

WSBC-AM 1240

2013

2nd Quarter Issues/Programs List

From April 1, 2013

to

June 30, 2013

WSBC-AM Quarterly Issues/Programs List

<u>Description of Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>
Agriculture & Gardening; Hunger Issues; Employment; Transportation; Energy; Economy; (Politics; Advertising; Technology; Climate Change; Government)	Viewpoints/Segment 1	04/07/13	5:01am-5:13am	12 minutes
	(Segment 2)		5:15am-5:25am	10 minutes

Narration: It's spring, and backyard gardeners are gearing up to plant 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 apples shipped from Australia and tomatoes from Mexico. Two agricultural specialists talk to us 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. We also learn how this can increase employment in job-starved cities, and help revitalize economies in depressed areas of the nation.

(Segment 2) Statistics, demographics, percentages, it's never easy to wade through data that advertisers, politicians, and the news media throw at us every day. The numbers sound good, but are they really a true picture of what's going on in the world? A university professor and author who looked into the topic of numbers talks to us about how they can be manipulated to sound believable, but end up not describing reality at all.

Education; Technology; The Arts; (Consumerism; International Business; Charities; Pollution; Third World economies)	Viewpoints/Segment 1	04/14/13	5:01am-5:12am	11 minutes
	(Segment 2)		5:14am-5:25am	11 minutes

Narration: School budgets are tight, and school administrators are looking for places to economize. Often the arts, visual, dance, music, and theater, are the first classes cut when money is tight. Is this a good idea? Two arts educators and an artist talk to us about the benefits the arts provide for children, and how schools can use technology and ingenuity to create programs that are fun, innovative, and cost-efficient.

(Segment 2) Spring cleaning is here, and old clothes and shoes are often the items that end up in the charity bin. How can Americans have so much clothing to throw away? What happens to the clothing and other items that go off to the resale store? And how does the consumerism of Americans affect the economies in emerging economies and Third World countries? An investigator and author talks to us about how he went inside the "fast fashion" industry for the answers to those questions, and he discusses some solutions to the "clothing pollution" that plagues the world.

<u>Description of Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>
Government; Crime; Ethnic & Racial Issues; Election Campaigns; (Segment 2)	Viewpoints/Segment 1	04/21/13	5:01am-5:12am	11 minutes
Voting; Ethics; (Travel & Leisure; Urban Infrastructure; Consumerism)			5:14am-5:25am	11 minutes

Narration: The news is full of stories of elected and appointed government officials being caught in scandals from bribery to tax evasion to pocketing campaign money for personal use. What is it that makes some officials think they can engage in these kinds of activities? Why is it that some states have scandal after scandal, and others seem to squeaky clean? A researcher, who has studied the subject, talks to us about a former congressman who went to prison for corruption.

(Segment 2) Are you taking a vacation this year? Would you rather go on an adventure? If you think you have to spend thousands of dollars jetting to some exotic port, or pick your way through the African jungle to make your travel exciting, think again. Two world travelers who say it's not just where you go that makes a journey an adventure, but it's also your willingness to move out of your comfort zone no matter the destination.

The Economy; The Presidency; Politics; History; Federal Budget; Poverty; (Family Issues; Marriage; Business; Media; Health)	Viewpoints/Segment 1 (Segment 2)	04/28/13	5:01am-5:13am	12 minutes
			5:14am-5:25am	11 minutes

Narration: If you ask anyone who their favorite president is, they probably won't say Calvin Coolidge. After all he didn't do much, did he? A presidential scholar and biographer tell us that Coolidge did more than people realize. He brought the country out of the wartime economy, lowered taxes, trimmed the size of the federal budget, and made it possible for the average American to enjoy many of the innovations of the day such as automobiles, electricity, and indoor plumbing.

(Segment 2) When a family sits down to a meal, it's a special thing. Even if it's not a holiday feast, it's a time when people get to talk, catch up with each other, and learn about food and table manners. It can also help nurture relationships. Two authors talk to us about the connection between food, family and friends, and how eating together, and preparing food for others, can strengthen the bonds between family members.

<u>Description of Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>
Business; Entrepreneurship; Economy; Education; Environ- mental Concerns; Philanthropy; Agriculture; (Prisons; Crime; Business; Education)	Viewpoints/Segment 1 (Segment 2)	05/05/13	5:01am-5:12am	11 minutes
			5:14am-5:25am	11 minutes

Narration: Even though the economy is looking up, there are still cities in the nation where the unemployment level is above average, neighborhoods are falling into disrepair, and schools are sub par. Two business leaders, one from a large corporation and the other with experience in small business, talk to us about how companies can help transitional communities by locating there and investing in their residents.

(Segment 2) It's still not easy to get a job these days, but for men and women coming out of prison, it's even harder. A former three-time convict who had a wake-up call while in prison talks to us about how he turned his life around. We hear about how he came to the realization that his problems were of his own making and how he changed his attitude and created a mindset to facilitate his ambition to make it in business, legally. We also hear about how anyone with perseverance and positive thinking can achieve their goals.

Mental Health; Communication; Education; (Culture; Music; Law Enforcement; Law; Media)	Viewpoints/Segment 1 (Segment 2)	05/12/13	5:01am-5:12am	11 minutes
			5:13am-5:25am	12 minutes

Narration: Why are people so afraid to give speeches in public? It's the cause of sweaty palms, headaches, nausea, and weak knees, to mention only a few of the problems speakers' experience. A psychologist and a speech educator talk to us about why anxiety builds when we have to give a public address, and how we can use this stress to our benefit. We also hear about some other strategies to lower the anxiety level and smooth out the experience of speaking in public.

(Segment 2) Slang is often thought of as being a lower-class way of speaking, although we use it all the time and it does make our language more colorful and vibrant. But how does it come into being? A linguist and an author talk to us about why slang and jargon are part of our speech. We also hear about who brings them into our language and why some slang falls out of favor, but should come back.

<u>Description of Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>
Social Media; Business; Technology; National Disasters; (Business; Law; Manufacturing; Communication; Consumerism)	Viewpoints/Segment 1 (Segment 2)	05/19/13	5:01am-5:13am 5:14am-5:24am	12 minutes 10 minutes

Narration: Everyone's on social media these days, including businesses of all types. But does it pay for companies to have a presence of Facebook, Twitter, Pinterest, and other sites? Two social media experts talk to us about how companies should present themselves on these sites. We also hear about some strategies they can use to maximize their presence.

(Segment 2) Keeping it simple is a real challenge these days, for individuals and businesses. Anyone who has applied for a credit card to taken out a car insurance policy knows that even those two everyday tasks come with page after page of language only a lawyer can understand. And what about the directions for setting up that baby crib or kid's bicycle? A specialist on simplicity talks to us about how and why things become so complex, who benefits when they do, and learn how anyone can cut through the gobbledygook to incorporate more simplicity into their lives and work.

Personal Finance; Banking; Commerce; Death; Family Issues; Law; (Law; Courts; Firearms; History; Presidency)	Viewpoints/Segment 1 (Segment 2)	05/26/13	5:01am-5:13am 5:14am-5:24am	12 minutes 10 minutes
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Narration: When a loved-one dies, it's a time of great sorrow, and often confusion. How do you attend to the deceased's funeral? What about their banking? What about their credit cards? Notifying everyone? And what do you do when the heirs start fighting over the estates? Two people who are specialists in these areas talk to us about what should be done after someone dies, and long before, to make the situation less difficult for everyone involved.

(Segment 2) When Congress debates a constitutional point, or when the Supreme Court is considering a case brought before it, we often hear the question, "what did the framers intend?" How *does* anyone really know what people, who debate issues more than two hundred years ago, really intended? Two constitutional specialists talk to us about this issue, and we hear how some Supreme Court justices approached an issue that is once again in the news.

<u>Description of Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>
Addiction; Recreation; Mental Health; Family Issues; (Crime; Literature; Media; Popular Culture)	Viewpoints/Segment 1 (Segment 2)	06/02/13	5:01am-5:11am 5:13am-5:25am	10 minutes 12 minutes

Narration: 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. Two specialists talk to us about what gambling addiction is, treatment for it, and how families can help a loved one who is a pathological gambler.

(Segment 2) Superhero movies are doing big box office this year, with Batman, Ironman, Thor, and the new “Man of Steel” Superman film just to name a few. But why are these films and their characters so popular and long lasting? Superman’s biographer and a professor of pop culture talk to us about this phenomenon.

Science; Technology; Popular Culture; Media; (Civil Rights; Women’s Issues; Education; Family Issues; Culture)	Viewpoints/Segment 1 (Segment 2)	06/09/13	5:01am-5:11am 5:13am-5:25am	10 minutes 12 minutes
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Narration: Science fiction is full of wizardry like phasers, invisibility, and time travel. It’s pretty fantastical, but we don’t think much about it really existing outside the pages of books or the movie screen. A renowned physicist talks to us about how not only are these things possible, they’re being worked on right now.

(Segment 2) Dads and their teenage daughters do lots of things together like going fishing, learning to drive, creating school projects, but how many actually collaborate on their father’s research and the book he’s writing? A duo tell us how they went to South America to talk to and videotape the women of rural southern Brazil who fought for equal rights for all women in their families, society, and business. We find out how the two worked together and debated the issues, and how the book would be written. We also hear the unique perspective a young daughter brought to her father’s academic work.

<u>Description of Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>
Family Issues; Mental Health; Education; Literature; (Agriculture; Infrastructure; Business; Community Issues; Environment)	Viewpoints/Segment 1	06/16/13	5:01am-5:12am	11 minutes
			5:13am-5:24am	11 minutes

Narration: Depression is a serious issue that many US teens and their families have to deal with. Depression can lead to risky behaviors such as alcohol and drug abuse, extreme dieting, and other reckless activities. Combine that with peer pressure to undertake risky behaviors, even suicide, and you have a very dangerous situation. A psychologist and a novelist, who has written about the problem, talk to us about why teens do it and what parents can do to help their children.

(Segment 2) One of the pleasures of summer is to take a walk around town and look at people's gardens to see what they're growing and how they tend their plots. However, some of the most beautiful and productive gardens are ones you'll never see on your walk, because they're located on rooftops. An expert rooftop landscape architect talks to us about the different types of rooftop gardens and how they are tended. We also hear about what an amateur gardener needs to know to start their own garden on the roof.

Technology; Labor; Arts & Literature; Consumerism; (Science; Education; History; Commerce)	Viewpoints/Segment 1 (Segment 2)	06/23/13	5:01am-5:13am	12 minutes
			5:15am-5:25am	10 minutes

Narration: Why must every smartphone or iPad look like every other one? Must flat screen TVs lack style and flare? And why do new, high tech kitchen appliances have to be stainless steel and sleek? The answer is, they don't. Two authors talk to us about how they traveled the country researching "steampunk", a cultural, social and technological movement that turns back the clock on mass-produced goods, and brings back craftsmanship, uniqueness and humanity to twenty-first century technology, fashion, literature, and life.

(Segment 2) We take our numbers and 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 zero through nine weren't in common use around the world. A mathematician and author talk to us about the man who started the "arithmetic revolution."

<u>Description of Issue</u>	<u>Program/Segment</u>	<u>Date</u>	<u>Time</u>	<u>Duration</u>
Science; Women's Issues;	Viewpoints/Segment 1	06/30/13	5:01am-5:13am	12 minutes
National Security; Military; Labor;	(Segment 2)		5:15am-5:25am	10 minutes
Racial Issues; (Philanthropy;				
Literature; Historic Preservation &				
Museums)				

Narration: Everyone knows about the Manhattan Project that created the first atomic bomb, and the man behind the Los Alamos laboratory, Robert Oppenheimer. But did you know he knew Sanskrit? That he loved French literature? A man who has written a new bio of the famous physicist reveals some things you didn't know about him. Also, New Mexico wasn't the only center for A-bomb research. Oak Ridge, Tennessee played a pivotal role in winning WWII as well. An author talks about the women who worked at that installation, their jobs, their lives, and their contributions to the war effort.

(Segment 2) Historic preservation isn't just for the big museums and art galleries. It's also the responsibility of small towns and libraries across the nation. A best-selling novelist talks to us about his historic fiction and how he helps small and large repositories of historical artifacts, books, and even landmarks raise money to maintain their collections. He also discusses his new novel that holds a secret about Elizabethan England that could be more than legend!

WSBC-AM 1240
Viewpoints
Most Significant Treatment of Issues:
04/01/13 to 06/30/13

Viewpoints

- Addiction	10 minutes
- Advertising	10 minutes
- Agriculture	34 minutes
- Arts & Literature	12 minutes
- Banking	12 minutes
- Business	67 minutes
- Charities	11 minutes
- Civil Rights	12 minutes
- Climate Change	10 minutes
- Commerce	22 minutes
- Communication	21 minutes
- Community Issues	11 minutes
- Consumerism	44 minutes
- Courts	10 minutes
- Crime	34 minutes

- Culture	24 minutes
- Death	12 minutes
- Economy	23 minutes
- Education	77 minutes
- Election Campaigns	11 minutes
- Employment	12 minutes
- Energy	12 minutes
- Entrepreneurship	11 minutes
- Environment	11 minutes
- Environmental Concerns	11 minutes
- Ethics	11 minutes
- Ethnic & Racial Issues	11 minutes
- Family Issues	56 minutes
- Federal Budget	12 minutes
- Firearms	10 minutes
- Gardening	12 minutes
- Government	21 minutes
- Health	11 minutes
- Historic Preservation & Museums	10 minutes
- History	32 minutes
- Hunger Issues	12 minutes
- Infrastructure	11 minutes
- International Business	11 minutes

- Labor	24 minutes
- Law	43 minutes
- Law Enforcement	12 minutes
- Literature	33 minutes
- Manufacturing	10 minutes
- Marriage	11 minutes
- Media	45 minutes
- Mental Health	32 minutes
- Military	12 minutes
- Music	12 minutes
- National Disasters	12 minutes
- National Security	12 minutes
- Personal Finance	12 minutes
- Philanthropy	21 minutes
- Politics	23 minutes
- Pollution	11 minutes
- Popular Culture	22 minutes
- Poverty	12 minutes
- Presidency	10 minutes
- Prisons	11 minutes
- Racial Issues	12 minutes
- Recreation	10 minutes
- Science	32 minutes

- Social Media	12 minutes
- Technology	55 minutes
- The Arts	11 minutes
- The Economy	12 minutes
- The Presidency	12 minutes
- Third World economies	11 minutes
- Transportation	12 minutes
- Travel & Leisure	11 minutes
- Urban Infrastructure	11 minutes
- Voting	11 minutes
- Women's Issues	24 minutes

WSBC-AM 1240
Public Affairs Schedule
04/01/13-06/30/13

Sunday, April 07, 2013	5am-6am
Sunday, April 14, 2013	5am-6am
Sunday, April 21, 2013	5am-6am
Sunday, April 28, 2013	5am-6am

Sunday, May 05, 2013	5am-6am
Sunday, May 12, 2013	5am-6am
Sunday, May 19, 2013	5am-6am
Sunday, May 26, 2013	5am-6am

Sunday, June 02, 2013	5am-6am
Sunday, June 09, 2013	5am-6am
Sunday, June 16, 2013	5am-6am
Sunday, June 23, 2013	5am-6am
Sunday, June 30, 2013	5am-6am