

QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

STATION WUSN-FM

4TH QUARTER, 2014

(October 1, 2014 – December 31, 2014)

Prepared by:

Laura Botten, Production Assistant

**Issues of Concern to Chicago, IL
Addressed in Responsive Programming in the
4th Quarter, 2014**

<i>Subject</i>	<i>Description of Issue of Concern</i>
Career Development	How to upgrade your skills and opportunities by reflecting on your current career
Family	Caring for aging parents
Financial Planning	Preparing for retirement and Social Security benefits
Health	Breast cancer; interval-style training; avoiding holiday weight gain
History	From Hollywood history to one of Chicago's own musical legends
Local Events	Chicagoland events of interest benefitting various organizations
Nutrition	Plant-based diets; Fall superfoods; overcoming obesity
Pet Adoption	Finding homes for homeless animals in Chicagoland; benefits of shelter pets
Technology	How social networking and online dating affect behavior
Veteran Assistance	Veteran career fairs; how a Chicago T-shirt company is helping veterans

**WUSN-FM Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
4th Quarter, 2014**

Public Affairs Program

Schedule and Description

1. Weekend Journal

(Sundays) Interviews and educates with topics about the community, health, politics, and the environment, hosted by Laura Botten and other staff members

Most Significant Issue-Responsive Programming
4th Quarter, 2014
(October 1, 2014 – December 31, 2014)

ISSUE: Career Development

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Career Development	Weekend Journal	10/12/2014	6:30 AM	9:43	Dr. Tracey Wilen, author of <u>Employed for Life: 21st Century Career Trends</u>	We're all guilty of taking "selfies" every now and then, but have you ever taken a "career selfie?" Dr. Wilen says taking a closer look at your career gives you an opportunity to upgrade your skills. She runs down ten emerging work trends to help keep up in a digital world. Learn more at traceywilen.com .

Most Significant Issue-Responsive Programming
4th Quarter, 2014
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ISSUE: Family

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Family	Weekend Journal	11/2/2014	6:30 AM	18:38	Virginia Morris, author of <u>How to Care for Aging Parents</u>	42 million Americans currently care for an elderly parent, relative, or friend. It can be tough when more care is needed for an older parent: family members take on new caregiving roles, different living arrangements may be made, and medical, physical, emotional, and cognitive issues can arise. Author Virginia Morris answers all our questions to shed some light on the best ways to handle these tricky situations. This book is in its third edition, with new information on elder fraud, "aging in place" technology, current laws and regulations for health care, fill-in worksheets, and more. <i>(Second airing; first aired 2/23/14)</i>

Most Significant Issue-Responsive Programming
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ISSUE: Financial Planning

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Financial Planning	Weekend Journal	11/30/2014	6:30 AM	10:17	Mark Hinkle, Deputy Press Officer for the Social Security Administration	Someday, we'll all have to plan for the future. Whether you're fresh out of college and just dove into the job market, or you're nearing retirement, it's never too early to start planning for the future. Mark tells us how to open our own My Social Security Account online for free. This is a helpful planning tool for anyone 18 and older, and can be accessed at socialsecurity.gov/myaccount . <i>(Second airing; first aired 8/31/14)</i>

Most Significant Issue-Responsive Programming
4th Quarter, 2014
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ISSUE: Health

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Health	Weekend Journal	10/19/2014	6:30 AM	10:35	Madhulika Sikka, executive editor for NPR News and author of <u>A Breast Cancer Alphabet</u>	One in eight women are diagnosed with breast cancer. Madhulika was diagnosed three years ago, and is now living a healthy life. She has taken that opportunity to write a personal and practical a-to-z guide to help women living with breast cancer. Learn more at madhulikasikka.com .
Health	Weekend Journal	10/19/2014	6:30 AM	8:00	Ken Churilla, author of <u>No One Said It Would Be Easy: A Husband's Journey Through His Wife's Battle with Breast Cancer</u>	Obviously women are deeply affected when diagnosed with breast cancer. But the men in their lives are often going through a struggle all their own with nowhere to turn-- until now. This book discusses the struggles men face when the woman in their lives is diagnosed with this life-threatening disease. Learn more at facebook.com/noonesaiditwouldbeeasy .
Health	Weekend Journal	10/19/2014	6:30 AM	10:19	Sean Foy, author of <u>The Burst! Workout: The Power of 10-Minute Interval Training</u>	Time is the number one thing standing in our way of working out on a regular basis. But by using interval-style training, we can optimize our workout in as little as ten minutes. Sean explains how we should break down those ten minutes, and why this style of exercise is so beneficial. Learn more at burstworkout.com .

Health	Weekend Journal	11/23/2014	6:30 AM	16:29	Veronica Harkless, Juice Plus representative and creator of Food for Thought and Thoughts on Food	The average person gains anywhere from 1 to 5 pounds during the holidays. Veronica shares two foolproof tips to help us battle the holiday bulge this year. Plus, how can we get more calcium and magnesium into our diets without drinking more dairy milk or taking supplements? Learn more at facebook.com/vharkjuiceplus .
Health	Weekend Journal	11/30/2014	6:30 AM	14:12	Dr. Bryce Wylde, medical expert and author of <u>Power Plants</u>	It's typical for people to feel under the weather and gain weight this time of year. Dr. Wylde discusses natural remedies to help us overcome some of our biggest health concerns such as a lack of energy, weight gain, catching the flu or a cold, and an inability to sleep through the night. Learn more at wyldeonhealth.com .

Most Significant Issue-Responsive Programming
4th Quarter, 2014
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ISSUE: History

Issue/Topic	Show	Date	Time	Duration	Guest	Details
History	Weekend Journal	10/26/2014	6:30 AM	8:14	Mark Bailey and Edward Hemingway, author and illustrator of <u>Of All the Gin Joints: Stumbling through Hollywood History</u>	Mark and Edward have compiled 70 stories of our favorite Hollywood stars that are so crazy you won't believe they're true-- but they are! This book offers up a unique look back at Hollywood from the silent film era through the psychedelic '70s. Learn more at markbaileywriter.com and edwardhemingway.com .
History	Weekend Journal	12/14/2014	6:30 AM	16:52	Jim Peterik, founder of Ides of March and author of <u>Through the Eye of the Tiger</u>	Jim is a local favorite in Chicago. He talks about the history of his music career, songwriting, and growing up in Chicago. He also performs a live acoustic performance of his biggest hit: "Vehicle." Learn more at jimpeterik.com

Most Significant Issue-Responsive Programming
4th Quarter, 2014
(October 1, 2014 – December 31, 2014)

ISSUE: Local Events

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Local Events	Weekend Journal	10/5/2014	6:30 AM	6:47	Jared Leonard and Gary Wiviott, organizers of the 3rd annual Windy City BBQ Classic	40 pitmasters will compete using wood and charcoal to make the tastiest barbecue in Chicago on Saturday, October 11th at Soldier Field from noon - 6:00. Jared and Gary tell us about the event, a portion of which benefits Operation BBQ Relief, providing meals to those who have been affected by natural disasters in America. Get tickets at windycitybbqclassic.com .
Local Events	Weekend Journal	10/12/2014	6:30 AM	5:05	Kerry Wood, former Chicago Cub and co-founder of the Wood Family Foundation	Kerry tells us about Woody's Western Roundup featuring Chris Young at Joe's Bar on October 22nd to benefit the Wood Family Foundation, which works to improve the lives of Chicago's kids by raising funds and awareness for much-needed programs in underserved communities. Learn more at woodfamilyfoundation.org .
Local Events	Weekend Journal	10/26/2014	6:30 AM	:49	Around Chicagoland	Come out for the Chicago Bears' Robbie Gould's 2nd annual "Gouldilocks and the Bears 5K" at Carl Hansen Woods on Rt. 59 in Hoffman Estates on Sunday, November 2nd to benefit Gould's charity The Goulden Touch and its partner Working in the Schools. Learn more at gouldentouch.com .

Local Events	Weekend Journal	11/2/2014	6:30 AM	4:47	Sean Cravera, Ted X Youth	On November 15th, Ted X is hosting an event at Lakes Community High School to discuss with students how to achieve their next endeavors. Learn more at tedxyouthlakevilla.com .
Local Events	Weekend Journal	11/16/2014	6:30 AM	2:39	Around Chicagoland	Topics discussed include the CBS Chicago Red Cross fundraiser to prevent fires, the Anti-Cruelty Society's Holiday Fund Drive, Heartland Animal Shelter's Santa Paws fundraiser, and Baconfest 2015 which helps raise funds for the Greater Chicago Food Depository.
Local Events	Weekend Journal	11/23/2014	6:30 AM	3:19	Around Chicagoland	Topics discussed include the CBS Chicago Holiday Coat Drive, the Arlington Height Fire Department Coat Drive, the holiday lights at Mooseheart, the Anti-Cruelty Society's Holiday Fund Drive, Heartland Animal Shelter's Santa Paws fundraiser, and the Bickell Foundation's charitable event A Fetching Affair which supports their mission of helping dogs and assisting abused children.
Local Events	Weekend Journal	12/7/2014	6:30 AM	10:47	Stephanie Hoffman, Community and Donor Development Coordinator for Heartland Animal Shelter	Heartland is a no-kill animal shelter that has rescued over 6,000 animals over time, and during the holiday season, they're providing some fun for the animals! Join the shelter today from noon to 3:00 PM and get your pet's photo taken with Santa Paws with your \$5.00 donation to the shelter. They are also accepting items from their wish list. Stephanie also tells us about their volunteer opportunities and why fostering an animal is crucial for many animals. Learn more at heartlandanimalshelter.net .

Local Events	Weekend Journal	12/7/2014	6:30 AM	4:05	Curtis Shaw Flagg, Operations Coordinator for Laugh Factory Chicago	Laugh Factory Chicago is hosting a toy drive this holiday season! Through December 23rd, Chicagoans are encouraged to donate an unwrapped gift or blanket. In return, donators will receive tickets to an upcoming Laugh Factory show. Curtis also tells us about their New Years Eve events and open mic nights. Learn more at laughfactory.com .
Local Events	Weekend Journal	12/14/2014	6:30 AM	3:10	Around Chicagoland	Events covered include: Museum of Science Industry's Christmas Around the World and Holiday of Lights, Laugh Factory Chicago Toy Drive, Chicago Blackhawks Toy Drive, new 2015 calendar and A Fetching Affair tickets to benefit the Bryan and Amanda Bickell Foundation, Heartland Animal Shelter fundraiser, US99.5 Rewards Team at Woodfield Mall today

Most Significant Issue-Responsive Programming
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ISSUE: Nutrition

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Nutrition	Weekend Journal	10/12/2014	6:30 AM	5:59	Dr. Alona Pulde and Dr. Matthew Lederman, authors of <u>The Forks Over Knives Plan: How to Transition to the Lifesaving, Whole-Food, Plant-Based Diet</u>	Evidence shows that eating a whole-food, plant-based diet can prevent or reverse diseases such as Diabetes and heart disease. Alona and Matthew describe the "forks over knives" lifestyle, and describe the 4-week transformation process described in-depth in the book. Learn more at forksoverknives.com .
Nutrition	Weekend Journal	11/16/2014	6:30 AM	11:06	Emily Abbate, Editor for Fitbie	The holidays are quickly approaching, which inevitably means food, food, and more food. Since this season typically causes overeating, Emily highlights some of the 17 Fall superfoods as listed on Fitbie.com . Which veggies have the most vitamins? Which fruits have the most antioxidants? And do cranberries really have anti-aging properties? She also points out that desserts don't have to be unhealthy, running down 6 healthy pumpkin desserts to enjoy this Thanksgiving. Learn more at fitbie.com .

Nutrition	Weekend Journal	12/21/2014	6:30 AM	23:26	Lynn Ahbonbon, healthy eating expert and author of <u>Why Americans are Fat and Sick</u>	The obesity epidemic in America is one of the worst in the world. Lynn breaks down two of the major contributors to high obesity rates: transfat and high fructose corn syrup. She also shares her tips on how to avoid these unhealthy additives. Learn more at ahbonbon.com .
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Most Significant Issue-Responsive Programming
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ISSUE: Pet Adoption

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Pet Adoption	Weekend Journal	10/26/2014	6:30 AM	8:28	Cynthia Copeland, author of <u>Really Important Stuff My Dog Has Taught Me</u>	Adopting a pet is one of the most rewarding things a person can do. They are saving an animal's life while enriching their own. Cynthia's adopted dog Bear enriched her life for 18 years. Now, she fosters dogs who are looking for their forever homes. Since October is Adopt-a-Shelter-Dog Month, Cynthia shares some of the life lessons her dogs have taught her which she chronicles in her new book. Learn more at cynthiacopeland.com .
Pet Adoption	Weekend Journal	10/26/2014	6:30 AM	9:03	Jennifer Holland, writer for National Geographic and author of <u>Unlikely Heroes: 37 Inspiring Stories of Courage and Heart from the Animal Kingdom</u>	For as long as Jennifer can remember, she's been an animal lover. She now lives with her three dogs and has compiled a collection of some heroic tales. During her time writing for National Geographic, she encountered some incredible animals that did some pretty amazing things. She tells us about a few including how a dog helped a veteran with PTSD, a cat who befriended a soldier in Afghanistan, and the "bionic dog" who now walks on prosthetics after he lost his paws to frostbite. Learn more at workman.com .

Pet Adoption	Weekend Journal	11/16/2014	6:30 AM	7:57	Amanda Bickell, co-founder of the Bryan and Amanda Bickell Foundation	The Bickell Foundation spreads awareness about the misunderstood dogs known as Pit Bulls and works with them to help abused children. Through their "Bick's Pit" program, they find forever homes for a different dog each month. Amanda talks about the November Pit, Monroe, a 14-week old puppy who was saved by the Bickells when it came to their attention that Monroe was being sold online. Amanda also tells us about the 2015 Bickell Foundation calendar and their 2nd annual benefit A Fetching Affair in February. To adopt Monroe or to learn more, visit bickellfoundation.org .
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Pet Adoption	Weekend Journal	12/7/2014	6:30 AM	10:10	Amanda Bickell, co-founder of the Bryan and Amanda Bickell Foundation	The Bickell Foundation spreads awareness about the misunderstood dogs known as Pit Bulls and works with them to help abused children. Through their "Bick's Pit" program, they find forever homes for a different dog each month. Amanda talks about the December Pit, Cadence, a 2-year-old female mix who was saved by the Bickells when it came to their attention that she was wandering the streets of Chicago with a bad leg. After receiving medical attention, Cadence had the leg amputated, and now gets around with no problem on three legs. Amanda also tells us about the 2015 Bickell Foundation calendar, on sale now, featuring Blackhawks players and adoptable dogs on each month's page. She also updates us on their 2nd annual benefit A Fetching Affair in February at the Drake Hotel. Proceeds from the calendar and A Fetching Affair benefit the Bickell Foundation. More info at bickellfoundation.org .
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Most Significant Issue-Responsive Programming
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ISSUE: Technology

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Technology	Weekend Journal	10/5/2014	6:30 AM	21:54	Christian Rudder, co-founder and president of OkCupid and author of <u>Dataclysm: Who We Are When We Think No One's Looking</u>	70% of Americans are on Facebook. By 2015, more words will have been Tweeted than printed in books. A third of all marriages now begin online. With more people sharing, commenting, liking, and networking on the web, it's never been easier to understand human nature. Christian discusses some of the charts and graphs in his new book that reveal some surprising things about ourselves based on Internet data. Learn more at dataclysm.org.
Technology	Weekend Journal	12/28/2014	6:30 AM	21:54	Christian Rudder, co-founder and president of OkCupid and author of <u>Dataclysm: Who We Are When We Think No One's Looking</u>	70% of Americans are on Facebook. By 2015, more words will have been Tweeted than printed in books. A third of all marriages now begin online. With more people sharing, commenting, liking, and networking on the web, it's never been easier to understand human nature. Christian discusses some of the charts and graphs in his new book that reveal some surprising things about ourselves based on Internet data. Learn more at dataclysm.org. <i>(Second airing; first aired 10/5/14)</i>

Most Significant Issue-Responsive Programming
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ISSUE: Veteran Assistance

Issue/Topic	Show	Date	Time	Duration	Guest	Details
Veteran Assistance	Weekend Journal	11/9/2014	6:30 AM	6:05	Dave Hinman, Senior Vice President and Retail Executive of 5/3 Bank	5/3 Bank has teamed up with Career Builder to hold a veterans hiring fair on Veterans Day at Chicago's Union Station in the Great Hall. Bank employees will also be volunteering their time to collect donations for the Folds of Honor Foundation which provides scholarships and assistance to the spouses and children of those killed or disabled in service to America. Learn more at 53vets.com .

Veteran Assistance	Weekend Journal	11/9/2014	6:30 AM	18:07	Mark Doyle, President and co-founder of Rags of Honor	After spending a year in Afghanistan in 2010, Mark Doyle saw firsthand how hard the men and women who serve our country work. But when he returned to the U.S., he was disappointed to see how many veterans were homeless or unemployed. That's when he decided to start a company devoted to hiring homeless or unemployed veterans. Rags of Honor is a custom silkscreen and American-made apparel company that currently employs nine veterans full-time, providing them with a living wage and a new opportunity to get back on their feet. See the shirt designs and learn more about Mark's mission to make this the largest employer of homeless veterans in America at ragsofhonor.us. <i>(Second airing; first aired 8/10/14)</i>
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Public Service Announcements
4th Quarter, 2014
(October 1, 2014 – December 31, 2014)

Throughout the quarter the station aired [daily/periodic] PSAs providing information on a variety of local community activities and issues.

Representative examples of such PSAs include the following:

Date	Length	Topic
10/5/14	:15	National Parkinson Foundation
10/12/14	:60	Navy- "Science Fair"
10/12/14	:30	National Parkinson Foundation
10/12/14	:60	Score- "Business Mentors"
10/12/14	:30	Companion Animal Protection Society
10/12/14	:30	FEMA- Flood Prevention
10/12/14	:30	Federal Employees
10/26/14	:30	Teacher Recruitment
10/26/14	:15	City Career Fair
10/26/14	:30	Safe Firearms Storage
11/2/14	:60	Safe Firearms Storage
11/2/14	:30	City Career Fair
11/2/14	:60	Teacher Recruitment
11/2/14	:30	City Career Fair
11/9/14	:60	Teacher Recruitment
11/9/14	:30	Companion Animal Protection Society
11/9/14	:60	Safe Firearms Storage
11/9/14	:30	Doctors without Borders
11/16/14	:60	National Fair Housing Alliance
11/16/14	:60	Safe Firearms Storage
11/16/14	:60	Teacher Recruitment

11/16/14	:30	Companion Animal Protection Society
11/23/14	:30	Pancreatic Cancer Awareness Month
11/23/14	:30	FEMA- Flood Prevention
11/23/14	:60	Teacher Recruitment
11/23/14	:60	Score- "Business Mentors"
11/23/14	:60	National Fair Housing Alliance
11/23/14	:30	Companion Animal Protection Society
11/23/14	:30	Federal Employees
11/23/14	:60	Safe Firearms Storage
11/30/14	:30	Pancreatic Cancer Awareness Month
11/30/14	:60	Teacher Recruitment
11/30/14	:60	Safe Firearms Storage
12/7/14	:30	Teacher Recruitment
12/7/14	:30	Safe Firearms Storage
12/7/14	:30	Score- "Business Mentors"
12/14/14	:60	Safe Firearms Storage
12/14/14	:60	National Fair Housing Alliance
12/14/14	:60	Teacher Recruitment
12/14/14	:60	Score- "Business Mentors"
12/14/14	:60	Doctors without Borders
12/14/14	:30	FEMA- Flood Prevention
12/14/14	:30	Companion Animal Protection Society
12/14/14	:30	Federal Employees
12/21/14	:60	Teacher Recruitment
12/21/14	:60	Safe Firearms Storage
12/21/14	:60	National Fair Housing Alliance
12/21/14	:30	Companion Animal Protection Society
12/21/14	:15	Doctors of the World- Ebola Crisis
12/28/14	:60	Teacher Recruitment
12/28/14	:60	Safe Firearms Storage

12/28/14	:60	Score- "Business Mentors"
12/28/14	:30	Companion Animal Protection Society
12/28/14	:60	National Fair Housing Alliance
12/28/14	:15	Doctors of the World- Ebola Crisis

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