

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 7/1/11-9/30/11 The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/ Segment	Date	Time	Duration	Narration of type and description of program segment.
Economic Development and Business	News	7/1, 7/14-15, 7/28-29, 8/15, 8/19, 8/26, 9/1-2, 9/26-27, 9/29-30	N/A	various	Coverage of economic development, business concerns and new job opportunities in WV
Drugs in Schools	Newsmaker	7/3	8:00a	30:00	<i>Discussion with Danielle Smoot, whose son died after overdosing on prescription drugs a classmate brought to school</i>
WV State Government	News	7/5, 7/14-15, 7/28, 8/1-2, 8/8-9, 8/12, 8/15, 8/23, 9/2, 9/6-8, 9/13-14	N/A	various	Continuing coverage of actions taken by/issues concerning WV State Government, NOT INCLUDING redistricting or the special gubernatorial election
WV Health	News	7/5-7, 7/11-12, 7/27-28, 8/11-12, 9/20	N/A	various	Coverage of issues concerning the health of West Virginians
Mining Industry and Safety	News	7/6-8, 7/12, 7/15, 7/19-20, 7/25, 7/28-29, 8/4, 8/9-10, 8/16, 8/25, 8/30-31, 9/23, 9/26, 9/30	N/A	various	Coverage of issues pertaining to the mining industry such as accidents and citations
Local Government	News	7/6-8, 7/13, 7/18-20, 7/27, 8/4-5, 8/10, 8/16-17, 8/19, 8/23, 8/26, 8/30-31, 9/9, 9/12, 9/26-28	N/A	various	Coverage of actions taken by/issues before city and county governments in the listening area
Severe Weather	News	7/7, 7/12-14, 7/22, 7/26, 9/9	N/A	various	Coverage of severe weather in parts of WV, including state and federal disaster declarations, school closings and mitigation efforts

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Chemical Crackdown	News	7/7-8, 8/30, 9/21-22, 9/28, 9/30	N/A	various	Continuing coverage of efforts to improve safety at area chemical plants, including citations, accidents and fines
<i>Organ Donation</i>	<i>Newsmaker</i>	7/10	8:00a	30:00	<i>Discussion with CORE representatives regarding the organ donation process</i>
Marcellus Drilling	News	7/11-13, 7/21, 7/25-26, 8/22-24, 8/26, 8/30	N/A	various	Coverage of efforts both for and against the development of drilling operations in the Marcellus Shale
Utilities and Rate Changes	News	7/12, 7/19, 7/27, 8/15, 8/26, 9/12	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	7/13-14, 7/18, 7/21 7/25-26, 7/29, 8/1-5 8/9-12, 8/15, 8/17-19, 8/22, 8/24 9/13, 9/30	N/A	various	Continuing coverage of special legislative sessions concerning redistricting plans, as well as planned lawsuits against the proposals.
Gasoline Prices	News	7/14, 8/12, 8/18, 8/24-25, 8/31, 9/1, 9/7, 9/14, 9/16, 9/22-23, 9/28-29	N/A	various	Coverage of fluctuating gas prices in WV, especially during peak travel periods
WV Education	News	7/15, 8/2, 8/11-12, 8/19, 8/23, 8/29, 9/13-15	N/A	various	Coverage of issues relating to the WV educational system
AARP	<i>Newsmaker</i>	7/17	8:00a	30:00	<i>Discussion with AARP representatives regarding the group's political activities</i>

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Job Losses and Unemployment	News	7/19, 7/27, 8/18, 8/25, 8/29, 9/13-14 9/16, 9/21, 9/23, 9/30	N/A	various	Coverage of business closures and downsizing efforts as well as unemployment statistics and union actions
"Caylee's Law"	Newsmaker	7/24	8:00a	30:00	Discussion with Cabell Co. Delegate Kelli Sobonya regarding legislation based on the Casey Anthony trial
Construction Projects	News	7/26-27, 8/30-31, 9/16, 9/28-29	N/A	various	Coverage of area construction projects and the jobs they create
University of Charleston	Newsmaker	7/31	8:00a	30:00	Discussion with UC President Dr. Ed Welch about current events at the school
Edgewood Summit	Newsmaker	8/7	8:00a	30:00	Discussion with Edgewood Summit officials regarding expansion plans and Alzheimer's treatment
"Victim No More"	Newsmaker	8/14	8:00a	30:00	Discussion with author and pastor Shauna Hyde regarding her book, which mixes spirituality and karate
WV/SU President	News	8/16-17, 8/19, 8/24	N/A	various	Coverage of WV/SU President Hazo Carter's decision to resign following a vote of no-confidence from faculty
Marcellus Shale Drilling	Newsmaker	8/21	8:00a	30:00	Discussion with industry leaders regarding the economic benefits and challenges of gas drilling in the Marcellus Shale
Special Gubernatorial Election	News	8/22, 9/7-8, 9/13-14 9/20-21, 9/23, 9/27-28, 9/30	N/A	various	Coverage of the special gubernatorial election to decide who will finish the 14-month term vacated by now-Senator Joe Manchin

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East Coast Earthquake	News	8/24-25	N/A	various	Coverage of the effects of the East Coast Earthquake on parts of WV
School Nutrition	Newsmaker	8/28	8:00a	30:00	Discussion with Nutrition Affairs and School Wellness Coordinator Sharon Maynard regarding school lunch and nutrition programs
Holiday Travel	News	8/31, 9/1-2, 9/6	N/A	various	Coverage of travel expectations and actual numbers during peak travel times
City of St. Albans	Newsmaker	9/4	8:00a	30:00	Discussion with St. Albans Mayor Dick Calloway and others regarding upcoming events in the area
WV 9/11 Anniversary	News	9/9, 9/12	N/A	various	Coverage of local commemorations of the 10 th anniversary of the 9/11 attacks
American Heart Association	Newsmaker	9/11	8:00a	30:00	Discussion with AHA representatives regarding the upcoming Heart Walk
Flu Season	News	9/15-16	N/A	various	Coverage of vaccination programs and flu outbreaks
Flu Shot Campaign	Newsmaker	9/18	8:00a	30:00	Discussion with Kanawha-Charleston Health Department Director Dr Rahul Gupta regarding this year's flu shot campaign
Kanawha County Commission	Newsmaker	9/25	8:00a	30:00	Discussion with Commissioner Dave Hardy regarding numerous topics affecting the county's budget

July 2011

WVTS FM/AM



Sunday

Date aired: 7/3/2011 Time Aired: 5:30 AM

Weekly Public Affairs Program

Program # 2011-27

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

1. **Marisa Treviño**, Dallas-based author of a blog called Latina Lista, which focuses on family, education and other social justice issues

Ms. Treviño believes that whenever comprehensive immigration reform legislation eventually is passed, it will require that immigrants demonstrate the ability to speak English. She talked about the numerous hurdles that immigrants must overcome to learn English. She suggested that employers may offer the best solution, by offering English as a Second Language classes to employees.

Issues covered:
Immigration
Workplace Matters

Length: 8:58

2. **Debra Berlyn**, director of the Consumer Privacy Awareness Project

Many Internet users just automatically click OK when faced with the fine print from web sites. Ms. Berlyn explained why consumers should be concerned about their privacy online and how they can protect themselves. She shared an example of a popular social networking site that raided the email address books of site users without permission, then sent spam to their acquaintances.

Issues covered:
Privacy Concerns
Consumer Matters

Length: 8:06

3. **Michael Austin**, Technical Editor of "Car and Driver" magazine

Mr. Austin's magazine conducted tests that measured reaction times of drivers who were texting on their cell phones while driving. They also tested the same drivers after they were legally drunk. He outlined the results of these real-world tests: drivers who are texting are actually much more dangerous than those who are intoxicated.

Issues covered:
Traffic Safety
Government Policies

Length: 5:13



Weekly Public Affairs Program

Program # 2011-28

Date aired: 7/10/2011 **Time Aired:** 5:30AM

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

1. **Karen E. Smith**, Senior Research Associate with the Income and Benefits Policy Center at the Urban Institute

Ms. Smith co-authored a study for the Center for Retirement Research at Boston College, which found that the Great Recession may have permanently reduced future retirees' incomes by an average of \$2,300 a year. She explained the reasons behind this finding, who will be most affected, and how Americans can try to mitigate the damage to their retirement savings.

Issues covered:

**Senior Citizens
Retirement Planning
Economy**

Length: 7:13

2. **Peter J. Pronovost, MD, PhD**, intensive care specialist physician at Johns Hopkins Hospital in Baltimore, Professor at the Johns Hopkins University School of Medicine in the Departments of Anesthesiology and Critical Care Medicine, Professor of Health Policy and Management at the Johns Hopkins Bloomberg School of Public Health, Medical Director for the Center for Innovation in Quality Patient Care, author of "*Safe Patients, Smart Hospitals*"

31,000 Americans die each year as a result of bloodstream infections that occur during hospitalization. Dr. Pronovost is on a state-by-state crusade to prevent these deaths with a simple infection-reduction checklist for hospital personnel. This free program has virtually eliminated infections in participating hospitals.

Issues covered:

Community Health

Length: 10:03

3. **Paul Tough**, editor at the New York Times Magazine, nationally-recognized writer on poverty, education and the achievement gap

Mr. Tough discussed a groundbreaking anti-poverty initiative called the Harlem Children's Zone. The creator of the program theorized that in order for poor kids to compete with their middle-class peers, everything in their lives—their schools, neighborhoods, parenting practices—all must be changed at once.

Issues covered:

**Poverty
Education
Minority Concerns
Parenting**

Length: 5:04



Weekly Public Affairs Program

Program # 2011-29

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

WVTS FM/AM

Sunday
7/17/2011

Date aired: 7/17/2011 Time Aired: 5:30AM

1. **Andrew Papachristos, PhD**, Robert Wood Johnson Health & Society Scholar at Harvard University and an assistant professor of sociology at the University of Massachusetts, Amherst

Dr. Papachristos is an expert in Social Network Analysis and he used this emerging field of science to analyze the rate of random murders in big cities. He found that the vast majority of homicides are anything but random. Homicide victims and their killers tend to be criminally active and more than two-thirds know each other.

Issues covered:

Crime
Urban Issues

Length: 7:27

2. **David J. Linden, PhD**, expert in addiction, Professor in the Department of Neuroscience at the Johns Hopkins University School of Medicine, author of "*The Compass of Pleasure*"

Dr. Linden said whether it involves eating, taking drugs, engaging in sex, gambling or doing good deeds, the pursuit of pleasure is a hardwired, central drive of humans and many other animals. He outlined recent neurobiological research that explains the reasons behind many forms of addiction and pleasure, and why they are interconnected.

Issues covered:

Substance Abuse
Addiction
Mental Health

Length: 9:43

3. **Steve Chaouki**, Group Vice President of TransUnion's Financial Services Business unit

In the last five years, almost four million Americans have lost their homes to foreclosure. Mr. Chaouki's organization studied the differences between two groups who defaulted: those who struggled to keep paying their mortgage along with other debts like car loans and credit cards, and others who walked away from their mortgage while they kept up their other payments. He shared the surprising results of the study and what consumers can learn from it.

Issues covered:

Economy
Consumer Matters

Length: 5:07



Weekly Public Affairs Program

Program # 2011-30

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

WVTS FM/AM

Sunday

Date aired: 7/24/01 Time Aired: 5:30 AM

1. **Sol Erdman**, President of the Center for Collaborative Democracy, a non-profit, nonpartisan organization that encourages Americans to participate constructively in civic life, author of "*The Cure For Our Broken Political Process*"

Mr. Erdman believes that the current structure of Congress makes it incapable of dealing effectively with major issues. He offered specific suggestions to improve the way national and local elections are organized. He said the plan would give citizens more confidence that their interests are truly being represented.

Issues covered:
Government Reform
Citizenship

Length: 9:58

2. **Robert Adamski**, attorney, expert in estate planning, author of "*Inheritance Hijackers*"

Mr. Adamski said that America's elderly are at risk of being unwitting victims of inheritance theft. He explained that inheritance theft can occur in many different ways. He outlined who is mostly likely to commit these crimes and suggested ways that senior citizens can protect themselves.

Issues covered:
Crime
Senior Citizens

Length: 7:13

3. **Simon Davidoff**, Water Expert and Director, Food & Beverage Industry for Siemens Water Technologies

Mr. Davidoff talked about little-known ways that water is wasted by consumers each year, both directly and indirectly. He explained how businesses are changing their practices to reduce water consumption and what the average person can do to determine and reduce their personal "water footprint."

Issues covered:
Environment
Consumer Matters

Length: 4:58



Weekly Public Affairs Program

Program # 2011-31

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

WVTS FM/AM

Sunday

Date aired: 7-31-2011 Time Aired: 5:30 AM

1. **Chuck Bell**, Programs Director for Consumers Union, the publisher of *Consumer Reports* magazine

Mr. Bell discussed the dangers of reverse mortgages, which are often pitched to senior citizens. He said reverse mortgages can be terrible for customers who don't understand the complicated rules governing them and how quickly fees and interest charges can balloon. He outlined the best alternatives for consumers who face unexpected costs later in life.

Issues covered:

**Senior Citizens
Personal Finance
Government Policies**

Length: 8:28

2. **James E. McWilliams**, associate professor of history at Texas State University, San Marcos and a recent fellow in the Agrarian Studies Program at Yale University, author of "*Just Food: Where Locavores Get It Wrong And How We Can Truly Eat Responsibly*"

Prof. McWilliams discussed the confusing messages about ethical, sustainable, and healthy eating these days. He talked about the locavore movement and the surprising fact that shopping at the farmer's market can actually emit more carbon than shopping at the local grocery store. He explained how consumers can make environmentally wise choices when shopping for food.

Issues covered:

**Environment
Consumer Matters**

Length: 8:43

3. **Richard Hooker, MBA**, expert in business start-ups and turnarounds, author of "*Shoestring Venture: The Startup Bible*"

Despite the economic turmoil, Mr. Hooker believes today is still a good time to start a business. He explained the most common mistakes budding entrepreneurs make, and the most important steps to take in planning a business start-up.

Issues covered:

**Workplace Matters
Personal Finance**

Length: 5:02

AUGUST 2011

WVTS FM/AM



Weekly Public Affairs Program

Date aired: Sunday 8-7-11 Time Aired: 5:30 am

Program # 2011-32

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

1. **Laura Gauld**, Director of Family Education programs at the Hyde Schools, a network of private and public schools dedicated to the development of character in students and families

Ms. Gauld believes that most of today's parents are overprotective and often too involved in their children's lives. She talked about the valuable lessons youngsters can learn from failure. She offered suggestions for parents to build healthy and honest relationships with their children.

Issues covered:
Parenting
Family

Length: 9:06

2. **S. Sethu Reddy, MD**, Executive Medical Director of External Medical & Scientific Affairs, Diabetes US Human Health, at Merck, former Chair of the Department of Endocrinology, Diabetes and Metabolism at the Cleveland Clinic Foundation, author of "*The Cleveland Clinic Guide to Diabetes*"

Dr. Reddy said that diabetes is approaching epidemic levels among children and adults in the US. He explained who is at greatest risk of developing the disease and how they often can avoid it through lifestyle changes. He also talked about the latest research in the area of diabetes treatment and prevention.

Issues covered:
Diabetes
Community Health

Length: 8:03

3. **Suzy Koontz**, educational consultant, former math teacher, founder of the Math and Movement Program, author of "*Multiply With Me*"

Ms Koontz explained the reasons that US students lag behind the rest of the world's students in math. She explained why math skills are so important to the next generation of our nation's workforce. She also offered some cutting edge suggestions for parents who would like to help their students learn and enjoy math.

Issues covered:
Education
Parenting

Length: 4:58



Weekly Public Affairs Program

Program # 2011-33

Date aired: 6/14/2011 **Time Aired:** 5:30 AM

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

1. **Pablo Monsivais, Ph.D.**, assistant professor of epidemiology at the University of Washington

Dr. Monsovais led a recent study that found that many families can't afford to buy the foods necessary to meet government-recommended levels of vitamins and nutrients. He explained the reasons behind this finding, and why he believes government policies sometimes inflate the cost of healthy food. He also offered suggestions on the most cost-effective ways to improve nutrition.

Issues covered:

**Nutrition
Consumer Matters
Government Policies**

Length: 9:16

2. **Melissa Binstock**, author of "*Nourishment: Feeding My Starving Soul When My Mind and Body Betrayed Me*"

Ms. Binstock was diagnosed with numerous psychological and neurological disorders by the age of eleven, including learning disorders, anorexia and Tourette's Syndrome. She discussed the difficulties in finding schools that could work with a student who had challenges like hers. She also talked about the value of animal therapy, and how she has learned to live with her disabilities and succeed despite them.

Issues covered:

**Disabilities
Mental Health**

Length: 8:07

3. **Greg McBride**, senior financial analyst for Bankrate.com

Mr. McBride discussed the recent downgrade of the US government's credit rating, the Federal Reserve's response and how consumers' borrowing costs may be affected. He believes that interest rates are unlikely to rise, primarily because of the poor economy. He offered advice for consumers who may need to refinance or otherwise apply for credit.

Issues covered:

**Economy
Consumer Matters
Government Policies**

Length: 4:57

WVTS FM/AM



Sunday

Date aired: 8-21-11 Time Aired: 5:30AM

Weekly Public Affairs Program

Program # 2011-34

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

1. **Michael J. Frankel, PhD**, Executive Director of the EMP Commission, one of the nation's leading experts on the effects of nuclear weapons

Dr. Frankel's commission was established by Congress to monitor and analyze the threat to the U.S. from electromagnetic pulse events which could occur from the detonation of a nuclear weapon at high altitude or a massive solar flare. He outlined the severe and dangerous consequences that would result from one of these events. He also explained why the federal government has done virtually nothing to prepare for a catastrophe of this type.

Issues covered:
Disaster Preparedness
Government

Length: 7:55

2. **Michael Eric Owens**, author of "Yes, I Am Who I Am: A New Philosophy of Black Identity"

Mr. Owens shared his perspective on the state of race relations in America. Is there an identity crisis in the Black community? He explained why Blacks need to fully embrace and claim their identity as Americans. He talked about the effects of hip-hop music and other societal influences that sometimes hold back progress for the Black community.

Issues covered:
Racism
Minority Concerns

Length: 9:11

3. **Mo Wang, PhD**, Assistant Professor of Psychology at the University of Maryland

Dr. Wang was the co-author of a study that found that senior citizens who work part-time during their retirement years may stay healthy longer, both mentally and physically. He explained the reasons behind his findings, and offered advice to those who are planning for retirement.

Issues covered:
Senior Citizens
Personal Health
Retirement Planning

Length: 5:00



Weekly Public Affairs Program

Program # 2011-35

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

WVTS FM/AM

Sunday

Date aired: 8-28-11 Time Aired: 5.30 AM

1. **Christine Pearson, PhD**, Professor of Management at the Thunderbird School of Global Management, co-author of *"The Cost of Bad Behavior: How Incivility is Damaging Your Business and What to Do About It"*

Dr. Pearson believes that rudeness and incivility in the workplace are major problems today, and the problem is getting worse. She said her research had determined that if organizations do not address incivility, they often suffer potentially steep financial consequences. She explained how employees and managers should address the problem.

Issues covered:
Workplace
Mental Health

Length: 9:27

2. **Eric A. Klein, MD**, Chairman of the Glickman Urological and Kidney Institute at the Cleveland Clinic in Cleveland, OH, Editor-in-Chief of the peer-reviewed journal, *Urology*, author of *"The Cleveland Clinic Guide to Prostate Cancer"*

Dr. Klein outlined the basics of prostate cancer. He explained who is most at risk, and how to decide if treatment is necessary. He also addressed the controversy about PSA tests used to detect prostate cancer and explained the most common methods of treatment.

Issues covered:
Personal Health
Men's Issues

Length: 7:43

3. **Katie Liljenquist**, Assistant Professor of Organizational Leadership and Strategy at Brigham Young University's Marriott School of Management, expert in behavior and decision making

Prof. Liljenquist conducted a study that found that the smell of cleaning products can make people act more virtuous. She explained the reasons behind the behavioral changes. She also talked about potential ways to smells could be used to reduce societal problems such as crime or vandalism.

Issues covered:
Health
Parenting Issues

Length: 4:57

SEPTEMBER 2011

WVTS FM/AM



Sunday

Date aired: 9-4-11 Time Aired: 5:30AM

Weekly Public Affairs Program

Program # 2011-36

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

1. **Robert L. Woodson**, community activist, expert on youth violence, Founder and President of the Center for Neighborhood Enterprise, a grassroots organization that works with low-income neighborhoods to address the problems of their communities

Mr. Woodson discussed the growing problem of school violence. His organization works with school systems, police departments and other community agencies to reduce violence. He said the problem is not confined to the nation's inner cities, but occurs in communities of every income level. He outlined the underlying causes of youth violence and explained some of the most effective ways for communities to respond to it.

Issues covered:

Crime
Youth at Risk
Education

Length: 9:32

2. **Michael Haaren**, attorney, work-at-home expert, co-author of "Work at Home Now"

Mr. Haaren said while legitimate work-at-home opportunities do exist, the terrain is a minefield of fraud. He explained what types of home-based businesses or projects can be genuine opportunities. He also discussed the best ways to spot scams.

Issues covered:

Employment
Consumer Matters

Length: 7:36

3. **David Bornstein**, journalist who specializes in writing about social innovation, author of "How to Change the World: Social Entrepreneurs and the Power of New Ideas"

Mr. Bornstein talked about a group of individuals called social entrepreneurs, who are developing grass-roots solutions to a wide range of social and economic problems. He explained how students and business leaders are forging new careers as social innovators.

Issues covered:

Volunteerism
Poverty
Homelessness
Environment

Length: 5:00



Weekly Public Affairs Program

Program # 2011-37

WVTS FM/AM
Sunday
Date aired: Sept 11, 2011 Time Aired: 5:30 AM

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

1. **Lori Gottlieb, PhD**, psychotherapist who focuses on marriage and family therapy, author, contributor to the magazine and website, "The Atlantic"

Dr. Gottlieb believes that many modern parents are too obsessed with the happiness of their children and will do nearly anything to spare their kids from even mild discomfort, anxiety or disappointment. She said this form of parenting often dooms children to unhappy adulthoods. She explained how parents can recognize this trend in their family and change it.

Issues covered:
Parenting
Youth at Risk

Length: 9:11

2. **William Hanson**, attorney, work-at-home expert, co-author of "Work at Home Now"

Rapid improvements in technology are revolutionizing the medical profession. Dr. Hanson talked about hi-tech advancements such as diagnostic smartphone apps and telemedicine that have recently become commonplace tools for doctors. He explained how these new trends can benefit patients and what other breakthroughs may be on the horizon.

Issues covered:
Personal Health
Technology

Length: 8:10

3. **Philip Reed**, Senior Consumer Advice Editor at Edmunds.com

Some environmental groups have recently recommended that motorists turn off their car anytime they will be idling more than ten seconds. Mr. Reed discussed the wisdom of this advice, and potential safety and car maintenance concerns. He offered other practical suggestions for drivers who would like to reduce pollution and fuel costs.

Issues covered:
Environment
Consumer Matters

Length: 5:03



Weekly Public Affairs Program

Program # 2011-38

WYTS FM/AM

Sunday

Date aired: 9-18-11 Time Aired: 5:30AM

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

1. **John Santa, MD**, Director of the Health Ratings Center for Consumer Reports

Heart health has become a highly profitable business. Dr. Santa talked about the growing wave of cardiac tests and treatments that are being marketed to aging baby boomers. He said the most dubious tests often result in costly, unnecessary and sometimes dangerous treatments. He also explained how health consumers can get accurate information on the proficiency and competence of heart doctors.

Issues covered:
Personal Health
Senior Citizens
Consumer Matters

Length: 8:32

2. **Jonathan Levav, PhD**, Associate Professor of Marketing at the Stanford University Graduate School of Business

Wise decision-making is perhaps the greatest factor that determines success or failure in life and business. Professor Levav talked about his study of "decision fatigue." He explained the surprising influences on decisions, and how individuals can improve decision-making by recognizing and controlling those variables.

Issues covered:
Workplace Matters
Mental Health

Length: 8:40

3. **Bernard Biermann, MD, PhD**, Assistant Professor, Department of Psychiatry at the University of Michigan, Medical Director of the Child/Adolescent Inpatient Unit at Mott Children's Hospital in Ann Arbor, MI

Dr. Biermann recently completed a study that found that parents severely underestimate their teens' use of drugs and alcohol. While just ten percent of parents thought their kids drank alcohol in the past year, 52 percent of teens admitted to doing so. He talked about the possible reasons in the huge disparity, and offered advice for parents on how to recognize the signs of alcohol and drug use in their teenager.

Issues covered:
Substance Abuse
Parenting
Youth at Risk

Length: 5:07



Weekly Public Affairs Program

Program # 2011-39

WVTS FM/AM

Date aired: Sunday 9-25-11 Time Aired: 5:30 AM

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

1. **Tom Feltner**, Vice President of Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending, wealth creation, and financial systems reform

More than 11% of US homes are vacant. Mr. Feltner talked about the negative impact these properties can have on a neighborhood or community. He explained why many communities are creating lists of vacant homes, and the benefits of monitoring these often-neglected properties. He also suggested ways that local authorities can prevent properties from becoming vacant in the first place.

Issues covered:
Local Government
Economy
Crime

Length: 7:31

2. **Susan Kruger, M.Ed.**, certified teacher and reading specialist, author of "SOAR Study Skills: A Simple and Efficient System for Earning Better Grades in Less Time"

Ms. Kruger offered advice for students to manage their time, schoolwork, and extra-curricular activities more efficiently. She outlined the reasons that students have problems completing homework or retaining what they have learned, and talked about the value of being organized and goal-oriented.

Issues covered:
Education
Children's Issues
Learning Disabilities

Length: 9:43

3. **Kelly Dorfman, MS, LND**, nutritionist, health lecturer, author of "What's Eating Your Child?"

Ms. Dorfman discussed the most common misconceptions that parents have about their child's nutrition. She explained how to recognize food sensitivities, and how simple dietary changes can make huge differences in a child's behavior and overall health.

Issues covered:
Nutrition
Children's Issues
Parenting

Length: 5:07



July 2011

WVTS 5:00am Sun July 3, 2011

FM/AM
Air week: 7/3/11

Program # 11- 27

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-Cancer Support Community/Cancer and Pain OUTCUE: "...www.partners against pain.com."	:55
1:41	:02 PAUSE FOR LOCAL AVAIL	:02
1:43	SEGMENT #1 - We are America: A tribute from the heart	12:04

SYNOPSIS: As we celebrate our nation's birthday, it's a good time to look back and see who actually built this country. We talk with an author and his son, an artist, about their new book that celebrates the people who fought for our freedom, built an industrial power and debated its issues to create the America we know today.

Host: Christopher Michael. Guests: Walter Dean Myers, award-winning author; Christopher Myers, award-winning artist, "We Are America: A tribute from the heart," (www.who-is-america.com).

COMPLIANCY ISSUES COVERED: culture, slavery, labor, race and ethnic issues, immigration, government, justice

13:47	SPOT BREAK #2 – Oscar Mayer/Wienermobile 75 th Anniversary OUTCUE: "...in your community."	:57
14:44	:02 PAUSE FOR LOCAL AVAIL	:02
14:46	SEGMENT #2- Forgotten Americans: Famous Americans you've never heard of	10:36

SYNOPSIS: We all know the names of famous Americans like Paul Revere, Abe Lincoln, Betsy Ross, and Martin Luther King, Jr. But what about William Dawes? Stephen Pleasanton? Gaston Means? We talk to an author about many of the "supporting actors" of history, and how these lesser lights, in many cases, were as influential in shaping our nation as their better-known counterparts.

Host: Marty Peterson. Guests: Michael Farquhar, former editor and history reporter for the Washington Post, author of "A Treasury of Foolishly Forgotten Americans: Pirates, skinflints, patriots and other colorful characters stuck in the footnotes of history," (www.amazon.com).

COMPLIANCY ISSUES COVERED: American history, literature, Native American culture, crime, women's issues

25:22	SPOTBREAK #3 – Coca-Cola/America is Your Park Disability Benefits Alliance/Social Security OUTCUE: "...1-877-956-8833."	:62 :60
27:24	Program Conclusion	:30
27:54	TOTAL TIME	

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WVTS 5:00am Sun. July 10,2011

FM/AM

Air week: 7/10/11

Program # 11-28

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-Cancer Support Community/Cancer and Pain OUTCUE: "...partners against pain.com."	:54
1:40	:02 PAUSE FOR LOCAL AVAIL	:02
1:42	SEGMENT #1 - Power in Photographs: What they say about our leaders	12:46

SYNOPSIS: How much can you tell about someone by taking their photograph? Quite a bit, if you're an award-winning photographer and you're snapping world leaders. We talk to that man about his mission to photograph these powerful men and women and what he found out about many of them as he interacted with them to get the shot.

Host: Christopher Michael. Guests: Platon, award-winning photographer for "The New Yorker" magazine; creator and editor of the book, "Power: Portraits of World Leaders," (www.platonphoto.com).

COMPLIANCY ISSUES COVERED: government; international affairs; the arts; diplomacy

14:28	SPOT BREAK #2 – Oscar Mayer/Wienermobile 75 th Anniversary OUTCUE: "...your community."	:58
15:26	:02 PAUSE FOR LOCAL AVAIL	:02
15:28	SEGMENT #2- Money and Family: How it affects relationships	10:01

SYNOPSIS: Money can be a contentious subject within relationships, especially when it's between a saver and a spender. It's also often a touchy subject when it comes to discussing retirement income and estate planning with aging parents. We talk to two finance and investment experts about how money and relationships mix, and about how to talk to parents about their money issues before and during their senior years.

Host: Marty Peterson. Guests: Bethany and Scott Palmer – "The Money Couple"-- licensed financial planners, retirement specialists, co-authors of the book, "First Comes Love, Then Comes Money: A couple's guide to financial communication," (www.themoneycouple.com).

COMPLIANCY ISSUES COVERED: family finances; eldercare issues; law

25:29	SPOTBREAK #3 – Norton Security/Computer Security Merit Financial/Tough Times OUTCUE: "...1-877-646-8484."	:60
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

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WVTS 5:00am Sun. July 17,2011

FM/AM

Air week: 7/17/11

Program # 11- 29

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-Cancer Support Community/Cancer and Pain OUTCUE: "...partners against pain.com."	:55
1:41	:02 PAUSE FOR LOCAL AVAIL	:02
1:43	SEGMENT #1 - The New Faces of Social Activism	10:39

SYNOPSIS: Activism and protest movements are as American as apple pie: from the Boston Tea Party in 1773, to the Tea Party movement of today, we've always been a country where people have marched for change. However, today there's a difference in the way many activists are going about their business. We talk to two women who have written about the "new activism" and how it's become more inclusive, diverse and effective in getting the message out.

Host: Christopher Michael. Guests: Emily Hunter, journalist, author of "The Next Eco-Warriors: 22 young men and women who are saving the planet," (www.nextecowarriors.com); Linda Stout, founder and director of Spirit in Action, author of "Collective Visioning: How groups can work together for a just and sustainable future," (www.lindastout.org).

COMPLIANCY ISSUES COVERED: social activism, environment, urban issues, minorities

12:22	SPOT BREAK #2 – Oscar Mayer/Wienermobile 75 th Anniversary OUTCUE: "...in your community."	:57
13:19	:02 PAUSE FOR LOCAL AVAIL	:02
13:21	SEGMENT #2- College Safety 101	12:04

SYNOPSIS: It won't be long now before parents say goodbye to their kids going off to college – many for the first time. And they worry about their children's safety on campus and in apartments and frat houses. We talk to a safety expert and mother of a college student about how kids – mainly young women – can learn to recognize signs that something is wrong, and avoid dangerous situations while enjoying their college years.

Host: Marty Peterson. Guests: Kathleen Baty, COO of SafetyChick Enterprises, author of "College Safety 101: Miss Independent's guide to empowerment, confidence and staying safe," (www.safetychick.com).

COMPLIANCY ISSUES COVERED: public safety, education, crime, drugs

25:25	SPOTBREAK #3 – Coca-Cola/America is Your Park	:62
	Disability Benefits Alliance/Social Security	:61
	OUTCUE: "...1-877-956-8833."	
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

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WVTS AM/FM 5:00am Sun. July 24,2011

Program # 11- 30

Air week: 7/24/11

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-Cancer Support Community/Cancer and Pain OUTCUE: "...partners against pain.com."	:55
1:41	:02 PAUSE FOR LOCAL AVAIL	:02
1:43	SEGMENT #1 – Undocumented Immigrants Raising Citizen Children	9:37

SYNOPSIS: Immigration reform is a big issue in the US today. Caught in the middle are the citizen children of undocumented workers. The need to live under the radar, most often in poverty and isolation, can adversely affect the cognitive abilities of these young kids who, by law, deserve all of the benefits that other citizen children have. We talk to a researcher about how the lives of these families and children is hurting not only the kids, but our country's economy and future; and discuss possible remedies for the situation the addresses the legal and educational concerns.

Host: Christopher Michael. Guest: Hirokazu Yoshikawa, Prof. at Harvard University's Graduate School of Education, author of, "Immigrants Raising Citizens: Undocumented parents and their young children."

COMPLIANCY ISSUES COVERED: immigration, childcare, poverty, crime, minorities, education, labor

11:20	SPOT BREAK #2 – Mars & Feeding America/Bar Hunger Sears Home Improvement/ Flooring-In Need OUTCUE: "...1-866-416-9933, Sears."	:29 :31
12:20	:02 PAUSE FOR LOCAL AVAIL	:02
12:22	SEGMENT #2 - Robocalypse: How smart can they get?	13:18

SYNOPSIS: Robots seem to be doing everything these days, from vacuuming floors to building cars to dispensing pills in a pharmacy. In the movies they regularly try to take over the world, but ultimately fail. Just how far can robots go? And what's in store in fiction and the real world for them in the future? We talk to two roboticists – one who's a sci-fi novelist – about 'bots in real life and in fantasy.

Host: Marty Peterson. Guests: Daniel H. Wilson, PhD in robotics from Carnegie Mellon Univ., Pittsburgh, PA, author of the sci-fi thriller, "Robocalypse," (www.danielhwilson.com); Christopher Atkeson, PhD, Prof. in The Robotics Institute, Carnegie Mellon Univ., (www.ri.cmu.edu).

COMPLIANCY ISSUES COVERED: technology, medicine, education, pop culture, media, manufacturing

25:30	SPOTBREAK #3 – Dendreon/Provenge-Prostate Cancer OUTCUE: "...877-336-3736."	1:59
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

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WVTS FM/AM 5;00am Sun. July 31,2011

Program # 11- 31

Air week: 7/31/11

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/World Breastfeeding Week OUTCUE: "...Medela.com."	:62
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT #1 - Information Sharing and Privacy	13:04

SYNOPSIS: Information spreads like wildfire across the internet, and it's hard to tell who has yours, and what they're doing with it. But do we have a right to privacy? How do we keep our private info away from corporations looking to sell us something? And why do we seem to have this need to share info, videos and pictures with others across the internet?

Host: Christopher Michael. Guests: Harold Krent, Dean and professor, Chicago-Kent College of Law, Ill. Inst. Of Technology (www.kentlaw.edu); Avi Savar, founding partner and Chief Creative Officer, Big Fuel, Inc., (www.bigfuel.com); Jonah Berger, Joseph G. Campbell Asst. Prof. of Marketing, Wharton School, Univ. of Pennsylvania (www.wharton.upenn.edu).

COMPLIANCY ISSUES COVERED: privacy, technology, science, consumerism, law, business

14:54	SPOT BREAK #2 – LifeScan/D-Time OUTCUE: "...slash One Touch."	:62
15:56	:02 PAUSE FOR LOCAL AVAIL	:02
15:58	SEGMENT #2- Nom de Plum: Authors and their pen names	9:28

SYNOPSIS: Many authors whose names and stories we know and love, aren't who they purport to be. We'll hear why many authors had to write under pseudonyms, and how they created their alter egos.

Host: Karen Hand. Guests: Carmela Ciuraru, author of "Nom de Plume: The (secret) history of pseudonyms," (www.carmelaciuraru.com).

COMPLIANCY ISSUES COVERED: history and literature, women's issues, media, popular culture

25:26	SPOTBREAK #3 – Coca-Cola/America is Your Park Mars & Feeding America/Bar Hunger Sears Home Improvement/Flooring-In Need OUTCUE: "...1-866-416-9933. Sears."	:63 :30 :30
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

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AUGUST 2011

WVTS FM/AM 5:00am Sun. Aug.7,2011

Program # 11-32

Air week: 8/7/11

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 –LifeScan/D-Time OUTCUE: ".../One Touch."	:61
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	SEGMENT #1 - Addicted Gamblers: What are the odds for recovery?	10:27

SYNOPSIS: Gambling is all around us, and most people can have fun at the track or casino without going broke. Pathological or problem gamblers are a different story. We talk to two specialists about what gambling addiction is, various treatments for it and how families can help loved ones who are pathological gamblers.

Host: Christopher Michael. Guests: Christine Reilly, the executive director for the Institute for Research on Gambling Disorders, (www.gamblingdisorders.org); Mitchell Wallick holds PhDs in both addictions and counseling and is the executive director of C.A.R.E Florida (www.careflorida.com).

COMPLIANCY ISSUES COVERED: addiction, mental health, family issues

12:16	SPOT BREAK #2 – Sharpie/Back to School OUTCUE: "...Shapie.com."	:60
13:16	:02 PAUSE FOR LOCAL AVAIL	:02
13:18	SEGMENT #2- The Nature Principle: For physical and mental health	12:13

SYNOPSIS: So many people these days have little time for a walk in the woods or a relaxing evening sitting outdoors, and it's taking its toll on their physical health and ability to function at the highest levels. We talk to an author about "nature deficit disorder" and how it affects the way we work, think and play.

Host: Karen Hand. Guests: Richard Louv, author, "The Nature Principle: Human restoration and the end of nature deficit disorder," (www.richardlouv.com).

COMPLIANCY ISSUES COVERED: nature & environment, children's issues, recreation, labor, health

25:31	SPOTBREAK #3 – Mars & Feeding America/Bar Hunger	:30
	Sears Home Improvement/Flooring – In Need	:29
	Disability Benefits Alliance/Social Security	:59
	OUTCUE: "...1-877-956-8833."	
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

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WVTS FM/AM Sun.5:00am Aug.14,2011

Program # 11-33

Air week: 8/14/11

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 – LifeScan/D-Time OUTCUE: "...slash, One Touch."	:62
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT #1 - Raising Exceptional Kids: A master teacher weighs in	9:42

SYNOPSIS: Schools are having to do more with fewer resources, and it's not an easy task for teachers and administrators. Plus, parents these days want their children to learn more than the 3 Rs – they also want schools to provide students with life lessons. We talk to a Los Angeles teacher whose class is in one of the roughest areas of the city about how he helps his 5th grade students learn to make their own decisions, manage their time, be helpful to others and develop a love for art, music, sports and other people.

Host: Christopher Michael. Guests: Rafe Esquith, 5th grade teacher, Hobart Elementary School, Los Angeles, CA, author of "Lighting Their Fires: How parents and teachers can raise extraordinary kids in a mixed-up, muddled-up, shook-up world," (www.hobartshakespeareans.org).

COMPLIANCY ISSUES COVERED: education, sports, family values, cheating, the arts & literature

11:32	SPOT BREAK #2 – Coca-Cola/America is Your Park OUTCUE: "...live positively.com."	:62
12:34	:02 PAUSE FOR LOCAL AVAIL	:02
12:36	SEGMENT #2- Stealing Rembrandts: Art theft isn't what you think	12:51

SYNOPSIS: According to films and pop culture, the art heist is an exciting, complex event pulled off by master thieves, so they can sell their booty to wealthy art collectors who keep their paintings in secret galleries for their own enjoyment. We talk to a journalist and a museum security expert who dispel this myth and tell us the real stories behind some of the biggest art thefts in the world.

Host: Marty Peterson. Guests: Anthony Amore, Dir. of Security, Isabella Stewart Gardner Museum, Boston, MA, and award-winning journalist, Tom Mashberg, co-authors of the book, "Stealing Rembrandts: The untold stories of notorious art heists,"

COMPLIANCY ISSUES COVERED: art, crime, technology, pop culture, media

25:27	SPOTBREAK #3 – Purdue Pharma/Safeguard My Meds Dove Ice Cream/Your Moment OUTCUE: "... slash, Dove Ice Cream."	:60 :61
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

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WVTS FM/AM 5:00am Sun. Aug.21,2011

Program # 11- 34

Air week: 8/21/11

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/Safeguard My Meds OUTCUE: "...safeguard my meds.org."	:62
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT #1 - Dress for Success: More important now than ever	11:55

SYNOPSIS: With unemployment high, more people are vying for fewer jobs. It's important to get an edge on the competition, and one way that's possible is with your appearance. We talk to two authors who explain why it's important to "dress for success," and how men and women can accomplish that goal whether it's in a job interview, an important meeting or a "business casual" event.

Host: Christopher Michael. Guests: Glen R. Sondag, financial services professional, fashion aficionado, author of "Anything Other Than Naked," (www.anythingotherthannaked.com); Meryl Weinsaft Cooper, public relations professional, co-author of "Be Your Own Best Publicist," (<http://beyourownbestpublicist.com>).

COMPLIANCY ISSUES COVERED: employment; business; communication; commerce; psychology

13:45	SPOT BREAK #2 – Dove Ice Cream/Your Moment OUTCUE: "...facebook.com/Dove icecream."	:60
14:45	:02 PAUSE FOR LOCAL AVAIL	:02
14:47	SEGMENT #2- Co-Housing: Building caring communities	10:43

SYNOPSIS: A small, niche market is building for an alternative type of neighborhood: co-housing. We talk to the man who helped bring the concept to the U.S. from Europe, and find out how it works, who is best served by the plan, how it encourages sustainable living options, and hear about the different types of residences there are around the country.

Host: Marty Peterson. Guests: Charles Durrett, architect and co-author of "Creating Co-housing: Building Sustainable Communities," (www.cohousingco.com).

COMPLIANCY ISSUES COVERED: housing; public assistance; education; conservation; family issues.

25:30	SPOTBREAK #3 – Auto Desk/Autocad Mars & Feeding America/Bar Hunger Sears Home Improvement/Flooring-In Need OUTCUE: "...1-866-416-9933, Sears."	:60 :30 :30
27:30	Program Conclusion	:30
28:00	TOTAL TIME	

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WVTS FM/AM Sun.5:00am Aug. 28,2011

Program # 11-35

Air week: 8/28/11

Producers: Pat Reuter, Tori Bokios

Production Directors: Sean Waldron & Reed Pence

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:46
:46	SPOTBREAK #1 – Coca-Cola/America is Your Park OUTCUE: "...live positively.com."	:62
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT #1 - Cities and Climate Change: How are they preparing?	12:14

SYNOPSIS: Hotter summers, violent storms, flooding...these are just some of the problems faced by cities due, in part, to climate change. We talk to several urban experts about how cities are designing and re-designing infrastructure to cope.

Host: Christopher Michael. Guests: Cynthia Rosenzweig, Head of the Climate Impact Group, NASA Goddard Inst. For Space Studies (www.giss.nasa.gov); Janet Attarian, Project Dir. for the Streetscape and Sustainable Design Program, Chicago (www.cityofchicago.org); Greg Miller, Chair of Civil and Environmental Engineering, Univ. of Washington (www.washington.edu); Joseph Schwieterman, professor in the School of Public Service, De Paul Univ., Chicago (www.depaul.edu).

COMPLIANCY ISSUES COVERED: urban issues; environment; infrastructure; natural disasters, transportation

14:04	SPOT BREAK #2 – Purdue Pharma/Safeguard My Meds OUTCUE: "...www.safeguard my meds.org."	:61
15:05	:02 PAUSE FOR LOCAL AVAIL	:02
15:07	SEGMENT #2- 1,2,3...Where Did Our Numbers Come From?	10:23

SYNOPSIS: We take our numbers an arithmetic for granted, and that's a good thing. However there was a time when it wasn't so simple to count, keep records of business transactions or do simple math problems because our numerals 0 through 9 weren't in common use around the world. We talk to a mathematician and author about the man who started the "arithmetic revolution."

Host: Marty Peterson. Guests: Keith Devlin, Mathematician, Stanford Univ., NPR's "Math Guy," author of the book, "The Man of Numbers: Fibonacci's arithmetic revolution," (<http://devlinsangle.blogspot.com>).

COMPLIANCY ISSUES COVERED: science, education, history, commerce

25:30	SPOTBREAK #3 – Dove Ice Cream/Your Moment	:59
	Mars & Feeding America/Bar Hunger	:30
	Sears Home Improvement/Flooring-In Need	:30
	OUTCUE: "...1-866-416-9933, Sears."	
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

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SEPTEMBER 2011

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

Program # 11- 36

Air week: 9/4/11

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 – Purdue Pharma/Safeguard My Meds OUTCUE: "...www.safeguard my meds.com."	:61
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	SEGMENT #1 - Business and Social Media: How it's useful; when it's not	12:00

SYNOPSIS: It seems that everyone with a computer or cell phone is on Facebook, Twitter or one of the other social media sites. Business has realized that they, too, should take advantage of this huge audience to get the message out about their goods and services. But is social media right for every business? What are the advantages and the pitfalls? And how do you decide what kind of network is good for you and for what you're selling? We talk to three marketing specialists about the issue.

Host: Christopher Michael. **Guests:** Thomas Harpointner, CEO of AIS Media, Atlanta (www.aismedia.com); Lon Safko, author of "The Social Media Bible," (www.extremedigitalmarketing.com); Gail Martin, Pres. of Dreamspinner Communications, author of "30 Days to Social Media Success," (www.gailmartinmarketing.com).

COMPLIANCY ISSUES COVERED: consumerism, technology, big business, entrepreneurs, marketing

13:49	SPOT BREAK #2 – Pedigree/Every Dog Deserves OUTCUE: "...Pedigree U.S."	:59
14:48	:02 PAUSE FOR LOCAL AVAIL	:02
14:50	SEGMENT #2- Man Food: Men, families and cooking	10:33

SYNOPSIS: The Labor Day weekend marks the unofficial end of the backyard barbecue season – and the end of many men's cooking duties. However, more and more guys are moving into the kitchen to cook for their families and friends during the other three seasons. We'll find out why, what they're cooking up and how it helps them bond with their wives and children.

Host: Marty Peterson. **Guests:** Ryan D'Agostino, editor of "Esquire: Eat Like a Man: The only cookbook a man will ever need," (www.esquire.com/blogs/food-for-men); John Donohue, cartoonist, The New Yorker magazine, editor, "Man With the Pan: Culinary adventures of fathers who cook for their families," (www.stayatstovedad.com).

COMPLIANCY ISSUES COVERED: family issues, food & nutrition, media & culture

25:23	SPOTBREAK #3 – Milk PEP/Flavored Milk Mars & Feeding America/Bar Hunger Bank of America/Let's Run Together OUTCUE: "...by September 9th."	:62 :29 :33
27:27	Program Conclusion	:30
27:57	TOTAL TIME	

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WVTS FM/AM 5:00am Sun, Sep.11,2011

Program # 11- 37

Air week: 9/11/11

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 – LifeScan/Putting Life First OUTCUE: "...slash One Touch.	:61
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	SEGMENT #1 - Extreme Weather and Violence in East Africa	10:56

SYNOPSIS: Climate change is affecting every country on the globe. However, those between the Tropic of Cancer and the Tropic of Capricorn are being hit the hardest. Drought and famine have created a population of climate change refugees, forced to move from their land or face starvation – and sometimes violence. We talk to two men who have been to East Africa and have seen first-hand how extreme weather is causing extreme hardship for farmers, cattle herders and other people who live there.

Host: Christopher Michael. Guests: Christian Parenti, Puffin Foundation Writing Fellow at the Nation Institute, Contrib. Editor, The Nation magazine, author of "Tropic of Chaos: Climate change and the new geography of violence" (www.thenation.com); Patrick McHaffie, Assoc. Prof. in the Dept. of Geography, DePaul University, Chicago (www.depaul.edu) (www.greenbeltmovement.org).

COMPLIANCY ISSUES COVERED: science, agriculture, poverty, war, education

12:47	SPOT BREAK #2 – Pedigree/Every Dog Deserves OUTCUE: "...Pedigree U.S."	:60
13:47	:02 PAUSE FOR LOCAL AVAIL	:02
13:49	SEGMENT #2- Pirates! The real story behind those salty sailors	11:56

SYNOPSIS: International Talk Like a Pirate Day is celebrated every year on September 19, and many people join in the fun by dressing, acting and talking like the pirates they've enjoyed in movies such as "Pirates of the Caribbean" and books like "Treasure Island." But were pirates really the peg-legged, eye-patched, parrot-loving sailors depicted in popular culture? We talk to two pirate researchers about who these men were, their exploits, and what their lives were really like.

Host: Marty Peterson. Guests: Charles Ewen, Prof. in the Dept. of Anthropology, East Carolina University, co-editor of "X Marks the Spot: The archeology of piracy" (www.ecu.edu); Pat Croce, author of "The Pirate Handbook: A rogue's guide to pillage, plunder, chaos & conquest," (www.patcroce.com), (www.thepiratemuseum.com). Also check out the official Talk Like a Pirate Day website, www.talklikeapirate.com.

COMPLIANCY ISSUES COVERED: arts & literature, pop media, crime, history & culture

25:27	SPOTBREAK #3 – Takeda/Gout Pit Stop Northwestern Mutual/Life Insurance Month OUTCUE: "...Northwestern Mutual.com."	:61 :60
27:28	Program Conclusion	:30
27:58	TOTAL TIME	

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WVTS FM/AM 5:00 am Sun Sep 18, 2011

Program # 11-38

Air week: 9/18/11

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 – LifeScan/Putting Life First OUTCUE: "...facebook.com/OneTouch."	:61
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	SEGMENT #1 - Triple Agent: A Tragedy in Afghanistan	13:27
<p>SYNOPSIS: In 2009, a Jordanian doctor-turned-Al Qaeda informant arrived at a CIA station in Khost, Afghanistan to meet with operatives and, hopefully, agree to work for the U.S. What happened instead was a tragedy that left many Americans and Jordanians dead, and raised questions and concerns about intelligence gathering by the CIA. We talk to an author and a former intelligence operative about the incident and the hazards of collecting intelligence in the war zone.</p> <p>Host: Christopher Michael. Guests: Joby Warrick, Pulitzer Prize-winning journalist, author of "The Triple Agent: the Al Qaeda mole who infiltrated the CIA," (facebook: The Triple Agent); Edward Turzanski, former intelligence operative; Sr. Fellow, Foreign Policy Research Inst., Professor of Political Science & History, LaSalle Univ., Philadelphia.</p> <p>COMPLIANCY ISSUES COVERED: war, government, military</p>		
15:16	SPOT BREAK #2 – Pedigree/Every Dog Deserves OUTCUE: "...Pedigree U.S."	:60
16:16	:02 PAUSE FOR LOCAL AVAIL	:02
16:18	SEGMENT #2- Depression, Suicide and the Economy	9:11
<p>SYNOPSIS: Studies show that in a down economy, the incidences of depression and suicide rise. Our guests discuss the reasons why, how to spot depression and possible suicide, and what people can do to help friends and loved-ones battling the illness, and those left behind after a death by suicide.</p> <p>Host: Marty Peterson. Guests: Bob Gebbia, Exec. Director, American Foundation for Suicide Prevention, (www.afsp-9.org); Dr. Deborah Serani, psychologist, therapist, depression sufferer, author of "Living with Depression," (www.deborahserani.com). National Suicide Prevention Lifeline: 1-800-273-TALK.</p> <p>COMPLIANCY ISSUES COVERED: mental illness; economy; family issues; employment</p>		
25:29	SPOTBREAK #3 – Northwestern Mutual/Life Insurance Month Mars/Random Acts of Chocolate OUTCUE: "... facebook page."	:59 :59
27:27	Program Conclusion	:30
27:57	TOTAL TIME	

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WVTS FM/AM 5:00am Sun.Sep. 25,2011

Program # 11-39

Air week: 9/25/11

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 – LifeScan/Putting Life First OUTCUE: ".../OneTouch."	:61
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	SEGMENT #1 - High-Profile Cases: How they affect attorneys' lives	11:42

SYNOPSIS: Victims of crimes and their families aren't the only ones who suffer during a high-profile investigation and trial. Lawyers, especially attorneys representing hated defendants, and their families can suffer because of 24/7 news coverage, death threats and extreme stress. We talk to two attorneys who have defended murderers about the toll it takes on everyone involved; and how they fight for their clients' rights to a fair trial in an environment of mass media consumption.

Host: Christopher Michael. **Guests:** Sam Amirante, retired judge, defense attorney for John Wayne Gacy, and Danny Broderick, attorney, co-authors of "John Wayne Gacy: Defending a Monster," (www.defendingamonster.com); Richard Kling, clinical professor of law, Chicago-Kent College of Law, Illinois Institute of Technology, practicing defense attorney (www.kentlaw.edu).

COMPLIANCY ISSUES COVERED: law & justice system, mental health, alcoholism, crime, family issues, media

13:31	SPOT BREAK #2 – Mars/Random Acts of Chocolate OUTCUE: "...facebook page."	:58
14:29	:02 PAUSE FOR LOCAL AVAIL	:02
14:31	SEGMENT #2- Cursive Handwriting: Do kids still need to learn it?	11:01

SYNOPSIS: Many schools have stopped teaching cursive handwriting because kids now turn to texting and keyboarding for much of their writing. Is this a good thing? We talk to two handwriting specialists about the benefits of cursive.

Host: Marty Peterson. **Guests:** Jan Olsen, occupational therapist, President of Handwriting Without Tears, (www.hwtears.com); Margaret Shepherd, calligrapher & artist, author of "Learn World Calligraphy," (www.margaretshepherd.com).

COMPLIANCY ISSUES COVERED: education, technology, art & culture

25:32	SPOTBREAK #3 – Northwestern Mutual/Life Insurance Month	:58
	Mars & Feeding America/Bar Hunger	:29
	ADT Home Security Systems/Who's Watching?	:30
	OUTCUE: "...1-866-614-9911"	
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

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