

## Issues/Programs List

Date Filed: July 9, 2015

Quarter Date: 2nd Quarter, 2015

Title of Program: SEMO Edition

Time of Airing: See Below

Duration Program: 7 minutes

Stations & Airtimes: KGMO-05:20a, KREZ-05:20a, WKIB-05:20a, KYRX-05:20a,  
KJXX-05:40a, KAPE-05:30a, KBHI-05:30a, KRHW-05:30a, KBXB-05:30a

### Program Information

Date	Guest/Topic	Issue
4/5	John Langsford- Mo. 1 Call	Safety
4/12	Dan Steadman - Indie Movie	Economy
4/19	Jared Bush - Semo Veterans	Veterans
4/26	Michelle Johnson- Red Cross	Health
5/3	Pastor Billy-Rock & Roll Church	Religion
5/10	Laurie Bronenkant - We Can Weekend	Cancer
5/17	Tara Landewee - Leopold Fund Raising	Youth
5/24	Daniel Bell - Veterans Day	Veterans
5/31	Brenda Renner - Library Events	Education
6/7	Michelle Johnson - Red Cross	Health
6/14	Sara Gerau - Red Cross	Health
6/21	Ken Stilson - Dance Dept. Semo	Arts
6/28	Kristy Mershon - Extended Education	Education

Filed by: 

Date: 7/9/15

\*See attached for more information

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2<sup>nd</sup> Quarter 2015 Issues – KAPE, WKIB, KGMO, KREZ, KYRX, KJXX

Weekend Edition

April 5 – **John Lansford, Missouri 1 Call** – Discussion of National Safe Digging Month and “Mo1Call” system; **Eric Krapf, MoDOT** – Discussion of roundabout proposals for uptown Jackson square

April 12 – **Dan Steadman, Director “Love Chronicles (of the Cape)”** – Discussion of the Indie movie filmed entirely in Cape Girardeau, and promotion of four-night showing at Rose Theatre on Southeast campus

April 19 – **Jared Bush-Howe, SEMO Student Veterans Organization** – Discussion of SVO and renovating of home for SEMO veterans; **Patrick Koetting, Friends of Cape Police** – Promotion of “Cape Law Enforcement Day”

April 26 – **Michelle Johnson, American Red Cross** – Promoting Blood Drive in Jackson, and support of Wyatt Hill and his Leukemia diagnosis; **Bob Schooley, Uptown Jackson Revitalization Organization** – Discussion of Uptown Jackson public forum, and future of Jackson; **Christine Paige, Cape Parks and Rec** – Promotion of National Bike to Work Day May 15

May 3 – **Pastor Billy, Rock ‘n Roll Church** – Promotion of two events for Rock ‘n Roll Church, and Hot Rod events in Perryville; **Brandon Hill, Father of Wyatt Hill** – Promotion of “Friends of Wyatt 5K/Biathlon” in Jackson.

May 10 – **Laurie Bronenkant, SoutheastHEALTH** – Discussion of “We Can Weekend” for cancer patients and families in the Ozarks; **Holly Lintner, American Cancer Society** – Discussion of Relay for Life in Cape Girardeau; **Matt Sawicki, USGA** – Promoting USGA Women’s State Team Tournament and need for volunteers at Dalhousie

May 17 – **Tara Landewee, Leopold Knights of Columbus** – Promotion of fundraising event for Leopold Youth Sports; **Christa Zickfield, Old Town Cape** – Promotion of GoFundMe opportunity for City of Cape for “Best Mainstreet Winner” banners

May 24 – **Daniel Bell, Missouri Veterans Commission** – Promotion of Missouri Veteran’s Day ceremonies at 5 state veteran’s cemeteries; **Representative Kathy Swan** – Discussion of 2015 Legislative session, focusing on education measures and right to work

May 31 – **Brenda Renner, Cape Public Library** – Discussion of Cape Library summer events and activities for kids and adults; **Coach Juwain Scaife, Southeast Missouri State Redhawks Women’s Basketball** – Discussion of Free Women’s Basketball Kids Camp in June at Southeast; **Shanna Yount, East Missouri Action Agency** – Promotion of Summer Meals Program for Cape Girardeau kids

June 7 – **Michelle Johnson, American Red Cross** – Promotion of Wyatt Hill Blood Drive with Withers Broadcasting; **Chris Snider, organizer of Dominic Hooper Memorial Disc Golf Tournament** – Promotion

of the Disc Golf Tourney and scholarship named after Dominic Hooper; **Michael Gurnow, local author and former SEMO professor** – Discussion of Gurnow’s new book “Nature’s Housekeeper”

June 14 – **Sara Gerau, American Red Cross** – Discussion of “Everyday Heroes” event

June 21 – **Dr. Ken Stilson, Theatre/Dance Dept. Chair and Director of “Seussical: The Musical”** – Promotion of “Seussical” and discussion of theatre/dance at SEMO; **Joe Strom, St. Louis Cardinals** – Promotion of July 4<sup>th</sup> weekend plans/events for the Cardinals

June 28 - **Kristy Mershon, SEMO Extended Education** – Discussion of Summer Youth Enrichment Programs at Southeast; **Michelle Johnson, American Red Cross** – Wyatt Hill Blood Drive promotion June 30 with Withers Broadcasting and American Red Cross

#### Morning Break

April 1 – Scott Meyer, Cape City Manager – Update on FY ’16 budget discussions

April 8 – Wes Blair, Cape Police Chief – Promotion of “Coffee with Cops” event, and relationship of Police to community

April 15 – Rick Ray, SEMO Men’s Basketball Head Coach – Conversation with new Southeast Missouri State Men’s Basketball Head Coach

April 22 – Roberta Broecker, MoDOT – Conversation with newly appointed interim director of MoDOT

April 29 – Brian Gerau, Jackson Chamber of Commerce – Update on 2015 Leadership Jackson Program

May 6 – Justin Hill, National Association of Letter Carriers – Promotion of “Stamp Out Hunger” Saturday

May 13 – Mark Alnutt, SEMO AD – Wrap-up of 2015 SEMO athletics, discussion on new hiring’s

May 20 – Stacy Lane, Cape CVB – Promotion of Memorial Day events, and summer fun in Cape

May 27 – Dwain Hahs, Jackson Mayor – Recap of first month as Mayor, plans for 2015

June 3 – Charlie Herbst, Cape Co. Commissioner – Information on new Cape Co. building purchases

June 10 – Rep. Jason Smith – Reaction to Gov. Nixon vetoing “right to work” in Missouri

June 17 – Jared Bush-Howe, Southeast SVO – Update on SEMO student-veteran’s home project

June 24 - Wes Blair, Cape Police Chief – Information on funding for Cape Police in FY ’16, new CPD HQ

Chamber Minute with Kim Voelker, Cape Girardeau Area Chamber of Commerce

April 3 – Old Town Cape winning the Great American Main Street Award

April 10 – Brenda Newburn, discussing 2015 Membership Drive

April 17 – Update on 2015 Membership Drive

April 24 – Update on Leadership Cape 2015 projects, presentation at First Friday Coffee

May 1 – Shad Burner, discussing 2015 Employer of the Year Award

May 8 – 2015 Taste of the Chamber

May 15 – Results from 2015 Membership Drive

May 22 – Promotion of Social Media Seminar by the Cape Chamber

May 29 – Pepsi Ground Breaking preview

June 5 – Cape Magnet Targeted Job Fair

June 12 – Business Workshop with MoDOT

June 19 – Promotion of Targeted Job Fair for three local companies

June 26 – Places to visit, activities in Cape County for the summer

## Issues/Programs List

Date Filed: July 9, 2015

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Title of Program: Info Track

Time of Airing: See Below

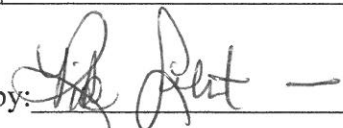
Duration Program: 25 minutes

Stations & Airtime: KGMO – 5:00a; KREZ – 5:00a; WKIB – 5:00a; KYRX – 5:20a; KJXX – 5:00a;

KRHW – 5:30a; KBXB – 5:30a; KBHI – 5:30a

### Program Information

Date	Guest/Topic	Issue
4/5	Elizabeth Dunn, Eric Caine, Adam Barry	Consumer Matters; Suicide; Drunk Driving
4/12	Kevin Carey, George King, Christopher Ferguson	Education; Health; Nutrition;
4/19	Scott Sampson, David Ernst, Linda Howard	Parenting; Education; Sexual Harassment
4/26	Laurence Kotlikoff, Huntington Potter, Leigh Thomas	Social Security; Senior Citizens; Domestic Violence
5/3	Jaron Lanier; Nate Cardozo, Rand Ghayad	Economy; Privacy; Career
5/10	Bruce Schneier, Matthew Drayton, Peter Polos	Privacy; Youth; Personal Health
5/17	Norman Bates, Paul Sullivan, Maggie Cary	Parenting; Personal Finance; Education
5/24	Seth Godin, James Goodwin, Joe Watson	Employment; Government Spending; Diversity
5/31	Michael Schmidt, Daniel Leffler, Eric Finkelstein	Employment; Personal Health; Government Policies
6/7	Donald Edmondson, Kathryn Zickuhr, Guillermo Payet	Mental Health; Literacy; Agriculture
6/14	Jon Miller, Paul Offit, Meghan Busse	Career; Health; Women's Issues
6/21	Jamin Brahmhatt, Lori LaCivita, Ted Labuza	Men's Issues; Workplace; Food Safety
6/28	Michael Oswald, Stanton Glantz, Roxana Soto	Tourism; Government Regulation; Language

Filed by: 

Date: 7/9/15

\* See attached for more information



Weekly Public Affairs Program

Call Letters: \_\_\_\_\_

## QUARTERLY ISSUES REPORT, APRIL-JUNE, 2015

Show # 2015-14

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Elizabeth Dunn, PhD**, behavioral scientist, Associate Professor of Psychology at the University of British Columbia, co-author of "*Happy Money: The Science of Smarter Spending*"

Dr. Dunn's research found that people can significantly improve their happiness if they change the way they spend money. She said material things like luxurious homes or new gadgets provide much less happiness than experiential purchases like trips or concerts. She said spending money on other people provides a bigger happiness boost than almost any other expenditure.

Issues covered:  
**Consumer Matters**  
**Mental Health**

Length: 8:07

**Eric Caine, MD**, John Romano Professor and Chair of the Department of Psychiatry, Professor of Neurology, co-director of the Center for the Study of Prevention of Suicide at the University of Rochester Medical Center

Suicides among middle-aged Americans have increased dramatically in the past decade. Dr. Caine said the rate among white men and women in that age group jumped 40 percent, while it was essentially unchanged for most other racial groups. He said the recession and mortgage crisis may be an important factor in the increase. He added that Baby Boomers seem to have higher levels of depression than other demographic groups. He talked about potential warning signs for those at risk of suicide.

Issues covered:  
**Suicide**  
**Mental Health**  
**Substance Abuse**

Length: 9:07

**Adam Barry, PhD**, Assistant Professor of Health Education, University of Florida

Dr. Barry conducted a study that found that two in five designated drivers had been drinking before getting behind the wheel and that 18% had blood-alcohol levels high enough to impair their driving skills. He outlined the potential reasons that designated driver education campaigns have been less than successful.

Issues covered:  
**Drunk Driving**

Length: 4:56

Show # 2015-15

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Kevin Carey, PhD**, education researcher and writer, Director of the Education Policy Program at the New America Foundation, co-author of *"The End of College: Creating the Future of Learning and the University of Everywhere"*

The cost of college has exploded in recent years, and whole generations are sinking deeper into college debt. Mr. Carey discussed recent innovations in digital learning and why he believes that the current methods of higher education are woefully outdated. He said, more than ever, a college degree is required to secure even a middle class income for those entering the workforce, but he believes universities much be willing to adapt to online learning and other new technologies.

Issues covered:

Length: 8:30

Education

Government Policies

**George King, MD**, Research Director and Chief Science Officer, Joslin Diabetes Center, Harvard Medical School, author of *"The Diabetes Reset: Avoid It. Control It. Even Reverse It. A Doctor's Scientific Program"*

Dr. King discussed the effect of diabetes on the nation's health. He said it's possible to prevent and even reverse type 2 diabetes, through appropriate lifestyle changes. He outlined the importance of diet, exercise and sleep in the prevention of diabetes.

Issues covered:

Length: 8:38

Diabetes

Personal Health

**Christopher Ferguson, PhD**, psychology professor in the Department of Behavioral Sciences at Texas A&M International University

Dr. Ferguson led a study into the effects of fast food advertising on children. His research found that while advertising target at children is highly effective, parental influence can lessen the impact of commercials and help young kids make healthier food decisions. He offered advice for parents.

Issues covered:

Length: 4:53

Children's Health

Nutrition

Show # 2015-16

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Scott Sampson, PhD**, dinosaur paleontologist, Vice President of Research and Collections at the Denver Museum of Nature & Science, host of the PBS Kids' television series, *Dinosaur Train*, author of *"How to Raise a Wild Child: The Art and Science of Falling in Love with Nature"*

Today's American children spend 4 to 7 minutes a day playing outdoors. Dr. Sampson explained why this disconnect between kids and nature is a problem that should concern parents. He offered tips for parents to help kids fall in love with nature, by enlisting technology as an ally and encouraging outdoor activities like the Boy Scouts and Girls Scouts.

Issues covered:

Length: 10:22

Parenting

Environment

**David Ernst, PhD**, Chief Information Officer at the University of Minnesota's College of Education and Human Development, creator of the Open Textbook Library

The cost of college textbooks has skyrocketed in recent years, but a new trend of free or low-cost "open source" textbooks is gaining momentum. Dr. Ernst said college students could save an average of \$128 a course if traditional textbooks were replaced with the new electronic versions. He explained why this new generation of textbooks is often of equal academic value compared to traditional printed textbooks.

**Issues covered:**  
**Education**  
**Consumer Matters**

**Length: 6:57**

**Linda Gordon Howard**, attorney, author of "*The Sexual Harassment Handbook*"

Ms. Howard talked about progress in the battle against sexual harassment. She discussed how sexually inappropriate behavior in the workplace has evolved since attention was first focused on it. She believes many situations involving sexual harassment can be prevented or resolved if victims recognize what's happening and know what to do.

**Issues covered:**  
**Sexual Harassment**  
**Workplace Matters**  
**Women's Issues**

**Length: 5:13**

Show # 2015-17

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Laurence Kotlikoff, PhD**, William Fairfield Warren Professor at Boston University, Professor of Economics at Boston University, Fellow of the American Academy of Arts and Sciences, President of Economic Security Planning, Inc., a company specializing in financial planning software, co-author of "*Get What's Yours: The Secrets to Maxing Out Your Social Security*"

The Social Security system has more than 2,700 core rules, and ill-informed choices of how and when to sign up can cost senior citizens literally hundreds of thousands of dollars in benefits. Dr. Kotlikoff said delaying retirement is often helpful, but he also outlined several little-known Social Security benefits that frequently are unclaimed.

**Issues covered:**  
**Social Security**  
**Senior Citizen**  
**Government Policies**

**Length: 10:57**

**Huntington Potter, PhD**, Professor, Department of Neurology and Linda Crnic Institute for Down Syndrome, University of Colorado School of Medicine

Dr. Potter explained why Alzheimer's disease is such an expensive disease for the nation's healthcare system. He discussed who may be most likely to develop the disease, whether things like crossword puzzles can really keep the brain healthy, and where current research is headed.

**Issues covered:**  
**Personal Health**  
**Senior Citizens**

**Length: 6:14**



**Leigh Thomas**, "*An Ordinary Journey: A User's Guide to Healing from the Abuses of Sex, Drugs, Rock 'N Roll And Attempted Murder*"

Ms. Thomas discussed her personal experience as a victim of domestic violence, including incest, rape and physical abuse. She has dealt with her trauma through hope and a sense of humor. She offered advice to others who are going trying to escape domestic violence.

**Issues covered:**  
Domestic Violence

**Length: 4:44**

Show # 2015-18

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Jaron Lanier**, computer and digital network pioneer, author of "*Who Owns the Future?*"

Mr. Lanier explained why he thinks the rise of digital networks has led our economy into recession and decimated the middle class. He said people should be compensated for sharing their personal data with massive digital networks, such as Google, Facebook, Instagram, and in some cases, even the government. He said he is most concerned about the younger generations of Americans who have grown up with reduced expectations of privacy and success.

**Issues covered:**  
Economy  
Consumer Matters

**Length: 10:25**

**Nate Cardozo**, staff attorney for the Electronic Frontier Foundation, which champions privacy rights in the digital world

Many Americans might be surprised to learn that the vast majority of new cars today contain a device that continuously monitors the driver's behavior and vehicle performance. Mr. Cardozo said his biggest concern is that consumers have no way to know what data their car is recording or how long it retains it. He explained why loss of privacy is becoming a greater issue today, and how the problem could be addressed.

**Issues covered:**  
Privacy  
Consumer Matters  
Government Regulation

**Length: 6:45**

**Rand Ghayad**, visiting scholar at the Federal Reserve Bank of Boston, Ph.D. candidate at Northeastern University

Mr. Ghayad led a study that found that employers frequently screen out job candidates who have been unemployed for more than six months. He found that employers showed about four times more interest in applicants out of work for six months or less, even if they had less experience and fewer qualifications than candidates unemployed for longer periods. He said job seekers must be willing to take any kind of work after a few months of unemployment, to avoid large gaps in their resume that will damage future prospects.

**Issues covered:**  
Unemployment  
Career

**Length: 4:49**

Show # 2015-19

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Bruce Schneier**, data security expert, author of "*Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World*"

Americans' personal identity, interests and behavior are being monitored more than ever before. How concerned should we be about the loss of privacy? Mr. Schneier explained what can be done to reform government surveillance programs and shake up surveillance-based business models. He also outlined simple steps that consumers can take to protect their personal privacy.

Issues covered:

Length: 8:42

Privacy  
Government Policies  
Consumer Matters

**Matthew Drayton**, motivational speaker, author of "*Succeeding While Black: A Blueprint for Success*"

Many African-American young men find themselves in prison, in gangs, and on the streets without opportunities to succeed.. Mr. Drayton shared his personal story out of poverty. He talked about the importance of mentoring, education and leadership for kids who otherwise face grim futures in the inner cities of America.

Issues covered:

Length: 8:32

Minority Concerns  
Youth at Risk  
Poverty

**Peter Polos, MD, PhD**, specialist in sleep medicine at the Sleep Disorder Center of JFK Medical Center in Edison, NJ

Dr. Polos was the lead researcher in a study that examined how electronic media affects the sleep of teenagers. He found that teens lose a significant amount of sleep by sending an average of 34 texts after bedtime each night. He offered advice to parents, on how to take control of bedtime and set limits on their child's access to digital devices.

Issues covered:

Length: 5:01

Personal Health  
Youth Issues

Show # 2015-20

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Norman Bates**, attorney, expert on the prevention of sexual violence against children, co-author of "*Preventing Child Sexual Abuse in Youth-Serving Organizations: Guidelines for Managers and Parents*"

Many parents will soon send their children off to summer camp, scouting events and sports activities. But without proper safeguards in place, these environments can provide opportunities for sexual misconduct and abuse to occur. Mr. Bates outlined the abuse prevention policies that youth-serving organizations need to implement, and the questions parents must ask to ensure that they are.

Issues covered:

Length: 8:12

Sexual Abuse  
Youth At Risk  
Parenting

**Paul Sullivan**, NY Times financial columnist, author of *"The Thin Green Line: The Money Secrets of the Super Wealthy"*

Mr. Sullivan explained why some people, even "rich" people, never find true wealth, and why other people, even those who have far less are much wealthier. He offered tips on how middle-class consumers can make better financial decisions, and come to terms with what money truly means. He said changing how Americans think about wealth can lead to more secure and less stressful lives.

**Issues covered:**  
**Personal Finance**  
**Consumer Matters**

**Length: 9:02**

**Maggie Cary**, National Board Certified Teacher, teacher with more than 20 years of experience, founder of ClassroomTalk.com

Ms. Cary said parents of high school students can save thousands of dollars in college costs if their child takes Advanced Placement courses in high school. She explained who is eligible for the classes and how prospective students can determine if a college accepts the credits. She also outlined other benefits for students who have completed AP courses.

**Issues covered:**  
**Education**  
**Personal Finance**

**Length: 5:03**

Show # 2015-21

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Seth Godin**, workplace expert and marketing guru, author of *"Linchpin: Are You Indispensable?"*

Mr. Godin outlined the biggest reasons that employment security and the workplace have changed so dramatically in the past few years. He suggested ways for employees to increase their value to their company through creativity, innovation and risk taking. He also offered advice for bosses who must find remarkable people to give their company a competitive edge.

**Issues covered:**  
**Employment**  
**Workplace Matters**

**Length: 9:28**

**James Goodwin, MD**, a geriatrician and researcher at University of Texas Medical Branch in Galveston

Current medical guidelines recommend that people over the age of 50 get a colonoscopy once every ten years. Dr. Goodwin said a surprising number of patients have them more frequently. He explained why this is a risky practice, and why as seniors get older, their need for colon cancer screening actually goes down.

**Issues covered:**  
**Personal Health**  
**Senior Citizens**  
**Government Spending**

**Length: 7:42**

**Joe Watson**, management consultant who specializes in diversity, author of "*Without Excuses*"

Mr. Watson talked about the importance of diversity in corporate America and why it has been such an elusive goal. He offered advice for minority job-seekers on how to demand fair opportunities in the workplace.

**Issues covered:**

**Diversity  
Minority Issues  
Workplace**

**Length: 4:52**

Show # 2015-22

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Michael Schmidt**, Vice Chair of Cozen O'Connor's Labor & Employment Department in New York, publisher and editor of a blog devoted to the interplay between social media and employment law

Social media blunders can cost people their jobs. Mr. Schmidt talked about 1<sup>st</sup> Amendment rights in the workplace. He explained how to decide if a social media posting may be permissible. He said it's important for employers to formulate clear rules and policies regarding social media, to protect the interests of the company while not infringing on the rights of the employee.

**Issues covered:**

**1<sup>st</sup> Amendment  
Employment**

**Length: 7:39**

**Daniel Leffler, MD**, Director of Clinical Research at the Celiac Center at Beth Israel Deaconess Medical Center in Boston

Gluten-free diets are popular today, but how many people should be concerned? Dr. Leffler discussed gluten sensitivity and its close cousin, Celiac disease. He said there is no benefit if a healthy person avoids gluten and, in fact, gluten free-diets may cause nutritional deficiencies. He outlined the symptoms of gluten sensitivity and explained how it can be diagnosed and treated.

**Issues covered:**

**Personal Health**

**Length: 9:20**

**Eric Finkelstein, PhD**, health economist, co-author of "*The Fattening of America*"

Over two-thirds of Americans are overweight or obese. Dr. Finkelstein believes that America's growing waistline is a by-product of our long-term economic and technological success. He said that business and policy makers need to devise strategies to make it cheaper and easier to be thin.

**Issues covered:**

**Personal Health  
Government Policies**

**Length: 5:00**

Show # 2015-23

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Donald Edmondson, PhD, MPH**, Assistant Professor of Behavioral Medicine at the Columbia University Medical Center in New York

Dr. Edmondson's research has discovered that nearly one in four people who suffer a stroke also experiences symptoms of post-traumatic stress disorder afterwards. He discussed other life-threatening illnesses that can also result in PTSD. He said the younger a person is who experiences a

life-threatening event, the more likely they are to experience PTSD. He also talked about the potential treatments for the disorder.

**Issues covered:**  
**Personal Health**  
**Mental Health**  
**Senior Citizens**

**Length: 8:31**

**Kathryn Zickuhr**, Pew Research Center's Internet and American Life Project.

Ms. Zickuhr led a surprising study that found that Americans ages 16 to 29 are actually more likely than older Americans to have read a printed book in the past year and are more likely than their elders to use a library. She discussed the rapidly changing landscape of technology and literacy, and how libraries have adapted.

**Issues covered:**  
**Literacy**  
**Youth Concerns**  
**Technology**

**Length: 8:44**

**Guillermo Payet**, Founder and President of LocalHarvest.org, a non-profit organization that maintains a nationwide directory of small farms, farmers markets and other local food sources

Mr. Payet explained Community Supported Agriculture, where small farmers sell shares of their annual harvest to local families. The families then receive weekly deliveries of vegetables or fruit. He talked about the positive social and environmental impact of the "buy local" movement.

**Issues covered:**  
**Agriculture**  
**Environment**  
**Consumer Matters**

**Length: 5:02**

Show # 2015-24

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Jon D. Miller, PhD**, Research Scientist, Director of the International Center for the Advancement of Scientific Literacy at the University of Michigan

Dr. Smith's research found that 48 percent of Generation X (ages 37-48) are enrolled in continuing education courses or other job training. He explained why technology and the changing job market have made it necessary for midcareer professionals to pursue lifelong learning opportunities. He believes this is the new norm, particularly in technical fields, such as medicine, auto mechanics or information technology, and that workers will routinely return to school to stay up to date with changing technology and trends.

**Issues covered:**  
**Education**  
**Career**

**Length: 7:26**

**Paul Offit, MD**, Chief of the Division of Infectious Diseases and Director of the Vaccine Education Center at the Children's Hospital of Philadelphia, Professor of Pediatrics at the University of Pennsylvania School of Medicine, author of book called "*Do You Believe in Magic? The Sense and Nonsense of Alternative Medicine*"

From visits to acupuncturists, chiropractors and naturopaths to the use of vitamins and supplements, half of the US population uses some form of alternative medicine. Dr. Offit said he believes that alternative medicine can be dangerous because it is an unregulated industry under no legal obligation to prove its claims or admit its risks. He explained why alternative medicine's popularity has grown so rapidly. He said he thinks some alternative treatments do work as a result of the placebo effect, enabled by the healing powers of the human mind.

**Issues covered:**  
**Community Health**  
**Consumer Matters**

**Length: 9:41**

**Meghan Busse, PhD**, Associate Professor of Management and Strategy at the Kellogg School of Management at Northwestern University

Dr. Busse was the co-author of a study that found women frequently are quoted higher prices for car repairs than men. The research also found that consumers (of any gender) who do their homework about the cost of repairs usually pay less. She offered advice on how to avoid being ripped off.

**Issues covered:**  
**Women's Issues**  
**Consumer Matters**

**Length: 4:50**

Show # 2015-25

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Jamin Brahmbhatt, MD**, Urologist, co-director of the Personalized Urology & Robotics Clinic at South Lake Hospital, in affiliation with Orlando Health

Dr. Brahmbhatt's organization commissioned a survey that found that far more men can remember their first car than those who can remember when they had their most recent health checkup. He discussed the reasons why an annual checkup is so important and the reasons that men avoid trips to the doctor. He also offered advice to wives who want to encourage their husbands to make health a greater priority.

**Issues covered:**  
**Personal Health**  
**Men's Issues**

**Length: 7:26**

**Lori LaCivita, PhD**, industrial and organizational psychologist

Thanks in part to older workers working past the traditional retirement age, four generations of workers are in the workforce at once for the first time. Dr. LaCivita said each generation prefers different leadership and communication styles, which can trigger challenges in the workplace. She outlined strategies for managers to build strong and effective teams with a diverse pool of employees.

**Issues covered:**  
**Workplace Matters**  
**Senior Citizens**

**Length: 9:47**

**Ted Labuza, PhD, Ph.D.**, expert in food safety, Professor in the Department of Food Science and Nutrition at the University of Minnesota

Professor Labuza discussed how to interpret the expiration dates on food labels. Many of the dates don't mean what consumers think they do. He explained how to determine whether a package of food with a past expiration date is safe to eat.

**Issues covered:**  
Food Safety  
Consumer Matters

**Length: 5:09**

Show # 2015-26

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Michael Oswald**, author of "*Your Guide to the National Parks: The Complete Guide to all 58 National Parks*"

In researching his book, Mr. Oswald visited and camped in 48 of our national parks over the course of several years. He shared his thoughts on the importance of the national parks system, and offered advice for visitors regarding some on the lesser-known attractions. Based on his observations as a frequent visitor, he believes that the national park system is being managed and funded in a responsible way.

**Issues covered:**  
National Parks  
Tourism  
Government Spending

**Length: 8:08**

**Stanton A. Glantz, Ph.D.**, Director of the Center for Tobacco Control Research and Education at the University of California, San Francisco

Dr. Glantz published a comprehensive study of the effect of laws that ban smoking in public places. He found that the restrictions result in a rapid decrease in hospitalizations for heart attack, stroke, respiratory diseases, including asthma and chronic obstructive pulmonary disease. He said he favors even stronger legislation to restrict smoking, because he found that the strictest laws resulted in the highest health benefits.

**Issues covered:**  
Public Health  
Government Regulation

**Length: 8:57**

**Roxana Soto**, journalist, co-founder of SpanglishBaby.com, co-author of "*Bilingual Is Better: Two Latina Moms on How the Bilingual Parenting Revolution is Changing the Face of America*"

Since the founding of the US, immigrants traditionally expected their children to embrace the American melting pot by leaving behind their heritage language and speaking only English. However, Mrs. Sota is part of a growing movement of Latino parents who want to maintain their language and cultural heritage, by encouraging their children to be bilingual. She talked about the obstacles faced by bilingual families and the benefits of speaking more than one language.

**Issues covered:**  
Latino Concerns  
Language  
Parenting

**Length: 4:58**

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