

Issues/Public Affairs
1st Quarter 2017
WVNN AM Athens, AL
WVNN FM Trinity, AL
(Simulcast)

In our ongoing effort to serve the public interest, WVNN broadcasts programming responsive to issues of concern to the entire Huntsville/Decatur Metropolitan area. Our programming also discusses issues important to the entire state of Alabama and the nation. The following contains summaries of public affairs broadcasts that aired.

Program: Info Trak

Length: 8:36

Date: Sun Jan 8 6:00am

Aimée Morrison, PhD, Associate Professor of English Language and Literature, University of Waterloo

Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.

Issues covered: Length: 8:36

Women's Issues

Consumer Matters

Parenting

Media

Program: Info Trak

Length: 8:48

Date: Sun Jan 22 6:15am

Carol L. Rickard, Tobacco Treatment Specialist, author of "*The Benefits of Smoking: Why It's So Hard to Quit Smoking and What You Can Do about It*"

70% of smokers would like to quit, but only 4 to 7% will be successful. Ms. Rickard explained what smokers perceive as the benefits and why it's so hard for people to kick the habit once they've started. She also discussed the potential risks associated with e-cigarettes and vaping. She suggested resources that smokers can use to quit for good.

Issues covered: Length: 8:44
Smoking Cessation
Public Health

Program: Morning Show
Length: 8:44 minutes
Date: Sun Feb 6 6:00am

Diane Mulcahy, Adjunct Lecturer in the Entrepreneurship Division at Babson College in Wellesley, Massachusetts, author of "*The Gig Economy: The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want*"

Today, more than a third of Americans are working in the gig economy--combining short-term jobs, contract work, and freelance assignments. Prof. Mulcahy explained why everyone in today's workforce needs to recognize and accept its changing nature and prepare for it. She outlined the steps to take to transition to a gig career.

Issues covered: Length: 8:44
Employment
Education
Career

Program: Info Trak
Length: 4:50
Date: Sun Feb 19 6:10am

Kim Dulic, spokesperson and Public Affairs Officer, U.S. Consumer Product Safety Commission
Every 30 minutes, a child in the U.S. is injured from a TV or furniture tip-over incident. Ms. Dulic encouraged consumers to consider how to secure televisions in homes where young children live or visit. She said inexpensive and easy-to-install products are available in order to prevent tip-over tragedies.

Issues covered: Length: 4:50
Child Safety
Consumer Matters

Program: Morning Show
Length: 7:00 minutes
Date: Wed Feb 22 7:45am

Jenni Jeffers from The JDRF sent a spokesperson to the radio station to discuss diabetes and how our listeners could take part in and support the One Walk To Cure Diabetes in Huntsville. Diabetes facts were discussed along with preventative steps. Our group of radio stations were the official media partners for this event. Promos/PSA's also run to support this cause.

Program: Info Trak
Length: 7:22
Date: Sun March 6 6:10am

Andrew D. Eschtruth, Associate Director for External Relations at the Center for Retirement Research at Boston College, co-author of "*Falling Short: The Coming Retirement Crisis and What to Do About It*"

Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis.

Issues covered: Length: 10:54
Retirement
Government Policies
Personal Finance

Program: Info Trak
Length: 9:39
Date: Sun March 20 6:10am

Robert Meyer, PhD, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of "*The Ostrich Paradox: Why We Underprepare for Disasters*"
Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating

consequences. Dr. Meyer discussed what government authorities and individuals can do to prepare.

Issues covered: Length: 9:39
Disaster Preparedness

Program: Morning Show
Length: 3:00
Date: Tue March 28 8:30am

Representatives from The American Cancer Society discussed their upcoming Relay For Life fundraiser "Bark For Life" in Decatur. This is an event that helps the annual Morgan Country Relay For Life which helps the American Cancer Society. This station is a sponsor of all local Relay events including Huntsville, Athens, Madison, Decatur, etc.

**Issues/Public Affairs
2nd Quarter 2017
WVNN-FM Trinity, AL
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Program: Info Trak

Date: Sun Apr 2 6:00am

Henry A. Spiller, MS, D.ABAT., Director of the Central Ohio Poison Center at Nationwide Children's Hospital in Columbus, OH

Each day in the United States, Poison Control Centers receive an average of 32 calls about children exposed to prescription opioids. Dr. Spiller explained what child is most at risk, how adults can prevent children and adolescents from gaining access to these drugs, and how to properly dispose of unused prescriptions.

Issues covered:

Length: 8:22

**Poisoning Prevention
Drug Abuse**

Program: Info Trak

Date: Sun Apr 16 6:15am

Heather Schafer, CEO for the National Volunteer Fire Council

Ms. Schafer said volunteers make up 80% of all fire services across the United States. She said the call volume in recent years has tripled, but volunteer fire departments are struggling to find younger recruits. She said younger people have less spare time to volunteer than previous generations. She outlined the many benefits of volunteering.

Issues covered:

Length: 4:53

Volunteerism

Fire Safety

Disaster Preparedness

Program: Morning Show

Length: 8:44 minutes

Date: Thur Apr 27 8:20am

Cherre Thomas from The American Cancer Society came in to talk about the upcoming Relay For Life events across north Alabama. We discussed how listeners can get involved and help out the cause.

Issues covered: Length: 8:44

Cancer

Program: Info Trak

Date: Sun May 7 6:10am

Ric Edelman, Chairman/CEO of Edelman Financial Services, LLC, author of "*The Truth About Your Future: The Money Guide You Need Now, Later, and Much Later*"

Technology and science are evolving at a blistering pace. Mr. Edelman said the traditional paradigms of how Americans live, learn, and invest are shifting under our feet. He explained how smart investors can adapt and profit from today's changing environment. He offered advice for parents who want to guide their children into careers that will thrive in the future. He said within a

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few years technological advances will solve many of today's environmental concerns and humans will live dramatically longer lives.

Issues covered:

Length: 8:35

Personal Finance

Parenting

Environment

Program: Info Trak

Date: Sun May 22

Gwendolen Wilder, domestic violence survivor, author of "*It's Ok To Tell My Story!: Surviving Common Law Domestic Violence*"

Ms. Wilder shared her story of years of domestic violence and her eventual escape. She talked about the hurdles that prevent women from leaving abusive relationships. She discussed the sources of help and support available to victims, and offered advice for how to take the difficult step of leaving.

Issues covered:

Length: 9:15

Domestic Violence

Women's Issues

Program: Morning Show

Date: Thur June 1

Time: 8:20am

Jennifer Jacobs from the Diabetes Walk came in to discuss the event and how listeners can get involved and help out the cause. Cumulus Radio was a sponsor once again this year for the event.

Issues covered: Diabetes and complications from the disease

Program: Info Trak

Date: Sun June 12 6:15am

Tracy Mehan, Manager of Translational Research for the Center for Injury Research and Policy at the Research Institute at Nationwide Children's Hospital in Columbus, Ohio

On an average day in the US, 13 children receive emergency treatment for a lawn mower-related injury. Ms. Mehan talked about the most common injuries and how they typically vary, depending on the age of the child. She offered suggestions for parents on how to prevent

lawn mower-related injuries.

Issues covered:

Length: 5:02

Child Safety

Product Safety

Parenting

Program: Info Trak

Date: Sun June 19 6:15am

Cami Walker, author of "29 Gifts: How a Month of Giving Can Change Your Life"

At age thirty-five, Ms. Walker was diagnosed with multiple sclerosis. As she battled depression about her illness, she received an uncommon prescription from an African medicine woman: Give

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to others for 29 days. She shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.

Issues covered:

Length: 4:24

Charitable Contributions

Volunteerism

Mental Health

**Issues/Public Affairs
3rd Quarter 2017
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Program: Info Trak
July 9 6:05am

Tony Robbins, motivational speaker, author of "*Money, Master the Game: 7 Simple Steps to Financial Freedom*"

Mr. Robbins picked the brains of more than 50 of the world's most successful investors and money managers, and found dramatically different philosophies. He discussed lessons that anyone can use to improve their personal finances. He also talked about his efforts to feed the hungry and his personal reasons for being concerned about poverty and hunger in America.

Issues covered:

Length: 8:23

Personal Finance

Consumer Matters

Program: Info Trak
Date: July 30 6:05am

Clifford Bassett, M.D., FAAAAI, FAAAAI, Founder and Medical Director of Allergy and Asthma Care of New York, author of "*The New Allergy Solution: Supercharge Resistance, Slash Medication, Stop Suffering*"

Allergies are on the rise. Dr. Bassett explained why the problem and its underlying causes are quite complex. He believes in many cases, allergic reactions can be prevented, with proper medical advice that examines the interplay of diet, mindset, and environment.

Issues covered:

Length: 7:28

Personal Health

Program: Info Trak
Date: Aug 6 6:20am

Laurence J. Kotlikoff, PhD, William Fairfield Warren Distinguished Professor, Professor of Economics at Boston University, President of Economic Security Planning, Inc, author/co-author of 16 books on retirement planning, economics and personal finance

Dr. Kotlikoff has developed the first retirement planning software built by economists.

He explained how the "Economist Approach" differs from traditional retirement advice.

He said the new approach can help consumers determine the highest level of spending their household can sustain over time, in order to live within their means for the remainder of their lives.

Issues covered:

Length: 4:56

Retirement Planning

Senior Citizens

Program: Info Trak

Date: Sun Aug 27 6:05am

Jim Hedlund, consultant for the Governors Highway Safety Association, former researcher for 22 years at the National Highway Traffic Safety Administration

Mr. Hedlund conducted a study for the Governors Highway Safety Administration that found that for the first time, more drivers who were tested after fatal crashes had drugs in their system than had alcohol. He discussed the role that the increasing legalization of marijuana may play in this trend. He also explained why laws targeting drivers under the influence of alcohol cannot easily be amended to include drug users.

Issues covered:

Length: 5:09

Impaired Driving

Substance Abuse

Government Legislation

Program: Morning Show

Date: Aug 30

Time: 8:20am

Robert Reid came in to speak about how the Alabama Jubilee event in Decatur helps out the community.

Issues covered: How this event helps the community

Program: Info Trak

Date: Sept 17 6:25am

Steve Casner, PhD, research psychologist, NASA scientist, author of *"Careful: A User's Guide to Our Injury-Prone Minds"*

Dr. Casner has devoted his career to studying the psychology of safety. He said after a hundred years of steady decline, the rate at which people are being injured or killed in everyday accidents, such as car crashes, pedestrian fatalities, home-improvement projects gone wrong, medical mistakes and home fires, is increasing. He explained why few of us are as careful as we think we are, and what we can do about it.

Issues covered:

Length: 8:36

Accident Prevention

Personal Health

Program: Info Trak

Date: Sun Sept 24 6:15a

Lea Waters, Ph.D., President-Elect of the International Positive Psychology Association, Gerry Higgins Chair in Positive Psychology at the University of Melbourne, Australia, author of *"The Strength Switch: How the New Science of Strength-Based Parenting Can Help Your Child and Your Teen to Flourish"*

Dr. Waters discussed strength-based parenting, which focuses on sincerely praising children's strengths rather than always trying to correct their weaknesses. She said her approach helps children recognize skills, talents and positive aspects of their personalities, and shows them how to make the most of those positive resources. She said the technique differs significantly from the "participation trophy" approach that was common in the past couple of generations of parenting.

Issues covered:

Length: 10:01

Parenting

Issues/Public Affairs
4th Quarter 2017
WVNN Athens, AL
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Program: Info Trak

Date: Sunday October 7 6:15am

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

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

Issues covered: Length: 8:41

Education
Parenting

Program: Info Trak

Date: Sunday October 28 6:20am

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

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

Issues covered: Length: 8:18

Cancer
Women's Issue

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Program: Info Trak

Date: Sunday November 12 6:00am

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

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

Issues covered: Length: 9:20
Personal Health

Program: Morning Show

Date: Wednesday November 14 8:30am

Mojo discussed the upcoming Bikes Or Bust event which collects bikes for local families via the U.S. Marines Toys For Tots program. How to donate and stories about how much this helps the residents of North Alabama were discussed.

Issues covered:

Length: 5:00

How to donate

Where the donations go

Stories from those who have received in the past

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Program: Info Trak**Date: Sunday November 25 6:23am**

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

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

Issues covered: Length: 7:58**Tax Fraud****Identity Theft****Program: Info Trak****Date: Sunday December 9 6:10am**

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

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

Issues covered: Length: 4:53**Personal Health****Workplace Matters****Program: Info Trak 6:15am****Date: Sunday December 30**

Jennifer Suor, researcher, PhD candidate in clinical psychology at the University of Rochester

Ms. Suor's research found that children from low-income families are at risk of stunted cognitive functioning before they even start kindergarten. Her team found that young children with emotionally distant caregivers and who lived in an unstable home also had high levels of the stress hormone cortisol, which appears to significantly affect their cognitive abilities.

Issues covered: Length: 6:44**Education****Parenting**