

# **Quarterly Issues & Programs Report**

**WKML-FM  
WKML-HD1**

**Lumberton-Fayetteville**

**3rd Quarter**

**July – August – September 2016**

**Prepared by – Mac Edwards**

**WKML-FM / HD-1 /HD-2**

**Issue/Program Summary**

**2016 – 3<sup>rd</sup> Quarter**

**July – August – September**

**Radio Station WKML-FM / HD-1 / HD-2 Lumberton-Fayetteville, NC  
95.7-FM / 95.7-HD-1 / 95.7-HD-2 identified these issues of concern in the  
community to be addressed from July through September 2016.**

**Education**

**Crime**

**Health & Well-being**

**Childhood Obesity**

**Employment**

**Energy**

**Military**

**Workplace Concerns**

**Child Abuse**

**Mass Shootings**

**These items were identified during on-going surveys and interviews  
conducted by the staff with community leaders.**

**Issues were addressed via – Daily Public Service Announcements**

**Daily Newscasts**

**Weekly Long-form Public Affairs Programs**

**Live Broadcasts from Community Events**

**Talkback with Danny Highsmith** (with Paul Johnson substitute host this week)

**Guests:** Wayne Collier, local land owner of a family farm and interested County agricultural historian, and Lis Childers, Head Agent, Carvers Creek State Park.

**Airdate:** July 3, 2016 @ 6:00am

**Topic:** This program featured a discussion of the current state of Agriculture in Cumberland County, its future (in terms of “who’s getting into farming and agricultural pursuits”, plus a look at farming’s rich past in Cumberland County (on the Cumberland County 2016 Farm Tour – including an enlightening stop at a Cumberland County family farm that has been in operation by the same family (the Colliers) going back to the late 1830’s (almost 180 years):

**Total Time:** 30 mins.

**Breaks:** 1 (1:00 total, leaving 29:00 in subject content)

**Synopsis:**

Wayne Collier’s Indian Ridge Farm in Linden provided the look back at farming in Cumberland County. This family farm that has been in operation under the per view of the same family (the Colliers) going back to the late 1830’s (almost 180 years):

- The history of the Collier farm. Current owner (who has current operations overseen by others while he focuses on preserving the history of the farm and family homeplace.)
- How it evolved as a family farm in Wayne Collier’s vision of the past (he was born in the late 40’s but his father, C. Wayne Collier, a former Cumberland County Education Superintendent, who inherited the farm from HIS father – and whose excerpts from his book Memories (a section entitled “Scientific Farming and Subsistence”) gave tour-members a look at farming from 1925 through the 1970’s.)
- Wayne Collier then told stories and demonstrated from the life he could directly recall – the 1950’s through today. Demonstrating some “old ways” farm operations that have been thoughtfully preserved for education’s sake.
- For vitality, a few of these operations and activities were presented as captured on audio media.
- Lisa Childers, the energetic Head agent at the Cumberland County Extension Service, brought us up to date with an outlook on the current state of agriculture in Cumberland County.
- Lisa also pointed out the encouraging trend that more and more young people in the County are becoming interested in farming – although, in some ways, very differently than the ways of their predecessors .
- As a point of interest, Cooperative Extension was initiated in the U.S. in 1914 as a means to spread word of the research-based knowledge and life enhancements being fostered developed at each state’s land-grant universities (North Carolina has two, N.C. State in Raleigh and N.C. Agriculture and Technology in Greensboro.) It has thrived over the years being a vital link between the universities and the public segments dependent upon the information developed and shared by the universities. Cumberland County, where agricultural/agribusiness pursuits are still the #1 component in the economy, is proud to have a vital, forward-looking and proactive County Extension service.

**Concern areas addressed:**

Historical Preservation as a means of Interpretative Education  
Education (Current State and Future of Agriculture in Cumberland County)

## Talkback with Danny Highsmith (with Paul Johnson substitute host this week)

**Guests:** Colleen Bowers, Park Ranger, Carvers Creek State Park, and Jane Conolley, Supervising Park Ranger, Carvers Creek State Park.

**Airdate:** July 10, 2016 @ 6:00am

**Topic:** Carvers Creek State Park is North Carolina's newest state park and the ONLY state park located in Cumberland County. As a part of the celebration of the 100<sup>th</sup> Anniversary of State Parks in North Carolina, the rangers offered this inside look at Cumberland County's one State Park and, although still developing, how it can enhance the life-experience of Cumberland residents

**Total Time:** 30 mins.

### Synopsis:

This program featured a discussion of Carvers Creek State Park:

Among the topics:

- It's history as a piece of land (originally Long Valley Farm, a working farm outside Spring Lake)
- How it evolved further into a leased farm and winter retreat from harsh New York-state northern winters for the James Rockefeller family from New York (yes, THOSE Rockefellers. )
- How it donated was donated by the estate of Mr. Rockefeller upon his passing to the state of North Carolina with the proviso the land be preserved as a park or nature preserve.
- How it was commissioned as a park in 2013 and began its development as a visitor-ready facility.
- How it continues development today while also offering access and tours to public visitors. The park offers hiking/running trails, fishing, and limited-capacity tours of portions of the Rockefeller "cabin".
- How development may benefit from the \$5.7 Million Grant it has achieved by way of the Connect NC bond referendum passed by N.C. Voters in March of 2016.
- As a point of interest, Carvers Creek State Park, for the moment, is the only State Park under administration of two State Park Rangers who happens to be women. Career awareness, benefits of employment and opportunities for women as Park Rangers were discussed.

### **Concern areas addressed:**

- a) **Health and Welfare** (as a public resource for mebtal well-being, fitness and relaxation)
- b) **Education** (promotion of awareness and interesting background of park)

## Talkback with Danny Highsmith

Guest: Amy Cannon, Cumberland County Manager

Topic: Cumberland County Government

Total time: 27:35

Air Dates: July 17 & July 24, 2016 @ 6:00am

Discussion included:

- ...How did you get into this type work?
- ...How many departments in County Government?
- ...How many employees?
- ...Some of department heads are elected; what role do you play in those departments?
- ...You work for the elected members of the Board of County Commissioners; do you run day to day operations and they set policy?
- ...Amount of Cumberland County budget?
- ...How is budget prepared?
- ...Your day must be filled with meetings?
- ...How large is staff in your office?
- ...What kind of relationship do you have with Fayetteville City Manager and the town managers in other municipalities in Cumberland County?
  - ...How often do you meet with these managers?
- ...What are some of the major challenges facing Cumberland County Government?
- ...Parks and Recreation is jointly operated by City and County? How is that working out? Any other county-city departments that have merged?

Issues discussed:

1. Government
2. Employment
3. Taxes

## Talkback with Danny Highsmith

Guest: Diana Juergens, Ex. Director, Rick Herrema Foundation (Rick's Place)

Topic: Rick's Place

Total time: 28:31

Air dates: July 31 & September 11, 2016 @ 6:00am

Discussion included:

- ...What is The Rick Herrema Foundation?
- ...Who is/was Rick Herrema?
- ...Where will Rick's Place be located?
- ...Who will use it?
- ...How is it being financed?
- ...How will it be funded once it is built?
- ...Activities planned for Rick's Place?
- ...Your husband retired from military after 29+ years, so what are the stresses on a military family during deployments?
- ...How many times was your husband deployed?
- ...When do you anticipate Rick's Place will be completed?
- ...Any local fundraising efforts planned?

Issues discussed:

1. Military families
2. Recreation
3. Moral support of military families

## Talkback with Danny Highsmith (with Paul Johnson substitute host this week)

**Guests:** Capt. Dae Kim, Sgt. Riles Kjellson, Specialist Gabe Stillman, Supervising Conductor, Band Member and Band Member-Arranger, respectively.

**Airdate:** August 7, 2016 @ 6:00am

**Topic:** Kids' Night at Festival Park with the U.S. Army Ground Forces Band (Friday, August 12<sup>th</sup>, 2016 at Festival Park, Fayetteville (Free to the public)

**Total Time:** 30 mins.

**Breaks:** 2 (2:00 total, leaving 28:00 in subject content)

### Synopsis:

This program featured a discussion of the upcoming free-to-the-public Kids Night (the following Friday, August 12<sup>th</sup> beginning at 5:30 pm with full-family activities available on the grounds):

Among the topics:

- The history of US Army Ground Forces Band Kid's Nights as a public relations events and an Army "Thank You" to a community that values the military and its local presence.
- How Kids' Nights have evolved from straight Community Concert to an interactive music appreciation program that involves kids' recognizing, identifying and, in most cases, singing with popular music from today's TV shows (e.g. Sponge Bob Square Pants TV theme) and movie (e.g. "Let It Go" from Disney's "Frozen" soundtrack.
- In enhanced interactivity, children attending the show are asked to help "build" a music composition based on storytelling with instruments taking roles based upon their sound, ala Sergei Prokofiev's "Peter and the Wolf."
- How a soldier pursues a U.S. Army career as a musician. Required background and skill (not surprisingly, it is very competitive among interested Army personnel.)
- How the U.S. Army Ground Forces Band (USAGFB) operates in different configurations based upon need. We also explored how the USAGFB interfaces with other U.S. Army musical efforts. (We learned how the 82<sup>nd</sup> Airborne Band will be merged with the USAGFB later in 2016.
- **Concern areas addressed:**
  - a) **Health and Welfare** (as a public resource for mental well-being, fitness and relaxation)
  - b) **Education** (promotion of awareness and acknowledgement of the USAGFB's role in inspiring music appreciation, and motivating through entertainment.)

## Talkback with Danny Highsmith

Guest: Tammy Lawrence, Ex. Director, Habitat for Humanity

Topic: Habitat for Humanity

Total time: 27:40

Air Date: August 14, 2016 @ 6:00am

Discussion included:

- ...Tell us about how Habitat for Humanity began?
- ...How long has Habitat operated in Fayetteville?
- ...How many homes have been built in the Fayetteville area?
- ...Where are they located?
- ...Where does the money come from to build the homes?
- ...How does a family become a Habitat homeowner? What is the process?
- ...Talk a little about the homeowner's sweat equity?
- ...Approximate cost for a Habitat home?
- ...Habitat homeowners pay for their homes, but are not charged interest?
- ...Now, you are expanding into neighboring counties? Why? Your role in these counties?
- ...How many volunteers work with your organization?

Issues discussed:

1. Low to middle income home ownership
2. Volunteerism



## Talkback with Danny Highsmith

Guests: Jessica Maples & Jamal Tourblefield, Case Managers, Family Endeavors

Topic: Family Endeavors and upcoming event entitled Resource Day

Total time: 26:43

Air date: September 4, 2016 @ 6:00am

Discussion included:

- ...What is Family Endeavors?
- ...How and when was organization begun?
- ...What exactly do you do as Case Managers?
- ...Is it national organization or just local?
- ...Where do you get funding?
- ...How many employees do you have locally?
- ...You have an event upcoming...tell us about it?
  - ...Name of event?
  - ...Where?
  - ...Hours?
  - ...Who is eligible to attend?
- ...Where is your local office?
- ...How did each of you become involved in this organization?

Issues discussed:

1. Veterans
2. Homelessness
3. Finances
4. Rehabilitation

## Talkback with Danny Highsmith

Guests: Roberta Humphries, Ex. Director, Child Advocacy Center & Tim Edwards, Board Chair, CAC

Topic: CAC & upcoming Pinwheel Masquerade Ball and Auction

Total time: 27:05

Air Dates: September 18 & September 25, 2016 @ 6:00am

Discussion included:

...When and why was Child Advocacy Center begun?

...Discuss the upcoming Pinwheel Masquerade Ball and Auction?

...Is child abuse more prevalent today than when CAC first began?

...How are children referred to CAC?

...Discuss your relationship with DSS, law enforcement and the courts?

...Other than working with children, do you still make presentations about child abuse to various organizations in our community? How can these organizations reach you if they would like a presentation?

Issues discussed:

1. Child abuse
2. Courts
3. Law
4. Counseling

#### On Site / Events – WKML:

- July 4, 2016 – 5-hour appearance - Ft. Bragg 4th of July – live broadcast, van appearance, and stage emcee & Flag ceremony narrator (Don Chase, Dean Severance, Ashley Wilson)
- July 5, 2016 – 20 minutes – Employment After Deployment segment on Don & Ashley in the Morning with veteran Tito Simmons-Valenzuela (Don Chase, Ashley Wilson)
- July 6, 2016 – 2-hours- participation in Operation Enduring Warrior planning meeting for Operation Chew-N-Brew (Ashley Wilson)
- July 7, 2016 – 3 hours- visit to Cape Fear Valley Blood Donor Center; Don & Ashley donated blood and did a promotional video soliciting blood donations (Don Chase, Ashley Wilson)
- July 12, 2016 – 20 minutes – Employment After Deployment segment on Don & Ashley in the Morning with Joe Quigg (Don Chase, Ashley Wilson)
- July 17, 2016 – 20 minutes – Employment After Deployment segment on Don & Ashley in the Morning with veteran DJ James (Don Chase, Ashley Wilson)
- July 27, 2016 – 20 minutes – Employment After Deployment segment on Don & Ashley in the Morning with Mike Baker and Patriot Outreach Day (Don Chase, Ashley Wilson)
- August 2, 2016 – 20 minutes – Employment After Deployment segment on Don & Ashley in the Morning with Operation Enduring Warrior and Scott Blough (Don Chase, Ashley Wilson)
- August 3, 2016 – 2 hours- participation in Operation Enduring Warrior planning meeting for Operation Chew-N-Brew (Ashley Wilson)
- August 25, 2016 – Two-hour appearance - Glendale Acres Back 2 School Fair (Don Chase)
- August 31, 2016 – Two-hours – participation in announcement for Fayetteville Dogwood Fall Festival lineup (Mac Edwards, Dean Severance, Ashley Wilson)
- August 31, 2016 – 2-hours- participation in Operation Enduring Warrior planning meeting for Operation Chew-N-Brew (Ashley Wilson)
- September 9 through 18, 2016 – Five-hour appearance and on-air promotion each day at Cumberland County Agricultural Fair (Jeana O’Briant, Don Chase, Ashley Wilson)
- September 10, 2016 – 3 hours – team support to Operation Enduring Warrior at the Fort Bragg Spartan Race (Ashley Wilson)
- September 10, 2016 – 5 hours – Emcee and event support at Operation Enduring Warrior’s Chew-N-Brew (Ashley Wilson)
- September 12, 2016 – 10 minutes – Interview with Child Advocacy Center on Don & Ashley in the Morning (Don Chase, Ashley Wilson)
- September 12, 2016 - 3-hour appearance - Emcee Cumberland Co. Teacher of Year, Embassy Suites (Don Chase)
- September 13, 2016 – 30-minute appearance – WKML Reading Club at Morganton Road Elementary, Fayetteville (Ashley Wilson)
- September 14, 2016 – 10 minutes – Interview with Cumberland County Teacher of The Year (Don Chase, Ashley Wilson)
- September 15, 2016 - 2-hours- participation in Operation Enduring Warrior wrap-up meeting for Operation Chew-N-Brew (Ashley Wilson)
- September 17, 2016, 3-hour appearance – Emcee Senior Day at the Cumberland County Fair (Don Chase)
- September 20, 2016 – 30-minute appearance – WKML Reading Club at Alderman Road Elementary, Grays Creek (Ashley Wilson)

- September 24, 2016 – 2-hour appearance and broadcast – Colin’s Crusaders 5k Walk/Run in Dunn (Ashley Wilson)
- September 24, 2016 – 2 hour appearance and broadcast – Alzheimer’s Walk (Don Chase)
- September 29, 2016 – 30-minute appearance – WKML Reading Club at Parkton Elementary School(Ashley Wilson)



Call Letters: WKML-FM/HD-1

Weekly Public Affairs Program

## QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2016

Show # 2016-27

**Date aired: Sunday, July 3 @ 6:30am**

**Mike Gikas**, Senior Electronics Editor at Consumer Reports

Smart phone theft is on the rise. A projected 3.1 million were stolen last year, according to a Consumer Reports survey. Mr. Gikas outlined the sensitive information that many phones contain, and he offered security tips to both prevent thefts and to minimize the loss of personal data if a phone is lost or stolen.

Issues covered:

Length: 8:56

Crime

Consumer Matters

**Robert D. Morris, MD, PhD**, environmental epidemiologist, drinking water research scientist, author of "*The Blue Death: Disease, Disaster & the Water We Drink*"

Dr. Morris believes that despite better overall health conditions, the nation's water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

Issues covered:

Length: 8:17

Community Health

Environment

**Lynsey Romo**, Assistant Professor of Communication, North Carolina State University

Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're *not* being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

Issues covered:

Length: 4:59

Parenting

Personal Finance

Show # 2016-28

**Date aired: Sunday, July 10 @ 6:30am**

**Richard Bolles**, career development expert, author of "*What Color Is Your Parachute? Guide to Rethinking Resumes*" and "*What Color Is Your Parachute? Guide to Rethinking Interviews*" Mr. Bolles discussed the rapidly changing way companies locate and hire employees. He explained why the value of a resume has declined, and how job hunters can use more effective alternatives. He said prospective employees must be as up-to-the-minute in job hunting skills as they are in the work skills that they offer an employer.

Issues covered:

**Employment  
Career**

Length: 8:58

**Jean Illsley Clarke, PhD**, internationally known parent educator, co-author of "*How Much Is Too Much?: Raising Likeable, Responsible, Respectful Children*"

Ms. Clarke believes that many of today's parents overindulge their children, often without even realizing it. She explained how to recognize overindulgence and why can be so damaging as kids grow into adulthood. She said assigning ongoing household chores to children is an excellent way to foster their responsibility and independence, and offered other tips for parents.

Issues covered:

**Parenting Issues**

Length: 8:13

**Ron Montoya**, Consumer Advice Editor at Edmunds.com

Mr. Montoya offered suggestions for shoppers who have poor credit to buy a new car. He said it is important for potential buyers to carefully check and clean up credit reports before applying for a car loan, and to try to get pre-approval before shopping. He also outlined other ways that buyers can demonstrate that they are a good credit risk.

Issues covered:

**Consumer Matters  
Personal Finance**

Length: 4:53

Show # 2016-29

**Date aired: Sunday, July 17 @ 6:30am**

**Laura M. Bogart, PhD**, Senior Behavioral Scientist at the RAND Corporation, a nonprofit research organization that develops solutions to public policy challenges

Dr. Bogart directed a five-week obesity prevention program for seventh grade students that helped obese students lose an average of nine pounds over the following two year period. She outlined the methods that were most effective, which included school-wide environmental changes and encouragement to eat healthy school cafeteria foods, along with a student-led education and marketing campaign.

Issues covered:

**Childhood Obesity  
Education  
Parenting**

Length: 8:26

**Susan S. Silbey, PhD**, Leon and Anne Goldberg Professor of Humanities, Professor of Sociology and Anthropology, Professor of Behavioral and Policy Sciences, Sloan School of Management at the Massachusetts Institute of Technology

The number of women enrolling in engineering school has increased steadily over the past four decades, but Dr. Silbey said one-third of women graduates soon leave the profession to pursue other careers. She said the reasons behind this problem are primarily related to the culture of engineering itself. She offered suggestions for women who are entering the profession, and explained why an engineering career should be such an attractive option for women.

Issues covered:  
Women's Issues  
Discrimination  
Career

Length: 8:47

**Dong Zhao, PhD**, Assistant Professor of Construction Management, Michigan State University

Prof. Zhao led a study that found that more than 50 percent of potential energy savings from energy efficient homes can be lost if users don't know how to use the buildings properly. Dr. Zhao said this is a concern both for individual homeowners as well as for commercial property owners.

Issues covered:  
Energy  
Consumer Matters

Length: 4:57

Show # 2016-30

**Date aired: Sunday, July 24 @ 6:30am**

**Christopher Wildeman, PhD**, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

Issues covered:  
Child Abuse & Neglect  
Government Policies  
Parenting

Length: 9:10

**Cash Nickerson**, employment expert, attorney, author of "*BOOMERangs: Engaging the Aging Workforce in America*"

As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

Issues covered:  
Senior Citizens  
Employment

Length: 8:07

**Jeff Haig**, Chair of the UCLA Scholarship Admissions Committee, co-author of the book "*Unlock Your Educational Potential*"

Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.

Issues covered:  
Education  
Children's Issues

Length: 5:02

Show # 2016-31

**Date aired: Sunday, July 31 @ 6:30am**

**David Casarett, MD, MA**, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of "*Shocked: Adventures in Bringing Back the Recently Dead*"

Most people don't survive cardiac arrest or significant trauma. Dr. Casarett discussed the latest developments in resuscitation and just how far science has come in the past few years. He talked about the ethical dilemma posed by reviving a person who may not have a good quality of life in the aftermath. He talked about the impressive survival rate of those who receive competent CPR treatment.

Issues covered:  
Personal Health  
Emergency Medicine

Length: 8:20

**Greg McBride**, Chief Financial Analyst for Bankrate.com

Mr. McBride's organization recently conducted a study that found that a third of all Americans have nothing saved for retirement. He said the one encouraging aspect of the survey is that more people in their 20s are saving for retirement than ever before. He explained why this issue should be such a serious concern and what someone can do if they believe they are starting to save too late in life.

Issues covered:  
Retirement Planning  
Senior Citizens  
Personal Finance

Length: 9:00

**Rick Maurer**, author of "*Beyond The Wall Of Resistance: Why 70% of All Changes Still Fail – and What You Can Do About It*"

Seventy percent of all major changes in organizations fail - and that number hasn't changed since researchers started examining success and failure rates some fifteen years ago. Mr. Maurer talked about the most common reasons for failure and what leaders can do about it.

Issues covered:  
Workplace Matters  
Employment

Length: 5:03



Show # 2016-32

**Date aired: Sunday, August 7 @ 6:30**

**Anthony G. Comuzzie, PhD**, obesity researcher and scientist with the Department of Genetics at the Texas Biomedical Research Institute in San Antonio

Recent government data shows that since the late 1980s and early 1990s, the average American has put on 15 or more additional pounds without getting any taller. Dr. Comuzzie explained why this is such a grave health concern. He also discussed potential causes and solutions to the nation's epidemic of obesity.

Issues covered:

Obesity  
Personal Health

Length: 8:34

**Doug Lamov**, literacy and education expert, Managing Director of Uncommon Schools' Teach Like a Champion team, co-author of "*Reading Reconsidered: A Practical Guide to Rigorous Literacy Instruction*"

Mr. Lamov discussed the importance of teaching students to read with precision, rigor, and insight. He explained how Common Core curriculums are affecting reading programs across the country. He believes that most students are not given challenging enough assignments. He also offered suggestions for parents who want to instill a love of reading in their children.

Issues covered:

Education  
Literacy  
Government Policies  
Parenting

Length: 8:44

**James Kingsland**, Science Production Editor of the London newspaper "*The Guardian*," author of "*Siddhartha's Brain: Unlocking the Ancient Science of Enlightenment*"

Mr. Kingsland discussed the latest research by leading neuroscientists and clinical psychologists that suggests that mindfulness practice reconfigures the brains. He said meditation can make people healthier and happier, and that it can help treat stress, chronic pain, hypertension and substance abuse.

Issues covered:

Mental Health  
Aging

Length: 4:56

Show # 2016-33

**Date aired: Sunday, August 14 @ 6:30**

**Jennifer B. Johnston, PhD**, Assistant Professor of Psychology at Western New Mexico University

Dr. Johnston recently led a study that examined the role that media coverage may play in fueling the increase of mass shootings in the U.S. Her study concluded that one of the most effective ways of curbing mass shooting incidents may be to drastically change how news organizations cover them. She is in favor of an organized campaign to convince media organizations to focus more on the victims, rather than the killer, his weapons and his motivations.

Issues covered:

Media  
Mass Shootings

Length: 9:45

**Brian Roe, PhD**, McCormick Professor of Agricultural Marketing and Policy at Ohio State University

American consumers throw away about 80 billion pounds of food a year. Dr. Roe led a study that examined Americans' attitudes and misconceptions about food waste. He said many consumers think they have good reasons to throw food away, but those perceived benefits are often not real. He noted that food waste is the largest source of municipal solid waste in the U.S. and the most destructive type of household waste in terms of greenhouse gas emissions.

**Issues covered:**  
Environment  
Consumer Matters  
Food Safety

**Length: 7:28**

**Jan E. Stets, PhD**, Professor of Sociology at the University of California, Riverside

Cheating to get ahead is likely to reduce your level of happiness, according to Dr. Stets' research. In her study, participants were given the opportunity to cheat to get ahead. The 30% who cheated were more likely to report a reduction in happiness, once they considered that others would not see them as moral persons.

**Issues covered:**  
Mental Health  
Workplace Issues

**Length: 4:58**

Show # 2016-34

**Date aired: Sunday, August 21 @ 6:30**

**Lisa Gill**, Prescription Drugs Editor at Consumer Reports

Prescriptions for opioids have climbed 300% in the past decade and more than 46 Americans die each day from legal pain pills, such as OxyContin, Percocet and Vicodin. Ms. Gill discussed the reasons behind this trend. She also talked about the little-known dangers posed by over-the-counter painkillers like acetaminophen. She offered advice to patients who are dealing with pain. She also explained how the federal government is trying to deal with the issue.

**Issues covered:**  
Drug Abuse  
Personal Health  
Government

**Length: 10:07**

**Tony Lee**, Publisher of CareerCast.com and JobsRated.com

Mr. Lee outlined his organization's list of the most overrated and underrated jobs, based on factors such as pay, hiring outlook, work environment, stress and physical demands. He explained why certain jobs are not as attractive as they may seem, and why other great career choices are often overlooked. He also offered advice for those who are seeking to change careers or move up the ladder in their present industry.

**Issues covered:**  
Employment  
Economy

**Length: 7:15**

**Pam Mueller**, graduate student, Department of Psychology, Princeton University

Laptops, tablets and other electronic devices are commonplace in today's classrooms. But Ms. Mueller co-authored a study that found that taking notes by typing, rather than writing, interferes with students' ability to process and remember information. Her research indicated that students who take notes with pen and paper recall more material and perform significantly better in class.

Issues covered:  
Education

Length: 4:51

Show # 2016-35

**Date aired: Sunday, August 28 @ 6:30**

**Bob Rusbuldt**, CEO of The Independent Insurance Agents & Brokers of America

A consumer survey commissioned by Mr. Rusbuldt's organization found that many homeowners lack adequate insurance coverage, do not fully understand their homeowners policies and do not have enough savings to support their households in the event of a disaster. He discussed the most common misconceptions consumers have regarding homeowners insurance and what to do about it.

Issues covered:  
Disaster Preparedness  
Consumer Matters

Length: 8:37

**Tomas Hult, PhD**, Byington Endowed Chair and Professor of Marketing in the Eli Broad College of Business, Director of the International Business Center at Michigan State University

From recycling to reusing hotel towels, consumers who participate in a company's "green" program are more satisfied with its service, according to Dr. Holt's research. He explained the reasons behind these feelings, and the surprising way consumer decisions are affected when companies offer additional participation incentives.

Issues covered:  
Recycling  
Environment  
Consumer Matters

Length: 8:40

**Rachel Arocho, PhD**, Research Fellow in Human Development and Family Science at Ohio State University

Dr. Arocho led a study that found that teenagers and young adults who expected to get married within the next five years reported committing fewer delinquent acts in the next year than those who weren't thinking about wedding bells. She discussed the possible reasons behind this finding.

Issues covered:  
Crime  
Youth at Risk

Length: 4:45

Show # 2016-36

**Date aired: Sunday, September 4 @ 6:30pm**

**Sally Satel, MD**, Resident Scholar at the American Enterprise Institute, editor of *"When Altruism Isn't Enough: The Case for Compensating Kidney Donors"*

12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.

**Issues covered:**

**Organ Donation  
Government Policies  
Personal Health**

**Length: 8:28**

**James Betts, PhD**, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England

Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study that examined whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. He said his research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He believes that while breakfast doesn't matter for adults, it still is important for children from a nutrition and learning standpoint.

**Issues covered:**

**Nutrition  
Personal Health**

**Length: 8:47**

**Monica Betson Montgomery**, author of *"The Keys to College: A Roadmap for Parents to Guide Their Children"*

Ms. Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career.

**Issues covered:**

**Education  
Parenting**

**Length: 4:57**

Show # 2016-37

**Date aired: Sunday, September 11 @ 6:30pm**

**Michelle Mazurek, PhD**, Assistant Professor, Computer Science, University of Maryland College Park

Nearly everyone today struggles with a myriad of passwords for their online activities. Professor Mazurek was involved in research at Carnegie Mellon University that found that long passphrases are more effective and easier to remember than an incomprehensible string of letters, numbers and special characters.

**Issues covered:**

**Online Security  
Crime  
Consumer Matters**

**Length: 8:52**

**Chris Voss**, former FBI's lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of *"Never Split the Difference: Negotiating As If Your Life Depended On It"*

Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

Issues covered:

Length: 8:25

**Career**  
**Parenting**

**Christine Fahlund**, Senior Financial Planner and Vice President of Investment Services at T. Rowe Price Investment Services

Ms. Fahlund discussed the effect that today's economy has on retirement planning. She believes that many Baby Boomers have been naive when it comes to planning for retirement. She also explained why some employers are becoming more proactive in helping their workers save for their senior years.

Issues covered:

Length: 5:04

**Personal Finance**  
**Retirement Planning**  
**Senior Citizens**

Show # 2016-38

**Date aired: Sunday, September 18 @ 6:30pm**

**Erica Reischer, PhD**, psychologist, parent educator, author of *"What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive"*

Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

Issues covered:

Length: 7:51

**Parenting**

**Andrew Scott**, Professor of Economics at the London Business School, Fellow at All Souls College, Oxford University and the Centre for Economic Policy Research, co-author of *"The 100-Year Life: Living and Working in an Age of Longevity"*

Many Americans have been raised on the traditional notion of a three-stage approach to life: education, followed by work and then retirement. However, Prof. Scott said this well-established pathway is already beginning to collapse: life expectancy is rising, pensions are vanishing, and increasing numbers of people are juggling multiple careers. He offered suggestions for how to better plan for a productive, longer life and retirement in today's rapidly-evolving economy.

Issues covered:

Length: 9:23

**Retirement Planning**  
**Senior Citizens**

**Brian Fligor**, Chief Audiology Officer at Lantos Technologies, Inc., former Director of Diagnostic Audiology and Children's Hospital in Boston

An estimated 2 million students in the US play in middle- and high-school marching bands. Dr. Fligor believes that parents should be concerned protecting their kids' hearing when they are exposed to loud sounds for long periods. He talked about the warning signs of hearing damage and explained the ways to prevent it.

Issues covered:  
**Hearing Loss**  
**Parenting Concerns**  
**Senior Citizens**

Length: 4:58

Show # 2016-39

**Date aired: Sunday, September 25 @ 6:30pm**

**Anna S. Mueller, PhD**, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago

Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied of the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.

Issues covered:  
**Teen Suicide**  
**Mental Health**  
**Parenting**

Length: 7:57

**Shola Richards**, author of "*Making Work Work: The Positivity Solution for Any Work Environment*"

A surprising number of Americans have experienced bullying on the job. Mr. Richards discussed the reasons that some people become bullies, and offered suggestions for how to deal with bullying in an effective and positive way. He said documenting dates, times and details of incivility are crucial, and that approaching the HR department with an issue is the best place to start.

Issues covered:  
**Bullying**  
**Workplace Matters**

Length: 9:21

**Rodger Alan Friedman**, chartered retirement planning counselor and financial advisor with more than 30 years' experience, author of "*Fire Your Retirement Planner: You! Concise Advice on How to Join the \$100,000 Retirement Club*"

More than half of all Americans are not confident or just slightly confident when it comes to making the right retirement investment decisions. Mr. Friedman believes retirement planning is not a do-it-yourself exercise, but that professional help is vital. He explained how to find a competent financial advisor.

Issues covered:  
**Retirement Planning**  
**Senior Citizens**

Length: 5:04