

KBLU-AM 3rd Qtr 2014

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 2014 Quarterly Issues and Program Report

Date Aired: 7/5 & 7/6
Time Aired: 6 AM

Length: 15 min each

TOPIC OF THIS SHOW:
YRMC DRIVE FOR SCHOOL SUPPLIES

ISSUE: 2 & 3

GUESTS: Tom Tiree, and Wayne Steffi

Preparations are being made for the drive for School Supplies and getting the word out..

Last year they filled over 3,800 backpacks. YRMC partners with the school district to help truly make it a success. When new students arrive, they are able to receive a backpack if they can't afford to get one on their own. This program helps 54 schools from Yuma to Welton.

Sponsors assist with the filling of the backpacks. Hopstetters gives them supplies at cost... Walgreens gave 3100 backpacks at \$5.00 each... Dell Outdoor Advertising and Sign Pro help with Billboards and advertising.

On average, it takes about \$14.00 to fill up a backpack. Supplies accepted include pencils, paper and rulers. Those wishing to volunteer should call to 928-336-7045. Everything collected stays in the area and goes to the students in need.

TOPIC OF THIS SHOW: WEEKEND IN PARADISE
Guests: DIANE UMPHRESS

ISSUE: 6

The annual Weekend in Paradise Fundraiser begins this month. The ten dollar ticket that can be purchased at Amberlys thrift store or in front of Sam's Club on select dates will enter the recipient into a drawing for a 8 day 7 night cruise, Disneyland package, Vegas getaway, Sea world or wild animal park experience, Guys night out, Girls night out, Ball game in Phx, family fun at the Z fun factory, Adventure Date, or Flavor of Yuma. The desire of the staff at Amberly's Place is to sell 5000 tickets that will raise the needed funds to be able to continue to advocate and help provide help for victims of violence. You can stop by the shelter and get a ticket and learn more about the services that are available to the citizens of the Yuma County area. Get more information at AMBERLYSPLACE.org.

KBLU-AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 07/12 07/13
Time Aired: 6:00 AM 6:00AM

Length: 15 min

TOPIC OF THIS SHOW: Helping the Yuma Community with Food Donations and talking about how much the YCFB needs support .
Guest: Mike Ivers

ISSUE 7

Mike joined us and wanted to tell us how many families came in over a 6 week period for food and he is talking families not individuals. Multiply the people that come in. Thousands of people use the YCFB to get by between paychecks . The percentage of hungry in the area is huge. The statistics say four (4) out of ten(10) Children in YUMA are Hungry. YCFB has paper plates for children to show their appreciation. Companies such as APS are matching donations that are made. Frys Grocery store in the Foothills also has matched a \$5,000 Donation for food for the less fortunate. Donations can be made simply by cleaning out your pantry and freezer USDA foods accepted. YCFB is helping families and is thankful that they get support through the community.

TOPIC OF THIS SHOW: City of Yuma
Guest:

ISSUE 3,7

The City of Yuma is dedicated to providing a safe and happy environment for raising children. Some of the less fortunate Kids need help in getting school supplies for upcoming school years and the City of Yuma gets together each year to provide Backpacks stuffed with school supplies and it is a huge event that ages 5 to 18 can attend to get what they needs for the year. This event is called the Back to School Rodeo and has helped families tremendously by receiving donations. Here at El Dorado Broadcasters we are tuned into the desire to get the word out especially when it comes to families in a less fortunate financial state. The back to School Rodeo will be an event that the City can count on for many years to come.

KBLU-AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 07/19 07/20
Time Aired: 6:00 AM 6:00AM

Length: 15 min

TOPIC OF THIS SHOW: Helping the Yuma Community with Food Donations and talking about how much the YCFB needs support .
Guest: Mike Ivers

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KBLU-AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 07/26 07/27
Time Aired: 6:00 AM 6:00AM

Length: 15 min

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TOPIC OF THIS SHOW: Photo Bucket
Guest: LEE LOHEED

ISSUE 4,3,7

The Yuma Valley Youth Project has created a project regarding where water goes. This is a documentary with photography that has been created by high school students and is telling their stories on experiences and insights about the role that agriculture and water in their lives and the community. The photos are being displayed at the Yuma community Fair in April of 2015 and possibly made into a book.

Start up funds for this particular project were provided by Jon Jessen Chairman of the Gowan Group. Local organizations have also contributed. We will look forward to having Lee back in the studio when the dates for the exhibit in 2015 draw closer.

KBLU-AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 08/02 08/03
Time Aired: 6:00 AM 6:00AM

Length: 15 min

TOPIC OF THIS SHOW: Goodwill Industries
Guest: Marco A. Garcia

ISSUE 7,11,10

Joined in the studio by the Senior Director of Goodwill Industries for workforce development Marco Garcia . Marco wanted to advise our small community of the growing number of jobs that Goodwill creates each year , not only by putting people to work at the goodwill stores but also by holding Career Fairs and having local companies dive into the search for employees with career fair days. Goodwill is a huge part of the Desert Southwest and has several locations in the Yuma community including a brand new location being built in the Foothills area. They will be putting more and more adults to work as well as working with the large companies to create jobs. This is an ongoing effort to create diversity in our community.

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KBLU-AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 08/09 08/10
Time Aired: 6:00 AM 6:00AM

Length: 15 min

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Guest: Marco A. Garcia

ISSUE 7,11,10

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TOPIC OF THIS SHOW: Yuma Community
Library
Guest: Sarah Wisdom

ISSUE 7

Community Relations Manager Sarah Wisdom came into to chat with us regarding the grant that was given to the YCL for a new project that they wanted to launch which is a LIVE 24/7 Tutor Center for students of all ages to get the help they may need . This is an online help center for homework and kids can get a library card and have access to this from anywhere there is an internet connection. From help with English Lit to math LIVE Tutors are able to help. Along with this grant also came test preparation items along with I-pads to be used in the library. Grants are extremely important in the Yuma Community and the Yuma High School district also worked very closely with the YCL and Sarah to achieve the grant. Hours of the Library operations are the same in all locations.

KBLU-AM

3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 8/16 8/17
Time Aired: 6am 6 Am

Length: 15 min

TOPIC OF THIS SHOW
Humane Society of Yuma

ISSUE: 7,

Erin from the local Humane Society came in to talk to the public regarding the importance of adoption of animals and as well as the ever growing need of good homes to these cats and dogs that have no place to call home. The interview was started by asking Erin how many canines they have and what type of breed is the most common at the shelter. Erin stated that the dogs range from large to small and the majority are mixed breeds. If someone is looking to adopt a pet they should be aware that they can go to the website and find a specific animal they are looking for to give a good home to. The families are also able to come in and have a meet and greet with ALL of the family members to see if it's a good fit. ALL animals Feline and Canine are available these pets need to be Spay and neutered prior to adoption. This is the most important fact of all to prevent more unwanted or lonely animals.

TOPIC OF THIS SHOW: Salvation Army
Boys and Girls club
Guest: Capt'n Ron Haart

ISSUE: 7,

Ron works very closely with the Salvation Army Boys and girls club of Yuma and came in to discuss the after school programs associated with the Boys and girls club. They have just introduced a new program for kids ages 6-13 for an after school program that will allow parents to sign their child up for a month at a time while they work so the kids have a safe environment to hang out in after school. They will have special activities for them along with homework time along with help from some student tutors from Arizona Western College. They will be prepared to help in Math, English, and any other subject the child may have difficulty with. This afterschool program is the highlight of the Yuma community and for a small fee per month the kids can have a structured environment that is safe.

KBLU AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 8/23 8/24
Time Aired: 6AM 6AM

Length: 15 min

TOPIC OF THIS SHOW: Young Professionals Group raising money
Guest:
Isaac Russell

ISSUE: 7,1

Isaac Russell came in and discussed how NexGen provides great social, professional, and community-involvement activities in Yuma, building lasting connections within Yuma's young professional community and beyond. NexGen will guide the growth and evolution of our community, educating our members about the wealth of opportunities in Yuma. This information will be focused culturally, professionally, academically, and highlight ways to give back. NexGen connects people to the right resources in Yuma to help them be as successful as possible in all aspects of their life.

Date aired: 8/23 8/24
Time Aired:

Length: 15 Min.

TOPIC OF THIS SHOW: Public Library
Guest: Sarah Wisdom

ISSUE: 3,7

Sarah Wisdom the librarian from The Yuma county Public Library came in to talk about the newest programs available to students called the Homework Helper. The program is designed to help student with homework online and to have teachers online helping with various classes like mathematics, science, history, English, etc... All the students need is a library card and they can log in on any library computer with their card and be able to do their work and if at anytime they have questions about anything they are working on teachers are ready and available to help with any problems that the students are having issues with. Sarah is very knowledgeable and has been a Librarian for several years in two different states. We are lucky to have her and the students are lucky to have this service available to them as well.

KBLU AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 8/30 8/31

Time Aired: 6Am 6Am

Length: 15 min

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Professionals Group raising money
Guest:
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Date aired: 8/30 8/31

Time Aired:

Length: 15 Min.

TOPIC OF THIS SHOW: HUMANE SOCIETY
OF YUMA HSOY Erin

ISSUE: 7

Erin from the local humane society came in to talk to the public regarding the importance of adoption of animals and the ever growing need of good home to cats and dogs that have no place to call home. The interview was started by asking Erin how many canines they have and what type of breed is most common at the shelter. Erin stated that the dogs range from large to small and majority are mixed breeds. if someone is looking to adopt a pet they should be aware that they can log onto the website and browse all the animals they have up for adoption. Families are also able to come into the shelter and have what is called a meet and greet so ALL of the member can see if it's a good fit. ALL animals Feline and Canine are available and they are required to be neutered and spay prior to adoption to prevent unwanted or lonely

KBLU AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 9/6 9/7
Time Aired: 6am 6am

Length: 15 min

TOPIC OF THIS SHOW:
United Blood Services
Guest: Paula Dumas

ISSUE: 6,7,

Paula came into to discuss the 4 to 5 Blood Drives that United Blood Services has in Yuma every month. There is one coming up On September 24th from 2pm to 6pm locally at Bobbys Territorial Harley Davidson. Patient blood need 825 transfusions every blood drive. Coming off holidays is the most important . O negative blood Is the universal type of blood that if they don't have time to Test type of patient (ie accidents) . If they are looking for a certain blood type they will also test your blood type if you don't know what blood type you are. The importance of giving blood you can save a life with just a pint of blood. United Blood services Has requirements you have to have a parent if under 18 and weigh at least 110lbs.

Date aired: 9/6-9/7
Time Aired: 6am Wendy McKay

Length: 15 Min.

TOPIC OF THIS SHOW: Bridget's Gift
Wendy McKay

ISSUE: 7

Wendy Mckay of Bridget's Gift was in the studio to discuss The organization Bridget's Gift raising awareness and funds for Breast Cancer. She came in to discuss the latest fundraiser for their Organization which is a concert with country Recording Star Randy Houser at the Cocopah Resort on Saturday October 4th. ALL Funds raised from the concert sales will go directly to Bridget's Gift. Bridget was a local gal who was diagnosed with cancer and unfortunately did not survive the battle. She was a huge Country Music fanatic and by bringing Randy Houser in concert they will be able to raise the funds needed to support other victims of this disease. Bridget's Gift is a local group dedicated to local events And are supported by the Yuma Community.

KBLU-AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 9/13 & 9/14
Time Aired: 6am *6AM*

Length: 15 min

TOPIC OF THIS SHOW: Annual Job and Education Fair AT Yuma Civic Center- YPIC
Guests: Patrick Goetz and Marco Garcia

ISSUE: 3,7,

The guests came in to talk about the Job fair that helps the community to find employment by setting up employers at the fair to give the necessary tools to prospective employees such as resume help as well as how to dress for success. YPIC has teamed up with Goodwill Industries to give more people the advantage to find gainful employment. YPIC is opening doors between Job Seekers and Employers that is exactly what they stand for and Goodwill also put people to work so they decided to team up and go for the best Job Fair they could give to our community. The Fair is being help on Oct 8th 2014 it is a Wednesday so El Dorado Broadcasters wanted to give them plenty of opportunity to give people time to plan for getting there and applying or making a first impression count.

TOPIC OF THIS SHOW: Cuddle Kit Closet Program

Guest: Dr. Laura Hartman & Kristen Shephard

ISSUE: 1,2,7,

The ladies are both board members of the Kids Cuddle Kit Program. Cuddle Kits are pillowcases stuffed with all the Items that a child needs when and if they are admitted to the hospital. The program has extended into schools as well because the Cuddle Kit Program decided that they needed to help ALL of the children that may have other issues besides an illnesses ie: divorce, loss of a loved one etc... So this Cuddle Program is intended to "Pay it Forward" so no child is left out. There is also a Fun Run designed for children it's a run for kids only called "Cuddle Fun Run" it is being held at the Palms RV Resort and will be help on Saturday Oct 18th 2014. It is the first ever which is the 1st Inaugural planning on being the 2nd annual next year.

KBLU-AM

3rd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 9/20 & 9/21
Time Aired: 6am *6Am*

Length: 15 min

TOPIC OF THIS SHOW:
Yuma County Special Olympics

ISSUE: 3,7,

GUEST : Lisa Ball River Area Director

The first ever Tri 2 Unify Triathlon to be held on October 4th. This event is in conjunction with a reverse Triathlon . Swimming , Biking and a Run. This is being held at the Palms RV Resort and they are inviting the community to help with the fundraiser and be On a team with the Special Olympics Athletes. Relays, short and long , teams are welcome . Reverse off Road Sprint , relay available for teams. This is a community event that is also supported by local Police officers, etc... Inviting the community to do ALL or just a swim, run, or bike. If the teams want they can do one or the other. They are able to register online and pay that way Lisa also wanted to make sure that the community knows that all the money raised year round are placed into a fund for athletes needs.

TOPIC OF THIS SHOW: Annual Job and Education Fair AT Yuma Civic Center-

ISSUE: 7,

Guests: YPIC Patrick Goetz and Marco Garcia of Goodwill Industries
Date: 9/20 9/21

The guests came in to talk about the Job fair that helps the community to find employment by setting up employers at the fair to give the necessary tools to prospective employees such as resume help as well as how to dress for success. YPIC has teamed up with Goodwill Industries to give more people the advantage to find gainful employment. YPIC is opening doors between Job Seekers and Employers that is exactly what they stand for and Goodwill also put people to work so they decided to team up and go for the best Job Fair they could give to our community. The Fair is being help on Oct 8th 2014 it is a Wednesday so El Dorado Broadcasters wanted to give them plenty of opportunity to give people time to plan for getting there and applying or making a first impression count.



Weekly Public Affairs Program

Call Letters: KBLU

QUARTERLY ISSUES REPORT, JULY – SEPTEMBER, 2014

Show # 2014-27 7/4
Date aired: 7/5 Time Aired: 6:30A

Mark Hyman, Adjunct Instructor, Sports Management, the George Washington University, author of *"The Most Expensive Game in Town: The Rising Cost of Youth Sports and the Toll on Today's Families"*

More than 41 million American kids participate in sports, and the fastest growing category is travel leagues. Mr. Hyman explained why he is concerned about the advent of year 'round leagues, including the huge commitment of time and money, and the higher risk of injury. He also talked about the value of traditional rec sports leagues in local communities and neighborhoods.

Issues covered:

Length: 9:55

**Youth Sports
Parenting
Children's Health**

Suzanne Rowan Kelleher, family travel expert, co-founder and Editor-in-Chief of WeJustGotBack.com

The higher cost of flying this summer may ground some family vacations. Ms. Kelleher outlined several policies that airlines have recently implemented that make travel significantly more expensive and inconvenient for families. She also offered tips for traveling with kids.

Issues covered:

Length: 7:22

**Consumer Matters
Family
Travel**

Bob Ragazzo, Certified Defensive Driving Instructor, Founder and President of Save Your Teen Driver, LLC, author of *"Save Your Teen Driver: 7 Things Every Parent Must Teach Their Young Driver Before Handing Over The Car Keys"*

Motor vehicle accidents are the top cause of death among 15 to 20 year olds. Mr. Ragazzo discussed several crucial safety tactics that drivers' education courses are not teaching students. He talked about the increasing number of distractions in the car, leading to higher accident rates.

Issues covered:

Length: 5:06

**Highway Safety
Government Policies
Youth at Risk**

Show # 2014-28

Date aired: 7/11 #12 Time Aired: 6:30A

Kate Tulenko, MD, MPH, physician and director of clinical services for the US Agency for International Development, a global health nonprofit, author of *"Insourced: How Importing Jobs Impacts the Healthcare Crisis Here and Abroad"*

Dr. Tulenko said 25% of physicians in the US are foreign-trained and foreign-born. She contends that this has caused tens of thousands of high-paying local jobs in the healthcare sector to effectively vanish from the reach of US citizens, weakened the healthcare systems of developing nations, and constricted an American university system that should be educating healthcare professionals.

Issues covered:

Healthcare

Education

Government Policies

Length: 10:20

Ulrich Boser, Senior Fellow at the Center for American Progress, expert in education, criminal justice, and other social policy issues

Almost a third of eighth-grade students report reading less than five pages a day, either in school or for homework. Mr. Boser conducted an analysis that found that millions of students believe they are not being challenged enough in school. He discussed the reasons behind this trend and what can to be done to improve education in America.

Issues covered:

Education

Government Policies

Children's Issues

Length: 6:42

Uchendi Nwani motivational speaker, former cocaine dealer and prison inmate, CEO of International Barber and Style College, author of *"The Millionaire Ex-Convict"*

Mr. Nwandi shared his inspirational story. He came from a middle-class family but ended up in prison after a conviction for cocaine trafficking. He talked about the importance of faith in his life and how he became a millionaire businessman after this release from prison.

Issues covered:

Crime

Drug Abuse

Length: 4:52

Show # 2014-29

Date aired: 7/18
7/19 Time Aired: 6:30A

Ruchi Gupta, M.D., M.P.H., Health Services Researcher and Assistant Professor of Pediatrics at Northwestern University and Children's Memorial Hospital in Chicago

Dr. Gupta was the lead author of a study that found that children in urban areas have much higher rates of food allergies than those in rural America. Her research found that city kids also are allergic to different foods than rural kids. She talked about the theories as to why population density and environment may have such a large impact. She offered advice to parents who have a child with food allergies. She also discussed the reasons why people often do not treat allergies as the life-threatening conditions they are.

Issues covered:

Allergies
Personal Health
Parenting

Length: 9:24

Tammi DeVille, author of *"Changing the World on a Tuesday Night"*

44 percent of adults volunteer, and many others would consider it, if they thought they had the time and skills needed. Ms. DeVille said that ordinary people can make a difference by volunteering as little as five minutes a day. She offered examples of opportunities to contribute time, often online, to non-profit organizations in their own community or across the globe.

Issues covered:

Volunteerism
Community Involvement

Length: 7:44

Bruce Anderson, Cybercrime Expert and Director of Investigations of Cyber Investigation Services in Tampa

Free Internet wi-fi access is everywhere these days--and so are computer hackers. Mr. Anderson talked about the dangers of using public Internet connections, what the riskiest locations are, and how the average computer user can protect himself.

Issues covered:

Crime
Consumer Matters

Length: 5:02

Show # 2014-30

Date aired: 4/25
7/26 Time Aired: 6:30A

Danica McKellar, actress, education advocate, author of *"Girls Get Curves: Geometry Takes Shape"*

Ms. McKellar majored in mathematics at UCLA, and now encourages middle-school girls to excel in math. She explained the reasons that girls mistakenly believe that they cannot be both popular and smart, and how math skills can improve their overall self-confidence. She also explained how basic geometry can apply to everyday life.

Issues covered:

Education
Women's Issues

Length: 8:35

Charles Duhigg, investigative reporter for the New York Times, winner of the National Academies of Sciences, National Journalism, and George Polk awards, author of *"The Power of Habit: Why We Do What We Do in Life and Business"*

Habits shape every aspect of our lives, often in ways we do not recognize. Mr. Duhigg summarized the results of recent scientific research that explains why habits exist and how they can be changed. He said tweaking even one habit, as long as it's the right one, can have staggering effects. He also explained how and why companies carefully study consumer habits.

Issues covered:

Health & Fitness
Consumer Matters

Length: 8:26

Jonathon Kozol, writer, educator, public education activist, author of *"Fire in the Ashes: Twenty-Five Years Among the Poorest Children in America"*

Mr. Kozol has been working with low-income children in inner-city schools for nearly fifty years. He talked about his experiences at a school in one of the poorest sections of New York City. He believes that because of vast differences in funding from one area to another, the nation's schools remain unequal and deeply segregated.

Issues covered:

Length: 4:54

Poverty
Education
Government Spending

Show # 2014-31

Date aired: 8/1/12 Time Aired: 6:30A

Timothy J. Mohin, environmental advocate, author of *"Changing Business from the Inside Out: A Treehuggers Guide to Working in Corporations"*

American corporations are gradually becoming more socially responsible. Mr. Mohin outlined the reasons behind this trend, and explained how "treehuggers" working inside the system can lead the effort. He said young professionals now view "having an impact" as a much more important career goal than many other more traditional priorities.

Issues covered:

Length: 7:49

Environment
Workplace Matters

Madeline Levine, PhD, psychologist, co-founder of Challenge Success, a education reform project at the Stanford School of Education, author of *"Teach Your Children Well: Parenting for Authentic Success"*

Dr. Levine said while parents, educators, and the media express concern about the soaring rates of emotional problems, and poor learning skills in America's children, there are ways to reverse these trends. She believes many parents need to shift their focus from good grades, high test scores, and college acceptances to developing a sense of purpose, connection, and meaning in their children's lives.

Issues covered:

Length: 9:18

Parenting
Education

Miriam Rafailovich, PhD, materials engineering researcher, Professor of Materials Science and Engineering, Director of the Garcia Center for Polymers at Engineered Interfaces at Stony Brook University on Long Island

Dr. Rafailovich led a study that found that many compact fluorescent light (CFL) bulbs emit high levels of ultraviolet rays. She said that despite their large energy savings, consumers should avoid using compact fluorescent light bulbs at close distances.

Issues covered:

Length: 5:04

Personal Health
Environment
Consumer Matters

Show # 2014-32

Date aired: 8/8
8/9

Time Aired: 6:30A

Jonah Engle, freelance journalist based in Washington, DC

Mr. Engle discussed civil asset forfeiture, a part of the War on Drugs which allows the government to seize property-- even if it doesn't have enough evidence to convict or even charge someone with a drug offense. He explained how the forfeiture process works and why it is so difficult to recover property after it is seized. He said many law enforcement agencies include projected revenue from asset forfeitures in their annual budgets.

Issues covered:

War on Drugs

Crime

Legal Issues

Government Policies

Length: 9:03

Alexandre Montagu, attorney, expert in intellectual property law, international commercial transactions and new media commercial and corporate law, author of "*Intellectual Property: Money and Power in a New Era*"

Mr. Montagu talked about intellectual property law, how it has changed with new technology, and why nearly everyone should understand the basics. He explained potential pitfalls for both the average consumer, and small and medium-sized businesses. Among the examples he cited: knock-offs of brand-name products on Internet auction sites and the indiscriminate use of photographs found online.

Issues covered:

Legal Issues

Consumer Matters

Length: 8:12

Jennifer Grasz, Vice President, Corporate Communications at CareerBuilder.com

Ms. Grasz outlined the results of a recent survey conducted by her organization that found that 69% of full-time workers regularly search for new job opportunities. She said that new online tools available to job seekers have made it much easier to do in-depth research on potential employers. She also discussed the reasons that such a high percentage of the workforce is interested in changing jobs.

Issues covered:

Employment

Workplace Matters

Length: 5:07

Show # 2014-34

Date aired: 8/15
8/16

Time Aired: 6:30A

David Casarett, MD, 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*"

New government data says there has been a 54 percent drop in drinking and driving among high school teens during the past two decades. Ms. Hyde discussed the reasons behind the decline, and offered advice for parents who are concerned about their teenagers.

Issues covered:

Drinking and Driving

Youth Issues

Parenting

Length: 7:53

Janet Tomiyama, PhD, Assistant Professor in the Department of Psychology at UCLA

Dr. Tomiyama conducted a study that examined the roles that stress and race play in the epidemic of obesity among teenage girls. She found that although stressed-out black girls and white girls tend to gain weight, stress appears to have a greater effect on the weight of black girls. And surprisingly, black girls reported less stress overall than white girls. Dr. Tomiyama talked about the racial disparity and why obesity is such an important public health concern.

Issues covered:

Length: 9:28

Public Health

Minority Concerns

Women's Issues

Brian Fikkert, PhD, Associate Professor of Economics at Covenant College in Georgia, co-author of *"When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor"*

Dr. Fikkert talked about the challenges faced by faith-based organizations and other groups when seeking to help poor or homeless Americans. He said aid efforts often end up perpetuating poverty, rather than solving the problem. He believes that building personal relationships with aid recipients and giving them a sense of self-worth is more effective than simply providing food or other materials.

Issues covered:

Length: 4:58

Homelessness

Poverty

Faith-based Initiatives

Show # 2014-34

Date aired:

8/22

8/23

Time Aired:

10:30A

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:

Length: 8:20

Personal Health

Emergency Medicine

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:

Length: 9:00

Retirement Planning

Senior Citizens

Personal Finance

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 more than 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 # 2014-35 8/29
Date aired: 8/30 **Time Aired:** 6:30A

Lee Crockett, Managing Partner of the 21st Century Fluency Project, co-author of *"Understanding the Digital Generation: Teaching and Learning in the New Digital Landscape"*

Mr. Crockett said that today's digital technology is dramatically changing how children learn. He said research is finding that youngsters' brains are changing physically and chemically, as a result of their use of computers and other digital devices. He explained how those changes are affecting the reasoning skills and educational needs of this generation, and how public school systems must adapt.

Issues covered:
Education
Parenting Concerns

Length: 8:53

Randall Pinkett, first African-American winner of *"The Apprentice,"* author of *"Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness"*

When Mr. Pinkett became the first African-American winner of *"The Apprentice,"* he also became the only contestant who was asked to share his victory with a white woman. He discussed how his refusal resulted in a firestorm of controversy. He said sometimes hard work is not enough for minority employees. He offered advice for African-American professionals who want to break through the racial barriers they continue to face.

Issues covered:
Minority Concerns
Workplace Matters

Length: 8:22

Peter Polos, MD, PhD, specialist in sleep medicine at the Sleep Disorder Center of JFK Medical Center in Edison, NJ

Dr. Polos was the lead researcher in a study that examined how electronic media affects the sleep of teenagers. He found that teens lose a significant amount of sleep by sending an average of 34 texts after bedtime each night. He offered advice to parents, on how to take control of bedtime and set limits on their child's access to digital devices.

Issues covered:
Personal Health
Youth Issues
Parenting Concerns

Length: 5:01

Show # 2014-36

Date aired: 9/16
9/17

Time Aired: 6:30A

Robert Cantu, MD, Chief of Neurosurgery, Chairman of the Department of Surgery, and Director, Service of Sports Medicine at Emerson Hospital in Concord Massachusetts, Clinical Professor of Neurosurgery and Co-Director of Boston University's Center for the Study of Traumatic Encephalopathy, senior consultant to the National Football League, author of *"Concussions and Our Kids: America's Leading Expert on How to Protect Young Athletes and Keep Sports Safe"*

Concussions are a not-so-silent epidemic among school-age athletes. Dr. Cantu discussed the most common causes of concussions and explained which sports are the most dangerous. He talked about the long-term ramifications of brain trauma injuries and offered ideas for reforms that would reduce concussions in youth sports.

Issues covered:

Personal Health

Youth Sports

Parenting Concerns

Length: 9:10

Dana Gunders, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco

Ms. Gunders was the lead author of a report that found that 40 percent of the nation's food supply--valued at \$165 billion--goes uneaten each year. She outlined the economic and environmental impacts of food waste, and what can be done to fight this growing problem. She discussed misconceptions surrounding expiration dates and said most of them actually are indicators of food quality, not necessarily food safety.

Issues covered:

Hunger

Food Safety

Consumer Matters

Environment

Length: 8:09

Roger Leslie, award-winning teacher, author of *"Success Express for Teens"*

Mr. Leslie believes that teens need to set goals in order to succeed in later life. He talked about the importance of young people learning the value of good citizenship and time management. He offered suggestions of how teens can determine their personal strengths and take smart risks.

Issues covered:

Teen Issues

Youth at Risk

Parenting Issues

Length: 4:52

Show # 2014-37

Date aired: 9/13
9/14

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:
Personal Health
Drug Abuse
Government

Length: 10:07

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

Mr. Lee outlined his organization's list of the most overrated and underrated jobs, based 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 seeking to change careers or move up the ladder in their present job.

Issues covered:
Employment
Economy

Length: 7:15

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 # 2014-38

Date aired: 9/21 Time Aired: 6:30A

Jennifer Aaker, PhD, social psychologist, General Atlantic Professor of Marketing at Stanford University's Graduate School of Business, co-author of *"The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change"*

Prof. Aaker outlined ways to use the power and popularity of social media to do good in the world. She offered examples of how innovative social media tools can invite participation and permit communication with potential supporters. She believes that the use of social media can turn small actions into much larger results for non-profit organizations.

Issues covered:
Volunteering
Charitable Contributions

Length: 8:30

Jodi Sleeper-Triplett, MCC, SCAC, founder of the movement for ADHD coaching for youth, Master Certified Coach and Senior Certified ADHD Coach, author of *"Empowering Youth with ADHD: Your Guide to Coaching Adolescents and Young Adults for Coaches, Parents, and Professionals"*

Ms. Sleeper-Triplett talked about the increasing cases of attention-deficit/hyperactivity disorder among America's youth and adults. She said medication and therapy often are not enough. She explained how parents may try to deal with the problem, and how an ADHD coach can help.

Issues covered:
ADHD
Education
Parenting Concerns

Length: 8:48

Erick Schreder, Staff Scientist at the Washington Toxics Coalition

Ms. Schreder was the lead scientist of a report that found that half of thermal paper receipts and 95% of dollar bills in circulation contain the hormone-disrupting chemical BPA. She said BPA is now present in 93% of all Americans. She explained the negative health consequences of BPA and what consumers can do to avoid it.

Issues covered:
Personal Health
Environment

Length: 4:54

Show # 2014-39

Date aired: 9/27
9/28 Time Aired: 6:30 A

Randy Albelda, PhD, Professor of Economics and Senior Research Fellow at the Center for Social Policy at University of Massachusetts in Boston

Dr. Albelda recently co-authored a report called "How Youth Are Put at Risk by Parents' Low-Wage Jobs." She explained the special challenges faced by low-income parents who are in jobs that lack flexible hours and benefits like health insurance, paid sick days and vacation days. She said these factors impact a child's education, health and future prospects. She believes that lower wages are part of a long-term trend in the U.S..

Issues covered:
Poverty
Youth at Risk
Parenting

Length: 8:24

Adam Pertman, Executive Director of the non-profit Donaldson Adoption Institute, author of "Adoption Nation: How the Adoption Revolution is Transforming Our Families--and America"

Mr. Pertman discussed the rapidly changing process of adoption, largely driven by the Internet. He said social networking and other online tools have radically changed both the process of adoption and the expectation of privacy, because it is so easy to locate and reunite birth mothers and children years after an adoption. He added that the Internet has also aided the rise of scammers and predators offering to expedite the expensive and lengthy process of adopting a child.

Issues covered:
Adoption
Parenting

Length: 8:32

Rodlescia Sneed, Graduate Student in the Psychology Department of Carnegie Mellon University

Ms. Sneed was the co-author of a study that found that parents are 52 percent less likely to develop a cold than non-parents. She explained the possible reasons behind this surprising result. She said the health benefits for a parent appear to continue, even after the offspring has grown to adulthood.

Issues covered:
Personal Health
Parenting

Length: 4:52