

KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 3rd QUARTER 2016

During the months of July, August, and September 2016, station KKCY 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;

Yuba City Teachers Contract Negotiations

- 7/22 – Results of Independent Report Released
- 8/2 – District petitions State Labor Board to require Union leaders to negotiate rather than strike
- 8/17 – Union gets State's "O.K." to strike
- 8/24 – District and Union Reps return to negotiating table
- 8/25 – Reps meet for 2nd day in a row
- 9/2 – District faces State Labor Board hearing following allegations they violated labor law by passing measures that, "threatened to discipline teachers who strike"
- 9/6 – Public Employee relations Board schedules informal hearing to discuss District measures challenged by the Union
- 9/7 – Union announces strike beginning 9/8
- 9/8 – strike begins
- 9/9 – day 2 of strike
- 9/12 – day 3 of strike
- 9/13 – day 4 of strike
- 9/14 – day 5 of strike
- 9/15 – day 6 of strike
- 9/16 – day 7 of strike
- 9/19 – day 8 of strike
- 9/20 – teachers return to classroom after ratifying contract offer

West Nile Virus

- 7/12 – Linda Woman tests positive. 1st human case reported in the State this year
- 7/20 – 1st case in Sutter County of 2016 reported
- 8/5 – tests verify virus widespread in Butte County in mosquito pools, sentinel chickens, and dead wild birds
- 8/8 – Butte County confirms 1st human case of 2016
- 8/17 – Butte County confirms 3 human cases, including 2 of the most serious, neuron-invasive form. A total of 22 reported State-wide

- 8/22 – Colusa County confirms it's 1st human case
- 8/26 – Butte County confirms 13 human cases, 43 infected mosquito pools, 33 sentinel chickens, and 15 dead wild birds
- 9/1 – Sutter County confirms 9 human cases, higher than last year

Health Care

- 7/7 – Colusa Regional Medical Center may be reopening un ownership of American Specialty Healthcare of Modesto
- 8/18 – The much-anticipated opening of the new Rideout Health Emergency Department in Marysville after receiving long-awaited State approval
- 9/28 – Bankruptcy judge grants conditional approval for American Specialty to lease the Colusa Regional medical Center

High-Risk Sex Offender Relocation

- 7/5 – Department of State Hospitals requests convicted Bay-Area rapist be moved to Marysville after unsuccessful attempts to relocate Fraisure Earl Smith in Solano or Butte Counties
- 7/21 – State Senator and Assemblyperson representing Marysville formally oppose Smith's relocation
- 7/22 – Solano County Judge officially rules against Smith's relocation to Marysville

Law Enforcement

- 8/5 – 3 Yuba County Deputies assaulted in a span of 7 days. Assaults on sworn officers in Yuba, Sutter Colusa, and Butte Counties up 50% this year over last
- 9/27 – attempted murder charges filed after attack on Yuba County Deputy
- 9/26 – Yuba County Deputy Sheriff's Association declares impasse in contract negotiations
- 7/21 – Yuba County Sheriff's Marijuana Eradication Team seizes ¾ lbs black tar heroin in Olivehurst
- 8/18 – Medical marijuana company tests Sutter County's cultivation ordinance and loses 300 plants, is fined \$1000/day for having a grow out of compliance, and must pay enforcement costs and county taxes on the value of the plants and all growing equipment

Water

- 7/7 – May water reduction rates released, show impressive reduction despite mandatory targets relaxed. e.g Yuba City 31% less than May 2013.

- 7/21 – Yuba City water rates increasing by \$6.26/month effective Aug. 1st
- 8/3 – blooms of cyanobacteria (blue-green algae) spreading in Lake Oroville
- 9/29 – Assembly Bill 2551 signed into law designed to speed up construction times and save taxpayer \$ on crucial water storage projects such as Sites Reservoir in Colusa County

Agriculture

- 7/8 – Almond Board's annual measurement report estimates promising harvest; 2.05 billion lbs, 1st time in 3 seasons it's forecast to exceed 2 billion lbs
- 9/8 – Farmworker overtime bill signed into law by the Governor

General

- 9/6 – Yuba/Sutter Mall put on the market
- 9/27 – Beale Air Force Base U2 pilot killed in Sutter Buttes crash

We covered these issues and concerns in the following ways:

- Locally produced newscasts, including weather and sports, are broadcast each Monday through Friday (except Independence and Labor Day) at 5a, 5:30a, 6a, 6:30a, 7a, 7:30a, 8a, and 8:30a.

-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 KKCYN newsroom computer desktop in the folder labeled, "Job Hotline".)

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 spots 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 KKCX newsroom computer desktop in the folder labeled, "2016 psa's").

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 KKCX computer cartwall in #'s 26033-26036)

4) Special Broadcast events.

These take the form primarily of live remote broadcasts and in-studio guests during Dave & Briggs In The Morning. This quarter, we broadcast on 8/5 from 11a-1p from a Bloodsource mobile blood drive, to bring awareness of a severe blood shortage (covered also in news stories – see above – and an in-studio interview with local Bloodsource Director Robin Carter – see below)

>Our in-studio guests this quarter were;

- 7/7 – Robin Carter, Bloodsource
- 7/11 – Tom Hale, Hale Memorial Scholarship Golf Tournament
- 7/13 – Shannon Carrol, Peach Fest
- 7/14 – Marsha Krause-Taylor, Executive Director Casa De Esperanza
- 7/20 & 9/15 – David Read; President Yuba/Sutter Arts Council, South Yuba County Rotary
- 7/25 – T.J. Fetters, President of Yuba/Sutter Special Olympics; James Patton, Special Olympics Athlete; Judy Creel, CEO Yuba/Sutter Fair
- 7/26 – Little League World Series-bound Olivehurst-Linda softball coach & players
- 8/2 – Judy Creel
- 8/3 – Tom Walther; Sutter North Swing Into Health, BAFB Patriotic Golf Tournament, and Kiwanis Brews, Blues, and BBQ scholarship fundraiser
- 8/10 – Rocio Valdez, Ampla Health Nat'l Health Centers Week
- 8/11 – O/L Jr. softball All-Stars
- 8/23 – Maddie Nightengale, California State Duck Calling Championships
- 8/31 – Shawna Pavey & Dee Dee Brady, "Our Blue Hero"
- 9/1 – John Buckland, Yuba City Mayor
- 9/6 – Sue Cejner-Moyers & Tom Hubbard, Civil War Reenactment Days
- 9/7 – Lori Danby & Liz Cervantes, Tri County Blue Star Moms 9/11 Ceremony
- 9/13 & 9/23 – Dr. Robert Mathews, Yuba College Public Event Series

- 9/16 – Brent Schwartz, Bel-Air remodel
 - Kirk Smalley, co-founder “Stand For The Silent” anti-bullying organization
- 9/20 – Jim Breuer, SNL alumnus and stand-up comic (phoner)
- 9/21 – Alan Sutfin & Ally Newtboom, Golden Valley Auto Body Car Giveaway to the needy
- 9/26 – Stevie & Billy, On-Off Band
- 9/27 – Bill Lloyd, Yuba/Sutter Chamber of Commerce Ambassador, Taste Of Yuba/Sutter

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 in-house-produced updates prior to each newscast through reports from local law enforcement, and from listeners verified through local law enforcement.

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".)

Public Affairs Broadcasts:

We broadcast 2, 30 minute programs from Media Tracks Communications of Des Plaines, Illinois; "Viewpoints", which airs every Sunday Morning at 6, and "Radio Health Journal" which follows at 6:30. Logs of this quarter's Viewpoints and "Radio Health Journal" attached.

2016-Q3 (July – September) Radio Health Journal Quarterly Logs

Compliance Issues Covered

Aging	Interpersonal Communication
Air Pollution	Local Government and Regulation
Alcohol	Media and Society
American Society and Culture	Mental Illness
Children	Military
Consumerism	Municipal Government
Crime and Prison	National Security
Disabilities	Obesity
Disaster Recovery	Parenting Issues
Discrimination	Pollution
Drunk Driving	Public Safety
Economics	Research and Development
Education	Substance Abuse and Addiction
Environment	Taxes
Ethics	Technology
Federal Government and Regulation	Traffic Safety
Health Care	Vaccination
Homelessness	Water Safety
Infectious Disease	Women's Issues
Insurance	Youth at Risk

See weekly logs below for segment dates, titles, topics, guests & duration

Program	16-27	Producers	Reed Pence, Michael Wu and Heather Muno
Air Week	07/03/16-07/09/16	Production Director	Sean Waldron

Time	Segment	Dur.
2:04	SEGMENT 1: THE OTHER SIDE OF MILITARY SCIENCE	12:16
	<p>Synopsis: Most people think of military science in terms of defeating the forces of the other side. But it also involves keeping our troops sheltered, clothed and fed, as well as protected from adversaries like exhaustion, infection, heat and noise. A noted investigative journalist explains the less well known side of military research.</p> <p>Host: Reed Pence. Guest: Mary Roach, author: <i>Grunt: The Curious Science of Humans at War</i></p> <p>Compliance issues covered: military; federal government; national security; research and development</p> <p>Links for more information: http://maryroach.net</p>	
15:22	SEGMENT 2: UNCERTAINTY IN MEDICINE	7:43
	<p>Synopsis: Many patients want certainty in diagnoses, especially when they've had expensive diagnostic tests. However, those tests are often less certain in their results than people think, making patients sometimes doubt doctors' competence.</p> <p>Host: Nancy Benson. Guest: Dr. Steven Hatch, Asst. Prof. of Medicine, Univ. of Massachusetts Medical School and author, <i>Snowball In A Blizzard: A Physician's Notes on Uncertainty in Medicine</i></p> <p>Compliance issues covered: consumerism; health care; technology</p> <p>Links for more information: https://www.bostonglobe.com/arts/books/2016/03/13/steven-hatch-investigates-spectrum-certainty-snowball-blizzard/1yoA9290cTaZGbABT3h8gP/story.html</p>	

Program	16-28	Producers	Reed Pence and Michael Wu
Air Week	07/10/16-07/16/16	Production Director	Sean Waldron

Time	Segment	Dur.
2:04	SEGMENT 1: LEWY BODY DEMENTIA	11:21
	<p>Synopsis: The second most common form of dementia is virtually unknown to most people. However, Lewy body dementia affects 1.4 million Americans, with symptoms commonly misdiagnosed as Alzheimer's disease. Additional symptoms such as hallucinations and uncontrollable shaking make diagnosis and caregiving more difficult, and treatments for Alzheimer's or psychosis can often be harmful. Experts discuss.</p> <p>Host: Reed Pence. Guests: Candy Schulman, daughter of woman who died with Lewy body dementia; Dr. James Leverenz, Director, Cleveland Clinic Lou Ruvo Center for Brain Health and Chair, Scientific Advisory Council, Lewy Body Dementia Association</p> <p>Compliance issues covered: aging; disabilities; mental illness; health care; consumerism</p> <p>Links for more information: https://www.lbda.org</p>	
14:27	SEGMENT 2: OUR NEW GENETIC KNOWLEDGE	8:30
	<p>Synopsis: Gene research has made incredible leaps in the last decade. A physician/Pulitzer-prize winning author explains what our new knowledge means for our immediate medical future, given our struggles with genetic knowledge in the past.</p> <p>Host: Nancy Benson. Guest: Dr. Siddhartha Mukherjee, Asst. Prof. of Medicine, Columbia Univ. and author,</p>	

	<p><i>The Gene: An Intimate History.</i></p> <p>Compliancy issues covered: consumerism; health care; technology; ethics</p> <p>Links for more information: http://authors.simonandschuster.com/Siddhartha-Mukherjee/49784674</p>	
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Program	16-29	Producers	Christine Herman, Reed Pence and Heather Muno
Air Week	07/17/16-07/23/16	Production Director	Sean Waldron

Time	Segment	Dur.
2:05	SEGMENT 1: BABY TALK	11:17
	<p>Synopsis: Scientists have discovered that the way parents talk to their infants has a huge effect on their intellectual development and later success. Experts discuss why and how parents should hold "conversations" with their babies.</p> <p>Host: Reed Pence. Guests: Dr. Anne Fernald, Assoc. Prof. of Psychology, Stanford Univ.; Dr. Kimberly Noble, Assoc. Prof. of Pediatrics, Columbia Univ.</p> <p>Compliancy issues covered: youth at risk; education; parenting issues; economics</p> <p>Links for more information: https://web.stanford.edu/group/langlearninglab/cgi-bin/; http://www.columbia.edu/cu/needlab/</p>	
14:24	SEGMENT 2: NEAR DROWNING	8:31
	<p>Synopsis: Some 700 American children under age 14 die of drowning each year. But when a child is pulled out of the water and revived, they may face lifethreatening peril hours or days later as the body reacts. Experts discuss.</p> <p>Host: Nancy Benson. Guests: Dr. Christopher Michos, emergency physician, St. Vincent's Medical Center, Bridgeport, CT; Dr. Luis Torero, Division Chief, Pediatric Critical Care, Advocate Children's Hospital, Oak Lawn, IL</p> <p>Compliancy issues covered: youth at risk; parenting issues; public safety; water safety</p> <p>Links for more information: http://www.advocatechildrenshospital.com/ach</p>	

Program	16-30	Producers	Polly Hanson, Heather Muno and Reed Pence
Air Week	07/24/16-07/30/16	Production Director	Sean Waldron

Time	Segment	Dur.
2:04	SEGMENT 1: FIGHTING YOUR INSURER	11:42
	<p>Synopsis: Patient advocates have long helped people navigate the healthcare system to get better treatment. Now a new field of advocates is helping people navigate the insurance system as well, assisting with denials and delays. Three experts in the field discuss how to fight your insurer and win.</p> <p>Host: Reed Pence. Guests: Elisabeth Schuler Russell, founder and President, Patient Navigator LLC; Brendan Bietry, case manager, Patient Advocate Foundation; Laurie Todd, author, <i>Fight Your Insurance Company and Win</i></p> <p>Compliancy issues covered: economics; health care; consumerism; insurance</p> <p>Links for more information: http://www.patientadvocate.org; http://theinsurancewarrior.com; http://nahac.memberlodge.com; http://advconnection.com</p>	

14:48	SEGMENT 2: THE SALT BOMB	8:07
	<p>Synopsis: Most Americans consume far too much salt even if they add none to their foods. Experts discuss why salt is such a health problem and what the federal government is doing to push food processors toward reducing salt content in our diets.</p> <p>Host: Nancy Benson. Guests: Dr. Bill Farquhar, Prof. of Kinesiology and Applied Physiology, Univ. of Delaware; Dr. Karen Di Salvo, Acting Asst. Secretary for Health, US Dept. of Health and Human Services; Dr. Robert Califf, Commissioner, US Food and Drug Administration</p> <p>Compliance issues covered: consumerism; public health; federal government and regulation; local government and regulation</p> <p>Links for more information: http://sites.udel.edu/kaap/directory/william-b-farquhar/; http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm503874.htm</p>	

Program	16-31	Producers	Reed Pence and Heather Muno
Air Week	07/31/16-08/06/16	Production Director	Sean Waldron

Time	Segment	Dur.
2:01	SEGMENT 1: FUNGAL SINUSITIS	11:53
	<p>Synopsis: Many people who have chronic recurrent sinusitis may have an allergic reaction to fungi rather than a bacterial infection. Treatments for the two are completely different, and in some cases, fungal sinusitis can be life threatening. Two experts and a patient explain.</p> <p>Host: Reed Pence. Guests: Erin Porter, fungal sinusitis patient and founder, EatPrayGetWell.com; Dr. Donald Dennis, ear, nose & throat surgeon, Atlanta; Dr. Joseph Han, Prof. of Otolaryngology-Head & Neck Surgery, Eastern Virginia Medical School</p> <p>Compliance issues covered: consumerism; health care; air pollution and environment</p> <p>Links for more information: https://eatpraygetwell.com; http://www.sinusitiswellness.com/donald-p-dennis-m-d-f-a-c-s-bio/; http://www.evms.edu</p>	
14:56	SEGMENT 2: CHILD HEART ARRHYTHMIAS	8:07
	<p>Synopsis: Children and adolescents seldom have "heart attacks," but they sometimes have heart arrhythmias which can look like the same thing, and be just as deadly. Often they are treated with implantable devices, but need more support than they often get. An expert doctor and the father of a young patient discuss.</p> <p>Host: Nancy Benson. Guests: Colin Alesse, parent of heart arrhythmia attack and co-founder Chicagoland Cardiac Connections; Dr. Greg Webster, cardiologist and electrophysiologist, Lurie Children's Hospital, Chicago and co-founder, Chicagoland Cardiac Connections</p> <p>Compliance issues covered: consumerism; public health; youth at risk; health care</p> <p>Links for more information: http://cccheart.org</p>	

Program	16-32	Producers	Reed Pence and Heather Muno
Air Week	08/07/16-08/13/16	Production Director	Sean Waldron

Time	Segment	Dur.
2:01	SEGMENT 1: DRINKING WATER SAFETY	11:57
	<p>Synopsis: Most people assume their drinking water is safe. However, many chemicals, especially new ones, are unregulated by the EPA, and thousands of water systems serving millions of people have lead levels</p>	

	<p>higher than standards allow. Experts explain the danger of lead, especially to children, and other chemicals that may be in drinking water.</p> <p>Host: Reed Pence. Guests: Dr. Jeffrey K. Griffiths, Prof. of Public Health, Tufts Univ. and former chair, Drinking Water Committee, US EPA; Dr. Kristi Pullen Fedinick, Staff Scientist, Health Program, Natural Resources Defense Council.</p> <p>Compliance issues covered: public health; consumerism; pollution and environment; drinking water safety; municipal government; taxes; federal government and regulation</p> <p>Links for more information: https://www.nrdc.org/media/2016/160628; http://medicine.tufts.edu/Education/Academic-Departments/Clinical-Departments/Public-Health-and-Community-Medicine/Faculty/Resident%20Faculty/Griffiths-Jeffrey</p>	
15:00	SEGMENT 2: VARICOSE VEINS	8:07
	<p>Synopsis: Millions of people have varicose veins, which have health consequences beyond their unsightliness. An expert physician explains what varicose veins are and new treatments that simplify getting rid of them.</p> <p>Host: Nancy Benson. Guest: Dr. Mark Rayman, Medical Director, Beach Cities Vein and Laser Center, CA</p> <p>Compliance issues covered: consumerism; health care</p> <p>Links for more information: http://medtronicendovenous.com/patients/7-2-venaseal-closure-procedure/?gclid=CJ-Ouue5mc4CFQyUaQodfmkNZw</p>	

Program	16-33	Producers	Christine Herman, Reed Pence and Michael Wu
Air Week	08/14/16-08/20/16	Production Director	Sean Waldron

Time	Segment	Dur.
2:04	SEGMENT 1: RETHINKING PARENTING	11:57
	<p>Synopsis: Every generation thinks the one behind it is full of spoiled, entitled, lazy kids, prompting parenting advice that research shows is actually harmful to children. An expert discusses why conventional wisdom about raising kids is often all wrong.</p> <p>Host: Reed Pence. Guest: Alfie Kohn, author, <i>The Myth of the Spoiled Child: Challenging the Conventional Wisdom About Children and Parenting</i>.</p> <p>Compliance issues covered: youth at risk; children; parenting issues; education</p> <p>Links for more information: http://www.alfiekohn.org</p>	
14:32	SEGMENT 2: LITTLE PEOPLE, DISABILITY, AND THE PROSPECT OF CURE	8:21
	<p>Synopsis: Many people with dwarfism also face skeletal abnormalities which can lead to disability. Experts, all little people themselves, discuss major causes of dwarfism, the hurdles they create, the struggle for respect, and the prospect of treatments that could one day make little people much more rare.</p> <p>Host: Nancy Benson. Guests: Dr. Jennifer Arnold, co-star, TLC's <i>The Little Couple</i> and co-author, <i>Think Big</i>; Ericka Okenfuss, licensed genetic counselor, Kaiser Permanente, Sacramento, CA; Gary Arnold, President, Little People of America and Public Affairs Manager, Access Living, Chicago</p> <p>Compliance issues covered: health care; disabilities; youth at risk; parenting issues; discrimination</p> <p>Links for more information: LPAonline.org; http://jenniferarnoldmd.com</p>	

Program	16-34	Producers	Reed Pence, Heather Muno and Michael Wu
Air Week	08/21/16-08/27/16	Production Director	Sean Waldron

Time	Segment	Dur.
2:04	SEGMENT 1: DOCTORS' OBESITY BIAS	13:06
	<p>Synopsis: Studies show that medical professionals are as biased as the rest of us against people who are overweight, resulting in lectures, misdiagnoses, and patients who start avoiding the doctor. Experts explain the problem, results, and what might be done about it.</p> <p>Host: Reed Pence. Guests: Dr. Rebecca Puhl, Prof. of Human Development and Family Studies, Univ. of Connecticut and Deputy Director, Rudd Center for Food Policy and Obesity; Dr. David Katz, Director, Yale-Griffin Prevention Research Center, Yale Univ. and Founder, True Health Initiative; Kathy Kater, psychotherapist specializing in body image, eating and weight issues</p> <p>Compliance issues covered: health care; public health; discrimination; obesity; education</p> <p>Links for more information: http://www.uconnruddcenter.org/faulty-and-staff-rebecca-puhl; http://www.yalegriffinprc.org; http://bodyimagehealth.org</p>	
16:12	SEGMENT 2: MISCOMMUNICATION AND COLOR ENERGY	6:44
	<p>Synopsis: People have different ways to interpret the world around them, and miscommunication is often a result when we assume we do so similarly. A noted author discusses an innovative way to classify communication styles to avoid clashes.</p> <p>Host: Nancy Benson. Guest: Scott Schwefel, author, <i>Discover Yourself</i></p> <p>Compliance issues covered: interpersonal communication; consumerism</p> <p>Links for more information: http://discoveryyourself.com/keynote/</p>	

Program	16-35	Producers	Polly Hansen, Michael Wu & Reed Pence
Air Week	08/28/16-09/03/16	Production Director	Sean Waldron

Time	Segment	Dur.
1:54	SEGMENT 1: SCAD--A DIFFERENT KIND OF HEART ATTACK	12:00
	<p>Synopsis: A form of heart attack that strikes young, seemingly healthy people--most of them women, often near childbirth--is increasing. Experts discuss heart attacks caused by arteries that split open rather than blockages.</p> <p>Host: Reed Pence. Guests: Shelley Simonton, SCAD patient; Dr. Sharonne Hayes, Founder, Women's Heart Clinic, Mayo Clinic; Carol Vich, SCAD patient</p> <p>Compliance issues covered: health care; public health; women's issues</p> <p>Links for more information: http://www.mayoclinic.org/departments-centers/cardiovascular-diseases/overview/specialty-groups/womens-heart-clinic/overview</p>	
14:56	SEGMENT 2: THE HAITIAN CHOLERA COVERUP	7:51
	<p>Synopsis: Haiti was struck by a devastating cholera epidemic a few months after a disastrous earthquake hit. Eventually the UN and its peacekeeping groups were blamed for causing the outbreak, making a bad situation much worse. Experts discuss how it happened and lessons for future disaster recovery.</p> <p>Host: Nancy Benson. Guest: Dr. Ralph Frerichs, Prof. Emeritus of Epidemiology, UCLA and author, <i>Deadly River: Cholera and Cover-Up in Post-Earthquake Haiti</i></p>	

	<p>Compliance issues covered: public health; disaster recovery; infectious disease and vaccination; federal government</p> <p>Links for more information: http://deadlyriver.com</p>	
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Program	16-36	Producers	Reed Pence & Michael Wu
Air Week	09/04/16-09/10/16	Production Director	Sean Waldron

Time	Segment	Dur.
3:04	SEGMENT 1: FETAL ALCOHOL SPECTRUM DISORDER	10:40
	<p>Synopsis: Fetal alcohol spectrum disorder is the largest preventable cause of developmental disabilities in the US, and studies show it is far more common than previously suspected, especially in certain populations. Experts explain how better prevention efforts could greatly reduce a wide variety of social problems</p> <p>Host: Reed Pence. Guests: Dr. Phillip May, Research Prof. of Nutrition, Gillings School of Global Public Health, Univ. of North Carolina-Chapel Hill; Dr. Carl Bell, Prof. of Psychiatry Emeritus, Univ. of Illinois and staff psychiatrist, Jackson Park Hospital, Chicago; Dr. Ira Chasnoff, President, NTI Upstream and Clinical Prof. of Pediatrics, Univ. of Illinois</p> <p>Compliance issues covered: public health; youth at risk; alcohol, substance abuse and addiction; education; homelessness; crime and prison; women's issues</p> <p>Links for more information: http://www.uncnri.org/index.php/philip-may-ph-d/; http://www.ntiupstream.com; http://www.psych.uic.edu/grand-rounds/item/248-carl-c-bell-md</p>	
14:46	SEGMENT 2: LUCID DREAMS	8:11
	<p>Synopsis: The dreaming brain is nearly as active as it is when we are awake. Experts discuss ways to shape dreams to help solve problems.</p> <p>Host: Nancy Benson. Guest: Dr. Deirdre Barrett, Asst. Prof. of Psychology, Harvard Medical School and author, <i>The Committee of Sleep: How Artists, Scientists, and Athletes Use Their Dreams for Creative Problem Solving—And How You Can Too</i></p> <p>Compliance issues covered: consumerism; education</p> <p>Links for more information: http://deadlyriver.com</p>	

Program	16-37	Producers	Michael Wu, Christine Herman & Reed Pence
Air Week	09/11/16-09/17/16	Production Director	Sean Waldron

Time	Segment	Dur.
3:00	SEGMENT 1: THE BRAIN SCIENCE OF DRUNK DRIVING	10:15
	<p>Synopsis: Scientists are learning that people who repeatedly drive drunk are not all the same in the personalities and brain chemistries that motivate their behavior. An expert discusses new research suggesting different ways to reduce recidivism in each of these personality types.</p> <p>Host: Reed Pence. Guest: Dr. Thomas Brown, Asst. Prof. of Psychiatry, McGill Univ. and researcher, Douglas Mental Health University Institute</p> <p>Compliance issues covered: public safety; drunk driving; alcohol and substance abuse; traffic safety</p> <p>Links for more information: http://www.douglas.gc.ca/researcher/thomas-brown?locale=en</p>	

14:17	SEGMENT 2: GOSSIP	7:23
	<p>Synopsis: Most people regard gossip with disdain. While backbiting, vicious slander is usually disruptive, researchers have found that informational gossip has benefits for society by keeping people in line with societal norms. Experts discuss.</p> <p>Host: Nancy Benson. Guest: Dr. Robb Willer, Prof. of Sociology, Stanford Univ; Dr. Matthew Feinberg, Asst. Prof. of Management, Univ. of Toronto</p> <p>Compliance issues covered: interpersonal relationships; media and society</p> <p>Links for more information: https://sociology.stanford.edu/people/robb-willer</p>	

Program	16-38	Producers	Reed Pence and Heather Muno
Air Week	09/18/16-09/24/16	Production Director	Sean Waldron

Time	Segment	Dur.
3:00	SEGMENT 1: EPI-PEN PRICE HIKES	11:38
	<p>Synopsis: The Epi-Pen brand has become synonymous with epinephrine injectors, which can save the life of a person suffering a severe allergic reaction. Recently there's been outcry over large price hikes for the devices, which have forced some people to seek other alternatives or go without. Experts discuss the economics involved and what patients can do to be protected without going broke.</p> <p>Host: Reed Pence. Guests: Dr. Aaron Carroll, Prof. of Pediatrics, Indiana Univ. School of Medicine; Dr. Thomas Casale, Prof. of Pediatrics and Medicine, Univ. of South Florida and Exec. Vice President, American Academy of Allergy, Asthma and Immunology</p> <p>Compliance issues covered: consumerism; youth at risk; health care; public health; government; economics</p> <p>Links for more information: http://theincidentaleconomist.com/wordpress/about/about-aaron/; http://health.usf.edu/medicine/internalmedicine/allergy/faculty/2852254/Casale; https://www.aaaai.org</p>	
15:40	SEGMENT 2: HOMESICKNESS	7:27
	<p>Synopsis: What we now call "homesickness" used to be a medical diagnosis called "nostalgia," and it was considered life-threatening. Today many people consider homesickness to be a childish emotion, but an expert says it's nothing to be ashamed of. We all suffer from it sometime and need to know how to cope.</p> <p>Host: Nancy Benson. Guest: Dr. Susan Matt, Prof. of History, Weber State Univ.; Dr. Chris Willard, Lecturer in Psychology, Harvard Medical School.</p> <p>Compliance issues covered: mental health; American society and culture</p> <p>Links for more information: https://global.oup.com/academic/product/homesickness-9780195371857?cc=us&lang=en&; http://drchristopherwillard.com</p>	

Program	16-39	Producer	Reed Pence
Air Week	09/25/16-10/01/16	Production Director	Sean Waldron

Time	Segment	Dur.
3:03	SEGMENT 1: PANDAS: DANGEROUS AFTEREFFECTS OF A STREP THROAT	11:35

	<p>Synopsis: Strep infection may prompt a severe reaction in some children, causing their own immune system to attack cells in the brain. What appear to be extreme psychological symptoms result from what is really a physical disorder. The disorder, known as PANDAS, is often misdiagnosed. Experts discuss.</p> <p>Host: Reed Pence. Guests: J.C. Konecny, Executive Director, PANDAS Network and parent of PANDAS sufferer; Dr. Elizabeth Latimer, Clinical Asst. Prof. of Pediatrics and Neurology, Georgetown Univ.</p> <p>Compliance issues covered: consumerism; youth at risk; health care; infectious disease</p> <p>Links for more information: http://www.pandasnetwork.org; https://www.pandasppn.org</p>	
15:40	SEGMENT 2: LOCKED-IN SYNDROME	7:14
	<p>Synopsis: Some people who have a stroke in the brain stem suffer from a condition where they are fully conscious and aware, yet appear to be in a coma because they cannot move a muscle, except for sometimes the eyes. They may remain in this "locked-in" state for years. A stroke expert and a woman who recovered from this condition discuss it.</p> <p>Host: Nancy Benson. Guests: Allison O'Reilly, Locked-In Syndrome survivor and author, <u>Out Of the Darkness</u>; Dr. Ralph Sacco, Chairman of Neurology, Univ. of Miami Miller School of Medicine and former President, American Heart Assn.</p> <p>Compliance issues covered: health care; disabilities</p> <p>Links for more information: http://outofthedarknessbook.org; http://sylvester.org/doctors/profile/1672</p>	

2016-Q3 (July – September) Viewpoints Quarterly Logs

Compliance Issues Covered

African-American Issues
 Agriculture
 Animal Health
 Aquaculture
 Arts
 Business
 Campaigns
 Children & Family Issues
 Civil Rights
 Climate Change
 Commerce
 Communications
 Community Action
 Consumerism
 Crime
 Disability
 Drugs
 Education
 Elderly

Emergency Response
 Employment
 Entertainment
 Environment
 Equality
 Ethnicity & Culture
 Family Issues
 Gender Issues
 Genocide
 Government
 Gun Laws
 Health
 Immigration
 Infrastructure
 Journalism
 Labor
 Law
 Law Enforcement
 Legislation

Manufacturing
Media
Medicine
Mental Health
Military
Minorities
Natural Disasters
Natural Resources
Non-Profits
Nutrition
Organized Labor
Personal Finance
Philanthropy

Political Activism
Politics
Poverty
Prisons
Privacy Issues
Psychology
Public Health
Religion
Science & Technology
Social Issues
War
Water Issues
Wellness
Women's Issues

See weekly logs below for segment dates, titles, topics, guests & duration

Program	16-27	Producer	Pat Reuter
Air Week	7/3/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:49	<p>SEGMENT 1: I'm Right, and You're an Idiot: Making public discourse less toxic</p> <p>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.</p> <p>Host: Gary Price. Guests: James Hoggan, President, Hoggan & Associates, Vancouver, BC, author of the book, <i>I'm Right and You're an Idiot: The toxic state of public discourse and how to clean it up</i>.</p> <p>Links for more info: www.imrightandyoureanidiot.com</p> <p>Compliance Issues Covered: politics, communication, media, social issues</p>
13:12	<p>SEGMENT 2: Healthier Eating: It doesn't have to be boring or bland</p> <p>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.</p> <p>Host: Marty Peterson. Guests: Diane Morgan, author of <i>Salmon: Everything you need to know + 45 recipes</i>; Jessica Goldman Fong, author of <i>Low So Good: A guide to real food, big flavor and less sodium</i>; Allyson Kramer, author of <i>Naturally Lean: 125 nourishing, gluten-free, plant-based recipes all under 300 calories</i>.</p> <p>Links for more info: www.allysonkramer.com www.sodiumgirl.com www.dianemorgancooks.com</p> <p>Compliance Issues Covered: health, agriculture & aquaculture, environment</p>

Program	16-28	Producers	Pat Reuter
Air Week	7/10/16	Production Directors	Sean Waldron, Ronnie Szudarski, Reed Pence,

Time	Segment
1:50	<p>SEGMENT 1: The Power of Introverts</p> <p>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.</p> <p>Host: Gary Price. Guests: Susan Cain, author of <i>Quiet Power: The secret strengths of introverts</i>.</p> <p>Links for more info: www.quietrev.com</p> <p>Compliance Issues Covered: children & family issues, education, mental health</p>

13:11	SEGMENT 2: Men, Women and Equality
	<p>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.</p> <p>Host: Marty Peterson. Guests: Jeffery Tobias Halter is President of YWomen, a strategic consulting company, and author of <i>Why Women: The leadership imperative to advancing women and engaging men</i>; Jack Myers, award-winning documentary filmmaker and author of the book, <i>The Future of Men: Masculinity in the twenty-first century</i>.</p> <p>Links for more info: : www.ywomen.biz www.futureofmen.com</p> <p>Compliance Issues Covered: gender issues, employment, equality, media</p>

Program	16-29	Producers	Pat Reuter
Air Week	7/17/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:46	<p>SEGMENT 1: The End of Water as We Know It: Making water safe</p> <p>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.</p> <p>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.</p> <p>Links for more info: www.anl.gov http://ime.uchicago.edu</p> <p>Compliance Issues Covered: public health, infrastructure, technology, water issues</p>
14:48	<p>SEGMENT 2: People Skills: Getting what you want from others</p> <p>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.</p> <p>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, <i>The Art of People: 11 simple people skills that will get you everything you want</i>; 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, <i>Negotiating the Nonnegotiable: How to resolve your most emotionally charged conflicts</i>.</p> <p>Links for more info: www.davekerpen.com www.likeablelocal.com www.danshapiroglobal.com</p> <p>Compliance Issues Covered: communication, politics, business, law enforcement</p>

Program	16-30	Producer	Pat Reuter
Air Week	7/24/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:47	<p>SEGMENT 1: Financial Anxiety: What it is and how to alleviate it</p> <p>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.</p> <p>Host: Gary Price. Guests: Rebekah Barsch, vice-president of financial planning for Northwestern Mutual; Michael Kay, financial life planner and author of the book, <i>The Feel Rich Project: Reinventing your understanding of true wealth to find true happiness</i>.</p> <p>Links for more info: www.northwesternmutual.com www.michaelfkay.com</p> <p>Compliance Issues Covered: personal finance, employment, education, mental health, consumerism</p>
14:59	<p>SEGMENT 2: Measuring Animal Intelligence: How smart are they?</p> <p>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.</p> <p>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 <i>Are We Smart Enough to Know How Smart Animals Are?</i></p> <p>Links for more info: on Facebook at Frans de Waal Public Page</p> <p>Compliance Issues Covered: science & technology, animals & health, medicine</p>

Program	16-31	Producer	Emily Parker, Pat Reuter
Air Week	7/31/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:44	<p>SEGMENT 1: Serious Play: Using tactical performance as protest</p> <p>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.</p> <p>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, <i>Electoral Guerilla Theatre: Radical Ridicule & Social Movements</i>, and <i>Tactical Performance: The Theory and Practice of Serious Play</i>.</p> <p>Links for more info: www.lmbogad.com</p> <p>Compliance Issues Covered: political activism, the arts, education, law enforcement, politics</p>
14:23	<p>SEGMENT 2: News Magazines: A veteran reporter talks about his life at Life magazine</p>

	<p>Synopsis: News magazines have fallen on hard times. The big, photo-heavy publications such as <i>Look</i> and <i>Life</i> 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.</p> <p>Host: Marty Peterson. Guests: Gerald Moore, former reporter and editor for <i>Life</i> author of the book, <i>Life Story: The education of an American journalist</i>.</p> <p>Links for more info: www.authorgeraldmoore.com</p> <p>Compliance Issues Covered: journalism, military, prisons, communication, technology, drugs</p>
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Program	16-32	Producer	Pat Reuter
Air Week	8/7/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:46	<p>SEGMENT 1: Gun Violence and Gun Control</p> <p>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.</p> <p>Host: Gary Price. Guests: Pamela Haag author of the book, <i>The Gunning of America: Business and the making of American gun culture</i>; Stephanie Soechtig, director and producer of the Sundance break-out documentary <i>Under the Gun</i>, executive produced and narrated by Katie Couric.</p> <p>Links for more info: www.pamelahaag.com www.UndertheGunmovie.com</p> <p>Compliance Issues Covered: gun laws, crime, commerce, politics, legislation</p>
15:58	<p>SEGMENT 2: Philanthropy: Finding a good fit and making an impact</p> <p>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.</p> <p>Host: Marty Peterson. Guests: Carrie Morgridge, Vice President of The Morgridge Family Foundation, author of <i>Every Gift Matters: How your passion can change the world</i>.</p> <p>Links for more info: www.carriemorgridge.com</p> <p>Compliance Issues Covered: philanthropy, business, personal finance, non-profits, government</p>

Program	16-33	Producer	Pat Reuter
Air Week	8/14/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:43	<p>SEGMENT 1: The Boys in the Bunkhouse: Intellectually-challenged men in servitude</p> <p>Synopsis: If you came upon a rundown, roach-infested bunkhouse in the heartland of America, full of middle-</p>

	<p>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.</p> <p>Host: Gary Price. Guests: Dan Barry, <i>New York Times</i> reporter and columnist, author of <i>The Boys in the Bunkhouse: Servitude and salvation in the heartland</i>.</p> <p>Links for more info: www.danbarryonline.com www.nytimes.com</p> <p>Compliance Issues Covered: the intellectually disabled, commerce, poverty, agriculture, civil rights, law</p>
15:58	<p>SEGMENT 2: A Young Boy Remembers the Holocaust</p> <p>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.</p> <p>Host: Marty Peterson. Guest: Michael Gruenbaum, author with Todd Hasak-Lowy of <i>Somewhere There Is Still a Sun</i>.</p> <p>Links for more info: www.simonandschuster.com</p> <p>Compliance Issues Covered: war, genocide, education, immigration</p>

Program	16-34	Producer	Emily Parker, Pat Reuter
Air Week	8/21/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:47	<p>SEGMENT 1: Trump Bubbles: High-conflict politicians</p> <p>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.</p> <p>Host: Gary Price. Guests: Bill Eddy, president of the High Conflict Institute and author of, <i>Trump Bubbles: the dramatic rise and fall of high-conflict politicians</i>; 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 <i>On Behalf of the President: Presidential spouses and White House communications strategy today</i>.</p> <p>Links for more info: www.unhookedbooks.com www.highconflictinstitute.com www.cedarville.edu/cps www.laurenawright.com</p> <p>Compliance Issues Covered: politics & campaigns, psychology, minorities, media & communications</p>
15:12	<p>SEGMENT 2: The Importance of Names</p> <p>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.</p>

	<p>Host: Marty Peterson. Guests: Dr. Mavis Himes, psychoanalyst, clinical psychologist and author of the book, <i>The Power of Names: Uncovering the mystery of what we are called</i>.</p> <p>Links for more info: www.MavisHimes.com</p> <p>Compliance Issues Covered: religion, ethnicity & culture, family issues, entertainment & media</p>
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Program	16-35	Producer	Pat Reuter
Air Week	8/28/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:46	<p>SEGMENT 1: Women Running for President: We'll hear about four of the most prominent</p> <p>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.</p> <p>Host: Gary Price. Guests: Ellen Fitzpatrick, professor of history at the University of New Hampshire and author of the book, <i>The Highest Glass Ceiling: Women's quest for the American presidency</i>; Cynthia Levinson, author of a book for eight- to 12-year-olds titled, <i>Hillary Rodham Clinton: Do all the good you can</i>.</p> <p>Links for more info: www.cynthialevinson.com www.ellenfitzpatrick.net</p> <p>Compliance Issues Covered: politics, campaigns, women's issues, African-American issues</p>
16:26	<p>SEGMENT 2: Kids and Nutrition: Getting them to eat more healthy foods</p> <p>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.</p> <p>Host: Marty Peterson. Guests: Allison Childress, instructor and director of the Didactic Program in Dietetic at Texas Tech University; Sonoko Sakai, author of the cookbook <i>Rice Craft</i>.</p> <p>Links for more info: www.choosemyplate.gov www.cooktellsastory.com</p> <p>Compliance Issues Covered: children & family issues, nutrition, health and wellness</p>

Program	16-36	Producer	Pat Reuter, Emily Parker
Air Week	9/4/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:47	<p>SEGMENT 1: The Climate Change Mindset</p> <p>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 <i>less</i> 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.</p> <p>Host: Gary Price. Guest: Per Espen Stoknes, psychologist, economist, author of <i>What We Think About</i></p>

	<p><i>When We Try Not to Think About Global Warming: Toward a new psychology of climate action.</i></p> <p>Links for more info: www.stoknes.com</p> <p>Compliance Issues Covered: climate change, economy, technology, community action, government</p>
15:47	<p>SEGMENT 2: Fashion: How It Affects Body Image, Health, and the Environment</p> <p>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.</p> <p>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, <i>The Psychology of Fashion</i> due out in mid-2017.</p> <p>Links for more info: www.cazweb.info</p> <p>Compliance Issues Covered: consumerism, women's issues, health and well-being, manufacturing</p>

Program	16-37	Producer	Pat Reuter
Air Week	9/11/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:50	<p>SEGMENT 1: Cyber Security and Restoring Reputations</p> <p>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.</p> <p>Host: Gary Price. Guests: Adam Levin, chairman and founder of Identity Theft 911 and author of the book <i>Swiped</i>; Joseph Finder, author of the new novel, <i>Guilty Minds</i>.</p> <p>Links for more info: www.SwipedBook.com www.IDT911.com www.josephfinder.com</p> <p>Compliance Issues Covered: technology, privacy issues, law, crime, media</p>
14:51	<p>SEGMENT 2: The Benefits of Forest Fires</p>

	<p>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 say that fires actually <i>help</i> forests stay healthy and can even bring them back to their natural states by removing non-native plants.</p> <p>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, <i>The Ecological Importance of Mixed-Severity Fires: Nature's phoenix</i>.</p> <p>Links for more info: www.mtri.org www.geosinstitute.org www.forestlegacies.org</p> <p>Compliance Issues Covered: natural resources, emergency response, science, agriculture</p>
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Program	16-38	Producer	Pat Reuter
Air Week	9/18/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:50	<p>SEGMENT 1: Emotional Agility: The key to getting things done</p> <p>Synopsis: When something happens that weighs on your mind and affects your relationships, your work or 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.</p> <p>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, <i>Emotional Agility: Get unstuck, embrace change and thrive in work and life</i>.</p> <p>Links for more info: www.susandavid.com/learn</p> <p>Compliance Issues Covered: mental & physical health, employment, family issues</p>
16:38	<p>SEGMENT 2: Eldercare: Who will take care of all the boomers?</p> <p>Synopsis: With the baby boomers transitioning into retirement in record numbers, and <i>their</i> 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.</p> <p>Host: Marty Peterson. Guests: Ai-Jen Poo, co-director of Caring Across Generations, author of the book, <i>The Age of Dignity: Preparing for the elder boom in a changing America</i>.</p> <p>Links for more info: www.caringacross.org</p> <p>Compliance Issues Covered: elderly, healthcare, labor & employment, government, immigrant workers</p>

Program	16-39	Producer	Pat Reuter
Air Week	9/25/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment
1:47	SEGMENT 1: Robert Kennedy: Remembering a fallen icon <p>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.</p> <p>Host: Gary Price. Guests: Larry Tye, author of <i>Bobby Kennedy: The making of a liberal icon</i>.</p> <p>Links for more info: www.larrytye.com</p> <p>Compliance Issues Covered: politics, civil rights, government, crime, organized labor</p>
15:07	SEGMENT 2: Disaster Response: Strategies for an emergency <p>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.</p> <p>Host: Marty Peterson. Guests: Peter Duncanson, Director of Systems Development for ServiceMaster Restore; Dr. Joseph Alton, fellow in the American College of Surgeons, a medical preparedness writer and author of <i>The Survival Medicine Handbook</i>.</p> <p>Links for more info: www.doomandbloom.net www.servicemasterrestore.com</p> <p>Compliance Issues Covered: natural disasters, families, health & well being, infrastructure</p>