

QUARTERLY  
COMMUNITY PROBLEMS  
AND ISSUES LIST

STATION: WSGB-AM

CITY: SUTTON-FLATWOODS

QUARTER: 2ND YEAR: 2013

- 1 Age discrimination, workplace matters, senior citizens
- 2 Education reform, government policies, nutrition, personal health
- 3 Literacy, education, retirement planning, senior citizens
- 4 Community health, consumer matters, women's issues, workplace matters
- 5 Personal health, women's issues, youth violence, crime, youth at risk, parenting
- 6 Sexual assault, crime, women's issues, counterfeiting, government regulation
- 7 Personal health, consumer matters, employment, workplace matters
- 8 Legal issues, consumer matters, education, government policies
- 9 Substance abuse, mental health, urban planning, government policies, economy
- 10 Community health, mental health, consumer matters
- 11 Consumer matters, mental health, suicide, substance abuse
- 12 Economy, consumer matters, privacy, government regulations
- 13 Employment, workplace matters, personal health, senior citizens, government spending

PROGRAMS

RESPONSIVE TO

COMMUNITY ISSUES AND PROBLEMS

STATION: WSGB-AM

CITY: SUTTON-FLATWOODS STATE: WV

QUARTER: 2<sup>nd</sup> YEAR: 2013

Date of Program	Duration	Title of Program	Issues Addressed	Guests
April 7th 630 AM	24 minutes	Info Trak – Public Affairs Program	Age discrimination, workplace matters, senior citizens	Michael C. Harper Jeff Blyskal
April 14th 630 AM	24 minutes	Info Trak – Public Affairs Program	Education reform, government policies, nutrition, personal health	Frederick M. Hess Kristen Kirkpatrick, MS, RD, LD
April 21st 630 AM	24 minutes	Info Trak – Public Affairs Program	Literacy, education, retirement planning, senior citizens	Gaby Chapman Jeff Reeves
April 28th 630 AM	24 minutes	Info Trak – Public Affairs Program	Community health, consumer matters, women’s issues, workplace matters	H. Gilbert Welch, MD MPH Julie Weeks
May 5th 630 AM	24 minutes	Info Trak – Public Affairs Program	Personal health, women’s issues, youth violence, crime, youth at risk, parenting	Felicia Cosman, MD Deborah Prothrow-Smith, MD
May 12th 630 AM	24 minutes	Info Trak – Public Affairs Program	Sexual assault, crime, women’s issues, counterfeiting, government regulation	Cathy Steinberg Chadwick Wasilenkoff
May 19th 630 AM	24 minutes	Info Trak – Public Affairs Program	Personal health, consumer matters, employment, workplace matters	Michael Moss Debra Donston-Miller
May 26th 630 AM	24 minutes	Info Trak – Public Affairs Program	Legal issues, consumer matters, education, government policies	Lester Brickman Clark Aldrich
June 2nd 630 AM	24 minutes	Info Trak – Public Affairs Program	Substance abuse, mental health, urban planning, government policies, economy	Peter A. Sacco, PhD Jeff Speck, AICP
June 9th 630 AM	24 minutes	Info Trak – Public Affairs Program	Community health, mental health, consumer matters	Jeff Eisenberg Guy Winch, PhD
June 16th 630 AM	24 minutes	Info Trak – Public Affairs Program	Consumer matters, mental health, suicide, substance abuse	Elizabeth Dunn, PhD Eric Caine, MD
June 23rd 630 AM	24 minutes	Info Trak – Public Affairs Program	Economy, consumer matters, privacy, government regulations	Jaron Lanier Nate Cardozo
June 30th 630 AM	24 minutes	Info Trak – Public Affairs Program	Employment, workplace matters, personal health, senior citizens, government spending	Seth Godin James Goodwin, MD



**Weekly Public Affairs Program**

Call Letters: WSGB

**QUARTERLY ISSUES REPORT, APRIL-JUNE, 2013**

Show # 2013-14

Date aired: 4-7-13 Time Aired: 630AM

**Michael C. Harper**, expert in employment discrimination law, Barreca Labor Relations Scholar and Professor of Law, Boston University School of Law

Prof. Harper discussed the growing influence of age discrimination in today's job market. He explained the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender.

**Issues covered:**  
Age Discrimination  
Workplace Matters  
Senior Citizens

**Length: 8:41**

**Jeff Blyskal**, Senior Editor at Consumer Reports

Americans are used to being monitored for security reasons as they shop, but Mr. Blyskal said an increasing number of walk-in retailers are taking spying to a whole new level. He said stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more.

**Issues covered:**  
Consumer Matters  
Personal Privacy

**Length: 8:29**

**Frances Newton**, financial advisor, founder of Frances Insights

Ms. Newton said this is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She said getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.

**Issues covered:**  
Personal Finance  
Consumer Matters

**Length: 4:58**

Show # 2013-15

Date aired: 4-14-13 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:**

**Length: 4:46**

**Addiction  
Mental Health**

Show # 2013-16

Date aired: 4-21-13 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. She also talked about the importance of allowing kids to choose their own reading material.

**Issues covered:**

**Length: 8:48**

**Literacy  
Education**

**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**~~

Show # 2013-17

**Date aired:** 4-28-13 **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:**  
**Community Health**  
**Consumer Matters**

**Length: 9:21**

**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 businesses 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

Show # 2013-18

Date aired: 5-5-13 Time Aired: 630AM

**Felicia Cosman, MD**, Senior Clinical Director and Chair of the National Osteoporosis Foundation, author of *"What Your Doctor May Not tell you about Osteoporosis"*

Recent medical studies about the use of calcium to prevent osteoporosis have had conflicting findings. Dr. Cosman explained that most experts are still unsure about the value of taking calcium supplements. She stressed the importance of getting calcium through the diet, and offered other advice on how to improve bone health and reduce a person's chance of developing osteoporosis.

Issues covered:  
Personal Health  
Women's Issues

Length: 8:05

**Deborah Prothrow-Stith, MD**, expert in public health and youth/urban violence, Adjunct Professor at Harvard University, former Massachusetts Commissioner of Public Health, former Henry Pickering Walcott Professor of Public Health Practice at the Harvard School of Public Health

Dr. Prothrow-Stith discussed the growing trend of youth violence and gang activity in America. She believes that youth violence should be approached as a public health issue, similar to the way that smoking and lung cancer were dealt with through public education. She talked about the value of school-based programs, which have resulted in decreases in aggressive behavior. She also outlined the common characteristics that link most young violent offenders.

Issues covered:  
Youth Violence  
Crime  
Youth at Risk  
Parenting

Length: 9:01

**Karen Simpson-Hankins**, mortgage and real estate expert, author of *"Conquer Your Closing: Insider Secrets for Today's Savvy Home Buyer"*

Ms. Simpson-Hankins discussed the four biggest mortgage mistakes most consumers will make. She talked about the questions that every consumer should ask lenders before signing the deal. She also explained why home inspections are crucial in the home-buying process, and how consumers can wisely shop for the best interest rate.

Issues covered:  
Consumer Matters  
Economy

Length: 4:59

Show # 2013-19

Date aired: 5-12-13 Time Aired: 630AM

**Cathy Steinberg**, personal safety expert and trainer, author of *"The Fabulous Girl's Guide to Being Fearless: What Every Girl Should Know"*

FBI statistics say that 1 in 4 females in the US will be a victim of violent crime. Ms. Steinberg talked about the most common types of violence directed at young women, and offered suggestions of how

to avoid dangerous situations. She explained why it is so important for prospective college students to evaluate campus security before they make a decision on where to go to school.

**Issues covered:**

**Length: 8:18**

**Sexual Assault  
Crime  
Women's Issues**

**Chadwick Wasilenkoff**, founder and CEO of Fortress Paper, a specialty paper company that produces secure paper for currencies around the world

Mr. Wasilenkoff discussed the measures that governments take to prevent counterfeiting of currencies. He said that a large percentage of counterfeit US bills are believed to be produced by state-sponsored operations in countries such as North Korea. He explained why new measures, such as the improved \$100 bill, do slow down counterfeiters temporarily. However, he said criminals eventually adapt to such changes, so it is a never-ending battle. He explained how consumers can try to identify counterfeit bills.

**Issues covered:**

**Length: 8:55**

**Counterfeiting  
Crime  
Government Regulations**

**Megan Moreno, MD**, researcher at Seattle Children's Research Institute and Associate Professor of Pediatrics at the University of Washington

Dr. Moreno recently conducted a study that found that teens who smoke cigarettes are 23 times more likely to smoke marijuana, compared to those who don't use tobacco. She talked about the reasons behind this finding. She also explained how the recent legalization of marijuana in several states may affect its use nationwide.

**Issues covered:**

**Length: 5:04**

**Substance abuse  
Government Regulations**

Show # 2013-20

**Date aired:** 5-19-13 **Time Aired:** 630AM

**Michael Moss**, Pulitzer Prize-winning reporter for The New York Times, author of "*Salt Sugar Fat: How the Food Giants Hooked Us*"

Every year, the average American eats thirty-three pounds of cheese, seventy pounds of sugar and double the recommended amount of salt--most of it from processed foods. Mr. Moss said that the use of salt, sugar and fat increases sales of processed foods, reduces manufacturing costs, and enables these foods to sit in warehouses or on the grocery shelf for months. He offered suggestions for consumers on how to read product labels.

**Issues covered:**

**Length: 8:01**

**Personal Health  
Consumer Matters**

**Debra Donston-Miller**, editor and writer for InformationWeek.com, expert in social networking and information technologies

Ms. Donston-Miller said social media has essentially become an online resume, and that job hunters who do not use it are at a huge disadvantage. She discussed the most effective strategies for using social media in job searches and networking with colleagues. She explained which social networks are the most useful and why. She also recommended sharing content on social networks, such as reports or videos, to demonstrate expertise and abilities.

**Issues covered:**  
**Employment**  
**Workplace Matters**

**Length: 8:59**

~~Tim Lohrentz, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities~~

~~Mr. Lohrentz recently conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.~~

**Issues covered:**  
**Payday Loans**  
**Poverty**  
**Government Regulations**

**Length: 5:10**

Show # 2013-21

**Date aired:** 5-26-13 **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:**  
**Legal Issues**  
**Consumer Matters**

**Length: 8:04**

**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:**  
**Education**  
**Government Policies**

**Length: 9:14**

~~**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**

Show # 2013-22

**Date aired:** 6-2-13 **Time Aired:** 630AM

**Peter A. Sacco, PhD**, psychologist who specializes in addictions, author of "*Right Now Enough Is Enough*"

Dr. Sacco discussed the biggest misconceptions about addictions and bad habits. He said pornography and gambling are the least recognized addictions among Americans today. He explained how addicts are able to frequently able to hide their behavior and lead seemingly normal lives. He also talked about the most effective routes to recovery.

**Issues covered:**

**Length: 8:04**

**Substance Abuse**

**Mental Health**

**Jeff Speck, AICP**, City Planner and Architectural Designer who advocates for smart growth and sustainable design, author of "*Walkable City: How Downtown Can Save America, One Step at a Time*"

In the typical American city, the car is still king. Mr. Speck said that downtown areas and local economies can be dramatically improved by becoming pedestrian-friendly. He explained how simple decisions have cascading effects, and how citizens can influence their elected representatives to make wise choices for their communities.

**Issues covered:**

**Length: 9:14**

**Urban Planning**

**Government Policies**

**Economy**

**John P. Thyfault, PhD**, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

**Issues covered:**

**Length: 5:06**

**Personal Health**

Show # 2013-23

**Date aired:** 6-4-13 **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:**  
**Community Health**

**Length: 9:02**

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

**Length: 8:08**

~~**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**~~

Show # 2013-24

Date aired: 6-16-13 Time Aired: 630AM

**Elizabeth Dunn, PhD**, behavioral scientist, Associate Professor of Psychology at the University of British Columbia, co-author of "*Happy Money: The Science of Smarter Spending*"

Dr. Dunn's research found that people can significantly improve their happiness if they change the way they spend money. She said material things like luxurious homes or new gadgets provide much less happiness than experiential purchases like trips or concerts. She said spending money on other people provides a bigger happiness boost than almost any other expenditure.

**Issues covered:**  
**Consumer Matters**  
**Mental Health**

**Length: 8:07**

**Eric Caine, MD**, John Romano Professor and Chair of the Department of Psychiatry, Professor of Neurology, co-director of the Center for the Study of Prevention of Suicide at the University of Rochester Medical Center

Suicides among middle-aged Americans have increased dramatically in the past decade. Dr. Caine said the rate among white men and women in that age group jumped 40 percent, while it was essentially unchanged for most other racial groups. He said the recession and mortgage crisis may be an important factor in the increase. He added that Baby Boomers seem to have higher levels

of depression than other demographic groups. He talked about potential warning signs for those at risk of suicide.

**Issues covered:**  
Suicide  
Mental Health  
Substance Abuse

**Length: 9:07**

**Adam Barry, PhD**, Assistant Professor of Health Education, University of Florida

Dr. Barry conducted a study that found that two in five designated drivers had been drinking before getting behind the wheel and that 18% had blood alcohol levels high enough to impair their driving skills. He outlined the potential reasons that designated driver education campaigns have been less than successful.

**Issues covered:**  
Drunk Driving

**Length: 4:56**

Show # 2013-25

**Date aired:** 6-23-13 **Time Aired:** 630AM

**Jaron Lanier**, computer and digital network pioneer, author of "*Who Owns the Future?*"

Mr. Lanier explained why he thinks the rise of digital networks has led our economy into recession and decimated the middle class. He said people should be compensated for sharing their personal data with massive digital networks, such as Google, Facebook, Instagram, and in some cases, even the government. He said he is most concerned about the younger generations of Americans who have grown up with reduced expectations of privacy and success.

**Issues covered:**  
Economy  
Consumer Matters

**Length: 10:25**

**Nate Cardozo**, staff attorney for the Electronic Frontier Foundation, which champions privacy rights in the digital world

Many Americans might be surprised to learn that the vast majority of new cars today contain a device that continuously monitors the driver's behavior and vehicle performance. Mr. Cardozo said his biggest concern is that consumers have no way to know what data their car is recording or how long it retains it. He explained why loss of privacy is becoming a greater issue today, and how the problem could be addressed.

**Issues covered:**  
Privacy  
Consumer Matters  
Government Regulation

**Length: 6:45**

**Rand Ghayad**, visiting scholar at the Federal Reserve Bank of Boston

Mr. Ghayad led a study that found that employers frequently screen out job candidates who have been unemployed for more than six months. He found that employers showed about four times more interest in applicants out of work for six months or less, even if they had less experience and fewer qualifications than candidates unemployed for longer periods. He said job seekers must be willing to take any kind of work after a few months of unemployment, to avoid large gaps in their resume that will damage future prospects.

~~Issues covered:  
Unemployment  
Career~~

Length: 4:49

Show # 2013-26

Date aired: 6-30-13 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:  
Employment  
Workplace Matters

Length: 9:28

**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:  
Personal Health  
Senior Citizens  
Government Spending

Length: 7:42

~~**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..~~

~~Issues covered:  
Diversity  
Minority Issues  
Workplace~~

~~Length: 4:52~~