

QUARTERLY
COMMUNITY PROBLEMS
AND ISSUES LIST

STATION: WSGB-AM

CITY: SUTTON-FLATWOODS

QUARTER: 3RD YEAR: 2011

- 1 Immigration, workplace matters, privacy concerns, consumer matters
- 2 Senior Citizens, retirement planning, economy, community health
- 3 Crime, urban issues, substance abuse, addiction, mental health
- 4 Government reform, citizenship, crime, senior citizens
- 5 Senior Citizens, personal finance, government policies, environment, consumer matters
- 6 Parenting, family, diabetes, community health
- 7 Nutrition, consumer matters, government policies, disabilities, mental health
- 8 Disaster preparedness, government, racism, minority concerns
- 9 Workplace, mental health, personal health, men's issues
- 10 Crime, youth at risk, education, employment, consumer matters
- 11 Parenting, youth at risk, personal health, technology
- 12 Personal health, senior citizens, consumer matters, workplace matters, mental health
- 13 Local government, economy, crime, education, children's issues, learning disabilities

PROGRAMS

RESPONSIVE TO

COMMUNITY ISSUES AND PROBLEMS

STATION: WSGB-AM

CITY: SUTTON-FLATWOODS STATE: WV

QUARTER: 3RD YEAR: 2011

Date of Program	Duration	Title of Program	Issues Addressed	Guests
July 3 rd 630 AM	24 minutes	Info Trak – Public Affairs Program	Immigration, workplace matters Privacy concerns, consumer matters	Marisa Trevino Debra Berlyn
July 10th 630 AM	24 minutes	Info Trak – Public Affairs Program	Senior Citizens, retirement planning Economy, community health	Karen E. Smith Peter J. Pronovost, MD,PhD
July 17th 630 AM	24 minutes	Info Trak – Public Affairs Program	Crime, urban issues, substance abuse, addiction, mental health	Andrew Papachrisots, PhD David J. Linden, PhD
July 24th 630 AM	24 minutes	Info Trak – Public Affairs Program	Government reform, citizenship Crime, senior citizens	Sol Erdman Robert Adamski
July 31st 630 AM	24 minutes	Info Trak – Public Affairs Program	Senior citizens, personal finance, government policies, environment, consumer matters	Chuck Bell James E. McWilliams
August 7th 630 AM	24 minutes	Info Trak – Public Affairs Program	Parenting, family, diabetes, community health	Laura Gauld S. Sethu Reddy, MD
August 14th 630 AM	24 minutes	Info Trak – Public Affairs Program	Nutrition, consumer matters, government policies, disabilities, mental health	Pablo Monsivais, PhD Melissa Binstock
August 21st 630 AM	24 minutes	Info Trak – Public Affairs Program	Disaster preparedness, government, racism, minority concerns	Michael J. Frankel, PhD Michael Eric Owens
August 28th 630 AM	24 minutes	Info Trak – Public Affairs Program	Workplace, mental health, personal health, men’s issues	Christine Pearson, PhD Eric A. Klein, MD
September 4th 630 AM	24 minutes	Info Trak – Public Affairs Program	Crime, youth at risk, education, employment, consumer matters	Robert L. Woodson Michael Haaren
September 11 th 630 AM	24 minutes	Info Trak – Public Affairs Program	Parenting, youth at risk, personal health, technology	Lori Gottlieb, PhD William Hanson
September 18 th 630 AM	24 minutes	Info Trak – Public Affairs Program	Personal health, senior citizens, consumer matters, workplace matters, mental health	John Santa, MD Jonathan Levav, PhD
September 25 th 630 AM	24 minutes	Info Trak – Public Affairs Program	Local government, economy, crime, education, children’s issues, learning disabilities	Tom Feltner Susan Kruger, M.Ed



Call Letters: WSGB

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2011

Program # 2011-27

Date aired: 7-3-11 Time Aired: 630AM

Marisa Treviño, Dallas-based author of a blog called Latina Lista, which focuses on family, education and other social justice issues

Ms. Treviño believes that whenever comprehensive immigration reform legislation eventually is passed, it will require that immigrants demonstrate the ability to speak English. She talked about the numerous hurdles that immigrants must overcome to learn English. She suggested that employers may offer the best solution, by offering English as a Second Language classes to employees.

Issues covered:

Length: 8:58

**Immigration
Workplace Matters**

Debra Berlyn, director of the Consumer Privacy Awareness Project

Many Internet users just automatically click OK when faced with the fine print from web sites. Ms. Berlyn explained why consumers should be concerned about their privacy online and how they can protect themselves. She shared an example of a popular social networking site that raided the email address books of site users without permission, then sent spam to their acquaintances.

Issues covered:

Length: 8:06

**Privacy Concerns
Consumer Matters**

~~**Michael Austin**, Technical Editor of "Car and Driver" magazine~~

~~Mr. Austin's magazine conducted tests that measured reaction times of drivers who were texting on their cell phones while driving. They also tested the same drivers after they were legally drunk. He outlined the results of these real-world tests: drivers who are texting are actually much more dangerous than those who are intoxicated.~~

~~Issues covered:~~

~~Length: 5:13~~

~~**Traffic Safety
Government Policies**~~

Program # 2011-28

Date aired: 7-10-11 Time Aired: 630AM

Karen E. Smith, Senior Research Associate with the Income and Benefits Policy Center at the Urban Institute

Ms. Smith co-authored a study for the Center for Retirement Research at Boston College, which found that the Great Recession may have permanently reduced future retirees' incomes by an average of \$2,300 a year. She explained the reasons behind this finding, who will be most affected, and how Americans can try to mitigate the damage to their retirement savings.

Issues covered:
Senior Citizens
Retirement Planning
Economy

Length: 7:13

Peter J. Pronovost, MD, PhD, intensive care specialist physician at Johns Hopkins Hospital in Baltimore, Professor at the Johns Hopkins University School of Medicine in the Departments of Anesthesiology and Critical Care Medicine, Professor of Health Policy and Management at the Johns Hopkins Bloomberg School of Public Health, Medical Director for the Center for Innovation in Quality Patient Care, author of "*Safe Patients, Smart Hospitals*"

31,000 Americans die each year as a result of bloodstream infections that occur during hospitalization. Dr. Pronovost is on a state-by-state crusade to prevent these deaths with a simple infection-reduction checklist for hospital personnel. This free program has virtually eliminated infections in participating hospitals.

Issues covered:
Community Health

Length: 10:03

~~Paul Tough, editor at the New York Times Magazine, nationally-recognized writer on poverty, education and the achievement gap~~

~~Mr. Tough discussed a groundbreaking anti-poverty initiative called the Harlem Children's Zone. The creator of the program theorized that in order for poor kids to compete with their middle-class peers, everything in their lives—their schools, neighborhoods, parenting practices—all must be changed at once.~~

~~**Issues covered:**
Poverty
Education
Minority Concerns
Parenting~~

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

Program # 2011-29

Date aired: 7-17-11 Time Aired: 630AM

Andrew Papachristos, PhD, Robert Wood Johnson Health & Society Scholar at Harvard University and an assistant professor of sociology at the University of Massachusetts, Amherst

Dr. Papachristos is an expert in Social Network Analysis and he used this emerging field of science to analyze the rate of random murders in big cities. He found that the vast majority of homicides are anything but random. Homicide victims and their killers tend to be criminally active and more than two-thirds know each other.

Issues covered:
Crime
Urban Issues

Length: 7:27

David J. Linden, PhD, expert in addiction, Professor in the Department of Neuroscience at the Johns Hopkins University School of Medicine, author of "*The Compass of Pleasure*"

Dr. Linden said whether it involves eating, taking drugs, engaging in sex, gambling or doing good deeds, the pursuit of pleasure is a hardwired, central drive of humans and many other animals. He outlined recent neurobiological research that explains the reasons behind many forms of addiction and pleasure, and why they are interconnected.

Issues covered:
Substance Abuse
Addiction
Mental Health

Length: 9:43

Steve Chaouki, Group Vice President of TransUnion's Financial Services Business unit

In the last five years, almost four million Americans have lost their homes to foreclosure. Mr. Chaouki's organization studied the differences between two groups who defaulted: those who struggled to keep paying their mortgage along with other debts like car loans and credit cards, and others who walked away from their mortgage while they kept up their other payments. He shared the surprising results of the study and what consumers can learn from it.

Issues covered:
Economy
Consumer Matters

Length: 5:07

Program # 2011-30

Date aired: 7-24-11 **Time Aired:** 630AM

Sol Erdman, President of the Center for Collaborative Democracy, a non-profit, nonpartisan organization that encourages Americans to participate constructively in civic life, author of "*The Cure For Our Broken Political Process*"

Mr. Erdman believes that the current structure of Congress makes it incapable of dealing effectively with major issues. He offered specific suggestions to improve the way national and local elections are organized. He said the plan would give citizens more confidence that their interests are truly being represented.

Issues covered:
Government Reform
Citizenship

Length: 9:58

Robert Adamski, attorney, expert in estate planning, author of "*Inheritance Hijackers*"

Mr. Adamski said that America's elderly are at risk of being unwitting victims of inheritance theft. He explained that inheritance theft can occur in many different ways. He outlined who is mostly likely to commit these crimes and suggested ways that senior citizens can protect themselves.

Issues covered:
Crime
Senior Citizens

Length: 7:13

Simon Davidoff, Water Expert and Director, Food & Beverage Industry for Siemens Water Technologies

Mr. Davidoff talked about little-known ways that water is wasted by consumers each year, both directly and indirectly. He explained how businesses are changing their practices to reduce water consumption and what the average person can do to determine and reduce their personal "water footprint."

Issues covered:
Environment
Consumer Matters

Length: 4:58

Program # 2011-31

Date aired: 7-31-11 Time Aired: 630AM

Chuck Bell, Programs Director for Consumers Union, the publisher of *Consumer Reports* magazine

Mr. Bell discussed the dangers of reverse mortgages, which are often pitched to senior citizens. He said reverse mortgages can be terrible for customers who don't understand the complicated rules governing them and how quickly fees and interest charges can balloon. He outlined the best alternatives for consumers who face unexpected costs later in life.

Issues covered:
Senior Citizens
Personal Finance
Government Policies

Length: 8:28

James E. McWilliams, associate professor of history at Texas State University, San Marcos and a recent fellow in the Agrarian Studies Program at Yale University, author of "*Just Food: Where Locavores Get It Wrong And How We Can Truly Eat Responsibly*"

Prof. McWilliams discussed the confusing messages about ethical, sustainable, and healthy eating these days. He talked about the locavore movement and the surprising fact that shopping at the farmer's market can actually emit more carbon than shopping at the local grocery store. He explained how consumers can make environmentally wise choices when shopping for food.

Issues covered:
Environment
Consumer Matters

Length: 8:43

Richard Hooker, MBA, expert in business start-ups and turnarounds, author of "*Shoestring Venture: The Startup Bible*"

Despite the economic turmoil, Mr. Hooker believes today is still a good time to start a business. He explained the most common mistakes budding entrepreneurs make, and the most important steps to take in planning a business start-up.

Issues covered:
Workplace Matters
Personal Finance

Length: 5:02

Program # 2011-32

Date aired: 8-7-11 Time Aired: 630AM

Laura Gauld, Director of Family Education programs at the Hyde Schools, a network of private and public schools dedicated to the development of character in students and families

Ms. Gauld believes that most of today's parents are overprotective and often too involved in their children's lives. She talked about the valuable lessons youngsters can learn from failure. She offered suggestions for parents to build healthy and honest relationships with their children.

Issues covered:

Length: 9:06

Parenting
Family

S. Sethu Reddy, MD, Executive Medical Director of External Medical & Scientific Affairs, Diabetes US Human Health, at Merck, former Chair of the Department of Endocrinology, Diabetes and Metabolism at the Cleveland Clinic Foundation, author of "*The Cleveland Clinic Guide to Diabetes*"

Dr. Reddy said that diabetes is approaching epidemic levels among children and adults in the US. He explained who is at greatest risk of developing the disease and how they often can avoid it through lifestyle changes. He also talked about the latest research in the area of diabetes treatment and prevention.

Issues covered:

Length: 8:03

Diabetes
Community Health

~~**Suzy Koontz**, educational consultant, former math teacher, founder of the Math and Movement Program, author of "*Multiply With Me*"~~

~~Ms Koontz explained the reasons that US students lag behind the rest of the world's students in math. She explained why math skills are so important to the next generation of our nation's workforce. She also offered some cutting edge suggestions for parents who would like to help their students learn and enjoy math.~~

~~Issues covered:~~

~~Length: 4:58~~

~~Education
Parenting~~

Program # 2011-33

Date aired: 8-14-11 Time Aired: 630AM

Pablo Monsivais, Ph.D, assistant professor of epidemiology at the University of Washington

Dr. Monsovais led a recent study that found that many families can't afford to buy the foods necessary to meet government-recommended levels of vitamins and nutrients. He explained the reasons behind this finding, and why he believes government policies sometimes inflate the cost of healthy food. He also offered suggestions on the most cost-effective ways to improve nutrition

Issues covered:

Length: 9:16

Nutrition
Consumer Matters
Government Policies

Melissa Binstock, author of "*Nourishment: Feeding My Starving Soul When My Mind and Body Betrayed Me*"

Ms. Binstock was diagnosed with numerous psychological and neurological disorders by age eleven, including learning disorders, anorexia and Tourette's Syndrome. She discussed the difficulties in finding schools that could work with a student who had challenges like hers. She also talked about the value of animal therapy, and how she has learned to live with her disabilities and succeed despite them.

Issues covered:
Disabilities
Mental Health

Length: 8:07

Greg McBride, senior financial analyst for Bankrate.com

Mr. McBride discussed the recent downgrade of the US government's credit rating, the Federal Reserve's response and how consumers' borrowing costs may be affected. He believes that interest rates are unlikely to rise, primarily because of the poor economy. He offered advice for consumers who may need to refinance or otherwise apply for credit.

Issues covered:
Economy
Consumer Matters
Government Policies

Length: 4:57

Program # 2011-34

Date aired: 8-22-11 **Time Aired:** 630AM

Michael J. Frankel, PhD, Executive Director of the EMP Commission, one of the nation's leading experts on the effects of nuclear weapons

Dr. Frankel's commission was established by Congress to monitor and analyze the threat to the U.S. from electromagnetic pulse events which could occur from the detonation of a nuclear weapon at high altitude or a massive solar flare. He outlined the severe and dangerous consequences that would result from one of these events. He also explained why the federal government has done virtually nothing to prepare for a catastrophe of this type.

Issues covered:
Disaster Preparedness
Government

Length: 7:55

Michael Eric Owens, author of "*Yes, I Am Who I Am: A New Philosophy of Black Identity*"

Mr. Owens shared his perspective on the state of race relations in America. Is there an identity crisis in the Black community? He explained why Blacks need to fully embrace and claim their identity as Americans. He talked about the effects of hip-hop music and other societal influences that sometimes hold back progress for the Black community.

Issues covered:
Racism
Minority Concerns

Length: 9:11

~~Mo Wang, PhD, Assistant Professor of Psychology at the University of Maryland~~

~~Dr. Wang was the co-author of a study that found that senior citizens who work part-time during their retirement years may stay healthy longer, both mentally and physically. He explained the reasons behind his findings, and offered advice to those who are planning for retirement.~~

~~Issues covered:~~

~~Senior Citizens
Personal Health
Retirement Planning~~

~~Length: 5:00~~

Program # 2011-35

Date aired: 8-28-11 Time Aired: 6:30AM

Christine Pearson, PhD, Professor of Management at the Thunderbird School of Global Management, co-author of *"The Cost of Bad Behavior: How Incivility is Damaging Your Business and What to Do About It"*

Dr. Pearson believes that rudeness and incivility in the workplace are major problems today, and the problem is getting worse. She said her research had determined that if organizations do not address incivility, they often suffer potentially steep financial consequences. She explained how employees and managers should address the problem.

Issues covered:

Workplace
Mental Health

Length: 9:27

Eric A. Klein, MD, Chairman of the Glickman Urological and Kidney Institute at the Cleveland Clinic in Cleveland, OH, Editor-in-Chief of the peer-reviewed journal, *Urology*, author of *"The Cleveland Clinic Guide to Prostate Cancer"*

Dr. Klein outlined the basics of prostate cancer. He explained who is most at risk, and how to decide if treatment is necessary. He also addressed the controversy about PSA tests used to detect prostate cancer and explained the most common methods of treatment.

Issues covered:

Personal Health
Men's Issues

Length: 7:43

~~Katie Liljenquist, Assistant Professor of Organizational Leadership and Strategy at Brigham Young University's Marriott School of Management, expert in behavior and decision making~~

~~Prof. Liljenquist conducted a study that found that the smell of cleaning products can make people act more virtuous. She explained the reasons behind the behavioral changes. She also talked about potential ways to smells could be used to reduce societal problems such as crime or vandalism.~~

~~Issues covered:~~

~~Health
Parenting Issues~~

~~Length: 4:57~~

Program # 2011-36

Date aired: 9-4-11 Time Aired: 630AM

Robert L. Woodson, community activist, expert on youth violence, Founder and President of the Center for Neighborhood Enterprise, a grassroots organization that works with low-income neighborhoods to address the problems of their communities

Mr. Woodson discussed the growing problem of school violence. His organization works with school systems, police departments and other community agencies to reduce violence. He said the problem is not confined to the nation's inner cities, but occurs in communities of every income level. He outlined the underlying causes of youth violence and explained some of the most effective ways for communities to respond to it.

Issues covered:

**Crime
Youth at Risk
Education**

Length: 9:32

Michael Haaren, attorney, work-at-home expert, co-author of "*Work at Home Now*"

Mr. Haaren said while legitimate work-at-home opportunities do exist, the terrain is a minefield of fraud. He explained what types of home-based businesses or projects can be genuine opportunities. He also discussed the best ways to spot scams.

Issues covered:

**Employment
Consumer Matters**

Length: 7:36

~~**David Bornstein**, journalist who specializes in writing about social innovation, author of "*How to Change the World: Social Entrepreneurs and the Power of New Ideas*"~~

~~Mr. Bornstein talked about a group of individuals called social entrepreneurs, who are developing grass-roots solutions to a wide range of social and economic problems. He explained how students and business leaders are forging new careers as social innovators.~~

~~**Issues covered:**~~

~~**Volunteerism
Poverty
Homelessness
Environment**~~

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

Program # 2011-37

Date aired: 9-22-11 Time Aired: 630AM

Lori Gottlieb, PhD, psychotherapist who focuses on marriage and family therapy, author, contributor to the magazine and website, "The Atlantic"

Dr. Gottlieb believes that many modern parents are too obsessed with the happiness of their children and will do nearly anything to spare their kids from even mild discomfort, anxiety or disappointment. She said this form of parenting often dooms children to unhappy adulthoods. She explained how parents can recognize this trend in their family and change it.

Issues covered:

**Parenting
Youth at Risk**

Length: 9:11

William Hanson, attorney, work-at-home expert, co-author of "Work at Home Now"

Rapid improvements in technology are revolutionizing the medical profession. Dr. Hanson talked about hi-tech advancements such as diagnostic smartphone apps and telemedicine that have recently become commonplace tools for doctors. He explained how these new trends can benefit patients and what other breakthroughs may be on the horizon.

Issues covered:
Personal Health
Technology

Length: 8:10

Philip Reed, Senior Consumer Advice Editor at Edmunds.com

Some environmental groups have recently recommended that motorists turn off their car anytime they will be idling more than ten seconds. Mr. Reed discussed the wisdom of this advice, and potential safety and car maintenance concerns. He offered other practical suggestions for drivers who would like to reduce pollution and fuel costs.

Issues covered:
Environment
Consumer Matters

Length: 5:03

Program # 2011-38

Date aired: 9-18-11 **Time Aired:** 630AM

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:
Workplace Matters
Mental Health

Length: 8:40

~~**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:**
Substance Abuse
Parenting
Youth at Risk~~

~~**Length: 5:07**~~

Program # 2011-39

Date aired: 9-25-11 **Time Aired:** 630AM

Tom Feltner, Vice President of Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending, wealth creation, and financial systems reform

More than 11% of US homes are vacant. Mr. Feltner talked about the negative impact these properties can have on a neighborhood or community. He explained why many communities are creating lists of vacant homes, and the benefits of monitoring these often-neglected properties. He also suggested ways that local authorities can prevent properties from becoming vacant in the first place.

Issues covered:
Local Government
Economy
Crime

Length: 7:31

Susan Kruger, M.Ed., certified teacher and reading specialist, author of "*SOAR Study Skills: A Simple and Efficient System for Earning Better Grades in Less Time*"

Ms. Kruger offered advice for students to manage their time, schoolwork, and extra-curricular activities more efficiently. She outlined the reasons that students have problems completing homework or retaining what they have learned, and talked about the value of being organized and goal-oriented.

Issues covered:
Education
Children's Issues
Learning Disabilities

Length: 9:43

Kelly Dorfman, MS, LND, nutritionist, health lecturer, author of "*What's Eating Your Child?*"

~~Ms. Dorfman discussed the most common misconceptions that parents have about their child's nutrition. She explained how to recognize food sensitivities, and how simple dietary changes can make huge differences in a child's behavior and overall health.~~

~~**Issues covered:**
Nutrition
Children's Issues
Parenting~~

~~**Length: 5:07**~~