

QUARTERLY  
COMMUNITY PROBLEMS  
AND ISSUES LIST

STATION: WSGB-AM

CITY: SUTTON-FLATWOODS

QUARTER: 2ND YEAR: 2012

- 1 *Food safety, personal health, consumer matters, privacy, government policy, employment*
- 2 *Women's issues, discrimination, career, economy, science and technology, employment*
- 3 *Personal health, government policies, girls issues, parenting, youth at risk*
- 4 *Workplace violence, mental health, crime, media issues, voting, consumer matters*
- 5 *Victims' rights, crime, foster care, child abuse, diversity, literacy*
- 6 *Education, employment, workplace matters, youth at risk, government policies*
- 7 *Education, citizenship, voting, parenting, consumer matters*
- 8 *Youth at risk, underage drinking, parenting, volunteerism, social activism*
- 9 *Legal issues, parenting, personal health, consumer matters*
- 10 *Employment, education, government policies, nutrition and health, consumer matters*
- 11 *Education, government policies, employment, nutrition and health, consumer matters*
- 12 *Child safety, parenting, personal health, consumer, Women's issues*
- 13 *Unemployment, government policies, economy environment, global warning, consumer matters*

**PROGRAMS**  
**RESPONSIVE TO**  
**COMMUNITY ISSUES AND PROBLEMS**

STATION: WSGB-AM

CITY: SUTTON-FLATWOODS STATE: WV

QUARTER: 2ND YEAR: 2012

Date of Program	Duration	Title of Program	Issues Addressed	Guests
April 1 630 AM	24 minutes	Info Trak – Public Affairs Program	Food safety, personal health Consumer matters, privacy Government policy, employment	Eric Decker, PhD Lori Andrews
April 8 630 AM	24 minutes	Info Trak – Public Affairs Program	Women’s issues, discrimination Career, economy, science and technology, employment	Anne Perschel, PhD Steven Kotler
April 15 630 AM	24 minutes	Info Trak – Public Affairs Program	Personal health, government policies, girls issues, parenting, youth at risk	David W Fleming, MD Leonard Sax, MD, PhD
April 22 630 AM	24 minutes	Info Trak – Public Affairs Program	Workplace violence, mental health, crime, media issues, voting, consumer matters	Mike Staver Jonathan Ladd
April 29 630 AM	24 minutes	Info Trak – Public Affairs Program	Victims’ rights, crime Foster care, child abuse, diversity, literacy	Mai Fernandez Steve Pemberton
May 6 630 AM	24 minutes	Info Trak – Public Affairs Program	Education, employment, workplace matters, youth at risk, government policies	Matthew Crawford, PhD Mark Courtney, PhD
May 13 630 AM	24 minutes	Info Trak – Public Affairs Program	Education, citizenship, voting Parenting, consumer matters	Michael Ford Cynthia Hammond-Davis
May 20 630 AM	24 minutes	Info Trak – Public Affairs Program	Youth at risk, underage drinking Parenting, volunteerism, social activism	Susanne E. Tanski, MD MPH Clay Shirky
May 27 630 AM	24 minutes	Info Trak – Public Affairs Program	Legal issues, parenting, personal health, consumer matters	Alexis Martin Neely Nancy L Snyderman, MD
June 3 630 AM	24 minutes	Info Trak – Public Affairs Program	Employment, education, government policies, nutrition and health, consumer matters	Enrico Moretti, PhD Victoria Moran
June 10 630 AM	24 minutes	Info Trak – Public Affairs Program	Education, government policies employment, nutrition and health Consumer matters	Tony Wagner, EdD Raymond Francis, MSc
June 17 630 AM	24 minutes	Info Trak – Public Affairs Program	Child safety, parenting Personal health, consumer matters Women’s issues	Janette Fennell John Santa, MD MPH
June 24 630 AM	24 minutes	Info Trak – Public Affairs Program	Unemployment, government policies, economy, environment Global warming, consumer matters	Peter Cappelli, DPhil Jeff Deyette



Call Letters: WSGB

Weekly Public Affairs Program

**QUARTERLY ISSUES REPORT, APRIL-JUNE, 2012**

Show # 2012-14

Date aired: 4/1/12 Time Aired: 630AM

**Eric Decker, PhD**, Professor, Head of the Department of Food Science at the University of Massachusetts

Rancid foods are becoming more common, thanks to recent reductions in trans fats. Dr. Decker said consumers may have a kitchen full of toxic products and not know it. He explained why these products are potentially dangerous. He also talked about the foods most likely to become rancid and the telltale signs of rancidity that many consumers don't recognize.

**Issues covered:**

**Length: 7:23**

- Food Safety**
- Personal Health**
- Consumer Matters**

**Lori Andrews**, Law Professor, Director of the Institute for Science, Law & Technology at Illinois Institute of Technology, author of *"I Know Who You Are and I Saw What You Did: Social Networks and the Death of Privacy"*

If Facebook were a country, it would be the third largest nation in the world. Ms. Andrews believes that while social networks have made positive contributions to society, they have also greatly accelerated the erosion of personal privacy rights. She explained how social network sites can damage a person's career or marriage. She would like to see Congress pass new legal protections aimed at safeguarding the privacy of social network users.

**Issues covered:**

**Length: 9:51**

- Privacy**
- Government Policy**
- Employment**

~~**Kevin Haley**, Director of Product Management for Symantec Security Response~~

~~Today's smartphones hold a wealth of personal, financial and work-related data that thieves would love to get their hands on. So what happens when a phone is lost or stolen? Mr. Haley led a research project that intentionally lost 50 phones to see what data was accessed by the finder and whether the phones would be returned to their owners. The results were disconcerting. Mr. Haley offered advice for phone owners to protect their data.~~

~~**Issues covered:**~~

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

- ~~**Crime**~~
- ~~**Privacy**~~
- ~~**Workplace Matters**~~



Show # 2012-15

Date aired: 4/8/12 Time Aired: 630AM

**Anne Perschel, PhD**, leadership and organizational psychologist, President and Founder of Germane Consulting

Dr. Perschel recently co-authored a paper that concluded that corporations are leaving money on the table and forgoing future success by failing to move more women into senior leadership roles. She discussed the various obstacles faced by women who want to move up the corporate ladder and made suggestions on how to overcome them.

Issues covered:  
**Women's Issues**  
**Discrimination**  
**Career**

Length: 9:03

**Steven Kotler**, science writer, author of "*Abundance: The Future Is Better Than You Think*"

Mr. Kotler believes that four powerful social and technological trends are converging today that will improve the lives of billions of people across the globe in the near future. He explained how governments, industry and entrepreneurs can adapt to these changing forces and harness them to solve the world's biggest problems, including shortages of water, food, energy and education.

Issues covered:  
**Economy**  
**Science & Technology**  
**Employment**

Length: 8:05

**Alison Borland**, Vice President of Retirement Product Strategy at Aon Hewitt, a human resources firm based in Chicago

The Great Recession has led many Americans to dip into their retirement savings early, but minorities have withdrawn much more than other racial and ethnic groups, according to a new study from Ms. Borland's firm. She explained why Blacks and Hispanics have made these decisions and what they can do to shore up depleted 401(k) accounts.

Issues covered:  
**Retirement Planning**  
**Minority Concerns**  
**Senior Citizens**

Length: 5:09

Show # 2012-16

Date aired: 4/15/12 Time Aired: 630AM

**David W. Fleming, M.D.**, Director and Health Officer for Public Health in Seattle & King County, WA, Chairman of a Committee on Hypertension at the National Academy of Sciences' Institute of Medicine

Nearly 1 in 3 Americans suffer from high blood pressure. Dr. Fleming believes that high blood pressure is a neglected disease and that the government should do more to encourage better education and more aggressive treatment. He explained how simple it is to diagnose and treat, and the dangerous consequences if it is left untreated.

Issues covered:  
**Personal Health**

Length: 6:38

**Government Policies**

**Leonard Sax, MD, PhD**, pediatrician, psychologist, author of "*Girls on the Edge: The Four Factors Driving the New Crisis for Girls-Sexual Identity, the Cyberbubble, Obsessions, Environmental Toxins*"

Dr. Sax said many of today's young girls are having serious difficulties in developing their own identity. As a result, they are at greater risk of anxiety, depression, and self-destructive behaviors. He explained how constant online activities such as texting and social networking can distort a girl's self-image. He also offered advice for parents on how to recognize problems and help their daughters become confident, fulfilled women.

**Issues covered:**

**Length: 10:39**

**Girls Issues  
Parenting  
Youth at Risk**

~~**Joseph C. Piscatella**, cardiac health expert, President of the Institute for Fitness & Health, author of "*Positive Mind, Healthy Heart!: Take Charge of Your Cardiac Health, One Day at a Time*"~~

~~Mr. Piscatella is the longest surviving survivor of triple bypass surgery. He talked about the mental aspects of dealing with heart disease, and why optimism and self-motivation must be a part of any heart health plan.~~

~~**Issues covered:**~~

~~**Length: 4:55**~~

~~**Aging  
Mental Health**~~

Show # 2012-17

**Date aired:** 4/22/12 **Time Aired:** 630AM

**Mike Staver**, strategic business advisor, CEO of The Staver Group, creator of the audio and video series "*21 Ways to Defuse Anger and Calm People Down*"

The U.S. Department of Labor has found that homicide is the fourth-leading cause of occupational death, and the leading cause of death for women in the workplace. Mr. Staver explained why workplace violence in the U.S. is a persistent and dangerous problem. He outlined ways to recognize warning signals and offered tips to defuse conflicts on the job.

**Issues covered:**

**Length: 8:04**

**Workplace Violence  
Mental Health  
Crime**

**Jonathan Ladd**, PhD, assistant professor of Government and Public Policy at Georgetown University, author of "*Why Americans Hate the Media and How It Matters*"

As recently as the early 1970s, the news media was one of the most respected institutions in the United States. Yet by the 1990s, this trust had all but evaporated. Dr. Ladd talked about the reasons that confidence in the press has declined so dramatically over the past 40 years. He also explained why this issue is so important in a healthy democracy.

**Issues covered:**

**Length: 9:00**

**Media Issues  
Voting  
Consumer Matters**



~~Jerry Brewer, MD, dermatologist and researcher at the Mayo Clinic~~

~~Dr. Brewer led a study that found that the risk of developing the most dangerous type of skin cancer is now more than six times higher among young adults than it was 40 years ago. He talked about the likely reasons behind this trend and why women under age 40 may be especially vulnerable.~~

~~Issues covered:  
Cancer  
Personal Health~~

~~Length: 4:51~~

Show # 2012-18

Date aired: 4/29/12 Time Aired: 630AM

**Mai Fernandez**, Executive Director of the National Center for Victims of Crime

Nearly 20 million violent and property crimes are committed each year in the US, but the numbers may not tell the whole story. Ms. Fernandez discussed the human impact of national crime statistics, and why fewer than half the crimes committed go unreported. She also talked about the effectiveness of victims' rights laws and the resources that are available to crime victims.

Issues covered:  
Victims' Rights  
Crime

Length: 7:05

**Steve Pemberton**, Divisional Vice President of Diversity and Inclusion at Walgreens, author of "*A Chance In The World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home*"

Mr. Pemberton shared his rags-to-riches journey, starting with a childhood of neglect and abusive foster homes. He said his primary refuge was in a box of books, and he explained how a love of reading transformed his life. He described his quest to uncover and understand his family's tragic past and how that has influenced him as a father. He also discussed the value of diversity in America and where we stand as a nation.

Issues covered:  
Foster Care  
Child Abuse  
Diversity  
Literacy

Length: 9:58

~~Lacey Plache, Chief Economist of Edmunds.com, an automotive web site~~

~~Only 35 percent of hybrid vehicle owners chose to purchase a hybrid again when they returned to the car market last year, according to an Edmunds.com analysis of new car registration data. Ms. Plache explained why conventional gas-powered cars are successfully competing against hybrids. She talked about the rapidly growing number of vehicles capable of delivering more than 30 miles per gallon.~~

~~Issues covered:  
Consumer Matters  
Energy  
Environment~~

~~Length: 4:42~~

Show # 2012-19

Date aired: 5/6/12 Time Aired: 630AM

**Matthew Crawford, PhD**, fellow at the Institute for Advanced Studies in Culture at the University of Virginia, author of "Shop Class As Soulcraft"

Mr. Crawford earned a PhD in political philosophy and then got a prestigious job at a Washington, DC think tank. But he quit because he found the white-collar world unfulfilling, and instead opened a motorcycle repair shop. He talked about the ability to make and fix things and its cultural significance, and explained why skilled manual labor cannot become obsolete or be outsourced. He also offered advice for young people who are debating career choices.

Issues covered:

Length: 8:05

Education  
Employment  
Workplace Matters

**Mark Courtney, PhD**, expert on child welfare issues and policies, Director of Research and Development-Ballmer Endowed Chair for Child Well-Being at the University of Washington School of Social Work.

Dr. Courtney discussed the disturbing results of his study of America's foster care system. He found that the vast majority of former foster kids struggle to find housing and jobs, have criminal records and receive public assistance. He talked about the reasons behind these problems and what can be done to improve the nation's foster care system.

Issues covered:

Length: 9:12

Youth At Risk  
Government Policies

~~**Debra Friedman, PhD**, University Vice President and dean of the College of Public Programs at Arizona State University~~

~~Although the number of government jobs is rapidly expanding, nearly 61 percent of America's current federal workforce will be eligible to retire by 2016. Dr. Friedman outlined the potential problems of this "brain drain." She also explained why the brightest college students tend to choose paths other than government employment. She explained why students should give serious thought to pursuing a career in government.~~

~~Issues covered:~~

~~Length: 5:01~~

~~Employment  
Government Policies~~

Show # 2012-20

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

**Michael Ford**, Founding Director of the Center for the Study of the American Dream at Xavier University

97.5 percent of immigrants who want to become American citizens successfully pass a naturalization test. Mr. Ford's organization found that at least 35% of native-born Americans are not sufficiently educated to pass the same test. He explained why civic illiteracy is a serious threat to the American Dream. He talked about the disappearance of civics classes from the nation's high schools in the past several decades.



**Issues covered:**

**Education  
Citizenship  
Voting**

**Length: 7:44**

**Cynthia Hammond-Davis**, author of *"If I Knew Then What I Know Now! College & Financial Aid Planning From A Parent's Perspective"*

Planning for college is more complex than ever. Ms. Hammond-Davis said the financial aid planning process should start as early in a child's life as possible. She shared the story of her struggle to help her son sort out the complex universe of college searches, financial aid, scholarships, athletics and extracurricular activities.

**Issues covered:**

**Education  
Parenting  
Consumer Matters**

**Length: 9:24**

**Robert Whelan, PhD**, postdoctoral research fellow at the University of Vermont

Dr. Whelan led a recent brain-imaging study of that examined similarities and differences in the brains of teens with ADHD vs. those who use drugs or alcohol. He said that the impulsivity that leads kids to blow off their homework and the impulsiveness that drives kids use drugs or alcohol are not the same, neurologically speaking. He talked about possible ways to help young people who may be diagnosed before they actually get into trouble.

**Issues covered:**

**Drug & Alcohol Abuse  
Learning Disabilities  
Youth at Risk**

**Length: 5:05**

Show # 2012-21

**Date aired:** 5/20/12 **Time Aired:** 630AM

**Susanne E. Tanski, M.D., M.P.H.**, behavioral researcher, Professor of Pediatrics at Dartmouth Medical School

Dr. Tanski recently co-authored a study that found that adolescents who are allowed to watch R-rated movies are much more likely to begin drinking at an early age. She explained possible reasons behind it, and offered advice for parents on how to make wise media choices for their children.

**Issues covered:**

**Youth at Risk  
Underage Drinking  
Parenting**

**Length: 8:03**

**Clay Shirky**, expert on the social and economic effects of Internet technologies, Adjunct Professor at New York University's Interactive Telecommunications Program, author of *"Cognitive Surplus"*

Mr. Shirkey said that, although it may not feel like it, Americans have more free time than ever. He said the use of that spare time is migrating from passive activities like watching TV to active participation for the common good, via the Internet. He offered several examples of how people are using their spare time to pool their intellect, energy and time for positive and community-minded purposes.



Issues covered:  
Volunteerism  
Social Activism

Length: 8:26

~~Arthur Goodwin, Senior Research Associate with the Center for the Study of Young Drivers at the University of North Carolina~~

~~A surprising number of young people are waiting well past the traditional age of 16 to get a driver's license. Mr. Goodwin talked about the social and regulatory reasons behind this trend and why it may improve highway safety. He also offered advice to young people who are considering whether they are ready for a driver's license.~~

Issues covered:  
Traffic Safety  
Government Policies

Length: 5:06

Show # 2012-22

Date aired: 5/27/12 Time Aired: 630AM

**Alexis Martin Neely**, attorney and estate planning expert, author of "*Wear Clean Underwear*"

Ms. Neely said a shockingly high percentage of parents fail to create a will, or make other vital plans to care for their children in the event of a tragedy. She outlined the most common mistakes parents make when it comes to naming guardians. She also explained how to decide whether an attorney is needed in estate planning.

Issues covered:  
Legal Issues  
Parenting

Length: 7:39

**Nancy L. Snyderman, MD**, Chief Medical Editor of NBC News, author of "*Medical Myths That Can Kill You*"

Dr. Snyderman said healthcare consumers are becoming more and more confused by the thousands of theories, trends and "cures" from friends, family and the Internet. She talked about some of the most common health myths and why they are so dangerous. She explained what consumers need to know about dietary supplements and why preventative healthcare is so essential.

Issues covered:  
Personal Health  
Consumer Matters

Length: 9:30

**Jeffrey Blyskal**, Senior Editor of Consumer Reports

~~From online transactions and email to ATMs and voicemail, consumers must remember a dizzying number of passwords these days. Mr. Blyskal offered tips on how to choose strong passwords and how to remember them. He discussed the most common methods that criminals employ to steal passwords and steps consumers can take to avoid trouble.~~

Issues covered:  
Crime  
Consumer Matters

Length: 4:55

Show # 2012-23

Date aired: 6/3/12 Time Aired: 630AM

**Enrico Moretti, PhD**, Professor of Economics at the University of California, Berkeley, Director of the Infrastructure and Urbanization Program at the International Growth Centre at the London School of Economics and Oxford University, author of "*The New Geography of Jobs*"

Dr. Moretti said an unprecedented redistribution of jobs, population and wealth is underway in America, and he believes it will accelerate in years to come. He talked about the emergence of a few US cities as centers of innovation with highly-educated labor forces, and explained why other regions of the country cannot compete economically. He offered advice for young people who are considering career choices and weighing the value of a college education.

Issues covered:

Length: 8:54

**Employment**  
**Education**  
**Government Policies**

**Victoria Moran**, board-certified holistic health counselor, founder of Main Street Vegan Academy, which trains and certifies Vegan Lifestyle Coaches, author of "*Main Street Vegan*"

Ms. Moran discussed veganism and outlined the reasons that millions of Americans have chosen to avoid all animal-based products. She offered suggestions on how a person can decide whether the lifestyle choice is right for them, and talked about the challenges vegans often face in raising kids, travelling and eating out.

Issues covered:

Length: 8:10

**Nutrition and Health**  
**Consumer Matters**

~~**Richard Ponziani**, traffic safety researcher, President of RLP Engineering of Dayton, OH~~

~~Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.~~

~~Issues covered:~~

~~Length: 4:59~~

~~**Traffic Safety**  
**Consumer Matters**~~

Show # 2012-24

Date aired: 6/10/12 Time Aired: 630AM

**Tony Wagner, EdD**, First Innovation Education Fellow at the Technology and Entrepreneurship Center at Harvard University, Co-Director of the Change Leadership Group at the Harvard Graduate School of Education, author of "*Creating Innovators: The Making of Young People Who Will Change the World*"

Dr. Wagner said that innovative thinking is today's most essential real-world skill. He believes that for the US to successfully compete in the global economy, America needs to make teaching innovation a top priority in schools, at home and in business. He explained the steps that teachers and parents can take to foster more creative problem-solving in youngsters.



Issues covered:  
Education  
Government Policies  
Employment

Length: 9:28

**Raymond Francis, MSc**, health expert, author of "*Never Be Sick Again*"

Mr. Francis shared his personal story of facing a life-threatening condition at age 48, and how he overcame it. He believes that nearly every disease or illness can be prevented or reversed. He talked about the common denominator of all diseases and the six potential causes. He also offered suggestions to improve health at any age.

Issues covered:  
Nutrition and Health  
Consumer Matters

Length: 7:45

~~**Darrell W. Gurney**, founder of CareerGuy.com, Certified Personnel Consultant, Certified Job & Career Transition Coach, Certified Career Management Coach, and Licensed Spiritual, author of "*Never Apply for a Job Again. Break the Rules, Cut the Line, Beat the Rest*"~~

~~Mr. Gurney talked about the critical importance of networking when searching for a job. He said the latest online tools can help, but they are not as effective as meeting and being known by as many people as possible within an industry. He offered advice to the long-term unemployed.~~

~~Issues covered:  
Employment~~

~~Length: 5:03~~

Show # 2012-25

Date aired: 6/17/12 Time Aired: 630AM

**Janette Fennell**, president of KidsAndCars.org, a Kansas-based group that compiles statistics and promotes safety measures regarding children and cars

Dozens of children across the US die every year in hot cars, often the result of an error by a parent. Ms. Fennell outlined some of the most common scenarios and how to prevent a tragic accident. She also discussed the criminal prosecution that many distraught parents face in the aftermath.

Issues covered:  
Child Safety  
Parenting

Length: 7:22

**John Santa, M.D., M.P.H.**, director of the Consumer Reports Health Ratings Center, which provides unbiased analyses and ratings to help consumers make informed health-care decisions

The medical profession is continuing a debate about who should take cholesterol-lowering drugs and who might be better off without them. Dr. Santa believes that women and children in particular should be cautious about a lifelong statin prescription. He talked about other ways to lower cholesterol before undertaking a drug regimen. He also explained how consumers should choose among the seven statin drugs now on the market.

Issues covered:  
Personal Health  
Consumer Matters  
Women's Issues

Length: 10:00

~~Thomas Newkirk, PhD, Professor of English at the University of New Hampshire~~

~~In this age of emails, texts and information scrolling at the bottom of TV screens, Americans are reading faster than ever. Prof. Newkirk believes this is a negative trend, and that readers get greater enjoyment and comprehension when they read slowly. He talked about the reasons why people tend to skim text, and techniques they can use to slow down.~~

~~Issues covered:~~

~~Literacy  
Education~~

~~Length: 4:56~~

Show # 2012-26

Date aired: 6/24/12 Time Aired: 630AM

**Peter Cappelli, DPhil**, George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources at the University of Pennsylvania, Research Associate at the National Bureau of Economic Research in Cambridge, MA, author of "*Why Good People Can't Get Jobs*"

Despite high unemployment rates, companies often believe that they cannot find the employees they need, arguing that applicants are not qualified or won't accept jobs at the wages offered. Dr. Cappelli discussed the underlying reasons that jobs are going unfilled. He believes that employers often maintain bad hiring methods and unrealistic expectations. He offered advice for unemployed and recently-graduated job seekers.

Issues covered:

Unemployment  
Government Policies  
Economy

Length: 10:15

**Jeff Deyette**, Senior Energy Analyst/Assistant Director of Energy Research & Analysis at the Union of Concerned Scientists, co-author of "*Cooler Smarter: Practical Steps for Low-Carbon Living*"

Mr. Deyette's organization conducted a two-year study of simple steps that consumers can take to reduce their own global warming emissions by 20 percent. He outlined some of most effective ways to save energy and money, and shared some of the most surprising energy-saving myths.

Issues covered:

Environment  
Global Warming  
Consumer Matters

Length: 6:59

~~**Dan Hannan, CSP**, safety, health and environmental expert, author of "*Preventing Home Accidents*"~~

~~Accidents in the home injure more than 12 million Americans every year and are the fifth leading cause of death. Mr. Hannan talked about the most common accidents and how to avoid them. He also explained why there is a lack of education resources for people concerned about home safety.~~

~~Issues covered:~~

~~Home Safety~~

~~Length: 5:05~~