

Public Affairs Programming Log

Station Call Letters: KGMX

2nd Quarter 2014 (April)

Prepared By: Kenneth J. Guzman

Program Name/Segment Scheduled Programming Issues & Programs-- View Points Issue Addressed-	Date 4/20/2014 Time Between 6:00a & 9:00a Duration 27:57	Program Format/Content Description – Please Be Specific <u>SEGMENT #1 – Hands-on Tinkering: How it can help kids get ahead</u> SYNOPSIS: Many U.S. school children have trouble with math and science and sometimes it's because these subjects are not taught in a way that engages students. We talk to two "hands-on" educators about how involving young people – and adults – in science, technology and engineering in creative and sometimes explosive ways helps them learn about the principles of science and math in ways that sitting in a lecture never could. Host: Gary Price. Guests: Tim Shaw, inventor, engineer, host of "None of the Above" on the National Geographic Channel (www.channel.nationalgeographic.com); Karen Wilkinson, Tinkering Studio Director, the Exploratorium, San Francisco, co-author of "The Art of Tinkering," (www.tinkering.exploratorium.edu). COMPLIANCY ISSUES COVERED: science & technology, media, the arts, education, creativity <u>SEGMENT #2- Adult Swimming: It's important for safety and health</u> SYNOPSIS: Summer is a time for fun in the sun, and swimming is a favorite pastime when the temperature rises. With that in mind, it's amazing that millions of adults never learned to swim! We talk to a swimming expert about why it's important for adults to learn to navigate the pool for their own health, safety and the safety of their children. It's also a great activity where you can make new friends, keep fit and have fun. Host: Marty Peterson. Guests: Rob Butcher, Executive Director, United States Master Swimming (USMS), (www.usms.org). COMPLIANCY ISSUES COVERED: recreation, health, safety, senior issues
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Program Name/Segment Scheduled Programming Issues & Programs- View Points Issue Addressed-	Date 4/27/2014 Time Between 6:00a & 9:00a Duration 27:57	Program Format/Content Description – Please Be Specific SEGMENT #1 – Bitcoin: What it is and why we need to take it seriously SYNOPSIS: The virtual currency, "bitcoin," has been in the news lately for its fantastic rise in value, then it's dramatic fall after the world's largest bitcoin exchange filed for bankruptcy. We talk to two financial specialists about what it is, how it's used, the pros and cons of dealing in bitcoin, and what the future might bring for this novel currency. Host: Gary Price. Guests: Peter Leeds, owner and CEO of Peter Leeds Penny Stocks, author of "Penny Stocks for Dummies," (www.peterleeds.com); Joe Deaux, Economic Analyst at The Street (www.thestreet.com). COMPLIANCY ISSUES COVERED: banking & finance, technology, government, the Internet, crime. SEGMENT #2- Women of the Atomic Age SYNOPSIS: The Atomic Age is credited mostly to men like Einstein, Oppenheimer and Fermi. Although there's no question that these eminent scientists were leaders in the development and understanding of nuclear power, there were also many women who contributed knowledge and sometimes their health and lives, but who are overshadowed by the men. We talk to two authors whose books give these women the recognition they deserve. Host: Marty Peterson. Guests: Craig Nelson, author of "The Age of Radiance: The epic rise and dramatic fall of the Atomic Era," (www.craignelson.us); Denise Kierman, author of the best-selling book, "The Girls of Atomic City," (www.girlsofatomiccity.com), now in paperback. COMPLIANCY ISSUES COVERED: women's issues, science, war, education, health.

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Program Name/Segment Scheduled Programming Issues & Programs-- View Points Issue Addressed-	Date Time	Program Format/Content Description – Please Be Specific SEGMENT #1 – PTSD: What it is and how families can help sufferers SYNOPSIS: Millions of Americans suffer with post-traumatic stress disorder, or PTSD, but often we think it's only combat veterans who live with the issue. We talk to a physician who specializes in PTSD about just what it is, its symptoms, and how it can affect the families of sufferers. We also discuss PTSD with a novelist who writes about the topic – and lived through the anguish of PTSD with her father, a veteran of World War II. Host: Gary Price. Guests: Dr. Matthew J. Friedman, MD, PhD, former Exec. Dir. and currently a senior advisor for the National Center for PTSD, and Professor of Psychiatry, Pharmacology and Toxicology at the Geisel School of Medicine at Dartmouth (www.ptsd.va.gov); Laurie Halse Anderson, best-selling author of young adult literature. Her latest book is titled, "The Impossible Knife of Memory," (www.madwomanintheforest.com). COMPLIANCY ISSUES COVERED: war, veterans, child abuse, mental health, alcoholism, therapy, family issues SEGMENT #2- Kitty Genovese: The real story 50 years later SYNOPSIS: In 1964, a young bar manager was brutally assaulted and stabbed to death in New York, supposedly while 38 bystanders watched and did nothing to help her. The story of Kitty Genovese made headlines around the world, and made New York City famous for its cold, unfeeling people who "didn't want to get involved." But was the story as told in the press true? We talk to a journalist who uncovered what really happened that chilly March night, and find out how it changed our emergency response system, prompted research on why we do or do not help people in need, and even prompted some to become Good Samaritans. Host: Marty Peterson. Guests: Kevin Cook, author of "Kitty Genovese: The murder, the bystanders, the crime that changed America," (http://books.wmorton.com). COMPLIANCY ISSUES COVERED: crime, media, law enforcement, public safety, Good Samaritans
	4/6/2014 Between 6:00a & 9:00a Duration 27:57	

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<p>Program Name/Segment Scheduled Programming Issues & Programs- View Points</p>	<p>Date 4/13/2014</p> <p>Time Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>Program Format/Content Description – Please Be Specific <u>SEGMENT #1 – Post-High School Ed: Are we doing all we can?</u></p> <p>SYNOPSIS: There are many students and adults who don't go to a four-year college, but are out in the workforce looking for a job or seeking to get a better one. But how do they get the education they need to find a job or move up in the work world? We talk to an education expert about how all education doesn't come from school learning; how many students and workers are perceived as not having enough intelligence to do well in a post-secondary school, despite other types of skills they have; and how community colleges and others are striving to help these adults learn, despite budget cuts and a lack of other resources. We also discuss what organizations and business can do to create a better workforce in the future.</p> <p>Host: Gary Price. Guests: Mike Rose, professor at the UCLA Graduate School of Education and Information Studies, author of the book, "Why School? Reclaiming education for all of us," (www.mikeroosebooks.com).</p> <p>COMPLIANCE ISSUES COVERED: education, labor force, immigrants, business, academic testing</p>
<p>Issue Addressed-</p>	<p><u>SEGMENT #2- Internet Privacy: How you can fight snooping online</u></p> <p>SYNOPSIS: It seems you can't get away from email spam, Internet scams and companies using your online purchases and web browsing to badger you with shopping opportunities. Every time you sign up for a blog or make a purchase, you are inundated with unwanted – and sometimes dangerous – intrusions into your personal and private information. We talk to a journalist who has tried to erase her digital footprint, and an attorney who deals with online privacy about the issue. We discuss ways you can get rid of some third parties who spy on your online activities, learn about better password protection, and find out why we are probably never going to be able to rid ourselves of all snooping in the future.</p> <p>Host: Marty Peterson. Guests: Julia Angwin, award-winning journalist, author of "Dragnet Nation: A quest for privacy, security and freedom in a world of relentless surveillance," (www.juliaangwin.com); William Kling, adjunct professor of law, IIT Chicago-Kent College of Law, clinical assistant professor at the University of Illinois at Chicago School of Public Health, (www.kentlaw.edu).</p> <p>COMPLIANCE ISSUES COVERED: technology, commerce, law, privacy, Internet security, government.</p>	

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 2nd Quarter 2014 (May)
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Program Name/Segment Scheduled Programming Issues & Programs- View Points Issue Addressed-	Date 5/18/2014 Time Between 6:00a & 9:00a Duration 27:57	Program Format/Content Description – Please Be Specific <u>SEGMENT #1 – The Promise of a Pencil: Small actions make big changes</u> SYNOPSIS: There are many activists such as Bono, Bill Clinton and Oprah who stir large numbers of people to contribute to a cause or spend time helping others less fortunate than themselves. But there are also some non-famous people who start small but are making a big change in the world. We talk to one young man who started by giving a poor Indian boy a pencil – just a pencil – and turned that one small act into a program to build schools for poor children in many countries around the world. Host: Gary Price. Guests: Adam Braun, Founder & CEO of Pencils of Promise, author of “The Promise of a Pencil,” (www.pencilsofpromise.org ; www.adambraun.com). COMPLIANCE ISSUES COVERED: poverty, philanthropy, education, activism <u>SEGMENT #2- Sustainable Fishing: Is farming the answer?</u> SYNOPSIS: Doctors and nutritionists tell us to eat less red meat, and more fish. As a result, salmon, tuna, and various white fish have caught on in many households, with salmon being a favorite. A lot of Atlantic salmon is farmed in North America, and some people are skeptical that these operations are healthy – for people, the environment and the fish themselves. We talk to a scientist and to a chef about fish farming, how it can be done well, and how we should pursue good environmental practices as well as good aquaculture practices to make fish like salmon a sustainable option. Host: Marty Peterson. Guests: Merial Brooks, Prof. of Biology, Program Director, Masters of Science Program in Environmental Studies, Green Mountain College, VT (www.greenmtn.edu); Rick Moonen, Chef, Rick Moonen’s RM Seafood restaurant, Mandalay Bay Casino and Resort, Las Vegas, NV (www.rmseafood.com) (www.trueorthsalmon.com).
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<p>Program Name/Segment Scheduled Programming Issues & Programs- View Points</p>	<p>Date 5/25/2014</p> <p>Time Between 6:00a & 9:00a</p> <p>Duration 27:57</p>	<p>Program Format/Content Description – Please Be Specific <u>SEGMENT #1 – Making Education in Poor Areas Better and More Fair</u></p> <p>SYNOPSIS: When schools are sub-par, who is to blame? Is it the teachers? Superintendent? The parents? The funding authorities? There's a lot of blame to share, but there are also good public schools out there and models for making troubled schools better, if we want to learn from them. We talk to two education specialists who have ideas on how to create better learning environments in schools, how to better equip and support teachers, and how to even the playing field for poorer students who are often stuck in a district's lowest-performing schools.</p> <p>Host: Gary Price. Guests: Greg Duncan, Dist. Prof. in the School of Ed., Univ. of California-Irvine, co-author of "Restoring Opportunity: The crisis of inequality and the challenge for American education," (www.restoringopportunity.com); John Kuhn, school superintendent in Texas, author of "Fear and Learning in America: Bad data, good teachers and the attack on public education," (Twitter: JohnKuhnTX).</p> <p>COMPLIANCE ISSUES COVERED: poverty, race, education, politics, teachers, immigrants, labor unions & pensions</p> <p><u>SEGMENT #2- A Higher Call: An amazing story of heroism – by the enemy!</u></p> <p>SYNOPSIS: On Memorial Day this year, millions will gather to remember our heroic fallen soldiers, sailors and marines at events around the country. There were other heroes in war – those that survived and came home due to their courage and the courage of their comrades. We'll hear the story of a very unusual hero – a member of Hitler's air force – who risked his life to help an American pilot in distress, and who decades later met up with the man whose life he saved.</p> <p>Host: Marty Peterson. Guests: Adam Makos, journalist, author of the book, "A Higher Call: An incredible true story of combat and chivalry in the war-torn skies of World War II," (www.valorstudios.com) (facebook: Adam Makos).</p> <p>COMPLIANCE ISSUES COVERED: war, veterans, military</p>
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 2nd Quarter 2014 (May)
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Program Name/Segment Scheduled Programming Issues & Programs- View Points Issue Addressed-		Date 5/4/2014 Time Between 6:00a & 9:00a Duration 27:57	Program Format/Content Description – Please Be Specific <u>SEGMENT #1 – The Gun that Changed History: The Colt Revolver</u> SYNOPSIS: The six-gun is an iconic emblem of the Old West as much as the face-off between the sheriff and the bad guy on a dusty street at high noon. What many people don't realize, though, is that the gun that was used back in those old show-downs was a relatively new invention that changed the history of the west and of our country from then on. We talk to an author who used the creation of the Colt revolver as the centerpiece of his novel, about Samuel Colt, how he fought for years to get his gun into the marketplace, and how it revolutionized firearms and the gun industry for decades to come. Host: Gary Price. Guests: Robert Lauther, author of the novel, "Road to Reckoning," (www.roadtoreckoning.blogspot.com). COMPLIANCY ISSUES COVERED: firearms, history of the Old West, military, law enforcement, industry <u>SEGMENT #2- Twin Loss and Bereavement</u> SYNOPSIS: The loss of a loved one is always difficult, but when an individual loses a twin sister or brother, it's even more so. The bond between these siblings is different than with or between other siblings, and the grief often lasts a lifetime. We talk to two twin specialists, one who lost a twin brother herself, about the special relationship between twins, why the sorrow is often more intense and long-lived, and how family and friends can help a grieving twin through their loss. Host: Marty Peterson. Guests: Mary Rockefeller Morgan, psychotherapist, author of the book, "When Grief Calls Forth the Healing: A memoir of losing a twin," (www.whengriefcallsforthehealing.com); Dr. Nancy Segal, prof. of psychology, Cal State-Fullerton, founder and director of The Twin Studies Center, author of several books on twins (www.drnanycysegaltwins.org ; email her at: nsegal@fullerton.edu). COMPLIANCY ISSUES COVERED: bereavement, mental health, children's & family issues
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		<p>SYNOPSIS: It's spring, and backyard gardeners are gearing up to plant the tomatoes, zucchini, lettuce and carrots. Wouldn't it be great if everyone could have a garden that would produce enough so they'd have fresh produce most or all of the year? And just imagine not having to apples shipped in from Australia and tomatoes from Mexico. We talk to two agricultural specialists about how to grow a lot of food in very small space, and how regional and urban farming – even in vacant city lots and around public buildings – could provide healthy, fresh food for much of the community, increase employment in job-starved cities, and help revitalize economies in depressed areas of the nation.</p> <p>Host: Gary Price. Guests: Philip Ackerman-Leist, Dir. of the Green Mountain College Farm & Food Project, and of their Masters in Sustainable Food Systems Program, and author of "Rebuilding the Foodshed: How to create local, sustainable and secure food systems." (www.greenmtn.edu) (www.chelseaseagreen.com); Eric Toensmeier, urban gardener author of "Paradise Lot: Two plant geeks, one-tenth of an acre and the making of an edible garden oasis in the city." (www.perennialasolutions.org).</p> <p>COMPLIANCE ISSUES COVERED: agriculture & gardening; hunger issues; employment; transportation; energy; economy</p> <p>SEGMENT #2- The Drunken Botanist: The plants behind popular spirits</p> <p>SYNOPSIS: Cocktails are making a comeback, and the distilled spirits that go in them have very interesting and complex histories. We talk with an author who researched how many popular liquors are created, the myths that surround some of them and what fruits, vegetables and shrubs are used in the creation of some of your favorite drinks.</p> <p>Host: Marty Peterson. Guests: Amy Stewart, author of "The Drunken Botanist: The plants that create the world's great drinks." (www.amystewart.com).</p>