

KBLU-AM

QUARTERLY ISSUES AND PROGRAM REPORT

During this quarter the community needs and interests as ascertained with community leaders were addresses by significant public affairs or public service programming in response to the following:

1. **Recreation** (community events, etc.)
2. **Family** (Parenting, Children at Risk)
3. **Education**
4. **Agriculture** (both retail and industry point of view)
5. **Government** (meetings, voter education, roads, laws, annexation, etc.)
6. **Health** (includes prevention, abuse, diseases, free clinics, YRMC events etc.)
7. **Community Service Organizations** (Local Non-Profits, government programs, etc.)
8. **Consumer Protection** (identity theft, recalls, scams)
9. **Crime** (prevention, meetings, etc.)
10. **Diversity** (racism, minorities, immigration, etc.)
11. **Senior Citizens**
12. **Military**

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 10/7, 10/8
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: Bridget Gift
Guest: Robby Rodriguez

ISSUE: 7

Bridget Gift started in 2011, when Bridget past away from breast cancer. Due to this, every year they put an event to raise funds to help out people who need help with medical bills. He came in to talk about this year event, the big and rich concert. He spoke about the pre-events at Ricky other place, Brewers, and James.

They spoke about security precautions, and making it a bigger place for people to enjoy the show and help with the fundraiser. As this event gets bigger and bigger, it was a concern that he wanted to address. They invited the community to attend this cause and have a blast at the Bridget Gift events.

Date aired: 10/7, 10/8,
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Cocopah Cultural
Guest: Kathleen Bartosh & Joe Rodriguez

ISSUE: 2, 10

They spoke about their 21 Annual Cocopah Cultural Celebration which is happening at the museum on the west reservation. The event is informational, with different booths, ranging from crafting, creating to, performances, and food. They will have a new exhibit day viewing that day.

They spoke about their gift shop and what you will be able to find. They have jewelry, dolls, and handmade items which embody Cocopah culture. They invite the public to come by for free lunch on this event and enjoy, learn about the culture on their 21 Annual Cultural celebration.

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 10/14, 10/15
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: Bridget Gift
Guest: Robby Rodriguez

ISSUE: 7

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They spoke about security precautions, and making it a bigger place for people to enjoy the show and help with the fundraiser. As this event gets bigger and bigger, it was a concern that he wanted to address. They invited the community to attend this cause and have a blast at the Bridget Gift events.

Date aired: 10-14, 10-15
Time Aired: 6:15AM

Length: 15 Min.

TOPIC OF THIS SHOW: Hospice Monster Mash
Guest: John Williams

ISSUE: 1,7

Hospice of Yuma, a non-Profit organization, is hosting a fundraiser event, Monster Mash, with the theme being Hocus Pocus. Money raised from this event goes to help individuals who don't have medical insurance or the ability to pay for their care. Their goal is to surround patients with support and let them have the best moments that they can have, with their love ones, with the time they have.

Hospice of Yuma invites the community to volunteer, donate or see how you can help. Reminding everyone to attend their events, such as the silent auction, Monster Mash and offering the opportunity to businesses to become a sponsor of this event.

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 10-21, 10-22
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: Humane Society of Yuma
Guest: Cutter Chamberlain

ISSUE: 3,5,7

Humane Society of Yuma, a Non-Profit Organization, came in to talk about their Annual Fall Festival, happening at the HSOY shelter, for their largest adoption event. In order to get pets into loving homes. Cutter spoke about the overpopulation of puppies/cats and why neutering is significant. Microchipped is needed so pets don't get lost and are easy to find and return to their owner.

At this event the community gets to interact with the pets and individuals are encouraged to bring their pets out. They will have activities for both pets and their owners. Humane Society of Yuma encourages people to donate and come out. Their goal is find homes for all the pets that they come in contact with.

Date aired: 10-21, 10-22
Time Aired: 6:15AM

Length: 15 Min.

TOPIC OF THIS SHOW: Victim Right Vigil
Guest: John Smith & Alicia Franco

ISSUE: 3,9

They came in to bring awareness about domestic violence, victim's right committee and their victim right vigil, that is coming up. The main purpose of these three is to honor and support the victims of domestic violence. They encourage the public to come on by to learn about the resources and opportunities they have for the victims.

They wanted to reiterate that they are different types of abuses, it isn't just physical. It can be psychological or economical. Whatever it might be, they wanted to let the community know that there are places that they can go to, to be helped. There are people here to support these victims.

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 10-28, 10-29
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: Arizona Children Association (AZCA)
Guest: Shannon Gonzalez and Cori Rico

ISSUE: 7,2

Shannon and Cori came in to speak about the third family fun day, adoption day and change for children. They spoke about locations, event overview and purpose. People were encourage to stop by to donate, learn and educate themselves on making a difference in a child's life. The event itself, is a celebration to the families who have open their hearts and homes to the children.

AZCA is an organization and a resource that strives to make a difference in children, youth, and families. One of their first adoption occurred in 1920 in Yuma. Only eight years after they were established. Their mission is to protect, empower and strengthen families.

Date aired: 10-28, 10-29
Time Aired: 6:15AM

Length: 15 Min.

TOPIC OF THIS SHOW: Hospice Month
Guest: John and Alicia

ISSUE: 7,2

Humane Society of Yuma, a Non-Profit Organization, came in to talk about their Annual Fall Festival, happening at the HSOY shelter, for their largest adoption event. In order to get pets into loving homes. Cutter spoke about the overpopulation of puppies/cats and why neutering is significant. Microchipped is needed so pets don't get lost and are easy to find and return to their owner.

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KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 11-4, 11-5
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: Ballet of Yuma

ISSUE: 1

Guest: Jen Coleman

Jen Coleman came to invite the public to their coming up events, The Sugar Plum Tea Showing, The Nutcracker and talk about Yuma Ballet. Yuma Ballet ranges in age, skill, and levels. She spoke about how to get into Yuma Ballet and what where the requisites for someone who wants to join and where they can get more information.

They were excited to share that they will go next year to regionals, where they will compete and perform. Jen mention about last year's performance and how to become volunteers, for any one that is interested, and their donation opportunities. They are always looking for new talent and encourage the community to see what Ballet of Yuma is all about.

Date aired: 11-4, 11-5
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma Community Food Bank (YCFB)
Guest: Shara Merten

ISSUE: 5, 7

Shara spoke to us about the YCFB, Soup Kitchen and Food Drives, which are non-profit organizations that help people throughout the year. YCFB serves the surrounding areas, not only Somerton, Yuma, Wellton, or San Luis. It sole purpose is to help those who are in need. Most often than not, the people who are helped come by and support them, becoming volunteers and inspiring a change in the community.

She spoke about the requirements that they need to show in order to help the individual, incase the need will be more than a week. Pointing them out to programs who will help get them back in track, such as WACOG, Crossroad Missions, or Salvation Army.

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 11-11, 11-12
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Arizona Children Association (AZCA)
Guest: Shannon Gonzalez & Cori Rico

ISSUE: 7,2

Shannon and Cori came in to speak about the third family fun day, adoption day and change for children. They spoke about locations, event overview and purpose. People were encourage to stop by to donate, learn and educate themselves on making a difference in a child's life. The event itself, is a celebration to the families who have open their hearts and homes to the children.

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Date aired: 11-11, 11-12
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Ballet of Yuma
Guest: Jen Coleman

ISSUE: 1

Jen Coleman came to invite the public to their coming up events, The Sugar Plum Tea Showing, The Nutcracker and talk about Yuma Ballet. Yuma Ballet ranges in age, skill, and levels. She spoke about how to get into Yuma Ballet and what where the requisites for someone who wants to join and where they can get more information.

They were excited to share that they will go next year to regionals, where they will compete and perform. Jen mention about last year's performance and how to become volunteers, for any one that is interested, and their donation opportunities. They are always looking for new talent and encourage the community to see what Ballet of Yuma is all about.

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 11-18, 11-19
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Yuma Community
Food Bank
Guest: Shara Merten

ISSUE: 5, 7

Shara spoke to us about the YCFB, Soup Kitchen and Food Drives, which are non-profit organizations that help people throughout the year. YCFB serves the surrounding areas, not only Somerton, Yuma, Wellton, or San Luis. Its sole purpose is to help those who are in need. Most often than not, the people who are helped come by and support them, becoming volunteers and inspiring a change in the community.

She spoke about the requirements that they need to show in order to help the individual, in case the need will be more than a week. Pointing them out to programs who will help get them back in track, such as WACOG, Crossroad Missions, or Salvation Army.

Date aired: 11-18, 11-19
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Children's
Museum of Yuma County
Guest: Anna Chaulk

ISSUE: 7

The Children's Museum of Yuma County is in the developing stages of bringing educational and fun activities to the children of Yuma County. Their goal is to reach children and promote development through interactive activities, as well as to provide a safe environment for all children to learn - including the special needs. Anna Chaulk, Secretary for the Children's Museum of Yuma County discussed the purpose, goals and next steps of Children's Museum of Yuma County. In case listeners were not aware, A children's museum is an institution committed to serving the needs and interests of children by providing exhibits and programs that stimulate curiosity and motivate learning. The Children's Museum of Yuma County has accomplished some short term goals including: Obtain Non-Profit - 501(c)3, Install Board of Directors, Secure First Grant, Feasibility Study, Develop Annual Large Scale Fundraiser. Their long-term goals include: Continue Fundraising / Initiate Capital Campaign, "Permanent" Facility, Permanent Exhibits, Rotating Exhibits to "Keep It Fresh."

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 11-25, 11-26
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: Walt Kammann
Sausage Fry
Guest: Jeff Kammann

ISSUE: 1

Jeff Kammann stopped by to share information with us about the 59th Annual Walt Kammann Sausage Fry. This is a fundraiser put on by the Yuma Rotary to raise scholarship money for local graduates who are furthering their education. The community is invited to join the Yuma Rotary Club for the best sausage in Yuma. This is the 59th year holding this event. More than 3,500 community members visit the Yuma Civic Center each year to raise money for our local projects, scholarships as well as to mix, mingle and taste the one of a kind sausage recipe by Yuma's very own Kammann family. Tickets can be purchased in advance from members of the Yuma Rotary Club or can be purchased at the event. \$10 per ticket, includes dinner (consisting of Walt Kammann sausage, beans, coleslaw, salsa, dinner roll and also a beverage), and there will be dessert items for purchase. The event will be December 1, 2016 from 4:30 p.m. - 8:00 p.m. at the Yuma Civic Center, 1440 W. Desert Hills Dr. Yuma, AZ 85365. Admission: \$10

Date aired: 11-25, 11-26
Time Aired: 6:15AM

Length: 15 Min.

TOPIC OF THIS SHOW: Silver Spur
Rodeo
Guest: Peggy Collins

ISSUE: 1,7

Peggy came in to talk about the 73rd annual Silver Spur Rodeo, which is a 3 day event. Money made from the rodeo is recycle to the community, to organizations such as Amberly's Place, Crossroad Missions, FFA. They encourage businesses to come and get involved. Their delighted and grateful to have volunteers come in, and experience the rodeo first hand. Their Performers come from around the states, not just in Yuma.

Silver Spur Rodeo is non-profit organizations that organizes this event with the purpose of providing opportunities to our community, such as giving back in scholarships, and helping other organizations.

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 12-02, 12-03
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: Children's Museum
of Yuma County
Guest: Anna Chaulk

ISSUE: 7

The Children's Museum of Yuma County is in the developing stages of bringing educational and fun activities to the children of Yuma County. Their goal is to reach children and promote development through interactive activities, as well as to provide a safe environment for all children to learn - including the special needs. Anna Chaulk, Secretary for the Children's Museum of Yuma County discussed the purpose, goals and next steps of Children's Museum of Yuma County. In case listeners were not aware, A children's museum is an institution committed to serving the needs and interests of children by providing exhibits and programs that stimulate curiosity and motivate learning. The Children's Museum of Yuma County has accomplished some short term goals including: Obtain Non-Profit - 501^c3, Install Board of Directors, Secure First Grant, Feasibility Study, Develop Annual Large Scale Fundraiser. Their long-term goals include: Continue Fundraising / Initiate Capital Campaign, "Permanent" Facility, Permanent Exhibits, Rotating Exhibits to "Keep It Fresh."

Date aired: 12-02, 12-03
Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: Silver Spur
Rodeo
Guest: Peggy Collins

ISSUE: 1,7

Peggy came in to talk about the 73rd annual Silver Spur Rodeo, which is a 3 day event. Money made from the rodeo is recycle to the community, to organizations such as Amberly's Place, Crossroad Missions, FFA. They encourage businesses to come and get involved. Their delighted and grateful to have volunteers come in, and experience the rodeo first hand. Their Performers come from around the states, not just in Yuma.

Silver Spur Rodeo is non-profit organizations that organizes this event with the purpose of providing opportunities to our community, such as giving back in scholarships, and helping other organizations.

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 12-9, 12-10
Time Aired: 6AM

Length: 15 min

TOPIC OF THIS SHOW: Old Souls Animal Rescue
Guest: Paula Rivadeneira

ISSUE: 7

Old Souls was founded with a mission of rescuing hospice animals from shelters and providing them with a loving home, a warm bed, compassionate care, and the dignified end of life that they deserve. Old Souls K9 Rescue is a 501(c)(3) non-profit rescue founded to give geriatric and hospice animals a dignified end of life surrounded by love. When animals come to Old Souls, they spend their time resting on orthopedic beds, eating delicious healthy food (sometimes homemade!), taking just enough medicine to keep them comfortable, and sharing their lives with other old dogs, cats, tortoises, pigs, horses, donkeys, and even chickens. They truly become part of a loving family, many times for the first time in their lives. Foster homes are critical for our rescue, especially forever foster homes - the more fosters we have, the more animals we can rescue. Sometimes when animals come to us, they live for only a few days, but other times, they surprise us and live well beyond their expected years.

Date aired: 12-9, 12-10
Time Aired: 6:15AM

Length: 15 Min.

TOPIC OF THIS SHOW: Hope to Dream
Guest: Tiffany Houston

ISSUE: 1

On December 17th, the Yuma community will welcome local children to a magical night in the parking lot of Ashley Furniture HomeStore as part of the "Hope to Dream" national campaign. Ashley Furniture HomeStore is preparing for their "Bed-In" Movie event where 50 plus children will receive brand new beds. Working with Yuma School District One, Crane School District, Crossroads Mission and the Yuma Community Food Bank, the Ashley Furniture HomeStore team is determined to raise awareness that many Yuma area kids don't have a bed to sleep in every night. On the night of Dec. 17th, all invited kids will be treated to an over-the-top, retro evening where they will get comfy in their new beds, served by waiters on roller skates and enjoy a big screen movie. Hope to Dream is a national Ashley Furniture HomeStore campaign with a goal that every child around the world has a clean, unused mattress set to call their own. Each selected child at the event will receive a twin mattress set, a pillow and a comforter (a \$650 value.)

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 12-16, 12-17
Time Aired:

Length: 15 min

TOPIC OF THIS SHOW: Old Souls Animal Rescue
Guest: Paula Rivadeneira

ISSUE: 7

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Date aired: 12-16, 12-17
Time Aired:

Length: 15 Min.

TOPIC OF THIS SHOW: Hope to Dream
Guest: Tiffany Houston

ISSUE: 1

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KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 12-23, 12-24

Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Prison to Prison
Bike Ride
Guest: Gene Dolby

ISSUE: 1

The Prison to Prison bike ride is happening January 6th 2018. This bike ride will be a charity benefit event that benefits the local Fraternal Order of Police lodge 24. Gene Dolby, a local bicycle advocate is excited to promote and help organize this family friendly event. The Prison to Prison bike ride will feature three sets of start times and routes, all however will start at the Yuma Territorial Prison and go to the prison in San Luis Arizona and back. At 7:00 Am the first set of riders will start a 60 mile course. At 8:00 am the second set of riders start the 25 mile course. At 9:00 am the final course will start, which is 15 miles. It is encouraged for beginners and families to start on the smaller course if this is their first event. Early registration is easy and can be accomplished by visiting the clubs web site at www.SWSsportsreg.com. On site registration opens at 6:00 am The registration fee is \$40 which includes food and medal. Helmets are required to participate. For more information call Gene Dolby at (928) 920-8482

Date aired: 12-23, 12-24

Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: YPG 15
Guest: Mark Bassett

ISSUE: 1, 12

YPG is planning an open house in honor of the proving ground's 75th anniversary on February 3rd, 2018, between 10 a.m. and 6:30 p.m. The event will feature static displays, food, live music, a car show, and fireworks. YPG expects a large attendance from the general public, possibly numbering between 15 and 20 thousand. Bus service will be available through YCAT. The Army has been a vital part of Yuma history since 1850, when the Army built a fort overlooking the Colorado River. YPG's beginnings began in the World War II period and the proving ground has proven more and more valuable since that time. Today, YPG makes up 20 percent of Yuma County. YPG is Yuma County's number one single employer of civilians. About 2300 people work at YPG each day, all of whom are local residents. The vast majority are civilians. Nearly \$200 million salary dollars are spent throughout the year. Imagine the economic impact this has.

KBLU-AM

4th Qtr 2017 Quarterly Issues and Program Report

Date Aired: 12-30, 12-31
Time Aired:

Length: 15 min

TOPIC OF THIS SHOW: Prison to Prison
Bike Ride
Guest: Gene Dolby

ISSUE: 1

The Prison to Prison bike ride is happening January 6th 2018. This bike ride will be a charity benefit event that benefits the local Fraternal Order of Police lodge 24. Gene Dolby, a local bicycle advocate is excited to promote and help organize this family friendly event. The Prison to Prison bike ride will feature three sets of start times and routes, all however will start at the Yuma Territorial Prison and go to the prison in San Luis Arizona and back. At 7:00 Am the first set of riders will start a 60 mile course. At 8:00 am the second set of riders start the 25 mile course. At 9:00 am the final course will start, which is 15 miles. It is encouraged for beginners and families to start on the smaller course if this is their first event. Early registration is easy and can be accomplished by visiting the clubs web site at www.SWSportsreg.com. On site registration opens at 6:00 am The registration fee is \$40 which includes food and medal. Helmets are required to participate. For more information call Gene Dolby at (928) 920-8482

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Weekly Public Affairs Program

Call Letters: KISLU-AM

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2017

Show # 2017-40 10/7/17 -
Date aired: 10/8/17 Time Aired: 6:30AM

Roby Greenwald, PhD, Assistant Professor from the School of Public Health, Georgia State University

Traffic pollution research has traditionally been conducted with outdoor roadside sensors. Dr. Greenwald led a study with sensors mounted inside the passenger compartments of cars, and found that interior pollution levels were twice as high as previously thought. He talked about the various forms of pollution he found and their potential health effects.

Issues covered: **Length: 8:54**
Pollution
Personal Health

Rebekah H. Nagler, PhD, Assistant Professor in the Hubbard School of Journalism & Mass Communication, University of Minnesota

Dr. Nagler led a study that found that most American women aren't aware of the risks of over diagnosis and overtreatment in regards to breast cancer screening. She discussed the challenges of educating women about these risks so they can make informed decisions about mammograms and breast cancer screening.

Issues covered: **Length: 8:18**
Cancer
Women's Issues

Meghan Busse, PhD, Associate Professor of Management and Strategy at the Kellogg School of Management at Northwestern University

Dr. Busse was the co-author of a study that found women frequently are quoted higher prices for car repairs than men. The research also found that consumers (of any gender) who do their homework about the cost of repairs usually pay less. She offered advice on how to avoid being ripped off

Issues covered: **Length: 4:50**
Consumer Matters
Gender Discrimination
Women's Issues

Show # 2017-41 10/14/17 -

Date aired: 10/15/17 Time Aired: 6:30AM

Suzanne Bouffard, PhD, expert in child development and education, author of "*The Most Important Year: Pre-Kindergarten and the Future of Our Children*"

Dr. Bouffard discussed the critical importance of pre-school programs. She noted that children who attend quality pre-K programs have a host of positive outcomes including better language, literacy, problem-solving and math skills later in school. She said also they have a leg up on the most essential skill: self-control. She offered advice for parents on how to choose a quality pre-school.

Issues covered:

Education
Parenting

Length: 8:41

Robert Stern, Ph.D., Professor of Neurology, Neurosurgery, and Anatomy and Neurobiology at Boston University School of Medicine, Director of the Clinical Core of the Boston University Alzheimer's Disease Center, Director of Clinical Research for the Boston University Chronic Traumatic Encephalopathy (CTE) Center

Dr. Stern led a study that found that athletes who began playing tackle football before the age of 12 had more behavioral and cognitive problems later in life than those who started playing after they turned 12. He outlined the symptoms of CTE, and discussed the factors that parents should consider before allowing their child to participate in contact sports.

Issues covered:

Youth at Risk
Personal Health
Parenting

Length: 8:32

Julia Leonard, graduate student in Brain and Cognitive Sciences at the Massachusetts Institute of Technology

Ms. Leonard was the first author of a study that found that when 1 year olds observe an adult persisting at a challenging task, they themselves try harder when faced with a problem. She explained why developing perseverance in early childhood pays off later in school and other pursuits.

Issues covered:

Child Development
Parenting

Length: 5:02

Show # 2017-42 10/21/17 -

Date aired: 10/22/17 Time Aired: 6:30AM

Michael Schmidt, Vice Chair of Cozen O'Connor's Labor & Employment Department in New York, publisher and editor of a blog devoted to the interplay between social media and employment law

Social media blunders can cost people their jobs. Mr. Schmidt talked about 1st Amendment rights in the workplace. He explained how to decide if a social media posting may be permissible. He said it's important for employers to formulate clear rules and policies regarding social media, to protect the interests of the company while not infringing on the rights of the employee.

Issues covered:

1st Amendment
Employment

Length: 7:39

Daniel Leffler, MD, Director of Clinical Research at the Celiac Center at Beth Israel Deaconess Medical Center in Boston

Gluten-free diets are popular today, but how many people should be concerned? Dr. Leffler discussed gluten sensitivity and its close cousin, Celiac disease. He said there is no benefit if a healthy person avoids gluten and, in fact, gluten free-diets may cause nutritional deficiencies. He outlined the symptoms of gluten sensitivity and explained how it can be diagnosed and treated.

Issues covered:
Personal Health

Length: 9:20

Eric Finkelstein, PhD, health economist, co-author of "*The Fattening of America*"

Over two-thirds of Americans are overweight or obese. Dr. Finkelstein believes that America's growing waistline is a by-product of our long-term economic and technological success. He said that business and policy makers need to devise strategies to make it cheaper and easier to be thin.

Issues covered:
Personal Health
Government Policies

Length: 5:00

Show # 2017-43 10/28/17 -
Date aired: 10/29/17 **Time Aired:** 6:30AM

Elliott Haut, MD, FACS, Associate Professor of Surgery and Anesthesiology & Critical Care Medicine, Johns Hopkins University School of Medicine

Dr. Haut led a study that found that victims of gunshots or stabbings taken to a trauma center by private vehicle were 62% less likely to die compared to victims transported by an ambulance or EMS vehicle. He talked about the possible reasons behind this finding. He also explained why it is so important for the average person to be taught how to use direct pressure to stop bleeding.

Issues covered:
Emergency Preparedness
First Aid
Personal Health

Length: 9:00

Vicki Bogan, PhD, Associate Professor at the Charles H. Dyson School of Applied Economics and Management at Cornell University, founder and director of the Institute for Behavioral and Household Finance

Mental health problems can have a large negative effect on retirement savings, according to Dr. Bogan's research. She discussed her study, which found that people with anxiety and depression are nearly 25 percent less likely to have a retirement savings account, and their savings are dramatically smaller than those without psychological distress.

Issues covered:
Mental Health
Retirement Planning

Length: 8:08

May McCarthy, serial entrepreneur, author of *"The Path to Wealth: Seven Spiritual Steps to Financial Abundance"*

Ms. McCarthy talked about the biggest surprises encountered by people who start their own business. She described the characteristics of successful entrepreneurs, and why owning a business can be very rewarding.

Issues covered:
Entrepreneurism
Career

Length: 4:51

Show # 2017-44 11/4/17-
Date aired: 11/5/17 **Time Aired:** 6:30AM

Abby Eisenkraft, tax and financial expert, author of *"101 Ways to Stay Off the IRS Radar"*

In all the discussions about the Equifax data breach, here's one danger many Americans probably haven't heard about yet: tax fraud. For years to come, thieves may be able to use data from the breach to file fraudulent tax returns and steal refunds. Ms. Eisenkraft outlined the warning signs and explained what consumers can do to protect themselves.

Issues covered:
Tax Fraud
Identity Theft

Length: 7:58

Gita Johar, PhD, Meyer Feldberg Professor of Business, Columbia Business School

Fake news is common on social media sites. Dr. Johar led a study that found that the comfort of being part of a group on social media seemed to influence people's willingness to verify information. She offered theories on why social media users fact-checked fewer statements when they perceived that others were present. She offered suggestions of how Americans can try to stay informed but still recognize dubious information.

Issues covered:
Media Issues

Length: 9:12

Dr. Christopher M. Smith, PhD Student in Health Sciences, Warwick Medical School, Coventry, England

Automated external defibrillators might be increasingly available for use in the event of a cardiac arrest, but Dr. Smith led a study that found that they aren't being used nearly as much as they should be. He talked about the reasons that bystanders are reluctant to use AEDs and what government officials can do to help.

Issues covered:
First Aid
Emergency Preparedness
Personal Health

Length: 5:05

Show # 2017-45 11/11/17 -

Date aired: 11/12/17 Time Aired: 6:30AM

Tim Larkin, self defense expert, author of *"When Violence Is the Answer: Learning How to Do What It Takes When Your Life Is at Stake"*

Mr. Larkin discussed the use of violence in self-defensive situations. He discussed ways to prevent, prepare for, and survive violent encounters with criminals. He said that violence is a tool equally effective in the hands of the "bad guy" or the "good guy" and that that the person who acts first, fastest and with the full force of their body is the one who typically survives a violent incident.

Issues covered:
Personal Defense
Crime

Length: 9:21

Gail Heyman, PhD, Professor of Psychology, University of California, San Diego

Dr. Heyman led a study that sought to find ways to reduce racial bias in children. She noted that racial bias can be measured in children as young as age 3. She said the key to her research was in repetitively teaching kids to identify people of another race as individuals. She hopes to develop a consumer-friendly version of her findings for eventual use in schools and at home.

Issues covered:
Racial Bias
Diversity

Length: 7:50

Doug Abrams, author of *"The Book of Joy Journal"*

Mr. Abrams discussed a conversation he moderated between Archbishop Desmond Tutu and His Holiness the Dalai Lama, on the topic of joy. He explained how these two men have intentionally found joy in their lives, despite the hardships they have faced and the many atrocities they have witnessed.

Issues covered:
Mental Health

Length: 4:54

Show # 2017-46 11/18/17 -

Date aired: 11/19/17 Time Aired: 6:30AM

Scott Galloway, PhD, Professor of Marketing in the Stern School of Business, New York University, author of *"The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google"*

Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Dr. Galloway discussed the concerns in allowing individual companies to have such dominance over American consumers and whether these companies are playing by the rules applied to other businesses.

Issues covered:
Government Regulations
Consumer Matters
Economy

Length: 8:56

Katreena Scott, PhD, Associate Professor in the Department of Applied Psychology and Human Development, University of Toronto

Dr. Scott led a study that examined how the workplace is affected by an employee who is involved in domestic violence. She said not only does it result in lowered productivity, but a third of the men reported that they used workplace time and resources to continue to engage in emotionally abusive behavior. She explained how employers can assist employees who have domestic violence issues.

Issues covered:

**Domestic Violence
Workplace Matters
Mental Health**

Length: 8:17

Lawrence J. Cheskin, M.D., F.A.C.P., Associate Professor of Health, Behavior & Society, Johns Hopkins University School of Medicine

Almost 40 percent of American adults and nearly 20 percent of adolescents are obese. Dr. Cheskin led a study that examined the financial costs of being overweight at various stages of life. He said lost productivity on the job accounted for at least 50% of the expense of being overweight, even more than direct medical expenditures.

Issues covered:

**Personal Health
Workplace Matters**

Length: 4:53

Show # 2017-4711/25/17-
Date aired: 11/26/17 **Time Aired:** 6:30 AM

Ashley Kendall, PhD, postdoctoral fellow in the University of Illinois at Chicago School of Public Health

Dr. Kendall led a study that examined ways to prevent juvenile delinquents from returning to the criminal justice system. She found that clinically aggressive juvenile offenders on probation, who participated in a two-week intervention program designed to reduce risky behavior, were four times less likely to be incarcerated in the following 12 months. She also discussed the variety of costs incurred by communities as a result of youth crime.

Issues covered:

**Youth at Risk
Juvenile Crime**

Length: 8:46

Martin Gibala, PhD, Professor and Chair of the Department of Kinesiology, McMaster University in Ontario, author of *"The One-Minute Workout: Science Shows a Way to Get Fit That's Smarter, Faster, Shorter"*

Dr. Gibala discussed the value of high intensity workouts. He led a study that found that bursts of short but very intense exercise appear to be just as beneficial as traditional endurance training. He explained why this type of exercise works, and how it can be a good occasional substitute for a conventional workout.

Issues covered:

**Physical Fitness
Personal Health**

Length: 8:29

Daniel McGuinn, editor at Harvard Business Review, author of "*Psyched Up: How the Science of Mental Preparation Can Help You Succeed*"

Of the 2,000 hours we work every year, our success or failure is often determined in the couple of dozen crucial hours when we need to bring our absolute best in a meeting or presentation. Mr. McGuinn discussed the importance of mental preparation in the last few minutes before a major challenge, and offered tips on how to channel nervous jitters into useful emotions.

Issues covered:

Length: 4:59

**Career
Mental Health**

Show # 2017-48 12/2/17-

Date aired: 12/3/17 **Time Aired:** 6:30AM

Jamin Brahmbhatt, MD, Urologist, co-director of the Personalized Urology & Robotics Clinic at South Lake Hospital, in affiliation with Orlando Health

Dr. Brahmbhatt's organization commissioned a survey that found that far more men can remember their first car than those who can remember when they had their most recent health checkup. He discussed the reasons why an annual checkup is so important and the reasons that men avoid trips to the doctor. He also offered advice to wives who want to encourage their husbands to make health a greater priority.

Issues covered:

Length: 7:26

**Personal Health
Men's Issues**

Lori LaCivita, PhD, industrial and organizational psychologist

Thanks in part to older workers working past the traditional retirement age, four generations of workers are in the workforce at once for the first time. Dr. LaCivita said each generation prefers different leadership and communication styles, which can trigger challenges in the workplace. She outlined strategies for managers to build strong and effective teams with a diverse pool of employees.

Issues covered:

Length: 9:47

**Workplace Matters
Senior Citizens**

Ted Labuza, PhD, Ph.D., expert in food safety, Professor in the Department of Food Science and Nutrition at the University of Minnesota

Professor Labuza discussed how to interpret the expiration dates on food labels. Many of the dates don't mean what consumers think they do. He explained how to determine whether a package of food with a past expiration date is safe to eat.

Issues covered:

Length: 5:09

**Food Safety
Consumer Matters**

Show # 2017-49 12/9/17-
Date aired: 12/10/17 Time Aired: 6:30AM

Sean Covey, author of *"The 6 Most Important Decisions You'll Ever Make: A Guide for Teens: Updated for the Digital Age"*

Mr. Covey outlined what he believes are the six largest challenges faced by today's teens. He said the top challenge is dealing with the pressures of school. He also said parents have a far greater impact on their teens than they realize, much more than friends or others. He also explained why it is important for teens to learn to serve others, and to be willing to accept help from others, as well.

Issues covered:
Teenage Concerns
Parenting
Education
Volunteerism

Length: 8:51

Carol Janney, PhD, Assistant Professor of Epidemiology, Michigan State University

Dr. Janney led a study that suggested that it may be wise for mental health providers to add exercise to their patients' treatment plans. In her survey, a large majority of mental health patients said they wanted to exercise more and believed exercise helped improve their moods and anxiety much of the time. She said psychiatrists and other providers may discuss exercise with patients in generalities, but rarely create a comprehensive exercise plan for them or regularly make sure they are adhering to a specific goal.

Issues covered:
Mental Health
Physical Fitness

Length: 8:21

Adam Barry, PhD, Assistant Professor of Health Education, University of Florida

Dr. Barry conducted a study that found that two in five designated drivers had been drinking before getting behind the wheel and that 18% had blood-alcohol levels high enough to impair their driving skills. He outlined the potential reasons that designated driver education campaigns have been less than successful.

Issues covered:
Drunk Driving

Length: 4:56

Show # 2017-50 12/16/17-
Date aired: 12/17/17 Time Aired: 6:30AM

Amy Morin, PhD, licensed clinical social worker, college psychology instructor and psychotherapist, author of *"13 Things Mentally Strong Parents Don't Do: Raising Self-Assured Children and Training Their Brains for a Life of Happiness, Meaning, and Success"*

With safe spaces and trigger warnings designed to "protect" kids, many adults worry that today's kids don't have the resilience to reach their greatest potential. Dr. Morin explained why she believes parents must strive to raise mentally strong and resilient children, and offered suggestions on how to do it.

Issues covered:
Parenting
Mental Health

Length: 7:31

Marion McGovern, founder and CEO of M Squared Consulting, one of the first gig-economy talent intermediaries, author of *“Thriving in the Gig Economy”*

The world of work has changed dramatically in the past few years, as evidenced by tech companies such as Uber and Airbnb. Ms. McGovern noted that while most media attention is on the low end of the skill and income spectrum, little attention is being paid to the best-in-class professionals who have chosen an independent path. She discussed the biggest misconceptions regarding the gig economy and explained the reasons behind its rapid growth.

Issues covered:

Length: 9:38

**Career
Economy**

Nadia Lopez, founding principal of Mott Hall Bridges Academy in Brooklyn, NY, author of *“The Bridge to Brilliance: How One Woman and One Community Are Inspiring the World”*

As part of a pilot program in New York City, Ms. Lopez started a middle-grade public school in one of America’s poorest communities. She talked about the risks and challenges faced by students in a high crime, low income neighborhood, and how she devised programs to address them.

Issues covered:

Length: 4:54

**Education
Poverty
Government Policies**

Show # 2017-51 12/23/17-

Date aired: 12/24/17 **Time Aired:** 6:30AM

Laura Adams, Senior Insurance Analyst at insuranceQuotes

Life isn’t fair, and neither are auto insurance rates. Ms. Adams said that while some factors that influence insurance prices are within consumers’ control, such as the vehicle they drive and their annual mileage, many others are not. She outlined the little-known factors that can have a big impact on the price of insurance.

Issues covered:

Length: 8:17

Consumer Matters

Miriam Boeri, PhD, Associate Professor of Sociology, Bentley University, author of *“Hurt: Chronicles of the Drug War Generation”*

Dr. Boeri interviewed dozens of Baby Boomers who are hooked on illicit drugs. She explained why she believes the War on Drugs has not only failed, but has exacerbated the problem. She said that in the past, once someone reached the age of 35 or so, they would typically quit using hard drugs, but the Baby Boom generation has done the opposite: drug abuse among older Americans is skyrocketing.

Issues covered:

Length: 8:52

**Substance Abuse
Government Policies
Senior Citizens
Criminal Justice**

John P. Thyfault, PhD, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

Issues covered:
Personal Health

Length: 5:13

Show # 2017-52 12/30/17 -
Date aired: 12/31/17 **Time Aired:** 6:30AM

Nicholas Tatonetti, PhD, Assistant Professor of Biomedical Informatics, Director of Clinical Informatics at the Herbert Irving Comprehensive Cancer Center at Columbia University

Dr. Tatonetti's research uncovered a surprising correlation between the month a person is born and their risk of developing various health problems, including heart disease, viral infections and ADHD. His study found 55 diseases that correlated with the season of birth. He explained the time of year a person is born dictates many of the environmental factors they are exposed to during birth and early development.

Issues covered:
Personal Health

Length: 6:54

Michael H. Shuman, economist, attorney, author, and entrepreneur, experts on community economics, author of "*The Local Economy Solution*"

Mr. Shuman believes the entire process of local economic development has become ineffective and unaffordable. He said the traditional method of chasing large companies with huge taxpayer subsidies creates very few new jobs. He is a proponent of alternative approaches in which states and cities encourage private ventures that help local businesses launch and grow.

Issues covered:
Economic Development
Employment

Length: 10:12

Bill Bishop, author of "*The Big Sort*"

America may be more diverse than ever, but Mr. Bishop believes that the nation's neighborhoods are becoming too divided—culturally, economically and politically. He said that the places where Americans live are becoming increasingly populated with people who live, think, and vote as they do. He explained what is behind this movement and why it is not a positive development.

Issues covered:
Community
Diversity Issues

Length: 5:03