

**WQXL/1470 AM
ISSUES AND ANSWERS QUARTERLY SUMMARY
JANUARY – MARCH 2013**

Ascertainment Issues

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

**Housing
Higher Education
Gun Control
Mental Healthcare**

Ascertainment Answers

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

HOUSING

Viewpoints (WQXL's Community Service Program)

January 12th

30 minutes

This program featured a segment entitled "Co-Housing: Building caring communities" in which this issue is addressed.

HIGHER EDUCATION

Viewpoints (WQXL's Community Service Program)

January 26th

30 minutes

This program featured a segment entitled "Back to Scholl: Improving the Community College Experience" in which this issue is addressed.

GUN CONTROL

Viewpoints (WQXL's Community Service Program)

February 2nd

30 minutes

This program featured a segment entitled "Mass Killers: What makes them do what they do?" in which this issue is addressed.

MENTAL HEALTHCARE

Viewpoints (WQXL's Community Service Program)

March 2nd

30 minutes

This program featured a segment entitled "Caregivers: Navigating the healthcare system" in which this issue is addressed.



Program # 13-01

Air week: 1/6/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – Purdue Pharma/A Good Night’s Sleep OUTCUE: “...Foundation.org.”	:61
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	SEGMENT #1 - Companion Animals: Dogs and monkeys to the rescue! 11:17	
<p>SYNOPSIS: We all know how Seeing Eye dogs help the blind, but dogs help the disabled in other ways...and so do other animals. We talk to two women who have experience with unusual service animals and hear about how these companions help when illness strikes and provide their owners with friendship and the independence they wouldn’t have had without them.</p> <p>Host: Christopher Michael. Guests: Catherine Peters, owner and trainer of service dogs, and obedience judge for the American Kennel Club; Ellen Rogers, author of “Kasey to the Rescue: A remarkable story of a monkey and a miracle,” (www.kaseytotherescue.com).</p> <p>COMPLIANCY ISSUES COVERED: disability issues; home healthcare; family issues, pets</p>		
12:53	SPOT BREAK #2 – Purdue Pharma/In the Face of Pain OUTCUE: “... in the face of pain.com.”	:56
13:49	:02 PAUSE FOR LOCAL AVAIL	:02
13:51	SEGMENT #2- Verbs! How action words can help your writing and speech 11:39	
<p>SYNOPSIS: What makes writing sing? How is it that some books and speeches make you fall asleep, while others put you on the edge of your seat? We talk to a writer and teacher about the use of “verbs” in their various forms, and how they can spice up writing, create a mood and resonate with readers long after they close the book .</p> <p>Host: Marty Peterson. Guests: Constance Hale, journalist, essayist, author of the book, “Vex, Hex, Smash, Smooch: Let verbs power your writing,” (www.sinandsyntax.com).</p> <p>COMPLIANCY ISSUES COVERED: arts & literature; education; communication</p>		
25:30	SPOTBREAK #3 – U.S. Tax Shield/Tax Settlement Life Alert/Fire Danger OUTCUE: “...1-800-528-3434.”	:60 :58
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

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Program # 13-02

Air week: 1/13/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – Purdue Pharma/A Good Night's Sleep OUTCUE: "...Foundation.org."	:61
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	SEGMENT #1 - Dress for Success: More important now than ever	11:55

SYNOPSIS: With unemployment high, more people are vying for fewer jobs. It's important to get an edge on the competition, and one way that's possible is with your appearance. We talk to two authors who explain why it's important to "dress for success," and how men and women can accomplish that goal whether it's in a job interview, an important meeting or a "business casual" event.

Host: Christopher Michael. Guests: Glen R. Sondag, financial services professional, fashion aficionado, author of "Anything Other Than Naked," (www.anythingotherthannaked.com); Meryl Weinsaft Cooper, public relations professional, co-author of "Be Your Own Best Publicist," (<http://beyourownbestpublicist.com>).

COMPLIANCY ISSUES COVERED: employment; business; communication; commerce; psychology

13:44	SPOT BREAK #2 – Donate Cars/Going To Do OUTCUE: "...that's 1-800-835-1478."	:58
14:42	:02 PAUSE FOR LOCAL AVAIL	
14:44	SEGMENT #2- Co-Housing: Building caring communities	10:42

SYNOPSIS: A small, niche market is building for an alternative type of neighborhood: co-housing. We talk to the man who helped bring the concept to the U.S. from Europe, and find out how it works, who is best served by the plan, how it encourages sustainable living options, and hear about the different types of residences there are around the country.

Host: Marty Peterson. Guests: Charles Durrett, architect and co-author of "Creating Co-housing: Building Sustainable Communities," (www.cohousingco.com).

COMPLIANCY ISSUES COVERED: housing; public assistance; education; conservation; family issues.

25:26	SPOTBREAK #3 – U.S. Tax Shield/Tax Settlement Life Alert/Fire Danger OUTCUE: "... 1-800-528-3434."	:60 :61
27:27	Program Conclusion	:30
27:57	TOTAL TIME	

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Program # 13-03

Air week: 1/20/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – ACH Foods/Big Game Baking and Entertaining OUTCUE: "...that's Breadworld.com."	:53
1:39	:02 PAUSE FOR LOCAL AVAIL	:02
1:41	SEGMENT #1 – Grieving: What it is; how we can help those in grief	12:05

SYNOPSIS: We all know people who have lost a loved one, or perhaps a job, or spouse in divorce, and we want to comfort them, but we don't know what to say. We talk to two grief experts about just what grief is, and how it affects the grief-stricken person, their family and friends. We'll also hear some advice on what to do and *not* do when comforting a grieving person.

Host: Christopher Michael. **Guests:** . Guests: Dr. Mary Lamia, clinical psychologist and psychoanalyst in private practice in Marin County, CA, author of the books, "Understanding Myself," and "Emotions!" (www.marylamia.com); Russell Friedman, Exec. Dir. of the Grief Recovery Institute, co-author of the book, "Moving Beyond Loss: Real answers to real questions from real people," (www.griefrecoverymethod.com).

COMPLIANCY ISSUES COVERED: mental health, children and family issues, culture, crime

13:46	SPOT BREAK #2 – Purdue Pharma/A Good Night's Sleep OUTCUE: "...Foundation.org."	:61
14:47	:02 PAUSE FOR LOCAL AVAIL	:02
14:49	SEGMENT #2- Heads in Beds: Behind the scenes in the hotel business	10:34

SYNOPSIS: Have you ever wondered what goes on behind the desk at the major hotels in the U.S.? How come some guests always get the best rooms and service, and you end up in a room overlooking the alley? Why is it that you have to pay for your mini-bar peanuts and some guests never pay? We talk to a hospitality industry insider about his experiences in two large hotels; how hotels figure out who to put where; how the mini-bar and movies work; and how to get the best service from the staff that counts.

Host: Marty Peterson. **Guests:** Jacob Tomsy, veteran of the hospitality business in hotels in New Orleans and New York City, author of the book, "Heads in Beds: A reckless memoir of hotels, hustles and so-called hospitality," (www.jacobtomsy.com).

COMPLIANCY ISSUES COVERED: business, transportation, consumerism, labor & employment

25:23	SPOTBREAK #3 – Cherry Marketing Institute/The Red Report Microsoft/SMB Government Contracts OUTCUE: "...that's MicrosoftBusinessHub.com."	:62 :62
27:27	Program Conclusion	:30
27:57	TOTAL TIME	

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Program # 13-04

Air week: 1/27/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – ACH Foods/Big Game Baking and Entertaining OUTCUE: "...that's Breadworld.com."	:53

1:39 :02 PAUSE FOR LOCAL AVAIL :02

1:41 SEGMENT #1 – Back to School: Improving The Community College Experience 10:20

SYNOPSIS: Millions of Americans attend community colleges, and these institutions have changed over the years to accommodate their diverse needs. We talk to two education experts about how these schools have evolved through the years; what their mission is now, and how the educational experience can be improved for both the students and their teachers.

Host: Christopher Michael. Guests: Mike Rose, Prof. at the UCLA Graduate School of Education and Information Studies, author of "Back to School: Why everyone deserves a second chance at an education," (www.mikeroosebooks.com); Dr. Joseph Hankin, Pres. Westchester Community College, SUNY, Valhalla, NY, (www.sunywcc.edu).

COMPLIANCY ISSUES COVERED: higher education, remedial education, economy, military, employment

12:05 SPOT BREAK #2 – Purdue Pharma/A Good Night's Sleep :61
OUTCUE: "...Foundation.org."

13:06 :02 PAUSE FOR LOCAL AVAIL :02

13:08 SEGMENT #2- Back to School: Alternatives to a college degree 12:18

SYNOPSIS: Some young students and some older Americans are looking forward to graduating from high school so they can get right into the workforce. These workers would rather have a more hands-on learning experience than 2- or 4-year colleges usually provide. We talk to two men about the alternatives to a college degree: one who says the skilled trades are a great place to start a lifelong, good-paying and rewarding career; the other who took an entrepreneurial approach to his life's work.

Host: Marty Peterson. Guests: Henry A. Kelly, Project Exec. Georgia Power Company, Atlanta, GA (www.gobuildgeorgia.com); David DiEugenio, owner, Cartridge World USA, Gainesville, FL (www.cartridgeworldusa.com/store849)

COMPLIANCY ISSUES COVERED: education, entrepreneurs, labor, business, construction, technology

25:26 SPOTBREAK #3 – Cherry Marketing Institute/The Red Report :61
Hennion & Walsh/Tax Free* :60
OUTCUE: "...1-877-379-0606."

27:27 Program Conclusion :30

27:57 TOTAL TIME

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Program # 13-5

Air week: 2/3/2013

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – Idaho Potato Commission/Heart Month Healthy Potatoes OUTCUE: "...that's IdahoPotato.com"	:62
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT #1 – Mass Killers: What makes them do what they do?	12:04

SYNOPSIS: The United States has had a number of mass killings during the past few years and the same questions come up each time: Why do people do such things? What's their motivation? We talk to a nationally renowned forensic psychiatrist about why people commit mass murder, what they have in common and how we might identify and help these individuals before they become dangerous.

Host: Christopher Michael. Guests: Dr. Park Dietz, forensic psychiatrist, founder of the Threat Assessment Group, Newport Beach, CA (www.taginc.com).

COMPLIANCY ISSUES COVERED: crime, gun issue, mental health, law enforcement, public safety

13:54	SPOT BREAK #2 – Pedigree/Adopt a Pet OUTCUE: "...that's Facebook.com/Pedigree"	:61
14:55	:02 PAUSE FOR LOCAL AVAIL	:02
14:57	SEGMENT #2- Resolutions: How to keep them going <i>after</i> the New Year	10:28

SYNOPSIS: It's the first week of February and your New Year's resolution is beginning to falter. Why can't you stay on track with your diet, exercise or stop smoking program? We talk to two resolution specialists about why we make resolutions, how we can make them better and what we can do to keep focused on our goals long after the new year.

Host: Marty Peterson. Guests: Dr. Duane Jackson, Prof. of Psychology and Chairperson of the Psychology Dept., Morehouse College, Atlanta, GA (www.morehouse.edu); Jeremy Dean, host of the popular psychology website, Psyblog, author of the book, "Making Habits, Breaking Habits: Why we do things, why we don't and how to make any change stick," (www.spring.org.uk).

COMPLIANCY ISSUES COVERED: diet & exercise; health, relationships, culture

25:25	SPOTBREAK #3 – Cherry Marketing Institute/The Red Report Got Milk?/Breakfast Blitz OUTCUE: "...for free entry method."	:62 :62
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

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Program # 13-06

Air week: 2/10/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – Idaho Potato Commission/Heart Month, Healthy Potatoes OUTCUE: "... Idaho potato.com."	:62
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT #1 – Cyber Attacks: Who's mounting them and why	10:34

SYNOPSIS: Cyber attacks on government and business are on the rise, and hackers from around the world are stealing valuable information for international espionage, to sell or to embarrass countries and industries. We talk to two computer specialists about who is mounting these attacks, how much damage it could do to our country and what's being done to stop it.

Host: Christopher Michael. Guests: John Stuart, a high-tech entrepreneur, co-author with Caitlin Stuart of the cyber suspense novel, "Hiding in Sunshine," (www.hidinginsunshine.com); Jon Iadonisi, US Naval Acad. graduate, former Navy Seal, computer scientist with a degree in homeland security, and CEO of White Canvas Group, (www.whitecanvasgroup.com).

COMPLIANCY ISSUES COVERED: homeland security, technology, terrorism, infrastructure, business, cybercrime

12:24	SPOT BREAK #2 – Pedigree/Adopt a Pet OUTCUE: "...facebook.com/Pedigree."	:62
13:26	:02 PAUSE FOR LOCAL AVAIL	:02
13:28	SEGMENT #2- The Myth of the Perfect Girl	11:59

SYNOPSIS: Girls these days are expected to do so many things: get good grades, excel in athletics, volunteer, be popular and make it into a good college and complete a degree program. This can put a lot of stress on anyone, but our guest says that teenage girls are especially susceptible to pressure and the idea that they have to be "perfect" in everything they do. We discuss how girls can be successful in school and life without over-taxing themselves physically and emotionally.

Host: Marty Peterson. Guests: Ana Homayoun, nationally-recognized educator, speaker and consultant, founder of Green Ivy Educational Consulting, author of "The Myth of the Perfect Girl," (www.anahomayoun.com)

COMPLIANCY ISSUES COVERED: women's issues, education, mental health, technology, family issues

25:27	SPOTBREAK #3 – Got Milk/Breakfast Blitz Pedigree/Dentastix Smoochable Solution OUTCUE: ".../Dentastix."	:61 :61
27:29	Program Conclusion TOTAL TIME	:30

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Program # 13-07

Air week: 2/17/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – Idaho Potato Commission/Heart Month/Healthy Potatoes OUTCUE: "...Idaho Potato.com."	:63
1:49	:02 PAUSE FOR LOCAL AVAIL	:02
1:51	SEGMENT #1 – Distracted Driving	9:55

SYNOPSIS: There are thousands of deaths each year due to distracted driving. Anytime a driver takes his or her eyes off the road, hands off the wheel or mind of what they're increasing their chances of a crash. We talk to a driving instructor who is also a father and author about how we become distracted in the car; what we can do to teach kids about the dangers of cell phone use and texting; and how we can make them better, more attentive drivers.

Host: Christopher Michael. Guests: Bob Ragazzo, author of "Seven Things Every Parent Must Teach their Young Driver BEFORE Handing Over the Keys," and the Save Your Teen Driver Online Program, (www.saveyourteendriver.com).

COMPLIANCY ISSUES COVERED: children & family, transportation, education, communication, technology

11:46	SPOT BREAK #2 – Pedigree/Adopt a Pet OUTCUE: "...Facebook.com/Pedigree."	:62
12:48	:02 PAUSE FOR LOCAL AVAIL	:02
12:51	SEGMENT #2- Saving Money: Advice for young and old	12:37

SYNOPSIS: Personal finances are still tight, and people in all walks of life are looking for ways to get more for their money. We talk to two financial experts about how young people can deal with credit card debt, mortgages, and student loans; and how older people can make the most of their retirement funds by learning a few lessons about investing and the stock market.

Host: Marty Peterson. Guests: Jordan Goodman, frequent business contributor to CNBC, Fox, 'The View' and other television and radio shows, author of "Master Your Debt," (www.moneyanswers.com); John H. Graves, Independent Financial Advisor and Managing Partner; the Renaissance Group, LLC, author of "The 7% Solution: You can afford a comfortable retirement," (www.theretirementjournal.com).

COMPLIANCY ISSUES COVERED: personal finance; retirement, housing, banking

25:28	SPOTBREAK #3 – Hennion & Walsh/Tax Free US Tax Shield/Tax Settlement OUTCUE: "...800-226-8183."	:60 :60
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

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Program # 13-08

Air week: 2/24/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

Time	Segment	Segment time
:00	Intro	:46
:46	SPOTBREAK #1 –Idaho Potato OUTCUE: "...Idaho potato.com."	:62
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT #1 – Lincoln: The man and the movie	12:59

SYNOPSIS: The film "Lincoln" has been out for a few months now and by just about everyone's measure it's a blockbuster. The movie just touches on the events surrounding the 13th Amendment to the Constitution that abolished slavery, without going into great detail about the events that led up to the activities in the film. We talk to a historian and author about the film, the men and events that led to the passage of the amendment and how the actors and craftspeople brought the people and the era to life.

Host: Christopher Michael. **Guests:** David Rubel, historian, author of "A Steven Spielberg Film – Lincoln, a Cinematic and Historical Companion," published by Disney Press, (www.davidrubel.net).

COMPLIANCY ISSUES COVERED: the Presidency, the arts, slavery, African-American issues, war, government

14:49	SPOT BREAK #2 – Roche/Accu-Chek OUTCUE: "...J.D. Power.com."	:62
15:51	:02 PAUSE FOR LOCAL AVAIL	:02
15:53	SEGMENT #2- How to Survive the Big Break-up	9:34

SYNOPSIS: Millions of men and women didn't celebrate Valentine's Day – not because they're killjoys but because their sweetheart dumped them. A romantic break-up can be hard to take, and it can monopolize your thoughts, keep you from working, sleeping and getting on with your life. We talk to two break-up experts about some strategies for coming back from a romantic disaster stronger and wiser for the experience.

Host: Marty Peterson. **Guests:** Dr. Debora Phillips, behavior therapist in private practice in San Francisco, teacher at three medical schools, author of the newly revised edition of "How to Fall Out of Love," (www.drdphillips.com) Dr. Phillips invites listeners to email her with questions about break-ups at deborap@earthlink.net; Christine Arylo, teacher, speaker and author of the book, "Madly in Love with Me: The daring adventure of becoming your own best friend," (www.madlyinlovewithme.com).

COMPLIANCY ISSUES COVERED: mental health, marriage and relationships, employment issues

25:27	SPOTBREAK #3 – GoSmart/Pay as You Go Arbys.com/Reubenville	:62 :58
27:27	OUTCUE: "...at Arbys.com." Program Conclusion	:30
27:57	TOTAL TIME	

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Program # 13-09

Air week: 3/3/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – Arby's/Reubenville OUTCUE: "...at Arby's.com/Reubenville."	:56
1:44	:02 PAUSE FOR LOCAL AVAIL	:02
1:46	SEGMENT #1 - Are Kids Growing Up Too Fast or Too Slow?	12:42

SYNOPSIS: Are kids today growing up too fast? Or do parents hover around them, "infantilizing" their kids by making decisions for them? We talk to three psychologists who specialize in young people about maturity, and hear some ideas on how moms and dads can help their children grow up to be happy kids and independent adults.

Host: Christopher Michael. Guests: Dr. Beth Halbert, clinical child-family psychologist, (www.drbeth.com); Dr. Edward Christophersen, clinical psychologist, Children's Mercy Hospital, Kansas City, MO (www.cmh.edu); Dr. Robert Epstein, research psychologist, author of "Teen 2.0: Saving our families from the torment of adolescence," (www.drrobertepstein.com).

COMPLIANCY ISSUES COVERED: children & family issues; employment; media & pop culture; technology

14:28	SPOT BREAK #2 – Hennion & Walsh/Tax Free OUTCUE: "...1-877-596-4242."	:58
15:26	:02 PAUSE FOR LOCAL AVAIL	:02
15:28	SEGMENT #2- Caregivers: Navigating the healthcare system	10:02

SYNOPSIS: When a loved-one becomes ill, their caretakers can suffer just as much as the patient. Navigating hospital rules and regs; trying to discuss the case with doctors – if you can find them – and dealing with nurses who seem more like wardens, can wear a caregiver out and change them into resentful relatives rather than loving spouses or children. We talk to an author who has been there about how she combined common sense, perseverance and humor to take care of her chronically ill husband in and out of the hospital.

Host: Marty Peterson. Guests: Jane Heller, humorist, novelist and author of the non-fiction book, "You'd Better Not Die or I'll Kill You: A caregiver's survival guide to keeping you in good health and good spirits," (www.janeheller.com).

COMPLIANCY ISSUES COVERED: senior citizens; health care; family issues, legal issues; mental health.

25:30	SPOTBREAK #3 – Donate Cars/Going to Do US Tax Shield/Tax Settlement OUTCUE: "...800-226-8183."	:58 :60
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

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Program # 13-10

Air week: 3/10/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – ACH Foods/Easter Baking OUTCUE: "...Breadworld.com."	:59
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT #1 – The Master of Disguise: The man behind the story of "Argo"	12:48

SYNOPSIS: When the movie "Argo" won the Oscar for "Best Picture" last month, Producer/Director/Actor Ben Affleck thanked a former CIA operative for sharing the story of the amazing caper with him. Eleven years ago, we talked to that operative and his wife who was also a spy, about what it was like to work undercover, how Hollywood contributes to spycraft and how the couple used simple and complex methods of deception to fool the enemy.

Host: Christopher Michael. Guests: Antonio and Jonna Mendez, former CIA agents, both served in the Office of Technical Services and both were Chief of Disguise. Antonio and Jonna are authors of the book, "Spy Dust," and Antonio is the author of "The Master of Disguise: My secret life in the CIA," (www.themasterofdisguise.com) (www.spymuseum.org).

COMPLIANCY ISSUES COVERED: war & espionage; national security; films & media; crime

14:35	SPOT BREAK #2 – Hennion & Walsh/Tax Free OUTCUE: "...1-877-379-0606."	:57
15:33	:02 PAUSE FOR LOCAL AVAIL	:02
15:35	SEGMENT #2- Photographing the Beatles:A friend and photographer looks back	9:55

SYNOPSIS: If you're a baby boomer then you know all about the excitement and frenzy that occurred when the Beatles first arrived on the scene and traveled to America. We talk to a photographer who not only took many memorable pictures of the Fab Four, but who also became their good friend. We discuss what the musicians were like, how he gained their trust, what it was like to photograph the Beatles and other luminaries of the time, and how the profession of news photographer has changed in the last 50 years.

Host: Marty Peterson. Guests: Henry Grossman, professional photographer of the Beatles and others, author of the photographic book, "Places I Remember: My time with the Beatles," (www.curbender.com), (www.henrygrossman.com).

COMPLIANCY ISSUES COVERED: visual arts & music; popular culture; media & journalism

25:30	SPOTBREAK #3 – Donate Cars/Going to Do US Tax Shield/Tax Settlement OUTCUE: "...800-226-8183."	:59 :60
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

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Program # 13-11

Air week: 3/17/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – ACH Foods/Easter Baking OUTCUE: "...Breadworld.com."	:59
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT #1 – Seeing vs. Observing: Enriching life by being more observant	10:29

SYNOPSIS: How often do you walk around your neighborhood without noticing what really makes it interesting? Do you know what kinds of trees, wildlife, signage and minerals inhabit your little corner of the world? No? That's probably because you see your habitat, but you don't *observe* much about it. We talk to two psychologists about the difference between seeing and observing, find out how your neighborhood can become a whole new world if you walk with people with different perspectives, and discuss how anyone can learn to become more observant of their surroundings with company or alone.

Host: Christopher Michael. **Guests:** Dr. Alexandra Horowitz, psychologist, animal behavior and canine cognition specialist who teaches at Barnard College, and is the author of the book, "On Looking: Eleven walks with expert eyes," (www.on-looking.com); Dr. Duane Jackson, Chairperson of and professor in the Dept. of Psychology, Morehouse College, Atlanta, GA (www.morehouse.edu)

COMPLIANCY ISSUES COVERED: urban issues, the arts, science, architecture, ecology

12:16	SPOT BREAK #2 – Skinny Cow/Laughter OUTCUE: ".../the Skinny Cow US."	:61
13:17	:02 PAUSE FOR LOCAL AVAIL	:02
13:19	SEGMENT #2- The Inventor and the Tycoon: The birth of motion pictures	12:09

SYNOPSIS: Watching the Best Picture clips during the Oscars® last month reminds us how technologically sophisticated movies are these days with special effects, gorgeous cinematography and amazing sound. It really wasn't that long ago when just seeing a few pictures move for a very few seconds was as exciting as 3-D movies are to us today. But who made the pictures first come to life? Was it Thomas Edison? Or someone else? We talk to an author about how two very different men – one a millionaire, the other an artist and a murderer – joined forces to make pictures move.

Host: Marty Peterson. **Guests:** Edward Ball, author of "The Inventor and the Tycoon: A gilded age murder and the birth of moving pictures," (www.facebook.com/EdwardBallAuthor).

COMPLIANCY ISSUES COVERED: crime, law, government, transportation, the arts, technology, education, philanthropy

25:28	SPOTBREAK #3 – Hennion & Walsh/Tax Free Donate Cars/Going to Do OUTCUE: "...1-800-835-1478."	:60 :60
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

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Program # 13-12

Air week: 3/24/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – ACH Foods/Easter Baking OUTCUE: "...Bread World.com."	:59
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT #1 – 1968: The year that changed baseball forever	11:41

SYNOPSIS: Baseball is quite a different game today than it was 45 years ago, when players made middle-class wages, lived in the neighborhoods in which they played and were, for the most part, wholly-owned employees of their team owners. What a difference a season makes! We talk to an author about the events of the 1968 baseball season and how they changed the players, the business of baseball and the country forever.

Host: Christopher Michael. Guests: Tim Wendel, Writer in Residence, Johns Hopkins Univ., author of "Summer of '68: The season that changed baseball and America forever," (www.timwendel.com)

COMPLIANCY ISSUES COVERED: race, politics, recreation, business, media, labor issues

13:28	SPOT BREAK #2 – Sheba/Feed Your Passion #2 OUTCUE: ".../feed your passion."	:60
14:28	:02 PAUSE FOR LOCAL AVAIL	:02
14:30	SEGMENT #2 – New Ideas on Race and Diversity	10:55

SYNOPSIS: Can race be taught as a school subject, like chemistry and foreign language? Are we doing those different from us a disservice by trying to "walk a mile in their shoes" as a way of understanding them? Are news stories giving the public a skewed view of what different factions in society and the world think of each other? Are racial tensions brought about just because of skin color? Or are there other factors in play? We talk to two researchers about the answers to these questions and take a slightly different look at race, ethnicity, religion and how they affect our perceptions of the world.

Host: Marty Peterson. Guests: Lawrence Blum, Prof. of Philosophy, Dist. Prof. of Liberal Arts & Education, Univ. of Massachusetts, Boston, author of "High Schools, Race and America's Future: What can students teach us about morality, diversity, and community," (www.umb.edu); Todd Pittinsky, Assoc. Prof. in the Dept of Technology and Society, SUNY-Stony Brook, lecturer at Harvard Univ., author of "Us + Them: Tapping the positive power of difference," (www.stonybrook.edu).

COMPLIANCY ISSUES COVERED: race, religion, ethnic concerns, education, media

25:25	SPOTBREAK #3 – Alzheimer's Association/Long Distance Caregivers #2 Hennion & Walsh/Tax Free OUTCUE: "...FINRA SIPC."	:63 :60
27:28	Program Conclusion	:30
26:38	TOTAL TIME	

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Program # 13-13

Air week: 3/31/13

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – Alzheimer’s Association/One in Three #1 OUTCUE: “...alz.org”	:62
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT #1 – Making Tough Decisions: Inside the Supreme Court	11:55

SYNOPSIS: The U.S. Supreme Court will decide a number of high-profile cases this term, including ones on same-sex marriage, voting rights and election funding. The deliberations of the justices on these and other cases are done behind closed doors, so the public has little to no idea of how they make their decisions. To get an idea of how the system works, we talk to two Supreme Court specialists about how the process works, and look at how decisions were crafted in past cases.

Host: Christopher Michael. Guests: Carolyn Shapiro, Assoc. Prof. of Law, Chicago-Kent College of Law, Illinois Institute of Technology, Dir. of the Institute on the Supreme Court of the United States (www.kentlaw.iit.edu); Marjorie Heins, former civil rights lawyer, Adjunct Prof. at NYU, founding Director of the Free Expression Policy Project, author of "Priests of Our Democracy: The Supreme Court, academic freedom, and the anti-communist purge," (www.fepproject.org).

COMPLIANCY ISSUES COVERED: justice system, the Constitution, voting rights, civil rights, politics

13:45	SPOT BREAK #2 – Nabisco/One Direction Correspondent OUTCUE: “... 1 divp.com.”	:61
14:46	:02 PAUSE FOR LOCAL AVAIL	:02
14:48	SEGMENT #2- The Drunken Botanist: The plants behind popular spirits	10:42

SYNOPSIS: Cocktails are making a comeback, and the distilled spirits that go in them have very interesting and complex histories. We talk with an author who researched how many popular liquors are created, the myths that surround some of them and what fruits, vegetables and shrubs are used in the creation of some of your favorite drinks.

Host: Marty Peterson. Guests: Amy Stewart, author of "The Drunken Botanist: The plants that create the world's great drinks," (www.amystewart.com).

COMPLIANCY ISSUES COVERED: agriculture, recreation & leisure, manufacturing, science

25:30	SPOTBREAK #3 – Sheba/Responsibility Sourced #1 Hennion & Walsh/Tax Free OUTCUE: “...FINRA SIPC.”	:56 :60
27:26	Program Conclusion TOTAL TIME	:30

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