

**KBLU-AM 3<sup>RD</sup>**

**Quarter 2016**

**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

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired: 7/2-7/3  
Time Aired: 6:AM

Length: 15

TOPIC OF THIS SHOW: Southwest Integrated Wellness  
Guest:

ISSUE: 1,3,6,7

Southwest Integrated Wellness formerly Acupuncture of Yuma was invited in to talk about a free film night they have coming up regarding the State of our healthcare system in America. The film is FREE and was held on July 14<sup>th</sup>. Southwest Integrated Wellness has a host of ideas and plans regarding healthcare and came in to inform the community that there is options regarding the system. The community is invited to take part in the film and mingle with Other members of the Yuma community while enjoying the film "ESCAPE FIRE". Southwest Integrated Wellness is inviting anyone who is interested in finding out where our healthcare system is going to and members of the community are encouraged to R.S.V.P. The evening begins at 5pm and will go until 730. (928) 328-1975.

TOPIC OF THIS SHOW: YRMC-Stuff the Bus  
GUEST: Wayne Steffey.

Aired 6:15 Am

ISSUE: 1,3,7

The Annual Stuff the Bus Event is planned for Friday July 22<sup>nd</sup>. This is all hosted by the Foundation of The Yuma Regional Medical Center and has been going on for 14 years. This is the 15<sup>th</sup> one that they have hosted and they are inviting the community to Grab school supplies for the children of the Yuma community to have a head start on the school year. Backpacks, notebooks, pencils, Pens, paper, scissors, etc... The community is encouraged to buy extra things when they are out shopping for their own children for school supplies. YRMC teamed up with Walgreens to have backpacks priced at just 13.00 and to have them stuffed with the necessary items that are needed for a successful school year. Stuff The Bus is at Yuma Palms Mall Roundabout from 2pm til 8pm on Friday the 15<sup>th</sup> of July.

## KBLU-AM

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired:

7/10-7/11

Time Aired: 6:AM

Length: 15

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Guest: ELYSE Director of Services

ISSUE: 1,3,6,7

Southwest Integrated Wellness formerly Acupuncture of Yuma was invited in to talk about a free film night they have coming up regarding the State of our healthcare system in America. The film is FREE and was held on July 14<sup>th</sup>. Southwest Integrated Wellness has a host of ideas and plans regarding healthcare and came in to inform the community that there is options regarding the system. The community is invited to take part in the film and mingle with Other members of the Yuma community while enjoying the film "ESCAPE FIRE". Southwest Integrated Wellness is inviting anyone who is interested in finding out where our healthcare system is going to and members of the community are encouraged to R.S.V.P. The evening begins at 5pm and will go until 730. (928) 328-1975.

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## KBLU-AM

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired: 07/16-07/17

Time Aired: *6am*

Length: 15 min

TOPIC OF THIS SHOW: CLOWNS OF YUMA

Guest: STEVEN CAMPUZANO

ISSUE: 3,7,

Steven Campuzano of The Clowns of Yuma was in to discuss what it take to be a part of their non -profit organization and wanted to start recruiting for their up & coming Clown School. Clowns of Yuma Is involved in many of the community events such as the parades for holidays and they are likely to visit the hospitals and perform for children and the elderly. The Clown School that is coming up in August will teach the student how to build your character of being a clown. First you have to decided what type of clown you want to be and they will teach you how to dress and put on you r face make up. Any Cost that involves the class will go back into the organization to purchase candies and other things that they hand out at events they get involved with.

TOPIC OF THIS SHOW: GOODWILL OF YUMA

Guest: San Juana Macias

Yuma district Manager Workforce  
Development

*Aired 6:15 AM*

ISSUE: 7

San Juana Macias came in to the studio to talk about Goodwill of Central Arizona and how Goodwill Industries helps the community Get to work including the thrift stores, the more someone in the community shops at the good will thrift stores the more chances others have of getting to work. Goodwill has opportunities for job fairs where employers go to seek candidates for openings within their companies and these job fairs can be found at goodwillaz.org. If a job seeker has a resume they should be coming to these job fairs prepared and dressing to impress as first impressions do count. San Juana also invited anyone that is interested to contact her directly regarding jobs or career fairs on her direct line At (928)-343-7610. Goodwill Industries putting the community to work .

## KBLU-AM

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired: 07/23-07/24  
Time Aired: 6AM

Length: 15

TOPIC OF THIS SHOW: Yuma Rotary BOWLIO  
Guest: Chuck Nordquist

ISSUE: 1,6,7

Chuck Nordquist was invited in to discuss the Annual BOWLIO to raise awareness to stop the debilitating disease Polio. This annual Event is going to be on August 27<sup>th</sup>. The community is invited to participate in the event which fills up very quickly since it is a FUN afternoon of bowling. Groups are encouraged to grab a team of 4 To bowl and have some fun. The cost is \$30.00 per player and it include 3 games and shoes. There are also lane sponsorships available for a nominal fee and that will also include the bowling. This will be happening at Inca lanes in Yuma on 16<sup>th</sup> street and The applications are available through Yuma Rotary Club. This is One of the many activities for the Polio movement through the Rotaries worldwide. If you have questions contact YSRC.

TOPIC OF THIS SHOW: Goodwill  
Guest: San Juana Macias Yuma district  
Manager Workforce Development

ISSUE: 7

CAIRED 6:15AM

San Juana Macias came in to the studio to talk about Goodwill of Central Arizona and how Goodwill Industries helps the community Get to work including the thrift stores, the more someone in the community shops at the good will thrift stores the more chances others have of getting to work. Goodwill has opportunities for job fairs where employers go to seek candidates for openings within their companies and these job fairs can be found at goodwillaz.org. If a job seeker has a resume they should be coming to these job fairs prepared and dressing to impress as first impressions do count. San Juana also invited anyone that is interested to contact her directly regarding jobs or career fairs on her direct line At (928)-343-7610. Goodwill Industries putting the community to work .

## KBLU-AM

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired: 7/30-7/31  
Time Aired: *6 AM*

Length: 15 min

TOPIC OF THIS SHOW: United Blood Services  
Guest: Donna Singleton  
Janet Hopkins

ISSUE: 6,7

I invited in Donna Singleton and Janet Hopkins to discuss the shortage of blood in the area and to discuss the importance of having a supply of blood for emergencies in the hospitals etc. Donna mentioned that summer is a crucial time since a lot of students are blood donors and the schools close in the summer so the students are not as available for donating blood. The United Blood Services team suggests that the donor log on to [bloodhero.org](http://bloodhero.org) to look for blood drives in the community and to schedule an appointment which is not required but suggested. There is a first ever blood drive in Somerton and they said the appointments were filled which was great news to hear. Our local blood supply goes down every summer and it is vital to keep the supply going.

TOPIC OF THIS SHOW: BOWLIO  
GUEST : CHUCK NORDQUIST

ISSUE: 1,6,7

*Aired 6:15 AM*

Chuck Nordquist was invited in to discuss the Annual BOWLIO to raise awareness to stop the debilitating disease Polio. This annual Event is going to be on August 27th. The community is invited to participate in the event which fills up very quickly since it is a FUN afternoon of bowling. Groups are encouraged to grab a team of 4 To bowl and have some fun. The cost is \$30.00 per player and it include 3 games and shoes. There are also lane sponsorships available for a nominal fee and that will also include the bowling. This will be happening at Inca lanes in Yuma on 16th street and The applications are available through Yuma Rotary Club. This is One of the many activities for the Polio movement through the Rotaries worldwide. If you have questions contact YSRC.

## KBLU-AM

### 3<sup>rd</sup> Qtr 2016 Quarterly Issues and Program Report

Date Aired: 08/06-08/07

Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: ADOSH  
GUEST: JESSIE ATENCIO

ISSUE: 5

Jessie Atencio from the Division of Occupational Safety and Health Was in to discuss the laws for employers and how they need to report safety hazards in a timely manner. Jessie also touched base on working in the Arizona heat in the summer months and what employers need to do regarding their employees. When I asked Jessie about what workers need to do when working in the heat the answer was quite simple, Water, Rest and Shade. Employers are required to Have rest stations for workers who are working outdoors pop up tent for shade, coolers with water and somewhere to sit. Heat exhaustion Can be very dangerous and if a worker feels like they are feeling sick, light headed, or anything that feels like they may have to Be required to go to ER the employer needs to report it to ADOSH.

TOPIC OF THIS SHOW: RTYV  
GUEST: JUDY SMTIH/RITCHIE RUBI

ISSUE: 1,7, 12

Aired 6:15 AM

Right Turn for Yuma Veteran's is a non-profit organization that Helps the Veterans of Yuma get back on their feet and adjust to civilian life. Right Turn for Yuma Vets is holding a Team No-tap Bowling Tournament in August to raise funds for food and more beds in the facility on 3<sup>rd</sup> Avenue here in Yuma. The house hold a total of 6 beds and when a Vet seems to be able to get on their feet and get employment they are moved out and set up on their own. Ritchie Rubi was a homeless Vet and came in with Judy to give his story and he was on the street and was told about RTYV and is now one of the councilors for the facility. The fundraiser bowling is happening on August 20<sup>th</sup> and is being held at Inca Lanes. Right Turn Yuma is also looking for Lane sponsors and you can call 783-2487.

## KBLU-AM

### 3<sup>RD</sup> Qtr 2016 Quarterly Issues and Program Report

Date Aired: 08/13 08/14  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: GOODWILL- YPIC  
San Juana Macias Patrick Goetz

ISSUE: 1,7

San Juana Macias came in to the studio to talk about Goodwill of Central Arizona and how Goodwill Industries helps the community Get to work including the thrift stores, the more someone in the community shops at the good will thrift stores the more chances others have of getting to work. Goodwill has opportunities for job fairs where employers go to seek candidates for openings within their companies and these job fairs can be found at goodwillaz.org. (928)-343-7610. Goodwill Industries putting the community to work . The next job fair is slated for September 7th and Goodwill is Partnering with YPIC for job fair as it will give job seekers more Opportunities to find work within the community and employers who have staff at the event to help with the interview process.

TOPIC OF THIS SHOW: United Blood Services  
GUEST: Donna Singleton Janet Hopkins

ISSUE: 6,7

Aired 6:15 AM

I invited in Donna Singleton and Janet Hopkins to discuss the shortage of blood in the area and to discuss the importance of having a supply of blood for emergencies in the hospitals etc. Donna mentioned that summer is a crucial time since a lot of students are blood donors and the schools close in the summer so the students are not as available for donating blood. The Unite Blood Services team suggests that the donor log on to bloodhero.org to look for blood drives in the community and to schedule an appointment which is not required but suggested. There is a fist ever blood drive in Somerton and they said the appointments were filled which was great news to hear. Our local blood supply goes down every summer and it is vital to keep the supply going.



## KBLU-AM

### 3<sup>rd</sup> Qtr 2016 Quarterly Issues and Program Report

Date Aired: 08/20-08/21

Time Aired: 6 Am

Length: 15 min

TOPIC OF THIS SHOW: ADOSH  
GUEST: JESSIE ATENCIO

ISSUE: 6,7,8

Jessie Atencio from the Division of Occupational Safety and Health Was in to discuss the laws for employers and how they need to report safety hazards in a timely manner. Jessie also touched base on working in the Arizona heat in the summer months and what employers need to do regarding their employees. When I asked Jessie about what workers need to do when working in the heat the answer was quite simple, Water, Rest and Shade. Employers are required to Have rest stations for workers who are working outdoors pop up tent for shade, coolers with water and somewhere to sit. Heat exhaustion Can be very dangerous and if a worker feels like they are feeling sick, light headed, or anything that feels like they may have to Be required to go to ER the employer needs to report it to ADOSH.

TOPIC OF THIS SHOW: HELPING HANDS YUMA  
GUEST: JUDY ARNOLD

ISSUE: 7,11

*Aired At 6:15 Am*

I had Judy Arnold in to the studio to discuss Helping Hands of the Foothills in Yuma. Helping Hands of Yuma is an organization that will help those who are in need of help with things that may creep up on the elderly of our community. They depend on donations to keep the Helping Hands of The Foothills going. They have several volunteers that will drive to the market and shop for those who are unable to drive, if there is a plumbing problem Helping Hands will have someone go check it if it is too big a job they will call and out source it to an expert. Helping Hands of the Foothills has Winter visitors that will volunteer their time when they come back from up north for the winter and they depend on the volunteers Each winter.

## KBLU-AM

### 3<sup>RD</sup> Qtr 2016 Quarterly Issues and Program Report

Date Aired: 8/27-8/28

Time Aired: 6:AM

Length: 15 min

TOPIC OF THIS SHOW: Goodwill 2 -YPIC  
GUEST : SANUANA MACIAS AND PATRICK GOETZ  
YPIC

ISSUE: 7

San Juana Macias came in to the studio to talk about Goodwill of Central Arizona and how Goodwill Industries helps the community Get to work including the thrift stores, the more someone in the community shops at the good will thrift stores the more chances others have of getting to work. Goodwill has opportunities for job fairs where employers go to seek candidates for openings within their companies and these job fairs can be found at goodwillaz.org. (928)-343-7610. Goodwill Industries putting the community to work . The next job fair is slated for September 7<sup>th</sup> and Goodwill is Partnering with YPIC for job fair as it will give job seekers more Opportunities to find work within the community and employers who have staff at the event to help with the interview process.

TOPIC OF THIS SHOW: NAU  
Guest: Alex Steenstra, Micheal J  
Sabath

Aired 6:15AM

ISSUE: 3

Alex Steenstra Chair Department of Business Administration at Northern Arizona University and Michael Sabath Associate Vice President and CEO at NAU were invited in to talk about the great programs that Northern Arizona University has to offer. Students that are looking to get an Associate's Degree can enter the University for a two year program and then after two years decide If it is their best interest to go for another two years to Complete more and further their chances of grabbing a BA in the Major of their choice. Northern Arizona University is growing In popularity as more and more students of any age decide to further their education. The NAU campus offers on site education where the students are able to get more than an online education.

## KBLU-AM

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired: 9/3 -9/4

Time Aired: *6 Am*

Length: 15 min

TOPIC OF THIS SHOW: BOWLING SCHOLARSHIPS  
Guest: LANCE STERN

ISSUE: 1,3

Lance Stern was invited in to talk about the Yuma Youth Bowling League at Inca Lanes. This is a year round program that Yuma youth can join as young as 4 years of age and be involved with for years and be eligible for scholarship money. Outlaw League is ages 7-12 they bowl 3 games pin rustlers are ages 13 and up. This goes on Saturday mornings at Inca Lanes. These kids can earn scholarship money and this starts as early as pre-school. Scholarship applications can be filled out and there are a bunch of different Scholarship programs available. There is a 2<sup>nd</sup> grader that has actually been bowling and now has over 500.00 in scholarships for College. These kids can Win a lot of money for their college Education. There is also Halloween contests. For more info log onto The website at yumausb.org there is tons of information.

TOPIC OF THIS SHOW: HLEPING HANDS OF YUMA  
Guest: JUDY ARNOLD

*Aired 6:15 Am*

ISSUE:

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## KBLU-AM

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired: 09/10-09/11

Time Aired: *6 AM*

Length: 15 min

TOPIC OF THIS SHOW: NATIONAL NOVEL  
WRITING MONTH November  
Guest: SARAH WISDOM BECKY BRENDA  
LIBRARIANS YUMA COUNTY MAIN LIBRARY

ISSUE: 3,7

National Novel writing month started about 10 years ago with a group of friends in California that all wanted to be authors and but had never found the time but they committed to writing a novel in a month. The word spread and it turned into a contest. The novel has to be 50K words and can only start November 1<sup>st</sup> and ending on November 30<sup>th</sup>. The website to sign up is nanowrimo and you can register there and get insight on how to plan and outline prior to Writing your novel. It is the honor system that the individual will not start writing until November 1<sup>st</sup> but the individual can outline and plan characters for the Novel. 50K words is only 175 pages so it's about an hour and a half a day of writing, Becky is a winner of the national Novel writing month. To sign up go to [nanowrimo.com](http://nanowrimo.com).

TOPIC OF THIS SHOW: FIESTAS PATRIAS  
Guest: JULIANNA CARSEN

*Aired: 6:15 Am*

ISSUE: 7

Julieanna Carsen the events coordinator of the Yuma Civic Center Was in the studio this weekend to talk about the event coming up on September 17<sup>th</sup> Fiestas Patrias the official national Mexico Independence Day. Yuma Civic Center has been involved in this event for the 2<sup>nd</sup> year. The consulate of Mexico is helping with the event. The streets of Civic Center will be closed off and it will be a street fair venue. The inside of the Civic Center will be a red carpet type of venue going inside and you will be able to join in the fun and dance. Celebratory events will be going on with a bunch of musical Latin sounding bands that will be entertaining the families. This is a family event and all are encouraged to come out The event is FREE and goes on between 5pm and 10pm.

## KBLU-AM

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired: 09/17 09/18

Time Aired: *6 AM*

Length: 15 min

TOPIC OF THIS SHOW: Healthy Eating  
Adventure

Guest: Judy Gresser Program  
Coordinator

ISSUE: 3,4,6,7

Judy Gresser program coordinator for the Healthy Eating Adventure In Yuma was invited in to talk about the program this year. The Healthy Eating Adventure will be held starting October 17<sup>th</sup> (Mon) And be held every Monday for 5 weeks. Pre- registration is a must and can be done by e mailing [HEAyuma@gmail.com](mailto:HEAyuma@gmail.com) . the cost is \$20.00 And will be covering the cost of a meal and a kit to get you through the program. This program is plant based eating and is designed for you to learn the healthy way to cook. At the end of the program you will have learned to curb cravings for sweets, have lowered blood pressure, blood sugar and have learned how to cook and shop healthier. Judy followed the program and 3 years ago dropped 60lbs and has kept it off. This is a program designed with Your health in mind. Register now.

TOPIC OF THIS SHOW AWC CULINARY PROGRAM

Guest: SHERRANNE DAMPIAN

*Aired 6:15 AM*

ISSUE: 1,3

Sherranne Dampier an AWC culinary Arts Professor came in to invite the public to join students of the Arizona Western College Culinary Arts Program for formal dinner offerings that include an appetizer, soup or salad, a main dish with sides and dessert. A grilled salmon dinner is scheduled for Thursday, September 22 from 6 to 8 pm in the Learning Resources (LR) Building-Room LR109 at the AWC Yuma Campus. Additional dinners will be offered every two weeks, on Thursdays. Each dinner will feature a different menu. There is a cost involved p/p depending on the dinner. Season tickets are available for \$160 that covers all seven events. Tickets may be purchased in advance through the AWC Business Office on main campus. For payment by phone, please call (928) 317-7666.

## KBLU-AM

### 3rd Qtr 2016 Quarterly Issues and Program Report

Date Aired: 09/24-09/25

Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Yuma County Friends of NRA

Guest: Denise Wah and Kathryn Huntley

ISSUE: 2,7

Yuma County Friends of NRA is a fundraising organization for the NRA Foundation. The NRA Foundation gives back to communities all across Arizona in the form of grants to organizations & clubs to support youth shooting sports, hunting and conservation, firearm safety, and even law enforcement training. Yuma has not held a fundraiser in several years, even though Yuma has continued to receive grants from the NRA Foundation. Our big fundraiser is the banquet to be held Saturday October 1st at the Garden Hilton Pivot Point conference center. This banquet will be a great night of fun with games, raffles, silent auction and live auction items. In addition to individual tickets, we have several table packages that come with a gun and raffle tickets! Tickets are available online or we can take checks for table packages.

TOPIC OF THIS SHOW: Kids Cuddle Kit Closet

Guest: Kristan Shepard Co-Founder

Aired 6:15 AM

ISSUE: 1,2,6,7

Paying the Kindness Forward- Each child receives a rubber bracelet in their CuddleKit that reads "KIDS Kindness is Doing Something". The attached form explains that they must be kind to someone else and then give the bracelet to that person. They then complete the attached form explaining their act of kindness and return it back to KIDS CuddleKit Closet. There is also a School Program, This referral system based in Yuma County elementary schools allows teachers, counselors, and nurses to refer children who are in need of some form of kindness. The first Saturday in October will be the Annual Fuddle Fun Run. Everyone is invited to come out and run. This will take place at Ray Smucker Park Saturday, Check-in: 8:00 am Register now <http://fuddlesfunrun2016.eventbrite.com>



Weekly Public Affairs Program

Call Letters: KBLU-AM

**QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2016**

Show # 2016-27 July 2nd  
Date aired: July 3rd Time Aired: 6:30A.

**Mike Gikas**, Senior Electronics Editor at Consumer Reports

Smart phone theft is on the rise. A projected 3.1 million were stolen last year, according to a Consumer Reports survey. Mr. Gikas outlined the sensitive information that many phones contain, and he offered security tips to both prevent thefts and to minimize the loss of personal data if a phone is lost or stolen.

Issues covered:

Length: 8:56

Crime  
Consumer Matters

**Robert D. Morris, MD, PhD**, environmental epidemiologist, drinking water research scientist, author of "*The Blue Death: Disease, Disaster & the Water We Drink*"

Dr. Morris believes that despite better overall health conditions, the nation's water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

Issues covered:

Length: 8:17

Community Health  
Environment

**Lynsey Romo**, Assistant Professor of Communication, North Carolina State University

Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're *not* being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

Issues covered:

Length: 4:59

Parenting  
Personal Finance

Show # 2016-28 7/19  
Date aired: 7/10 Time Aired: 6:30A

**Richard Bolles**, career development expert, author of "*What Color Is Your Parachute? Guide to Rethinking Resumes*" and "*What Color Is Your Parachute? Guide to Rethinking Interviews*"  
Mr. Bolles discussed the rapidly changing way companies locate and hire employees. He explained why the value of a resume has declined, and how job hunters can use more effective alternatives. He said prospective employees must be as up-to-the-minute in job hunting skills as they are in the work skills that they offer an employer.

Issues covered: Length: 8:58  
Employment  
Career

**Jean Illsley Clarke, PhD**, internationally known parent educator, co-author of "*How Much Is Too Much?: Raising Likeable, Responsible, Respectful Children*"

Ms. Clarke believes that many of today's parents overindulge their children, often without even realizing it. She explained how to recognize overindulgence and why can be so damaging as kids grow into adulthood. She said assigning ongoing household chores to children is an excellent way to foster their responsibility and independence, and offered other tips for parents.

Issues covered: Length: 8:13  
Parenting Issues

**Ron Montoya**, Consumer Advice Editor at Edmunds.com

Mr. Montoya offered suggestions for shoppers who have poor credit to buy a new car. He said it is important for potential buyers to carefully check and clean up credit reports before applying for a car loan, and to try to get pre-approval before shopping. He also outlined other ways that buyers can demonstrate that they are a good credit risk.

Issues covered: Length: 4:53  
Consumer Matters  
Personal Finance

Show # 2016-29 7/16  
Date aired: 7/17 Time Aired: 6:30A

**Laura M. Bogart, PhD**, Senior Behavioral Scientist at the RAND Corporation, a nonprofit research organization that develops solutions to public policy challenges

Dr. Bogart directed a five-week obesity prevention program for seventh grade students that helped obese students lose an average of nine pounds over the following two year period. She outlined the methods that were most effective, which included school-wide environmental changes and encouragement to eat healthy school cafeteria foods, along with a student-led education and marketing campaign.

Issues covered: Length: 8:26  
Childhood Obesity  
Education  
Parenting



**Susan S. Silbey, PhD**, Leon and Anne Goldberg Professor of Humanities, Professor of Sociology and Anthropology, Professor of Behavioral and Policy Sciences, Sloan School of Management at the Massachusetts Institute of Technology

The number of women enrolling in engineering school has increased steadily over the past four decades, but Dr. Silbey said one-third of women graduates soon leave the profession to pursue other careers. She said the reasons behind this problem are primarily related to the culture of engineering itself. She offered suggestions for women who are entering the profession, and explained why an engineering career should be such an attractive option for women.

Issues covered:  
**Women's Issues**  
**Discrimination**  
**Career**

Length: 8:47

**Dong Zhao, PhD**, Assistant Professor of Construction Management, Michigan State University

Prof. Zhao led a study that found that more than 50 percent of potential energy savings from energy efficient homes can be lost if users don't know how to use the buildings properly. Dr. Zhao said this is a concern both for individual homeowners as well as for commercial property owners.

Issues covered:  
**Energy**  
**Consumer Matters**

Length: 4:57

Show # 2016-30

7/23  
Date aired: 7/24 Time Aired: 6:30A

**Christopher Wildeman, PhD**, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

Issues covered:  
**Child Abuse & Neglect**  
**Government Policies**  
**Parenting**

Length: 9:10

**Cash Nickerson**, employment expert, attorney, author of "*BOOMERangs: Engaging the Aging Workforce in America*"

As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

Issues covered:  
**Senior Citizens**  
**Employment**

Length: 8:07

**Jeff Haig**, Chair of the UCLA Scholarship Admissions Committee, co-author of the book "*Unlock Your Educational Potential*"

Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.

**Issues covered:**  
Education  
Children's Issues

**Length: 5:02**

Show # 2016-31 7/30 ~~7/31~~

Date aired: 7/31 Time Aired: 6:30 A

**David Casarett, MD, MA**, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of "*Shocked: Adventures in Bringing Back the Recently Dead*"

Most people don't survive cardiac arrest or significant trauma. Dr. Casarett discussed the latest developments in resuscitation and just how far science has come in the past few years. He talked about the ethical dilemma posed by reviving a person who may not have a good quality of life in the aftermath. He talked about the impressive survival rate of those who receive competent CPR treatment.

**Issues covered:**  
Personal Health  
Emergency Medicine

**Length: 8:20**

**Greg McBride**, Chief Financial Analyst for Bankrate.com

Mr. McBride's organization recently conducted a study that found that a third of all Americans have nothing saved for retirement. He said the one encouraging aspect of the survey is that more people in their 20s are saving for retirement than ever before. He explained why this issue should be such a serious concern and what someone can do if they believe they are starting to save too late in life.

**Issues covered:**  
Retirement Planning  
Senior Citizens  
Personal Finance

**Length: 9:00**

**Rick Maurer**, author of "*Beyond The Wall Of Resistance: Why 70% of All Changes Still Fail – and What You Can Do About It*"

Seventy percent of all major changes in organizations fail - and that number hasn't changed since researchers started examining success and failure rates some fifteen years ago. Mr. Maurer talked about the most common reasons for failure and what leaders can do about it.

**Issues covered:**  
Workplace Matters  
Employment

**Length: 5:03**

Show # 2016-32

Date aired: 8/6 & 8/7 Time Aired: 6:30A

**Anthony G. Comuzzie, PhD**, obesity researcher and scientist with the Department of Genetics at the Texas Biomedical Research Institute in San Antonio

Recent government data shows that since the late 1980s and early 1990s, the average American has put on 15 or more additional pounds without getting any taller. Dr. Comuzzie explained why this is such a grave health concern. He also discussed potential causes and solutions to the nation's epidemic of obesity.

Issues covered:  
Obesity  
Personal Health

Length: 8:34

**Doug Lamov**, literacy and education expert, Managing Director of Uncommon Schools' Teach Like a Champion team, co-author of "*Reading Reconsidered: A Practical Guide to Rigorous Literacy Instruction*"

Mr. Lamov discussed the importance of teaching students to read with precision, rigor, and insight. He explained how Common Core curriculums are affecting reading programs across the country. He believes that most students are not given challenging enough assignments. He also offered suggestions for parents who want to instill a love of reading in their children.

Issues covered:  
Education  
Literacy  
Government Policies  
Parenting

Length: 8:44

**James Kingsland**, Science Production Editor of the London newspaper "*The Guardian*," author of "*Siddhartha's Brain: Unlocking the Ancient Science of Enlightenment*"

Mr. Kingsland discussed the latest research by leading neuroscientists and clinical psychologists that suggests that mindfulness practice reconfigures the brains. He said meditation can make people healthier and happier, and that it can help treat stress, chronic pain, hypertension and substance abuse.

Issues covered:  
Mental Health  
Aging

Length: 4:56

Show # 2016-33

Date aired: 8/13 & 8/14 Time Aired: 6:30A

**Jennifer B. Johnston, PhD**, Assistant Professor of Psychology at Western New Mexico University

Dr. Johnston recently led a study that examined the role that media coverage may play in fueling the increase of mass shootings in the U.S. Her study concluded that one of the most effective ways of curbing mass shooting incidents may be to drastically change how news organizations cover them. She is in favor of an organized campaign to convince media organizations to focus more on the victims, rather than the killer, his weapons and his motivations.

Issues covered:  
Media  
Mass Shootings

Length: 9:45

**Brian Roe, PhD**, McCormick Professor of Agricultural Marketing and Policy at Ohio State University

American consumers throw away about 80 billion pounds of food a year. Dr. Roe led a study that examined Americans' attitudes and misconceptions about food waste. He said many consumers think they have good reasons to throw food away, but those perceived benefits are often not real. He noted that food waste is the largest source of municipal solid waste in the U.S. and the most destructive type of household waste in terms of greenhouse gas emissions.

**Issues covered:**

**Length: 7:28**

**Environment  
Consumer Matters  
Food Safety**

**Jan E. Stets, PhD**, Professor of Sociology at the University of California, Riverside

Cheating to get ahead is likely to reduce your level of happiness, according to Dr. Stets' research. In her study, participants were given the opportunity to cheat to get ahead. The 30% who cheated were more likely to report a reduction in happiness, once they considered that others would not see them as moral persons.

**Issues covered:**

**Length: 4:58**

**Mental Health  
Workplace Issues**

Show # 2016-34

**Date aired:** 8/20 & 8/21 **Time Aired:** 6:30A

**Lisa Gill**, Prescription Drugs Editor at Consumer Reports

Prescriptions for opioids have climbed 300% in the past decade and more than 46 Americans die each day from legal pain pills, such as OxyContin, Percocet and Vicodin. Ms. Gill discussed the reasons behind this trend. She also talked about the little-known dangers posed by over-the-counter painkillers like acetaminophen. She offered advice to patients who are dealing with pain. She also explained how the federal government is trying to deal with the issue.

**Issues covered:**

**Length: 10:07**

**Drug Abuse  
Personal Health  
Government**

**Tony Lee**, Publisher of CareerCast.com and JobsRated.com

Mr. Lee outlined his organization's list of the most overrated and underrated jobs, based on factors such as pay, hiring outlook, work environment, stress and physical demands. He explained why certain jobs are not as attractive as they may seem, and why other great career choices are often overlooked. He also offered advice for those who are seeking to change careers or move up the ladder in their present industry.

**Issues covered:**

**Length: 7:15**

**Employment  
Economy**

**Pam Mueller**, graduate student, Department of Psychology, Princeton University

Laptops, tablets and other electronic devices are commonplace in today's classrooms. But Ms. Mueller co-authored a study that found that taking notes by typing, rather than writing, interferes with students' ability to process and remember information. Her research indicated that students who take notes with pen and paper recall more material and perform significantly better in class.

Issues covered:  
Education

Length: 4:51

Show # 2016-35

Date aired: 8/21 & 8/28 Time Aired: 6:30A

**Bob Rusbult**, CEO of The Independent Insurance Agents & Brokers of America

A consumer survey commissioned by Mr. Rusbult's organization found that many homeowners lack adequate insurance coverage, do not fully understand their homeowners policies and do not have enough savings to support their households in the event of a disaster. He discussed the most common misconceptions consumers have regarding homeowners insurance and what to do about it.

Issues covered:  
Disaster Preparedness  
Consumer Matters

Length: 8:37

**Tomas Hult, PhD**, Byington Endowed Chair and Professor of Marketing in the Eli Broad College of Business, Director of the International Business Center at Michigan State University

From recycling to reusing hotel towels, consumers who participate in a company's "green" program are more satisfied with its service, according to Dr. Hult's research. He explained the reasons behind these feelings, and the surprising way consumer decisions are affected when companies offer additional participation incentives.

Issues covered:  
Recycling  
Environment  
Consumer Matters

Length: 8:40

**Rachel Arocho, PhD**, Research Fellow in Human Development and Family Science at Ohio State University

Dr. Arocho led a study that found that teenagers and young adults who expected to get married within the next five years reported committing fewer delinquent acts in the next year than those who weren't thinking about wedding bells. She discussed the possible reasons behind this finding.

Issues covered:  
Crime  
Youth at Risk

Length: 4:45

Show # 2016-36

Date aired: 9/3 & 9/4 Time Aired: 6:30A

**Sally Satel, MD**, Resident Scholar at the American Enterprise Institute, editor of *"When Altruism Isn't Enough: The Case for Compensating Kidney Donors"*

12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.

**Issues covered:**

**Organ Donation  
Government Policies  
Personal Health**

**Length: 8:28**

**James Betts, PhD**, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England

Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study that examined whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. He said his research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He believes that while breakfast doesn't matter for adults, it still is important for children from a nutrition and learning standpoint.

**Issues covered:**

**Nutrition  
Personal Health**

**Length: 8:47**

**Monica Betson Montgomery**, author of *"The Keys to College: A Roadmap for Parents to Guide Their Children"*

Ms. Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career.

**Issues covered:**

**Education  
Parenting**

**Length: 4:57**

Show # 2016-37

Date aired: 9/10 & 9/11 Time Aired: 6:30A

**Michelle Mazurek, PhD**, Assistant Professor, Computer Science, University of Maryland College Park

Nearly everyone today struggles with a myriad of passwords for their online activities. Professor Mazurek was involved in research at Carnegie Mellon University that found that long passphrases are more effective and easier to remember than an incomprehensible string of letters, numbers and special characters.

**Issues covered:**

**Online Security  
Crime  
Consumer Matters**

**Length: 8:52**

**Chris Voss**, former FBI's lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of *"Never Split the Difference: Negotiating As If Your Life Depended On It"*

Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

**Issues covered:**

**Length: 8:25**

**Career  
Parenting**

**Christine Fahlund**, Senior Financial Planner and Vice President of Investment Services at T. Rowe Price Investment Services

Ms. Fahlund discussed the effect that today's economy has on retirement planning. She believes that many Baby Boomers have been naive when it comes to planning for retirement. She also explained why some employers are becoming more proactive in helping their workers save for their senior years.

**Issues covered:**

**Length: 5:04**

**Personal Finance  
Retirement Planning  
Senior Citizens**

Show # 2016-38

Date aired: 9/17 & 9/18 Time Aired: 6:30A

**Erica Reischer, PhD**, psychologist, parent educator, author of *"What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive"*

Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

**Issues covered:**

**Length: 7:51**

**Parenting**

**Andrew Scott**, Professor of Economics at the London Business School, Fellow at All Souls College, Oxford University and the Centre for Economic Policy Research, co-author of *"The 100-Year Life: Living and Working in an Age of Longevity"*

Many Americans have been raised on the traditional notion of a three-stage approach to life: education, followed by work and then retirement. However, Prof. Scott said this well-established pathway is already beginning to collapse: life expectancy is rising, pensions are vanishing, and increasing numbers of people are juggling multiple careers. He offered suggestions for how to better plan for a productive, longer life and retirement in today's rapidly-evolving economy.

**Issues covered:**

**Length: 9:23**

**Retirement Planning  
Senior Citizens**

**Brian Fligor**, Chief Audiology Officer at Lantos Technologies, Inc., former Director of Diagnostic Audiology and Children's Hospital in Boston

An estimated 2 million students in the US play in middle- and high-school marching bands. Dr. Fligor believes that parents should be concerned protecting their kids' hearing when they are exposed to loud sounds for long periods. He talked about the warning signs of hearing damage and explained the ways to prevent it.

**Issues covered:**  
Hearing Loss  
Parenting Concerns  
Senior Citizens

**Length: 4:58**

Show # 2016-39

Date aired: 9/24 & 9/25 Time Aired: 6:30 A.

**Anna S. Mueller, PhD**, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago

Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied of the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.

**Issues covered:**  
Teen Suicide  
Mental Health  
Parenting

**Length: 7:57**

**Shola Richards**, author of "*Making Work Work: The Positivity Solution for Any Work Environment*"

A surprising number of Americans have experienced bullying on the job. Mr. Richards discussed the reasons that some people become bullies, and offered suggestions for how to deal with bullying in an effective and positive way. He said documenting dates, times and details of incivility are crucial, and that approaching the HR department with an issue is the best place to start.

**Issues covered:**  
Bullying  
Workplace Matters

**Length: 9:21**

**Rodger Alan Friedman**, chartered retirement planning counselor and financial advisor with more than 30 years' experience, author of "*Fire Your Retirement Planner: You! Concise Advice on How to Join the \$100,000 Retirement Club*"

More than half of all Americans are not confident or just slightly confident when it comes to making the right retirement investment decisions. Mr. Friedman believes retirement planning is not a do-it-yourself exercise, but that professional help is vital. He explained how to find a competent financial advisor.

**Issues covered:**  
Retirement Planning  
Senior Citizens

**Length: 5:04**



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