

Quarterly Issues & Programs Report

WYZB (FM)

Mary Esther, FL

For Quarter Beginning January 1, 2020

Attached are descriptions of issue-responsive programming broadcast by this station during the reporting period.

The listed programs aired on the station during the reporting period on the days and times indicated. Each program regularly provides information or addresses current local issues of concern to listeners in the area where the station is located.

LOCAL ISSUES ADDRESSED DURING THE QUARTER

The following are local issues of concern to the community. Programs that addressed these issues during this reporting period are listed on the following pages.

Local Issue/Concern	Brief description of local issue or concern
Social Issues	Public discourse, equality, and community action and activism, women's issues, environment
Health & Education	Public health concerns and educational information about physical health and mental health, technology
Crime & Safety	Crime, violence, police action, safety education, cyber
Military/Government Issues	Military, veterans, government affairs, history

PROGRAMS THAT ADDRESS LOCAL ISSUES

The following programs that aired during the relevant reporting period regularly address local issues and concerns in the station's city of license and within its service area. Specific episodes and segments of these programs and the issues they addressed are listed on the following pages.

Program Name	Schedule (Day/Time)	Brief Generic Description (Note whether local, syndicated or network)
Viewpoints	Sundays, 6am	30 minute syndicated program addressing multiple issues in our community and providing additional information and resources

ISSUE-RESPONSIVE PROGRAMMING

Local Issue: Social Issues

Program	Date	Time	Duration	Description
Viewpoints	1/5/20	6am	10:20	<p>Synopsis: Humans have always practiced various forms of self-expression, whether that's through written word, music, art or some other outlet. The art of tattooing is one such form that dates back to thousands of years ago. We speak with a history expert, Craig Koslofsky about some of the earliest tattoo designs and how they were achieved as well as other skin alteration methods including scarification and branding.</p> <p>Host: Gary Price Guests: Craig Koslofsky, history professor, University of Illinois at Urbana-Champaign, author, Evening's Empire: A History of the Night in Early Modern Europe.</p>
Viewpoints	1/5/20	6am	8:10	<p>Synopsis: Being a college or professional athlete is hard enough. Throw on top of that the constant commentary online and it can sometimes be hard to look away from what people are saying. Two football players offer up their thoughts on the pros and cons of social media and how to stay focused and positive.</p> <p>Host: Marty Peterson Guests: Joshua Perry, former linebacker, Indianapolis Colts, San Diego Chargers, The Ohio State University. Johnny Davidson, senior quarterback, Washington University at St. Louis</p>
Viewpoints	2/9/20	6am	2:43	<p>Synopsis: It can sometimes still feel unreal that NBA superstar Kobe Bryant is gone. The retired Los Angeles Lakers player was more than just an athlete, but a tremendous idol to millions of people across the world. We discuss his legacy and the fragility of life.</p> <p>Host & Producer: Evan Rook</p>

Viewpoints	2/16/20	6am	10:22	<p>Synopsis: Coloring books aimed at children, adults and even seniors have been all the rage in recent years and are still trending in 2020. But what's so special about these patterns and designs that draw people in? We delve into the process of putting together these collections and why the creative outlet has become a mainstay for so many looking to switch off and de-stress.</p> <p>Host: Gary Price Guests: Johanna Basford, artist, author; Jenean Morrison, artist, designer, author</p>
Viewpoints	2/16/20	6am	8:50	<p>Synopsis: The topic of healthcare is one of the most debated issues so far in the 2020 election – but what's the fix for the expensive, inefficient system that's currently in place? So far it's a murky answer. Millions are struggling with the high cost of care, doctors are burning out and patient-doctor interaction is at an all-time low. We speak with an industry expert about the current woes of American healthcare and what can be done.</p> <p>Host: Marty Peterson Guests: Samuel Shem, author, House of God, Man's 4th Best Hospital</p>
Viewpoints	2/23/20	6am	6:57	<p>Synopsis: Imagine being born into slavery in the South. You have not a dime to your name, received no education and all you know are the surrounding fields of a plantation. What would you do after slavery is abolished? How would you start over? February is Black History Month. As we remember the past and the history of slavery in America, it's important to not only take in the perspectives of historians and educators, but also direct firsthand accounts from the people who lived through this experience. Viewpoints' speaks with historian and photographer, Richard Cahan, co-author of the new book River of Blood: American Slavery From the People Who Lived It.</p> <p>Host: Marty Peterson Guests: Richard Cahan, co-author, River of Blood: American Slavery From the People Who Lived It</p>

Viewpoints	3/1/20	6am	8:04	<p>Synopsis: 1,000,000 animal and plant species now face the threat of extinction. As more than 80 percent of all global biodiversity lives on private land, what is the role of corporations when it comes to protecting these endangered species? Viewpoints speaks with Margaret O’Gorman, president of the Wildlife Habitat Council, about the creative and adaptive policies companies can take to make a difference.</p> <p>Host: Marty Peterson Guests: Margaret O’Gorman, President, Wildlife Habitat Council</p>
Viewpoints	3/8/20	6am	9:24	<p>Synopsis: If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades?</p> <p>Host: Gary Price Guests: Lawrence Ingrassia, former business editor, deputy managing editor, The New York Times, author, The Billion Dollar Brand Club</p>
Viewpoints	3/22/20	6am	8:48	<p>Synopsis: Ever feel like each morning you look at your closet, and despite the large number of clothes, never really have anything to wear? This abundance of extra fabric not only takes up space but also can be a burden to your headspace. We speak with two experts about how to shop and consume less as well as best organize the items you already have.</p> <p>Host: Gary Price Guests: Courtney Carver, author, Project 333: The Minimalist Fashion Challenge That Proves Less Really is So Much More; Rachel Rosenthal, founder & CEO, Rachel & Company</p>
Viewpoints	3/22/20	6am	10:29	<p>Synopsis: In a moment where many are practicing ‘social distancing’, it can be a good opportunity to put down your phones and pick up a stress-relieving solo hobby. We speak with Shannon Downey, creator of Badass Cross Stitch, about the simplicity and art of cross-stitching as well as how she’s used it to channel social issues</p> <p>Host: Marty Peterson Guests: Shannon Downey, creator of Badass Cross Stitch.</p>

Viewpoints	3/29/20	6am	2:39	Synopsis: We discuss some of the best selections now streaming on Netflix as millions turn to movies right now for evening entertainment. Host & Producer: Evan Rook
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Program	Date	Time	Duration	Description
Viewpoints	1/12/20	6am	11:32	<p>Millions of Americans are addicted to alcohol and drugs, and many of them eventually end up unemployed, broken, separated from their families and homeless. We talk to an author who has battled alcohol and drug addiction for many years and finally found help through treatment. We also speak with a psychologist about the causes of addiction and why some people are more likely to become addicts than others.</p> <p>Host: Marty Peterson Guests: Ryan LaLumiere, psychologist, professor in the Psychology Dept., University of Iowa, and a specialist on addiction; Bob Allison, recovering addict, author of <i>Saved by the Prince of Peace: Dungeon to Sky</i>.</p>
Viewpoints	1/19/20	6am	7:31	<p>Roughly 15 percent of 25 to 35-year-olds are back living with their parents, according to a 2016 study by Pew Research Center – and this number is only on the rise. Higher rent, cost of living and student debt are all contributing factors, however, there are some young adults stuck in an unmotivated, directionless state labeled as “failure to launch” We break down the term and what parents can do to nudge their young adults along.</p> <p>Host: Marty Peterson Guests: Doctor Mark McConville, author, <i>Failure to Launch: Why Your Twentysomething Hasn’t Grown Up...and What to Do About It</i></p>
Viewpoints	1/19/20	6am	2:12	<p>Author Dave Eggers has been a cult hero since his 2000 memoir <i>A Heartbreaking Work of Staggering Genius</i> took readers on a wild and enthralling ride. Now, almost two decades later, he’s still producing novels that push the boundaries of dialogue and prose.</p> <p>Host & Producer: Evan Rook</p>

Viewpoints	1/26/20	6am	11:01	<p>Synopsis: When life gets tough it can be hard to find gratitude and joy in the little things. We speak with two authors about how to take small steps each day in order to think positive and refocus on what's important</p> <p>Host: Gary Price Guests: Sarah Ban Breathnach, author, Simple Abundance: 365 Days to a Balanced and Joyful Life. Rachel Bertsche, journalist, author, The Kids Are in Bed: Finding Time for Yourself in the Chaos of Parenting.</p>
Viewpoints	1/26/20	6am	8:01	<p>Synopsis: Hate the stairmaster? Dread the treadmill? Exercise doesn't have to be an anxiety-inducing, hour-long activity. It can be getting a group of friends together for an axe-throwing session or even going on a ten-minute walk during lunch. Each little bit of movement matters. We uncover how taking on a different mindset to activity can lead to better habits and a happier life.</p> <p>Host: Marty Peterson Guests: Kelly McGonigal, research psychologist, author, Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection and Courage; Davonian Mackenzie, personal trainer, Southport Fitness in Lakeview, Chicago.</p>
Viewpoints	2/9/20	6am	7:32	<p>Synopsis: The field of mathematics is still seen as a boring and overly complex field by many. But Matt Parker, a former math teacher turned popular YouTuber, is working to fix that stubborn mindset. In his new book, he illustrates the powerful and interesting side of math through real-life examples that have failed because someone's calculations were just slightly off.</p> <p>Host: Marty Peterson Guests: Matt Parker, mathematician, YouTuber, author Humble Pi: When Math Goes Wrong in the Real World</p>

Viewpoints	2/23/20	6am	12:09	<p>Synopsis: From sugary lattes to grocery staples like yogurt and bread, sugar still seems to be lurking everywhere. Even with greater awareness, it can still be hard to avoid the cookies and cake if you're craving something sweet. Viewpoints speaks with baking blogger, Elif Yamangil and cookbook author, Jennifer Tyler Lee about the importance of limiting sugar in your diet and how to do so while still indulging in some healthier sweets.</p> <p>Host: Gary Price Guests: Elif Yamangil, engineer at Google, creator of the blog, Plenty Sweet; Jennifer Tyler Lee, author, Half the Sugar, All the Love</p>
Viewpoints	3/8/20	6am	9:24	<p>Synopsis: What exactly classifies a person as a genius? Are there biological differences between male and female geniuses? Viewpoints' explores these questions and highlights a few overlooked female scientists throughout history.</p> <p>Host: Marty Peterson Guests: Janice Kaplan, author, The Genius of Women, From Overlooked to Changing the World; Catherine Whitlock, author, Ten Women Who Changed Science and the World</p>
Viewpoints	3/15/20	6am	13:00	<p>Synopsis: If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades?</p> <p>Host: Gary Price Guests: David Allen, productivity consultant and author of Getting Things Done: The Art of Stress-Free Productivity; Steve McClatchy, founder of Allee Training and Consulting, author of Decide: Work Smarter, Reduce Your Stress and Lead by Example</p>

Viewpoints	3/29/20	6am	10:10	<p>Synopsis: Human use of cannabis dates back to tens of thousands of years ago. And the drug wasn't just used in medicinal or recreational settings, but also part of religious ceremonies or used by warriors before wartime battle. We speak with pharmacology expert Dr. Richard Miller about the drugs global history and its prohibition in the U.S. over the last 70 years.</p> <p>Host: Gary Price Guests: Dr. Richard Miller, professor of pharmacology, Northwestern University Feinberg School of Medicine.</p>
Viewpoints	3/29/20	6am	8:53	<p>Synopsis: World-renowned flutist and CBS correspondent Eugenia Zukerman was diagnosed with dementia and Alzheimer's three years ago. She details her experience living with the progressive disease and how she keeps a positive mindset despite the losses.</p> <p>Host: Marty Peterson Guests: Eugenia Zukerman, flutist, writer and journalist, author, Like Falling Through a Cloud: A Lyrical Memoir of Coping with Forgetfulness, Confusion and a Dreaded Diagnosis</p>

Local Issue: Crime and Safety

Program	Date	Time	Duration	Description
Viewpoints	3/1/20	6am	10:48	<p>Synopsis: Today, body-worn cameras are a mainstay in many police departments across the country. While the new technology increases transparency, is it leading to better relationships between the public and police? How are innovations in the field - including the incorporation of artificial intelligence - changing officers' day-to-day duties?</p> <p>Host: Gary Price Guests: Daniel Lawrence, Senior Research Associate, Urban Institute; Rick Smith, Founder, CEO, Axon Enterprise Inc.</p>

Local Issue: Military and Government Issues

Program	Date	Time	Duration	Description
Viewpoints	1/12/20	6am	6:44	<p>Synopsis: The 2020 census is just around the corner. We speak with an employee from the U.S. Census Bureau about the importance of taking part in the nationwide survey and how the government is reaching students and their families through new in-school programs.</p> <p>Host: Gary Price Guests: Victoria Glasier, Chief of the Statistics in Schools Program, U.S. 2020 Census Bureau.</p>

Viewpoints	1/19/20	6am	12:01	<p>In 1881, Lt. Adolphus Greely and 24 men set out on a voyage to explore the northernmost Polar Arctic where few had ventured before. The goal was to collect vast amounts of scientific data of the unknown region and hopefully reach the North Pole. But the expedition soon went awry when no resupply made it to the camp for two years and the men were left to fend for themselves. Starvation, frostbite and even tales of cannibalism soon followed in this historic tale of exploration and survival.</p> <p>Host: Gary Price Guests: Buddy Levy, author, Labyrinth of Ice: The Triumphant and Tragic Greely Polar Expedition</p>
Viewpoints	2/2/20	6am	9:07	<p>Synopsis: When life gets tough it can be hard to find gratitude and joy in the little things. We speak with two authors about how to take small steps each day in order to think positive and refocus on what's important.</p> <p>Host: Gary Price Guests: Katie S. Sanders, freelance journalist & World War II expert</p>
Viewpoints	2/2/20	6am	10:10	<p>Synopsis: It seems like lately political breaking news has hit an all-time high with all of the continuous impeachment coverage and campaign trail updates. While it's important to be an informed citizen, what do you do with all of this knowledge? Is it leading to change? Could you do something better with your time?</p> <p>Host: Marty Peterson Guests: Eitan Hersh, associate professor, political science, Tufts University, author Politics is for Power: How to Move Beyond Political Hobbyism, Take Action, and Make Real Change; Naava Ellenberg, senior, Barnard University</p>

Viewpoints	2/9/20	6am	11:28	<p>Synopsis: Can it ever be too easy to cast a ballot in an American election? The answer is yes. Filipino immigrant Elizabeth Keathley mistakenly registered to vote while at a DMV in Illinois through a law best known as the Motor Voter Law. This originally well-intentioned program is now trapping hundreds of immigrants into federal charges and possible deportation for an act they didn't fully comprehend to begin with.</p> <p>Host: Gary Price Guests: Richard Hanus, immigration lawyer; Elizabeth Keathley, immigration client</p>
Viewpoints	3/15/20	6am	6:13	<p>Synopsis: The white hair, rosy cheeks and stark complexion are what we often picture when we think of our first president. But behind his looks and historic accomplishments, what are some facts that are not as well publicized? Viewpoints' speaks with history buff and author, Alexis Coe to learn more about the man, the myth: George Washington.</p> <p>Host: Marty Peterson Guests: Alexis Coe, author, You Never Forget Your First: A Biography of George Washington.</p>