

KBAM 1270 AM and 93.5 FM
Quarterly Issues/Programming Report: Third Quarter, 2015
For programming aired July 1, 2015 through September 30, 2015

Prepared October 5, 2015 by Bruce Pollock

The following is a list of non-entertainment public service programming which, in the opinion of the management of the station, represents the most significant treatment by the station of certain issues believed to be of community concern. The list is not intended to be a comprehensive list of all of the station's non-entertainment programs. Nor is it designed to list every program broadcast by the station that is responsive to the selected issues. Included are only those programs in which the station devoted significant time or depth to the various issues.

Feature: "Community Calendar" is an ongoing one-minute program produced at the station's studio in Longview and updated weekly. Featuring an average of three local announcements per program, priority is given to non-profit and community-service organizations and may include free activities, fundraising events, news and weather-related advisories, and other items. **Three script samples are included in this report and six broadcast times follow:**

Date	Time	Duration
Aug 1, 2015	6:21 AM	60 Seconds
Aug 10, 2015	6:49 AM	60 Seconds
Aug 21, 2015	6:52 PM	60 Seconds
Sept 1, 2015	7:20 AM	60 Seconds
Sept 16, 2015	8:24 AM	60 Seconds
Sept 30, 2015	9:45 AM	60 Seconds

Program: "Info Trak" is half-hour weekly public affairs program covering an average of three pertinent local, regional, and national issues per week. These issues include unemployment, crime, physical and mental health, disabilities, poverty, volunteerism, traffic and fire safety, drinking and drug use, government, education, environment, energy, family and consumer issues, diversity, and others. **See enclosed Info Trak quarterly issues report summary.**

Feature: "WorkSource Minute" is an ongoing one-minute program updated weekly and hosted by the Washington State employment office in Kelso. Locally-produced, it highlights three to five community job listings in Cowlitz and Wahkiakum Counties. **Three script samples are included in this report and six broadcast times follow:**

Date	Time	Duration
Aug 1, 2015	10:19 AM	60 Seconds
Aug 9, 2015	9:50 AM	60 Seconds
Aug 21, 2015	9:42 AM	60 Seconds
Sept 1, 2015	4:52 PM	60 Seconds
Sept 16, 2015	5:20 AM	60 Seconds
Sept 16, 2015	7:20 AM	60 Seconds



Call Letters: KBAM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JULY 1, 2015-SEPTEMBER 30, 2015

Show # 2015-27

Date aired: July 5, 2015 Time Aired: 6:00 AM

Sonya Madison, Workplace Attorney and Legal Analyst, based in Atlanta

Ms. Madison said a drunk driving conviction can severely damage a person's chances of finding or even keeping a job. She noted that most large employers typically conduct background checks on potential employees today. She explained why negatives such as a DUI conviction often will remove the applicant from consideration for a job opening.

Issues covered:
Drunk Driving
Employment

Length: 7:47

Jeff Strohl, PhD, Director of Research at the Georgetown University Center on Education and the Workforce

Dr. Strohl co-authored a recent study that determined that although more Hispanics and African-Americans are going to college, their access to the most selective schools isn't keeping pace. He said there are major income differences between those with a top education compared to graduates of other schools. He explained the reasons behind this problem, and why it is so difficult to address.

Issues covered:
Minority Concerns
Education

Length: 9:21

Janet Champ, co-author of "Ripe: The Truth About Growing Older and the Beauty of Getting on With Your Life"

Ms. Champ talked about challenges and myths faced by women as they age. She said many women feel discarded and undervalued as they reach their forties. She believes that this phase of life is rich in often underappreciated beauty and that women who adapt to these changes can offer much to society.

Issues covered:
Women's Issues
Aging
Senior Citizens

Length: 4:39

Show # 2015-28

Date aired: July 12, 2015 Time Aired: 6:00 AM

Nicholas Tatonetti, PhD, Assistant Professor of Biomedical Informatics, Director of Clinical Informatics at the Herbert Irving Comprehensive Cancer Center at Columbia University

Dr. Tatonetti's research uncovered a surprising correlation between the month a person is born and their risk of developing various health problems, including heart disease, viral infections and ADHD. His study found 55 diseases that correlated with the season of birth. He explained the time of year a person is born dictates many of the environmental factors they are exposed to during birth and early development.

Issues covered:
Personal Health

Length: 6:54

Michael H. Shuman, economist, attorney, author, and entrepreneur, experts on community economics, author of "*The Local Economy Solution*"

Mr. Shuman believes the entire process of local economic development has become ineffective and unaffordable. He said the traditional method of chasing large companies with huge taxpayer subsidies creates very few new jobs. He is a proponent of alternative approaches in which states and cities encourage private ventures that help local businesses launch and grow.

Issues covered:
Economic Development
Employment

Length: 10:12

Bill Bishop, author of "*The Big Sort*"

America may be more diverse than ever, but Mr. Bishop believes that the nation's neighborhoods are becoming too divided—culturally, economically and politically. He said that the places where Americans live are becoming increasingly populated with people who live, think, and vote as they do. He explained what is behind this movement and why it is not a positive development.

Issues covered:
Community
Diversity Issues

Length: 5:03

Show # 2015-29

Date aired: July 19, 2015 Time Aired: 6:00 AM

John Santa, MD, Director of the Health Ratings Center for Consumer Reports

Heart health has become a highly profitable business. Dr. Santa talked about the growing wave of cardiac tests and treatments that are being marketed to aging baby boomers. He said the most dubious tests often result in costly, unnecessary and sometimes dangerous treatments. He also explained how health consumers can get accurate information on the proficiency and competence of heart doctors.

Issues covered:
Personal Health
Senior Citizens
Consumer Matters

Length: 8:32

Jonathan Levav, PhD, Associate Professor of Marketing at the Stanford University Graduate School of Business

Wise decision-making is perhaps the greatest factor that determines success or failure in life and business. Professor Levav talked about his study of “decision fatigue.” He explained the surprising influences on decisions, and how individuals can improve decision-making by recognizing and controlling those variables.

Issues covered:

Length: 8:40

**Workplace Matters
Mental Health**

Bernard Biermann, MD, PhD, Assistant Professor, Department of Psychiatry at the University of Michigan, Medical Director of the Child/Adolescent Inpatient Unit at Mott Children's Hospital in Ann Arbor, MI

Dr. Biermann recently completed a study that found that parents severely underestimate their teens' use of drugs and alcohol. While just ten percent of parents thought their kids drank alcohol in the past year, 52 percent of teens admitted to doing so. He talked about the possible reasons in the huge disparity, and offered advice for parents on how to recognize the signs of alcohol and drug use in their teenager.

Issues covered:

Length: 5:07

**Substance Abuse
Parenting
Youth at Risk**

Show # 2015-30

Date aired: July 26, 2015 Time Aired: 6:00 AM

Armon B. Neel Jr., PharmD., consulting pharmacist, author of “*Are Your Prescriptions Killing You?: How to Prevent Dangerous Interactions, Avoid Deadly Side Effects, and Be Healthier with Fewer Drugs*”

Mr. Neel said that patients and doctors often don't recognize when prescription drugs may be interacting dangerously with one another. He discussed the financial costs to our nation's healthcare system, and explained how patients can reduce the number of medications they're taking.

Issues covered:

Length: 7:17

**Personal Health
Senior Citizens
Consumer Matters**

Catherine Steiner-Adair, EdD., clinical psychologist, school consultant, author of “*The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age*”

The digital world is here to stay, but what are families losing? Dr. Steiner-Adair believes that today's parents often pay more attention to their smartphones than their children. She discussed the emotional impact felt by kids, and outlined how parents can set boundaries on the use of hi-tech devices for both themselves and their children.

Issues covered:

Length: 10:00

**Parenting
Youth at Risk**

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

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

Issues covered:
Workplace Issues
Education
Personal Finance

Length: 4:51

Show # 2015-31

Date aired: August 2, 2015 Time Aired: 6:00 AM

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

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

Issues covered:
Employment
Career

Length: 10:25

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

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

Issues covered:
Education
Parenting

Length: 6:44

Andy Cohen, CEO, Caring.com

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

Issues covered:
Senior Citizens
Traffic Safety

Length: 5:10

Show # 2015-32

Date aired: August 9, 2015 Time Aired: 6:00 AM

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

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

Issues covered:

Length: 9:28

**Career
Parenting
Mental Health**

Doug Whiteman, Insurance Analyst at Bankrate.com

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

Issues covered:

Length: 7:46

**Personal Finance
Parenting**

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

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

Issues covered:

Length: 4:50

**Senior Citizens
Workplace Matters
Unemployment**

Show # 2015-33

Date aired: August 16, 2015 Time Aired: 6:00 AM

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

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

Issues covered:

Length: 8:57

**Employment
Job Training**

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

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

Issues covered:
Education
Children's Issues

Length: 7:56

Gary Brienzo, Communications Manager, National Arbor Day Foundation

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

Issues covered:
Environment
Community Health
Parenting
Volunteerism

Length: 4:42

Show # 2015-34

Date aired: August 23, 2015 Time Aired: 6:00 AM

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

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

Issues covered:
Food Safety
Government Regulation

Length: 8:29

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

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

Issues covered:
Parenting
Children's Issues

Length: 8:40

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

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

Issues covered:

**Addiction
Community Health**

Length: 4:58

Show # 2015-35

Date aired: August 30, 2015 Time Aired: 6:00 AM

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

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

Issues covered:

**Personal Health
Senior Citizens**

Length: 8:01

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

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

Issues covered:

**Education
Government**

Length: 9:10

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

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

Issues covered:

**Food Safety
Consumer Matters
Government Regulations**

Length: 4:55

Show # 2015-36

Date aired: September 6, 2015 Time Aired: 6:00

Ann Dowsett Johnston, award-winning journalist, author of *“Drink: The Intimate Relationship between Women and Alcohol”*

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

Issues covered:
Substance Abuse
Women’s Issues

Length: 9:27

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

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

Issues covered:
Inner City Issues
Parenting
Poverty

Length: 7:36

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

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

Issues covered:
Senior Citizens
Personal Health
Family

Length: 4:49

Show # 2015-37

Date aired: September 13, 2015 Time Aired: 6:00 AM

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

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

Issues covered:
Poverty
Education

Length: 8:31

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

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

Issues covered:

Length: 8:33

**Parenting
Nutrition**

Jim Quiggle, Director of Communications at Coalition Against Insurance Fraud

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

Issues covered:

Length: 5:00

**Medicare Fraud
Senior Citizens**

Show # 2015-38

Date aired: September 20, 2015 Time Aired: 6:00 AM

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

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

Issues covered:

Length: 10:32

**Personal Finance
Women's Issues**

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

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

Issues covered:

Length: 6:38

**Child Abuse
Crime
Youth at Risk**

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

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

Issues covered:

Length: 5:14

**Crime
Consumer Matters**

Show # 2015-39

Date aired: September 27, 2015 Time Aired: 6:00 AM

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

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

Issues covered:

Length: 9:01

**Parenting
Media**

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

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

Issues covered:

Length: 8:04

**Parenting
Career
Education**

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

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

Issues covered:

Length: 4:36

**Substance Abuse
Youth at Risk
Parenting Matters**

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