

QUARTERLY
COMMUNITY PROBLEMS
AND ISSUES LIST

STATION: WSGB-AM

CITY: SUTTON-FLATWOODS

QUARTER: 4th YEAR: 2011

- 1 Workplace matters, mental health, strokes, personal health, Senior Citizens
- 2 Unemployment, workplace matters, Senior Citizens, family
- 3 Community health, drug safety, government regulation, Constitutional Amendments, government reform, civic involvement
- 4 Education, auto safety, science
- 5 Consumer matters, personal and mental health
- 6 Bullying, children's issues, highway safety, teen issues, parenting concerns
- 7 Volunteerism, philanthropy, community improvement, autism, children's issues
- 8 Women's issues, workplace matters, personal health, consumer matters
- 9 Media issues, consumer matters, employment, workplace matters
- 10 Healthcare, consumer matters, government regulation, women's issues, workplace matters, sexual harassment
- 11 Crime, youth at risk, parenting, Senior citizens, retirement planning
- 12 Environment, consumer matters, youth at risk, crime, minority concerns
- 13 Health, education, children, election reform, government policies

PROGRAMS

RESPONSIVE TO

COMMUNITY ISSUES AND PROBLEMS

STATION: WSGB-AM

CITY: SUTTON-FLATWOODS STATE: WV

QUARTER: 4th YEAR: 2011

Date of Program	Duration	Title of Program	Issues Addressed	Guests
October 2nd 630 AM	24 minutes	Info Trak – Public Affairs Program	Workplace matters, mental health Strokes, personal health and Senior Citizens	Shawn Achor Ralph Sacco, MD
October 9th 630 AM	24 minutes	Info Trak – Public Affairs Program	Unemployment, workplace matters Senior Citizens, family	Martin Yate Paul Hogan
October 16th 630 AM	24 minutes	Info Trak – Public Affairs Program	Community health, drug safety Government regulation Constitutional Amendments, Gov. reform, civic involvement	Erin Fox, PharmD Lawrence Lessig
October 23rd 630 AM	24 minutes	Info Trak – Public Affairs Program	Education Auto safety, Science	Richard Arum, PhD Michael Pravica, PhD
October 30th 630 AM	24 minutes	Info Trak – Public Affairs Program	Consumer Matters Personal and mental health	William Poundstone Roberta Lee, MD
November 6th 630 AM	24 minutes	Info Trak – Public Affairs Program	Bullying, Children’s issues Highway safety, teen issues Parenting concerns	Ben Leichtling, PhD Peter Kissinger
November 13th 630 AM	24 minutes	Info Trak – Public Affairs Program	Volunteerism, philanthropy, community improvement Autism, children’s issues	Brian Reich Karen Pierce, PhD
November 20th 630 AM	24 minutes	Info Trak – Public Affairs Program	Women’s issues, workplace matters Personal health, consumer matters	Roxanne Rivera John Drengenber
November 27th 630 AM	24 minutes	Info Trak – Public Affairs Program	Media issues, consumer matters Employment, workplace matters	Frank Sesno Larry Myler
December 4th 630 AM	24 minutes	Info Trak – Public Affairs Program	Healthcare, consumer matters, government regulation, women’s issues, workplace matters, sexual harassment	Rosemary Gibson Audrey Nelson, PhD
December 11th 630 AM	24 minutes	Info Trak – Public Affairs Program	Crime, Youth at Risk, Parenting Senior Citizens, retirement planning	Lisa M. Jones, PhD Christopher J. Conover
December 18th 630 AM	24 minutes	Info Trak – Public Affairs Program	Environment, consumer matters Youth at risk, crime, minority concerns	Captain Charles Moore Sebastian K. Young
December 25th 630 AM	24 minutes	Info Trak – Public Affairs Program	Health, education, children, Election Reform, government policies	Martha Hansen Doug Lewis



Call Letters: WSGB

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2011

Program # 2011-40

Date aired: 10/2/11 Time Aired: 630AM

Shawn Achor, former Professor of Psychology at Harvard University, CEO of Aspirant, a Cambridge-based consulting firm, author of *"The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work"*

Conventional wisdom is that happiness is a result of success, but Dr. Achor said his research in psychology and neuroscience has proven that the opposite is true: happy people become successful. He explains how employees and managers can reprogram their brains to become more positive in order to gain a competitive edge at work.

Issues covered:
Workplace Matters
Mental Health

Length: 8:27

Ralph Sacco, MD, immediate past-president of the American Heart Association, neurologist at the Miller School of Medicine at the University of Miami

The incidence of strokes among Americans age 45 and younger is rising dramatically. Dr. Sacco explained the likely reasons for this trend and why he is so concerned about it. He talked about the types of disabilities that stroke victims face and the likelihood of recovery. He also suggested steps to prevent a stroke.

Issues covered:
Strokes
Personal Health
Senior Citizens

Length: 8:44

~~**Sarah Welch**, organizational expert, co-author of *"Pretty Neat: The Buttoned-Up Way to Get Organized and Let Go of Perfection"*~~

~~Ms. Welch said nearly everyone believes that they need to be more organized, but that media images have made it more intimidating than ever. She said that people need to stop holding themselves to impossibly high standards, and focus instead on defining their own, realistic organizational goals. She outlined the steps to get started.~~

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

~~Length: 5:04~~

Program # 2011-41

Date aired: 10/9/11 Time Aired: 630AM

Martin Yate, career management and job search expert, author of "*Knock 'Em Dead: The Ultimate Job Search Guide*"

Mr. Yate said this is the most difficult environment for seeking employment in most Americans' lifetimes. He explained how the Internet has drastically changed the process of job hunting and how the importance of resumes has been magnified. He offered resume tips and encouragement for the unemployed.

Issues covered:
Unemployment
Workplace Matters

Length: 10:41

Paul Hogan, expert on senior care, founder of Home Instead Senior Care in Omaha, NE, author of "*Stages of Senior Care*"

Baby Boomers are finding that arranging the best care for aging parents is a highly complex process, with multiple options from which to choose. Mr. Hogan talked about some new and creative care options for seniors. He also discussed the emotional and financial factors that families must consider.

Issues covered:
Senior Citizens
Family

Length: 6:28

~~**Douglas Boncosky**, licensed mortgage broker, author of "*Create Wealth With Homeownership*"~~

~~With low interest rates, government tax credits and plummeting prices, Mr. Boncosky believes this is an excellent time to buy a house. He explained what potential buyers need to know to obtain a mortgage and how the process has changed significantly.~~

~~Issues covered:
Home Ownership
Consumer Issues~~

~~Length: 4:58~~

Program # 2011-42

Date aired: 10/16/11 Time Aired: 630AM

Erin Fox, PharmD, Manager of the Drug Information Service at the University of Utah Hospital in Salt Lake City

Dr. Fox discussed a growing crisis in the availability of drugs for chemotherapy, infections and other serious ailments. She said many of the shortages are caused by difficulties in the pharmaceutical manufacturing process. She offered advice to patients who may be affected.

Issues covered:
Community Health
Drug Safety
Government Regulation

Length: 6:57

Lawrence Lessig, Roy L. Furman Professor of Law at Harvard Law School, Director of the Edmond J. Safra Center for Ethics at Harvard University, author of "*Republic, Lost: How Money Corrupts Congress-and a Plan to Stop It*"

Prof. Lessig said the average US Congressman spends between 30 and 70 percent of his workday in the pursuit of campaign money. He explained the dangerous and corrosive effect this has on the work of Congress. He believes that Americans need to get involved and demand a new Constitutional Convention, to regain control of our representational system. He said that both the Tea Party and the more recent Occupy Wall Street protestors have a common interest in government reform.

Issues covered:
Constitutional Amendments
Government Reform
Civic Involvement

Length: 10:11

~~Christopher Ferguson, PhD, psychology professor in the Department of Behavioral Sciences at Texas A&M International University~~

~~Dr. Ferguson led a study into the effects of fast food advertising on children. His research found that while advertising target at children is highly effective, parental influence can lessen the impact of commercials and help young kids make healthier food decisions. He offered advice for parents.~~

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

~~**Length: 4:53**~~

Program # 2011-43

Date aired: 10/23/11 Time Aired: 630 AM

Richard Arum, PhD, Professor in the Dept. of Sociology with a joint appointment in the Steinhardt School of Education at New York University, Director of the Education Research Program of the Social Science Research Council, author of "*Academically Adrift: Limited Learning on College Campuses*"

Dr. Arum believes that the nation's higher-education system is effectively broken. His study of thousands of students found that while many leave college with degrees, a large percentage of them show little to no improvement in critical thinking or complex reasoning skills. He explained the reasons behind this disturbing trend and how it could be corrected.

Issues covered:
Education

Length: 10:01

Michael Pravica, PhD, Assistant Professor of Physics at the University of Nevada, expert in the physics of auto safety and crashes

Prof. Pravica discussed the role of physics in the understanding and investigation of car crashes. He talked about some of the most common misconceptions about speed. He also explained why he thinks that drivers should have an understanding of basic physics in order to drive more safely.

Issues covered:
Auto Safety
Science

Length: 7:10

~~J. Todd Lawrence, M.D., Ph.D., orthopaedic surgeon at The Children's Hospital of Philadelphia, expert in sports-related injuries~~

~~Dr. Lawrence was the lead investigator of a study that found that sports-related knee injuries in children increased more than 400% over the past 12 years. He explained which sports are the most dangerous, and what types of injuries are most common. He also offered advice to parents and student athletes on how to prevent knee injuries.~~

~~Issues covered:
Children's Health
Parenting~~

~~Length: 4:46~~

Program # 2011-44

Date aired: 10/30/11 Time Aired: 630AM

William Poundstone, author of "*Priceless: The Myth of Fair Value (and How to Take Advantage of It)*"

Mr. Poundstone discussed psychologists' current understanding of human decision making, and how marketers use that information to maximize the amount that consumers will pay for products. He explained how the psychology of price affects many surprising aspects of Americans' lives, and how consumers can better understand what money and prices really mean.

~~Issues covered:
Consumer Matters~~

~~Length: 8:50~~

Roberta Lee, MD, Vice Chair of the Department of Integrative Medicine, Director of Continuing Medical Education, and Co-Director of the Fellowship in Integrative Medicine at Beth Israel's Continuum Center for Health and Healing (CCHH) at Beth Israel Medical Center in New York City, author of "*The Superstress Solution*"

Dr. Lee believes that a lifestyle of little sleep and exercise and a lot of work is resulting in a condition she calls "superstress" for many Americans. She said superstress leads to depression, weight gain, heart disease and many other illnesses. She offered suggestions on how to deal with repair the effects of stress and build inner resilience.

~~Issues covered:
Personal Health
Mental Health~~

~~Length: 8:16~~

~~**Bruce Schneier**, internationally-recognized security technologist, Chief Security Technology Officer of BT Corp., author of "*Schneier on Security*"~~

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

~~Issues covered:
Crime
Consumer Matters~~

~~Length: 5:14~~

Program # 2011-45

Date aired: 11/6/11 Time Aired: 630AM

Ben Leightling, PhD, psychotherapist, author of "*Parenting Bully-Proof Kids*" and "*How to Stop Bullies in Their Tracks*"

Dr. Leightling said bullying has become an epidemic in America. He offered advice to parents whose children are targeted. He said in certain cases, if avoiding a bully does not work, confrontation may be a reasonable solution. He also explained how to convince school principals to step in to stop bullying and why principals sometimes are reluctant to do so.

Issues covered:
Bullying
Children's Issues

Length: 10:14

Peter Kissinger, President and CEO of the AAA Foundation for Traffic Safety

Mr. Kissinger said car accidents are the number one cause of teenage deaths in the US. He said the most dangerous time for teens is not in the months when they have a learner's permit, but when they get their drivers license and begin to drive independently. He outlined the most common causes of teen car crashes.

Issues covered:
Highway Safety
Teen Issues
Parenting Concerns

Length: 6:52

~~**Harry Holzer, PhD**, Professor and Economist at the Georgetown University Public Policy Institute~~

~~Almost one-third of the unemployed--nearly 4.5 million people--have had no job for a year or more. Dr. Holzer said that is a record high. He talked about the reasons that he views long-term unemployment as such a serious problem for the nation. He also discussed the huge obstacles faced by workers who have been unemployed for an extended period.~~

~~Issues covered:
Unemployment
Economy~~

~~Length: 5:07~~

Program # 2011-46

Date aired: 11/13/11 Time Aired: 630AM

Brian Reich, expert in new media and social networking, SVP and Global Editor for Edelman, author of "*Shift & Reset: Strategies for Addressing Serious Issues In A Connected Society*"

Mr. Reich believes that our connected society can be more effectively used to address the nation's critical challenges. He explained how non-profit organizations and volunteer groups should take advantage of rapidly changing technologies and new methods of communication to overcome the huge barriers facing the cause/philanthropy community.

Issues covered:
Volunteerism
Philanthropy
Community Improvement

Length: 9:25

Karen Pierce, PhD, neuroscientist, Co-Director of Functional Brain Imaging at the University of California San Diego Autism Center of Excellence, Assistant Research Neuroscientist in the Department of Neurosciences

1 in 100 children in the US have some form of autism. Dr. Pierce tested a simple checklist that can reliably diagnose autism in children by age 1. She explained the most common signs of the disorder and discussed recent advancements in treating it. She also offered optimistic advice for a parent whose child is diagnosed with autism.

Issues covered:
Autism
Children's Issues

Length: 7:50

~~Joshua Rosenbloom, student at Harvard Medical School~~

~~Mr. Rosenbloom led a study that examined whether alcohol can be good for the heart. His research found that women who survived a heart attack had a 35% lower chance of dying if they drank wine, beer or hard liquor in moderation.~~

~~Issues covered:
Personal Health~~

~~Length: 4:27~~

Program # 2011-47

Date aired: 11/20/11 Time Aired: 630AM

Roxanne Rivera, president and CEO of the Associated Builders and Contractors of New Mexico, author of *"There's No Crying in Business: How Women Can Succeed in Male-Dominated Industries"*

Despite the progress women have made in crashing through glass ceilings, some still fall short of their career goals because of the "boy's club." Ms. Rivera outlined the biggest obstacles that women face in male-dominated businesses. She also explained how women can improve their ways of communicating when dealing with male counterparts in the workplace.

Issues covered:
Women's Issues
Workplace Matters

Length: 9:39

John Drengenberg, Manager of Consumer Affairs at Underwriters Laboratories, an independent product safety testing and certification organization

Carbon monoxide poisoning kills hundreds of Americans each year. Mr. Drengenberg discussed why carbon monoxide sometimes accumulates in buildings, and why it is so dangerous. He also explained the value of carbon monoxide alarms and what a homeowner should do if an alarm sounds.

Issues covered:
Personal Health
Consumer Matters

Length: 7:34

~~Les Bernal, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement concerned about predatory gambling~~

~~Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.~~

~~Issues covered:
Gambling Addiction
Government Policies~~

~~Length: 5:07~~

Program # 2011-48

Date aired: 11/27/11 Time Aired: 630AM

Frank Sesno, Director of the School of Media and Public Affairs at The George Washington University, Emmy-award winning journalist, host and creator of Planet Forward, a web-to-television show seen on PBS

The nation's news outlets have faced an unprecedented surge of rapid change in recent years. Mr. Sesno discussed the reasons for the turmoil and explained what it means for news consumers. He talked about declining levels of trust in media and whether any major news organizations may disappear in the next several years.

Issues covered:
Media Issues
Consumer Matters

Length: 10:40

Larry Myler, CEO of More or Less, a employment consulting firm, author of "*Indispensable By Monday*"

Nearly everyone is concerned about their employment status these days. Mr. Myler said many employees have forgotten that they become indispensable at their company when they improve profits. He explained how any employee can look at their job in a new way and help to improve profits, reduce expenses and enhance their own job security.

Issues covered:
Employment
Workplace Matters

Length: 6:29

~~**Michael A. Fischer, MD, MS**, Instructor in Medicine at Harvard Medical School. Associate Physician at the Division of Pharmacoepidemiology and Pharmacoeconomics at Brigham and Women's Hospital in Boston~~

~~A recent study found that many people whose doctors start them on medications for conditions like diabetes and high blood pressure may never fill those prescriptions. Dr. Fischer was the lead researcher in the study. He explained the reasons behind this trend and how doctors and patients can improve communication.~~

~~**Issues covered:**
Personal Health
Medical Issues~~

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

Program # 2011-49

Date aired: 12/4/11 **Time Aired:** 630AM

Rosemary Gibson, healthcare expert, former Senior Program Officer at the Robert Wood Johnson Foundation, author of "*The Treatment Trap: How the Overuse of Medical Care Is Wrecking Your Health and What You Can Do to Prevent It*"

Ms. Gibson outlined what she believes is the most neglected issue in American medicine today: the overuse of medical care, including needless surgery and testing. She explained why the problems have become routine among many doctors, and offered ways that healthcare consumers can be sure they are getting appropriate care.

Issues covered:
Healthcare
Consumer Matters
Government Regulation

Length: 8:04

Audrey Nelson, PhD, communication consultant, author of "*Code Switching: How to Talk So Men Will Listen*"

Most people recognize that men and women communicate in very different ways. Dr. Nelson explained why it is important to be able to "crack the gender code" in the workplace, particularly for women. She offered tips to help women can understand different ways that men communicate. She also discussed some of the dangerous zones of communication that can stray into inappropriate jokes and sexual harassment.

Issues covered:
Women's Issues
Workplace Matters
Sexual Harassment

Length: 9:06

~~Karina Davidson, PhD, researcher and clinical psychologist at Columbia University Medical Center in New York~~

~~Dr. Davidson recently led a 10-year study that found that happiness may prevent a heart attack. She explained the science behind this finding and suggested ways that people can improve their outlook to improve their health.~~

~~Issues covered:
Personal Health
Mental Health~~

~~Length: 4:30~~

Program # 2011-50

Date aired: 12/11/11 Time Aired: 630AM

Lisa M. Jones, PhD, Research Associate Professor of Psychology at the Crimes Against Children Research Center at the University of New Hampshire

Dr. Jones co-authored a recent study that found that teen sexting of sexually-oriented photos online or via cell phone may be far less common than people think. She summarized the findings and offered advice for concerned parents. She also discussed a second study she co-authored that examined how law enforcement agencies handle sexting investigations.

Issues covered:
Crime
Youth at Risk
Parenting

Length: 7:18

Christopher J. Conover, Research Scholar at Duke University's Center for Health Policy and Inequalities Research and an Adjunct Scholar at the American Enterprise Institute

Mr. Conover said both Social Security and Medicare are fiscally unsustainable in part because life expectancy has increased substantially since these programs began. He outlined what he believes are the most effective changes to restore the system to long-term viability.

Issues covered:
Senior Citizens
Retirement Planning

Length: 9:57

~~Jessica Miller, commercial real estate advisor, Principal with NegotiationPlus.com, co-author of "A Woman's Guide to Successful Negotiating, Second Edition"~~

~~Ms. Miller talked about the most common mistakes made by women in negotiations and the reasons behind those difficulties. She offered tips for women in scenarios such as bargaining for a car, and negotiating a divorce settlement.~~

Issues covered:

Women's Issues
Workplace Matters
Consumer Matters

Length: 5:04

Program # 2011-51

Date aired: 12/18/11 Time Aired: 630AM

Captain Charles Moore, environmental researcher, internationally-recognized pollution expert, founder of the Algalita Marine Research Foundation, author of "*Plastic Ocean: How a Sea Captain's Chance Discovery Launched a Determined Quest to Save the Oceans*"

Capt. Moore shared his story of accidentally discovering a 1000 square mile mass of plastic scraps in the Pacific Ocean in 1997. He explained where this "plastic soup" is originating and why it collects in that one location. He said little can be done to remove it, but he outlined steps that cities can take to keep plastic out of the environment.

Issues covered:

Environment
Consumer Matters

Length: 7:18

Sebastian K. Young, inspirational entrepreneur, author of "*I Had Every Excuse to Fail But I Chose None*"

When he was a youngster, Mr. Young's mother was brutally murdered. He talked about the challenges he faced as a result, and how he chose to forgive the killer in order to move forward in life. He explained how the wisdom his grandparents shared with him helped in making wise choices and in becoming a determined leader.

Issues covered:

Youth at Risk
Crime
Minority Concerns

Length: 9:57

~~**Laura Arrillaga-Andreessen**, Founder and former Chairman of SV2 (Silicon Valley Social Venture Fund), a venture philanthropy fund, Professor of Strategic Philanthropy at Stanford Graduate School of Business, author of "*Giving 2.0: Transform Your Giving and Our World Second Edition*"~~

~~The United States is the world's most generous nation. Ms. Arrillaga-Andreessen shared statistics that illustrate the charitable efforts of individual Americans. She suggested ways to maximize the impact of online contributions and offered advice to parents on how to raise a more giving family~~

Issues covered:

Charitable Donations
Volunteerism

Length: 5:04

Program # 2011-52

Date aired: 12/25/11 Time Aired: 6:30 AM

Martha Hansen, author of a Northwestern University study on sleep loss in high school students

Ms. Hansen discussed her study which found that today's start times in most high schools deprive adolescents of sleep and result in poorer academic performance. She found that students lost as much as two hours of sleep per school night. She suggested that school districts attempt to change start times, and give standardized tests later in the day.

Issues covered:

Length: 6:55

Health

Education

Children

Doug Lewis, Executive Director of the Election Center, a non-partisan, non-profit organization that trains election officials

Mr. Lewis shared the findings of a task force commissioned by his organization that examined possible ways to restructure our nation's elections to accommodate today's lifestyles. They recommend that neighborhood precincts should be scrapped in favor of large, customer-oriented "vote centers," where citizens could cast ballots over a period of several days. He also talked about the likelihood of voter fraud in relation to potential reforms.

Issues covered:

Length: 10:16

Election Reform

Government Policies

~~**Diana Loomis**, author of "What All Children Want Their Parents to Know"~~

~~Ms. Loomis shared positive parenting principles based on the opinions of youngsters. She talked about the importance of parents as role models and how parents should place a high priority on spending time with their children.~~

~~**Issues covered:**~~

~~**Length: 4:51**~~

~~Parenting Issues~~

~~Family~~

~~Children~~