

# Tri-County Broadcasting, Inc.

## Quarterly Issues Report

July-September 2016  
3<sup>rd</sup> Quarter

### InfoTrak

Weekly Public Affairs Program  
(:30-minutes)

WHMH (101.7FM/HD1), Sunday-4:00AM

WMIN (1010AM/106.5FM/101.7HD4), Sunday-9:35AM

WVAL (800AM/101.7HD3), Sunday-9:00AM

WBHR (660AM), Sunday-5:00AM

WXYG (540AM/107.3FM/101.7HD2), Sunday-11:00PM

# Tri-County Broadcasting, Inc.

## Public Matters

July-September 2016

3<sup>rd</sup> Quarter

101.7 WHMH, Sauk Rapids/St. Cloud  
1010/106.5 WMIN, Sauk Rapids/St. Cloud  
800 WVAL, Sauk Rapids/St. Cloud  
660 WBHR, Sauk Rapids/St. Cloud  
540/107.3 WXYG, Sauk Rapids/St. Cloud

- 1.ADDICTIONS (DRUGS/GAMBLING)
- 2.CONSTITUTIONAL RIGHTS
- 3.CONSUMER CONCERNS
- 4.CRIME (DOMESTIC VIOLENCE)
- 5.DIVERSITY
- 6.ECONOMY (RECESSION)
- 7.EDUCATION
- 8.EMERGENCY PREPAREDNESS (TERRORISM)
- 9.ENERGY & ENVIRONMENT
- 10.GOVERNMENT SPENDING, REGULATION & TAXES
- 11.HEALTHCARE (INSURANCE & MENTAL)
- 12.HIGHWAY SAFETY
- 13.HOUSING
- 14.IMMIGRATION
- 15.JOBS & CAREERS (WORKPLACE & UNEMPLOYMENT)
- 16.LEGAL ISSUES
- 17.MEDIA (SOCIAL)
- 18.MILITARY CONCERNS
- 19.PARENTING
- 20.PERSONAL FINANCE
- 21.POVERTY (COMMUNITY INVOLVEMENT/VOLUNTEERISM)
- 22.PRIVACY (THEFT ID & ETHICS)
- 23.RACISM (DISCRIMINATION & MINORITY CONCERNS)
- 24.SENIOR CITIZENS (AGING & RETIREMENT)
- 25.TECHNOLOGY
- 26.WOMEN'S & MEN'S CONCERNS
- 27.YOUTH (CHILDREN & CHILD ABUSE)



Date aired: 7/4 Time Aired: 9-936

**Weekly Public Affairs Program**

Show # 2016-28

Total running time: 29:30 (with optional exit at 24:00)

1. **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:  
Employment  
Career

Length: 8:58

2. **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:  
Parenting Issues

Length: 8:13

3. **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:  
Consumer Matters  
Personal Finance

Length: 4:53



Date aired: 7/11 Time Aired: 7-9:30

**Weekly Public Affairs Program**

Show # 2016-29

Total running time: 29:30 (with optional exit at 24:00)

1. **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:**  
Childhood Obesity  
Education  
Parenting

**Length: 8:26**

2. **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**

3. **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**



Date aired: 7/18 Time Aired: 9-9:30

**Weekly Public Affairs Program**

Show # 2016-30

Total running time: 29:30 (with optional exit at 24:00)

1. **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:**

**Length: 9:10**

**Child Abuse & Neglect  
Government Policies  
Parenting**

2. **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:**

**Length: 8:07**

**Senior Citizens  
Employment**

3. **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:**

**Length: 5:02**

**Education  
Children's Issues**



Date aired: 7/25 Time Aired: 9-9:30

**Weekly Public Affairs Program**

Show # 2016-31

Total running time: 29:30 (with optional exit at 24:00)

1. **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**

2. **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**

3. **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**



Date aired: 8/1 Time Aired: 9-9:30

**Weekly Public Affairs Program**

Show # 2016-32

Total running time: 29:30 (with optional exit at 24:00)

1. **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**

2. **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**

3. **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**



Date aired: 8/11/14 Time Aired: 9-9130

**Weekly Public Affairs Program**

Show # 2016-34

Total running time: 29:30 (with optional exit at 24:00)

1. **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:**

**Drug Abuse  
Personal Health  
Government**

**Length: 10:07**

2. **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:**

**Employment  
Economy**

**Length: 7:15**

3. **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**





Date aired: 8/22 Time Aired: 9-9:30

**Weekly Public Affairs Program**

Show # 2016-35

Total running time: 29:30 (with optional exit at 24:00)

1. **Bob Rusbuldt**, CEO of The Independent Insurance Agents & Brokers of America

A consumer survey commissioned by Mr. Rusbuldt's organization found that 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

2. **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. Holt'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

3. **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



Date aired: 8/29 Time Aired: 9-9330

**Weekly Public Affairs Program**

Show # 2016-36

Total running time: 29:30 (with optional exit at 24:00)

1. **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

2. **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

3. **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



Date aired: 9/5 Time Aired: 9-9:30

**Weekly Public Affairs Program**

Show # 2016-37

Total running time: 29:30 (with optional exit at 24:00)

1. **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**

2. **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:**

Career

Parenting

**Length: 8:25**

3. **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:**

Personal Finance

Retirement Planning

Senior Citizens

**Length: 5:04**



**Weekly Public Affairs Program**

Date aired: ~~8/12~~<sup>9/12</sup> Time Aired: 9-9:30 AM

Show # 2016-38

Total running time: 29:30 (with optional exit at 24:00)

1. **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:**  
Parenting

**Length: 7:51**

2. **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:**  
Retirement Planning  
Senior Citizens

**Length: 9:23**

3. **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  
Health Issues  
Parenting Concerns  
Senior Citizens

**Length: 4:58**



Date aired: 9/19 Time Aired: 9-9:30

**Weekly Public Affairs Program**

Show # 2016-39

Total running time: 29:30 (with optional exit at 24:00)

1. **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:**

**Length: 7:57**

**Teen Suicide  
Mental Health  
Parenting**

2. **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. He said approaching the HR department with an issue is the best place to start.

**Issues covered:**

**Length: 9:21**

**Bullying  
Workplace Matters**

3. **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. it.

**Issues covered:**

**Length: 5:04**

**Retirement Planning  
Senior Citizens**



Date aired: 9/24 Time Aired: 9-9:30

**Weekly Public Affairs Program**

Show # 2016-40

Total running time: 29:30 (with optional exit at 24:00)

1. **James J. Duane**, Professor at Regent Law School in Virginia Beach, VA, author of "*You Have the Right to Remain Innocent*"

Prof. Duane explained the importance of the Fifth Amendment. He believes it is a constitutional right not clearly or widely understood by the average American. He explained why he advises everyone to never answer questions from law enforcement officers without legal representation. He believes when someone is wrongfully convicted of a crime they didn't commit, often it is because of information they voluntarily gave to investigators.

**Issues covered:**

**Length: 9:03**

**Constitutional Rights  
Legal Matters  
Crime**

2. **Frank Lalli**, investigative journalist, author of "*Your Best Health Care Now: Get Doctor Discounts, Save With Better Health Insurance, Find Affordable Prescriptions*"

Mr. Lalli shared his personal story: after he was diagnosed with multiple myeloma, a treatable form of blood cancer, he put his reporter's instincts to work and got the wonder drug he needed at an affordable price—thousands of dollars less than he was told he would have to spend. He explained how to negotiate doctors' fees and how to search for assistance in paying for medications.

**Issues covered:**

**Length: 8:11**

**Personal Health  
Consumer Matters**

3. **Alan Cook**, Licensed Contractor, author of "*A Trip to the Number Yard*"

America's math proficiency is rated 24<sup>th</sup> out of 29 math-tested countries. Mr. Cook talked about the problem of mathematic illiteracy for both do-it-yourselfers and trade professionals, and the mishaps that sometimes occur as a result. He explained which math skills are crucial to these blue-collar endeavors. He believes the main problem is that that our nation's schools have failed to teach math in an engaging manner.

**Issues covered:**

**Length: 4:41**

**Education  
Workplace Matters**