

**WSBC-AM 1240**

**2013**

**1<sup>st</sup> Quarter Issues/Programs List**

**From January 1, 2013**

**to**

**March 31, 2013**

## WSBC-AM Quarterly Issues/Programs List

| <u>Description of Issue</u>   | <u>Program/Segment</u>           | <u>Date</u> | <u>Time</u>   | <u>Duration</u> |
|---|----------------------------------|-------------|---------------|-----------------|
| Disability Issues; Home Health-care; Family Issues; Pets; (Arts & Literature; Education; Communication) | Viewpoints/Segment 1 (Segment 2) | 01/06/13    | 5:01am-5:12am | 11 minutes      |
|   |                                  |             | 5:14am-5:25am | 11 minutes      |

**Narration:** We all know how Seeing Eye dogs help the blind, but dogs help the disabled in other ways, and so do other animals. Two women who have experience with unusual service animals talk to us about how these companions help when illness strikes and provide their owners with friendship and the independence they wouldn't have had without them.

**(Segment 2)** What makes writing sing? How is it that some books and speeches make you fall asleep, while others put you on the edge of your seat? A writer and teacher talk to us about the use of "verbs" in their various forms, and how they can spice up writing, create a mood and resonate long after they close the book.

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|---|----------------------------------|----------|---------------|------------|
| Employment; Business; Communication; Commerce; Psychology; (Housing; Public Assistance; Education; Conservation; Family Issues) | Viewpoints/Segment 1 (Segment 2) | 01/13/13 | 5:01am-5:13am | 12 minutes |
|   |                                  |          | 5:14am-5:24am | 10 minutes |

**Narration:** With unemployment high, more people are vying for fewer jobs. It's important to get an edge on the competition, and one way that's possible is with your appearance. Two authors explain why it's important to "dress for success," and how men and women can accomplish that goal whether it's in a job interview, an important meeting, or a "business casual" event.

**(Segment 2)** A small, niche market is building for an alternative type of neighborhood: co-housing. The man who helped bring the concept to the U.S. from Europe tells us how it works, and who is best served by the plan. We also hear about how it encourages sustainable living options, and the different types of residences there are around the country.

| <u>Description of Issue</u>  | <u>Program/Segment</u>           | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|--|----------------------------------|-------------|--------------------------------|--------------------------|
| Mental Health; Children & Family Issues; Culture; Crime; (Business; Transportation; Consumerism; Labor & Employment) | Viewpoints/Segment 1 (Segment 2) | 01/20/13    | 5:01am-5:13am<br>5:14am-5:24am | 12 minutes<br>10 minutes |

**Narration:** We all know people who lost a loved one, or perhaps a job, or spouse in divorce, and we want to comfort them, but we don't know what to say. Two grief experts talk to us about just what grief is, and how it affects the grief-stricken person, their families and friends. We also hear some advice on what to do and not do when comforting a grieving person.

**(Segment 2)** Have you ever wondered what goes on behind the desk at the major hotels in the U.S.? How come some guests always get the best rooms and service, and you end up in a room overlooking the alley? Why is it that you have to pay for your mini-bar peanuts and some guests never pay? A hospitality industry insider talks to us about his experiences in two large hotels, and how hotels figure out who to put where. We also hear about how the mini-bar and movies work, and how to get the best service from the staff that counts.

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|--|----------------------------------|----------|--------------------------------|--------------------------|
| Higher Education; Remedial Education; Economy; Military; Employment; (Education; Entrepreneurs; Labor; Business; Construction; Technology) | Viewpoints/Segment 1 (Segment 2) | 01/27/13 | 5:01am-5:11am<br>5:13am-5:25am | 10 minutes<br>12 minutes |
|--|----------------------------------|----------|--------------------------------|--------------------------|

**Narration:** Millions of Americans attend community colleges, and these institutions have changed over the years to accommodate their diverse needs. Two education experts talk to us about how these schools have evolved through the years and what their mission is now. We also hear about how the educational experience can be improved for both the students and their teachers.

**(Segment 2)** Some young students and some older Americans are looking forward to graduating from high school so they can get right into the workforce. These workers would rather have a more hands-on learning experience than two or four year colleges usually provide. Two men talk to us about the alternatives to a college degree. We hear from one who says the skilled trades are a great place to start a lifelong, good-paying and rewarding career. We also hear from the other man who took an entrepreneurial approach to his life's work.

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| <u>Description of Issue</u>  | <u>Program/Segment</u>              | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|--|-------------------------------------|-------------|--------------------------------|--------------------------|
| Crime; Gun Issues; Mental Health;<br>Law Enforcement; Public Safety;<br>(Diet & Exercise; Health;<br>Relationships; Culture) | Viewpoints/Segment 1<br>(Segment 2) | 02/03/13    | 5:01am-5:13am<br>5:15am-5:25am | 12 minutes<br>10 minutes |

**Narration:** The United States has had a number of mass killings during the past few years and the same questions come up each time: Why do people do such things? What's their motivation? A nationally renowned forensic psychiatrist talks to us about why people commit mass murder and what they have in common. We also hear about how we might identify and help these individuals before they become dangerous.

**(Segment 2)** It's the first week of February and your New Year's resolution is beginning to falter. Why can't you stay on track with your diet, exercise or stop smoking program? Two resolution specialists talk to us about why we make resolutions and how we can make them better. We also hear about what we can do to keep focused on our goals long after the new year.

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|---|-------------------------------------|----------|--------------------------------|--------------------------|
| Homeland Security; Technology;<br>Terrorism; Infrastructure; Business;<br>Cybercrime; (Women's Issues;<br>Education; Mental Health;<br>Technology; Family Issues) | Viewpoints/Segment 1<br>(Segment 2) | 02/10/13 | 5:01am-5:11am<br>5:13am-5:25am | 10 minutes<br>12 minutes |
|---|-------------------------------------|----------|--------------------------------|--------------------------|

**Narration:** Cyber attacks on government and business are on the rise, and hackers from around the world are stealing valuable information for international espionage, to sell or to embarrass countries and industries. Two computer specialists talk to us about who is mounting these attacks, how much damage it could do to our country, and what's being done to stop it.

**(Segment 2)** Girls these days are expected to do so many things such as get good grades, excel in athletics, volunteer, be popular and make it into a good college and complete a degree program. This can put a lot of stress on anyone, but our guest says that teenage girls are especially susceptible to pressure and the idea that they have to be "perfect" in everything they do. We hear about how girls can be successful in school and life without over-taxing themselves physically and emotionally.

| <u>Description of Issue</u>   | <u>Program/Segment</u> | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|---|------------------------|-------------|--------------------------------|--------------------------|
| Children & Family; Transportation; Viewpoints/Segment 1<br>Education; Communication; Tech- (Segment 2)<br>nology; (Personal Finance;<br>Retirement; Housing; Banking) |                        | 02/17/13    | 5:01am-5:11am<br>5:13am-5:25am | 10 minutes<br>12 minutes |

**Narration:** There are thousands of deaths each year due to distracted driving. Anytime a driver takes his or her eyes off the road, hands off the wheel or mind of what they're increasing their chances of a crash. A driving instructor, who is also a father and author, talks to us about how we become distracted in the car, and what we can do to teach kids about the dangers of cell phone use and texting. We also hear about how we can make people better, more attentive drivers.

**(Segment 2)** Personal finances are still tight, and people in all walks of life are looking for ways to get more for their money. Two financial experts talk to us about how young people can deal with credit card debt, mortgages, and student loans. We also hear about how older people can make the most of their retirement funds by learning a few lessons about investing and the stock market.

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|--|--|----------|--------------------------------|--------------------------|
| The Presidency; The Arts; Slavery; Viewpoints/Segment 1<br>African-American Issues; War; (Segment 2)<br>Government; (Mental Health;<br>Marriage & Relationships;<br>Employment Issues) |  | 02/24/13 | 5:01am-5:14am<br>5:15am-5:24am | 13 minutes<br>09 minutes |
|--|--|----------|--------------------------------|--------------------------|

**Narration:** The film "Lincoln" has been out for a few months now and by just about everyone's measure it's a blockbuster. The movie just touches on the events surrounding the 13<sup>th</sup> Amendment to the Constitution that abolished slavery, without going into great detail about the events that led up to the activities in the film. A historian and author about the film talk to us about the men and events that led to the passage of the amendment and how the actors and craftspeople brought the people and the era to life.

**(Segment 2)** Millions of men and women didn't celebrate Valentine's Day, not because they're killjoys but because their sweethearts dumped them. A romantic break-up can be hard to take, and it can monopolize your thoughts, keep you from working, sleeping, and getting on with your life. Two break-up experts talk to us about some strategies for coming back from a romantic disaster stronger and wiser from the experience.

| <u>Description of Issue</u>  | <u>Program/Segment</u> | <u>Date</u> | <u>Time</u>   | <u>Duration</u> |
|--|------------------------|-------------|---------------|-----------------|
| Children & Family Issues; Employ- Viewpoints/Segment 1<br>ment; Media & Pop Culture; Tech-<br>nology; (Senior Citizens; Health<br>Care; Family Issues; Legal Issues;<br>Mental Health) |                        | 03/03/13    | 5:01am-5:13am | 12 minutes      |
|  |                        |             | 5:15am-5:25am | 10 minutes      |

**Narration:** Are kids today growing up too fast? Or do parents hover around them, “infantilizing” their kids by making decisions for them? Three psychologists who specialize in young people about maturity talk to us about how moms and dads can help their children grow up to be happy kids and independent adults.

**(Segment 2)** When a loved-one becomes ill, their caretakers can suffer just as much as the patient. Navigating hospital rules and “regs”, trying to discuss the case with doctors, if you can find them, and dealing with nurses who seem more like wardens can wear a caregiver out and change them into resentful relatives rather than loving spouses or children. An author, who has been in that situation, talks to us about how she combined common sense, perseverance, and humor to take care of her chronically ill husband who has been in and out of the hospital.

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|---|-------------------------------------|----------|---------------|------------|
| War & Espionage; National Sec-<br>urity; Films & Media; Crime;<br>(Visual Arts & Music; Popular<br>Culture; Media & Journalism) | Viewpoints/Segment 1<br>(Segment 2) | 03/10/13 | 5:01am-5:13am | 12 minutes |
|   |                                     |          | 5:15am-5:25am | 10 minutes |

**Narration:** When the movie “Argo” won the Oscar for “Best Picture” last month, Producer/Director/Actor Ben Affleck thanked a former CIA operative for sharing the story of the amazing caper with him. Eleven years ago, we talked to that operative and his wife who was also a spy, about what it was like to work undercover, and how Hollywood contributes to spycraft. We also heard about how the couple used simple and complex methods of deception to fool the enemy.

**(Segment 2)** If you’re a baby boomer then you know all about the excitement and frenzy that occurred when the Beatles first arrived on the scene and traveled to America. A photographer talks to us about how he not only took many memorable pictures of the Fab Four, but who also became their good friend. We hear about how the musicians were like, how he gained their trust, and what it was like to photograph the Beatles and other luminaries of the time. We also hear about how the profession of news photographer has changed in the last fifty years.

| <u>Description of Issue</u>   | <u>Program/Segment</u>              | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|---|-------------------------------------|-------------|--------------------------------|--------------------------|
| Urban Issues; The Arts; Science; Architecture; Ecology; (Crime; Law; Government; Transportation; The Arts; Technology; Education; Philanthropy) | Viewpoints/Segment 1<br>(Segment 2) | 03/17/13    | 5:01am-5:11am<br>5:13am-5:25am | 10 minutes<br>12 minutes |

**Narration:** How often do you walk around your neighborhood without noticing what really makes it interesting? Do you know what kinds of trees, wildlife, signage, and minerals inhabit your little corner of the world? No? That’s probably because you see your habitat, but you don’t *observe* much about it. Two psychologists talk to us about the difference between seeing and observing, and they discuss how anyone can learn to become more observant of their surroundings with company or alone.

**(Segment 2)** Watching the Best Picture clips during the Oscars last month reminds us how technology sophisticated movies are these days with special effects, gorgeous cinematography and amazing sound. It really wasn’t that long ago when just seeing a few pictures move for a very few seconds was as exciting as 3-D movies are to us today. But who made the pictures first come to life? Was it Thomas Edison? Or was it someone else? An author talks to us about how two very different men, one a millionaire, the other an artist and a murderer, joined forces to make pictures move.

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|--|-------------------------------------|----------|--------------------------------|--------------------------|
| Race; Politics; Recreation; Business; Media; Labor Issues; (Race; Religion; Ethnic Concerns; Education; Media) | Viewpoints/Segment 1<br>(Segment 2) | 03/24/13 | 5:01am-5:12am<br>5:14am-5:25am | 11 minutes<br>11 minutes |
|--|-------------------------------------|----------|--------------------------------|--------------------------|

**Narration:** Baseball is quite a different game today than it was forty-five years ago, when players made middle-class wages, lived in the neighborhoods in which they played, and were, for the most part, wholly-owned employees of their team owners. What a difference a season makes! An author talks to us about the events of the 1968 baseball season and how they changed the players, the business of baseball, and the country forever.

**(Segment 2)** Can race be taught as a school subject, like chemistry and foreign language? Are we doing those different from us a disservice by trying to “walk a mile in their shoes” as a way of understanding them? Are news stories giving the public a skewed view of what different factions in society and the world think of each other? Are racial tensions brought about just because of skin color? Or are there other factors in play? Two researchers talk to us about the answers to these questions and take a slightly different look at race, ethnicity, religion, and how they affect our perceptions of the world.

| <u>Description of Issue</u>   | <u>Program/Segment</u>              | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|---|-------------------------------------|-------------|--------------------------------|--------------------------|
| Justice System; The Constitution;<br>Voting Rights; Civil Rights;<br>Politics; (Agriculture; Recreation<br>& Leisure; Manufacturing; Science) | Viewpoints/Segment 1<br>(Segment 2) | 03/31/13    | 5:01am-5:13am<br>5:14am-5:24am | 12 minutes<br>10 minutes |

**Narration:** The U.S. Supreme Court will decide a number of high-profile cases this term, including ones on the same-sex marriage, voting rights, and election funding. The deliberations of the justices on these and other cases are done behind closed doors, so the public has little to no idea of how they make their decisions. To get an idea of how the system works, two Supreme Court specialists talk to us about how the process works. We also learn about how decisions were crafted in past cases.

**(Segment 2)** Cocktails are making a comeback, and the distilled spirits that go in them have very interesting and complex histories. An author, who researched how many popular types of liquor are created, talks to us about the myths that surround some of them. We also hear about what fruits, vegetables, and shrubs are used in the creation of some of your favorite drinks.

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**WSBC-AM 1240**  
**Viewpoints**  
**Most Significant Treatment of Issues:**  
**01/01/13 to 03/31/13**

**Viewpoints**

|                            |            |
|----------------------------|------------|
| - Agriculture              | 10 minutes |
| - Architecture             | 10 minutes |
| - African-American Issues  | 13 minutes |
| - Arts & Literature        | 11 minutes |
| - Banking                  | 12 minutes |
| - Business                 | 55 minutes |
| - Children At Risk         | 12 minutes |
| - Children & Family Issues | 34 minutes |
| - Civil Rights             | 12 minutes |
| - Commerce                 | 12 minutes |
| - Communication            | 33 minutes |
| - Conservation             | 10 minutes |
| - Construction             | 12 minutes |
| - Consumerism              | 10 minutes |
| - Crime                    | 48 minutes |

|                     |            |
|---------------------|------------|
| - Culture           | 22 minutes |
| - Cybercrime        | 10 minutes |
| - Diet & Exercise   | 10 minutes |
| - Disability Issues | 11 minutes |
| - Ecology           | 10 minutes |
| - Economy           | 10 minutes |
| - Education         | 78 minutes |
| - Employment        | 43 minutes |
| - Entrepreneurs     | 12 minutes |
| - Espionage         | 12 minutes |
| - Ethnic Concerns   | 11 minutes |
| - Evolution         | 08 minutes |
| - Family Issues     | 43 minutes |
| - Films & Media     | 12 minutes |
| - Government        | 25 minutes |
| - Gun Issues        | 12 minutes |
| - Health            | 10 minutes |
| - Health Care       | 10 minutes |
| - Higher Education  | 10 minutes |
| - Home Healthcare   | 11 minutes |
| - Homeland Security | 10 minutes |
| - Housing           | 22 minutes |
| - Infrastructure    | 10 minutes |

|                           |            |
|---------------------------|------------|
| - Justice System          | 12 minutes |
| - Labor                   | 12 minutes |
| - Labor & Employment      | 10 minutes |
| - Labor Issues            | 11 minutes |
| - Law                     | 12 minutes |
| - Law Enforcement         | 12 minutes |
| - Legal Issues            | 10 minutes |
| - Leisure                 | 10 minutes |
| - Manufacturing           | 10 minutes |
| - Marriage & Relationship | 09 minutes |
| - Media                   | 22 minutes |
| - Media & Journalism      | 10 minutes |
| - Media & Pop Culture     | 12 minutes |
| - Men's Issues            | 12 minutes |
| - Mental Health           | 67 minutes |
| - Military                | 10 minutes |
| - National Security       | 12 minutes |
| - Personal Finance        | 12 minutes |
| - Pets                    | 11 minutes |
| - Philanthropy            | 12 minutes |
| - Politics                | 23 minutes |
| - Popular Culture         | 10 minutes |
| - Population Growth       | 08 minutes |

|                       |            |
|-----------------------|------------|
| - Psychology          | 12 minutes |
| - Public Assistance   | 10 minutes |
| - Public Health       | 08 minutes |
| - Public Safety       | 12 minutes |
| - Race                | 22 minutes |
| - Recreation          | 21 minutes |
| - Relationships       | 10 minutes |
| - Religion            | 11 minutes |
| - Remedial Education  | 10 minutes |
| - Retirement          | 12 minutes |
| - Science             | 20 minutes |
| - Senior Citizens     | 10 minutes |
| - Slavery             | 13 minutes |
| - Technology          | 68 minutes |
| - Terrorism           | 10 minutes |
| - The Arts            | 35 minutes |
| - The Constitution    | 12 minutes |
| - The Presidency      | 13 minutes |
| - Transportation      | 32 minutes |
| - Urban Issues        | 10 minutes |
| - Visual Arts & Music | 10 minutes |
| - Voting Rights       | 12 minutes |
| - War                 | 25 minutes |

- Women's Issues
- Youth At Risk

24 minutes  
08 minutes

**WSBC-AM 1240**  
**Public Affairs Schedule**  
**01/01/13-03/31/13**

|                                  |                |
|----------------------------------|----------------|
| <b>Sunday, January 06, 2013</b>  | <b>5am-6am</b> |
| <b>Sunday, January 13, 2013</b>  | <b>5am-6am</b> |
| <b>Sunday, January 20, 2013</b>  | <b>5am-6am</b> |
| <b>Sunday, January 27, 2013</b>  | <b>5am-6am</b> |
| <b>Sunday, February 03, 2013</b> | <b>5am-6am</b> |
| <b>Sunday, February 10, 2013</b> | <b>5am-6am</b> |
| <b>Sunday, February 17, 2013</b> | <b>5am-6am</b> |
| <b>Sunday, February 24, 2013</b> | <b>5am-6am</b> |
| <b>Sunday, March 03, 2013</b>    | <b>5am-6am</b> |

**Sunday, March 10, 2013**

**5am-6am**

**Sunday, March 17, 2013**

**5am-6am**

**Sunday, March 24, 2013**

**5am-6am**

**Sunday, March 31, 2013**

**5am-6am**