

**Quarterly Issues Report – Q3 Third  
Quarter, 2012 7/1/12 through 9/30/12  
Viewpoints Programs  
12-27 through 12-**

**Program # 12-27**

**Air week: 7/1/12**

**1:47 SEGMENT #1 - Getting an Edge on Getting a Job**

**11:23**

**SYNOPSIS: Job seekers need an edge these days, and just having an MBA or a slick resume isn't going to do it. We talked to three interview specialists about some small things you can do in the interview and in networking that might seem insignificant, but that could make you the job applicant that the company**

**COMPLIANCY ISSUES COVERED: employment, corporate culture, business**

**14:12 SEGMENT #2- FDR's Last Campaign**

**11:14**

**SYNOPSIS: Campaigning for the presidency is grueling work – even for relatively young, healthy and fit candidates. Imagine then what it was like for 62-year-old, out of shape man who suffered from severe heart disease! That was the case with Franklin Roosevelt as he stumped for his fourth term as president. We talk to a historian about how FDR was suffering but kept campaigning during 1944, why he ended up so ill and**

**COMPLIANCY ISSUES COVERED: the presidency, elections, health & well-being, war, transportation**

**Program # 12-28**

**Air week: 7/8/12**

**1:47 SEGMENT #1 – Facebook Depression & Technology Overload**

**12:18**

**SYNOPSIS: Some people go on social media, and think, “everybody’s got a good life except me” and they become chronically depressed. Other people can’t shut down technology at all...not even to get a good night’s sleep or carry on a dinner conversation. We talk to three experts about “facebook depression” and the obsession with texting and using technology almost non-stop to find out why it happens and what can be done to alleviate it.**

**COMPLIANCY ISSUES COVERED: technology, education, mental health issues, family issues**

**15:09 SEGMENT #2- The Story Behind the Story of Superman**

**10:19**

**SYNOPSIS: Superman is probably the most enduring of our iconic comic book heroes. But how did he come to be? We talk to an author who has written a “biography” of the Man of Steel through the life of his creators, the characters in the books, radio shows and tv, and the real-life hard times that Superman helped American**

**COMPLIANCY ISSUES COVERED: popular culture; media; crime; bullying & children’s issues.**

**Program # 12-29**

**Air week: 7/15/12**

**1:50      SEGMENT #1 - Stirring Speeches: What makes them memorable?                      13:11**

**SYNOPSIS:** It's been more than 50 years since President John F. Kennedy delivered his famous "Ask Not..." inauguration speech, and it's still one of the most memorable and inspiring speeches in American history. **But why? What makes a speech memorable and moving? And who are the masters of writing and speaking that gave us the rich archive of famous speeches? We talk to three men who have studied and written speeches to find out the secrets of good public speaking and writing for the ages.**

**COMPLIANCY ISSUES COVERED:** Presidential history, war, education, government, politics

**16:15      SEGMENT #2- The Commons: Why we need to keep them that way                      9:11**

**SYNOPSIS:** So many cities and states are in deep financial difficulty that they're privatizing some of their basic public services just to pay the bills. **At the same time, citizens are trying to clean up their towns and help each other out by reclaiming abandoned land and using it for community gardens, playgrounds and open markets. We talk to a writer and speaker about the concept of "the commons" and how municipalities and citizens are often at odds about who owns them, how they should be administered, and if privatization is**

**COMPLIANCY ISSUES COVERED:** urban issues, infrastructure, business, local government, poverty, law

**Program # 12-30**

**Air week: 7/22/12**

**1:50      SEGMENT #1 - Teaching History and Civics More Effectively                      12:39**

**SYNOPSIS:** Math and science curricula seem to get the most attention from politicians and the media, while history and civics come in a distant second in importance these days. **Our guests say this is shortchanging students – and ultimately society – in the long term, since good citizens need knowledge of the history of their country, to know the people who made a difference, and a good understanding of how our government and political systems work.**

**COMPLIANCY ISSUES COVERED:** education, urban issues, poverty, politics, civil rights, government

**15:32      SEGMENT #2- Wind Power: Creating Energy & Jobs                      9:54**

**SYNOPSIS:** The U.S. has a goal of generating 20% of our nation's power through wind energy by the year 2030. **The giant turbines on wind farms around the country won't just generate electricity – they also create thousands of jobs in wind technology, manufacturing, education, transportation and more. Our guest discusses how the industry has evolved during the past 40 years, and how it's learned from early mistakes to build, site and maintain wind farms that are safer for wildlife and less annoying to humans.**

**COMPLIANCY ISSUES COVERED:** employment, rural and farm issues, higher education, energy, wildlife preservation, ecology

**Program # 12-31**

**Air week: 7/29/12**

**1:50 SEGMENT #1 - The Geography of Jobs: Where they are and why 10:35**

**SYNOPSIS: What makes a city a job magnet? Why is it that some cities aren't feeling the pinch of the economic downturn? We talk to two specialists about the "geography" of jobs, what kinds of cities attract successful companies and people, and how the employment of highly skilled and educated people can**

**COMPLIANCY ISSUES COVERED: employment, vocational education, business, community development, economics**

**13:36 SEGMENT #2- Cat Care During the Dog Days of Summer 11:50**

**SYNOPSIS: Summer is winding down, and families are heading out to beaches, resorts and on camping trips and taking the family dog with them. But what about the family cat? Is it a good idea to take your feline family member with you? And how do cats fare, overall, during the summer at home or away? We talk to two**

**COMPLIANCY ISSUES COVERED: pets, health, recreation**

**Program # 12-32**

**Air week: 8/5/12**

**1:47 SEGMENT #1 - Making a Mark: How branding helps businesses succeed 10:57**

**SYNOPSIS: Every company, from small entrepreneurs to the Fortune 500, is looking for an edge in the marketplace. But what's the best way to proceed? We talk to two business experts about how important "branding" is in bringing in business; mistakes that small business owners make, and how the right kind of customer research can really pay dividends.**

**COMPLIANCY ISSUES COVERED: entrepreneurs, business, media, consumerism**

**13:46 SEGMENT #2- Gino Bartli: Champion cyclist and hero of World War II 11:43**

**SYNOPSIS: There are many heroes of World War II whose names are well known and revered: Generals Patton and MacArthur, Audie Murphy, Oskar Schindler to name just a few. There are also many in the Resistance Movement who worked in obscurity – and preferred it that way. We'll hear the story of Gino Bartali, a man who was famous throughout Europe, but whose war heroics were virtually unknown until now.**

**COMPLIANCY ISSUES COVERED: sports, war, religion, human rights, politics**

**Program # 12-33**

**Air week: 8/12/12**

**1:43 SEGMENT #1 - Civil Suits: Can we make them move faster through the courts? 11:02**

**SYNOPSIS:** Often it takes years to resolve civil law suits in American courts. This can cost thousands of dollars in legal fees to both parties, not to mention that witnesses can forget details of the case, move away or even die. Can we move these cases through the courts a little faster? We talk to two legal experts about some of the ways in which civil suits might be expedited through the court system while preserving justice for all the parties.

**COMPLIANCY ISSUES COVERED:** legal system, government, economy

**13:47 SEGMENT #2- The Complex Relationship Between Athletes and Coaches 11:42**

**SYNOPSIS:** The Jerry Sandusky child abuse case and the sanctions against Penn State have brought the relationship between coaches and athletes to the forefront. It also brings up the issue of the culture of sports in our country. We talk to a psychologist who specializes in sports and an author who draws parenting lessons and inspiration from great coaches about how coaches can use sports competition to make young people better athletes and citizens. We also discuss how parents and schools can help prevent abuse to young people in their athletic programs.

**COMPLIANCY ISSUES COVERED:** sports & recreation, higher education, child welfare, family issues

**Program # 12-34**

**Air week: 8/19/12**

**1:48 SEGMENT #1 - Customer Service: Making it work 11:41**

**SYNOPSIS:** When your cable TV goes out or you need an adjustment on your credit card bill, sometimes the call to customer service is worse than the original problem. Why is this? Why can't businesses get better at dealing with their customers' requests? We talk to two customer service pros about why the problem is so widespread, what a company and a consumer can do to make service faster and more pleasant, and the cultural differences that arise when customer service is outsourced abroad.

**COMPLIANCY ISSUES COVERED:** business, consumerism, international business, employment

**14:28 SEGMENT #2- Cell Phone Cameras: You'd be surprised at what they can do! 11:00**

**SYNOPSIS:** Almost everyone has a cell phone these days, and most of these phones are outfitted with cameras. Maybe you think that all a cell phone camera is good for is taking pictures at the bachelor party or to snap evidence of your fender bender. Our guest says there are so many more creative and beautiful pictures you can take with your cell phone camera if you just learn a few basic skills and download a few fun and helpful apps.

**COMPLIANCY ISSUES COVERED:** art and recreation, technology, media and communications

**Program # 12-35**

**Air week: 8/26/12**

**1:48 SEGMENT #1 - Insanity Defense: What it is and when it's used 13:11**

**SYNOPSIS:** Various shootings in the past few years have brought to the public's attention the use of the insanity defense. Although we've all heard about it from TV and movies, it's not as cut and dried as it's depicted in the media. We talk to a forensic psychiatrist and a criminal defense attorney about the defense, what it is, and when and why it's used for criminal defendants.

**COMPLIANCY ISSUES COVERED:** mental illness, justice system, crime, media

**15:59 SEGMENT #2- Stalin's Purges: A story of hardship, death and forgiveness 9:27**

**SYNOPSIS:** Back in the 1930s and 1940s, great purges of Latvians, Lithuanians and Estonians were taking place at the hands of the Nazis and then the Soviets. Tens of millions of people were killed in concentration camps or died on their way to the gulags of Siberia. Still, many survived horrific conditions for years, but did not come forward to tell their stories. We talk to a novelist who decided the world needed to know more about these brave Baltic people, how they withstood torture and abuse, but also learned to forgive in the process.

**COMPLIANCY ISSUES COVERED:** war; genocide; poverty; government

**Program # 12-36**

**Air week: 9/2/12**

**1:49 SEGMENT #1 - Do Kids Really Need Algebra in High School? 10:56**

**SYNOPSIS:** Many kids hate high school math, and it's one of the major causes for kids doing poorly in school and possibly even dropping out. Is it the way math is taught that makes kids have so much trouble with it? Or do all high school students really need to take algebra, trigonometry and higher math in the first place? We talk to two educators who are at opposite ends of the spectrum on this issue, about how math is taught in schools, how it could be done better, and how a student benefits – or not – from learning algebra.

**COMPLIANCY ISSUES COVERED:** science and technology, education, urban schools, poverty

**13:47 SEGMENT #2- The Aleppo Codex: The history and mystery of an ancient Bible 11:43**

**SYNOPSIS:** More than half a century ago, an ancient Bible disappeared from the Syrian city of Aleppo, never to be seen whole again. The facts surrounding its disappearance, and reappearance in Israel and other parts of the world are the subject of a lengthy investigation, a court trial and a dip into the black market of antiquities for our guest, a journalist who wanted to get to the bottom of the mystery of the Aleppo Codex.

**COMPLIANCY ISSUES COVERED:** religion, crime, war, terrorism

Program # 12-37

Air week: 9/9/12

1:49      SEGMENT #1 – Green Building: Hidden Treasures from Demolitions      11:42

**SYNOPSIS:** Since the foreclosure crisis began, many buildings – commercial, religious and residential – became victims of the wrecking ball. These days, though, there's a movement to not demolish and bury old buildings but "dismantle" them and reuse many of the materials. Many of those structures are very old, and hold secrets and treasures that a careful salvager can find. We talk to a building materials reuse expert and a demolition treasure hunter about how they work, the excitement and dangers of their jobs, and what the reuse of materials means to the environment.

**COMPLIANCY ISSUES COVERED:** environment; labor; American heritage; recycling; infrastructure, business

14:33      SEGMENT #2- Cross words : Not Just for Grandma Anymore      10:55

**SYNOPSIS:** You see it everywhere: middle-aged people and seniors working crossword puzzles on the train, bus or in the coffee shop. Why don't younger people do crosswords? Where are the puzzle-solving Gen-Y'ers? We talk to a young puzzle constructor about how he's trying to change the look and feel of the old-fashioned crossword to make it more relevant to younger solvers. We also find out how he became the youngest person to ever create a Sunday crossword for the New York Times.

**COMPLIANCY ISSUES COVERED:** youth, arts & recreation, media

Program # 12-38

Air week: 9/16/12

1:49      SEGMENT #1 - Lobbyists: Who they are, what they do      10:59

**SYNOPSIS:** Everyone's heard about lobbyists in Washington, D.C. But do many people know who they are and what they do? We talk to an expert on lobbyists and how they work in the halls of Congress as well as the statehouses around the nation. We discuss how they raise money during the election cycle, what the rules are surrounding their trade, who becomes a lobbyist and just how much influence they have over legislators, agency heads and The White House.

**COMPLIANCY ISSUES COVERED:** politics, business, government, finance, crime

13:50      SEGMENT #2- Graphic Novels : Rising again in popularity      11:39

**SYNOPSIS:** Graphic novels are gaining in popularity with young and older Americans. In the past these books and their authors and artists were considered lesser lights in the literary world, somewhere between dime novels and comic books. Our guests tell us, though, that graphic novels are on the rise – both in number and prestige – thanks to their international appeal, the readers who embrace them, and a creative crop of writers, artists and publishers who are producing graphic novels that appeal to a wide range of the public.

**COMPLIANCY ISSUES COVERED:** literacy, the arts, education

Program # 12-39

Air week: 9/23/12

1:50 SEGMENT #1 - School Integration: Helping kids fit in 11:54

**SYNOPSIS:** When we think of integration in our nation's schools, we usually think of urban minority children being bussed into suburban schools, or white suburban kids attending mostly minority inner city schools. While mixing kids of different races, ethnicities and economic levels in the same school is a good thing, it's not enough. We talk to an educator and researcher about why it's also important to ensure that every child not only has access to good teachers, resources and a safe school, but opportunities in that school that aren't separated by the boundaries of race, economic standing or culture.

**COMPLIANCY ISSUES COVERED:** race, discrimination, education, urban issues, sports and recreation

14:40 SEGMENT #2- Campaigns and Social Media 10:49

**SYNOPSIS:** This year, both Democrats and Republicans are using the Internet and social media to bring their campaign messages to the public. But is it worth it? What are the pros and cons? We talk to two social media specialists about how a campaign uses Twitter, Facebook, YouTube and the internet to ask for donations, votes and volunteers; how the internet has changed the way some candidates campaign; how the internet has helped and hindered political messages; and if using the web really brings in more votes.

**COMPLIANCY ISSUES COVERED:** technology, technology, political campaigns, commerce, social media

Program # 12-40

Air week: 9/30/12

1:50 SEGMENT #1 - Mass Incarceration: The effects on family and community 11:11

**SYNOPSIS:** Millions of Americans are incarcerated in jail or prison on any given day – many of them for non-violent crimes. Because of our tough "law and order" stance against crime in the U.S., a great number of these inmates will be behind bars for five years, 10 years, maybe even life. Is this a good strategy? We talk to two prison educators about how long incarcerations of non-violent criminals such as drug users, hurts families and communities, and find out how prisons, non-profits and communities can help rehabilitate and return inmates to their families to live productive lives.

**COMPLIANCY ISSUES COVERED:** prisons, drug abuse, children and family issues, urban issues, crime, employment

14:04 SEGMENT #2- Negative Political Ads: Do they help candidates? 11:26

**SYNOPSIS:** Millions of dollars are being spent on negative campaign ads this election cycle, as candidates and their supporters try to tear down their opponents while they build themselves up. Do these ads work? If so, why? Are they good for the country or American politics in general? We discuss these issues and find out how negative ads affect not only the elections but also the political activity long after the elections are decided.

**COMPLIANCY ISSUES COVERED:** politics & elections, media, government