

2014 Q4 Viewpoints Quarterly Report



Quarterly Issues Report – Q4 Fourth Quarter, 2014 through
Viewpoints Programs 14-40 through 14-51
Airs Sunday mornings at 6:30am
(Segment 1 at 6:30 – Segment 2 at 6:45)

During the fourth quarter of 2014 the following compliancy issues were covered

| | |
|-----------------------------|-------------------------|
| Agriculture | Law enforcement |
| Alcoholism & drug addiction | Law |
| Banking | LGBT issues |
| Bullying | Literature & arts |
| Business | Manufacturing |
| Children & family issues | Media |
| Climate | Mental health |
| Commerce | Veterans |
| Consumerism | Military |
| Courts & law enforcement | Music & the arts |
| Crime | Parenting |
| Culture | Personal finance |
| Death | Philanthropy |
| Divorce | Politics |
| Domestic abuse | Popular culture |
| Early childhood development | Poverty |
| Education | Prisons |
| Employment | Privacy |
| Endangered species | Public health |
| Entrepreneurship | Racism |
| Environment | Recreation |
| Exploration | Retail business |
| Faith | Science |
| Family issues | Social movements |
| Fashion and art | Sports |
| Forensics | Technology |
| Government | Teen issues |
| Health & well-being | The arts |
| Health | Therapy & mental health |
| History | Transportation |
| Labor & employment | Urban issues |
| Large and small businesses | War |
| | Women's issues |

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| Description of Issue | Program/Segment | Date | Duration | Description of Segment |
|--|---------------------------------------|---------|----------|---|
| health & well-being, education, recreation, children & family issues | Program #14-40 Segment 1 6:30am | 10/5/14 | 11:15 | <p>SEGMENT #1 – The Dangers and the Value of High School Football</p> <p>SYNOPSIS: There has been a lot of talk about the dangers of football, and the long-term physical trauma it can cause in the pro game. But what about in high school? We talk to a former sports reporter and a former player about the dangers and the benefits of the game on the youth level, and hear about other, non-physical, problems that high school football programs face.</p> <p>Host: Gary Price. Guests: Steve Almond, award-winning author of the book, “Against Football: One fan’s reluctant manifesto,” Mark Edmundson, Prof. of English, University of Virginia, author of “Why Football Matters: My education in the game,”</p> |
| science, military, exploration, climate, technology | Program #14-40 Segment 2 6:45am | 10/5/14 | 11:30 | <p>SEGMENT #2- In the Kingdom of Ice: A Heroic – and Tragic – Adventure</p> <p>SYNOPSIS: Back in the 1870s and 80s, the north and south poles were as mysterious and intriguing as the moon and planets are to us today. Many expeditions tried – and most failed – to reach the North Pole, leaving many courageous sailors and their ships encased in the snow and ice. We talk to an author whose new book chronicles one of those voyages about the adventure of arctic expeditions, and the men who risked their lives to find out what was actually on the top of the world.</p> <p>Host: Marty Peterson. Guests: Hampton Sides, author of “In the Kingdom of Ice: The grand and terrible polar voyage of the USS Jeannette,”</p> |

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| Description of Issue | Program/Segment | Date | Duration | Description of Segment |
|---|---------------------------------------|----------|----------|---|
| domestic abuse, therapy & mental health, courts & law enforcement | Program #14-41 Segment 1 6:30am | 10/12/14 | 11:35 | <p>SEGMENT #1 – Domestic Violence: Why do abusers do it?</p> <p>SYNOPSIS: Many women and also men are victims of domestic violence and abuse. What makes an abusive husband or wife turn on their spouse? And how can we help the victims. We talk to two women who have worked with abusers and victims, about the reasons for abuse, what kind of behavior a woman or man should watch out for in a partner that might be a clue they're an abuser, and what can be done to prevent abuse in the future.</p> <p>Host: Gary Price. Guests: Shaun Usher, writer, editor of the book, "Letters of Note: An eclectic collection of correspondence deserving of a wider audience".</p> |
| arts & media, technology, business | Program #14-41 Segment 2 6:45am | 10/12/14 | 10:57 | <p>SEGMENT #2- Co-Parenting: Raising children in two households</p> <p>SYNOPSIS: Separations and divorces are common in the U.S., and out of those split-ups come children living in two households. We talk to a co-parenting specialist about how the parents' behavior, ability to compromise, and desire to put the child's needs above their own, can lead to successful parenting and well-adjusted, happy kids.</p> <p>Host: Marty Peterson. Guests: Karen Bonnell, Co-parent Coach, author of "The Co-Parents' Handbook: Raising well-adjusted, resilient and resourceful kids in a two-home family from little ones to young adults</p> |

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| Description of Issue | Program/Segment | Date | Duration | Description of Segment |
|--|------------------------------------|----------|----------|---|
| personal finance, banking, commerce, death, family issues, law | Program#14-42 Segment 1 6:30am | 10/19/14 | 11:03 | <p>SEGMENT #1 – When We Die: The logistics of death</p> <p>SYNOPSIS: When a loved-one dies, it's a time of great sorrow, and often confusion. How do you attend to the deceased's funeral? What about their banking? Credit cards? Notifying everyone? And what do you do when the heirs start fighting over the estate? We talk to two people who are specialists in these areas about what should be done after someone dies – and long before – to make the situation less difficult for everyone involved.</p> <p>Host: Gary Price. Guests: Scott Taylor Smith, author of "When Someone Dies: The practical guide to the logistics of death," Lori R. Sackler, Sr. VP and Sr. Investment Management Consultant, Morgan Stanley Wealth Management, author of "The M Word: The money talk every family needs to have about wealth and their financial future,".</p> |
| women's issues, retail business, popular culture | Program #14-42 Segment 2 6:45am | 10/19/14 | 10:43 | <p>SEGMENT #2 - Personal Style: How clothes and attitude make the difference</p> <p>SYNOPSIS: Why is it that some women seem to know how to dress for every occasion, and others spend days trying to figure out what they'll wear for a night out? How do these stylish ladies do it?</p> <p>Host: Marty Peterson. Guests: Betty Halbreich, legendary personal shopper at Bergdorf Goodman, NYC, author of "I'll Drink to That: A life in style with a twist,". Nancy Nix-Rice, image consultant, author of "Looking Good Every Day: Style solutions for real women,"</p> |

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| Description of Issue | Program/Segment | Date | Duration | Description of Segment |
|---|------------------------------------|----------|----------|---|
| history, military & veterans, women's issues | Program #14-43 Segment 1 6:30am | 10/26/14 | 11:01 | <p>SEGMENT #1 – Liar, Temptress, Soldier, Spy: Women in the Civil War</p> <p>SYNOPSIS: We've heard a lot about the famous generals and other heroes of the Civil War, but very little has been written about the women who fought as hard as the men for their beliefs. We talk to an author who researched these women, about the jobs they did, how they risked their lives to find and carry intelligence from the enemy to their generals, and even how they used their "feminine wiles" to get the information they needed to gain advantage in the war.</p> <p>Host: Gary Price. Guests: Karen Abbott, author of "Liar, Temptress, Soldier, Spy: Four women undercover in the Civil War,"</p> |
| environment, government, agriculture, public health, endangered species | Program #14-43 Segment 2 6:45am | 10/26/14 | 11:26 | <p>SEGMENT #2- Bats! Why they're important and how we can help them</p> <p>SYNOPSIS: Bats are one of the iconic images of Halloween and hundreds of gothic novels and horror movies. They have a scary image and a bad reputation for carrying disease, but they are actually vital to global agriculture and health.</p> <p>Host: Marty Peterson. Guests: Jodi Sedlock, Assoc. Professor of Biology specializing in bats, Lawrence University, Appleton, WI. Don Mitchell, author of "Flying Blind: One man's adventures battling buckthorn, making peace with authority, and creating a home for endangered bats,"</p> |

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|---|------------------------------------|---------|----------|--|
| technology, health, entrepreneurship, urban issues, education, the arts. | Program #14-44 Segment 1 6:30am | 11/2/14 | 9:30 | <p>SEGMENT #1 – Enchanted Objects: How they will change our lives</p> <p>SYNOPSIS: These days, it's nothing to send a message, photo or business data right from your cell phone. In the near future, however, don't be surprised if your pill bottle cap will remind you to take your meds, or give you pollen counts for your usual route to work – and suggest an alternate one.</p> <p>Host: Gary Price. Guests: David Rose, faculty member at the MIT Media Lab, author of "Enchanted Objects :Design, human desire and the internet of things,". Charlie Catlett, Sr. Computer Scientist, Argonne National Laboratory, Sr. Fellow, Computation Institute of Argonne and the University of Chicago.</p> |
| crime, law, government, transportation, the arts, technology, education, philanthropy | Program #14-44 Segment 2 6:45am | 11/2/14 | 12:02 | <p>SEGMENT #2- The Inventor and the Tycoon: The birth of motion pictures</p> <p>SYNOPSIS: Watching movie trailers on the internet reminds us how technologically sophisticated movies are these days with special effects, gorgeous cinematography and amazing sound. It really wasn't that long ago when just seeing a few pictures move for a very few seconds was as exciting as 3-D movies are to us today. But who made the pictures first come to life? Was it Thomas Edison? Or someone else?</p> <p>Host: Marty Peterson. Guests: Edward Ball, author of "The Inventor and the Tycoon: A gilded age murder and the birth of moving pictures,"</p> |

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|---|------------------------------------|---------|----------|--|
| business, sports, recreation, consumerism | Program #14-45 Segment 1 6:30am | 11/9/14 | 10:31 | <p>SEGMENT #1 – Sports Strategy: It's about much more than winning</p> <p>SYNOPSIS: Is the key to a successful sports franchise a winning player or team? Can that alone pack the stadium? Hardly. We talk to a seasoned sports strategist about many of the factors necessary for a profitable team, including venue, stars, image and the overall fan experience.</p> <p>Host: Gary Price. Guests: Irving Rein, Prof. of Communication Studies, Northwestern, Univ., co-author with Adam Grossman and Ben Shields, of the book, "The Sports Strategist: Developing leaders for a high-performance industry,"</p> |
| LGBT issues, education, family issues, bullying | Program #14-45 Segment 2 6:45am | 11/9/14 | 10:54 | <p>SEGMENT #2- Gay Teens: The trials of coming out and being bullied</p> <p>SYNOPSIS: For LGBT teens, the coming out process is often very stressful. What will my parents, relatives and friends think of me? Will I experience negativity? Ostracism? Or will everything be fine? We talk to two specialists in the area of gay teens about the issues of coming out to parents and friends, and how bullying because someone is gay affects the teen and others.</p> <p>Host: Marty Peterson. Guests: Kristin Russo, co-author with Dannielle Owens-Reid, of "This Is a Book for Parents of Gay Kids," Dr. Eileen Kennedy-Moore, psychologist in private practice in Princeton, NJ,</p> |

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| Description of Issue | Program/Segment | Date | Duration | Description of Segment |
|---|------------------------------------|----------|----------|--|
| mental health, history, teen issues | Program #14-46 Segment 1 6:30am | 11/16/14 | 11:50 | <p>SEGMENT #1 – Conversion Disorder: Could it have prompted the Salem Witch Trials?</p> <p>SYNOPSIS: Back in the 1690s, several New England girls exhibited strange behavior that was attributed to witchcraft. The Salem Witch Trials resulted in false accusations, executions and a mystery that has haunted our country for centuries. What was happening to these girls? Were they faking or did they have a bona fide psychiatric condition. We talk to an author and a psychologist about what could have been the cause for one of the strangest events in American History.</p> <p>Host: Gary Price. Guests: Katherine Howe, lecturer in American Studies, Cornell Univ, author of "Conversion" Travis Langley, Prof. of Psychology, Henderson State Univ., author or "Batman and Psychology: A Dark and Stormy Knight," (Twitter: @Superherologist).</p> |
| business, transportation, consumerism, labor & employment | Program #14-46 Segment 2 6:45am | 11/16/14 | 10:43 | <p>SEGMENT #2- Hotel Confidential: Secrets of getting the best service</p> <p>SYNOPSIS: Have you ever wondered what goes on behind the desk at the major hotels in the U.S.? How come some guests always get the best rooms and service, and you end up in a room overlooking the alley? Why is it that you have to pay for your mini-bar peanuts and some guests never pay? We talk to a hospitality industry insider about his experiences in two large hotels; how hotels figure out who to put where; how the mini-bar and movies work; and how to get the best service from the staff that counts.</p> <p>Host: Marty Peterson. Guests: Jacob Tomskey, veteran of the hospitality business in hotels in New Orleans and New York City, author of the book, "Heads in Beds: A reckless memoir of hotels, hustles and so-called hospitality,"</p> |

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| Description of Issue | Program/Segment | Date | Duration | Description of Segment |
|---|-----------------------------------|----------|----------|--|
| mental health, recreation, technology, employment | Program#14-47 Segment 1 6:30am | 11/23/14 | 9:44 | <p>SEGMENT #1 – Introverts: More happy and fun than you think!</p> <p>SYNOPSIS: Introverts get a bad reputation for being party poopers, shy, and even anti-social. Our two guests say that couldn't be further from the truth, and dispel the myths surrounding introverts. We discuss what introversion is, why it's not the same as shyness, how introverts can be gregarious, talkative and a lot of fun to be around.</p> <p>Host: Gary Price. Guests: Todd Kashdan, Prof. of Psychology, George Mason University, author of the forthcoming book "Mindfulness, Acceptance and Positive Psychology," (April 2013), Sophia Dembling, introvert, author of the book, "The Introvert's Way: Living a quiet life in a noisy world,"</p> |
| technology, crime, privacy, consumerism, business | Program#14-47 Segment 2 6:45am | 11/23/14 | 11:48 | <p>SEGMENT #2- Technocreep: Chiseling away at our privacy</p> <p>SYNOPSIS: Technology invades every part of our lives – from entertainment, to shopping, to communications. And the people who provide those cool phones, and great social media sites know a lot more about you than you might think – or like. We talk to two technology specialists about the invasion of our privacy and how we can keep at least some of our personal information private.</p> <p>Host: Marty Peterson. Guests: Dr. Thomas Keenan, prof. at the University of Calgary, author of "Technocreep: The surrender of privacy and the capitalization of intimacy," Cameron Camp, security researcher, ESET North America, global provider of security services and products</p> |

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|---|------------------------------------|----------|----------|---|
| early childhood development, education, literature, parenting | Program#14-48 Segment 1 6:30am | 11/30/14 | 12:27 | <p>SEGMENT #1 – Reading to Kids: Why it's so important for their development</p> <p>SYNOPSIS: Some of people's fondest childhood memories are the times when their parents read to them on a rainy day or at bedtime. More than just an entertaining interlude, these sessions help children develop their reading, comprehension and analytical skills. We talk to two children's reading specialists about how reading aloud to children can help them succeed in school and beyond.</p> <p>Host: Gary Price. Guests: Dr. Anne van Kleeck, professor at the University of Texas - Dallas, specialist in child pre-literacy development. Maia Haag, president, I See Me Children's Personalized Books, offering the "Night Before Christmas" personalized book this season</p> |
| f social movements, popular culture, manufacturing, fashion and art | Program #14-48 Segment 2 6:45am | 11/30/14 | 9:08 | <p>SEGMENT #2- How trends are created in fashion and society</p> <p>SYNOPSIS: Have you ever wondered why some colors are "in" and others are "out"? Who decides these things? And what criteria do they use? We talk to a woman who is the expert on colors and trends about the social, economic and cultural events that make certain colors popular and others passé.</p> <p>Host: Marty Peterson. Guests: Leatrice Eiseman, color specialist and forecaster for Pantone, Exec. Dir. of the Pantone Color Institute ®, co-author of "Pantone on Fashion: A century of color in design,"</p> |

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|--|------------------------------------|---------|----------|---|
| music & the arts, racism, poverty, alcoholism & drug addiction | Program #14-49 Segment 1 6:30am | 12/7/14 | 12:00 | <p>SEGMENT #1 – The Life and Music of Jazz Legend, Sheila Jordan</p> <p>SYNOPSIS: Jazz is the quintessential American music genre, and nobody sings it better than Sheila Jordan. We talk to Jordan and her biographer about Jordan's rise from poverty to her career singing with some of the most famous jazz musicians of the 20th century, the racism that jazz musicians – both black and white – experienced, and the need to preserve this music for future generations.</p> <p>Host: Gary Price. Guests: Sheila Jordan, jazz singer, teacher and composer. Ellen Johnson, singer, musician, author of "Jazz Child: A portrait of Sheila Jordan,"</p> |
| forensics, technology, prisons, media, law enforcement | Program #14-49 Segment 2 6:45am | 12/7/14 | 9:33 | <p>SEGMENT #2- The Anatomy of a Crime Novel</p> <p>SYNOPSIS: Crime novels are among the most popular reading in the U.S., and nobody writes a more engaging, suspenseful and factually accurate story than award-winning and best-selling novelist Patricia Cornwell. Her Kay Scarpetta series is full of detailed forensic information, and we talked to her about how she gathers her facts and actually experiences some of the dangerous situations that she puts her heroine through in her books.</p> <p>Host: Marty Peterson. Guests: Patricia Cornwell, crime novelist, author of "Flesh and Blood,"</p> |

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|--|-------------------------------------|----------|----------|--|
| military, employment, mental health, agriculture | Program #14-50 Segment 1 6:30am | 12/14/14 | 10:17 | <p>SEGMENT #1 – Veterans and Employment: Best cities and jobs</p> <p>SYNOPSIS: We see the honors at every major sporting event – the big flag on the field, the cheers, the signs – all for our veterans. It's wonderful that America is honoring it's military men and women, but we also need to remember that many of them come back from active duty without good jobs.</p> <p>Host: Gary Price. Guests: Eric Eversole, Vice-President of the US Chamber of Commerce, Exec. Dir. of Hiring Our Heroes. Eric Engquist, Asst. Vice President of USAA's Military Transition Program. Stephanie Westlund, author of "Field Exercises: How veterans are healing themselves through farming and outdoor activities."</p> |
| technology, crime, large and small businesses, consumerism | Program # 14-50 Segment 2 6:45am | 12/14/14 | 11:18 | <p>SEGMENT #2- Consumer and Business Protection from Tech Scammers</p> <p>SYNOPSIS: Credit card and debit card scams are almost a weekly occurrence these days, and some of the biggest banks and retailers, have been victims, as well as small businesses and individual consumers. Is there anything we can do to stay safer? We talk to two tech security experts about how these scams are happening and how everyone can stay a little bit safer this holiday season, and beyond.</p> <p>Host: Marty Peterson. Guests: Sergio Galindo, Gen. Manager, GFI Software, Philip Becnel, Managing Partner, Dinolt Becnel & Wells Investigative Group, Washington, DC</p> |

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|---|-------------------------------------|----------|----------|--|
| war, faith, government, politics, culture | Program # 14-51 Segment 1 6:30am | 12/21/14 | 10:26 | <p>SEGMENT #1 – Silent Night: The World War I Christmas Truce</p> <p>SYNOPSIS: In the winter of 1914, British and French soldiers spent their days hunkered down in cold, wet trenches, battling the German army which was dug in only 75 yards away. World War I was one of the bloodiest -- and some say the most unnecessary -- wars in history. Yet, one event occurred on Christmas Eve of that year that has never happened before or since in war. We talk to a historian and author about the World War I Christmas Truce and how it affected the soldiers who fought there, and how we can use this event as a lesson for future conflicts.</p> <p>Host: Gary Price. Guest: Stanley Weintraub, historian, author of "Silent Night: The story of the WWI Christmas Truce."</p> |
| literature & arts, education, employment | Program # 14-51 Segment 2 6:45am | 12/21/14 | 11:16 | <p>SEGMENT #2- Write a Novel in a Month? You can do it!</p> <p>SYNOPSIS: Have you ever wanted to write a novel, but figured you didn't have the time? Or didn't know what to write or where to start? Our guest says that those perceived "problems" shouldn't be a roadblock to anyone who dreams of creating a work of fiction. We find out how to get started, where to find inspiration, how to keep from giving up, and, most importantly, how to finish your novel in a month.</p> <p>Host: Marty Peterson. Guest: Chris Baty, founder of National Novel Writing Month, (NaNoWriMo), teacher, speaker and author of "No Plot? No Problem: A low-stress, high-velocity guide to writing a novel in 30 days"</p> |

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|--|---|----------|----------|--|
| war & military, government, politics | SEGMENT #1 – A Christmas Far From Home: On the battlefields of the Korean War 6:30am | 12/28/14 | 10:47 | <p>SYNOPSIS: It was right after Thanksgiving in 1950, when U.S. troops found themselves outnumbered by North Korean and Chinese soldiers in the frigid and unforgiving terrain near the Chosin Reservoir. The enemy destroyed the bridge over a 4,000-foot-deep chasm that was their exit to safety, but it did not scare off the brave men who were hell-bent on making it back to the coast. We'll hear how they used their ingenuity and raw determination to bring as many soldiers back alive in spite of overwhelming odds.</p> <p>Host: Gary Price. Guests: Stanley Weintraub, historian and author of "A Christmas Far from Home: An epic tale of courage and survival during the Korean War."</p> |
| taxes, personal finance, philanthropy, family issues | SEGMENT #2- Looking Ahead to 2015 – How are your finances? 6:45am | 12/28/14 | 10:52 | <p>SYNOPSIS: It's the end of 2014, and we're scrambling to get our financial houses in order for this year and plan a bit for the next. Our guest offers some last-minute advice on what you can do to save a bit on your taxes and plan ahead for a more secure financial situation in 2015.</p> <p>Host: Marty Peterson. Guests: Lauren Lyons Cole, Personal Finance Contributor at The Street.com (www.thestreet.com). (www.laurenlyonscole.com).</p> |

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