

KSII Community Issues and Programming



July 1, 2016 – September 30, 2016

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October 10, 2016**

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KSII COMMUNITY ISSUES AND PROGRAMMING

April 1, 2016 – June 30, 2016

KSII serves the El Paso market and its surrounding communities. Listed below is a description of the community issues addressed by the station in its programming for the period April 1, 2016 – June 30, 2016, through on air content, appearances by various air staff and the KSII Promotions Department, and through public service announcements running in place of regular commercial inventory, or within dedicated station-promo inventory.

1. **Borderland Concerns** – Life on the Mexican border puts national immigration issues at the forefront of public attention. The long history of shared cultural identity on both sides of the border creates a different attitude about many of the issues currently being contested by both parties as the center of many political debates in this Presidential election year.
2. **Charitable Causes** – One of our cluster’s positioning statements is “Making El Paso a better place to live because we live here too.” Market President Brad Dubow is a long time community leader involved with Candlelighters. We adopt numerous cause marketing campaigns and heavily dedicate unsold inventory in the KLAQ Buzz Adams Morning Show to PSAs. KSII Morning show Mike & Tricia held their annual “Stuff the Bus” drive to collect supplies for under privileged kids throughout the city.
3. **Education** – Controversial behavior and budget problem stories occupied the summer break headlines. Also during this quarter the Cluster produced our annual “Back to School Expo” where parents received services to aid parents with preparing their kids for the upcoming school year.
4. **Public Safety** – For the first time in years the Fireworks ban was lifted for the 4th of July. City officials feared over enthusiasm would lead to inexperienced participants mishandling explosives and general carelessness. Zika virus stories and threats increased; the highly publicized concerns over the Olympic Games in Rio also fueled fear. The annual 9/11 commemorations included concerns over terrorism amidst increased fear-mongering by politicians running for office using the subject to belittle their opponent.
5. **Recreation** – Always a strong topic subject for discussion because of the active lifestyle of the KLAQ target audience, and family concerns of the KISS target audience life group. The summer months and vacation periods create additional interest in options for things to do in and around the region.

DESCRIPTION OF REGULAR PROGRAMS

5:00 am **Viewpoints** 30-minutes

A Nationally syndicated program produced by MediaTracks, out of Des Plaines, IL.

Viewpoints feature a half-hour look at important issues in the news and in our lives.

5:30 am **El Paso Town Square** 30-minutes

An in-house locally produced program.

El Paso Town Square is a weekly half-hour informed discussion about the issues and concerns of El Paso, including topics of concern impacting El Pasoans originating from the surrounding states of New Mexico and Chihuahua, Mexico. Various hosts talk with community leaders, representatives of local and state agencies, and charitable organizations, in an effort to create awareness and inspire pro-active involvement with causes and agencies.

COMMUNITY ISSUES RELATED PROGRAMMING

BORDERLAND CONCERNS

Friday, July 8, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 8:00 a.m.

A water utilities property on the city's east side was reported as an eyesore. The utility was trying to keep the dirt lot contained with plastic tied to the chain-link fence. Unfortunately, the plastic was worn out and in tatters. We heard from other listeners who said they had similar issues with water utility properties in their part of town. We let them know who to call to report those properties. We then debated if this was a cultural problem and if the city was letting older Hispanic neighborhoods suffer neglect.

Tuesday, July 12, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 9:00 a.m.

In the aftermath of the killing of five Dallas police officers, El Paso's police chief, Greg Allen, called the Black Lives Matter movement a hate group. Several elected officials from El Paso denounced his statement in an open letter. Allen, who is African American, stood by his statement and said that all groups have to be investigated and that the BLM was no different. Listeners called in to agree with his initial statement and to express their anger at the elected officials who called him out on his statement.

Tuesday, July 12, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 7:30 a.m.

The El Paso Animal Services shelter was offering a free spay and neuter event. We let listeners know about when and where the event would be taking place, as well as which documents they would need in order to take advantage of the clinic. We noted how the Mexican culture needs to take better responsibility for pet ownership in such matters.

Tuesday, July 12, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 8:00 a.m.

A 1912 landmark hotel in downtown El Paso that had not been properly maintained by a hotel group out of Mexico, got a new lease on life when it was announced that it would undergo an extensive \$70 million renovation. The hotel

was built by the legendary architect Henry Trost and is considered the cornerstone of downtown El Paso. The group from Mexico who owned it had done no repairs or renovations on the hotel and because of that, a few major conventions that were scheduled to happen there were cancelled. Listeners called in with their memories of the hotel and hopes for its future.

Viewpoints, Program #16- 34
Sunday, August 21, 5:00 a.m.

SEGMENT 1: Trump Bubbles: High-conflict politicians 11:22
Synopsis: Throughout American history we've had politicians who stir up controversy during their campaigns: Bernie Sanders, Pat Buchanan, Joe McCarthy and now Donald Trump, to name just a few. These candidates are what one of our guests calls "high-conflict politicians." What is the attraction some voters have for these candidates? Why are they so loyal to them? And what is the political climate that brings them to the fore? We discuss these issues with our guests who look at the politics and the psychology of high-conflict candidates.

Host: Gary Price. Guests: Bill Eddy, president of the High Conflict Institute and author of, Trump Bubbles: the dramatic rise and fall of high-conflict politicians; Mark Smith, director of the Center for Political Studies at Cedarville University in Ohio; Lauren A. Wright, PhD, political scientist and author of the book On Behalf of the President: Presidential spouses and White House communications strategy today.

Compliance Issues Covered: politics & campaigns, psychology, minorities, media & communications

Sunday, August 21, 2016, 5:30 a.m.
El Paso Town Square – Hispanic Heritage Month
Duration: 0:30:00

Guest: Jamie Chavez, El Paso Community College

When did Hispanic Heritage start nationally and at our Community College?

How tough is it today to be a teacher

What do you enjoy about teaching?

Tell us about events upcoming

Is there a fee and what do you get for your money

Is there a way to sign up and register?

How many students now at Community College

Do EPCC credits transfer easily to UTEP?

How many faculty members at school

What athletic programs at College

How Hispanic Heritage Month is open to everybody to celebrate and honor

Wednesday, August 31, 2016
Mike and Tricia Mornings
(Within Show Content)

6:30 a.m. - 7:30 a.m.

El Paso Police warned of a scam in which men were going house to house in various neighborhoods and then while the homeowner was distracted, one of them would rob their house. It is an easy scam to pull off in El Paso because we

are used to seeing gardeners in people's yards all the time. We warned listeners of the scam and what to do if they fell victim. We also encouraged listeners with older relatives who are Spanish language first to warn them of the scam, something that commonly occurs in our area by scam targeting these overly trusting and often naïve people.

Friday, September 23, 2016

**Mike and Tricia Mornings
(Within Show Content)**

7:00 a.m. - 7:30 a.m.

The City and the contractor of the downtown park project that took a year and a half longer than expected managed to do the right thing and stayed out of court in their dispute over the cost of renovations. We let listeners know how much was ultimately spent, and how much was saved by not going to court. We also invited people to voice their support for this project which was designed to honor our city history with its dedicated structures and historical markers.

CHARITABLE CAUSES

Station Event

Sunday, July 17, 2016

10:00 p.m. to 12:00 p.m.

KLAQ made an appearance at Barnett Harley Davidson to promote their annual summer blood drive benefiting the United Blood Services of the Borderland, taking place Friday through Sunday.

- 21 20-second promotional announcements were made 7/11-7/17.
- 4 60-second live commercials ran during the event.
- Air Staff Monika Acevedo donated her time making a free appearance.

Sunday, July 24, 2016, 5:30 a.m.

El Paso Town Square – El Paso Blood Services

Duration: 0:30:00

Guest: Luann Wieland

How much blood does El Paso Need daily

You represent the entire region, is that correct

How long have you been with company?

What is the toughest and best part of your job?

How can companies get a blood drive at their business?

There are many types of rare blood cells out there

What is your largest blood drive awareness campaign and tell us about it

How can one volunteer with your group

How can teenagers get involved?

What is website and phone number and your location?

Sunday, August 7, 2016, 5:30 a.m.

El Paso Town Square – El Paso Blood Service (Repeat of 7/24/16)

Duration: 0:30:00

Guest: Luann Wieland

How much blood does El Paso Need daily

You represent the entire region, is that correct

How long have you been with company?

What is the toughest and best part of your job?

How can companies get a blood drive at their business?

There are many types of rare blood cells out there

What is your largest blood drive awareness campaign and tell us about it

How can one volunteer with your group

How can teenagers get involved?

What is website and phone number and your location?

Sunday, August 7, 2016

Station Appearance Event

11:00 a.m. to 7:00 p.m.

KSII made a 6-hour appearance at Cielo Vista Mall in support of the "Back to School Expo 2016." The event offers many services to parents to help prepare their children for the upcoming school year. Demonstrations are also conducted by Laura's Productions to highlight recreational opportunities open to kids who wish to show their school spirit by joining various dance, and pep squad organizations. This event is held in conjunction with Texas "tax-free weekend" and the Mall also offers additional special discounts from specific school supply carrying businesses.

- 40 20-second live promotional announcements were made 7/25-8/7.
- 10 30-second recorded promotional announcements were made 8/1-8/7.

Monday, August 1-Friday August 5, 2016

Mike and Tricia Mornings

(Within Show Content)

6:30 a.m. - 9:00 a.m.

We held our annual "Stuff the Bus" school supply drive. Throughout the week numerous breaks are dedicated to promoting the drive asking listeners to donate school supplies and cash for needy El Paso children. Live donation locations are set up around town with the Promotions Department providing treats and beverages to those who prefer to make donations in person rather than on line. This cause marketing event dominates content during the 5-days when the drive is held.

Monday, August 15, 2016

Mike and Tricia Mornings

(Within Show Content)

6:30 a.m. - 7:30 a.m.

We announced the result of our annual Stuff the Bus school supply drive. We were able to donate over \$3,500 in school supplies to needy El Paso children.

We also encouraged listeners to continue their support of under-privileged kids and gave the ongoing donation station locations.

Sunday, August 28, 2016, 5:30 a.m.

El Paso Town Square – Miracle League of El Paso Helping the Physical Disabled

Duration: 0:30:00

Guest: Sandy Olivar

Discuss Youth in dealing with physical disabled

Getting Volunteer Coaches that understand physically disabled

How did the Miracle League (disabled youth/young adults playing baseball) begin

Where does El Paso rank among cities providing disabled children such opportunities?

How is the local business support of activities?

What training is needed for the coaches?

How do public and private schools help?

EDUCATION

Viewpoints, Program #16- 28

Sunday, July 10, 5:00 a.m.

SEGMENT 1: The Power of Introverts

9:16

Synopsis: Wallflower, shy, anti-social. All negative words we've used to describe people who are "introverts." Our guest – an introvert herself -- talks about just what an introvert is, and how they are actually very sociable in the right settings. She also discusses ways in which teachers and others can encourage introverts' participation in school and in other groups, and how "quiet ones" complement the more gregarious and outgoing extroverts in their lives.

Host: Gary Price. Guests: Susan Cain, author of Quiet Power: The secret strengths of introverts.

Compliance Issues Covered: children & family issues, education, mental health

Wednesday, July 20, 2016

Mike and Tricia Mornings

(Within Show Content)

6:30 a.m. - 7:30 a.m.

A local principal decided to retire instead of switching schools and it caused an uproar. Some parents were angry that the district insisted that she switch schools, and others were angry that she chose to retire. We took a lot of phone calls from listeners on both sides.

Friday, July 29, 2016

Mike and Tricia Mornings

(Within Show Content)

6:30 a.m. - 7:00 a.m.

We let listeners know about a low-cost after school program for elementary school kids.

Monday, August 1, 2016
Mike and Tricia Mornings
(Within Show Content)
6:30 a.m. - 9:00 a.m.

Campus carry began on the UTEP campus, but it does not mean open carry. Students and faculty could be carry a gun on campus, but there were a number of rules and regulations we let our listeners know about.

Wednesday, August 3, 2016
Mike and Tricia Mornings
(Within Show Content)
6:30 a.m. - 9:00 a.m.

El Paso's largest school district announced that they were considering putting a half billion dollar bond before voters in November. They said the money would be used to renovate and rebuild schools that had been neglected for decades. A lot of listeners called to say that they were not going to vote in that kind of bond for a district that was coming out of a cheating scandal only the year before.

Monday, August 8, 2016
Mike and Tricia Mornings
(Within Show Content)
7:30 a.m. - 8:00 a.m.

The El Paso Independent School District announced that they were offering free GED testing at eleven libraries. We let listeners know where the libraries were located and the hours testing would be available.

Thursday, August 18, 2016
Mike and Tricia Mornings
(Within Show Content)
6:30 a.m. - 7:30 a.m.

We let listeners know that UTEP students would have more than classes to worry about this school year. They would need to get used to new drop-off and pick-up locations around campus. We let them know where those locations were and how long these new locations would be in use.

Monday, August 22, 2016
Mike and Tricia Mornings
(Within Show Content)
6:30 a.m. - 8:30 a.m.

School zones went into effect on this, the first day of school in El Paso schools. We let listeners know if they broke the law in those school zones what fines they could have to pay.

Wednesday, August 31, 2016
Mike and Tricia Mornings
(Within Show Content)

6:30 a.m. - 7:30 a.m.

Without a band director, a local high school's football games are without a marching band. Parents called in to say how angry they were because so many seniors were going to miss out on their last year of high school band.

Sunday, September 4, 2016, 5:30 a.m.

El Paso Town Square – Bullying Among Children

Duration: 0:30:00

Guest: Sarah Travis

How bad is the bullying problem in El Paso schools?

What have you found causes a child to bully?

There are a very high number of unreported cases of bullying, is it not

Is it getting better out there for less bullying

What should someone do if being bullied at school?

How important a role do parents play in helping their child being bullied

Is there more bullying among boys or girls

We have unfortunately have had some deaths due to bullying and suicides

Adults can be bullied as well, is that correct

Social Media bullying although different is just as damaging, is it not

What programs do you offer to help those in need?

Do the school districts talk among themselves to limit bullying?

Tuesday, September 13, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 8:00 a.m.

A little girl who was hit by a car in front of her school brought up school zone safety. The little girl is fine, but we talked about tips on how to make sure your child isn't a victim of such a scary incident.

Tuesday, September 20, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 8:30 a.m.

A local superintendent got caught in a cheating scandal because his wife posted photos of him and his alleged mistress on Facebook. We knew about the scandal before it was reported by the news media, but chose not to report about it first. We explained to listeners who don't like the man why we did that.

PUBLIC SAFETY

Tuesday, July 5, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 7:15 a.m. & 8:00 a.m. - 8:15 a.m.

We reviewed the restrictions for the County of El Paso associated to the lifted the ban on fireworks this upcoming 4th of July weekend.

Sunday, July 3, 2016, 5:30 a.m.

El Paso Town Square – Fireworks Ban in the City

Duration: 0:30:00

Guest: Bob Bass

How many firework stands are there in city?

How much is the average cost

How difficult is it to put on show with wind and or rain

Which is most popular Fireworks

Who does the most fireworks displays in the region?

Is there a perfect venue in the city for fireworks?

How long is set up and take down

How did you get started in the fireworks business?

What is phone number for public safety information?

Tuesday, July 5, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 7:30 a.m.

Fireworks were allowed in a far east part of El Paso County for the first time in five years. Residents complain that there is a gigantic mess that is left behind when thousands of people go out there to pop fireworks. We asked who was responsible for cleaning up the land that was used. El Paso County officials said they would be clearing County-owned land, but private property owners were responsible for their own land, regardless of whether they had popped fireworks or not.

Friday, July 8, 2016

Mike and Tricia Mornings

(Within Show Content)

7:30 a.m. - 8:00 a.m.

A public swimming pool in the Lower Valley closed suddenly and left that area of town without a public pool for the rest of the summer. We let listeners know that it would be at least two years before a new pool could be constructed in its place. Structural defects in the decades-old pool became a hazard and could not be fixed.

Tuesday, July 12, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 8:00 a.m.

El Paso was roasting in a string of triple digit days. We reminded listeners of tips on how to stay cool and stay safe in the heat. We also let them know where

cooling stations were located throughout the city and county, as well as where free public splash pads were located in order to cool off.

Wednesday, July 13, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 7:30 a.m.

With El Paso still withering under the triple digit heat, the El Paso Electric Company asked residents to conserve energy during the hottest part of the day to avoid rolling blackouts. We reported the possibility of blackouts and gave listeners tips on how to conserve energy during the day.

Viewpoints, Program #16- 28

Sunday, July 17, 5:00 a.m.

SEGMENT 1: The End of Water as We Know It: Making water safe 10:57

Synopsis: Much of the world is without clean, potable water on a consistent basis, and even in developed countries where water is available, cleaning it for drinking and bathing and treating the wastewater is expensive and uses a lot of energy. We talk to a scientist who is working on new technology that will make filtering and sanitizing water more efficient, use less resources and provide clean drinking water to countries where water-borne diseases negatively affect the population at alarming rates.

Host: Gary Price. Guests: Seth Darling, scientist from Argonne National Laboratory outside Chicago, Fellow at the Institute for Molecular Engineering at the University of Chicago.

Compliance Issues Covered: public health, infrastructure, technology, water issues

Tuesday, July 19, 2016

Mike and Tricia Mornings

(Within Show Content)

6:30 a.m. - 7:00 a.m.

El Paso Electric was still trying to keep people from using so much electricity as the triple heat continued. They announced that the reason for the record electricity usage was because swamp coolers being switched out in record numbers for refrigerated air. They said that as more homes continued to do that, we would see higher and higher electricity usage.

Thursday, July 21, 2016

Mike and Tricia Mornings

(Within Show Content)

6:30 a.m. - 7:30 a.m.

The Pokemon Go craze caused problems for the El Paso Electric Company. They announced that people were not allowed on their sites around town to play Pokemon Go because it was unsafe. Listeners called in and thought that they were overreacting.

Sunday, July 31, 2016, 5:30 a.m.

El Paso Town Square – Christian Castle Lifeguard Olympics

Duration: 0:30:00

Guest: Wright Stanton

What is the Lifeguard Olympics?

How tough is it to be a lifeguard

Where can one go get training?

Are there more male or female lifeguards

What is cost to become a lifeguard?

What is this particular competition about?

What is the Drowning Prevention Coalition?

How long is it and what are some of the events?

Swimming is becoming a pretty big sport is it not especially in Olympics

What can you say to those that do not know how to swim?

Tuesday, August 30, 2016

Mike and Tricia Mornings

(Within Show Content)

6:30 a.m. - 7:30 a.m.

A head injury during football practice could have been a tragedy. An El Paso middle school coach used his EMT training and saved a boy's life.

Tuesday, September 6, 2016

Mike and Tricia Mornings

(Within Show Content)

6:30 a.m. - 7:30 a.m.

El Paso fire stations no longer distribute sandbags. We were expecting another round of potentially heavy rain, so we let listeners who needed sandbags know where they could find them.

Sunday, September 11, 2016, 5:30 a.m.

El Paso Town Square – El Paso Fire Department

Duration: 0:30:00

Guest: Captain Kris Menendez

9/11 is a scary phrase in today's society

The Fire Department plays such a significant role in all aspects of life, why is that

What is it that you enjoy about being a fireman?

Why did you join the fire department?

What can you say to those future firefighters out there in our schools?

Volunteer Firefighters play a big role in the rural parts of the city, don't they

What exactly is your title and duties with Fire Department?

How many fire stations and trucks are there in El Paso?

What does 9/11 mean to you on this 15th anniversary?

How does unfortunate situations where people die affect the mental health of the dept.?

The Fire Department is always there first at an accident or such, how does that work

Tuesday, September 20, 2016
Mike and Tricia Mornings
(Within Show Content)

7:00 a.m. - 7:30 a.m.

It's so important to make sure a child is in the right car seat and that it is properly installed. TxDOT offered a free car seat check in September. We gave listeners the dates, times, and locations for the clinic.

Tuesday, September 20, 2016
Mike and Tricia Mornings
(Within Show Content)

8:00 a.m. - 8:30 a.m.

The City of El Paso Health Department offered a free clinic for people without medical insurance or who are on Medicaid. They were giving out free health screenings as well as free immunizations. We let listeners know about the dates, times, and locations of the clinics.

Viewpoints, Program #16- 39
Sunday, September 25, 5:00 a.m.

SEGMENT 2: Disaster Response: Strategies for an emergency 10:20

Synopsis: We've had quite a number of natural disasters this year, and many Americans have been killed or injured in the chaos, not to mention losing all of their material possessions. Could they have been better prepared for disaster? Our guests are emergency response experts and they lay out some strategies for weathering big storms and fires to keep yourself and your family safe during an emergency.

Host: Marty Peterson. Guests: Peter Duncanson, Director of Systems Development for Service Master Restore; Dr. Joseph Alton, fellow in the American College of Surgeons, a medical preparedness writer and author of The Survival Medicine Handbook.

Compliance Issues Covered: natural disasters, families, health & wellbeing, infrastructure

RECREATION

Friday, July 8, 2016
Mike and Tricia Mornings
(Within Show Content)

7:30 a.m. - 8:00 a.m.

A public swimming pool in the Lower Valley closed suddenly and left that area of town without a public pool for the rest of the summer. We let listeners know that it would be at least two years before a new pool could be constructed in its place. Structural defects in the decades-old pool became a hazard and could not be fixed.

Sunday, July 10, 2016, 5:30 a.m.
El Paso Town Square – UTEP Goldiggers

Duration: 0:30:00

Guest: Becky Salcido

What does it take to be a Golddiggers dancer?

What's it like to performer in front of those huge crowds

Who was your dance idol in growing up?

How does the choreography come to you?

Is it different or more stressful preparing for a UTEP Football or Basketball Game?

How many boys and girls in the group

Do you have any fundraising efforts or how does monies come to you

How do people contact you for performances by Golddiggers?

How much does prior experience play into being in Golddiggers?

Wednesday, September 7, 2016

Mike and Tricia Mornings

(Within Show Content)

7:00 a.m. - 7:30 a.m.

El Paso skateboarders and roller bladers could face hundreds of dollars in fines if they break the new rules concerning roller devices on city streets. We let them know where they could and could not skate and let them know what kind of fines they would face if they did.

EL PASO TOWN SQUARE OTHER SHOWS

Sunday, July 17, 2016, 5:30 a.m.

El Paso Town Square – Olympics in Brazil

Duration: 0:30:00

Guest: Track Coach Rickey Wade

How tough is it to make US Olympic Team

What is your toughest duty as a coach to your players?

What is the cost of cross country running as a child as opposed to soccer?

Is football and other contact sports becoming too physical?

What is your favorite sport to watch in Olympics?

Is too much emphasis put on youth sports?

What can we do to change that mindset of win at all costs?

Who was your idol in growing up?

Living and growing up on Fort Bliss how big an impact was it for you

Sunday, August 14, 2016, 5:30 a.m.

El Paso Town Square – The duties of the Sun Bowl Queen

Duration: 0:30:00

Guest: Kathryn Carol Miller

How long has the Sun Bowl Been around?

What was it like when you heard you were Sun Queen?

What can you tell us about your reign so far?

Where do you go to College?

Are you a lifelong El Pasoan?

What is the best event you have been a part of?

Tell us about your family

How can others apply in the future?

Which is largest event?

Sunday, September 18, 2016, 5:30 a.m.

El Paso Town Square – Miss El Paso USA 2016-17

Duration: 0:30:00

Guest: Jessenia Cruz

What is it like for you the past year?

What is ahead next in your life after your reign?

What can you say to El Paso?

What did you enjoy most about your reign?

What can you say to those that don't believe in Pageants?

How did your parents take news when you won?

Where is web site with info on pageant for future?

Sunday, September 25, 2016, 5:30 a.m.

El Paso Town Square – Mercedes Benz Fashion Week

Duration: 0:30:00

Guest: Edward Benavides

What is Fashion Week like in El Paso?

How many models

Are there teen models

How long has event been going on?

What do you enjoy most about Fashion Week?

Have you ever been to Fashion Week in New York?

What is time and date of events for the week?

Any starts coming in for event

What is the fashion rage right now?

Where can people call for more info?

VIEWPOINTS OTHER SHOWS & COMPLIANCY

Viewpoints, Program #16- 27

Sunday, July 3, 5:00 a.m.

SEGMENT 1: I'm Right, and You're an Idiot: Making public discourse less toxic 9:21
Synopsis: The presidential primaries this year underlined the sorry state of public discourse in the U.S. Name-calling, bullying, shouting and misinformation took center stage along with the candidates, and it makes you wonder if we'll ever get back to reasoned, polite discourse on important issues during this election cycle. Our guest wondered too, and he researched the topic of toxic public discourse and why it permeates our political and social communications these days. He also provides some suggestions for advocates and candidates to get their points across without resorting to nastiness and acrimony.

Host: Gary Price. Guests: James Hoggan, President, Hoggan & Associates, Vancouver, BC, author of the book, I'm Right and You're an Idiot: The toxic state of public discourse and how to clean it up.

Compliance Issues Covered: politics, communication, media, social issues

SEGMENT 2: Healthier Eating: It doesn't have to be boring or bland 12:14
Synopsis: Eating healthy doesn't have to mean eating bland foods made with expensive ingredients that are hard to find. Our guests talk about how to introduce more fish and healthy fats, less gluten and less salt into your meals without a lot of fuss or fancy cooking techniques. They also discuss how to use spices and herbs to create flavor combinations that will keep you and your family satisfied at every meal.

Host: Marty Peterson. Guests: Diane Morgan, author of Salmon: Everything you need to know + 45 recipes; Jessica Goldman Fong, author of Low So Good: A guide to real food, big flavor and less sodium; Allyson Kramer, author of Naturally Lean: 125 nourishing, gluten-free, plant-based recipes all under 300 calories.

Compliance Issues Covered: health, agriculture & aquaculture, environment

Viewpoints, Program #16- 28

Sunday, July 10, 5:00 a.m.

SEGMENT 2: Men, Women and Equality 12:14
Synopsis: Women have made great strides in our society, but they still lag behind men in pay and promotions to the corner office at work. Many young men, on the other hand, are finding that women are getting a lot of support from employers and advocacy groups while they're left out in the cold – and sometimes even ridiculed in the media. Our guests talk about these issues and offer suggestions for why they happen and how we can level the playing field for both women and men.

Host: Marty Peterson. Guests: Jeffery Tobias Halter is President of YWomen, a strategic consulting company, and author of Why Women: The leadership imperative to advancing women and engaging men; Jack Myers, award-winning documentary filmmaker and author of the book, The Future of Men: Masculinity in the twenty-first century.

Compliance Issues Covered: gender issues, employment, equality, media

Viewpoints, Program #16- 28

Sunday, July 17, 5:00 a.m.

SEGMENT 2: People Skills: Getting what you want from others 10:39

Synopsis: How do you get what you want from others? Our guests say that developing good “people skills” such as listening carefully and being authentic in your communications can go a long way toward persuading the other person that you’re sincere. We discuss how to engage the person you want something from, how to “mirror” their behavior and how to prevent “vertigo” – that is being sucked into destructive, emotionally charged situations – to resolve conflicts and come to a mutual understanding.

Host: Marty Peterson. Guests: Dave Kerpen is the founder and CEO of Likeable Local, a social media software company and chairman and cofounder of Likeable Media, a content marketing firm for brands. He’s also the author of the book, *The Art of People: 11 simple people skills that will get you everything you want*; Daniel Shapiro, founder and director of the Harvard International Negotiation Program and an associate professor of psychology at the Harvard Medical School and author of the book, *Negotiating the Nonnegotiable: How to resolve your most emotionally charged conflicts*.

Compliance Issues Covered: communication, politics, business, law enforcement

Viewpoints, Program #16- 30 Sunday, July 24, 5:00 a.m.

SEGMENT 1: Financial Anxiety: What it is and how to alleviate it 11:10

Synopsis: A new survey shows that many Americans are suffering from “financial anxiety” and it’s affecting their health and happiness. What’s causing this anxiety and how can people alleviate it? Our guests address the issue, discuss the survey and offer ways to bring more financial security – and happiness – into our lives.

Host: Gary Price. Guests: Rebekah Barsch, vice-president of financial planning for Northwestern Mutual; Michael Kay, financial life planner and author of the book, *The Feel Rich Project: Reinventing your understanding of true wealth to find true happiness*.

Compliance Issues Covered: personal finance, employment, education, mental health, consumerism

SEGMENT 2: Measuring Animal Intelligence: How smart are they? 10:27

Synopsis: How smart are animals? That’s a question that scientists – and pet owners – have been asking for decades. Our guest is a scientist who has studied animal intelligence and he discusses how neuroscience and biology are coming up with new definitions of what it means to be an intelligent animal, and using medical technology and unique experiments to better understand intelligence in non-humans.

Host: Marty Peterson. Guests: Frans de Waal, professor in the psychology department at Emory University in Atlanta, and director of the Living Links Center at Yerkes National Primate Research Center, author of the book *Are We Smart Enough to Know How Smart Animals Are?*

Compliance Issues Covered: science & technology, animals & health, medicine

Viewpoints, Program #16- 31 Sunday, July 31, 5:00 a.m.

SEGMENT 1: Serious Play: Using tactical performance as protest 10:45

Synopsis: We all love a good theater performance. It can make us laugh, move us to tears and convey important messages about life and culture. But are theater and performance good strategies to affect social change? To advocate for a better society? Our guest thinks so. He’s a

performer, writer and educator who uses serious play and theater to help change people's minds and change society for the better.

Host: Gary Price. Guests: Larry Bogad, professor at the University of California-Davis, founding Director of the Center for Tactical Performance based in Berkeley, California, and author of the books, Electoral Guerilla Theatre: Radical Ridicule & Social Movements, and Tactical Performance: The Theory and Practice of Serious Play.

Compliance Issues Covered: political activism, the arts, education, law enforcement, politics

SEGMENT 2: News Magazines: A veteran reporter talks about his life at Life magazine 11:04
Synopsis: News magazines have fallen on hard times. The big, photo-heavy publications such as Look and Life used to be part of the American landscape as they chronicled the important world events of the day. Our guest was a reporter and editor for one of these publications and talks about what it was like to work there, recalls some of the stories he covered and tells us why the magazines were pushed off the newsstands by modern technology and what we miss with their demise.

Host: Marty Peterson. Guests: Gerald Moore, former reporter and editor for Life author of the book, Life Story: The education of an American journalist.

Compliance Issues Covered: journalism, military, prisons, communication, technology, drugs

Viewpoints, Program #16- 32 Sunday, August 7, 5:00 a.m.

SEGMENT 1: Gun Violence and Gun Control 12:20
Synopsis: It seems that every week there's another spate of shootings in America that makes headlines. How did things get so bad? Why can't we stop the violence? We talk to two gun specialists about the history of guns in the U.S., how many criminals get their hands on guns and hear a few suggestions on how to strengthen gun laws to promote safety and still guarantee American gun owners' constitutional rights.

Host: Gary Price. Guests: Pamela Haag author of the book, The Gunning of America: Business and the making of American gun culture; Stephanie Soechtig, director and producer of the Sundance break-out documentary Under the Gun, executive produced and narrated by Katie Couric.

Compliance Issues Covered: gun laws, crime, commerce, politics, legislation

SEGMENT 2: Philanthropy: Finding a good fit and making an impact 9:28
Synopsis: Synopsis: The huge donations by billionaires such as Bill and Melissa Gates, Oprah, and Warren Buffett get a lot of press – and they help a lot of charities and people around the world. You might be surprised to know, though, that most of the money that non-profits receive is from small donors giving much less to deserving causes. We'll talk to a philanthropy specialist about how to give wisely and make sure your money is used in the way you intend.

Host: Marty Peterson. Guests: Carrie Morgridge, Vice President of The Morgridge Family Foundation, author of Every Gift Matters: How your passion can change the world.

Compliance Issues Covered: philanthropy, business, personal finance, non-profits, government

Viewpoints, Program #16- 33 Sunday, August 14, 5:00 a.m.

SEGMENT 1: The Boys in the Bunkhouse: Intellectually-challenged men in servitude 12:22
Synopsis: If you came upon a rundown, roach-infested bunkhouse in the heartland of America, full of middle-aged and elderly men in poor health who worked all day at a job for little pay and had been for decades, you might think you had time traveled back to the 19th century. We talk to an author who writes about this very situation where mentally challenged men had been pressed into servitude in 1974 and remained there until 2009 when some determined and caring social workers stepped in to help them.

Host: Gary Price. Guests: Dan Barry, New York Times reporter and columnist, author of The Boys in the Bunkhouse: Servitude and salvation in the heartland.

Compliance Issues Covered: the intellectually disabled, commerce, poverty, agriculture, civil rights, law

SEGMENT 2: A Young Boy Remembers the Holocaust 9:28
Synopsis: Although their numbers are dwindling every year, there are still many people alive today who remember and lived through the Holocaust during World War II. One of these men spoke to us about his experience as a young boy in a Czechoslovakian work camp, and how his mother – through hard work, quick thinking and just pure luck – managed to keep herself and her two children from the death camps in Poland. He also discusses the need for young people to learn about the Holocaust and the reasons why it happened.

Host: Marty Peterson. Guest: Michael Gruenbaum, author with Todd Hasak-Lowy of Somewhere There Is Still a Sun.

Compliance Issues Covered: war, genocide, education, immigration

Viewpoints, Program #16- 34 Sunday, August 21, 5:00 a.m.

SEGMENT 2: The Importance of Names 10:15
Synopsis: One of the most important things new parents have to consider is what to name their child. A lot of history and tradition can go into the choosing of that moniker and our guest has researched how we pick names and why they are important. She also discusses the religious and ethnic considerations of naming and why some people decide to change their names.

Host: Marty Peterson. Guests: Dr. Mavis Himes, psychoanalyst, clinical psychologist and author of the book, The Power of Names: Uncovering the mystery of what we are called.

Compliance Issues Covered: religion, ethnicity & culture, family issues, entertainment & media

Viewpoints, Program #16- 35 Sunday, August 28, 5:00 a.m.

SEGMENT 1: Women Running for President: We'll hear about four of the most prominent 12:38
Synopsis: Hillary Clinton is running for president as the Democratic nominee this year, and for many people she's the first woman to ever seek that job. It might surprise you to know, however, that hundreds of women have run for president. One of our guests introduces three other prominent females who made progress in running for the White House. The other talks about the private side of Secretary Clinton and how, as First Lady, she tried to keep family life as normal as possible for the president and her daughter, Chelsea.

Host: Gary Price. Guests: Ellen Fitzpatrick, professor of history at the University of New Hampshire and author of the book, The Highest Glass Ceiling: Women's quest for the American

presidency; Cynthia Levinson, author of a book for eight- to 12-year-olds titled, Hillary Rodham Clinton: Do all the good you can.

Compliance Issues Covered: politics, campaigns, women's issues, African-American issues

SEGMENT 2: Kids and Nutrition: Getting them to eat more healthy foods 9:00

Synopsis: It's tough for many parents to make sure that their kids eat nutritious meals, what with all of the advertising for less than healthy fast foods on the market. We talk to a nutritionist and a chef about strategies and foods that parents can use to help their kids make better choices at mealtime and in between.

Host: Marty Peterson. Guests: Allison Childress, instructor and director of the Didactic Program in Dietetics at Texas Tech University; Sonoko Sakai, author of the cookbook Rice Craft.

Compliance Issues Covered: children & family issues, nutrition, health and wellness

Viewpoints, Program #16- 36 Sunday, September 4, 5:00 a.m.

SEGMENT 1: The Climate Change Mindset 11:54

Synopsis: We've heard a lot about climate change and global warming over the past 20 years or so, but ironically people care about it less now than they did a decade ago! We talk to a researcher and author about how the framing of climate change can skew the message and create attitudes that affect how we think of global warming and how we become motivated – or not – to do something about it.

Host: Gary Price. Guest: Per Espen Stoknes, psychologist, economist, author of What We Think About When We Try Not to Think About Global Warming: Toward a new psychology of climate action.

Compliance Issues Covered: climate change, economy, technology, community action, government

SEGMENT 2: Fashion: How It Affects Body Image, Health, and the Environment 9:37

Synopsis: It seems that everywhere you go, fashion surrounds you – in ads for clothing and makeup, a billboard, the cover of a magazine, or virtually anything featuring a model. These images provide us with the idea of what makes a perfect person: If you wear this color lipstick and this kind of dress, you're considered beautiful. The fashion industry has been doing this for ages, but over time it has increasingly raised issues about confidence, self-esteem and body image. Our guest discusses why it's important to look beyond the advertisements and find the fashions that are right for you, how cheap clothing is hurting developing countries and the environment, and why designers and manufacturers need to change how they create clothing for and market to older men and women.

Host: Marty Peterson. Guests: Dr. Carolyn Mair, Chartered Scientist and Psychologist, Associate Fellow at the British Psychological Society and a Reader at the London College of Fashion, author of the upcoming book, The Psychology of Fashion due out in mid-2017.

Compliance Issues Covered: consumerism, women's issues, health and well-being, manufacturing

Viewpoints, Program #16- 37 Sunday, September 11, 5:00 a.m.

SEGMENT 1: Cyber Security and Restoring Reputations 11:00

Synopsis: With all of the rumor mills out there online, how do you fight back if your name is smeared? And who are these people who take great pleasure – and often make money – out of spreading rumors about others? Our guests discuss how gossip websites operate and how to protect yourself and your family from false and/or embarrassing information that appears online.

Host: Gary Price. Guests: Adam Levin, chairman and founder of Identity Theft 911 and author of the book *Swiped*; Joseph Finder, author of the new novel, *Guilty Minds*.

Compliance Issues Covered: technology, privacy issues, law, crime, media

SEGMENT 2: The Benefits of Forest Fires 10:38

Synopsis: There have been news stories all summer about wildfires destroying thousands of acres of forest in the West and elsewhere. Most of the time we hear about the devastation, but our guests says that fires actually help forests stay healthy and can even bring them back to their natural states by removing non-native plants.

Host: Marty Peterson. Guests: Dr. Nancy French, is a senior scientist at the Michigan Tech Research Institute in Ann Arbor, part of Michigan Technological University; Dominick DellaSala is chief scientist at the Geos Institute in Ashland, Oregon, and author of the book, *The Ecological Importance of Mixed-Severity Fires: Nature's phoenix*.

Compliance Issues Covered: natural resources, emergency response, science, agriculture

Viewpoints, Program #16- 38 Sunday, September 18, 5:00 a.m.

SEGMENT 1: Emotional Agility: The key to getting things done 12:47

Synopsis: When something happens that weighs on your mind and affects your relationships, your work and your life, how do you escape from the feeling? What can you do if you are working toward a goal, but your emotions get in the way of achieving it? Or you can't quite get out of a rut you're in with your job or a relationship? Our guest talks about how to develop "emotional agility" to deal with the thoughts, emotions and the stories we have in our lives, so we can attain the goals we set for ourselves, and live a more fulfilling life.

Host: Gary Price. Guests: Dr. Susan David is the co-founder of the Harvard-affiliated Institute of Coaching at McLean Hospital, a psychologist on the faculty of Harvard University Medical School, and author of the book, *Emotional Agility: Get unstuck, embrace change and thrive in work and life*.

Compliance Issues Covered: mental & physical health, employment, family issues

SEGMENT 2: Eldercare: Who will take care of all the boomers? 8:50

Synopsis: With the baby boomers transitioning into retirement in record numbers, and their parents living longer, we're facing an eldercare challenge that's bigger than we've ever seen before in this country. Who will take care of all of the older Americans who will need medical and end-of-life assistance in the coming decades? And how will we ensure that elder citizens will be able to live in comfort and dignity during their senior years? We talk to an activist about her own experiences with the system, and learn about strategies for dealing with the eldercare challenges that face us.

Host: Marty Peterson. Guests: Ai-Jen Poo, co-director of Caring Across Generations, author of the book, *The Age of Dignity: Preparing for the elder boom in a changing America*.

Compliance Issues Covered: elderly, healthcare, labor & employment, government, immigrant workers

Viewpoints, Program #16- 39
Sunday, September 25, 5:00 a.m.

SEGMENT 1: Robert Kennedy: Remembering a fallen icon 11:19

Synopsis: Although he never became president, Bobby Kennedy spearheaded a great deal of change in America with his work in civil rights, crime fighting and by combatting corruption. Our guest remembers this icon and talks about his more personal side, how he helped his brother John become president, and how his legacy inspires liberals and conservatives to this day.

Host: Gary Price. Guests: Larry Tye, author of Bobby Kennedy: The making of a liberal icon.

Compliance Issues Covered: politics, civil rights, government, crime, organized labor

PUBLIC SERVICE ANNOUNCEMENTS:

Anthony Police Department Labor Day event/fundraiser	52 recorded announcements 8/20-8/27
El Pasoans Fighting Hunger 70's Gala fundraiser	16 recorded announcements 9/28-9/30
EARS/United Blood Services "Win a Harley" blood drive	56 recorded announcements 7/9-7/16
Elegant Penguin Child Crisis Center	56 recorded announcements 7/20-7/24
Ronald McDonald House Charities "Fun Walk" Fundraiser Event	53 recorded announcements 9/20-9/30
Texas Department of Agriculture "Land Conservation"	36 recorded announcements 8/2-8/14