

# 1<sup>st</sup> Quarter 2012 Public Affairs Report for WZAT-FM Savannah

Godley Station Blood Drive  
2/24/2012 - 3/02/2012  
30 PSA for the week  
Inclusion on the WZAT website.

## Viewpoints

Every Sunday morning from 6-6:30am WZAT airs the public issues program Viewpoints. Topics covered on Viewpoints during the 1<sup>st</sup> Quarter 2012 are detailed in the logs below.

Viewpoints Quarterly Report 4th Quarter 2011 CALL LETTERS: WZAT

Program # 12-01 Air week: 1-1-12

12:05 SEGMENT #1 - Monster Scams: Catching the crooks, finding the money  
SYNOPSIS: There have been some big money scams in the news during the past few years such as the multi-billion-dollar ponzi scheme that Bernie Madoff and Allen Stanford committed. There are also money laundering schemes that have been uncovered and prosecuted by the Feds that involve drug cartels, billions of dollars and some of the largest international banks in the world. We talk to two investigators about how the crimes are pulled off, who gets hurt, and how the justice system handles these cases.

Host: Christopher Michael. Guests: Michael Diaz, Jr., Managing Partner in the international law firm, Diaz, Reus & Targ, Miami, FL ([www.diazreus.com](http://www.diazreus.com)); Robert Mazur, former federal undercover operative, author of "The Infiltrator: My secret life inside the dirty banks behind Pablo Escobar's Medellín Cartel."

COMPLIANCE ISSUES COVERED: drugs, crime, banking & finance, law, government

14:39 SEGMENT #2- The Thinking Chef: Because a recipe isn't enough 10:47

SYNOPSIS: Many people received gourmet cookware, knives and appliances for Christmas, and maybe even a cookbook or two. Now comes the hard part: learning to use those gadgets and create tasty dishes from new recipes. We talk to a foodie, cook and author who says it's not enough to have a list of ingredients and a few instructions: you have to understand how those ingredients transform food and learn the basic and most important techniques before you can create memorable meals.

Host: Marty Peterson. Guests: Michael Ruhman, food journalist, "Iron Chef America" judge, and author of "Ruhman's Twenty: 20 techniques, 100 recipes. A cook's manifesto,"

COMPLIANCE ISSUES COVERED: food & nutrition, media, science

Program # 12-02 Air week: 1-8-12

1:32 SEGMENT #1 - Freedom Through Frugality: Doing more with less 11:00

SYNOPSIS: Although the economic picture in the U.S. is looking up, people are still trying to find ways to tighten their belts this year. We talk to three women who offer some conventional and decidedly unconventional ways to make that dollar stretch and, at the same time, eat more nutritiously, live more sustainably and have fun in the process.

Host: Christopher Michael. Guests: Jane Dwinell, author of "Freedom Through Frugality: Spend less, have more," (<http://spiritoflifepublishing.com>); Didi Emmons, chef, author of "Wild flavors: One chef's

transformative year cooking from Eva's Farm," ([www.didemmons.com](http://www.didemmons.com)); Sylvia Bernstein, author of "Aquaponic Gardening: A step-by-step guide to raising vegetables and fish together." (

**COMPLIANCY ISSUES COVERED** nutrition & cooking; agriculture; sustainability; environment; finance

13:35 SEGMENT #2- Advocacy: Turning ideas into action

11:54

SYNOPSIS: There are millions of good ideas out there, so why is it that so many of them fall by the wayside? On the other hand, why do so many really *bad* ideas get acted upon? We talk to a business guru who says it's not just the idea that's important but also the way it's presented to the decision makers that determines if it takes off or gets ignored.

Host: Marty Peterson. Guests: John A. Daly, professor in the McCombs School of Business and the College of Communications, University of Texas, Austin, author of "Advocacy: Championing ideas and influencing others," ([www.utexas.edu](http://www.utexas.edu)).

**COMPLIANCY ISSUES COVERED** business, psychology, communication  
Program # 12-03  
Air week: 1-15-12

1:33 SEGMENT #1 – Co-ops: Employee-ownership and a sound economy

12:21

SYNOPSIS: There are many ideas floating around Washington these days about how to get the country out of the economic doldrums – but most of them sound like the same old ideas we've been hearing for years. We talk to an author about a not-so-new, but a bold idea that he says will get people back to work, increase productivity, and lessen the gap between the rich and the poor: co-ops. We'll hear why he thinks most businesses could benefit from being employee-owned and operated.

Host: Christopher Michael. Guests: Gar Alperovitz, Prof. of Political Economy, Univ. of Maryland, co-founder of the Democracy Collaborative, and author of "America Beyond Capitalism: Reclaiming our wealth, our liberty, & our democracy," ([www.dollarsandsense.org](http://www.dollarsandsense.org) [www.garalperovitz.com](http://www.garalperovitz.com)).

**COMPLIANCY ISSUES COVERED** democracy; economy; labor; international business; politics

14:57 SEGMENT #2- The Benefits of Mistakes

10:30

SYNOPSIS: We all make mistakes, and more often than not, we feel bad about doing so. But should we? We talk to an author and an educator about why making mistakes can help children learn and make adults better at their jobs.

Host: Marty Peterson. Guests: Alina Tugend, "Shortcuts" columnist for the NYTimes, author of "Better by Mistake: The unexpected benefits of being wrong," ([www.alinatugend.com](http://www.alinatugend.com)); Deirdre Fitzgerald, Board-certified behavior analyst, member of the psychology dept., St. Joseph College, West Hartford, CT. ([www.sjc.edu](http://www.sjc.edu)).

**COMPLIANCY ISSUES COVERED** education, business, psychology, transportation

Program # 12-04  
Air week: 1-22-12

1:33 SEGMENT #1 - Left Behind: Suicides and families

11:05

SYNOPSIS: The aftermath of a loved-one's suicide or attempted suicide is very difficult for family members and friends to deal with. There are often feelings of guilt, anger and, in the case of an attempt, fear that it will happen again. We talk to a physician who specializes in the issue and a woman who lives with her mother's suicide and her own attempts, about the affects on the family and what can be done to help them.

Host: Christopher Michael. Guests: Dr. Yeates Conwell, Prof. of Psychiatry, University of Rochester School of Medicine, co-director of their Center for the Study and Prevention of Suicide,

([www.rochesterpreventiontsuicide.org](http://www.rochesterpreventiontsuicide.org)); Linda Gray Sexton, author of "Half in Love: Surviving the legacy of suicide," ([www.lindagraysexton.com](http://www.lindagraysexton.com).)

#### COMPLIANCE ISSUES COVERED suicide, mental health, family issues

13:42 SEGMENT #2- Saving the Americas' Oceans and Coastlines 11:46

SYNOPSIS: Climate change and pollution are problems worldwide, but nowhere are they more noticeable than on the coastlines and oceans surrounding North and South America. We talk to an environmentalist about his voyage around these continents, the people he met along the way and the ecological warning signs that show how manmade waste and poor stewardship of the oceans are contributing to environmental change.

Host: Marty Peterson. Guests: David Rockefeller, Jr., environmentalist, philanthropist, contributor to the book, "One Island, One Ocean: Around the Americas Aboard Ocean Watch," ([www.aroundtheamericas.org](http://www.aroundtheamericas.org)) ([www.sailorsforthesea.org](http://www.sailorsforthesea.org)). COMPLIANCE ISSUES COVERED climate change, pollution, agriculture, native cultures, tourism, transportation, endangered species

Program # 12-05 Air week: 1-29-12

1:48 SEGMENT #1 - Scorecasting: Busting some long-held sports myths 12:21

SYNOPSIS: There's a lot of "conventional wisdom" surrounding sports, especially football: defense wins championships; a team's momentum going into the play-offs will clinch a berth; icing a kicker will put him off his game; a first-round draft pick is always the most valuable to a team. Sportscasters love to discuss these situations during breaks in the action, but is there any truth to them? We talk to an economist and data analyst about how these tactics really play into a victory or loss.

Host: Christopher Michael. Guests: Tobias J. Moskowitz, Prof. of Finance, Booth School of Business, University of Chicago, co-author of "Scorecasting: The hidden influences behind how sports are played and games are won" ([www.scorecasting.com](http://www.scorecasting.com)).

#### COMPLIANCE ISSUES COVERED business, sports and recreation, media

15:11 SEGMENT #2- Psychopathy: What it is, and how it affects us all 10:17

SYNOPSIS: We hear the word "psychopath" and most of us immediately think of serial killers like John Wayne Gacy and Ted Bundy. What is a psychopath? Are they necessarily criminals? Do productive, law-abiding citizens have psychopathic traits? Can anything be done to help adults and young people who commit crimes and are labeled as psychopaths? We talk to a psychologist who specializes in the area of psychopathy and social behavior about the issue.

Host: Marty Peterson. Guests: Dr. Jennifer Skeem, Prof. of Psychology and Social Behavior, University of California, Irvine, co-author of the study, "Psychopathic Personality: Bridging the Gap Between Scientific Evidence and Public Policy," ([www.psychologicalscience.org](http://www.psychologicalscience.org)).

#### COMPLIANCE ISSUES COVERED mental health, crime, juvenile justice

Program # 12-06 Air week: 2-5-12

1:48 SEGMENT #1 - I Want My Rights: But do you know what they are? 10:45

SYNOPSIS: There's been a lot of talk in the news lately about constitutional rights: free speech, gun owning, searches and seizures among them. Also the president's power to wage war – something that the Constitution says is the right of Congress. We talk to two law specialists about these issues and try to dispel some of the misunderstandings about Americans' rights.

Host: Christopher Michael. Guests: Sheldon Nahmod, Distinguished Prof. of Law, Chicago-Kent College of Law, Illinois Institute of Technology ([www.kentlaw.edu](http://www.kentlaw.edu)); Albert Navarra, an attorney in California and author

of "The Elements of Constitutional Law: A guide to America's most timeless and powerful document," ([www.conlawelements.com](http://www.conlawelements.com)) .

**COMPLIANCE ISSUES COVERED** constitutional law, gun laws, free speech, war, drugs

13:35 SEGMENT #2- Globalization and a Mexican Village 11:52

SYNOPSIS: Globalization is a double-edged sword: it has helped many impoverished and developing countries stand on their own feet; yet it has also caused environmental problems, trampled on the rights of citizens and changed the culture in negative ways for some countries and communities that participate in it. We talk to a woman who has seen a community in southern Mexico deal with globalization, about the up- and downsides of industrial and retail development.

Host: Marty Peterson. Guests: Wendy Call, author of "No Word for Welcome: The Mexican village faces the global economy," ([www.wendycall.com](http://www.wendycall.com)) . **COMPLIANCE ISSUES COVERED** globalization, poverty, agriculture, government, consumerism, community activism

Program # 12-07 Air week: 2-12-12

1:48 SEGMENT #1 - Fundraising: Are the old ways still working? 10:30

SYNOPSIS: Charities are feeling the pinch during the recession the same as businesses and individuals. Our guests say it might be time to take a second look at how their organizations fundraise and how they recruit and keep volunteers.

Host: Christopher Michael. Guests: Brian Reich, Sr. VP and Global Editor, Edelman Public Relations, author of the book, "Shift and Reset: Strategies for addressing serious issues in a connected society," ([www.shiftandreset.com](http://www.shiftandreset.com)); Peter Farnsworth, founder of Topspin and CEO and founder of the brand and business development firm, Foxrock Partners; Mark Sanborn, Pres. Of Sanborn and Associates, author of the book, "Up, Down or Sideways: How to succeed when times are good, bad and in-between," ([www.marksanborn.com](http://www.marksanborn.com)) .

**COMPLIANCE ISSUES COVERED** philanthropy, business, volunteerism, social media

13:20 SEGMENT #2- Taxes: Making the most of deductions and credits 12:06

SYNOPSIS: It's tax time, and many Americans will forego some deductions and credits they deserve because the tax forms intimidate them. We talk to a tax professional about some overlooked deductions, and discuss a few of the more complicated status issues that people face this tax season.

Host: Marty Peterson. Guests: Mark Steber, Chief Tax Officer, Jackson Hewitt Tax Service ([www.jacksonhewitt.com](http://www.jacksonhewitt.com)).

Program # 12-08 Air week: 2-19-12

1:48 SEGMENT #1 - Kids and Nutrition: Getting them to eat healthier 10:05

SYNOPSIS: It's tough getting kids to eat healthy, and it's made even worse when families can't find the healthier fruits and vegetables in their own community. We talk to two authors and a celebrity mom who have looked into this issue about what parents and kids need to know about healthier eating; how to get kids more involved in choosing and preparing their food, and what communities can do to bring nutritious food choices into their neighborhoods.

Host: Christopher Michael. Guests: Peter Ladner, author of "Urban Food Revolution: Changing the way we feed cities," ([www.newsociety.com](http://www.newsociety.com)); Angie Harmon, actress, star of "Rizzoli and Isles," on TNT Television, spokesperson for Uncle Ben's "Ben's Beginners" program ([www.bensbeginners.com](http://www.bensbeginners.com)); Clay Johnson, author of "The Information Diet: A case for conscious consumption," ([www.informationdiet.com](http://www.informationdiet.com))

**COMPLIANCE ISSUES COVERED** nutrition; children's health; community resources; government; technology; media

12:48 SEGMENT #2- The Iron Lady: The Life and Legacy of Margaret Thatcher 12:48

SYNOPSIS: Everyone says that Meryl Streep's performance as Margaret Thatcher in the movie "The Iron Lady" was spot-on. But the film only scratches the surface of the famous British Prime Minister's life. We talk to her biographer about who Thatcher really was, how she became so powerful and about her strategic alliance with Pres. Reagan and other leaders that changed politics and society in the U.K. the U.S. and around the world.

Host: Marty Peterson. Guests: John Campbell, author of "The Iron Lady: Margaret Thatcher, from grocer's daughter to Prime Minister," ([www.us.penguin.com](http://www.us.penguin.com)). COMPLIANCE ISSUES COVERED international politics; the presidency; finance; consumerism, arts & film

Program # 12-09 Air week: 2-26-12

1:48 SEGMENT #1 - The Olympian: A Nearly Forgotten Hero 10:05

SYNOPSIS: This year marks the third time London has hosted the Olympic Games. The first time was in 1908, when a young veterinarian brought home the first U.S. gold medal won by an African American. We talk to the author of a book about Dr. John Baxter Taylor, Jr., the struggles the athlete faced, and how young people today can learn from the triumphs of this trailblazing runner.

Host: Christopher Michael. Guests: Craig T. Williams, author of the book, "The Olympian: An American Triumph" ([theolympian.net](http://theolympian.net)).

**COMPLIANCE ISSUES COVERED** sports & recreation, race, education, arts & literature

12:55 SEGMENT #2- Phobias: Living Fearful 12:32

SYNOPSIS: This year boasts three Friday the 13ths, and what's even more unusual is that they are exactly 13 weeks apart! People who suffer from "triskaidekaphobia" – fear of the number 13 – are going to have a tough time this year. But then phobias of all types are uncomfortable for anyone who suffers from them. We talk to two anxiety disorder specialists about what phobias are, how they differ from other fear-based conditions, and what can be done to treat victims so they can lead normal lives.

Host: Marty Peterson. Guests: Dr. Dean McKay, Prof. of Psychology, Fordham University

([www.fordham.edu](http://www.fordham.edu)); Dr. David Tolin, psychologist, Dir. of the Anxiety Disorders Center at the Institute of Living in Hartford, CT, Assoc. Prof. in the Yale University School of Medicine, author of the book, "Face Your Fears: A proven plan to beat anxiety, panic, phobias and obsessions," ([www.drtoolin.com](http://www.drtoolin.com)).

**COMPLIANCE ISSUES COVERED** mental health, popular culture,

Program # 12-10 Air week: 3-4-12

1:48 SEGMENT #1 - Bullying and Hazing 11:08

SYNOPSIS: 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. We talk to two bullying specialists about why kids bully, what makes someone join in a hazing ritual, what are the signs that a child is being bullied, and find out some strategies parents, teachers and bystanders can use to prevent bullying and deal with both the aggressors and the victims.

Host: Christopher Michael. Guests: Jodee Blanco, speaker, former bully victim, author of "The Please Stop Laughing At Me Journal," (<http://jodeeblanco.com>); Dr. Nadine Kaslow, professor and Vice Chair for Faculty Development in the Department of Psychiatry and Behavioral Sciences at Emory University School of Medicine, Chief Psychologist at Grady Memorial Hospital. ([www.emory.edu](http://www.emory.edu)).

**COMPLIANCE ISSUES COVERED** children & family issues; bullying; therapy; education

13:58 SEGMENT #2- The Queen: A new look at a very private woman  
 SYNOPSIS: Queen Elizabeth II celebrates her Diamond Jubilee Year in 2012, marking 60 years on the throne. We all know who she is, what she looks like and have an idea about the "public" woman who wears the crown. But who is she, really? We talk to an author who asked that question of some of the Queen's relatives, friends and loyal employees for a new biography of Elizabeth.  
 Host: Marty Peterson. Guests: Sally Bedell Smith, author of "Elizabeth the Queen: The Life of a Modern Monarch," ([www.sallybedellsmith.com](http://www.sallybedellsmith.com)).  
 COMPLIANCY ISSUES COVERED World politics; popular culture & media; military; U.S. government

Program # 12-11 Air week: 3-11-12

1:48 SEGMENT #2- Convincing Kids to Read More  
 SYNOPSIS: Parents and teachers are always looking for ways to get kids to read more, and so are book publishers. We talk to a teacher, a publisher and an author about what kinds of books are interesting to kids, how to model good reading behavior to them, and what publishers are doing with online media to entice kids and young adults to read more.  
 Host: Christopher Michael. Guests: Dr. Amy McClure, Prof. in Literature and Literacy for Children and Chair of the Dept. of Education, Ohio Wesleyan University ([www.owu.edu](http://www.owu.edu)); Francie Alexander, Chief Academic Officer for Scholastic, Inc. ([www.scholastic.com](http://www.scholastic.com)); Annie Barrows, author of "Ivy and Bean: Doomed to Dance," ([www.anniebarrows.com](http://www.anniebarrows.com)).

COMPLIANCY ISSUES COVERED education, family issues, literacy, popular culture

13:28 SEGMENT #2- The Cash-Less Society: Technology vs. Currency  
 SYNOPSIS: Can you imagine a world without currency or coins? It could be coming to the US in the not-so-distant future. We talk to a financial payment expert and a man who lived without cash for a year about how the "cash-less" society is growing around the world, the advantages and disadvantages of mobile wallets, and how we need to balance security and privacy with convenience and consumerism.  
 Host: Marty Peterson. Guests: Bob Ruark, Dir. in Financial Services Practice, KPMG, "2011 KPMG Mobile Payments Outlook" - PDF (<http://www.kpmg.com/US/IssuesAndInsights/ArticlesPublications/Pages/2011-kpmg-mobile-payments-outlook.aspx>); David Wolman, author of "The End of Money: Counterfeiters, preachers, techies, dreamers, and the coming of the cashless society," ([www.david-wolman.com](http://www.david-wolman.com)).

COMPLIANCY ISSUES COVERED technology, banking, poverty, consumerism, globalization

Program # 12-12 Air week: 3-18-12

1:47 SEGMENT #1 - Young Immigrants, College and The Dream Act  
 SYNOPSIS: There are millions of young, undocumented immigrants in the U.S. who won't be going to college next fall despite having good grades and a passion for learning. These are children who were brought here by their parents as infants or young children, but who have no future after high school because they can't qualify for student loans or even legally drive or work. We find out why it's important to allow these young people to continue on in school, why it's almost impossible for them to go back to their own countries to go to school or work, and how it can benefit our economy to pass The Dream Act which will allow them a path to citizenship.  
 Host: Christopher Michael. Guests: Ana Mencini, Clinical Prof. of Law, IIT Chicago-Kent College of Law ([www.kentlaw.edu](http://www.kentlaw.edu)); Marie Friedmann Marquardt, Scholar-in-Residence in the School of Theology, Emory University, co-author of "Living Illegal: The human face of unauthorized immigration," ([www.emory.edu](http://www.emory.edu)). Michael Wildes, Managing Partner, Wildes & Weinberg, PC, immigration attorney, NY, NY ([www.wildeslaw.com](http://www.wildeslaw.com)).

COMPLIANCY ISSUES COVERED immigration, education, law, crime, economy, labor

15:35 SEGMENT #2- Stress & Hope: Dealing successfully with life's negatives 9:52  
SYNOPSIS: We've all heard stories about people who overcome tremendous odds and end up becoming a success. Or they're faced with a serious illness, but they manage to come through it healthier and happier. How do they do it? We talk to two people who have experience with adversity about what it takes to make it through the dark, and seemingly hopeless times in life.

Host: Marty Peterson. Guests: Trent Angers, Co-editor with Coach Dale Brown, of "Getting Over the Four Hurdles of Life," ([www.acadianhouse.com](http://www.acadianhouse.com)); Kim Kircher, member of ski patrol at Crystal Mountain resort, WA, author of the book, "The Next 15 Minutes: Strength from the top of the mountain," ([www.kimkircher.com](http://www.kimkircher.com)).

**COMPLIANCE ISSUES COVERED** mental health, sports & recreation, emergency management, self-help, medicine  
Program # 12-13  
Air week: 3-25-12

1:48 SEGMENT #1 - Children and Sex Trafficking: Helping the Victims 11:38  
SYNOPSIS: Sex trafficking around the world is a multi-billion dollar business perpetrated by a wide array of criminals. We talk to two activists who describe how young women and some men are lured or abducted into why children find themselves in these situations, why sex trades are flourishing, and what needs to be done to prevent Johns from buying sex and traffickers from selling it.

Host: Christopher Michael. Guests: Corban Addison, attorney, activist and author of the novel, "A Walk Across the Sun," ([www.corbanaddison.com](http://www.corbanaddison.com)); Rachel Lloyd, founder of Girls Educational & Mentoring Services, or GEMS, author of "Girls Like Us: Fighting for a world where girls are not for sale," ([www.gems-girls.org](http://www.gems-girls.org)).

**COMPLIANCE ISSUES COVERED** crimes against children, AIDS, culture, family issues, activism

14:29 SEGMENT #2- Girl Scouts at 100: The Legacy of Juliette Gordon Low 10:57  
SYNOPSIS: This March marks the 100<sup>th</sup> anniversary of the Girl Scouts of the USA. We talk to a biographer about the amazing woman who loved adventure and thought American girls would too, so she founded an organization that taught them how to be bold, self-sufficient and have fun in the process.

Host: Marty Peterson. Guests: Stacy A. Cordery, author of "Juliette Gordon Low: The remarkable founder of the Girl Scouts," ([www.stacycordery.com](http://www.stacycordery.com)).

**COMPLIANCE ISSUES COVERED** war, women's issues, recreation, commerce