

**WSBC-AM 1240**

**2014**

**1<sup>st</sup> Quarter Issues/Programs List**

**From January 1, 2014**

**to**

**March 31, 2014**

## WSBC-AM Quarterly Issues/Programs List

| <u>Description of Issue</u>   | <u>Program/Segment</u>              | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|---|-------------------------------------|-------------|--------------------------------|--------------------------|
| Presidents; African-American Issues; Art & Popular Culture; Science; (Health; Recreation; Relationships; Addiction) | Viewpoints/Segment 1<br>(Segment 2) | 01/05/14    | 5:01am-5:12am<br>5:14am-5:25am | 11 minutes<br>11 minutes |

**Narration:** We learn American history in school mainly through reading and lectures. Why not through tangible objects? A curator from the Smithsonian Institution talks to us about how their collections offer us a unique insight into our nation, even before it became a nation, that books, movies, and lectures can't.

**(Segment 2)** It's the beginning of January, and that's the time when the New Year's resolutions get made. Shortly thereafter, many if not most, get broken. But why does this happen? What is it that makes some people successful at staying on the diet, or away from cigarettes and others not? A psychologist and an author of self-improvement books talk to us about what it takes to keep those promises to you.

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|---|-------------------------------------|----------|--------------------------------|--------------------------|
| Poverty; Agriculture; Civil Liberties; Racism; The Arts; Government; Homelessness; (Education; Children & Family Issues; Literature & Literacy) | Viewpoints/Segment 1<br>(Segment 2) | 01/12/14 | 5:01am-5:11am<br>5:13am-5:25am | 10 minutes<br>12 minutes |
|---|-------------------------------------|----------|--------------------------------|--------------------------|

**Narration:** The Great Depression and the Dust Bowl years brought with them hardship and change for a large part of the country. We know about how difficult it was for Americans in cities and in farming communities on the Plains and the Southwest. In part, because of a little-known government photographer named Dorothea Lange, who documented the people and places hit hardest. Her goddaughter and biographer talk to us about Lange, her life and the personal demons and disabilities that informed her unique style and her passion for work.

**(Segment 2)** It seems that kids' lit is getting darker and more violent all the time. Stories of zombies, vampires and intergalactic war are all the rage, and kids just can't get enough of them. But do these books make kids more violent or afraid? Two best-selling authors of young people's literature talk to us about what kids look for in these stories, and how they can help young people deal with their fears and create life-long reading habits.

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| <u>Description of Issue</u>   | <u>Program/Segment</u>              | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|---|-------------------------------------|-------------|--------------------------------|--------------------------|
| Environment; Wildlife; Conservation; Public Safety; Urban Issues; (Politics; War; Culture; Media; Gay Rights) | Viewpoints/Segment 1<br>(Segment 2) | 01/19/14    | 5:01am-5:12am<br>5:14am-5:25am | 11 minutes<br>11 minutes |

**Narration:** It seems that more and more these days, wild animals are making their way into urban areas, frightening residents and putting themselves in danger. Why are deer, coyotes, bears, cougars, and other wild animals showing up in suburban gardens and on city streets? A man who has studied bears for twenty years talks to us about what makes these animals move into cities and towns. We also hear about how we can prevent their visits, and how to behave safely if a bear happens to cross your forest, or garden, path.

**(Segment 2)** Many of the most memorable and historical newspaper stories haven't been found in the news section at all. They've been the contributions of columnists who wrote not only about events, but also about how they affected people, policies, and our culture. Two journalists and columnists talk to us about these "deadline artists," and how they did their jobs under pressure. We also hear about how they defined our country, and how we learned more about ourselves through their writing.

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|---|-------------------------------------|----------|--------------------------------|--------------------------|
| Technology; Privacy Issues; Family Issues; Health & Well-Being; (The Arts; Recreation; Alcoholism; Alzheimer's Disease) | Viewpoints/Segment 1<br>(Segment 2) | 01/26/14 | 5:01am-5:13am<br>5:15am-5:25am | 12 minutes<br>10 minutes |
|---|-------------------------------------|----------|--------------------------------|--------------------------|

**Narration:** How much tech is too much for kids and adults? Two communications specialists talk to us about the differences between how young people and older people use technology. They also introduce ideas for children and adults to stay safe online, and they discuss why and when parents should draw time boundaries for themselves and their children when it comes to using cell phones, computers, and video games.

**(Segment 2)** Tanya Ward Goodman's dad, Ross, was a talented painter, a hard worker, and a passionate man with a dream who built the tiny town of his dreams in New Mexico. Then he began acting erratically and for a long time, no one could explain it. Our host talks to Goodman about her childhood with her artist father and about how his life and hers changed after he contracted early-onset Alzheimer's.

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| <u>Description of Issue</u>   | <u>Program/Segment</u>              | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|---|-------------------------------------|-------------|--------------------------------|--------------------------|
| Employment; Technology; Communication; (Mental Health; Popular Culture) | Viewpoints/Segment 1<br>(Segment 2) | 02/02/14    | 5:01am-5:11am<br>5:13am-5:25am | 10 minutes<br>12 minutes |

**Narration:** These days, a phone or digital interview often precedes the face-to-face meeting for job hunters. If you think that all you have to do is sit in front of your computer or cell phone camera and talk, think again. Resumes are also changing, with online services such as LinkedIn and Monster the first place an employer goes to find an applicant. Two employment specialists talk to us about how the interview and resume processes have changed. We also hear about how applicants can get the edge in the digital job search market.

**(Segment 2)** Some people live in fear of things that don't even phase the vast majority of us: sailing on a ship; the number 13; crowds; untidiness; even others! Phobias of all types are uncomfortable for anyone who suffers from them and can sometimes ruin their lives and those of their loved ones. Two anxiety disorder specialists talk to us about what phobias are and how they differ from other fear-based conditions. We also hear about what can be done to treat victims so they can lead normal lives.

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|--|-------------------------------------|----------|--------------------------------|--------------------------|
| Recreation & Hobbies; Science; Education; (Family Issues; War; Immigration; Business; Media) | Viewpoints/Segment 1<br>(Segment 2) | 02/09/14 | 5:01am-5:12am<br>5:15am-5:25am | 11 minutes<br>10 minutes |
|--|-------------------------------------|----------|--------------------------------|--------------------------|

**Narration:** We keep hearing that science is an important subject for American kids to master, but many don't develop an interest for it because they think it's just boring math and memorization. Two men who spend their time making science fun for kids, and adults, using everyday items to illustrate and explain complex scientific principles.

**(Segment 2)** Building your family tree is fun, and it's also important if you want to validate family lore, look up medical history and possibly even find a long-lost relative. Family trees also provide an understanding of the struggles and the eras in which our ancestors lived. Two specialists talk to us about how to begin researching your family and what information is available. We also hear about why some relatives might not want to discuss the darker sides of family history.

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| <u>Description of Issue</u>  | <u>Program/Segment</u>           | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|--|----------------------------------|-------------|--------------------------------|--------------------------|
| Climate Change; Environment; Science & Technology; Infrastructure; Consumerism; Government; (Government; History; The Presidency; Laws & The Constitution) | Viewpoints/Segment 1 (Segment 2) | 02/16/14    | 5:01am-5:11am<br>5:14am-5:25am | 10 minutes<br>11 minutes |

**Narration:** There's a drought in many parts of the U.S. this year, and water usage is on top of mind for residents in these areas. An overabundance of CO2 in the atmosphere is thought to be causing at least part of the change to extremes in our climate. Two scientists talk to us about how water conservation can help decrease the carbon in the atmosphere, and how doing so at home doesn't mean a lifestyle change.

**(Segment 2)** The President of the United States has a lot of powers that we think are given to him by the U.S. Constitution. You might be surprised to find out, however, that very little in that document actually outlines the job or the authority the Commander-in-Chief possesses. A historian talks to us about how executive powers and privilege for the President were created not by Congress, but by the first man to hold the nation's highest office.

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|--|----------------------------------|----------|--------------------------------|--------------------------|
| Agriculture; Entrepreneurism; Ecology; Crime; Stock Market; (Health; Education; Travel; Alcohol Abuse) | Viewpoints/Segment 1 (Segment 2) | 02/23/14 | 5:01am-5:13am<br>5:15am-5:23am | 12 minutes<br>08 minutes |
|--|----------------------------------|----------|--------------------------------|--------------------------|

**Narration:** We don't usually think about how producers take tree sap and turn it into the maple syrup we put on our pancakes, but it's a fascinating process that involves families, new and old technology, and even international intrigue. Two men who are involved with syrup production talk to us about how it's done, and how families and communities are often defined by their work in this field.

**(Segment 2)** We all like to think that our life will make a difference in the lives of others, and it usually does with our families. But what about people outside of our own loved-ones? A former teacher, who is battling cancer and who has traveled around the country, talks to us about how his students thought that he made a difference in their lives.

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| <u>Description of Issue</u>  | <u>Program/Segment</u>           | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|--|----------------------------------|-------------|--------------------------------|--------------------------|
| Marriage; Death; Gay & Lesbian Issues; Mental Health; Adoption; (History; Science & Technology; Religion; Education) | Viewpoints/Segment 1 (Segment 2) | 03/02/14    | 5:01am-5:13am<br>5:16am-5:25am | 12 minutes<br>09 minutes |

**Narration:** Why do we keep secrets and tell lies? Is it always wrong to do so? How does it hurt other, and us, to do so? An expert on the science of lying and an author, who found out her husband's "big lie" and then spent years keeping his secret, talk to us about this issue. Our guests discuss how we learn to lie, the different types of lies, how keeping secrets hurt families, and how we can unburden ourselves of the secrets we carry to have a more healthy and happy life.

**(Segment 2)** The history of physics is a long and extremely interesting one, lettered with the names of some of the most famous scientists in the world, like Galileo, Newton, Copernicus, Einstein, Curie, and others. It is also the story of great discoveries that changed cultures, religious beliefs, and politics over the centuries. A science historian talks to us about a few of the highlights throughout the long history of physics and astronomy.

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|--|----------------------------------|----------|--------------------------------|--------------------------|
| Finance; Sports & Recreation; Family Issues; (Business; Interpersonal & Business Communication; Celebrity Culture) | Viewpoints/Segment 1 (Segment 2) | 03/09/14 | 5:02am-5:13am<br>5:15am-5:25am | 11 minutes<br>10 minutes |
|--|----------------------------------|----------|--------------------------------|--------------------------|

**Narration:** When a father finds out that his new baby is a boy, what goes through his mind? It's different for everyone, but for humor columnist Joel Stein it was sheer terror! Stein, who was not an outdoorsy, sporty, risk-taking child or adult, realized he was going to have to "man up" so he could teach his son about camping, self-defense, day trading, baseball, all the macho arts. So he went out and found the best people he could to teach him. We hear about his adventures in manhood and about what he learned from the experiences and the men who schooled him.

**(Segment 2)** Everyone has been the "stranger in the room" when they've attended a business or social event. It can be intimidating and awkward, and sometimes make you want to run out the door! The "mingle maven" talks to us about how to navigate these events by starting a conversation with someone you don't know, and how to join a group of strangers. We also hear about how to handle difficult people, and how to extract yourself from sticky situations.

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| <u>Description of Issue</u> | <u>Program/Segment</u> | <u>Date</u> | <u>Time</u> | <u>Duration</u> |
|-----------------------------|------------------------|-------------|-------------|-----------------|
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Children & Family Issues; Bullying; Therapy; Education; (Employment; Business; Government) Viewpoints/Segment 1 (Segment 2)

03/16/14      5:01am-5:12am      11 minutes  
                   5:14am-5:25am      11 minutes

**Narration:** Many kids are victims of bullying by their peers, and they and their parents don't know why it happens or how to stop it. Hazing rituals are similar to bullying, but the victim willingly participates. Two bullying specialists talk to us about why kids bully, what makes someone join in a hazing ritual, and what are the signs that a child is being bullied. We also find out some strategies parents, teachers, and bystanders can use to prevent bullying and deal with both the aggressors and the victims.

**(Segment 2)** Many Americans have been out of work for more than six months, and are considered "long-term unemployed." It's tough for everyone looking for a job, but especially hard for formerly well-paid white-collar workers. A researcher and author talks to us about the toll it takes on workers and their families. We also hear about how to get some advice on how to lessen the frustration and depression that comes with being unemployed, and we also hear about some strategies for getting unemployed workers back on the job.

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Business & Labor; Leadership; Crisis Management; Innovation; (Religion; Free Speech; Social Issues; Protesting; Entertainment; Media) Viewpoints/Segment 1 (Segment 2)

03/23/14      5:01am-5:12am      11 minutes  
                   5:14am-5:24am      10 minutes

**Narration:** A number of high-profile companies have appointed new CEOs lately. What is it that makes one candidate better than another to lead a corporation and make it innovative and profitable? Two management specialists talk to us about the characteristics of a good leader, and what the CEO is responsible for. We also hear about what sets great CEOs apart from other business leaders.

**(Segment 2)** April Fools' Day is coming up and just about everyone will have some sort of joke played on them that day. An expert on pranks, and a prankster himself, talks to us about pranks, hoaxes and cons, the differences between those three things, and how pranks and humor have helped make people think about some of the most important issues of our times. He also has some advice for would-be pranksters this April 1<sup>st</sup>.

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| <u>Description of Issue</u>  | <u>Program/Segment</u>              | <u>Date</u> | <u>Time</u>                    | <u>Duration</u>          |
|--|-------------------------------------|-------------|--------------------------------|--------------------------|
| Slavery; Labor; Crime & Law Enforcement; Immigration; Criminal Justice System; Business; (Medicine; Science & Technology; Education) | Viewpoints/Segment 1<br>(Segment 2) | 03/30/14    | 5:01am-5:12am<br>5:14am-5:25am | 11 minutes<br>11 minutes |

**Narration:** Slavery is alive in the United States and around the world in the 21<sup>st</sup> century. That's hard to believe, but all over the world people are being forced to work long hours as laborers or the sex trades, in horrible conditions for little or no money, and there's no way for them to get out. Two specialists in human trafficking talk to us about the issue and what's being done to help the survivors of this horrible crime and their families.

**(Segment 2)** It's amazing that in the 21<sup>st</sup> century, science knows so much about all the organs of the body save one: the brain. A scientist and author talks about the unbelievable abilities of the brain, and how memories help us predict the future. We also hear about where dreams are located, how brain injury can sometimes make someone a genius, and how research into the brain function is opening up new areas of understanding the mind and its possibilities.

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**WSBC-AM 1240**  
**Viewpoints**  
**Most Significant Treatment of Issues:**  
**01/01/14 to 03/31/14**

**Viewpoints**

|                            |            |
|----------------------------|------------|
| - Addiction                | 11 minutes |
| - Adoption                 | 12 minutes |
| - African-American Issues  | 11 minutes |
| - Agriculture              | 22 minutes |
| - Alcohol Abuse            | 09 minutes |
| - Alcoholism               | 10 minutes |
| - Alzheimer's Disease      | 10 minutes |
| - Art & Popular Culture    | 11 minutes |
| - Bullying                 | 11 minutes |
| - Business                 | 53 minutes |
| - Celebrity Culture        | 10 minutes |
| - Children & Family Issues | 23 minutes |
| - Civil Liberties          | 10 minutes |
| - Climate Change           | 10 minutes |
| - Communication            | 10 minutes |

|                           |            |
|---------------------------|------------|
| - Conservation            | 11 minutes |
| - Consumerism             | 10 minutes |
| - Crime                   | 23 minutes |
| - Criminal Justice System | 11 minutes |
| - Crisis Management       | 11 minutes |
| - Culture                 | 11 minutes |
| - Death                   | 12 minutes |
| - Ecology                 | 12 minutes |
| - Education               | 63 minutes |
| - Employment              | 11 minutes |
| - Entrepreneurism         | 12 minutes |
| - Employment              | 10 minutes |
| - Entertainment           | 10 minutes |
| - Environment             | 21 minutes |
| - Family Issues           | 33 minutes |
| - Finance                 | 11 minutes |
| - Free Speech             | 10 minutes |
| - Gay & Lesbian Issues    | 12 minutes |
| - Gay Rights              | 11 minutes |
| - Government              | 42 minutes |
| - Health                  | 32 minutes |
| - History                 | 20 minutes |
| - Hobbies                 | 11 minutes |

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|--|------------|
| - Homelessness                           | 10 minutes |
| - Immigration                            | 21 minutes |
| - Infrastructure                         | 10 minutes |
| - Innovation                             | 11 minutes |
| - Interpersonal & Business Communication | 10 minutes |
| - Labor                                  | 22 minutes |
| - Law Enforcement                        | 11 minutes |
| - Laws & The Constitution                | 11 minutes |
| - Leadership                             | 11 minutes |
| - Literature & Literacy                  | 12 minutes |
| - Marriage                               | 12 minutes |
| - Media                                  | 31 minutes |
| - Medicine                               | 11 minutes |
| - Mental Health                          | 24 minutes |
| - Philanthropy                           | 11 minutes |
| - Politics                               | 11 minutes |
| - Popular Culture                        | 12 minutes |
| - Poverty                                | 10 minutes |
| - Presidents                             | 11 minutes |
| - Privacy Issues                         | 12 minutes |
| - Protesting                             | 10 minutes |
| - Public Safety                          | 11 minutes |
| - Racism                                 | 10 minutes |

|                       |            |
|-----------------------|------------|
| - Recreation          | 32 minutes |
| - Relationships       | 11 minutes |
| - Religion            | 19 minutes |
| - Science             | 52 minutes |
| - Slavery             | 11 minutes |
| - Social Issues       | 10 minutes |
| - Sports & Recreation | 11 minutes |
| - Stock Market        | 10 minutes |
| - Technology          | 52 minutes |
| - The Arts            | 20 minutes |
| - Therapy             | 11 minutes |
| - Travel              | 09 minutes |
| - The Presidency      | 11 minutes |
| - Urban Issues        | 11 minutes |
| - War                 | 21 minutes |
| - Well-being          | 12 minutes |
| - Wildlife            | 11 minutes |

**WSBC-AM 1240**  
**Public Affairs Schedule**  
**01/01/14-03/31/14**

|                                  |                |
|----------------------------------|----------------|
| <b>Sunday, January 05, 2014</b>  | <b>5am-6am</b> |
| <b>Sunday, January 12, 2014</b>  | <b>5am-6am</b> |
| <b>Sunday, January 19, 2014</b>  | <b>5am-6am</b> |
| <b>Sunday, January 26, 2014</b>  | <b>5am-6am</b> |
| <br>                             |                |
| <b>Sunday, February 02, 2014</b> | <b>5am-6am</b> |
| <b>Sunday, February 09, 2014</b> | <b>5am-6am</b> |
| <b>Sunday, February 16, 2014</b> | <b>5am-6am</b> |
| <b>Sunday, February 23, 2014</b> | <b>5am-6am</b> |
| <br>                             |                |
| <b>Sunday, March 02, 2014</b>    | <b>5am-6am</b> |
| <b>Sunday, March 09, 2014</b>    | <b>5am-6am</b> |
| <b>Sunday, March 16, 2014</b>    | <b>5am-6am</b> |
| <b>Sunday, March 23, 2014</b>    | <b>5am-6am</b> |
| <b>Sunday, March 30, 2014</b>    | <b>5am-6am</b> |

