

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

January 1 – March 31, 2018

**Filed 4-03-2018**

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 and summer, followed by drought conditions last year, 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 2017.

**The Mayo Clinic Radio Health Minute:** produced by the Mayo Clinic, runs weekdays on KZQX. This program contains timely medical information that is of concern to the East Texas area. Broadcast time is 11:30 A.M. Monday through Friday.

Jan. 1 <sup>st</sup>	New smoking cessation study
Jan. 2 <sup>nd</sup>	Ideas for improving herb flavor
Jan. 3 <sup>rd</sup>	Eating before bedtime
Jan. 4 <sup>th</sup>	Revamping your plate to reduce some meats
Jan. 5 <sup>th</sup>	What is Frostbite
Jan. 8 <sup>th</sup>	Avoiding Frostbite
Jan. 9 <sup>th</sup>	Addressing the opioid epidemic
Jan. 10 <sup>th</sup>	STI's among seniors
Jan. 11 <sup>th</sup>	What is walking pneumonia
Jan. 12 <sup>th</sup>	Nipple-sparing mastectomy pre-pectoral reconstruction
Jan. 15 <sup>th</sup>	Teens and anxiety
Jan. 16 <sup>th</sup>	Alzheimer's disease treatment
Jan. 17 <sup>th</sup>	Probiotics
Jan. 18 <sup>th</sup>	Winter Skin Protection Tips
Jan. 19 <sup>th</sup>	Healthy sleep habits for kids
Jan. 22 <sup>nd</sup>	Statins
Jan. 23 <sup>rd</sup>	5 tips for cooking with healthier oils
Jan. 24 <sup>th</sup>	Cause and remedies for thumb arthritis
Jan. 25 <sup>th</sup>	Blood thinner study
Jan. 26 <sup>th</sup>	Expedited breast cancer treatment
Jan. 29 <sup>th</sup>	Why whole grains are the better choice
Jan. 30 <sup>th</sup>	What causes kidney stones
Jan. 31 <sup>st</sup>	Lymphedema risk

Feb. 1 <sup>st</sup>	The many benefits of petroleum Jelly
Feb. 2 <sup>nd</sup>	Microbiome
Feb. 5 <sup>th</sup>	Teens and mental health issues
Feb. 6 <sup>th</sup>	Organ donation and regeneration
Feb. 7 <sup>th</sup>	Awareness under anesthesia
Feb. 8 <sup>th</sup>	Protocol for kids imaging
Feb. 9 <sup>th</sup>	Women and heart attacks
Feb, 12 <sup>th</sup>	Ovarian cancer
Feb. 13 <sup>th</sup>	Benefits of Chocolate
Feb. 14 <sup>th</sup>	Heart risk for young women
Feb. 15 <sup>th</sup>	Frozen section lumpectomy
Feb. 16 <sup>th</sup>	Quitting smoking now can add years, quality to life
Feb. 19 <sup>th</sup>	Drug combo for Myeloma
Feb. 20 <sup>th</sup>	Teen sleep hygiene
Feb. 21 <sup>st</sup>	Slowing the aging process
Feb. 22 <sup>nd</sup>	Percutaneous ablation for kidney tumors
Feb. 23 <sup>rd</sup>	Dementia and Alzheimer's disease
Feb. 26 <sup>th</sup>	How Mohs surgery is used to fight skin cancer
Feb. 27 <sup>th</sup>	Benefits of stretching
Feb. 28 <sup>th</sup>	A warning to parents about sliding with kids
Mar. 1 <sup>st</sup>	Benefits of minimally invasive back surgery
Mar. 2 <sup>nd</sup>	Female urinary incontinence
Mar. 5 <sup>th</sup>	Center for Innovation
Mar. 6 <sup>th</sup>	Watson clinical trial matching program
Mar. 7 <sup>th</sup>	Undiagnosed disease program
Mar. 8 <sup>th</sup>	Hypothermia research for Mars travel
Mar. 9 <sup>th</sup>	Gynecologic cancers
Mar, 12 <sup>th</sup>	Diabetes awareness
Mar. 13 <sup>th</sup>	Quality of life for cancer
Mar. 14 <sup>th</sup>	Anal Fissures
Mar. 15 <sup>th</sup>	Epilepsy Treatment
Mar. 16 <sup>th</sup>	Jet Lag
Mar. 19 <sup>th</sup>	Weight gain in middle age
Mar. 20 <sup>th</sup>	Arm reattachment surgery
Mar. 21 <sup>st</sup>	Liquid Biospy
Mar. 22 <sup>nd</sup>	Adult eye exams
Mar. 23 <sup>rd</sup>	Carpal tunnel syndrome
Mar. 26 <sup>th</sup>	Antibiotic resistance
Mar. 27 <sup>th</sup>	NSAIDS and heart disease
Mar. 28 <sup>th</sup>	Smoking and pharmacogenomics
Mar. 29 <sup>th</sup>	Long QT syndrome
Mar. 30 <sup>th</sup>	Drugs for Erectile dysfunction

**Passport to Texas** is a daily show about Texas destinations, folklore, conservation 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.

Date	Day	Program Title
1/1	Mon.	Food: Cooking Class At Central Market
1/2	Tues.	Birds: End of the Christmas Bird Count
1/3	Wed.	Parks: Hikes with Homeless Dogs
1/4	Thur.	History/Food: Cook Like an 1850s Texan
1/5	Fri.	Hunting: Waterfowl Outlook Rest of Season
1/08	Mon.	History/Food: Butchery Demo
1/09	Tues.	TPW Mag: Hiking the Rancherias Loop
1/10	Wed.	TPW Mag: Surviving the Rancherias Loop
1/11	Thur.	Parks: Big Bend Ranch Dark Sky Designation
1/12	Fri.	TPW TV: El Paso Envoy/Hueco Tanks

1/15	Mon.	Hunt/Food: Field Dressing Wild Game
1/16	Tues.	Hunt/Food: Proper Handling Wild Game
1/17	Wed.	Fishing: Winter Trout Stocking
1/18	Thur.	Fishing: Winter Trout Stocking
1/19	Fri.	TPW TV: Last of the Stringos (Shrimping)
1/22	Mon.	Conservation: Value of Monarchs
1/23	Tues.	Conservation: Monarchs & Milkweed
1/24	Wed.	Hunt/Food: Reducing Gaminess in Game
1/25	Thur.	Birds: Meet the Smith's Longspur
1/26	Fri.	Birds: Protecting the Smith's Longspur
1/29	Mon.	Beach: Shell Collecting
1/30	Tues.	Beach: Winter Shell Collecting
1/31	Wed.	Fishing: Angler Access / Canyon Trailrace

Date	Day	Program Title
2/01	Mon.	History: Buffalo Soldiers
2/02	Tues.	TPW TV: Jacob Krebs Remembered
2/05	Mon.	Conservation/Coast: Crab Trap Removal
2/06	Tues.	Home: Spring Tree Planting
2/07	Wed.	Home: Tree Planting Tips
2/08	Thur.	Conservation/Wildlife: Spring Monarchs
2/09	Fri.	TPW TV: El Camino Real de los Tejas
2/12	Mon.	Camping: Texas Outdoor Family Workshops
2/13	Tues.	Conservation/Wildlife: Pronghorn
2/14	Wed.	Restoration
2/15	Thur.	Conservation/Wildlife: Pronghorn
2/16	Fri.	Restoration
		Fishing: ShareLunker Changes
2/19	Mon.	Fishing: ShareLunker Changes
2/20	Tues.	
2/21	Wed.	Conservation: Prescribed Fires
2/22	Thur.	Conservation/Wildlife: Monarch Questions
2/23		Conservation/Wildlife: Monarch Knowledge
	Mon.	Event: City Nature Challenge
2/26	Tues.	Event: City Nature Challenge
2/27	Fri.	
2/28	Wed.	Fishing: New Favorite Fish
		Fishing: Catfish Management
		Event: Texas Independence Day Celebration

Date	Program	Program Title
3/01	Track 2	Food: Wild Game & Fish Cooking Class
3/02	Track 4	TPW TV: Fishing for Habitat
3/05	Track 6	Spring Break: State Park App
3/06	Track 8	Spring Break: Family Time Outdoors
3/07	Track 10	Spring Break: Camping at Government
3/08	Track 12	Canyon
3/09	Track 14	Spring Break: Neighborhood Fishin' Fun
		Spring Break: Photography
3/12	Track 16	
3/13	Track 18	Nature: Animal Calls with Gerald Stewart
3/14	Track 20	Event: City Nature Challenge
3/15	Track 22	Birds: 2018 Birding Classic   Evolution
3/16	Track 24	Birds: 2018 Birding Classic  Habitat
		Restoration
3/19	Track 26	Birds: Birding Classic: Getting Involved
3/20	Track 28	
3/21	Track 30	Saltwater: Defining Sargassum
3/22	Track 32	Saltwater: Benefits of Sargassum
3/23	Track 34	Freshwater: White Bass Run
		Freshwater: Effects of Drought on White Bass
3/26	Track 36	TPW TV: The Illumination
3/27	Track 38	
3/28	Track 40	Law: Protectors of Woods, Waters & Wildlife

3/29	Track 42	Birds: Feral Cats Decimate Songbirds
3/30	Track 44	Birds: Housecats Need to Remain Indoors Birds: Bird Words with Cliff Shackelford Freshwater: Creating More Habitat for Fish

**U. T. Tyler Health Minute** airs multiple times per day and is produced in our studios using student nurses from the Longview campus. Topics covered this quarter include high blood pressure, flu shots, mammograms, taking antibiotics and smoking hazards. Air times are as follows:

Date	Time	Title
====	====	====
1/31/2018	13:44:58	UT Nursing Health Minute Blood Pressure
1/31/2018	20:15:36	UT Nursing Health Minute Flu Shots
2/1/2018	02:16:06	UT Nursing Health Minute Mammogram
2/1/2018	08:44:03	UT Nursing Health Minute Antibiotics
2/1/2018	15:16:39	UT Nursing Health Minute Smoking
2/1/2018	21:44:28	UT Nursing Health Minute Blood Pressure
2/2/2018	03:44:21	UT Nursing Health Minute Flu Shots
2/2/2018	10:15:29	UT Nursing Health Minute Mammogram
2/2/2018	17:15:28	UT Nursing Health Minute Antibiotics
2/2/2018	23:16:37	UT Nursing Health Minute Smoking
2/3/2018	04:45:00	UT Nursing Health Minute Blood Pressure
2/3/2018	10:15:55	UT Nursing Health Minute Flu Shots
2/3/2018	15:44:55	UT Nursing Health Minute Mammogram
2/3/2018	21:17:08	UT Nursing Health Minute Antibiotics
2/4/2018	02:46:57	UT Nursing Health Minute Smoking
2/4/2018	11:46:12	UT Nursing Health Minute Blood Pressure
2/4/2018	17:16:20	UT Nursing Health Minute Flu Shots
2/5/2018	00:15:22	UT Nursing Health Minute Mammogram
2/5/2018	05:45:52	UT Nursing Health Minute Antibiotics
2/5/2018	12:16:25	UT Nursing Health Minute Smoking
2/5/2018	18:18:08	UT Nursing Health Minute Blood Pressure
2/5/2018	23:46:25	UT Nursing Health Minute Flu Shots
2/6/2018	05:16:27	UT Nursing Health Minute Mammogram
2/6/2018	11:17:29	UT Nursing Health Minute Antibiotics
2/6/2018	17:46:01	UT Nursing Health Minute Smoking
2/6/2018	23:15:23	UT Nursing Health Minute Blood Pressure
2/7/2018	04:44:31	UT Nursing Health Minute Flu Shots
2/7/2018	10:44:24	UT Nursing Health Minute Mammogram
2/7/2018	18:16:46	UT Nursing Health Minute Antibiotics
2/8/2018	00:44:03	UT Nursing Health Minute Smoking
2/8/2018	07:15:32	UT Nursing Health Minute Blood Pressure
2/8/2018	14:46:47	UT Nursing Health Minute Flu Shots
2/8/2018	21:46:16	UT Nursing Health Minute Mammogram
2/9/2018	04:15:21	UT Nursing Health Minute Antibiotics
2/9/2018	11:16:15	UT Nursing Health Minute Smoking
2/9/2018	18:15:16	UT Nursing Health Minute Blood Pressure
2/10/2018	00:15:27	UT Nursing Health Minute Flu Shots
2/10/2018	06:16:06	UT Nursing Health Minute Mammogram
2/10/2018	12:18:54	UT Nursing Health Minute Antibiotics
2/10/2018	18:15:36	UT Nursing Health Minute Smoking
2/11/2018	00:15:56	UT Nursing Health Minute Blood Pressure
2/11/2018	06:47:46	UT Nursing Health Minute Flu Shots
2/11/2018	16:15:49	UT Nursing Health Minute Mammogram
2/12/2018	00:16:55	UT Nursing Health Minute Antibiotics
2/12/2018	06:45:13	UT Nursing Health Minute Smoking
2/12/2018	12:44:03	UT Nursing Health Minute Blood Pressure

2/12/2018	21:16:38	UT Nursing Health Minute Flu Shots
2/13/2018	05:16:33	UT Nursing Health Minute Mammogram
2/13/2018	14:15:41	UT Nursing Health Minute Antibiotics
2/13/2018	23:45:03	UT Nursing Health Minute Smoking
2/14/2018	09:16:24	UT Nursing Health Minute Blood Pressure
2/14/2018	19:15:43	UT Nursing Health Minute Flu Shots
2/15/2018	04:16:04	UT Nursing Health Minute Mammogram
2/15/2018	13:46:07	UT Nursing Health Minute Antibiotics
2/15/2018	22:46:00	UT Nursing Health Minute Smoking
2/16/2018	07:15:21	UT Nursing Health Minute Blood Pressure
2/16/2018	17:15:12	UT Nursing Health Minute Flu Shots
2/17/2018	01:16:19	UT Nursing Health Minute Mammogram
2/17/2018	09:16:37	UT Nursing Health Minute Antibiotics
2/17/2018	17:15:24	UT Nursing Health Minute Smoking
2/18/2018	01:16:02	UT Nursing Health Minute Blood Pressure
2/18/2018	12:48:33	UT Nursing Health Minute Flu Shots
2/18/2018	21:48:18	UT Nursing Health Minute Mammogram
2/19/2018	03:44:29	UT Nursing Health Minute Antibiotics
2/19/2018	10:16:44	UT Nursing Health Minute Smoking
2/19/2018	17:15:59	UT Nursing Health Minute Blood Pressure
2/19/2018	23:16:28	UT Nursing Health Minute Flu Shots
2/20/2018	05:15:57	UT Nursing Health Minute Mammogram
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2/25/2018	14:48:28	UT Nursing Health Minute Mammogram
2/25/2018	22:46:56	UT Nursing Health Minute Antibiotics
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2/27/2018	14:44:55	UT Nursing Health Minute Smoking
2/27/2018	21:44:40	UT Nursing Health Minute Blood Pressure
2/28/2018	04:15:09	UT Nursing Health Minute Flu Shots
2/28/2018	11:15:15	UT Nursing Health Minute Mammogram
2/28/2018	19:16:25	UT Nursing Health Minute Antibiotics
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3/31/2018	21:15:26	UT Nursing Health Minute Smoking

**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. every day.

**Stardate.**  
**January 2018**

Mon 1-01	Close to the Sun
Tue 1-02	Cassiopeia A
Wed 1-03	More Cassiopeia A
Thu 1-04	Moon and Regulus
Fri 1-05	Mars and Jupiter
Sat 1-06	Orion's Belt
Sun 1-07	Orion's (Other) Belt
Mon 1-08	Frank Watson Dyson
Tue 1-09	Last Surveyor
Wed 1-10	Moon and Planets
Thu 1-11	Speed of Gravity
Fri 1-12	Beta Ceti
Sat 1-13	River's End
Sun 1-14	Eridanus Cluster
Mon 1-15	Water Worlds
Tue 1-16	Water Worlds II
Wed 1-17	Water Worlds III
Thu 1-18	Water Worlds IV
Fri 1-19	Crescent Moon
Sat 1-20	Procyon
Sun 1-21	Procyon B
Mon 1-22	Odd Visitor
Tue 1-23	Hot Giants
Wed 1-24	Hot Giants II

Thu 1-25	Second-Chance Planets
Fri 1-26	Moon and Aldebaran
Sat 1-27	Pollux
Sun 1-28	Castor
Mon 1-29	Hailstorm
Tue 1-30	Eclipsed Blue Moon
Wed 1-31	FU Orionis

### **February 2018**

Thu 1-02	Ceres at Opposition
Fri 2-02	Groundhog Day
Sat 2-03	Caelum
Sun 2-04	Moon and Spica
Mon 2-05	Great Comet
Tue 2-06	Moon and Jupiter
Wed 2-06	Moon and Companions
Thu 2-08	Red Rivalry
Fri 2-09	Morning Lineup
Sat 2-10	Moon and Saturn
Sun 2-11	Messier 48
Mon 2-12	Winter Milky Way
Tue 2-13	More Milky Way
Wed 2-14	Partial Solar Eclipse
Thu 2-15	Chelyabinsk
Fri 2-16	Flying Across Titan
Sat 2-17	Mercury in Conjunction
Sun 2-18	Columba
Mon 2-19	Doomed Moons
Tue 2-20	Canis Major
Wed 2-21	Wezen
Thu 2-22	Mirzam
Fri 2-23	Moon and Aldebaran
Sat 2-24	Venus Returns
Sun 2-25	Blue Beauty
Mon 2-26	Turning off the Lights
Tue 2-27	Planetary Protection
Wed 2-28	Moon and Regulus

### **March 2018**

Thu 3-01	Canopus
Fri 3-02	More Canopus
Sat 3-03	Fireballs
Sun 3-04	Meteor Static
Mon 3-05	Venus and Mercury
Tue 3-06	Moon and Jupiter
Wed 3-07	Wolf 359
Thu 3-08	Moon and Mars
Fri 3-09	Moon, Mars, Saturn
Sat 3-10	Moon and Saturn
Sun 3-11	Milky Way Clusters
Mon 3-12	Zosma
Tue 3-13	Counting Galaxies
Wed 3-14	The Big Bang
Thu 3-15	Before the Big Bang
Fri 3-16	The Future
Sat 3-17	Owl Nebula
Sun 3-18	Moon and Companions
Mon 3-19	Vernal Equinox
Tue 3-20	Planet Hunter
Wed 3-21	PicSat
Thu 3-22	Moon and Aldebaran
Fri 3-23	Runaways
Sat 3-24	Walter Baade
Sun 3-25	First Leap
Mon 3-26	Dogs and Cats
Tue 3-27	Galactic Empire



Wed 3-28	M81 Group
Thu 3-29	Small but Big
Fri 3-30	Second Blue Moon
Sat 3-31	Daylight Saving Time

**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.

Mon, 01 January 18	Atlanta Power Outage Havoc
Tue, 02 January 18	Think Twice Before You Buy
Wed, 03 January 18	Go To Page Five.. Yes, Really.
Thu, 04 January 18	Latest Airport Travel Tips
Fri, 05 January 18	Carry-Ons? Hide Your Gummy Bears.
Mon, 08 January 18	A Lounge Wifi Trick For Everyone
Tue, 09 January 18	Got A Hotel Opinion? It Won't Be Free.
Wed, 10 January 18	There's A What In The Airport?
Thu, 11 January 18	The Duty-Free Joke
Fri, 12 January 18	Hot Water For Your Ears!
Mon, 15 January 18	Bang For Your Fuel
Tue, 16 January 18	No One Died In 2017
Wed, 17 January 18	Coach Is A Subway
Thu, 18 January 18	You Can't Run From The Fees
Fri, 19 January 18	The Most Punctual Airport
Mon, 22 January 18	Not So Late
Tue, 23 January 18	Flights Of Freedom
Wed, 24 January 18	No Taxi Created Equal: Sticker Shock, A Sequel
Thu, 25 January 18	Face Is The New I.D.
Fri, 26 January 18	Go Where The Crowds Don't
Mon, 29 January 18	Easier Way To Get The Airports Across U.S.
Tue, 30 January 18	A Change In Hotel Security
Wed, 31 January 18	New Hot Spots In The Cruise World
Thu, 01 February 18	Entertainment At Airports
Fri, 02 February 18	Pick a Cabin Wisely
Mon, 05 February 18	Know The Rules
Tue, 06 February 18	Emotional Support Animals... Peacocks?
Wed, 07 February 18	Which Airlines Care About Your Allergy
Thu, 08 February 18	Is The Luggage Law On Your Side?
Fri, 09 February 18	Come Fly With Me, Let's Fly, Let's Fly Away!
Mon, 12 February 18	Passport Holders Psa (Aka For 37% Of Americans)
Tue, 13 February 18	Welcome To The Nasty Asterisk World
Wed, 14 February 18	Get Your Own Medical Kit For The Unexpected
Thu, 15 February 18	Be A Good Comparison Shopper
Fri, 16 February 18	Free Airport Wifi Around The World... For Now.
Mon, 19 February 18	Mirror Mirror By The Shower Gel
Tue, 20 February 18	Travel Industry Protecting Our Data? Nope.
Wed, 21 February 18	Keep Your Attire In Mind When You Fly
Thu, 22 February 18	Do Nice Guys Really Finish Last?
Fri, 23 February 18	The Caribbean Is Open For Business... Right?
Mon, 26 February 18	Spring Forward Vs Fall Back
Tue, 27 February 18	What U.V. Levels Mean For Your Tan

Wed, 28 February 18	To Trust Or Not To Trust Bloggers
Thu, 01 March 18	Who's Doing The Bumping
Fri, 02 March 18	Don't Worry, You Can Still Cuba.
Mon, 05 March 18	Airport Security Line Changes
Tue, 06 March 18	How To Get Around Resort Fees
Wed, 07 March 18	Your New Destination: Blue Zones
Thu, 08 March 18	Hotel Security Amps Up
Fri, 09 March 18	The New Trend In Boating
Mon, 12 March 18	United's New Boarding Approach
Tue, 13 March 18	Airline Ticket Prices Keep Rising
Wed, 14 March 18	The Truth About New York's Laguardia
Thu, 15 March 18	The Future Of Supersonic Planes
Fri, 16 March 18	Careful With Your Bag Count
Mon, 19 March 18	The Truth Of Travel Advisories
Tue, 20 March 18	Spring Travel Scams
Wed, 21 March 18	Your Guide To Delays
Thu, 22 March 18	Basic Economy Bites Back
Fri, 23 March 18	The Politics Of Tipping
Mon, 26 March 18	Data-Capturing Airlines
Tue, 27 March 18	The Power Of Libraries
Wed, 28 March 18	European Rail Travel
Thu, 29 March 18	A New Take On Airport Amenities
Fri, 30 March 18	Be Mindful Of Your Sunscreen

**Public Service Announcements:** Topics covered include:

High Blood Pressure screening, The East Texas Symphonic Band, The East Texas Symphony Orchestra, Kilgore Community Concerts, Kilgore Fuller Center Re-Purpose Store, Longview Habitat For Humanity Restore, The Texas Museum of Broadcasting & Communications , University of Texas Nursing, Preservation Longview, Main Street Kilgore, Artsview Children's Theater, Rusk County Electric Cooperative, American Red Cross, Kilgore College, Texas Country Music Hall of Fame, Alzheimer's Association, Texting While Driving Prevention, Gregg County Historical Museum. Main Street Kilgore, Kilgore Masonic Lodge, St. Mary's Enchelada Roll Sale, Henderson Fire Department, American Cancer Association Relay For Life, University of Texas Cowan Center, Music City Texas, Pittsburg Main Street, The Reel East Texas Film Festival, East Texas Council of Governments, AMBUCS, University of Texas Tyler, LeTourneau University Belcher Center, St. Mary's Church, The Church at Lake Cherokee, Jefferson Playhouse, Tatum Main Street, Kilgore Rangerettes, Exxon-Mobile Retiree's Club, and "Don't Mess With Texas." Altogether, KZQX broadcast a total of 3215 public service announcements in the three month period ending March 31, 2018.

KZQX 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,



Many people question whether drinking has become too big a part of their lives, and worry that it may even be affecting their health. Ms. Grace shared her personal struggles with alcohol addiction and how she quit. She debunked myths connected to social drinking. She also discussed societal pressures, psychological factors, and other reasons people drink.

**Issues covered:**

**Length: 8:25**

### **Substance Abuse, Mental Health**

**John Brown Miller, PhD**, global expert on public infrastructure, former Professor of Construction Management and Civil And Environmental Engineering at the Massachusetts Institute of Technology

Dr. Brown discussed why government costs so much and why public infrastructure projects are frequently delayed or over budget. He offered examples to illustrate how other countries' public works projects are often completed in more cost-effective and efficient ways than in the U.S.

**Issues covered:**

**Length: 8:50**

### **Public Infrastructure, Government Spending**

**Jodie Plumert, PhD**, Professor and Starch Faculty Fellow at the University of Iowa

For adults, crossing the street by foot seems easy. Dr. Plumert led a study that found that most kids' perceptual judgment and motor skills aren't developed enough to safely cross a street until age 14. She discussed the precautions that parents should take for younger children.

**Issues covered:**

**Length: 4:54**

### **Traffic Safety, Child Safety**

## **Show # 2018-03 Aired: 1/21/2018 06:00:16 AM**

**Susan Robinson**, Senior Public Affairs Director of Waste Management

Ms. Robinson outlined the biggest myths surrounding recycling. She talked about the most common items that consumers place in recycling bins that don't belong there, and what items should be recycled that often are not. She also discussed whether communities lose money on recycling programs.

**Issues covered:**

**Length: 9:29**

### **Recycling, Environment, Government Programs**

**Cheryl Richardson**, motivational speaker and life coach, author of "*Waking Up in Winter: In Search of What Really Matters at Midlife*"

Ms. Richardson discussed thought-provoking questions about what matters at mid-life. She shared her personal story of being dissatisfied with a successful career once she reached her fifties. She talked about the value of journaling and how it helped her reexamine everything – her marriage, her work, her friendships, and her priorities.

**Issues covered:**

**Length: 7:37**

### **Aging, Mental Health**

**Maria Fitzpatrick, PhD**, Associate Professor in the Department of Policy and Management at Cornell University, Research Associate at the National Bureau of Economic Research

About a third of all Americans retire and start claiming Social Security when they turn 62. Dr. Fitzpatrick co-authored a study that found that men who retire at 62 experience a 20 percent higher likelihood of early death, compared to those who delay retirement. She talked about the possible factors behind this phenomenon and what retirees can do to stay physically and mentally healthy.

**Issues covered:**

**Length: 4:58**

**Retirement Planning, Senior Citizens, Personal Health**

**Show # 2018-04                      Aired: 1/28/2018 06:01:53 AM**

**Deirdre Maloney**, author of *"Bogus Balance: Your Journey to Real Work/Life Bliss"*

These days, nearly everyone struggles to balance their work and home lives. Ms. Maloney said that no one can achieve a perfect balance. She said it is possible to find real balance and satisfaction by setting priorities and accepting that you can't have it all. She explained why it is important to analyze your own values and priorities on a regular basis.

**Issues covered:**

**Length: 9:28**

**Career, Parenting, Mental Health**

**Doug Whiteman**, Insurance Analyst at Bankrate.com

37% of Americans with children under age 18 do not have any life insurance, according to a new Bankrate.com study. And about one-third of the parents who do have life insurance have no more than \$100,000 of protection. Mr. Whiteman explained why this is such a great concern. He also offered suggestions on how to shop for life insurance and how to determine how much coverage is necessary.

**Issues covered:**

**Length: 7:46**

**Personal Finance, Parenting**

**Richard Johnson, PhD**, Senior Fellow at the Urban Institute, an independent non-partisan organization that evaluates social and economic issues

Dr. Johnson studied Americans who change careers after age 50. He found that most take pay cuts and accept lesser health benefits, but are still happier in their new jobs. He explained why these workers decide to switch careers, and offered advice for older job hunters.

**Issues covered:**

**Length: 4:50**

**Senior Citizens, Workplace Matters, Unemployment**

**Show # 2018-05                      Aired: 2/4/2018 05:58:28 AM**

**Valter Longo, PhD**, Director of the Longevity Institute at USC in Los Angeles, author of *"The Longevity Diet: Discover the New Science Behind Stem Cell Activation and Regeneration to Slow Aging, Fight Disease, and Optimize Weight"*

Dr. Vonggo discussed his 25 years of research on aging, nutrition, disease and longevity. He believes, in addition to exercise and a healthy overall diet, that periodic fasting may be the key to a longer and healthier life. He outlined fasting-mimicking techniques that result in the same benefits as an absolute fast.

**Issues covered:**

**Length: 9:19**

## **Personal Health, Aging, Nutrition**

**Kathleen Martin Ginis, PhD**, Professor in the School of Health and Exercise Sciences at the University of British Columbia

Dr. Ginis led a study that found that just a half-hour of exercise can have a profound effect on a woman's body image, making her feel both stronger and thinner. She noted that women, in general, have a tendency to feel negative about their bodies and, she explained how that poor body image can have negative implications for a woman's psychological and physical health.

**Issues covered:**

**Length: 7:48**

## **Women's Issues, Mental Health, Physical Fitness**

**Corinne Peek-Asa, PhD**, Professor of Occupational and Environmental Health in the College of Public Health at the University of Iowa

The number of suicides among farmers and farm workers in the United States has remained stubbornly high since the end of the 1980s farm crisis, much higher than workers in many other industries, according to Dr. Peek-Asa's research. She outlined the cultural and occupational factors that may contribute to this issue. She believes the solution may lie in existing resources in farming and rural communities, empowering them to more actively respond to citizens who are struggling.

**Issues covered:**

**Length: 5:02**

## **Suicide, Agriculture, Mental Health**

**Show # 2018-06    Aired: 2/11/2018    06:00:22**

**Joanne Lipman**, former Chief Content Officer of Gannett and Editor-in-Chief of USA Today, author of *"That's What She Said: What Men Need to Know (and Women Need to Tell Them) About Working Together"*

Ms. Lipman discussed the current state of the gender gap in today's workplaces. She said that traditional corporate "diversity training" has actually made the problem worse—in part because it makes men feel demonized. She believes that the solution to workplace inequality and sexual harassment lies in reaching across the gender divide so that men become allies, rather than adversaries.

**Issues covered:**

**Length: 9:28**

## **Sexual Harassment, Women's Issues, Minority Concerns, Workplace Matters**

**Derek Thompson**, author of *"Hit Makers: How to Succeed in an Age of Distraction"*

Mr. Thompson said nothing simply "goes viral." He explained the little-known factors that cause that a popular movie, song, or app to come out of nowhere to become a word-of-mouth success in today's crowded media environment. He outlined possible ways these trends may affect consumers' decision making in the future.

**Issues covered:**

**Length: 7:39**

## **Consumer Matters, Media**

**Paul Redman**, Executive Director of Longwood Gardens near Philadelphia, one of the leading public gardens in the country, co-chair of the Seed Your Future initiative, which promotes horticulture as a career path for young people

Mr. Redman is concerned about the increasing shortage of professional horticulturalists and horticulture programs at universities. He noted that enrollment in horticulture programs has declined dramatically at a time when the need for

graduates of these programs is more important than ever. He outlined the wide variety of good jobs available and discussed possible reasons that horticulture is not considered by young adults preparing to enter college or the job market.

**Issues covered:**

**Length: 5:02**

**Horticulture, Education, Career**

**Show # 2018-07                      Aired: 2/25/2018 05:59:43 AM**

**Mark Rank, PhD**, Professor of Social Welfare at Washington University in St. Louis

Dr. Rank led a study that found that, between the ages of 25 and 60, almost two-thirds of Americans will live in poverty for a year or more. He shared other statistics from his study that illustrate how common poverty is. He discussed the reasons behind the problem and why a surprising number of Americans move from poverty to the middle class or higher, then back to poverty again.

**Issues covered:**

**Length: 8:31**

**Poverty, Education**

**Sandeep S. Grewal, MD, MS**, nutrition and weight loss expert, co-author of "*Fat-Me-Not: Weight Loss Diet of the Future*"

Most parents believe preparing and packing a healthy lunchbox is a difficult task. Dr. Grewal explained why lunches parents send to school are so critical to their kids' development and learning. He talked about the worst things parents can include in a lunch, and why hot lunches at school are not always a better option. He also discussed the most effective ways to lose weight.

**Issues covered:**

**Length: 8:33**

**Parenting, Nutrition**

**Jim Quiggle**, Director of Communications at Coalition Against Insurance Fraud

Mr. Quiggle discussed Medicare fraud, which has become a multi-billion dollar industry. He explained how fraudsters rapidly evolve their techniques as investigators close in on a specific scam. He outlined common warning signs of a scam that senior citizens should recognize, such as cold-call solicitations and requesting Medicare numbers over the phone.

**Issues covered:**

**Length: 5:00**

**Medicare Fraud, Senior Citizens**

**Show # 2018-08                      Aired: 3/4/2018 05:59:58**

**Michelle Kaiser, PhD**, Assistant Professor of Social Work, Ohio State University

Hunger and poor nutrition in the U.S. may be far worse than previously understood. Dr. Kaiser led a study that examined the intersection between hunger and the types of foods found at nearby stores. She said almost a third of the households they studied were food insecure, and more than 16 percent had very low food security, meaning they were skipping meals, at risk for experiencing hunger and suffering health problems as a result. She outlined what steps can be taken to reverse this trend.

**Issues covered:**

**Length: 8:34**

## **Hunger, Poverty, Government Programs**

**Christine Benz**, Director of Personal Finance at Morningstar, Inc.

Ms. Benz discussed costly areas of retirement that often are forgotten by Americans saving for their senior years. She said healthcare costs and taxes top the list. She outlined strategies to determine how and when to withdraw IRA or 401k funds to cover these significant expenses.

**Issues covered:**

**Length: 8:43**

## **Retirement Planning, Senior Citizens, Personal Finance**

**Robert Barba**, Senior Analyst at Bankrate.com

63% of U.S. adults who use a smartphone have at least one financial app, according to a recent Bankrate.com report. Mr. Barba said while Millennials use them the most, the Gen X and Baby Boom generations also are heavy users. He talked about the potential security concerns, and why banks are so strongly motivated to get their customers to try banking apps.

**Issues covered:**

**Length: 4:37**

## **Consumer Matters, Online Security, Personal Finance**

### **Show # 2018-09    Aired: 3/11/2018    05:59:13AM**

**Meredith Jones**, author of "*Women of The Street: Why Female Money Managers Generate Higher Returns (and How You Can Too)*"

Ms. Jones said her research found that women typically make better investment decisions than men. She explained how women's and men's investment behaviors differ. She also offered advice to young women who may be considering a career as an investment professional.

**Issues covered:**

**Length: 10:32**

## **Personal Finance, Women's Issues**

**Todd Herrenkohl, PhD**, Professor of Sociology, Interim Associate Dean for Research for the Office of Research, University of Washington

Dr. Herrenkohl led a study that found that troubling behaviors exhibited by abused children can predict criminal activity when they grow up. He explained what the most common indicators are and how they differ between boys and girls. He discussed the importance of recognizing kids at risk and getting treatment for them as quickly as possible.

**Issues covered:**

**Length: 6:38**

## **Child Abuse, Crime, Youth at Risk**

**Bruce Schneier**, internationally recognized security technologist, Chief Technology Officer of Resilient Systems, a fellow at Harvard's Berkman Center, and a board member of Electronic Frontier Foundation, author of "*Schneier on Security*"

Mr. Schneier discussed a study that examined the most commonly hacked computer passwords. Many people choose passwords that are far too easy to guess. He outlined ways to choose and remember a very secure password.

**Issues covered:**

**Length: 5:14**





Dr. Rose discussed the striking change in higher education over the past few decades, as women have come to earn college degrees at higher rates than men. She explained the reasons behind the trend, and the broader implications for women and society. She believes it empowers women to become not only more financially independent, but also more socially integrated and more politically engaged. She also discussed the impact of the “#MeToo” movement in the empowerment of women.

**Issues covered:**

**Length: 9:41**

### **Women’s Issues, Education, Sexual Harassment**

**Lang Chen, PhD**, postdoctoral scholar in Psychiatry and Behavioral Sciences at the Stanford University School of Medicine.

Dr. Chen was the lead author of a study that identified the brain pathway that links a positive attitude toward math to higher achievement in the subject. He found that a student’s attitude is an even a greater factor in their performance in math than IQ. He stressed the importance of parents and teachers, in encouraging students to keep an open mind and a positive attitude.

**Issues covered:**

**Length: 4:51**

### **Education, Parenting**

## **Show # 2018-12                      Aired 3/25/2018 05:59:13 AM**

**Missy Cummings, PhD**, Professor in the Duke University Pratt School of Engineering, the Duke Institute of Brain Sciences, Director of the Humans and Autonomy Laboratory and Duke Robotics

A pedestrian fatality involving a driverless Uber car in Arizona has revived debate about whether autonomous vehicles are being put into use prematurely. Dr. Cummings is a robotics expert who believes the technology is not ready for high speed or congested environments. She talked about the design challenges that must be overcome. She said the current system of voluntary safety testing is completely inadequate, and that greater government oversight is needed.

**Issues covered:**

**Length: 9:08**

### **Traffic Safety, Government Regulation, Technology**

**Marceé White, MD**, Board-Certified Pediatrician, Medical Advisor for Safe Kids Worldwide, Medical Director of the Children's National Mobile Health Program

Accidental medicine poisoning sends a child under 6 to the emergency room every nine minutes, and every 12 days, a child dies. Dr. White outlined most common poisoning scenarios and the steps that parents of small children must take to avoid a tragedy.

**Issues covered:**

**Length: 7:51**

### **Child Safety, Parenting**

**Ana María Rule, PhD, MHS**, Assistant Scientist in Environmental Health and Engineering at Johns Hopkins Bloomberg School of Public Health

Lots of questions still linger about e-cigarettes, including just what users are breathing in when they vape. Dr. Rule led a study that found that the vapors from a variety of devices contain potentially toxic levels of metals, including lead. She explained why teenagers are at a greater risk of the toxins in e-cigarettes than adults.

**Issues covered:**

**Length: 4:58**

### **Smoking/Vaping**