

WQXL/1470  
ISSUES AND ANSWERS QUARTERLY SUMMARY  
April-June 2013

**Ascertainment Issue**

Ascertainment Respondents listed the following topics as community issues of concern:

**Agriculture**  
**Education**  
**Business**  
**Mental Health**  
**Addiction**  
**Family Issues**

**Ascertainment Answers**

WQXL answers to issues submitted included, but were not limited to; producing and airing the programs listed addressing the identified topics.

**Agriculture**

Viewpoints (WQXL's Community Service Program)

April 7

30 Minutes

This programs synopsis: It's spring, and backyard gardeners are gearing up to plant the tomatoes, zucchini, lettuce and carrots. Wouldn't it be great if everyone could have a garden that would produce enough so they'd have fresh produce most or all of the year? And just imagine not having to apples shipped in from Australia and tomatoes from Mexico. We talk to two agricultural specialists about how to grow a lot of food in very small space, and how regional and urban farming – even in vacant city lots and around public buildings – could provide healthy, fresh food for much of the community, increase employment in job-starved cities, and help revitalize economies in depressed areas of the nation.

**Education**

Viewpoints (WQXL's Community Service Program)

April 14

30 Minutes

This programs synopsis: School budgets are tight, and school administrators are looking for places to economize. Often the arts – visual, dance, music and theater – are the first classes cut when money is tight. Is this a good idea? We talk to two arts educators and an artist about the benefits the arts provide for children, and how schools can use technology and ingenuity to create programs that are fun, innovative and cost-efficient.

### **Business**

Viewpoints (WQXL's Community Service Program)

May 5th

30 Minutes

This programs synopsis: Even though the economy is looking up, there are still cities in the nation where the unemployment level is above average, neighborhoods are falling into disrepair, and schools are subpar. We talk to two business leaders – one from a large corporation and the other with experience in small business – about how companies can help transitional communities by locating there and investing in their residents.

### **Mental Health**

Viewpoints (WQXL's Community Service Program)

May 14

30 Minutes

This programs synopsis: Why are people so afraid to give speeches in public? It's the cause of sweaty palms, headaches, nausea and weak knees, to mention only a few of the problems speakers experience. We talk to a psychologist and a speech educator about why anxiety builds when we have to give a public address, and how we can use this stress to our benefit. We also hear about some other strategies to lower the anxiety level and smooth out the experience of speaking in public.

### **Addiction**

Viewpoints (WQXL's Community Service Program)

June 2nd

30 Minutes

This programs synopsis: Gambling is all around us, and most people can have fun at the track or casino without going broke. Pathological or problem gamblers are a different story. We talk to two specialists about what gambling addiction is, treatments for it and how families can help a loved one who is a pathological gambler.

### **Family Issues**

Viewpoints (WQXL's Community Service Program)

June 16th

30 Minutes

This programs synopsis: Depression is a serious issue that many US teens and their families have to deal with. Depression can lead to risky behaviors such as alcohol and drug abuse, extreme dieting and other reckless activities. Combine that with peer pressure to undertake risky behaviors – even suicide--and you have a very dangerous situation. We talk to a psychologist and to a novelist who has written about the problem to find out why teens do it and what parents can do to help their children.

**Family Issues**

Viewpoints (WQXL's Community Service Program)

June 16th

30 Minutes

This programs synopsis:



**Quarterly Issues Report – Q2 Second Quarter, 2013 4/7/13 through 6/30/13  
Viewpoints Programs 13-14 through 13-26**

**During the second quarter of 2013 the following compliancy issues were covered:**

Addiction	History
Advertising	Hunger
Agriculture & gardening	Labor
Arts	Law and enforcement
Banking and commerce	Literature
Business	Manufacturing
Charities/philanthropy	Marriage
Civil rights	Media/social media
Climate change/environment	Military
Communication	Music
Community	National Security
Consumerism	Natural disasters
Crime	Personal finance
Culture	Politics
Death	Pollution
Economy	Popular culture
Education	Poverty
Election campaigns	Presidency
Employment	Prisons
Energy	Recreation
Entrepreneurship	Science
Ethics	Technology
Ethnic and racial groups	Third World economies
Family issues	Transportation
Federal budget	Travel and leisure
Firearms	Urban infrastructure
Government	Voting
Health; public & mental	Women's issues
Historic preservation	

1:51

SEGMENT #1 – The Foodshed & Urban Gardening

12:22

**SYNOPSIS:** It's spring, and backyard gardeners are gearing up to plant the tomatoes, zucchini, lettuce and carrots. Wouldn't it be great if everyone could have a garden that would produce enough so they'd have fresh produce most or all of the year? And just imagine not having to apples shipped in from Australia and tomatoes from Mexico. We talk to two agricultural specialists about how to grow a lot of food in very small space, and how regional and urban farming – even in vacant city lots and around public buildings – could provide healthy, fresh food for much of the community, increase employment in job-starved cities, and help revitalize economies in depressed areas of the nation.

**Host:** Reed Pence. **Guests:** Philip Ackerman-Leist, Dir. of the Green Mountain College Farm & Food Project, and of their Masters in Sustainable Food Systems Program, and author of "Rebuilding the Foodshed: How to create local, sustainable and secure food systems," ([www.greenmtn.edu](http://www.greenmtn.edu)) ([www.chelseagreen.com](http://www.chelseagreen.com)); Eric Toensmeier, urban gardener author of "Paradise Lot: Two plant geeks, one-tenth of an acre and the making of an edible garden oasis in the city," ([www.perennialssolutions.org](http://www.perennialssolutions.org)).

**COMPLIANCY ISSUES COVERED:** agriculture & gardening; hunger issues; employment; transportation; energy; economy

15:13

SEGMENT #2- Proofiness: Lies, damned lies...and statistics!

10:16

**SYNOPSIS:** Statistics, demographics, percentages...it's never easy to wade through the data that advertisers, politicians and the news media throw at us every day. The numbers sound good, but are they really a true picture of what's going on in the world? We talk to a university professor and author who looked into the topic of numbers to find out how they can be manipulated to sound believable, but end up not describing reality at all.

**Host:** Marty Peterson. **Guests:** Charles Seife, Assoc. Prof. of Journalism, New York University, author of "Proofiness: The dark arts of mathematical deception," ([www.charlesseife.com](http://www.charlesseife.com)).

**COMPLIANCY ISSUES COVERED:** politics, advertising, technology, climate change, government

Program # 13-15  
Air Week: 4-14-13

1:49

SEGMENT #1 – School Budgets: Are the arts expendable?

11:18

**SYNOPSIS:** School budgets are tight, and school administrators are looking for places to economize. Often the arts – visual, dance, music and theater – are the first classes cut when money is tight. Is this a good idea? We talk to two arts educators and an artist about the benefits the arts provide for children, and how schools can use technology and ingenuity to create programs that are fun, innovative and cost-efficient.

**Host:** Reed Pence. **Guests:** Laura Lyn Stern, art teacher and Head of the Art Dept., at the Jack M. Barrack Hebrew Academy, Bryn Mawr, PA ([www.jbha.org](http://www.jbha.org)); Nadine Herman, Music Dir. Newark School of the Arts, Newark, NJ ([www.newarkschoolofthearts.org](http://www.newarkschoolofthearts.org)); Ursus Wehrli, artist, comedian, stage performer, author of the book, "The Art of Clean Up," ([www.ursuswehrli.com](http://www.ursuswehrli.com))

**COMPLIANCY ISSUES COVERED:** education, technology, the arts

14:11

SEGMENT #2- Overdressed: Fashion pollution and its toll on the economy

11:20

**SYNOPSIS:** Spring cleaning is here, and old clothes and shoes are often the items that end up in the charity bin. Why is it that Americans have so much clothing to throw away? What happens to the clothing and other items that go off to the resale store? And how does the consumerism of Americans affect the economies in emerging economies and Third World countries? We talk to an investigator and author who went inside the "fast fashion" industry for the answers to those questions, and discuss some solutions to the "clothing pollution" that plagues the world.

**Host:** Marty Peterson. **Guests:** Elizabeth L. Cline, journalist, author of "Overdressed: The shockingly high cost of cheap fashion," ([www.overdressedthebook.com](http://www.overdressedthebook.com)).

**COMPLIANCY ISSUES COVERED:** consumerism, international business, charities, pollution, Third World economies

Program # 13-16  
Air Week: 4-21-13

1:46 SEGMENT #1 – Government Corruption: Where it comes from; how to stop it 11:04

**SYNOPSIS:** the news is full of stories of elected and appointed government officials being caught in scandals from bribery to tax evasion to pocketing campaign money for personal use. What is it that makes some officials think they can engage in these kinds of activities? Why is it that some states have scandal after scandal, and others seem squeaky clean? And what can the government and we, as citizens, do to lessen or eliminate corruption? We talk to a researcher who has studied the subject, and a former congressman who went to prison for corruption.

Host: Christopher Michael. Guests: Richard Winters, William Clinton Story Remsen 1943 Professor of Government, Emeritus, Dartmouth College, ([www.dartmouth.edu](http://www.dartmouth.edu)); Robert W. Ney, former Ohio congressman, author of "Sideswiped: Lessons learned courtesy of the hit men of Capitol Hill," ([www.changinglivespress.com](http://www.changinglivespress.com)).

**COMPLIANCY ISSUES COVERED:** government, crime, ethnic and racial issues, election campaigns, voting, ethics

13:50 SEGMENT #2- Vacationing? Make it an adventure! 11:39

**SYNOPSIS:** Are you taking a vacation this year? Would you rather go on an adventure? If you think you have to spend thousands of dollars jetting to some exotic port, or pick your way through the African jungle to make your travel exciting, think again. We talk to two world travelers who say it's not just where you go that makes a journey an adventure – it's your willingness to move out of your comfort zone no matter the destination.

Host: Marty Peterson. Guests: Matt Gross, editor of BonAppetit.com, formerly the Frugal Traveler for the NY Times, and author of the book, "The Turk Who Loved Apples: And other tales of losing my way around the world," (Twitter: @worldmattworld); Moses Gates, licensed NY City travel guide, adventurer and author of "Hidden Cities: Travels to the secret corners of the world's great metropolises," ([www.mosesgates.com](http://www.mosesgates.com)).

**COMPLIANCY ISSUES COVERED:** travel and leisure; urban infrastructure; consumerism

Program # 13-17  
Air Week: 4-28-13

1:50 SEGMENT #1 - Calvin Coolidge: The sides of 'Silent Cal' you didn't know 11:50

**SYNOPSIS:** If you ask anyone who their favorite president is, they probably won't say Calvin Coolidge. After all he didn't do much, did he? We talk to a presidential scholar and biographer who says Coolidge did more than people realize: he brought the country out of the wartime economy; lowered taxes; trimmed the size of the federal budget and made it possible for the average American to enjoy many of the innovations of the day such as automobiles, electricity and indoor plumbing.

Host: Christopher Michael. Guests: Amity Shlaes, Dir. of the Four Percent Growth Project at the George W. Bush Center, presidential scholar, and author of "Coolidge."

**COMPLIANCY ISSUES COVERED:** the economy, the presidency, politics, history, federal budget, poverty

14:42 SEGMENT #2- The Relationship Between Food and Families 10:48

**SYNOPSIS:** When a family sits down to a meal, it's a special thing. Even if it's not a holiday feast, it's a time when people get to talk, catch up with each other and learn about food and table manners. It can also help nurture relationships. We talk to two authors about the connection between food, family and friends and how eating together --- and preparing food for others --- can strengthen the bonds between family members.

Host: Marty Peterson. Guests: Lisa Catherine Harper, co-author of "The Cassoulet Saved Our Marriage: True tales of food, family and how we learn to eat," ([www.learningtoeat.com](http://www.learningtoeat.com)); Julia Pandl, humorist, author of "Memoir of the Sunday Brunch," ([www.juliapandl.com](http://www.juliapandl.com)).

**COMPLIANCY ISSUES COVERED:** family issues, marriage, business, media, health

Program # 13-18  
Air Week: 5-5-13

1:47 SEGMENT #1 – Large and Small Businesses Give Back to the Community 11:30

SYNOPSIS: Even though the economy is looking up, there are still cities in the nation where the unemployment level is above average, neighborhoods are falling into disrepair, and schools are subpar. We talk to two business leaders – one from a large corporation and the other with experience in small business – about how companies can help transitional communities by locating there and investing in their residents.

Host: Christopher Michael. Guests: Donald Katz, founder and CEO of Audible.com ([www.audible.com](http://www.audible.com)); Judy Wicks, entrepreneur and author of "Good Morning Beautiful Business: The unexpected journey of an activist entrepreneur and local economy pioneer," ([www.judywicks.com](http://www.judywicks.com)) ([www.bealocalist.org](http://www.bealocalist.org)).

**COMPLIANCY ISSUES COVERED:** business, entrepreneurship, economy, education, environmental concerns, philanthropy, agriculture

14:18 SEGMENT #2- Success After Prison: The key is "consistency" 11:11

SYNOPSIS: It's still not easy to get a job these days, but for men and women coming out of prison, it's even harder. We talk to a former three-time convict who had a wake-up call while in prison and turned his life around. We discuss how he came to the realization that his problems were of his own making, how he changed his attitude and created a mindset to facilitate his ambition to make it in business – legally – and how anyone with perseverance and positive thinking can achieve their goals.

Host: Marty Peterson. Guests: Weldon Long, entrepreneur, trainer, speaker, author of "The Power of Consistency," ([www.weldonlong.com](http://www.weldonlong.com)).

**COMPLIANCY ISSUES COVERED:** prisons, crime, business, education

Program # 13-19  
Air Week: 5-12-13

1:47 SEGMENT #1 – The Agony of Public Speaking 10:49

SYNOPSIS: Why are people so afraid to give speeches in public? It's the cause of sweaty palms, headaches, nausea and weak knees, to mention only a few of the problems speakers experience. We talk to a psychologist and a speech educator about why anxiety builds when we have to give a public address, and how we can use this stress to our benefit. We also hear about some other strategies to lower the anxiety level and smooth out the experience of speaking in public.

Host: Christopher Michael. Guests: Jeremy Jamieson, Asst. Prof. of Social Psychology, University of Rochester, NY ([www.rochester.edu](http://www.rochester.edu)); Phillip Dalton Assoc. Prof. of Rhetoric and Chair of that department, Hofstra University, NY ([www.hofstra.edu](http://www.hofstra.edu)).

**COMPLIANCY ISSUES COVERED:** mental health, communication, education

13:38 SEGMENT #2- Slang: Where does it come from and why do we use it? 11:51

SYNOPSIS: Slang is often thought of as being a lower-class way of speaking, although we use it all the time and it does make our language more colorful and vibrant. But how does it come into being? We talk to a linguist and to an author about why slang and jargon are part of our speech, who brings them into our language and why some slang falls out of favor – but should come back.

Host: Marty Peterson. Guests: Robert Leonard, Prof. of Linguistics, Dir. the Graduate Program in Forensic Linguistics and of the Institute for Forensic Linguistics, Hofstra University ([www.hofstra.edu](http://www.hofstra.edu)); Lesley M. M. Blume, author of "Let's Bring Back: The lost language edition," ([www.lesleymblume.com](http://www.lesleymblume.com)).

**COMPLIANCY ISSUES COVERED:** culture, music, law enforcement, law, media

Program #13-20  
Air Week: 5-19-13

1:48 SEGMENT #1 – Social Media and Business: Doing it right 11:51

SYNOPSIS: Everyone's on social media these days, including businesses of all types. But does it pay for companies to have a presence on Facebook, Twitter, Pinterest and other sites? We talk to two social media experts about how companies should present themselves on these sites, and some strategies they can use to maximize their presence.

Host: Christopher Michael. Guests: Alex Hinojosa, VP of Media Operations, EMSI Public Relations, Tampa Bay, FL ([www.emsipublicrelations.com](http://www.emsipublicrelations.com)); Karen Leland, Pres. Of Sterling Marketing Group, author of "Entrepreneur Magazine's Ultimate Guide to Pinterest for Business," ([www.karenleland.com](http://www.karenleland.com)).

**COMPLIANCY ISSUES COVERED:** social media, business, technology, national disasters

14:41 SEGMENT #2- Simplicity: Why it's important In our lives and work 10:48

SYNOPSIS: Keeping it simple is a real challenge these days – for individuals and businesses. Anyone who has applied for a credit card or taken out a car insurance policy knows that even those two everyday tasks come with page after page of language only a lawyer can understand. And what about the directions for setting up that baby crib or kid's bicycle? We talk to a specialist on simplicity about how and why things become so complex, who benefits when they do, and learn how anyone can cut through the gobbledygook to incorporate more simplicity into their lives and work.

Host: Marty Peterson. Guests: Irene Etzkorn, Exec. Dir. of Simplification, Siegel + Gale, co-author of "Simple: Conquering the Crisis of Complexity," ([www.callforclarity.com](http://www.callforclarity.com)).

**COMPLIANCY ISSUES COVERED:** business, law, manufacturing, communication, consumerism

Program #13-21  
Air Week: 5-26-13

1:50 SEGMENT #1 – The Logistics of Death 11:51

SYNOPSIS: When a loved-one dies, it's a time of great sorrow, and often confusion. How do you attend to the deceased's funeral? What about their banking? Credit cards? Notifying everyone? And what do you do when the heirs start fighting over the estate? We talk to two people who are specialists in these areas about what should be done after someone dies – and long before – to make the situation less difficult for everyone involved.

Host: Christopher Michael. Guests: Scott Taylor Smith, author of "When Someone Dies: The practical guide to the logistics of death," ([www.whensomeonedies.net](http://www.whensomeonedies.net)); Lori R. Sackler, Sr. VP and Sr. Investment Management Consultant, Morgan Stanley Wealth Management, author of "The M Word: The money talk every family needs to have about wealth and their financial future," ([www.themword.com](http://www.themword.com)).

**COMPLIANCY ISSUES COVERED:** personal finance, banking, commerce, death, family issues, law

14:43 SEGMENT #2- The Constitution: What did the framers intend? 10:25

SYNOPSIS: When Congress debates a constitutional point, or when the Supreme Court is considering a case brought before it, we often hear the question, "what did the framers intend?" How *does* anyone really know what people, who debated issues more than 200 years ago, really intended? We talk to two constitutional specialists about the issue, and hear how some Supreme Court justices approached an issue that is once again in the news.

Host: Marty Peterson. Guests: Jeffrey M. Shaman, Vincent DePaul Professor of Law, DePaul Univ. College of Law, Chicago, IL ([www.law.depaul.edu](http://www.law.depaul.edu)); Ray Raphael, Sr. Research Fellow, Humboldt State Univ., Arcata, CA, author of "Constitutional Myths: What we get wrong and how to get it right," ([www.rayraphael.com](http://www.rayraphael.com)).

**COMPLIANCY ISSUES COVERED:** law, courts, firearms, history, presidency



**Program # 13-22**  
**Air Week: 6-2-13**

1:50                      SEGMENT #1 - Gambling Addicts: What are the odds for recovery?                      10:05

**SYNOPSIS:** Gambling is all around us, and most people can have fun at the track or casino without going broke. Pathological or problem gamblers are a different story. We talk to two specialists about what gambling addiction is, treatments for it and how families can help a loved one who is a pathological gambler.

**Host:** Christopher Michael. **Guests:** Christine Reilly is the senior research director for the National Center for Responsible Gaming ([www.ncrg.org](http://www.ncrg.org)); Mitchell Wallick holds PhDs in both addictions and counseling and is the executive director of C.A.R.E Florida ([www.careflorida.com](http://www.careflorida.com)).

**COMPLIANCY ISSUES COVERED:** addiction, recreation, mental health, family issues

13:06                      SEGMENT #2- Superman: Do we need superheroes?                      12:21

**SYNOPSIS:** Superhero movies are doing big box office this year, with Batman, Ironman, Thor and the new "Man of Steel" Superman film, just to name a few. But why are these films and their characters so popular and long lasting? We talk to Superman's biographer and a professor of pop culture about the phenomenon.

**Host:** Marty Peterson. **Guests:** Robert Thompson, Prof. of Television and Popular Culture, Syracuse University, NY ([newhouse.syr.edu](http://newhouse.syr.edu)); Larry Tye, author of "Superman: the high-flying history of America's most enduring hero," ([www.larrytye.com](http://www.larrytye.com))

**COMPLIANCY ISSUES COVERED:** crime, literature, media, popular culture

**Program # 13-23**  
**Air Week: 6-9-13**

1:50                      SEGMENT #1 – The Science of the Impossible                      10:21

**SYNOPSIS:** Science fiction is full of wizardry like phasers, invisibility, and time travel. It's pretty fantastical, but we don't think much about it really existing outside the pages of books or the movie screen. We talk to a renowned physicist who says that not only are these things possible; they're being worked on right now.

**Host:** Christopher Michael. **Guests:** Michio Kaku, Prof. of theoretical physics, City University of New York, NYC, host of *Sci-Fi Science* on the Science Channel, author of "Physics of the Impossible: A scientific exploration into the world of phasers, force fields, teleportation and time travel" ([www.mkaku.org](http://www.mkaku.org)).

**COMPLIANCY ISSUES COVERED:** science, technology, popular culture, media

13:14                      SEGMENT #2- A Father and Daughter Collaboration                      12:13

**SYNOPSIS:** Dads and their teenage daughters do lots of things together –go fishing, learn to drive, create school projects – but how many actually collaborate on their father's research and the book he's writing? We talk to just such a duo that went off to South America to talk to and videotape the women of rural southern Brazil who fought for equal rights for all women in their families, society and business. We find out how the two worked together, how they debated the issues and how the book would be written, and the unique perspective a young daughter brought to her father's academic work.

**Host:** Marty Peterson. **Guests:** Jeffrey W. Rubin, Assoc. Prof. of History at Boston University, research associate at the Institute on Culture, Religion and World Affairs; his daughter and collaborator Emma Sokoloff-Rubin, Howland Research Fellow in Buenos Aires, Argentina. Co-authors of "Sustaining Activism: A Brazilian women's movement and a father-daughter collaboration." ([www.sustainingactivism.com](http://www.sustainingactivism.com)).

**COMPLIANCY ISSUES COVERED:** civil rights, women's issues, education, family issues, culture

Program # 13-24  
Air Week: 6-16-13

1:49 SEGMENT #1 – Teenage Depression and Contagious Behavior 11:02

**SYNOPSIS:** Depression is a serious issue that many US teens and their families have to deal with. Depression can lead to risky behaviors such as alcohol and drug abuse, extreme dieting and other reckless activities. Combine that with peer pressure to undertake risky behaviors – even suicide—and you have a very dangerous situation. We talk to a psychologist and to a novelist who has written about the problem to find out why teens do it and what parents can do to help their children.

**Host:** Christopher Michael. **Guests:** Dr. Frank Farley, Prof. of psychology at Temple University ([www.temple.edu](http://www.temple.edu)), past president of the American Psychological Association ([www.apa.org](http://www.apa.org)); Suzanne Young, teacher, author of the young adult novel, "The Program" ([www.suzanne-young.blogspot.com](http://www.suzanne-young.blogspot.com)).

**COMPLIANCY ISSUES COVERED:** family issues, mental health, education, literature

13:56 SEGMENT #2- Rooftop Agriculture: The best gardens you never see! 11:29

**SYNOPSIS:** One of the pleasures of summer is to take a walk around town and look at people's gardens to see what they're growing and how they' tend their plots. However, some of the most beautiful and productive gardens are ones you'll never see on your walk, because they're located on rooftops. We talk to an expert rooftop landscape architect about the different types of rooftop gardens, how they are tended, and what an amateur gardener needs to know to start their own garden on the roof.

**Host:** Marty Peterson. **Guests:** Lauren Mandel, landscape architect, Project Manager and Rooftop Agriculture Specialist at Roofmeadow, author of "Eat Up: The inside scoop on rooftop agriculture," ([www.eatupag.wordpress.com](http://www.eatupag.wordpress.com)); ([www.roofmeadow.com](http://www.roofmeadow.com)).

**COMPLIANCY ISSUES COVERED:** agriculture, infrastructure, business, community issues, environment

Program # 13-25  
Air Week: 6-23-13

1:50 SEGMENT #1 – Steampunk: New technology meets Victorian sensibilities 12:18

**SYNOPSIS:** Why must every smartphone or iPad look like very other one? Must flat screen TVs lack style and flare? And why do new, high-tech kitchen appliances have to be stainless steel and sleek? The answer is, they don't. We talk to two authors who traveled the country researching "steampunk" – a cultural, social and technological movement that turns back the clock on mass-produced goods, and brings back craftsmanship, uniqueness and humanity to 21<sup>st</sup> century technology, fashion, literature and life.

**Host:** Christopher Michael. **Guests:** James H. Carrott, freelance historian, writer and design consultant. Former global manager for Xbox 360 hardware, and Brian David Johnson, futurist at Intel Corp., speaker and writer. They are co-authors of the book, "Vintage Tomorrows: A historian and a futurist journey through steampunk into the future of technology," ([www.vintagetomorrow.com](http://www.vintagetomorrow.com)).

**COMPLIANCY ISSUES COVERED:** technology, labor, arts & literature, consumerism

15:11 SEGMENT #2- Fibonacci: The man who brought us numbers 10:19

**SYNOPSIS:** We take our numbers and arithmetic for granted, and that's a good thing. However there was a time when it wasn't so simple to count, keep records of business transactions or do simple math problems because our numerals 0 through 9 weren't in common use around the world. We talk to a mathematician and author about the man who started the "arithmetic revolution."

**Host:** Marty Peterson. **Guests:** Keith Devlin, Mathematician, Stanford Univ., NPR's "Math Guy," author of the book, "The Man of Numbers: Fibonacci's arithmetic revolution," (<http://devlinsangle.blogspot.com>).

**COMPLIANCY ISSUES COVERED:** science, education, history, commerce

