

# Issues and Program Lists

4<sup>th</sup> Quarter - 2014

## Issues Today 14-39

Date Aired: 10/5/14 Time Aired: 06:06  
Length: 28 Min.

### 1. Martin Davis, Community Activist and Author

He discussed growing violence in minority communities. He also talked about the need for more ethnic diversity.

Issues covered:

1. Community Violence
2. Ethnic Diversity

### 2. Dr. Robert Okin, Author of "Silent Voices"

He detailed his work in interviewing several homeless people in San Francisco. He described their experiences and their struggles with mental illness.

Issues covered:

1. Crime
2. Mental Illness

### 3. Dr. Brett Osborn, Alzheimers Expert

He gave some tips on how people can decrease their risk of getting Alzheimers disease. He also talked about new treatment options.

Issues covered:

1. Health
2. Seniors

## Issues Today 14-40

Date Aired: 10/5/14 Time Aired: 06:00  
Length: 28 Min.

### 1. Heather White, Producer of "Who Pays the Price"

She detailed her experiences in talking to Chinese electronics workers who have gotten ill from working in factories. She also talked about the efforts of some companies to make things more safe.

Issues covered:

1. Environment
2. Worker Safety

### 2. Jamie Bearse, CEO of Zero-End of Prostate Cancer

He described their education efforts on the disease that are aimed specifically to men who are reluctant to get information. He also talked about stress from the disease that men experience.

Issues covered:

1. Health
2. Stress

### 3. Kim Baker, Animal Expert

She talked about why animals can change behavior very quickly. She also discussed how to recognize warning signals pets give out.

Issues covered:

1. Pet Safety
2. Communication

## Issues Today 14-41

Date Aired: 10/12/14 Time Aired: 06:00  
Length: 28 Min.

### 1. Jay Fitter, Parenting Expert and Author

He weighed in on the corporal punishment controversy. He also talked about how parents can better guide their children.

Issues covered:

1. Youth
2. Parenting

### 2. David Crouse, Divorce Attorney

He gave some tips on when couples can spot when their relationship is in trouble. He also talked about how better financial planning can help relationships.

Issues covered:

1. Divorce
2. Communication

### 3. Dr. Mary Ann Block, Medical Doctor and Author

She gave research information that vaccines can be harmful and may cause asthma. She also talked about the chemicals that are included in vaccines.

Issues covered:

1. Health
2. Youth

## Issues Today 14-42

Date Aired: 10/19/14 Time Aired: 06:00  
Length: 28 Min.

### 1. Wayne Windgarden, Senior Fellow at Pacific Research Institute

He gave the results of a study on energy regulation and its effects on the economy. He also commented on the need for diversity in energy projects.

Issues covered:

1. Energy Costs
2. Environment

### 2. Patricia Damery, Psychotherapist and Biodynamic Farmer

She detailed the differences between biodynamic and organic farming. She also talked about the economic advantages of new farming techniques.

Issues covered:

1. Environment
2. Economy

### 3. Ted Coine, Keynote Speaker and Author

He described why companies should embrace social media. He also talked about the need for more interactive communication between company personnel and customers.

Issues covered:

1. Communication
2. Consumerism



Issues Today 14-43

Date Aired: 6/26/14 Time Aired: 06:00  
Length: 28 Min.

1. Greg Kozera, Environmental Engineer

He discussed the history of hydro-fracking and why it is so important for energy production in the U.S. He also talked about environmental plusses to using the technique.

Issues covered:

1. Energy
2. Environment

2. Ross Kenneth Urken, Personal Financial Editor, thestreet.com

He gave some tips to parents on how to teach their children about financial topics. He also talked about the lack of money education in schools.

Issues covered:

1. Education
2. Youth

3. Joe Flower, Healthcare Researcher and Author

He discussed the in's and out's of national healthcare. He also talked about prevention measures that are contained in it.

Issues covered:

1. Health
2. Big Government

## Issues Today 14-44

Date Aired: 11/2/14 Time Aired: 06:00  
Length: 28 Min.

### 1. Anne Mitchell, Attorney and Speaker

She commented on the new sexual consent law that was passed in California. She also talked about changes that need to be made to better clarify it.

Issues covered:

1. Sexual Abuse
2. Women

### 2. Cathleen Enright, Executive Director of Council on Biotechnology Information

She detailed why her organization feels GMO's are safe. She also touted the environmental plusses of growing GMO crops.

Issues covered:

1. Health
2. Environment

### 3. Dr. Christine Horner, Breast Cancer Prevention Expert

She discussed alternative ways to help fight breast cancer. She also talked about the need for more exercise and healthy eating.

Issues covered:

1. Women
2. Health

## Issues Today 14-45

Date Aired: 4/9/14 Time Aired: 06:00  
Length: 28 Min.

### 1. Dick Morris, Political Commentator and Author

He gave his perspective on hot button issues in the country. He also talked about the need for more adherence to the Constitution.

Issues covered:

1. Big Government
2. National Healthcare

### 2. Dave Foreman, Herbal Pharmacist

He detailed how people can reduce carbs in their diet. He also addressed the growing obesity problem in the U.S.

Issues covered:

1. Health
2. Obesity

### 3. Walter Biondi, Former Deputy U.S. Marshal and Author

He gave his story of how he went from being homeless to becoming a U.S. Deputy Marshal. He also talked about the challenges law enforcement officers face.

Issues covered:

1. Youth
2. Law Enforcement Challenges



Issues Toda 14-46

Date Aired: 11/16/14 Time Aired: 06:00  
Length: 28 Min.

1. Barbara Rhine, Attorney and Former Labor Activist

She detailed a parallel between the farmer workers movement of the 70's to the current immigration struggle. She also talked about her novel based on those times.

Issues covered:

1. Immigration
2. Labor

2. Dr. Frank Moncher, Social Science Fellow at Culture of Life Foundation

He detailed growing violence against women and the connection to internet porn. He also talked about the changing womens' movement.

Issues covered:

1. Internet Pornography
2. Women

3. Dr. Susan Smith Jones, Allergy Expert

She addressed the growing number of Fall allergies that occur. She also stressed the need for better health education.

Issues covered:

1. Health
2. Education

## Issues Today 14-47

Date Aired: 11/23/14 Time Aired: 66:00  
Length: 28 Min.

### 1. Judge Glenda Hatchett, TV Jurist

She gave opinions regarding parenting issues and the increase of child abuse. She also talked about the challenges of family court.

Issues covered:

1. Child Abuse
2. Parenting

### 2. Dr. Gina Myers, Personal and Professional Dev. Coach

She described her personal experiences with domestic violence. She also talked about how women can have better self esteem.

Issues covered:

1. Domestic Violence
2. Women

### 3. Annabelle Ascher, Food Expert

She gave some tips on how people can save money on their groceries. She also talked about buying more healthy foods.

Issues covered:

1. Food Costs
2. Health

Issues Today 14-48

Date Aired: 11/30/14 Time Aired: 06:00  
Length: 28 Min.

1. Dr. Meryl Nass, Immunization Expert

She talked about the country's readiness for a massive Ebola epidemic. She also discussed the need for more openness about healthy issues.

Issues covered:

1. Disaster Preparedness
2. Health

2. Dr. Kevin Leman, Parenting Expert

He gave some tips on how parents can better handle their teens. He also talked about discipline procedures.

Issues covered:

1. Youth
2. Parenting

3. Doug Ingoldsby, Nutrition Expert

He discussed ways to survive holiday sugar shock season. He also talked about alternative health techniques.

Issues covered:

1. Stress
2. Health

## Issues Today 14-49

Date Aired: 12/7/14 Time Aired: 06:00  
Length: 28 Min.

### 1. Jae Oh, Author of "Maximize Your Medicare"

He discussed the many options available for seniors regarding medical care. He also talked about the ramifications of national healthcare.

Issues covered:

1. Seniors
2. National Healthcare

### 2. Dr. Mario Martinez, Owner of Institute of Biocognitive Psychology

He detailed the relationship between the mind and the body and how they work together as a unit. He also talked about the effects on seniors.

Issues covered:

1. Health
2. Seniors

### 3. Julianne Soviero, Hazing and Peak Performance Expert

She discussed the growing problem of hazing, particularly in schools. She also talked about how self-esteem can be enhanced.

Issues covered:

1. Youth
2. Hazing



Issues Today 14-50

Date Aired: 12/14/14 Time Aired: 06:00  
Length: 28 Min.

1. Theodore Bikel, Actor and Rights Advocate

He discussed his life in the arts. He also talked about his work in support of various support programs.

Issues covered:

1. Civil Rights
2. Discrimination

2. Rory Fanning, Author of "Worth Fighting For"

He described his work in advocating for more vets benefits. He also questioned the motives of being involved in middle east wars.

Issues covered:

1. War
2. Terrorism

3. Stephanie Erickson, Director of Erickson Resource Group

She gave some tips on how kids and their parents can work together to plan healthcare. She also talked about growing costs involved in nursing homes.

Issues covered:

1. Health
2. Seniors



## Issues Today 14-51

Date Aired: 12/21/14 Time Aired: 06:00  
Length: 28 Min.

### 1. Brian Sozzi, Analyst with thestreet.com.

He discussed the growing trend of morning places like Starbucks that are now serving dinner. He also talked about the trends of consumers.

Issues covered:

1. Economy
2. Consumerism

### 2. Patrick O'Donnell, Combat Historian

He weighed into the Navy Seals controversy regarding their code of silence. He also talked about the birth of Seals that took place in World War II.

Issues covered:

1. Veterans Rights
2. Communication

### 3. Don Miller, Epilepsy Expert and Author

He described his life with epilepsy. He also talked about the public's Growing awareness of the disease.

Issues covered:

1. Health
2. Education

Issues Today 14-52

Date Aired: 12/28/14 Time Aired: 06:00  
Length: 28 Min.

1. Luis Tijerina, Native American Healing Expert

He discussed the native American healing system that utilizes natural plants, roots and herbs. He also talked about the need for the public to better informed about treatments.

Issues covered:

1. Health
2. Education

2. Catana Tully, Author of "Split at the Root"

She talked about racism in America and how people need to talk about it more. She also discussed her adoption to white parents.

Issues covered:

1. Racism
2. Gun Control

3. Blair London, Child Trafficking Expert

She discussed the growing presence of child trafficking in the country. She also talked about the need for law enforcement to do more about the problem.

Issues covered:

1. Child Trafficking
2. Law Enforcement Funding

## **2014 - 4<sup>th</sup> Quarter (October-November-December)**

10/12/14-10/17/14: We aired a :30 psa several times per day about a fund-raising play at Hartford High School for the SPARK Community Center, whose non-profit mission is to inspire and empower adults with special needs.

10/17/14-10/26/14: We aired a :30 psa several times per day about an employment/disability workshop for the Vermont Center for Independent Living, directed at any Vermonter with disabilities to assist with obtaining employment and to educate with regard to rights.

10/26/14-10/31/14: We aired a :30 psa 8 times per day for a fund raising bazaar at 75 Bank Street in Lebanon NH to benefit the SPARK Community Center, whose non-profit mission is to inspire and empower adults with special needs.

10/31/14 – 11/17/14: We aired a :30 psa 8 times per day for a National campaign by the AARP to promote November as National Caregivers Month to educate the public about available resources for Caregivers.

11/17/14-11/30/14: We aired a :30 psa 8 times per day to benefit the Windsor Fire Explorer Program, who held a fund-raising dinner for this non-profit program that teaches young men and women, all the aspects and knowledge of becoming a firefighter and EMT.

11/30/14-12/05/14: We aired a :30 psa 8 times per day for a National campaign by the USDA and HHS to promote the importance of Food Handling Safety, especially in the Holiday season.

12/05/14-12/11/14: We aired a :30 psa 8 times per day for Shriners s Hospital which is a nationally recognized, non-profit hospital that treats children for burns. The subject of these psas was Burn Awareness.

12/08/14-12/10/14: We partnered with Springfield Buick-GMC, Dean Hill RV, and the Co-Op Food Stores for a food drive to benefit the Upper Valley Haven and Listen Community Services Food Shelves. We aired numerous recorded and live spots as well as maintaining an on-site presence at the Lebanon NH location of the Co-Op Food Store from 8AM – 6 PM each day. The result was the donation of an estimated 3,500 pounds of food and approximately \$500 in cash, check and gift card that was split equally between the organizations.



12/11/14-12/25/14: We aired a :30 psa 8 times per day for the Sacred Heart Church in Lebanon NH, who in conjunction with the Lebanon Recreation Department is providing a free, non-denominational community Christmas Dinner on Christmas Day.

12/15/14-12/21/14: We partnered with Mountain Meadow Indoor Golf Lounge and Event Center and the Competition Complex for a Coat and Toy Drive to get donations for the Upper Valley Haven. We aired 8 recorded spots per day and numerous live mentions.

12/26/14 – 01/08/15: We aired a :30 psa 8 times per day for the Relay for Life as a kick off to the 2015 fund and awareness raising season to battle cancer. The Wolf has been designated as the Official Media Sponsor of 5 Relay for Life events in the Upper Valley; Greater Lebanon, Kearsarge/Lake Sunapee, Claremont, Colby-Sawyer College (New London), Dartmouth College (Hanover).

SALES REP NAME: **Linda Driscoll** STATION: **WXLF/WZLF**

New Order  New Biz  
 Revision  Cancellation

Order # \_\_\_\_\_ Rev Order # \_\_\_\_\_  
 Date: **12/23/2014** PO # \_\_\_\_\_

**CLIENT INFORMATION:**

Name: **Relay for Life**  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_  
 Type of Business: \_\_\_\_\_  
 (Category)

**A/R Account**

Cash  
 Trade

**Billing Info**

Calendar  
 Broadcast

**Income Account**

Local  
 National  
 Agency  
 NTR  
 Political

Gross  
 Net  
 Affidavit  
 CIA

**AGENCY INFORMATION:**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_  
 Est #: \_\_\_\_\_ PO#: \_\_\_\_\_

**Make Good Policy**

None  
 With Notice  
 Without Notice

**Contract For**

Spots  
 News  
 Traffic  
 Sponsorship  
 Remote  
 Promotion  
 Talent  
 Sports  
 Non-Spot

**Copy Info**

Co-Op:  
 Yes   
 No

**Script(s) Attached?**

Yes   
 No

**Order Description/Comments:**

sale

Rate	Start Date	End Date	Start Time	End Time	Length :30/:60	M	T	W	Th	F	S	Su	Per Wk	# Wks	Total \$	Total Spots	Cart #
\$0.00	12/26/2014	12/31/2014	6a	6a	30	x	x	x		x	x	x	18	1	\$0.00	18	
\$0.00	1/1/2015	1/7/2015	6a	6a	30	x	x	x	x	x	x	x	28	1	\$0.00	28	
													10		\$0.00	0	
													0		\$0.00	0	
													0		\$0.00	0	
													0		\$0.00	0	
													0		\$0.00	10	
													0		\$0.00	0	
													0		\$0.00	0	
													0		\$0.00	0	
													0		\$0.00	0	
													0		\$0.00	0	
													0		\$0.00	0	
													0		\$0.00	0	

**Prime Time**  
 M-F 6A-7P

**Non-Spot Billing**  
 Monthly: \_\_\_\_\_  
 Weekly: \_\_\_\_\_

**Monthly Totals**  
 Month \$

Total Prime Spots in Order: \_\_\_\_\_  
 PTGR: \_\_\_\_\_

**TOTAL SPOTS**  
**IN ORDER: 46**

**TOTAL \$ IN ORDER: \$0.00**  
 Agency Fee if needed \$0.00  
**TOTAL NET \$ IN ORDER \$0.00**

Approved By: \_\_\_\_\_

**Notes to Traffic:**  
 Relay for Life Sponsorship

Client: \_\_\_\_\_



