

**QUARTERLY  
COMMUNITY PROBLEMS  
AND ISSUES LIST**

**Station: WSGB-AM**

**City: SUTTON-FLATWOODS**

**State: WV**

**Quarter: 2nd                      Year: 2011**

- 1 Literacy, education, retirement planning, senior citizens
- 2 Crime, consumer matters, privacy, personal finance, parenting
- 3 Community health, consumer matters, women's issues, workplace matters
- 4 Consumer matters, economic issues, crime, personal safety
- 5 Economy, children's issues, unemployment, substance abuse, crime
- 6 Legal issues, consumer matters, education, government policies
- 7 Community health, mental health, consumer matters
- 8 Crime, identity theft, consumer matters, economy
- 9 Tornado preparedness, government policies, minority concerns, crime, poverty
- 10 Pollution, environment, public health, homelessness, poverty, economy, family
- 11 Employment, workplace matters, personal health, senior citizens, government spending
- 12 Personal health, consumer matters, environment, personal health, government regulation
- 13 Discussed attacks on Educators, collective bargaining, reducing the dropout rate, changing to meet the needs of the 21st century - how this affects West Virginia
- 14 Consumer matters, government regulation, personal finance, traffic safety, substance abuse

**PROGRAMS  
RESPONSIVE TO  
COMMUNITY ISSUES AND PROBLEMS**

**Station: WSGB-AM**

**City: Sutton-Flatwoods**

**State: WV**

**Quarter: 2nd**

**Year: 2011**

Date of Program	Duration	Title of Program	Issues Addressed	Guests
April 3rd 630AM	24 minutes	Info Trak - Public Affairs Program	Literacy, education, retirement planning and senior citizens	Gaby Chapmen Jeff Reeves
April 10th 630AM	24 minutes	Info Trak - Public Affairs Program	Crime, consumer matters, privacy, personal finance and parenting	Lillie Coney Nicole Covganka
April 17th 630AM	24 minutes	Info Trak - Public Affairs Program	Community health, consumer matters, Women's issues and workplace matters	H. Gilbert Welch, MD, MPH Julie Weeks
April 24th 630AM	24 minutes	Info Trak - Public Affairs Program	Consumer matters, economic issues, crime and personal safety	John Ulzheimer Michael Brown, PhD
May 1st 630AM	24 minutes	Info Trak - Public Affairs Program	Economy, children's issues, unemployment, substance abuse and crime	Mark Victor Hansen D.C. Fuller
May 8th 630AM	24 minutes	Info Trak - Public Affairs Program	Legal issues, consumer matters education and government policies	Lester Brickman Clark Aldrich
May 15th 630AM	24 minutes	Info Trak - Public Affairs Program	Community Health, mental health consumer matters	Jeff Eisenberg Guy Winch, PhD
May 22nd 630AM	24 minutes	Info Trak - Public Affairs Program	Crime, identity theft, consumer matters economy	John Sileo Kit Yarrow, PhD
May 29th 630AM	24 minutes	Info Trak - Public Affairs Program	Tornado preparedness, government policies, minority concerns, crime poverty	Kevin M. Simmons, PhD KD Hardy
June 5th 630AM	24 minutes	Info Trak - Public Affairs Program	Pollution, environment, public health homelessness, poverty, economy family	C. Arden Pope III, PhD Ralph Nunez, PhD
June 12th 630AM	24 minutes	Info Trak - Public Affairs Program	Employment, workplace matters personal health, senior citizens government spending	Seth Godin James Goodwin, MD
June 19th 600AM	28 minutes	WV Education Association - Locally Produced Public Affairs Program	Discussed attacks on Educators, Collective Bargaining, Reducing the Dropout rate, changing to meet the needs of the 21st century - how this affects WV	Dale Lee, Pres. - WVEA
June 19th 630AM	24 minutes	Info Trak - Public Affairs Program	Personal Health, consumer matters environment, personal health government regulation	Barbara J. Mahler Sonya Lunder
June 26th 630AM	24 minutes	Info Trak - Public Affairs Program	Consumer matters, government regulation, personal finance, traffic safety, substance abuse	James Van Dyke Ellen Martin



Weekly Public Affairs Program

Call Letters: WSGB

**QUARTERLY ISSUES REPORT, APRIL-JUNE, 2011**

Program# 2011-14

Date aired: 4-3-11 Time Aired: 630Am

**Gaby Chapman**, retired teacher, former school board president, author of "Let Them Have Books: A Formula for Universal Reading Proficiency"

Ms. Chapman offered advice for parents who want to encourage a love of reading in their children. She explained why youngsters who read for fun do better in school than those who do not. She also talked about the importance of allowing kids to choose their own reading material.

**Issues covered:**  
Literacy  
Education

**Length: 8:48**

**Jeff Reeves**, financial journalist, editor of InvestorPlace.com

Mr. Reeves outlined the most common mistakes investors make when handling their 401(k) investments. He explained how frequently an investor should do some housekeeping with their mutual fund portfolio and how to decide when to rebalance investments that have changed in value.

**Issues covered:**  
Retirement Planning  
Senior Citizens

**Length: 8:19**

~~**Sarah Brokaw**, author of "Fortytude: Making the Next Decades the Best Years of Your Life"~~

~~Age 40 is a harrowing milestone for many women. Ms. Brokaw talked about the reasons behind this, and how women can navigate the transition into midlife with more enjoyment. She said society sends women many conflicting messages about being their own person and yet conforming to traditional expectations.~~

~~**Issues covered:**  
Women's Issues  
Senior Citizens~~

~~**Length: 5:03**~~

Program # 2011-15

Date aired: 4-10-11 Time Aired: 630Am

**Lillie Coney**, Associate Director of the Electronic Privacy Information Center, a public interest research organization in Washington, DC

Recently, one of the biggest consumer data breaches in history occurred, as hackers broke into online marketer Epsilon's e-mail databases. Ms. Coney explained why millions of consumers should be

concerned and how they can protect themselves. She also talked about the steps that major companies should be taking to protect their customers' data and why her organization believes that new laws may be needed to improve the problem.

**Issues covered:**

**Length: 10:03**

**Crime**  
**Consumer Matters**  
**Privacy**

**Nicole Covganka**, investment expert, Wealth Manager at Retirement Planning Group based in suburban Chicago

Ms. Covganka explained why it's critical to teach children about the true value and importance of money. She believes that parents should give their children allowances, help them to open their own savings accounts and occasionally make their own purchasing decisions to give them a taste of managing money in the real world.

**Issues covered:**

**Length: 7:12**

**Personal Finance**  
**Parenting**

~~**Brian Carr**, Director of Communications for The Clean Air Campaign, an Atlanta-based organization that works to reduce traffic congestion and improve air quality~~

~~Mr. Carr talked about his organization's program that has increased alternative modes of commuting by 20% in the Atlanta area. He outlined the different types of alternative commuting and how it can save money and make a significant difference in traffic and local air pollution.~~

~~**Issues covered:**~~

~~**Length: 5:04**~~

~~**Pollution**  
**Workplace Matters**  
**Traffic Congestion**~~

Program # 2011-16

**Date aired:** 4-17-11 **Time Aired:** 630AM

**H. Gilbert Welch, MD, MPH**, Professor of Medicine and Community and Family Medicine at Dartmouth Institute for Health Policy and Clinical Practice at Dartmouth Medical School, co-author of "*Overdiagnosed: Making People Sick in the Pursuit of Health*"

Dr. Welch said the increasing ability of medical tests to detect minuscule abnormalities, along with changing guidelines, have resulted in the overdiagnosis and overtreatment of many patients. He said many diagnoses and treatments are for abnormalities that would never threaten the patient's health. He explained how patients should decide when to question a doctor's orders for testing.

**Issues covered:**

**Length: 9:21**

**Community Health**  
**Consumer Matters**

**Julie Weeks**, Research Advisor at American Express OPEN

Ms. Weeks recently authored a report that analyzed the state of women-owned businesses in the U.S. She found that while women-owned business are rapidly growing and diversifying in all industries, their overall revenue continues to lag behind other businesses. Ms. Weeks talked about the reasons behind these trends.

**Issues covered:**  
**Women's Issues**  
**Workplace Matters**

**Length: 7:47**

~~Alan Cook, Licensed Contractor, author of "A Trip to the Number Yard"~~

~~America's math proficiency is rated 24<sup>th</sup> out of 29 math-tested countries. Mr. Cook talked about the problem of mathematic illiteracy for both do-it-yourselfers and trade professionals, and the mishaps that sometimes occur as a result. He explained which math skills are crucial to these blue-collar endeavors. He believes the main problem is that that our nation's schools have failed to teach math in an engaging manner.~~

~~**Issues covered:**  
**Education**  
**Workplace Matters**~~

~~**Length: 4:41**~~

Program # 2011-17

**Date aired:** 4-24-11 **Time Aired:** 630AM

**John Ulzheimer**, President of Consumer Education at Credit.com, a consumer information web site

As consumers continue to struggle with bills, the average American's credit score has fallen. Mr. Ulzheimer explained what specific behaviors can cause credit scores to drop and what consumers can do to improve their credit score. He also outlined the various ways that individuals can check up on their credit score and credit report.

**Issues covered:**  
**Consumer Matters**  
**Economic Issues**

**Length: 10:50**

**Michael Brown, PhD**, Professor of Criminal Justice and Criminology at Ball State University and co-author of a study of crime at hotels in Miami Beach

Dr. Brown discussed the results of his study that found that crime is on the rise at many of the nation's hotels, possibly as a result of economic conditions. He explained what types of crimes are most common at hotels and vacation spots, and offered suggestions for vacationers to protect themselves and their valuables.

**Issues covered:**  
**Crime**  
**Personal Safety**  
**Consumer Matters**

**Length: 6:17**

~~**Tumaini Coker, MD**, RAND Corp. researcher and UCLA pediatrician~~

~~Dr. Coker co-authored a study that found that fifth-graders who feel they've been mistreated because of their skin color are much more likely to have symptoms of mental disorders, especially depression. She explained why racism can have such a profound effect on youngsters, and how parents and pediatricians can help.~~

~~**Issues covered:**  
**Racism**  
**Mental Health**  
**Youth at Risk**~~

~~**Length: 4:59**~~

Program # 2011-18

Date aired: 5-1-11 Time Aired: 630AM

**Mark Victor Hansen**, Entrepreneur Coach, co-creator of the best-selling "Chicken Soup for the Soul" series, author of "The Richest Kids in America"

Mr. Hansen shared some inspiring examples of entrepreneurship among youth across America. He believes that young people have a unique vantage point to see business opportunities that often go unnoticed by adults. He explained what inspires them to take risks and start businesses at such an early age.

Issues covered:

Length: 8:21

Economy  
Children's Issues  
Unemployment

**D.C. Fuller**, former methamphetamine addict, author of "Meth Monster: A Look Into the Abyss of An American Drug Pandemic"

Methamphetamine ranks just behind alcohol and marijuana as the drug of choice in much of the United States. Mr. Fuller endured a 25-year hardcore addiction to methamphetamine, and he explained how he eventually escaped the grip of addiction. He believes that the high profit margin in the manufacture and sale of meth is the primary reason that its popularity continues to grow.

Issues covered:

Length: 8:47

Substance Abuse  
Crime

**Stuart Reeves, PhD**, research scientist, Director of Research and Development at Embria Health Sciences

Many Americans won't take vacations this summer, and will give back an estimated \$19.5 billion in unused days off. Dr. Reeves explained why vacations are essential to keeping stress at bay and maintaining good health. He believes that even long weekends every couple of months are worthwhile replacements for a long vacation.

Issues covered:

Length: 5:00

Health Issues  
Workplace Matters

Program # 2011-19

Date aired: 5-8-11 Time Aired: 630AM

**Lester Brickman**, expert on tort reform, Professor at the Benjamin N. Cardozo School of Law of the Yeshiva University, visiting scholar at the Manhattan Institute, author of "Lawyer Barons: What Their Contingency Fees Really Cost America"

Mr. Brickman talked about the corrosive effects that contingency fees have on the nation's legal and political system. He explained how these financial incentives dramatically increase costs for litigants and consumers. He also made recommendations for potential reform of the civil justice system.

Issues covered:

Length: 8:04

Legal Issues  
Consumer Matters

**Clark Aldrich**, education reform expert and consultant, educational game designer, author of "*Unschooling Rules: 55 Ways to Unlearn What We Know About Schools and Rediscover Education*"

Mr. Aldrich explained why schools are very resistant to change and are stuck in 19<sup>th</sup> century modes of education. He talked about critical skills that are seldom taught in high schools and why he believes that testing and homework don't work. He talked about the innovative methods of education he found among home schooling families, and how those principles could be applied to public school settings.

Issues covered:

Length: 9:14

**Education**  
**Government Policies**

~~**Richard M. Gersberg, PhD**, Professor and Head of the Division of Environmental Health in the Graduate School of Public Health, and Acting Director of the Coastal and Marine Institute at San Diego State University~~

~~Cigarettes are the most common form of litter in the world, with more than 5.6 trillion filters finding their way into the environment every year. Dr. Gersberg recently led a study that found that 50% of fish died when exposed to water polluted by cigarette butts. He talked about the reasons behind the findings and the overall environmental impact.~~

~~Issues covered:~~

~~Length: 5:06~~

~~**Pollution**  
**Environmental Issues**~~

Program # 2011-20

**Date aired:** 5-15-11 **Time Aired:** 630AM

**Jeff Eisenberg**, nationally-recognized expert on bed bugs, CEO of PestAway, Inc., author of "*The Bed Bug Survival Guide*"

Mr. Eisenberg talked about the explosion of bed bug infestations across America, and why the problem has grown so dramatically. He talked about the health concerns related to bed bugs and offered suggestions to avoid bringing them into a home. He also outlined the most effective methods of dealing with a bed bug problem.

Issues covered:

Length: 9:02

**Community Health**

**Guy Winch, PhD**, licensed psychologist, author of "*The Squeaky Wheel: Complaining the Right Way to Get Results, Improve Your Relationships and Enhance Self-Esteem*"

Dr. Winch talked about the mental health aspects of complaining and poor customer service. He said constant complaining can leave to depression, low self esteem and damaged relationships. He offered psychologically-grounded advice on how to determine what to complain about, and what to let slide. He also suggested strategies for effectively complaining to get satisfying results.

Issues covered:

Length: 8:08

**Mental Health**  
**Consumer Matters**

~~**Brendan Burchard**, motivational speaker, founder of Experts Academy, author of "*The Millionaire Messenger*"~~

~~Mr. Burchard believes that most people have some unique area of expertise that can inspire others to live a better life, serve their community or run a better business. He explained how a budding expert can also earn money, by sharing their message through websites, books, consulting, and online programs.~~

~~**Issues covered:**  
**Employment**~~

~~**Length: 5:06**~~

Program # 2011-21

**Date aired:** 5-22-11 **Time Aired:** 630AM

**John Sileo**, privacy and identity theft expert, author of "*The Smartphone Survival Guide*"

Millions of Americans own smartphones, but few bother to think about the sensitive personal and financial data the devices often contain. Mr. Sileo talked about the potential dangers of a stolen smartphone and how users can set up security measures to protect themselves.

**Issues covered:**  
**Crime**  
**Identity Theft**  
**Consumer Matters**

**Length: 7:53**

**Kit Yarrow, PhD**, expert in consumer trends, behavioral economics and the psychology of shopping, chairwoman of the Psychology Department at Golden Gate University in San Francisco, author of "*The Why Behind the Buy*" blog at PsychologyToday.com

Dr. Yarrow examined the ways that the Great Recession has affected Americans' buying habits, and whether those changes are permanent. She explained the unique psychology behind gasoline purchases and how much of a bite increased fuel costs are taking from the average family's budget. She also talked about the new shopping tools that have become available for consumers in the past couple of years.

**Issues covered:**  
**Economy**  
**Consumer Matters**

**Length: 9:26**

~~**Jessie Thomas-Blate**, Manager of the Most Endangered Rivers Program for American Rivers, a national conservation group~~

~~Ms. Thomas-Blate's organization recently issued a list of the nation's most endangered rivers. She outlined the list and explained why Americans should be very concerned. She also talked about the potential costs of cleaning up polluted waterways and who would pay for it.~~

~~**Issues covered:**  
**Pollution**  
**Environment**  
**Government Spending**~~

~~**Length: 5:00**~~



Program # 2011-22

Date aired: 5-29-11 Time Aired: 630AM

**Kevin M. Simmons, PhD**, expert in tornado casualty tolls and their economic impact, Corrigan Chair of Economics and Business Administration at Austin College in Sherman, TX, co-author of "*Economic and Societal Impacts of Tornadoes*"

The 2011 tornado season has been the deadliest in more than fifty years. Dr. Simmons discussed the reasons behind the recent extreme weather. He talked about significant improvements in tornado warning systems and potential construction of government storm shelters in vulnerable areas of the country. He also talked about the most cost-effective moves that would prevent tornado-related fatalities.

Issues covered:  
**Tornado Preparedness**  
**Government Policies**

Length: 9:29

**KD Hardy**, former drug dealer and prison inmate, author of "*These Four Walls*"

Mr. Hardy shared his story of life as a former drug dealer and prison inmate. He said that many African-American men wind up in prison because they have been taught that education and spirituality are not important. He explained how he dealt with temptations after he was released from prison, and what he believes should be done to keep young black men from entering the criminal justice system.

Issues covered:  
**Minority Concerns**  
**Crime**  
**Poverty**

Length: 7:37

~~**Gina Hungerford**, water conservation expert, Conservation Coordinator for the City of Kent, WA~~

~~Some of the hottest items in home improvement stores this spring are rain barrels. Ms. Hungerford explained how rain barrels can help the environment, while also saving money. She said it only takes basic skills to make and install one.~~

~~Issues covered:  
**Environment**  
**Water Conservation**  
**Consumer Matters**~~

~~Length: 4:55~~

Program # 2011-23

Date aired: 6-5-11 Time Aired: 630AM

**C. Arden Pope III, PhD**, Mary Lou Fulton Professor of Economics at Brigham Young University, expert in natural resource and environmental economics issues

Dr. Pope studied the long term effects of the 1970 Clean Air Act, and found that the reduced levels of air pollution have added nearly five months to average life expectancies in the US. He explained the reasons behind this dramatic improvement. He said that air pollution levels in the US are continuing to improve.

Issues covered:  
**Pollution**  
**Environment**  
**Public Health**

Length: 7:43

**Ralph Nunez, PhD**, President of the Institute for Children and Poverty and Homes for the Homeless

The fastest-growing segment of the homeless in America is children. Dr. Nunez discussed the current state of homelessness and why the economic downturn is pushing more families into homelessness. He explained why it is so difficult for families to escape homeless shelters or life on the streets, and offered advice for avoiding the trap.

**Issues covered:**

**Length: 9:28**

**Homelessness**  
**Poverty**  
**Economy**  
**Family**

~~**Susannah Fox**, Associate Director, Digital Strategy at the Pew Internet & American Life Project~~

~~Health consumers are finding more help than ever via the Internet. Ms. Fox discussed the results of her organization's survey into the ways that Americans are finding and using health information. She explained the reasons behind this trend, and how consumers can find accurate information online.~~

~~**Issues covered:**~~

~~**Length: 4:58**~~

~~**Personal Health**  
**Consumer Matters**~~

Program # 2011-24

**Date aired:** 6-12-11 **Time Aired:** 630AM

**Seth Godin**, workplace expert and marketing guru, author of "*Linchpin: Are You Indispensable?*"

Mr. Godin outlined the biggest reasons that employment security and the workplace have changed so dramatically in the past few years. He suggested ways for employees to increase their value to their company through creativity, innovation and risk taking. He also offered advice for bosses who must find remarkable people to give their company a competitive edge.

**Issues covered:**

**Length: 9:28**

**Employment**  
**Workplace Matters**

**James Goodwin, MD**, a geriatrician and researcher at University of Texas Medical Branch in Galveston

Current medical guidelines recommend that people over the age of 50 get a colonoscopy once every ten years. Dr. Goodwin said a surprising number of patients have them more frequently. He explained why this is a risky practice, and why as seniors get older, their need for colon cancer screening actually goes down.

**Issues covered:**

**Length: 7:42**

**Personal Health**  
**Senior Citizens**  
**Government Spending**

~~Joe Watson, management consultant who specializes in diversity, author of "Without Excuses"~~

~~Mr. Watson talked about the importance of diversity in corporate America and why it has been such an elusive goal. He offered advice for minority job-seekers on how to demand fair opportunities in the workplace.~~

~~**Issues covered:**~~

~~Diversity  
Minority Issues  
Workplace~~

~~**Length: 4:52**~~

Program # 2011-25

Date aired: 6-19-11 Time Aired: 630AM

**Barbara J. Mahler**, Research Hydrologist, U.S. Geological Survey

Ms. Mahler recently authored a USGS report that noted that many common driveway sealants are made of coal tar, which contains dangerous carcinogens. USGS research found that many homes with black driveways have surprisingly large doses of carcinogens in their household dust. She talked about the potential health consequences and explained how consumers can determine if a driveway sealant contains coal tar.

**Issues covered:**

**Personal Health  
Consumer Matters  
Environment**

**Length: 8:14**

**Sonya Lunder**, expert in environmental health, Senior Analyst at Environmental Working Group

Ms. Lunder said her organization tested 600 beach and sport sunscreens and only about 20% met their standards for safety and effectiveness. She explained what consumers need to know when choosing a sunscreen product. She also noted that high-SPF products often give a false sense of security, and that sunscreens might actually increase the risk of the deadliest form of skin cancer for some people. She also explained why European consumers have better choices in sunscreens than Americans.

**Issues covered:**

**Personal Health  
Consumer Matters  
Government Regulation**

**Length: 8:51**

~~**Mark Thompson and Brian Tracy**, experts in entrepreneurship, authors of "Now, Build a Great Business!: 7 Ways to Maximize Your Profits in Any Market"~~

~~Mr. Thompson and Mr. Tracey explained why tough economic times can actually be a good time to start a business. They talked about the importance of a business plan and how to find great potential employees.~~

~~**Issues covered:**~~

~~Employment  
Workplace~~

~~**Length: 4:59**~~

Show # 2011-26

Date aired: 6-26-11 Time Aired: 630 AM

**James Van Dyke**, President of Javelin Strategy and Research, expert in electronic commerce

Due to the economic downturn combined with new government regulations that cut into profits, many banks are quietly boosting fees for consumers. Mr. Van Dyke explained why it's getting more difficult for the average consumer to switch banks. He also outlined the questions to ask when shopping for a new bank.

**Issues covered:**

**Length: 9:33**

**Consumer Matters  
Government Regulation  
Personal Finance**

**Ellen Martin**, spokesperson for the National Highway Traffic Safety Administration, a part of the US Department of Transportation

The NHTSA recently completed a roadside survey that examined the percentage of drivers who are legally intoxicated. Ms. Martin shared the results, which showed that while drunk drivers are on the decline, more than 16% of weekend drivers tested positive for either prescription or illicit drugs. She explained the reasons behind these trends.

**Issues covered:**

**Length: 7:02**

**Traffic Safety  
Substance Abuse**

~~**Jeff Haig**, Chair of the UCLA Scholarship Admissions Committee, co-author of the book "*Unlock Your Educational Potential*"~~

~~Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.~~

~~**Issues covered:**~~

~~**Length: 5:02**~~

~~**Education  
Children's Issues**~~