

QUARTERLY ISSUES/PROGRAMS LIST

The following is a listing of some of the significant issues responded to by Station KRWQ-FM, Gold Hill, Oregon, along with the most significant programming treatment of those issues for the period April 1 – June 30, 2015. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Type	Date	Time	Duration	Narration of Type & Description of Program/Segment
Kids Education	Interview	04/01/15	7:30	10 minutes	Interview with students from Crater FFA regarding "Pass The Pig" program
Arts Education	Interview	04/08/15	8:20AM	10 minutes	KRWQ interviewed Sandy Ficca of the Use Your Gift Foundation and artists Nick Garrett Powell and Andy Casad about their upcoming event.
The Arts	Interview	04/10/15	8:30am	10 minutes	KRWQ interviewed Sara King Cole about fundraising for the Britt educational programs
Childhood illness and premature birth	Interview	04/13/15	8:20AM	10 minutes	Kevin Bendaw of the Asante Foundation came on to discuss how Children's Miracle Network benefits local hospitals as part of our Miracle Monday series
Cancer Awareness	Interview	04/15/15	8:10am	10 minutes	Interviewed Kristi Jenson and Niki Cummings about upcoming Medford Relay For Life event and discussed team recruitment
Grief and Loss	Interview	04/21/15	8:10am	10 minutes	Spoke with Julie Lockhart from Winterspring about grief in kids and teens when losing a close family member.
Arts Education	Interview	04/22/15	8:10AM	10 minutes	KRWQ interviewed Jock Bartley from Firefall and Sandy Ficca of the Use Your Gift Foundation about their upcoming event.
The Arts	Interview	04/23/13	8:10am	10 minutes	KRWQ interviewed Camelot Theater's Livia Genise about the theater's presentation of Arsenic And Old Lace
Cancer Awareness	Interview	04/24/15	8:10am	10 minutes	Interviewed Nicole DeFlavio about upcoming Medford Relay For Life event and fundraising efforts her team was conducting
Community Events	Interview	05/06/15	7:30	20 minutes	Interview regarding Southern Oregon Craft Brew Festival
Employment of Intellectually Disabled	Interview	05/06/15	8:10am	10 minutes	Spoke with marketing director Julie Fletcher of Goodwill of Southern Oregon regarding jobs for intellectually and developmental disabled citizens.
Cancer Awareness	Interview	05/15/15	8:30	10 minutes	Interview with owner of Cedarwood Saloon regarding benefit for Melissa Hudson who passed away from Cancer
Cancer Prevention and Treatment	Event	05/16/15	10:00am	22 hours	KRWQ was a media sponsor and event coordinator for the Ashland Relay For Life for the American Cancer Society.
Cancer Awareness	Interview	05/19/15	8:10am	10 minutes	Interviewed ACS local coordinator Debi Svaren about upcoming Medford Relay For Life event and discussed team recruitment
Community Events	Interview	05/21/15	7:30	10 minutes	Interview with Taelor Rian and Biana Peters from news affiliate KOB1 5
Arts Education	Interview	05/27/15	8:30AM	10 minutes	KLDZ interviewed Sandy Ficca of the Use Your Gift Foundation about how their recent event will provide money for music education
Community Events	Interview	06/01/15	8:30	10 minutes	Interview with owners of R&D Sandwich Factory regarding Medford Beer Week

The Arts	Interview	06/03/15	8:10am	10 minutes	KRWQ interviewed Sara King Cole about fundraising for the Britt educational programs
Community Events	Interview	06/06/15	7:30	20 minutes	Interview regarding Southern Oregon Craft Brew Festival
Community Events	Interview	06/29/15	8:30	10 minutes	Interview with players from the Medford Rogues Baseball League
State Government, environmental policy, civil rights	Clear Connections	4/5	600	15	State Rep. Sal Esquivel discusses current legislative session efforts to copy California's ban on lead-based ammunition, and why this is a bad idea, scientifically unsound, and designed to make it harder to keep and bear arms.
Civil Liberties	Clear Connections	4/5	615	15	John Whitehead, founder of the Rutherford Institute, decries the erosion of American civil liberties in his new book "Battlefield America". Whitehead says the secret to regaining liberties is to force the issue at the local government level.
Education	Clear Connections	4/12 and 4/19	600	15	Medford 549C Board Chair Jeff Thomas responds to criticism regarding the acceptance of a reportedly biased history text into Advanced Placement history courses at Medford High School.
Education, teacher proficiency	Clear Connections	4/12 and 4/19	615	15	Roger Beckett, executive director of the Ashbrook Center at Ashland University, Ashland, OH, argues that teachers are being mistakenly blamed for U.S. high school students' pitiful understanding of our American history and unique form of constitutional government.
Economy, state government	Clear Connections	4/26	600	20	Steve Buckstein of the Cascade Policy Institute discusses why the "fight for 15",, a 15 dollar minimum wage in the state legislature is flawed economic policy, and would lead to fewer jobs and less economic opportunity.
local economy, business, employment	Clear Connections	4/26	610	10	Steve Lightman joins the show. Steve is the new president of local business powerhouse Harry and David. Lightman discusses the merger with 1-800-FLOWERS, and the possibilities of future economic and employment growth in southern Oregon.
Federal government, democracy, civil	Clear Connections	5/3	600	10	John Whitehead, constitutional attorney at the Rutherford Institute, author of "Battlefield America"

liberties					continues to ring the bell of defending civil liberties. John's conversation this time revolves around the apparent drive to increase globalism and "integration" with other country's legal systems. He says this comes at the expense of breaking down the U.S. constitutional system of checks and balances, and strong defense of civil liberties.
Marijuana Policy, law enforcement, local taxation	Clear Connections	5/3	615	20	Jackson County Commissioner Doug Breidenthal explains the process and reasoning behind imposing a tax on recreational marijuana.
Electronic Privacy, security	Clear Connections	5/10 and 6/14	600	15	Tom Giovanetti, President of the Institute for Policy Innovation. Discusses the crucial need to update the Electronic Communications Privacy Act. As it is, the federal government, due to the weakness of this bill, has access to your online data, emails, etc, after it has aged 180 days.
Transportation, courts, property rights	Clear Connections	5/10 and 6/14	615	15	Eric Peters, automotive journalist, talks over a problem with the Digital Communications Act. Car manufacturers are trying to claim that working on your car, or hacking the software in your car is a violation of copyright. So how can you "own" your car, if the manufacturer can still restrict what you do with your car after the fact?
Criminal Justice system, local crime	Clear Connections	5/17	600	10	Local radio host Don Hurley recounts his experience on a local notorious murder jury trial. Says it's much more difficult to send even an obviously guilty person to prison for life. Adds that the jury members took their duties quite seriously.
Civil Liberties	Clear Connections	5/17	610	20	John Whitehead, constitutional attorney at the Rutherford Institute, author of "Battlefield America". John says the soft police state is already here in America, and that rolling back the tyranny starts at the local government level.
Job Hunting Skills, local economy	Clear Connections	5/24	600	15	Martin Yate, author of "Knock 'em Dead 2015" talks about incredible ways to increase your chance of

					getting a good job. Martin discusses the plusses of alumni associations, internships and which social networks work. He gives proven advice on how to quadruple job interviews then turn those interviews into offers. He'll then help you negotiate the best salary.
Public Safety, Brain injuries	Clear Connections	5/24	615	15	Dr. Nzinga Harrison discusses the recent case of the Amtrak engineer involved in the tragic east coast accident. He claims to not remember what happened. Dr. Harrison explains how it's plausible that PTSD and damage to the brain led to the amnesia.
Personal Economy, healthy eating	Clear Connections	5/31	600	15	Annabelle Asher author of "Whole Food at Half Price" brings forth tips and tricks to eat more healthily without always going to the most expensive organic foods. (Not that there's anything wrong with organic, just acknowledging its expense for most people)
Land Use Planning, state government	Clear Connections	5/31	615	15	Steve Buckstein at Cascade Policy Institute unveils a study indicating how state land use policies and the use of urban growth boundaries is threatening the very existence of the "personal backyard". Is pack and stack housing the wave of the future? Steve says if the people don't question these elite policies, that will certainly be the case.
Firearms rights, state government, civil liberties.	Clear Connections	6/7	600	30	Kevin Starrett, Oregon Firearms Federation, analyzes the recently passed SB941, which in effect creates a statewide registry of gun owners, although it will have no effect on gun safety, and in his opinion, ushers in additional tyranny against firearm owners.
Economy, citizenship, civic duty	Clear Connections	6/14	600	20	Famed economist Walter Williams of George Mason discusses his new book "American Contempt for Liberty". The main these is the average American feels it's perfectly okay to forcibly use one American to benefit another. He says this will not end well for having a representative republic.

Marijuana legalization, public safety	Clear Connections	6/14	620	10	Tom Towslee of the Oregon Liquor Control Commission unveils a new state website designed to educate the public about what's legal and what's not legal, now that recreational marijuana is okayed in the state of Oregon.
Healthcare reform, government, public health, personal economy, rule of law	Clear Connections	6/28	600	15	Obamacare lives to fight another day.” With the Supreme Court’s decision Thursday allowing for subsidies on the federal exchanges, Cornell University Law Professor, William Jacobson, who authors the news and legal blog, Legal Insurrection analyzes the decision, focusing on the dissent from Justice Scalia. “We should start calling this law SCOTUScare.” Jacobson implying that the rule of law is broken with this decision. :
Healthcare reform, state government, public health, personal economy, rule of law	Clear Connections	6/28	615	15	Guest is Cascade Senior Policy Analyst Steve Buckstein who analyzes the Obamacare court decision from the Oregon perspective. He says, “Today’s Court decision does not end the discussion about who should control your health care and who should decide what, if any, insurance you must purchase at what price; but it does push that discussion farther into the future. It unfortunately postpones our ability to move toward a more individual, patient-centered health care and health insurance world. Oregonians who watched their state government bungle an expansive insurance exchange project using other people’s money should be a big part of this discussion.”



Call Letters:

_KMED/KRWQ_____

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2015

Show # 2015-14

Date aired: 4/5 Time Aired: 5am

Elizabeth Dunn, PhD, behavioral scientist, Associate Professor of Psychology at the University of British Columbia, co-author of "*Happy Money: The Science of Smarter Spending*"

Dr. Dunn's research found that people can significantly improve their happiness if they change the way they spend money. She said material things like luxurious homes or new gadgets provide much less happiness than experiential purchases like trips or concerts. She said spending money on other people provides a bigger happiness boost than almost any other expenditure.

Issues covered:

Length: 8:07

Consumer Matters

Mental Health

Eric Caine, MD, John Romano Professor and Chair of the Department of Psychiatry, Professor of Neurology, co-director of the Center for the Study of Prevention of Suicide at the University of Rochester Medical Center

Suicides among middle-aged Americans have increased dramatically in the past decade. Dr. Caine said the rate among white men and women in that age group jumped 40 percent, while it was essentially unchanged for most other racial groups. He said the recession and mortgage crisis may be an important factor in the increase. He added that Baby Boomers seem to have higher levels of depression than other demographic groups. He talked about potential warning signs for those at risk of suicide.

Issues covered:

Length: 9:07

Suicide

Mental Health

Substance Abuse

Adam Barry, PhD, Assistant Professor of Health Education, University of Florida

Dr. Barry conducted a study that found that two in five designated drivers had been drinking before getting behind the wheel and that 18% had blood-alcohol levels high enough to impair their driving skills. He outlined the potential reasons that designated driver education campaigns have been less than successful.

Issues covered:

Length: 4:56

Drunk Driving

Show # 2015-15

Date aired: 4/12 Time Aired: 5am

Kevin Carey, PhD, education researcher and writer, Director of the Education Policy Program at the New America Foundation, co-author of "*The End of College: Creating the Future of Learning and the University of Everywhere*"

The cost of college has exploded in recent years, and whole generations are sinking deeper into college debt. Mr. Carey discussed recent innovations in digital learning and why he believes that the current methods of higher education are woefully outdated. He said, more than ever, a college degree is required to secure even a middle class income for those entering the workforce, but he believes universities much be willing to adapt to online learning and other new technologies.

Issues covered:

Length: 8:30

Education

Government Policies

George King, MD, Research Director and Chief Science Officer, Joslin Diabetes Center, Harvard Medical School, author of "*The Diabetes Reset: Avoid It. Control It. Even Reverse It. A Doctor's Scientific Program*"

Dr. King discussed the effect of diabetes on the nation's health. He said it's possible to prevent and even reverse type 2 diabetes, through appropriate lifestyle changes. He outlined the importance of diet, exercise and sleep in the prevention of diabetes.

Issues covered:

Length: 8:38

Diabetes

Personal Health

Christopher Ferguson, PhD, psychology professor in the Department of Behavioral Sciences at Texas A&M International University

Dr. Ferguson led a study into the effects of fast food advertising on children. His research found that while advertising target at children is highly effective, parental influence can lessen the impact of commercials and help young kids make healthier food decisions. He offered advice for parents.

Issues covered:

Length: 4:53

Children's Health

Nutrition

Show # 2015-16

Date aired: 4/19 Time Aired: 5am

Scott Sampson, PhD, dinosaur paleontologist, Vice President of Research and Collections at the Denver Museum of Nature & Science, host of the PBS Kids' television

series, *Dinosaur Train*, author of “*How to Raise a Wild Child: The Art and Science of Falling in Love with Nature*”

Today’s American children spend 4 to 7 minutes a day playing outdoors. Dr. Sampson explained why this disconnect between kids and nature is a problem that should concern parents. He offered tips for parents to help kids fall in love with nature, by enlisting technology as an ally and encouraging outdoor activities like the Boy Scouts and Girls Scouts.

Issues covered:

Length: 10:22

Parenting

Environment

David Ernst, PhD, Chief Information Officer at the University of Minnesota’s College of Education and Human Development, creator of the Open Textbook Library

The cost of college textbooks has skyrocketed in recent years, but a new trend of free or low-cost “open source” textbooks is gaining momentum. Dr. Ernst said college students could save an average of \$128 a course if traditional textbooks were replaced with the new electronic versions. He explained why this new generation of textbooks is often of equal academic value compared to traditional printed textbooks.

Issues covered:

Length: 6:57

Education

Consumer Matters

Linda Gordon Howard, attorney, author of “*The Sexual Harassment Handbook*”

Ms. Howard talked about progress in the battle against sexual harassment. She discussed how sexually inappropriate behavior in the workplace has evolved since attention was first focused on it. She believes many situations involving sexual harassment can be prevented or resolved if victims recognize what’s happening and know what to do.

Issues covered:

Length: 5:13

Sexual Harassment

Workplace Matters

Women’s Issues

Show # 2015-17

Date aired: 4/26 **Time Aired:** 5am

Laurence Kotlikoff, PhD, William Fairfield Warren Professor at Boston University, Professor of Economics at Boston University, Fellow of the American Academy of Arts and Sciences, President of Economic Security Planning, Inc., a company specializing in financial planning software, co-author of “*Get What’s Yours: The Secrets to Maxing Out Your Social Security*”

The Social Security system has more than 2,700 core rules, and ill-informed choices of how and when to sign up can cost senior citizens literally hundreds of thousands of

dollars in benefits. Dr. Kotlikoff said delaying retirement is often helpful, but he also outlined several little-known Social Security benefits that frequently are unclaimed.

Issues covered:

Length: 10:57

**Social Security
Senior Citizen
Government Policies**

Huntington Potter, PhD, Professor, Department of Neurology and Linda Crnic Institute for Down Syndrome, University of Colorado School of Medicine

Dr. Potter explained why Alzheimer's disease is such an expensive disease for the nation's healthcare system. He discussed who may be most likely to develop the disease, whether things like crossword puzzles can really keep the brain healthy, and where current research is headed.

Issues covered:

Length: 6:14

**Personal Health
Senior Citizens**

Leigh Thomas, "*An Ordinary Journey: A User's Guide to Healing from the Abuses of Sex, Drugs, Rock 'N Roll And Attempted Murder*"

Ms. Thomas discussed her personal experience as a victim of domestic violence, including incest, rape and physical abuse. She has dealt with her trauma through hope and a sense of humor. She offered advice to others who are going trying to escape domestic violence.

Issues covered:

Length: 4:44

Domestic Violence

Show # 2015-18

Date aired: 5/3 Time Aired: 5am

Jaron Lanier, computer and digital network pioneer, author of "*Who Owns the Future?*"

Mr. Lanier explained why he thinks the rise of digital networks has led our economy into recession and decimated the middle class. He said people should be compensated for sharing their personal data with massive digital networks, such as Google, Facebook, Instagram, and in some cases, even the government. He said he is most concerned about the younger generations of Americans who have grown up with reduced expectations of privacy and success.

Issues covered:

Length: 10:25

**Economy
Consumer Matters**

Nate Cardozo, staff attorney for the Electronic Frontier Foundation, which champions privacy rights in the digital world

Many Americans might be surprised to learn that the vast majority of new cars today contain a device that continuously monitors the driver's behavior and vehicle performance. Mr. Cardozo said his biggest concern is that consumers have no way to know what data their car is recording or how long it retains it. He explained why loss of privacy is becoming a greater issue today, and how the problem could be addressed.

Issues covered:

Length: 6:45

Privacy

Consumer Matters

Government Regulation

Rand Ghayad, visiting scholar at the Federal Reserve Bank of Boston, Ph.D. candidate at Northeastern University

Mr. Ghayad led a study that found that employers frequently screen out job candidates who have been unemployed for more than six months. He found that employers showed about four times more interest in applicants out of work for six months or less, even if they had less experience and fewer qualifications than candidates unemployed for longer periods. He said job seekers must be willing to take any kind of work after a few months of unemployment, to avoid large gaps in their resume that will damage future prospects.

Issues covered:

Length: 4:49

Unemployment

Career

Show # 2015-19

Date aired: 5/10 Time Aired: 5am

Bruce Schneier, data security expert, author of "*Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World*"

Americans' personal identity, interests and behavior are being monitored more than ever before. How concerned should we be about the loss of privacy? Mr. Schneier explained what can be done to reform government surveillance programs and shake up surveillance-based business models. He also outlined simple steps that consumers can take to protect their personal privacy.

Issues covered:

Length: 8:42

Privacy

Government Policies

Consumer Matters

Matthew Drayton, motivational speaker, author of "*Succeeding While Black: A Blueprint for Success*"

Many African-American young men find themselves in prison, in gangs, and on the streets without opportunities to succeed.. Mr. Drayton shared his personal story out of poverty. He talked about the importance of mentoring, education and leadership for kids who otherwise face grim futures in the inner cities of America.

Issues covered:

Length: 8:32

Minority Concerns

Youth at Risk

Poverty

Peter Polos, MD, PhD, specialist in sleep medicine at the Sleep Disorder Center of JFK Medical Center in Edison, NJ

Dr. Polos was the lead researcher in a study that examined how electronic media affects the sleep of teenagers. He found that teens lose a significant amount of sleep by sending an average of 34 texts after bedtime each night. He offered advice to parents, on how to take control of bedtime and set limits on their child's access to digital devices.

Issues covered:

Length: 5:01

Personal Health

Youth Issues

Show # 2015-20

Date aired: 5/17 Time Aired: 5am

Norman Bates, attorney, expert on the prevention of sexual violence against children, co-author of "*Preventing Child Sexual Abuse in Youth-Serving Organizations: Guidelines for Managers and Parents*"

Many parents will soon send their children off to summer camp, scouting events and sports activities. But without proper safeguards in place, these environments can provide opportunities for sexual misconduct and abuse to occur. Mr. Bates outlined the abuse prevention policies that youth-serving organizations need to implement, and the questions parents must ask to ensure that they are.

Issues covered:

Length: 8:12

Sexual Abuse

Youth At Risk

Parenting

Paul Sullivan, NY Times financial columnist, author of "*The Thin Green Line: The Money Secrets of the Super Wealthy*"

Mr. Sullivan explained why some people, even "rich" people, never find true wealth, and why other people, even those who have far less are much wealthier. He offered tips on how middle-class consumers can make better financial decisions, and come to terms with what money truly means. He said changing how Americans think about wealth can lead to more secure and less stressful lives.

Issues covered:

Length: 9:02

Personal Finance

Consumer Matters

Maggie Cary, National Board Certified Teacher, teacher with more than 20 years of experience, founder of ClassroomTalk.com

Ms. Cary said parents of high school students can save thousands of dollars in college costs if their child takes Advanced Placement courses in high school. She explained who is eligible for the classes and how prospective students can determine if a college accepts the credits. She also outlined other benefits for students who have completed AP courses.

Issues covered:

Length: 5:03

Education

Personal Finance

Show # 2015-21

Date aired: ___ 5/24 ___ **Time Aired:** ___ 5am ___

Seth Godin, workplace expert and marketing guru, author of "*Linchpin: Are You Indispensable?*"

Mr. Godin outlined the biggest reasons that employment security and the workplace have changed so dramatically in the past few years. He suggested ways for employees to increase their value to their company through creativity, innovation and risk taking. He also offered advice for bosses who must find remarkable people to give their company a competitive edge.

Issues covered:
Employment
Workplace Matters

Length: 9:28

James Goodwin, MD, a geriatrician and researcher at University of Texas Medical Branch in Galveston

Current medical guidelines recommend that people over the age of 50 get a colonoscopy once every ten years. Dr. Goodwin said a surprising number of patients have them more frequently. He explained why this is a risky practice, and why as seniors get older, their need for colon cancer screening actually goes down.

Issues covered:
Personal Health
Senior Citizens
Government Spending

Length: 7:42

Joe Watson, management consultant who specializes in diversity, author of “*Without Excuses*”

Mr. Watson talked about the importance of diversity in corporate America and why it has been such an elusive goal. He offered advice for minority job-seekers on how to demand fair opportunities in the workplace.

Issues covered:
Diversity
Minority Issues
Workplace

Length: 4:52

Show # 2015-22

Date aired: 5/31 Time Aired: 5am

Michael Schmidt, Vice Chair of Cozen O’Connor’s Labor & Employment Department in New York, publisher and editor of a blog devoted to the interplay between social media and employment law

Social media blunders can cost people their jobs. Mr. Schmidt talked about 1st Amendment rights in the workplace. He explained how to decide if a social media posting may be permissible. He said it’s important for employers to formulate clear rules and policies regarding social media, to protect the interests of the company while not infringing on the rights of the employee.

Issues covered:
1st Amendment
Employment

Length: 7:39

Daniel Leffler, MD, Director of Clinical Research at the Celiac Center at Beth Israel Deaconess Medical Center in Boston

Gluten-free diets are popular today, but how many people should be concerned? Dr. Leffler discussed gluten sensitivity and its close cousin, Celiac disease. He said there is no benefit if a healthy person avoids gluten and, in fact, gluten free-diets may cause nutritional deficiencies. He outlined the symptoms of gluten sensitivity and explained how it can be diagnosed and treated.

Issues covered:
Personal Health

Length: 9:20

Eric Finkelstein, PhD, health economist, co-author of “*The Fattening of America*”

Over two-thirds of Americans are overweight or obese. Dr. Finkelstein believes that America’s growing waistline is a by-product of our long-term economic and technological success. He said that business and policy makers need to devise strategies to make it cheaper and easier to be thin.

Issues covered:
Personal Health
Government Policies

Length: 5:00

Show # 2015-23

Date aired: ____ 6/7 ____ **Time Aired:** __ 5am ____

Donald Edmondson, PhD, MPH, Assistant Professor of Behavioral Medicine at the Columbia University Medical Center in New York

Dr. Edmondson's research has discovered that nearly one in four people who suffer a stroke also experiences symptoms of post-traumatic stress disorder afterwards. He discussed other life-threatening illnesses that can also result in PTSD. He said the younger a person is who experiences a life-threatening event, the more likely they are to experience PTSD. He also talked about the potential treatments for the disorder.

Issues covered:
Personal Health
Mental Health
Senior Citizens

Length: 8:31

Kathryn Zickuhr, Pew Research Center's Internet and American Life Project.

Ms. Zickuhr led a surprising study that found that Americans ages 16 to 29 are actually more likely than older Americans to have read a printed book in the past year and are more likely than their elders to use a library. She discussed the rapidly changing landscape of technology and literacy, and how libraries have adapted.

Issues covered:
Literacy
Youth Concerns
Technology

Length: 8:44

Guillermo Payet, Founder and President of LocalHarvest.org, a non-profit organization that maintains a nationwide directory of small farms, farmers markets and other local food sources

Mr. Payet explained Community Supported Agriculture, where small farmers sell shares of their annual harvest to local families. The families then receive weekly deliveries of vegetables or fruit. He talked about the positive social and environmental impact of the "buy local" movement.

Issues covered:
Agriculture
Environment
Consumer Matters

Length: 5:02

Show # 2015-24

Date aired: 6/14 Time Aired: 5am

Jon D. Miller, PhD, Research Scientist, Director of the International Center for the Advancement of Scientific Literacy at the University of Michigan

Dr. Smith's research found that 48 percent of Generation X (ages 37-48) are enrolled in continuing education courses or other job training. He explained why technology and the changing job market have made it necessary for midcareer professionals to pursue lifelong learning opportunities. He believes this is the new norm, particularly in technical fields, such as medicine, auto mechanics or information technology, and that workers will routinely return to school to stay up to date with changing technology and trends.

Issues covered:

Length: 7:26

**Education
Career**

Paul Offit, MD, Chief of the Division of Infectious Diseases and Director of the Vaccine Education Center at the Children's Hospital of Philadelphia, Professor of Pediatrics at the University of Pennsylvania School of Medicine, author of book called "*Do You Believe in Magic? The Sense and Nonsense of Alternative Medicine*"

From visits to acupuncturists, chiropractors and naturopaths to the use of vitamins and supplements, half of the US population uses some form of alternative medicine. Dr. Offit said he believes that alternative medicine can be dangerous because it is an unregulated industry under no legal obligation to prove its claims or admit its risks. He explained why alternative medicine's popularity has grown so rapidly. He said he thinks some alternative treatments do work as a result of the placebo effect, enabled by the healing powers of the human mind.

Issues covered:

Length: 9:41

**Community Health
Consumer Matters**

Meghan Busse, PhD, Associate Professor of Management and Strategy at the Kellogg School of Management at Northwestern University

Dr. Busse was the co-author of a study that found women frequently are quoted higher prices for car repairs than men. The research also found that consumers (of any gender) who do their homework about the cost of repairs usually pay less. She offered advice on how to avoid being ripped off.

Issues covered:

Length: 4:50

**Women's Issues
Consumer Matters**

Show # 2015-25

Date aired: 6/21 Time Aired: 5am

Jamin Brahmbhatt, MD, Urologist, co-director of the Personalized Urology & Robotics Clinic at South Lake Hospital, in affiliation with Orlando Health

Dr. Brahmbhatt's organization commissioned a survey that found that far more men can remember their first car than those who can remember when they had their most recent health checkup. He discussed the reasons why an annual checkup is so important and the reasons that men avoid trips to the doctor. He also offered advice to wives who want to encourage their husbands to make health a greater priority.

Issues covered:

Length: 7:26

Personal Health

Men's Issues

Lori LaCivita, PhD, industrial and organizational psychologist

Thanks in part to older workers working past the traditional retirement age, four generations of workers are in the workforce at once for the first time. Dr. LaCivita said each generation prefers different leadership and communication styles, which can trigger challenges in the workplace. She outlined strategies for managers to build strong and effective teams with a diverse pool of employees.

Issues covered:

Length: 9:47

Workplace Matters

Senior Citizens

Ted Labuza, PhD, Ph.D., expert in food safety, Professor in the Department of Food Science and Nutrition at the University of Minnesota

Professor Labuza discussed how to interpret the expiration dates on food labels. Many of the dates don't mean what consumers think they do. He explained how to determine whether a package of food with a past expiration date is safe to eat.

Issues covered:

Length: 5:09

Food Safety

Consumer Matters

Show # 2015-26

Date aired: 6/28 Time Aired: 5am

Michael Oswald, author of "*Your Guide to the National Parks: The Complete Guide to all 58 National Parks*"

In researching his book, Mr. Oswald visited and camped in 48 of our national parks over the course of several years. He shared his thoughts on the importance of the national parks system, and offered advice for visitors regarding some of the lesser-known attractions. Based on his observations as a frequent visitor, he believes that the national park system is being managed and funded in a responsible way.

Issues covered:

Length: 8:08

National Parks

Tourism Government Spending

Stanton A. Glantz, Ph.D., Director of the Center for Tobacco Control Research and Education at the University of California, San Francisco

Dr. Glantz published a comprehensive study of the effect of laws that ban smoking in public places. He found that the restrictions result in a rapid decrease in hospitalizations for heart attack, stroke, respiratory diseases, including asthma and chronic obstructive pulmonary disease. He said he favors even stronger legislation to restrict smoking, because he found that the strictest laws resulted in the highest health benefits.

Issues covered:

Length: 8:57

Public Health

Government Regulation

Roxana Soto, journalist, co-founder of SpanglishBaby.com, co-author of *“Bilingual Is Better: Two Latina Moms on How the Bilingual Parenting Revolution is Changing the Face of America”*

Since the founding of the US, immigrants traditionally expected their children to embrace the American melting pot by leaving behind their heritage language and speaking only English. However, Mrs. Sota is part of a growing movement of Latino parents who want to maintain their language and cultural heritage, by encouraging their children to be bilingual. She talked about the obstacles faced by bilingual families and the benefits of speaking more than one language.

Issues covered:

Length: 4:58

Latino Concerns

Language

Parenting