

WSM-FM
Quarterly Issues Report: 4th Quarter 2012 10/7/12 through 12/30/12
Viewpoints

Program # 12-41 **Air week: 10/7/12**

1:51 SEGMENT #1 – Looping & Multiage Classrooms Can Help Kids Learn 12:11

SYNOPSIS: Back in the early part of the 20th century, one-room schoolhouses were a common sight in many rural areas. Those buildings are gone, but the concept of having more than one grade in a classroom, and students having the same teacher for two, three or more years is gaining converts. We talk to three educators about the benefits and challenges of "multiage" classrooms and "looping" students and teachers for several years.

Host: Christopher Michael. **Guests:** David Marshak, educator, researcher, author of "Kids Need the Same Teacher for More Than One Year," (www.kidsneedthesameteacher.net); Jenny Williams, kindergarten and 1st grade facilitator, Santa Clarita Valley International Charter School, CA (www.scvicharterschool.org); Michael Kelly, Asst. Prof. Educational Leadership Program, Regent University, Virginia Beach, VA (www.regent.edu).

COMPLIANCY ISSUES COVERED: education, schools, family & children's issues, local government

15:03 SEGMENT #2- Spy the Lie: The art of deception detection 10:25

SYNOPSIS: Everyone has told a lie, but not everyone can get away with it -- especially if they come up against a group of CIA officers who have spent their careers ferreting out the truth. We talk to one former CIA lie detector about the verbal and non-verbal signs of lying, how to spot someone who might be lying, and why it's so difficult for the vast majority of people to lie and get away with it.

Host: Marty Peterson. **Guests:** Phillip Houston, former CIA officer specializing in lie detection, co-author with Michael Floyd and Susan Carnicero of "Spy the Lie: Former CIA officers teach you how to detect deception," (www.amazon.com).

COMPLIANCY ISSUES COVERED: psychology, crime, politics

Program # 12-42 **Air week: 10/14/12**

1:50 SEGMENT #1 – Money and Emotions 10:46

SYNOPSIS: Although the economy is rebounding, many people are still feeling stress over their jobs, mortgages, retirement situation and all of the other things that have been affected by the downturn. One of the ways people deal with stress is to use money as a way to feel in control, raise self-esteem or deal with grief and loss. We talk to a best-selling author and a psychiatrist about how people can get into financial and emotional trouble when their lives are wrapped up with making, spending and hoarding money.

Host: Christopher Michael. **Guests:** Hill Harper, actor, "CSI: NY," best-selling author of "The Wealth Cure: Putting money in its place," (www.manifestyourdestiny.org); Dr. David Reiss, psychiatrist in private practice in San Diego, CA (www.dmr-dynamics.com).

COMPLIANCY ISSUES COVERED: finance, mental health issues, consumerism, family issues

13:39 SEGMENT #2- First Cameraman: The life of the White House videographer 11:29

SYNOPSIS: What would it be like following the president wherever he goes as his official videographer? We talk to the first man to ever hold that position about his experiences in the White House, on the campaign trail, and the serious, fun and funny moments he has had with the Obamas in his job as first cameraman.

Host: Marty Peterson. **Guests:** Arun Chaudhary, former Official White House Videographer, author of "First Cameraman: Documenting the Obama Presidency in Real Time," (www.firstcameraman.com).

COMPLIANCY ISSUES COVERED: the presidency, technology, politics, the arts

Program # 12-43 **Air week: 10/21/12**

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SEGMENT #1 – Communication, Social Contracts and the Election 11:41

SYNOPSIS: There's not much time before the presidential election, so each side is pulling out the stops to ensure a win. We talk to two communication experts about what each candidate can do to in these final days to better communicate their messages and their character to those undecided voters.

Host: Christopher Michael. **Guests:** Jeremy D. Holden, award-winning branding and research strategist, author of "Second that Emotion: How decisions, trends and movements are shaped," (www.jeremydholden.com); Michael Rooni, attorney, mediator and author of "Attractive Communication: 300 ways to make communication more attractive," (www.attractivecommunication.com).

COMPLIANCY ISSUES COVERED: elections, social movements & media, business

14:32 SEGMENT #2- Creepy Crawlers: The dark side of the insect world 10:57

SYNOPSIS: We all know that there are beneficial bugs in the world, and without them, we'd have no agriculture, no honey, and no butterflies! However, along with the beneficial things bugs do, comes the bad...and even the "wicked." We talk to a writer who documents the darker side of the bug world, and an exterminator who pulls back the covers on bed bugs and tells us how to avoid and get rid of them.

Host: Marty Peterson. **Guests:** Amy Stewart, author of "Wicked Bugs," (www.wickedbugs.com) illustrated by Briony Morrow-Cribbs (www.brionymorrow-cribbs.com); Jeff Eisenberg, Pres. of PestAway, Inc., author of "The Bed Bug Survival Guide," (www.bedbugsurvivalguide.com).

COMPLIANCY ISSUES COVERED: public health, agriculture, science, hospitality industry, business.

Program # 12-44 Air week: 10/28/12

1:50 SEGMENT #1 - Teaching History and Civics More Effectively 12:39

1:50 SEGMENT #1 – John Quincy Adams: Our greatest statesman? 10:55

SYNOPSIS: When someone asks "who's your favorite president?" most people say Lincoln or Washington or Jefferson or Reagan or Clinton, or some other famous commander-in-chief. The name John Quincy Adams rarely makes anyone's top 3 list. But that's because what he did as president pales in comparison to what he did before and after he had the top job. We talk to John Quincy's biographer about the triumphs of liberty, equality, peace and justice our sixth president won not as president, but as a true patriot outside the White House.

Host: Christopher Michael. **Guests:** Harlow Giles Unger, author of "John Quincy Adams," (www.harlowgilesunger.com).

COMPLIANCY ISSUES COVERED: slavery, racial issues, law, presidency, international affairs and politics

13:45 SEGMENT #2- Real Wolfmen? Or Just Imagination? 11:41

SYNOPSIS: There have been people who swore they saw Big Foot, or a ghost or saw a flying saucer shoot across the sky. Are they correct? Are they wrong? Do they make it up? Or are they actually seeing what they say they are – only in their imagination? We talk to a journalist who has recorded the sightings of wolves who walk upright like humans, and a psychologist who says people's minds can trick them into seeing and hearing things that aren't there. We'll find out what credible witnesses said about the wolf-like creatures, and if it's even possible for wolves to walk upright and use their forepaws like hands. We'll also discuss the nature of fear, and why people can imagine they see something when they actually don't.

Host: Marty Peterson. **Guests:** Stuart Vyse, Prof. of Psychology, Connecticut College, New London, CT, author of "Believing in Magic: The psychology of superstition," (www.stuartvyse.com); Linda Godfrey, journalist and paranormal investigator, author of "Real Wolfmen," (www.lindagodfrey.com).

COMPLIANCY ISSUES COVERED: wildlife, mental health, paranormal, media

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Rosenthal, author of many children's books including "WUMBERS: It's words cre8ed with numbers," (www.whoisamy.com).

COMPLIANCY ISSUES COVERED: child development, education, arts & literature, recreation, bullying, communication

Program # 12-47 Air week: 11/18/12

1:43 SEGMENT #1 - Civil Suits: Can we make them move faster through the courts? 11:02

1:34 SEGMENT #1 – Eating Aliens: Broadening your palette with unusual foods 12:14

SYNOPSIS: Food TV has helped to broaden the palette of many Americans beyond the burgers and fries this country is famous for. But how *far* are you willing to go? We talk to an author and adventurer who has been hunting some strange, invasive species of animals, handing them over to experienced chefs and serving them up for dinner. Another author and chef talks about the nutritional and culinary benefits of some ugly, maligned and sometimes hard to find root vegetables.

Host: Christopher Michael. **Guests:** Jackson Landers, hunter, adventurer, author of the book, "Eating Aliens: One man's adventures hunting invasive animal species," (www.jacksonlanders.com); Diane Morgan, chef, award-winning cookbook writer, author of "Roots: The definitive compendium," (<http://dianemorgancooks.com>).

COMPLIANCY ISSUES COVERED: health, nutrition, agriculture, environment, commerce, endangered species, government

14:52 SEGMENT #2- Kids and Tech: A psychologist takes a hard line 10:36

SYNOPSIS: Are kids too involved in technology to the detriment of other parts of their lives? One psychologist thinks so, and takes a harder line that many parents do on how much and what kind of tech is good for kids. Our guest also discusses how too much sitting in front of "screens" is one reason so many kids are overweight or obese. Too much tech is also interfering with family cohesiveness and sometimes exposing our kids to online material that they shouldn't be seeing.

Host: Marty Peterson. **Guests:** Dr. Edward Christophersen, board-certified children's clinical psychologist at Children's Mercy Hospital, Kansas City, MO, author of "Parenting That Works: Teaching skills that last a lifetime," (www.childrensmercy.org).

COMPLIANCY ISSUES COVERED: family issues, technology, mental health, media

Program # 12-48 Air week: 11/25/12

1:48 SEGMENT #1 - American Presidents: Did you know.....? 10:09

SYNOPSIS: America's presidential election was watched around the world, just like our Commanders-in-Chief are. In 2012 we saw a very divided and partisan election cycle, but it wasn't always that way. We talk to a historian and author about why the world is fascinated by US presidents, how many of our founding fathers warned against political parties, and we'll learn some interesting details that you might not have known about presidents of the past.

Host: Christopher Michael. **Guests:** Kenneth C. Davis, historian, author of "Don't Know Much About American Presidents," (www.dontknowmuch.com).

COMPLIANCY ISSUES COVERED: American presidents, U.S. elections,

12:45 SEGMENT #2- Cocktails and Wine: Changing with the culture 12:43

SYNOPSIS: It used to be that cocktail parties were formal affairs, where men wore suits or tuxes, and a woman dressed up in her best frock or evening gown. When hosts served wine at dinner, it was very, very important to pair each course with it's own, special bottle. How things have changed! We talk to a cocktail

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aficionado about cocktail culture and history; and a humor columnist about how wines have gotten less fussy, and more "macho" – and are even being paired with food truck fare.

Host: Marty Peterson. Guests: Lesley Blume, author of "Let's Bring Back: The Cocktail Edition," (www.lesleyblume.com); Joel Stein, journalist, humor columnist for TIME Magazine, author of "Man Made: A stupid quest for masculinity," spokesperson for Stark Raving Wines, (www.thejoelstein.com) (www.starkravingwines.com)

COMPLIANCY ISSUES COVERED: popular culture; arts & literature; consumerism

Program # 12-49 **Air week: 12/2/12**

1:45 **SEGMENT #1 - Solo and Encore Careers: The benefits and the pitfalls** 10:53

SYNOPSIS: With unemployment high, and thousands of boomers retiring every day, many people are looking to strike out on their own or start new careers doing something completely different. Two business consultants offer advice on how to market your services as a solo entrepreneur, and to make an "encore" career out of one of your passions.

Host: Christopher Michael. Guests: Jeanna Pool, marketing professional, author of the book, "Marketing for Solos," (www.marketingforsolos.com); John Schuster, exec. Coach, author of "The Power of Your Past," (www.johnpschuster.com).

COMPLIANCY ISSUES COVERED: small business; retirement issues; employment

13:40 **SEGMENT #2- Disaster Preparedness: What individuals and businesses can do** 11:46

SYNOPSIS: If Hurricane Sandy taught us anything, it's that it pays to prepare for the worst, and hope for the best. There was nothing that could be done about the billions in property damage, but so many didn't have to die, and many businesses could have stayed up and running with the right emergency plan. We talk to two disaster specialists about what individuals and companies can do to be more prepared in the event of a natural or man-made disaster.

Host: Marty Peterson. Guests: Braxton Southwick, author of "A Letter to My Friends," and a prepper featured in National Geographic Channel's "Doomsday Preppers," (www.channel.nationalgeographic.com); Nicolas Dubus, IT Director, CableOrganizer.com.

COMPLIANCY ISSUES COVERED: disaster planning, commerce, technology, terrorism, gun issues, public health, religion

Program # 12-50 **Air week: 12/9/12**

1:49 **SEGMENT #1 – Is It A Word? Look it up in the dictionary!** 10:27

SYNOPSIS: Dictionaries have been staples for students and writers forever, but these days you're as likely to look for a definition online as you are in a conventional book. Not only has the format of the dictionary changed, but also the kinds of words you find in it. We talk to a dictionary aficionado and editor about the changes the dictionary has undergone in the last decade, what kinds of new words are in the book and how words, phrases and abbreviations find their way in.

Host: Christopher Michael. Guests: Steve Kleinedler, Exec. Editor, The American Heritage Dictionary of the English Language (www.ahdictionary.com).

13:18 **SEGMENT #2- Kids & Toys: How do you find the right ones?** 12:13

SYNOPSIS: How do you know what the best toy is for your small child? Should you buy traditional toys like blocks and dolls, or more high tech toys like computer tablets and video games? We talk to two toy and child specialists about how to determine what your child really wants, how different toys affect children's play and imagination, and what to do if you can't find the exact toy your child wants for the holidays.

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Host: Marty Peterson. Guests: Dr. Mary Lamia, clinical psychologist and psychoanalyst in private practice in Marin County, CA, (www.marylamia.com); Paul Hujlich, author of "Stress Pandemic: 9 natural steps to survive, master stress and live well," (www.stresspandemic.com).

COMPLIANCY ISSUES COVERED: addiction; family issues; diet & nutrition

Program # 12-53

Air week: 12/30/12

1:44 SEGMENT #1 – Introverts: They're not who you think they are 11:13

SYNOPSIS: Introverts get a bad reputation for being party poopers, shy, and even anti-social. Our two guests say that couldn't be further from the truth, and dispel the myths surrounding introverts. We discuss what introversion is, why it's not the same as shyness, how introverts can be gregarious, talkative and a lot of fun to be around.

Host: Christopher Michael. Guests: Todd Kashdan, Prof. of Psychology, George Mason University, author of the forthcoming book "Mindfulness, acceptance and Positive Psychology," (April 2013), (www.toddkashdan.com); Sophia Dembling, introvert, author of the book, "The Introvert's Way: Living a quiet life in a noisy world," (www.facebook.com/SophiaDembling/Writer).

COMPLIANCY ISSUES COVERED: mental health, recreation, technology, employment

13:53 SEGMENT #2- Climate Change: Looking for signs; deciding what's important 11:37

SYNOPSIS: There is no doubt that the climate around the world is changing. You just have to look at the frequency and intensity of storms; the fluctuation in temperatures in the winter and summer; the early blooming of trees and disappearance of ice in arctic regions. We talk to two scientists about the signs of climate change, what they mean to plants, animals and their habitats, and what we, as a planet, can and want to do to mitigate the effects of climate change.

Host: Marty Peterson. Guests: James Lewis, Professor and Chair of the Department of Biological Sciences, Fordham Univ. NY (www.fordham.edu); Daniel Botkin, biologist, author of The Moon in the Nautilus Shell: Discordant harmonies reconsidered," (www.danielbbotkin.com).

COMPLIANCY ISSUES COVERED: environmental issues, climate change, wildlife and habitats, pollution, science

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