

Issues/Programs List

Date Filed: October 4, 2018

Quarter Date: 3rd Quarter 2018

Title of Program: Weekend Edition

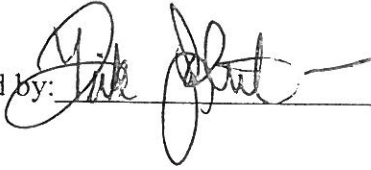
Time of Airing: See Below

Duration Program: 25 minutes

Stations & Airtimes: KGMO-05:00a, KREZ-05:00a, WKIB-05:00a, KYRX-05:00a, KJXX-05:00a, KAPE-05:00a, KBHI-05:00a, KRHW-05:00a, KBXB-05:00a

Program Information

Date	Guest/Topic	Issue
07/01	Rick Schmidt-Cape Police Firework Safety	Public Safety
07/08	Cassie Dennis-Pop Up Movie	Tourism
07/15	Richard Strait-Suicide Prevention	Suicide
07/22	Kristen Carlton-Summer Camps	Children Safety
07/29	Kristen Funderbirk-Stuff The Bus	School Supplies
08/05	Jeremiah Quick-Sikeston Rodeo	Tourism
08/12	Ashley Koehler-MODOT Road Safety	Child Safety
08/19	Dewayne McCallister-Drone Safety	Public Safety
08/26	Tobretta Raymond-DuQuoin State Fair	Tourism
09/02	Pete Poe-SEMO District Fair	Tourism
09/09	Ryan Winkler-Library Event	Education
09/16	Jaelyn Munson-Eating Habits	Obesity
09/23	Shawn Goodman-Cotton Carnival	Tourism
09/30	Sam Herndon-9/11 Memorial	History

Filed by: 

Date: 10/4/18

WITHERS BROADCASTING PUBLIC FILE:

**KGMO-FM; KAPE-AM/FM; WKIB-FM; KREZ-FM; KYRX-FM; KJXX-AM/FM;
KBXB-FM; KRHW-AM/FM; KBHI-FM**

Q#3: Y:2018; WEEKEND EDITION

-Date: 7/01/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Rick Schmidt, James Colyer and Cassie Dennis

-Description: Officer Rick Schmidt talked about firework safety while James Colyer spoke about the upcoming firework show at the Veterans Home. Finally, Cassie Dennis from the Cape Girardeau Parks and Recreation talked about the pop up movies in the month of July.

-Date: 7/08/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Cassie Dennis, Jamie Koehler and Keith Skaggs

-Description: Cassie Dennis from the Cape Parks and Rec talked about the pop up movies in the month of July. Jamie Koehler gave us an update with Cape Girardeau Conservation Nature Center. Finally, Keith Skaggs touched on the Ste. Genevieve County Fair starting this week.

Date: 7/15/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Peter Cowles, Kelly Morton and Cheryl Reinagal and Richard Strait

-Description: Cowls, Morton and Reinagal all discussed Seeds of Dignity and what the program is all about. Then, Richard Strait highlighted what will be happening at the Suicide Prevention and Awareness Conference.

Date: 7/22/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Kristen Carlton and Brittney Swicionis and Beverly Koehler

-Description: Kristen Carlton talked about Horse Riding Lessons along with horse summer camps that she runs while Brittney Swicionis talked about Redhawks Kid Camp. Finally, Beverly Koehler spoke about Jackson Homecomers, next week.

Date: 7/29/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Jaelyn Munson, Brittney Swicionis and Kirsten Funderbirk

-Description: Jaelyn Munson from the St. Louis Dairy Council talked about National Ice Cream month and how you can fit it into your diet. Brittney Swicionis talked about Redhawks Kids Camp and finally, Kirsten Funderbirk touched on the Stuff the Bus Campaign with the United Way.

Date: 8/05/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Bill Coomer and Jeremiah Quick

-Description: Wild Bill Coomer stopped by and talked about the organization he is with which is the American Veterans Outdoor Adventures and explained what they do. Jeremiah Quick talked about the Sikeston Jaycee Bootheel Rodeo.

Date: 8/12/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Bill Coomer and Rachel Penny and Ashley Koehler

-Description: Wild Bill Coomer stopped by and talked about the organization he is with which is the American Veterans Outdoor Adventures and explained what they do. Rachel Penny and Ashley Koehler with MoDot talked about being safe as the upcoming school year begins.

Date: 8/19/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Rachel Penny, Ashley Koehler, Corporal Dunavan and Dewayne McCallister

-Description: Rachel Penny and Ashley Koehler talked about being safe as the upcoming school year begins. Corporal Dunavan and Dewayne McCallister talked about the drones that will be implemented into the Cape Area.

Date: 8/26/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Corporal Dunavan, Dewayne McCallister and Tobretta Raymond

-Description: Corporal Dunavan and Dewayne McCallister talked about the drones that will be implemented into the Cape Area while Tobretta Raymond talked about the events happening at this year's DuQuoin State Fair.

Date: 9/02/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Bob Mueller and Pete Poe

-Description: Bob Mueller talked about the Civil War Interpretive Event happening downtown Ste. Genevieve. Pete Poe from the SEMO District Fair will talk about the events happening at this year's fair

Date: 9/09/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Pete Poe and Ryan Winkler

-Description: Pete Poe from the SEMO District Fair will talk about the events happening at this year's fair. Ryan Winkler from the Cape Girardeau Public Library talked about the event of Batman Day the library is hosting.

Date: 9/16/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Jaelyn Munson and Sam Herndon

-Description: Jaelyn Munson from the St. Louis Dairy Council talked about school tips with dairy as the school year is back in session. Sam Herndon talked about the 9/11 Memorial in Jackson and how you can help.

Date: 9/23/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Shawn Goodman and Jaelyn Munson

-Description: Shawn Goodman spoke about the Cotton Carnival and parade happening as Jaelyn Munson from the St. Louis Dairy Council talked about school tips about dairy.

Date: 9/30/18; **Time:** 5:00am; **Length:** 28:29 min

-Guest: Sam Herndon, Tessa Bollinger and Jaelyn Munson

-Description: Sam Herndon continued his talk from a few weeks ago about the 9/11 Memorial in Jackson and how you can help. Tessa Bollinger from the Cape Girardeau Parks and Recreation spoke about the Touch-A-Truck event. Finally, Jaelyn Munson also continued to talk about dairy tips.

Issues/Programs List

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Quarter Date: 3rd Quarter 2018

Title of Program: Info Track

Time of Airing: See Below

Duration Program: 25 minutes

Stations & Airtime: KGMO – 5:30a; KREZ – 5:30a; WKIB – 5:30a; KYRX – 5:30a; KJXX – 5:30a; KRHW – 5:30A; KBXB – 5:30a; KBHI – 5:30a; KAPE - 5:30a

Program Information

Date	Guest/Topic	Issue
07/01	Barry Schwartz-Why we work William MacAskill-Where to donate	Workplace Matters Mental Health, Career, Charitable Giving
07/08	Alvin Roth-Who Gets What – And Why Joel Kahn-The Whole Heart Solution	Economics Personal Health
07/15	Elizabeth Wallace-Women’s Role Thomas Lickona-Tools to help parents	Career, Marriage Parenting
07/22	Stephen Kohn-Protecting yourself Mary Norris-Common mistakes in writing	Crime, Whistleblowing Education
07/29	Maria Konnikova-Confidence Elizabeth Levy Paluck-Curbing bullying	Crime, Consumer Matters Youth at Risk, Bullying
08/05	Sarah Clark-Childcare Benjamin Schnapp-Medical errors	Child Safety Medical Errors
08/12	Catherine Hodder-Estate planning information Noreen Springstead-End hunger	Estate Planning Hunger, Poverty
08/19	Bacall Hincks-Living with a grandparent David Slater-Education issues	Substance Abuse Education
08/26	Diane Mullins-Women’s Advocacy Susie Vanderlip-Protecting teens	Human Trafficking Drug Abuse
09/02	Susan Roberts-Unhealthy fast foods Marc Goodman-Digital underground	Nutrition Online Security
09/09	Justin Lee-Differing opinions Timothy Mohin-Socially responsible	Drug Addiction Environment
09/16	Chris Bailey-More Production KJ Dell’Antonia-Raising a family	Workplace Matters Parenting
09/23	Alex Susskind-Healthy eating Liz Weston-Security	Nutrition ID Theft
09/30	Hilairie Gamm-Teen Crisis Kelsey Graham-Importance of bees	Education Agriculture

*Please see attached

Filed by: _____

Date: _____

10/4/18



Weekly Public Affairs Program

Call Letters: _____

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2018

Disc # 2018-26

Date aired: 7/1 Time Aired: _____

Barry Schwartz, PhD, Professor of Psychology at Swarthmore College, author of "Why We Work"

Dr. Schwartz discussed his research that examined why Americans work. He said the reasons are surprising and complex, but that the need for a paycheck is not the primary factor. He discussed the most common trends and patterns that lead to happiness in the workplace, and how employers can try to improve productivity and employee satisfaction.

Issues covered:
Workplace Matters
Mental Health

Length: 9:27

William MacAskill, PhD, Associate Professor in Philosophy at Oxford University, cofounder of the nonprofit organizations Giving What We Can and 80,000 Hours, author of "Doing Good Better: How Effective Altruism Can Help You Make a Difference"

Dr. MacAskill said Americans often base their decisions on where to donate money and what career to pursue on emotions and false assumptions. He outlined five key questions that may help consumers make wiser altruistic decisions. He explained how to use evidence and careful reasoning to chart the best course to help others.

Issues covered:
Charitable Giving
Consumer Matters
Career

Length: 7:58

Show # 2018-27

Date aired: 7/2 Time Aired: _____

Alvin E. Roth, PhD, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of "Who Gets What — and Why: The New Economics of Matchmaking and Market Design"

Dr. Roth is one of the world's leading experts on matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

Issues covered:
Economics
Career
Education

Length: 9:17

Joel Kahn, MD, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of "The Whole Heart Solution"

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

Issues covered:
Personal Health

Length: 8:01

Disc # 2018-28

Date aired: 7/15 Time Aired: _____

Elizabeth Wallace, co-author of "The Ambition Decisions: What Women Know About Work, Family, and the Path to Building a Life"

Over the last sixty years, women's roles at home and on the job have radically changed, and the question of whether they can really "have it all" is still debated. Ms. Wallace outlined three distinct paths where a woman's life and career choices may lead. She talked about the importance of the support of husbands when ambitious women move into high-level corporate positions. She offered advice for women who are facing today's complex career choices.

Issues covered:
Women's Concerns
Career
Marriage

Length: 9:22

Thomas Lickona, PhD, Developmental Psychologist, Professor of Education Emeritus at the State University of New York at Cortland, author of "How to Raise Kind Kids: And Get Respect, Gratitude, and a Happier Family in the Bargain"

Dr. Lickona has led the character education movement in schools for forty years. He outlined the tools that parents need to foster peace and cooperation at home. He explained how changes in our culture have made it harder than ever to raise kind kids. He offered suggestions for parents to deal with technology and the use of media by kids.

Issues covered:
Parenting
Children's Issues

Length: 7:52

Irwin Reyes, Researcher in the Usable Security and Privacy Group at the International Computer Science Institute, a laboratory affiliated with the University of California at Berkeley

Mr. Reyes led a study that found that more than 3300 Android apps from the Google Play Store are improperly tracking kids and are potentially violating federal law. He outlined the types of data that is being collected and what is being done with it. He believes similar results are likely with iPhones, but Apple's closed system prevents a similar study of its users. He offered advice to parents who are concerned about their children's privacy.

Issues covered:
Privacy
Children's Issues
Parenting

Length: 4:56

Show # 2018-29

Date aired: 7/22 Time Aired: _____

Stephen Kohn, attorney, Executive Director of the National Whistleblower Center, author of "*The Whistleblower's Handbook: A Step-By-Step Guide To Doing What's Right And Protecting Yourself*"

Every year, criminals and fraudsters rip off the federal government by committing tax fraud—stealing billions of taxpayer dollars in the process. However, it's becoming much more difficult to do so, thanks to a massive increase in whistleblower disclosures. Mr. Kohn discussed recent changes in laws that have made it much easier to report wrongdoing. He also explained what steps to take to weigh the plusses and minuses of blowing the whistle.

Issues covered:

Whistleblowing

Crime

Government Regulations

Length: 8:53

Mary Norris, longtime copy editor at "The New Yorker," author of "*Between You & Me: Confessions of a Comma Queen*"

Ms. Norris discussed the most common mistakes in spelling, punctuation and word usage, and why it is so important. She explained how new technologies and changes in our nation's education system have made proper grammar less "cool."

Issues covered:

Education

Career

Length: 8:21

Kevin Fiscella, MD, MPH, Associate Professor of Family Medicine and Community & Preventive Medicine at the University of Rochester School of Medicine & Dentistry

Dr. Fiscella discussed his groundbreaking research that found that the lives of nearly 8,000 black Americans could be saved each year if doctors could figure out a way to bring their average blood pressure down to the average level of whites. He talked about the reasons behind the gap between the races in controlling blood pressure, and the possible ways to reduce that gap.

Issues covered:

Personal Health

Minority Concerns

Length: 4:54

Show # 2018-30

Date aired: 7/29 Time Aired: _____

Maria Konnikova, journalist, psychologist, author of "*The Confidence Game: Why We Fall for It . . . Every Time*"

Ms. Konnikova explained how the world's most talented con men can so easily use persuasion and exploit trust to swindle even the most cautious consumers. She said human beings are hardwired to believe, no matter how educated they are about scams and ripoffs. She talked about the most common methods used by crooks to lure their victims in.

Issues covered:
Crime
Consumer Matters

Length: 9:04

Elizabeth Levy Paluck, PhD, Associate Professor of Psychology and Public Affairs at the Woodrow Wilson School of Public and International Affairs at Princeton University

Curbing bullying has long been a focal point for parents and schools, but Dr. Levy Paluck found that the answer may not lie within rules set by adults. Her team of researchers from Princeton, Rutgers and Yale found that students themselves, particularly those most connected to their peers, were able to reduce and resolve conflicts 30% more effectively than traditional methods used by adults

Issues covered:
Bullying
Youth at Risk

Length: 7:51

Alex Hutchinson, PhD, contributing editor at Popular Mechanics magazine, author of "Big Ideas: 100 Modern Inventions That Transformed Our World"

Mr. Hutchinson consulted 25 experts at 17 museums and universities to determine the 100 greatest inventions of the modern era. He talked about the long-term trends of scientific research and government's role in it.

Issues covered:
Science
Government Spending

Length: 5:02

Show # 2018-31

Date aired: 8/5 Time Aired: _____

Sarah J. Clark, M.P.H., Associate Research Scientist, Department of Pediatrics at the University of Michigan's C.S. Mott Children's Hospital

Ms. Clark co-authored a poll that found that 62 percent of parents report difficulties finding childcare facilities that meet their health and safety standards. The poll also found that only half of parents considered themselves "very confident" at discerning which childcare options were truly safe and healthy. She outlined the most important questions that parents should ask when evaluating childcare providers. She said 82% of parents would be in favor of a national standard for health and safety for childcare centers and in-home childcare providers.

Issues covered:
Child Safety
Parenting

Length: 9:27

Benjamin H. Schnapp, MD, Assistant Professor, Assistant Emergency Medicine Residency Program Director in the University of Wisconsin School of Medicine and Public Health

Medical errors cause roughly 250,000 deaths per year in the U.S. Dr. Schnapp co-authored a study that examined errors in Emergency Rooms. He found that, even in chaotic ERs, doctors typically have the right medical information but might not act on it in the best way. He talked about the patterns he found in patients who are most vulnerable to errors. He offered suggestions for patients who want to prevent errors when they visit an ER.

Issues covered:
Medical Errors
Emergency Care

Length: 7:44

Jill Gonzalez, contributing editor at Popular Mechanics magazine, author of *"Big Ideas: 100 Modern Inventions That Transformed Our World"*

Ms. Gonzalez discussed her report that examined today's at-risk youth. She said about one in nine young Americans today is neither working nor in school, exposing them to greater risk of poverty, violence, drug abuse and homelessness. She explained how these risk factors follow young people into adulthood. She discussed the importance of education and social services.

Issues covered:

Youth at Risk
Violence
Poverty

Length: 4:50

Show # 2018-32

Date aired: 8/12 Time Aired: _____

Catherine Hodder, estate planning attorney, author of *"Estate Planning for the Sandwich Generation: How to Help Your Parents and Protect Your Kids"*

Ms. Hodder explained the importance of estate planning for those who are caring for both kids and aging parents. She outlined the critical documents that everyone should have in addition to a basic will. She also talked about the importance of communication with aging parents, and the usefulness of an emergency binder that organizes important documents in one place.

Issues covered:

Estate Planning
Senior Citizens
Parenting

Length: 8:22

Caitlin Cavanagh, Assistant Professor in the School of Criminal Justice at Michigan State University

Prof. Cavanagh led a study at Michigan State that found that mothers don't lose hope to see their sons graduate from high school, get married, find a good job and so on— even if they are arrested as a minor. Her findings were consistent, even for higher income families.

Issues covered:

Juvenile Crime
Parenting

Length: 8:54

Noreen Springstead, Executive Director of WhyHunger, a non-profit organization that focuses on grassroots solutions to end hunger and poverty

Ms. Springstead discussed the current scope of the hunger problem in the U.S. She explained why, even in a booming economy, the issue of hunger and food insecurity rarely changes. She outlined how people can get assistance if they are in need, and how volunteers can get involved in their local communities.

Issues covered:

Hunger
Poverty
Government Programs
Volunteerism

Length: 4:58

Show # 2018-33

Date aired: 8/19 Time Aired: _____

Bacall Hincks, Family Advocate and Program Coordinator at Children's Service Society of Utah

More than one million American children now live with grandparents, primarily because of their parent's addiction to opioids and other drugs. Ms. Hincks said this growing trend is causing grandparents to put off retirement and plow through savings to rescue their grandchildren from dangerous situations. She discussed how these difficult experiences can negatively affect children's mental and physical health.

Issues covered:

Parenting
Substance Abuse
Foster Care
Retirement

Length: 9:17

Maryanne Wolf, PhD, Professor of Child Development and Director of the Center for Reading and Language Research at Tufts University, author of *Reader, Come Home: The Reading Brain in a Digital World*

Prof. Wolf discussed the latest research into the human brain as we become increasingly dependent on digital technologies, rather than the printed word. She expressed concerns for both children's and adults' ability to "deep read," as the brain is literally rewired by huge amounts of short bursts of information. She offered suggestions for how the nation's education system needs to adapt.

Issues covered:

Literacy
Education
Technology

Length: 8:04

David Michael Slater, teacher, author of *We're Doing It Wrong: 25 Ideas in Education That Just Don't Work—And How to Fix Them*

Mr. Slater explained why he believes that many current approaches in education simply aren't working—for students, for teachers, and for society at-large. He explained how teacher evaluations could be improved and why anti-bullying programs in schools don't work.

Issues covered:

Education

Length: 4:50

Show # 2018-34

Date aired: 8/26 Time Aired: _____

Diane Mullins, founder of Deborah's Voice, a national non-profit women's advocacy organization

Pastor Mullins said that child trafficking has become the 2nd largest criminal activity in the world behind illegal drug sales. She said most Americans are unaware of the existence of human trafficking and forced prostitution in their own towns, but it is surprisingly prevalent – not just on dimly lit street corners, but at music concerts, VIP dinners, and sporting events. She talked about techniques used by human traffickers to select their victims.

Issues covered:

Human Trafficking
Women's Issues
Crime

Length: 7:26

Dawn Graham, PhD, psychologist, employment and career expert, Director of Career Management for the Executive MBA Program at The Wharton School, author of "*Switchers: How Smart Professionals Change Careers -- and Seize Success*"

Dr. Graham offered job search advice, particularly for those in middle age who are considering career changes. She said a job search in a new field or occupation requires much more work than a typical job search. She offered suggestions on how to tailor a resume to sidestep age biases and other potential hurdles.

Issues covered:

Career
Aging

Length: 9:45

Susie Vanderlip, teen counselor, author of "*52 Ways to Protect Your Teen*"

Ms. Vanderlip has conducted school assemblies for more than 1 million teens and adults, aimed at helping youth make wise choices and seek help. She talked about the motivations of today's teenagers and why parents may be fearful of their kids. She offered tips to improve communication in a parent/teen relationship.

Issues covered:

Youth at Risk
Parenting Issues
Drug Abuse

Length: 4:54

Show # 2018-35

Date aired: 9/2 Time Aired: _____

Susan B. Roberts, Ph.D., Director of the Energy Metabolism Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston

Most people think of fast food when they imagine the unhealthy effects of eating out. Dr. Roberts led a study that found that 92 percent of meals from both large-chain and non-chain local restaurants exceeded recommended calorie requirements for a single meal. She explained how to keep tabs on restaurant portion sizes and calorie information. She proposed local legislation to require restaurants to offer partial portions at partial prices.

Issues covered:

Nutrition
Personal Health
Consumer Matters
Government Regulations

Length: 8:31

Marc Goodman, law enforcement and counterterrorism expert, author of "*Future Crimes: Inside the Digital Underground and the Battle for Our Connected World*"

Technology has improved our lives immeasurably, but Mr. Goodman said that a new tidal wave of tech advancements—from implantable medical devices to drones to WiFi thermostats—are all susceptible to hacking, with disastrous consequences. He explained some of the greatest concerns for the average consumer and how to attempt to keep devices secure.

Issues covered:

Crime
Online Security

Length: 8:45

Sissy Lappin, veteran real estate agent, author of "*Simple and Sold: Sell Your House Fast and Keep the Commission*"

Selling a house can be expensive. Ms. Lappin said that sales commissions typically devour 40-60% of a home seller's equity. However, she believes that the Internet has made it far easier for a property owner to take control of their own home-selling process and save money. She outlined the basic steps and common pitfalls.

Issues covered:
Consumer Matters
Personal Finance

Length: 4:57

Show # 2018-36

Date aired: 9/9 Time Aired: _____

Justin Lee, social activist, author of "*Talking Across the Divide: How to Communicate with People You Disagree with and Maybe Even Change the World*"

America is more polarized than ever. Mr. Lee talked about his years of experience in trying to bridge the gap between the homosexual community and the Christian church. He explained how to communicate with people who have opinions that are diametrically opposed from your own, how to empathize with them, and how to possibly change their minds. He outlined five key barriers that make people resist differing opinions.

Issues covered:
Political Incivility
Citizenship
Religion
LGBT Issues

Length: 7:54

Beth Macy, journalist, author of "*Dopesick: Dealers, Doctors, and the Drug Company that Addicted America*"

Ms. Macy discussed her investigation into the origins of America's twenty-plus year struggle with opioid addiction and how this national crisis has become so firmly entrenched. She talked about the most promising methods of treatment for opioid addiction and why some are considered controversial. She also outlined several grassroots efforts to fight the epidemic.

Issues covered:
Drug Addiction
Crime
Government Policies

Length: 9:22

Timothy J. Mohin, environmental advocate, Director of Corporate Responsibility at Advanced Micro Devices, author of "*Changing Business from the Inside Out: A Treehuggers Guide to Working in Corporations*"

American corporations are gradually becoming more socially responsible. Mr. Mohin outlined the reasons behind this trend, and explained how "treehuggers" working inside the system can lead the effort. He said young professionals now view "having an impact" as a much more important career goal than many other more traditional priorities.

Issues covered:
Environment
Workplace Matters

Length: 5:01

Show # 2018-37

Date aired: 9/16 Time Aired: _____

Chris Bailey, productivity expert, author of "Hyperfocus: How to Be More Productive in a World of Distraction"

Mr. Bailey said that the human brain has two powerful modes that can be unlocked when we use our attention well: a focused mode and a creative mode. He explained how to unlock each of these mental modes in order to concentrate more deeply, think more clearly, and work and live more deliberately every day. He explained how to minimize distractions that can cause problems at work and in personal relationships.

Issues covered:

Workplace Matters
Career

Length: 8:31

Janet Murnaghan, journalist, author of "Saving Sarah: One Mother's Battle Against the Health Care System to Save Her Daughter's Life"

Ms. Murnaghan's young daughter desperately needed a set of donor lungs. A set of lungs was available and there was nothing standing in the way medically, but a federal policy barred children under the age of 12 from receiving adult lungs. Ms. Murnaghan talked about her quest to save Sarah and other kids in similar situations. After a court fight and through the use of social media, she eventually convinced the government to change organ donation rules permanently.

Issues covered:

Organ Donation
Government Regulation

Length: 8:44

KJ Dell'Antonia, editor of the Motherlode blog in the New York Times from 2011 until 2016, author of "How to be a Happier Parent: Raising a Family, Having a Life, and Loving (Almost) Every Minute"

Ms. Dell'Antonia said that in her research and writing about family life over the years, one topic keeps coming up again and again: parents crave a greater sense of happiness in their daily lives. She discussed the most common problem areas that cause parents the most grief, and suggested steps parents can take to make them better.

Issues covered:

Parenting

Length: 5:12

Show # 2018-38

Date aired: 9/23 Time Aired: _____

Alex M. Susskind, PhD, Associate Professor at the School of Hotel Administration at Cornell University

Prof. Susskind co-authored a study that found that diners at full service restaurants whose menus listed calories ordered fewer calories in their appetizer and entree courses. He said even the chefs at the restaurants in the study were startled by the high number of calories in some dishes. He said the study highlights the critical importance of information for consumers to make wise decisions.

Issues covered:

Nutrition
Government Regulation
Consumer Matters

Length: 7:39

Patricia Hunt, PhD, Meyer Distinguished Professor in the School of Molecular Biosciences at Washington State University

Prof. Hunt is the geneticist who discovered the dangers of the endocrine disrupting chemical bisphenol A (BPA) in plastic products twenty years ago. Her latest study examined the effects of several BPA alternatives. She found that that these replacements impact reproduction in mice in much the same way as BPA. She offered advice to consumers on how to avoid products that may contain these hormone-disrupting compounds.

Issues covered:

Personal Health
Government Regulation
Consumer Matters

Length: 9:33

Liz Weston, Certified Financial Planner, personal finance columnist at Nerdwallet.com

In the year since the Equifax security breach, which exposed the personal information of hundreds of millions of Americans, only 10 percent of consumers reported placing a freeze on their credit, according to a survey by NerdWallet and the Harris Poll. Ms. Weston said, effective Sept. 21, consumers can freeze and unfreeze their credit files for free at all credit reporting agencies. She explained why it is particularly important for parents to freeze the credit of children under the age of 16.

Issues covered:

Identity Theft
Personal Finance
Crime Prevention

Length: 4:58

Show # 2018-39

Date aired: 9/30 Time Aired: _____

Hilarie Gamm, tech industry expert, author of "*Billions Lost: The American Tech Crisis and the Road Map to Change*"

Ms. Gamm explained why parents, educators, and employers urgently need to understand today's generation of teens and young adults. She talked about the revolutionary effect that technological advances have had on education and the development of the human mind. She said every American needs to have a basic understanding of current technology because of the wide ranging ramifications these changes have on legislation, regulation and privacy.

Issues covered:

Education
Career
Parenting

Length: 8:48

Kelsey Graham, PhD, pollinator conservation specialist at Michigan State University

Dr. Graham explained the importance of bees to the nation's food supply. She also discussed the role that pesticides and climate change may be having on bee populations in North America. She outlined simple steps that people can take to increase bee populations in their communities.

Issues covered:

Agriculture
Environment

Length: 8:27

Kristin Rosenthal, pedestrian and bike safety expert from Safe Kids Worldwide

About every five days, a child in the U.S. dies from a train collision. Ms. Rosenthal said young people, particularly teenagers, do not understand how dangerous railroad tracks and crossings are. She offered advice to parents to teach their kids to not walk or take selfies on railroad tracks, to not walk with earbuds in, and to never try to beat a train at a railroad crossing.

Issues covered:

Child Safety
Traffic Safety

Length: 4:52