

KQSR-FM

QUARTERLY ISSUES AND PROGRAM REPORT

During this quarter the community needs and interests as ascertained with community leaders were addresses by significant public affairs or public service programming in response to the following:

1. **Recreation** (community events, etc.)
2. **Family** (Parenting, Children at Risk)
3. **Education**
4. **Agriculture** (both retail and industry point of view)
5. **Government** (meetings, voter education, roads, laws, annexation, etc.)
6. **Health** (includes prevention, abuse, diseases, free clinics, YRMC events etc.)
7. **Community Service Organizations** (Local Non-Profits, government programs, etc.)
8. **Consumer Protection** (identity theft, recalls, scams)
9. **Crime** (prevention, meetings, etc.)
10. **Diversity** (racism, minorities, immigration, etc.)
11. **Senior Citizens**
12. **Military**

KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 04/02/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: INFOTRACK

Guest:

Issue:

SEE ATTACHED

Date aired: 04/02/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: INFOTRACK

Guest:

Issue:

SEE ATTACHED

KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 04/09/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Disabled

American Veterans

Guest: Raul Atondo

Issue: #7 Community
Service Organizations

Raul Atondo, volunteer with the local Yuma chapter of Disabled American Veterans discussed on the radio with Cody Beeson the various options available to local disabled veterans and their caregivers. The Disabled American Veterans is an organization created in 1920 by World War I veterans for disabled military veterans of the United States Armed Forces that helps them and their families through various means. It was issued a federal charter by Congress in 1932. It currently has over 1 million members. For more information please reach out to the local chapter at 954 S 13th Ave, Yuma, AZ 85364.

Date aired: 04/09/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Disabled American
Veterans

Guest: Raul Atondo

Issue: #7 Community
Service Organizations

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2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 04/16/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Disabled

American Veterans

Guest: Raul Atondo

Issue: #7 Community
Service Organizations

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Date aired: 04/16/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Freedom Library

Guest:

Issue: #7 Community
Service Organizations

Howard Blitz from the Freedom Library stopped by the station to join Cody Beeson to promote the upcoming scholarship awards event hosted by the Freedom Library. Twice each year the Freedom Library host classes that discuss the Constitution and Economics, out of these classes, scholarships are awarded. These Classes are a staple that the Freedom Library is known for hosting and teaching. Each class offers two scholarships for education or travel, which makes for four scholarships total per semester. The only requirement for the scholarship is the student must have attended the class and write a two page paper about a topic from that class. The event coming up will award the scholarships to the lucky individuals. For more information visit freedomlibrary.org or visit the Freedom Library's social media pages.

KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 04/23/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Union High
School Dist. #70
Guest: Eric Patten

Issue: #3 Education

Eric Patten, Chief Communications Officer for Yuma Union High School District #70 came on the radio with Cody Beeson to share about the accomplishments of Matt Davis from Cibola and Clarissa Magdaleno from Gila Ridge. Both students graduate as part of the class of 2022 and were featured on our Ready Now Yuma Billboard campaign this year. Matt is a tennis player and student council leader. Clarissa is the president of Gila Ridge's HOSA chapter and earned her CNA license while in high school.

Date aired: 04/23/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Freedom Library
Guest:

Issue: #7 Community
Service Organizations

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KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 04/30/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: JTHAR

Guest: Bennett English

Issue: #7 Community
Service Organizations

Bennett English called into the studio to share about the Joshua Tree Highlands Artist Residency program. The Joshua Tree Highlands Artist Residency program is a non-profit artist residency program offering artists from around the world the opportunity to create work amidst the beauty of Mojave Desert.

The residency provides scholarship funds, accommodations, studio space and a gallery exhibition. For more information visit www.jthar.com.

Date aired: 04/30/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Union High

School Dist. #70

Guest: Eric Patten

Issue: #3 Education

Eric Patten, Chief Communications Officer for Yuma Union High School District #70 came on the radio with Cody Beeson to share about the accomplishments of two first-place winners from the Educators Rising state competition.

Dominick Camacho from Cibola won first place in Exploring Administrative Careers AND Impromptu Lesson.

Johana Cocio from San Luis High won first place in Job Interview.

Both students will move on to the Educators Rising national event June 24-27, 2022 in Washington, DC.

KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 05/07/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: JTHAR

Guest: Bennett English

Issue: #7 Community
Service Organizations

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The residency provides scholarship funds, accommodations, studio space and a gallery exhibition. For more information visit www.jthar.com.

Date aired: 05/07/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: JTHAR

Guest: Bennett English

Issue: #7 Community
Service Organizations

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The residency provides scholarship funds, accommodations, studio space and a gallery exhibition. For more information visit www.jthar.com.

KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 05/14/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Union High
School Dist. #70
Guest: Eric Patten

Issue: #3 Education

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Time Aired: 6:15 AM

Length: 15 Min.

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School Dist. #70
Guest: Eric Patten

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2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 05/21/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Fire Dept.

Summer Tips

Guest: Mike Erfert

Issue: #5 Government

Mike Erfert, Public Information Officer with the Yuma Fire Department shared with Cody Beeson the information regarding the extreme heat in the southwest. Every year, kids look forward to vacation time. Children will soon be off from school for the summer, and that is a safety concern. In the past, children playing with fire have caused some serious damage and endangered lives. During vacation time, children may find themselves with too much time on their hands and not as much supervision. Be sure that all matches and lighters are kept in secure locations, out of sight, out of reach, and preferably locked away from children. As an adult, be a good example and never "play" with fire. Teach your children that matches and lighters are "Tools" and not "Toys", and be sure to teach them how dangerous fires are and the consequences of playing with fire.

Date aired: 05/21/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Fire Dept.

EMS Awards

Guest: Mike Erfert

Issue: #5 Government

Mike Erfert, Public Information Officer with the Yuma Fire Department shared with Cody Beeson the information regarding the observation of Emergency Medical Services (EMS) Week. It began with a Proclamation read by City of Yuma Mayor Douglas Nicholls and special recognition of several individuals, for achievements and service to our department and community. Representing the Yuma Fire Department for the presenting of these awards was Acting Fire Chief Dusty Fields. Assisting the Chief was Mayor Nicholls. Five Firefighters (Fire Captain Juan Ortiz and Firefighter Christian Kutas, and Fire Engineer Aaron Wonders, Firefighter Colvin Slattery, and Firefighter Fernando Quintero) were recognized for their work in the delivery of babies in 2 separate emergency calls and received the "Stork Pin". The promotion of Jeff Phelps to Fire Engineer was also recognized as he received his badge.

KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 05/28/2022
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Fire Dept.
Summer Tips
Guest: Mike Erfert

Issue: #5 Government

Mike Erfert, Public Information Officer with the Yuma Fire Department shared with Cody Beeson the information regarding the extreme heat in the southwest. Every year, kids look forward to vacation time. Children will soon be off from school for the summer, and that is a safety concern. In the past, children playing with fire have caused some serious damage and endangered lives. During vacation time, children may find themselves with too much time on their hands and not as much supervision. Be sure that all matches and lighters are kept in secure locations, out of sight, out of reach, and preferably locked away from children. As an adult, be a good example and never "play" with fire. Teach your children that matches and lighters are "Tools" and not "Toys", and be sure to teach them how dangerous fires are and the consequences of playing with fire.

Date aired: 05/28/2022
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Fire Dept.
EMS Awards
Guest: Mike Erfert

Issue: #5 Government

Mike Erfert, Public Information Officer with the Yuma Fire Department shared with Cody Beeson the information regarding the observation of Emergency Medical Services (EMS) Week. It began with a Proclamation read by City of Yuma Mayor Douglas Nicholls and special recognition of several individuals, for achievements and service to our department and community. Representing the Yuma Fire Department for the presenting of these awards was Acting Fire Chief Dusty Fields. Assisting the Chief was Mayor Nicholls. Five Firefighters (Fire Captain Juan Ortiz and Firefighter Christian Kutas, and Fire Engineer Aaron Wonders, Firefighter Colvin Slattery, and Firefighter Fernando Quintero) were recognized for their work in the delivery of babies in 2 separate emergency calls and received the "Stork Pin". The promotion of Jeff Phelps to Fire Engineer was also recognized as he received his badge.

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2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 06/04/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: INFOTRACK

Guest:

Issue:

SEE ATTACHED

Date aired: 06/04/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: INFOTRACK

Guest:

Issue:

SEE ATTACHED

KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 06/11/2022
Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: INFOTRACK
Guest:

Issue:

SEE ATTACHED

Date aired: 06/11/2022
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: INFOTRACK
Guest:

Issue:

SEE ATTACHED

KQSR

2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 06/18/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: CHP 1000

Guest: Officer M. Mitchell

Issue: #5 Government

Officer Michael Mitchell discussed with Cody Beeson the hiring goals of the California Highway Patrol. The CHP accepts online applications for officer positions on a continuous basis with the intent of hiring 1,000 officers over the next few years. Those interested in pursuing a career with the CHP are encouraged to visit www.jointhechp1000.com for information. Some of the desired characteristics of an applicant include: professional demeanor; keenness of observation; neat personal appearance; ability to problem solve; good communication skills; and tact. To be successful in the hiring process applicants must also be able to pass the Physical Abilities Test (PAT) and written exam, complete a thorough background check, and a medical and psychological evaluation. In 2021, 13,567 applicants met the minimum requirements and were invited to take the PAT.

Date aired: 06/18/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Freedom Library

Guest:

Issue: #7 Community
Service Organizations

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2nd Qtr 2022 Quarterly Issues and Program Report

Date aired: 06/25/2022

Time Aired: 6:00 AM

Length: 15 Min.

TOPIC OF THIS SHOW: CHP 1000

Guest: Officer M. Mitchell

Issue: #5 Government

Officer Michael Mitchell discussed with Cody Beeson the hiring goals of the California Highway Patrol. The CHP accepts online applications for officer positions on a continuous basis with the intent of hiring 1,000 officers over the next few years. Those interested in pursuing a career with the CHP are encouraged to visit www.jointhechp1000.com for information. Some of the desired characteristics of an applicant include: professional demeanor; keenness of observation; neat personal appearance; ability to problem solve; good communication skills; and tact. To be successful in the hiring process applicants must also be able to pass the Physical Abilities Test (PAT) and written exam, complete a thorough background check, and a medical and psychological evaluation. In 2021, 13,567 applicants met the minimum requirements and were invited to take the PAT.

Date aired: 06/25/2022

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Freedom Library

Guest:

Issue: #7 Community
Service Organizations

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Call Letters: KASR-FM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2022

Show # 2022-14

Date aired: 4/2/22 Time Aired: 6:30AM

Gary L. Freed, MD, MPH, pediatrician, co-director of the University of Michigan Health C.S. Mott Children's Hospital National Poll on Children's Health

Dr. Freed led a nationwide poll that found that more than a quarter of parents say their adolescent-aged child has seen a mental health specialist, with nearly 60% of those reporting a visit within the past year. He said even before the pandemic, mental health disorders in adolescents, such as depression and anxiety, were prevalent. He added that lockdowns, school closings and isolation exacerbated these problems. He talked about common obstacles encountered by parents who seek mental health treatment for their children.

Issues covered:

Length: 8:09

**Adolescent Mental Health
Parenting**

Emma J. Hudgins, PhD, FRQNT Postdoctoral fellow, Bennett Lab in the Department of Biology at Carleton University

Dr. Hudgins was the lead author of a study that estimates that over the next 30 years, 1.4 million street trees on public land will be killed by invasive insects, primarily the emerald ash borer, costing over \$900 million to replace. She projects that an additional 87 million urban trees on private property will also die. She talked about potential strategies in urban planning to reduce the likelihood of such huge tree losses in the future.

Issues covered:

Length: 8:55

**Emerald Ash Bore
Environment
Government Spending**

Show # 2022-15

Date aired: 4/9/22 Time Aired: 6:30AM

Tom McParland, car buying expert and consumer advocate, founder of the car buying service Auto Match Consulting

In recent months, prices for new and used cars have skyrocketed to historic levels. Mr. McParland explained the factors contributing to the inflation. He discussed unusual and creative fees that many dealers are adding to car prices, and how consumers can deal with them. He also offered money-saving suggestions for buyers in the used car market.

Issues covered:
Consumer Matters
Economy

Length: 8:09

Rebecca Knight, senior correspondent for Insider

Many job seekers are accepting offers, only to find that the job and work environment are vastly different than the recruiter portrayed them. Ms. Knight said a recent survey found that 72% of new hires felt immediate regret because they believed that they had been deceived by a recruiter. She outlined the questions that savvy job seekers should ask in the interview process.

Issues covered:
Employment
Career

Length: 8:55

Show # 2022-16

Date aired: 4/16/22 Time Aired: 6:30am

Minda Harts, author of "*You Are More Than Magic: The Black and Brown Girls' Guide to Finding Your Voice*"

Ms. Harts offered advice to girls of color looking to find their voice and claim space as they prepare for high school, college, and the job market. She explained how young women can create boundaries as teenagers, why locating a mentor is critical to success, and how girls can find the courage to speak up in difficult conversations and negotiations.

Issues covered:
Minority Concerns
Women's Issues

Length: 8:09

Loretta L. Worters, Vice President of Media Relations, Insurance Information Institute

The cost of home construction is skyrocketing due to inflation, and this could spell trouble for homeowners. Ms. Worters said homeowners may discover they are underinsured if they need to rebuild in a covered insurance claim. She outlined what consumers need to know to assess whether they are appropriately covered for homeowners, car and umbrella policies in times of high inflation.

Issues covered:
Consumer Matters
Insurance

Length: 8:55

Show # 2022-17

Date aired: 4/23/22 Time Aired: 6:30am

Annie Grace, author of "*This Naked Mind: Control Alcohol, Find Freedom, Discover Happiness & Change Your Life*"

Many people question whether drinking has become too big a part of their lives, and worry that it may even be affecting their health. Ms. Grace shared her personal struggles with alcohol addiction and how she quit. She debunked myths connected to social drinking. She also discussed societal pressures, psychological factors, and other reasons people drink.

Issues covered:
Substance Abuse
Mental Health

Length: 8:25

John Brown Millèr, PhD, global expert on public infrastructure, former Professor of Construction Management and Civil And Environmental Engineering at the Massachusetts Institute of Technology

Dr. Brown discussed why government costs so much and why public infrastructure projects are frequently delayed or over budget. He offered examples to illustrate how other countries' public works projects are often completed in more cost-effective and efficient ways than in the U.S.

Issues covered:
Public Infrastructure
Government Spending

Length: 8:50

Show # 2022-18

Date aired: 4/30/22 **Time Aired:** 6:30AM

Sadé Lindsay, PhD, sociologist in the Cornell Brooks School of Public Policy at Cornell University

Many prisons offer vocational training and other educational opportunities for inmates. However, Dr. Lindsay led a study that found that the formerly incarcerated face a "prison credential dilemma" when deciding whether to use credentials from prison when seeking employment. Her study found that just 2 of 50 former inmates were successful in using their prison education credentials to find a job. She talked about the most common programs offered in prisons.

Issues covered:
Criminal Justice
Education
Employment

Length: 8:35

Heather Turgeon, MFT, co-author of "*Generation Sleepless: Why Tweens and Teens Aren't Sleeping Enough and How We Can Help Them*"

Ms. Turgeon said today's teenagers are caught in a perfect storm of omnipresent screens, academic overload, night owl biology and early school start times. She said today's teens are operating in a constant state of sleep debt while struggling to meet the demands of adolescence. She offered suggestions for parents who want to help their kids develop healthy sleep habits.

Issues covered:
Adolescent Health

Length: 8:43

Show # 2022-19

Date aired: 5/7/22 **Time Aired:** 6:30AM

Steven H. Woolf, MD, MPH, Director Emeritus and Senior Advisor in the Center on Society and Health, Professor in the Department of Family Medicine and Population Health at the Virginia Commonwealth University School of Medicine

Dr. Woolf found that average life expectancy in the United States is expected to drop by 2.26 years from 2019 to 2021, worse than any of the other 21 high-income nations in his study. He said the trend is related to both the pandemic and to deeply rooted problems such as drug overdoses, obesity,

diabetes and other chronic diseases that have been increasing for decades. He said the life expectancy declines were the worst among both Hispanic and African Americans.

Issues covered:
Longevity
Personal Health
COVID 19

Length: 8:44

Nick Maggiulli, personal finance blogger, Chief Operating Officer and Data Scientist at Ritholtz Wealth Management, author of "*Just Keep Buying: Proven Ways to Save Money and Build Your Wealth*"

Mr. Maggiulli talked about ways to accumulate wealth. He said there are many ways to get rich, including real estate, stock index funds or owning a business, but the overarching key is to buy income-producing assets. He offered suggestions for younger people to get a start in saving and investing.

Issues covered:
Personal Finance

Length: 8:40

Show # 2022-20

Date aired: 5/14/22 Time Aired: 6:30AM

Matt Paxton, decluttering and downsizing expert, host of the Emmy-nominated PBS series "Legacy List with Matt Paxton," author of "*Keep the Memories, Lose the Stuff: Declutter, Downsize, and Move Forward with Your Life*"

Mr. Paxton discussed the difficulties everyone faces when downsizing or trying to declutter their home or workplace. He said most of the emotional obstacles are connected to memories that are attached to physical objects. He offered suggestions on how to begin a reorganizing project and to persevere to the end.

Issues covered:
Personal Productivity
Workplace Matters
Mental Health

Length: 9:19

Michelle Johnson-Motoyama, PhD, Associate Professor at Ohio State University's College of Social Work

A first-of-its-kind national study at Ohio State University found that a special program designed to help some families at risk of child maltreatment has been surprisingly successful. Prof. Johnson-Motoyama was the lead author and she found the program resulted in a 17% reduction in foster care use. She said "differential response" was developed as an alternative pathway for CPS workers to help families who came to their attention but were at lower risk of child maltreatment.

Issues covered:
Foster Care
Child Abuse and Neglect

Length: 7:56

Show # 2022-21

Date aired: 5/21/22 Time Aired: 6:30AM

Leonie Segal, PhD, expert in child abuse and neglect, Foundation Chair of Health Economics and Social Policy at the School of Health Sciences at the University of South Australia

Prof. Segal led a study that found that reading aloud can triple a child's resilience at school, particularly for children who have suffered maltreatment or neglect. She noted that there is an acute need to support these children and their families, especially before the children start school, and that reading is a key factor for success. She also discussed her research into the inter-generational effects of child abuse.

Issues covered:

**Child Abuse
Literacy & Education
Parenting**

Length: 9:53

Abel E. Moreyra, MD, Professor of Medicine in the Division of Cardiovascular Disease and Hypertension at the Rutgers University-Robert Wood Johnson Medical School

Living in a noisy environment can be annoying, but it might also harm a person's health. Dr. Moreyra's research has found that people experiencing high levels of noise from cars, trains or planes were more likely to suffer a heart attack than people living in quieter areas. He said policy interventions like better enforcement of noise ordinances, infrastructure to block road noise, rules for air traffic, and low-noise tires for vehicles might help.

Issues covered:

**Personal Health
Government Policies**

Length: 7:20

Show # 2022-22

Date aired: 5/28/22 Time Aired: 6:30AM

Susan Robinson, Senior Public Affairs Director of Waste Management

Ms. Robinson outlined the biggest myths surrounding recycling. She talked about the most common items that consumers place in recycling bins that don't belong there, and what items should be recycled that often are not. She also discussed whether communities lose money on recycling programs.

Issues covered:

**Recycling
Environment
Government Programs**

Length: 9:29

Cheryl Richardson, motivational speaker and life coach, author of "*Waking Up in Winter: In Search of What Really Matters at Midlife*"

Ms. Richardson discussed thought-provoking questions about what matters at mid-life. She shared her personal story of being dissatisfied with a successful career once she reached her fifties. She talked about the value of journaling and how it helped her reexamine everything – her marriage, her work, her friendships, and her priorities.

Issues covered:

**Aging
Mental Health**

Length: 7:37

Show # 2022-23

Date aired: 6/4/22 Time Aired: 6:30am

Les Winston, expert in philanthropic financial planning, founder of SocialSecurity.org

Mr. Winston explained the important distinctions between giving, charity and philanthropy. He said philanthropy is not just for the ultra-rich. He believes that non-profit and non-governmental organizations should not be dependent on government funding, but should receive the bulk of their resources from middle-class Americans through charitable and philanthropic planning.

Issues covered:

Length: 8:11

**Philanthropy
Volunteerism**

Martha Khlopin, Medicare expert, nationally syndicated radio host, founder of Get2insurance.com

Medicare, the federally-funded health insurance program for people age 65 or older, is a complex program and it can be overwhelming for those approaching retirement age. Ms. Khlopin outlined the basics of what Americans need to know about the program, what it covers, when to enroll and how to enroll. She said the average person needs at least some guidance, but finding a knowledgeable and non-biased advisor is difficult.

Issues covered:

Length: 9:10

**Medicare
Senior Citizens**

Show # 2022-24

Date aired: 6/11/22 Time Aired: 6:30am

Greg Brannon, Director of Automotive Engineering and Industry Relations at AAA National

Mr. Brannon discussed a recent AAA survey that asked consumers about their attitudes towards self-driving cars. Drivers overwhelmingly said they want automakers to improve the performance of existing driver support features rather than develop self-driving cars. He also discussed the latest round of AAA testing that revealed that inconsistent performance remains a problem with active driving assistance systems used in the newest cars, resulting in crashes. The failures occurred regardless of vehicle make and model.

Issues covered:

Length: 8:11

**Traffic Safety
Consumer Matters**

Seth M. Noar, PhD, Professor in the University of North Carolina Hussman School of Journalism and Media, where he directs the Communicating for Health Impact Lab

Prof. Noar led a study that examined the most effective anti-vaping messages for teens. He found that anti-vaping advertisements geared to teens have the greatest impact when they emphasize the adverse consequences and harms of vaping e-cigarettes, use negative imagery, and avoid memes, hashtags and other "teen-centric" communication styles,

Issues covered:

Length: 9:10

**Personal Health
Youth at Risk**

Show # 2022-25
Date aired: 6/18/22 Time Aired: 6:30AM

Valter Longo, PhD, Director of the Longevity Institute at USC in Los Angeles

Dr. Vongo discussed his 25 years of research on aging, nutrition, disease and longevity. He believes, in addition to exercise and a healthy overall diet, that periodic fasting may be the key to a longer and healthier life. He outlined fasting-mimicking techniques that result in the same benefits as an absolute fast.

Issues covered:

Personal Health

Aging

Nutrition

Length: 9:19

Kathleen Martin Ginis, PhD, Professor in the School of Health and Exercise Sciences at the University of British Columbia

Dr. Ginis led a study that found that just a half-hour of exercise can have a profound effect on a woman's body image, making her feel both stronger and thinner. She noted that women, in general, have a tendency to feel negative about their bodies and, she explained how that poor body image can have negative implications for a woman's psychological and physical health.

Issues covered:

Women's Issues

Mental Health

Physical Fitness

Length: 7:48

Show # 2022-26
Date aired: 6/25/22 Time Aired: 6:30AM

Geoffrey Tofler, Professor of Preventative Cardiology, University of Sydney (Australia), Senior Staff Specialist in Cardiology, Royal North Shore Hospital

Prof. Tofler led a study that found that about one in five amateur athletes over age 35 had one or more possible cardiac symptom during a soccer game in the prior year, but only a quarter of them sought medical attention. He talked about the potential symptoms and risks, and explained why immediate treatment is vital.

Issues covered:

Personal Health

Length: 7:35

Sarah Foster, analyst at Bankrate.com

A recent Bankrate.com survey found that 46% of women say that money issues negatively affect their mental health, compared to 38% of men. Ms. Foster outlined the reasons for this trend. She advised women to track their saving progress over time and to find ways to earn more money via side gigs from existing hobbies.

Issues covered:

Women's Issues

Personal Finance

Mental Health

Length: 9:45