



**Quarterly Issues Report – Q4 2015**  
**Viewpoints Programs 15-40 through 15-52**

During Q4 2015 the following compliancy issues were covered:

Addiction	Immigration
African American History	Inequality
Agriculture	International Politics
American History	Interpersonal Relationships
Arts & Recreation	Journalism
Business	Judicial System
Climate Change	Labor Exploitation
Commerce	Labor Practices
Communications & Media	Law
Consumerism	Law Enforcement
Crime	Literacy
Culture	Literature
Early Childhood Education	Manufacturing
Eco-System & Environment	Media
Economics	Mental Health
Education	Military
Employment	Music
Endangered Species	Native American History
Entrepreneurship	Popular Culture
Exploration	Poverty
Family Issues	Presidency
Finance & Investing	Psychology
Firearms	Race Relations
Folklore	Science & Technology
Food & Nutrition	Slavery
Genocide	Sports
Government	Technology & Innovation
Health	Technology Education
Healthcare	Transportation
History	War & Military
Human Behavior	Wildlife
Human Relations	

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
business, entrepreneurship, finance & investing, technology	<b>Program # 15-40 Segment 1 6:30am</b>	<b>10/4/15</b>	<b>11:13</b>	<p><b>Entrepreneurs and Success: Advice for Start-Up CEOs</b></p> <p>Synopsis: What does it take to be a successful entrepreneur? A hot idea? Venture capital money? A lot of internet buzz? Those things help, but our two guests who are both successful entrepreneurs and businessmen, say there is a lot more to it, especially if you do business solely or mostly on the internet. They'll give us advice on picking the best partner, why financing your venture is a family affair, and how to present yourself in the best way to internet customers.</p> <p>Host: Gary Price. Guests: Dan Shapiro, the CEO of Glowforge, creator of the board game <i>Robot Turtles</i>, author of the book, <i>Hot Seat: The startup CEO guidebook</i>; Bryan Kramer, CEO of PureMatter, author of the book, <i>Shareology: How sharing is powering the human economy</i>.</p>
education, immigration, economics, employment, poverty	<b>Program # 15-40 Segment 2 6:45am</b>	<b>10/4/15</b>	<b>10:26</b>	<p><b>Helping Non-Traditional Students Navigate College</b></p> <p>Synopsis: A college education is usually a ticket to a better job, better health and overall life satisfaction – that is if you can get one. Non-traditional students -- those who are older, who work full time or who have families – can have a tough time just figuring out how to apply to college, talk to a professor or find scholarships or financial aid. Our guest discusses the hurdles non-traditional students have to clear and what schools and communities can do to make their transition into higher education easier.</p> <p>Host: Marty Peterson. Guest: Mike Rose, faculty member at the UCLA Graduate School of Education and Information Studies, and author of the book <i>Back to School: Why everyone deserves a second chance at education</i>.</p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
early childhood education, literacy, recreation	<b>Program 15-41 Segment 1 6:30am</b>	<b>10/11/15</b>	11:16	<p><b>Teaching Kids to Read: How early?</b></p> <p>Synopsis: Every parent wants their child to excel in school, and a big part of succeeding is learning to read well. Some parents try to teach their children to read when they're toddlers, but is that too early? When should children be taught to read and how? Our two guests, one a professor specializing in early childhood, the other an author of children's books, share their opinions on the subject.</p> <p>Host: Gary Price. Guests: Margaret Owen, Director of Children and Families at the University of Texas at Dallas. She's also the Robinson Family Professor of Psychological Sciences, and head of the program in Human Development and Early Childhood Disorders. Mark Gonyea, children's writer and author of <i>Monkey Suit</i>.</p>
agriculture, business, Native American history, media, African American history	<b>Program 15-41 Segment 2 6:45am</b>	<b>10/11/15</b>	10:20	<p><b>The Pawpaw: America's forgotten fruit</b></p> <p>Synopsis: You can find almost any fruit – domestic and exotic – in the produce section of grocery stores across the country these days. There's one fruit, though, that's both domestic <i>and</i> exotic that you will have a hard time locating: the pawpaw. The once-common fruit has all but disappeared from stores except for a few mail order specialty shops and some farmers' markets. We talk to a man who wanted to know more about this exotic, tropical-tasting fruit, so he researched its history, culinary uses and the efforts to bring it back into favor here in the states.</p> <p>Host: Marty Peterson. Guest: Andrew Moore, author of <i>Pawpaw: In search of America's forgotten fruit</i>.</p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
climate change & the environment, endangered species, agriculture, culture	<b>Program 15-42 Segment 1 6:30am</b>	<b>10/18/15</b>	<b>9:37</b>	<p><b>The Anthropocene: Dealing with climate change around the world</b></p> <p>Synopsis: We're all familiar with the various ages such as the Jurassic and the Paleozoic, but have you ever heard of the <i>Anthropocene</i>? We meet a woman who has traveled around the world looking at how climate change caused by humans has transformed areas of our planet and how people are looking for creative ways to deal with the changes in lifestyle, agriculture and migration caused by these changes.</p> <p>Host: Gary Price. Guest: Gaia Vince, author of <i>Adventures in the Anthropocene: A journey to the heart of the planet we made.</i></p>
pop culture, music, media, education	<b>Program 15-42 Segment 2 6:45am</b>	<b>10/18/15</b>	<b>12:01</b>	<p><b>Slang, Jargon and Colorful Expressions: Where do they come from?</b></p> <p>Synopsis: Slang is often thought of as a lower-class way of speaking, although we use it all the time and it does make our language more colorful and vibrant. But how does it come into being? We talk to a linguist and to an author about why slang and jargon are part of our speech, who brings them into our language and why some slang falls out of favor – but <i>should</i> come back.</p> <p>Host: Marty Peterson. Guests: Robert Leonard, Prof. of Linguistics, Dir. the Graduate Program in Forensic Linguistics and of the Institute for Forensic Linguistics, Threat Assessment and Strategic Analysis, Hofstra University; Lesley M. M. Blume, author of <i>Let's Bring Back: The lost language edition.</i></p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
folklore, human behavior, commerce, recreation, history	<b>Program 15-43 Segment 1</b> <b>6:30am</b>	<b>10/25/15</b>	<b>9:47</b>	<p><b>Halloween Traditions, Costumes and Why We Love to be Scared!</b></p> <p>Synopsis: It's the time of year when all the ghosts and goblins, witches and monsters, superheroes and villains don their Halloween best and head off to trick-or-treat, party or walk through a haunted house. Why do we dress up for the holiday? What do our costumes say about us? Why do we love to be frightened on this night in the year? We talk to a psychologist and a haunted attraction specialist about these issues, and also take a look at where some of our Halloween traditions came from.</p> <p>Host: Gary Price. Guests: Ben Armstrong is co-owner of Netherworld Haunted House in Atlanta, and president of America Haunts, an organization of the top haunted attractions in the U.S.; Dr. Janina Scarlet is a clinical psychologist, scientist and self-proclaimed "full-time geek." She's also a practitioner of "Superhero Therapy," and is coming out with a book by that title next July.</p>
eco-system & environment, health, psychology, wildlife, science	<b>Program 15-43 Segment 2</b> <b>6:45am</b>	<b>10/25/15</b>	11:44	<p><b>Scary Critters: The truth about spiders and bats</b></p> <p>Synopsis: Two of the scariest symbols of Halloween are spiders and bats. They have bad reputations for not just being creepy, but dangerous. We get the straight scoop on these creepy critters from two experts in the fields of entomology and bats, and hear how both of these creatures are not as scary as we think, but very beneficial members of the insect and animals worlds.</p> <p>Host: Marty Peterson. Guests: Nancy Troyano is an entomologist and director of technical education and training for Rentokil North America; Merlin Tuttle is an ecologist, wildlife photographer, conservationist and author of the book, <i>The Secret Lives of Bats: My adventures with the world's most misunderstood mammals.</i></p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
<p>mental health, business, the arts, education</p>	<p><b>Program 15-44 Segment 1 6:30am</b></p>	<p>11/1/15</p>	<p>10:02</p>	<p><b>Public Speaking: Advice on how to make it less scary</b></p> <p>Synopsis: Speaking in public can be a very anxiety-producing experience, but why? And how can we remove some of that anxiety and do a better job in front of an audience? Our guests discuss the fear of public speaking and offer advice on how to create, prepare for and deliver a speech with confidence.</p> <p>Host: Gary Price. Guests: Larry Ventis, professor of psychology at the College of William &amp; Mary; Michael Port, speaking coach, author of the book, <i>Steal the Show: From speeches to job interviews to deal-closing pitches, how to guarantee a standing ovation for all the performances in your life.</i></p>
<p>literature, labor exploitation, agriculture, poverty</p>	<p><b>Program 15-44 Segment 2 6:45am</b></p>	<p>11/1/15</p>	<p>11:31</p>	<p><b>Jack London: Adventure author <i>and</i> social activist</b></p> <p>Synopsis: Author Jack London is known for his stories of adventure in the Klondike, the Yukon and other far-away places. Our guest, however, says these stories also reflect his desire to bring the plight of poor and exploited workers to the public's attention. We'll hear how London's hardscrabble youth and physically demanding jobs informed his writing, and find out how the author used sustainable farming methods long before they became fashionable.</p> <p>Host: Marty Peterson. Guests: Cecelia Tichi, William R. Kenan Jr. Professor of English and professor of American Studies at Vanderbilt University, author of the book, <i>Jack London: A writer's fight for a better America.</i></p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
<p>science &amp; technology, healthcare, education, popular culture</p>	<p><b>Program 15-45 Segment 1</b> <b>6:30am</b></p>	<p><b>11/8/15</b></p>	<p>10:27</p>	<p><b>The Master Algorithm: Computers teach themselves and other computers</b></p> <p>Synopsis: What would it be like to have a computer examine you and diagnose your illness? How about a robot making a reservation at an exciting new restaurant that is just perfect – without any direct input from you? Sound like science fiction? Well, our guest says that it already is...or soon will be...science fact. We talk to a computer scientist and author about the rise of computers that can learn on their own and then teach other computers to do the same.</p> <p>Host: Gary Price. Guest: Pedro Domingos, professor of computer science at the University of Washington, author of the book, <i>The Master Algorithm: How the quest for the ultimate learning machine will remake our world.</i></p>
<p>science, military, exploration, climate, technology</p>	<p><b>Program 15-45 Segment 2</b> <b>6:45am</b></p>	<p><b>11/8/15</b></p>	<p>11:01</p>	<p><b>The Kingdom of Ice: An early and dangerous expedition to the North Pole</b></p> <p>Synopsis: Back in the 1870s and 80s, the north and south poles were as mysterious and intriguing to people as the moon and planets are to us today. Many expeditions tried – and most failed – to reach the North Pole, leaving scores of 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. Guest: Hampton Sides, author of <i>In the Kingdom of Ice: The grand and terrible polar voyage of the USS Jeannette.</i></p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
business, transportation, consumerism, crime, technology	<b>Program 15-46 Segment 1 6:30am</b>	<b>11/15/15</b>	11:18	<p><b>Business Blunders: Cleaning up the mess</b></p> <p>Synopsis: There have been a number of incidents recently where large companies or their spokespeople give the business a black eye by their manufacturing practices or illegal behavior. What can a business do to bounce back and once again create trust with its customers? Our two business specialist discuss the issue and offer advice about how companies can avoid problems with their brands as well as how to clean up the mess afterwards.</p> <p>Host: Gary Price. Guests: Zain Raj, author of <i>Brand Rituals: How successful brands bond with customers for life</i>. Edgar Papke, author of <i>The Elephant in the Boardroom: How leaders use and manage conflict to reach greater levels of success</i>.</p>
war, genocide, education, immigration	<b>Program 15-46 Segment 2 6:45am</b>	<b>11/15/15</b>	10:21	<p><b>Somewhere There Is Still a Sun: A young boy's Holocaust memoir</b></p> <p>Synopsis: Although their numbers are dwindling every year, there are still many people alive today who remember and lived through the Holocaust during World War II. One of these men spoke to us about his experience as a young boy in a Czechoslovakian work camp, and how his mother – through hard work, quick thinking and just pure luck – managed to keep herself and her two children from the death camps in Poland. He also discusses the need for young people to learn about the Holocaust and the reasons why it happened.</p> <p>Host: Marty Peterson. Guest: Michael Gruenbaum, author with Todd Hasak-Lowy of <i>Somewhere There Is Still a Sun</i>.</p>



Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
agriculture, manufacturing, commerce, labor practices	<b>Program 15-47 Segment 1 6:30am</b>	<b>11/22/15</b>	11:25	<p><b>Sustainable, Ethically-Made Products are Good Gift Choices</b></p> <p>Synopsis: It's almost time to head to the mall and check out the holiday decorations and pick up some presents for friends and family. A lot of people will be buying clothing, shoes, accessories and making sweets as gifts, thinking only about the cost and if the recipient will like it. Our guests say that you should also consider where the gift comes from, what it's made of and how the workers who created it are treated. Our guests discuss the need for sustainable, ethically made gifts from clothing to jewelry to chocolate.</p> <p>Host: Gary Price. Guests: Kate Black, author of the book, <i>Magnifeco: Your head-to-toe guide to ethical fashion and non-toxic beauty</i>. Amy Guittard, director of marketing for Guittard Chocolate Company, author of their new book, <i>Guittard Chocolate Cookbook: Decadent recipes from San Francisco's premium bean-to-bar chocolate company</i>.</p>
government, transportation, war, law, slavery	<b>Program 15-47 Segment 2 6:45am</b>	<b>11/22/15</b>	10:08	<p><b>Henry Clay: The great American statesman you should know more about</b></p> <p>Synopsis: Most of us have heard the name of Henry Clay, but he's not one of the people we usually remember like we do George Washington or Thomas Jefferson. Our guest says that Clay was just as important to our nation as the founding fathers, and he discusses the great contributions this Speaker of the House made to keep our nation together, fight for justice, and create the foundations of our extensive modern U.S. transportation system.</p> <p>Host: Marty Peterson. Guest: Harlow Giles Unger, author of <i>Henry Clay: America's greatest statesman</i></p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
race relations, law enforcement, crime, family issues	<b>Program 15-48 Segment 1 6:30am</b>	<b>11/29/15</b>	10:37	<p><b>All American Boys: Young people deal with race relations</b></p> <p>Synopsis: How do young people deal with race in their lives? We aren't born racist, so how do some of them become that way? We talk to two young readers authors about their new book that addresses the issue. We discuss how young people relate to those of different races, how friendship and loyalty can figure into how we think of race, and why we need to question our expectations of behaviors based on race.</p> <p>Host: Gary Price. Guests: Jason Reynolds, Brendan Kiely, authors of the young readers' novel, <i>All American Boys</i>.</p>
business and employment, human relations, psychology	<b>Program 15-48 Segment 2 6:45am</b>	<b>11/29/15</b>	10:53	<p><b>What to Do When You're New: Advice on navigating those tough situations</b></p> <p>Synopsis: When you're the new person at the office, in the neighborhood or at a party it can be an awkward situation, especially if you're not the most gregarious person. Our guest discusses the issue and offers advice on how to navigate various situations when you're the newbie in the room.</p> <p>Host: Marty Peterson. Guest: Keith Rollag, Associate Professor of Management, and Chairman of the Management Division at Babson College, Wellesley, MA, and of author of <i>What to Do When You're New: How to be comfortable, confident and successful in new situations</i>.</p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
arts & recreation, mental health, technology	<b>Program 15-49 Segment 1 6:30am</b>	<b>12/06/15</b>	11:51	<p><b>Adult Coloring Books: Why they're all the rage and how they benefit grown-ups</b></p> <p>Synopsis: Remember how much fun it was to crack open a new coloring book and crayons when you were a kid? These days, adults are reliving that thrill in huge numbers, maybe even fighting their kids for that Burnt Sienna crayon! Adult coloring books are all the rage, and we talk to two of the most popular artists of these books about why and how they put them together, what the attraction is for adults and how it can benefit everyone to sit down, relax and color a picture.</p> <p>Host: Gary Price. Guests: Johanna Basford is an artist and the author of a series of adult coloring books, with her latest titled <i>Lost Ocean: An inky adventure and coloring book</i>. Jenean Morrison is an artist, designer and author of a series of books, the latest of which is the <i>2016 Coloring Calendar</i>.</p>
agriculture, commerce, food & nutrition, entrepreneurs	<b>Program 15-49 Segment 2 6:45am</b>	<b>12/06/15</b>	9:49	<p><b>Cheddar: The iconic American cheese</b></p> <p>Synopsis: This holiday season, there probably won't be a celebration in the country that doesn't contain cheese in some form or another. It's one of America's favorite snack foods, and cheddar is our favorite variety of the dairy product. But what <i>is</i> cheese? How is it made and how did cheddar get to be America's iconic cheese? And how do "processed cheese food products" fit into the mix? Our guest is a cheese expert and will answer these questions and more!</p> <p>Host: Marty Peterson. Guests: Gordon Edgar, cheese buyer at Rainbow Grocery in San Francisco and author of the book <i>Cheddar: A journey to the heart of America's most iconic cheese</i>.</p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
technology & innovation, communications, interpersonal relationships, addiction, business	<b>Program 15-50 Segment 1 6:30am</b>	<b>12/13/15</b>	11:18	<p><b>Are We Obsessed with the Future and the Internet?</b></p> <p>Synopsis: We are a culture that's obsessed with the future and technology. We want to "seize the future" like no other generation before, and become available to anyone 24/7 through the internet, wifi and cell phones. Our guests address these phenomena and discuss why it's happening and how concentrating too much on the future and the internet affects our world, our relationships and our lives.</p> <p>Host: Gary Price. Guests: Hal Niedzviecki, author of <i>Trees on Mars: Our obsession with the future</i>. Paul Andrew Sacco, PhD. Speaker, author of <i>The Internet Apocalypse?</i></p>
education, race, employment, cultural issues and inequality	<b>Program 15-50 Segment 2 6:45am</b>	<b>12/13/15</b>	10:25	<p><b>The Racial Achievement Gap: Creating better schools for all</b></p> <p>Synopsis: There are many good schools that try to ensure that every student gets the best education possible and an equal opportunity to succeed in their studies and extracurricular activities. Our guest says that despite efforts on the part of school administrators and teachers, there is still a racial achievement gap in even the most diverse and progressive schools. We discuss why the gap exists, how it affects the lives of students during and after their school years are over, and what educators and the community can do to help students of all races and ethnicities achieve.</p> <p>Host: Marty Peterson. Guests: Amanda Lewis, Director of the Institute for Research on Race and Public Policy, University of Illinois-Chicago, and co-author with John B. Diamond of the book <i>Despite the Best Intentions: How racial inequality thrives in good schools</i>.</p>

Viewpoints Q4 2015

Description of Issue	Program/Segment	Date	Duration	Description of Segment
international politics, military, consumerism, government	<b>Program 15-51 Segment 1 6:30am</b>	<b>12/20/15</b>	11:38	<p><b>A Pearl Harbor Christmas</b></p> <p>Synopsis: Seventy-four years ago this month, the U.S. was attacked by Japan at Pearl Harbor, drawing the country into World War II. We talk to an author about how FDR, Churchill, MacArthur and others planned for the war during those few weeks before the Christmas and New Year's holidays.</p> <p>Host: Gary Price. Guest: Stanley Weintraub, historian, author of <i>Pearl Harbor Christmas: A world at war 1941</i>.</p>
law, courts, firearms, the Presidency	<b>Program 15-51 Segment 2 6:45am</b>	<b>12/20/15</b>	9:55	<p><b>Constitutional Myths: How do we know what the founders intended?</b></p> <p>Synopsis: When Congress debates a constitutional point, or when the Supreme Court is considering a case brought before it, we often hear the question, "what did the framers intend?" How <i>does</i> anyone really know what people, who debated issues more than 200 years ago, really intended? We talk to two constitutional specialists about the issue, and hear how some Supreme Court justices approached an issue that is once again in the news.</p> <p>Host: Marty Peterson. Guests: Jeffrey M. Shaman, Vincent DePaul Professor of Law, DePaul University College of Law, Chicago, IL; Ray Raphael, Sr. Research Fellow, Humboldt State University, Arcata, CA, author of <i>Constitutional Myths: What we get wrong and how to get it right</i>.</p>

Viewpoints Q4 2015

<p>sports, agriculture, consumerism, recreation, media</p>	<p><b>Program 15-52 Segment 1 6:30am</b></p>	<p><b>12/27/15</b></p>	<p>11:44</p>	<p><b>New Year's Celebrations – at home</b></p> <p>Synopsis: Not everyone likes to go out and celebrate the New Year with the hoards in the bars and streets. Our guests have ideas on how you can have just as much fun toasting in 2016 at home. We'll hear how you can pair your favorite movies with some creative cocktails, learn about and try some new craft beers and food to go along with them, and how to create a cheese platter that will go with the bubbly.</p> <p>Host: Gary Price. Guests: Tim Federle, author of <i>Gone with the Gin: Cocktails with a Hollywood Twist</i>; Christian DeBenedetti, co-author with Andrea Slonecker of the book, <i>Beer Bites: Tasty recipes and perfect pairings for brew lovers</i>; Gordon Edgar, author of <i>Cheddar: A journey to the heart of America's most iconic cheese</i>.</p>
<p>visual arts &amp; music; popular culture; media &amp; journalism</p>	<p><b>Program 15-52 Segment 2 6:45am</b></p>	<p><b>12/27/15</b></p>	<p>9:57</p>	<p><b>Photographing the Beatles: A friend looks back</b></p> <p>SYNOPSIS: If you're a Baby Boomer then you know all about the excitement and frenzy that occurred when the Beatles first arrived on the scene and traveled to America. We talk to a photographer who not only took many memorable pictures of the Fab Four, but who also became their good friend. We discuss what the musicians were like, how he gained their trust, what it was like to photograph the Beatles and other luminaries of the time, and how the profession of news photographer has changed in the last 50 years.</p> <p>Host: Marty Peterson. Guests: Henry Grossman, professional photographer of the Beatles and others, author of the photographic book, <i>Places I Remember: My time with the Beatles</i>.</p>

Contents copyright 2015 by MediaTracks, Incorporated 2250 East Devon Avenue, Suite 150  
Des Plaines, Illinois 60018

847-299-9500 Fax: 847-299-9501 www.mediatracks.com

Affiliate downloads are available at <ftp://mediatracksdownloads.com>

Questions? Email [info@mediatracks.com](mailto:info@mediatracks.com) or [efleming@mediatracks.com](mailto:efleming@mediatracks.com)

Guest information and segment podcasts are available at [www.viewpointsonline.net](http://www.viewpointsonline.net)

Viewpoints is a registered trademark of MediaTracks, Inc. Contents copyright 2015 by MediaTracks, Inc.