income students are some of the factors. She outlined several policy changes that could help.

Issues covered:

**Poverty
Homelessness
Education**

Length: 8:19

Show # 2022-42

Date aired: 10-16-22 Time Aired: 930AM

Stephen Smagula, PhD, Assistant Professor of Psychiatry and Epidemiology at the University of Pittsburgh

Prof. Smagula led a recent study that found that older adults with regular activity routines are happier and do better on cognitive tests. He said that his findings suggest that staying active all day and following the same routine each day are important for healthy aging and mental health.

Issues covered:

**Aging
Personal Health**

Length: 8:12

Catherine Pearlman, PhD, Associate Professor of Social Work at the University of Massachusetts Global, licensed clinical social worker, author of "*First Phone: A Child's Guide to Digital Responsibility, Safety, and Etiquette*"

Dr. Pearlman shared advice for parents of eight- to twelve-year-old children about digital safety. She talked about the inability of kids to recognize dangers online, the pros and cons of social media and how to maintain parental limitations on smartphone use. She also explained how to impress on kids that anything posted online can potentially haunt them forever.

Issues covered:

**Digital Safety for Children
Parenting**

Length: 9:05

Show # 2022-43

Date aired: 10-23-22 Time Aired: 930AM

Caroline Tocci, President & Co-Founder/Director of The Vanessa T. Marcotte Foundation, which advocates for safety awareness to prevent violence, objectification and harassment against women

Ms. Tocci's cousin, Vanessa Marcotte, was a 27-year-old woman who, while running on a rural road in Princeton, Massachusetts, was assaulted and murdered in 2016. She offered safety tips for women to avoid violence or harassment, particularly when running. She said apps are available to track a runner's location and share it with emergency contacts. She also explained how a woman should choose routes or schedules for a run.

Issues covered:

Crime

Length: 6:56

Women's Issues

Marta L. Tellado, PhD, President and CEO of Consumer Reports, author of *"Buyer Aware: Harnessing Our Consumer Power for a Safe, Fair, and Transparent Marketplace"*

Ms. Tellado discussed the rampant abuse of online privacy and the misuse of consumer data. She said the virtual monopolies held by four online companies are a genuine problem for privacy and consumers' rights. She believes that online algorithms are often biased towards people of color. She also discussed common misconceptions about safety testing and the mission of Consumer Reports.

Issues covered:
Consumer Matters
Racial Bias
Online Privacy

Length: 10:08

Show # 2022-44

Date aired: 10-30-22 Time Aired: 930AM

Laura D. Quinby, PhD, Senior Research Economist at the Center for Retirement Research at Boston College

Dr. Quinby was a co-author of a Boston College brief that asked, "After 50 Years of Progress, How Prepared Are Women for Retirement?" She said that in the 50 years since Title IX's passage, women have made major economic progress in education, earnings, and wealth, and that today, women who spend most of their lives single are as well prepared for retirement as married couples.

Issues covered:
Women's Issues
Retirement Planning

Length: 6:56

Carl "Chip" Lavie, MD, Medical Director of Ochsner Health Cardiac Rehabilitation and Prevention in New Orleans

Cardiovascular disease is the leading cause of death in the U.S. across most races and ethnicities, and doctors routinely tell patients to change unhealthy lifestyles. However, Dr. Lavie's research found that doctors shouldn't take a one-size-fits-all approach to lifestyle counseling, especially for those within underserved or socioeconomically disadvantaged populations. He said customized counseling can achieve small but statistically meaningful improvements in blood pressure, cholesterol and body fat.

Issues covered:
Personal Health
Minority Concerns

Length: 10:08

Show # 2022-45

Date aired: 11-6-22 Time Aired: 930AM

Annie Duke, co-founder of the non-profit student advocacy organization called The Alliance for Decision Education, author of *"Quit: The Power of Knowing When to Walk Away"*

Ms. Duke outlined behavioral science research that shows that we are psychologically biased to grit things out for too long, even when there are clear signs that we should quit. She offered examples of

how a decision to quit is affected by whether someone is winning or losing, and why we tend to increase our commitment to a losing cause.

Issues covered:

Length: 9:29

**Career
Personal Finance
Government Policies**

Andrew King, Research Analyst for the Owner-Operator Independent Drivers Association Foundation

Federal regulators appear to be taking steps toward a speed limiter mandate for commercial motor vehicles in 2023. Mr. King discussed the potential safety concerns if trucks are forced to drive slower than other traffic, including a lack of passing speed, increased congestion, and being rear-ended. He said that a nationwide 60 or 65 mph limit for trucks would create even greater safety issues in the handful of states with speed limits as high as 85 mph for cars.

Issues covered:

Length: 7:52

**Traffic Safety
Supply Chain**

Show # 2022-46

Date aired: 11-13-22 Time Aired: 930AM

Odus Johnson, Jr, PhD, Bloomberg Distinguished Professor of Social Policy and STEM Equity at Johns Hopkins University,

Dr. Johnson led a study that found that students at high schools with prominent security measures, such as metal detectors, contraband sweeps, drug testing and security cameras, have lower math scores, are less likely to attend college and are suspended more frequently compared to students in schools with less surveillance. He said the policies even affect the academic performance of students who haven't exhibited behavioral problems.

Issues covered:

Length: 9:41

**Education
Minority Concerns
Government Policies**

Nikita Shah, MD, Medical Oncology Team Leader for the Breast Care Center at the Orlando Health Cancer Institute

About 42,000 women die of breast cancer each year in the US. Dr. Shah shared the findings of a recent survey by her organization that found that 22% of women ages 35 to 44 have never gotten a mammogram and have no plans of getting one. She outlined the potential reasons behind this trend and why this is of such great concern. She also explained why African American women often face a more aggressive disease course when faced with a breast cancer diagnosis.

Issues covered:

Length: 7:42

**Personal Health
Women's Concerns
Minority Concerns**

Show # 2022-47

Date aired: 11-20-22 Time Aired: 930AM

Lizzy Pope, PhD, RDN, Associate Professor, Director - Didactic Program in Dietetics, University of Vermont

Prof. Pope led a recent study of the most viewed content on TikTok relating to food, nutrition and weight. She said the videos perpetuate a toxic diet culture among teens and young adults and that expert voices are largely missing from the conversation. She suggested resources for parents who are concerned about their child's weight and overall health.

Issues covered:

**Weight Loss
Social Media
Mental Health**

Length: 9:29

Patric Richardson, clothing and laundry expert, author of "*Laundry Love: Finding Joy in a Common Chore*," host of the Discovery+ Series "The Laundry Guy "

Mr. Richardson offered essential tips for getting laundry clean and making the experience more enjoyable. He talked about the environmental and health impacts of well-known laundry detergents and fabric softeners. He also offered suggestions of how to keep white clothes looking bright and how/when to remove stains.

Issues covered:

**Consumer Matters
Environment**

Length: 7:52

Disc # 2022-48

Date aired: 11-27-22 Time Aired: 930AM

Philip Pauli, Policy and Practice Director of RespectAbility, a nonprofit organization dedicated to empowerment and self-advocacy for individuals with disabilities

Mr. Pauli said nearly 1 in 5 Americans live with some form of disability. He discussed some of the challenges they face, and explained how the Americans with Disabilities Act has improved many aspects of their lives. He also talked about the role that the media plays in perceptions of the disabled, and how technology improvements have improved mobility for many disabled people.

Issues covered:

**Disabilities
Government Regulation**

Length: 7:42

Natasha Ravinand, author of "*Girls With Dreams: Inspiring Girls to Code and Create in the New Generation*"

Only 29% of all science and engineering workers are female, and far fewer are minorities. Natasha Ravinand is a high school junior with a passion for STEM (Science, Technology, Engineering, and Math), who is striving to close the gender gap in tech. She talked about the reasons that girls lose interest in STEM subjects, and why the inclusion of women and minorities in technical workplaces is so important.

Issues covered:

Length: 9:23

**Women's Issues
Minority Concerns
Education/STEM**

Show # 2022-49

Date aired: 12-4-22 Time Aired: 930AM

Nate Brown, PhD, Professor of Mathematics, Penn State University

Prof. Brown led a study that found that black and Hispanic students who earn low grades in introductory science, technology, engineering, and math classes are less likely to earn degrees in these subjects than similar white or Asian students. He talked about the changes that could improve the problem. He said professors who teach introductory STEM courses need much more training in better teaching methods, in order to reach minority students.

Issues covered:

Length: 8:39

**Equity
Minority Concerns
Higher Education**

Michael F. Roizen, MD, Chief Wellness Officer and Chair of the Wellness Institute at the Cleveland Clinic, Professor of Medicine at the Cleveland Clinic Lerner College of Medicine, author of *"The Great Age Reboot: Cracking the Longevity Code for a Younger Tomorrow"*

Dr. Roizen believes that living to age 110 or 120 is within reach. He discussed the future of longevity, and how new scientific and medical advances are unlocking the ability for us to live younger, longer, and better. He said, in addition to a healthy diet and exercise, having social relationships is one of the biggest keys to slowing the aging process.

Issues covered:

Length: 8:45

**Personal Health
Aging
Science**

Disc # 2022-50

Date aired: 12-11-22 Time Aired: 930AM

Lorenzo Cohen, PhD, Richard E. Haynes Distinguished Professor in Clinical Cancer Prevention and Director of the Integrative Medicine Program at the University of Texas MD Anderson Cancer Center in Houston, co-author of *"Anti Cancer Living"*

Cancer remains one of the leading causes of death worldwide, and within the next 20 years, the number of new cancer cases is expected to increase by 70 percent. Dr. Cohen believes that if Americans focused on social and emotional support, stress management, sleep, exercise, diet, and minimizing exposure to environmental toxins, 50 to 70 percent of cancers could be prevented.

Issues covered:

Length: 8:51

**Cancer Prevention
Personal Health**

András Tilcsik, PhD, Canada Research Chair in Strategy, Organizations, and Society, and Associate Professor of Strategic Management at the University of Toronto's Rotman School of Management, author of *"Meltdown: Why Our Systems Fail and What We Can Do About It"*

From train derailments and massive oil spills to bankruptcies and medical errors, system failures are all too common -- and they're becoming more frequent. Dr. Tilzscik explained the common denominator in these system meltdowns. He believes that the increasing complexity and lack of slack in our systems create conditions ripe for failure and corruption. He also explained why diversity in design teams is crucial in preventing serious failures.

Issues covered:

Length: 8:17

**Disaster Preparedness
Diversity
Government Regulation
Transportation**

Disc # 2022-51

Date aired: 12-18-22 Time Aired: 930AM

Daniel Romer, PhD, Research Director of the Annenberg Public Policy Center, part of the Annenberg School for Communication at the University of Pennsylvania

Dr. Romer discussed annual media claims that the nation's suicide rate rises during the year-end holiday season. He has studied suicide trends for more than 20 years and has found that the average daily suicide rate during the holiday months is among the lowest of the year. He said slightly more than half of news stories that directly discussed the holidays and the suicide rate supported the myth. He explained why it is important to dispel the misinformation.

Issues covered:

Length: 8:35

**Suicide
Media
Mental Health**

Shawn P. McElmurry, PhD, PE, Professor and CEE Graduate Program Director in the Department of Civil and Environmental Engineering at Wayne State University in Detroit

About 30% of community water systems have some service lines that contain lead. Prof. McElmurry recently co-authored a study intended to assist state and local water authorities in making decisions about where to prioritize funding for infrastructure improvements on drinking water lead service line replacement programs. He outlined other environmental risks related to the lead exposure issue, and steps consumers can take to protect themselves.

Issues covered:

Length: 8:48

**Water Quality
Infrastructure
Public Health**

Disc # 2022-52

Date aired: 12-25-22 Time Aired: 930AM

Erin E. Murphy, expert on DNA and forensic evidence, Professor of Law at New York University

Prof. Murphy discussed the privacy and legal concerns raised by the Golden State Killer case, in which a notorious serial killer was captured 30 years after the crimes via DNA submitted to a publicly available genealogy website. She noted that the type of DNA testing used by genealogy sites is a much broader and more powerful tool than the version permitted in criminal justice databases. She also discussed recent advances that will make DNA testing much faster and even more useful to law enforcement.

Issues covered:
Privacy Concerns
Criminal Justice
Legal

Length: 8:31

David Ballard, PhD, Director of the American Psychological Association's Center for Organizational Excellence

The #MeToo movement gripped the nation and toppled major figures throughout society, but a study from the American Psychological Association found that in its aftermath, corporations took weak steps, at best, to prevent sexual harassment and inappropriate conduct. Mr. Ballard said most policy and training changes were aimed at limiting the liability of the company, rather than to effect real change. He found that organizations with women in senior leadership roles were much more likely to have taken new steps to prevent harassment and to encourage employees to report it.

Issues covered:
Sexual Harassment
Women's Concerns
Workplace Matters

Length: 8:46