

WKSL
Raleigh, NC
Quarterly Issues/Programs List
Fourth Quarter, 2012
01/02/2013

WKSL
Quarterly Issues/Programs List

WKSL 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:

- **AROUND THE TRIANGLE:** EDUCATION, BUSINESS, SPORTS & REC, URBAN ISSUES, FAMILY ISSUES
- **VIEWPOINTS:** ENVIRONMENT, SCIENCE & TECHNOLOGY, ECONOMY, GOVERNMENT, EDUCATION

**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
social activism, environment	AROUND THE TRIANGLE	Jordan Lake clean up weekend and how you can get involved. Fran DiGiano Co-Founder of Clean Jordan Lake	Fran DiGiano Co-Founder of Clean Jordan Lake	10/7/2012 07:30AM	030:00
schools, family & children's issues	AROUND THE TRIANGLE	A group hoping to break a world's record and how you can help. It's all for Futures for Kids.	Executive Director Eric Lloyd	10/14/2012 07:30AM	030:00
family issues, education, arts & literature	AROUND THE TRIANGLE	It's called "A Shopping Spree" and it's this weekend at the Raleigh Convention Center. Today we'll learn who's behind the 28 year tradition. Visit	Katy Walker, Samantha Hadam	10/21/2012 07:30AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		www.ashoppingspree.org for more information.	Junior League Raleigh		
social activism, environment,	AROUND THE TRIANGLE	Saturday is America's Recycle Day and the city of Raleigh is all in. Learn how you can take part in this one day event.	Heather Thompson Executive Director of Keep NC Beautiful, Linda Leighton Waste Reduction Specialist Raleigh	10/28/2012 07:30AM	030:00
Commerce, small business; retirement issues; employment	AROUND THE TRIANGLE	Unemployment is stubbornly high in the state but there are some good signs. We meet one employment expert and the results of a new job survey.	Molly Hegeman Director of HR Services for C-A-I	11/4/2012 07:30AM	030:00
arts & literature; consumerism	AROUND THE TRIANGLE	We'll meet Archie Smith a woodworker with an incredible story to tell then Elizabeth Lynn tells us all about the 43rd Annual Fine Designer Craft Show.	Archie Smith, Artist Elizabeth Lynn Director Craft Show	11/11/2012 07:30AM	030:00
consumerism, family issues	AROUND THE TRIANGLE	Building a business today is no small task. Today we'll meet James Hamilton and hear his story from poverty to very successful entrepreneur.	James Hamilton	11/18/2012 07:30AM	030:00
social activism, recreation	AROUND THE TRIANGLE	It's the 5th anniversary of the Kay Yow Cancer Fund and the Higher Goal Gala. Sue Donohoe is Executive Director of the Kay Yow Cancer Fund and is here to tell us about this years event.	Sue Donoho Executive Dir Kay Yow Foundation	11/25/2012 07:30AM	030:00
education, schools, family & children's issues, local government	AROUND THE TRIANGLE	This week we'll meet Steve Parrot, President of Wake Education Partnership.	Steve Parrot, President of Wake Education Partnership	12/2/2012 07:30AM	030:00
arts & entertainment	AROUND THE TRIANGLE	Today we meet the Artistic Director of Carolina Ballet, Robert Weiss. We'll talk about this years production of The Nutcracker.	the Artistic Director of Carolina Ballet, Robert Weiss	12/9/2012 07:30AM	030:00
Family issues, social activism	AROUND THE TRIANGLE	Then we'll meet Sissy Lee and Katrina Sparks and learn about their program Toys for Troops.	Sissy Lee and Katrina Sparks	12/16/2012 07:30AM	030:00
Health care, employment	AROUND THE	This week we talk with Bruce Clark CEO of CAI and Skip Woody Partner in	Bruce Clark CEO of	12/23/2012	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	TRIANGLE	Hill Chesson and Woody. The topic is The Affordable Care act and it's impact on all of us.	CAI and Skip Woody Partner in Hill Chesson and Woody	07:30AM	
family issues, arts & entertainment	AROUND THE TRIANGLE	Special Air Force holiday show with music and more.	Multiple Guests	12/30/2012 07:30AM	030:00

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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
education, schools, family & children's issues, local government	VIEWPOINTS	Back in the early part of the 20 th century, one-room schoolhouses were a common sight in many rural areas. Those buildings are gone, but the concept of having more than one grade in a classroom, and students having the same teacher for two, three or more years is gaining converts. We talk to three educators about the benefits and challenges of "multiage" classrooms and "looping" students and teachers for several years.	10/7/2012 07:00AM	030:00
psychology, crime, politics		Everyone has told a lie, but not everyone can get away with it -- especially if they come up against a group of CIA officers who have spent their careers ferreting out the truth. We talk to one former CIA lie detector about the verbal and non-verbal signs of lying, how to spot someone who might be lying, and why it's so difficult for the vast majority of people to lie and get away with it.		
mental health issues, consumerism, family issues	VIEWPOINTS	Although the economy is rebounding, many people are still feeling stress over their jobs, mortgages, retirement situation and all of the other things that have been affected by the downturn. One of the ways people deal with stress is to use money as a way to feel in control, raise self-esteem or deal with grief and loss. We talk to a best-selling author and a psychiatrist about how people can get into financial and emotional trouble when their lives are wrapped up with making, spending and hoarding money.	10/14/12 07:00AM	030:00
the presidency, technology, politics, the arts		What would it be like following the president wherever he goes as his official videographer? We talk to the first man to ever hold that position about his experiences in the White House, on the campaign trail, and the serious, fun and funny moments he has had with the Obamas in his job as first cameraman.		

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<p>finance, mental health issues, consumerism, family issues</p> <hr/> <p>the presidency, technology, politics, the arts</p>	VIEWPOINTS	<p>There's not much time before the presidential election, so each side is pulling out the stops to ensure a win. We talk to two communication experts about what each candidate can do to in these final days to better communicate their messages and their character to those undecided voters.</p> <hr/> <p>What would it be like following the president wherever he goes as his official videographer? We talk to the first man to ever hold that position about his experiences in the White House, on the campaign trail, and the serious, fun and funny moments he has had with the Obamas in his job as first cameraman</p>	10/21/12 07:00AM	030:00
<p>slavery, racial issues, law, presidency, international affairs and politics</p> <hr/> <p>wildlife, mental health, paranormal, media</p>	VIEWPOINTS	<p>When someone asks "who's your favorite president?" most people say Lincoln or Washington or Jefferson or Reagan or Clinton, or some other famous commander-in-chief. The name John Quincy Adams rarely makes anyone's top 3 list. But that's because what he did as president pales in comparison to what he did before and after he had the top job. We talk to John Quincy's biographer about the triumphs of liberty, equality, peace and justice our sixth president won not as president, but as a true patriot outside the White House.</p> <hr/> <p>There have been people who swore they saw Big Foot, or a ghost or saw a flying saucer shoot across the sky. Are they correct? Are they wrong? Do they make it up? Or are they actually seeing what they say they are – only in their imagination? We talk to a journalist who has recorded the sightings of wolves who walk upright like humans, and a psychologist who says people's minds can trick them into seeing and hearing things that aren't there. We'll find out what credible witnesses said about the wolf-like creatures, and if it's even possible for wolves to walk upright and use their forepaws like hands. We'll also discuss the nature of fear, and why people can imagine they see something when they actually don't</p>	10/28/12 07:00AM	030:00
<p>elections, political parties, fraud, racism, law</p> <hr/> <p>mental health; family issues, financial issues</p>	VIEWPOINTS	<p>Americans go to the polls this month, and a number of states have enacted laws to make voters show photo IDs before they're allowed to cast their ballots. But is voter impersonation really a problem? Is there another agenda behind these and other laws that make it harder for citizens to vote? We talk to two election specialists about voter laws now on the books, and those that have been enacted in the past to find out why they were passed, who they benefited, and what can be done to ensure that largest number of eligible Americans can freely exercise their right to vote</p> <hr/> <p>Everyone gets angry from time to time, but some people let it rule their lives. We talk to a psychologist and to an author who addressed her anger issues about what anger is, what it does to us physically and mentally and how to control it so it doesn't interfere with our lives and the lives of those around us</p>	11/4/12 07:00AM	030:00
<p>social activism, environment, urban issues, minorities</p> <hr/> <p>child development, education, arts & literature, recreation, bullying, communication</p>	VIEWPOINTS	<p>Activism and protest movements are as American as apple pie: from the Boston Tea Party in 1773, to the Tea Party movement of today, we've always been a country where people have marched for change. However, today there's a difference in the way many activists are going about their business. We talk to two women who have written about the "new activism" and how it's become more inclusive, diverse and effective in getting the message out</p> <hr/> <p>Kids books never seem to go out of style, and there's nothing kids love more than sitting with mom or dad and having a Dr. Seuss story read to them for the umpteenth time. But what makes a kids' book a good read? We talk to two kid lit authors and a child reading specialist about the characteristics of good books for young and middle-school children.</p>	11/11/12 07:00AM	030:00
<p>health, nutrition, agriculture,</p>	VIEWPOINTS	<p>Food TV has helped to broaden the palette of many Americans beyond the burgers and fries this country is famous for. But how <i>far</i> are you willing to go? We talk to an author and adventurer who has been hunting some strange, invasive species of animals, handing them over to</p>	11/18/12	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
<p>environment, commerce, endangered species, government</p> <hr/> <p>family issues, technology, mental health, media</p>		<p>experienced chefs and serving them up for dinner. Another author and chef talks about the nutritional and culinary benefits of some ugly, maligned and sometimes hard to find root vegetables.</p> <hr/> <p>Are kids too involved in technology to the detriment of other parts of their lives? One psychologist thinks so, and takes a harder line that many parents do on how much and what kind of tech is good for kids. Our guest also discusses how too much sitting in front of “screens” is one reason so many kids are overweight or obese. Too much tech is also interfering with family cohesiveness and sometimes exposing our kids to online material that they shouldn’t be seeing</p>	07:00AM	
<p>American presidents, U.S. election</p> <hr/> <p>popular culture; arts & literature; consumerism</p>	VIEWPOINTS	<p>America’s presidential election was watched around the world, just like our Commanders-in-Chief are. In 2012 we saw a very divided and partisan election cycle, but it wasn’t always that way. We talk to a historian and author about why the world is fascinated by US presidents, how many of our founding fathers warned against political parties, and we’ll learn some interesting details that you might not have known about presidents of the past.</p> <hr/> <p>It used to be that cocktail parties were formal affairs, where men wore suits or tuxes, and a woman dressed up in her best frock or evening gown. When hosts served wine at dinner, it was very, very important to pair each course with it’s own, special bottle. How things have changed! We talk to a cocktail aficionado about cocktail culture and history; and a humor columnist about how wines have gotten less fussy, and more “macho” – and are even being paired with food truck fare</p>	11/25/12 07:00AM	030:00
<p>small business; retirement issues; employment</p> <hr/> <p>disaster planning, commerce, technology, terrorism, gun issues, public health, religion</p>	VIEWPOINTS	<p>With unemployment high, and thousands of boomers retiring every day, many people are looking to strike out on their own or start new careers doing something completely different. Two business consultants offer advice on how to market your services as a solo entrepreneur, and to make an “encore” career out of one of your passions</p> <hr/> <p>If Hurricane Sandy taught us anything, it’s that it pays to prepare for the worst, and hope for the best. There was nothing that could be done about the billions in property damage, but so many didn’t have to die, and many businesses could have stayed up and running with the right emergency plan. We talk to two disaster specialists about what individuals and companies can do to be more prepared in the event of a natural or man-made disaster</p>	12/2/12 07:00AM	030:00
<p>literature, pop culture, technology, communication</p> <hr/> <p>education, children and family issues, recreation, technology, consumerism</p>	VIEWPOINTS	<p>Dictionaries have been staples for students and writes forever, but these days you’re as likely to look for a definition online as you are in a conventional book. Not only has the format of the dictionary changed, but also the kinds of words you find in it. We talk to a dictionary aficionado and editor about the changes the dictionary has undergone in the last decade, what kinds of new words are in the book and how words, phrases and abbreviations find their way in</p> <hr/> <p>How do you know what the best toy is for your small child? Should you buy traditional toys like blocks and dolls, or more high tech toys like computer tablets and video games? We talk to two toy and child specialists about how to determine what your child really wants, how different toys affect children’s play and imagination, and what to do if you can’t find the exact toy your child wants for the holidays.</p>	12/9/12 07:00AM	030:00
<p>children & family issues; foster care & adoption; government; child abuse & neglect</p>	VIEWPOINTS	<p>Many adoptable kids spend their childhoods moving from foster home to foster home, until they “age out” of the system at 18. Unfortunately, parents who adopt often want only infants, and that leaves thousands of young people without permanent homes. We talk to an adoptive parent and a man who was adopted as a teenager about the challenges of adopting older children, why its important for their welfare and society, and how the system should be changed to make more of these adoptions a reality</p>	12/16/12 07:00AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
arts & entertainment, commerce, technology, communication		At Christmas, 1937, a very special movie was scheduled to open across the country, ushering in a new era in animated features. Unfortunately, "Snow White and the Seven Dwarfs" only managed to open in one theater that December, but it soon became a worldwide hit. We talk to an author and film expert about why this Disney movie is so special, the ups and downs Walt Disney and his staff went through to create it, and the innovations in film animation that made "Snow White" a much beloved film even 75 years after its premiere		
American history, slavery, war, government	VIEWPOINTS	In December, 1864, General William Tecumseh Sherman was marching toward Savannah, Georgia, ready to meet Confederate troops head on. His men were stealing provisions from plantations and farm houses they passed; freed slaves were marching alongside the federal army that could not house or feed them; the people of Savannah were preparing for attack. We'll find out how two generals – one Union and one Confederate – spared the beautiful southern city and it's residents from the horrors of destruction	12/23/12 07:00AM	030:00
addiction; family issues; diet & nutrition		The holidays, with their family gatherings, crowded shopping malls and unpredictable weather, are a time of stress for many people. We talk to two stress specialists about how to calm down a bit during this hectic time of year and also prevent undue stress at other times		
American history, slavery, war, government	VIEWPOINTS	Introverts get a bad reputation for being party poopers, shy, and even anti-social. Our two guests say that couldn't be further from the truth, and dispel the myths surrounding introverts. We discuss what introversion is, why it's not the same as shyness, how introverts can be gregarious, talkative and a lot of fun to be around	12/30/12 07:00AM	030:00
addiction; family issues; diet & nutrition		The holidays, with their family gatherings, crowded shopping malls and unpredictable weather, are a time of stress for many people. We talk to two stress specialists about how to calm down a bit during this hectic time of year and also prevent undue stress at other times		

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

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

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ARTS	SMITHSONIAN	000:31	003
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	008
MILITARY AND VETERANS	FISHER HOUSE	000:30	042

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
SELF ESTEEM	SPECIAL OLYMPICS	000:24	005
SELF ESTEEM	SPECIAL OLYMPICS	000:30	061
SELF ESTEEM	SPECIAL OLYMPICS	000:31	019