

Quarterly Issues & Programs Report

WKML-FM/HD-1
Lumberton-Fayetteville, NC

1st Quarter
January - February - March, 2017

Prepared By - Erika Beasley

2017 First Quarter On Site/Events – WKML:

- January 5, 2017---Thirty minute appearance---WKML Reading Club at Fayetteville Academy in Fayetteville (Chatham McTindal)
- January 12, 2017---Thirty minute appearance---WKML Reading Club at Galberry Farms Elementary in Grays Creek (Chatham McTindal)
- January 19, 2017---Thirty minute appearance---WKML Reading Club at Rockfish Elementary in Hope Mills (Chatham McTindal)
- January 21, 2017---Two hour appearance and broadcast---Leith Chrysler Dodge Jeep Ram Aberdeen (Don Chase)
- January 26, 2017---Thirty minute appearance---WKML Reading Club at Eastover Central Elementary in Eastover (Chatham McTindal)
- January 27, 2017---Two hour appearance---Lee Brice & Justin Moore concert at Crown (Don Chase and Sarah Weaver)
- January 28, 2017---Two hour appearance and broadcast---Walmart Neighborhood Market (Sarah Weaver)
- February 2, 2017---Hour and a half appearance---Travis Tritt concert at Crown (Don Chase and Sarah Weaver)
- February 2, 2017---Thirty minute appearance---WKML Reading Club at Longhill Elementary in Fayetteville (Chatham McTindal)
- February 9, 2017---Thirty minute appearance---WKML Reading Club at St. Pauls Elementary in Robeson County (Chatham McTindal)
- February 10, 2017---Hour and a half appearance and broadcast---Cricket Wireless (Don Chase)
- February 13, 2017---Thirty minute appearance---WKML Reading Club at Benhaven Elementary in Harnett County (Chatham McTindal)
- February 16, 2017---Two hour appearance---Beasley Driven to Excel Event (Don Chase and Sarah Weaver)
- February 17, 2017---Hour and a half appearance and broadcast---FireAntz Game at Crown (Sarah Weaver)
- February 18, 2017---Hour and a half appearance---Ladies Shopping Expo at Crown (Sarah Weaver)
- February 23, 2017---Thirty minute appearance---WKML Reading Club at Alderman Road Elementary in Grays Creek (Chatham McTindal)
- February 25, 2017---Hour and a half appearance---Cricket Wireless (Don Chase)
- March 2, 2017---Thirty minute appearance---WKML Reading Club at Fayetteville Christian School in Fayetteville (Sarah Weaver)
- March 4, 2017---Seven hour appearance---Rumba on the Lumber (Randy Bliss, Don Chase, and Sarah Weaver)
- March 9, 2017---Thirty minute appearance---WKML Reading Club at Armstrong Elementary in Eastover (Sarah Weaver)

- March 10, 2017---Two hour appearance---Luke Bryan concert at Crown (Don Chase and Sarah Weaver)
- March 18, 2017---One hour appearance---Cape Fear Wild Life Expo at Crown (Sarah Weaver)
- March 18, 2017---Two hour appearance---Lee Hyundai (Don Chase)
- March 21, 2017---Five hour appearance---Beasley representation at March to Work Job Fair at Crown (Jenna Musa and Chatham McTindal)
- March 25, 2017---Hour and a half appearance---PWC Expo at Skyview (Sarah Weaver)
- March 28, 2017---Four hour appearance---Big Heart Bash Robeson Community College (Don Chase and Sarah Weaver)
- March 30, 2017---Thirty minute appearance---WKML Reading Club at St. Pauls Elementary in St. Pauls (Sarah Weaver)
- March 30, 2017---Two hour appearance---Crossroads Ford Lincoln of Lumberton (Sarah Weaver)

Airdate: January 1, 2017 @ 7:30am

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 Nate Custer, PIO, Federal Emergency Management Administration (FEMA).

Topic: This program featured a discussion of the North Carolina Agriculture History in Cumberland County, its agrarian beginnings plus a look at farming's rich past in Cumberland County (on the Cumberland County 2016 Farm Tour – 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)...plus a deadline reminder for anyone who THINKS HE/SHE MAY want government relief from FEMA or an SBA low-interest loan following Hurricane Matthew.

Total Time: 33 mins.

Breaks: 1 (0:30 total, leaving 32:30 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.

(23:30 total length)

The Federal Emergency Management Administration has tried to be very diligent in reaching and attempting to be available to victims of Hurricane Matthew and associated flooding since events took place starting Saturday, October 8, 2016. From the time Recovery efforts replaced Emergency Response and Rescue efforts, FEMA had established offices and contact points for outreach to flood victims from all community sectors. FEMA made efforts to explain how grants to fix immediate problems may be available and awarded depending on affected parties reaching out to FEMA. FEMA also attempted to inform the public how low-interest loans might be made available through the Small Business Administration (SBA) for repairs and rebuilding not covered by FEMA grants. Nate Custer, FEMA Public Information Officer, joined us to explain FEMA would be attempting to wrap up in North Carolina by Monday, January 9th, 2017. Mr. Custer explained it was necessary for anyone who THINKS they may need FEMA help recovering from Hurricane Matthew (whether they ultimately choose to ask for help or not) to get signed up – so their ability to request help is protected. The time is NOW to register at disasterassistance.gov or call 1-800-621-3362. **(9 minutes total length)**

Concern areas addressed:

Public Welfare (FEMA/SBA hurricane/flood victims instructions)
Historical Preservation as a means of Interpretative Education
Education (History of Agriculture in Cumberland County)

Airdate: January 8, 2017 @ 7:30am

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

Guests: Fayetteville Fire Chief Ben Major, and Nate Custer, PIO, Federal Emergency Management Administration (FEMA).

Topic: This program featured a discussion with Fayetteville Fire Department Chief Ben Major...plus a REVISED (January 23rd) FEMA/SBA “deadline to register” update.

Total Time: 30 mins.

Breaks: 1 (2:30 total, leaving 29:45 in subject content)

Synopsis: Fayetteville Fire Chief Ben Major – Ben Major, Fayetteville’s Fire Department (FFD) Chief over the last five years, reported on his positive perception of FFD’s readiness and efforts in the past year, especially surrounding the Emergency Response and Rescue efforts in the aftermath of Hurricane Matthew and (as Chief Major pointed out) the heavy rain event that took place in late September that exacerbated the effects of Hurricane Matthew rains by saturating the ground ahead of Hurricane Matthew’s rainfall accumulations. We discussed:

- 1) Chief Major’s crediting of FFDs performance to his team of assistants and trainers.
- 2) How their training for every scenario prepares them for ANY emergency.
- 3) How their training prepares them to co-mingle with other agencies in emergency scenarios.
- 4) The weekly/monthly life of a Fayetteville Fire Fighter
- 5) How one attempts to become a firefighter.
- 6) The COMMITMENT required to become a GREAT Firefighter. (Chief Major added this).
- 7) The ability to advance and requirements to move up within the department.
- 8) The current state of City of Fayetteville plans to address pay issues of FFD personnel.
- 9) The outlook for the FUTURE of the FFD.

(18:15 total length)

The Federal Emergency Management Administration has tried to be very diligent in reaching and attempting to be available to victims of Hurricane Matthew and associated flooding since events took place starting Saturday, October 8, 2016. This week, Nate Custer, FEMA Public Information Officer, joined us to explain FEMA would be attempting to wrap up in North Carolina by Monday, January 23th, 2017. This is TWO WEEKS LATER than the deadline announced last week, due to snow and freezing rain complicating transportation and life in general in the northern half of the state!

From the time Recovery efforts replaced Emergency Response and Rescue efforts, FEMA had established offices and contact points for outreach to flood victims from all community sectors. FEMA made efforts to explain how grants to fix immediate problems may be available and awarded depending on affected parties reaching out to FEMA. FEMA also attempted to inform the public how low-interest loans might be made available through the Small Business Administration (SBA) for repairs and rebuilding not covered by FEMA grants. Mr. Custer explained it was necessary for anyone who THINKS they may need FEMA help recovering from Hurricane Matthew (whether they ultimately choose to ask for help or not) to get signed up – so their ability to request help is protected. The time is NOW to register at disasterassistance.gov or call 1-800-621-3362. **(9 minutes total length)**

Concern areas addressed:

Public Welfare (FEMA/SBA hurricane/flood victims instructions and condition of the Fayetteville Fire Department)

Education (requirements to become a firefighter)

Talkback with Danny Highsmith

Guest: Amy Cannon, Cumberland County Manager

Topic: Cumberland County government

Total time: 27:35

Air Date: January 15, 2017 @7:30am

Discussion included:

- ...How did you get into this type of 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: Lindsay Anderson, Resource Development Director, United Way of Cumberland County

Topic: United Way and member agencies

Total time: 25:31

Air Date: January 22, 2017 @ 7:30am

Breaks: 2 (1st @ 6:31; 2nd @ 12:80)

Discussion included:

- ...What is mission of United Way of Cumberland County?
- ...After the campaign, what does UW do for the remainder of the year?
- ...What is your job at United Way?
- ...Discuss how the UW holds member agencies accountable for the funds they receive?
- ...How many agencies are members of our United Way?
- ...Do you need volunteers?
 - ...How does one volunteer?
- ...Discuss your Leadership Training program?
- ...How did Hurricane Matthew affect the United Way and its agencies?
- ...The United Way and the NFL have had a very good relationship through the years. Discuss?

Issues discussed:

1. Altruism
2. Volunteerism
3. Community involvement

Talkback with Danny Highsmith

Guests: Lynne O'Quinn, His Outreach Worldwide; Brian Armstrong, His Bread of Life Food Bank; Heather Hartley, producer and director of 5 K Run & Walk

Topic: His Bread of Life Food Bank and His Outreach Worldwide

Total time: 28:16

Air Date: January 29, 2017 @ 7:30am

Breaks: 1 @ 12:24

Discussion included:

- ...Lynne, tell us about your organization and why it began?
- ...Brian, talk about how His Bread of Life Food Bank began?
- ...Why did you become involved?
- ...Why a 5 K race?
- ...Heather, tell us about the race...when? Where? Cost? Anything else we need to know?
- ...Brian, where do you get food for the food bank?
- ...How is food distributed?
- ...Who is eligible to receive food?
- ...Lynne, how many countries around the world is your organization involved?
- ...You are also an author and songwriter? How did that come about?
- ...Recap information about 5 K Run & Walk?

Issues discussed:

1. Hunger
2. Faith
3. Volunteerism

Talkback with Danny Highsmith

Guest: Phillip Harris, Jr., Executive Director, Sandhills Chapter, American Red Cross

Topic: Red Cross and services they offer

Total time: 25:56

Air Date: February 5, 2017 @ 7:30am

Breaks: 2 (1st @ 6:43; 2nd @ 14:22)

Discussion included:

- ...Everyone recognizes the American Red Cross name, but I gather many do not know the various initiatives of the Red Cross?
- ...Red Cross normally called into action following a disaster. Hurricane Matthew was such a disaster. Tell us about the Red Cross role following Hurricane Matthew?
- ...Talk about the Red Cross blood donor services?
- ...You operate primarily with volunteers?
- ...Assistance to families who have lost their homes?
- ...Your organization offers classes on a variety of subjects, CPR among others?
- ...You work closely with the military?
- ...How do you volunteer?
- ...How many counties does the Sandhills Chapter of the American Red Cross cover?

Issues discussed:

1. Safety
2. Disaster relief
3. Health training

Talkback with Danny Highsmith

Guest: Courtney Stiles, Executive Director, The First Tee of the Sandhills

Topic: The First Tee of the Sandhills

Total time: 27:28

Air Date: February 12, 2017 @ 7:30am

Breaks: 2 (1st @ 8:35; 2nd @ 22:27)

Discussion included:

- ...What is First Tee?
- ...How and when did it originate?
- ...How did you become involved?
 - ...you have a background in golf?
- ...When did you become interested in the game of golf?
- ...What is the mission of First Tee?
- ...How does the game of golf make a difference in the lives of children who are in First Tee?
- ...How does a youngster become involved?
- ...First Tee is involved in schools? How does that work?
- ...Since First Tee has been around for 20+ years, you must have some success stories about some of the kids who were involved?

Issues discussed:

1. Children
2. Golf as a teacher of life lessons
3. Volunteerism

Talkback with Danny Highsmith

Guests: Johnny Wilson, Ex. Director, Fayetteville Urban Ministry; Austin Duke, Outreach Coordinator,
Fayetteville Urban Ministry

Topic: Fayetteville Urban Ministry & upcoming Duck Derby

Total time: 27:48

Air Date: February 19, 2017 @ 7:30am

Breaks: 2 (1st @ 8:24; 2nd @ 20:11)

Discussion included:

...Discuss the various initiatives of Fayetteville Urban Ministry.

...Emergency assistance?

...Nehemiah Project?

...Find-A-Friend?

...Adult Literacy?

...How large is your staff?

...Volunteers are probably critical to your organization's success?

...How does one volunteer?

...Where do the funds come from to operate Fayetteville Urban Ministry?

...Talk about the upcoming fund raiser...Duck Derby?

...So, you will have a 5K race in February and Duck Derby on April 30th?

...How does one purchase a duck for the Derby?

Issues discussed:

1. Hunger
2. Homelessness
3. Assistance to low income homeowners
4. Assistance to children that are mostly at risk
5. Adult Literacy

Talkback with Danny Highsmith

Guest: Dr. Hari Saini, Interventional Cardiologist (American Heart Month)

Topic: Heart and Vascular issues

Total time: 28:24

Air Date: February 26, 2017 @ 7:30am

Breaks: 2 (1st @ 12:21; 2nd @ 20:34)

Discussion included:

- ...What is a cardiologist? An interventional cardiologist?
- ...How much training is necessary to become an interventional cardiologist?
 - ...Difference between a cardiologist and an interventional cardiologist?
- ...Does the vascular system include the entire body?
- ...Tell us about "stents" and how they are used?
- ...What causes heart disease?
- ...What can we do to help prohibit heart disease?
- ...Does diabetes play a role in heart and leg problems?
- ...Are there warning signs that a heart attack may be coming?
- ...Do patients need a referral to see a cardiologist?
- ...Anything special that has happened during American Heart Month in February?

Issues discussed:

1. Heart health
2. Vascular System health
3. Steps a person may take to avoid heart and/or vascular problems

Talkback with Danny Highsmith

Guests: Mary Sonnenberg, President, Partnership for Children of Cumberland County; Perry Melton, Board Member, Chair of Soiree Committee, Child Care Provider & CEO Building Blocks Early Education Centers

Topic: Partnership for Children of Cumberland County

Total time: 27:22

Air Date: March 5, 2017 @ 7:30am

Breaks: 2 (1st @ 7:02; 2nd @ 22:53)

Discussion included:

- ...What does Partnership for Children do?
- ...Why do you think the work of the Partnership is important?
- ...Tell us about Smart Start.
 - ...Smart Start has been around for almost 25 years; can you tell it has made a positive difference?
- ...What is NC Pre-K?
- ...How does Family Support services work?
- ...What is the Soiree and why is it important?
- ...How are funds raised through the Soiree support the mission of the Partnership for Children?
- ...Who should attend? How can you obtain tickets?
- ...Where do we go to obtain more information?

Issues discussed:

1. Children
2. Health care
3. Child Development
4. Supporting families with small children

Talkback with Danny Highsmith

Guest: Kimberly Tompkins, Race Director, All American Marathon

Topic: All American Marathon

Total time: 26:28

Air Date: Sunday, March 12, 2017 @ 7:30am

Breaks: 2 (1st @ 4:58; 2nd @ 18:57)

Discussion included:

...When is the All American Marathon?
...Beginning time?
...Where will race begin and end?
...Is this the fourth annual All American Marathon?
...How does one enter the marathon?
...How did you become Race Director?
...Are you a runner?
...Duties of a Race Director?
...How do you decide the race course?
...You need security for the runners? Medical people?
...You are working with the City of Fayetteville in this endeavor?
...Spectators welcome?
...You have a shuttle service to assist runners retrieve their vehicles?
...Where do proceeds from this marathon go?
...How many runners do you expect?Talk

Issues discussed:

1. Sport of running
2. Security
3. Health issues

Talkback with Danny Highsmith

Guest: Robert Relyea, Human Services Coordinator, Cumberland County Department of Social Services

Topic: March To Work Job Fair

Total Time: 26:36

Air Date: March 19, 2017 @ 7:30am

Breaks: 2(1st @ 8:46; 2nd @ 20:37)

Discussion included:

- ...When? Where? Hours of March Into Work Fair?
- ...How long have you been involved in planning and executing job fairs for DSS?
- ...How many employers will be on hand to speak to job seekers?
- ...Discuss the Internet Job Café that will be on site.
- ...Transportation available for those that need it?
- ...Types of jobs that might be available?
- ...Your suggestions for job seekers as they prepare for this job fair?
- ...Tips: Dress? Demeanor? How to greet prospective employers? Should children be left with baby sitter?

Issues Discussed:

1. Employment
2. Preparing for a job interview
3. Dress for job interview

Talkback with Danny Highsmith

Guest: Scott Dorney, Executive Director, North Carolina Military Business Center

Topic: NCMBC

Total time: 29:33

Air Date: March 26, 2017 @ 7:30am

Discussion included:

...What is NCMBC?

...History of organization?

...Mission of NCMBC?

...Economic impact of defense/federal related spending in North Carolina?

...What methods do you use to increase federal spending in North Carolina?

...How are the community colleges involved?

...What kind of success has NCMBC had on North Carolina's economy?

...Other sources of federal revenue available other than military spending?

Issues discussed:

1. Economic development
2. Military impact on NC
3. Education



Call Letters: WKML-FM/HD-1 & HD-2

Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2017

Show # 2017-01

Date aired: Sunday, January 1, 2017 Time Aired: 11:30am

Aimée Morrison, PhD, Associate Professor of English Language and Literature, University of Waterloo

Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.

Issues covered:

Length: 8:36

Women's Issues
Consumer Matters
Parenting
Media

Michael Harris, author of "*The End of Absence: Reclaiming What We've Lost in a World of Constant Connection*"

Mr. Harris believes that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explained his own story of going on a "technology fast," and why those moments of silence are so important.

Issues covered:

Length: 8:38

Mental Health
Technology

Karen Jones, author of "*The Difference A Day Makes*"

Ms. Jones suggested quick and simple actions anyone can take to make a positive difference in the world around them, to fight scourges like homelessness, racism and poverty. She explained what she calls philanthropy, actions such as volunteering or donating that emotionally benefit the donor.

Issues covered:

Length: 4:54

Volunteerism
Poverty
Homelessness
Environment

Show # 2017-02

Date aired: Sunday, January 8, 2017 Time Aired: 11:30am

Carol L. Rickard, Tobacco Treatment Specialist, author of "*The Benefits of Smoking: Why It's So Hard to Quit Smoking and What You Can Do about It*"

70% of smokers would like to quit, but only 4 to 7% will be successful. Ms. Rickard explained what smokers perceive as the benefits and why it's so hard for people to kick the habit once they've started. She also discussed the potential risks associated with e-cigarettes and vaping. She suggested resources that smokers can use to quit for good.

Issues covered:

Length: 8:44

**Smoking Cessation
Public Health**

Mathew Freeman, Co-Founder and Senior Executive Consultant at TMI Consulting, a diversity and inclusion management consulting firm, co-author of "*Overcoming Bias: Building Authentic Relationships across Differences*"

Mr. Freeman said every human is biased in one way or another, and it's a constant process to recognize and reduce it. He explained why bias has such an impact in every aspect of life, and how companies should address it in the workplace. He said the secret to dealing with bias is by intentionally cultivating meaningful relationships with those who are different.

Issues covered:

Length: 8:33

**Diversity
Minority Concerns
Workplace Matters**

Gloria Lopez-Cordle, nationally-recognized patient advocate, creator of "*the Personal Medical Journal*", a patient organizational tool

A recent study found that American hospitals are making preventable medical errors that kill thousands of Americans each year. Ms. Lopez-Cordle believes that patients and their families need to take charge of their medical information to prevent mistakes by doctors. She offered advice on what medical data is important and how to organize it.

Issues covered:

Length: 4:48

Personal Health

Show # 2017-03

Date aired: Sunday, January 15, 2017 Time Aired: 11:30am

Diane Mulcahy, Adjunct Lecturer in the Entrepreneurship Division at Babson College in Wellesley, Massachusetts, author of "*The Gig Economy: The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want*"

Today, more than a third of Americans are working in the gig economy--combining short-term jobs, contract work, and freelance assignments. Prof. Mulcahy explained why everyone in today's workforce needs to recognize and accept its changing nature and prepare for it. She outlined the steps to take to transition to a gig career.

Issues covered:

Length: 8:44

**Employment
Education
Career**

Sarah Elliston, professional workshop leader and trainer, author of "*Lessons from a Difficult Person: How to Deal with People Like Us*"

Nearly everyone has had to deal with a difficult person, either at work or at home. Ms. Elliston said many people don't even recognize that they are difficult to deal with. She explained the reasons behind this character trait and how others can help the difficult person understand the consequences of their behavior.

Issues covered:
Workplace Matters
Mental Health

Length: 8:33

Melody M. Bomgardner, Senior Business Editor of *Chemical & Engineering News*, the weekly newsmagazine of the American Chemical Society

Fleece is a wintertime staple but Ms. Bomgardner said it could be contributing to the next big ocean plastics problem: lint. The lightweight material sheds some of its synthetic microfibers each time it's washed, and this lint ultimately ends up in surface waters and in fish and other wildlife. She explained why this is such a concern and what consumers can do to help.

Issues covered:
Environment
Consumer Matters

Length: 4:48

Show # 2017-04

Date aired: Sunday, January 22, 2017 Time Aired: 11:30am

Tony Lee, employment expert, publisher of CareerCast.com

CareerCast recently completed a study to determine the 10 most and least stressful careers. Mr. Lee explained the factors that his organization used to measure the stress in various jobs. He also discussed the growth potential of careers on the list and why stressful jobs can still be desirable for some people.

Issues covered:
Career
Mental Health

Length: 7:22

Kevin Shird, former drug dealer and convict, President and Co-Founder of the Mario Do Right Foundation, author of "*Lessons of Redemption*"

Mr. Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration. He explained how he turned his life around, now working as a community leader, speaking to students about substance abuse prevention and helping children of addicted parents.

Issues covered:
Substance Abuse
Crime
Minority Concerns

Length: 7:44

Sean Burch, multiple world record holder in extreme sports events, fitness and motivational expert, author of "*Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shape of Your Life*"

Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.

Issues covered:
Personal Health

Length: 4:58

Show # 2017-05

Date aired: Sunday, January 29, 2017 Time Aired: 11:30am

Jan Edwards, President and CEO of Paving the Way, an organization that raises awareness about sex trafficking through public education

Ms. Edwards discussed the growing issue of sex trafficking. She said the problem is rampant in every corner of the U.S, and that the average victim drawn into the sex trade is age 14 to 16. She outlined other characteristics of those most at risk, and how predators target and groom their victims.

Issues covered:
Sex Trafficking
Youth at Risk
Crime

Length: 9:41

Ted Frank, career consultant, author of "*Get to the Heart*"

Mr. Frank discussed the importance of learning how to effectively communicate in the workplace. He explained how it can increase efficiency and improve productivity. He believes presentations should focus on no more than three key points at a time, and that the use of examples and illustrations is crucial to improved communications.

Issues covered:
Workplace Matters
Career

Length: 7:31

Steve Cicala, PhD, Assistant professor at the Harris School of Public Policy at the University of Chicago, Faculty Research Fellow at the National Bureau of Economic Research

Dr. Cicala led a study that found that deregulated power markets on the wholesale level have significantly cut the cost of generating electricity, saving consumers \$3 billion a year. He discussed how this little-known market works and why it should matter to consumers. He also explained how smart meters will eventually give consumers even greater power in managing their energy costs.

Issues covered:
Energy
Consumer Matters

Length: 5:06

Show # 2017-06

Date aired: Sunday, February 5, 2017 Time Aired: 11:30am

Martin Yate, career and employment expert, author of "*Knock 'em Dead 2017: The Ultimate Job Search Guide*"

Mr. Yate explained why and how technology has fueled rapid changes in the job search market, on nearly a daily basis. He discussed the importance of using and repeating the most effective keywords in resumes. He also talked about the multiple ways that social networking can help to get job interviews and turn them into offers.

Issues covered:
Employment
Career

Length: 8:41

Elizabeth Mack, PhD, Assistant Geography Professor, Michigan State University

Dr. Mack led a study that found that if water rates continue to rise at projected amounts, the number of U.S. households unable to afford water could triple in five years, to nearly 36 percent. She explained why water rates vary widely across the country. She also discussed the role that aging infrastructure and shrinking populations in major cities have in the cost of water.

Issues covered:
Water
Poverty
Government Services

Length: 8:23

Kim Dulic, spokesperson and Public Affairs Officer, U.S. Consumer Product Safety Commission

Every 30 minutes, a child in the U.S. is injured from a TV or furniture tip-over incident. Ms. Dulic encouraged consumers to consider how to secure televisions in homes where young children live or visit. She said inexpensive and easy-to-install products are available in order to prevent tip-over tragedies.

Issues covered:
Child Safety
Consumer Matters

Length: 4:50

Show # 2017-07

Date aired: Sunday, February 12, 2017 Time Aired: 11:30am

Valerie Burton, Certified Personal and Executive Coach, founder of The Coaching and Positive Psychology Institute, author of "*Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence*"

Ms. Burton said the most successful women are often not the most talented, the most gifted, or even the most experienced. She believes the knack for communicating is what opens doors and gives women influence in the workplace. She outlined simple techniques women can utilize to be more clearly understood and respected.

Issues covered:
Women's Issues
Employment

Length: 8:48

John Hagan, PhD, John D. Macarthur Professor of Sociology and Law, Northwestern University

Dr. Hagan led a study that uncovered a connection between increased unemployment rates and school shootings. He said the findings were consistent across the all regions of the U.S. and that shooters come from all backgrounds and income levels. He offered possible explanations behind this trend.

Issues covered:
School Shootings
Unemployment

Length: 8:19

Jason Hanson, former CIA officer, security specialist, author of "*Spy Secrets That Can Save Your Life: A Former CIA Officer Reveals Safety and Survival Techniques to Keep You and Your Family Protected*"

Mr. Hanson discussed ways to prevent and react to home invasions or abductions. He explained simple steps the average homeowner can take to make a house criminal-proof. He also offered tips on how to stay safe while traveling.

Issues covered:
Crime Prevention
Personal Safety

Length: 5:02

Show # 2017-08

Date aired: Sunday, February 19, 2017 Time Aired: 11:30am

Sally Satel, MD, psychiatrist based in Washington, D.C., lecturer at Yale University School of Medicine, W.H. Brady Fellow at the American Enterprise Institute

An estimated 2.6 Americans are addicted to opioids, including heroin, fentanyl and oxycodone. Dr. Satel discussed the epidemic. She said addiction has very little in common with other conventional diseases. She talked about the effectiveness of medical treatments such as methadone, but added that patients also need therapy, support and, in some cases, tough supervision.

Issues covered:
Drug Abuse
Mental Health

Length: 9:24

Caleb Finch, PhD, ARCO/William F. Kieschnick Professor in the Neurobiology of Aging at the University of Southern California's Leonard Davis School of Gerontology

Dr. Finch led a study that found that tiny particles that pollute the air—the kind that come mainly from power plants and automobiles—may greatly increase the chance of dementia and Alzheimer's disease. He said his research indicates that air pollution could be responsible for about 21 percent of all dementia cases.

Issues covered:
Alzheimer's Disease
Pollution
Government Policies

Length: 7:42

Andrew Friedson, PhD, Assistant Professor of Economics, University of Colorado Denver

Prof. Friedson was the co-author of a study that found that people facing financial delinquencies or falling credit scores may be more likely to die at an early age. He outlined the possible reasons behind this trend. He said government officials should keep these potential life-and-death outcomes in mind when formulating fiscal, monetary or entitlement policies.

Issues covered:
Personal Health
Personal Finance
Government Policies

Length: 4:55

Show # 2017-09

Date aired: Sunday, February 26, 2017 Time Aired: 11:30am

Andrew D. Eschtruth, Associate Director for External Relations at the Center for Retirement Research at Boston College, co-author of *"Falling Short: The Coming Retirement Crisis and What to Do About It"*

Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis.

Issues covered:

Length: 10:54

Retirement
Government Policies
Personal Finance

Ellen Peters, PhD, Professor of Psychology and Director of the Behavioral Decision Making Initiative at Ohio State University

Dr. Peters led a study that examined how people perceived their math abilities, then compared it to their actual skills. About 20% who say they are bad at math in fact score in the top half of those taking an objective test. But a third of people who say they are good at math actually score in the bottom half. She explained why it is important for parents to encourage their children's enjoyment of math.

Issues covered:

Length: 6:27

Education
Personal Finance

Les Bernal, Executive Director of Stop Predatory Gambling

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Issues covered:

Length: 5:07

Gambling Addiction
Government Policies

Show # 2017-10

Date aired: Sunday, March 5, 2017 Time Aired: 11:30am

Jamie E. Wright, attorney, partner in the Los Angeles-based Millennial Government Affairs group

African Americans make up fewer than five percent of the lawyers in the U.S., and minorities and women are underrepresented in many career categories. Ms. Wright shared her story as an African American woman who broke through the barriers to become a successful millennial attorney. She offered suggestions for women and people of color who want to reach for their dreams.

Issues covered:

Length: 8:30

Minority Concerns
Women's Issues
Career

Laura Adams, Senior Insurance Analyst at insuranceQuotes.com

A recent study by Ms. Adams' organization found that more than half of U.S. drivers have not switched auto insurance companies in at least eight years and about 6% have stuck with the same provider for more than 30 years cases. She said most consumers don't price-compare frequently enough and she offered several money-saving strategies.

Issues covered:
Consumer Matters
Personal Finance

Length: 8:44

Samira K. Beckwith, end of lifecare expert, President/CEO of HOPE Healthcare Services

Talking with a dying loved one is a difficult task. Ms. Beckwith offered suggestions on how to open a conversation with a terminally-ill patient. She said some doctors avoid having difficult conversations with their dying patients and will order needless treatments rather than tell their patients that they've exhausted all the treatment options.

Issues covered:
End of Life Issues
Personal Health
Senior Citizens

Length: 4:50

Show # 2017-11

Date aired: Sunday, March 12, 2017 Time Aired: 11:30am

Robert Meyer, PhD, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of "*The Ostrich Paradox: Why We Underprepare for Disasters*"

Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating consequences. Dr. Meyer discussed what government authorities and individuals can do to prepare.

Issues covered:
Disaster Preparedness
Government Policies

Length: 9:39

Daniel Karpowitz, PhD, Director of Policy and Academics for the Bard Prison Initiative, Lecturer in Law and the Humanities at Bard College in Annandale-on-Hudson, NY, Co-founder of the Consortium for the Liberal Arts in Prison, author of "*College in Prison: Reading in an Age of Mass Incarceration*"

Prof. Karpowitz explained how and why Bard College has provided hundreds of convicts across the country access to a high-quality liberal arts education. He said inmate students are expected to meet the same requirements as students on a traditional campus. He said that although education reduces the rate at which convicts return to prison, higher education should never be measured in that manner.

Issues covered:
Education
Criminal Rehabilitation

Length: 7:37

Kendrin Sonnevile, ScD, RD, LDN, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

Issues covered:
Personal Health
Women's Issues

Length: 5:03

Show # 2017-12

Date aired: Sunday, March 19, 2017 Time Aired: 11:30am

David C. Berliner, PhD, education expert, author, Regents' Professor of Education Emeritus at Arizona State University

Dr. Berliner disputed the idea that the nation's public schools are failing. He said family wealth and income is the greatest predictor of a student's performance and that many schools perform well. He noted that children attending public schools that serve the wealthy in the U.S. are competitive with any nation in the world. He offered suggestions for how schools, policymakers and parents can help low-income students.

Issues covered:
Education
Poverty
Parenting

Length: 8:54

Adam Alter, PhD, Associate Professor of Marketing at New York University's Stern School of Business, author of *"Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked"*

Prof. Alter called this the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. He said Americans spend an average of three hours each day using smartphones, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. He explained why so many of today's products are irresistible and how consumers can set boundaries between work and play, and mitigate the dark side of technology.

Issues covered:
Mental Health
Consumer Matters

Length: 8:13

Richard Ponziani, traffic safety researcher, President of RLP Engineering of Dayton, OH

Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.

Issues covered:
Traffic Safety
Consumer Matters

Length: 4:59

Show # 2017-13

Date aired: Sunday, March 26, 2017 Time Aired: 11:30am

Kevin Davis, journalist, author of "*The Brain Defense: Murder in Manhattan and the Dawn of Neuroscience in America's Courtrooms*"

In the past 25 years, neuroscience has become a prominent factor in many court cases. Defense attorneys are successfully arguing that a defendant may not be responsible for a crime or should receive a lesser punishment because of brain abnormalities or injuries. Mr. Davis discussed how this is changing how judges and juries define responsibility and assign punishment.

Issues covered:
Criminal Justice
Mental Health

Length: 7:22

Richard Horowitz, MD, Lyme disease expert, founder of the Hudson Valley Healing Arts Center in Hyde Park, NY, author of "*How Can I Get Better?: An Action Plan For Treating Resistant Lyme And Chronic Disease*"

Dr. Horowitz said victims of Lyme disease are often misdiagnosed with other illnesses such as chronic fatigue syndrome, fibromyalgia, multiple sclerosis, or rheumatoid arthritis. He added that the number of Lyme cases is growing at an alarming rate each year, reaching epidemic proportions. He explained how to identify symptoms and work with a qualified specialist for the best possible treatment outcome.

Issues covered:
Lyme disease
Personal Health

Length: 9:55

Robert Hyldahl, PhD, Assistant Professor of Exercise Sciences, Brigham Young University

Dr. Hyldahl co-authored a study that found that running appears to reduce inflammation in the knee joint—not increase it, as commonly believed. He said his research suggests that running may actually protect knees during the aging process, and safeguard against degenerative diseases like osteoarthritis.

Issues covered:
Personal Health
Aging

Length: 5:01