

Gold Coast Broadcasting LLC Public Affairs Programming Log

Station Call Letters: KVTA

1st Quarter January 2021

Prepared By: Tom Spence

Program Name/Segment - Radio Health Journal	Date: 01022021	Program Format/Content Description: Poor communication and mixed messages have contributed greatly to poor acceptance of anti-coronavirus actions such as masking and social distancing, and experts fear it may be the same with the new vaccines. Experts discuss what we've done right in messaging and the lessons from what we've done wrong. Guests: Dr. Jay Van Bavel, Assoc. Prof. of Psychology and Neuroscience, New York Univ.; Ashley Bernardi, founder, Nardi Media Researchers have found that severe emotional trauma in childhood triggers physical disease later in life, and has a cumulative effect. An award-winning science writer who has researched the topic discusses findings. Guest: Donna Jackson Nakazawa, author, <i>Childhood Disrupted: How Your Biography Becomes Your Biology, and How You Can Heal</i>
Issue Addressed: health care; public health; consumerism; communications child abuse; mental health; public health	Time: 6:30a Duration: 30 min	

Program Name/Segment - Radio Health Journal	Date:	Program Format/Content Description: Cars will soon be able to provide data as well as receive it. Experts explain how cars can talk with roads, traffic signals and central computers, and how roads themselves
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<p>Issue Addressed: technology; traffic safety; public safety and police; economics minority issues; equity; discrimination; public health; federal government</p>	<p>01092021 Time: 6:30a Duration: 30 min</p>	<p>may collect data on the cars they carry. In the future, autonomous cars may use these links to greatly speed travel and make it much safer. Guests: Andrew Bremer, Managing Director of Local Affairs, Drive Ohio; Tim Sylvester, Founder and CEO, Integrated Roadways Co. Success of COVID-19 vaccines depends on about 75 percent of people getting them, but distrust of medicine and of vaccines among African-Americans means they may not come close to that milepost. Two experts discuss historical reasons for distrust, how the system will have to come through in ways it has not in the past, and how community leaders will make a huge difference in how the new vaccines are accepted. Guests: Dr. Leon McDougle, Prof. of Family Medicine, Ohio State Univ. and President, National Medical Assn.; Dr. Jewel Mullen, Assoc. Dean for Health Equity, Univ. of Texas-Austin Dell Medical School and former Acting Director, National Vaccine Program</p>
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<p>Program Name/Segment - Radio Health Journal</p>	<p>Date: 01162021 Time: 6:30a Duration: 30 min</p>	<p>Program Format/Content Description: Some Americans say there is no way they'll get a COVID-19 vaccine, yet some may have no choice if they want to keep their jobs. Law allows workplaces to require safety-related vaccines for workers. Businesses may even begin to require proof of vaccination among customers to maintain safe environments. An expert on health law discusses. Scientists are discovering that our food preferences are much more than a matter of taste, and that taste itself is more complicated than we thought. Psychology also plays a role. An expert discusses what determines preferences, such as why some people like jalipeno peppers & black coffee, and some don't. Guest: Dr. Rachel Herz, Adjunct Asst. Prof. of Psychiatry and Human Behavior, Brown Univ., and author, <i>Why You Eat What You Eat: The Science Behind Our Relationship With Food</i></p>
<p>Issue Addressed: law and courts; employment and workplace issues; Constitutional rights; schools and education food and nutrition; technology</p>		

Program Name/Segment - Radio Health Journal	Date: 01232021	Program Format/Content Description: Surveys show that as many as 80 percent of people omit information, stretch the truth or outright lie to their doctors. Experts discuss why it happens, consequences, and methods that might reduce the amount of less-than-truthful answers to doctors' questions. Guests: Dr. Andrea Gurmankin-Levy, Assoc. Prof. of Psychology, Middlesex Community College; Dr. Maricella Moffitt, Prof. of Medicine and Director, Doctoring Curriculum, Univ. of Arizona College of Medicine, Phoenix The COVID pandemic has prompted people to clean and disinfect more than ever. However, experts believe that humans need a certain amount of germs for our immune systems to work properly. One expert discusses her concern that we're living too clean in the pandemic, and how we can benefit from "good bugs" without danger from the bad ones.
Issue Addressed: health care; consumerism; public health; education	Time: 6:30a Duration: 30 min	

Program Name/Segment - Radio Health Journal	Date: 01302021	Program Format/Content Description: The Centers for Disease Control and Prevention predicts that a new, more contagious version of COVID-19 will become the predominant strain by March, testing the new vaccine's effectiveness. At the same time, researchers are trying to find ways to get the vaccine to more people more quickly by lengthening time between doses, with unknown results. Infectious disease experts discuss where we are in the fight. Guests: Dr. Robert Bollinger, Prof. of Infectious Diseases, Johns Hopkins Univ. School of Medicine; Dr. William Schaffner, Prof. of Infectious Diseases and Preventive Medicine, Vanderbilt Univ. Medical Center During the Super Bowl, leftovers from gatherings—even small ones--may threaten to take over the refrigerator. An expert discusses consumer-friendly how-to's, including how to read labels, that can lengthen food life and help avoid food waste. Guest: Karen Bakies, registered dietitian and Vice President of Nutrition Affairs, American Dairy Assn. Mideast
Issue Addressed – health care; consumerism; public health; federal and state government public health; food safety; environment; consumerism	Time: 6:00a Duration: 30 min	

Program Name/Segment -	Date: Time: Duration:	Program Format/Content Description:
Issue Addressed –		

Program Name/Segment -	Date: Time: Duration:	Program Format/Content Description:
Issue Addressed –		

Program Name/Segment - KVTA Morning Show	Date:	Program Format/Content Description:
Issue Addressed –	Time: Duration:	

