

**2nd Quarter, 2013 Issues**  
**For Nashville/Middle Tennessee**  
Cumulus Nashville  
WGFX 104.5 The Zone

Major Issues:

1. **Small Business/Jobs/Economy:** The economy and jobs is on everyone's mind these days. Barbara Dab interviewed representatives from various business organizations about how technology helps small businesses. She also spoke with representatives from professional organizations about the growth of minority spending power.
2. **Health/Wellness/Education:** This quarter there was a focus on health and wellness issues. Barbara Dab interviewed experts in the field of Diabetes research and treatment, medical advances in the military, hypertension and ALS. She also shined the spotlight on education. She interviewed experts about literacy, scholarships and fundraising for schools, and looked into a TV reality show aimed at recruiting for the military.
3. **Books/Authors/Nonprofit:** As usual, books and authors were a hot topic. Barbara Dab interviewed authors of fiction, non-fiction and a cookbook! She also spoke with a local nonprofit that is helping young people develop life skills by training and working with animals from Metro animal shelters.

## **Zone About Town – April 7, 2013**

2013

Second Quarter

**Issue:** Jobs/Small Business

**Program:**

Barbara Dab interviewed John Wandishin, VP of Marketing and Product Development for Brother.

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

There are over 23 thousand small businesses in the U.S. and they account for about 55% of all jobs. For these small businesses to function day-to-day, they need everything from office space to employees to technology. But, sometimes, not everything operates up to par. The recent 4th annual "Brother Small Business Survey," revealed information about what small business owners consider their top priorities, and many are technology related. We spoke with John Wandishin, VP of Marketing and Product Development for Brother, to learn more.

## **Zone About Town – April 7, 2013**

2013

Second Quarter

**Issue:** Health and Wellness

**Program:**

Barbara Dab interviewed Lurelean Gaines, President of Health Care and Education for the American Diabetes Association

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

Here in Tennessee, 10 percent of the population has Diabetes, and another 10 percent is believed to be at risk for Type 2 Diabetes. You can find out if you're one of those at risk by taking a simple online test in the privacy of your own home. But what do the results mean, and what are your next steps if you find you are one of the 10 percent? We spoke with Lurelean Gaines, President of Health Care and Education for the American Diabetes Association, to get the scoop.

## **Zone About Town – April 14, 2013**

2013

Second Quarter

**Issue:** Health and Wellness

**Program:**

Barbara Dab interviewed Mari Ruddy, founder of Red Rider's Program of the American Diabetes Association

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

One of the most widespread and devastating chronic diseases is Diabetes. And since Middle Tennessee has one of the nation's highest rates of obesity, Diabetes is a fact of life for many folks. But there are things everyone can do to help raise funds for a cure and to help fund cutting edge treatment. Next month, the American Diabetes Association's annual Tour de Cure rolls through town and we spoke with Mari Ruddy, founder of the Red Rider's Program to learn more.

**Zone About Town – April 14, 2013**  
2013  
Second Quarter

**Issue:** Books/Authors

**Program:**

Barbara Dab interviewed Taylor Hackbarth, author of "Breakfast for Dinner"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

Is breakfast your favorite meal? Wouldn't it be fun to have breakfast for dinner? Well Nashville locals Taylor Hackbarth and his wife Lindsay Landis have taken their love affair with breakfast to new heights. They've created the "Breakfast for Dinner" cookbook that redefines the most important meal of the day. We spoke with Taylor to learn more.

**Zone About Town – April 21, 2013**  
2013  
Second Quarter

**Issue:** Education

**Program:**

Barbara Dab interviewed Sara Trembath, Campaign Manager for Boxtops for Education

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

If you have school age kids, you're probably aware that in your pantry is a valuable fundraising opportunity. Since it's inception, the Boxtops for Education program has raised over \$525 million for schools around the country. Local schools can expect an average of \$1,000 per year from the program. There is truly unlimited potential and you can help. To learn more, we spoke with Sara Trembath, Campaign Manager for Boxtops for Education, who tells us why Cheerios and other everyday products could mean dollars for your school.

**Zone About Town – January 20, 2013**  
2013  
Second Quarter

**Issue:** Books/Authors

**Program:**

Barbara Dab interviewed Diane Gilman, author of "Good Jeans"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

If you're a fan of the Home Shopping Network you know there are literally thousands of products just waiting for you. And behind each one, is a success story. One in particular represents a triumphant and life changing journey for its creator. As Diane Gilman writes in her book "Good Jeans", anyone can reinvent themselves and it's never too late to try. We spoke with Diane to learn more about how she transformed herself and her life with a pair of blue jeans.

**Zone About Town – April 28, 2013**  
2013  
Second Quarter

**Issue:** Health and Wellness

**Program:**

Barbara Dab interviewed Dr. David Kountz, President of the Society on Hypertension in Blacks

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

Anyone can develop hypertension, but research shows that African-Americans are 40 percent more likely than Caucasians to have the condition. African-Americans with high blood pressure also have three times higher risk of stroke than Caucasians with high blood pressure. April is National Minority Health Month, and we spoke with Dr. David Kountz, President of the Society on Hypertension in Blacks, to learn more about this life-threatening condition.



**Zone About Town – April 28, 2013**  
2013  
Second Quarter

**Issue:** Books/Authors

**Program:**

Barbara Dab interviewed David Porter, President and CEO of Porter-Khou Consulting and author of "The Porter Principles"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

What is "social architecture" and why does it matter for your college students' life? As parents and students prepare to make that all-important decision about which school to attend, one of the most important elements to consider is lifestyle and social architecture plays a large role in determining success. We spoke with David Porter, President and CEO of Porter-Khouw Consulting and author of the book "The Porter Principles", to learn more.

## **Zone About Town – May 5, 2013**

2013

Second Quarter

**Issue:** Books/Authors/Education

**Program:**

Barbara Dab interviewed Kristina Ellis, author of "Confessions of a Scholarship Winner"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

This is the time of year when high school seniors and their parents begin sweating over how to pay for that hard-earned college education that is just around the corner. It's no secret that student loan debt can bury a person well into their adult years. But there are ways to avoid a lifetime of payments and one local woman did just that. Kristina Ellis, author of "Confessions of a Scholarship Winner", writes about how she earned undergraduate and graduate degrees at two of the country's top universities and didn't pay a penny. We spoke with Kristina to hear how she did it.

## **Zone About Town – May 5, 2013**

2013

Second Quarter

**Issue:** Books/Authors

**Program:**

Barbara Dab interviewed David Baldacci, author of "The Hit"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

How does he do it? It was just a year ago that we spoke with best-selling author David Baldacci about his latest book and today he's back with yet another blockbuster. His newest offering is called "The Hit" and we spoke with him to find out how he keeps things fresh year after year. He also shares with us his passion for literacy and how he and his wife are doing something about it.

**Zone About Town – May 12, 2013**  
2013  
Second Quarter

**Issue:** Health

**Program:**

Barbara Dab interviewed Robert Gowan, husband of ALS victim Amy Gowan

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

May is ALS Awareness Month. It's a terrible disease that afflicts people in the prime of life. The Gowan Family of Nashville knows first hand how it devastating it is. Amy Gowan, wife of Robert and Mom to Catherine and Will, lost her battle last summer and now her family is working to get the word out and help put some focus on this disease. We spoke with Robert and his family to learn more.

**Zone About Town – May 12, 2013**

2013

Second Quarter

**Issue:** Health

**Program:**

Barbara Dab interviewed singer songwriter Morgan Miles

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

As we just heard, May is ALS Awareness Month and we've been speaking with the Gowan Family of Nashville about their story. Robert Gowan has teamed up with singer/songwriter Morgan Miles to help raise awareness of the devastating disease. Morgan is also the family's nanny and dear friend. She spoke about her unique friendship with Amy Gowan, her inspiration for writing a very special song.

## **Zone About Town – May 19, 2013**

2013

Second Quarter

**Issue:** Nonprofit/Social issues

**Program:**

Barbara Dab interviewed Lisa Stetar, Executive Director of Crossroads Campus

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

Nashville is home to literally hundreds of stray dogs and cats just waiting to find that forever home. In fact, local animal shelters are overflowing with potential pets. Crossroads Campus is local non-profit that pairs at-risk youth with some of the hardest to place animals for some much needed training. And now, the organization is opening a non-profit pet store where you can shop for supplies, have your fluffy friend groomed, and even bring home a new family member. We spoke with two of the young men learning to love and care for the animals and with Lisa Stetar, Executive Director of Crossroads Campus, to learn more.

## **Zone About Town – May 19, 2013**

2013

Second Quarter

**Issue:** Healthcare

**Program:**

Barbara Dab interviewed Dr. Joel Kupersmith, Chief Research and Development Officer, Veterans Health Administration at the US Department of Veterans Affairs

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

For nearly 90 years, VA Research has been improving the lives of Veterans and all Americans through health care discovery and innovation. VA researchers have contributed to a wide range of health care innovations, many right here in Middle Tennessee. In observance of VA Research Week, we spoke to Dr. Joel Kupersmith, Chief Research and Development Officer, Veterans Health Administration at the U.S. Department of Veterans Affairs, to learn more.

## **Zone About Town – May 26, 2013**

2013

Second Quarter

**Issue:** Education

**Program:**

Barbara Dab interviewed pop star Eva Universe

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

When it comes to education funding the arts are often the first to get axed. But studies show music and art education boost skills in other subjects like math and reading. Now, pop star Eva Universe is partnering with a California-based non-profit to help launch a viral video contest that gives kids across America the chance to appear in her latest music video and earn up to \$10,000 for their schools. We spoke with Eva to learn more.



**Zone About Town – May 26, 2013**  
2013  
Second Quarter

**Issue:** Books/Authors

**Program:**

Barbara Dab interviewed Joe Hill, author of "NOS 4 A 2"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

This weekend's Memorial Day kicks off the summer season for swimming pools in Middle Tennessee, summer blockbuster movies and vacation reading. To get your summer off right, we spoke with Joe Hill, up and coming author of the frightening and the macabre, about his new book "NOS 4 A 2". This tome will blow you away while you laze poolside. We spoke with Joe to learn more.

## **Zone About Town – June 2, 2013**

2013

Second Quarter

**Issue:** Business/Economy

**Program:**

Barbara Dab interviewed Manuel Torres, Convention Chair for the National Association of Black Accountants

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

The economy is finally turning around, but many people still find themselves unemployed. Many of those are accounting professionals, and this week during the National Association of Black Accountants Annual Convention, a Career Expo could help folks find their next job. In addition, the NABA Convention will offer a host of seminars, community service, a public forum and a Sweepstakes where someone will find themselves driving home a brand new Nissan. We spoke with Manuel Torres, the NABA Convention Chair, to learn more.

## **Zone About Town – June 2, 2013**

2013

Second Quarter

**Issue:** Military/Entertainment

**Program:**

Barbara Dab interviewed Actor/Director/Producer Ricky Schroeder

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

From iPods to smartphones to online content, today's young people are connected to the media in different ways than before. They don't hear radio ads because they tune to commercial free channels, they go online to find info they want/need and they skip TV ads with DVR. But this 18-24 year old age group is exactly who the U.S. Army is looking to reach. So they've partnered with Executive Producer Ricky Schroeder to create a reality TV show aimed at engaging and inspiring this tough to reach group. We spoke with Ricky Schroeder to learn more.

**Zone About Town – June 9, 2013**  
2013  
Second Quarter

**Issue:** Education/Literacy/Entertainment

**Program:**

Barbara Dab interviewed award winning singer/songwriter Janis Ian

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

This month is National Audio book Month, so we thought we'd spotlight one our own here in Nashville. Singer/songwriter Janis Ian is making waves and winning awards with her own audio book memoir: *Society's Child*. Janis took home a Grammy, winning against the likes of Michele Obama and Bill Clinton, and recently won her first "Audy". We spoke with Janis to learn more about this growing art form.

## **Zone About Town – June 9, 2013**

2013

Second Quarter

**Issue:** Books/Authors

**Program:**

Barbara Dab interviewed Rod Dreher, author of "The Little Way of Ruthie Leming"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

Three years ago Ruthie Leming was diagnosed with terminal cancer. She was 40 years old, a middle school teacher, a wife, a mother and sister to author Rod Dreher. What's exceptional about her story is the way she dealt with her disease and the tremendous outpouring of love and support from her small town community. The experience touched Rod so much that he uprooted his family from big city back to his hometown in Louisiana. He tells the story in his new book, "The Little Way of Ruthie Leming, A Southern Girl, A Small Town and The Secret of a Good Life." We spoke with Rod to learn more.

**Zone About Town – June 16, 2013**  
2013  
Second Quarter

**Issue:** Entertainment/Culture

**Program:**

Barbara Dab interviewed Claire Corby, Vice President of Marketing at Cheekwood Botanical Gardens

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

It's summer, which means amazing things are happening at Cheekwood Botanical Gardens. This year's highlight is the acclaimed Bruce Munro Light exhibit. But there is so much more to keep us busy during the long days and nights. We spoke with Claire Corby, Vice President of Marketing, to learn more.

**Zone About Town – June 16, 2013**  
2013  
Second Quarter

**Issue:** Books/Author

**Program:**

Barbara Dab interviewed Daniel James Brown, author of "The Boys In The Boat"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

Every once in awhile a story comes along that really grabs a reader. And when it's a true story, well that's the perfect storm. The latest book by author Daniel James Brown tells the true story of the 1936 Olympic rowing team and the nine brave young men who risked it all for the gold medal. We spoke with Daniel to learn more about this incredible story.

**Zone About Town – June 23, 2013**

2013

Second Quarter

**Issue:** Sports/Entertainment

**Program:**

Barbara Dab interviewed Trapper Haskins, Vice President of the Tennessee Association for Vintage Baseball

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

Summer is in full swing and so is baseball! This year Middle Tennessee is home to its first ever Vintage Baseball League. This version of America's pastime is something special and very different than what most of us are used to. We spoke with Trapper Haskins, Vice President of the Tennessee Association for Vintage Baseball, to learn more.



**Zone About Town – June 23, 2013**  
2013  
Second Quarter

**Issue:** Books/Authors

**Program:** Barbara Dab interviewed Adam Grant, author of "Give and Take: A Revolutionary Approach to Success"

**Format:**

This 30-minute show airs Sunday mornings at 6:00am on 103.3

**Synopsis:**

Are you a giver or a taker? Do you help others, sometimes even ignoring your own needs? Or do you move through life doing just what you like and don't worry about others? We spoke with Adam Grant, author of "Give and Take: A revolutionary Approach to Success", to learn more about how nice guys sometimes don't finish last.