

**QUARTERLY
COMMUNITY PROBLEMS
AND ISSUES LIST**

Station: WSGB-AM

City: SUTTON-FLATWOODS State: WV

Quarter: 1st Year: 2011

- 1 Women's Issues, Workplace Matters, Youth at Risk, Teen Suicide, Parenting Concerns
- 2 Personal Health, Parenting, Energy, Environment, Employment
- 3 Crime, Poverty, Minority Concerns, Mental Illness, Youth at Risk
- 4 Legal Issues, Education, Government Policies, Obesity, Personal Health
- 5 Parenting Concerns, Youth at Risk, Citizenship, Government Policies
- 6 Parenting Concerns, Employment, Crime, Consumer Matters
- 7 Unemployment, Identity Theft, Education, Government Spending
- 8 Radon, Community Health, Government Regulation, Legal Issues, Employment
- 9 Personal Health, Education, Government Spending
- 10 Energy, Government Spending, Minority Concerns, Poverty
- 11 Legal Issues, Government Policies, Taxes, Crime
- 12 Education Reform, Government Policies, Nutrition, Personal Health
- 13 Emergency Preparedness, Personal Safety, Women's Issues, Unemployment, Mental Health

**PROGRAMS
RESPONSIVE TO
COMMUNITY ISSUES AND PROBLEMS**

Station: WSGB-AM

City: Sutton-Flatwoods

State: WV

Quarter: 1st

Year: 2011

Date of Program	Duration	Title of Program	Issues Addressed	Guests
January 2nd 630AM	24 minutes	Info Trak - Public Affairs Program	Womens's Issues, Workplace Matters Youth at Risk, Teen Suicide, Parenting Concerns	Marshawn Evans, JD Steve Simpson
January 9th 630AM	24 minutes	Info Trak - Public Affairs Program	Personal Health, Parenting Energy, Environment, Employment	Devra Davis, PhD, MPH Elton B Sherman
January 16th 630AM	24 minutes	Info Trak - Public Affairs Program	Crime, Proverty, Minority Concerns Mental Illness, Youth at Risk	Sudhir Venkatesh Mark Olfson, MD, MPH
January 23rd 630AM	24 minutes	Info Trak - Public Affairs Program	Legal Issues, Education, Government Policies, Obesity, Personal Health	Philip K. Howard Hank Cardello
January 30th 630AM	24 minutes	Info Trak - Public Affairs Program	Parenting Concerns, Youth at Risk Citizenship, Government Policies	Richard Weissbourd, PhD Stephanie Vance
February 6th 630AM	24 minutes	Info Trak - Public Affairs Program	Parenting Concerns, Employment Crime, Consumer Matters	Brad E Sachs, PhD Julie Ferguson
February 13th 630AM	28 minutes	Info Trak - Public Affairs Program	Unemployment, Identity Theft Education, Government Spending	Alison Doyle Joe Lamacchia
February 20th 630AM	24 minutes	Info Trak - Public Affairs Program	Radon, Community Health, Government Regulation, Legal Issues, Employment	Phil Price, PhD Michael G Trachtman
February 27th 630AM	24 minutes	Info Trak - Public Affairs Program	Personal Health, Education Government Spending	Curtis Rimmerman, MD Christopher Swanson PhD
March 6th 630AM	24 minutes	Info Trak - Public Affairs Program	Energy, Government Spending Minority Concerns, Poverty	Ellen Vancko Erik Rush
March 13th 630AM	24 minutes	Info Trak - Public Affairs Program	Legal Issues, Government Policies Taxes, Crime	Amber Yearwood Kelly Erb
March 20th 630AM	24 minutes	Info Trak - Public Affairs Program	Education Reform, Government Policies Nutrition, Personal Health	Frederick M Hess Kristen Kirkpatrick, MS
March 27th 630AM	24 minutes	Info Trak - Public Affairs Program	Emergency Preparedness, Personal Safety, Women's Issues, Unemployment Mental Health	Neil Strauss Cheryl Saban, PhD



Call Letters: WSGB

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2011

Program# 2011-01

Date aired: 1-2-11 Time Aired: 630Am

Marshawn Evans, JD, entertainment attorney, marketing and brand management expert, former star of "The Apprentice" on NBC-TV, author of "*Skirts in the Boardroom*"

Ms. Evans believes women need to formulate a clear strategy in order to succeed in the mostly male-dominated corporate world. She explained why women are sometimes uncomfortable in competitive situations. She also discussed the importance of networking for women.

Issues covered:
Women's Issues
Workplace Matters

Length: 8:29

Steve Simpson, expert on runaways, teen suicide and youth at risk, author of "*Runaway*"

Mr. Simpson said that the nation's fastest growing segment of runaways is children under the age of 12. He believes that the majority of youngsters who run away from home do so because of some form of abuse. He also talked about the role that newer technologies like cell phones and social networking web sites have had in the growing numbers of runaways.

Issues covered:
Youth at Risk
Teen Suicide
Parenting Concerns

Length: 8:31

~~**Gloria Lopez-Cordle**, nationally-recognized patient advocate, creator of "*the Personal Medical Journal*", a patient organizational tool~~

~~A recent study found that American hospitals are making preventable medical errors that kill thousands of Americans each year. Ms. Lopez-Cordle believes that patients and their families need to take charge of their medical information to prevent mistakes by doctors. She offered advice on what kinds of medical data is important and how to organize it.~~

~~Issues covered:
Personal Health~~

~~Length: 4:48~~

Program # 2011-02

Date aired: 1-9-11 Time Aired: 630am

Devra Davis, PhD, MPH, epidemiologist, Founding Director of the Toxicology and Environmental Studies Board at the U.S. National Academy of Sciences, visiting professor at Harvard University and Georgetown University, author of *"Disconnect"*

More than 90% of Americans use cell phones, and Dr. Davis believes this trend, particularly in today's young people, will result in a serious health crisis in the coming decades. She talked about the effects of cell phone radiation on the brain, damage to DNA and reduced sperm counts. Dr. Davis noted that the growing brains of children make them especially vulnerable, and she offered advice for parents. She explained the reasons that most studies of cell phone radiation have found no cause for concern.

Issues covered:
Personal Health
Parenting

Length: 9:28

Elton B. Sherman, expert in energy technologies and "clean tech" companies, author of *"Addicted to Energy: A Venture Capitalist's Perspective on How to Save Our Economy and Our Climate"*

Mr. Sherman talked about the easiest ways the average homeowner can save energy and money. He also talked about the reasons behind vast differences in energy efficiencies in similar-looking commercial buildings. He offered suggestions for individuals and business that could reduce global warming and create American jobs.

Issues covered:
Energy
Environment
Employment

Length: 7:43

~~**Terry Savage**, nationally-known expert on personal finance, nationally syndicated financial columnist for the Chicago Sun-Times, regular contributor to TheStreet.com and Moneyshow.com~~

~~Thanks to the 2-percent reduction in the federal payroll tax for 2011, most Americans have more money in every paycheck. Instead of spending that small windfall, Ms. Savage recommended that consumers redirect it into a 401(k) or Individual Retirement Account. She explained why that small step can make a huge difference later.~~

~~**Issues covered:**
Taxes
Retirement
Personal Finance~~

~~**Length: 4:56**~~

Program # 2011-03

Date aired: 1-16-11 **Time Aired:** 630AM

Sudhir Venkatesh, Professor of Sociology and African American Studies at Columbia University, author of *"Gang Leader for a Day"*

Prof. Venkatesh spent seven years studying a crack-dealing gang in one of the nation's most notorious housing projects. He explained the reasons that gangs often thrive in poor urban neighborhoods. He also discussed the complicated relationship between gangs and residents living in the inner city.

Issues covered:
Crime
Poverty
Minority Concerns

Length: 8:52

Mark Olfson, MD, MPH, Professor of Clinical Psychiatry in the Center for Community Health Partnerships at Columbia University

Dr. Olfson shared the results of his study that discovered that nearly 20% of college-age Americans suffer from some form of personality disorder that interferes with everyday life. An even higher percentage of young people abuse alcohol or drugs, and most do not get treatment. Dr. Olfson outlined the reasons that he believes that young adulthood is a particularly vulnerable time for the start of mental illness.

Issues covered:
Mental Illness
Youth at Risk

Length: 8:16

~~**Stephen Covey**, author of "*The Leader in Me*," and "*The 7 Habits of Highly Effective People*"~~

~~Mr. Covey believes that America's educational system is in crisis, because many business leaders are unable to hire workers with the necessary education and skill to get the job done. Many charter and magnet schools across the nation have added a version Mr. Covey's "7 Habits" program to their curriculum, and have reported improved academic scores and reduced discipline problems.~~

~~Issues covered:
Education~~

~~Length: 4:49~~

Program # 2011-04

Date aired: 1-23-11 **Time Aired:** 630AM

Philip K. Howard, attorney, advocate for legal reform, author of "*Life Without Lawyers*"

Mr. Howard talked about what he believes is an out-of-control legal system, with too many frivolous lawsuits clogging the courts. He explained the pervasive effect these suits have had on government institutions, schools and healthcare. He also offered several ideas for potential legal reform that would encourage personal judgment and responsibility.

Issues covered:
Legal Issues
Education
Government Policies

Length: 7:49

Hank Cardello, food expert and social activist, author of "*Stuffed: An Insider's Look at Who's Making America Fat*"

Mr. Cardello is a former executive and advisor to some of the largest food and beverage manufacturers in the world. He talked about the multi-faceted reasons behind America's obesity epidemic, including food company practices, failed government regulations and the consumer's desire for more food for less money. He also offered suggestions for consumers to make healthier choices in supermarkets and restaurants.

Issues covered:
Obesity
Personal Health

Length: 9:16

~~Nancy Irwin, PhD, doctor of psychology, therapeutic hypnotist, author of "You Turn: Changing Direction in Midlife"~~

~~Whether it is caused by a layoff or a desire for more personal satisfaction, many Americans over the age of 40 are changing careers. Dr. Irwin explained the underlying reasons behind this trend and how a person can determine what new career might be a good match for his present job skills.~~

~~Issues covered:
Employment
Workplace Matters~~

~~Length: 5:04~~

Program # 2011-05

Date aired: 1-30-11 Time Aired: 630AM

Richard Weissbourd, PhD, child and family psychologist at Harvard's School of Education and the Kennedy School of Government, author of "*The Parents We Mean To Be*"

Dr. Weissbourd believes that parents—not peers or popular culture—are the primary shapers of a child's emotional and moral development. He discussed the reasons that parents often feel out of control, and explained why parents' intense focus on their children's happiness is turning many kids into self-involved, fragile conformists. He offered suggestions on how parents can break out of this parenting trap.

Issues covered:
Parenting Concerns
Youth at Risk

Length: 9:11

Stephanie Vance, political advocate, former Capitol Hill chief of staff, former lobbyist, author of "*Citizens in Action: A Guide to Influencing Government*"

Ms. Vance is optimistic about America's political culture and believes that 99% of the nation's politicians are honest public servants. She suggested several ways that citizens can have a positive influence on the actions of their elected representatives.

Issues covered:
Citizenship
Government Policies

Length: 8:01

~~**Sumir Karayi**, computer expert, CEO of 1E, a software company that helps companies improve their environmental impact~~

~~Mr. Karayi discussed the results of a report by the non-profit Alliance to Save Energy and 1E that found that companies are wasting energy and losing sizable amounts of money by leaving computers on 24 hours a day. He explained why companies choose to do this, and what employees can do to convince corporate leaders to change the policy.~~

~~Issues covered:
Energy
Environment
Workplace Matters~~

~~Length: 4:55~~

Program # 2011-06

Date aired: 2-6-11 Time Aired: 630AM

Brad E. Sachs, PhD, family psychologist, author of *"Emptying the Nest"*

Many young adults are struggling to get on their feet, and are often living at home with their parents much longer than what used to be considered normal. Dr. Sachs discussed this trend and the complex reasons behind it. He also outlined several ways that parents can encourage independence and self-reliance, to help their children.

Issues covered:
Parenting Concerns
Empoyment

Length: 9:16

Julie Ferguson, Vice President of Emerging Technologies at Ecoca.com, a fraud-prevention company, co-founder of Merchant Risk Council, well-known expert in the field of fighting online fraud

A new crime is rapidly increasing in popularity. It's called "friendly fraud," where shoppers buy items online, then claim they never got the order. Ms. Ferguson explained why the crime is so easy to commit, and why it is so hard for online merchants to prevent. She explained hidden incentives that encourage banks to ignore the problem.

Issues covered:
Crime
Consumer Matters

Length: 7:46

~~**Jennifer Ford Berry**, professional organizer, author of *"Organize Now!"*~~

~~In today's busy world, Ms. Berry estimates that 80% of Americans are disorganized and need help. She explained the costs involved in clutter. She also talked about the emotional factors that are often at the root of the problem and offered suggestions on how to start to get organized.~~

~~Issues covered:
Personal Productivity
Workplace Matters
Mental Health~~

~~Length: 5:04~~

Program # 2011-07

Date aired: 2-13-11 Time Aired: 630AM

Alison Doyle, job search expert for About.com, author of *"Internet Your Way To a New Job: How to Really Find a Job Online"*

Ms. Doyle talked about the value of social networking websites like Facebook, LinkedIn and Twitter in job searches. She outlined the smartest ways that job seekers can get started in professional networking and the most common mistakes they make. She also explained how to avoid potential scams or identity thieves.

Issues covered:
Unemployment
Identity Theft

Length: 10:10

Joe Lamacchia, author of "*Blue Collar and Proud of It: The All-in-One Resource for Finding Freedom, Financial Success, and Security Outside the Cubicle*"

The Bureau of Labor Statistics has estimated that there will be more than twice as many blue collar job openings than those available for college graduates in the next few years. Mr. Lamacchia believes that too many young people are automatically pushed into college, rather than choosing the career that they would most enjoy. He talked about the upcoming explosion of blue collar jobs created by environmentally-conscious companies and the increased federal spending to rebuild the nation's infrastructure.

Issues covered:

Length: 6:57

**Education
Government Spending**

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

~~Dr. Johnson recently completed a study of 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: 4:55**~~

~~**Senior Citizens
Workplace Matters
Unemployment**~~

Program # 2011-08

Date aired: 2-20-11 **Time Aired:** 630AM

Phil Price, PhD, physicist at the Airflow and Pollutant Transport Group of the Lawrence Berkeley National Laboratory, expert on indoor radon gas

The federal government says radon causes about 21,000 deaths from lung cancer each year. However, Dr. Price says the issue is more complex and the total number of radon deaths is uncertain. He explained why not every building or person is at equal risk. He also outlined how a homeowner can decide whether to be concerned and what to do about it.

Issues covered:

Length: 8:04

**Radon
Community Health
Government Regulation**

Michael G. Trachtman, attorney, author of "*The Four Mistakes: Avoiding the Legal Landmines that Lead to Business Disaster*"

Lawsuits can have severe consequences for businesses, both large and small. Mr. Trachtman outlined the most common legal vulnerabilities, and how employees can protect their jobs by helping their employer to steer clear of litigation.

Issues covered:

Length: 9:11

**Legal Issues
Employment**

Brian Elbel, PhD, MPH, Assistant Professor of Medicine and Health Policy at the New York University School of Medicine and Wagner School of Public Service

In many areas of the country, fast food restaurants are posting calorie information on their menus. Dr. Elbel conducted a study in lower-income neighborhoods in New York City and found that the added information made no difference in what a customer ordered. He talked about the possible reasons behind this, and offered suggestions that could help to lower obesity rates.

Issues covered:

**Personal Health
Poverty
Government Regulation**

Length: 4:59

Program # 2011-09

Date aired: 2-27-11 **Time Aired:** 630AM

Curtis Rimmerman, MD, MBA, holder of the Gus P. Karos Chair in Clinical Cardiovascular Medicine, staff cardiologist at Cleveland Clinic in Cleveland, Ohio, author of "*Cleveland Clinic Guide to Heart Attacks*"

More than 1 million people have new or recurrent heart attacks every year. Dr. Rimmerman talked about the most common misperceptions about heart attacks. He also discussed the effectiveness of preventative measures, such as diet and exercise changes, quitting smoking and dietary supplements.

Issues covered:

Personal Health

Length: 8:48

Christopher Swanson, PhD, director of the Editorial Projects in Education Research Center, a Maryland-based non-profit organization

A recent nationwide study by Dr. Swanson's group found that the average high school graduation rate in the nation's 50 largest cities was 53 percent, compared with 71 percent in the suburbs. He discussed the underlying reasons for this startling gap, and offered ideas on how communities can address it.

Issues covered:

**Education
Government Spending**

Length: 8:21

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

Program # 2011-10

Date aired: 3-6-11 Time Aired: 630Am

Ellen Vancko, Nuclear Energy & Climate Change Project Manager for the Union of Concerned Scientists in Washington, D.C., expert on nuclear power and electricity markets

Nuclear power provides 20% of the nation's electricity, but the Union of Concerned Scientists recently issued a report outlining the massive amount of subsidies that mask its true costs. Ms. Vancko explained how these subsidies are often overlooked by politicians and taxpayers. She talked about subsidies provided to other forms of energy. She also discussed renewable energy sources that could eventually be less expensive than nuclear.

Issues covered:

Length: 8:08

Energy
Government Spending

Erik Rush, online columnist and writer, author of "Negrophilia"

Mr. Rush said that the U.S. has made more progress in race relations than many will admit. He believes that race is too frequently used as a tool for political and financial purposes and that this often prevents honest conversation on the topic. He discussed the role of poverty and family in minority communities, and offered suggestions on ways to improve racial dialogue.

Issues covered:

Length: 9:14

Minority Concerns
Poverty

~~**Brian Depew**, assistant director of the Center for Rural Affairs, a nonprofit research group in Lyons, Nebraska~~

~~In rural America, only 60 percent of households use broadband Internet service, according to the Department of Commerce, 10 percent less than urban households. Mr. Depew talked about the difficulty of getting high-speed Internet service in many rural areas. He explained why this results in an economic and educational handicap. He explained how government action can help.~~

~~Issues covered:~~

~~Length: 4:55~~

~~Rural Concerns
Government Spending
Economy~~

Program # 2011-11

Date aired: 3-13-11 Time Aired: 630AM

Amber Yearwood, consultant from Trial Behavior Consulting, a juror consultancy firm based in San Francisco

Facebook and other social networking sites are increasingly being used by prosecutors and defense attorneys to decide who is—and who isn't—suitable to serve on a jury. Ms. Yearwood talked about the types of information that can be gleaned about prospective jurors and how it can affect the traditional jury selection process. She also offered suggestions for social network users who are concerned about their personal privacy.

Issues covered:

Length: 9:25

Legal Issues
Government Policies

Kelly Erb, Philadelphia-based tax attorney and blogger, tax expert for AOL's WalletPop.com

A number of free and low-cost options for tax preparation and filing have become available this year, offered by both the IRS and commercial software companies. Ms. Erb said nearly 70% of tax filers are now eligible for free tax preparation. She explained the eligibility requirements and how to get information on the programs. She also discussed several scams related to tax preparation that have recently emerged.

Issues covered:

Length: 7:49

**Taxes
Crime**

Steven Lipshultz, MD, Chairman of the Department of Pediatrics at the University of Miami's Miller School of Medicine

Dr. Lipshultz was the lead researcher of a study that examined the health effects of energy drinks on teenagers. The study found that though as many as 50 percent of teens report using the drinks, there is little evidence to show that they improve mental focus or physical energy levels. He talked about the potential health problems that can be caused by energy drink consumption, and offered advice for parents who are concerned.

Issues covered:

Length: 4:49

**Personal Health
Parenting**

Program # 2011-12

Date aired: 3-20-11 **Time Aired:** 630AM

Frederick M. Hess, Resident Scholar and Director of Education Policy Studies at the American Enterprise Institute, author of "*The Same Thing Over and Over: How School Reformers Get Stuck in Yesterday's Ideas*"

Mr. Hess believes that even bitter opponents who argue about how to improve schools agree on more than they realize. He suggested that uniformity frequently gets in the way of quality education and that the American education system must change radically. He also said that schools need to implement a much wider variety of schooling options that would better meet student needs.

Issues covered:

Length: 9:23

**Education Reform
Government Policies**

Kristen Kirkpatrick, MS, RD, LD, Dietician and Wellness Manager, The Cleveland Clinic Wellness Institute and The Cleveland Clinic Lifestyle 180 Program

Ms. Kirkpatrick said that consumers need to put more thought into the foods that they buy. She offered suggestions to help people read nutrition labels, which will help them make wiser choices. She said locally-produced meat and locally-grown produce is usually a healthier choice. She explained how to find a local farm or produce supplier, which usually can provide information about their food more accurately than a supermarket.

Issues covered:

Length: 7:44

**Nutrition
Personal Health**

~~Lance Dodes, MD, psychiatrist and psychoanalyst, Assistant Clinical Professor of Psychiatry at Harvard Medical School, author of "Breaking Addiction: A 7-Step Handbook for Ending Any Addiction"~~

~~Dr. Dodes explained how to identify an addiction and recognize key moments in addictive behavior. He said that every addictive act is normally preceded by a feeling of helplessness or powerlessness. He offered both long- and short-term advice for those dealing with an addiction.~~

~~Issues covered:
Addiction
Mental Health~~

~~Length: 4:46~~

Program # 2011-13

Date aired: 3-27-11 Time Aired: 630AM

Neil Strauss, author of "Emergency: This Book Will Save Your Life"

Mr. Strauss believes that many Americans have lost their overall sense of security. He explained what he believes are the underlying reasons for this trend. He also outlined basic preparedness items every family should have on hand, and basic skills that can save lives in an emergency situation.

Issues covered:
Emergency Preparedness
Personal Safety

Length: 7:55

Cheryl Saban, PhD, psychologist, women's advocate, philanthropist, author of "What is Your Self-Worth?"

Dr. Saban said that as unemployment rates go up and the economy goes down, it's more important than ever to believe in oneself. She talked about the struggle women face in today's job environment. She also explained why women base their worth on the opinion of others more than men do.

Issues covered:
Women's Issues
Unemployment
Mental Health

Length: 9:10

~~Maria Corkern, reading specialist, teacher, author of "Doris Thesaurus"~~

~~Recent studies have found that since 1950, the average teenager's vocabulary has dropped from 25,000 words to only 10,000. Ms. Corkern said that a limited vocabulary translates into a reduced ability to think critically and communicate effectively, which results poor educational performance. She offered suggestions for parents on how to help a child improve his vocabulary.~~

~~Issues covered:
Education
Teen Concerns
Youth at Risk~~

~~Length: 5:02~~