

Quarterly Listing of Community Issues and Programs  
October 1, 2013 through December 31, 2013  
Prepared By: Howard Regal, Station Manager WJCU-FM

**Retail & Consumer Fraud in 2013**

Program: *Minding Your Business, Helping You Get Ahead* WJCU

Air Date: Wednesday, October 16, 2013

Time: 12:30 pm (30:00)

Description: Host DB Hegler talks about retail fraud that occurs in the retail business, and discusses steps for how businesses can avoid being the victim of retail fraud. Research indicates that retail fraud cost the retail industry a combined \$9.6 billion in 2009, which explains why the issue of retail fraud is prevalent and relevant, especially if one is a retail business owner. Hegler welcomes local retailer and loss prevention specialist Andy Johnson to discuss theft and fraud issues occurring in the local retail realm. Johnson informs listeners and small business owners that “boosting” is something to be aware of. Boosting is the concept that involves customers or store employees stealing large quantities of items to later sell them off for profit. Johnson informs listeners that it is important to keep an eye on a business owners’ employees, as they often times are theft culprits. Further, customers must be monitored closely while attempting to make returns and exchanges. Later in the show Sue McConnell, Senior Vice President of the Cleveland Better Business Bureau, joins the show to inform listeners of some common consumer scams that are occurring today. One such scam involves people receiving phone calls indicating President Obama will pay one’s utility bills. McConnell provides listeners with the advice that if something sounds too good to be true, it probably is and is nothing but a scam benefitting thieves and con-artists.

**Improving Social Media Footprint**

Program: *Minding Your Business, Helping You Get Ahead* WJCU

Air Date: Wednesday, October 23, 2013

Time: 12:30 pm (30:00)

Description: Host DB Hegler takes us through the steps in improving a business’s social media footprint. Utilizing social media mediums such as Facebook, Twitter, YouTube, etc., are key tools for companies to use while marketing, branding and advertising their products. Hegler informs listeners of the importance of utilizing social media for business owners, and provides tips on how to improve a business’ social media footprint to better benefit their corporations and eventually make more profits and sales.

## **The lost art of cursive handwriting in modern education**

Program: *The Best of our Knowledge*

WAMC

Air Date: Thursday, October 31, 2013

Time: 12:30 pm (30:00)

Description: There is growing controversy around the country about the Common Core education standards that almost every state is adopting. Some of that controversy is just political posturing and blow-hardiness. But one element may be worth listening to: the teaching of cursive writing is not part of the standards. Handwriting expert Angie Kalman joins the show to discuss her disappointment in how the art of cursive handwriting is disappearing in the modern educational system. Cursive is the quickest and most efficient way to write, according to Kalman, and explains to listeners that if the educational systems want more and more out of their students, then why wouldn't cursive be taught to children? Research shows that students who used cursive on their SAT's (when the SAT required a handwritten "cursive" style of writing), that there was a spike in scores. Kalman owes that to the notion that when students write in cursive they can focus more on the content of their writing as opposed to being concerned with the style and neatness of their printing.

## **Patents 101**

Program: *The Best of our Knowledge*

WAMC

Air Date: Thursday, November 14, 2013

Time: 12:30 pm (30:00)

Description: Can knowledge be patented? A series of court rulings in the past few years have given conflicting answers to that question. Patent attorney Jill Pollack of Ohio Technology joins the show to discuss some of the most prominent intellectual property patent cases of the last few years. Pollack explains to listeners that a patent is a form of intellectual property that protects inventions, and gives a patent holder the right to exclude others from practicing such invention. Prior to 1995, a patent was good for 17 years from the date issued. In 1995 the patent rules were revised, making patents valid for 20 years from the earliest filing date. Patents cannot be renewed, according to Pollack. Pollack informs listeners that anything "under the sun made by man" can be patented. It must be non-obvious, and must be useful, according to the Courts. Pollack stresses that something must be invented in order for it to be patented. You cannot patent improvements of products, and/or items that exist in nature. The key is that an item must be invented by one person and/or by a group/team of inventors.

## **Avoiding Head Injuries While Cycling**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, November 23, 2013

Time: 5:30 pm (60:00)

Description: Roughly 600 cyclists die each year as a result of head injuries sustained from crashes. *Outside* magazine Contributing Editor Marc Peruzzi joins the show to discuss helmet safety and helmet research in today's world of cycling. Peruzzi wrote an article called After the Crash: A Closer Look at the Rising Incidence of Brain Injury, who claimed that head injuries result in 74% of cycling deaths. Peruzzi explains to listeners that CTE could occur in the brain after multiple concussions resulting from head injuries. In terms of cycling, Peruzzi explains that with bike commuting on the rise, you see fewer and fewer people wearing helmets because of "fashion" concerns, and he insinuates that it is alarming that people are not wearing helmets despite the inherent health risks while cycling. Peruzzi explains to listeners that people need to make better decisions on where we bike. Take safer routes and not take as many chances to avoid the risk of falling and suffering a head injury. And most importantly, wear a helmet!

## **Native Americans, Thanksgiving, and early child birth**

Program: *51%*

WAMC

Air Date: Monday, November 25, 2013

Time: 12:30 pm (30:00)

Description: Approximately three million people in America identify as Native American. Two million additional Americans identify themselves as part Native American. For most Americans, Thanksgiving is about a big meal and complicated plans to gather extended families together. This week on *51%*, Susan Barnett focuses on today's realities for the descendants of the native people who made the first Thanksgiving meal possible. Also, Barnett explores the trend that numerous Native American women are giving birth prior to the age of 20. The show explains to listeners that despite the young age of giving birth, bringing a baby into the world arguably brings Native families closer together, simply because of the notion that the woman is bringing to the family an additional life.

## **Concussions**

Program: *The Best of our Knowledge*

WAMC

Air Date: Thursday, December 26, 2013

Time: 12:30 pm (30:00)

Description: If you spend any time at all watching football you know concussions are getting a lot more attention. Now, the NFL is partnering with GE and Under Armor to promote their second Head Health Challenge...with up to 10 million dollars at stake. Dr. Ken Ford joins *The Best of our Knowledge* to discuss this project that is seeking methods to help mitigate the number of concussions athletes sustain on the gridiron. Proposals from around the world will be accepted through the end of January that the NFL, GE and Under Armor hope can revolutionize the game in terms of preventing concussions and brain injuries. Dr. Ford explains to listeners the severity of being concussed, which could cause major brain damage and could affect the quality of life. For example, research has shown that an athlete may age quicker if enough concussions are sustained.

## **Bicycling and the law**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, December 28, 2013

Time: 5:30 pm (60:00)

Description: It's the calendar year finale of *The Outspoken Cyclist*. Host Diane Lees welcomes Steve Magas to the show. Magas is an attorney practicing in the state of Ohio, who specializes in bicycle crash and injury cases. Diane looks back at some notable events involving cyclists and the law, including some high profile bike-car collisions. Magas informs listeners that approximately half of bike crashes involve children. Magas and Diane then dive further into a few Ohio bicycle crash cases, and the ramifications for parties involved. Magas informs listeners on how both motorists and cyclists need to be educated on how to co-exist on the roadways. Magas does not think the solution is as simple as installing bike paths on every road in the state of Ohio, but rather stresses that an educational component for motorists and cyclists needs to occur to help mitigate the propensity for crashes.



Quarterly Listing of Community Issues and Programs  
July 1, 2013 through September 30, 2013  
Prepared By: Howard Regal, Station Manager WJCU-FM

**Walk for Health & Sustainability**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, July 13, 2013

Time: 5:30 pm (60:00)

Description: Scott Bricker, the Executive Director of America Walks joins *The Outspoken Cyclist* to discuss walking, and how it ties into cycling and promoting further sustainability in cities. Walking is the most accessible form of physical activity that can be done, as Bricker informs listeners. Walking, according to Bricker, is a perfect method of exercise that can aid people in improving their health, thus reducing the risk of contracting various diseases sparked by lacks in physical activity. Bricker informs listeners that his organization, America Walks, further promotes walking as a “no tech” solution for improving health and further promoting transportation sustainability and environmental efforts.

**Schools Promoting Financial Competency**

Program: *The Best of Our Knowledge*

WAMC

Air Date: Thursday, July 25, 2013

Time: 12:30 pm (30:00)

Description: Many students take on large amounts of debt while attending college. On this episode of *The Best of Our Knowledge*, the show highlights a school that requires students to take courses in financial literacy prior to graduation. Champlain College in Vermont is such school, and is one of the only schools in the country who requires students to take such financial literacy courses prior to graduation. John Pelletier, the Director of Center for Financial Literacy at Champlain joins the show and informs listeners of the importance for students to learn the basic concepts of financial literacy before they graduate because of the changes in the American financial system, specifically when one looks at retirement. Pelletier informs listeners of the importance of knowing basics of the stock market, risk, and how the market works if you are a graduating college student, in order to effectively manage a financial portfolio that will benefit one in the long run during and after one’s professional career. Finally Pelletier informs listeners of the importance of not investing in one thing (not putting your eggs in one basket) and learning how to best invest in numerous assets.

## **All about Water & Hydraulic Fracturing**

Program: 51%

WAMC

Air Date: Monday, August 5, 2013

Time: 12:30 pm (30:00)

Description: In the midst of a summer of crazy weather – do you ever worry about water? Water – what threatens it, a scare when it's scarce, and a mystery when it disappears. This episode of 51% discusses the world's most valuable resource—water. This episode also touches on the practice of Hydraulic Fracturing, which involves using chemical laced water under pressure to access natural gas in shale deposits that were once inaccessible. Proponents argue that Hydraulic Fracturing helps ensure America's energy independence, while Peter Neill of the World Ocean Observatory joins the show to discuss the practice's impact on the oceans of the world. Neill explains that 4-7% of the gases being accessed during Fracturing projects can escape into the oceans. If you multiply that 4-7% by thousands of Fracturing projects being conducted this can have an adverse effect on marine life, marine reefs, and eventually on the drinking water that winds up being consumed by humans.

## **ACT or SAT?**

Program: *The Best of Our Knowledge*

WAMC

Air Date: Thursday, August 15, 2013

Time: 12:30 pm (30:00)

Description: As the dawning of a new school year approaches, many students are making plans for life after high school. For the majority of those students that means trying to get into the college of their choice...and that means it's time for another choice: the ACT or the SAT. The Best of Our Knowledge discussed on this episode the ACT versus the SAT and the differences between the two exams, while offering study tips on how one can score higher on each respective exam. The show also informs listeners that colleges will view both exams with equal weight, meaning there is no one preference to which exam should be taken by an aspiring undergraduate student. The show welcomes author of "Up Your Score ACT", Chris Arp, to the show as he explains to listeners that the ACT is the most popular (most taken) entrance exam in the nation, and will offer questions to test takers that resemble actual homework problems that may have been worked on in high school. He also makes the point that the ACT may be more highly preferred by students because it allows students the option on whether to send their scores off to a college or university, as opposed to the SAT where the scores are automatically sent to a college or university.

## **Strong Towns**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, August 31, 2013

Time: 5:30 pm (60:00)

Description: Chuck Marohn, Founder and President of Strong Towns. Strong Towns is a non-profit organization that assists America's towns in achieving financial strength and resiliency. Marohn has a vast engineering background, and discusses what makes a town "strong". He informs listeners that a strong town is one that can be sustained over the long term through the tax base and revenue streams it receives. Marohn is a big proponent that age diversity within a given town is vital for a strong town, in order to keep population levels consistent. Marohn informs listeners that a key to a strong town would be to promote to families the ability to walk to certain places, and bike to certain places rather than having an environment that may force families to own multiple vehicles. Marohn makes the point that towns should be promoting families to be investing in their homes and communities, as opposed to investing money in multiple vehicles. Essentially, being smarter with money and promoting an environment where people can invest more in a city's housing market will allow money to circulate better around the city, thus building a stronger town.

## **Fitness and "Feeling Good" While Pregnant**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, September 14, 2013

Time: 5:30 pm (60:00)

Description: Kristina Pinto, co-author of *Fit & Healthy Pregnancy* joins host Diane Lees on the show to talk about fitness and exercising while pregnant. Pinto informs listeners that women who become pregnant can pretty much continue working out with the same exercise routines they performed prior to becoming pregnant. One stipulation, however, is one who is pregnant does not want to engage in any core exercises (i.e. no situps or crunches). Pinto informs listeners that in the first trimester of being pregnant, continuing to be active actually helps negate nausea and motion sickness. She also encourages women to eat when they're hungry, rather than being fearful about gaining weight as a result of the pregnancy. Pinto says it's all about feeling good, and if you're starving, eat! You need the calories. Another special rule of thumb is that women should perform any exercises that make them feel good, and avoid any exercise(s) that place further taxes and tolls on one's body.

## **Women Running for Office**

Program: 51%

WAMC

Air Date: Monday, September 16, 2013

Time: 12:30 pm (30:00)

Description: Women are increasingly showing up as leaders of government, according to the Center for American Women and Politics. But for many women, there's still a self-imposed barrier – a feeling that it's just too hard, or that they just don't have what it takes. On this episode of 51%, author Rebecca Sive joins the show to discuss her book “Every Day is Election Day A Women’s Guide to Winning Any Office from the PTA to the White House”, which spells out what is required for a woman to be an effective leader, what it takes to run for office, and how to make a difference. Sive informs listeners that women aspiring to become public officials need to cope with the inevitable nature of politics in that people running for office lose elections. Sive discusses the importance of being able to recover from loses in elections and continue to stand up for your views and opinions in the political arena. Further, Sive describes to listeners the importance of understanding that in great measure certain people will dislike you because of stances taken during the election process. She informs listeners that one running for office should not take any negative public comments or feedback personally.

## **The Financial Impact of College**

Program: *The Best of Our Knowledge*

WAMC

Air Date: Thursday, September 19, 2013

Time: 12:30 pm (30:00)

Description: There’s an awful lot of money involved in higher education, and that’s not even going into the cost of attending college for a student. More and more, universities and colleges are becoming some of the leading economic drivers of their communities. On today’s episode of The Best of Our Knowledge the topic of the financial impact of college is discussed. Jason Lane, author of “Universities and Colleges as Economic Drivers”, is welcomed to the show and discusses how colleges and universities are a serious driver of state economies. Lane stresses the importance of “college-towns”, and how many universities who are in “college-towns” act as the primary employers for the town, and offer a great place where research can take place that aids in keeping the state economy driving.

Quarterly Listing of Community Issues and Programs  
April 1, 2013 through June 30, 2013  
Prepared By: Howard Regal, Station Manager WJCU-FM

**Bullying**

Program: *The Best of our Knowledge*

WAMC

Air Date: Thursday, April 4, 2013

Time: 12:30 pm (30:00)

Description: Bullying has been an unfortunate part of the school culture for, well, probably as long as there have been schools. But in recent years, there have been organized efforts to end bullying, even as the practice has gone high tech. This episode of The Best Of Our Knowledge presents the first installment in a five part series on bullying. The show discusses how bullying has evolved from simple “on the playground” bullying into online bullying found on online social media platforms.

**Women on bikes in a land that prohibits it**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, April 6, 2013

Time: 5:30 pm (60:00)

Description: *The Outspoken Cyclist* host Diane Lees welcomes Shannon Galpin to the show who is a National Geographic 2013 Adventurer of the Year for her work with women in Afghanistan. Galpin runs an organization called Mountain 2 Mountain which helps put women on bikes in a country where the culture prohibits it. Galpin discusses the purpose and background behind Mountain 2 Mountain, which is an organization designed to give women a voice. The organization was launched in 2007 and is further designed to show women’s values and empower women to give them value in lands where they may not find such values. Galpin runs the organization on her own.

## **Women & Science**

Program: *51%*

WAMC

Air Date: Monday, April 22, 2013

Time: 12:30 pm (30:00)

Description: What is keeping American girls out of laboratories? A study by the US Chamber of Commerce in 2011 found that women are vastly underrepresented in science, technology, engineering and math – the fields known as STEM. Women make up half the workforce, yet they hold less than a quarter of STEM jobs – and women with a STEM degree are more likely to work in education and healthcare – not research. Yet women in STEM earned 33 percent more than comparable women in jobs outside the science and math fields. Sara McConnell has a report that looks at the issue from a number of angles. Then, Nancy Jackson travels throughout Asia and the Middle East, and she is seeing a big change happening: women chemists are thriving. In most parts of the Middle East, she says, there are more women studying chemistry than men. She talks about this increasing role women are playing in science internationally.

## **The future of bicycling infrastructure**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, May 11, 2013

Time: 5:30 pm (60:00)

Description: *The Outspoken Cyclist* host Diane Lees welcomes Transportation Secretary Ray LaHood to the show. Secretary LaHood will be stepping down from the position in the near future. Lees & LaHood discuss what may be forthcoming for bicycling infrastructure and programs. LaHood talks about how many cities have installed designated biking lanes, and how they've worked out well thus far. Particularly in Washington D.C. LaHood encourages cyclists to work with Congress on the new transportation bill to ensure cycling is an integral component of the bill.

## **Lyme Disease & Lack of Vaccines**

Program: 51%

WAMC

Air Date: Monday, May 20, 2013

Time: 12:30 pm (30:00)

Description: Spring is here and if you live in the Northeast and Midwest it means the ticks are back – and so is the threat of Lyme Disease. According to the Center for Disease Control, Lyme disease is the most common vector borne disease reported in the US. But most cases are from just 13 states. Modern science has given us a vaccine to protect against Lyme disease, but we don't use it. Reporter Curt Nickish explains that there is a human vaccine for Lyme Disease, but it is not available to the public. The show explains to listeners how a Lyme Disease vaccine would work, and how it eventually become obsolete.

## **Are schools killing creativity?**

Program: *The Best of our Knowledge*

WAMC

Air Date: Thursday, June 13, 2013

Time: 12:30 pm (30:00)

Description: Are schools killing creativity in today's young people? According to Sir Ken Robinson they are. He has written about getting the most out of one's talents, and his new book continues the message. Today's episode of The Best of our Knowledge talks with Sir Ken Robinson as he discusses the art of creativity, schools, and their role in developing creativity in students and how people view their jobs and careers.

## **Sustainability & Walkability**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, June 15, 2013

Time: 5:30 pm (60:00)

Description: *The Outspoken Cyclist* host Diane Lees welcomes back to the show United States Senator Sherrod Brown who is rather pleased with Ohio's progress in the areas of sustainable transportation and urban revitalization. Senator Brown even informed listeners that he walks to work while in Washington D.C. to keep the theme of sustainable transportation in his life. Senator Brown & Diane discuss Columbus' Bike-Share program that will begin soon, and how Senator Brown feels Northeastern Ohio and Cleveland are recovering economically. Diane then welcomes author Jeff Speck to the show where he talks about walkability and how cities can make areas more walkable and "friendly" for pedestrians.

## **Unable to leave the job at the office**

Program: *51%*

WAMC

Air Date: Monday, June 24, 2013

Time: 12:30 pm (30:00)

Description: Recent news reports have focused on the challenges faced by today's workers – there's no way to leave your job at the office anymore. It's a particular problem for women trying to balance family and work obligations. In a tough economy, can you afford to have a "no work at home" policy when your boss emails at all hours? Minda Zetlin writes a column for INC magazine. She co-authored *The Geek Gap: Why Business and Technology Professionals Don't Understand Each Other and Why They Need Each Other To Survive*. She's also president of the American Society of Journalists and Authors – so she understand the challenges faced by the growing number of freelance workers. *51%* sits down to talk about blackberries, cell phones and down time, and further how they impact people's times even when they are away from the office.



Quarterly Listing of Community Issues and Programs  
January 1, 2013 through March 31, 2013  
Prepared By: Howard Regal, Station Manager WJCU-FM

**Weight Management**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, January 26, 2013

Time: 5:30 pm (60:00)

Description: *The Outspoken Cyclist* host Diane Lees welcomes nutritionist and author Matt Fitzgerald onto the show. Fitzgerald recently released the second edition of *Racing Weight*, which discusses “weight-management” and its importance while competing in cycling events, triathlon events, etc. The book also discusses the importance of nutrition and not overeating, thus avoiding “brain” hunger. Fitzgerald preaches to listeners to train one’s body to try and eat at consistent times throughout each day of a week in order to train the body when it should be hungry, essentially. Fitzgerald informs listeners that if the body is on a consistent eating schedule it will maintain a higher metabolism and will prevent one from “packing” on the extra pounds.

**Credit Matters & Alternative Medicine**

Program: *51%*

WAMC

Air Date: Monday, January 28, 2013

Times: 12:30 pm (25:00)

Description: No matter how fiscally conservative you are, your credit score matters. Whether you’re buying a car, a house or buying a new refrigerator with a store credit card, your credit score will determine your interest rate. According to a survey done by a Boston bank, there are over 600 million credit cards holders in the US. And in households with ongoing credit card debt, the average balance is over fifteen thousand dollars.

Medicine, we’re usually discussing herbs or something outside traditional Western medicine. But when Julia Schopick talks about alternative medicine, she’s talking about FDA approved medicines and treatments that doctors just don’t commonly use. Her book, *Honest Medicine*, is the result of discovering an effective treatment for her husband, then having his doctors show no interest in it.

## **Non-Traditional is the New Normal**

Program: *The Best of our Knowledge*

WAMC

Air Date: Thursday, February 21, 2013

Time: 12:30 pm (25:00)

Description: There's always been a conventional way to get an education. You go to kindergarten, then grammar school, then high school, then college. Then it's off to the workplace, hope you enjoyed the ride, watch your step...have a nice day. But with economic times being as dodgy as they've been over the past five years, that convention has been broken...at least when it comes to college. Today's The Best Of Our Knowledge discussed how the non-traditional student is the new normal in terms of education in the 21<sup>st</sup> century.

## **"Climate Ride" and Riding for Sustainability & Climate Change**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, March 9, 2013

Time: 5:30 pm (60:00)

Description: *The Outspoken Cyclist* host Diane Lees welcomes Ride Director for Climate Ride, Caeli Quinn, onto the show. Climate Ride is a nonprofit organization that sponsors two-week-long bike rides a year that promotes sustainability, climate change and other environmental issues. Quinn explains to listeners the details of a Climate Ride for awareness of global issues such as climate change and sustainability, and how people can get involved in participating. Quinn also explains how during the various rides that training is done to teach people how to speak to legislators and public officials on how to advocate efficiently for legislation on global issues like climate change, sustainability, etc.

## **Tax Assistance Available for Heights Citizens**

Program: *Heights Now*

WJCU

Air Date: Wednesday, March 13, 2013

Time: 1:05 pm (1:21)

Thursday, March 14, 2013

Time: 3:01 pm (1:21)

Description: *Heights Now* is a weekly news segment where News Director Hailey Meinen and her team report on pressing issues impacting the University Heights & Cleveland Heights area. *Heights Now* is a WJCU production in conjunction with *Heights Observer.org*. On this edition of *Heights Now* Dan Cooney informs listeners that students from Case Western Reserve University's Weatherhead School of Management will be offering income tax assistance to residents of Cuyahoga County. Cooney informs listeners that appointments for assistance with federal and state tax returns can be made, permitting that one makes less than \$49,000 per-year. Cooney also informs listeners that all volunteers assisting tax-payers are IRS trained and certified, as they will be of tremendous help in preparing tax returns as tax season rapidly approaches.

## **Cain Park in Cleveland Heights to Allow Dog Walking**

Program: *Heights Now*

WJCU

Air Date: Monday, March 18, 2013

Time: 6:43 am (2:55)

Tuesday, March 19, 2013

Time: 10:04 am (2:55)

Wednesday, March 20, 2013

Time: 1:08 pm (2:55)

Thursday, March 21, 2013

Time: 3:04 pm (2:55)

Description: *Heights Now* is a weekly news segment where News Director Hailey Meinen and her team report on pressing issues impacting the University Heights & Cleveland Heights area. *Heights Now* is a WJCU production in conjunction with *Heights Observer.org*. On this edition of *Heights Now* WJCU news-reporter Maddie Baggett interviewed Cleveland Heights councilman Jason Stein to discuss a trial program that Cain Park is taking part in that will allow dog walking in the park—an activity that has not been permitted since 1973. Stein informs listeners that the six-month trial program is an attempt to attract more people to Cain Park.

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October 1, 2012 through December 31, 2012  
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**Math for Girls**

Program: *The Best of our Knowledge*

WAMC (National Productions)

Air Date: Thursday, October 11, 2012

Time: 12:30 pm (30:00)

Description: Former *The Wonder Years*' star Danica McKellar is not just a former actress and star, but has found a love for math as she is a distinguished author and mathematician. Her most recent book "Girls Get Curves: Geometry Takes Shape" along with her other works discusses how math is fun and vital to one's success, and also touches upon the secrets to doing better in math at school. McKellar explains how she started in math. She explains that the issues with girls and math begin in middle school, as McKellar argues that girls begin to lose confidence in middle school which leads to a lack of performance in math. She additionally argues that girls in middle school may begin to feel that if they are good at math they will be considered nerdy and "social outcasts", due to the common stereotype that if you're smart you're a nerd, essentially. She informs listeners that girls, and boys for that matter, may succumb to the stereotypes of being a nerd if they're good at math, which is why she writes her books to make it clear that being good at math is not nerdy, it's cool. McKellar informs listeners that girls drop out of math in high school as soon as possible because they do not have the confidence in themselves to pursue math degrees and careers later in life.

**Communication & Prostate Cancer**

Program: *The Health Show*

WAMC (National Productions)

Air Date: Tuesday, October 16, 2012

Time: 12:30 pm (30:00)

Description: This episode of *The Health Show* informs listeners that if Prostate Cancer runs in the family, one should consider being screened for Prostate Cancer, one of the major killers of men around the world. Dr. Christopher Rose from Los Angeles is a guest on the show, and discusses conflicting reports on proper methods to be screened for prostate cancer. The Prostate Specific Antigen test has been criticized by some around the health community, which sparks the conversation over screening for prostate cancer. Rose informs listeners that conversations between doctors and patients need to happen over the meaning of an elevated PSA, and the diagnoses of cancer. He states that not all high PSAs mean a biopsy for cancer is needed, which is why conversations between doctors and patients needs to be a number one priority when dealing with potential prostate cancer so the doctor and patient are on the same page, in addition to making sure that the patient is not unsure about anything after the interaction with the doctor.

## **Genetically Modified Foods & Food Allergies?**

Program: *The Health Show*

WAMC (National Productions)

Air Date: Tuesday, November 6, 2012

Time: 12:30 pm (30:00)

Description: Food allergies have been on the rise in children from 1997-2007 according to *The Health Show* (per Centers for Disease Control and Prevention), and some argue that more food allergies are developing because of genetically modified foods, that first hit stores in the mid-1990s. Jeffrey Smith, a longtime critic of genetically modified foods, was interviewed for this special, and informed listeners that hundreds or thousands of mutations in the DNA can change their levels of expression with the consumption of genetically modified foods. Smith told the show that despite overwhelming conclusive evidence that links food allergies to genetically modified foods, that initial research may imply a link is enough to be wary of genetically modified products. Dr. Richard Goodman from the University of Nebraska takes an opposing stance on the issues and informs listeners that eating genetically modified foods does not necessarily result in food allergies, and furthermore explains that one has to look at all the variables of one's life, such as how many vaccines one receives and how much exercise one gets, etc., as all those variables and many more (as it seems he implies) can result in allergies, not just genetically modified foods being the sole cause for allergies. Bottom line, he argues you have to consider the big picture, not just one variable when summoning a cause of food allergens.

## **All things Middle Earth in anticipation of "The Hobbit"**

Program: *Biblio Radio*

WJCU

Air Date: December 3, 2012

Time: 5:33 pm

December 4, 2012

Time: 2:44 pm

December 5, 2012

Time: 7:26 am

December 6, 2012

Time: 12:14 pm

December 7, 2012

Time: 8:37 am

Description: *Biblio Radio* is a weekly two-to-three minute segment designed to promote upcoming local events at Heights Libraries in Cleveland Heights and University Heights. The week of December 3<sup>rd</sup>'s edition of *Biblio Radio* informed listeners of upcoming events that dealt with all things Middle-Earth and J.R.R. Tolkien, the author of *The Hobbit* and *The Lord of the Rings* trilogy. *Biblio Radio* encourages listeners to stop on by Heights Libraries to partake in the events promoted. All events are free, and open to the entire public.

### **Power Meters in Cycling**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, December 8, 2012

Time: 5:30 pm (60:00)

Description: Bicycle Power meters are becoming a mainstay in cycling as technology and software are becoming so vitally important to training in this 21<sup>st</sup> century world of technology. Diane Lees, host of *The Outspoken Cyclist*, welcomes author Joe Friel to the show. Friel is the author of *The Power Meter Handbook*, and explains to listeners what exactly a bicycle power meter is and how it works, in addition to explaining why power is an excellent measure of performance while training on a bike.

### **State of Free Speech on College Campuses**

Program: *The Best of our Knowledge*

WAMC (National Productions)

Air Date: Thursday, December 20, 2012

Time: 12:30 pm (30:00)

Description: Censorship on college campuses is a pressing issue according to certain scholars. Greg Lukianoff is an attorney and the author of "Unlearning Liberty Campus Censorship and the End of American Debate". Lukianoff discusses various universities across the country who have reprimanded students for violating university speech codes. Lukianoff implies to listeners that higher education is stifling critical thinking if students are constantly worried about what they're saying. He informs listeners that higher education should involve students seeking out highly educated colleagues who may have differing points of view, implying that debate and the discussion of issues is a very keen way to become knowledgeable and educated on the issues. But instead, according to Lukianoff students will not seek out a debate because of being fearful they will be punished for offending someone or for not being politically correct.

## **Yoga, Cycling, and Pedaling for Transportation**

Program: *The Outspoken Cyclist*

WJCU

Air Date: Saturday, December 22, 2012

Time: 5:30 pm (60:00)

Description: *The Outspoken Cyclist* host, Diane Lees, welcomes Kelly Refer and Elly Blue to the show. Refer teaches yoga in Seattle, Washington, and is the author of Pedal, Stretch, Breathe (the Yoga of Bicycling), and discusses Yoga and cycling and how she incorporates both into her life. Blue, who is from Portland, Oregon, is the author of Everyday Bicycling, which discusses how to ride your bike for transportation despite your life style. Blue informs listeners that you really can use any type of bike for urban riding for transportation, and it's a personal matter of figuring out which bike is best for you while riding for transportation. She states that the best bikes are based off your needs. For example, if you have children and need to carry children you may need a different style of bike as opposed to one that is designed for speed for speedy trips back and forth to work.

## **What is Kosher?**

Program: *Jewish Community Radio*

WJCU

Air Date: December 28, 2012

Time: 12:30 pm (30:00)

Description: *Jewish Community Radio*, hosted by Fred Taub on Friday afternoons and by Tzui Turner on Sunday mornings is a show dedicated to the discussion and conversation of Jewish issues in the community. On this particular episode of *Jewish Community Radio*, host Fred Taub addresses a common question about Judaism, how to remain kosher? And what constitutes as being kosher? Fred presents to his audience the keys to remaining kosher, and provides insight on what specific animal species are considered kosher in order to live up to the Jewish practice of remaining kosher in one's diet.