



KIAI-FM
Alpha Media USA
Mason City, Iowa

QUARTERLY ISSUES AND PROGRAMS REPORT

April 1 – June 30, 2016

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SUBMITTED BY Robert Fisher, News Director

PUBLIC AFFAIRS RELATED PROGRAM DESCRIPTIONS

Viewpoints --- Sunday mornings, 5:30 AM --- Public affairs news magazine where listeners hear from experts, authors and newsmakers in diverse fields, talking about a wide range of topics

Coverage Addressing the Following Issues:

- 1. Crime**
- 2. Health & Healthcare**
- 3. Education**
- 4. Business**
- 5. Government**
- 6. Employment**
- 7. Recreation & Culture**

Issue	Date(s) Aired	Duration	Time(s)	Description of the Segment
Crime	April 3	14:36	5:44 AM	The Whole Truth: How do you know if someone is lying? Synopsis: How do professionals question people to get the information they want? We talk to a specialist on interrogation and lying about this topic, and how law enforcement and job interviewers use the same tactics to get to the truth and find out if someone might be lying to them.
Crime	April 10	12:29	5:30 AM	Writing Historical Fiction: How it's written well and why it touches our hearts. Synopsis: Historical fiction is very popular these days, but why? And how do authors weave a fictional story around actual people, places and events? We talk to three best-selling authors of the genre about how they write their books and why.
Health & Healthcare	April 10	9:12	5:43 AM	The Importance of Recess. Synopsis: Recess helps kids unwind during the school day, but it's much more than just a time to exercise. We talk to two recess "specialists" about the mental as well as the physical benefits of recess, and learn about some recess activities that help a child be more creative, more social as well as more physically active.
Health & Healthcare	May 1	11:06	5:30 AM	The Business of Legalized Marijuana Synopsis: Marijuana is being legalized for medical use – and in fewer cases recreational use – in states across the country. This is creating new business opportunities for growers, processors, sellers and other entrepreneurs who want to get in on the action. It's become a multi-billion dollar business and now investors, corporations and Wall Street are looking at how they can gain from the new "cannabusiness" models on the horizon. We talk to a journalist who is researching and watching the economic, regulatory and legal aspects of legalized marijuana to find out just how extensive the industry is now, and how it could grow in the future
Education	May 8	10:53	5:30 AM	Math Class: Why is it so hard? How can we make it easier? Synopsis: It's no secret: American students are way down the international list when it comes to math scores. Why is this? What makes math so hard for U.S. kids to learn, and how can we help make math easier? Our two guests have answers to both of those questions along with some innovative ideas on how to help kids – and adults – become better at math.
Education	June 26	11:37	5:30 AM	Grit: The passion and perseverance to succeed Synopsis: Why is it that some people succeed and others don't? There are many reasons why we follow through on the tasks we begin, but our guest thinks that those who do succeed in the big things in life have something called "grit." We discuss how passion, hope and perseverance all play into the ability for some individuals to keep on course --even when they face hurdles in their lives and their work -- and accomplish great things.
Business	June 12	10:00	5:30 AM	Public Speaking: It doesn't have to be a scary, anxious situation Synopsis: Speaking in public can be a very anxiety-producing experience, but why? And how can we remove some of that anxiety and do a better job in front of an audience? Our guests discuss the fear of public speaking and offer advice on how to create, prepare for and deliver a speech with confidence.
Business	June 5	10:52	5:30 AM	Brand Seduction: Are you sure why you buy what you buy? Synopsis: What is it that makes you buy one brand of vodka or soup or ketchup over another? Do you like the way it tastes? Is it a brand that you remember your favorite movie star using? Or is it something else? We talk to a brand expert who has researched the psychology of why we buy what we buy and find out that it's not always a conscious decision, but one that is influenced by our brains, memories, and how we perceive ourselves using a product or service.
Government	June 19	11:05	5:30 AM	Juvenile Justice Synopsis: There are millions of people incarcerated in American prisons – many of them juveniles sentenced to long terms alongside adults. Should children be tried as adults and sent to adult prisons? Are they mature enough to understand the consequences of their actions? Or should they be treated differently than adults who commit serious offenses? Our guests discuss why we have so many people incarcerated and how juveniles – even those who commit murder – should be given another chance.
Government	April 17	11:22	5:30 AM	Encouraging Young People to Vote Synopsis: Young people love political campaigns but, unfortunately, they don't have the same enthusiasm about voting in elections. Why is this? And how can we encourage more young people to cast their votes on election day? We talk to two political specialists about the phenomenon and how we can make it easier for America's youth to vote

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Employment	May 1	10:28	5:44 AM	The “M” Word: Having the money talk with family Synopsis: Family members are notorious for getting into each other’s business – marriages, jobs, child rearing, romantic relationships – it seems like nothing is off the table! That’s not entirely true, according to our guest. She says that families are very reluctant to discuss money matters with aging parents, spouses or children. She tells us why it’s so important to have the “money talk” with your significant others and even your boss in order to make sure that there are no conflicts during a marriage, in employment and unemployment, in eldercare situations and before a parent or loved-one dies.
Employment	April 24	11:20	5:30 AM	Too Many Lawyers...Not Enough Law Jobs Synopsis: Students graduating from law school are having an increasingly difficult time finding work in their field these days. To make matters worse, many of them are burdened by six-figure student loan debt. For those who do find jobs at law firms, their rise to partner can be a very long and arduous one – if they get there at all. We talk to two legal specialists about what’s causing these problems, and what law schools and law firms can do to help alleviate them.
Recreation & Culture	April 3	10:50	5:30 AM	Astronomical Wonders: What’s coming up this year? Synopsis: There’s a lot going on in the sky for the remainder of this year and our guests discuss the upcoming astronomical events and how you can watch them with the naked eye or with inexpensive binoculars and telescopes. We also discuss the importance and the fun of stargazing, where the best places are to watch the skies and how urban areas can change their lighting to make more heavenly bodies visible to their residents
Recreation & Culture	May 15	10:18	5:30 AM	Stress: Why we have it and how to relieve it Synopsis: We all suffer from stress now and then but sometimes it becomes overwhelming and there doesn’t seem to be any way around it. We talk to a doctor about what stress is, why we get it and how we can relieve it through exercise and other means. We also discuss how a new product that uses touch and aroma has helped one therapist’s clients through some very stressful situations.