

**WSPA-FM**

**Quarterly Issues & Program Report**

**1st Quarter  
January, February, March 2012**

**Prepared by Tias Schuster  
Public Affairs**

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## Methodology

**The methodology used in determining what issues affect the WSPA - FM listening area is a combination of interview, telephone, and personal contact with:**

- 1. The listening public (daily concerns)**
- 2. Government leaders and public officials**
- 3. Community leaders of the Upstate (volunteer and non-profit agencies)**
- 4. Upstate business leaders**
- 5. Area educators**

**Public Affairs programming aired by WSPA - FM is designed to address the needs, concerns, problems and issues of the aforementioned individuals.**

# UPSTATE ISSUES AND CONCERNS

## 1st Quarter 2012

SAFETY  
EQUAL RIGHTS  
TAX TIPS  
PHILANTHROPY  
HEALTH  
CRIME AND PUNSHMENT  
SALVATION ARMY  
CHARITY  
DRUGS  
YOUTH  
MINORITY PROGRAMS  
RELATIONSHIPS  
MENTORING  
CULTURE  
TOURISM  
WOMEN'S HEALTH  
ART  
RECYCLING

# **PUBLIC AFFAIRS PROGRAMMING DESCRIPTION**

## **WSPA - FM Weekend mornings**

### **A: 6:00 a.m. Radio Health Journal**

One half hour Syndicated Public Affairs health discussion show with varied topics each week produced and provided by Media Tracks Communications. Program schedules for the program during the most recent quarter are attached

### **B: 6:30 a.m. Viewpoints**

One half hour Syndicated Public Affairs discussion show with varied topics each week produced and provided by Media Tracks Communications. Program schedules for the program during the most recent quarter are attached

### **C: 7:00 a.m. Movers And Shakers – 30 minutes**

One half hour interview show locally produced by Heidi Aiken after reviewing Community Leaders Surveys aired each Sunday morning intended to inform the listening audience about events, and organizations in the area that may pertain to their daily lives, usually highlighting health, crime prevention, and other charitable organizations.

### **D: 7:30a.m. Focus On The Upstate– 30 minutes**

One half hour locally produced Public Affairs discussion show with varied topics each week produced by Entercom air talent.. Program schedules for the program during the most recent quarter are attached.

**WSPA -FM**  
**Public Affairs Programming**  
**Upstate Issues**  
**List of Community Leaders Interviewed for**  
**Ascertainment Purposes**

CYNTHIA FRYER  
TAMARA MITCHELL  
CHERYL BORUM  
PHIL LEVIN  
JANET SNOWER.  
KIPRA ANDERSON  
DEPUTY ZACH HINTON  
PAMELA GARCIA  
SHERWOOD KISER  
ZACH HINTON  
DR. B. FLANAGAN  
WINN FREEMAN  
BEN RIDDLE  
CONNIE LEGRAND  
DR. ISH MAJOR  
DAVID TAYLOR  
DAVID ROTH  
JANE ROBELOT  
LAUREA WEICKER  
DIANE DEAN  
ALI SAIFI  
VICTORIA WYETH  
AMY ZIMMER  
HOLLY DURST



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Radio Health Journal

2:04 SEGMENT 1: Vaccination refusal

12:37

*Synopsis: As the number of vaccinations recommended for children continues to rise, the number of children who have not received all of them is also increasing. Public health experts discuss the impact of vaccine refusal on community health, and a mom who has kept her children away from some immunizations discusses her objections to the vaccination schedule.*

*Host: Reed Pence. Guests: Dr. William Schaffner, Chairman, Preventive Medicine, Vanderbilt Medical Center; Dr. Saad Omer, Asst. Prof. of Global Health, Epidemiology and Pediatrics, Emory Univ.; Jennifer Margulis, Senior Fellow, Schuster Institute for Investigative Journalism, Brandeis Univ. and mother of four.*

**COMPLIANCY ISSUES COVERED:** youth at risk; public health; consumer safety; community health; consumerism; education; government distrust; parenting issues; government regulation

15:45 SEGMENT 2: Alzheimer's wandering

8:16

*Synopsis: A majority of Alzheimer's disease patients will experience wandering behavior. Yet many families and caregivers have no plan to prevent wandering or find their loved one when they get lost. Experts discuss wandering and how to deal with it.*

*Host: Nancy Benson. Guests: Beth Kallmyer, Senior Director, Constituent Services, Alzheimer's Assoc.; Dr. Michael Raffi, Director, Memory Disorders Clinic and Asst. Prof. of Neurosciences, Univ. of California, San Diego.*

**COMPLIANCY ISSUES COVERED:** senior citizens and elderly; consumerism; public safety

**Program # 12-04**      **Air week: 1-22-12**

2:04 SEGMENT 1: Child food allergies

13:05

*Synopsis: Allergies among children have increased markedly in recent years, sometimes prompting bans of specific foods at schools. Experts explain the importance of school action, what parents can do to keep their children safe, and the research under way to find why allergies are increasing.*

*Host: Reed Pence. Guests: Dr. Ruchi Gupta, Feinberg School of Medicine, Northwestern University; Maria Aceball, CEO, Food Allergy and Anaphylaxis Network; Stacey Keane, mother of allergic child.*

**COMPLIANCY ISSUES COVERED:** youth at risk; public health; consumer safety; consumerism; education; parenting issues

15:56 SEGMENT 2: Hip dysplasia

6:50

*Synopsis: A common cause of hip arthritis and replacement is a misalignment of the joint dating from infancy or childhood. It can even result from improper swaddling. An expert discusses causes and treatments.*

*Host: Nancy Benson. Guests: Dr. Chad Price, pediatric orthopedist, Arnold Palmer Children's Hospital and Medical Director, International Hip Dysplasia Institute; Christina, mother of hip dysplasia patient.*

**COMPLIANCY ISSUES COVERED:** youth at risk; health care; parenting issues

**Program # 12-05**

**Air week: 1-29-12**

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Radio Health Journal

2:04 SEGMENT 1: Sunshine, tanning, and vitamin D

13:32

*Synopsis: Dermatologists have long advocated protecting our skin from UV rays, whether from the sun or from indoor tanning. Yet with sun protection comes an increase in deficiencies of vitamin D, which is made by the skin in response to sun exposure. Is there any middle ground? Experts discuss the conflict.*

*Host: Reed Pence. Guests: Dr. Michael Holick (drholick.com), Prof. of Medicine, Physiology and Biophysics, Director, General Clinical Research Unit and Director, Bone Health Care Clinic, Boston Univ., and author, The Vitamin D Solution; Dr. Susan Mayne (publichealth.yale.edu), Prof. of Chronic Disease Epidemiology, Yale School of Public Health and Assoc. Director, Yale Cancer Center; Dr. Bryon Adinoff (utsouthwestern.edu), Prof. of Psychiatry, Univ. of Texas Southwestern medical Center and the VA North Texas Health Care System*

**COMPLIANCY ISSUES COVERED:** *public health; consumer safety; consumerism*

16:38 SEGMENT 2: Keeping up your pride

7:12

*Synopsis: Prospective employers can detect when a person carries justifiable pride and are attracted to them. An expert discusses research on instilling pride, even when times are hard.*

*Host: Nancy Benson. Guest: Lisa Williams, Lecturer in Social Psychology, Univ. of New South Wales, Australia.*

**COMPLIANCY ISSUES COVERED:** *employment and unemployment*

**Program # 12-06**

**Air week: 2-5-12**

2:05 SEGMENT 1: Verbal abuse from sweethearts and bosses

12:44

*Synopsis: Incessant verbal abuse by a significant other can take a huge toll in misery. Abusers may be psychologically compensating for verbal, emotional, or sexual abuse they themselves received in childhood. Bosses are also significant abusers of subordinates, though for different reasons. Experts discuss the consequences of verbal abuse, the hidden reasons it may occur, and what victims can do to make it stop.*

*Host: Reed Pence. Guests: Patricia Evans (verbalabuse.com), author, Victory Over Verbal Abuse and five other books; Dr. Meredith Ferguson, Asst. Prof. of Management and Entrepreneurship, Hankamer School of Business, Baylor Univ.*

**COMPLIANCY ISSUES COVERED:** *mental health; interpersonal relationships; family issues; abuse; employment; workplace issues*

15:52 SEGMENT 2: Treating stubborn high blood pressure

8:04

*Synopsis: High blood pressure, or hypertension, can be lethal, and 25 percent of the US population is affected. An expert discusses how and why high blood pressure exacts such a toll on the body, why it can be so difficult to treat, and a new device under clinical trial that may treat stubborn high blood pressure effectively.*

*Host: Nancy Benson. Guest: Dr. Suzanne Oparil, Prof. of Medicine, Physiology and Biophysics, Univ. of Alabama at Birmingham and Past President, American Heart Association.*

**COMPLIANCY ISSUES COVERED:** *health care; public health; technology*





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**2:05 SEGMENT 1: Lessons from a parent's worst nightmare**

**13:12**

*Synopsis: Being unable to prevent their child from succumbing to drugs and crime may be a parent's worst nightmare. One parent who ignored his son's warning signs reflects on his more than 10 year struggle with addiction and what it can teach other parents.*

*Host: Reed Pence. Guest: David Sheff, parent of drug addict and author, Beautiful Boy: A Father's Journey Through His Son's Addiction.*

**COMPLIANCY ISSUES COVERED:** parenting issues; youth at risk; drug and substance abuse and treatment

**16:21 SEGMENT 2: Alcoholics and liver transplants**

**7:20**

*Synopsis: Liver transplant centers usually demand that transplant candidates with alcoholic liver disease be sober for six months before surgery to assure doctors that they will abstain from alcohol. However, some candidates won't survive long enough to wait. One of the nation's top transplant expert discusses a recent study, which indicates that intense scrutiny of a candidate's support and commitment may allow a small number to safely proceed without risk of wasting rare organs.*

*Host: Nancy Benson. Guest: Dr. Michael Porayko, Prof. of Medicine and Medical Director of Liver Transplantation, Vanderbilt Univ.*

**COMPLIANCY ISSUES COVERED:** health care; alcoholism, substance abuse and treatment

**Program # 12-12**

**Air week: 3-18-12**

**2:05 SEGMENT 1: Redefining autism**

**13:12**

*Synopsis: Autism spectrum disorders are being redefined by the psychiatric profession, and many parents and activists are worried that the new definition will exclude many children who previously would have received necessary educational services. Experts, including one of the members of the panel creating the definition, discuss the issue.*

*Host: Reed Pence. Guests: Dr. Brian Reichow, Associate Research Scientist, Yale Child Study Center; Dr. Catherine Lord, Director, Center for Autism and the Developing Brain, New York Presbyterian Hospital-Weill Cornell Medical Center-Columbia Univ. and member, Neurodevelopmental Disorders Committee, DSM-5/APA; Dr. James Ball, Executive Chair, National Autism Society*

**COMPLIANCY ISSUES COVERED:** education; youth at risk; parenting issues; public health; mental health

**16:41 SEGMENT 2: The psychology of names**

**7:44**

*Synopsis: Names have a psychology that's unknown to most people. A naming expert discusses the hidden power of names.*

*Host: Nancy Benson. Guest: Maryanna Korwitts, founder, TheNamingExperience.com.*

**COMPLIANCY ISSUES COVERED:** psychology; pop culture

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**Program # 12-13**      **Air week: 3-25-12**

2:05      *SEGMENT 1: The criminalization of homelessness*      12:27

*Synopsis: Homelessness has affected 3.5 million Americans at some point in the past year, and with their increased numbers and visibility, many cities have criminalized functions that the homeless often find unavoidable, such as sleeping or camping outdoors. Experts discuss the effects on city budgets and the homeless themselves.*

*Host: Reed Pence. Guests: Steve Watters, Executive Director, Safeground Sacramento (www.safegroundsac.org); Clifton Harris, Executive Director, Metropolitan Homeless Commission, Nashville, TN (www.thekeyalliance.org); Heather Johnson, Civil Rights Attorney, National Center on Homelessness and Poverty (www.nlchp.org).*

**COMPLIANCY ISSUES COVERED:** *homelessness; poverty; housing; unemployment; police and criminal justice system; economics; local government*

15:34      *SEGMENT 2: Accent modification*      7:50

*Synopsis: Many people who technically speak English well—even native born Americans—sometimes speak with accents that leave them unable to be understood. Experts discuss speech training that can lessen the difficulty.*

*Host: Nancy Benson. Guests: Judy Ravin, President, Accent Reduction Institute; Dr. Mary Louise Edwards, Prof. of Communication Science and Disorders, Syracuse Univ.*

**COMPLIANCY ISSUES COVERED:** *education; consumerism; immigration*

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**1:33 SEGMENT #1 – Co-ops: Employee-ownership and a sound economy 12:21**

*SYNOPSIS: There are many ideas floating around Washington these days about how to get the country out of the economic doldrums – but most of them sound like the same old ideas we’ve been hearing for years. We talk to an author about a not-so-new, but a bold idea that he says will get people back to work, increase productivity, and lessen the gap between the rich and the poor: co-ops. We’ll hear why he thinks most businesses could benefit from being employee-owned and operated.*

*Host: Christopher Michael. Guests: Gar Alperovitz, Prof. of Political Economy, Univ. of Maryland, co-founder of the Democracy Collaborative, and author of “America Beyond Capitalism: Reclaiming our wealth, our liberty, & our democracy,” ([www.dollarsandsense.org](http://www.dollarsandsense.org) [www.garalperovitz.com](http://www.garalperovitz.com)).*

**COMPLIANCY ISSUES COVERED** *democracy; economy; labor; international business; politics*

**14:57 SEGMENT #2- The Benefits of Mistakes 10:30**

*SYNOPSIS: We all make mistakes, and more often than not, we feel bad about doing so. But should we? We talk to an author and an educator about why making mistakes can help children learn and make adults better at their jobs.*

*Host: Marty Peterson. Guests: Alina Tugend, “Shortcuts” columnist for the NYTimes, author of “Better by Mistake: The unexpected benefits of being wrong,” ([www.alinatugend.com](http://www.alinatugend.com)); Deirdre Fitzgerald, Board-certified behavior analyst, member of the psychology dept., St. Joseph College, West Hartford, CT. ([www.sjc.edu](http://www.sjc.edu)).*

**COMPLIANCY ISSUES COVERED** *education, business, psychology, transportation*

**Program # 12-04 Air week: 1-22-12**

**1:33 SEGMENT #1 - Left Behind: Suicides and families 11:05**

*SYNOPSIS: The aftermath of a loved-one’s suicide or attempted suicide is very difficult for family members and friends to deal with. There are often feelings of guilt, anger and, in the case of an attempt, fear that it will happen again. We talk to a physician who specializes in the issue and a woman who lives with her mother’s suicide and her own attempts, about the affects on the family and what can be done to help them.*

*Host: Christopher Michael. Guests: Dr. Yeates Conwell, Prof. of Psychiatry, University of Rochester School of Medicine, co-director of their Center for the Study and Prevention of Suicide, ([www.rochesterpreventsuicide.org](http://www.rochesterpreventsuicide.org)); Linda Gray Sexton, author of “Half in Love: Surviving the legacy of suicide,” ([www.lindagraysexton.com](http://www.lindagraysexton.com)).*

**COMPLIANCY ISSUES COVERED** *suicide, mental health, family issues*

**13:42 SEGMENT #2- Saving the Americas’ Oceans and Coastlines 11:46**

*SYNOPSIS: Climate change and pollution are problems worldwide, but nowhere are they more noticeable than on the coastlines and oceans surrounding North and South America. We talk to an environmentalist about his voyage around these continents, the people he met along the way and the ecological warning signs that show how manmade waste and poor stewardship of the oceans are contributing to environmental change.*

*Host: Marty Peterson. Guests: David Rockefeller, Jr., environmentalist, philanthropist, contributor to the book, “One Island, One Ocean: Around the Americas Aboard Ocean Watch,” ([www.aroundtheamericas.org](http://www.aroundtheamericas.org) [www.sailorsforthesea.org](http://www.sailorsforthesea.org) ).* **COMPLIANCY ISSUES COVERED** *climate change, pollution, agriculture, native cultures, tourism, transportation, endangered species*

**Program # 12-05 Air week: 1-29-12**

**1:48 SEGMENT #1 - Scorecasting; Busting some long-held sports myths 12:21**

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*SYNOPSIS: There's a lot of "conventional wisdom" surrounding sports, especially football: defense wins championships; a team's momentum going into the play-offs will clinch a berth; icing a kicker will put him off his game; a first-round draft pick is always the most valuable to a team. Sportscasters love to discuss these situations during breaks in the action, but is there any truth to them? We talk to an economist and data analyst about how these tactics really play into a victory or loss.*

*Host: Christopher Michael. Guests: Tobias J. Moskowitz, Prof. of Finance, Booth School of Business, University of Chicago, co-author of "Scorecasting: The hidden influences behind how sports are played and games are won" ([www.scorecasting.com](http://www.scorecasting.com)).*

**COMPLIANCY ISSUES COVERED** *business, sports and recreation, media*

15:11 SEGMENT #2- *Psychopathy: What it is, and how it affects us all* 10:17  
*SYNOPSIS: We hear the word "psychopath" and most of us immediately think of serial killers like John Wayne Gacy and Ted Bundy. What is a psychopath? Are they necessarily criminals? Do productive, law-abiding citizens have psychopathic traits? Can anything be done to help adults and young people who commit crimes and are labeled as psychopaths? We talk to a psychologist who specializes in the area of psychopathy and social behavior about the issue.*

*Host: Marty Peterson. Guests: Dr. Jennifer Skeem, Prof. of Psychology and Social Behavior, University of California, Irvine, co-author of the study, "Psychopathic Personality: Bridging the Gap Between Scientific Evidence and Public Policy," ([www.psychologicalscience.org](http://www.psychologicalscience.org)).*

**COMPLIANCY ISSUES COVERED** *mental health, crime, juvenile justice*

**Program # 12-06**      **Air week: 2-5-12**

1:48 SEGMENT #1 - *I Want My Rights: But do you know what they are?* 10:45  
*SYNOPSIS: There's been a lot of talk in the news lately about constitutional rights: free speech, gun owning, searches and seizures among them. Also the president's power to wage war – something that the Constitution says is the right of Congress. We talk to two law specialists about these issues and try to dispel some of the misunderstandings about Americans' rights.*

*Host: Christopher Michael. Guests: Sheldon Nahmod, Distinguished Prof. of Law, Chicago-Kent College of Law, Illinois Institute of Technology ([www.kentlaw.edu](http://www.kentlaw.edu)); Albert Navarra, an attorney in California and author of "The Elements of Constitutional Law: A guide to America's most timeless and powerful document," ([www.conlawelements.com](http://www.conlawelements.com)).*

**COMPLIANCY ISSUES COVERED** *constitutional law, gun laws, free speech, war, drugs*

13:35 SEGMENT #2- *Globalization and a Mexican Village* 11:52  
*SYNOPSIS: Globalization is a double-edged sword: it has helped many impoverished and developing countries stand on their own feet; yet it has also caused environmental problems, trampled on the rights of citizens and changed the culture in negative ways for some countries and communities that participate in it. We talk to a woman who has seen a community in southern Mexico deal with globalization, about the up- and downsides of industrial and retail development.*

*Host: Marty Peterson. Guests: Wendy Call, author of "No Word for Welcome: The Mexican village faces the global economy," ([www.wendycall.com](http://www.wendycall.com)).* **COMPLIANCY ISSUES COVERED** *globalization, poverty, agriculture, government, consumerism, community activism*

**Program # 12-07**      **Air week: 2-12-12**

1:48 SEGMENT #1 - *Fundraising: Are the old ways still working?* 10:30  
*SYNOPSIS: Charities are feeling the pinch during the recession the same as businesses and individuals. Our guests say it might be time to take a second look at how their organizations fundraise and how they recruit and keep volunteers.*

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Host: Christopher Michael. Guests: Brian Reich, Sr. VP and Global Editor, Edelman Public Relations, author of the book, "Shift and Reset: Strategies for addressing serious issues in a connected society," ([www.shiftandreset.com](http://www.shiftandreset.com)); Peter Farnsworth, founder of Topspin and CEO and founder of the brand and business development firm, Foxrock Partners; Mark Sanborn, Pres. Of Sanborn and Associates, author of the book, "Up, Down or Sideways: How to succeed when times are good, bad and in-between," ([www.marksanborn.com](http://www.marksanborn.com)).

**COMPLIANCY ISSUES COVERED** philanthropy, business, volunteerism, social media

13:20 SEGMENT #2- Taxes: Making the most of deductions and credits 12:06  
SYNOPSIS: It's tax time, and many Americans will forego some deductions and credits they deserve because the tax forms intimidate them. We talk to a tax professional about some overlooked deductions, and discuss a few of the more complicated status issues that people face this tax season.

Host: Marty Peterson. Guests: Mark Steber, Chief Tax Officer, Jackson Hewitt Tax Service ([www.jacksonhewitt.com](http://www.jacksonhewitt.com)).

**COMPLIANCY ISSUES COVERED** taxes, family issues, consumerism, law, government

**Program # 12-08 Air week: 2-19-12**

1:48 SEGMENT #1 - Kids and Nutrition: Getting them to eat healthier 10:05  
SYNOPSIS: It's tough getting kids to eat healthy, and it's made even worse when families can't find the healthier fruits and vegetables in their own community. We talk to two authors and a celebrity mom who have looked into this issue about what parents and kids need to know about healthier eating; how to get kids more involved in choosing and preparing their food, and what communities can do to bring nutritious food choices into their neighborhoods.

Host: Christopher Michael. Guests: Peter Ladner, author of "Urban Food Revolution: Changing the way we feed cities," ([www.newsociety.com](http://www.newsociety.com)); Angie Harmon, actress, star of "Rizzoli and Isles," on TNT Television, spokesperson for Uncle Ben's "Ben's Beginners" program ([www.bensbeginners.com](http://www.bensbeginners.com)); Clay Johnson, author of "The Information Diet: A case for conscious consumption," ([www.informationdiet.com](http://www.informationdiet.com))

**COMPLIANCY ISSUES COVERED** nutrition; children's health; community resources; government; technology; media

12:48 SEGMENT #2- The Iron Lady: The Life and Legacy of Margaret Thatcher 12:48

SYNOPSIS: Everyone says that Meryl Streep's performance as Margaret Thatcher in the movie "The Iron Lady" was spot-on. But the film only scratches the surface of the famous British Prime Minister's life. We talk to her biographer about who Thatcher really was, how she became so powerful and about her strategic alliance with Pres. Reagan and other leaders that changed politics and society in the U.K, the U.S. and around the world.

Host: Marty Peterson. Guests: John Campbell, author of "The Iron Lady: Margaret Thatcher, from grocer's daughter to Prime Minister," ([www.us.penguinroup.com](http://www.us.penguinroup.com)).**COMPLIANCY ISSUES COVERED** international politics; the presidency; finance; consumerism, arts & film

**Program # 12-09 Air week: 2-26-12**

1:48 SEGMENT #1 - The Olympian: A Nearly Forgotten Hero 10:05  
SYNOPSIS: This year marks the third time London has hosted the Olympic Games. The first time was in 1908, when a young veterinarian brought home the first U.S. gold medal won by an African American. We talk to the author of a book about Dr. John Baxter Taylor, Jr., the struggles the athlete faced, and how young people today can learn from the triumphs of this trailblazing runner.

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Host: Christopher Michael. Guests: Craig T. Williams, author of the book, "The Olympian: An American Triumph" ([theolympian.net](http://theolympian.net)).

**COMPLIANCY ISSUES COVERED** sports & recreation, race, education, arts & literature

12:55 SEGMENT #2- Phobias: Living Fearful 12:32  
SYNOPSIS: This year boasts three Friday the 13ths, and what's even more unusual is that they are exactly 13 weeks apart! People who suffer from "triskaidekaphobia" – fear of the number 13 – are going to have a tough time this year. But then phobias of all types are uncomfortable for anyone who suffers from them. We talk to two anxiety disorder specialists about what phobias are, how they differ from other fear-based conditions, and what can be done to treat victims so they can lead normal lives.

Host: Marty Peterson. Guests: Dr. Dean McKay, Prof. of Psychology, Fordham University ([www.fordham.edu](http://www.fordham.edu)); Dr. David Tolin, psychologist, Dir. of the Anxiety Disorders Center at the Institute of Living in Hartford, CT, Assoc. Prof. in the Yale University School of Medicine, author of the book, "Face Your Fears: A proven plan to beat anxiety, panic, phobias and obsessions," ([www.drtoolin.com](http://www.drtoolin.com)).

**COMPLIANCY ISSUES COVERED** mental health, popular culture,

**Program # 12-10 Air week: 3-4-12**

1:48 SEGMENT #1 - Bullying and Hazing 11:08  
SYNOPSIS: Many kids are victims of bullying by their peers, and they and their parents don't know why it happens or how to stop it. Hazing rituals are similar to bullying, but the victim willingly participates. We talk to two bullying specialists about why kids bully, what makes someone join in a hazing ritual, what are the signs that a child is being bullied, and find out some strategies parents, teachers and bystanders can use to prevent bullying and deal with both the aggressors and the victims.

Host: Christopher Michael. Guests: Jodee Blanco, speaker, former bully victim, author of "The Please Stop Laughing At Me Journal," (<http://jodeeblanco.com>); Dr. Nadine Kaslow, professor and Vice Chair for Faculty Development in the Department of Psychiatry and Behavioral Sciences at Emory University School of Medicine, Chief Psychologist at Grady Memorial Hospital. ([www.emory.edu](http://www.emory.edu)).

**COMPLIANCY ISSUES COVERED** children & family issues; bullying; therapy; education

13:58 SEGMENT #2- The Queen: A new look at a very private woman 11:28  
SYNOPSIS: Queen Elizabeth II celebrates her Diamond Jubilee Year in 2012, marking 60 years on the throne. We all know who she is, what she looks like and have an idea about the "public" woman who wears the crown. But who is she, really? We talk to an author who asked that question of some of the Queen's relatives, friends and loyal employees for a new biography of Elizabeth.

Host: Marty Peterson. Guests: Sally Bedell Smith, author of "Elizabeth the Queen: The Life of a Modern Monarch," ([www.sallybedellsmith.com](http://www.sallybedellsmith.com)).

**COMPLIANCY ISSUES COVERED** World politics; popular culture & media; military; U.S. government

**Program # 12-11 Air week: 3-11-12**

1:48 SEGMENT #2- Convincing Kids to Read More 10:30  
SYNOPSIS: Parents and teachers are always looking for ways to get kids to read more, and so are book publishers. We talk to a teacher, a publisher and an author about what kinds of books are interesting to kids, how to model good reading behavior to them, and what publishers are doing with online media to entice kids and young adults to read more.

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Host: Christopher Michael. Guests: Dr. Amy McClure, Prof. in Literature and Literacy for Children and Chair of the Dept. of Education, Ohio Wesleyan University ([www.owu.edu](http://www.owu.edu)); Francie Alexander, Chief Academic Officer for Scholastic, Inc. ([www.scholastic.com](http://www.scholastic.com)); Annie Barrows, author of "Ivy and Bean: Doomed to Dance," ([www.anniebarrows.com](http://www.anniebarrows.com)).

**COMPLIANCY ISSUES COVERED** education, family issues, literacy, popular culture

13:28 SEGMENT #2- The Cash-Less Society: Technology vs. Currency 11:59  
SYNOPSIS: Can you imagine a world without currency or coins? It could be coming to the US in the not-so-distant future. We talk to a financial payment expert and a man who lived without cash for a year about how the "cash-less" society is growing around the world, the advantages and disadvantages of mobile wallets, and how we need to balance security and privacy with convenience and consumerism.

Host: Marty Peterson. Guests: Bob Ruark, Dir. in Financial Services Practice, KPMG, "2011 KPMG Mobile Payments Outlook" - PDF (<http://www.kpmg.com/US/en/IssuesAndInsights/ArticlesPublications/Pages/2011-kpmg-mobile-payments-outlook.aspx>); David Wolman, author of "The End of Money: Counterfeiters, preachers, techies, dreamers, and the coming of the cashless society," ([www.david-wolman.com](http://www.david-wolman.com)).

**COMPLIANCY ISSUES COVERED** technology, banking, poverty, consumerism, globalization

**Program # 12-12 Air week: 3-18-12**

1:47 SEGMENT #1 - Young Immigrants, College and The Dream Act 12:46  
SYNOPSIS: There are millions of young, undocumented immigrants in the U.S. who won't be going to college next fall despite having good grades and a passion for learning. These are children who were brought here by their parents as infants or young children, but who have no future after high school because they can't qualify for student loans or even legally drive or work. We find out why it's important to allow these young people to continue on in school, why it's almost impossible for them to go back to their own countries to go to school or work, and how it can benefit our economy to pass The Dream Act which will allow them a path to citizenship.

Host: Christopher Michael. Guests: Ana Mencini, Clinical Prof. of Law, IIT Chicago-Kent College of Law ([www.kentlaw.edu](http://www.kentlaw.edu)); ([www.mencinilaw.com](http://www.mencinilaw.com)); Marie Friedmann Marquardt, Scholar-in-Residence in the School of Theology, Emory University, co-author of "Living Illegal: The human face of unauthorized immigration," ([www.emory.edu](http://www.emory.edu)). Michael Wildes, Managing Partner, Wildes & Weinberg, PC, immigration attorney, NY, NY ([www.wildeslaw.com](http://www.wildeslaw.com)).

**COMPLIANCY ISSUES COVERED** immigration, education, law, crime, economy, labor

15:35 SEGMENT #2- Stress & Hope: Dealing successfully with life's negatives 9:52  
SYNOPSIS: We've all heard stories about people who overcome tremendous odds and end up becoming a success. Or they're faced with a serious illness, but they manage to come through it healthier and happier. How do they do it? We talk to two people who have experience with adversity about what it takes to make it through the dark, and seemingly hopeless times in life.

Host: Marty Peterson. Guests: Trent Angers, Co-editor with Coach Dale Brown, of "Getting Over the Four Hurdles of Life," ([www.acadianhouse.com](http://www.acadianhouse.com)); Kim Kircher, member of ski patrol at Crystal Mountain resort, WA, author of the book, "The Next 15 Minutes: Strength from the top of the mountain," ([www.kimkircher.com](http://www.kimkircher.com)).

**COMPLIANCY ISSUES COVERED** mental health, sports & recreation, emergency management, self-help, medicine

**Program # 12-13 Air week: 3-25-12**

1:48 SEGMENT #1 - Children and Sex Trafficking: Helping the Victims 11:38

SYNOPSIS: Sex trafficking around the world is a multi-billion dollar business perpetrated by a wide array of criminals. We talk to two activists who describe how young women and some men are lured or abducted into the sex trades where they are sentenced to a life of degradation, loneliness and violence. We also discuss why children find themselves in these situations, why sex trades are flourishing, and what needs to be done to prevent johns from buying sex and traffickers from selling it.

WSPA-FM

Quarterly Issues Report: 1<sup>st</sup> Quarter 2012 1/1/12 through 3/31/12  
Viewpoints

Host: Christopher Michael. Guests: Corban Addison, attorney, activist and author of the novel, "A Walk Across the Sun," ([www.corbanaddison.com](http://www.corbanaddison.com)); Rachel Lloyd, founder of Girls Educational & Mentoring Services, or GEMS, author of "Girls Like Us: Fighting for a world where girls are not for sale," ([www.gems-girls.org](http://www.gems-girls.org)).

**COMPLIANCY ISSUES COVERED** crimes against children, AIDS, culture, family issues, activism

14:29 SEGMENT #2- Girl Scout's at 100: The Legacy of Juliette Gordon Low 10:57

**SYNOPSIS:** This March marks the 100<sup>th</sup> anniversary of the Girl Scouts of the USA. We talk to a biographer about the amazing woman who loved adventure and thought American girls would too, so she founded an organization that taught them how to be bold, self-sufficient and have fun in the process.

Host: Marty Peterson. Guests: Stacy A. Cordery, author of "Juliette Gordon Low: The remarkable founder of the Girl Scouts," ([www.stacycordery.com](http://www.stacycordery.com)).

**COMPLIANCY ISSUES COVERED** war, women's issues, recreation, commerce

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**Station: WSPA-FM**

**Ascertained Issue:  
Safety**

**Program Name:  
Focus On the Upstate**

**Date:  
Jan. 1, 2012**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Lots of children look forward to the New Year to celebrate with fireworks. This can be a dangerous time for burns, fires and injuries. Fireworks must be used with great care if at all and certainly under adult supervision. Our guest today discusses the matter. She's **Cynthia Fryer with SAFE KIDS**. She says the best advice is to go to organized events to celebrate with such, *Don't allow young children to play with fire-works under any circumstances. Sparklers, considered by many to be the ideal "safe" firework for the young, burn at very high temperatures and can easily ignite clothing. Children cannot understand the danger involved with fireworks and may not act appropriately in case of emergency. Keep a bucket of water nearby for emergencies and for pouring on fireworks that fail to ignite or explode. And be sure to observe local laws.*

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**Station: WSPA-FM**

**Ascertained Issue:  
MLK Day- equal rights**

**Program Name:  
Focus On the Upstate**

**Date:  
Jan. 8, 2012**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:** The South Carolina "King Day at the Dome" rally takes place on Monday, January 16<sup>th</sup>. Today we discuss the importance of observing such a man with Tamara Mitchell and the local NAACP. She says commemorating Dr. King's life, draws attention to economic and educational inequalities in the state. . Voting rights is also central to the theme of this year's rally.

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**Station: WSPA-FM**

**Ascertained Issue:  
Tax Prep Help**

**Program Name:  
Focus On the Upstate**

**Date:**

**Jan. 15, 2012**

**Time:**

**7:30 a.m.**

**Duration:**

**30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Today's guest is Cheryl Borum, CPA. She discusses tax law changes that may affect you in preparing this years tax returns. Borum advises us what we can do LEGALLY to get the most back from the government. She also tells us about free services to help those in need to prepare their taxes including the Volunteer Income Tax Assistance program. All VITA programs involve Internal Revenue Service-certified volunteers helping low- and moderate-income families get their taxes done for free. When and where etc.

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**Station: WSPA-FM**

**Ascertained Issue:  
Tax Tips (parts 1)**

**Program Name:  
Focus On the Upstate**

**Date:  
Jan. 22**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Today's guest is PHIL LEVIN. He reminds us of *the key provisions of recent legislation and discusses some of the major tax changes you should keep in mind as we bring in the new year.* [America Gets a Raise...Again...Temporarily](#) , [Taxability of Credit Card Rewards Programs](#), [What's New with My W-2 and 1099s?](#) [Key Expiring Tax Laws](#) and [2012 Mileage Rates](#). Answers questions on software you can download and do yourself.

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**Station: WSPA-FM**

**Ascertained Issue:  
Tax Tips (parts 2)**

**Program Name:  
Focus On the Upstate**

**Date:  
Jan. 29**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Today's guest is PHIL LEVIN. He reminds us of *the key provisions of recent legislation and discusses some of the major tax changes you should keep in mind as we bring in the new year.* [America Gets a Raise...Again...Temporarily](#) , [Taxability of Credit Card Rewards Programs](#), [What's New with My W-2 and 1099s?](#) [Key Expiring Tax Laws](#) and [2012 Mileage Rates](#). Answers questions on software you can download and do yourself.

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**Station: WSPA-FM**

**Ascertained Issue:  
Social and philanthropic organization**

**Program Name:  
Focus On the Upstate**

**Date:  
2/5/12**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Today's guest is **Newcomers of Greater Greenville President Janet Snower**. She tells us about the wonderful opportunities to meet and make new friends and learn about the community. This is a wonderful way to meet and make new friends. They have several activities, special events and fundraisers for a number of charities. It's a social and philanthropic organization.

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**Station: WSPA-FM**

**Ascertained Issue:  
Health (Let There Be Mom)**

**Program Name:  
Focus On the Upstate**

**Date:  
Feb. 12, 2012**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Today's guest is Kipra Anderson , President of LET THERE BE MOM. Upcoming event, SEEK AND SNAP! It's a family fun scavenger Hunt, open to individuals as well as corporate sponsorships. Find it and take a picture of it and 1<sup>st</sup> back with most wins! Sunday April 15<sup>th</sup> from 1 until 6 p.m. at Fluor Field on the WestEnd.

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**Station: WSPA-FM**

**Ascertained Issue:  
CRIME and PUNSHMENT**

**Program Name:  
Focus On the Upstate**

**Date:  
2/19/12**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

**Today's guest is Deputy Zach Hinton with the Greenville Sheriff's Office.** We discuss possible upcoming changes in the law regarding mopeds. Also talk about recent rash of break-in on the Eastside and what homeowners and businesses can legally do to protect themselves and their property!

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**Station: WSPA-FM**

**Ascertained Issue:  
SALVATION ARMY**

**Program Name:  
Focus On the Upstate**

**Date:  
2/26/12**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**  
Today's guest is **PAMELA GARCIA** with **the Salvation Army in Greenville**. She says the shelves in the **FOOD PANTRY** are literally bare! They are having a food drive, asking the community to pull together to re-stock because the need is so great. She says so many of those who were donors are one time are now having to call on the Salvation Army for help!

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**Station: WSPA-FM**

**Ascertained Issue:  
Entertainment Shrine Charity Circus**

**Program Name:  
Focus On the Upstate**

**Date:  
March 4<sup>th</sup>, 2012**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

Today's guest is Sherwood Kiser, CEO of the Shrine Circus. He says this years event will be the biggest and best yet. There will be a number of performances in he upstate in Greenville, Spartanburg and in Anderson March 21<sup>st</sup> thru 27<sup>th</sup>. Kiser says the money is used to help with enormous expense of providing FREE care for all children at the local Shriner's Hospital.

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**Station: WSPA-FM**

**Ascertained Issue:  
Safety-Crime**

**Program Name:  
Focus On the Upstate**

**Date:  
Mach 11, 2012**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter:  
Today's guest is Zach Hinton the newest Public Information Officer with the Greenville Sheriff's Office. He discusses Spring Safety Tips. He advises folks who will be spending more time out doors and traveling, vacation safety tips for you as you travel and for your home and property left behind.**

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**Station: WSPA-FM**

**Ascertained Issue:  
Health**

**Program Name:  
Focus On the Upstate**

**Date:  
March 18<sup>th</sup>, 2012**

**Time:  
7:30 a.m.**

**Duration:  
30 minutes**

**Description of Program, Guest, Organization, Subject Matter: World Kidney day was March 8<sup>th</sup> this year. Why do we have such a designation? Today's guest is Urologist, Dr. B. Flanagan with The Upstate Urology Center. He says the mission is to raise awareness of the importance of our kidneys to our overall health and to reduce the frequency and impact of kidney disease and its associated health problems worldwide. He says if detected early, Chronic Kidney Diseases can be treated--thereby reducing other complications and dramatically reduce the growing burden of deaths and disability from chronic renal and cardiovascular disease worldwide.**

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**Station: WSPA-FM**

**Ascertained Issue:**

**Drugs**

**Program Name:**

**Focus On the Upstate**

**Date:**

**March 25, 2012**

**Time:**

**7:30 a.m.**

**Duration:**

**30 minutes**

**Description of Program, Guest, Organization, Subject Matter:**

**Today's guest is Winn Freeman, Executive Director and Founder of Wisdom In Living Life Ministries. Freeman is better known in the area as the "drug guy." He was addicted to a number of street drugs including Herion and was given a near zero chance of having a productive life. He started on the path to recovery thru faith and is now leading others to the REAL answer to life after drugs.**

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*Station: WSPA - FM*

*Ascertained Issue: YOUTH*

*Program Name: MOVERS AND SHAKERS*

*Date: Sunday 01-01-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:*

*Ben Riddle: President of Mauldin High School Student Council discussed the upcoming Spirit week program designed to raise funds for area non-profit organizations. The student-led fundraising drive supports childrens charities, offers the opportunity for students to network in the community and offers a learning experience for all involved.*

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*Station: WSPA - FM*

*Ascertained Issue: MINORITY PROGRAMS*

*Program Name: MOVERS AND SHAKERS*

*Date: 01-08-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:  
CONNIE LEGRAND DISCUSSED MARTIN LUTHER KING JR. EVENTS AND  
ACTIVITIES DURING THE MARTIN LUTHER KING WEEKEND CELEBRATION.*

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*Station: WSPA - FM*

*Ascertained Issue: RELATIONSHIPS*

*Program Name: MOVERS AND SHAKERS*

*Date: 01-15-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:*

*DR. ISH MAJOR DISCUSSED THE DIFFERENT TYPES OF PERSONALITIES AND HOW EACH ATTEMPTS TO ADDRESS ISSUES AND SOLVE PROBLEMS ACCORDING TO PERSONALITY TYPE. HOW TO RECONCILE COMMUNICATION ISSUES.*

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*Station: WSPA - FM*

*Ascertained Issue: MENTORING*

*Program Name: MOVERS AND SHAKERS*

*Date: 01-22-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:*

*DAVID TAYLOR OF BUILDING DREAMS PROGRAM DISCUSSED THE IMPORTANCE TO OUR YOUTH FOR ORGANIZED MENTORING PROGRAMS. BENEFIT TO THE YOUTH. BENEFIT TO THE COMMUNITY. HOW TO GET INVOLVED.*

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*Station: WSPA - FM*

*Ascertained Issue: CRIME*

*Program Name: MOVERS AND SHAKERS*

*Date: 01-29-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:  
DAVID ROTH DISCUSSED THE IMPORTANCE OF PROPER GUN USE. HOW TO  
GET YOUR CONCEALED WEAPONS PERMIT. THE LAWS THAT GOVERN GUN  
OWNERSHIP IN SC.*

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*Station: WSPA - FM*

*Ascertained Issue: CULTURE*

*Program Name: MOVERS AND SHAKERS*

*Date: 02-05-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:  
JANE ROBELOT DISCUSSED THE ARRAY OF CULTURAL PROGRAMS OFFERED  
BY AREA THEATER, YOUTH GROUPS SCHOOLS AND OTHER PERFORMANCE  
ART ORGANIZATIONS. THE ECONOMIC IMPACT OF ENTERTAINMENT.*

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*Station: WSPA - FM*

*Ascertained Issue: TOURISM*

*Program Name: MOVERS AND SHAKERS*

*Date: 02-12-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:  
LAUREA WEICKER DISCUSSED THE ECONOMIC IMPACT OF TOURISM ON THE  
AREA. INCLUDING THE UPCOMING TRYON STEEPLECHASE, THE  
EVENT, SCHEDULE, OPPORTUNITIES FOR INVOLVEMENT.*

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*Station: WSPA - FM*

*Ascertained Issue: WOMEN'S HEALTH*

*Program Name: MOVERS AND SHAKERS*

*Date: 02-19-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:  
DIANE DEAN DISCUSSED WOMEN'S HEALTH ISSUES. NEW TRENDS AND  
HEALTH AIDS, INCLUDING BREAST HEALTH. PROPER BRA FIT, HOW TO  
DETERMINE CUP SIZE. IMPORTANCE OF PROPER FIT.*

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*Station: WSPA - FM*

*Ascertained Issue: SAFETY*

*Program Name: MOVERS AND SHAKERS*

*Date: 02-26-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:*

*ALI SAIFI DISCUSSED THE WAIT TO TEXT PROGRAM. MEANT TO DISCOURAGE TEENS AND ADULTS TO NOT TEXT AND DRIVE. STATISTICS,EXAMPLES,STORIES AND INCENTIVES TO WAIT TO TEXT.*

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*Station: WSPA - FM*

*Ascertained Issue: ART*

*Program Name: MOVERS AND SHAKERS*

*Date: 03-04-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:  
VICTORIA WYETH IS THE ONLY GRANDDAUGHTER OF ICONIC AMERICAN ARTIST  
ANDREW WYETH. SHE DISCUSSED HER GRANDFATHER, HIS ART, AND ITS  
IMPORTANCE TO GREENVILLE COUNTY MUSEUM OF ART.*

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*Station: WSPA - FM*

*Ascertained Issue: RECYCLING*

*Program Name: MOVERS AND SHAKERS*

*Date: 03-11-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:  
AMY ZIMMER DISCUSSED RECYCLING CLOTHING. SAVING MONEY ON  
EVERYDAY FASHIONS. HOW TO RECYCLE, CONSIGN, REUSE.*

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*Station: WSPA - FM*

*Ascertained Issue: ENTERTAINMENT*

*Program Name: MOVERS AND SHAKERS*

*Date: 03-25-12*

*Time: 7:00 AM*

*Duration: 30 MINUTES*

*Description of Program, Guest, Organization, Subject Matter:  
HOLLY DURST WAS A REALITY SHOW CONTESTANT ON THREE POPLAR  
TELEVISION SHOWS. SHE DISCUSSED THE BACHELOR, BACHELORETTE, AND  
BACHELOR PAD. MEETING HER FIANCE AND HOW THE REALITY INDUSTRY  
OPERATES.*