

, There follows a listing of some of the significant issues responded to by station WVTS-FM Charleston, WV along with the most significant programming treatment of those issues for the period 10/1/11-12/31/11 The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

<b>Description of Issue</b>	<b>Program/ Segment</b>	<b>Date</b>	<b>Time</b>	<b>Duration</b>	<b>Narration of type and description of program segment.</b>
OMEGA Make-a-wish	News Newsmaker	10/2	8:00a	30:00	<i>Discussion with OMEGA President regarding fundraising efforts</i>
Special Gubernatorial Election	News	10/3-6	N/A	various	Coverage of the special gubernatorial election to decide who will finish the 14-month term vacated by now-Senator Joe Manchin
Chemical Crackdown	News	10/3, 12/5-6, 12/28-29	N/A	various	Continuing coverage of efforts to improve safety at area chemical plants, including citations, accidents and fines
Local Government	News	10/4-7, 10/10-11, 10/14, 10/17, 10/26-27, 11/2, 11/7-10, 11/18, 12/5-6, 12/8, 12/12, 12/14-15, 12/28-30	N/A	various	Coverage of actions taken by/issues before city and county governments in the listening area
Severe Weather	News	10/4, 10/31, 11/1, 11/22-23, 11/25, 11/28, 12/5, 12/9	N/A	various	Coverage of severe weather in parts of WV, including state and federal disaster declarations, school closings and mitigation efforts
Mining Industry and Safety	News	10/5-7, 10/17, 10/20-21, 10/24-28, 11/1-3, 11/29, 12/5-7, 12/9, 12/13, 12/16, 12/21-22, 12/27	N/A	various	Coverage of issues pertaining to the mining industry such as accidents and citations, including lawsuits concerning the Upper Big Branch explosion
Gasoline Prices	News	10/5-6, 10/12-13, 10/27, 11/8, 11/20, 11/25, 11/30, 12/7, 12/22, 12/28-29	N/A	various	Coverage of fluctuating gas prices in WV, especially during peak travel periods

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SadMadGlad	Newsmaker	10/9	8:00a	30:00	<i>Discussion with author Jim Strawn regarding children's book series</i>
Kanawha County Sniper Case	News	10/10,10/21, 10/24 11/9, 12/9, 12/21, 12/23, 12/28-29	N/A	various	Coverage of developments in the Kanawha County Sniper Case, including new charges and related issues
WV State Government	News	10/11-12,10/14, 10/17-18,10/24-26 11/3, 11/11, 11/14, 11/21-22, 11/28, 11/30, 12/2-3, 12/14-15, 12/19, 12/27	N/A	various	Continuing coverage of actions taken by/issues concerning WV State Government, NOT INCLUDING redistricting or the special gubernatorial election
Job Losses and Unemployment	News	10/12-14,10/15-20 10/24-25, 10/28, 11/1-2,11/4, 11/9, 11/11, 11/22, 11/30 12/2-3,12/5-6,12/9 12/14,12/20,12/22, 12/27-28	N/A	various	Coverage of business closures and downsizing efforts as well as unemployment statistics and union actions; also includes "Occupy" protests in WV
Utilities and Rate Changes	News	10/13-14,10/27-28 11/2, 11/22-23, 12/2-3, 12/23	N/A	various	Coverage of changes to utility rates and widespread outages in WV, including WV American Water's controversial plan to downsize its workforce
State Redistricting	News	10/14, 11/4, 11/25, 12/7, 12/28	N/A	various	Continuing coverage of special legislative sessions concerning redistricting plans, as well as lawsuits against the proposals.
Marcellus Drilling	News	10/14,10/26-27, 11/4, 11/15-17, 12/12-15, 12/23, 12/27	N/A	various	Coverage of efforts both for and against the development of drilling operations in the Marcellus Shale

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Utility Assistance	Newsmaker	10/16	8:00a	30:00	Discussion with state officials and utility representatives regarding qualifications for low-income assistance
KCHD Letter Grades	News	10/17, 12/1	N/A	various	Coverage of proposed change to a letter-grade system for restaurant inspections by the Kanawha-Charleston Health Department
Organ Donation	Newsmaker	10/23	8:00a	30:00	Discussion with CORE representatives regarding the organ donation process
WVU to Big 12	News	10/27-28, 11/1-2, 12/12, 12/19-20, 12/27-28	N/A	various	Coverage of WVU's efforts to move from the Big East to the Big 12 conference, including resulting lawsuits
Domestic Violence Prevention	Newsmaker	10/30	8:00a	30:00	Discussion Victims' Rights advocates regarding prevention programs in WV
National Alert System Test	Newsmaker	11/6	8:00a	30:00	Discussion with emergency management officials regarding nationwide EAS test on 11/9
Salvation Army	Newsmaker	11/13	8:00a	30:00	Discussion with local SA representatives regarding Red Kettle and Angel Tree fundraisers
Good News Mountaineer Garage	Newsmaker	11/20	8:00a	30:00	Discussion with garage representatives regarding car-donation procedures, etc.
Holiday Travel	News	11/21-23, 11/25	N/A	various	Coverage of travel expectations and actual numbers during peak travel times

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<i>Kanawha County Board of Education</i>	<i>Newsmaker</i>	<i>11/27</i>	<i>8:00a</i>	<i>30:00</i>	<i>Discussion with Board President Pete Thaw regarding issues currently before the board.</i>
<i>"Victim No More"</i>	<i>Newsmaker</i>	<i>12/4</i>	<i>8:00a</i>	<i>30:00</i>	<i>Discussion with author and pastor Shauna Hyde regarding her book, which mixes spirituality and karate</i>
<i>Economic Development and Business</i>	<i>News</i>	<i>12/9, 12/13, 12/16, 12/27, 12/30</i>	<i>N/A</i>	<i>various</i>	<i>Coverage of economic development, business concerns and new job opportunities in WV</i>
<i>Yeager Airport</i>	<i>Newsmaker</i>	<i>12/11</i>	<i>8:00a</i>	<i>30:00</i>	<i>Discussion with Airport Director Rick Atkinson regarding changes and updates</i>
<i>US Attorney's Office</i>	<i>Newsmaker</i>	<i>12/18</i>	<i>8:00a</i>	<i>30:00</i>	<i>Discussion with US Atty Booth Goodwin regarding current events including the Upper Big Branch trial</i>

# OCTOBER 2011

WVTS FM/AM



Sunday

Date aired: 10-2-11 Time Aired: 5:30 AM

**Weekly Public Affairs Program**

Program # 2011-39

Total running time: 29:30 (with optional exit at 24:00)

1. **Shawn Achor**, former Professor of Psychology at Harvard University, CEO of Aspirant, a Cambridge-based consulting firm, author of *"The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work"*

Conventional wisdom is that happiness is a result of success, but Dr. Achor said his research in psychology and neuroscience has proven that the opposite is true: happy people become successful. He explains how employees and managers can reprogram their brains to become more positive in order to gain a competitive edge at work.

Issues covered:  
**Workplace Matters**  
**Mental Health**

Length: 8:27

2. **Ralph Sacco, MD**, immediate past-president of the American Heart Association, neurologist at the Miller School of Medicine at the University of Miami

The incidence of strokes among Americans age 45 and younger is rising dramatically. Dr. Sacco explained the likely reasons for this trend and why he is so concerned about it. He talked about the types of disabilities that stroke victims face and the likelihood of recovery. He also suggested steps to prevent a stroke.

Issues covered:  
**Strokes**  
**Personal Health**  
**Senior Citizens**

Length: 8:44

3. **Sarah Welch**, organizational expert, co-author of *"Pretty Neat: The Buttoned-Up Way to Get Organized and Let Go of Perfection"*

Ms. Welch said nearly everyone believes that they need to be more organized, but that media images have made it more intimidating than ever. She said that people need to stop holding themselves to impossibly high standards, and focus instead on defining their own, realistic organizational goals. She outlined the steps to get started.

Issues covered:  
**Personal Productivity**  
**Workplace Matters**  
**Mental Health**

Length: 5:04

WVTS FM/AM



Sunday

Date aired: 10-9-11 Time Aired: 5:30AM

**Weekly Public Affairs Program**

Program # 2011-41

Total running time: 29:30 (with optional exit at 24:00)

1. **Martin Yate**, career management and job search expert, author of "*Knock 'Em Dead: The Ultimate Job Search Guide*"

Mr. Yate said this is the most difficult environment for seeking employment in most Americans' lifetimes. He explained how the Internet has drastically changed the process of job hunting and how the importance of resumes has been magnified. He offered resume tips and encouragement for the unemployed.

**Issues covered:**  
Unemployment  
Workplace Matters

**Length: 10:41**

2. **Paul Hogan**, expert on senior care, founder of Home Instead Senior Care in Omaha, NE, author of "*Stages of Senior Care*"

Baby Boomers are finding that arranging the best care for aging parents is a highly complex process, with multiple options from which to choose. Mr. Hogan talked about some new and creative care options for seniors. He also discussed the emotional and financial factors that families must consider.

**Issues covered:**  
Senior Citizens  
Family

**Length: 6:28**

3. **Douglas Boncosky**, licensed mortgage broker, author of "*Create Wealth With Homeownership*"

With low interest rates, government tax credits and plummeting prices, Mr. Boncosky believes this is an excellent time to buy a house. He explained what potential buyers need to know to obtain a mortgage and how the process has changed significantly.

**Issues covered:**  
Home Ownership  
Consumer Issues

**Length: 4:58**

WVTS FM/AM



Sunday

Date aired: 10-16-11 Time Aired: 5:30 AM

**Weekly Public Affairs Program**

Program # 2011-42

Total running time: 29:30 (with optional exit at 24:00)

1. **Erin Fox, PharmD**, Manager of the Drug Information Service at the University of Utah Hospital in Salt Lake City

Dr. Fox discussed a growing crisis in the availability of drugs for chemotherapy, infections and other serious ailments. She said many of the shortages are caused by difficulties in the pharmaceutical manufacturing process. She offered advice to patients who may be affected.

Issues covered:

Community Health

Drug Safety

Government Regulation

Length: 6:57

2. **Lawrence Lessig**, Roy L. Furman Professor of Law at Harvard Law School, Director of the Edmond J. Safra Center for Ethics at Harvard University, author of "*Republic, Lost: How Money Corrupts Congress-and a Plan to Stop It*"

Prof. Lessig said the average US Congressman spends between 30 and 70 percent of his workday in the pursuit of campaign money. He explained the dangerous and corrosive effect this has on the work of Congress. He believes that Americans need to get involved and demand a new Constitutional Convention, to regain control of our representational system. He said that both the Tea Party and the more recent Occupy Wall Street protestors have a common interest in government reform.

Issues covered:

Constitutional Amendments

Government Reform

Civic Involvement

Length: 10:11

3. **Christopher Ferguson, PhD**, psychology professor in the Department of Behavioral Sciences at Texas A&M International University

Dr. Ferguson led a study into the effects of fast food advertising on children. His research found that while advertising target at children is highly effective, parental influence can lessen the impact of commercials and help young kids make healthier food decisions. He offered advice for parents.

Issues covered:

Children's Health

Nutrition

Length: 4:53



WVTS FM/AM  
Sunday

Date aired: 10-23-11 Time Aired: 5:30AM

**Weekly Public Affairs Program**

Program # 2011-43

Total running time: 29:30 (with optional exit at 24:00)

1. **Richard Arum, PhD**, Professor in the Dept. of Sociology with a joint appointment in the Steinhardt School of Education at New York University, Director of the Education Research Program of the Social Science Research Council, author of "*Academically Adrift: Limited Learning on College Campuses*"

Dr. Arum believes that the nation's higher-education system is effectively broken. His study of thousands of students found that while many leave college with degrees, a large percentage of them show little to no improvement in critical thinking or complex reasoning skills. He explained the reasons behind this disturbing trend and how it could be corrected.

Issues covered:  
Higher Education

Length: 10:01

2. **Michael Pravica, PhD**, Assistant Professor of Physics at the University of Nevada, expert in the physics of auto safety and crashes

Prof. Pravica discussed the role of physics in the understanding and investigation of car crashes. He talked about some of the most common misconceptions about speed. He also explained why he thinks that drivers should have an understanding of basic physics in order to drive more safely.

Issues covered:  
Auto Safety  
Science

Length: 7:10

3. **J. Todd Lawrence, M.D., Ph.D.**, orthopaedic surgeon at The Children's Hospital of Philadelphia, expert in sports-related injuries

Dr. Lawrence was the lead investigator of a study that found that sports-related knee injuries in children increased more than 400% over the past 12 years. He explained which sports are the most dangerous, and what types of injuries are most common. He also offered advice to parents and student athletes on how to prevent knee injuries.

Issues covered:  
Children's Health  
Parenting

Length: 4:46





**Weekly Public Affairs Program**

Program # 2011-44

WVTS FM/AM  
Sunday  
Date aired: 1030-11 Time Aired: 5:30AM

Total running time: 29:30 (with optional exit at 24:00)

1. **William Poundstone**, author of "*Priceless: The Myth of Fair Value (and How to Take Advantage of It)*"

Mr. Poundstone discussed psychologists' current understanding of human decision making, and how marketers use that information to maximize the amount that consumers will pay for products. He explained how the psychology of price affects many surprising aspects of Americans' lives, and how consumers can better understand what money and prices really mean.

Issues covered:  
Consumer Matters

Length: 8:50

2. **Roberta Lee, MD**, Vice Chair of the Department of Integrative Medicine, Director of Continuing Medical Education, and Co-Director of the Fellowship in Integrative Medicine at Beth Israel's Continuum Center for Health and Healing (CCHH) at Beth Israel Medical Center in New York City, author of "*The Superstress Solution*"

Dr. Lee believes that a lifestyle of little sleep and exercise and a lot of work is resulting in a condition she calls "superstress" for many Americans. She said superstress leads to depression, weight gain, heart disease and many other illnesses. She offered suggestions on how to deal with repair the effects of stress and build inner resilience.

Issues covered:  
Personal Health  
Mental Health

Length: 8:16

3. **Bruce Schneier**, internationally recognized security technologist, Chief Security Technology Officer of BT Corp., author of "*Schneier on Security*"

Mr. Schneier discussed a recent study that examined the most commonly hacked computer passwords. Many people choose passwords that are far too easy to guess. He outlined ways to choose and remember a very secure password.

Issues covered:  
Crime  
Consumer Matters

Length: 5:14

# NOVEMBER 2011



WVTS FM/AM

Sunday

Date aired: 11-6-11 Time Aired: 5:30AM

**Weekly Public Affairs Program**

Program # 2011-45

Total running time: 29:30 (with optional exit at 24:00)

1. **Ben Leichtling, PhD**, psychotherapist, author of "*Parenting Bully-Proof Kids*" and "*How to Stop Bullies in Their Tracks*"

Dr. Leichtling said bullying has become an epidemic in America. He offered advice to parents whose children are targeted. He said in certain cases, if avoiding a bully does not work, confrontation may be a reasonable solution. He also explained how to convince school principals to step in to stop bullying and why principals sometimes are reluctant to do so.

**Issues covered:**  
Bullying  
Children's Issues

**Length: 10:14**

2. **Peter Kissinger**, President and CEO of the AAA Foundation for Traffic Safety

Mr. Kissinger said car accidents are the number one cause of teenage deaths in the US. He said the most dangerous time for teens is not in the months when they have a learner's permit, but when they get their drivers license and begin to drive independently. He outlined the most common causes of teen car crashes.

**Issues covered:**  
Highway Safety  
Teen Issues  
Parenting Concerns

**Length: 6:52**

3. **Harry Holzer, PhD**, Professor and Economist at the Georgetown University Public Policy Institute

Almost one-third of the unemployed--nearly 4.5 million people--have had no job for a year or more. Dr. Holzer said that is a record high. He talked about the reasons that he views long-term unemployment as such a serious problem for the nation. He also discussed the huge obstacles faced by workers who have been unemployed for an extended period.

**Issues covered:**  
Unemployment  
Economy

**Length: 5:07**



**Weekly Public Affairs Program**

Program # 2011-46

WVTS FM/AM

Sunday

Date aired: 11-13-11 Time Aired: 5:30AM

Total running time: 29:30 (with optional exit at 24:00)

1. **Brian Reich**, expert in new media and social networking, SVP and Global Editor for Edelman, author of "*Shift & Reset: Strategies for Addressing Serious Issues In A Connected Society*"

Mr. Reich believes that our connected society can be more effectively used to address the nation's critical challenges. He explained how non-profit organizations and volunteer groups should take advantage of rapidly changing technologies and new methods of communication to overcome the huge barriers facing the cause/philanthropy community.

Issues covered:

Volunteerism  
Philanthropy  
Community Improvement

Length: 9:25

2. **Karen Pierce, PhD**, neuroscientist, Co-Director of Functional Brain Imaging at the University of California San Diego Autism Center of Excellence, Assistant Research Neuroscientist in the Department of Neurosciences

1 in 100 children in the US have some form of autism. Dr. Pierce tested a simple checklist that can reliably diagnose autism in children by age 1. She explained the most common signs of the disorder and discussed recent advancements in treating it. She also offered optimistic advice for a parent whose child is diagnosed with autism.

Issues covered:

Autism  
Children's Issues

Length: 7:50

3. **Joshua Rosenbloom**, student at Harvard Medical School

Mr. Rosenbloom led a study that examined whether alcohol can be good for the heart. His research found that women who survived a heart attack had a 35% lower chance of dying if they drank wine, beer or hard liquor in moderation.

Issues covered:

Personal Health

Length: 4:27



WVTS FM/AM

Sunday

Date aired: 11-20-11 Time Aired: 5:30 AM

**Weekly Public Affairs Program**

Program # 2011-47

Total running time: 29:30 (with optional exit at 24:00)

1. **Roxanne Rivera**, president and CEO of the Associated Builders and Contractors of New Mexico, author of "*There's No Crying in Business: How Women Can Succeed in Male-Dominated Industries*"

Despite the progress women have made in crashing through glass ceilings, some still fall short of their career goals because of the "boy's club." Ms. Rivera outlined the biggest obstacles that women face in male-dominated businesses. She also explained how women can improve their ways of communicating when dealing with male counterparts in the workplace.

Issues covered:  
**Women's Issues**  
**Workplace Matters**

Length: 9:39

2. **John Drengenberg**, Manager of Consumer Affairs at Underwriters Laboratories, an independent product safety testing and certification organization

Carbon monoxide poisoning kills hundreds of Americans each year. Mr. Drengenberg discussed why carbon monoxide sometimes accumulates in buildings, and why it is so dangerous. He also explained the value of carbon monoxide alarms and what a homeowner should do if an alarm sounds.

Issues covered:  
**Personal Health**  
**Consumer Matters**

Length: 7:34

3. **Les Bernal**, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement concerned about predatory gambling

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Issues covered:  
**Gambling Addiction**  
**Government Policies**

Length: 5:07



**Weekly Public Affairs Program**

Program # 2011-48

WVTS FM/AM

Sunday

Date aired: 11-27-11 Time Aired: 5:30AM

Total running time: 29:30 (with optional exit at 24:00)

1. **Frank Sesno**, Director of the School of Media and Public Affairs at The George Washington University, Emmy-award winning journalist, host and creator of Planet Forward, a web-to-television show seen on PBS

The nation's news outlets have faced an unprecedented surge of rapid change in recent years. Mr. Sesno discussed the reasons for the turmoil and explained what it means for news consumers. He talked about declining levels of trust in media and whether any major news organizations may disappear in the next several years.

**Issues covered:**  
Media Issues  
Consumer Matters

**Length: 10:40**

2. **Larry Myler**, CEO of More or Less, a employment consulting firm, author of "*Indispensable By Monday*"

Nearly everyone is concerned about their employment status these days. Mr. Myler said many employees have forgotten that they become indispensable at their company when they improve profits. He explained how any employee can look at their job in a new way and help to improve profits, reduce expenses and enhance their own job security.

**Issues covered:**  
Employment  
Workplace Matters

**Length: 6:29**

3. **Michael A. Fischer, MD, MS**, Instructor in Medicine at Harvard Medical School, Associate Physician at the Division of Pharmacoepidemiology and Pharmacoeconomics at Brigham and Women's Hospital in Boston

A recent study found that many people whose doctors start them on medications for conditions like diabetes and high blood pressure may never fill those prescriptions. Dr. Fischer was the lead researcher in the study. He explained the reasons behind this trend and how doctors and patients can improve communication.

**Issues covered:**  
Personal Health  
Medical Issues

**Length: 5:00**

DECEMBER 2011

WVTS FM/AM  
Sunday



Date aired: 12-4-11 Time Aired: 5:30A

Weekly Public Affairs Program

Disc # 2011-49

Total running time: 29:30 (with optional exit at 24:00)

1. **Rosemary Gibson**, healthcare expert, former Senior Program Officer at the Robert Wood Johnson Foundation, author of *"The Treatment Trap: How the Overuse of Medical Care Is Wrecking Your Health and What You Can Do to Prevent It"*

Ms. Gibson outlined what she believes is the most neglected issue in American medicine today: the overuse of medical care, including needless surgery and testing. She explained why the problems have become routine among many doctors, and offered ways that healthcare consumers can be sure they are getting appropriate care.

**Issues covered:**

**Healthcare  
Consumer Matters  
Government Regulation**

**Length: 8:04**

2. **Audrey Nelson, PhD**, communication consultant, author of *"Code Switching: How to Talk So Men Will Listen"*

Most people recognize that men and women communicate in very different ways. Dr. Nelson explained why it is important to be able to "crack the gender code" in the workplace, particularly for women. She offered tips to help women can understand different ways that men communicate. She also discussed some of the dangerous zones of communication that can stray into inappropriate jokes and sexual harassment.

**Issues covered:**

**Women's Issues  
Workplace Matters  
Sexual Harrassment**

**Length: 9:06**

3. **Karina Davidson, PhD**, researcher and clinical psychologist at Columbia University Medical Center in New York

Dr. Davidson recently led a 10-year study that found that happiness may prevent a heart attack. She explained the science behind this finding and suggested ways that people can improve their outlook to improve their health.

**Issues covered:**

**Personal Health  
Mental Health**

**Length: 4:30**



**Weekly Public Affairs Program**

WVTS FM/AM

Sunday

Date aired: 12-11-11 Time Aired: 5:30 AM

Show # 2011-50

Total running time: 29:30 (with optional exit at 24:00)

1. **Lisa M. Jones, PhD**, Research Associate Professor of Psychology at the Crimes Against Children Research Center at the University of New Hampshire

Dr. Jones co-authored a recent study that found that teen sexting of sexually-oriented photos online or via cell phone may be far less common than people think. She summarized the findings and offered advice for concerned parents. She also discussed a second study she co-authored that examined how law enforcement agencies handle sexting investigations.

**Issues covered:**

**Crime  
Parenting  
Youth at Risk**

**Length: 7:18**

2. **Christopher J. Conover**, Research Scholar at Duke University's Center for Health Policy and Inequalities Research and an Adjunct Scholar at the American Enterprise Institute

Mr. Conover said both Social Security and Medicare are fiscally unsustainable in part because life expectancy has increased substantially since these programs began. He outlined what he believes are the most effective changes to restore the system to long-term viability.

**Issues covered:**

**Senior Citizens  
Retirement Planning**

**Length: 9:57**

3. **Jessica Miller**, commercial real estate advisor, Principal with NegotiationPlus.com, co-author of "A Woman's Guide to Successful Negotiating, Second Edition"

Ms. Miller talked about the most common mistakes made by women in negotiations and the reasons behind those difficulties. She offered tips for women in scenarios such as bargaining for a car, and negotiating a divorce settlement.

**Issues covered:**

**Women's Issues  
Workplace Matters  
Consumer Matters**

**Length: 5:04**



**Weekly Public Affairs Program**

Show # 2011-51

WVTS AM/AM  
Sunday

Date aired: 12-18-11 Time Aired: 5:30AM

Total running time: 29:30 (with optional exit at 24:00)

1. **Captain Charles Moore**, environmental researcher, internationally-recognized pollution expert, founder of the Algalita Marine Research Foundation, author of "*Plastic Ocean: How a Sea Captain's Chance Discovery Launched a Determined Quest to Save the Oceans*"

Capt. Moore shared his story of accidentally discovering a 1000 square mile mass of plastic scraps in the Pacific Ocean in 1997. He explained where this "plastic soup" is originating and why it collects in that one location. He said little can be done to remove it, but he outlined steps that cities can take to keep plastic out of the environment.

**Issues covered:**

**Environment  
Consumer Matters**

**Length: 7:18**

2. **Sebastian K. Young**, inspirational entrepreneur, author of "*I Had Every Excuse to Fail But I Chose None*"

When he was a youngster, Mr. Young's mother was brutally murdered. He talked about the challenges he faced as a result, and how he chose to forgive the killer in order to move forward in life. He explained how the wisdom his grandparents shared with him helped in making wise choices and in becoming a determined leader.

**Issues covered:**

**Youth at Risk  
Crime  
Minority Concerns**

**Length: 9:57**

3. **Laura Arrillaga-Andreessen**, Founder and former Chairman of SV2 (Silicon Valley Social Venture Fund), a venture philanthropy fund, Professor of Strategic Philanthropy at Stanford Graduate School of Business, author of "*Giving 2.0: Transform Your Giving and Our World Second Edition*"

The United States is the world's most generous nation. Ms. Arrillaga-Andreessen shared statistics that illustrate the charitable efforts of individual Americans. She suggested ways to maximize the impact of online contributions and offered advice to parents on how to raise a more giving family

**Issues covered:**

**Charitable Donations  
Volunteerism**

**Length: 5:04**





**Weekly Public Affairs Program**

WVTS FM/AM  
Sunday

Date aired: 12-25-11 Time Aired: 5:30AM

Show # 2011-52

Total running time: 29:30 (with optional exit at 24:00)

1. **Martha Hansen**, author of a Northwestern University study on sleep loss in high school students

Ms. Hansen discussed her study which found that today's start times in most high schools deprive adolescents of sleep and result in poorer academic performance. She found that students lost as much as two hours of sleep per school night. She suggested that school districts attempt to change start times, and give standardized tests later in the day.

**Issues covered:**  
Health  
Education  
Children

**Length: 6:55**

2. **Doug Lewis**, Executive Director of the Election Center, a non-partisan, non-profit organization that trains election officials

Mr. Lewis shared the findings of a task force commissioned by his organization that examined possible ways to restructure our nation's elections to accommodate today's lifestyles. They recommend that neighborhood precincts should be scrapped in favor of large, customer-oriented "vote centers," where citizens could cast ballots over a period of several days. He also talked about the likelihood of voter fraud in relation to potential reforms.

**Issues covered:**  
Election Reform  
Government Polices

**Length: 10:16**

3. **Diana Loomis**, author of "*What All Children Want Their Parents to Know*"

Ms. Loomis shared positive parenting principles based on the opinions of youngsters. She talked about the importance of parents as role models and how parents should place a high priority on spending time with their children.

**Issues covered:**  
Parenting Issues  
Family  
Children

**Length: 4:51**



OCTOBER 2011

WVTS FM/AM 5:00am Sun. Oct. 2,2011

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](http://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](http://www.smarterlunchrooms.org)); Amy Kalafa, award-winning filmmaker, author of "Lunch Wars," ([www.angrymoms.org](http://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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WVTS FM/AM 5:00am Sun. Oct 9 2011

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](http://www.marketingforsolos.com)); John Schuster, exec. Coach, author of "The Power of Your Past," ([www.johnpschuster.com](http://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](http://www.bgassociates.com)); Kate Forgach, baby boomer consumer specialist, affiliated with [www.FreeShipping.org](http://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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WVTS FM/AM 5:00am Sun Oct.16,2011

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](http://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 6<sup>th</sup> 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](http://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](http://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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WVTS FM/AM 5:00am Sun. Oct.23,2011

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](http://www.dontknowmuch.com)); Ken Jennings, 2004 Jeopardy! Champion, map geek and author of "Maphead," ([www.ken-jennings.com](http://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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WVTS FM/AM Sun. Oct.30,2011

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

**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.

Host: Christopher Michael. Guests: Errol Louis and John Avlon, editors of "Deadline Artists: America's greatest newspaper columns," ([www.deadlineartists.com](http://www.deadlineartists.com)).

**COMPLIANCY ISSUES COVERED:** politics, war, culture, media, gay rights

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

**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.

Host: Marty Peterson. Guests: Sheena S. Iyengar, S.T. Lee Professor of Business, Columbia University, NYC. ([www.columbia.edu](http://www.columbia.edu)).

**COMPLIANCY ISSUES COVERED:** family and children, consumerism, education, science

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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# NOVEMBER 2011

WVTS FM/AM 5:00am Sun. Nov.6,2011

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](http://www.plagueofprisons.com)); Joan Blount, former parenting educator in the Healthier Urban Families Outreach program, Wayne State Univ., Detroit ([www.mpsi.wayne.edu](http://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](http://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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WVTS FM/AM 5:00am Sun. Nov. 13,2011

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](http://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](http://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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WVTS FM/AM 5:00am Sun. Nov. 20,2011

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 <sup>rd</sup> ."	: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](http://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](http://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](http://www.brainstormthebook.com)).

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

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

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WVTS FM/AM 5:00an Sun. Nov.27,2011

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](http://www.basadur.com)); Steven Johnson, author of "The Innovator's Cookbook: Essentials for inventing what's next," ([www.stevenberlinjohnson.com](http://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](http://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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DECEMBER 2011

WVTS FM/AM 5:00am Sun. Dec. 4, 2011

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](http://www.nationalable.org)) 855-994-8300, veterans@nationalable.org; Jorge Hernandez, Community Support Specialist for the Veterans Project at Thresholds ([www.thresholds.org](http://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 150<sup>th</sup> 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.cmoahs.org](http://www.cmoahs.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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WVTS FM/Am 5:00amSun.Dec.11,2011

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](http://www.smartaboutmoney.org)); Farnoosh Torabi, personal finance expert, author of "Psych Yourself Rich," ([www.psychyourselfrich.com](http://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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WVTS FM/AM 5:00am Sun. Dec.18,2011

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 20<sup>th</sup> century.

Host: Christopher Michael. Guests: Andrew J. Elliot, Prof. of Psychology, University of Rochester, NY ([www.psych.rochester.edu/faculty](http://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](http://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.robert-morgan.com](http://www.robert-morgan.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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WVTS FM/AM 5:00am Sun. Dec.25,2011

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](http://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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