QUARTERLY ISSUES AND PROGRAMS REPORT

FOR

KRLD-FM

2nd QUARTER, 2013 (April 1 – June 30)

Prepared by:

Lauri Dodd Public Affairs Director

$\begin{array}{c} \textbf{Issues of Concern to Dallas / Fort Worth} \\ \textbf{Addressed in Responsive Programming in the} \\ \textbf{2}^{nd} \ Quarter, 2013 \end{array}$

1.	Small Business and Economic Issues	Raising awareness of small business issues and financial planning methods to help people better position themselves for the future
2.	Access to Healthcare	Covers mental as well as physical wellness issues, and the importance of prevention in healthcare, also addresses need to be proactive to protect overall health of society
3.	Education and Awareness	Discussion of the vital role arts and education play in society, especially pertaining to raising bright, creative and productive children—raising awareness of efforts for improvement locally and nationally
4.	Personal Empowerment Issues	Discussion about ways people can learn to become more self-reliant in a time when fewer resources are available for public assistance, including motivation and inspiration to help others by giving a hand up—not a hand out
5.	Job Training Issues	Creative strategies for business success, financial advice and tips to become more attractive in a fast-changing economic market
6.	Altruism	Addresses issues relating to volunteerism, activism, and groups that need a helping hand to provide services for others throughout the community
7.	Business Development Issues	Discussion about the challenges facing a society working hard to survive and thrive, including ways we can all work together to create new business opportunities
8.	At-Risk Kids and Teens	Meeting the needs of youth and fragile populations to help them overcome challenges such as societal adversity, abusive situations or poverty so that they can rise above, become productive and help others in turn
9.	Crime Prevention Issues	Raising awareness of violence in our society and ways to break the cycle, as well as efforts to improve the lives of those who abuse drugs and alcohol
10.	Overcoming Adversity	Personal empowerment and improvement techniques for moving forward past adversity to achieve success, and thrive personally and professionally

KRLD-FM Programs That Address Community Issues 2^{nd} Quarter, 2013

Public Affairs Program	Schedule and Description

Better Living Sundays, 6:00-7:00 a.m. Produced by Lauri

Dodd, this show addresses issues of local and national concern by speaking with authors, local leaders, activists and volunteers about thought-provoking ways to make life better for people

everywhere.

ISSUE: Small Business and Economic Issues

Better Living April 7, 2013 6-6:30am 30 minutes of a 60 minute program

In today's competitive world, people need to be more flexible and more creative to achieve the success that may have been eluding them. Beverly Flaxington is an expert that helps people shift their focus to become more relevant in today's society. She can help with achieving career success or success with personal relationships as well. But her primary focus is on getting people back out into the workforce and becoming productive once again. (See also: Education and Awareness, Personal Empowerment Issues, Job Training Issues, and Business Development Issues)

Better Living April 14, 2013 6:30-7am 30 minutes of a 60 minute program

A positive attitude is key to launching a successful career. Although it has always been important, now it is crucial to survival, as everything becomes more cutthroat in our workplace environment. In her book, *Emotional Freedom*, Judith Orloff, M.D., helps people discover ways to embrace more positivity in our lives and to shun that which is holding us back. (See also: Access to Healthcare, Personal Empowerment Issues, Altruism, At-Risk Kids and Teens, Crime Prevention Issues, and Overcoming Adversity)

Better Living April 28, 2013 6:30-7am 30 minutes of a 60 minute program

Meira Penterman reaches out to help people discover and follow their passion in life. As she worked through her own struggles, she realized she had gained some wisdom that could benefit others. Her advice is simple, straightforward and appeals to a wide audience. (See also: Education and Awareness, Personal Empowerment Issues, Job Training Issues, Altruism, and Overcoming Adversity)

Better Living May 12, 2013

6-6:30am 30 minutes of a 60 minute program

A big reason we are having so many problems economically these days is because people don't have any self-control when it comes to money. If we weren't so consumed with stuff, then we would all be a lot better off. Karen McCall was a highly successful businesswoman in a posh area of San Francisco, but she had a terrible secret—she was flat broke. Once she faced up to her problems, her life began to change for the better. Now, through her book, *Financial Recovery*, she helps others achieve their own peace with money. (See also: Education and Awareness, and Personal Empowerment Issues)

Better Living
June 2, 2013
6:30-7am
30 minutes of a 60 minute program

Women, in particular, have a variety of issues they face on a daily basis that could hamper their success in business and in life. Maria Holmes has written, *Beyond the Myth, How to Live the Life You Desire*, as a guideline for people, and specifically women, to achieve success in relationships at work and at home. Holmes offers a wide range of advice on how to improve your career, your love life, your marriage, and relationships with your children of all ages. (See also: Personal Empowerment Issues, Job Training Issues, At-Risk Kids and Teens, Crime Prevention Issues, and Overcoming Adversity)

Better Living
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ISSUE: Access to Healthcare

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On the whole, we are overly concerned about body image. It skews our perception of reality and even worse—ourselves. As a plastic surgeon, Dr. Tony Youn, MD has seen this firsthand. Everywhere we turn, we are confronted with Hollywood's version of perfection. It harms self-esteem, especially for young girls who are still hyper impressionable. Dr. Youn is working to amend people's perceptions so that we can once again live in a reality-based world, where girls don't feel pressured to live up to an unrealistic standard. (See also: Education and Awareness, and At-Risk Kids and Teens)

Better Living June 2, 2013 6-6:30am 30 minutes of a 60 minute program

Sometimes, it seems life throws crazy challenges at people, and the way they respond determines their ultimate success in life. Sean Meshorer is just one of those people. He had a point in his life where he had hit an all-time low, he overdosed on drugs and had to be brought back from the brink of death. But in doing so, he learned a lot about himself and life in the meantime. Now he reaches out to help others dealing with the stress of mental illness, job loss, and life transformation. His book, *The Bliss Experiment: 28 Days to Personal Transformation* is a testament to his perseverance, and is a guideline to others facing similar life altering issues. (See also: Education and Awareness, Personal Empowerment Issues, Job Training Issues, and Business Development Issues)

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ISSUE: Education and Awareness

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ISSUE: Personal Empowerment Issues

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Better Living June 16, 2013 6:30-7am 30 minutes of a 60 minute program

In today's unstable economy, job layoffs, mortgage foreclosures, and general uncertainty are a way of life. Claudine Struck's book, *How to Stay Sane When Life Isn't*, reaches out to guide people down a different path. She has especially poignant advice on tackling and overcoming stress in our lives. If left unchecked, stress can cause emotional and even physical illness. Struck's body, mind, spirit approach has helped thousands achieve peace over the years. (See also: Access to Healthcare, Personal Empowerment Issues, Small Business and Economic Issues, At-Risk Kids and Teens, and Overcoming Adversity)

Better Living June 23, 2013 6-6:30am 30 minutes of a 60 minute program

There was a time when Mary Shurtleff suffered from physical ailments for which doctors could find no cause. She eventually discerned that her symptoms were related to her messy, cluttered surroundings. Once she began to clear out the clutter, her mental and physical symptoms subsided. Now she works to help people live clutter-free and live happier and healthier lives as a result. (See also: Personal Empowerment Issues, Education and Awareness, and Overcoming Adversity)

Better Living June 23, 2013 6:30-7am 30 minutes of a 60 minute program

Women still have a more difficult time in the workplace competing with their male counterparts and Michael Johnson thinks he has the answer that will make life better for all involved. His book, *Cracking the Boys' Club Code*, details the differences in the way men and women relate to one another in their personal lives and on the job. He has seen great improvements in work environments where they have implemented his methods for bridging the gender gap on the job. (See also: Personal Empowerment Issues, Education and Awareness, and Overcoming Adversity)

ISSUE: Altruism

Better Living April 7, 2013 6:30-7am 30 minutes of a 60 minute program

Young people have it tougher today than ever before. They often face more adult decisions at younger ages than their parents ever did in years past. Dr. Wes Crenshaw, PhD has spent decades counseling young people on ways to cope with the world around them. He has written a book, *Dear Dr. Wes, Real Life Advice for Parents of Teens*, to help families face some of their most challenging obstacles head-on. (See also: Education and Awareness, Personal Empowerment Issues, Access to Healthcare, At-Risk Kids and Teens, Crime Prevention Issues, and Overcoming Adversity)

Better Living April 14, 2013 6:30-7am 30 minutes of a 60 minute program

A positive attitude is key to launching a successful career. Although it has always been important, now it is crucial to survival, as everything becomes more cutthroat in our workplace environment. In her book, *Emotional Freedom*, Judith Orloff, M.D., helps people discover ways to embrace more positivity in our lives and to shun that which is holding us back. (See also: Access to Healthcare, Personal Empowerment Issues, Small Business and Economic Issues, At-Risk Kids and Teens, Crime Prevention Issues, and Overcoming Adversity)

Better Living April 28, 2013 6-6:30am 30 minutes of a 60 minute program

Linda Bloom, PhD has spent decades as a family counselor, helping couples work through the toughest of marital problems. In her years of experience, she says there are only a handful of valid reasons for marriages to break up. Most people don't split for these reasons. She says we tend to give up too easily and are missing rich and fulfilling relationships as a result—and more importantly, our children are suffering in a myriad of ways as well. (See also: Personal Empowerment Issues, Access to Healthcare, and At-Risk Kids and Teens)

Better Living April 28, 2013 6:30-7am 30 minutes of a 60 minute program

Meira Penterman reaches out to help people discover and follow their passion in life. As she worked through her own struggles, she realized she had gained some wisdom that could benefit others. Her advice is simple, straightforward and appeals to a wide audience. (See also: Education and Awareness, Personal Empowerment Issues, Job Training Issues, Small Business and Economic Issues, and Overcoming Adversity)

Better Living
June 9, 2013
6-6:30am
30 minutes of a 60 minute program

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Marty Brounstein has often wondered what it is that compels some people to do the right thing while others choose not to. He was especially intrigued with this topic when he learned the details about his wife's survival during the Holocaust. She had been a small baby during that time, and her parents had been fortunate enough to be taken in by a kind, caring family. *In Two Among the Righteous Few*, Brounstein details her story and delves into the human psyche to help us develop some of the same traits that these heroes exemplify. (See also: Personal Empowerment Issues, Education and Awareness, and Overcoming Adversity)

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ISSUE: Business Development Issues

Better Living April 7, 2013 6-6:30am 30 minutes of a 60 minute program

In today's competitive world, people need to be more flexible and more creative to achieve the success that may have been eluding them. Beverly Flaxington is an expert that helps people shift their focus to become more relevant in today's society. She can help with achieving career success or success with personal relationships as well. But her primary focus is on getting people back out into the workforce and becoming productive once again. (See also: Education and Awareness, Personal Empowerment Issues, Job Training Issues, and Small Business and Economic Issues)

Better Living
May 5, 2013
6-6:30am
30 minutes of a 60 minute program

There has been a big push lately from personal development gurus to embrace the now and shun your past—only today matters. However, John Schuster disagrees. His book, *The Power of Your Past*, encourages us to celebrate the people and events of yesterday, because those, combined with our journey forward, help to make us who we are—and are destined to become. (See also: Job Training Issues, Personal Empowerment Issues, and Overcoming Adversity)

Better Living
June 2, 2013
6-6:30am
30 minutes of a 60 minute program

Sometimes, it seems life throws crazy challenges at people, and the way they respond determines their ultimate success in life. Sean Meshorer is just one of those people. He had a point in his life where he had hit an all-time low, he overdosed on drugs and had to be brought back from the brink of death. But in doing so, he learned a lot about himself and life in the meantime. Now he reaches out to help others dealing with the stress of mental illness, job loss, and life transformation. His book, *The Bliss Experiment: 28 Days to Personal Transformation* is a testament to his perseverance, and is a guideline to others facing similar life altering issues. (See also: Education and Awareness,

Personal Empowerment Issues, Job Training Issues, and Access to Healthcare)

Better Living
June 9, 2013
6-6:30am
30 minutes of a 60 minute program

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ISSUE: At-Risk Kids and Teens

Better Living April 7, 2013 6:30-7am 30 minutes of a 60 minute program

Young people have it tougher today than ever before. They often face more adult decisions at younger ages than their parents ever did in years past. Dr. Wes Crenshaw, PhD has spent decades counseling young people on ways to cope with the world around them. He has written a book, *Dear Dr. Wes, Real Life Advice for Parents of Teens*, to help families face some of their most challenging obstacles head-on. (See also: Education and Awareness, Personal Empowerment Issues, Altruism, Access to Healthcare, Crime Prevention Issues, and Overcoming Adversity)

Better Living April 14, 2013 6-6:30am 30 minutes of a 60 minute program

Childhood obesity has become an epidemic, and adults are not doing any better. We are poor role models for our children when it comes to taking care of our own health. Leslie Bonci wants to help change that. She has written a book called, *Run Your Butt Off*. The aim is to inspire people to do a little each day to reform their couch potato ways and get moving. Whether it's walking to the mailbox or running a marathon, it's never too late to start. Every little bit makes a difference, and it all goes a long way to helping us live longer, healthier lives. (See also: Education and Awareness, Personal Empowerment Issues, Access to Healthcare, and Overcoming Adversity)

Better Living April 14, 2013 6:30-7am 30 minutes of a 60 minute program

A positive attitude is key to launching a successful career. Although it has always been important, now it is crucial to survival, as everything becomes more cutthroat in our workplace environment. In her book, *Emotional Freedom*, Judith Orloff, M.D., helps people discover ways to embrace more positivity in our lives and to shun that which is holding us back. (See also: Access to Healthcare, Personal Empowerment Issues, Altruism, Small Business and Economic Issues, Crime Prevention Issues, and Overcoming Adversity)

Better Living April 28, 2013 6-6:30am 30 minutes of a 60 minute program

Linda Bloom, PhD has spent decades as a family counselor, helping couples work through the toughest of marital problems. In her years of experience, she says there are only a handful of valid reasons for marriages to break up. Most people don't split for these reasons. She says we tend to give up too easily and are missing rich and fulfilling relationships as a result—and more importantly, our children are suffering in a myriad of ways as well. (See also: Personal Empowerment Issues, Altruism, and Access to Healthcare)

Better Living May 5, 2013 6-6:30am 30 minutes of a 60 minute program

Drug abuse is still a huge problem in our society, and it's only getting worse. Dr. Vincent Eletto, MD has been an ER doctor for the past three decades, and he has seen a difference in the types of drugs that young people abuse. These days, instead of typical street drugs, more and more young people are starting to abuse prescription drugs. They are easier to obtain, for the most part. A lot of times, unsuspecting parents are unwilling participants in these schemes. And it can have a deadly result. Dr. Eletto is working to raise awareness to help combat the problem. (See also: Education and Awareness, Personal Empowerment Issues, Access to Healthcare, Crime Prevention Issues, and Overcoming Adversity)

Better Living May 12, 2013 6:30-7am 30 minutes of a 60 minute program

On the whole, we are overly concerned about body image. It skews our perception of reality and even worse—ourselves. As a plastic surgeon, Dr. Tony Youn, MD has seen this firsthand. Everywhere we turn, we are confronted with Hollywood's version of perfection. It harms self-esteem, especially for young girls who are still hyper impressionable. Dr. Youn is working to amend people's perceptions so that we can once again live in a reality-based world, where girls don't feel pressured to live up to an unrealistic standard. (See also: Education and Awareness, and Access to Healthcare)

Better Living
June 2, 2013
6:30-7am
30 minutes of a 60 minute program

Women, in particular, have a variety of issues they face on a daily basis that could hamper their success in business and in life. Maria Holmes has written, *Beyond the Myth, How to Live the Life You Desire*, as a guideline for people, and specifically women, to achieve success in relationships at work and at home. Holmes offers a wide range of advice on how to improve your career, your love life, your marriage, and relationships with your children of all ages. (See also: Personal Empowerment Issues, Job Training Issues, Small Business and Economic Issues, Crime Prevention Issues, and Overcoming Adversity)

Better Living
June 16, 2013
6-6:30am
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Better Living June 16, 2013 6:30-7am 30 minutes of a 60 minute program

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ISSUE: Crime Prevention Issues

Better Living April 7, 2013 6:30-7am 30 minutes of a 60 minute program

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Better Living
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Better Living
June 9, 2013
6-6:30am
30 minutes of a 60 minute program

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ISSUE: Overcoming Adversity

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