

**Quarterly Issues Report – Q1 First
Quarter, 2012 1/1/12 through 3/25/12
Viewpoints Programs
12-01 through 12-12**

Program # 12-01

Air week: 1/1/12

1:33 SEGMENT #1 - Monster Scams: Catching the crooks; finding the money

12:05

SYNOPSIS: There have been some big money scams in the news during the past few years such as the multi-billion-dollar ponzi scheme that Bernie Madoff and Allen Stanford committed. There are also money laundering schemes that have been uncovered and prosecuted by the Feds that involve drug cartels, billions of dollars and some of the largest international banks in the world. We talk to two investigators about how the crimes are pulled off, who gets hurt, and how the justice system handles these cases.

COMPLIANCY ISSUES COVERED: drugs, crime, banking & finance, law, government

14:39 SEGMENT #2- **The Thinking Chef: Because a recipe isn't enough**

10:47

SYNOPSIS: Many people received gourmet cookware, knives and appliances for Christmas, and maybe even a cookbook or two. Now comes the hard part: learning to use those gadgets and create tasty dishes **from new recipes. We talk to a foodie, cook and author who says it's not enough to have a list of ingredients** and a few instructions: you have to understand how those ingredients transform food and learn the basic and most important techniques before you can create memorable meals.

COMPLIANCY ISSUES COVERED: food & nutrition, media, science

Program # 12-02

Air week: 1/8/12

1:32 SEGMENT #1 – Freedom Through Frugality: Doing more with less

11:00

SYNOPSIS: Although the economic picture in the U.S. is looking up, people are still trying to find ways to tighten their belts this year. We talk to three women who offer some conventional and decidedly *unconventional* ways to make that dollar stretch and, at the same time, eat more nutritiously, live more sustainably and have fun in the process.

COMPLIANCY ISSUES COVERED: nutrition & cooking; agriculture; sustainability; environment; finance

13:35 SEGMENT #2- Advocacy: Turning ideas into action

11:54

SYNOPSIS: There are millions of good ideas out there, so why is it that so many of them fall by the wayside? On the other hand, why do so many really *bad* ideas get acted upon? We talk to a business guru who says **it's not just the idea that's important but also the way it's presented to the decision makers that determines if it takes off or gets ignored.**

COMPLIANCY ISSUES COVERED: business, psychology, communications

Program # 12-03

Air week: 1/15/12

1:33 SEGMENT #1 – Co-ops: Employee-ownership and a sound economy 12:21

SYNOPSIS: There are many ideas floating around Washington these days about how to get the country out of the economic doldrums – **but most of them sound like the same old ideas we've been** hearing for years. We talk to an author about a not-so-new, but a bold idea that he says will get people back to work, increase productivity, and lessen the gap between the rich and the poor: **co-ops. We'll hear why he thinks most** businesses could benefit from being employee-owned and operated.

COMPLIANCY ISSUES COVERED: democracy; economy; labor; international business; politics

14:57 SEGMENT #2- The Benefits of Mistakes 10:30

SYNOPSIS: We all make mistakes, and more often than not, we feel bad about doing so. But should we? We talk to an author and an educator about why making mistakes can help children learn and make adults better at their jobs.

COMPLIANCY ISSUES COVERED: education, business, psychology, transportation

Program # 12-04

Air week: 1/22/12

1:33 SEGMENT #1 - Left Behind: Suicides and families 11:05

SYNOPSIS: The aftermath of a loved-**one's suicide or attempted suicide is very difficult for family members** and friends to deal with. There are often feelings of guilt, anger and, in the case of an attempt, fear that it will **happen again. We talk to a physician who specializes in the issue and a woman who lives with her mother's** suicide and her own attempts, about the affects on the family and what can be done to help them.

COMPLIANCY ISSUES COVERED: suicide, mental health, family issues

13:42 SEGMENT #2- Saving the Americas' Oceans and Coastlines

11:46

SYNOPSIS: Climate change and pollution are problems worldwide, but nowhere are they more noticeable than on the coastlines and oceans surrounding North and South America. We talk to an environmentalist about his voyage around these continents, the people he met along the way and the ecological warning signs that show how manmade waste and poor stewardship of the oceans are contributing to environmental change.

COMPLIANCY ISSUES COVERED: climate change, pollution, agriculture, native cultures, tourism, transportation, endangered species

Program # 12-05

Air week: 1/29/12

1:48 SEGMENT #1 - Scorecasting; Busting some long-held sports myths

12:21

SYNOPSIS: **There's a lot of "conventional wisdom" surrounding sports, especially football: defense wins championships; a team's momentum going into the play-offs will clinch a berth; icing a kicker will put him off his game; a first-round draft pick is always the most valuable to a team.** Sportscasters love to discuss these situations during breaks in the action, but is there any truth to them? We talk to an economist and data analyst about how these tactics really play into a victory or loss.

COMPLIANCY ISSUES COVERED: business, sports and recreation, media

15:11 SEGMENT #2- Psychopathy: What it is, and how it affects us all

10:17

SYNOPSIS: **We hear the word "psychopath" and most of us immediately think of serial killers like John Wayne Gacy and Ted Bundy.** What is a psychopath? Are they necessarily criminals? Do productive, law-abiding citizens have psychopathic traits? Can anything be done to help adults and young people who commit crimes and are labeled as psychopaths? We talk to a psychologist who specializes in the area of psychopathy and social behavior about the issue.

COMPLIANCY ISSUES COVERED: mental health, crime, juvenile justice

Program # 12-06

Air week: 2/5/12

1:48 SEGMENT #1 - I Want My Rights: But do you know what they are? 10:45

SYNOPSIS: There's been a lot of talk in the news lately about constitutional rights: free speech, gun owning, searches and seizures among them. Also the president's **power to wage war** – something that the Constitution says is the right of Congress. We talk to two law specialists about these issues and try to dispel

COMPLIANCY ISSUES COVERED: constitutional law, gun laws, free speech, war, drugs

13:35 SEGMENT #2- Globalization and a Mexican Village 11:52

SYNOPSIS: Globalization is a double-edged sword: it has helped many impoverished and developing countries stand on their own feet; yet it has also caused environmental problems, trampled on the rights of citizens and changed the culture in negative ways for some countries and communities that participate in it. We talk to a woman who has seen a community in southern Mexico deal with globalization, about the up- and downsides of industrial and retail development.

COMPLIANCY ISSUES COVERED: globalization, poverty, agriculture, government, consumerism, community activism

Program # 12-07

Air week: 2/12/12

SEGMENT #1 - Fundraising: Are the old ways still working? 10:30

1:48

SYNOPSIS: Charities are feeling the pinch during the recession the same as businesses and individuals. Our guests say it might be time to take a second look at how their organizations fundraise and how they recruit and keep volunteers.

COMPLIANCY ISSUES COVERED: philanthropy, business, volunteerism, social media

13:20 SEGMENT #2- Taxes: Making the most of deductions and credits 12:06

SYNOPSIS: **It's tax time, and many Americans will forego some deductions and credits they deserve** because the tax forms intimidate them. We talk to a tax professional about some overlooked deductions, and discuss a few of the more complicated status issues that people face this tax season.

COMPLIANCY ISSUES COVERED: taxes, family issues, consumerism, law, government

Program # 12-08

Air week: 2/19/12

1:48 SEGMENT #1 - Kids and Nutrition: Getting them to eat healthier 10:05

SYNOPSIS: It's tough getting kids to eat healthy, and it's made even worse when families can't find the healthier fruits and vegetables in their own community. We talk to two authors and a celebrity mom who have looked into this issue about what parents and kids need to know about healthier eating; how to get kids more involved in choosing and preparing their food, and what communities can do to bring nutritious food choices into their neighborhoods.

COMPLIANCY ISSUES COVERED: nutrition; children's health; community resources; government; technology; media

12:48 SEGMENT #2- The Iron Lady: The Life and Legacy of Margaret Thatcher 12:48

SYNOPSIS: Everyone says that Meryl Streep's performance as Margaret Thatcher in the movie "The Iron Lady" was spot-on. But the film only scratches the surface of the famous British Prime Minister's life. We talk to her biographer about who Thatcher really was, how she became so powerful and about her strategic alliance with Pres. Reagan and other leaders that changed politics and society in the U.K, the U.S. and

COMPLIANCY ISSUES COVERED: international politics; the presidency; finance; consumerism, arts & film

Program # 12-09

Air week: 2/26/12

1:48 SEGMENT #1 - The Olympian: A Nearly Forgotten Hero 10:05

SYNOPSIS: This year marks the third time London has hosted the Olympic Games. The first time was in 1908, when a young veterinarian brought home the first U.S. gold medal won by an African American. We talk to the author of a book about Dr. John Baxter Taylor, Jr., the struggles the athlete faced, and how young people today can learn from the triumphs of this trailblazing runner.

COMPLIANCY ISSUES COVERED: sports & recreation, race, education, arts & literature

12:55 SEGMENT #2- Phobias: Living Fearful 12:32

SYNOPSIS: This year boasts three Friday the 13ths, and what's even more unusual is that they are exactly 13 weeks apart! People who suffer from "triskaidekaphobia" – fear of the number 13 – are going to have a tough time this year. But then phobias of all types are uncomfortable for anyone who suffers from them. We talk to two anxiety disorder specialists about what phobias are, how they differ from other fear-based conditions, and what can be done to treat victims so they can lead normal lives.

COMPLIANCY ISSUES COVERED: mental health, popular culture

Program # 12-10

Air week: 3/4/12

1:48 SEGMENT #1 - Bullying and Hazing 11:08

SYNOPSIS: Many kids are victims of bullying by their peers, and they and their parents don't know why it happens or how to stop it. Hazing rituals are similar to bullying, but the victim willingly participates. We talk to two bullying specialists about why kids bully, what makes someone join in a hazing ritual, what are the signs that a child is being bullied, and find out some strategies parents, teachers and bystanders can use to prevent bullying and deal with both the aggressors and the victims.

COMPLIANCY ISSUES COVERED: children & family issues; bullying; therapy; education

13:58 SEGMENT #2- The Queen: A new look at a very private woman 11:28

SYNOPSIS: Queen Elizabeth II celebrates her Diamond Jubilee Year in 2012, marking 60 years on the throne. **We all know who she is, what she looks like and have an idea about the "public" woman who wears the crown. But who is she, really? We talk to an author who asked that question of some of the Queen's relatives, friends and loyal employees for a new biography of Elizabeth.**

COMPLIANCY ISSUES COVERED: World politics; popular culture & media; military; U.S. government

Program # 12-11

Air week: 3/11/12

1:48 SEGMENT #2- Convincing Kids to Read More 10:30

SYNOPSIS: Parents and teachers are always looking for ways to get kids to read more, and so are book publishers. We talk to a teacher, a publisher and an author about what kinds of books are interesting to kids, how to model good reading behavior to them, and what publishers are doing with online media to entice kids and young adults to read more.

COMPLIANCY ISSUES COVERED: education, family issues, literacy, popular culture

13:28 SEGMENT #2- The Cash-Less Society: Technology vs. Currency 11:59

SYNOPSIS: Can you imagine a world without currency or coins? It could be coming to the US in the not-so-distant future. We talk to a financial payment expert and a man who lived without cash for a year about how **the "cash-less" society is growing around the world, the advantages and disadvantages of mobile wallets,** and how we need to balance security and privacy with convenience and consumerism.

COMPLIANCY ISSUES COVERED: technology, banking, poverty, consumerism, globalization

Program # 12-12

Air week: 3/18/12

1:47 SEGMENT #1 - Young Immigrants, College and The Dream Act 12:46

SYNOPSIS: There are millions of young, undocumented immigrants in the U.S. who won't be going to college next fall despite having good grades and a passion for learning. These are children who were brought here by their parents as infants or young children, but who have no future after high school because they can't qualify for student loans or even legally drive or work. We find out why it's important to allow these young people to continue on in school, why it's almost impossible for them to go back to their own countries to go to school or work, and how it can benefit our economy to pass The Dream Act which will allow them a path to citizenship.

COMPLIANCY ISSUES COVERED: immigration, education, law, crime, economy, labor

15:35 SEGMENT #2- Stress & Hope: Dealing successfully with life's negatives 9:52

SYNOPSIS: We've all heard stories about people who overcome tremendous odds and end up becoming a success. Or they're faced with a serious illness, but they manage to come through it healthier and happier. How do they do it? We talk to two people who have experience with adversity about what it takes to make it through the dark, and seemingly hopeless times in life.

COMPLIANCY ISSUES COVERED: mental health, sports & recreation, emergency management, self-help, medicine

Program # 12-13

Air week: 3/25/12

1:48 SEGMENT #1 - Children and Sex Trafficking: Helping the Victims 11:38

SYNOPSIS: Sex trafficking around the world is a multi-billion dollar business perpetrated by a wide array of criminals. We talk to two activists who describe how young women and some men are lured or abducted into the sex trades where they are sentenced to a life of degradation, loneliness and violence. We also discuss why children find themselves in these situations, why sex trades are flourishing, and what needs to be done

COMPLIANCY ISSUES COVERED: crimes against children, AIDS, culture, family issues, activism

14:29 SEGMENT #2- Girl Scout's at 100: The Legacy of Juliette Gordon Low 10:57

SYNOPSIS: This March marks the 100th anniversary of the Girl Scouts of the USA. We talk to a biographer about the amazing woman who loved adventure and thought American girls would too, so she founded an organization that taught them how to be bold, self-sufficient and have fun in the process.

COMPLIANCY ISSUES COVERED: war, women's issues, recreation, commerce