

KGMZ-HD2

Q4 Issues/Programs Report

OCTOBER – DECEMBER 2015

ISSUES/PROGRAMS REPORT
Q4 2015

The following report details public affairs programming aired during the period October – December 2015.

For this period, issues ascertained to be of significant importance to the San Francisco/Bay Area included:

HEALTH

ECONOMY

CHILDREN's ISSUES/PARENTING

EDUCATION

ENVIRONMENT

A summary of programs aired addressing these issues and full show descriptions follow.

KGMZ-HD2 PUBLIC AFFAIRS PROGRAM SCHEDULE

Q4 2015

SUNDAYS

<u>Time</u>	<u>Program</u>	<u>Type</u>	<u>Length</u>
6:00AM	Positive Parenting	I	30 min
6:30 AM	Today's World	I	15 min
6:45 AM	Listen Up Bay Area	I	15 min

Program Type Description: I = Interview Format, S = Speech w/ question & answer, E = Educational, O = Other

KGMZ-HD2 2015 Q4 ISSUES + PROGRAMS REPORT

SUMMARIES

HEALTH

DATE	TOPIC	DURATION	PROGRAM
10/11/2015	“Breast Cancer Awareness Month.” Featuring Heidi Garland. American Cancer Society Volunteer and Breast Cancer Survivors join us to talk about Making Strides Against Breast Cancer events in San Jose and San Francisco and share the latest news regarding the fight against the disease.	15 min	Today's World
10/25/2015	“Lazarex Cancer Foundation.” Featuring Dana Dornsife, founder of Lazarex Cancer Foundation talks about how they work to improve the outcome of cancer care, giving hope, dignity and life to end state cancer patients and assist with costs of FDA clinical trials.	15 min	Today's World
11/15/2015	“Getting to Zero Initiative.” Featuring Dana Van Gorder, executive Director of Project Inform joins us to discuss San Francisco's intention to become the first city to "get to zero" in the battle against HIV/AIDS and the new funding and coalition coming together to make it happen.	30 min	Today's World
12/6/2015	“Holiday Stress.” Featuring Dr. Laurel Mellin, founder of Emotional Brain Training (EBT) and associate professor of family and community medicine at UCSF talks about stress during the holidays and shares simple tools that are proven to relieve stress.	15 min	Today's World

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ECONOMY

DATE	TOPIC	DURATION	PROGRAM
10/4/2015	“Habit for Humanity.” Featuring Kristine Leja. Discussed all the opportunities to families to purchase homes through the program all around the Bay Area	15 min	Listen Up Bay Area
11/15/2015	“Dynamic Office and Accounting Solutions.” Featuring Tiffany Stuart & Sheryl Grant. Big job opportunities being offered to work with the NFL and Super Bowl festivities in SF.	15 min	Listen Up Bay Area
11/29/2015	“Glide Memorial Church.” Featuring Rev Cecil Williams & Jan Mirikitani. Talked about the history of Glide and the impact they make on the SF community, and the upcoming fundraiser "The Holiday Jam"	15 min	Listen Up Bay Area
12/13/2015	“Drukker Center/linkAges Time Bank.” Featuring Dr. Paul Tang. The link Ages Time Bank is a new way for people to volunteer their time. Dr. Paul Tang from the Druker Center for Health Systems Innovation talks about they are utilizing the time bank to rebuild communities and reduce social isolation.	15 min	Today's World
12/20/2015	“Chinese American Community Foundation.” Featuring David Lei and Buck Gee, founding Board Members of the Chinese-American Community Foundation discuss their efforts to boost philanthropy and simplify giving in the Chinese American community.	15 min	Today's World
12/27/2015	“Goodwill Industries.” Featuring Maureen Sedona. Shared info on the Big Goodwill Donate-A-Thon on 12/31. Food, entertainment, toys and games for kid. They are trying to fill 75 trucks to fund programs that give local out-of-work people a second chance	15 min	Listen Up Bay Area

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CHILDREN'S ISSUES

DATE	TOPIC	DURATION	PROGRAM
10/4/2015	<p>Armin Brott interviews Jason Hanson, author of <i>Spy Secrets That Can Save Your Life</i>.</p> <p>Topic: Safety and survival techniques to keep your family protected</p> <p>Issues: Picking locks; essential items to carry at all times; know when you're being followed and how to lose your tail; preventing home invasions, carjacking's, and kidnappings; traveling safely no matter where you are.</p>	30 min	Positive Parenting
10/11/2015	<p>Armin Brott interviews Wayne Parker, author of <i>Power Dads</i>.</p> <p>Topic: Basic principles successful fathers use to raise happy, responsible children.</p> <p>Issues: The 10 power principles included in <i>Power Dads</i> are all about learning what's important in this role we call fatherhood and developing the skills to implement the power principles in every day parenting.</p>	30 min	Positive Parenting
10/18/2015	<p>Armin Brott interviews Daniel Siegal, author of <i>Brainstorm</i>.</p> <p>Topic: The power and purpose of the teenage brain.</p> <p>Issues: Popular myths about teenage behavior; why teens are driven to seek out novelty and take more risks; how the brain undergoes rapid changes even through the early 20s; how and why adolescence is really a "golden age" of innovation and creativity; and much more.</p>	30 min	Positive Parenting
10/25/2015	<p>Armin Brott interviews Dawn Dais, author of <i>The Sh!t No One Tells You About Toddlers</i>.</p> <p>Topic: A guide to surviving the toddler years.</p>	30 min	Positive Parenting

	Issues: Restaurants are battle zones: don't even bother trying to feed a toddler; potty training; taking the fun out of vacations; when you're not the favorite parent.		
11/1/2015	"The Parent Project." Featuring Norm Levy & Mary Feldman. The Parent Project teaches parents how to reach "strong-willed" children and develop a better relationship.	15 min	Listen Up Bay Area
11/1/2015	Armin Brott interviews Samantha Rodman, author of <i>How to Talk to your Kids About Divorce</i> . Topic: Healthy, effective communication techniques for your changing family. Issues: Types of divorcing families; initiating honest conversations where your children can express their thoughts; how emotions work; validate your children's feelings, making them feel acknowledged and secure; differences between amicable, strained, and hostile divorces; strengthening and deepening your relationship with your kids.	30 min	Positive Parenting
11/15/2015	Armin Brott interviews Katie Hurley, author of <i>The Happy Kid Handbook</i> . Topic: How to raise joyful children in a stressful world. Issues: Understanding children's personalities and temperaments; teaching children how to regulate their emotions; helping children discover the importance of empathy; teaching assertiveness skills; reducing children's stress and anxiety; helping kids cope with frustration.	30 min	Positive Parenting
12/13/2015	Armin Brott interviews Barb Van Loon, author of <i>Good Kids, Bad Choices</i> . Topic: Why your kids are breaking the law and how to get them to stop. Issues: Differences between youth crimes and adult crimes; recognizing red flags that may indicate that your child is engaged in criminal activity; non-violent crimes that could land your kid in jail (including cyberbullying, sexting, pornography, identify	30 min	Positive Parenting

	theft, and so on); when to blame yourself and when not; is it possible to recover from having a crime on your record?		
12/20/2015	<p>Armin Brott interviews Nimali Fernando, coauthor of <i>Raising a Happy, Healthy Eater</i>.</p> <p>Topic: A guide to setting your child on the path to adventurous eating.</p> <p>Issues: Which milestones to look for as children progress; why poor eating habits develop when they do; steps to help little ones start self-feeding; helpful insights on the sensory system; healthy eating around the world (yes that may include hot peppers).</p>	30 min	Positive Parenting
12/27/2015	<p>Armin Brott interviews Tim Jordan author of <i>Sleeping Beauties, Awakened Women</i>.</p> <p>Topic: Understanding and guiding the transformation of adolescent girls.</p> <p>Issues: There has been a lot of attention paid to the rising levels of depression, anxiety, cutting, and relationship aggression in girls over the past few decades. But what if those issues aren't the problem? What if we got it all wrong? In this show, we speak with one of the country's leading experts on girls and find out what's really going on with girls as they make the normal transformation from girl to woman.</p>	30 min	Positive Parenting

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EDUCATION

DATE	TOPIC	DURATION	PROGRAM
10/4/2015	"NBC Bay Area Proud." Featuring Garvin Thomas from NBC Bay Area showcases positive stories and people making a difference in the Bay Area.	15 min	Today's World
10/18/2015	"Domestic Violence Awareness." Featuring Marla Hedlund, development and Community Relations Manager with Center for Domestic Peace talks about the prevalence of Domestic Violence, efforts to end it and "The Children's Purple Shoe Project" designed to raise awareness of the devastating effect of domestic violence on children.	15 min	Today's World
10/18/2015	SFPD Recruitment Efforts for African American Men." Featuring Lt. Troy Dangerfield. The SFPD's Recruitment Unit Reps spoke on their efforts to recruit African American Men and Women.	15 min	Listen Up Bay Area
10/25/2015	"The Found Animals Foundation." Featuring Aimee Gilbreath. Discussed all things that "Found Animals" can do. Pet adoption, pet care microchipping and more.	15 min	Listen Up Bay Area
11/8/2015	"1-in-4 Initiative." Featuring George Gascon. 1-in-4 college students are victims of sexual assault while on college campuses. District Attorney George Gascon discussed awareness.	15 min	Listen Up Bay Area
11/22/2015	"NBC Bay Area Proud." Featuring Garvin Thomas from NBC Bay Area showcases positive stories and people making a difference in the Bay Area.	15 min	Today's World
11/22/2015	"Big Brothers Big Sisters. Featuring Karen Bluestone. Spoke about the history of BB/BS and how people can participate and make a difference in a "Littles" life.	15 min	Listen Up Bay Area
11/22/2015	Armin Brott interviews Michael Starbird, author of <i>The 5 Elements of Effective Thinking</i> . Topic: Not everyone is born a genius, but you can train your brain to think better. Issues: Learning to understand things more	30 min	Positive Parenting

	deeply; turning mistakes into insights; how answers can lead to questions; creating new ideas from old ones; how to promote effective thinking.		
11/29/2015	Armin Brott interviews Kim Palacios, author of <i>From Preschool to Grad School</i> . Topic: Strategies for success at any level of competitive admissions. Issues: Three things all schools want; two questions you must be able to answer; crafting your story; the role of social media; application fraud and cheating; admissions consultants.	30 min	Positive Parenting
12/6/2015	"The Salvation Army." Featuring Capt. Dan Williams. Discussed the history of The Salvation Army and the day-long toy drive they are having at various Bay Area Wal Mart stores.	15 min	Listen Up Bay Area
12/20/2015	"51Oakland." Featuring Ryan Austin. Discussed ways to raise awareness for the 51Oakland Project that is supporting the role of art and music education in Oakland Public Schools.	15 min	Listen Up Bay Area
12/27/2015	"Living a Happy, Healthy New Year." Featuring Brenda Knight. Award-winning Bay Area author and publisher Brenda Knight talks about setting yourself up for a happy, healthy and successful new year.	15 min	Today's World

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ENVIRONMENT

DATE	TOPIC	DURATION	PROGRAM
11/1/2015	"Orphan Dog Rescue." Featuring Karen Schaver updates us on the animals rescued from the Lake Valley Fire and talks about the work Orphan Dog is doing to save dogs in Northern California.	15 min	Today's World
11/29/2015	"Holiday Train." Featuring Tasha Bartholomew, acting Public Information Officer for Caltrain talks about the 2015 Caltrain Holiday Train presented by Silicon Valley Community Foundation on December 5 and 6.	15 min	Today's World

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MISCELLANEOUS

DATE	TOPIC	DURATION	PROGRAM
10/11/2015	“Silicon Valley African Film Festival.” Featuring Chike Nwoffiah. Discussed The Sixth Annual Silicon Valley African Film Festival taking place Oct 16-18 in Mt View.	15 min	Listen Up Bay Area
11/8/2015	“Taste of the Bay.” Featuring Mariana Atwood, Taste of the Bay Event Co-Chair and Public Relations Manager Gigi Huie talk about this year's event on November 18th at the Metreon in San Francisco.	15 min	Today's World
11/8/2015	Armin Brott interviews Jenny Long, author of <i>Expect a Miracle</i> . Topic: A mother's tale of brotherly love, faith, and the race that changed a family's life. Issues: The incredible, moving, and inspiring story of brothers Conner and Cayden. Cayden has spastic cerebral palsy and can't walk or talk. But Conner dreamed about playing sports with his little brother and entered a triathlon with him. Since 2011, they've competed in more than 20 triathlons together.	30 min	Positive Parenting
11/22/2015	Armin Brott interviews Jude Bijou, author of <i>Attitude Reconstruction</i> . Topic: A blueprint for building a better life. Issues: Could all your problems stem from unexpressed sadness, anger, or fear? Is it possible to turn your life around in less than five minutes a day? Communication rules that let you speak up about anything to anyone.	30 min	Positive Parenting

12/6/2015	<p>Armin Brott interviews Warren Farrell, author, activist, and thinker.</p> <p>Topic: The career and passions of a pioneer in men's issues, women's issues, and men's health.</p> <p>Issues: How the women's movement backtracked on its goal of gender equality; the differences between fathers and mothers—and the advantages to children of having both; the need for a commission on men and boys, the need for a federally funded (and supported) Office of Men's Health.</p>	30 min	Positive Parenting
12/13/2015	<p>"Beebe Memorial Cathedral." Featuring Pastor Charly Hames Jr. Spoke on Beebe Memorial's big holiday show. "Christmas at the Cathedral" and the different ways the church assists those in need during the holiday season.</p>	15 min	Listen Up Bay Area