

**2014 FOURTH QUARTERLY REPORT  
KISW, 99.9 FM  
KISW-FM & KISW HD CH-1  
SEATTLE, WASHINGTON**

**QUARTERLY ISSUES/PROGRAMMING REPORT FOR THE FOURTH  
QUARTER, OCTOBER 1 – DECEMBER 31, 2014:**

**KISW 99.9 FM PUBLIC AFFAIRS PROGRAMMING:**

**'CONVERSATIONS'** IS AIRED EVERY SUNDAY MORNING AT 6:00 A.M. AND IS A THIRTY-MINUTE PROGRAM, HOSTED BY PUBLIC AFFAIRS DIRECTOR LIZZ SOMMARS, THAT FEATURES DISCUSSIONS OF A WIDE RANGE OF ISSUES AND PROBLEMS THAT AFFECT PEOPLE IN THE COMMUNITY INCLUDING BUSINESS, EDUCATION, GOVERNMENT, VIOLENCE PREVENTION, TERRORISM, AND THE ENVIRONMENT. \*Two 'Conversations' shows air back-to-back each Sunday morning at 6:00 a.m. and 6:30 a.m. for a total of 60-minutes.

**'THE B.J. SHEA MORNING EXPERIENCE'** AIRS FROM 6 A.M. TO 10 A.M. WEEKDAYS. THE LOCAL TALK SHOW DEALS WITH SIGNIFICANT SUBJECTS AS DEFINED BY THE STATION'S LOCAL AUDIENCE ON A DAILY BASIS.

KISW 99.9 FM PUBLIC AFFAIRS PROGRAMMING ALPHABETICALLY SORTED BY ISSUE AS DETERMINED THROUGH INTERVIEWS DONE WITH INDIVIDUALS AND LOCAL RESIDENTS ON A QUARTERLY BASIS.

**ASCERTAINED COMMUNITY ISSUES:**

1. BUSINESS/ECONOMY/LABOR/TECHNOLOGY
2. COMMUNITY ACTIVITIES/FAMILIES/YOUTH
3. CRIME/DRUG ABUSE/VIOLENCE
4. EDUCATION/CULTURE/COMMUNICATION
5. ENVIRONMENT/TRANSPORTATION

6. GOVERNMENT/TERRORISM

7. HEALTH

8. AGING/GENDER-SPECIFIC/MINORITIES/POVERTY

DESCRIPTION OF ASCERTAINED ISSUES:

1. BUSINESS/ECONOMY/LABOR/TECHNOLOGY – INCLUDING ISSUES AFFECTING THE ECONOMIC CONDITION OF THE PUGET SOUND REGION, THE OUTLOOK FOR EMPLOYMENT AND IT'S RAMIFICATIONS, INFLATION, JOB TRAINING, LABOR RELATIONS, FOREIGN TRADE, THE INTERNET AND INTERNET ISSUES, TECHNOLOGY, CONSUMER ISSUES AND ISSUES AFFECTING ENTREPRENEURS.

2. COMMUNITY ACTIVITIES/ FAMILIES/ YOUTH – INCLUDING ISSUES REGARDING NEIGHBORHOODS, FAMILIES, YOUNG PEOPLE, COMMUNITY ORGANIZING, NEIGHBORHOOD ASSOCIATIONS, PARENTING SKILLS, CHILD SUPPORT, MARRIAGE, DIVORCE, ABUSE, NEGLECT, CHILD SUPPORT, AND OTHER ISSUES.

3. CRIME/DRUG ABUSE/VIOLENCE – INCLUDING POLICE/COMMUNITY RELATIONS, GANG ACTIVITIES, GUN CONTROL, LAW ENFORCEMENT, THE CRIMINAL JUSTICE SYSTEM, THE CORRECTIONAL SYSTEM, REHABILITATION, DRUNK DRIVING, RECOVERY, ILLEGAL DRUGS, SUBSTANCE ABUSE REHABILITATION, FIRE FIGHTING, AND OTHER ISSUES INVOLVING VIOLENCE.

4. EDUCATION/ARTS/CULTURE– INCLUDING CHILDHOOD EDUCATION, PUBLIC EDUCATION, REFORM EFFORTS, SCHOOL BUSING, SCHOOL VIOLENCE, HIGHER EDUCATION, THE ADULT ROLE IN CHILDREN'S EDUCATION, ADULT EDUCATION, THE IMPORTANCE OF CREATIVE ENDEAVORS INCLUDING THE ARTS, LITERATURE, POETRY, AND COMPUTER, INTERNET, AND RELATED ISSUES SUCH AS ACCESS, LIABILITY AND CENSORSHIP ISSUES, AND CULTURAL ISSUES.

5. ENVIRONMENT/TRANSPORTATION – INCLUDING AIR AND WATER POLLUTION, FOREST ISSUES, SOLID WASTE DISPOSAL, RECYCLING, ALTERNATIVE ENERGY, ENDANGERED AND THREATENED SPECIES, ANIMAL RIGHTS, CONSERVATION, SCIENCE AND SCIENCE ISSUES, TRANSPORTATION, FOOD SYSTEM SUSTAINABILITY ISSUES, WEATHER PHENOMENON AND NATURAL DISASTERS.

6. GOVERNMENT/TERRORISM – INCLUDING GOVERNMENT SPENDING, GOVERNMENT SERVICES, GOVERNMENT ABUSES, TERRORISM AGAINST THE GOVERNMENT/OR COUNTRY, ANTI-TERRORISM MEASURES, PEOPLES' REACTIONS TO TERRORISM, TAXES, ELECTIONS, CAMPAIGN FINANCE REFORM AND OTHER REFORM EFFORTS, THIRD PARTY ACTIVITIES, AND GENERAL POLITICAL DEBATE.

7. HEALTH (WELLNESS) – INCLUDING NUTRITION, PHYSICAL FITNESS, MENTAL HEALTH, PREVENTIVE HEALTH CARE, GOVERNMENT HEALTH CARE POLICY, NATIONAL AND LOCAL REFORM EFFORTS AND ALTERNATIVE MEDICAL PRACTICES, AND TOTAL WELLNESS AMONG OTHER ISSUES.

8. AGING/GENDER-SPECIFIC/MINORITIES/POVERTY ISSUES – INCLUDING DISCRIMINATION AND OTHER PROBLEMS SPECIFIC TO RACIAL OR ETHNIC MINORITIES, IMMIGRATION ISSUES, PEOPLE WHO ARE DISABLED, WOMEN, MEN, SENIOR CITIZENS, GAYS AND LESBIANS, RELIGIOUS GROUPS, COVERAGE OF ISSUES REGARDING SPIRITUALITY, AND ISSUES AFFECTING PEOPLE WHO ARE HOMELESS, AND PEOPLE WHO GO WITHOUT REGULAR MEALS LOCALLY AND GLOBALLY.

**KISW 99.9 FM PUBLIC AFFAIRS PROGRAMMING SORTED BY PROGRAM  
IN ALPHABETICAL ORDER FOR: OCTOBER 1 – DECEMBER 31, 2014:**

**‘CONVERSATIONS’**

Program: ‘Conversations’                      Part: 1

Subject: The Big Ratchet

Guest: Ruth DeFries

Length: 12:31

Date Aired: 10/5/14

Time Aired: 6:00 – 6:15 a.m.

Summary: Ruth DeFries, Denning Family Professor of Sustainable Development, Chairman, Department of Ecology, Evolution & Environmental Biology, Columbia University, author, THE BIG RATCHET, talks about humanity’s interplay with nature and how we seem to thrive in the face of natural crisis. [www.ruthdefries.com](http://www.ruthdefries.com).

Compliance issues covered: Environment/Government/Health/Technology

Program: ‘Conversations’                      Part: 2

Subject: The Powers of Two

Guest: Joshua Wolf Shenk

Length: 12:29

Date Aired: 10/5/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Joshua Wolf Shenk, curator, essayist, author, POWERS OF TWO, talks about creative partnerships, how great duos work together, and how we can adapt their techniques in our own work and lives. [www.shenk.net](http://www.shenk.net).

Compliance issues covered: Business/Jobs/Technology/Spirituality/Education

Program: 'Conversations' Part: 1

Subject: How to Have a Tech-Healthy Family

Guest: Janell Burley Hofmann

Length: 12:28

Date Aired: 10/5/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Janell Burley Hofmann, parenting coach, author, iRULES, talks about kids and a balance between technology and the 'rest of their lives'.

[www.janellburleyhofmann.com](http://www.janellburleyhofmann.com).

Compliance issues covered: Technology/Family/Youth/Culture

Program: 'Conversations' Part: 2

Subject: Sobriety and Motherhood

Guest: Jowita Bydlowska

Length: 12:32

Date Aired: 10/5/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Jowita Bydlowska, journalist, author, DRUNK MOM, talks about sobriety, relapse and the stresses of motherhood and how she overcame her alcoholism.

Compliance issues covered: Health/Youth/Family/Gender Specific

Program: 'Conversations' Part: 1

Subject: How Adolescence Has Changed

Guest: Laurence Steinberg, Ph.D.

Length: 12:31

Date Aired: 10/12/14

Time Aired: 6:00 – 6:15 a.m.

Summary: Laurence Steinberg, Ph.D., Distinguished Professor of Psychology, Temple University, author, THE AGE OF OPPORTUNITY, talks about how adolescence has changed and how to steer today's teenagers through its risks and also toward its rewards. [www.laurencesteinberg.com](http://www.laurencesteinberg.com).

Compliance issues covered: Youth/Education/Family/Crime

Program: 'Conversations' Part: 2

Subject: Technology and the Surrender of Privacy

Guest: Thomas P. Keenan

Length: 12:29

Date Aired: 10/12/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Thomas P. Keenan, computer security expert, Fellow of the Canadian Information Processing Society and Canadian Defense & Foreign Affairs Institute, professor, University of Calgary, author, TECHNOCREEP, talks about technology and the surrender of our privacy and some ways to safeguard your privacy online.

[www.technocreep.com](http://www.technocreep.com).

Compliance issues covered: Business/Technology/Jobs/Government/Crime

Program: 'Conversations' Part: 1

Subject: Bipolar Disorder

Guest: Melody Moezzi

Length: 12:31

Date Aired: 10/12/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Melody Moezzi, mental health activist, author, HALDOL AND HYACINTHS, talks about her experiences with bipolar disorder and how we must change the way we view mental illness in this country. [www.melodymoezzi.com](http://www.melodymoezzi.com).

Compliance issues covered: Health/Culture/Family

Program: 'Conversations' Part: 2

Subject: Money & Happiness

Guest: Donna Skeels Cygan

Length: 12:29

Date Aired: 10/12/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Donna Skeels Cygan, financial planner, author, THE JOY OF FINANCIAL SECURITY, talks about money and happiness and how the way our brains are wired impacts the way we make financial decisions. [www.joyoffinancialsecurity.com](http://www.joyoffinancialsecurity.com).

Compliance issues covered: Family/Culture/Jobs/Spirituality

Program: 'Conversations' Part: 1

Subject: The Wiser Divorce

Guest: Angie Hallier

Length: 12:31

Date Aired: 10/19/14

Time Aired: 6:00 – 6:15 a.m.

Summary: Angie Hallier, founder, managing partner, Hallier & Lawrence PLC, author, THE WISER DIVORCE, talks about divorce, and why it doesn't have to be an adversarial, high-stakes battleground. [www.thewiserdivorce.com](http://www.thewiserdivorce.com).

Compliance issues covered: Family/Youth/Jobs/Government/Spirituality

Program: 'Conversations' Part: 2

Subject: Getting Schooled

Guest: Garret Keizer

Length: 12:29

Date Aired: 10/19/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Garret Keizer, writer, contributing editor, Harper's Magazine, former Guggenheim Fellow, author, GETTING SCHOOLED, talks about education in America and his experiences going back into teaching after a long absence, how it's changed and the impact of technology on the classroom. [www.garretkeizer.com](http://www.garretkeizer.com).

Compliance issues covered: Education/Poverty/Community/Spirituality

Program: 'Conversations' Part: 1

Subject: The Power of Commitment

Guest: Heidi Reeder, Ph.D.

Length: 12:30

Date Aired: 10/19/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Heidi Reeder, Ph.D., associate professor, Boise State University, author, COMMIT TO WIN, talks about harnessing the power of commitment in reaching your goals. [www.heidireeder.com](http://www.heidireeder.com).

Compliance issues covered: Education/Business/Jobs/Spirituality

Program: 'Conversations' Part: 2

Subject: The Future of Technology

Guest: David Rose

Length: 12:30

Date Aired: 10/19/14

Time Aired: 6:45 – 7:00 a.m.

Summary: David Rose, instructor, MIT Media Lab, author, ENCHANTED OBJECTS, talks about what kind of relationship we'll have, or want to have, with technology in the future.

Compliance issues covered: Technology/Business/Jobs/Family/Culture

Program: 'Conversations' Part: 1

Subject: How to Raise a Drug-Free Kid

Guest: Joseph Califano, Jr.

Length: 12:30

Date Aired: 10/26/14

Time Aired: 6:00 – 6:15 a.m.

Summary: Joseph Califano, Jr., founder, The National Center on Addiction and Substance Abuse, Columbia University, former U.S. Secretary of Health, Education and Welfare, author, HOW TO RAISE A DRUG-FREE KID, talks about keeping kids substance-free in the preteen, teen and college years. [www.drugfreekidbook.com](http://www.drugfreekidbook.com).

Compliance issues covered: Youth/Crime/Education/Family

Program: 'Conversations' Part: 2

Subject: Conscious Living, Conscious Aging

Guest: Ron Pevny

Length: 12:30

Date Aired: 10/26/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Ron Pevny, founder, director, Conscious Eldering, author, CONSCIOUS LIVING, CONSCIOUS AGING, talks about how to live and age consciously and the much-needed role of elders in our society. [www.centerforconsciouseldering.com](http://www.centerforconsciouseldering.com).

Compliance issues covered: Aging Issues/Culture/Family/Spirituality

Program: 'Conversations' Part: 1

Subject: Follow Your Heart

Guest: Philip Devitte

Length: 12:24

Date Aired: 10/26/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Philip Devitte, former director, Think First, Palm Springs, author, FOLLOW YOUR HEART, talks about overcoming huge challenges in life which for him meant learning how to walk again after suffering severe injuries in an automobile accident, and his work advocating driver safety to young people in Washington state and California. [www.follow-your-heart.us](http://www.follow-your-heart.us).

Compliance issues covered: Spirituality/Health/Youth/Transportation

Program: 'Conversations' Part: 2

Subject: Understanding the Inner World of Black Bears

Guest: Benjamin Kilham

Length: 12:36

Date Aired: 10/26/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Benjamin Kilham, black bear expert, author, OUT ON A LIMB, talks about his work with black bears in New Hampshire, rehabilitating orphaned and injured bears and reintroducing them back into the wild, and what humans can learn from understanding bear behavior. [www.benkilham.com](http://www.benkilham.com).

Compliance issues covered: Environment/Health/Family/Culture

Program: 'Conversations' Part: 1&2

Subject: No-Drama Discipline

Guest: Daniel Siegel, M.D.

Length: 25:00

Date Aired: 11/2/14

Time Aired: 6:00 – 6:30 a.m.

Summary: Daniel Siegel, M.D., clinical professor of psychiatry, UCLA School of Medicine, founding co-director, UCLA Mindful Awareness Research Center, executive director, Mindsight Institute, author, NO-DRAMA DISCIPLINE, talks about parenting and discipline, especially when it comes to those tantrums, tensions and tears, and the 'whole brain' approach to discipline through teaching instead of punishment. [www.drdansiegel.com](http://www.drdansiegel.com).

Compliance issues covered: Family/Youth/Education/Spirituality

Program: 'Conversations' Part: 1

Subject: War of the Whales

Guest: Joshua Horwitz

Length: 12:30

Date Aired: 11/2/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Joshua Horwitz, publisher, author, WAR OF THE WHALES, talks about the threat that naval sonar and other forms of noise pollution pose to marine life, especially whales. [www.warofthewhales.com](http://www.warofthewhales.com).

Compliance issues covered: Environment/Government/Business

Program: 'Conversations' Part: 2

Subject: Living and Working More Creatively

Guest: Tami Lynn Kent

Length: 12:31

Date Aired: 11/2/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Tami Lynn Kent, holistic women's healthcare practitioner, Portland, author, WILD CREATIVE, talks about living and working more creatively, how health and happiness is related to creative expression, and how to make creative outlets a family endeavor. [www.wildfeminine.com](http://www.wildfeminine.com).

Compliance issues covered:

Family/Youth/Environment/Education/Spirituality/Community

Program: 'Conversations' Part: 1

Subject: How to Speak Money

Guest: John Lanchester

Length: 12:30

Date Aired: 11/9/14

Time Aired: 6:00 – 6:15 a.m.

Summary: John Lanchester, writer, 'New Yorker', author, HOW TO SPEAK MONEY, talks about understanding economics and how to speak the language of money that feeds that industry and why many of its terms are so misleading to the general public.

Compliance issues covered: Business/Economy/Jobs/Government

Program: 'Conversations' Part: 2

Subject: The End of Stress

Guest: Don Goewey

Length: 12:30

Date Aired: 11/9/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Don Goewey, co-founder, Pro-Attitude, author, THE END OF STRESS, talks about how stress negatively affects our lives, about its link to neuroplasticity and our brains and how to use this information to end patterns of stress in our lives. [www.theendofstressbook.com](http://www.theendofstressbook.com).

Compliance issues covered: Health/Culture/Family/Jobs/Spirituality

Program: 'Conversations'

Part: 1

Subject: The Power of Gratitude

Guest: Brenda Knight

Length: 12:31

Date Aired: 11/9/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Brenda Knight, publisher & editor, author, THE GRATEFUL TABLE, talks about the 'power of gratitude' in our lives, not only during the holidays but throughout the year. [www.vivaeditions.com](http://www.vivaeditions.com).

Compliance issues covered: Spirituality/Family/Culture

Program: 'Conversations' Part: 2

Subject: Helping the People of Rwanda

Guest: Josh Ruxin

Length: 12:29

Date Aired: 11/9/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Josh Ruxin, director, Health Builders, faculty member, Columbia University, author, A THOUSAND HILLS TO HEAVEN, talks about he and his wife's 10 years living in Rwanda, helping the people there after the 1994 genocide ravaged the country and killed over 1-million people, and about their starting a gourmet restaurant 'Heaven' in Kigali and employing local Rwandans to help create jobs there.

[www.globalhealthbuilders.org](http://www.globalhealthbuilders.org).

Compliance issues covered: Poverty/Health/Business/Discrimination

Program: 'Conversations' Part: 1

Subject: The Journey from Obesity to Fitness

Guest: Ted Spiker

Length: 12:30

Date Aired: 11/16/14

Time Aired: 6:00 – 6:15 a.m.

Summary: Ted Spiker, health & fitness blogger, associate professor of journalism, University of Florida, author, DOWN SIZE, who talks about his journey from obesity to fitness and what he learned about weight loss from dozens of people along the way who've done it successfully. [www.tedspiker.com](http://www.tedspiker.com).

Compliance issues covered: Health/Gender Specific/Aging Issues

Program: 'Conversations' Part: 2

Subject: Transform Your Boundaries

Guest: Sarri Gilman

Length: 12:30

Date Aired: 11/16/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Sarri Gilman, marriage & family therapist, author, TRANSFORM YOUR BOUNDARIES, talks about how to navigate the holidays with your personal boundaries intact. [www.transformyourboundaries.com](http://www.transformyourboundaries.com).

Compliance issues covered: Health/Family/Youth/Culture

Program: 'Conversations' Part: 1  
Subject: Stop Talking, Start Communicating  
Guest: Geoffrey Tumlin  
Length: 12:30  
Date Aired: 11/16/14  
Time Aired: 6:30 – 6:45 a.m.  
Summary: Geoffrey Tumlin, CEO, Mouthpiece Consulting, author, STOP TALKING, START COMMUNICATING, talks about strategies for communicating more effectively in business especially in the digital age, when to use smartphones and devices and when to talk in person. [www.tumlin.com](http://www.tumlin.com).  
Compliance issues covered: Business/Jobs/Culture/Youth

Program: 'Conversations' Part: 2  
Subject: Caring for Elderly Parents  
Guest: Stefania Shaffer  
Length: 12:30  
Date Aired: 11/16/14  
Time Aired: 6:45 – 7:00 a.m.  
Summary: Stefania Shafer, author, 9 REALITIES OF CARING FOR AN ELDERLY PARENT, talks about the realities of caring for an elderly parent including being a primary caregiver, power of attorney and handling end of life issues. [www.stefaniashaffer.com](http://www.stefaniashaffer.com).

Program: 'Conversations' Part: 1  
Subject: Ebola: Another Avoidable Crisis?  
Guest: Robert Walker  
Length: 12:29  
Date Aired: 11/23/14  
Time Aired: 6:00 – 6:15 a.m.  
Summary: Robert Walker, president, The Population Institute, talks about the Ebola crisis in west Africa, its global consequences, the reaction by the U.S. government, and why it's not a global health issue that will be going away anytime soon.  
Compliance issues covered: Health/Government/Poverty/Discrimination

Program: 'Conversations' Part: 2  
Subject: The Effects of Emotional Abuse and Rage on a Family  
Guest: Randy Susan Meyers  
Length: 12:31  
Date Aired: 11/23/14  
Time Aired: 6:15 – 6:30 a.m.  
Summary: Randy Susan Meyers, novelist, author, ACCIDENTS OF MARRIAGE, talks about her work with batterers and victims of domestic violence as well as her experience with youth impacted by street violence and how she has used this experience to craft her novel about the effects of emotional abuse and rage on a family. [www.randysusanmeyers.com](http://www.randysusanmeyers.com).

Compliancy issues covered: Family/Crime/Culture/Gender Specific

Program: 'Conversations' Part: 1

Subject: Ending Back Pain

Guest: Dr. Jack Stern

Length: 12:28

Date Aired: 11/23/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Dr. Jack Stern, neurosurgeon, author, ENDING BACK PAIN, talks about areas where back pain comes from, ways to help your 'ailing back' and why surgery is not always necessary and doesn't fix the problem. [www.drjackstern.com](http://www.drjackstern.com).

Compliancy issues covered: Health/Family/Aging Issues

Program: 'Conversations' Part: 2

Subject: The Work-Life Balance

Guest: Joanna Strober

Length: 12:32

Date Aired: 11/23/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Joanna Strober, journalist, author, GETTING TO 50-50, talks about whether working families, mothers and fathers, really can 'have it all'. [www.gettingto5050.com](http://www.gettingto5050.com).

Compliancy issues covered: Family/Gender Specific/Culture

Program: 'Conversations' Part: 1&2

Subject: Locked Down, Locked Out

Guest: Maya Schenwar

Length: 25:00

Date Aired: 11/30/14

Time Aired: 6:00 – 6:30 a.m.

Summary: Maya Schenwar, executive director, Truthout, author, LOCKED DOWN, LOCKED OUT, talks about America as a 'prison nation', about her sister's experiences in and out of prison, how convicts are discriminated against when they try to re-enter society, and how we can do better with those who are incarcerated through the 'restorative justice model' that's been successfully used in various counties across the country. [www.mayaschenwar.com](http://www.mayaschenwar.com).

Compliancy issues covered: Government/Crime/Jobs/Youth/Family/Gender Specific

Program: 'Conversations' Part: 1

Subject: The Impulse Society

Guest: Paul Roberts

Length: 12:32

Date Aired: 11/30/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Paul Roberts, journalist, author, THE IMPULSE SOCIETY, talks about America and the consequences of our 'instant gratification' culture.

[www.theimpulsesociety.wordpress.com](http://www.theimpulsesociety.wordpress.com).

Compliancy issues covered: Culture/Business/Jobs/Family/Spirituality

Program: 'Conversations' Part: 2

Subject: Adopting an Eco-Friendly Lifestyle

Guest: Madeleine Somerville

Length: 12:28

Date Aired: 11/30/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Madeleine Somerville, eco-blogger, author, ALL YOU NEED IS LESS, talks about how to 'realistically' adopt an eco-friendly lifestyle for your family.

[www.sweetmadeleine.ca](http://www.sweetmadeleine.ca).

Compliancy issues covered: Environment/Family/Community

Program: 'Conversations' Part: 1

Subject: Homelessness & Mental Illness

Guest: Dr. Robert Okin

Length: 12:26

Date Aired: 12/7/14

Time Aired: 6:00 – 6:15 a.m.

Summary: Dr. Robert Okin, chief of psychiatry, San Francisco General Hospital, former professor of clinical psychiatry, University of California, San Francisco, author, SILENT VOICES, talks about homelessness and mental illness, his work on highlighting the plight of homeless people on the streets of San Francisco, and how our mental health system needs to be changed to better meet the needs of these people.

[www.robertokinmd.com](http://www.robertokinmd.com).

Compliancy issues covered: Health/Poverty/Discrimination/Government/Culture

Program: 'Conversations' Part: 2

Subject: Co-Parenting over the Holidays

Guest: Karen Bonnell

Length: 12:34

Date Aired: 12/7/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Karen Bonnell, board-certified clinical nurse specialist, author, THE CO-PARENTS HANDBOOK, talks about navigating the holidays in a two-home family, co-parenting after a divorce, and how co-parents can work together to create a drama-free holiday for themselves and their kids. [www.thecoparentshandbook.com](http://www.thecoparentshandbook.com).

Compliancy issues covered: Family/Youth/Culture/Spirituality

Program: 'Conversations' Part: 1&2

Subject: Family, Race & Slavery in America

Guest: Chris Tomlinson

Length: 25:00

Date Aired: 12/7/14

Time Aired: 6:30 – 7:00 a.m.

Summary: Chris Tomlinson, reporter, Houston Chronicle, author, TOMLINSON HILL, talks about his family's history as slaveholders in Texas, and about family, race and slavery in America and Texas through the eyes of two families, one black, one white, who share the same name.

Compliance issues covered: Culture/Family/Discrimination/Crime/Community

Program: 'Conversations' Part: 1  
Subject: Grain Consumption and Health Problems  
Guest: Dr. William Davis  
Length: 12:28

Date Aired: 12/14/14

Time Aired: 6:00 – 6:15 a.m.

Summary: Dr. William Davis, cardiologist, founder, wheatbelly.com blog, author, WHEAT BELLY TOTAL HEALTH, talks about the negative implications of eating grains, even co-called healthy whole grains, on human health and on autoimmune diseases in particular.

Compliance issues covered: Health/Family/Youth/Aging Issues

Program: 'Conversations' Part: 2  
Subject: The Rise of the Military-Internet Complex  
Guest: Shane Harris  
Length: 12:32

Date Aired: 12/14/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Shane Harris, senior correspondent, The Daily Beast, author, 'AT WAR', talks about cyber war, the potential devastation a cyber attack could bring, the rise of the military-internet complex and its implications for all of us. [www.shaneharris.com](http://www.shaneharris.com).

Compliance issues covered: Government/Technology/Business/Crime/Discrimination

Program: 'Conversations' Part: 1&2  
Subject: Parenting Teens  
Guest: Joani Geltman  
Length: 25:00

Date Aired: 12/14/14

Time Aired: 6:30 – 7:00 a.m.

Summary: Joani Geltman, youth counselor, therapist, author, A SURVIVAL GUIDE TO PARENTING TEENS, talks about parenting teens and how to talk to your kids about sexting, drinking, drugs and other things that can freak parents out.

[www.joanigeltman.com](http://www.joanigeltman.com).

Compliance issues covered: Youth/Family/Culture/Crime/Education

Program: 'Conversations' Part: 1  
Subject: Treating Back Pain  
Guest: Dr. Richard A. Deyo  
Length: 12:29

Date Aired: 12/21/14

Time Aired: 6:00 – 6:15 a.m.

Summary: Dr. Richard A. Deyo, primary care physician, author, WATCH YOUR BACK, talks about treating back pain and the back pain industry in the U.S. and how surgery may not be the best answer to your back pain. [www.richarddeyo.com](http://www.richarddeyo.com).

Compliance issues covered: Health/Aging Issues/Culture

Program: 'Conversations' Part: 2

Subject: The Village Effect

Guest: Susan Pinker

Length: 12:31

Date Aired: 12/21/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Susan Pinker, developmental psychologist, author, THE VILLAGE EFFECT, talks about the importance of face-to-face interactions in our digital age and how to create your own 'village' of support in your personal and work life. [www.susanpinker.com](http://www.susanpinker.com).

Compliance issues covered: Family/Culture/Youth/Technology

Program: 'Conversations' Part: 1

Subject: Global Population Growth and Sustainability

Guest: Alan Weisman

Length: 12:30

Date Aired: 12/21/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Alan Weisman, journalist, author, COUNTDOWN, talks about global population growth and its impact on creating a sustainable future. [www.countdownbyalanweisman.com](http://www.countdownbyalanweisman.com).

Compliance issues covered: Environment/Government/Business/Family/Poverty

Program: 'Conversations' Part: 2

Subject: The New World of Boys

Guest: Rosalind Wiseman

Length: 12:30

Date Aired: 12/21/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Rosalind Wiseman, parenting expert, author, MASTERMINDS & WINGMEN, talks about parenting boys and how to help them cope with school yard power struggles, locker room tests, bullying, girlfriends, and the 'new rules of Boy World'.

Compliance issues covered: Youth/Education/Crime/Gender Specific

Program: 'Conversations' Part: 1

Subject: Life after the NFL

Guest: George E. Koonce, Jr.

Length: 12:33

Date Aired: 12/28/14

Time Aired: 6:00 – 6:15 a.m.

Summary: George E. Koonce, Jr. former Seahawks player, former NFL Director of Player Development, author, IS THERE LIFE AFTER FOOTBALL?, talks about life after playing professional football, surviving the 'bubble'- like conditions of the NFL and the pressure on players to do well, about the current domestic abuse scandal in the NFL, the controversy over concussions and brain damage from years playing professional football, and how players should prepare for their life 'after football' while still immersed in the game.

Compliance issues covered: Health/Culture/Youth/Family/Gender Specific

Program: 'Conversations' Part: 2

Subject: Lessons from Hurricane Sandy

Guest: Kathryn Miles

Length: 12:27

Date Aired: 12/28/14

Time Aired: 6:15 – 6:30 a.m.

Summary: Kathryn Miles, investigative journalist, writer-in-residence, Green Mountain College, faculty member, Chatham University's low-residency MFL program, author, SUPER STORM, talks about what we've learned from Hurricane Sandy and how our national weather program needs shoring up to prepare for future 'super' storms.

Compliance issues covered: Environment/Government/Community/Family

Program: 'Conversations' Part: 1

Subject: Dealing with Anxiety

Guest: Scott Stossel

Length: 12:31

Date Aired: 12/28/14

Time Aired: 6:30 – 6:45 a.m.

Summary: Scott Stossel, editor, The Atlantic, author, MY AGE OF ANXIETY, talks about anxiety, how to understand it, treat it, and ultimately live with it.

Compliance issues covered: Health/Jobs/Family

Program: 'Conversations' Part: 2

Subject: Toddlers on Technology

Guest: Patti Wollman Summers

Length: 12:29

Date Aired: 12/28/14

Time Aired: 6:45 – 7:00 a.m.

Summary: Patti Wollman Summers, teacher, author, TODDLERS ON TECHNOLOGY, talks about very young kids and how they're growing up in an increasingly digital age, whether it's good for their development or not and how parents can incorporate iPads, etc. into their toddler's lives and use them as a teaching tool not a 'babysitter'.

[www.digitod.com](http://www.digitod.com).

Compliance issues covered: Youth/Family/Technology/Culture/Education

## **'THE BJ SHEA MORNING EXPERIENCE'**

Program: The BJ Shea Morning Experience

Date Aired: 10/1/14

Time Aired: 7:18 a.m.

Length: 10:00

Topic: According to a new survey people who believe in Guardian Angels take fewer risks. BJ wants to know, 'based on this, what is the biggest risk you have ever taken'?

Compliance issues covered: Culture/Crime/Jobs/Family

Program: The BJ Shea Morning Experience

Date Aired: 10/3/14

Time Aired: 7:47 a.m.

Length: 10:00

Topic: BJ talks with listeners about panhandlers on city streets. A news report stated that an elderly woman panhandler was caught driving off in a brand new car and she made a 6-figure income. Do you give panhandlers money? Why or why not?

Compliance issues covered: Culture/Poverty/Community

Program: The BJ Shea Morning Experience

Date Aired: 10/6/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about this situation. Caller Peter is unhappy that his wife saves old cell phones to keep text messages from her past boyfriends. Peter wants to know if this is weird and needs advice. What advice would you give him?

Compliance issues covered: Family/Youth/Culture

Program: The BJ Shea Morning Experience

Date Aired: 10/8/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about this situation. Caller Becky says her father-in-law is getting old and she is concerned about his safety while driving. Becky's husband doesn't think it's a problem. Becky wants to know what the Rockaholics think?

Compliance issues covered: Aging Issues/Health/Crime/Transportation

Program: The BJ Shea Morning Experience

Date Aired: 10/10/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about this situation. Caller John's girlfriend got uninvited to a wedding and is mad at him for dancing with her former best friend who was also the bride. John wants advice from the Rockaholics.

Compliance issues covered: Health/Culture/Family

Program: The BJ Shea Morning Experience

Date Aired: 10/14/14

Time Aired: 7:19 a.m.

Length: 10:00

Topic: The nominees for the Rock and Roll Hall of Fame were announced. BJ wants to know, 'If there was a hall of fame for (blank), I would be inducted in it.' What is something that you are great at?

Compliance issues covered: Culture/Jobs/Youth

Program: The BJ Shea Morning Experience

Date Aired: 10/17/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about this situation. Caller Lisa and her boyfriend have shared a bank account for ten years. Recently her boyfriend said he would have control of their money and has transferred the money out of their joint account. Should she be worried?

Compliance issues covered: Family/Gender Specific/Culture

Program: The BJ Shea Morning Experience

Date Aired: 10/20/14

Time Aired: 8:17 a.m.

Length: 10:00

Topic: Listeners get some financial advice from BECU's Todd Pietzsch. Caller Seth has a question about refinancing his house. A caller asks about the story of a family who sold their car with their house for an additional \$120,000. A caller is in debt and wants to know if they should use their 401K to pay it off.

Compliance issues covered: Family/Economy/Jobs

Program: The BJ Shea Morning Experience

Date Aired: 10/22/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about this situation. Caller Daniel's daughter just turned 18 and wants to go to a rave for Halloween. Daniel is worried for his daughter's safety and wants to know if he can stop her from going?

Compliance issues covered: Gender Specific/Crime/Culture/Youth

Program: The BJ Shea Morning Experience

Date Aired: 10/24/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about Halloween costumes. Caller Kevin and Rachel's son wants to dress as Kanye West for a Halloween party. They are worried that if their son dresses in "blackface" he will be called a racist. What do you think?

Compliance issues covered: Youth/Culture/Discrimination/Education

Program: The BJ Shea Morning Experience

Date Aired: 10/27/14

Time Aired: 7:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about a survey which shows that 1 in 8 people with glasses don't wear them while driving because they're too self-conscious. Based on this, what is the number one thing you are self-conscious about and why?

Compliance issues covered: Health/Culture/Youth

Program: The BJ Shea Morning Experience

Date Aired: 10/31/14

Time Aired: 7:20

Length: 10:00

Topic: BJ talks with listeners about the elections. Angelina Jolie says that she is "open" to running for office. BJ wants to know, 'what non-politician would you like to see run for office and why'?

Compliance issues covered: Government/Culture/Business

Program: The BJ Shea Morning Experience

Date Aired: 11/4/17

Time Aired: 9:18 a.m.

Length: 10:00

Topic: Coats for Kids Segment with BJ talking with Renee Koerner, Dennis Lawson, and Layne Bladow. Operation Warm strives to bring American made coats and jackets to needy children. Donate online to help kids stay warm in the winter!

Compliance issues covered: Youth/Poverty/Community

Program: The BJ Shea Morning Experience

Date Aired: 11/7/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about this situation. Caller Mary found out that her husband and nanny were having an affair. Mary is now getting a divorce, but her kids miss their nanny. Mary wants to rehire the nanny for her kids. What's your advice?

Compliance issues covered: Family/Crime/Culture/Jobs

Program: The BJ Shea Morning Experience

Date Aired: 11/10/14

Time Aired: 7:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about a new survey. Based on the list of life goals that every 20-something is proud to achieve, at this point in your life, regardless of your age, what has been your biggest accomplishment?

Compliance issues covered: Youth/Spirituality/Aging Issues/Culture

Program: The BJ Shea Morning Experience

Date Aired: 11/12/14

Time Aired: 8:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about this situation. Caller Alicia met a guy on Tinder and they have a lot in common, but when they went on their first date she saw him and he did not look like his pictures so she cancelled before he saw her. Should she tell him the truth or go through with the date?

Compliance issues covered: Gender Specific/Discrimination/Culture/Youth

Program: The BJ Shea Morning Experience

Date Aired: 11/14/14

Time Aired: 7:19 a.m.

Length: 10:00

Topic: BJ talks with listeners about a new survey finds that 93% of people say the little things in life make them happy. What is that little thing in life that does it for you?

Compliance issues covered: Spirituality/Culture/Youth/Aging Issues

Program: The BJ Shea Morning Experience

Date Aired: 11/17/14

Time Aired: 7:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about a new survey that finds that 72% of men admit they lie on first dates. Based on this, when it comes to dating, what have you lied about or when were you lied to?

Compliance issues covered: Culture/Gender Specific/Spirituality

Program: The BJ Shea Morning Experience

Date Aired: 11/19/14

Time Aired: 8:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about a news story where a Florida woman started a petition for Toys "R" Us to remove Breaking Bad action figures from shelves because the toys can be seen as relating to drugs. What do you think?

Compliance issues covered: Youth/Crime/Culture/Business

Program: The BJ Shea Morning Experience

Date Aired: 11/20/14

Time Aired: 7:47 a.m.

Length: 10:00

Topic: A new survey shows the top reasons why people reject marriage proposals including: unromantic setting and bad ring. STP and BJ talk about their proposals and ask listeners about theirs.

Compliance issues covered: Family/Youth/Culture/Gender Specific

Program: The BJ Shea Morning Experience

Date Aired: 11/24/14

Time Aired: 9:17 a.m.

Length: 10:00

Topic: Based on the list of the three ways to sleep at work without getting caught, what are you doing at your job or what have you done at your job that has nothing to do with work?

Compliance issues covered: Jobs/Technology/Youth

Program: The BJ Shea Morning Experience

Date Aired: 11/26/14

Time Aired: 9:18 a.m.

Length: 10:00

Topic: A new survey states that the Internet is the most essential item for daily life. What about you? What is the most essential item for you?

Compliance issues covered: Technology/Family/Culture

Program: The BJ Shea Morning Experience

Date Aired: 12/1/14

Time Aired: 8:20 a.m.

Length: 10:00

Topic: Ron's coworker passes his ideas off as her own. She has been receiving accolades for the ideas, and Ron has no way to prove they were originally his. What advice can you give to Ron?

Compliance issues covered: Jobs/Technology/Gender Specific

Program: The BJ Shea Morning Experience

Date Aired: 12/3/14

Time Aired: 9:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about an interesting list of the signs in a relationship that make a man a "keeper." But what about when you realize that he or she is not a keeper? When did you realize that the person you were with was not a keeper?

Compliance issues covered: Gender Specific/Culture/Youth

Program: The BJ Shea Morning Experience

Date Aired: 12/5/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about a man whose wife caught their 13-year old son and his friend watching adult videos on the home computer. He wants to know if he should

teach his son about discretion, or if he should be concerned that his son is too young to watch adult content. What do you think?

Compliance issues covered: Youth/Gender/Technology/Gender Specific

Program: The BJ Shea Morning Experience

Date Aired: 12/8/14

Time Aired: 7:47 a.m.

Length: 10:00

Topic: BJ offers listeners financial advice with BECU's Todd Pietzsch. Callers asked about topics including the lending window is for a new home, checking their credit history and refinancing high-interest loans for a vehicle.

Compliance issues covered: Economy/Jobs/Family

Program: The BJ Shea Morning Experience

Date Aired: 12/10/14

Time Aired: 8:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about caller Jennifer's friend who has 3 kids and is pregnant with twins. During lunch the other day, Jennifer was shocked that her friend ordered a glass of wine and now Jennifer needs advice about who she should talk to about it. What do you think?

Compliance issues covered: Health/Culture/Gender Specific

Program: The BJ Shea Morning Experience

Date Aired: 12/12/14

Time Aired: 8:18 a.m.

Length: 10:00

Topic: BJ talks with a listener whose husband is having a Facebook affair by chatting with three women who had a crush on him in high school. She says it's affecting their relationship and kids. She wants to know if she should give him an ultimatum. What do you think?

Compliance issues covered: Technology/Family/Culture

Program: The BJ Shea Morning Experience

Date Aired: 12/16/14

Time Aired: 9:19 a.m.

Length: 10:00

Topic: BJ talks with listeners about a new study that found the most effective way we try to beat stress is by watching TV or movies. What about you? What do you do to relieve stress?

Compliance issues covered: Health/Culture/Technology

Program: The BJ Shea Morning Experience

Date Aired: 12/17/14

Time Aired: 9:19 a.m.

Length: 10:00

Topic: According to a survey, kids view their parents as their “Hero.” BJ wants to know, what about you? Besides your parents, who did you idolize as a kid and why?  
Compliance issues covered: Family/Youth/Gender Specific

Program: The BJ Shea Morning Experience

Date Aired: 12/19/14

Time Aired: 9:18 a.m.

Length: 10:00

Topic: BJ talks with listeners about a new survey that finds that people only spend 45% of their time at work doing their actual job duties. What about you? What are you doing at work besides work?

Compliance issues covered: Jobs/Economy/Culture/Technology

Program: The BJ Shea Morning Experience

Date Aired: 12/22/14

Time Aired: 7:18 a.m.

Length: 10:00

Topic: Actress Meryl Streep says that for a long time she refused to play a witch because it meant she was getting old. BJ wants to know, ‘based on this, what is something you refuse to do because it’s a sign of growing old’?

Compliance issues covered: Aging Issues/Culture/Gender Specific

Program: The BJ Shea Morning Experience

Date Aired: 12/23/14

Time Aired: 8:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about caller Josh who needs help with whether or not he should work for his new boss since his new boss is his girlfriend’s ex... what should he do?

Compliance issues covered: Gender Specific/Jobs/Economy/Culture

Program: The BJ Shea Morning Experience

Date Aired: 12/29/14

Time Aired: 7:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about a news story where two guys tried to get their stories straight in the back of a cop car not realizing they were being recorded. Based on this, have you ever ended up in the back of a cop car? Why?

Compliance issues covered: Culture/Crime/Gender Specific

Program: The BJ Shea Morning Experience

Date Aired: 12/30/14

Time Aired: 9:03 a.m.

Length: 10:00

Topic: BJ talks with listeners about a news story where a magician used a magic trick to get out of a speeding ticket. Based on this, how have you gotten out of a ticket?

Compliancy issues covered: Crime/Culture/Gender Specific

Program: The BJ Shea Morning Experience

Date Aired: 12/31/14

Time Aired: 7:17 a.m.

Length: 10:00

Topic: BJ talks with listeners about what they have yet to accomplish in life. Based on a survey about people's bucket list, what is on your bucket list? Have you accomplished it?

Compliancy issues covered: Health/Aging Issues/Spirituality

### **KISW, 99.9 FM COMMUNITY ACTIVITIES FOR THE FOURTH QUARTER, 2014:**

Charity: Washington State Council of Firefighters

Event: Coats for Kids/Operation Warmth

Date: 11/10 – 12/31/14

Summary: KISW and the BJ Shea Morning Experience helped raise \$21,487 this year for Operation Warm. They helped 15 departments deliver over 630 new jackets to kids here in Washington.

How promoted: 250 live mentions and 257 recorded promos.

Charity: Movember/Fight against Men's Cancer

Event: Movember with the Men's Room

Date: 10/27 – 11/30/14

How promoted: 50 live mentions.

Charity: VA Fisher House, Fort Lewis Fisher House

Event: KISW Men's Room Red

Date: 10/1 – 12/31/14

Summary: The KISW Men's Room Original Red Ale raises money for the VA Fisher House and the Fort Lewis Fisher House in Washington state. These charities provide services for members of our Armed Forces both at home and abroad.

372 on-air spots and 240 streaming spots were aired.

Charity: Help Cathy Faulkner

Event: Help Cathy Faulkner

Date: 10/29 – 11/9/14

How promoted: 100 recorded promos and 50 live mentions.

Charity: Washington State Council of Firefighters

Event: Workers No. 9 Vodka

Date: 10/1 – 12/31/14

How promoted: 385 on-air spots and 438 streaming spots.

Charity: Anti-Bullying Campaign

Event: [www.stopbullying.gov](http://www.stopbullying.gov)

Date: 10/1 – 12/31/14

How promoted: 80 on-air spots and 138 streaming spots.

## **ROCKAHOLICS HELPING ROCKAHOLICS PAGE**

Washington State Council of Firefighters/Coats for Kids/Operation Warmth, 11/10-12/31/14

Free Haircuts for Veterans, 11/1 – 11/9/14

Marysville Pilchuck High School/Paint the Town Red & White-Together We Unite, 10/27 – 10/28/14

Pray for Pilchuck T-shirts, 10/29 – 12/31/14

Music Aid Northwest, 10/1 – 12/31/14

Oso Mudslide, 10/1 – 12/31/14

Fisher House, 10/1 – 12/31/14

Cystic Fibrosis Foundation, 10/1 – 12/31/14

Support for Toni Wood, 10/1 – 12/31/14

Movember with the Men's Room, 10/1 – 12/31/14

Breast Cancer Awareness, 10/1 – 12/31/14

Jimi Hendrix Foundation, 10/1 – 12/31/14

## **'BJ SHEA MORNING EXPERIENCE' SIT-INS**

Pancreatic Cancer Action Network, 10/25/14

Auction for Fred Hutchinson Cancer Research Center, 10/1/14

## **STREAMED PSA's:**

-Bullying Prevention :15, :60, :30

-Child Passenger Safety :30/:15

-Recycle Me :60/:30

-Financial Literacy :30/:60

-Supporting Minority Education :60/:30

-Saving Lives by Saving Lands :60/:30

-Youth Volunteerism :60

-Prostate Cancer Awareness :60/:30

-Fair Housing Alliance :60/:30

-Paralyzed Veterans of America :60/:30

