

Jack Canfield, co-creator of the Chicken Soup for the Soul book series, author of "*The Success Principles*" series

Mr. Canfield talked about the keys to success and how to overcome self-defeating beliefs, fears and habits. He also offered principles on building good teams and better relationships at the office, and how to set goals to improve your life and finances.

Issues covered:
Workplace Issues
Education
Personal Finance

Length: 4:51

Show # 2015-31

Date aired: NA **Time Aired:** _____

Sheila Markin Nielsen, career counselor with more than 25 years of experience, author of "*Job Quest: How to Become the Insider Who Gets Hired*"

The search for a job can seem intimidating and frustrating for most people. Ms. Markin Nielsen said the most critical component in any successful job search is to establish personal relationships. She outlined strategies to create personal connections and trust with key people. She discussed the usefulness of online tools such as LinkedIn, along with the value of resumes in today's employment environment.

Issues covered:
Employment
Career

Length: 10:25

Jennifer Suor, researcher, PhD candidate in clinical psychology at the University of Rochester

Ms. Suor's research found that children from low-income families are at risk of stunted cognitive functioning before they even start kindergarten. Her team found that young children with emotionally distant caregivers and who lived in an unstable home also had high levels of the stress hormone cortisol, which appears to significantly affect their cognitive abilities.

Issues covered:
Education
Parenting

Length: 6:44

Andy Cohen, CEO, Caring.com

In the past year, approximately 14 million drivers have been in a road incident caused by an elderly driver, according to a survey by Mr. Cohen's organization. He discussed how other motorists view the safety and competence of senior drivers. He also explained how to determine whether an older loved one is no longer fit to drive, and how to approach the topic with them.

Issues covered:
Senior Citizens
Traffic Safety

Length: 5:10

Show # 2015-32

Date aired: NA Time Aired: _____

Deirdre Maloney, author of "*Bogus Balance: Your Journey to Real Work/Life Bliss*"

These days, nearly everyone struggles to balance their work and home lives. Ms. Maloney said that no one can achieve a perfect balance. She said it is possible to find real balance and satisfaction by setting priorities and accepting that you can't have it all. She explained why it is important to analyze your own values and priorities on a regular basis.

Issues covered:

Length: 9:28

**Career
Parenting
Mental Health**

Doug Whiteman, Insurance Analyst at Bankrate.com

37% of Americans with children under age 18 do not have any life insurance, according to a new Bankrate.com study. And about one-third of the parents who do have life insurance have no more than \$100,000 of protection. Mr. Whiteman explained why this is such a great concern. He also offered suggestions on how to shop for life insurance and how to determine how much coverage is necessary.

Issues covered:

Length: 7:46

**Personal Finance
Parenting**

Richard Johnson, PhD, Senior Fellow at the Urban Institute, an independent non-partisan organization that evaluates social and economic issues

Dr. Johnson studied Americans who change careers after age 50. He found that most take pay cuts and accept lesser health benefits, but are still happier in their new jobs. He explained why these workers decide to switch careers, and offered advice for older job hunters.

Issues covered:

Length: 4:50

**Senior Citizens
Workplace Matters
Unemployment**

Show # 2015-33

Date aired: 8-16-15 Time Aired: 5:00Am

Nick Corcodilos, employment expert, headhunter, founder of AskTheHeadhunter.com, author of "*Fearless Job Hunting*"

Mr. Corcodilos said that the way companies recruit, evaluate and hire employees is a disaster. He said employers misuse computer screening software and sites like LinkedIn, in the hope of finding a mythical perfect candidate, then complain that the American workforce is undertrained and unqualified for today's high tech jobs. He offered advice for people who are seeking a new job.

Issues covered:

Length: 8:57

**Employment
Job Training**

Scott Barry Kauffman, PhD, cognitive psychologist, Adjunct Assistant Professor of Psychology at New York University, author of *"Ungifted: Intelligence Redefined"*

Dr. Kauffman said that the traditional methods of measuring the intellectual potential of children, such as IQ and standardized tests, don't work. He shared his own story of being labeled as "learning disabled" as a child, yet eventually completing his PhD in cognitive psychology at Yale University. He noted that there are many paths to greatness, and argued for a more customized approach to achievement that takes into account each individual's goals, psychology, and developmental trajectory.

Issues covered:

Length: 7:56

**Education
Children's Issues**

Gary Brienzo, Communications Manager, National Arbor Day Foundation

Mr. Brienzo talked about the growing disconnect between children and nature, as youngsters spend more time indoors with smartphones, video games and the Internet. He talked about the benefits of encouraging children and families to spend time outdoors, including better awareness of the environment.

Issues covered:

Length: 4:42

**Environment
Community Health
Parenting
Volunteerism**

Show # 2015-34

Date aired: 8-23-15 **Time Aired:** 5:00AM

David Gumpert, food rights advocate, author of *"Life, Liberty and the Pursuit of Food Rights"*

Mr. Gumpert believes that Americans should have the right to privately obtain foods directly from farmers, neighbors, and local producers, in the same way that previous generations did. He said government regulations are making it increasingly difficult for consumers who wish to get raw milk, custom-slaughtered beef and pastured eggs outside the government regulatory system. He outlined the potential health concerns about mass-produced, processed food sold at supermarkets.

Issues covered:

Length: 8:29

**Food Safety
Government Regulation**

Noël Janis-Norton, learning and behavior specialist, founder and director of The New Learning Centre in London, author of *"Calmer, Easier, Happier Parenting: Five Strategies That End the Daily Battles and Get Kids to Listen the First Time"*

Ms. Norton offered advice to parents who are tired of nagging, pleading or yelling just to get their kids to do simple tasks. She offered examples of how parents should use positive reinforcement to encourage children to cooperate. She also offered tips on how to make homework a more positive and pleasant task each day.

Issues covered:

Length: 8:40

**Parenting
Children's Issues**

Virginia Reichert, former director of the Center for Tobacco Control at North Shore-Long Island Jewish Health System

Ms. Reichert talked about a study she conducted that discovered many smokers incorrectly believe that nicotine causes cancer. This misperception makes them less like to use nicotine patches or gum to help them stop smoking. She explained how comprehensive programs can greatly increase the success rate of smokers who want to quit.

Issues covered:
Addiction
Community Health

Length: 4:58

Show # 2015-35

Date aired: 8-30-15 **Time Aired:** 5:00 Am

Emily Rogalski, PhD, Neuroscientist, Research Associate Professor in Cognitive Neurology and Alzheimer's Disease Center at the Northwestern University Feinberg School of Medicine

Dr. Rogalski is in the early stages of a study of "SuperAgers" — men and women who are in their 80s and 90s, but with brains and memories that seem far younger. She explained what has been learned so far from these exceptional seniors, and what she hopes to discover as the study progresses. She said the research may eventually find ways to help protect others from memory loss.

Issues covered:
Personal Health
Senior Citizens

Length: 8:01

Amanda Ripley, investigative journalist, author of *"The Smartest Kids in the World--and How They Got That Way"*

Over the past fifty years, math and science skills have remained largely flat in the US, while soaring in Canada, Finland and many other developed countries. Ms. Ripley explained why some new "education superpower" countries have rapidly improved test scores, and how their policies differ from the US. She said teachers' college programs in the US should become much more selective, only accepting top students.

Issues covered:
Education
Government

Length: 9:10

Dana Gunders, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco

Ms. Gunders recently co-led a study with Harvard researchers that concluded that dates printed on packaged foods often confuse consumers, leading many to throw out food before it actually goes bad. She said the dates are intended to indicate freshness rather than whether a product is unsafe to eat. She would like to see new government regulations that would standardize food labeling and make it less confusing for consumers.

Issues covered:
Food Safety
Consumer Matters
Government Regulations

Length: 4:55

Show # 2015-36

Date aired: 9-6-15 Time Aired: 5:00 Am

Ann Dowsett Johnston, award-winning journalist, author of "*Drink: The Intimate Relationship Between Women And Alcohol*"

Ms. Johnston said women have closed the gender gap in the past decade, not only in their professional and educational lives, but also in terms of alcohol abuse . She noted that corporations have developed marketing strategies and products targeted exclusively to women. She expressed particular concern that alcohol manufacturers are now using social media to target teenage girls for marketing messages.

Issues covered:
Substance Abuse
Women's Issues

Length: 9:27

Kathryn Edin, PhD, Professor of Public Policy and Management at the John F. Kennedy School of Government at Harvard University, co-author of "*Doing the Best I Can: Fatherhood in the Inner City*"

Dr. Edin studied fatherhood among inner city men who are sometimes called "deadbeat dads." She said the term does not accurately describe today's urban fathers, many of whom take pride in being involved in the lives of some of their children. She explained how economic and cultural changes have transformed the meaning of fatherhood among the urban poor.

Issues covered:
Inner City Issues
Parenting
Poverty

Length: 7:36

David L. Roth, Ph.D., Director of the Johns Hopkins University Center on Aging and Health

Dr. Roth's research found that caregivers assisting chronically ill or disabled family members had an 18 percent lower death rate than similar people who were non-caregivers. He talked about the possible reasons behind this surprising finding.

Issues covered:
Senior Citizens
Personal Health
Family

Length: 4:49

Show # 2015-37

Date aired: 9-13-15 Time Aired: 5:00 Am

Mark Rank, PhD, Professor of Social Welfare at Washington University in St. Louis

Dr. Rank led a study that found that, between the ages of 25 and 60, almost two-thirds of Americans will live in poverty for a year or more. He shared other statistics from his study that illustrate how common poverty is. He discussed the reasons behind the problem and why a surprising number of Americans move from poverty to the middle class or higher, then back to poverty again.

Issues covered:
Poverty
Education

Length: 8:31

Sandeep S. Grewal, MD, MS, nutrition and weight loss expert, co-author of "*Fat-Me-Not: Weight Loss Diet of The Future*"

Most parents believe preparing and packing a healthy lunchbox is a difficult task. Dr. Grewal explained why lunches parents send to school are so critical to their kids' development and learning. He talked about the worst things parents can include in a lunch, and why hot lunches at school are not always a better option. He also discussed the most effective ways to lose weight.

Issues covered:

Length: 8:33

Parenting
Nutrition

Jim Quiggle, Director of Communications at Coalition Against Insurance Fraud

Mr. Quiggle discussed Medicare fraud, which has become a multi-billion dollar industry. He explained how fraudsters rapidly evolve their techniques as investigators close in on a specific scam. He outlined common warning signs of a scam that senior citizens should recognize, such as cold-call solicitations and requesting Medicare numbers over the phone.

Issues covered:

Length: 5:00

Medicare Fraud
Senior Citizens

Show # 2015-38

Date aired: 9-20-15 **Time Aired:** 5:00 AM

Meredith Jones, author of "*Women of The Street: Why Female Money Managers Generate Higher Returns (and How You Can Too)*"

Ms. Jones said her research found that women typically make better investment decisions than men. She explained how women's and men's investment behaviors differ. She also offered advice to young women who may be considering a career as an investment professional.

Issues covered:

Length: 10:32

Personal Finance
Women's Issues

Todd Herrenkohl, PhD, Professor of Sociology, Interim Associate Dean for Research for the Office of Research, University of Washington

Dr. Herrenkohl led a study that found that troubling behaviors exhibited by abused children can predict criminal activity when they grow up. He explained what the most common indicators are and how they differ between boys and girls. He discussed the importance of recognizing kids at risk and getting treatment for them as quickly as possible.

Issues covered:

Length: 6:38

Child Abuse
Crime
Youth at Risk

Bruce Schneier, internationally recognized security technologist, Chief Technology Officer of Resilient Systems, a fellow at Harvard's Berkman Center, and a board member of Electronic Frontier Foundation, author of "*Schneier on Security*"

Mr. Schneier discussed a recent study that examined the most commonly hacked computer passwords. Many people choose passwords that are far too easy to guess. He outlined ways to choose and remember a very secure password.

Issues covered:

Length: 5:14

**Crime
Consumer Matters**

Show # 2015-39

Date aired: 9-27-15 **Time Aired:** 5:00 Am

Brad J. Bushman, PhD, Professor of Communication and Psychology, Margaret Hall and Robert Randal Rinehart Chair of Mass Communication at Ohio State University

Dr. Bushman's research found that gun violence in movies rated PG-13 has more than tripled since PG-13 was introduced in 1985. In fact, he found that today's PG-13 films depict more violence than R-rated movies. Dr. Bushman explained why parents should be concerned. He said the patchwork of different rating systems for TV, movies and video games is confusing for parents and should be standardized.

Issues covered:

Length: 9:01

**Parenting
Media**

Stewart D. Friedman, PhD, Professor at the Wharton School of Business at the University of Pennsylvania, Founding Director of the Wharton Leadership Program and Wharton's Work/Life Integration Project, author of "*Baby Bust: New Choices for Men and Women in Work and Family*"

Dr. Friedman studied two classes of Wharton School of Business students, and found stunning results: the rate of graduates who plan to have children has dropped by nearly half over the past 20 years. He outlined the reasons for this disturbing trend and explained why this could be a huge problem for our society. He also offered some potential solutions.

Issues covered:

Length: 8:04

**Parenting
Career
Education**

Chris & Toren Volkmann, co- authors of "*Our Drink: Detoxing the Perfect Family*"

Chris and Toren offered their perspective on college drinking, as a mother and son who personally suffered the effects. They discussed warning signs of excessive drinking that both parents and college students should be aware of, and talked about the changing attitudes on college campuses.

Issues covered:

Length: 4:36

**Substance Abuse
Youth at Risk
Parenting Matters**

The following is a list of some of the more significant community issues addressed by this/these station(s) for the quarter specified. This listing is by no means complete, nor is the order in which these issues appear, intended to imply any degree of priority or significance of the issues.

QUARTERLY ISSUES/PROGRAMS LIST FOR STATION(S) KRNG 96.3 FM, KOKX AM 1310, KOKX FM 95.3, & WCEZ 93.9

<X> 1st <> 2nd <> 3rd <> 4th Quarter of 2014

<u>ISSUE DESCRIPTION:</u>	<u>PROGRAM SEGMENT:</u>	<u>DATE/TIME:</u>	<u>DURATION:</u>	<u>DESCRIPTION OF SEGMENT:</u>
1. School Delays and Closings		As Needed		
2. Reading Stories	Story Time	Monday 9:05	:55 Minutes	Reading story books on air
3. School News	Coffee With Coaches	First Tues./Month 9:05-10:00	:35 Minutes	Various Guests From Local Schools
4. Old Gold Country Music	"Old Gold Country "	Wednesdays 9:06-10:30	:90 min.	Requested Old Country Music
5. Town Issues	Coffee with the Mayor	1 st Thurs/month 9:06-10:00	:54 min	Mayor Tom Marion
6. Community Activities	Community Calendar	Mon.-Fri. 10:30	:03 Minutes	
7. Health Issues	"Just for the Health of It"	Fridays 9:05-10:00	:54 min.	Health Experts & Authors
8. Great River Players	Information on upcoming events	As Needed		Various Guests
9. Law Issues	Police Show	3rd. Thurs./month 9:06-10:00	:54 min.	Officer Jason Marlow
10. Animal Issues	Pet Talk	2nd & 4th Thurs./Month 9:05-10:00	:55 Minutes	Jean Meyer FOKAS
11. Local Authors	New Book releases & Signings	When Available		Various Authors
12. Weather	special Reports	As Needed Live on Air		
13. PSA's Assorted	Fill Times	30 & 60 min.		

Amber Alerts, ASPCA Animal Cruelty, Drug Abuse, Domestic Violence, Shriners Hospital, Lions International, Medical Edge, Iowa National Guard, Rock & Prevention Drug Awareness.

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<u>ISSUE DESCRIPTION:</u>	<u>PROGRAM SEGMENT:</u>	<u>DATE/TIME:</u>	<u>DURATION:</u>	<u>DESCRIPTION OF SEGMENT:</u>
1. Keokuk Tourism	Community Events	2nd Tues./Month 9:06-10:00	:55 min	Kirk Brandenburger
2. Reading Stories	Story Time	Monday 9:05	:55 Minutes	Reading story books on air
3. School Scoop	Coffee With Coaches	First Tues./Month 9:05-10:00	:35 Minutes	Various Guests From Local Schools
4. Old Gold Country Music	"Old Gold Country "	Wednesdays 9:06-10:30	:90 min.	Requested Old Country Music
5. Town Issues	Coffee with the Mayor	1 st Thurs./month 9:06-10:00	:54 min	Mayor Tom Marion
6. Community Activities	Community Calendar	Mon.-Fri. 10:30	:03 Minutes	
7. Health Issues	"Just for the Health of It"	Fridays 9:05-10:00	:54 min.	Health Experts & Authors
8. Great River Players	Information on upcoming events	As Needed		Various Guests
9. Law Issues	Police Show	3rd Thurs./month 9:06-10:00	:54 min.	Officer Jason Marlow
10. Animal Issues	Pet Talk	2nd & 4th Thurs./Month 9:05-10:00	:55 Minutes	Jean Meyer FOKAS
11. American Red Cross	Blood Drives	As Needed		
12. Weather	special Reports	As Needed Live on Air		
13. PSA's Assorted	Fill Times	30 & 60 min.		
14. Keokuk catholic School	Showboat Fundraiser live interview	4/10/15 @ 9:06	:30 Min.	Laura Marsot
15. Live Interview	Local Resident Community Issue	5/19/15@ 9:06	:54 min.	Hughie Tweedy
16. farmers Market Reports	Daily with Information of locations			

Amber Alerts, ASPCA Animal Cruelty, Drug Abuse, Domestic Violence, Shriners Hospital, Lions International, Medical Edge, Iowa National Guard, Rock & Prevention Drug Awareness.

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