

## KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 2<sup>nd</sup> QUARTER 2015

During the months of April, May, & June 2015, 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;

- driest 3 months in recorded nor-cal history (jan., feb., march)
- april 1<sup>st</sup> snowpack survey driest ever. May 1<sup>st</sup> report (final) cancelled entirely because there's no snow at Phillips Station
- march 2<sup>nd</sup> warmest ever recorded
- state water restrictions officially enacted. Fines to be levied on over-users. Some of the strictest measures levied against Yuba & Sutter County districts
- february water conservation numbers worst in 6 months. Just 2.8% savings statewide.
- March numbers show slight improvement locally
- Yuba City homeowner receives 1<sup>st</sup> maximum fine (\$250) under new restrictions (6/11)
- Yuba City listed #5 in National Drought Monitor list of cities with the worst drought conditions (6/16)
- drought conditions resulting in earliest/worst ever recorded allergy season
- 1/2 million illegals apply for drivers licenses under AB 60
- Marysville teachers reach contract deal after over a year of impasse
- Marysville Music Curriculum revived after State school-funding restored
- Marysville's new Fire Dept. ready (5/26)
- City of Yuba City Miscellaneous Employees Group sanctions strike
- Yuba City Police Officer arrested on federal cocaine trafficking charges
- serious crime down 7% in 2014 from 2013 in Marysville
- Yuba/Sutter home sales show largest % increase in 8 county Sacramento region for March. (numbers released April 15)
- Major Sutter and Butte County levee project slowed after discovery of Indian artifacts
- Marysville Ring levee project resumes (5/13) following 2 year delay in Army Corps/Stae/Local Levee Commission funding agreement
- \$40 million received to complete Feather River West levee project.
- \$32 million received for Goldfields levee project
- possible Indian Remains delay major North Beale Rd. improvement project
- Garden Highway upgrades begin in Yuba City

- Colusa Ave. Corridor revitalization project in Yuba City receives initial funding
- Bridge St rehab project in Yuba City begins
- final Radio Shack in Yuba/Sutter closes. There had been 3 for over 20 years as recently as 2013
- Sutter Surgical Hospital one of only 98 out of 3575 nationwide to receive "HealthGrades" Patient Experience, and Safety awards
- Rideout Health's new emergency department opens 2 years after completion after finally passing State inspection
- late April refinery shutdowns results in 50 cent/gallon price spike in less than 2 weeks
- May 15 AAA gas price survey shows Yuba/Sutter with lowest Nor-Cal average for a 14<sup>th</sup> straight month
- dropout rates in Yuba City and Marysville districts continue dropping, at or better than the State rate. (Marysville – 11.6%; Yuba City - 9.5%; State – 11.6%)
- Sutter County domestic violence incidents continue downward trend
- Yuba/Sutter median income shows modest hike
- no Statewide violent crime spike after 1<sup>st</sup> 2 yrs of prison realignment program
- west nile virus found in yuba, sutter, & butte counties
- yuba county bingo parlor planned by Enterprise Rancheria
- Marysville officially takes over it's fire dept. operations from Cal-Fire

We covered these issues and concerns in the following ways:

Locally produced newscasts, including weather and sports, are broadcast each Monday through Friday (except Memorial 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 in-house-produced updates prior to each newscast through reports from local law enforcement, and from listeners verified through local law enforcement.

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, "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)

## 2) 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, as we have each year since 2005, from the Annual Valley Muffler Rideout Cancer Center Car Show. (6/20 10a-Noon). Also from April Lane School in Yuba City for Comcast Cares Day (4/25 10a-Noon)

Our in-studio guests this quarter were;

-4/1 – Ouida Wakefield; Yuba/Sutter Childre's Type 1 Diabetes Support & Resource Center (Bike Around The Buttes)

-4/6,4/21,4/28 – Dr. Robert Mathews; Yuba College Public Events Series

-4/9 – Mark Reiter; Willow Glen Hopes & Dreams Golf Classic

-4/15 – David Read; Run Plumas Lake

-4/16 – Kathy Brown – 2 Cities Kennel Club

-4/20 – Greg Howard; Mud Run

-4/22 – Millie Phillips; Alpha Sigma Omicron Spirit Mountain Run

-4/24 – Plinky & Plunky; Smartsville Pioneer Day

-4/27 – Jeff Citron; Dobbins/Oregon House Community Improvement District Vintage Tractor Days

-4/29 - Bruce Spangler; Oro Dam Cruisers

-4/30 – Mary Pickering; Veridian Symphony Orchestra

-5/5 – Larry Mathews; Local History Author

-5/12 – Bob Harlan; Executive Director Yuba/Sutter United Way; Annual Pedro Awards Breakfast and Community resource Fair

-5/13 – Megan Oliver; Gridley Red Suspenders Days

-5/15 – Pastor Ciociola Calvary Christian Center Memorial Day "A Grateful Nation Remembers" Memorial Day Ceremonies and "Heroes Memorial" display

-5/18 – Barbara Fincher; Marysville Stampede Rodeo

- 5/19 – Cotton Rosser; “ “ “
- 5/20 – Jackie Sillman; “ “ “
- 5/21 – Tom Linninger; Maysville Gold Sox Managing Partner  
- Sandee Drown; Express Clydesdales in town on tour for Marysville Stampede Rodeo
- 5/26 – Dave Daniels & Larry Lambert; Olivehurst VFW Cycle Show & Festival fundraiser
- 5/27 – Mary Jane Griego; Yuba County Supervisor re: Inaugural Duke Griego Memorial Golf Tournament fundraiser for South Yuba County Can, Local Diabetes Association, & Blue Star Moms
- 6/2 – 2014 Yuba/Sutter Fair Rooyal Court re; 2015 scholarship competition entries
- 6/9 – Diana Barrett; Sutter County Animal Services Authority Manager re; Adopt-A-Cat Month & local rabies scare
- 6/10 – Caylin Berthold; Yuba City High School student & organizer of new Yuba City Naval Sea Cadets program
- 6/17 – Jim Richmond from Valley Muffler (see remote broadcast note above)
- 6/18 – Yuba/Sutter United Way Executive Director re; Day of Action Food Drive
- 6/19- Fotine, Yuba City Downtown Business Association President re; annual Downtown Summer Stroll
- 6/24 – Rachel Farrel & Keri Hauck re; Battle O’ The Bands fundraiser for Harmony Health
- 6/25 – Eliza Tudor & David Read of Yuba/Sutter Arts Council re; return of Yuba City Cultural Celebration
- 6/26 – Iles Academy of Golf and First Tee instructors, board members, and students

#### 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 Plaines, 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 – Q2 2015  
Radio Health Journal Programs 15-14 through 15-26

During Q2 of 2015 the following compliancy issues were covered:

Addiction	HIV & AIDS
Business And Industry	Interpersonal Relations
Child Abuse	Mental Health
Child Safety And Child Protection	Natural Disasters
Consumerism	Parenting Issues
Disabilities	Prevention
Discrimination	Public Health
Drug Addiction And Treatment	Public Safety
Drug Policy	Science & Technology
Economics	Smoking
Education	Social Media
Emergency Preparedness	Technology
Federal Government And Regulation	Traffic Safety
Food Supply And Food Safety	Transportation
Gender Issues	Water Safety
Health And Nutrition	Women's Issues
Health Care	Youth At Risk

**Program # 15-14**

**Air week: Date 4-5-15**

**SEGMENT 1: Food Addiction**

**13:04**

**Synopsis:** Synopsis: Scientists are learning that some people can be physically addicted to certain kinds of foods, especially highly-processed foods, and suffer withdrawal when they can't have them. Experts explain the brain chemistry of food addiction, how it is virtually identical to the chemistry of drug addiction and alcoholism, and what it means for the nation's fight against obesity.

**Host:** Host: Reed Pence. **Guests:** Dr. Ashley Gearhardt, Asst. Prof. of Psychology, Univ. of Michigan; Dr. Vera Tarman, Medical Director, Renascent Addiction Treatment Center, Toronto, and author, *Food Junkies: The Truth About Food Addiction*

**COMPLIANCY ISSUES COVERED:** public health; consumerism; addiction; youth at risk; economics

**SEGMENT 2: Moderate Exercise**

**6:46**

**Synopsis:** Synopsis: Studies are showing that people who train hard and long at running have death rates similar to couch potatoes, while those who exercise moderately or even lightly are likely to live much longer. Experts discuss how much exercise is enough and how to make the most of light exercise.

**Host:** Host: Nancy Benson. **Guests:** Dr. Carol Ewing Garber, Prof. of Movement Sciences, Teachers College, Columbia Univ.; Dr. Vijay Vad, sports medicine specialist, Hospital for Special Surgery, New York, Asst. Prof. of Rehabilitation Medicine, Weill Cornell Medical College and author, *The New Rules of Running*

**COMPLIANCY ISSUES COVERED:** public health, health care; consumerism

**Program # 15-15**

**Air week: 4-12-15**

**SEGMENT 1: Correcting Color Blindness**

**11:15**

**Synopsis:** Color blindness (or color vision deficiency) affects up to eight percent of men. Until recently, doctors could do nothing to treat it. Now high-tech glasses can make colors come alive for many people with the most common form of color blindness. Experts explain color blindness and the glasses that can treat it.

**Host:** Reed Pence. **Guests:** Sean Reynolds, color blind patient; Dr. Michael Marmor Prof. of Ophthalmology, Stanford Univ. School of Medicine and Byers Eye Institute; Dr. Don McPherson, Vice President of Products, Enchroma, Inc.

**COMPLIANCY ISSUES COVERED:** Health Care; Consumerism; Technology

**SEGMENT 2: Why We Eat What We Do**

**8:35**

**Synopsis:** Most people would like to eat healthy foods. But other factors such as cost and ease of preparation are much more important in our food choices. A longtime food market researcher discusses why we choose the foods we eat.

**Host:** Nancy Benson. **Guest:** Harry Balzer, Chief Industry Analyst, NPD Group.

**COMPLIANCY ISSUES COVERED:** economics; health and nutrition; consumerism

**Program # 15-16**

**Air week: 4-19-15**

SEGMENT 1: Too Many Vitamins?

11:37

Synopsis: Vitamins are essential to our health, and most of those we need we can get through our diets. Many foods are fortified today. Standards for dietary minimums help prevent deficiency diseases, but little is known about whether it's possible to consume too many vitamins. Experts discuss.

Host: Reed Pence. Guests: Catherine Price, author, *Vitmania: Our Obsessive Quest for Nutritional Perfection*; Dr. Valerie Tarasuck, Prof. of Nutritional Sciences, Univ. of Toronto; Dr. Mara Vitolins, Prof. of Epidemiology and Prevention, Wake Forest Univ. Baptist Medical Center

**COMPLIANCY ISSUES COVERED:** public health; consumerism; food supply and food safety; federal government and regulation; business and industry

SEGMENT 2: The Nature of Addiction

8:32

Synopsis: Many people have misconceptions about what addiction is and is not. A noted British journalist explains how these myths fuel the war on drugs, and alternatives that might really curb addiction and drug trafficking.

Host: Nancy Benson. Guest: Johann Hari, author, *Chasing the Scream: The First and Last Days of the War on Drugs*

**COMPLIANCY ISSUES COVERED:** drug addiction and treatment; public health; youth at risk; drug policy

**Program # 15-17**

**Air week: 4-26-15**

SEGMENT 1: Navigating The Digestive System

13:01

Synopsis: Most people have little idea what goes on in the digestive system. A science writer explains everything she found during an exhaustive investigation.

Host: Reed Pence. Guest: Mary Roach, author, *Gulp: Adventures On the Alimentary Canal*

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

SEGMENT 2: Neuroplasticity: How The Brain Heals

7:01

Synopsis: Since the dawn of medicine, doctors have believed that, once injured, the brain could not heal. Now they've learned that the brain can heal, and are beginning to tap ways to make it heal better and faster. Experts explain.

Host: Nancy Benson. Guests: Dr. Norman Doidge, Prof. of Psychiatry, Univ. of Toronto, Columbia Univ. Center for Psychoanalytic Training and Research and author, *The Brain's Way of Healing: Remarkable Discoveries and Recoveries From the Frontiers of Neuroplasticity*; Dr. Edward Taub, Prof. of Psychiatry, Univ. of Alabama, Birmingham and Director, UAB Taub Training Clinic.

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



**Program # 15-18**

**Air week: 5-3-15**

SEGMENT 1: Distracted Teen Drivers

12:00

Synopsis: Teenage drivers are the most dangerous on the road. Graduated driver's license programs have improved their record, but a new study finds teen drivers are often distracted before crashes. Brain biology plays a role. Experts discuss distracted driving and ways to get teens to pay attention on the road.

Host: Reed Pence. Guests: Peter Kissinger, President & CEO, AAA Foundation for Traffic Safety; Dr. Kelly Browning, Exec. Director, Impact Teen Drivers; Dr. Robert Foss, Director, Center for the Study of Young Drivers, Univ. of North Carolina-Chapel Hill; Dr. David Hurwitz, Asst. Prof. of Transportation Engineering, Oregon State Univ.

**COMPLIANCY ISSUES COVERED:** transportation; traffic safety; public safety; youth at risk; parenting; education

SEGMENT 2: Training Doctors How to Communicate

7:55

Synopsis: Doctors too often use language that's indecipherable to normal people. Efforts are underway at medical schools to teach doctors to speak in plain language. An expert at one such school and a participant in these classes discuss.

Host: Nancy Benson. Guests: Dr. Evonne Kaplan-Liss, Assoc. Prof. of Preventive Medicine, Stony Brook Univ.; Ashwin Mahotra, medical student, Stony Brook Univ.; Dr. Zack Berger, Asst. Prof. of Medicine, Johns Hopkins Univ. and author, *Talking to Your Doctor: A Patient's Guide to Communication in the Exam Room*

**COMPLIANCY ISSUES COVERED:** health care; public health; consumerism; education

**Program # 15-19**

**Air week: 5-10-15**

SEGMENT 1: Lung Cancer, No Smoking

12:53

Synopsis: Lung cancer is the world's #1 cancer killer, but its association with smoking has created a stigma that often stuns patients who never smoked and results in much less research money for lung cancer than for other less lethal diseases. Still, new treatments provide hope. Experts discuss these issues.

Host: Reed Pence. Guests: Dr. Andrea McKee, Chairman, radiation oncology, Leahy Hospital & Medical Center, Burlington, MA; Dr. Heather Wakelee, Assoc. Prof. of Medicine, Stanford Univ. and Stanford Cancer Institute; Dr. Joan Schiller, Deputy Director, Simmons Cancer Center, UT Southwestern Medical Center, Dallas, and President, Free to Breathe advocacy organization

**COMPLIANCY ISSUES COVERED:** health care; public health; discrimination; economics; smoking

SEGMENT 2: Preparing For Disaster

6:54

Synopsis: Many people will have to deal with a natural disaster at some point in their lives. Two civil defense experts discuss how to be ready before it comes.

Host: Nancy Benson. Guests: Jonathan Jones and Kylene Jones, co-authors, *The Provident Prepper: A Common Sense Guide to Preparing for Emergencies*

**COMPLIANCY ISSUES COVERED:** natural disasters; emergency preparedness; public safety and public health

**Program # 15-20**

**Air week: 5-17-15**

SEGMENT 1: Weight, Culture, and Science

12:50

Synopsis: The cultural bias against obesity is often justified on health grounds. But recent studies show that people classified in the "overweight" BMI category actually have less mortality than normal weight people. Experts discuss how culture drives our obsession with weight and what science really has to say about it.

Host: Reed Pence. Guests: Harriet Brown, Assoc. Prof. of Magazine Journalism, Newhouse School of Public Communication, Syracuse Univ. and author, *Body of Truth: How Science, History, and Culture Drive Our Obsession With Weight and What We Can Do About It*; Dr. Carl Lavie, Medical Director of Preventive Cardiology, John Ochsner Heart & Vascular Institute, New Orleans and author, *The Obesity Paradox: When Thinner Means Sicker and Heavier Means Healthier*

**COMPLIANCY ISSUES COVERED:** health care; public health; discrimination; science and technology; economics

SEGMENT 2: "Dietary Gene Therapy"

7:06

Synopsis: Many diseases have a genetic trigger, but a noted researcher concludes that alteration of the diet can override that programming. He discusses how disease doesn't have to be preordained.

Host: Nancy Benson. Guest: Dr. Mitchell Gaynor, Asst. Clinical Prof. of Medicine, Weill Cornell Medical Center and author, *The Gene Therapy Plan: Taking Control of Your Genetic Destiny With Diet and Lifestyle*

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

**Program # 15-21**

**Air week: 5-24-15**

SEGMENT 1: The Health Effects of Loneliness

12:34

Synopsis: Loneliness affects far more than our mental health. Studies are now showing that loneliness and social isolation also have profound effects on our physical health, and increase the risk of death substantially. Experts discuss.

Host: Reed Pence. Guests: Dr. Richard Schwartz, Assoc. Prof. of Psychiatry, Harvard Medical School and co-author, *The Lonely American: Drifting Apart In The 21st Century*; Dr. Tim Smith, Prof. of Psychiatry, Brigham Young Univ.

**COMPLIANCY ISSUES COVERED:** health care; public health; mental health; technology; social media

SEGMENT 2: Drowning: It Doesn't Look Like You Think

7:23

Synopsis: Seven hundred children under age 15 drown in the US each year, most within sight of a parent or other adult. Experts discuss one major reason: drowning doesn't look like most people picture it, and so are unaware the child is in trouble.

Host: Nancy Benson. Guests: Dr. Francesco Pia, water safety educator; Mario Vittone, Retired Marine Safety Specialist, US Coast Guard.

**COMPLIANCY ISSUES COVERED:** public health; public safety; youth at risk; water safety; consumerism

Program # 15-22

Air week: 5-31-15

SEGMENT 1: Cheaper Breast Cancer Gene Testing

12:26

Synopsis: Testing for breast cancer genes BRCA-1 and 2 has been inaccessible to many women due to extremely high cost. Now a new \$249 breast cancer gene test is available. Experts discuss whether this changes who should be tested and the ramifications of widespread testing.

Host: Reed Pence. Guests: Annette Bar-Cohen, Exec. Director, Center for Advocacy Training, National Breast Cancer Coalition; Dr. Charis Eng, Prof. and Chair, Genomic Medical Institute, Cleveland Clinic Lerner Research Institute

**COMPLIANCY ISSUES COVERED:** women's issues; consumerism; economics; public health; health care

SEGMENT 2: The Science of Smell

7:26

Synopsis: The sense of smell evokes powerful memories and makes food taste good, but it also has important functions in interpersonal relations and personal safety. Experts discuss the science behind it.

Host: Nancy Benson. Guests: Dr. Charles Wysocki, Behavioral Neuroscientist Emeritus, Monell Chemical Senses Center; Neil Pasricha, author, *The Book of Awesome*

**COMPLIANCY ISSUES COVERED:** consumerism; interpersonal relations; gender issues;

Program # 15-23

Air week: 6-7-15

SEGMENT 1: Sibling Abuse

13:06

Synopsis: Psychological or physical abuse by siblings is much more common than most people realize. It can leave severe psychological scars. However, parents often downplay it, calling it "normal sibling rivalry." Experts discuss the extent of the problem, warning signs of abuse, and how parents can act without involving family services officials and endangering the family.

Host: Reed Pence. Guests: Dr. John Caffaro, Distinguished Prof., California School of Professional Psychology; Nancy Kilgore, PTSD trainer, abuse survivor and author, *Girl in the Water*; Dr. Mandy Morrill, Asst. Prof. of Psychology, Valparaiso Univ.

**COMPLIANCY ISSUES COVERED:** public health; youth at risk; child abuse, child safety and child protection; parenting issues

SEGMENT 2: HIV From the Beginning

7:11

Synopsis: When AIDS first became widespread in the 1980's, it was a death sentence. A doctor who has spent her entire career on the front lines of HIV recounts the gloom and desperation of the early days and the transition of HIV into a treatable chronic disease.

Host: Nancy Benson. Guests: Dr. Susan Ball, Assoc. Prof. of Medicine, Weill Cornell Medical College, Asst. Director, Birnbaum Unit, Center for Special Studies, New York Presbyterian Hospital and author, *Voices In the Band: A Doctor, Her Patients, and How the Outlook on AIDS Care Changed From Doomed to Hopeful*

**COMPLIANCY ISSUES COVERED:** technology; health care; public health; HIV & AIDS

**Program # 15-24**

**Air week: 6-14-15**

SEGMENT 1: Digital Tech In Medicine: Not Meeting Its Promise Yet

12:37

Synopsis: Digital technology has revolutionized many industries, but medicine has lagged behind. One of the nation's most influential doctors discusses why the shift hasn't occurred yet, what the consequences are, and what it will take to bring health care technology to its full potential.

Host: Reed Pence. Guest: Dr. Robert Wachter, Prof. and Assoc. Chairman, Dept. of Medicine, Univ. of California, San Francisco and author, *The Digital Doctor: Hope, Hype and Harm at the Dawn of Medicine's Computer Age*

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

SEGMENT 2: "Photographic Memory"

7:15

Synopsis: Some people who remember things extremely well may claim they have a "photographic memory," but some experts say such a thing doesn't really exist. Experts discuss how memory works.

Host: Lynn Holley. Guests: Dr. Barry Gordon, Prof. of Neurology and Cognitive Science, Johns Hopkins Univ.; Dr. Henry Roediger, Washington Univ., St. Louis.

**COMPLIANCY ISSUES COVERED:** science & technology; education

**Program # 15-25**

**Air week: 6-21-15**

SEGMENT 1: Multiple Births In IVF

12:47

Synopsis: More than five million children have been born as a result of in-vitro fertilization, but many are born as twins, triplets and even quadruplets. Experts discuss the challenges that result in multiple births and new technology that promises to reduce the number of multiples in IVF.

Host: Reed Pence. Guests: Dr. Arthur Wisot, Prof. of Obstetrics & Gynecology, UCLA School of Medicine & Reproductive Partners Medical Group; Dr. Barry Behr, Prof. of Obstetrics & Gynecology and Lab Director, Fertility and Reproductive Health Program, Stanford Univ.; Courtney Kinney, IVF recipient

**COMPLIANCY ISSUES COVERED:** parenting issues; youth at risk; technology; economics

SEGMENT 2: Social Anxiety In Children

7:01

Synopsis: Social anxiety disorder is more than just shyness. It can be crippling and keep people completely inside the house. An expert whose daughter was afflicted discusses social anxiety warning signs in children and how the disorder can be treated.

Host: Lynn Holley. Guest: Jennifer Shannon, co-founder, Santa Rosa Center for Cognitive-Behavioral Therapy, Santa Rosa, CA and author, *The Shyness and Social Anxiety Workbook for Teens* and *The Anxiety Survival Guide for Teens*

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

# ***Viewpoints®***

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

During the Q2 of 2015 the following compliancy issues were covered

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

**Program # 15-14**

**Air week: 4-5-15**

**SEGMENT 1: Race and Diversity: Can it be taught in schools?**

**10:37**

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

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

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

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

**10:53**

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

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

**COMPLIANCY ISSUES COVERED:** Employment; Crime

**Program # 15-15**

**Air week: 4-12-15**

**SEGMENT 1: Future Crimes: Cybercrime in business and in our homes is growing**

**11:14**

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

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

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

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

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

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

**COMPLIANCY ISSUES COVERED:** Careers & Employment; Business; Education

**Program # 15-16**

**Air week: 4-19-15**

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

**10:49**

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

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

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

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

**10:48**

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

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

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

**Program # 15-17**

**Air week: 4-26-15**

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

**9:00**

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

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

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

**SEGMENT 2: Creativity in Technology and Art**

**12:35**

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

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

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

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

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

10:12

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

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

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

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

10:20

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

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

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

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

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

10:09

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

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

**COMPLIANCY ISSUES COVERED:** Technology; Business Labor & Employment

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

11:29

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

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

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



Program # 15-20

Air week: 5-17-15

SEGMENT 1: The Importance of Letters

10:34

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

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

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

SEGMENT 2: Healthier Ethnic Cooking and Sweets

11:01

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

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

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

Program # 15-21 Air week: 5-24-15

SEGMENT 1: Getting Things Done: It's all in the planning

12:48

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

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

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

SEGMENT 2: Eldercare: Challenges for the Future

8:49

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

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

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

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

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

12:00

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

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

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

**SEGMENT 2: Big, Bad Botany**

9:45

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

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

**COMPLIANCY ISSUES COVERED:** Agriculture; History; Medicine; Science

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

**SEGMENT 1: The Psychology of Climate Change**

11:58

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

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

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

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

9:47

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

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

**COMPLIANCY ISSUES COVERED:** Children & Family Issues; Mental Health

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

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

10:55

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

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

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

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

10:49

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

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

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

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

**SEGMENT 1: A New Look at Invasive Species**

9:44

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

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

**COMPLIANCE ISSUES COVERED:** Environment; Agriculture; Public Safety

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

12:03

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

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

**COMPLIANCE ISSUES COVERED:** International Politics; Military; Religion; Business; Refugee Relief

Program # 15-26

Air week: 6-28-15

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

10:05

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

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

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

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

11:31

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

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

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