

KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 4th QUARTER 2013

During the months of October, November, and December 2013, station KKCX broadcast numerous programs that gave significant treatment to issues of concern and interest in the communities within our coverage area. Those issues and concerns included;

- The Federal Government shutdown (of particular local impact at Beale Air Force Base where 467 civilian employees were laid off, and 136 others with what are considered "critical functions" were required to work without pay)
- Federal Healthcare Reform website problems (of particular local impact because many of our communities have among the highest poverty, unemployment, and "working" poor rates in the State)
- Marysville "B" St. property offer withdrawn
- YCPD receives \$162K State grant for child traffic safety improvements
- Yuba City extends and connects more bicycle paths
- U.S Supreme Court rejects Governor's appeal of Federal mandate to reduce State prison population by an additional 10K inmates – local law enforcement officials say more violent crime will be the result.
- New State Education "Local Control Funding Formula" means more money to local School Districts
- Marysville Highway Corridor Improvement Project shuts down for winter
- Significant increase in Sutter County Ag thefts
- 1st October in a decade with no rain
- Medical Marijuana harvest season sees increase in violent robberies
- 2 new Northern California Veterans Homes open after a year's delay
- Yuba City High School students protest new hat policy allowing only hats with school logos, disallowing pro sports teams or anything deemed "gang-related or potentially offensive"
- State computer "upgrade" results in thousands of unemployed in Yuba/Sutter with no unemployment checks for weeks. (300K affected State-wide)

- Latest physical fitness test scores in Yuba City and Marysville significantly higher than State average
- Proposed massive CalWater rate increases in Yuba County significantly reduced
- Water worries; 2013 closes with the lowest rainfall total in Yuba/Sutter since records began being kept in the 1880's. Northern Sierra snowpack also at lowest level on record as of the last day of the year.
- State elected officials get pay raises (at a minimum \$95K/year, California legislators are the highest paid in the country)
- Yuba City receives \$680K grant for improvements to a heavily traveled stretch of Garden Highway
- Yuba City taking aggressive steps to reduce the number of abandoned shopping carts
- Yuba/Sutter gas prices steadily decline from October-November
- State mediator fails to break 2 year impasse between Yuba City teachers union and district
- Bucking regional trend, Yuba/Sutter home prices continue significant year-long climb
- Cold weather record set; 14 consecutive 24 hour lows of 32 degrees or less
- Final funding in place for new 5th St. bridge
- Cal-Fire terminates its contract with Marysville
- Christmas donations for needy Yuba/Sutter families held steady this year
- New State law allows transgender students to use the bathrooms and join the sports teams of the gender they identify with rather than the gender of their physiology.

We covered these issues and concerns in the following ways:

Locally produced newscasts, including weather and sports, are broadcast each Monday through Friday (except Thanksgiving Day and Christmas Day) at 5a, 5:30a, 6a, 6:30a, 7a, 7:30a, 8a, and 8:30a. (Transcripts of all local stories are available in the KUBA newsroom.)

Weather: We receive our forecasts from the National Weather Service, and deliver it in summarized form with station announcers at least twice an hour, every day including holidays and weekends.

Traffic;

We provide locally produced reports with the assistance of CHP, local law-enforcement, and listener in-put prior to each newscast.

Local non-profit fundraiser and awareness events:

These are covered in several formats;

- 1) Occasionally in news casts (particularly health events such as blood drives).

- 2) Public Service Announcements recorded by someone involved with the group or event in question. There are generally no fewer than 4 and no more than 10 of these 30 to 60 second free announcements running in equal rotation throughout all dayparts for a total of 147 plays a week. (Audio of all PSA's is available through the calendar year on the KKCYS newsroom computer desktop in the folder labeled, "2013 psa's"). These events are also posted on our website event calendar (kkcy.com).

- 3) Weekend Updates ("W's") are recorded by local announcers and air Thursday through Sunday, a total of 65 plays. (Audio is available through the week following their recording on the KKCYS computer cartwall in #'s 26033-26036)

- 2) Special Broadcast events that are generally in-studio guests and/or live remote broadcasts. This quarter, we participated in our 7th Annual United Way Turkey Drive prior to Thanksgiving. This consisted of 10 on-site 3 hour remote broadcasts from sponsoring businesses each day until the Saturday prior to Thanksgiving. This year a total of 168 turkeys, 6 hams and \$3,480 in cash donations were collected and distributed among 12 local United Way agencies. We are also the local lead for the annual Toys For Tots collection drive in Yuba/Sutter that included on-air pre-recorded promotional announcements, live announcer mentions, and a 2 hour live broadcast from a local collection site (Rush Personnel in Yuba City) December 17th.

This Quarter our live, in-studio guests were;

- 10/11 - Karen Compton with Pathways; Red Ribbon Kick-Off Week
- 10/21 - Babs Cotter with The American Cancer Society; Yuba/Sutter part of nationwide cancer prevention study
- 10/22 – Stan Easter; Hoop Skills and Life Academy Founder and Marysville HighSchool Boys Varsity Basketball Coach,
 - Diana Barrett; Sutter County Animal Services Authority Director
- 10/23 – Adele Reische; Alana Smiles
- 10/29 – Brandi Marusin; Annual free Olivehurst Halloween giveaway
 - Morgan Blaikie; Rideout Hospice Annual Memorial Ceremony
- 10/31 – Mike Wilkinson; Colusa Theater owner
- 11/6 – Mary Pickering; Veridian Symphony Orchestra
- 11/8 – Jan Kendall; Annual Butchie's Pool plant & bake sale
- 11/12 – Ashley Indrieri; Family Water Alliance
- 11/14 – Steve Stevenson; Central Valley Homeless Veteran's Assistance Program (Turkey Drive recipient)
- 11/15 – Chaya Galicia; Yuba/Sutter Salvation Army (Turkey Drive recipient)
- 11/18 – Pastor Glen Raley; 1st United Methodist Church Marysville Outreach Committee Food Closet (Turkey Drive recipient)
- 11/19 – Jim Leonard; Riverbottoms Ministry (Turkey Drive recipient)
- 11/20 – Marsha Krouse-Taylor; Casa De Esperanza (Turkey Drive recipient)
- 11/21 – Chanel Chaney; Mother Hubbard's Cubbard Food Closet (Turkey Drive recipient)
- 11/27 – Megan Blaikie; Rideout Hospice Grief Class
- 11/29 – Christina Latz; regional scholarship competition winner to Nationals
- 12/3 – Chris Kersting; 75th Annual performance of Handel's Messiah
- 12/11 – Paul DeMerritt; Rideout Healthy Kids Program Director
- 12/13 – Fotine The Greek; Downtown Yuba City Christmas Stroll

-12/26 – Donna Clark; Sutter Performing Arts Association

Employment;

Weekly, a representative from The Sutter County One-Stop (a government-funded employment and career center) comes in to record a 60 second feature called "Job Hotline". This airs, at no charge to the One-Stop, throughout all day-parts Monday through Thursday for a total of 24 plays. (Audio available through the calendar year on the KKCY newsroom computer desktop in the folder labeled, "Job Hotline".)

Animal Welfare;

Weekly, a representative from Sutter Buttes Canine Rescue (a local non-profit, no-kill animal shelter) comes in to record a 60 second feature called "Pet of the Week". This airs, at no cost to the shelter, throughout all day-parts Monday through Thursday for a total of 26 plays. (Audio available through the calendar year on the KKCY newsroom computer desktop in the folder labeled, "Pet of the Week".)

Sports;

A local sports report follows each bottom of the hour newscast. Additionally, every other Monday, KKCY designates a local Team of the week culled from listener nominations. A recorded feature (30-60 seconds) airs honoring the team throughout the 2 week period for a total of 15 plays per week. (Audio available through the calendar year on the KKCY newsroom computer desktop in the folder labeled, "teamsoweeek".)

Community Involvement;

Every other Tuesday, KKCY designates a local Community Hero culled from listener nominations. A recorded feature (60 seconds) airs honoring the hero for a total of 23 plays per week. (Audio available through the calendar year on the KKCY newsroom computer desktop in the folder labeled, "Community Hero".)

General:

We broadcast 2, 30 minute programs from Media Tracks Communications of Des Plains, Illinois; "Viewpoints", which airs every Sunday Morning at 6, and "Radio Health Journal" which follows at 6:30. Program logs included in this report.

Radio Health Journal®

Quarterly Issues Report – Q4 Fourth Quarter, 2013 10/6/13 through 12/29/13 Radio Health Journal Programs 13-40 through 13-52

During the fourth quarter of 2013 the following compliancy issues were covered:

Healthcare
Consumerism
Mental illness
Psychology
Homelessness
Alcohol and Substance Abuse Treatment
Economics
Youth at Risk
Parenting Issues
Public Health
Crime
Police
Courts and Criminal Justice System
Public Policy
Law
Interpersonal Communication
Technology and Society
Social Media
Media and Society
Drugs and Illicit Drug Use
Justice System

State Government
Referenda
Marketing and Advertising
Agriculture
Food Security and Food Supply
Energy
Environment and Pollution
Animal Welfare
Consumer Safety
Education
Drug and Alcohol Abuse
Sexual Abuse
Infants
Education
Family Issues
Public Safety
Government and Legislation
Business and Industry
Weather and Health
Prevention

Air week: 10-6-13

2:02 SEGMENT 1: ICU PTSD

12:54

Synopsis: A surprisingly high percentage of people who've been treated in intensive care units later suffer from post-traumatic stress disorder, often including hallucinations recalling horrible ICU incidents. This has led to coining a new syndrome--PICS, or post intensive care syndrome. Experts discuss why the syndrome appears to occur and what's being done to treat and prevent it.

Host: Reed Pence. Guests: Dr. Dr. Joe Bienvenu, Assoc. Prof. of Psychiatry, Johns Hopkins Univ.; Dr. James Jackson, Asst. Prof. of Medicine, Vanderbilt Univ.

COMPLIANCY ISSUES COVERED: health care; consumerism; mental illness

15:59 SEGMENT 2: The science of success

7:36

Synopsis: "Success gurus" have wildly varying prescriptions for how to win in life, but how scientifically valid are their ideas? Two brain scientists discuss what research shows is important to success.

Host: Nancy Benson. Guests: Dr. Mark Fenske, Asst. Prof. of Psychology, Univ. of Guelph and Dr. Jeff Brown, psychologist, Harvard Medical School, co-authors, The Winner's Brain: Eight Strategies Great Minds Use to Achieve Success.

COMPLIANCY ISSUES COVERED: consumerism; psychology

Program # 13-41

Air week: 10-13-13

2:03 SEGMENT 1: "Wet houses"

13:23

Synopsis: Many shelter organizations require that homeless alcoholics be sober before they qualify for housing. However, many homeless alcoholics are not ready to stop drinking, yet need help. Experts discuss the pro's and con's of a new form of housing that allows residents to continue drinking while reducing the harm of homelessness and alcoholism.

Host: Reed Pence. Guests: Bill Hobson, Executive Director, DESC of Seattle; Dr. Jeff Turnbull, Medical Director, Ottawa, ON, Inner City Health Program; William Moyers, Vice President of Public Affairs and Community Relations, Hazelden Foundation

COMPLIANCY ISSUES COVERED: homelessness; alcohol and substance abuse and treatment

16:30 SEGMENT 2: Cancer prehabilitation

7:33

Synopsis: Rehabilitation has been a staple of recovery for many illnesses, but often not after cancer treatment. Similarly, sometimes people about to undergo orthopedic surgery may be given exercises, or prehabilitation, to prepare them. A nationally known rehab specialist discusses using prehabilitation techniques for newly diagnosed cancer patients.

Host: Nancy Benson. Guest: Dr. Julie Silver, Assoc. Prof. of Physical Medicine and Rehabilitation, Harvard Medical School

COMPLIANCY ISSUES COVERED: consumerism; health care; economics

Program # 13-42

Air week: 10-20-13

2:00 SEGMENT 1: Kids' bitter medicine

11:50

Synopsis: Children's medicines are so notoriously bad-tasting that it can impact the effectiveness of treatment for serious illness. Experts discuss the problem, how taste works, some of the misconceptions about taste, and new ways to address the problem.

Host: Reed Pence. Guests: Dr. Bill Greene, Chief Pharmaceutical Officer, St. Jude Children's Research Hospital, Memphis; Jackie Toia, oncology nurse practitioner, Lurie Children's Hospital, Chicago; Dr. Julie Menella, research scientists, Monell Chemical Senses Center, Philadelphia; Polly Hansen, Producer, Radio Health Journal.

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

14:54 SEGMENT 2: Your therapist's brain

8:12

Synopsis: Many people have no idea how or why psychotherapy works. A well-known psychotherapist describes what therapists are thinking about while the patient is on the couch and how these thoughts guide treatment.

Host: Nancy Benson. Guest: Dr. Drew Permut, Clinical Professor of Psychology, George Washington Univ. and author, Inside Your Therapist's Mind: How a Psychotherapist Thinks and Why It Works

COMPLIANCY ISSUES COVERED: consumerism; health care

Program # 13-43

Air week: 10-27-13

2:03 SEGMENT 1: False confessions

13:48

Synopsis: Confessing to a crime that a person did not commit is a major reason for wrongful convictions. Scientists have found that the psychology of innocent people is a major reason for false confessions. Experts discuss the chain of events and psychology that allow them to occur, and public policy changes that could make them much more rare.

Host: Reed Pence. Guests: Dr. Max Gyll, Asst. Prof. of Psychology, Iowa State Univ.; Rob Warden, Executive Director, Center on Wrongful Convictions, Northwestern Univ. School of Law

COMPLIANCY ISSUES COVERED: crime; police; courts and criminal justice system; public policy; law

16:51 SEGMENT 2: Health effects of "springing ahead and falling back"

6:34

Synopsis: Many people dismiss the body disruption of the time change as we enter and leave daylight saving time. However, each season, car crashes increase for a few days. Is that proof? Experts discuss our internal body clocks and how people can make time transitions easier.

Host: Nancy Benson. Guests: Dr. Sidney Speisel, Clinical Prof. of Medicine, Yale Univ., and contributor, Slate magazine; Dr. Charmane Eastman, Prof. of Behavioral Sciences and Director, Biological Rhythms Research Lab, Rush Univ. Medical Center.

COMPLIANCY ISSUES COVERED: consumerism; public health

Program # 13-44

Air week: 11-3-13

2:03 SEGMENT 1: The psychology and emotions of social networks

13:04

Synopsis: Facebook has revolutionized our relationships and interpersonal communications in less than 10 years. Studies are beginning to reveal how people use social media and the differing psychological effects of these styles of use. Experts discuss.

Host: Reed Pence. Guests: Dr. Cliff Lampe, Assoc. Prof., Univ. of Michigan School of Information; Dr. Chris Carpenter, Asst. Prof. of Communication, Western Illinois Univ.

COMPLIANCY ISSUES COVERED: psychology; interpersonal communication; technology and society; social media; media and society

16:08 SEGMENT 2: Flu season 2013

7:49

Synopsis: Thousands of Americans die each year as a result of the flu, prompting a major effort by public health officials to get people vaccinated for the flu. A nationally known expert discusses this year's flu season and changes in the vaccine to fight it.

Host: Nancy Benson. Guest: Dr. Dr. William Schaffner, Prof. of Preventive Medicine, Vanderbilt Univ. School of Medicine.

COMPLIANCY ISSUES COVERED: consumerism; public health; youth at risk; technology

Program # 13-45

Air week: 11-10-13

2:05 SEGMENT 1: Marijuana: how much like alcohol?

12:08

Synopsis: With the legalization of recreational marijuana use in Colorado and Washington, experts and other states will be watching closely to see whether the cannabis experience is similar to alcohol. Some experts fear that marijuana will be heavily marketed like alcohol. But marijuana supporters welcome the comparison, claiming that pot will show itself as a safer alternative. Experts and advocates discuss.

Host: Reed Pence. Guests: Dr. David Nutt, Prof. of Neuropsychopharmacology, Imperial College, London, Chairman, Independent Scientific Committee on Drugs and former UK Government advisor on drugs; Dr. Kevin Sabet, Director, Project SAM (Smart Approaches to Marijuana), author, Reefer Sanity: Seven Great Myths About Marijuana, and former Senior Advisor, White House Office of National Drug Control Policy; Steve Fox, Principal, Marijuana Strategies and co-author, Marijuana Is Safer, So Why Are We Driving People to Drink?; Paul Armentano, Deputy Director, National Organization for the Reform of Marijuana Laws and co-author, Marijuana Is Safer, So Why Are We Driving People to Drink?

COMPLIANCY ISSUES COVERED: Drugs and illicit drug use; public policy; laws, crime and justice system; state government; referenda; alcohol; marketing and advertising; youth at risk

15:15 SEGMENT 2: Inside your medicine cabinet

7:37

Synopsis: Most people's medicine cabinet is a disorganized mess with problems that could prevent healing and even threaten health. A pharmacist advised what should be in your medicine cabinet and how to keep those medicines safe and effective.

Host: Nancy Benson. Guest: Sherry Torkos, pharmacist and author, The Canadian Encyclopedia of Natural Medicine and Saving Women's Hearts

COMPLIANCY ISSUES COVERED: consumerism; youth at risk; drug safety

Program # 13-46
Air week: 11-17-13

2:04 SEGMENT 1: Meat from a test tube: the future of dinner?

12:49

Synopsis: Laboratory-grown beef has reached the taste-test stage, and scientists hope to use it to eventually replace the current means of livestock agriculture. If successful, cultured meat could save huge amounts of land and energy, reduce pollution and improve animal welfare. But will consumers accept it? The world's foremost cultured meat scientist and a food futurist discuss.

Host: Reed Pence. Guests: Josh Schonwald, author, The Taste of Tomorrow: Dispatches from the Future of Food; Dr. Mark Post, Prof. of Physiology, Maastricht Univ., Netherlands and leader of cultured meat project.

COMPLIANCY ISSUES COVERED: agriculture; technology; food security and food supply; energy; environment and pollution; animal welfare; consumerism; economics

15:55 SEGMENT 2: Food poisoning apps

7:10

Synopsis: Food poisoning claims thousands of lives each year in the US and makes millions more sick. A food safety expert and FDA authority discuss ways to keep food safe, including new smartphone apps with a variety of functions.

Host: Nancy Benson. Guests: Linda Larson, editor, Food Poisoning Bulletin; Michael Taylor, Deputy Commissioner for Foods and Veterinary Medicine, US Food and Drug Administration.

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

Program # 13-47
Air week: 11-24-13

2:03 SEGMENT 1: Why college students drink

11:51

Synopsis: An expert explains one of the first thorough studies into how and why college students binge drink. The results suggest that binging will be hard to curb, but that colleges can tap into student habits to reduce the harm that comes from binge drinking.

Host: Reed Pence. Guest: Dr. Thomas Vander Ven, Prof. of Sociology and Anthropology, Ohio Univ. and author, Getting Wasted: Why College Students Drink Too Much and Party So Hard.

COMPLIANCY ISSUES COVERED: youth at risk; education; drug and alcohol abuse; sexual abuse

14:56 SEGMENT 2: Ankle replacement

7:58

Synopsis: Hip and knee replacements are common, and doctors now say ankle replacements have become technically good enough to make fusion obsolete for arthritis patients in severe pain. A doctor and patient discuss.

Host: Nancy Benson. Guests: Dr. Simon Lee, foot and ankle surgery specialists, Rush Univ. Medical Center and Midwest Orthopedics, Chicago; Robert Corwin, ankle replacement patient and judo instructor, Yorkville, IL.

COMPLIANCY ISSUES COVERED: consumerism; technology

Program # 13-48

Air week: 12-1-13

2:04 SEGMENT 1: Breastmilk sharing

13:19

Synopsis: Thousands of new mothers who are unable to make enough milk for their babies have turned to web site matching with women who produce more than enough and are willing to share it or sell it. Experts discuss the risks of sharing with unknown donors and alternatives that might reduce the risks.

Host: Reed Pence. Guest: Dr. Sarah Keim, Principal Investigator, Nationwide Children's Hospital, Columbus, OH and Asst. Prof. of Pediatrics, Ohio State Univ.; Dr. Amy Tuteur, obstetrician-gynecologist and author, SkepticalOB.com; Emma Kwasnica, founder, Human Milk 4 human Babies Global Network.

COMPLIANCY ISSUES COVERED: infants and youth at risk; health care; public health; consumerism and consumer safety

16:25 SEGMENT 2: Keeping secrets from your doctor

7:32

Synopsis: Patients often keep lifestyle secrets from their physicians even though it may be harmful to their health. Experts discuss the most common reasons for secret-keeping and the consequences that may result.

Host: Nancy Benson. Guests: Dr. Daphne Miller, family physician, San Francisco; Karen Giblin, President, Red Hot Mamas menopause management program

COMPLIANCY ISSUES COVERED: health care; public health; consumerism; youth at risk

Program # 13-49

Air week: 12-8-13

2:04 SEGMENT 1: Backlash against overparenting

13:06

Synopsis: "Helicopter parents" are common, hovering over and intervening in everything their children do. New research is showing that overparented children often fail when they go to college and have to survive on their own. Experts discuss how overparenting creates dependence in children and how parents can start backing off.

Host: Reed Pence. Guests: Lenore Skenazy, author, Free Range Kids book and blog (FreeRangeKids.com); Dr. Neil Montgomery, Prof. of Psychology, Keene State College; Carl Honore, author, Under Pressure: Rescuing Our Children From the Culture of Hyper-Parenting and In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed

COMPLIANCY ISSUES COVERED: Youth at risk; education; parenting and family issues; public safety

16:12 SEGMENT 2: Accentuating the positive

7:47

Synopsis: As a survival mechanism, the human brain is wired to remember negative events more strongly than positive ones. An expert neurologist discusses changes in thinking that can create more positive physical brain pathways, making us happier.

Host: Nancy Benson. Guest: Dr. Rick Hanson, author, Hardwiring Happiness: The New Brain Science of Contentment, Calm and Confidence

COMPLIANCY ISSUES COVERED: technology; psychology

Program # 13-50
Air week: 12-15-13

2:04 SEGMENT 1: Orphan drugs

12:21

Synopsis: The Orphan Drug Act of 1983 gave incentives to drugmakers to develop medicines for rare diseases. Far more orphan drugs have been created, but the Act has also had unintended consequences. Without competition, some orphan drugs are priced so high that insurers balk at paying fully for them. Profits on orphan drugs can be so great that drugmakers ignore normal drugs. Yet orphan drug science often ends up helping people with other diseases. Experts discuss.

Host: Reed Pence. Guests: Dr. Ian Phillips, Prof. of Applied Life Sciences and Director, Center for Rare Disease Therapies, Keck Graduate Institute; Tim Cote, CEO, Cote Orphan Consulting and former Director, FDA Office of Orphan Products; Dr. Joshua Cohen, Senior Research Fellow, Tufts Center for the Study of Drug Development

COMPLIANCY ISSUES COVERED: government and legislation; economics; business and industry; consumerism

15:27 SEGMENT 2: Children's food allergies

7:39

Synopsis: One of every 12 children now has a food allergy, and when two kids in every average classroom are affected, all their classmates' families need to know about them, too. Experts discuss why allergies occur, how they differ from sensitivities, and how a new law could save lives of children hit with an allergic reaction.

Host: Nancy Benson. Guests: Rachel Brandeis, registered dietitian; Dr. James Sublett, Managing Partner, Family Allergy & Asthma, Louisville, KY and President-Elect, American College of Allergy, Asthma and Immunology

COMPLIANCY ISSUES COVERED: children at risk; education; school safety; public health; government and legislation; parenting issues; consumerism

Program # 13-51
Air week: 12-22-13

2:04 SEGMENT 1: Holidays in the ER

12:28

Synopsis: The holidays are like no other time in your local hospital's emergency department. Having family in from out of town results in pickup football injuries, carving knife gashes, and maladies that should have been addressed long ago. It also creates a spike in dead-on-arrival cases greater than any other days of the year. Experts discuss why these occur and how to prevent them.

Host: Reed Pence. Guests: Dr. Christopher Michos, Connecticut ER physician; Dr. Robert Kloner, Director of Research, Heart Institute, Good Samaritan Hospital, Los Angeles and Prof. of Medicine, Keck School of Medicine, Univ. of Southern California; Dr. David Phillips, Prof. of Sociology, Univ. of California at San Diego.

COMPLIANCY ISSUES COVERED: health care; public health; weather and health; prevention; family issues

15:34 SEGMENT 2: Pharmacists and diabetes treatment

8:30

Synopsis: A demonstration project has shown that involving community pharmacists in diabetes care can markedly improve medication adherence and health results for people in virtually any walk of life. An expert involved in the project discusses how it works and how the idea could be used for other chronic diseases.

Host: Nancy Benson. Guests: Ben Bluml, Senior Vice President for Research and Innovation, American Pharmacists Assn. Foundation

COMPLIANCY ISSUES COVERED: health care; public health; prevention; economics

Program # 13-52
Air week: 12-29-13

2:04 SEGMENT 1: Fertility and the poor

12:01

Synopsis: Low income women have a much higher rate of unintentional pregnancy than those with higher incomes. Experts explain some of the reasons and the serious consequences, both for families and for the nation, in its poverty rate and workforce composition.

Host: Reed Pence. Guests: Dr. Lawrence Finer, Director of Domestic Research, Guttmacher Institute; Dr. Victoria Jennings, Prof. of Obstetrics & Gynecology and Director, Institute for Reproductive Health, Georgetown University.

COMPLIANCY ISSUES COVERED: women's issues; poverty; abortion and family planning; youth at risk; employment; education; federal government and welfare.

15:07 SEGMENT 2: Seriously ill teens will still be teens

7:11

Synopsis: Seriously ill teenagers still act like teens in the hospital, sometimes aided and abetted by staff. A novelist discusses her observations from years on the hospital floor with her sick child as the basis for her new book.

Host: Nancy Benson. Guest: Hollis Seamon, Prof. of English, College of St. Rose, faculty, MFA in Creative Writing program, Fairfield Univ. and author, *Somebody Up There Hates You*.

COMPLIANCY ISSUES COVERED: youth at risk; parenting and family issues

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**Quarterly Issues Report – Q4 Fourth Quarter, 2013 10/6/13 through 12/29/13
Viewpoints Programs 13-40 through 13-52**

During the fourth quarter of 2013 the following compliancy issues were covered

The Arts	Finance
Education	Elections
Economic Strife	Business
Labor	Endangered Species
Science and Technology	Philanthropy
Ethics	Recreation
War & Torture	Commerce
Higher Education	Employment
War & The Military	Children and Family Issues
Health	Arts and Recreation
Politics and The Presidency	Suicide
Marriage	Transportation
History	Elderly Issues
African American History	Public Safety
Popular Culture	Entrepreneurs,
Journalism	Global poverty,
Media	Women's Issues
Museums & Culture	Ecosystem
Infrastructure	Alcohol abuse
Government	Health
Community Issues	International Philanthropy
Mental Health	Consumerism
International Business	Business
Literature	Communications
Disabilities	Ecology
Hobbies	Water Use
Government	Public Health
Presidential History	Agriculture
Personal Finance	Religion
Housing	Women's Issues
Taxes	

1:46 SEGMENT #1 – Drama High: Hope, love and theater in a struggling town 11:19

SYNOPSIS: During the school year, thousands of high schools will be staging plays and musicals. But not many will be doing it on the level that Harry S. Truman High School in Levittown, Pennsylvania is famous for. We'll hear how a teacher created a drama program in that school that challenged students and the community to explore difficult subjects, captured the attention of the biggest Broadway producers and helped young actors learn more about themselves, their world and become better all-around students.

Host: Christopher Michael. **Guests:** Michael Sokolove, journalist, author of "Drama High: The incredible true story of a brilliant teacher, a struggling town, and the magic of theater," (www.michaelsokolove.com).

COMPLIANCY ISSUES COVERED: the arts, education, economic strife, labor

14:08 SEGMENT #2- The Milgram Study and the Morality of Scientific Experiments 11:24

SYNOPSIS: Psychology and sociology students have studied The Milgram obedience experiments since the results appeared in a scientific journal in 1963. And almost since they made that first appearance, they've come under fire for the methods Dr. Milgram used, and the actual meaning of his findings. We talk to two psychologists who have studied Milgram's work about the morality of the study, the real findings and if they are still valid 50 years afterward.

Host: Marty Peterson. **Guests:** Gina Perry, psychologist practicing in Melbourne, Australia, and author of the book, "Behind the Shock Machine: The untold story of the notorious Milgram psychology experiments," (www.gina-perry.com); Dominic Packer, Professor of Psychology and Cognitive Science, Lehigh University, Bethlehem, PA. (www.lehigh.edu).

COMPLIANCY ISSUES COVERED: science & technology, ethics, war & torture, higher education

Program # 13-41

Air week: 10/13/13

1:49 SEGMENT #1 – Young FDR: Roosevelt's formative years before the White House 10:58

SYNOPSIS: We know so much about Franklin D. Roosevelt through his presidency, but what about the years before? We talk to an esteemed historian and author about the young Roosevelt, his family life, his career in the Department of the Navy, as a state politician and a victim of polio, and learn how these experiences molded FDR's life and presidency.

Host: Christopher Michael. **Guests:** Stanley Weintraub, author of "Young Mr. Roosevelt: FDR's introduction to war, politics and life," (www.dacapopress.com).

COMPLIANCY ISSUES COVERED: war & the military, health, politics and the presidency, marriage, history

13:51 SEGMENT #2- L'Americain: A photographer and the golden age of photojournalism 11:37

SYNOPSIS: News magazines were big business during WWII until their demise in the 1970s, and the photographers who took the award-winning and poignant pictures for those magazines were the rock stars of their profession. We talk to a man whose father, John Launois, was one of the biggest, most successful American photojournalists of his time. We'll hear why and how the Frenchman came to the US, learned his trade, developed a love for America, and hear stories of his amazing career taking the pictures that defined history and the culture of the 60s and 70s.

Host: Marty Peterson. **Guests:** Chris Pan Launois, son of the late John Launois, author of "L'Americain: A memoir," (www.theamericanbook.com).

COMPLIANCY ISSUES COVERED: African-American history, war, popular culture, journalism, media

Program # 13-42

Air week: 10/20/13

1:49 SEGMENT #1 – Daguerreotypes: Science meets History 9:47

SYNOPSIS: Photographs of the mid-19th century are fairly rare – and they're getting harder to find every year. That's because many of them between the 1840s and 1860s used the daguerreotype process. That's where images were taken and preserved not on photo paper, but on thin metal plates. These pictures are subject to corrosion, and those that remain in private and public collections are in danger of being irreparably harmed or destroyed altogether. We talk to two scientists who are studying the problem at the nano level with state-of-the-art technology to find out how they corrode, and how they, and our heritage, might be preserved, and learn more about how corrosion develops in other materials we use on bridges, buildings and objects.

Host: Christopher Michael. **Guests:** Edward Vicenzi, Research scientist at the Smithsonian Institution's Museum Conservation Institute (www.si.edu/mci); Volker Rose, Physicist with the Advanced Photon Source and Center for Nanoscale Materials, Argonne National Laboratory, (www.anl.gov).

COMPLIANCY ISSUES COVERED: science & technology, media, museums & culture, infrastructure

13:42 SEGMENT #2- Can't Fight City Hall? Join it -- by running for local office

11:48

SYNOPSIS: It's frustrating when local government repeatedly rebuffs an average citizen when he or she wants to get something accomplished in their community. So if you can't beat them...why not join them and fight the good fight from the inside? We talk to two election veterans about why it's important for John and Joan Q Public to take part in their local government; how to go about starting a campaign and how to avoid some of the common mistakes first-time candidates sometimes make.

Host: Marty Peterson. Guests: David Johnson, CEO of Strategic Vision, LLC, a public relations and public affairs agency in Suwanee, GA, that works with candidates and issues (www.strategicvision.biz); Marian Walsh, former Massachusetts State Senator, consultant and author of "Run: Your personal guide to winning public office," (www.marianwalsh.com).

COMPLIANCY ISSUES COVERED: government, politics, community issues

Program # 13-43

Air week: 10/27/13

1:45 SEGMENT #1 – Halloween: Why we love being scared!

11:49

SYNOPSIS: Halloween is here, and millions of Americans will be seeking out horror films and wearing monster costumes hoping to scare family and friends – and themselves. But why? What does a good fright do for us? We talk to three specialists in thrills and chills about the issue, how children process fright and get some suggestions on films and books appropriate for the holiday.

Host: Christopher Michael. Guests: Dr. Frank Farley, psychologist, Professor at Temple Univ., Philadelphia (www.temple.edu); Catherine Zimmer, Assistant Prof. in the program of Film & Screen Studies, Dept. of English, Pace Univ., NY (www.pace.edu); Allen Grove, Prof. of English, Alfred Univ., NY (www.alfred.edu).

COMPLIANCY ISSUES COVERED: mental health; children & family issues; arts & recreation; media.

15:40 SEGMENT #2- Questions with No Answers That Make Us Think

9:47

SYNOPSIS: We all want answers to the complicated questions in life, but sometimes just asking the questions are enough to make us think deeply about our lives and our world. We talk to a man who has made a living asking questions that sometimes have no hard and fast answers, or where the resolution changes depending upon our age or circumstances. He tells us how the process of coming to an answer is often more important than any one answer itself.

Host: Marty Peterson. Guests: Dr. Gregory Stock, bioethicist, author of "The Book of Questions" (www.gregorystock.net).

COMPLIANCY ISSUES COVERED: health; ethics; suicide

Program # 13-44

Air week: 11/3/13

1:47 SEGMENT #1- Elderly Drivers: Assessing their abilities behind the wheel

9:53

SYNOPSIS: As the elderly population continues to grow in the US, so does the number of older drivers. No matter how healthy and mentally sharp a person remains, age does eventually change their ability to drive. We'll discuss what these changes are, how they affect driving overall, how older people can learn to avoid errors, and how family and friends should approach the topic of cutting back on or quitting driving altogether with an elderly loved one.

Host: Christopher Michael. Guests: Dr. Gary J. Kennedy, Dir. of the Division of Geriatric Psychiatry, Montefiore Medical Center, Prof. of Psychiatry, Albert Einstein College of Medicine, Bronx, NY (www.montefiore.org); Alexander Pollatsek, Prof. Emeritus, in the Dept. of Psychology, University of Massachusetts, Amherst (www.umass.edu).

COMPLIANCY ISSUES COVERED: transportation, mental health, elderly issues, public safety, education

12:47 SEGMENT #2- Can One Person Change the World?

12:40

SYNOPSIS: We often hear people who help the poor and disadvantaged say how a donation or a helping hand by one person can change the lives of many. But can it? Can one person really make the lives of thousands – or millions – better? We talk to three men who have devoted their lives to public service about how it is possible for one person to be the catalyst for big change.

Host: Marty Peterson. Guests: Jim Zioikowski, founder of buildOn, author of "Walk in Their Shoes: Can one person change the world?" (www.buildOn.org); Allan Luks, Dir. of Fordham Center for Non-Profit Leaders, Fordham University (www.fordham.edu); Oliver Libby, chair and co-founder of The Resolution Project (www.resolutionproject.org).

COMPLIANCY ISSUES COVERED: entrepreneurs, global poverty, women's issues, ecosystem, alcohol abuse, health, international philanthropy

Program # 13-45
Air week: 11/10/13

1:48 **SEGMENT #1 – Persuasive Branding: Why we buy what we buy** 11:38

SYNOPSIS: Advertising is everywhere, and we're all susceptible to it – whether it's the sexy women selling beer during football game commercials; the cute duck that has your insurance needs in mind, or the super-sophisticated couple who emerge from the luxury car dressed in their designer outfits. Why do we fall for these ads? Is it just the images? Or is there more to it? We talk to a graphic artist and a veteran advertising professional about the visual and psychological aspects of marketing and advertising.

Host: Christopher Michael. **Guests:** Chip Kidd, graphic designer and author of "A Kidd's Guide to Graphic Design," (www.chipkidd.com); Chris Malone, Managing Partner, Fidelum Partners, co-author of "The Human Brand: How we relate to people, products and companies," (www.thehumanbrand.com).

COMPLIANCY ISSUES COVERED: consumerism, business, arts

15:28 **SEGMENT #2- What Makes Good Kids' TV?** 9:59

SYNOPSIS: What makes good children's television? Is it the story? The interactivity? The characters? And how is it that some tv shows have endured for decades, while others are just a flash in the pan? We discuss the issue with two media specialists.

Host: Marty Peterson. **Guests:** Paul Levinson, Prof. of Communications and Media, Fordham University (www.paullevinson.blogspot.com); Melissa Henson, Dir. of Grassroots Activism for the Parents Television Council (www.parentstv.org).

COMPLIANCY ISSUES COVERED: children & family issues, media, education

Program # 13-46
Air week: 11/17/13

1:49 **SEGMENT #1 – Innovation and Inventors Change Education and Technology**

SYNOPSIS: We've come a long way technologically since the first telephone and the light bulb, but what did it take to get to where we are today? We talk to two authors about two of the most influential hi-tech incubators of the late 19th and the 20th centuries – MIT and Bell Labs. Our focus is on the philosophies and the people who brought us the inventions that revolutionized our lives.

Host: Christopher Michael. **Guests:** Matthew Pearl, author of "The Technologists," (www.matthewpearl.com); Jon Gertner, author of "The Idea Factory: Bell Labs and the Great Age of American Innovation" (www.jongertner.net).

COMPLIANCY ISSUES COVERED: education, technology, labor, communications, science

14:48 **SEGMENT #2- Population Control: The need to act now**

SYNOPSIS: How many people can the world hold in a healthy, ecologically responsible way? Well, we're heading to 11 billion by the next century, and with more and more land being used for farming, deserts increasing in size, and water becoming scarcer, we're on our way to population overload. Why is this? Why can't people just have fewer children? We talk to a population researcher who traveled around the world asking this same question – and the answers he got were far from simple. We also find out what will happen if we *don't* rein in population – and soon.

Host: Marty Peterson. **Guests:** Alan Weisman, award-winning author of "Countdown: Our last, best hope for a future on earth?" (www.countdownbyalanweisman.com).

COMPLIANCY ISSUES COVERED: ecology, water use, public health, agriculture, religion, politics, women's issues, education

Program # 13-47
Air week: 11/24/13

1:49 **SEGMENT #1 - Customer Service: Making it work** 11:38

SYNOPSIS: When your cable TV goes out or you need an adjustment on your credit card bill, sometimes the call to customer service is worse than the original problem. Why is this? Why can't businesses get better at dealing with their customers' requests? We talk to two customer service pros about why the problem is so widespread, what a company and a consumer can do to make service faster and more pleasant, and the cultural differences that arise when customer service is outsourced abroad.

Host: Christopher Michael. Guests: Ron Kaufman, founder and chairman of Up! Your Service, author of the NYTimes bestseller, "Uplifting Service: The proven path to delighting your customers, colleagues and everyone else you meet," (www.uplifting-service.com); John Ragsdale, VP of Technology for the Technology Services Industry Association, author of "Lessons Unlearned: 25 years in customer service," (www.tsia.com).

COMPLIANCY ISSUES COVERED: business, consumerism, international business, employment

15:32 SEGMENT #2- The Art of the Short Story

9:53

SYNOPSIS: When it comes to popular literature, novels seem to get all the attention. The mysteries, love stories, suspense and historical family sagas sell millions of books and make some of their authors household names. Why is it that short stories don't enjoy some of that fame? We talk to a professor of English and also to a short story author about why these stories aren't top of mind with the public, what short stories bring to literature that longer writing doesn't, and we'll hear some advice for first-time authors on getting started writing short stories.

Host: Marty Peterson. Guests: Diane Glancy, Visiting Professor, Azusa Pacific University, Los Angeles County, CA (www.apu.edu); Lani Hall Alpert, musician, lyricist, author of "Emotional Memoirs & Short Stories," (lanihall.com).

COMPLIANCY ISSUES COVERED: arts, literature, education, commerce

Program # 13-48

Air week: 12/1/13

1:49 SEGMENT #1 – Psychopaths: They might be living next door!

11:59

SYNOPSIS: When we hear the term "psychopath," we usually think of serial killers or other nasty villains. Rarely does anyone think of the mild-mannered neuroscientist next door. We talk to a psychologist and to a neuroscientist who happens to be psychopathic, about what the term actually means in the medical world, how it's tested for in various people, the traits that most often set it apart from other conditions, and how many people who have psychopathic tendencies can function in a non-violent, productive way.

Host: Gary Price. Guests: Scott Lilienfeld, professor of psychology, Emory Univ., Atlanta, GA (www.psychology.emory.edu); James Fallon, neuroscientist at Univ. of California-Irvine, author of "The Psychopath Inside: A neuroscientist's personal journey into the dark side of the brain," (www.us.penguin-group.com).

COMPLIANCY ISSUES COVERED: mental health, disabilities, family issues, science & technology

15:52 SEGMENT #2- ISON – The Holiday Comet is Here

9:31

SYNOPSIS: This holiday season there's more sparkle to look at than the lights from Christmas decorations. The Comet ISON is scheduled to make its appearance in the early morning sky between Thanksgiving and Christmas. We talk to an astronomer and author about what comets are, why they're scientifically significant and where in the sky we might best see and photograph ISON.

Host: Marty Peterson. Guests: Dave Eicher, editor-in-chief, Astronomy Magazine, author of the book, "Comets: Visitors from Deep Space," (www.astronomy.com).

COMPLIANCY ISSUES COVERED: science, technology, recreation, hobbies, education

Program # 13-49

Air week: 12/8/13

1:50 SEGMENT #1 – Ken Burns: Listening to History

10:36

SYNOPSIS: For many Americans, the history courses they took in school left them either bored or frustrated. All of those names, dates, and locations that had to be memorized made what should have been an exciting subject dry and uninteresting. We talk to filmmaker Ken Burns about a new venture he is undertaking with actor Tom Hanks and Audible.com that aims to bring history to life, by having talented actors create audio books from American literary masterpieces that present our history through personal stories of war, the settling of the west, slavery and The Great Depression.

Host: Gary Price. Guests: Ken Burns, filmmaker and documentarian, (www.audible.com).

COMPLIANCY ISSUES COVERED: education, war, literature, the arts, technology, philanthropy

14:27 SEGMENT #2- Bats! Why they're important and how we can help them

10:55

SYNOPSIS: Bats are one of the iconic images of Halloween and hundreds of gothic novels and horror movies. They have a scary image and a bad reputation for carrying disease, but they are actually vital to global agriculture and health. We talk to a bat expert and a man who spent years working hard to create a safe habitat for one endangered species, about what these flying mammals are really like, the disease that is threatening their existence in the U.S., and their value to society.

Host: Marty Peterson. Guests: Jodi Sedlock, Assoc. Professor of Biology specializing in bats, Lawrence University, Appleton, WI (www.lawrence.edu); Don Mitchell, author of "Flying Blind: One man's adventures battling buckthorn, making peace with authority, and creating a home for endangered bats," (www.chelseagreen.com).

COMPLIANCY ISSUES COVERED: environment, government, agriculture, public health, endangered species

Program # 13 - 50
Air week: 12/15/13

1:49 SEGMENT #1 – Founding Fathers' Festivities: What would *they* eat at the holidays? 11:18

SYNOPSIS: As we get ready to celebrate the holidays, we wondered how our founding fathers would have laid out their festive tables. We talk to three food experts and a historian about the kinds of foods and drinks Washington, Jefferson, Franklin and Lincoln might have enjoyed to celebrate holidays and other festive occasions in their lives.

Host: Gary Price. Guests: Jason Bond, chef, owner of Bondir Restaurants in Cambridge and Concord, MA (www.bondircambridge.com); Melanie Wagner, Certified Sommelier, author of "Hello, Wine: The most essential things you need to know about wine," (www.melaniewagnerwine.com); Sue Conley, head cheese maker, co-founder of Cowgirl Creamery, co-author of "Cowgirl Creamery Cooks," (www.cowgirlcreamery.com); James M. Cornelius, Curator of the Lincoln Collection at the Abraham Lincoln Presidential Library and Museum, Springfield, IL (www.alplm.org).

COMPLIANCY ISSUES COVERED: government, presidential history, family issues, agriculture, business

16:12 SEGMENT #2- Confessions of a Credit Card Junkie 9:12

SYNOPSIS: There is such a temptation to be generous to others – and ourselves – during the holidays that many Americans end up in credit card trouble when the bills start rolling in. We talk to an accountant who was once in heavy debt from her cards about how she got there, how to spot the red flags of credit card overuse, and strategies for getting out of debt and learning how to use credit wisely.

Host: Marty Peterson. Guest: Beverly Harzog, Certified Public Accountant, consumer advocate, lecturer and author of the book, "Confessions of a Credit Card Junkie," (www.beverlyharzog.com).

COMPLIANCY ISSUES COVERED: personal finance, consumerism, business

Program # 13-51
Air week: 12/22/13

1:49 SEGMENT #1 – George Washington's Christmas Journey 10:45

SYNOPSIS: Millions of Americans will be traveling home for the holidays, but even with crowded airports, even *more* crowded roads and bad weather, few will have as tough a time as General George Washington, did on his journey home after the Revolutionary War. We talk to a noted historian about Washington's trip back to Mt. Vernon, his emotional farewell to his men, and how his stopping and meeting with ordinary Americans along the way sealed his fate as the beloved Father of our country.

Host: Gary Price. Guests: Stanley Weintraub, historian, author of "General Washington's Christmas Farewell," (www.simonandschuster.com).

COMPLIANCY ISSUES COVERED: military, government & elections, history

14:39 SEGMENT #2- Mortgages and Modifications: Getting back on track 10:47

SYNOPSIS: The housing market is coming back after five long years of financial distress. Still, many people are having trouble paying their mortgage for the expensive homes they bought during the boom. We talk to two finance specialists about mortgage modification plans and other options, and why it's important for families – and lenders – to have homes occupied rather than abandoned.

Host: Marty Peterson. Guests: John Gallo, lecturer in finance, University of Iowa, Iowa City, IA (www.hopenow.com; www.uiowa.edu); Mick Barron, CEO & Pres., of How To Modify.com (www.howtomodify.com).

COMPLIANCY ISSUES COVERED: housing, finance, family issues, taxes

Program # 13-52
Air week: 12/29/13

1:48 SEGMENT #1 – The Ins and Outs of Buying and Selling Gold and Rare Coins 9:30

SYNOPSIS: A lot of people are facing big holiday bills, and they're tempted to sell some of the gold jewelry or coins that they have lying around the house. How do you get the best price for your treasures? Are the coins you have really all that valuable? We talk to two gold and coin specialists about how gold buyers assess the value of your items, which coins might be valuable and why, and how to find the best place to sell your valuables.

Host: Gary Price. Guests: Michael Fuljenz, Pres. Of Universal Coin and Bullion (www.universalcoin.com); Rod Gillis, Numismatic Educator, The American Numismatic Association (www.money.org).

COMPLIANCY ISSUES COVERED: investing, commerce, recreation & hobbies

12:21 SEGMENT #2- A Look Inside the *Real* Downton Abbey

13:03

SYNOPSIS: The hit PBS series, "Downton Abbey" is premiering soon in the U.S., and all of the intrigue, loves, heartbreak and wealth will be on display for the millions of devotees of the show. But what is shown in the series a true depiction of what *really* went on in the homes of aristocratic families during the early part of the 20th century? We talk to an author – and present resident of the "Downton Abbey" castle – about the actual Earls and Countesses who lived, loved and lost back then.

Host: Marty Peterson. Guests: Lady Fiona Carnarvon, The Eighth Countess of Carnarvon, author of the book, "Lady Catherine, the Earl, and the Real Downton Abbey," (www.highclerecastle.co.uk).

COMPLIANCY ISSUES COVERED: popular culture, war, family issues, media

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