



## Quarterly Issues Programs List for Station KSTP- FM/KS95

October 1 – December 31, 2018 – 4th Quarter  
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### **Section 1. Issues**

The station has identified the following issues as significant issues facing our community in this quarter:

- A.** Parenting
- B.** Health Issues
- C.** Education
- D.** Social Issues
- E.** Local Events and Sports
- F.** Politics
- G.** Economics and Finances
- H.** Charity Work
- I.** Nature and the Environment

## **Section II. Responsive Programs**

The station had broadcast programming dealing with each of the above-referenced issues. Programming dealing with each issue is set out below:

### **A. Parenting**

1. InfoTrak, October 7, 5:09-5:17 am. Guest: Kevin Lemman, PhD, psychologist, author of "When Your Kid Is Hurting: Helping Your Child through the Tough Days" The impulse for parents to protect their children is strong, but Dr. Lemman said that very protection can end up handicapping them for life. He said that rather than seeking to save them from unhappiness or struggle, parents must teach their kids how to cope with and rise above their problems. He discussed the importance of listening and offered techniques to get kids to talk about their problems.
2. Minnesota Matters, October 7, 5:52-5:59 am. Talked about youth hunting in Minnesota and the benefits and what can be learned when parents spend time hunting with their children.
3. InfoTrak, December 9, 5:25-5:30 am. Guest: Craig Smith, PhD, Research Investigator at the University of Michigan Center for Human Growth and Development. Prof. Smith led a study that examined whether parents should force kids to apologize for something they did wrong to another child. He found that the wronged child saw a big difference between a sincere apology and a coerced one. He suggested ways that parents can help their child learn to have empathy for the victim, thus ensuring a willing apology.
4. October 1 – December 31, KS95 aired :30 PSAs promoting adoption.

### **B. Health Issues**

1. InfoTrak, October 7, 5:00-5:09 am. Guest: Ryan Hampton, recovering addict, author of "American Fix: Inside the Opioid Addiction Crisis - and

How to End It” Nearly every American knows someone who has been affected by the opioid crisis. Mr. Hampton shared his story of addiction and recovery. He said 9 out of 10 Americans who need addiction treatment are not able to access it. He believes the nation’s approach to treatment needs to be reformed from the bottom to the top. He said billions of dollars of federal spending aimed at this problem are not making it to local communities.

2. InfoTrak, October 14, 5:00-5:09 am. Guest: Lisa Lockerd Maragakis, MD, MPH, Senior Director of Infection Prevention at the Johns Hopkins Health System in Baltimore. Last year’s flu season was one of the deadliest in the last 40 years, with an estimated 80,000 deaths in the U.S. Dr. Maragakis explained why it is important to get a flu shot in October. She discussed the different types of flu vaccine available and dispelled some of the most common myths about it.
3. InfoTrack, October 14, 5:25-5:30 am. Guest: Keita Franklin, PhD, Executive Director of Suicide Prevention for the U.S. Department of Veterans Affairs. Suicide is a national public health issue that affects all Americans, but it is a particularly serious problem among both active duty service members and military veterans. Dr. Franklin discussed the possible reasons behind this trend. She also talked about a new VA campaign intended to increase the availability of mental health and suicide prevention resources for at-risk veterans.
4. Minnesota Matters, 5:10-5:16 am. The University of Minnesota conducted an opioid-related births study. Gave their conclusions and results and talked about the opioid crisis.
5. KS95 ran :30 PSAs for The Alzheimer’s Association between October 1<sup>st</sup> and December 31<sup>st</sup>.
6. InfoTrak, December 23, 5:09-5:17 am. Guest: Gina LaRoche, organizational consultant, executive coach, co-founder of Seven Stones Leadership Group, co-author of “The 7 Laws of Enough: Cultivating a Life of Sustainable Abundance.” Ms. LaRoche said counting your blessings year-round can be good for your mental health and well-being, ultimately boosting a person’s chances of success. She talked about ways to avoid a “scarcity mentality,” where more is always better and having more will lead to happiness. She talked about the influence of social media on this mentality.

### C. Education

1. KS95 Morning Show, 10/5, 10/12, 10/19, 10/26, 11/3, 11/9, 11/16, 11/30, 12/7, 12/21. 6:10-6:15 am. Talked to our “KS95 Teacher of the Week.” Congratulated them on the award and talked about ways they

are innovating in the world of education. Discussed needs of local students.

2. October 1 – December 31 – KS95 aired :30 second announcements promoting our Teacher of the Week program that featured teachers talking about how they make a difference in the world of education.
3. InfoTrak, December 23, 5:00-5:09 am. Guest: Danny Iny, entrepreneur, author of “Leveraged Learning: How the Disruption of Education Helps Lifelong Learners and Experts with Something to Teach.” Mr. Iny believes that pursuing a four-year degree leaves too many students drowning in debt and unprepared for the work world. He outlined the decisions that students and parents should consider before committing to the time and cost commitments of a college degree. He discussed what careers require a college education, along possible alternative paths for other careers.
4. InfoTrak, December 30, 5:18-5:30 am. Guest: Maria Corkern, reading specialist, teacher, author of “Doris Thesaurus.” Recent studies have found that since 1950, the average teenager’s vocabulary has dropped from 25,000 words to only 10,000. Ms. Corkern said that a limited vocabulary translates into a reduced ability to think critically and communicate effectively, which results poor educational performance. She offered suggestions for parents on how to help a child improve his vocabulary.
5. October 1 – December 31, KS95 aired :30 PSAs promoting education and our Teacher of the Week segment.

#### D. Social Issues

1. InfoTrak, October 14, 5:09-5:17 am. Guest: Jean M. Twenge, PhD, Professor of Psychology at San Diego State University, author of the book “iGen” Fewer than 20 percent of U.S. teens report reading a book, magazine or newspaper daily for pleasure, while more than 80 percent say they use social media every day, according to Dr. Twenge's latest research. She noted that the decline in reading print media was especially steep. She explained why this is such cause for concern and what parents can do to counteract it.
2. Minnesota Matters, November 18, 5:39-5:45 am. Talked about the issue of hunger in Minnesota and how the need of food shelves across the state remains high.
3. InfoTrak, November 25, 5:08-5:18 am. Guest: Jennifer Bradley, co-author of “Make it Zero: The Movement to Safeguard Every Child.” Ms. Bradley discussed the issue of human trafficking in the U.S. She said five main factors contribute to the problem, including poverty,

abuse and isolation. She explained the shocking role that the foster child system plays in the issue, and she offered suggestions for individuals to make a difference in preventing and stopping human trafficking.

4. InfoTrak, November 25, 5:00-5:09 am. Guest: Brandi Britton, District President of Office Team, a staffing service providing temporary administrative and office support staff. Ms. Britton discussed the most common social media mistakes that take job seekers out of the running for a position. She noted that negative or inappropriate comments and questionable photos are the most common social media issues. She said a job hunter should always assume that a company has combed through their social media profile before even scheduling an interview.
5. InfoTrak, December 9, 5:00-5:09 am. Guest: Keith Whyte, Executive Director of the National Council on Problem Gambling. Millions of Americans are hooked on gambling, and at least 40 states are addicted to gambling revenue. Mr. Whyte said states have not taken the measures needed to address gambling addiction, as they have greatly expanded gambling in the past ten years. He talked about the most common characteristics of those addicted to gambling and how to recognize if someone has a problem.
6. InfoTrak, December 30, 5:00-5:08 am. Guest: Rashmi Shetgiri, MD, Assistant Professor of Pediatrics, Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center. Dr. Shetgiri led a study of what factors influence teens to get involved with weapons. She said emotional distress and substance abuse both increase the odds for white, black and Hispanic youth to carry or use a gun or knife. She also discussed the importance of parents and positive role models in the prevention of youth violence.

#### E. Local Events and Sports

1. Minnesota Matters, November 4, 5:55 – 6:00 am. Talked about the hiring of the Twin manager, Rocco Baldelli.
2. Minnesota Matters, November 11, 5:41-5:45 am. Ex-Viking player Ben Leber gave a progress report of how the Minnesota Vikings season is going so far this season.
3. Minnesota Matters, November 18, 5:55-6:00 am. Talked about the retirement of Twins player Joe Mauer and the impact he has had on the community.
4. Minnesota Matters, November 25, 5:39-5:46 am. Pulitzer-Prize winning journalist Bob Woodward visited Minnesota.
5. Minnesota Matters, November 25, 5:46-5:52 am. Current Minnesota Gopher basketball coach and former Minnesota Lynx player, Lindsay

Whalen was honored at her former high school in Hutchinson, Minnesota where they named the gymnasium after her. Talked about her contributions to Minnesota sports and our community.

6. Minnesota Matters, December 16, 5:55-6:00 am. Talked about local preparations for the NCAA basketball tournament which will be held in the Twin Cities this spring.

#### F. Politics

1. Minnesota Matters, November 4, 5:30-5:38 am. Discussed the latest on state elections and campaigns. Also talked about the Minnesotan who designed the state's "I Voted" sticker.
2. Minnesota Matters, November 11, 5:31-5:41 am. Gave an in-depth review of election results.
3. Minnesota Matters, November 18, 5:30-5:38 am. A political round-up segment speculated on how the election results and elected candidates will impact the state.
4. Minnesota Matters, December 16, 5:30-5:36 am. Talked about the budget issues facing the state of Minnesota. Will there be a surplus and what will happen with that money?

#### G. Economics and Finances

1. InfoTrak, November 25, 5:25-5:30 am. Guest: Richard Thaler, PhD, Professor of Behavioral Science and Economics at the University of Chicago Booth School of Business, President of the American Economic Association. Prof. Thaler discussed what happens when economics meets psychology and how irrational human beings greatly influence the US and world economies. He explained how research is in progress to understand human miscalculations, with the goal of developing better decision-making in business, government and life in general.
2. InfoTrak, December 9, 5:10-8:18 am. Guest: Quint Studer, community development expert, author of "Building A Vibrant Community: How Citizen-Powered Change Is Reshaping America." Mr. Studer said vibrant communities don't just happen—they are built. He discussed ways that cities and towns can attract investments, encourage small business startups and build lively downtowns. He talked about the importance of creating community events such as street festivals, rallies, fundraisers and concerts to foster a sense of neighborhood. He also outlined ways that citizens can volunteer to improve their local community.

3. Minnesota Matters, December 9, 5:38-5:45 am. Talked about financial issues facing veterans and how an affordable housing program may be able to help.
4. InfoTrak, December 30, 5:08-5:18 am. Guest: Harold Pollack, PhD, Helen Ross Professor of Social Service Administration at the University of Chicago, where he researches health and urban policy concerns, nonresident fellow at the Century Foundation, co-author of "The Index Card: Why Personal Finance Doesn't Have to Be Complicated." Dr. Pollack believes that everything Americans need to know about managing their money could fit on a single index card. He explained why his nine simple rules outperform more complicated financial strategies. He also discussed the most responsible way to select a financial advisor and why he felt one of his most important rules should be to support the nation's social safety net.

#### H. Charity Work

1. InfoTrak, 10/21, 5:18-5:25. Guest: Gail J. McGovern, President & CEO of the American Red Cross. Ms. McGovern discussed the Red Cross' response to the catastrophic damage left by hurricane Michael. She outlined the greatest challenges faced by relief workers on the ground. She said the Red Cross' greatest needs are blood donations, volunteers and financial donations.
2. KS95 Morning Show, 11/21. 7:05-7:10 am and 8:30-8:35 am. Guest: Senator Amy Klobuchar. Talked about the annual "Walk to End Hunger" at Mall of America on Thanksgiving morning. Talked about the need to support hunger relief and told listeners how to participate in the walk.
3. KS95 Morning Show, 12/14, 5:30 am – 6:15 pm. KS95 suspended normal programming to air the KS95 for Kids Radiothon. The stories of children battling cancer and chronic diseases were highlighted on air and money was raised to support Children's Cancer Research Fund and Gillette Children's Specialty Healthcare.
4. KS95 Afternoon Show, December 17, 4:03-4:08 pm. Guest: Tom O'Neill from Second Harvest Heartland. Discussed the issue of hunger in the Twin Cities and how people can help by donating to Second Harvest Heartland to feed people in need.

#### I. Nature and the Environment

1. Minnesota Matters, October 5:30-5:35 am. Talked about the 100<sup>th</sup> anniversary of Minnesota's worst natural disaster, a wildfire in Cloquet and Moose Lake
2. Minnesota Matters, November 25, 5:36-5:41. Talked about the Enbridge Pipeline and the impact on the environment.
3. Minnesota Matters, December 9, 5:45-5:51 am. Discussed the problem of deer in Minnesota suffering from Chronic Wasting Disease and what the Department of Natural Resources is doing to solve the issue.
4. Minnesota Matters, December 30, 5:50-5:54 am. Gave information on the current Northern Pike regulations from the Department of Natural Resources.

October 1 – December 31, KSTP-FM aired :30 second PSAs for the following organizations and causes...Meals On Wheels, The Alzheimer's Association, The Broadcasters Foundation of America, Communities Caring for Children, The Red Cross, RAINN (Rape, Abuse & Incest National Network, The Children's Cancer Research Fund, Job Training through Goodwill Industries, Childhood Hunger Prevention, Buzzed and Distracted Driving Prevention, Don't Text and Drive, Pre-Diabetes Prevention