

KKCY ISSUE RESPONSIVE PROGRAMMING SUMMARY 1st QUARTER 2015

During the months of January, February and March 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;

- major drop in holiday dui arrests
- illegal immigrants drivers license law enacted
- Yuba City's "99 Cents Only" store part of state-wide toxic waste dumping settlement
- Yuba Sutter water conservation rates continue to greatly outpace state rate
- 2014 not just driest year on record, but the warmest
- Yuba/Sutter makes national list of best places to raise a family
- 1st AAA gas price survey of the year shows Yuba/Sutter lowest in the state
- local school suspension and expulsion rate much higher than state rate
- dept. of water resources increases water allocations from 10 to 25% after encouraging December rainfall
- highway 99 feather river bridge completed
- yuba county joins counties on petition of support for succession from California
- contract dispute between Sutter North and Blue Shield forces thousands in yuba/sutter to find new doctors
- yuba college not included in state program to allow community colleges to offer 4 year degrees in select disciplines
- port labor dispute hurting the local ag industry
- more local physicians turning away medi-cal patients after governors budget doesn't include reimbursement increases
- end of January snowpack survey finds it just 25% of normal in the northern sierra
- gonorrhea at an epidemic level in Butte County
- jan. 15th AAA gas price survey shows yuba/sutter lowest in the state for an 11th straight month but overall average up 40 cents/gallon from December
- yuba county enacts outdoor medical marijuana ban
- yuba college accreditation fully restored at the Linda campus
- yuba city bans feral cat feeding
- as of mid-february, no serious flu cases reported in yuba/sutter and overall numbers low
- marysville school district experiencing serious substitute teacher shortage

- west coast ports labor dispute settled (2/25/15)
- yuba city facing likely water shortage with state allocations projected to drop from 25% to 5% of contracted amount
- beginning of march snowpack survey shows northern sierra at 16% of historical average
- yuba/sutter water conservation rates for January worse than December e.g. from 19% in yuba city to 15%
- jan./feb. rainfall total in yuba/sutter 5 inches below average, 8th lowest total since 1898
- beginning of march AAA gas price survey shows largest month-to-month rise ever recorded (over \$1) but yuba/sutter still lowest in state
- major levee upgrade for sutter and butte counties threatened by artifact discoveries
- opponents of new yuba county medical marijuana growing restrictions file lawsuit, seek injunction and threaten supervisor recalls
- tougher state water restrictions enacted
- mail theft on the rise in yuba city
- Yuba city ends furlough Fridays (in place since 2009) for all but miscellaneous employees group
- marysville moving forward with plans to abandon agreement with cal-fire and re-establish its own dept.
- yuba city's miscellaneous employees group threatens strike after over a year of failed negotiations. Union's board of directors to consider sanctioning strike at sacramento meeting april 21st

We covered these issues and concerns in the following ways:

Locally produced newscasts, including weather and sports, are broadcast each Monday through Friday (except New Year's Day and President's 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 2008, from the Annual Tri-Counties Blue-Star Mom's Care Package Packing Party For The Troops. We also broadcast from the Annual Gridley High School FFA Tri-Tip fundraiser, which we've done each year since 2005. Our in-studio guests this quarter were;

- 1/6- Mary Pickering with the Veridian Orchestra
- 1/13-Dr. Robert Mathews, with the Yuba College Public Events Series (also 2/17 & 3/24)
- 1/15-Jason Scott with West Coast Walnut Growers
- 1/16-Chuck Smith re; Marysville's 165th Birthday Celebration
- 1/20-Captain Tom Stambaugh with the Yuba/Sutter Salvation Army
- 1/26-Yuba City High School graduate and current U.C.Davis student and semi-pro soccer player talking about his D-11 Futbol camp for local players
- 1/30-Jim Carpenter with the American Indian Education Program
- 2/3-Nashville recording artist James Otto (phoner talking about local concert appearance)
- 2/25-Gridley FFA members
- 2/27-Nashville recording artist Lacy J. Dalton (phoner talking about upcoming benefit concert for The Oroville State Theater – 3/12 too re; wild horse rescue benefit)

- 3/2-Ulrich Capaul Active 20-30 Club
- 3/5-Julie Tharalson & Jane Stan with The Area 4 Agency On Aging's "Meals On Wheels"
- 3/9-Barbara Johnson with Hands Of Hope shelter for homeless women & families
- 3/9-John Buckland with the annual Yuba/Sutter Mexico Mission
- 3/10-Bernie Rechs with the Marysville Exchange Club annual Talent Contest
- 3/11-Lori Danby, president Tri-Counties Blue Star Moms (3/19 too)
- 3/13-Carmen Smith with Yuba/Sutter Arts & The Sutter Performing Arts Assoc.
- 3/23-Haily Sloan & R.J. Mathews with the Marysville Charter Academy of The Arts' production of "Shrek Jr."
- 3/25-Kathleen Smith, Author of "Mining In Yuba County", & "Smartsville & Timbuktoo"
- 3/26-Ray Bull & Don Shrader with the Yuba/Sutter United Veterans Council re; the Annual Welcome Home Viet Nam Veterans Day Celebration
- 3/27-Barbara Solheim with the Yuba City/Marysville Chapter of the AAUW's annual 8th grade girls math/science conference

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".)

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 KKCYN 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, KKCYN designates a local Team of the week culled from listener nominations. A recorded feature (30-60

seconds) airs honoring the team throughout the 2 week period for a total of 15 plays per week. (Audio available through the calendar year on the KKCY newsroom computer desktop in the folder labeled, "teamsoweeek".)

Community Involvement;

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

General:

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

Radio Health Journal^Æ

Quarterly Issues Report – Q1 2015
Radio Health Journal Programs 15-01 through 15-13

During the first quarter of 2015 the following compliancy issues were covered:

Aging
Arts And Entertainment
Consumerism
Death And Dying
Disabilities
Discrimination
Discrimination
Economics
Education
Employment
Environment
Ethics
Evolution
Family Issues
Federal Government
Gender Issues
Health Care
Legal Issues
Leisure
Mental Health Workplace
Mental Illness
Military And National Defense
Parenting Issues
Pop Culture
Population Growth
Prevention
Psychology
Public Health
Recreation And Entertainment
Relationship Issues
Sexually Transmitted Diseases
Technology
Unemployment
Vaccination
Women's Issues
Workplace Health And Safety
Workplace Issues
Youth At Risk

Description of Issue	Program/Segment	Date	Duration	Description of Segment
employment and workplace issues; ethics; youth at risk; relationship issues	Program # 15-01 Segment 1	1-4-15	12:13	<p>Segment 1: Sharks in suits: workplace "almost psychopaths"</p> <p>Synopsis: Almost everyone is victimized at some point by a cutthroat co-worker who lies with ease and feels no remorse. These people may be "almost psychopaths," people with psychopathic characteristics too subtle to be diagnosed. Two experts explain how these people operate and how the rest of us can avoid being played.</p> <p>Host: Reed Pence. Guests: Jim Silver, former federal prosecutor, and Dr. Ronald Schouten, Assoc. Prof. of Psychiatry, Harvard Medical School and Director, Law and Psychiatry Service, Massachusetts General Hospital. They are co-authors, <i>Almost a Psychopath: Do I (Or Someone I Know) Have a Problem with Manipulation and Lack of Empathy</i></p>
health care; economics; aging; disabilities	Program # 15-01 Segment 2	1-4-15	7:51	<p>Segment 2: Heart failure</p> <p>Synopsis: Heart failure is a major source of death and disability. Experts discuss causes, consequences and new treatments that may greatly lessen its toll.</p> <p>Host: Nancy Benson. Guests: Dr. Deborah Weinstein, Chief Medical Officer, Atlantic Clinical Research Collaborative; Dr. William Abraham, Prof. of Internal Medicine and Director, Division of Cardiovascular Medicine, Ohio State Univ.</p>
Description of Issue	Program/Segment	Date	Duration	Description of Segment

workplace health and safety; consumerism; employment; arts and entertainment	Program 15-02 Segment 1	1-11-15	12:35	<p>Segment 1: Performer's injuries</p> <p>Synopsis: Professional musicians often suffer from repetitive motion injuries, while dancers suffer athletic injuries. Both often "play hurt," in part due to fear of losing position or income, or because they are more likely than most professions to have no health insurance.</p> <p>Host: Reed Pence. Guests: Amy Roisum Foley, Prof. of Music and Director of Bands, Minnesota State Univ.; Lynne Kraye-Luke, professional flutist and licensed Andover Educator; Dr. George Shybut, Wellington Orthopedics and Sports Medicine; Julie Daugherty, physical therapist, American Ballet Theater.</p>
youth at risk; employment; economics	Program #15-02 Segment 2	1-11-15	8:20	<p>Segment 2: Failure to launch</p> <p>Synopsis: It's much more common today for 20-somethings to delay moving out of Mom and Dad's house to start an independent life.</p> <p>Host: Nancy Benson. Guest: Dr. Jeffrey Jensen Arnett, Prof. of Research Psychology, Clark Univ. and author, When Will My Grown Up Child Grow Up? Loving and Understanding Your Emerging Adult</p>

Description of Issue	Program/Segment	Date	Duration	Description of Segment
military and national defense; federal government; disabilities; public health; health care; mental illness	Program 15-03 Segment 1	1-18-15	12:25	<p>Segment 1: Moral injury</p> <p>Synopsis: The military is beginning to recognize a new category of emotional and spiritual injury in war--moral injury, a result of committing or witnessing an event such as an atrocity that violate deeply held ethical beliefs.</p> <p>Host: Reed Pence. Guests: Dr. Brett Litz, clinical psychologist, VA Boston Healthcare System and Director, Mental Health Core, Massachusetts Veterans Epidemiological Research & Information Center; Dr. William Nash, co-editor, <i>Combat Stress Injury: Theory, Research & Management</i> and independent consultant, Boston VA Research institute</p>
consumerism; education	Program 15-03 Segment 2	1-18-15	7:26	<p>Segment 2: Making and breaking habits</p> <p>Synopsis: The New Year is a time for people to stop bad habits and start new, good routines. An expert discusses the psychology of habits and how people can be more successful in changing their lives for the better.</p> <p>Host: Nancy Benson. Guest: Jeremy Dean, psychologist and author, <u>Making Habits, Breaking Habits: Why We Do Things, Why We Don't, and How to Make Any Change Stick</u></p>
Description of Issue	Program/Segment	Date	Duration	Description of Segment

public health; sexually transmitted diseases; health care; vaccination; youth at risk	Program #15-04 Segment 1	1-25-15	13:33	<p>Segment 1: HPV, cancer, and the HPV vaccine</p> <p>Synopsis: Human papilloma viruses are responsible for many cancers, especially cervical cancer and throat cancer. Vaccines exist for the major HPV's that cause these cancers, yet relatively few eligible youths have gotten them.</p> <p>Host: Reed Pence. Guests: Dr. Rodney Willoughby, Prof. of Pediatrics, Medical College of Wisconsin and member, American Academy of Pediatrics Committee on Infectious Diseases; Dr. Susan Vadaparampil, Senior Member, Division of Population Sciences, Moffitt Cancer Center, Tampa, FL; Dr. Leah Smith, postdoctoral fellow, Queen's Univ.; Dr. Linda Levesque, Asst. Prof. of Health Sciences, Queen's Univ.</p>
health care; psychology; death and dying	Program #15-04 Segment 2	1-25-15	7:25	<p>Segment 2: Music Thanatology</p> <p>Synopsis: Music Thanatology is a specialized practice of playing harp music for the dying. A practitioner of the art explains how there is also science to it as well.</p> <p>Host: Nancy Benson. Guests: Betsy Haraf, family member who witnessed Thanatology vigil; Tony Pederson, certified music Thanatologist, Midwest Palliative and Hospice Care Center, Northbrook, IL and President,</p>
Description of Issue	Program/Segment	Date	Duration	Description of Segment

technology; pop culture; relationship issues; consumerism	Program #15-05 Segment 1	2-1-15	11:34	<p>Segment 1: THE PITFALLS OF ONLINE DATING</p> <p>Synopsis: : For the first time in history, today more than half of American adults are single. Many are still looking for love--more than 40 million are members of online dating sites, which have their busiest time of the year between now and Valentine's Day. A noted psychologist explains research showing most users have exactly the wrong approach when seeking a good match online, and discusses how they can better their odds of finding true love</p> <p>Host: Reed Pence. Guest: Ken Page, psychotherapist in private practice, blogger on <i>Psychology Today</i> and author, <i>Deeper Dating: How to Drop the Games of Seduction and Discover the Power of Intimacy</i></p>
health care; public health; vaccination; youth at risk; consumerism	Program #15-05 Segment 2	2-1-15	8:11	<p>Segment 2: THE FLU: IT'S BAD THIS YEAR</p> <p>Synopsis: The 2014-2015 flu season started much earlier than normal and so far has been much more severe than usual. Experts explain how this year's mismatch occurred between the flu vaccine and the predominant strain of flu, and how people can protect them in spite of the ineffective vaccine.</p> <p>Host: Nancy Benson. Guests: Dr. Helmut Albrecht, Chief, Division of Infectious Diseases & Haywood Gibbes Prof. of Internal Medicine, Univ. of South Carolina; Dr. William Schaffner, Prof. of Infectious Diseases, Vanderbilt Univ. School of Medicine</p>

Description of Issue	Program/Segment	Date	Duration	Description of Segment
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gender issues; women's issues; discrimination; education	Program #15-06 Segment 1	2-8-15	12:51	<p>Segment 1: GENDER BIAS IN SCIENCE</p> <p>Synopsis: Few female role models exist at major research universities in scientific fields, subverting efforts to get more women into math and science. Many scientists have dismissed gender bias as a factor. However, new research shows that unintentional bias results in women being subconsciously considered less competent than their male scientific counterparts. Experts explain how unconscious bias exists and its pervasive effect in academia and society at large.</p> <p>Host: Reed Pence. Guests: Dr. Joan Herbers, Prof. of Evolution, Ecology and Organismal Biology, Ohio State Univ. and Past President, Assn. for Women in Science; Dr. Jo Handelsman, Associate Director for Science, US Office of Science and Technology Policy</p>
public health; health care; prevention; consumerism	Program #15-06 Segment 2	2-8-15	7:04	<p>Segment 2: YOUR EYE EXAM: MORE THAN MEETS THE EYE</p> <p>Synopsis: Eye exams are looking for a lot more than just eye diseases or how well you see. The eye is the window to the rest of our body's health, and many diseases can be spotted there first. An ophthalmologist explains.</p> <p>Host: Nancy Benson. Guest: Dr. Christopher Starr, Asst. Prof. of Ophthalmology, Weill-Cornell Medical Center, New York.</p>

Description of Issue	Program/Segment	Date	Duration	Description of Segment
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public health; technology; consumerism; environment; prevention	Program #15-07 Segment 1	2-15-15	13:29	<p>Segment 1: THE GUT MICROBIOME</p> <p>Synopsis: Scientists are learning that the bacteria living inside us, most notably in the intestines, influence our bodies far more than previously suspected. Our microbiome influences many other organs, particularly the liver, brain, and immune system. Different mixes of these bacteria may account for a great deal of the variability among people, particularly in our weight. Two researchers explain.</p> <p>Host: Reed Pence. Guests: Dr. Jack Gilbert, Group Leader, Microbial Ecology, Argonne National Laboratory; Dr. Rob Knight, Prof. of Pediatrics and Computer Science & Engineering, Univ. of California, San Diego</p>
public health; prevention; consumerism	Program #15-07 Segment 2	2-15-15	6:29	<p>Segment 2: MINDLESS EATING</p> <p>Synopsis: People eat for reasons other than satisfying hunger, and those reasons play a great role in whether we eat too much or not. Experts discuss the role of the environment in our appetites and how we may use it to stay slim.</p> <p>Host: Nancy Benson. Guests: Dr. Brian Wansink, Director, Cornell Univ. Food and Brand Lab and author, <i>Slim By Design: Mindless Eating Solutions for Everyday Life</i>; Dr. Barbara Rolls, Prof. of Nutritional Sciences, Penn State Univ. and author, <i>The Ultimate Volumetrics Diet: Smart, Simple, Science-Based Strategies for Losing Weight and Keeping It Off</i></p>

Description of Issue	Program/Segment	Date	Duration	Description of Segment
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family issues; youth at risk; parenting issues	Program #15-08 Segment 1	2-22-15	12:05	<p>Segment 1: ONLY CHILDREN...AND THEIR PARENTS</p> <p>Synopsis: Only children have been vilified for more than a century as inevitably selfish, spoiled and lonely. Yet research finds that children without siblings are psychologically quite similar to those with brothers and/or sisters. Today the proportion of only children is increasing. Experts refute the myths about only children and discuss how parents can help children navigate life with no siblings.</p> <p>Host: Reed Pence. Guests: Beth Apone Salamon, Director of Communications, School of Social Work, Rutgers University and an only child; Lauren Sandler, only child, mother of an only child and author, <i>One and Only: The Freedom of Having an Only Child and the Joy of Being One</i>; Dr. Susan Newman, psychologist.</p>
consumerism; youth at risk; aging	Program #15-08 Segment 2	2-22-15	8:54	<p>Segment 2: THE SENSE OF TOUCH</p> <p>Synopsis: The sense of touch is often taken lightly, yet it conveys more emotion than any other sense because it literally has a separate emotional wiring system. A neuroscientist explains the sense of touch, how it works, the power it has over everyday decisions, and what can happen when it's not working, as it should.</p> <p>Host: Nancy Benson. Guest: Dr. David Linden, Prof. of Neuroscience, Johns Hopkins Univ. School of Medicine and author, <i>Touch: The Science of Hand, Heart, and Mind</i></p>

Description of Issue	Program/Segment	Date	Duration	Description of Segment
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youth at risk; health care; technology; consumerism	Program #15-09 Segment 1	3-1-15	11:28	<p>Segment 1: LATE EFFECTS OF CHILDHOOD CANCER</p> <p>Synopsis: Doctors can cure cancer in children better than ever, but decades later, many survivors suffer from serious, chronic disease as a result of powerful cancer treatments. Often those survivors don't get screening and treatment for late effects. Experts and survivors discuss how treatments influence life decades later, how survivors can get treatment they need, and new ways of treatment can lessen late effects.</p> <p>Host: Reed Pence. Guests: Matthew Zachary, cancer survivor, founder & CEO, Stupid Cancer; Dr. Lisa Diller, Chief Medical Officer, Dana Farber Boston Children's Cancer and Blood Disorder Center and Prof. of Pediatrics, Harvard Medical School; Dr. Les Robison, Chair of Epidemiology and Cancer Control, St. Jude Children's Research Hospital and Assoc. Director, St. Jude Comprehensive Cancer Center; Keenan Green, cancer survivor</p>
consumerism; youth at risk; family violence	Program #15-09 Segment 2	3-1-15	8:25	<p>Segment 2: INFANT SLEEP AND SHAKEN BABIES</p> <p>Synopsis: New parents are often at wits' end when their baby won't sleep. Infants who won't sleep and cry inconsolably are also at major risk of being victims of shaken baby syndrome. Experts discuss the connection and ways babies can be more reliable sleepers.</p> <p>Host: Nancy Benson. Guests: Dr. Ronald Barr, Prof. of Pediatrics, Univ. of British Columbia and Fellow, Canadian Institute for Advanced Research; Dr. Janet Krone Kennedy, clinical psychologist, founder, NYC Sleep Doctor and author, <i>The Good Sleeper: The Essential Guide to Sleep For Your Baby and You</i></p>

Description of Issue	Program/Segment	Date	Duration	Description of Segment
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youth at risk; health care; public health; parenting issues; legal issues; consumerism criminal justice system	Program #15-10 Segment 1	3-8-15	12:32	<p>Segment 1: MEASLES & VACCINATION-- EXPLORING THE "SOCIAL CONTRACT"</p> <p>Synopsis: Measles is more widespread than it has been in years. The current measles outbreak in several states has prompted questions about the responsibility of parents to have their children immunized against vaccine-preventable diseases.</p> <p>Host: Reed Pence. Guests: Dr. John Swartzberg, Clinical Prof. Emeritus, Univ. of California Berkeley School of Public Health; Dr. William Schaffner, Prof. of Preventive Medicine and Infectious Disease, Vanderbilt Univ.; Alta Charro, Warren P. Knowles Prof. of Law and Bioethics, Univ. of Wisconsin.</p>
consumerism; mental health	Program #14-49 Segment 2	3-8-15	7:13	<p>Segment 2: BOTOX AND DEPRESSION</p> <p>Synopsis: Many people are familiar with the use of Botox to reduce wrinkles and frown lines. But Botox can also be used to reduce the effects of depression.</p> <p>Host: Nancy Benson. Guest: Dr. Eric Finzi, dermatologic surgeon, Washington, DC and author, <i>The Face of Emotion: How Botox Affects Mood and Relationships</i></p>

Description of Issue	Program/Segment	Date	Duration	Description of Segment
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workplace, employment and unemployment; economics; public health; legal issues; discrimination	Program #15-11 Segment 1	3-15-15	12:09	<p>Segment 1: WORKPLACE BULLIES</p> <p>Synopsis: Studies estimate that at some point in their careers, 35 percent of workers will be bullied badly enough to affect their health. Experts discuss the reasons for workplace bullying, the outcomes, and some of the few ways to prevent it.</p> <p>Host: Reed Pence. Guests: Dr. Gary Namie, Director, Workplace Bullying Institute; Meredith Fuller, psychologist and author, <i>Working With Bitches: Identifying Eight Types of Office Mean Girls and How to Deal With Them</i></p>
health care; consumerism; technology; economics	Program #15-11 Segment 2	3-15-15	7:46	<p>Segment 2: SMART BANDAGES</p> <p>Synopsis: Hospitals and clinics often have to stock a huge variety of bandages and dressings to address the moisture needs of different kinds of wounds. Now a high-tech "smart dressing" can replace them. It absorbs moisture when necessary but can also supply the right amount of moisture in places where it's needed.</p> <p>Host: Nancy Benson. Guests: Dr. Alexander Reyzelman, Assoc. Prof. of Medicine, California School of Podiatric Medicine and Co-Director, Limb Preservation Center, Univ. of California San Francisco; Vicki Fischenich, geriatric nurse-practitioner and Director, Clinical Affairs, Osnovalive Systems.</p>

Description of Issue	Program/Segment	Date	Duration	Description of Segment
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workplace, employment and unemployment; economics; women's issues; gender issues; federal government; youth at risk	Program #15-12 Segment 1	3-22-15	12:17	<p>Segment 1: WOMEN AND WORK</p> <p>Synopsis: The US once led the world in proportion of women in the workplace, but that number has declined the last 15 years. Experts explain the social, economic, and governmental factors that are leading women to quit their jobs--often unwillingly--and stay home.</p> <p>Host: Reed Pence. Guests: Dr. Pamela Stone, Visiting Scholar, Stanford Univ. Clayman Institute for Gender Research, Prof. of Sociology, Hunter College and the Graduate Center, City Univ. of New York, and author, <i>Opting Out: Why Women Really Quit Careers and Head Home</i>; Dr. Claudia Goldin, Prof. of Economics, Harvard Univ.</p>
evolution; population growth; youth at risk; public health	Program #15-12 Segment 2	3-22-15	8:21	<p>Segment 2: LEARNING FROM TRADITIONAL SOCIETIES</p> <p>Synopsis: An expert discusses his study of traditional native societies, which shows how human genetics have not adapted to change</p> <p>Host: Nancy Benson. Guest: Jared Diamond, author, <i>The World Until Yesterday: What Can We Learn from Traditional Societies?</i></p>

workplace, employment and unemployment; economics; women's issues; gender issues; federal government; youth at risk	Program #15-13 Segment 1	3-29-15	11:49	<p>Segment 1: TONE DEAFNESS</p> <p>Synopsis: The US once led the world in proportion of women in the workplace, but that number has declined the last 15 years. Experts explain the social, economic, and governmental factors that are leading women to quit their jobs--often unwillingly--and stay home.</p> <p>Host: Reed Pence. Guests: Dr. Pamela Stone, Visiting Scholar, Stanford Univ. Clayman Institute for Gender Research, Prof. of Sociology, Hunter College and the Graduate Center, City Univ. of New York, and author, <i>Opting Out: Why Women Really Quit Careers and Head Home</i>; Dr. Claudia Goldin, Prof. of Economics, Harvard Univ.</p>
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public health; health care; mental health	Program #15-13 Segment 2	3-29-15	8:00	<p>Segment 2: ANXIETY</p> <p>Synopsis: Anxiety is normal, but too much can be crippling; an author and anxiety sufferer discusses the nature of crippling anxiety and what people can do about it.</p> <p>Host: Nancy Benson. Guest: Scott Stossel, editor, <i>Atlantic</i> magazine and author, <i>My Age of Anxiety: Fear, Hope, Dread and the Search for Peace of Mind</i></p>

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**Quarterly Issues Report – Q1 First Quarter, 2015
Viewpoints Programs 15-01 through 15-13**

During the first quarter of 2015 the following compliancy issues were covered

African-American Issues	Literature & Arts
Agriculture	Marijuana Laws
Art	Marriage & Family Issues
Business & Labor	Media
Children's Issues	Medicine
Commerce	Mental & Physical Health
Communication	Military
Community Action	Organized Crime
Community Leadership	Personal Development
Community Standards	Personal Finance
Corruption	Pets
Crisis Management	Politics
Cultural & Economic Diversity	Popular Culture
Discrimination	Poverty,
Diversity	Presidents
Drug And Alcohol Addiction	Psychology
Education	Public Safety
Emergency Management	Racism
Employment	Recreation
Entertainment	Religion
Ethics	Science
Family Issues	Self-Help
Government	Seniors' Issues
Health & Exercise	Slavery
Health & Well-Being	Sports & Recreation
History	Suicide
Homelessness	Technology
Immigration	The Arts & Creativity
Innovation	US History
Justice System	War
Language	Weather
Leadership	Women's Issues

Description of Issue	Program/Segment	Date	Duration	Description of Segment
The arts, media, popular culture, business	Program #15-01 Segment 1	1/4/15	11:28	<p>SEGMENT #1 – Making Masterpiece: Behind the scenes at PBS Drama</p> <p>SYNOPSIS: The PBS series, "Downtown Abbey" premieres this week, and it's one in a long line of very popular programs that the network has produced. How do they find shows like "Downtown," "Sherlock," "Brideshead Revisited," and "Poldark"? What goes into choosing which programs make it on the air? And how has the format for "Masterpiece" affected commercial network programming through the years? We talk to the producer of the series and also to a TV expert about these issues.</p> <p>Host: Gary Price. Guests: Rebecca Eaton, Exec. Producer, the "Masterpiece" series for PBS out of WGBH, Boston, author of the book, "Making Masterpiece," Robert Thompson, Prof. of Television and Popular Culture, the Newhouse School, Syracuse University.</p>
mental health, communication, education	Program #15-01 Segment 2	1/4/15	10:09	<p>SEGMENT #2- Public Speaking and Stress: Strategies to take away the fear</p> <p>SYNOPSIS: Why are people so afraid to give speeches in public? It's the cause of sweaty palms, headaches, nausea and weak knees, to mention only a few of the problems speakers experience. We talk to a psychologist and a speech educator about why anxiety builds when we have to give a public address, and how we can use this stress to our benefit.</p> <p>Host: Marty Peterson. Guests: Jeremy Jamieson, Asst. Prof. of Social Psychology, University of Rochester, NY; Philip Dalton Assoc. Prof. of Rhetoric and Chair of that department, Hofstra University, NY.</p>

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Weather, technology, emergency management, politics, government	Program #15-02 Segment 1	1/11/15	11:35	<p>SEGMENT #1 – Super Storms and America's Aging Weather Infrastructure</p> <p>SYNOPSIS: Super Storm Sandy was a devastating event that caused death, destruction and billions of dollars in property damage in its wake. One fact that was brought out during the onslaught of that huge hurricane was the need to update our nation's weather forecasting and emergency management systems. We talk to a journalist and author who conducted research on the storm, the systems that tracked it and found out how our weather forecasting, tracking and evacuation protocols and equipment need to be modernized to deal with the extreme weather that climate change will bring us in the future.</p> <p>Host: Gary Price. Guest: Kathryn Miles, journalist and author of "Super Storm: Nine days inside Hurricane Sandy,"</p>
health; ethics; suicide	Program #14-41 Segment 2	1/11/15	10:57	<p>SEGMENT #2- Questions with No Answers That Make Us Think</p> <p>SYNOPSIS: We all want answers to the complicated questions in life, but sometimes just asking the questions are enough to make us think deeply about our lives and our world. We talk to a man who has made a living asking questions that sometimes have no hard and fast answers, or where the resolution changes depending upon our age or circumstances. He tells us how the process of coming to an answer is often more important than any one answer itself.</p> <p>Host: Marty Peterson. Guest: Dr. Gregory Stock, bioethicist, author of "The Book of Questions".</p>

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mental health, sports & recreation, emergency management, self-help, medicine	Program#15-03 Segment 1	1/18/15	11:03	<p>SEGMENT #1 – Stress & Hope: Dealing successfully with life's negatives</p> <p>SYNOPSIS: We've all heard stories about people who overcome tremendous odds and end up becoming a success. Or they're faced with a serious illness, but they manage to come through it healthier and happier. How do they do it? We talk to two people who have experience with adversity about what it takes to make it through the dark, and seemingly hopeless times in life.</p> <p>Host: Gary Price. Guests: Trent Angers, Co-editor with Coach Dale Brown, of "Getting Over the Four Hurdles of Life," Kim Kircher, member of ski patrol at Crystal Mountain resort, WA, author of the book, "The Next 15 Minutes: Strength from the top of the mountain,"</p>
media, business, popular culture, entertainment	Program #15-03 Segment 2	1/18/15	10:43	<p>SEGMENT #2 - The History of and Changes in Late Night Television</p> <p>SYNOPSIS: Late night television has changed dramatically during the past year with younger hosts such as Jimmy Fallon, Seth Meyers, Stephen Colbert and James Corden taking over the helms of popular shows. Are these new hosts going to change late night in a substantial way? Will they be changes for the better?</p> <p>Host: Marty Peterson. Guests: Robert Thompson, Robert Thompson, Prof. of Television and Popular Culture, the Newhouse School, Syracuse University (newhouse.syr.edu); Dick Cavett, talk show host, actor, author of the book, "Brief Encounters: Conversations, magic moments, and assorted hijinks,"</p>

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immigration, women's issues, discrimination, science & technology, media	Program #15-04 Segment 1	1/25/15	10:41	<p>SEGMENT #1 – Using Humor to Discuss Serious Subjects</p> <p>SYNOPSIS: Sometimes talking about serious subjects, even with friends and family, can cause arguments and bad feelings. But just as Mary Poppins said, "...a spoonful of sugar makes the medicine go down," humor can make the discussion of serious subjects go down easier. Our guests are two very talented and funny people who use humor, satire and irony to make their points about women in science, and the immigrants' experience.</p> <p>Host: Gary Price. Guests: Aasif Mandvi, actor, award-winning playwright, cast member on Comedy Central's "The Daily Show with Jon Stewart," and author of the book, "No Land's Man,"; Megan Amram, comedian, writer on NBC's comedy "Parks and Recreation," and author of "Science...for Her!"</p>
technology, children's issues, seniors' issues, mental & physical health, education	Program #15-04 Segment 2	1/25/15	10:42	<p>SEGMENT #2- Face Time vs. Screen Time</p> <p>SYNOPSIS: Kids are always on their phones, tablets or computers -- even when they're sitting across from one another at the lunch table! Does communicating via screens hurt kids?</p> <p>Host: Marty Peterson. Guests: Patricia Greenfield, Distinguished Prof. of Psychology, UCLA, Dir. of the Children's Digital Media Center, Los Angeles, CA Susan Pinker, psychologist, journalist, author of "The Village Effect"</p>

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personal finance, health & exercise, personal development	Program #15-05 Segment 1	2/1/15	10:22	<p>SEGMENT #1 – How Are Those Resolutions Going?</p> <p>SYNOPSIS: Many of us make resolutions on New Year's Day to lose weight, exercise more or maybe save more money. How are those going a month later? Most Americans don't keep resolutions after a few weeks. Why is that? We'll discuss strategies for planning and fulfilling that big change in your life.</p> <p>Host: Gary Price. Guests: Tom Somodi, CEO & President of the Change Science Institute; Chris Carosa, Pres. of Carosa, Stanton Asset Management, author of <i>Hey, What's My Number?</i></p>
medicine, science and technology, education	Program #15-05 Segment 2	2/1/15	11:18	<p>SEGMENT #2- The Future of the Mind</p> <p>SYNOPSIS: It's amazing that in the 21st century, science knows so much about all of the organs of the body save one: the brain. We talk to a scientist and author about the unbelievable abilities of the brain, how memories help us predict the future, where dreams are located, how brain injury can sometimes make someone a genius, and how research into brain function is opening up new areas of understanding the mind and its possibilities.</p> <p>Host: Marty Peterson. Guest: Dr. Michio Kaku, physicist, professor of theoretical physics City College and City University of New York, co-founder of string theory, and author of <i>The Future of the Mind: The scientific quest to understand, enhance, and empower the mind.</i></p>

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education, politics, cultural & economic diversity, religion, community standards, community action	Program #15-06 Segment 1	2-8-15	11:26	<p>SEGMENT #1 – Teaching Political Debate in Schools</p> <p>SYNOPSIS: Civics classes in many grade schools and high schools aren't the same as they were back 20 years ago, when teachers lectured on "how a bill becomes a law" to a roomful of bored students. These days, kids are more likely to discuss and debate some of the most pressing issues of the day. We talk to two researchers about how some schools are teaching students how to debate correctly, how discussion of hot topics can foster understanding of diverse points of view, and the long-term benefits for students who engage in thoughtful, civil, debate.</p> <p>Host: Gary Price. Guests: Diana E. Hess, Senior VP of the Spencer Foundation, Prof. of Social Studies Education, University of Wisconsin-Madison; Paula McAvoy, Assoc. Program Officer of the Spencer Foundation and philosopher of education. Both guests are co-authors of the book, <i>The Political Classroom: Evidence and ethics in democratic education</i></p>
African-American issues, education, literature, diversity	Program #15-06 Segment 2	2-8-15	10:15	<p>SEGMENT #2- Brown Girl Dreaming: The importance of diverse voices in literature</p> <p>SYNOPSIS: So much literature is written by white authors – of the past and present – that it's not always relevant to young people of color, immigrants or those from non-western backgrounds. Our guest, an award-winning author, says it's time to hear from different voices in literature – beginning when children just start to open books.</p> <p>Host: Marty Peterson. Guests: Jacqueline Woodson, award-winning author of "Brown Girl Dreaming," a memoir written entirely in verse.</p>

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slavery, poverty, justice system, racism, family issues	Program #15-07 Segment 1	2/15/15	10:27	<p>SEGMENT #1 – Tomlinson Hill</p> <p>SYNOPSIS: Researching your ancestors is popular these days. It can be exciting if your ancestors were famous or if they had some connection to a historical event. However, it can be painful if your family played a part in one of the darker periods in our history, such as slavery. We talk to a man whose family held slaves and hear how he went back in history and to his family's home town to confront his past, to meet the relatives of those slaves, and to find out what life was like then and now for the two Tomlinson families.</p> <p>Host: Gary Price. Guests: Chris Tomlinson, journalist, author of "Tomlinson Hill: The remarkable story of two families who share the Tomlinson name – one white, one black,"</p>
presidents, politics, corruption, health, US history	Program #15-07 Segment 2	2/15/15	11:46	<p>SEGMENT #2- Presidential Sidekicks</p> <p>SYNOPSIS: The next presidential campaigns are gearing up and GOP and Democratic hopefuls are already testing the waters more than 18 months before the elections. The people you see in front of the cameras and in the headlines are only part of the story, though. Behind the scenes are men and women who support the candidates in very important ways. We'll hear about a few of these hardworking "sidekicks" who served some of our modern presidents, and even about one who made George Washington smile!</p> <p>Host: Marty Peterson. Guests: Jerald Podair, prof. of history and American studies at Lawrence University, Appleton, WI; Julia Rothman, co-author of "The Who, the What and the Where: 65 artists illustrate the secret sidekicks of history,"</p>

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employment & labor; marriage & family issues; mental health	Program#15-08 Segment 1	2/22/15	11:13	<p>SEGMENT #1 – Changing the Conversation: Resolving Conflicts at home and at work</p> <p>SYNOPSIS: Conflict is part of life, but it doesn't have to be a negative experience. We talk to two experts on conflict about how to make disagreements with a spouse or other family member, or with colleagues at work a positive and productive learning experience.</p> <p>Host: Gary Price. Guests: Dana Caspersen, mediator, teacher and author of, "Changing the Conversation: The 17 principles of conflict resolution." Dr. Judith Wright, author, coach, corporate consultant and founder of the Wright Graduate University for the Realization of Human Potential, where she also teaches.</p>
the arts & creativity, personal development, education	Program#15-08 Segment 2	2/22/15	11:48	<p>SEGMENT #2- Art and Enrichment</p> <p>SYNOPSIS: All of us drew pictures as children, but as we grew older, we saw that we either did or did not have real talent. Those of us who were <i>not</i> skilled gave it up and went on to do other things. Our guest says that we shouldn't have dropped the pencil or paintbrush, and He'll tell us how we can all benefit from drawing on a daily basis – both in developing skill in art, and creativity and confidence in other parts of our lives.</p> <p>Host: Marty Peterson. Guests: Danny Gregory, artist, teacher, founder of the Sketchbook Skool, and author of "Art Before Breakfast: A zillion ways to be more creative no matter how busy you are."</p>

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history, science and technology, religion, education	Program#15-09 Segment 1	3/1/15	8:43	<p>SEGMENT #1 – The History of Physics: Why we need to know what came before</p> <p>SYNOPSIS: The history of physics is a long and extremely interesting one, littered with the names of some of the most famous scientists in the world, like Galileo, Newton, Copernicus, Einstein, Curie, and others. It is also the story of great discoveries that changed cultures, religious beliefs and politics over the centuries. We talk to a science historian about a few of the highlights throughout the long history of physics and astronomy.</p> <p>Host: Gary Price. Guest: Tom Jackson, author of "Physics: An illustrated history of the foundations of science" – a Ponderables book.</p>
drug and alcohol addiction, science, health, homelessness, marijuana laws	Program #15-09 Segment 2	3/1/15	12:52	<p>SEGMENT #2- Addiction: Why it happens and how to prevent it</p> <p>SYNOPSIS: Millions of Americans are addicted to alcohol and drugs, and many of them end up unemployed, broken away from their families and homeless. We talk to a psychologist about the causes of addiction, and why some people are more likely to fall to it than others, and find out how an author who is battling alcohol and drug addiction made his journey to sobriety, and the lessons he learned on the way.</p> <p>Host: Marty Peterson. Guests: Ryan LaLumiere, psychologist, Assistant Prof. in the Psychology Dept., University of Iowa, and a specialist on addiction; Bob Allison, recovering addict, author of "Saved by the Prince of Peace: Dungeon to Sky."</p>

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business & labor, leadership, crisis management, innovation	Program #15-10 Segment 1	3/8/15	9:59	<p>SEGMENT #1 – What makes a great CEO?</p> <p>SYNOPSIS: A number of high-profile companies have appointed new CEOs lately. What is it that makes one candidate better than another to lead a corporation and make it innovative and profitable? We talk to two management specialists about the characteristics of a good leader, what the CEO is responsible for, and what sets great CEOs apart from other business leaders.</p> <p>Host: Gary Price. Guests: Bill Pasmore, Organizational Practice Leader at the Center for Creative Leadership, and Professor of Social Organizational Psychology at Columbia University, NYC; Adam Bryant, "The Corner Office" columnist for the New York Times, and author of the book, "Quick and Nimble: Lessons from leading CEOs on how to create a culture of innovation."</p>
technology, communication & language, recreation, education	Program #15-10 Segment 2	3/8/15	11:36	<p>SEGMENT #2- The Most Human Human: Man vs. Computer</p> <p>SYNOPSIS: The Academy Award-nominated film, "The Imitation Game" brought to light the contributions of Alan Turing in breaking the Enigma code during WWII. Throughout his career, he thought that maybe we could build a computer that could think like a human. But could even the best tech whizzes of today build a machine that could not only <i>think</i> but also <i>converse</i> like a human? We talk to a man who researched that issue and even competed in a contest to prove <i>he</i> was human, and find out what it takes for chatbots to beat humans at <i>their</i> own games.</p> <p>Host: Marty Peterson. Guests: Brian Christian, author of "The Most Human Human: What talking with computers teaches us about what it means to be alive."</p>

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military, employment, mental health, agriculture	Program #15-11 Segment 1	3/15/15	10:58	<p>SEGMENT #1 – Don't Slam the Door! The "art" of quitting</p> <p>SYNOPSIS: Many people remain in bad situations because they are afraid to quit, but they shouldn't. Our guest says that if you take the time to carefully plan just how and when you'll walk out the door, it's easier to deal with the anxiety, fear and depression that can follow such a big decision. We'll hear about steps anyone can take – and those they shouldn't – when it's time to quit and move on.</p> <p>Host: Gary Price. Guests: Peg Streep writes non-fiction, is a blogger at Psychology Today.com and the author of the book, "Quitting: Why we fear it, and why we shouldn't, in life, love and work," now out in paperback.</p>
media & news, business, psychology, war	Program # 15-11 Segment 2	3/15/15	10:41	<p>SEGMENT #2- Embellishment or Memory Lapse? Lying on the news</p> <p>Synopsis: A few weeks ago, veteran news anchor, Brian Williams, was suspended from his job on the Nightly News because he had embellished a story about his involvement in an event in the Iraq War. Did he purposely lie? Or could it have been a matter of "misremembering"? We talk to a psychologist and a news veteran about the issue, how it can happen and what the future may hold for Williams.</p> <p>Host: Marty Peterson. Guests: Dr. Frank Farley, psychologist, professor at Temple University in Philadelphia and a former president of the American Psychological Association; Al Primo, creator of the "Eyewitness News" format for television; producer of <i>Teen Kids News</i> and a the recipient of an Emmy, a Peabody Award and an Edward R. Murrow Lifetime Achievement Award, among many others</p>

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art, organized crime, commerce, science & technology, community leadership	Program # 15-12 Segment 1	3/22/15	13:54	<p>SEGMENT #1 – Stolen Art and Art Fraud: Who does it and where does the art go?</p> <p>SYNOPSIS: This year marks the 25th anniversary of the Gardner Museum heist of millions of dollars in paintings by Rembrandt, Vermeer and others. Nobody knows who took the paintings, but our guest has a theory. We also talk to an art expert and an art show coordinator about what happens to stolen art, how art is determined to be genuine, and how to avoid scams if you're buying or selling art and antiques.</p> <p>Host: Gary Price. Guests: Stephen Kurkjian, journalist and author of the book, "Master Thieves: The Boston gangsters who pulled off the world's greatest art heist"; Jane C.H. Jacob, art consultant, president of Jacob Fine Art, Oak Park, IL; Scott Diament, president & CEO of the Palm Beach Show Group.</p>
pets, science, public safety	Program # 15-12 Segment 2	3/22/15	7:42	<p>SEGMENT #2- What the Dog Knows: How and why search dogs work</p> <p>SYNOPSIS: Search dogs will follow a scent for miles and even put their lives in danger looking for survivors of mudslides and building collapses. How do they do it, and why? We talk to a search dog owner and trainer about these amazing animals, the physiology that helps them hone in on a single scent, and why they will work for hours in horrid conditions for their handlers.</p> <p>Host: Marty Peterson. Guest: Cat Warren, cadaver dog owner and trainer, author of the book, "What the Dog Knows: Scent, science and the amazing ways dogs perceive the world.</p>

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literature & arts, history, education, media	Program # 15-13 Segment 1	3/29/15	10:17	<p>SEGMENT #1 – It Was a Dark and Stormy Night: The Bulwer-Lytton Fiction Contest</p> <p>SYNOPSIS: Everyone knows the line “It was a dark and stormy night” from Snoopy’s exploits as a budding novelist. But do you know the real author of that famous line, and why he has a literary competition named after him? We’ll talk to the retired professor of English and contest creator about the famous aristocrat and author who lent his name to a quirky contest, and why he was a better writer than he’s been given credit for. We’ll also hear some of the winning entries from past Bulwer-Lytton Contests.</p> <p>Host: Gary Price. Guest: Scott Rice, retired English professor from San Jose State University and founder of the annual Bulwer-Lytton Fiction Contest.</p>
business, health & well-being, religion	Program # 15-12 Segment 2	3/29/15	11:20	<p>SEGMENT #2- Mindful Work: Meditation in the workplace</p> <p>SYNOPSIS: We’re always hearing about how everyone is stressed these days, that we have too much to do and too many people asking for a moment – or more! – of our time.</p> <p>Host: Marty Peterson. Guests: David Gelles, business reporter, NY Times, author of “Mindful Work: How meditation is changing business from the inside out.” Allan Lokos, founding and guiding teacher of the Community Meditation Center in NYC, author of “Through the Flames:</p>

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