



94.9FM WOLX, 105.1 Charlie FM, 105.5 Triple M
7601 Ganser Way, Madison, WI. 53719

Public Affairs Main Issues/Programs List
Station WOLX 94.9 FM
(Baraboo, WI)
(10/01/2011) to (12/31/2011)

| LOCAL PROGRAMMING | | | |
|------------------------------|-------------------------|--|-------------------------------|
| Issue | Program Title | Brief Description | Date/Time of Broadcast |
| Environment | The Weekend Perspective | Are frogs the canary in the coalmine for the environment? We speak to the former WI DNR secretary about how nature cues environmental problems | 10.09.11 -10p-11p |
| Government | The Weekend Perspective | Is the future of Wisconsin government coming in the form of shared services? We speak with the coordinator of an event designed to save money through shared services. | 10.30.11– 10p-11p |
| Localism | The Weekend Perspective | The Packers and Brewers are hot this season, we speak to a local author on a new book about the Mil. Brewers | 10.02.11– 10p-11p |
| Family/Women's Issues | The Weekend Perspective | Are natural cures better than traditional medicine for women. We speak to pharmacist on the growing trend of natural remedies. | 10.09.11– 10p-11p |
| Health/Safety | The Weekend Perspective | Is the cure to fighting bad cholesterol, controlling good cholesterol. We speak to a local researcher working on a solution. | 10.09.11– 10p-11p |
| Community | The Weekend Perspective | We speak to the CEO of Goodwill Inc about how their company helps the underprivileged in our community | 10.02.11– 10p-11p |
| Economics | The Weekend Perspective | We take a look at the economics of reusing and recycling in Wisconsin with the Habitat For Humanity Restore | 10.16.11-10p-11p |
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| NATIONAL PROGRAMMING | | | |
|--------------------------------|----------------------------|--|-------------------------------|
| Issue | Program Title | Brief Description | Date/Time of Broadcast |
| Business | Viewpoints 30min | Is now a good time to open your own business? We look at the pros and cons. | 10.09.11– 6a-6:30a |
| Health | Radio Health Journal 30min | We look at the rising numbers of Seniors and it's affect on the health care industry | 10.02.11– 6:30a-7a |
| Education | Viewpoints 30min | Are schools forced to make school lunch nutrition decisions and how are they affecting kids today? | 10.02.11– 6a-6:30a |
| Money/Jobs/Taxes | Viewpoints 30min | We ask the question, what keeps people in low wage jobs? | 11.13.11– 6a-6:30a |
| Safety | Radio Health Journal 30min | Are electronic cigarettes a safe alternative to smoking? We take a closer look at the products. | 10.09.11– 6:30a-7a |
| Family/Women's Issues | Radio Health Journal 30min | We take a look at the sexual revolution of the 60's, and how it's still a hot button social issue for women today. | 10.09.11– 6:30a-7a |
| Community/Social Issues | Viewpoints 30min | We look at whether columnists and newspapers are dead? Do they serve a purpose anymore? | 10.30.11– 6a-6:30a |



The Weekend Perspective

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7601 Ganser Way, Madison, WI. 53719

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| Issue Category: Money, Economy, Jobs, Localism, Consumerism |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 10/02/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Jim Giibbons, CEO of Goodwill International2. Marla McKenna, Author3. Marty Horowitz, Author |
| Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. We speak to the head of Goodwill International about their history and their growing importance in this economy2. We speak to a local author about her new kids book involving the Milwaukee Brewers3. Have you found happiness? We speak to an author and doctor who was one of the first people to diagnose post traumatic stress disorder and has written a book on finding happiness and how we can get there. |
| Other Comments: |



The Weekend Perspective

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| Issue Category: Health, Women's Issues, Environment, Health Care, Prescription Drugs |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX- 10/09/11 - 60 min - 10p-11p |
| Guest(s) Appearing and Position or Office of Each: <ul style="list-style-type: none">4. Dr. Nevill Bittar, Gemini Scientific Researcher5. Suzie Cohen, Comic/Pharmacist6. George Meyer, Former WI. DNR secretary |
| Topic Discussed and Summary of Discussion: <ul style="list-style-type: none">4. We speak to a local scientist whose working on a new method to fight high cholesterol levels with new research in Madison5. Are there better natural cures than prescription drugs? We speak to a pharmacist who tells us how natural remedies might be a better solution for some.6. Are frogs the canary in the coalmine for the environment? We speak with two environmentalists on the topic of frogs as a warning sign. |
| Other Comments: |



The Weekend Perspective

94.9FM WOLX, 105.1 Charlie FM, 105.5 Triple M
7601 Ganser Way, Madison, WI. 53719

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| Issue Category: Environment, Community, Art |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 10/16/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: <ul style="list-style-type: none">7. Jen Voichick, Habitat For Humanity Restore Director8. Alan Weisman, Author9. Jeff Bellinger, Author |
| Topic Discussed and Summary of Discussion: <ul style="list-style-type: none">7. We take a look at a local business that's all about reusing and recycling when building and remodeling. The Habitat For Humanity ReStore.8. We speak to an author that goes over the dark topic of what happens to a world with no humans in it.9. It's almost the haunting hour. We speak to the author of a spooky book that's a collection of ghost stories including some for Wisconsin. |
| Other Comments: |



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| Issue Category: Business, economy, localism, health, diet |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 10/23/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 10. Noah Voss, Author 11. Chris Geffen, Editor of Body By Design 12. Mary Kay Plantis, Author |
| Topic Discussed and Summary of Discussion: 10. There's lots of spooky stuff that goes on right here in Madison we meet an author who has collected some of the more odd stories into a new book 11. Holiday eating can be nipped in the bud. We speak to a health expert on how to avoid packing on the holiday pounds 12. To survive, businesses have to differentiate themselves from the rest. We speak to an expert on marketing on the best way businesses can help themselves. |
| Other Comments: |



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| Issue Category: Health, Education, Community, Charity, Government |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 10/30/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 13. Betsy Giles, Healthy Living Summit Co Chair 14. Chris Brockl, Community Action Coalition Rep 15. Susan Jones Smith, Author, Dietician |
| Topic Discussed and Summary of Discussion: 13. There's a big meeting of minds coming up in Madison about how shared services can help promote healthy living and saving money. We speak to a coordinator of the event. 14. We speak to the head of a local group that does a lot of the leg work for area food pantries. 15. With the holiday eating season upon us, we speak with an author and dietician about how to avoid packing on those holiday pounds. |
| Other Comments: |



The Weekend Perspective

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| Issue Category: Health, Community, Veterans, Trends |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 11/06/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 16. Allison Lighthall, Clinical Director Of Dry Hootch of America 17. Jennifer Robin, Author 18. Ron Brown, Author |
| Topic Discussed and Summary of Discussion: 16. Nearing veterans day we speak to a local group that's setting up a support network for veteran returning home from war. 17. Can we grow older and more beautiful. We speak to an author on how personal style can bring about positive change in our lives. 18. We speak with a new author on the subject of courage and how it transforms our personality. |
| Other Comments: |



The Weekend Perspective

94.9FM WOLX, 105.1 Charlie FM, 105.5 Triple M
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| Issue Category: Health, Memory, Aging, Entertainment, Veterans Issues |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 11/16/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 19. David Mc Rainey, Author 20. Tim O Brien, Ripley’s Representative 21. Allison Lighthall, Clinical Director Of Dry Hootch of America |
| Topic Discussed and Summary of Discussion: 19. Are the things we remember actually true? We speak to an author on the subject of memory and there’s bad news for folks who think they remember everything. 20. Ripley’s believe it or not has a Wisconsin Dells museum and we speak to a representative on why this style of entertainment has lasted over 80 years. . 21. Nearing veterans day we speak to a local group that’s setting up a support network for veteran returning home from war. |
| Other Comments: |



The Weekend Perspective

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| Issue Category: Environment, Health, family Issues, Obesity |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 11/20/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 22. Susan Jones, Author Dietician 23. Scott Lynch, Sustain dane Community Relations Coordiantor 24. Jen Voicheck, Habitat For Humanity Restore Director |
| Topic Discussed and Summary of Discussion: 22. With holiday eating upon us we speak to a dietician and author on how to keep it healthy this holiday season. 23. We talk a look at a local group's efforts to keep Dane County environmentally safe. 24. We speak to the head of a unique store in Madison where all the proceeds benefit the Habitat For Humanity. |
| Other Comments: |



The Weekend Perspective

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| Issue Category: Safety, Health, Arts, Community, Localism, Culture. |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 11/27/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 25. Jo Jean Rettrum, Artistic Director of Dance Wisconsin 26. Kevin Revolunski, Author 27. Lori Wirth, Madison Fire Department PIO |
| Topic Discussed and Summary of Discussion: 25. We speak with the head of a local dance group about how the arts are thriving in Wisconsin 26. Wisconsin is all about beer and we speak to the author of a book all about finding the right beer for you. 27. Wintertime means there are some special safety precautions we need to take, especially when it comes to staying warm. We speak to the Madison Fire Department on keeping safe. |
| Other Comments: |



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| Issue Category: Education, Health, Community, Environment |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX- 12/04/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 28. Stephanie East, Pharrel’s Extreme Body 29. Dr Kathleen Murphy, Asthma Specialist 30. Connie Nadler, Learning RX Specialist |
| Topic Discussed and Summary of Discussion: 28. We take a look at adult obesity in Wisconsin, the health problems it causes and how we can fight it. 29. Asthma rates are on the rise in Wisconsin. We speak to the head of a group that has broken down data from the CDC and provide examples of how we can lower them. 30. Kids are going to get toys this time of the year, but are there smarter toys for children? We speak to a local business that works on brain development and “smart” toys for kids. |
| Other Comments: |



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| Issue Category: Safety, Community, Charity, Localism |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 12/18/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 31. Jim Gibbons, Goodwill CEO 32. Kevin Revolinski, Author 33. Christopher Lindsay, Electrical Safety Expert |
| Topic Discussed and Summary of Discussion: 31. A conversation with the head of Goodwill about who they are, how donations work and why giving is important during the holidays. 32. What's a better holiday gift in Wisconsin than beer? We speak to the author of a beer guide book on the Badger state's favorite beverage. 33. We speak to an electrical safety specialist about why December is the month with the most electrical fires and how we can prevent it. |
| Other Comments: |



The Weekend Perspective

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| Issue Category: Jobs, Economy, Health Care, Education, Women's Issues |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX- 12/25/11 - 60 min - 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 34. Hava Kohl Riggs, Professional Work Counselor 35. Pat Lynn Kyle, Author 36. Carrie Severt, Wisconsin Well Women Program Coordinator |
| Topic Discussed and Summary of Discussion: 34. Based on a new study that says most of us are unsatisfied with our jobs, we speak to an expert on how to make our work experience better. 35. Some new brain science research at the UW suggests it is possible to rewire your brain. We speak to an expert on how this could work to your benefit. 36. We speak to the head of a state program that provides free breast and cervical screening for Wisconsin women and we discuss why it's important. |
| Other Comments: |



The Weekend Perspective

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| Issue Category: Health, Community, Safety, Law Enforcement, Jobs |
| Program Title: The Weekend Perspective |
| Date and Time of Broadcast: WOLX– 12/11/11 – 60 min – 10p-11p |
| Guest(s) Appearing and Position or Office of Each: 37. Pat Lynn Kyle, Author 38. Bonnie Stamm, KEYS organizer 39. Dr. Eric Plaster, Author, Doctor |
| Topic Discussed and Summary of Discussion: 37. Do we need to rewire our brains to become more successful in life? We speak to an author who says it's possible through meditation. 38. With the holiday season, we speak with a local person who helped found the anti-drunk driving effort KEYS or Keeping Everyone You Know Safe 39. Are we going to make it to 100 years old? 100 year old people are one of the fastest growing populations and we speak to a doctor who talks about why it happens. |
| Other Comments: |

Radio Health Journal®

Program # 11-40

Air week: 10-2-11

Producer: Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Kessler Foundation "Gap Survey" OUT Q: ...that's KesslerFoundation.org. | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: A new model of eldercare | 13:09 |
| need | Synopsis: Seniors are often unhappily housed in expensive nursing homes and assisted living centers when they really don't that much care. A physician participating in a new approach discusses its mixture of technology and volunteerism, resulting in savings of up to 90 percent and seniors who are often happy to stay in their own homes. | |
| Community | Host: Reed Pence. Guests: Dr. Allan Teel, family physician and author, <u>Alone and Invisible No More: How Grassroots Action and 21st Century Technologies Can Empower Elders to Stay in Their Homes and Lead Healthier, Happier Lives</u> | |
| family | COMPLIANCY ISSUES COVERED: senior citizens and elderly; aging; economics; health care; technology; volunteerism; issues | |
| 15:14 | SPOT BREAK #2—American Society of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :61 |
| 16:15 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 16:17 | SEGMENT 2: Being Vegan | 7:39 |
| diet | Synopsis: About one percent of Americans follow a vegan diet. An expert discusses how eliminating animal products from the is not as hard as many people think it is. | |
| | Host: Nancy Benson. Guest: Colleen Patrick-Goudreau, author, <u>The 30-Day Vegan Challenge</u> . | |
| | COMPLIANCY ISSUES COVERED: public health; diet and nutrition | |
| 23:56 | SPOT BREAK #3—Walgreens "Flu #2" | :61 |
| 24:57 | Medical Notes and News. Host: Shel Lustig | 1:31 |
| 26:28 | SPOT BREAK #4---Arm & Hammer Spinbrush Pro Whitening "Right Weapon" | :60 |
| 27:28 | Conclusion of program | :30 |
| 27:57 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-41

Air week: 10-9-11

Producers: Reed Pence and Stefan Schumacher

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Kessler Foundation "Gap Survey" OUT Q: ...that's KesslerFoundation.org. | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Electronic cigarettes | 12:49 |
| | Synopsis: Electronic cigarettes, which dispense vaporized nicotine but none of the other toxic chemicals in cigarette smoke, may be a promising way to get people to quit smoking. Despite this, some anti-smoking advocates oppose their use. Experts on both sides discuss pro's and con's of e-cigarettes. | |
| | Host: Reed Pence. Guests: Dr. Josh Bloom, Director, Chemical and Pharmaceutical Sciences, American Council on Science and Health (www.acsh.org); Dr. Michael Siegel, Prof. of Public Health, Boston Univ. (sph.bu.edu); Matthew Myers, President, Campaign for Tobacco-Free Kids (www.tobaccofreekids.org) | |
| | COMPLIANCY ISSUES COVERED: public health; consumerism; federal government and regulation; drug addiction and treatment; youth at risk | |
| 14:54 | SPOT BREAK #2—American Society of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :61 |
| 15:56 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:58 | SEGMENT 2: Did women really win the sexual revolution? | 8:01 |
| | Synopsis: The sexual revolution of the 1960's wasn't just about sex. It was about women's place in the world. A noted expert discusses how the battle is still under way in many of the nation's hot-button social issues, including sex education in schools. | |
| | Host: Nancy Benson. Guest: Dr. Kristin Luker, Prof. of Sociology and Law, Univ. of California, Berkeley and author, <u>When Sex Goes to School</u> (books.wwnorton.com/books/When-Sex-Goes-to-School) | |
| | COMPLIANCY ISSUES COVERED: education; gender issues; women's issues; family issues | |
| 23:59 | SPOT BREAK #3—American College of Physicians "Low Back Pain, High Value Care" | :62 |
| 25:01 | Medical Notes and News. Host: Shel Lustig | 1:28 |
| 26:29 | SPOT BREAK #4---Walgreens "Flu #2" | :61 |
| 27:30 | Conclusion of program | :30 |
| 27:59 | TOTAL TIME | |

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Guest information, segment podcasts and the latest health news are available at www.radiohealthjournal.net

Radio Health Journal®

Program # 11-42

Air week: 10-16-11

Producers: Reed Pence and Stefan Schumacher

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Arm & Hammer Spinbrush "My Way Halloween" OUT Q: ...and OrajelMyWay.com. | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: The harm of helicopter parents | 13:10 |
| | Synopsis: "Helicopter parents" who hover over and intervene in everything their children do, have become common. New research is showing that when overparented children go to college and have to survive on their own, they're often unable to do so. Experts discuss how overparenting is creating dependence in children and how parents might start backing off. | |
| | Host: Reed Pence. Guests: Lenore Skenazy, author of book and blog, Free Range Kids (FreeRangeKids.com); Dr. Neil Montgomery, Prof. of Psychology, Keene State College; Carl Honore, author, Under Pressure: Rescuing Our Children From the Culture of Hyper-Parenting and In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed (CarlHonore.com) | |
| | COMPLIANCY ISSUES COVERED: youth at risk; education; parenting issues; public safety | |
| 15:15 | SPOT BREAK #2—American Society of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :61 |
| 16:16 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 16:18 | SEGMENT 2: Health myths and truths | 7:52 |
| | Synopsis: Our health is an area full of myths and old wives' tales. Journalist Anahad O'Connor discusses his investigation of which ones are true, which ones are false, and the harm that may come to us if we follow some of them. | |
| | Host: Nancy Benson. Guest: Anahad O'Connor, author, Never Shower in a Thunderstorm: Surprising Facts and Misleading Myths About Our Health and the World We Live In. | |
| | COMPLIANCY ISSUES COVERED: consumerism; public health | |
| 24:10 | SPOT BREAK #3—National Breast Cancer Foundation "Cups of Hope" | :60 |
| 25:10 | Medical Notes and News. Host: Shel Lustig | 1:20 |
| 26:30 | SPOT BREAK #4---ADT Home Security Systems "Who's Watching" | :60 |
| 27:30 | Conclusion of program | :30 |
| 27:59 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-43

Air week: 10-23-11

Producer: Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Arm & Hammer Spinbrush "My Way Halloween" OUT Q: ...and OrajelMyWay.com. | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Finding out why college students drink | 11:50 |

Synopsis: An expert explains one of the first thorough studies into how and why college students binge drink. The results suggest that bingeing will be hard to curb, but that colleges can tap into student habits to reduce the harm that comes from binge drinking.

Host: Reed Pence. Guest: Dr. Thomas Vander Ven, Assoc. Prof. of Sociology and Criminology, Ohio Univ. and author, Getting Wasted: Why College Students Drink Too Much and Party So Hard.

COMPLIANCY ISSUES COVERED: youth at risk; education; drug and alcohol abuse; sexual abuse

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| 13:55 | SPOT BREAK #2—American Society of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 14:58 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:00 | SEGMENT 2: End of life orders and economics | 7:59 |

Synopsis: Many families face difficult decisions about life-sustaining treatment because a loved one did not fill out end of life orders, their orders are unavailable or not complete enough. Experts discuss new forms of orders and registries that are easily accessible and legally must be followed. These orders may also save money, a rationale for curtailing treatment which has surprising public support.

Host: Nancy Benson. Guests: Dr. Alvin Moss, Prof. of Medicine, West Virginia Univ. School of Medicine and Director, West Virginia Center for End of Life Care; David Paleologos, Director, Suffolk Univ. Political Research Center.

COMPLIANCY ISSUES COVERED: health care; senior citizens and elderly; end of life issues; economics

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|-------|---|------|
| 22:59 | SPOT BREAK #3—Milk PEP "Halloween Chocolate Milk" | :61 |
| 24:00 | Medical Notes and News. Host: Shel Lustig | 2:27 |
| 26:27 | SPOT BREAK #4---Walgreen's "Flu #3" | :62 |
| 27:29 | Conclusion of program | :30 |
| 27:58 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-44

Air week: 10-30-11

Producers: Polly Hansen and Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|--------------------|--|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Depression in men | 12:05 |
| yet | Synopsis: Psychologists are reporting an increase in depression among men. The job loss of the recession has hit men hard, men are culturally expected to refrain from expression the resulting emotions. Experts explain how changing employment and gender roles are a recipe for poor mental and physical health which may continue for decades. | |
| and N.S. The | Host: Reed Pence. Guests: Dr. Boadie Dunlop, Director, Mood and Anxiety Disorders Program and Asst. Prof. of Psychiatry Behavioral Sciences, Emory Univ.; Dr. Jim O'Neil, Prof. of Psychology and Family Studies, Univ. of Connecticut; Dr. Donald Unger, Lecturer, Program in Writing and Humanistic Studies, Massachusetts Institute of Technology and author, Men Can: Changing Image and Reality of Fatherhood in America; Jim Graham, stay-at-home dad. | |
| | COMPLIANCY ISSUES COVERED: men's issues; gender issues; employment and unemployment; economics; mental health; parenting issues; American culture | |
| 14:10 | SPOT BREAK #2—Walgreen's "Flu #3" OUT Q: ...I'm Jim Cohn. | :62 |
| 15:12 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:14 | SEGMENT 2: Refusing to treat the obese | 8:02 |
| greater claims | Synopsis: A survey by the South Florida Sun Sentinel shows that some obstetrician-gynecologists are refusing to accept overweight women as new patients, claiming their equipment can't fit them or there is too much risk. Experts discuss the need for health care among the obese, the ramifications of this refusal should it become widespread, and whether doctors' are legitimate. | |
| | Host: Nancy Benson. Guests: Dr. Anna Riesman, Assoc. Prof. of Medicine, Yale Univ.; Dr. Steven Ralston, Assoc. Prof. of Obstetrics and Gynecology, Tufts Univ. and Chair, Committee on Ethics, American College of Obstetrics and Gynecology | |
| | COMPLIANCY ISSUES COVERED: health care; public health; discrimination; ethics; women's issues | |
| 23:16 | Medical Notes and News. Host: Shel Lustig | 2:14 |
| 25:30 | SPOT BREAK #3---Acorda/Ampyra "Walking With MS" | 2:00 |
| 27:30 | Conclusion of program | :30 |
| 27:59 | TOTAL TIME | |

NOTICE: Your affidavit of performance for October is due to us after the airing of this program. It is very important to us. Please visit www.mediatracks.com/affidavits, download as a PDF, fill it out, save, and email to affidavits@mediatracks.com.

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Radio Health Journal®

Program # 11-45

Air week: 11-6-11

Producer: Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|--|--|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Medical expert witnesses | 13:25 |
| <p>Synopsis: Doctors say frivolous malpractice suits are a major issue in driving up medical cost. Many doctors believe they're too often victimized by unethical "expert witnesses" who testify incompletely or untruthfully. Experts discuss why the justice system is relatively blind to erroneous medical testimony and the efforts that states and doctors are taking to get rid of it.</p> <p>Host: Reed Pence. Guests: Dr. Louise B. Andrew, emergency physician and attorney, MDmentor.com; Dr. Bob Patton, nephrologist and attorney, MediateNow.biz; Dr. Jeffrey Segal, neurological surgeon and CEO, MedicalJustice.com.</p> <p>COMPLIANCY ISSUES COVERED: courts and legal system; ethics; malpractice; economics; states and regulation</p> | | |
| 15:30 | SPOT BREAK #2—Eli Lilly "Heart Tracker" OUT Q: ...Eli Lilly and Company. | :62 |
| 16:32 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 16:34 | SEGMENT 2: Avoiding doctor's mistakes | 7:19 |
| <p>Synopsis: Medical mistakes may be far more common than we think. An expert team of medical consumer advocates discusses what patients can do to protect themselves.</p> <p>Host: Nancy Benson. Guests: Joe Graedon and Dr. Teresa Graedon, authors, <u>Top Screwups Doctors Make and How to Avoid Them</u>. (PeoplesPharmacy.com)</p> <p>COMPLIANCY ISSUES COVERED: health care; public health; consumerism</p> | | |
| 23:53 | SPOT BREAK #3--Medela "National Prematurity Awareness Month" | :58 |
| 24:51 | Medical Notes and News. Host: Shel Lustig | 1:38 |
| 26:29 | SPOT BREAK #4—Novartis "Multiple Myeloma Awareness" | :61 |
| 27:30 | Conclusion of program | :30 |
| 27:59 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-46

Air week: 11-13-11

Producer: Reed Pence and Nancy Benson

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|--|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Safe and healthy school buildings | 8:18 |
| go | Synopsis: Many school buildings have environmental problems that detract from education and even safety. These problems beyond brick and mortar, and even security, and require innovative solutions discussed by one of the nation's top experts. | |
| health | Host: Reed Pence. Guest: Dr. Howard Frumkin, Dean, School of Public Health and Prof. of Environmental and Occupational Sciences, Univ. of Washington and co-editor, <u>Safe and Healthy School Environments</u> . | |
| | COMPLIANCY ISSUES COVERED: education; environment; public health; school safety and violence; youth at risk; economics. | |
| 10:23 | SPOT BREAK #2—Eli Lilly "Heart Tracker" OUT Q: ...Eli Lilly and Company. | :62 |
| 11:25 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:27 | SEGMENT 2: Playplaces for disabled children | 12:05 |
| mom | Synopsis: Parents can often find no safe place for children with disabilities to be included in play. Here is the story of how one became an advocate and led a community YMCA to build the nation's first disabled-accessible water slide. | |
| | Host: Lynn Holley. Guests: Amy Armstrong, disability advocate and mother; Ed Scopel and Ryan Hinz, Ratio Architects, Champaign, IL; Jean Driscoll, wheelchair athlete and disability advocate | |
| | COMPLIANCY ISSUES COVERED: disabilities; youth at risk; community activism; consumerism | |
| 23:32 | SPOT BREAK #3—Walgreens "Flu #4" | :62 |
| 24:34 | Medical Notes and News. Host: Shel Lustig | 1:54 |
| 26:28 | SPOT BREAK #4—Novartis "Multiple Myeloma Awareness" | :62 |
| 27:30 | Conclusion of program | :30 |
| 27:59 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-47

Air week: 11-20-11

Producer: Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|--|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: PSA testing—should it be done at all? Synopsis: Screening for prostate specific antigen, or PSA, has been used for 25 years to indicate elevated prostate cancer risk. Now an influential governmental panel recommends healthy men not be screened because the test results in risky, debilitating treatments for cancers that would never be a danger. Many urologists who treat prostate cancer disagree. Experts discuss. Host: Reed Pence. Guests: Dr, Phillippa Cheatham, urologist, Columbia Univ. Medical Center; Dr. Len Lichtenfeld, Deputy Medical Officer, American Cancer Society; Dr. Arnold Melman, Prof. and Chairman, Dept. of Urology, Albert Einstein College of Medicine and author, <u>After Prostate Cancer</u> . | 13:22 |
| | COMPLIANCY ISSUES COVERED: men's issues; health care; public health; economics | |
| 15:27 | SPOT BREAK #2—Walgreens "Flu #4" OUT Q: ...healthy holiday season. | :62 |
| 16:29 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 16:31 | SEGMENT 2: Cancer rehabilitation Synopsis: People who undergo cancer treatment are not generally offered the same kind of physical rehabilitation given to others who suffer injuries and illnesses. A leader in the new field of cancer rehabilitation explains how it could improve outcomes and quality of life after cancer. Host: Lynn Holley. Guest: Dr. Julie Silver, Asst. Prof. of Physical Medicine and Rehabilitation, Harvard medical School and founder, Oncology Rehab Partners. | 7:30 |
| | COMPLIANCY ISSUES COVERED: health care; disabilities | |
| 24:01 | Medical Notes and News. Host: Shel Lustig | 1:28 |
| 25:29 | SPOT BREAK #3—Acorda/Ampyra "Walking With MS" | 2:00 |
| 27:29 | Conclusion of program | :30 |
| 27:58 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-48

Air week: 11-27-11

Producers: Reed Pence and Polly Hansen

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Toward an HIV vaccine | 12:08 |
| be | Synopsis: Researchers are moving forward toward an effective HIV vaccine. With World AIDS Day this week on December 1, vaccine researchers give a progress report on where scientists stand, how soon a vaccine might be a reality, and how it might be used. | |
| | Host: Reed Pence. Guests: Chuck Panozzo, HIV-positive member Styx rock band; Dr. James Kublin, Executive Director, HIV Vaccine Trials Network; Dr. Harriet Robinson, Chief Scientific Officer, GeoVax Labs. | |
| | COMPLIANCY ISSUES COVERED: public health; health care; technology and research; HIV and AIDS; prevention | |
| 14:13 | SPOT BREAK #2—LifeScan "Life First With Sam Talbot" OUT Q: ...at Facebook.com/onetouch | :62 |
| 15:15 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:17 | SEGMENT 2: Do women make better doctors? | 8:45 |
| same | Synopsis: Forty years ago, few women practiced medicine. Today, women make up about 50 percent of new doctors. At the same time, the practice of medicine has changed to one that listens better to the patient. Experts discuss how they hope to train all doctors to work in this style, and whether women are generally better at this style of practice as a result of cultural upbringing. | |
| | Host: Lynn Holley. Guests: Robert Kreisman, Chicago malpractice attorney; Dr. Carol Aschenbrener, Executive Vice President, Assoc. of American Medical Colleges; Dr. Klea Bertakis, Prof. and Chair, Dept. of Family-Community Medicine, Univ. of California-Davis; Dr. Holly Humphrey, Dean for Medical Education, Univ. of Chicago. | |
| | COMPLIANCY ISSUES COVERED: health care; public health; women's issues; gender issues; American culture | |
| 24:02 | SPOT BREAK #3—Caris "Know Your Cancer" | :62 |
| 25:04 | Medical Notes and News. Host: Shel Lustig | 1:26 |
| 26:30 | SPOT BREAK #4—Arm & Hammer "Complete Care Enamel Strengthening Toothpaste" | :60 |
| 27:30 | Conclusion of program | :30 |
| 28:00 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-49

Air week: 12-4-11

Producer: Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|---------------|---|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Older teens and graduated driver's licenses | 12:15 |
| old | Synopsis: Graduated driver's license (GDL) programs now in force in every state are proven to reduce crashes among 16-year drivers. However, new research shows that when GDLs are instituted, crashes among 18-year old drivers increase. Experts discuss possible explanations and solutions. | |
| for Insurance | Host: Reed Pence. Guests: Dr. Scott Masten, researcher, California Dept. of Motor Vehicles; Dr. Robert Foss, Director, Center for the Study of Young Drivers, Univ. of North Carolina, Chapel Hill; Dr. Anne McCartt, Senior Vice President for Research, Institute for Highway Safety | |
| issues | COMPLIANCY ISSUES COVERED: public safety; highway safety; youth at risk; education; states and regulation; parenting | |
| 14:20 | SPOT BREAK #2—LifeScan "Life First With Sam Talbot" OUT Q: ...at Facebook.com/onetouch | :62 |
| 15:22 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:24 | SEGMENT 2: The Mind's Eye | 7:30 |
| awry. | Synopsis: What we see is not dependent solely on the eyes. We rely on the brain to make sense of the various components of visual information. A world-renowned expert discusses some of the unusual ways sight can go wrong when connections go awry. | |
| including | Host: Lynn Holley. Guest: Dr. Oliver Sacks, Prof. of Neurology and Psychiatry, Columbia Univ., and author of 10 books including <u>Awakenings</u> , <u>The Man Who Mistook His Wife for a Hat</u> , and <u>The Mind's Eye</u> | |
| | COMPLIANCY ISSUES COVERED: health care; education; disabilities | |
| 22:54 | SPOT BREAK #3—Caris "Know Your Cancer" | :62 |
| 23:56 | Medical Notes and News. Host: Shel Lustig | 2:33 |
| 26:29 | SPOT BREAK #4—Arm & Hammer "Complete Care Enamel Strengthening Toothpaste" | :60 |
| 27:29 | Conclusion of program | :30 |
| 27:59 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-50

Air week: 12-11-11

Producer: Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|--|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Does child obesity constitute child abuse? | 13:52 |
| | Synopsis: Recently, doctors have occasionally alerted child welfare officials about the extreme obesity of children to have them taken out of the family home under child abuse or neglect laws. Some doctors say the action is meant to save lives; others say it's a drastic, traumatic action with no proof of effectiveness. Experts discuss both sides. | |
| | Host: Reed Pence. Guests: Dr. Norman Foss, Prof. of Pediatrics and Director, Medical Ethics Program, Univ. of Wisconsin School of Medicine and Public Health; Jill Castle, registered dietitian and blogger, JustTheRightByte.com; Dr. David Orentlicher, Samuel Rosen Prof. of Law, Adjunct Prof. of Medicine and Co-Director, Center for Law and Health, Indiana Univ. | |
| | COMPLIANCY ISSUES COVERED: youth at risk; public health; parenting issues; child abuse & neglect; education; justice system | |
| 15:57 | SPOT BREAK #2—LifeScan "Life First With Sam Talbot" OUT Q: ...at Facebook.com/onetouch | :62 |
| 16:59 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 17:01 | SEGMENT 2: Avoiding the temptation of overshopping | 6:53 |
| | Synopsis: Compulsive overshoppers often are seeking to compensate for some unfilled internal need. An expert discusses these reasons and how people can learn to overcome compulsive shopping. | |
| | Host: Nancy Benson. Guest: Dr. April Lane Benson, psychologist, founder, StoppingOvershopping.com and author, <u>To Buy Or Not To Buy: Why We Overshop and How To Stop</u> . | |
| | COMPLIANCY ISSUES COVERED: addiction; economics; consumerism; mental health | |
| 23:54 | SPOT BREAK #3—Medtronic "Taking Action #3" | :61 |
| 24:55 | Medical Notes and News. Host: Shel Lustig | 1:35 |
| 26:30 | SPOT BREAK #4—Purdue Pharma "Partners Against Pain w/ Jennifer Grey" | :60 |
| 27:30 | Conclusion of program | :30 |
| 28:00 | TOTAL TIME | |

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Radio Health Journal®

Program # 11-51

Air week: 12-18-11

Producer: Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|--|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: "The Merry Christmas Coronary" | 12:18 |

Synopsis: Researchers have found that heart deaths rise starting at Thanksgiving to peaks on Christmas Day and New Year's Day. Experts discuss possible reasons and how people may be able to lessen their risk.

Host: Reed Pence. Guests: Dr. Robert Kloner, Univ. of Southern California and Director of Research, Heart Institute, Good Samaritan Hospital, Los Angeles; Dr. Keith Churchwell, Exec. Director & Chief Medical Officer, Vanderbilt Heart and Vascular Institute; Miltonette Craig, heart arrhythmia patient; Dr. Randy Lieberman, Asst. Prof. of Medicine, Michigan State Univ.; Dr. Mark Estes, Prof. of Medicine, Tufts Univ. and Past President, Heart Rhythm Society.

COMPLIANCY ISSUES COVERED: health care; emergency preparedness; consumerism

| | | |
|-------|--|------|
| 14:23 | SPOT BREAK #2—Medtronic "Taking Action #3" OUT Q: ...that's Medtronic.com/NCD | :61 |
| 15:24 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:26 | SEGMENT 2: Kids and the flu | 7:29 |

Synopsis: Children are especially susceptible to the flu and are major vectors in giving the virus to others. Experts discuss means of avoiding flu misery and new safety changes to acetaminaphen-based pain relievers for children.

Host: Nancy Benson. Guests: Dr. Jim Sears, pediatrician and co-host, "The Doctors" TV show; Linda Davis-Alldritt, President, National Association of School Nurses.

COMPLIANCY ISSUES COVERED: health care; public health; consumerism; product safety; parenting issues; youth at risk

| | | |
|-------|---|------------|
| 22:55 | SPOT BREAK #3—Skype "Connect With Family" | :59 |
| 23:54 | Medical Notes and News. Host: Shel Lustig | 2:34 |
| 26:28 | SPOT BREAK #4—Savient "Check Out Your Gout" ADT Home Security Systems "Who's Watching" | :30 :29 |
| 27:27 | Conclusion of program | :30 |

27:57 TOTAL TIME

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Radio Health Journal®

Program # 11-52

Air week: 12-25-11

Producer: Reed Pence

Production Director: Sean Waldron

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|--|---------------------|
| :00 | Intro | :60 |
| 1:00 | SPOT BREAK #1—Amer. Soc. of Plastic Surgeons "Do Your Homework III" OUT Q: ...PlasticSurgery.org/safe | :63 |
| 2:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 2:05 | SEGMENT 1: Commuting stress | 12:15 |

Synopsis: Researchers are finding that being tied up in a traffic jam has cumulative stress and health effects. Experts discuss methods people can use to ease their commuting stress, and what steps government might take to best ease traffic congestion.

Host: Reed Pence. Guests: Tim Lomax, research engineer, Texas Transportation Institute, Texas A&M Univ.; Alan Pisarski, travel behavior, public policy consultant and author, Commuting in America; Dr. David Wiesenthal, Prof. of Psychology, York Univ.; Dr. Dwight Hennessy, Assoc. Prof. of Psychology, Buffalo State College.

COMPLIANCY ISSUES COVERED: public health; traffic; roads; public works; consumerism

| | | |
|-------|--|------|
| 14:20 | SPOT BREAK #2—Purdue Pharma "Partners Against Pain w/ Jennifer Grey" OUT Q: ...PartnersAgainstPain.com. | :60 |
| 15:20 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:22 | SEGMENT 2: Schizophrenia recovery after decades in the dark | 7:57 |

Synopsis: An author describes her sister's recovery from schizophrenia after locking herself in her room for more than 30 years.

Host: Nancy Benson. Guest: Margaret Hawkins, author, After Schizophrenia: My Sister's Reawakening After 30 Years

COMPLIANCY ISSUES COVERED: health care; mental illness and treatment; patient safety legislation

| | | |
|-------|--|------|
| 22:17 | SPOT BREAK #3—Merit Financial "Tough Times" | :60 |
| 23:54 | Medical Notes and News. Host: Shel Lustig | 2:14 |
| 26:31 | SPOT BREAK #4—ADT Home Security Systems "Who's Watching" | :58 |
| 27:29 | Conclusion of program | :30 |
| 27:59 | TOTAL TIME | |

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Program # 11-40

Air week: 10/2/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Temptations Treats for Cats/Cat Survey OUTCUE: ".../Temptations." | :62 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:50 | SEGMENT #1 - Border Guards: Danger and determination | 10:20 |

SYNOPSIS: Guarding the US borders is the job of U.S. Customs and Border Protection and it's a dangerous and frustrating job. We talk to a television producer who has filmed the work of these brave men and women about the "revolving door" of drugs and illegal immigrants that make their way into this country, how cartels have taken over smuggling and human trafficking, and the complexities of dealing with the problems at the border that defy a quick, political fix.

Host: Christopher Michael. Guests: Nicholas Stein, series producer for National Geographic Channel's series, "Border Wars," (www.channel.nationalgeographic.com).

COMPLIANCY ISSUES COVERED: immigration, drugs, human rights, law enforcement, media

| | | |
|-------|---|------------|
| 12:10 | SPOT BREAK #2 – Mars & Feeding America Donate Cars/Much Luck OUTCUE: "...1-800-835-1478." | :30 :30 |
| 13:10 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:12 | SEGMENT #2- School Lunches: Strategies for making them nutritious | 12:18 |

SYNOPSIS: School cafeterias are now under more pressure than ever to provide wholesome and nutritious meals for kids, and dial back on the fats, sugars and salt in their foods. How can they get kids to eat more fruits and vegetables and stay away from the vending machines? We talk to two school lunch specialists about the strategies that some schools are using to make kids *want* to eat healthier.

Host: Marty Peterson. Guests: Registered Dietician, Dr. Kathy Kapica, Adjunct Prof. of Nutrition, Tufts University and part of the Leadership Team of the Ketchum Food and Nutrition Practice, (www.smarterlunchrooms.org); Amy Kalafa, award-winning filmmaker, author of "Lunch Wars," (www.angrymoms.org).

COMPLIANCY ISSUES COVERED: health, nutrition, schools & education, government regulations

| | | |
|-------|--|------------|
| 25:30 | SPOTBREAK #3 – Merit Financial/Tough Times ADT Home Security Systems/Who's Watching OUTCUE: "...1-866-614-9911." | :60 :59 |
| 27:29 | Program Conclusion | :30 |
| 27:59 | TOTAL TIME | |

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Program # 11-41

Air week: 10/9/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Dove Chocolate/Women’s Small Business Month OUTCUE: “…/Dove Discoveries.” | :61 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:49 | SEGMENT #1 - Solo and Encore Careers: The benefits and the pitfalls | 10:53 |

SYNOPSIS: With unemployment high, and the baby boomers retiring at a higher rate, many people are looking to strike out on their own or start new careers doing something completely different. We talk to two business consultants about marketing your services as a solo entrepreneur, and about making 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

| | | |
|-------|--|-------|
| 12:42 | SPOT BREAK #2 – Temptations Treats for Cats/Cat Survey OUTCUE: “…/Temptations.” | :62 |
| 13:44 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:46 | SEGMENT #2- Boomer Consumers: Marketing to the over-55’s | 11:22 |

SYNOPSIS: These days, it seems that all of the ads on TV and radio, and those in newspapers and magazines are focused on the 18-54-year old market, leaving out the over-55 crowd, except for pharmaceuticals and luxury cars. We talk to two marketing professionals about the buying power of the baby boomers, why many advertisers are missing out on this huge market by harboring outdated ideas about older consumers, and the ways that some savvy retailers and marketers are learning to tap into this lucrative market.

Host: Marty Peterson. Guests: Brent Green, Pres., Brent Green & Associates, Inc., author of “Generation Reinvention,” (www.bgassociates.com); Kate Forgach, baby boomer consumer specialist, affiliated with www.FreeShipping.org.

COMPLIANCY ISSUES COVERED: education, marketing, seniors, media, business, technology, consumer issues

| | | |
|-------|--|-------------------|
| 25:28 | SPOTBREAK #3 – Cancer Treatment Centers Mars & Feeding America Donate Cars/Much Luck OUTCUE: “…1-800-835-1478.” | :60 :30 :30 |
| 27:28 | Program Conclusion | :30 |
| 27:58 | TOTAL TIME | |

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Program # 11- 42

Air week: 10/16/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 –Kessler Foundation/Gap Survey OUTCUE: "...Kessler Foundation.org." | :63 |
| 1:49 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:51 | SEGMENT #1 - Afghanistan: What's it really like? | 12:18 |

SYNOPSIS: The war in Afghanistan is 10 years old this month. Reports coming out of that country hint that the people there could be on the brink of civil war. More and more American and international troops are dying, and now Pakistan's involvement is complicating matters even more in that war-torn part of the world. We talk to a reporter who has spent 30 years covering Afghanistan, its people and the wars they've waged to find out why it's so difficult for outsiders to gain a foothold there, and what we should do to end the fighting and help rebuild the country.

Host: Christopher Michael. **Guests:** Edward Girardet, independent journalist, author of "Killing the Cranes: A reporter's journey through three decades of war in Afghanistan." (www.facebook.com/edgirardet).

COMPLIANCY ISSUES COVERED: war, international terrorism, politics, humanitarian relief

| | | |
|-------|--|-------|
| 14:09 | SPOT BREAK #2 – Dove/Women's Small Business Month OUTCUE: ".../Dove Discoveries." | :61 |
| 15:10 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:12 | SEGMENT #2- Adult Literacy: Struggle and courage pay big dividends | 10:15 |

SYNOPSIS: It's hard to believe but today in the U.S. there are millions of adults who can't read or who read well below a 6th grade level. How does this lack of literacy affect their lives? Affect the community and the economy? And what's being done to raise the literacy levels of low- and non-reading adults? We talk to two literacy experts and a man who learned to read late in life about the issue and how it needs to be addressed by government and the community.

Host: Marty Peterson. **Guests:** David Harvey, Pres. & CEO, ProLiteracy (www.proliteracy.org); Keith Norling, adult learner and reading tutor in Minnesota; Dale Lipschultz, Literacy Officer, American Library Assoc. Office for Literacy and Outreach Programs (www.ala.org).

COMPLIANCY ISSUES COVERED: literacy, education, employment, economy, government

| | | |
|-------|--|-------------------|
| 25:27 | SPOTBREAK #3 – Temptations Treats for Cats/Cat Survey Mars &Feeding America/Bar Hunger Donate Cars/Much Luck OUTCUE: "...1-800-835-1478." | :60 :30 :30 |
| 27:27 | Program Conclusion | :30 |
| 27:57 | TOTAL TIME | |

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Program # 11-43

Air week: 10-23-11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 –Kessler Foundation "Gap Survey" OUTCUE: "...that's KesslerFoundation.org." | :62 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:50 | SEGMENT #1 - What Really Scares Us...And Why? | 11:27 |

SYNOPSIS: This Halloween many of us will be heading for the Cineplex to watch the latest Hollywood horror movie or visiting a "haunted house" with the kids. This is the time of year when we actually seek out those things that scare us the most. Why? We'll discuss that with our guests and get some suggestions on films and stories that have thrilled and chilled millions on Halloweens past.

Host: Christopher Michael. **Guests:** Dr. Frank Farley, psychologist, professor at Temple University in Philadelphia, former president of the American Psychological Association; Catherine Zimmer, Asst. Prof in the Program in Film and Screen Studies, Dept. of English, Pace University, NY; Allen W. Grove, Prof. of English, Alfred University, NY.

COMPLIANCY ISSUES COVERED: recreation, the arts and literature, children's issues, pop culture, media

| | | |
|-------|---|-------|
| 13:17 | SPOT BREAK #2 –Lung Cancer Research Foundation "NYC Event" OUTCUE: "...that's LungFund.org." | :63 |
| 14:20 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 14:22 | SEGMENT #2- The Importance of Learning Geography | 11:02 |

SYNOPSIS: A great many schools don't teach geography as a separate subject anymore, so it doesn't always get a lot of time devoted to it in class. Our two authors think that's a shame, and offer up their reasons for being so interested in the subject, why it's important to know more about our shrinking world, and why one of them considers himself a "maphead."

Host: Marty Peterson. **Guests:** Kenneth C. Davis, author of "Don't Know Much About Geography," and other books in the "Don't Know Much About..." series, (www.dontknowmuch.com); Ken Jennings, 2004 Jeopardy! Champion, map geek and author of "Maphead," (www.ken-jennings.com).

COMPLIANCY ISSUES COVERED: science, technology, education, recreation

| | | |
|-------|---|-------------------|
| 25:24 | SPOTBREAK #3 –Caris "Know Your Cancer" Kleenex "Cool Touch Tissues" Donate Cars "Much Luck" OUTCUE: "... | :63 :30 :31 |
| 27:28 | Program Conclusion | :30 |
| 27:58 | TOTAL TIME | |

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Program # 11- 44

Air week: 10/30/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|---|--|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Milk PEP/Halloween Chocolate Milk OUTCUE: "...milk moustache." | :60 |
| 1:46 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:48 | SEGMENT #1 - Deadline Artists: How columnists define our culture | 11:19 |
| <p>SYNOPSIS: Many of the most memorable newspaper items weren't in the news section at all. They were the contributions of columnists who wrote not only about events, but about how they affected people, policies and our culture. We talk to two journalists and columnists about these "deadline artists," how they did their jobs under pressure, defined our country, and how we learned more about ourselves through their writings.</p> <p>Host: Christopher Michael. Guests: Errol Louis and John Avlon, editors of "Deadline Artists: America's greatest newspaper columns," (www.deadlineartists.com).</p> <p>COMPLIANCY ISSUES COVERED: politics, war, culture, media, gay rights</p> | | |
| 13:07 | SPOT BREAK #2 – Caris/Know Your Cancer OUTCUE: "...my cancer.com." | :62 |
| 14:09 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 14:11 | SEGMENT #2- The Art and Science of Choosing | 11:17 |
| <p>SYNOPSIS: What is it that affects the choices we make? Do we actually make independent choices? Or are we silently affected by outside influences? We talk to a university professor, author and expert on choices about what goes into making a choice, and why it's not easy to do it well.</p> <p>Host: Marty Peterson. Guests: Sheena S. Iyengar, S.T. Lee Professor of Business, Columbia University, NYC. (www.columbia.edu).</p> <p>COMPLIANCY ISSUES COVERED: family and children, consumerism, education, science</p> | | |
| 25:28 | SPOTBREAK #3 – Purdue Pharma/Partners Against Pain with Jennifer Grey ADT Home Security Systems/Who's Watching OUTCUE: "... 1-866-614-9911." | :60 :58 |
| 27:26 | Program Conclusion | :30 |
| 27:56 | TOTAL TIME | |

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Program # 11-45

Air week: 11/6/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Purdue Pharma/Partners Against Pain w/Jennifer Grey OUTCUE: "...partners against pain.com." | :60 |
| 1:46 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:48 | SEGMENT #1 - Mass Incarceration: The effects on family and community | 11:07 |

SYNOPSIS: Millions of Americans are incarcerated in jail or prison on any given day – many of them for non-violent crimes. Because of our tough "law and order" stance against crime in the U.S., a great number of these inmates will be behind bars for five years, 10 years, maybe even life. Is this a good strategy? We talk to two prison educators about how long incarcerations of non-violent criminals such as drug users, hurts families and communities, and find out how prisons, non-profits and communities can help rehabilitate and return inmates to their families to live productive lives.

Host: Christopher Michael. **Guests:** Ernest Drucker, Scholar in Residence,, John Jay college of Criminal Justice, Prof. of Epidemiology, Columbia University, NYC, author of "A Plague of Prisons," (www.plagueofprisons.com); Joan Blount, former parenting educator in the Healthier Urban Families Outreach program, Wayne State Univ., Detroit (www.mpsi.wayne.edu).

COMPLIANCY ISSUES COVERED: prisons, drug abuse, families, urban issues, crime, education

| | | |
|-------|--|-------|
| 12:55 | SPOT BREAK #2 – Diabetes Research Institute/Reason to Believe OUTCUE: "...believe.org." | :59 |
| 13:54 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:56 | SEGMENT #2- Jane Fonda: A Complicated Journey | 11:30 |

SYNOPSIS: Jane Fonda is one of the most talented and controversial women of our time. She's been married to three high-profile men; created a fitness empire; became an award-winning actress and has been vilified for her anti-Vietnam War stance and social activism. But who is this woman, really? And what led her to re-make herself over and over again? We talk to one of her longtime friends and biographer about this many-faceted star.

Host: Marty Peterson. **Guests:** Patricia Bosworth, journalist, author of "Jane Fonda: The private life of a public woman," (www.patricia-bosworth.com).

COMPLIANCY ISSUES COVERED: divorce, suicide, media, fitness, business, religion, war

| | | |
|-------|---|------------|
| 25:26 | SPOTBREAK #3 – Stouffers/Meal a Minute ADT Home Security Systems/Who's Watching OUTCUE: "... 1-866-614-9911." | :63 :60 |
| 27:29 | Program Conclusion | :30 |
| 27:59 | TOTAL TIME | |

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Program # 11- 46

Air week: 11/13/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|--|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Medela/National Prematurity Awareness Month OUTCUE: "... that's m-e-d-e-l-a-n-i-c-u.com" | :58 |
| 1:44 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:46 | SEGMENT #1 - The Real Story of the Jonestown Massacre | 11:28 |

SYNOPSIS: It's been 33 years since more than 900 People's Temple followers died in the steaming jungles of Guyana. Today, people still wonder why this group of average people could have committed suicide drinking cyanide-laced kool-aid at the behest of their leader, the Rev. Jim Jones. We talk to an author who combed through new information released by the FBI on the People's Temple, its charismatic leader, his sadistic methods of governing his flock, and hear the reasons why people put their faith in a mad man.

Host: Christopher Michael. Guests: Julia Scheeres, author of "A Thousand Lives: The untold story of hope, deception and survival at Jonestown," (www.juliascheeres.com).

COMPLIANCY ISSUES COVERED: religion, torture, cults, civil rights, crime

| | | |
|-------|---|-------|
| 13:14 | SPOT BREAK #2 – LifeScan/Life First with Sam Talbott OUTCUE: "... /One Touch." | :63 |
| 14:17 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 14:19 | SEGMENT #2- Low-wage Jobs: What keeps people in them? | 11:08 |

SYNOPSIS: Because of the economy, many people are forced to work in risky, low-wage jobs. Some of this work is not monitored or unionized and the employees can suffer all kinds of health problems as well as long hours for meager wages. Although most stay out of necessity, there are other reasons for these workers to remain on the job. We talk to two researchers about what a low-wage worker's life is like, how they fight to make their jobs safer and better, and why some employees relish the risks involved in their work.

Host: Marty Peterson. Guests: Jill B. Jones, Assoc. Prof. Emeritus of Social Work, Univ. of Nevada-Reno, co-author of "Casino Women: Courage in Unexpected Places" (www.casinowomenthebook.com); Jeffrey L. Kidder, Asst. Prof. of Sociology, Northern Illinois University, DeKalb, IL, author of "Urban Flow: Bike Messengers and the City," facebook.

COMPLIANCY ISSUES COVERED: employment, immigrant workers, organized labor, transportation, health

| | | |
|-------|--|------------|
| 25:27 | SPOTBREAK #3 – Mailboxes, Etc./Holiday Shipping Purdue Pharma/Partners Against Pain with Jennifer Grey OUTCUE: "...partners against pain.com." | :62 :60 |
| 27:29 | Program Conclusion | :30 |
| 27:59 | TOTAL TIME | |

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Program # 11- 47

Air week: 11/20/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|--|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Mailboxes, Etc./Holiday Shipping OUTCUE: "... November 23 rd ." | :61 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:49 | SEGMENT #1 - The Digital Divide: Balancing technology with life | 12:52 |

SYNOPSIS: Students use so much technology and social media today, that some educators and parents fear that in-depth research projects, face-to-face conversations and the leisurely reading of books and other paper media could disappear completely. We look at how technology changes the way we learn and how it affects the brain; and hear the pros and cons about the role of computers, cell phones, texting and social media in our lives today and in the future.

Host: Christopher Michael. **Guests:** Cathy Davidson, Prof. at Duke University, author of "Now You See It: How the brain science of attention will transform the way we live, work and learn," (www.cathydavidson.com); Mark Bauerlein, Prof. of English, Emory Univ., editor of the new book, "The Digital Divide: Arguments for and against facebook, Google, texting and the age of social networking," (www.dumbestgeneration.com).

COMPLIANCY ISSUES COVERED: education, technology, culture, media, science

| | | |
|-------|--|------|
| 14:41 | SPOT BREAK #2 – LifeScan/Life First with Sam Talbott OUTCUE: ".../One Touch." | :62 |
| 15:43 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:45 | SEGMENT #2- Creative Obsessions | 9:45 |

SYNOPSIS: We usually think of obsessions as being something negative, something that wastes our time and can affect our job and family. Our guest says that obsessions have gotten a bad reputation over the years. He discusses how we can turn our passions and effort into productive or "creative obsessions" that can enrich our lives and lead us to doing those pleasurable things we thought we'd never have the time – or the ability – to tackle.

Host: Marty Peterson. **Guests:** Eric Maisel, PhD, psychotherapist, creativity coach, and co-author with Ann Maisel of "Brainstorm: Harnessing the power of productive obsessions," (www.brainstormthebook.com).

COMPLIANCY ISSUES COVERED: creativity, education, work, mental health

| | | |
|-------|--|-----|
| 25:30 | SPOTBREAK #3 – Purdue Pharma/Partners Against Pain w/Jennifer Grey | :60 |
| | Savient/Check Out Your Gout | :30 |
| | ADT Home Security Systems/Who's Watching | :30 |
| | OUTCUE: "...license numbers." | |
| 27:30 | Program Conclusion | :30 |
| 28:00 | TOTAL TIME | |

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Program # 11-48

Air week: 11/27/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 –Life Scan/Life First with Sam Talbott OUTCUE: ".../One Touch." | :62 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:50 | SEGMENT #1 – How Innovation Works | 11:10 |

SYNOPSIS: Innovation is the bedrock of our economy, and we need to foster it in businesses and schools. But how does innovation work? And how can we make our businesses, factories and schools more conducive to creating innovative products and services? We talk to two experts in creative thinking about the issue.

Host: Christopher Michael. Guests: Dr. Min Basadur, founder of Basadur Applied Creativity, Burlington, ON, Canada, member, Association for Psychological Science (www.basadur.com); Steven Johnson, author of "The Innovator's Cookbook: Essentials for inventing what's next," (www.stevenberlinjohnson.com).

COMPLIANCY ISSUES COVERED: technology, education, manufacturing, business, psychology

| | | |
|-------|--|-------|
| 13:00 | SPOT BREAK #2 – Geovax/World AIDS Day OUTCUE: "...that's Geovax.com." | :62 |
| 14:02 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| | SEGMENT #2- Self-publishing: Who does it and why it's now so popular | 11:28 |

SYNOPSIS: Self-publishing a book or memoir is so easy, and inexpensive, that it's becoming the go-to method of getting your book in front of an audience. But is it worth it? We talk to two authors about their self-publishing experiences, how to do it yourself, why it's so popular and if it's the best way to go for everyone.

Host: Marty Peterson. Guests: M.J. Rose, author of "In Session," (www.mjrose.com); Stefan Schumacher, author of "Death By Strip Mall," available on Amazon.com, twitter and facebook.

COMPLIANCY ISSUES COVERED: the arts, publishing, business

| | | |
|-------|---|------------|
| 25:30 | SPOTBREAK #3 – Medtronic/Taking Action ADT Home Security Systems/Who's Watching? OUTCUE: "...1-866-614-9911." | :58 :60 |
| 27:29 | Program Conclusion | :30 |
| 27:59 | TOTAL TIME | |

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Program # 11-49

Air week: 12/4/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Medtronic/Taking Action #3 OUTCUE: ".../NCD." | :61 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:49 | SEGMENT #1 - Jobs for Vets: Navigating the system | 12:52 |

SYNOPSIS: Almost 40,000 military men and women are expected to return to the U.S. from Iraq shortly, but what do they come home to? The employment picture is poor for everyone, and veterans are no exception. We talk to two vets who help other servicemen and women navigate the job market, about the services available to all vets and employers, the transition process, PTSD issues, and how vet-to-vet mentoring can help former soldiers, sailors and airmen return to productive lives outside the military.

Host: Christopher Michael. Guests: Jimm Dodd, Dir. of Veteran and Employer Relations, National Able Network (www.nationalable.org) 855-994-8300, veterans@nationalable.org; Jorge Hernandez, Community Support Specialist for the Veterans Project at Thresholds (www.thresholds.org).

COMPLIANCY ISSUES COVERED: employment & labor; mental health; veteran's issues; community outreach

| | | |
|-------|---|------|
| 14:41 | SPOT BREAK #2 – Purdue/Safeguard Your Meds OUTCUE: "...www.safeguard my meds.org." | :61 |
| 15:42 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:44 | SEGMENT #2- The Medal of Honor: Bravery Beyond the Call of Duty | 9:46 |

SYNOPSIS: This month marks the 150th anniversary of America's highest military award: The Medal of Honor. Throughout its history the men and one woman who received the medal stood in for all of those heroes who were just as courageous but whose bravery was never acknowledged. We talk to a medal recipient about his own and other's experiences on the battlefield, what the honor means to the recipients, and why he thinks Americans should embrace service to their country as the price of freedom.

Host: Marty Peterson. Guests: Jack Jacobs, Vietnam War veteran, Medal of Honor recipient, and spokesperson for the new book and DVD, "Medal of Honor: Portraits of valor beyond the call of duty," (www.cmohs.org).

COMPLIANCY ISSUES COVERED: military, war, culture

| | | |
|-------|--|------------|
| 25:30 | SPOTBREAK #3 – Donate Cars/No Longer Want ADT Home Security Systems/Who's Watching? OUTCUE: "...1-866-614-9911." | :60 :60 |
| 27:30 | Program Conclusion | :30 |
| 28:00 | TOTAL TIME | |

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Program # 11- 50

Air week: 12/11/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|--|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – American Society of Home Inspectors/Home Inspections OUTCUE: "...that's ASHI.org." | :61 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:49 | SEGMENT #1 - Happy Holidays? How to deal with argumentative guests | 10:22 |

SYNOPSIS: The holidays are upon us and so are the arguments that seem to crop up whenever families get together. How do you avoid these conflicts? Is there a way to navigate an argument so it doesn't turn into an all-out war? And how can you handle a difficult guest who wants nothing more than to pick a fight? We talk to a mediator and argument specialist about the issue.

Host: Christopher Michael. Guests: Robert Mayer, negotiator and attorney, author of "How to Win Any Argument Without Raising Your Voice, Losing Your Cool, Or Coming to Blows," (www.thewaytowin.net).

COMPLIANCY ISSUES COVERED: mental health issues, children and family issues

| | | |
|-------|---|-------|
| 12:11 | SPOT BREAK #2 – Purdue/Safeguard Your Meds OUTCUE: "...www.safeguard my meds.org." | :61 |
| 13:12 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:14 | SEGMENT #2- Buying on Impulse: Mindful purchasing saves money | 11:55 |

SYNOPSIS: Have you ever gone shopping, brought your purchase back home and wondered, "why did I buy that?" Everyone does now and then. It's called "impulse buying," and in this economy it can really ruin a family's budget. We talk to two financial specialists about why we impulse buy, the subtle ways stores encourage it, and get some tips on how to help prevent buying on a whim.

Host: Marty Peterson. Guests: Paul Golden, spokesperson for the National Endowment for Financial Education, NEFE (www.smartaboutmoney.org); Farnoosh Torabi, personal finance expert, author of "Psych Yourself Rich," (www.psychyourselfrich.com).

COMPLIANCY ISSUES COVERED: consumerism, personal finance, retail business, mental health

| | | |
|-------|---|------------|
| 25:09 | SPOTBREAK #3 – Donate Cars/No Longer Want ADT Home Security Systems/Who's Watching OUTCUE: "...1-866-614-9911." | :59 :60 |
| 27:28 | Program Conclusion | :30 |
| 27:58 | TOTAL TIME | |

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Program # 11- 51

Air week: 12/18/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Purdue/Safeguard Your Meds OUTCUE: "... safeguard my meds.org." | :61 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:49 | SEGMENT #1 - Color: How it affects us and our culture | 11:07 |

SYNOPSIS: Color is all around us, but have you ever wondered why we see the colors we do in consumer products, fashion, and the media? We talk to two color specialists about what color means, if it has a psychological affect on us. We also hear how certain color palettes came to be popular in the 20th century.

Host: Christopher Michael. Guests: Andrew J. Elliot, Prof. of Psychology, University of Rochester, NY (www.psych.rochester.edu/faculty) ; Leatrice Eisman, Dir. of the Pantone Color Institute, Dir. of the Eisman Center for Color Information and Training, (www.colorexpert.com).

COMPLIANCY ISSUES COVERED: arts & culture, media, business, consumerism

| | | |
|-------|--|-------|
| 12:56 | SPOT BREAK #2 – Merit Financial/Tough Times OUTCUE: "... 1-877-646-8484." | :60 |
| 13:56 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:58 | SEGMENT #2- Western Expansion: How the West was <i>really</i> won | 11:31 |

SYNOPSIS: Tales of the Old West in history and folklore are popular around the world, but many of them are more folklore than fact. We talk to an author who has studied and written extensively on the U.S. expansion westward about the politicians who wheeled and dealt to acquire large swaths of the heartland, how settlers risked their lives on the frontier, and about trailblazers and other characters who created a country that extended "from sea to shining sea."

Host: Marty Peterson. Guests: Robert Morgan, award-winning author of "Lions of the West: Heroes and villains of the western expansion," (www.robertmorgan.com).

COMPLIANCY ISSUES COVERED: war, Native Americans, environment, government

| | | |
|-------|---|------------|
| 25:29 | SPOTBREAK #3 – Donate Cars/No Longer Want ADT Home Security Systems/Who's Watching OUTCUE: "...1-866-614-9911." | :59 :60 |
| 27:29 | Program Conclusion | :30 |
| 27:58 | TOTAL TIME | |

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Program # 11-52

Air week: 12/25/11

Producers: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

| <u>Time</u> | <u>Segment</u> | <u>Segment time</u> |
|-------------|---|---------------------|
| :00 | Intro | :46 |
| :46 | SPOTBREAK #1 – Purdue/Safeguard Your Meds OUTCUE: "... safeguard my meds.org." | :61 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:49 | SEGMENT #1 - Pearl Harbor Christmas | 11:36 |
| | SYNOPSIS: Seventy years ago this month, the U.S. was attacked by Japan at Pearl Harbor, drawing the country into World War II. We talk to an author about how FDR, Churchill, MacArthur and others planned for the war during those few weeks before the Christmas and New Year's holidays. | |
| | Host: Christopher Michael. Guests: Stanley Weintraub, Prof. Emeritus of Arts and Humanities, Penn State University, author of "Pearl Harbor Christmas: A world at war 1941." | |
| | COMPLIANCY ISSUES COVERED: international politics, military, consumerism, government | |
| 13:25 | SPOT BREAK #2 – Merit Financial/Tough Times OUTCUE: "... 1-877-646-8484." | :60 |
| 14:27 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| | SEGMENT #2- Who Was Shakespeare? | 11:03 |
| | SYNOPSIS: The film "Anonymous" recently opened around the world, re-opening the old controversy of who actually wrote the works we attribute to William Shakespeare. We talk to a scholar who believes that the cannon was the work of the Earl of Oxford about the evidence for her theory. We also consult a professor of English who specializes in entertainment at the time of Shakespeare about why "the Bard of Avon" could have and most certainly did write the works. | |
| | Host: Marty Peterson. Guests: Katherine Chiljan, independent scholar, author of "Shakespeare Suppressed: The uncensored truth about Shakespeare and his works," (www.shakespearesuppressed.com); Dr. Lauren Shohet, Prof. of English and holder of the Luckow Family Endowed Chair in English Literature at Villanova University, and author of "Reading Masques: The English masque and public culture in the seventeenth century." | |
| | COMPLIANCY ISSUES COVERED: education, arts & theater, media | |
| 25:30 | SPOTBREAK #3 – Donate Cars/Going to Do ADT Home Security Systems/Who's Watching? OUTCUE: "...1-866-614-9911." | :60 :59 |
| 27:29 | Program Conclusion | :30 |
| 27:59 | TOTAL TIME | |

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