

WKCY  
Harrisonburg, VA  
Quarterly Issues/Programs List  
First Quarter, 2012  
03/28/2012

WKCI  
Quarterly Issues/Programs List

WKCY provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Community:** United Way of Harrisonburg & Rockingham Co.
- **Public Affairs:** SPCA winter pet tips and adoptions part 2

**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Community	RADIO RAP 1-01-12	First Night Wrap up	MONIQUE COPPOLA/DAN HEYMAN	01/01/2012 07:34 AM	015:25
Public Affairs	Radio Rap	Blue Ridge Legal Services - John Whitfield	Blue Ridge Legal Services	01/01/2012 07:46 AM	014:44
Community	RADIO RAP 1/8 KRIS #1 Ston-Aug SPCA	spoke to the director about winter adoptions and pet care	staunton aug spca	01/08/2012 07:38 AM	014:23
Public Affairs	Radio Rap 1/8 #2 KRIS	SPCA winter pet tips and adoptions part 2	staunton aug spca	01/08/2012 07:48 AM	015:52
Community	RADIO RAP 1/15 KRIS AUG FREE CLINIC	Programs and money needs going into 2012	Augusta Free Clinic	01/15/2012 07:35 AM	015:16
Public Affairs	Radio Rap 1/15 Shen Valley Gov School	Availabilities for students and spring events	shen valley govendors school	01/15/2012 07:46 AM	015:26

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Community	RADIO RAP Kris 1-22	Principal at Shelburne – recent issues in the system	shelburne middle school	01/22/2012 07:37 AM	014:24
Public Affairs	Radio Rap 1/22	Project Firewood - Annie Shupner	town of Shenandoah	01/22/2012 07:49 AM	015:13
Community	RADIO RAP 1-29	Large event for youth in the state – what it means	Youth of VA - Speak Out	01/29/2012 07:38 AM	014:18
Public Affairs	Radio Rap 1/29 #2 KRIS	Crossroads for Brain Injury Recovery (Michelle Witt)	Crossroads	01/29/2012 07:48 AM	015:45
Community	RADIO RAP 1-29	Importance of learning English and programs that are available	Learn English and reading now	02/05/2012 07:31 AM	015:59
Public Affairs	Radio Rap 2/5 RJ - Spay and Neuter Clinic	Spay and Neuter clinic program for February - Kate Mansfield	Shenandoah spay and neuter	02/05/2012 07:46 AM	015:50
Community	RADIO RAP 2-12 VECtor Industries	Programs at Vector Industries	Vector Industries	02/12/2012 07:31 AM	016:50
Public Affairs	Radio Rap 2/12 #2 Dickie Bell	Delegate Dickie Bell. It's about the progress of the Gen Assembly.	VA Gen Assembly	02/12/2012 07:48 AM	015:00
Community	RADIO RAP 2-19 AM CANCER SOCIETY	Fundraising and walk items...	American Cancer Society	02/19/2012 07:31 AM	015:24
Public Affairs	Radio Rap KRIS	Debbie Ramsey from Love Inc.	Love Inc	02/19/2012 07:46 AM	015:46
Community	RADIO RAP 2/26	United Way of Harrisonburg & Rockingham Co.	United Way - Beth Bland	02/26/2012 07:31 AM	014:41
Public Affairs	Radio Rap 2-26 KRIS	Sara Christopherson from the Valley Childrens Center	Valley's Children Center	02/26/2012 07:46 AM	015:05
Community	RADIO RAP 3/4	Big Brothers/Big Sisters of Harrisonburg & Rockingham Co.	big brothers big sisters	03/04/2012 07:31 AM	014:56
Public Affairs	Radio Rap 3/4	"Three Guys with Notes," a new music outreach program in Staunton.	three guys with notes	03/04/2012 07:46 AM	015:43
Community Community	RADIO RAP 3/11 Radio Rap 3/11	Harrisonburg-Rockingham Free Clinic (Keith Gnagey)	hburg rham free clinic members Robert Barret –	03/11/2012 07:31 AM 03/11/2012	015:55 014:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Waynesboro Kiwanis food drive	Wboro Kiwanis	7:46	
Community	RADIO RAP 3/18	American Cancer Society (Annika Dean)	American Cancer Society	03/18/2012 07:31 AM	014:57
Community	Radio Rap 3/18 Office On Youth	Youth Leader	Central Shen office on youth	03/18/2012 07:46 AM	017:21
Community	RADIO RAP 3/25	Skyline Literacy (Elizabeth Girvan)	Skyline Literacy	03/25/2012 07:30 AM	014:52
Community	Radio Rap KRIS 3/25 GEN ASSEM	Dickie Bell / Local State Delegate	Delegate Dickie Bell	03/25/2012 07:45 AM	017:16

**Section II**  
**NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

Info-Track airs Weekly

## **QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2012**

Show # 2012-01

**Date aired: 1/1/2012 Time Aired: 7:00am**

**Barry Schwartz, PhD**, Dorwin Cartwright professor of social theory and social action at Swarthmore College, author of "*The Paradox of Choice*"

Dr. Schwartz discussed his belief that everyday decisions have become too complex because of the overwhelming number of choices with which we are presented. He explained why too many options can be detrimental to psychological and emotional well-being and result in stress, anxiety and inaction.

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

**Length: 6:47**

**Warren Farrell, PhD**, international expert on gender issues, author of "*Why Men Earn More*"

Dr. Farrell discussed the reasons that men usually earn more than women. His research indicates that while men's choices lead to men earning more money, women's choices lead to women having more satisfying lives. He also discussed the highest-paying career options for women today.

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

**Length: 10:22**

**Jayne Schooler**, author of *"Mom, Dad...I'm Pregnant"*

Ms. Schooler talked about the emotional challenges that arise for parents who learn that their daughter or son faces an unplanned pregnancy. She talked about how to approach the hard choices that must be made, how to overcome embarrassment or anger, and how to rebuild family relationships after the pregnancy.

**Issues covered:**  
**Teen Pregnancy**  
**Parenting Issues**  
**Adoption**

**Length: 4:50**

Show # 2012-02

**Date aired: 1/8/2012 Time Aired: 7:00AM**

**Marjorie Treu**, Career Coach and Management Consultant, author of *"78 Mistakes New Managers Make; What You Need to Know to Avoid Career Suicide"*

Ms. Treu offered suggestions for employees who may be concerned about potential layoffs. She outlined possible warning signs and how employees should react to them. She discussed the most common mistakes that may affect job security. She outlined other ways to successfully adapt to a changing job market.

**Issues covered:**  
**Unemployment**  
**Workplace Matters**

**Length: 9:42**

**Shawn Bushway, PhD**, Associate Professor of Criminal Justice at the State University of New York, Albany

Dr. Bushway was the co-author of a study that found that by age 23, almost a third of Americans have been arrested for a crime. He talked about the reasons behind this trend and how changes in policing may have affected it. He also discussed the possible employment ramifications, as many young people are unable to pass a background check for certain jobs.

**Issues covered:**  
**Crime**  
**Youth at Risk**

**Length: 7:28**

**Daniel Byrd, PhD**, Research Director at the Greenlining Institute

Dr. Byrd led a 3-year study that found that black and white Americans are still miles apart regarding their perceptions of equality or inequality among racial groups. He outlined the results of his research, and discussed possible ways to increase awareness of racism.

**Issues covered:**  
**Racism**  
**Minority Concerns**

**Length: 4:59**

Show # 2012-03

**Date aired: 1/15/2012 Time Aired: 7:00am**

**Lorri Gorno**, co-author of "*100 Things I Wish I Knew In My Baby's First Year*"

Ms. Gorno talked about the challenges and fears that first-time parents must face. She shared the keys to boosting a child's intelligence and creativity, and explained the lesser-known connections between daily living practices and a growing child's brainpower.

**Issues covered:**  
**Parenting Issues**  
**Family**  
**Health and Wellness**

**Length: 8:13**

**Timothy Critzer**, author of "*HIV & Me: Firsthand Information for Coping with HIV and AIDS*"

Mr. Critzer, who has been HIV-positive since 1998, talked about the past 30 years of HIV and AIDS, and where the disease could be headed. He discussed the importance of education, and his belief that the fight will only be successful if HIV-positive people are first reintegrated into society.

**Issues covered:**  
**AIDS**  
**Minority Concerns**  
**Health and Wellness**

**Length: 9:08**

**Ken Yancey**, CEO of the Service Corps. of Retired Executives

Mr. Yancey talked about SCORE, a nonprofit association dedicated to entrepreneur education and small business nationwide. Over 10,500 volunteer counselors provide individual counseling and business workshops for aspiring entrepreneurs and small business owners.

**Issues covered:**  
**Volunteerism**  
**Senior Citizens**  
**Entrepreneurism**

**Length: 4:55**

Show # 2012-04

**Date aired: 1/22/2012 Time Aired: 7:00am**

**Michelle Garcia**, Director of the Stalking Resource Center at the National Center for Victims of Crime

Nearly 3.5 million people over the age of 18 are stalked each year in the United States. Ms. Garcia talked about the most common stalker scenarios, and why the crime is so difficult to define. She also explained why new developments such as GPS and social networking sites have made it much easier for stalkers to target their victims.

**Issues covered:**

**Length: 9:43**

**Stalking**

**Crime**

**Women's Issues**

**John Izzo, PhD**, business consultant, author of "*Stepping Up: How Taking Responsibility Changes Everything*"

Mr. Izzo said that almost every problem, from personal and business challenges to social issues, can be solved if Americans looked to themselves to create change rather than expecting others to do it. He offered advice to employees who are afraid to speak up at work and how to encourage children to step up and improve problems they see in their community.

**Issues covered:**

**Length: 7:33**

**Workplace Matters**

**Community Involvement**

**Parenting**

**Ron Shevlin**, Senior Analyst with Aite Group, an independent research and advisory firm serving the financial services industry

Social media sites like Twitter and Facebook have empowered consumers in many new ways. Mr. Shevlin explained how these new tools have made it much easier to complain about a problem or to influence corporate policies. He offered advice for the best ways for consumers to use social media to interact with companies.

**Issues covered:**

**Length: 4:55**

**Consumer Matters**

**Technology**

Show # 2012-05

**Date aired: 1/29/2012 Time Aired: 7:00AM**

**Gary Small, MD**, Professor of Psychiatry and Biobehavioral Sciences, Parlow-Solomon Professor on Aging at the David Geffen School of Medicine at UCLA, Founding Director of the UCLA Memory Clinic and Director of the UCLA Center on Aging, author of *"The Alzheimer's Prevention Program: Keep Your Brain Healthy for the Rest of Your Life"*

About 5 million Americans have been diagnosed with Alzheimer's disease, and that number is expected to triple in the next few decades. Dr. Small talked about the most common risk factors, and the simple steps that can be taken to prevent or delay the onset of Alzheimer's disease.

**Issues covered:**  
**Personal Health**  
**Senior Citizens**

**Length: 8:17**

**Maribeth Kuzmeski, MBA, CSP**, business consultant, author of *"The Engaging Child: Raising Children to Speak, Write, and Have Relationship Skills Beyond Technology"*

Today's young people are more "connected" than any other generation in history, but many have difficulties with face-to-face social connections. Ms. Kuzmeski explained why many teens can barely carry on a basic conversation and have trouble articulating what they want or need. She outlined steps that parents can take to encourage the growth of communication and social skills in their children.

**Issues covered:**  
**Parenting**  
**Family**  
**Mental Health**

**Length: 8:53**

**Richard Lichenstein MD**, Director of Pediatric Emergency Medicine Research at the University of Maryland School of Medicine

Wearing earphones while walking, biking or driving can be much riskier than most people think. Dr. Lichenstein recently conducted a study that found that headphone-related deaths have tripled in the past several years. He explained who is most likely to become a victim and the reasons that this behavior is so dangerous.

**Issues covered:**  
**Traffic Safety**  
**Personal Health**

**Length: 4:55**

Show # 2012-06

**Date aired: 2/5/2012 Time Aired: 7:00am**

**Brad Spellberg, MD**, Associate Professor of Medicine at the David Geffen School of Medicine at UCLA, author of *"Rising Plague: The Global Threat from Deadly Bacteria and Our Dwindling Arsenal to Fight Them"*

Anti-biotic resistant microbes infect more than 2 million Americans and kill over 100,000 each year. Dr. Spellberg talked about this increasing problem, and why research and development of new antibiotics has ground to a screeching halt.



**Issues covered:**  
**Community Health**  
**Government Policies**

**Length: 9:00**

**Geoffrey Cowan, PhD**, Professor at the University of Southern California, Dean Emeritus of the USC Annenberg School for Communication

Via tax breaks, postal rate discounts, government advertising and more, all levels of government in the US have subsidized the press for more than 200 years. Professor Cowan co-authored a report that examined why the funding is rapidly shrinking today. He also discussed how these subsidies affect news coverage of the government and why the public knows so little about it.

**Issues covered:**  
**Media**  
**Government Policies**

**Length: 8:13**

**Jim Quiggle**, Director of Communications at the Coalition Against Insurance Fraud, which represents insurers and consumers

The tough economy has created a wave of fraudulent offers for health insurance and other health plans. Mr. Quiggle explained what state regulators are doing to track down the con men, and what consumers can do if they are targeted by a suspicious offer.

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

**Length: 4:36**

Show # 2012-07

**Date aired: 2/12/2012 Time Aired: 7:00am**

**Karl Pillemer, PhD**, Hazel E. Reed Professor in the Department of Human Development and Professor of Gerontology in Medicine at the Weill Cornell Medical College, Founder and Director of the Cornell Institute for Translational Research on Aging, author of "30 Lessons On Living: Tried and True Advice from the Wisest Americans"

Dr. Pillemer interviewed more than 1,000 Americans over the age of 65 to seek their counsel on all of life's big issues: children, marriage, money, career and aging. He explained why younger people should take advantage of this rich resource of older Americans' wisdom. He recommends that young people talk to older members of their own family before it is too late.

**Issues covered:**  
**Senior Citizens**  
**Personal Health**  
**Career**

**Length: 9:17**

**Scott Bittle**, policy analyst, Senior Fellow and Founding Editor of PublicAgenda.org, a non-partisan public opinion research organization, author of "*Where Did the Jobs Go And How Do We Get Them Back?*"

The subject of unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession. Mr. Bittle explained why the issue is so complex and why the nation needs to take a long-term approach to resolving it. He also analyzed various solutions proposed by each side of the political spectrum.

**Issues covered:**

**Length: 7:57**

**Unemployment  
Government Policies  
Economy**

**John Hayes, PhD**, Assistant Professor of Food Science and Director of the Sensory Evaluation Center at Penn State University

Nine out of 10 Americans get too much sodium in their diets. Dr. Hayes discussed a recent government report that found that just 10 foods are responsible for 44 percent of the sodium in the average diet. He outlined steps to cut sodium intake and the reasons why everyone should do it.

**Issues covered:**

**Length: 4:54**

**Personal Health**

Show # 2012-08

**Date aired: 2/19/2012 Time Aired: 7:00am**

**John M. Leventhal, MD**, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs could reverse the trend.

**Issues covered:**

**Length: 8:31**

**Child Abuse  
Parenting**

**Erin Botsford**, financial planning expert, author of "*The Big Retirement Risk: Running out of Money Before You Run Out of Time*"

For many baby boomers, the recession didn't wipe out their nest egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

**Issues covered:**

**Length: 8:41**

**Retirement Planning  
Senior Citizens  
Personal Finance**

**Aaron W. Smith**, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

**Issues covered:**

**Length: 5:01**

**Economy**

**Consumer Matters**

Show # 2012-09

**Date aired: 2/26/2012 Time Aired: 7:00AM**

**John A. Eterno, Ph.D.**, Professor, Associate Dean and Director of Graduate Studies in Criminal Justice at Molloy College, former Captain with the New York City Police Department, co-author of "*The Crime Numbers Game: Management by Manipulation*"

Dr. Eterno conducted the first scientific examination of crime statistics manipulation in the New York City Police Department. He explained how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States. He discussed how this affects crime victims and explained what citizens can do, to ensure that their local police department is reporting crime statistics in an honest manner.

**Issues covered:**

**Length: 8:47**

**Crime**

**Government Policies**

**Kristen Copeland, MD**, Assistant Professor of Pediatrics at Cincinnati Children's Hospital Medical Center

75% of young children in the US are in some form of pre-school or daycare outside the home. Dr. Copeland conducted a study that found that most children in day care get far too little exercise. She explained the reasons behind this trend and why parents should be concerned. She outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.

**Issues covered:**

**Length: 8:24**

**Children's Health**

**Parenting**

**Education**

**Phil Reed**, Senior Consumer Advice Editor at Edmunds.com

Today's cars no longer need to have their oil changed every 3,000 miles. Mr. Reed talked about design improvements in recent years, and how drivers can decide when it really is time for an oil change. He talked about the positive effects of this rapidly advancing technology for both the environment and consumers' pocketbooks.

**Issues covered:**

**Length: 4:52**

**Environment**

**Consumer Matters**

Show # 2012-10

**Date aired: 3/4/2012 Time Aired: 7:00AM**

**David Shenk**, writer, former advisor to the President's Council on Bioethics, correspondent for TheAtlantic.com, author of "*The Genius in All of Us: Why Everything You've Been Told About Genetics, Talent, and IQ Is Wrong*"

Mr. Shenk discussed recent scientific studies about intelligence. It turns out that the importance of genes has been overstated, and that environment, experience and education have a much greater impact than previously believed. He explained how this relates to public policies regarding education, and how parents can help to maximize their children's potential. He also discussed the dubious value of the traditional IQ test.

**Issues covered:**

**Length: 8:50**

**Education**

**Parenting**

**Government Policies**

**William Sears, MD**, Associate Clinical Professor of Pediatrics at the University of California, Irvine, School of Medicine, medical and parenting consultant for BabyTalk and Parenting magazines, pediatrician on the website Parenting.com, author of "*Prime-Time Health: A Scientifically Proven Plan for Feeling Young and Living Longer*"

Dr. Sears outlined the ways that wise lifestyle choices can significantly slow the effects of aging. He discussed the latest research that examined how the body can manufacture its own internal medicines to fight aging. He also talked about oils that can reduce joint pain and why sleep is so important.

**Issues covered:**

**Length: 8:24**

**Senior Citizens**

**Personal Health**

**Mandy Walker**, Senior Project Editor for Consumer Reports Money Adviser

Many stores promise to match or beat competitors' prices. Ms. Walker outlined strategies for consumers who want to get the very best deal possible. She explained potential pitfalls and how price-matching policies can vary significantly store to store and online.

**Issues covered:**

**Length: 4:55**

**Consumer Matters**

**Personal Finance**

Show# 2012-11

**Date aired: 3/11/2012 Time Aired: 7:00AM**

**Stephen Downing**, retired Deputy Chief of the Los Angeles Police Department, board member of the nonprofit organization Law Enforcement Against Prohibition

Mr. Downing explained why he believes that the war on drugs has failed. He said that his on-the-job experience demonstrated the futility of trying to enforce current drug laws. He discussed the many negative consequences of the war on drugs, particularly on children. His organization believes that drugs should be legalized, controlled and taxed.

**Issues covered:**

**Drug Abuse  
Government Policies  
Crime**

**Length: 8:38**

**Laurence Shatkin, PhD**, career information expert, author of numerous books on choosing a career, including "*150 Best Jobs for a Secure Future*"

Dr. Shatkin shared his research into the most secure jobs during hard economic times. He ranked occupations by pay, growth prospects, and number of potential openings, along with the amount of education or training required. He offered advice for young people who are considering their career options and for older workers thinking about a mid-life career change.

**Issues covered:**

**Employment  
Education**

**Length: 8:36**

**Kendrin Sonnevile, ScD, RD, LDN**, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

**Issues covered:**

**Personal Health  
Women's Issues**

**Length: 5:04**

Show # 2012-12

**Date aired: 3/18/2012 Time Aired: 7:00AM**

**Gary Taubes**, science and health journalist, author of "*Why We Get Fat, and What to Do About It*"

Mr. Taubes discussed the science of weight loss. He believes most people gain weight because they eat too many carbohydrates, and that the medical community has placed far too much emphasis on calories and dietary fat. He offered advice on how to make dietary changes for long-term weight loss and more energy.

**Issues covered:**

**Personal Health  
Nutrition**

**Length: 9:41**

**Ben Dattner, PhD**, psychologist, executive coach, Adjunct Professor in Organizational Development at New York University, author of "*The Blame Game: How the Hidden Rules of Credit and Blame Determine Our Success and Failure*"

It's human nature to resort to blaming others, as well as to take more credit for successes than we should. Dr. Dattner said the dynamics of credit and blame are at the heart of every team and organization, and make or break every career. He explained how managers can change the culture of blame, and encourage employees to speak up or experiment with new approaches.

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

**Length: 7:26**

**Jonathan Adkins**, spokesman for the Governors Highway Safety Association

A recent report from the Governors Highway Safety Association highlighted the role of speeding in traffic deaths. Mr. Adkins explained that, despite progress in nearly every other area of highway safety, speeding continues to be a factor in approximately one third of traffic deaths every year. He outlined several recommendations the report contained for both state and federal governments.

**Issues covered:**  
**Highway Safety**  
**Government Policies**

**Length: 4:54**

Show# 2012-13

**Date aired: 3/25/2012 Time Aired: 7:00AM**

**Brad Klontz, Psy.D., CSAC**, clinical psychologist, addictions specialist, expert in financial psychology, co-author of "*Mind over Money: Overcoming the Money Disorders That Threaten Our Financial Health*"

Dr. Klontz believes that many self-destructive financial behaviors are caused not by a lack of knowledge or willpower, but from subconscious forces that lie beneath our awareness. He talked about the latest research into money disorders and what people can do to improve their relationship with money.

**Issues covered:**  
**Personal Finance**  
**Mental Health**

**Length: 8:58**

**Wes Moore**, author of "*The Other Wes Moore: One Name, Two Fates*"

Mr. Moore was the first African-American Rhodes Scholar from Johns Hopkins University and is a combat veteran of Afghanistan. Another young black man from his Baltimore neighborhood was also named Wes Moore, but he chose a life of crime and violence, and is now serving a life sentence in prison. He talked about the many similarities in their lives and discussed the roles that violence, drugs, single mothers, uninformed choices and luck played in the vastly different paths their lives took.

**Issues covered:**  
**Youth at Risk**  
**Crime**  
**Minority Concerns**

**Length: 8:20**

**Barbara Strauch**, deputy science editor and health and medical science editor at the New York Times, author of "*The Secret Life of the Grown-up Brain: The Surprising Talents of the Middle-Aged Mind*"

The entire baby boom generation has advanced well into middle age now. Ms. Strauch discussed the effects of aging on the brain. Her study of the latest scientific research found that the human brain reaches its peak in middle age. She explained why, and offered simple suggestions to maintain mental sharpness.

**Issues covered:**  
**Aging**  
**Mental Health**

**Length: 5:07**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Health	Ad Council	001:00	001
youth	big brothers big sisters	000:58	001
community	Local PSA Bridgwater Fire Dept/30	000:11	002
community	Local PSA Bridgwater Fire Dept/30	000:12	025
community	Local PSA Craft & Bake Sale	000:14	003
education	Local PSA Dayton Learning Center/30	000:12	069
health	Local PSA MS Walk GEN	000:14	002
community	Local PSA New Market Fire Bingo	000:12	004
health	Local PSA RMH Diabetes Support	000:12	004
health	Local PSA Shen Valley Autism Group/30	000:12	065
community	Local PSA Shenandoah Fire Rescue Carniva	000:11	003
community	Local PSA Sportsmen of Faith/30	000:08	038
community	Local PSA Strasburg HS Chili cookoff	000:11	008
community	Local PSA VA Bowhunters	000:12	003
youth	PSA - Child Safety Seat - US DOT	001:00	323
youth	PSA - Child Safety Seats - USDOT	000:31	061
health	PSA/ Smoking cessation	001:00	316
education	PSA/College/American Council on Education	001:00	001
BULLYING	DONORSCHOSE.ORG	000:30	108
BULLYING	DONORSCHOSE.ORG	000:31	005
BULLYING	DONORSCHOSE.ORG	000:32	094
Community	4 H clubs of the Valley	000:12	049
Community	Ad Council	000:15	037
Community	Ad Council	000:30	227
Community	Ad Council	001:00	1251
Community	big brothers big sisters	000:30	308
Community	big brothers big sisters	000:58	468
Community	Elkton Little Leage	000:12	055
Community	Hburg Rham SPCA	000:15	032
Community	Hburg Rham SPCA	001:00	318



<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Community	navy	000:15	029
Community	navy	000:30	057
Community	navy	001:00	316
Community	North River Library	000:14	030
Community	PSA Patent and Trade Office	000:30	054
Community	PSA Smokey Bear	000:30	055
Community	PSA/Veteran's Affairs	000:30	055
Community	rockingham county	000:15	063
Community	Skyline Literacy	000:14	028
Community	Turner Ashby FFA	000:12	061
Community	U.S.O. (English)	000:31	312
Community	Woodrow Wilson Library	000:14	016
CRIME	Ad Council	000:32	059
CRIME	Ad Council	001:00	792
education	Ad Council	000:30	118
education	Ad Council	000:59	311
education	Ad Council	001:00	632
education	PSA/College/American Council on Education	001:00	309
Energy Conservation	Ad Council	000:30	121
Health	Ad Council	000:15	047
Health	Ad Council	000:23	087
Health	Ad Council	000:29	058
Health	Ad Council	000:30	269
Health	Ad Council	000:59	292
Health	Ad Council	001:00	549
Health	diabetes association	001:00	319
Health	PSA/Breast Cancer Awareness	000:14	027
Health	PSA/Breast Cancer Awareness	000:29	062
Health	PSA/Breast Cancer Awareness	000:59	298
Health	red cross	000:15	033
Health	red cross	000:28	057
Health	red cross	000:29	105

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Health	red cross	000:30	064
Health	red cross	001:00	308
Hunger	Society of St Andrew	000:30	064
LITERACY	DONORSCHOSE.ORG	000:30	099
MUSIC	DONORSCHOSE.ORG	000:32	008
POVERTY	DONORSCHOSE.ORG	000:31	005
SELF ESTEEM	DONORSCHOSE.ORG	000:31	113
youth	Ad Council	000:30	056
youth	Internet Safety Missing exploited Kids council	000:15	033
youth	PSA/Dad initiative. Fatherhood.gov	000:15	026
youth	PSA/Fatherhood dot gov	000:30	050