

JUNE, 2015

WHAT'S NEW?

Please take a moment to update your affiliate info for us if something has changed recently:

Affidavit contact

Download contact

Quarterly Reports contact

Which stations air which programs

Day/Time programs are aired

Email address domains

UPDATE YOUR AFFILIATE INFO on our website using the contact form at <http://www.mediatracks.com/update-affiliate-info/>

Or send Erin an email: efleming@mediatracks.com

Thanks! You'll find your Quarterly Report below:

Viewpoints®

Quarterly Issues Report – Q2 2015 Viewpoints 15-14 through 15-26

During the Q2 of 2015 the following compliancy issues were covered

African-American Issues	International Politics
Agriculture	Judicial System
American History	Labor & Employment
Arts & Literature	Law Enforcement Careers & Employment
Bullying	Marketing
Business	Math & Science Education
Children & Family Issues	Media
Climate Change	Medicine
Communications & Media	Mental Health
Community Action	Military
Consumer Issues	Personal Finance
Counseling	Politics
Crime Technology	Poverty
Disabled	Privacy
Drinking and Driving (boating)	Productivity
Domestic Violence	Public Safety
Economics	Race
Education	Recreation & Leisure
Elderly	Refugee Relief
Employment	Religion
Environment	Retirement Issues
Ethnic Concerns	Science
Family Issues	Social Media
Finance	Technology
Government	The Arts
Health & Nutrition	Transportation
Health and Well-Being	War & Military
Healthcare	Women's Issues
Higher Education	Work-life Balance
History	
Immigrant Workers	

Program # 15-14**Air week: 4-5-15****SEGMENT 1: Race and Diversity: Can it be taught in schools?****10:37**

Synopsis: Can race be taught as a school subject, like chemistry and foreign language? And if so, what kinds of curricula are best for making students understand how other races fit into and benefit society? We talk to two researchers about the answers to these questions and take a slightly different look at race, ethnicity, religion and how they affect our perceptions of the world.

Host: Gary Price. **Guests:** Lawrence Blum, Prof. of Philosophy, Dist. Prof. of Liberal Arts & Education, Univ. of Massachusetts, Boston, author of "High Schools, Race and America's Future: What can students teach us about morality, diversity, and community." Todd Pittinsky, Prof. in the Dept. of Technology and Society, SUNY-Stony Brook, lecturer at Harvard Univ., author of "Us + Them: Tapping the positive power of difference."

COMPLIANCY ISSUES COVERED: Race; Religion; Ethnic Concerns; Education; Media

SEGMENT 2: Liar, Liar: How questioners get at the truth**10:53**

Synopsis: How do professionals question people to get the information they want? We talk to a specialist on interrogation and lying about this topic, and how law enforcement and job interviewers use the same tactics to get to the truth and find out if someone might be lying to them.

Host: Marty Peterson. **Guests:** Maryann Karinch, a human behavior expert and author of the book, "Nothing But the Truth: Secrets from top intelligence experts to control the conversation and get the information you need."

COMPLIANCY ISSUES COVERED: Employment; Crime

Program # 15-15**Air week: 4-12-15****SEGMENT 1: Future Crimes: Cybercrime in business and in our homes is growing****11:14**

Synopsis: We've all learned how to become more careful about protecting our credit card and financial information from hackers. However, there are new ways that criminals can invade our privacy and, often, there's little the police can do about it. We talk to a cyber-security expert and a technology attorney about the new threats to privacy – and even personal safety – and how we can protect ourselves from intrusions into our homes and lives.

Host: Gary Price. **Guests:** Marc Goodman, author of "Future Crimes: Everything is connected, everyone is vulnerable and what we can do about it"; Adam Rouse, Legal Fellow for the Institute for Science, Law and Technology, IIT Chicago-Kent College of Law.

COMPLIANCY ISSUES COVERED: Technology; Crime; Privacy; Family Issues; Economic; Law Enforcement

SEGMENT 2: Roadmap: Learning to incorporate your dreams into your life

Synopsis: Not everyone is able to follow their dream into a career that they truly love. People have debt, family obligations and are possibly just not talented enough to make a living working at what they've always dreamed of doing. Our guest says that he's talked to people who have found ways of incorporating their dreams into their lives in very creative – and lucrative -- ways, and he'll pass along some advice on just how to do it.

Host: Marty Peterson. **Guest:** Nathan Gebhard, co-creator of the PBS documentary series "Roadtrip Nation," and co-author of the book, "Roadmap: The get-it-together guide for figuring out what to do with your life."

COMPLIANCY ISSUES COVERED: Careers & Employment; Business; Education

Program # 15-16**Air week: 4-19-15**

SEGMENT 1: Spring & Summer Travel: Saving time, money, and aggravation 10:49

Synopsis: The spring and summer travel seasons are here and Americans are planning their vacation trips both online and through travel agents. We'll talk to two travel experts about where the action is this season, how to get more for your travel dollars, and hear some tips and tricks for making your travel less aggravating and more fun.

Host: Gary Price. **Guests:** Chris McGinnis, business and leisure travel guru, blogger and contributor to Best Western's travel website, *You Must Be Trippin.com*; Mark Murphy, travel expert, CEO of *Travelpulse.com*.

COMPLIANCY ISSUES COVERED: Recreation & Leisure, Transportation; Economy; Government; Personal Finance

SEGMENT 2: The Joy of Missing Out: Getting off the Internet 10:48

Synopsis: With emails, spam, texts and instant messaging it's a wonder we ever have time anymore to just sit and relax with family and friends. At the office, we spend so much time online, how do we get anything done...or done well? That's what worried our guest who took a 31-day vacation from the Internet to reconnect with her loved-ones and learn about how online life needs to be balanced with face-to-face communications and relaxation.

Host: Marty Peterson. **Guests:** Christina Crook, communications professional and author of the book, *The Joy of Missing Out: Finding balance in a wired world*.

COMPLIANCY ISSUES COVERED: Communications; Technology; Social Media; Family Issues; Bullying

Program # 15-17 Air week: 4-26-15

SEGMENT 1: Astrotwins: An astronaut talks about science and math education 9:00

Synopsis: As a kid, did you ever dream of being an astronaut and flying a rocket ship into space, but figured you weren't good enough in science and math to do it? Our guest, a former U.S. astronaut admits he wasn't the best young student in school in those subjects, but later on he grew fascinated by them and turned his newfound interest into becoming a Navy pilot and then a member of NASA's Space Shuttle team. He talks about his new young readers' book, and how he hopes it will encourage boys and girls to go into science, math and engineering.

Host: Gary Price. **Guest:** Mark Kelly, retired astronaut, author of the novel, "Astrotwins: Project Blastoff," a young reader book.

COMPLIANCY ISSUES COVERED: Math & Science Education; Technology; Children's Issues

SEGMENT 2: Creativity in Technology and Art 12:35

Synopsis: We hear a lot about creativity these days, but can you be creative and artistic if you work in any kind of occupation? We talk to two creative people – one an artist and the other a business consultant – about the essence of creativity, how they foster creativity in their work and how anyone can be creative – even under very constrained conditions -- if they just take the time to look at their life and work in a different way.

Host: Marty Peterson. **Guests:** Miranda July, filmmaker, actor, screenwriter, author of the novel, *The First Bad Man*; Mark Barden, partner in the consulting firm, eatbigfish, and co-author with Adam Morgan of the book, *A Beautiful Constraint: How to transform your limitations into advantages, and why it's everyone's business*.

COMPLIANCY ISSUES COVERED: Marketing; Business; the Arts; Consumer Issues

Program # 15-18 Air week: 5-3-15

SEGMENT 1: Baseball and the Movies: What makes a good baseball film? 10:12

Synopsis: There are movies about a lot of sports and athletic competitions, but for some reason baseball outnumbers them all. Why is that? And what are the hallmarks of a good baseball movie? We talk to an author and professor of communications, and to a baseball novelist, player and screenwriter about these issues. We'll also hear about a novel way one guest is seeking to "crowdfund" and cast his upcoming baseball film.

Host: Gary Price. **Guests:** Brother Gerry Molyneaux, Prof. of Communications, La Salle University, Philadelphia, PA, author of several film biographies including *John Sayles: An unauthorized biography of the pioneer filmmaker*. Mark Donahue, author of the novel, *Last At Bat*, screenwriter and life-long baseball player.

COMPLIANCY ISSUES COVERED: Communications & Media; American History; Recreation; Economics

SEGMENT 2: The Bill of Rights: New thoughts on its structure and meaning 10:20

Synopsis: When we learn about the Bill of Rights in school, we often look at it as ten separate amendments to our Constitution instead of as a single, well-structured work, like a poem or symphony. Our guest didn't see this either, until he needed a document to type while practicing his word processing program. We'll hear about his realization that the Bill of Rights is, indeed, a cohesive and carefully plotted document, how it captures the essence of democracy that our forefathers fought for, and how, in modern cases, he thinks some Supreme Court decisions undermine the founders' intentions.

Host: Marty Peterson. **Guests:** Burt Neuborne, Norman Dorsen Professor of Civil Liberties at NYU Law School, former National Legal Director of the ACLU, author of the book, *Madison's Music: On reading the First Amendment*.

COMPLIANCY ISSUES COVERED: Law; War & Military; Judicial System; Government; American History

Program # 15-19 Air week: 5-10-15

SEGMENT 1: Becoming Steve Jobs: A look at the life of the Apple co-founder 10:09

Synopsis: Apple co-founder, Steve Jobs, was hailed as a genius during his lifetime for the success he and his partner made of the fledgling computer company. However, Jobs was also accused of being a divisive manager who burnt out his employees, and was eventually sidelined at his own company. We talk to one of his biographers about how Jobs changed his ways after he left Apple, and how his experiences with NeXT Computer, Pixar, and becoming a husband and father helped him develop into a savvier, more understanding innovator and leader.

Host: Gary Price. **Guests:** Rick Tetzeli, co-author with Brent Schlender, of the book, "Becoming Steve Jobs: The evolution of a reckless upstart into a visionary leader."

COMPLIANCY ISSUES COVERED: Technology; Business Labor & Employment

SEGMENT 2: The Noted—and Unsung—Women of the Nuclear Age 11:29

Synopsis: The Atomic Age is credited mostly to men like Einstein, Oppenheimer and Fermi. Although there's no question that these eminent scientists were leaders in the development and understanding of nuclear power, there were also many women who contributed knowledge and sometimes their health and lives, but who are overshadowed by the men. We talk to two authors whose books give these women the recognition they deserve.

Host: Marty Peterson. **Guests:** Craig Nelson, author of "The Age of Radiance: The epic rise and dramatic fall of the Atomic Era." Denise Kiernan, author of the best-selling book, "The Girls of Atomic City," now in paperback.

COMPLIANCY ISSUES COVERED: Women's Issues; Science; War; Education; Health

Program # 15-20**Air week: 5-17-15****SEGMENT 1: The Importance of Letters****10:34**

Synopsis: When was the last time you wrote or received a real, handwritten letter in the mail? It's sad that there are young people today who will never experience the joy of getting or writing a personal letter during their lives. We talk to a writer and editor about the importance of letter writing, and what we can learn from reading letters from notables and unknowns of the past.

Host: Gary Price. **Guest:** Shaun Usher, writer, editor of the book, "Letters of Note: An eclectic collection of correspondence deserving of a wider audience."

COMPLIANCY ISSUES COVERED: Arts & Literature; Media; African-American Issues; Crime; History

SEGMENT 2: Healthier Ethnic Cooking and Sweets**11:01**

Synopsis: America is a melting pot of many nationalities, races and religions, each with its own traditions and cuisines. Some of the food that is so loved by families across the country isn't the healthiest, however, and can cause obesity, blood sugar problems and heart issues. We talk to two experienced cooks and an award-winning baker about how they are trying to make ethnic dishes and baked goods a bit healthier while maintaining the flavors and textures of the traditional dishes.

Host: Marty Peterson. **Guests:** Caroline Randall Williams, co-author of "Soul Food Love: Healthy recipes inspired by one hundred years of cooking in a Black family"; Leah Koenig, author of "Modern Jewish Cooking: Recipes and customs for today's kitchen"; Joanne Chang, owner of Flour Bakery + Café, Boston and Cambridge, MA, author of "Baking with Less Sugar: Recipes for desserts using natural sweeteners and little-to-no white sugar."

COMPLIANCY ISSUES COVERED: Health & Nutrition; African-American Issues; Religion

Program # 15-21 Air week: 5-24-15**SEGMENT 1: Getting Things Done: It's all in the planning****12:48**

Synopsis: Does it ever seem like the more you try to get stuff done, the less you accomplish? It may be that you're expending too much energy on *doing* and not enough *planning* ahead of time. We talk to two experts in the field about some simple strategies you can use to make more of the time you have to get things done.

Host: Gary Price. **Guests:** David Allen, productivity consultant and author of *Getting Things Done: The art of stress-free productivity*; Steve McClatchy, founder of Alleer Training and Consulting, author of *Decide: Work smarter, reduce your stress and lead by example*.

COMPLIANCY ISSUES COVERED: Business; Productivity; Work-life Balance

SEGMENT 2: Eldercare: Challenges for the Future**8:49**

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*.

COMPLIANCY ISSUES COVERED: Elderly; Healthcare; Labor & Employment; Government; Family Issues; Immigrant Workers

Program # 15-22 Air week: 5-31-15

SEGMENT 1: Choosing a College: How it can affect your life in school and after

12:00

Synopsis: High school graduates who plan to go on with their education are making plans to head off to college this fall. Not all of them were accepted to the college that was their first choice, and many are disappointed about it. Some young people didn't get into college at all because they weren't offered the help they needed to find a college that suited them financially and culturally. We talk to an author and to a high school counselor about the myths surrounding acceptance to an "elite" college, why a small or state school can be a better fit, and how high school counselors can better serve diverse and often financially strapped students.

Host: Gary Price. **Guests:** Frank Bruni, columnist for The New York Times, author of the book, *Where You Go Is Not Who'll You'll Be: An antidote to the college admissions mania*; Joshua Steckel, counselor at a high school in Brooklyn, NY, co-author of the book, *Hold Fast to Dreams*.

COMPLIANCY ISSUES COVERED: Higher Education; Race; Poverty; Ethnicity; Family Issues; Economics

SEGMENT 2: Big, Bad Botany

9:45

Synopsis: Every spring, millions of gardeners head outside to spruce up their flower beds, trees, shrubs and vegetable patches, without thinking much about the history – and sometimes toxicity – of some of their plantings. We talk to a man who has researched the unusual side of gardening and find out about some very interesting plants, and how they were cultivated and used in the past as hallucinogens, medicines and tourist attractions.

Host: Marty Peterson. **Guest:** Michael Largo, author of the book, *The Big, Bad Book of Botany: The world's most fascinating flora*.

COMPLIANCY ISSUES COVERED: Agriculture; History; Medicine; Science

Program # 15-23 Air week: 6-7-15

SEGMENT 1: The Psychology of Climate Change

11:58

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*.

COMPLIANCY ISSUES COVERED: Climate Change; Economy; Technology; Community Action; Government

SEGMENT 2: The Empty Nest: How to cope when the kids leave for good

9:47

Synopsis: When the last child leaves home for college, marriage or that first job, parents are often sad and at loose ends about how the rest of their lives will progress. We talk to a therapist and author who's experienced her own children leaving home, about the emotions of "the empty nest" and what parents can do to reframe their lives when the children go out on their own.

Host: Marty Peterson. **Guest:** Wendy Aronsson, psychotherapist and author of "Refeathering the Empty Nest."

COMPLIANCY ISSUES COVERED: Children & Family Issues; Mental Health

Program # 15-24 Air week: 6-14-15

SEGMENT 1: Social Security Works: How it can be funded and expanded
10:55

Synopsis: There has been a debate going on for decades over Social Security and it's future. Sometimes we hear that it's going to go bankrupt; other times politicians want to scrap part of it and have workers find commercial financial instruments for their retirement; still others want to cut money paid out to retirees, their survivors and the disabled. We talk to an author and researcher about his ideas on why Social Security is important, isn't going broke, and how it can be expanded and funded with modest increases in the future.

Host: Gary Price. **Guests:** Eric J. Kingson, Prof. of Social Work, Syracuse University, N.Y., author with Nancy J. Altman of the book, *Social Security Works! Why Social Security isn't going broke and how expanding it will help us all*.

COMPLIANCY ISSUES COVERED: Elderly; Disabled; Politics; Finance; Government; Retirement Issues; Family Issues

SEGMENT 2: Boating & Water Safety: What you need to know this summer 10:49

Synopsis: Hundreds of people die each year in boating accidents – and many of those can be prevented if the right equipment is on board and boating safety procedures are followed. We talk to two Coast Guard specialists about what you need to know and have on hand in your boat to make this summer's boating safe and fun.

Host: Marty Peterson. **Guests:** Lt. Andrew Perodeau, U.S. Coast Guard 9th District Office of Law Enforcement, Great Lakes Hdqts., Cleveland, OH; Mike Baron, Recreational and Water Safety Program Mgr. U.S. Coast Guard 9th District in Cleveland, OH.

COMPLIANCY ISSUES COVERED: Recreation; Health and Well-being; Military; Technology; Drinking and Driving (boating)

Program # 15-25 Air week: 6-21-15

SEGMENT 1: A New Look at Invasive Species 9:44

Synopsis: Many ecologists, farmers and members of the public are worried that non-native plants and animals are invading the U.S. and preventing native species from thriving. Much money and time is spent trying to rid the land of these aliens – often to no avail. But are these species present because they're the only ones that can thrive in an area? Are they multiplying because of something bad we're injecting into their environment? Are these aliens actually helping nature create a diverse and robust environment? And are those so-called native species of plants and animals *really* native? Our guests have some surprising answers to those questions.

Host: Gary Price. **Guests:** Fred Pearce, science journalist, researcher, and author of *The New Wild: Why invasive species will be nature's salvation*. Tao Orion, permaculture educator, author of *Beyond the War on Invasive Species: A permaculture approach to ecosystem restoration*.

COMPLIANCY ISSUES COVERED: Environment; Agriculture; Public Safety

SEGMENT 2: The Great Fire: An unsung hero who save thousands 12:03

Synopsis: After World War I there was a great conflict in Turkey and many Christians and others were killed. The city of Smyrna was set ablaze and even more people had to run to the beaches just to escape the flames. Refugees poured into the city from towns and rural areas and soon there were tens of thousands stranded on the shore with nowhere to go. We'll hear how governments and diplomats in the West all but ignored their plight, and how the efforts of one brave relief worker and a Navy commander finally brought the victims to safety.

Host: Marty Peterson. **Guests:** Lou Ureneck, Professor of Journalism at Boston University, author of *The Great Fire: One American's mission to rescue victims of the 20th century's first genocide*.

COMPLIANCY ISSUES COVERED: International Politics; Military; Religion; Business; Refugee Relief

Program # 15-26

Air week: 6-28-15

SEGMENT 1: Domestic Violence: Why it happens and how it affects the family

10:05

Synopsis: Domestic abuse is something many women and men will experience in their lives. We talk to two psychologists familiar with the subject about what kind of person perpetrates partner and domestic violence, what victims can do to remove themselves from the abuse, and how being a witness to or a victim of abuse affects the intimate relationship, children and the family dynamic.

Host: Gary Price. Guests: Dr. Shannon Karl, Associate Prof. in School of Psychology at Nova Southeastern University, Ft. Lauderdale, FL; Dr. Jay Richards, forensic psychologist on the faculty of Washington University and Seattle University, author of the novel, *Silhouette of Virtue*.

COMPLIANCY ISSUES COVERED: Domestic Violence; Counseling; Mental Health; Children & Families; Crime

SEGMENT 2: Paternity and Family Leave: Good for families, workers and the economy

11:31

Synopsis: Bringing a new baby into the home is a wonderful – and chaotic – experience, and it's often made more chaotic when mom and dad have to rush back to work shortly after the child is born. Financial reasons and the stigma of staying home if you're a man, keep parents away from their children at a time in their lives when they're needed the most. We talk to an author – and a dad who fought for his rights – about why it's important for employees to receive paid family leave to take care of new babies, sick relatives and elderly parents. He also explains why paid leave is good for business and the economy.

Host: Marty Peterson. Guest: Josh Levs, journalist, father of 3, author of the book, *All In: How our work-first culture fails dads, families, and businesses – and how we can fix it together*.

COMPLIANCY ISSUES COVERED: Business; Families; Children; Economy; Labor; Government

Contents copyright 2015 by
MediaTracks, Incorporated
2250 East Devon Avenue, Suite 150
Des Plaines, Illinois 60018

847-299-9500 Fax 847-299-9501 www.mediatracks.com

Affiliate downloads are available at <ftp://mediatracksdownloads.com>
Questions? Email info@mediatracks.com or efleming@mediatracks.com
Guest information and segment podcasts are available at www.viewpointsonline.net

Viewpoints is a registered trademark of MediaTracks, Inc. Contents copyright 2015 by MediaTracks, Inc.