

QUARTERLY LIST OF PROGRAMMING PROVIDING THE
MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

April 1 – June 30, 2016

The following issues were identified as significant and addressed by KZQX in order to serve the community and act in the public interest as set forth by the Federal Communications Commission:

1. Drug and Alcohol Abuse - including information about dangerous drugs and addiction
2. Crime - including crime prevention, investigation and apprehension of offenders
3. Education - including education standards, school safety, efforts to keep up with growth in the area and budget changes.
4. Religion - including impact on daily living and inspirational stories
5. Business - including local business issues, job opportunities, personal finance issues and the state of the economy.
6. Health and Medical - including health education and awareness
7. Government - including federal policies and local issues and candidates for office
8. Weather - including weather education and warnings

The above issues and concerns were addressed in the following local, syndicated and network programming.

Weather is always a primary concern in East Texas. With severe storms hitting Longview, Henderson and Jacksonville this spring, followed by drought conditions last summer, it has been especially important. KZQX broadcasts a weather report Monday through Friday on the half hour, starting at 5:30 AM and ending at 6:30 PM. During weather emergencies we continue the coverage on weekends or whenever conditions dictate. Of course we also relay EAS weather alerts from the National Weather Service as they become available. A complete listing of those alerts and warnings can be found in our official EAS Log for 2016.

Blue-Beard Radio: Sunday evenings we feature this one hour program produced by Pine Tree High School students. It is largely music oriented featuring popular songs from the 1920s until today. The students are required to research the history of the music or the times around the music and produce a one hour program that is not only entertaining, but interesting from a historical point of view. Even though the kids are having fun, they are also learning a lot of new skills. Blue-Beard Radio Airs at 7:00 PM Sunday evenings. Air dates for first-run programs in this quarter have been April 3, 10, 17, 24; May 1, 8, 15, 22, 29; and June 5. We will continue to broadcast reruns of the program each Sunday evening through the summer while students are out of school.

KZQX runs a daily show called **The Mayo Clinic Report** produced by the Mayo Clinic. This program contains timely medical information that is of concern to the East Texas area and runs daily at 11:30 a.m. Monday through Friday.

Passport to Texas is a daily show about Texas destinations, folklore and wildlife, produced by The Texas Parks and Wildlife. This program runs twice daily, Monday thru Friday at 10:20 a.m. and 4:20 p.m.

Stardate, produced by the University of Texas McDonald Observatory, teaches about the universe, astronomy and space weather. It airs three times daily, at 7:40 a.m., 12:30 p.m. and 5:40 p.m., Monday through Friday.

Travel Minute. The Peter Greenberg Travel Minute airs Monday through Friday at approximately 7:40 AM and 5:40 PM. Listeners in our broadcast area are keenly interested in traveling. This program gives useful tips and money saving suggestions for our listeners. The response from our listeners has been quite positive.

Health Minute with UT Tyler nursing program: Once each semester, students enrolled in UT Tyler's nursing program come to the station and record 30 second PSAs, which run twice a day in rotation. The PSAs are centered on general health tips and suggestions for keeping active for senior citizens. This quarter, KZQX played 317 of those PSAs, covering topics like diabetes prevention, exercise and safety for the elderly, heart attack prevention and treatment, dehydrations, and effective hand washing. Specific dates and times of those broadcasts were:

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|-----------|----------|------------------------------------|-----------|----------|------------------------------------|
| 4/1/2016 | 12:46:23 | Health Minute [Fall prevention] | 4/29/2016 | 04:15:02 | Health Minute [S2016 handwashing] |
| 4/1/2016 | 22:49:45 | Health Minute [Just move] | 4/29/2016 | 10:46:51 | Health Minute [Fall prevention] |
| 4/2/2016 | 08:15:10 | Health Minute [Use it or Lose it] | 4/29/2016 | 18:17:27 | Health Minute [S2016 hypertension] |
| 4/2/2016 | 17:48:43 | Health Minute [Fall prevention] | 4/30/2016 | 00:47:05 | Health Minute [Just move] |
| 4/3/2016 | 01:46:56 | Health Minute [Just move] | 4/30/2016 | 07:16:42 | Health Minute [S2016 prediabetes] |
| 4/3/2016 | 13:17:42 | Health Minute [Use it or Lose it] | 4/30/2016 | 13:47:19 | Health Minute [S2016 dehydration] |
| 4/3/2016 | 22:46:38 | Health Minute [Fall prevention] | 4/30/2016 | 20:15:29 | Health Minute [Use it or Lose it] |
| 4/4/2016 | 06:47:42 | Health Minute [Just move] | 5/1/2016 | 02:47:38 | Health Minute [S2016 handwashing] |
| 4/4/2016 | 16:17:26 | Health Minute [Use it or Lose it] | 5/1/2016 | 12:48:26 | Health Minute [Fall prevention] |
| 4/5/2016 | 01:17:24 | Health Minute [Fall prevention] | 5/1/2016 | 17:16:03 | Health Minute [S2016 hypertension] |
| 4/5/2016 | 10:18:35 | Health Minute [Just move] | 5/1/2016 | 23:15:32 | Health Minute [Just move] |
| 4/5/2016 | 19:17:26 | Health Minute [Use it or Lose it] | 5/2/2016 | 03:46:48 | Health Minute [S2016 prediabetes] |
| 4/6/2016 | 06:46:35 | Health Minute [Fall prevention] | 5/2/2016 | 08:47:23 | Health Minute [S2016 dehydration] |
| 4/6/2016 | 19:47:57 | Health Minute [Just move] | 5/2/2016 | 14:46:35 | Health Minute [Use it or Lose it] |
| 4/7/2016 | 08:15:10 | Health Minute [Use it or Lose it] | 5/2/2016 | 22:47:03 | Health Minute [S2016 handwashing] |
| 4/7/2016 | 10:46:41 | Health Minute [Fall prevention] | 5/3/2016 | 06:17:24 | Health Minute [Fall prevention] |
| 4/8/2016 | 00:17:03 | Health Minute [Just move] | 5/3/2016 | 15:47:57 | Health Minute [S2016 hypertension] |
| 4/8/2016 | 13:46:35 | Health Minute [Use it or Lose it] | 5/4/2016 | 01:15:23 | Health Minute [Just move] |
| 4/9/2016 | 02:46:38 | Health Minute [Fall prevention] | 5/4/2016 | 10:46:25 | Health Minute [S2016 prediabetes] |
| 4/9/2016 | 15:15:18 | Health Minute [Just move] | 5/4/2016 | 21:17:01 | Health Minute [S2016 dehydration] |
| 4/10/2016 | 03:48:35 | Health Minute [Use it or Lose it] | 5/5/2016 | 04:17:26 | Health Minute [Use it or Lose it] |
| 4/10/2016 | 18:17:11 | Health Minute [Fall prevention] | 5/5/2016 | 12:16:58 | Health Minute [S2016 handwashing] |
| 4/11/2016 | 06:15:39 | Health Minute [Just move] | 5/5/2016 | 19:48:10 | Health Minute [Fall prevention] |
| 4/11/2016 | 18:16:48 | Health Minute [Use it or Lose it] | 5/6/2016 | 02:46:36 | Health Minute [S2016 hypertension] |
| 4/12/2016 | 04:46:09 | Health Minute [Fall prevention] | 5/6/2016 | 10:15:38 | Health Minute [Just move] |
| 4/12/2016 | 16:15:31 | Health Minute [Just move] | 5/6/2016 | 17:48:29 | Health Minute [S2016 prediabetes] |
| 4/13/2016 | 03:18:41 | Health Minute [Use it or Lose it] | 5/7/2016 | 00:15:21 | Health Minute [S2016 dehydration] |
| 4/13/2016 | 14:47:38 | Health Minute [Fall prevention] | 5/7/2016 | 06:46:50 | Health Minute [Use it or Lose it] |
| 4/14/2016 | 01:48:47 | Health Minute [Just move] | 5/7/2016 | 13:16:50 | Health Minute [S2016 handwashing] |
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| 4/15/2016 | 00:17:29 | Health Minute [Fall prevention] | 5/8/2016 | 02:16:50 | Health Minute [S2016 hypertension] |
| 4/15/2016 | 11:15:50 | Health Minute [Just move] | 5/8/2016 | 12:15:18 | Health Minute [Just move] |
| 4/15/2016 | 22:16:49 | Health Minute [Use it or Lose it] | 5/8/2016 | 18:50:40 | Health Minute [S2016 prediabetes] |
| 4/16/2016 | 08:15:40 | Health Minute [Fall prevention] | 5/9/2016 | 02:46:37 | Health Minute [S2016 dehydration] |
| 4/16/2016 | 11:03:19 | Health Minute [Just move] | 5/9/2016 | 09:49:01 | Health Minute [Use it or Lose it] |
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| 4/18/2016 | 09:47:19 | Health Minute [Use it or Lose it] | 5/11/2016 | 05:15:22 | Health Minute [Use it or Lose it] |
| 4/18/2016 | 15:47:54 | Health Minute [Fall prevention] | 5/11/2016 | 13:48:29 | Health Minute [S2016 handwashing] |
| 4/18/2016 | 21:46:58 | Health Minute [Just move] | 5/11/2016 | 21:46:28 | Health Minute [Fall prevention] |
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| 4/21/2016 | 03:16:46 | Health Minute [Fall prevention] | 5/14/2016 | 10:16:42 | Health Minute [S2016 hypertension] |
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| 4/27/2016 | 22:16:47 | Health Minute [S2016 hypertension] | 5/19/2016 | 21:48:26 | Health Minute [S2016 dehydration] |
| 4/28/2016 | 03:46:04 | Health Minute [Just move] | 5/20/2016 | 03:16:59 | Health Minute [Use it or Lose it] |
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| 5/22/2016 15:15:30 | Health Minute [S2016 hypertension] | 6/12/2016 18:15:11 | Health Minute [Fall prevention] |
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| 5/24/2016 09:17:35 | Health Minute [S2016 hypertension] | 6/13/2016 23:16:06 | Health Minute [Fall prevention] |
| 5/24/2016 15:17:12 | Health Minute [Just move] | 6/14/2016 03:46:31 | Health Minute [S2016 hypertension] |
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| 6/3/2016 18:46:42 | Health Minute [S2016 hypertension] | 6/22/2016 18:46:36 | Health Minute [Use it or Lose it] |
| 6/3/2016 23:47:24 | Health Minute [Just move] | 6/23/2016 01:15:00 | Health Minute [S2016 handwashing] |
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| 6/11/2016 09:15:17 | Health Minute [S2016 handwashing] | | |

A thorough listing of our efforts on behalf of area schools, clubs and organizations is attached to this document in the form of a Compact Disc. Upon request, we will be happy to furnish a copy or provide a computer to view these files. The report includes dates and times of the actual broadcast. They include:

Jacksonville Chamber scholarships available, Dalton Days 2016, Kilgore Community Concerts, Taste of Longview, Piney Woods Quilt Festival, Walk Like MADD, Tatum Pecan Pie Festival, KC Adult Ed & Literacy, Farm disaster assistance available, UT Tyler Cowan Center Hot Sardines, Kilgore College nontraditional career fair, Habitat ReStore Longview, Rangerette Revels 2016, East Texas Communities Foundation, Kilgore Restore, Belcher Center Dave Barry, Linden Wildflower Festival, UT Tyler Nursing Students' Health Minute, Kilgore Main Street Fridays After 5, Highway 271 Car Cruise, Kilgore College Drama - Almost, Maine, Jefferson Opera House Theatre - Vanities, Lee Public Library book sale, Oil Museum Dinosaurs & Fossils, Hearing Loss Assn April meeting, Spirits of Oakwood, Aggie Muster, Junior Achievement Denim & Diamonds, T-Bone Walker Bluesfest Junior Showcase, Cass County Rodeo, ETSO - SEASON FINALE, Henderson Civic Theatre Grace & Glorie, HOWARD DICKINSON HOUSE, THEATER LONGVIEW, EAST TEXAS GIVING DAY, HISTORIC TOUR NACOGDOCHES, API GOLF TOURNAMENT, PINE TREE HIGH CHOIRS, Giving Day extended, Gregg County Museum Magical Journey, Sonic Classic Car hot rods, Pittsburg Art & Winefest, MEMORIAL DAY VFW, Hearing Loss Assn June meeting, Tx Country Music Hall of Fame John Ritter Showcase, Tomato Fest Ski Show, Tomato Fest Car Show, Tomato Fest Got Talent, Tomato Fest Photo Contest, Tomato Fest Salsa Contest, Kilgore Patriots Vet Together, Good Shepherd hormone replacement seminar, Unforgettable Tuesdays Dementia Day group, Alzheimers Caregivers Support Group, Cancer Support Group, Parkinson's Support Group, Memory Links Café, Narcotics Anonymous, Good Shepherd prostate screening, ExxonMobil Retirees June luncheon, Kilgore Habitat Homeowner, Kilgore Library, and Jefferson Opera House-Some Like it Marilyn. Altogether, KZQX broadcast a total of 3,482 public service announcements in the three month period ending June 30, 2016.

KZQX also devotes a great deal of air-time urging listeners to send information about their community events. Our web site includes directions for submitting their announcements; friendly tips about how to write it and a handy "submit" form to make it easy for them to submit information.

EarthSky plays every day, twice a day, on KZQX. EarthSky producers define the show as "a clear voice for science" - advocates science as a vital tool for the 21st century. The EarthSky Promise: To bring the ideas, strategies and research results of scientists to people around the world, with the goal of illuminating pathways to a sustainable future." Earth Sky airs at 8:30 a.m. and 4:45 p.m.

The CNBC Business Report provides up to the minute news about financial conditions that affect all our lives. Because many of our listeners are either contemplating retirement or are living on fixed incomes since retirement, this financial news is of a great deal of interest to them. The program runs at the top of the hour from 7:00 AM until 6:00 PM Monday through Friday and at 7:00, 8:00 and 9:00 AM on Saturdays.

The Gospel Brunch airs every Sunday morning from 8:00 AM until 11:00 AM. It features music and programming to address the spiritual needs of the community.

InfoTrack, a weekly 30 minute public affairs program, runs Sundays at approximately 6:00 AM. It features a variety of topics of interest to our community, including, Legal issues, Consumer Matters, Mental Health, Parenting, Energy Issues, Environment, Retirement Planning, Poverty, Public Health, Minority Issues, Personal Health, Government Spending and regulation, Latino Concerns, Domestic Violence, Women's Issues, Drunk Driving, Substance Abuse, and more. A full run down of each program, the issues discussed and the time of broadcast is attached to this report, along with a log sheet of exact air times.



Weekly Public Affairs Program

Call Letters: KZQX

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2016

Show # 2016-14

Date aired: 4/3/2016 **Time Aired:** 6:00:30

Marie Jameson, home and lifestyle columnist, author of *"Downsizing The Family Home: What to Save, What to Let Go"*

Nearly everyone eventually faces the difficult, emotional journey of downsizing an aging parents' home. She talked about the often unexpected emotions and challenges as people sort through a lifetime of possessions. She explained how to make wise decisions on what to keep, toss or sell, and why it is usually easiest if elder family members are involved, rather than leaving the task to their heirs after their death.

Issues covered:

Senior Citizens
Retirement Planning
Mental Health

Length: 8:56

Tracey Helton Mitchell, former heroin addict, author of *"The Big Fix: Hope After Heroin"*

Ms. Mitchell shared her story of addiction and recovery. She spent eight years on the streets of San Francisco as a heroin addict, then successfully quit and started life anew. She talked about the common misconceptions about heroin addiction, especially for women, and offered advice for those who are struggling with substance abuse.

Issues covered:

Substance Abuse
Women's Issues
Government Policies

Length: 8:23

Arielle O'Shea, investing staff writer at NerdWallet.com

It's no secret that Americans need to save more. Ms. O'Shea outlined a recent analysis by NerdWallet that found an alternative approach. She said a 25-year-old could accumulate nearly \$1 million by simply saving and investing 50% of all raises and bonuses over the course of his or her career. She explained why saving for the future is more critical than ever and why this approach may be easier than more traditional plans.

Issues covered:

Personal Finance
Retirement Planning

Length: 4:54

Show # 2016-15

Date aired: 4/10/16 Time Aired: 6:01:11

Michelle A. Riklan, employment and career expert, co-author of "*101 Great Ways to Compete in Today's Job Market*"

Mr. Riklan offered marketing ideas for people either looking for a job or hoping to move their careers forward. She explained the critical importance of social media in today's job market and offered tips to optimize a LinkedIn page. She said even people who are secure in their current jobs should be prepared to immediately take advantage of an opportunity at a better job.

Issues covered:
Employment Matters
Career

Length: 8:49

Judy Foreman, nationally syndicated health columnist, author of "*A Nation in Pain: Healing Our Biggest Health Problem*"

According to government statistics, 100 million American adults live in chronic pain. Ms. Foreman discussed the connection between chronic pain and prescription drug addiction. She said exercise is one of the most effective ways to deal with chronic pain. She also discussed reforms in government policies that could allow the healthcare system to better deal with the epidemic of chronic pain.

Issues covered:
Personal Health
Drug Abuse
Government Policies

Length: 8:30

Ciji Ware, author of "*Rightsizing Your Life*"

Many Baby Boomers are beginning to think about the future and how many material possessions they really need. Ms. Ware believes that more isn't always better. She offered ideas on how to make wise decisions in downsizing, in particular through recycling and donating unneeded items.

Issues covered:
Charitable Contributions
Recycling
Consumer Issues
Senior Issues

Length: 4:58

Show # 2016-16

Date aired: 4/17/16 Time Aired: 5:58:48

Robert Sholly, domestic counterterrorism expert, retired army colonel who is experienced in both counter-terrorism and performing international security assessments, a member of the United Nations international peace keeping forces that won the Nobel Peace Prize in 1988

Col. Sholly said while we cannot live in fear, it is wise to live with caution and prudence. He discussed which public places are the most dangerous. He explained why it is important to have a security plan before entering a mall, what to do if shots are fired in a crowded movie theater and the physical signs to watch for that could identify a potential shooter or bomber.

Issues covered:
Terrorism
Personal Protection
Emergency Preparedness

Length: 9:07

Shaka Senghor, author of "Writing My Wrongs: Life, Death, and Redemption in an American Prison"

In 1991, Shaka Senghor was sent to prison for second-degree murder. Today, he lectures at many universities and is a leading voice on criminal justice reform. He shared his inspirational story: growing up with an abusive parent, which started a downward spiral that saw him run away from home, turn to drug dealing to survive, and end up in prison for murder at the age of 19, fuming with anger and despair. He explained what caused him to turn his life around, now mentoring youth at risk.

Issues covered:

Length: 7:59

**Youth at Risk
Crime
Prison Reforms
Minority Concerns**

Monica Deza, PhD, Assistant Professor of Economics in the School of Economic, Political and Policy Science at the University of Texas, Dallas

Dr. Deza led a study that found that teen driving curfews might do more than reduce car accidents. They also may prevent teens from committing crimes or becoming pregnant. She talked about the most common crimes committed by teens and why driving restrictions may make a difference.

Issues covered:

Length: 5:07

**Youth at Risk
Crime**

Show # 2016-17

Date aired: 4/24/16 Time Aired: 5:59:36

Steve Case, entrepreneur, investor, and businessman best known as the co-founder and former Chief Executive Officer and Chairman of America Online, author of "*The Third Wave: An Entrepreneur's Vision of the Future*"

Mr. Case discussed the rapidly changing nature of the Internet. He believes we are entering a dynamic new period of online development, where every part of our lives will rely on Internet connectivity. He sees this new wave defined not by hardware or software but by partnerships—especially between business and government. He predicted that entrepreneurs will dramatically change the way institutions like healthcare, education, and agriculture integrate the Internet into our lives.

Issues covered:

Length: 8:24

**Internet
Employment
Government Regulations**

Ellen Smit, PhD, Nutritional Epidemiologist, Associate Professor at Oregon State University College of Public Health and Human Sciences

Dr. Smit led a study that examined four barometers of whether someone's behavior could be considered healthy, and the results were dismal. She found that fewer than 3% of all Americans have a genuinely healthy lifestyle. She explained the importance of the four criteria and the health impacts of each. She also offered suggestions for those who would like to make changes to their own lifestyle.

Issues covered:

Length: 8:39

**Personal Health
Obesity**

Matt Schulz, Senior Industry Analyst at CreditCards.com

Mr. Schulz said 30 million Americans received a new chip-enabled credit card over the past six months. Mr. Schulz explained the benefits of the new cards. He also talked about the most common complaints by consumers who use them.

Issues covered:
Personal Finance
Consumer Matters

Length: 5:06

Show # 2016-18

Date aired: 5/1/16 **Time Aired:** 5:59:40

Steven Roberts, college-funding expert, author of *"Winning the Money Game in College: Any Major and Any GPA Can Finish College Debt-Free or Better"*

Families at every income level struggle with the question of how to pay for a college education. Mr. Roberts explained how students can save on application fees and locate lesser-known resources to pay for college. He also suggested where to find scholarship money and why a student's GPA isn't everything. He also discussed the less obvious reasons why it is useful for students to earn money while in school.

Issues covered:
Education
Consumer Matters
Parenting

Length: 8:38

Laura Adams, Senior Insurance Analyst at insuranceQuotes.com

A traffic ticket can cause a driver's auto insurance rates to skyrocket. Ms. Adams outlined a report from insuranceQuotes.com that found motorists who are slapped with a serious moving violation can see their auto insurance premiums jump by an average of 94 percent. She discussed 17 different moving violations, how each causes car insurance rates to spike, and why rate increases can vary drastically from state to state.

Issues covered:
Traffic Safety
Consumer Matters

Length: 8:35

Julia Cameron, author of *"It's Never Too Late to Begin Again: Discovering Creativity and Meaning at Midlife and Beyond"*

When someone retires, the newfound freedom can be quite exciting, but also daunting. Ms. Cameron explained how cultivating their creative selves can help seniors navigate this new terrain. She said that retirement can be the most rich, fulfilling and creative time of life. She outlined several tools to get there.

Issues covered:
Senior Citizens
Retirement Planning

Length: 4:57

Show # 2016-19

Date aired: 5/8/16 Time Aired: 6:01:02

Ric Edelman, nationally-recognized financial advisor, syndicated columnist, author of *"The Truth About Retirement Plans and IRAs"*

Only half of all eligible Americans contribute to a retirement plan. Mr. Edelman explained how the average person can save for a comfortable retirement. He talked about the importance of 401(k)s, and IRAs. He also explained how to determine how much money a person may need in retirement, and the dangers of borrowing money from retirement funds.

Issues covered:

Length: 8:31

**Personal Finance
Retirement
Senior Issues**

James Hubbard, MD, family physician, author of *"Living Ready Pocket Manual - First Aid: Fundamentals for Survival"*

Dr. Hubbard discussed basic skills that everyone should know in the event of a medical emergency, and basic first aid supplies that every home should have on hand. He outlined steps to stop serious bleeding and what to do in the event someone simply collapses. He also talked about the lifesaving value of automated external defibrillators, which are found in many public places.

Issues covered:

Length: 8:44

**Emergency Preparedness
Personal Health**

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:

Length: 4:58

**Environment
Consumer Matters**

Show # 2016-20

Date aired: 5/15/16 Time Aired: 5:58:35

Martin Gibala, PhD, Professor and Chair of the Department of Kinesiology, McMaster University in Ontario

Dr. Gibala led a study that found that a single minute of very intense exercise produces health benefits similar to longer, traditional endurance training. He recommends the plan for occasionally busy days, not as a permanent substitute for longer and more moderate workouts. He said the findings put to rest the common excuse for not getting in shape: there is not enough time.

Issues covered:

Length: 8:52

Personal Health

Chris Melde, PhD, Associate Professor and Director of Graduate Studies, School of Criminal Justice at Michigan State University

Dr. Melde was the co-author of a study of street gang membership. He found that depression and suicidal thoughts or attempts are common among youth who join gangs. He outlined the reasons that many troubled teens join gangs and why gang life causes already significant problems in their lives to become even worse.

Issues covered:

**Youth at Risk
Mental Health
Crime**

Length: 8:24

Matthias Hollwich, internationally-recognized architect, author of "*New Aging: Live Smarter Now to Live Better Forever*"

Mr. Hollwich discussed ways that homes and communities can be redesigned to make aging a graceful and fulfilling aspect of life. He discussed changes to specific rooms, to help seniors stay safely in their homes for as long as possible.

Issues covered:

**Home Safety
Retirement Planning
Senior Citizens**

Length: 4:55

Show # 2016-21

Date aired: 5/22/16 Time Aired: 6:01:05

Bart de Langhe, PhD, Assistant Professor of Marketing, Leeds School of Business at the University of Colorado, Boulder

Many consumers pour through online product reviews before making a purchase. But Dr. de Langhe led a study that found that there is little correlation between better online user ratings and the quality of a product. He explained why consumer opinions often fail to agree with objective product research by consumer organizations.

Issues covered:

Consumer Matters

Length: 8:06

W. David Brown, PhD, DABSM, CBSM, Sleep Psychologist at Children's Medical Center, Dallas, co-author of "*Sleeping Your Way to the Top: How to Get the Sleep You Need to Succeed*"

Many Americans believe that less sleep equals more productivity. But Dr. Brown said that sufficient sleep and success go hand in hand. He discussed the latest clinically proven techniques for getting quality rest, achieving maximum productivity, and overcoming common sleep impediments to enhance workplace performance.

Issues covered:

**Personal Health
Career**

Length: 9:01

Judith Prochaska, PhD, MPH, Associate Professor of Medicine, Stanford University School of Medicine

Dr. Prochaska was the lead author of a study comparing employment in smokers and nonsmokers. She found that after 12 months, smokers were less likely to have found a job than nonsmokers, and those who did earned less than nonsmokers. She explained the reasons that employers may be wary of hiring smokers and how they sometimes screen them out in the hiring process.

Issues covered:
Unemployment
Personal Health

Length: 5:03

Show # 2016-22

Date aired: 5/29/16 **Time Aired:** 6:02:05

Dorothy Espelage, PhD, bullying and youth violence expert, Professor of Child Development, Department of Educational Psychology, University of Illinois at Urbana-Champaign

Dr. Espelage led a youth survey that explored the prevalence of sexual harassment and sexual violence among middle school youth as well as the locations where these behaviors occur. She said that these incidents are extremely common in schools and that they are a strong predictor of dating violence as students move into high school.

Issues covered:
Sexual Harassment
Violence
Parenting

Length: 9:34

Greg Kaplan, PhD, Assistant Professor of Economics, Princeton University

Roughly one-third of all American families live paycheck-to-paycheck, according to Dr. Kaplan's recent study. Surprisingly, he found that many of these are middle-class families who have decent incomes, but illiquid assets tied up in homes or retirement funds. He explained why this is so common and why it may not be as financially dangerous as it may appear.

Issues covered:
Economy
Personal Finance

Length: 7:46

Michelle Macy, MD, Assistant Professor of Emergency Medicine, University of Michigan

Dr. Macy's research found that that 90 percent of parent drivers admitted to distracted driving with kids in the car. She outlined ten types of driving distractions and explained why they are so dangerous. She also offered tips for parents who would like to minimize distractions on the road.

Issues covered:
Traffic Safety

Length: 4:45

Show # 2016-23

Date aired: 6/5/16 Time Aired: 6:00:07

Tyler J. VanderWeele, PhD, Professor of Epidemiology, T.H. Chan School of Public Health, Harvard University

Those who attend church services on a regular basis may receive more than just spiritual benefits—they may live longer. Dr. VanderWeele led a study that found that women who went to church more than once a week had a 33% lower risk of dying, compared to those who never went. He talked about the potential reasons behind the finding. He said it is conceivable in the future that doctors routinely ask about church attendance during medical checkups.

Issues covered:

Length: 8:48

**Personal Health
Religion**

Kostadin Kushlev, PhD, psychology research scientist, University of Virginia

Smartphones have become part of everyday life. Dr. Kushlev led a study that found that the increasingly pervasive use of digital technology may be causing ADHD-like symptoms even among the general population. He explained why being separated from a smartphone may cause people to experience distraction and getting bored easily when trying to focus.

Issues covered:

Length: 8:27

**Mental Health
Consumer Matters**

Carl Cotman, PhD, Professor of Neurology and Neurobiology, Director of the Institute for Brain Aging and Dementia, University of California, Irvine

Dr. Cotman explained the results of new research into brain health for seniors. The study found that eating almonds, engaging in exercise and participating in brain-stimulating activities can keep aging brain cells in shape. This may delay or prevent Alzheimer's Disease.

Issues covered:

Length: 4:56

**Alzheimer's' Disease
Health Issues
Senior Issues**

Show # 2016-24

Date aired: 6/12/16 Time Aired: 6:00:48

Charee Thompson, PhD, Assistant Professor of Communication Studies at Ohio University

Dr. Thompson was the co-author of a study of college students, drinking and social media. She discovered that having an "alcohol identity" puts college students at greater risk of having drinking problems. Her study also found that posting about alcohol use on social media sites is actually a stronger predictor of alcohol problems than having a drink. She discussed possible strategies to reduce alcohol abuse on college campuses.

Issues covered:

Length: 6:52

**Substance Abuse
Education
Social Media**

Iris Bohnet, PhD, Professor of Public Policy , Behavioral Economist at Harvard University, Director of the Women and Public Policy Program, Co-Chair of the Behavioral Insights Group at the Kennedy School of Government, author of "*What Works: Gender Equality by Design*"

Dr. Bohnet discussed gender equality in the workplace and why it's good business. She explained why diversity training programs have had limited success. She outlined the latest research into quick and often inexpensive ways that companies can address gender bias and improve performance.

Issues covered:

Gender Equality

Women's Issues

Workplace Matters

Length: 10:17

Matthew J. Quade, PhD, Assistant Professor in the Department of Management at the Hankamer School of Business, Baylor University

Unethical behaviors by employees can tarnish an organization's reputation, lead to considerable monetary losses, and even result in legal prosecutions. Dr. Quade led a study that found that, in many cases, employees will tolerate misdeeds from a coworker who has the reputation of being a high performer. He believes companies need to take a hard look at how they prioritize performance over ethics.

Issues covered:

Ethics

Workplace Matters

Length: 4:56

Show # 2016-25

Date aired: 6/19/16 Time Aired: 5:58:59

Leslie Stahl, longtime reporter for 60 Minutes, author of "*Becoming Grandma: The Joys and Science of the New Grandparenting*"

Ms. Stahl discussed the profound changes and emotions experienced when someone becomes a grandparent. She talked about the physiological changes that occur in women when they have grandchildren, and the therapeutic effects of grandchildren on both grandmothers and grandfathers. She also explained how heartbreakingly common it is for grandparents to be denied access to their grandchildren.

Issues covered:

Family Matters

Senior Citizens

Child Custody

Length: 9:15

Kevin Kelly, co-founder and former executive editor of Wired magazine, author of "*The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future*"

Mr. Kelly discussed twelve technological imperatives that he believes will shape the next thirty years and transform our lives. He is optimistic about innovations, from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture. He offered advice to young people who are plotting educational and career paths in a rapidly-changing tech environment.

Issues covered:

Technology

Education

Privacy

Length: 7:55

Career

Edward G. Brown, author of *"The Time Bandit Solution: Recovering Stolen Time You Never Knew You Had"*

According to Mr. Brown, 40 to 60% of time at work is squandered by time bandits—co-workers who demand precious time without thinking. He offered suggestions on how to negotiate with time bandits to prevent unwanted, unnecessary and unproductive interruptions.

Issues covered:
Workplace Matters
Productivity

Length: 5:04

Show # 2016-26

Date aired: _6?26/16_____ Time Aired: _05:59:05_____

Michele Borba, EdD, parenting expert, author of *"UnSelfie: Why Empathetic Kids Succeed in Our All-About-Me World"*

Studies have found that kids today are 40% less empathetic than kids were thirty years ago. Ms. Borba explained why kids are more stressed and less happy these days, and what parents can do about it. She explained why having a caring and kind attitude can lead to success later in life.

Issues covered:
Parenting
Youth at Risk

Length: 9:22

Brian Christian, science writer, co-author of *"Algorithms to Live By: The Computer Science of Human Decisions"*

Mr. Christian explained how computer algorithms can be applied to everyday life, helping to solve common decision-making problems. He believes the wisdom of computer science can help consumers to determine when to leave things to chance, how to deal with an overwhelming array of choices and how best to connect with others.

Issues covered:
Technology
Consumer Matters
Education

Length: 7:51

Sumir Karayi, computer expert, CEO of 1E, a software company that helps companies improve their environmental impact

Mr. Karayi discussed the results of a report by the non-profit Alliance to Save Energy and 1E that found that companies are wasting energy and losing sizable amounts of money by leaving computers on 24 hours a day. He explained why companies choose to do this, and what employees can do to convince corporate leaders to change the policy.

Issues covered:
Energy
Environment
Workplace Matters

Length: 4:58

