



# CUMULUS

## KTOP-AM ISSUES AND PROGRAMS FOR THE PERIOD

January 2014 thru March 2014

As compiled by:

Program Director

In our ongoing effort to serve the public interest, this station broadcasts programming responsive to issues and concerns of Topeka, Kansas, and the surrounding area. The following is a list of those issues, and of the station's most significant programming treatment of them.



Weekly Public Affairs Program

Call Letters: KTOP-AM

## QUARTERLY ISSUES REPORT, JANUARY – MARCH 2014

Show # 2014-01

Date aired: 1/5/14 Time Aired: 6:00 AM

**Marlene Targ Brill**, childhood development and education expert and author of "Raising Smart Kids for Dummies"

Ms. Brill talked about simple steps that parents can take to raise well-rounded kids and help them to become academic achievers.

**Issues covered:**

**Parenting Issues**

**Education**

**Children's Issues**

**Family**

**Length: 10:54**

**Ken Druck, PhD**, psychologist and founder of the Families Helping Families program, has worked with families at Columbine and Santana High Schools and at other sites of tragedy

Dr. Druck talked about the ongoing epidemic of school shootings and other violence, and its possible causes. He also discussed the safety issues every parent needs to discuss with their children and how to do it.

**Issues covered:**

**Violence**

**Education**

**Child Safety**

**Police & Crime**

**Length: 6:23**

**Kimberly Thompson**, Creator and Director, Kids Risk Project at Harvard University and Co-Founder and Director of Research, Center on Media and Child Health, Children's Hospital in Boston, and **Kevin Haninger**, a doctoral student at Harvard

Professor Thompson and Mr. Haninger discussed their study that found that 48 percent of video games rated for teenagers have more sex, violence, substance abuse and gambling than is described on the game box. They gave tips for concerned parents on how to make sure the game their teen is buying is within the boundaries parents set.

**Issues covered:**

**Parenting Issues**

**Youth at Risk**

**Consumer Issues**

**Length: 4:37**

Show # 2014-02

Date aired: 1/12/14 Time Aired: 6:00 AM

**Phil Gaddis**, President, Executive Search at the Addison Group, a Chicago-based provider of professional staffing and search services

Recent statistics show that the average American changes careers seven times. Mr. Gaddis explained why the turnover has increased so rapidly in recent decades, and offered advice for people who are considering a career change.

**Issues covered:**  
Employment

**Length: 8:04**

**Lance LoRusso**, Atlanta-based attorney, former law enforcement officer, author of "When Cops Kill: The Aftermath of a Critical Incident"

Mr. LoRusso said police officers are well-trained on when and how to use their weapons, but are ill-prepared for what to do in the aftermath. He explained how the investigation of a police shooting differs significantly from one involving a civilian. He estimated that 75% of officers involved in a deadly force incident are the target of a civil lawsuit, whether the shooting was justified or not.

**Issues covered:**  
Police & Crime  
Violence  
Legal Matters

**Length: 9:10**

**Jonathan T. Jefferson, PhD**, school administrator, author of "Mugamore: Succeeding without Labels—Lessons for Educators"

Dr. Jefferson said he believes that today's education system needs to change the way it handles problem students. He said zero tolerance policies and the application of labels to students who have behavioral or learning disorders causes many of them to be left behind. He believes that schools personnel need to exercise more patience with immature students to give them time to grow into productive students.

**Issues covered:**  
Education  
Youth at Risk

**Length: 5:07**

Show # 2014-03

Date aired: 1/19/14 Time Aired: 6:00 AM

**Dara Feldman**, award-winning teacher, Director of Educational Initiatives for The Virtues Project, author of "The Heart of Education"

Ms. Feldman noted that 50 percent of new teachers get burned out in their first five years on the job and end up leaving the profession. She explained why this is such a costly problem and how it damages our nation's education system. She offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.

**Issues covered:**  
Education  
Parenting

**Length: 8:57**

**Sheldon Krantz**, Distinguished Visiting Professor of Law at the University of Maryland Carey School of Law, former dean of the University of San Diego Law School, former law professor at the Boston University Law School, former federal prosecutor, author of "The Legal Profession: What Is Wrong and How to Fix It"

Mr. Krantz said legal services should be available to every American, whether they can afford it or not. He said attorneys do not provide nearly enough pro bono services. He said many of today's law students would be willing to work in the public interest, but are often mired down in student debt. He would like to see loan forgiveness programs or other new initiatives that would enable young lawyers to help lower-income litigants.

**Issues covered:**

**Length: 8:09**

**Legal Matters**  
**Poverty**  
**Government Policies**

**Brenda Shields, M.S.**, research coordinator, Center for Injury Research and Policy, Columbus Children's Hospital in Ohio

Ms. Shields discussed a recent study into the increasing dangers for young people involved in cheerleading. Her research found that emergency room visits are becoming much more common as cheerleading routines have added complex gymnastic moves. She outlined the questions that parents should ask, to be sure coaches are properly qualified.

**Issues covered:**

**Length: 4:45**

**Personal Health**  
**Children**  
**Parenting**

Show # 2014-04

**Date aired:** 1/26/14 **Time Aired:** 6:00 AM

**Karl Pillemer, PhD**, Hazel E. Reed Professor in the Department of Human Development and Professor of Gerontology in Medicine at the Weill Cornell Medical College, Founder and Director of the Cornell Institute for Translational Research on Aging, author of "30 Lessons On Living: Tried and True Advice from the Wisest Americans"

Dr. Pillemer interviewed more than 1,000 Americans over the age of 65 to seek their counsel on all of life's big issues: children, marriage, money, career and aging. He explained why younger people should take advantage of this rich resource of older Americans' wisdom. He recommends that young people talk to older members of their own family before it is too late.

**Issues covered:**

**Length: 9:17**

**Senior Citizens**  
**Personal Health**  
**Career**

**Scott Bittle**, policy analyst, Senior Fellow and Founding Editor of PublicAgenda.org, a non-partisan public opinion research organization, author of "Where Did the Jobs Go And How Do We Get Them Back?"

The subject of unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession. Mr. Bittle explained why the issue is so complex and why the nation needs to take a long-term approach to resolving it. He also analyzed various solutions proposed by each side of the political spectrum.

**Issues covered:**  
Unemployment  
Government Policies  
Economy

**Length: 7:57**

**John Hayes, PhD**, Assistant Professor of Food Science and Director of the Sensory Evaluation Center at Penn State University

Nine out of 10 Americans get too much sodium in their diets. Dr. Hayes discussed a recent government report that found that just 10 foods are responsible for 44 percent of the sodium in the average diet. He outlined steps to cut sodium intake and the reasons why everyone should do it.

**Issues covered:**  
Personal Health

**Length: 4:54**

Show # 2014-05

**Date aired:** 2/2/14 **Time Aired:** 6:00 AM

**Yasmin Hurd, PhD**, Professor of Psychiatry and Neuroscience at the Icahn School of Medicine at Mount Sinai Hospital in New York

Dr. Hurd's research found that teenagers who smoke marijuana may make their future offspring more vulnerable to substance abuse problems. She believes that marijuana use causes structural changes in DNA that may last for generations. Dr. Hurd said much more research into the health effects of marijuana is needed. She also explained how parents can deal with the mixed messages society is conveying to young people about marijuana.

**Issues covered:**  
Substance Abuse  
Government Regulations  
Parenting

**Length: 9:22**

**Chris Malone**, Managing Partner of Fidelum Partners, a research-based consulting and professional services firm, author of "THE HUMAN BRAND: How We Relate to People, Products and Companies"

Mr. Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind. He outlined the reasons that social media has become such a valuable tool for both consumers and the companies they do business with. He said business schools fail to teach students how to nurture relationships with customers, causing much less loyalty to brands and products.

**Issues covered:**  
Consumer Issues  
Education

**Length: 7:52**

**Janet Larson**, Director of Research, the Earth Policy Institute

The US is the world's largest consumer of bottled water. Ms. Larson talked about the huge environmental impact of bottled water, both in its manufacture and disposal. She also explained how consumers can wisely decide whether to use bottled water.

**Issues covered:**  
Environmental Issues  
Energy  
Consumer Issues

**Length: 4:54**

Show # 2014-06

Date aired: 2/9/14 Time Aired: 6:00 AM

**Lisa J. Servon, PhD**, Professor and former dean at the Milano School of International Affairs, Management, and Urban Policy at The New School in New York

Alternative financial providers such as check cashers and payday lenders are often accused of preying on the poor, with high fees and interest rates. Dr. Servon conducted a study that examined why many lower income residents make the conscious decision to use these services, rather than traditional banks. She was surprised to find that the choice actually makes sense for many people who live paycheck to paycheck.

**Issues covered:**

**Length: 11:05**

**Poverty**  
**Government Regulations**  
**Personal Finance**

**Dan McCue**, Research Manager, Joint Center for Housing Studies of Harvard University

The cost of renting an apartment or house has jumped in the past decade, according to a study led by Mr. McCue. A 6% rise in prices, combined with the drop in renter incomes, has made affordability a major concern. Much of the jump in prices is because of increased demand for rental homes as a result of the mortgage crisis. He said a quarter of all U.S. households are paying more than half of their income for housing, which is dangerously high.

**Issues covered:**

**Length: 6:07**

**Affordable Housing**  
**Poverty**  
**Consumer Issues**

**Debbie Magids, PhD**, psychologist, author of "All the Good Ones Aren't Taken"

Dr. Magids discussed the trend of serial dating and why dating is so difficult for women in particular. She explained the most common dating errors and suggested ways that a person can analyze their own patterns of behavior, to clear the way for more fulfilling relationships.

**Issues covered:**

**Length: 4:48**

**Mental Health**  
**Women's Issues**

Show # 2014-07

Date aired: 2/10/14 Time Aired: 6:00 AM

**Russell E. Johnson, PhD**, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University.

Dr. Johnson's research has found that that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

**Issues covered:**

**Length: 7:24**

**Personal Health**  
**Workplace Matters**  
**Career**

**Daniel J. Siegel, MD**, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, author of "Brainstorm: The Power and Purpose of the Teenage Brain"

Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

**Issues covered:**  
Parenting  
Personal Health

**Length: 9:36**

**Kenneth Dautrich, PhD**, Associate Professor of Public Policy, University of Connecticut

Dr. Dautrich recently conducted a survey of students to learn their attitudes toward the First Amendment. He found that schools are spending more class time on the First Amendment, but a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.

**Issues covered:**  
Citizenship  
Education

**Length: 4:52**

Show # 2014-08

Date aired: 2/25/14 Time Aired: 6:00 AM

**John M. Leventhal, MD**, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs for new parents could help reverse the trend.

**Issues covered:**  
Child Abuse  
Parenting

**Length: 8:31**

**Erin Botsford**, financial planning expert, author of "The Big Retirement Risk: Running out of Money Before You Run Out of Time"

For many baby boomers, the recession didn't wipe out their nest egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

**Issues covered:**  
Retirement Planning  
Senior Citizens  
Personal Finance

**Length: 8:41**

**Aaron W. Smith**, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

**Issues covered:**  
Economy  
Consumer Matters

**Length: 5:01**

Show # 2014-09

Date aired: 3/2/14 Time Aired: 6:00 AM

**John A. Eterno, Ph.D.**, Professor, Associate Dean and Director of Graduate Studies in Criminal Justice at Molloy College, former Captain with the New York City Police Department, co-author of "The Crime Numbers Game: Management by Manipulation"

Dr. Eterno conducted the first scientific examination of crime statistics manipulation in the New York City Police Department. He explained how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States. He discussed how this affects crime victims and explained what citizens can do, to ensure that their local police department is reporting crime statistics in an honest manner.

**Issues covered:**  
Crime  
Government Policies

**Length: 8:47**

**Kristen Copeland, MD**, Assistant Professor of Pediatrics at Cincinnati Children's Hospital Medical Center

75% of young children in the US are in some form of pre-school or daycare outside the home. Dr. Copeland conducted a study that found that most children in day care get far too little exercise. She explained the reasons behind this trend and why parents should be concerned. She outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.

**Issues covered:**  
Children's Health  
Parenting  
Education

**Length: 8:24**

**Phil Reed**, Senior Consumer Advice Editor at Edmunds.com

Today's cars no longer need to have their oil changed every 3,000 miles. Mr. Reed talked about design improvements in recent years, and how drivers can decide when it really is time for an oil change. He talked about the positive effects of this rapidly advancing technology for both the environment and consumers' pocketbooks.

**Issues covered:**  
Environment  
Consumer Matters

**Length: 4:52**



Show # 2014-10

Date aired: 3/9/14 Time Aired: 6:00 AM

**Brian Fleming**, combat veteran, co-author of "Redeployed: How Combat Veterans Can Fight the Battle Within and Win the War at Home"

Mr. Fleming discussed Post Traumatic Stress Disorder and other difficulties faces by combat veterans and their families. He noted that the suicide rate among veterans under the age of 30 has risen by 44% in the past several years. He said no one prepares veterans to successfully make the transition back home. He offered strategies for both vets and their families who are struggling with a return to civilian life.

**Issues covered:**  
Military Families Issues  
Government Policies  
Mental Health

**Length: 9:16**

**Bradley F. Bale, MD**, heart attack and stroke prevention specialist, Medical Director of the Heart Health Program for Grace Clinic, Lubbock, TX, author of "Beat the Heart Attack Gene: The Revolutionary Plan to Prevent Heart Disease, Stroke, and Diabetes"

Heart disease affects 81 million Americans and is the culprit in one of every two deaths in the United States. Dr. Bale said most people think that they are not at risk of a heart attack if they control their cholesterol and blood pressure, but they aren't aware of other major risk factors. He outlined some relatively inexpensive lab tests than can uncover arterial inflammation and its underlying causes. He also talked about the importance of simple changes in lifestyle that can dramatically cut the risk of heart attack and stroke.

**Issues covered:**  
Personal Health

**Length: 9:16**

**Alfie Kohn**, education watchdog, author of "The Homework Myth: Why Our Kids Get Too Much of a Bad Thing"

Mr. Kohn shared results of a study that found that more homework is being assigned to younger students each school year. He believes that homework provides no benefits in elementary school. He explained why homework is still so widely accepted, despite evidence against it.

**Issues covered:**  
Education  
Government Policies  
Children's Issues

**Length: 4:37**

Show # 2014-11

Date aired: 3/10/14 Time Aired: 6:00 AM

**Deborah Serani, Psy.D.**, licensed psychologist, Adjunct Professor at the Gordon F. Derner Institute of Advanced Psychological Studies, co-author of "Depression and Your Child: A Guide for Parents and Caregivers,"

Childhood depression is on the rise in America. Dr. Serani discussed the major challenges faced by families of children with mental illness. She talked about the most common symptoms that indicate clinical depression or suicidal thoughts in children. She also outlined the most effective treatments.

**Issues covered:**

**Mental Health  
Parenting  
Suicide**

**Length: 10:56**

**Julie Angwin**, Pulitzer Prize-winning investigative journalist, author of "Dragnet Nation: A Quest for Privacy, Security and Freedom in a World of Relentless Surveillance"

Ms. Angwin explained why Americans should be concerned about the rapidly increasing ways that the government, private companies, and even criminals use technology to indiscriminately sweep up vast amounts of our personal data. She outlined tools that people can use to reduce their digital footprint. She also talked about possible reforms that could be implemented to slow the erosion of privacy rights.

**Issues covered:**

**Privacy  
Government Policies  
Consumer Matters**

**Length: 6:17**

**Russell Pate, PhD**, Professor of Exercise Science at the University of South Carolina

A third of U.S. adolescents are unfit, according to Dr. Pate's National Health and Nutrition Examination Survey, and he believes that it's time to get them moving. He said that kids who are unfit are likely to become unfit adults, with greater risks of developing diabetes, high cholesterol, high blood pressure and other illnesses. Dr. Pate offered simple ideas for parents on how to increase their kids' level of exercise.

**Issues covered:**

**Health  
Children's Issues**

**Length: 4:57**

Show # 2014-12

Date aired: 3/23/14 Time Aired: 6:00 AM

**Stephen Downing**, retired Deputy Chief of the Los Angeles Police Department, board member of the nonprofit organization Law Enforcement Against Prohibition

Mr. Downing explained why he believes that the war on drugs has failed. He said that his on-the-job experience demonstrated the futility of trying to enforce current drug laws. He discussed the many negative consequences of the war on drugs, particularly on children. His organization believes that drugs should be legalized, controlled and taxed.

**Issues covered:**

**Drug Abuse  
Government Policies  
Crime**

**Length: 8:38**

**Laurence Shatkin, PhD**, career information expert, author of numerous books on choosing a career, including "150 Best Jobs for a Secure Future"

Dr. Shatkin shared his research into the most secure jobs during hard economic times. He ranked occupations by pay, growth prospects, and number of potential openings, along with the amount of education or training required. He offered advice for young people who are considering their career options and for older workers thinking about a mid-life career change.

**Issues covered:**  
Employment  
Education

**Length: 8:36**

**Kendrin Sonnevile, ScD, RD, LDN**, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

**Issues covered:**  
Personal Health  
Women's Issues

**Length: 5:04**

Show # 2014-13

Date aired: 3/30/14 Time Aired: 6:00 AM

**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**



# CUMULUS

## KTOP

### ISSUES AND PROGRAMS FOR THE PERIOD

April thru June 2014

As compiled by:   
Program Director

In our ongoing effort to serve the public interest, this station broadcasts programming responsive to issues and concerns of Topeka, Kansas, and the surrounding area. The following is a list of those issues, and of the station's most significant programming treatment of them.



**Weekly Public Affairs Program**

Call Letters: KTOP-AM

**QUARTERLY ISSUES REPORT, APRIL – JUNE, 2014**

Show # 2014-14

Date aired: 4/16/14 Time Aired: 5AM

**Gary Taubes**, science and health journalist, author of "*Why We Get Fat, and What to Do About It*"

Mr. Taubes discussed the science of weight loss. He believes most people gain weight because they eat too many carbohydrates, and that the medical community has placed far too much emphasis on calories and dietary fat. He offered advice on how to make dietary changes for long-term weight loss and more energy.

**Issues covered:**  
Personal Health  
Nutrition

**Length: 9:41**

**Ben Dattner, PhD**, psychologist, executive coach, Adjunct Professor in Organizational Development at New York University, author of "*The Blame Game: How the Hidden Rules of Credit and Blame Determine Our Success and Failure*"

It's human nature to resort to blaming others, as well as to take more credit for successes than we should. Dr. Dattner said the dynamics of credit and blame are at the heart of every team and organization, and make or break every career. He explained how managers can change the culture of blame, and encourage employees to speak up or experiment with new approaches.

**Issues covered:**  
Workplace Matters  
Employment

**Length: 7:26**

**Jonathan Adkins**, spokesman for the Governors Highway Safety Association

A recent report from the Governors Highway Safety Association highlighted the role of speeding in traffic deaths. Mr. Adkins explained that, despite progress in nearly every other area of highway safety, speeding continues to be a factor in approximately one third of traffic deaths every year. He outlined several recommendations the report contained for both state and federal governments.

**Issues covered:**  
Highway Safety  
Government Policies

**Length: 4:54**

Show # 2014-15

Date aired: 4/13/14 Time Aired: 5 AM

**Eric Decker, PhD**, Professor, Head of the Department of Food Science at the University of Massachusetts

Rancid foods are becoming more common, thanks to recent reductions in trans fats. Dr. Decker said consumers may have a kitchen full of toxic products and not know it. He explained why these products are potentially dangerous. He also talked about the foods most likely to become rancid and the telltale signs of rancidity that many consumers don't recognize.

**Issues covered:**

**Length: 7:23**

**Food Safety**

**Personal Health**

**Consumer Matters**

**Lori Andrews**, Law Professor, Director of the Institute for Science, Law & Technology at Illinois Institute of Technology, author of "*I Know Who You Are and I Saw What You Did: Social Networks and the Death of Privacy*"

If Facebook were a country, it would be the third largest nation in the world. Ms. Andrews believes that while social networks have made positive contributions to society, they have also greatly accelerated the erosion of personal privacy rights. She explained how social network sites can damage a person's career or marriage. She would like to see Congress pass new legal protections aimed at safeguarding the privacy of social network users.

**Issues covered:**

**Length: 9:51**

**Privacy**

**Government Policy**

**Employment**

**Kevin Haley**, Director of Product Management for Symantec Security Response

Today's smartphones hold a wealth of personal, financial and work-related data that thieves would love to get their hands on. So what happens when a phone is lost or stolen? Mr. Haley led a research project that intentionally lost 50 phones to see what data was accessed by the finder and whether the phones would be returned to their owners. The results were disconcerting. Mr. Haley offered advice for phone owners to protect their data.

**Issues covered:**

**Length: 5:04**

**Crime**

**Privacy**

**Workplace Matters**

Show # 2014-16

Date aired: 4/20/14 Time Aired: 5 AM

**Anne Perschel, PhD**, leadership and organizational psychologist, President and Founder of Germane Consulting

Dr. Perschel recently co-authored a paper that concluded that corporations are leaving money on the table and forgoing future success by failing to move more women into senior leadership roles. She discussed the various obstacles faced by women who want to move up the corporate ladder and made suggestions on how to overcome them.

**Issues covered:**  
Women's Issues  
Discrimination  
Career

**Length: 9:03**

**Steven Kotler**, science writer, author of "*Abundance: The Future Is Better Than You Think*"

Mr. Kotler believes that four powerful social and technological trends are converging today that will improve the lives of billions of people across the globe in the near future. He explained how governments, industry and entrepreneurs can adapt to these changing forces and harness them to solve the world's biggest problems, including shortages of water, food, energy and education.

**Issues covered:**  
Economy  
Science & Technology  
Employment

**Length: 8:05**

**Alison Borland**, Vice President of Retirement Product Strategy at Aon Hewitt, a human resources firm based in Chicago

The Great Recession has led many Americans to dip into their retirement savings early, but minorities have withdrawn much more than other racial and ethnic groups, according to a new study from Ms. Borland's firm. She explained why Blacks and Hispanics have made these decisions and what they can do to shore up depleted 401(k) accounts.

**Issues covered:**  
Retirement Planning  
Minority Concerns  
Senior Citizens

**Length: 5:09**

Show # 2014-17

Date aired: 4/27/14 Time Aired: 5am

**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:**  
Personal Finance  
Retirement  
Senior Issues

**Length: 8:31**

**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:**  
Emergency Preparedness  
Personal Health

**Length: 8:44**

**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:**  
Environment  
Consumer Matters

**Length: 4:58**

Show # 2014-18

**Date aired:** 5/4/14 **Time Aired:** 5am

**Mike Staver**, strategic business advisor, CEO of The Staver Group, creator of the audio and video series "21 Ways to Defuse Anger and Calm People Down"

The U.S. Department of Labor has found that homicide is the fourth-leading cause of occupational death, and the leading cause of death for women in the workplace. Mr. Staver explained why workplace violence in the U.S. is a persistent and dangerous problem. He outlined ways to recognize warning signals and offered tips to defuse conflicts on the job.

**Issues covered:**  
Workplace Violence  
Mental Health  
Crime

**Length: 8:04**

**Jonathan Ladd**, PhD, assistant professor of Government and Public Policy at Georgetown University, author of "Why Americans Hate The Media And How It Matters"

As recently as the early 1970s, the news media was one of the most respected institutions in the United States. Yet by the 1990s, this trust had all but evaporated. Dr. Ladd talked about the reasons that confidence in the press has declined so dramatically over the past 40 years. He also explained why this issue is so important in a healthy democracy.

**Issues covered:**  
Media Issues  
Voting  
Consumer Matters

**Length: 9:00**

**Jerry Brewer, MD**, dermatologist and researcher at the Mayo Clinic

Dr. Brewer led a study that found that the risk of developing the most dangerous type of skin cancer is now more than six times higher among young adults than it was 40 years ago. He talked about the likely reasons behind this trend and why women under age 40 may be especially vulnerable.

**Issues covered:**  
Cancer  
Personal Health

**Length: 4:51**



Show # 2014-19

Date aired: 5/11/14 Time Aired: 5am

**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 U.S. 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 # 2014-20

Date aired: 5/18/14 Time Aired: 5am

**Mike Gikas**, Senior Electronics Editor at Consumer Reports

Smart phone theft is on the rise. A projected 3.1 million were stolen last year, according to a Consumer Reports survey. Mr. Gikas outlined the sensitive information that many phones contain, and he offered security tips to both prevent thefts and to minimize the loss of personal data if a phone is lost or stolen.

**Issues covered:**  
**Crime**  
**Consumer Matters**

**Length: 8:56**

**Robert D. Morris, MD, PhD**, environmental epidemiologist, drinking water research scientist, author of "*The Blue Death: Disease, Disaster & the Water We Drink*"

Dr. Morris believes that despite better overall health conditions, the nation's water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

**Issues covered:**  
**Community Health**  
**Environment**

**Length: 8:17**

**Lynsey Romo**, Assistant Professor of Communication, North Carolina State University

Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're *not* being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

**Issues covered:**  
**Parenting**  
**Personal Finance**

**Length: 4:59**

Show # 2014-21

**Date aired:** 5/25/14 **Time Aired:** 5Am

**Richard Bolles**, career development expert, author of "*What Color Is Your Parachute? Guide to Rethinking Resumes*" and "*What Color Is Your Parachute? Guide to Rethinking Interviews*"

Mr. Bolles discussed the rapidly changing way companies locate and hire employees. He explained why the value of a resume has declined, and how job hunters can use more effective alternatives. He said prospective employees must be as up-to-the-minute in job hunting skills as they are in the work skills that they offer an employer.

**Issues covered:**  
**Employment**  
**Career**

**Length: 8:58**

**Jean Illsley Clarke, PhD**, internationally known parent educator, co-author of "*How Much Is Too Much?: Raising Likeable, Responsible, Respectful Children*"

Ms. Clarke believes that many of today's parents overindulge their children, often without even realizing it. She explained how to recognize overindulgence and why can be so damaging as kids grow into adulthood. She said assigning ongoing household chores to children is an excellent way to foster their responsibility and independence, and offered other tips for parents.

**Issues covered:**  
**Parenting Issues**

**Length: 8:13**

**Ron Montoya**, Consumer Advice Editor at Edmunds.com

Mr. Montoya offered suggestions for shoppers who have poor credit to buy a new car. He said it is important for potential buyers to carefully check and clean up credit reports before applying for a car loan, and to try to get pre-approval before shopping. He also outlined other ways that buyers can demonstrate that they are a good credit risk.

**Issues covered:**  
Consumer Matters  
Personal Finance

**Length: 4:53**

Show # 2014-22

**Date aired:** 6/1/14 **Time Aired:** 5am

**Mai Fernandez**, Executive Director of the National Center for Victims of Crime

Nearly 20 million violent and property crimes are committed each year in the US, but the numbers may not tell the whole story. Ms. Fernandez discussed the human impact of national crime statistics, and why fewer than half the crimes committed go unreported. She also talked about the effectiveness of victims' rights laws and the resources that are available to crime victims.

**Issues covered:**  
Victims' Rights  
Crime

**Length: 7:05**

**Steve Pemberton**, Divisional Vice President of Diversity and Inclusion at Walgreens, author of "*A Chance In The World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home*"

Mr. Pemberton shared his rags-to-riches journey, starting with a childhood of neglect and abusive foster homes. He said his primary refuge was in a box of books, and he explained how a love of reading transformed his life. He described his quest to uncover and understand his family's tragic past and how that has influenced him as a father. He also discussed the value of diversity in America and where we stand as a nation.

**Issues covered:**  
Foster Care  
Child Abuse  
Diversity  
Literacy

**Length: 9:58**

**Lacey Plache**, Chief Economist of Edmunds.com, an automotive web site

Only 35 percent of hybrid vehicle owners chose to purchase a hybrid again when they returned to the car market last year, according to an Edmunds.com analysis of new car registration data. Ms. Plache explained why conventional gas-powered cars are successfully competing against hybrids. She talked about the rapidly growing number of vehicles capable of delivering more than 30 miles per gallon.

**Issues covered:**  
Consumer Matters  
Energy  
Environment

**Length: 4:42**

Show # 2014-23

**Date aired:** 6/8/14 **Time Aired:** 5am

**Michael Ford**, Founding Director of the Center for the Study of the American Dream at Xavier University

97.5 percent of immigrants who want to become American citizens successfully pass a naturalization test. Mr. Ford's organization found that at least 35% of native-born Americans are not sufficiently educated to pass the same test. He explained why civic illiteracy is a serious threat to the American

Dream. He talked about the disappearance of civics classes from the nation's high schools in the past several decades.

**Issues covered:**

**Length: 7:44**

**Education  
Citizenship  
Voting**

**Cynthia Hammond-Davis**, author of "*If I Knew Then What I Know Now! College & Financial Aid Planning From A Parent's Perspective*"

Planning for college is more complex than ever. Ms. Hammond-Davis said the financial aid planning process should start as early in a child's life as possible. She shared the story of her struggle to help her son sort out the complex universe of college searches, financial aid, scholarships, athletics and extracurricular activities.

**Issues covered:**

**Length: 9:24**

**Education  
Parenting  
Consumer Matters**

**Robert Whelan, PhD**, postdoctoral research fellow at the University of Vermont

Dr. Whelan led a recent brain-imaging study of that examined similarities and differences in the brains of teens with ADHD vs. those who use drugs or alcohol. He said that the impulsivity that leads kids to blow off their homework and the impulsiveness that drives kids use drugs or alcohol are not the same, neurologically speaking. He talked about possible ways to help young people who may be diagnosed before they actually get into trouble.

**Issues covered:**

**Length: 5:05**

**Drug & Alcohol Abuse  
Learning Disabilities  
Youth at Risk**

Show # 2014-24

Date aired: 6/15/14 Time Aired: 5am

**Christopher Wildeman, PhD**, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

**Issues covered:**

**Length: 9:10**

**Child Abuse & Neglect  
Government Policies  
Parenting**

**Cash Nickerson**, employment expert, attorney, author of "*BOOMERangs: Engaging the Aging Workforce in America*"

As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

**Issues covered:**  
**Senior Citizens**  
**Employment**

**Length: 8:07**

**Jeff Haig**, Chair of the UCLA Scholarship Admissions Committee, co-author of the book "*Unlock Your Educational Potential*"

Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.

**Issues covered:**  
**Education**  
**Children's Issues**

**Length: 5:02**

Show # 2014-25

**Date aired:** 6/22/14 **Time Aired:** 5AM

**Enrico Moretti, PhD**, Professor of Economics at the University of California, Berkeley, Director of the Infrastructure and Urbanization Program at the International Growth Centre at the London School of Economics and Oxford University, author of "*The New Geography of Jobs*"

Dr. Moretti said an unprecedented redistribution of jobs, population and wealth is underway in America, and he believes it will accelerate in years to come. He talked about the emergence of a few US cities as centers of innovation with highly-educated labor forces, and explained why other regions of the country cannot compete economically. He offered advice for young people who are considering career choices and weighing the value of a college education.

**Issues covered:**  
**Employment**  
**Education**  
**Government Policies**

**Length: 8:54**

**Victoria Moran**, board-certified holistic health counselor, founder of Main Street Vegan Academy, which trains and certifies Vegan Lifestyle Coaches, author of "*Main Street Vegan*"

Ms. Moran discussed veganism and outlined the reasons that millions of Americans have chosen to avoid all animal-based products. She offered suggestions on how a person can decide whether the lifestyle choice is right for them, and talked about the challenges vegans often face in raising kids, travelling and eating out.

**Issues covered:**  
**Nutrition and Health**  
**Consumer Matters**

**Length: 8:10**

**Richard Ponziani**, traffic safety researcher, President of RLP Engineering of Dayton, OH

Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.

**Issues covered:**  
Traffic Safety  
Consumer Matters

**Length: 4:59**

Show # 2014-26

**Date aired:** 6/29/14 **Time Aired:** 5AM

**Peter Cappelli**, George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources at the University of Pennsylvania, Research Associate at the National Bureau of Economic Research in Cambridge, MA, author of "*Why Good People Can't Get Jobs*"

Despite high unemployment rates, companies often believe that they cannot find the employees they need, arguing that applicants are not qualified or won't accept jobs at the wages offered. Dr. Cappelli discussed the underlying reasons that jobs are going unfilled. He believes that employers often maintain bad hiring methods and unrealistic expectations. He offered advice for unemployed and recently-graduated job seekers.

**Issues covered:**  
Unemployment  
Government Policies  
Economy

**Length: 10:15**

**Jeff Deyette**, Senior Energy Analyst/Assistant Director of Energy Research & Analysis at the Union of Concerned Scientists, co-author of "*Cooler Smarter: Practical Steps for Low-Carbon Living*"

Mr. Deyette's organization conducted a two-year study of simple steps that consumers can take to reduce their own global warming emissions by 20 percent. He outlined some of most effective ways to save energy and money, and shared some of the most surprising energy-saving myths.

**Issues covered:**  
Environment  
Global Warming  
Consumer Matters

**Length: 6:59**

**Dan Hannan, CSP**, safety, health and environmental expert, author of "*Preventing Home Accidents*"

Accidents in the home injure more than 12 million Americans every year and are the fifth leading cause of death. Mr. Hannan talked about the most common accidents and how to avoid them. He also explained why there is a lack of education resources for people concerned about home safety.

**Issues covered:**  
Home Safety

**Length: 5:05**



# CUMULUS

## KTOP-AM

### ISSUES AND PROGRAMS FOR THE PERIOD

July 2014 thru September 2014

As compiled by:

Program Director

In our ongoing effort to serve the public interest, this station broadcasts programming responsive to issues and concerns of Topeka, Kansas, and the surrounding area. The following is a list of those issues, and of the station's most significant programming treatment of them.



**Weekly Public Affairs Program**

Call Letters: KTOP-Am

**QUARTERLY ISSUES REPORT, JULY – SEPTEMBER, 2014**

Show # 2014-27

Date aired: 7/16/14 Time Aired: 5Am

**Mark Hyman**, Adjunct Instructor, Sports Management, the George Washington University, author of *"The Most Expensive Game in Town: The Rising Cost of Youth Sports and the Toll on Today's Families"*

More than 41 million American kids participate in sports, and the fastest growing category is travel leagues. Mr. Hyman explained why he is concerned about the advent of year 'round leagues, including the huge commitment of time and money, and the higher risk of injury. He also talked about the value of traditional rec sports leagues in local communities and neighborhoods.

**Issues covered:**  
Youth Sports  
Parenting  
Children's Health

**Length: 9:55**

**Suzanne Rowan Kelleher**, family travel expert, co-founder and Editor-in-Chief of WeJustGotBack.com

The higher cost of flying this summer may ground some family vacations. Ms. Kelleher outlined several policies that airlines have recently implemented that make travel significantly more expensive and inconvenient for families. She also offered tips for traveling with kids.

**Issues covered:**  
Consumer Matters  
Family  
Travel

**Length: 7:22**

**Bob Ragazzo**, Certified Defensive Driving Instructor, Founder and President of Save Your Teen Driver, LLC, author of *"Save Your Teen Driver: 7 Things Every Parent Must Teach Their Young Driver Before Handing Over The Car Keys"*

Motor vehicle accidents are the top cause of death among 15 to 20 year olds. Mr. Ragazzo discussed several crucial safety tactics that drivers' education courses are not teaching students. He talked about the increasing number of distractions in the car, leading to higher accident rates.

**Issues covered:**  
Highway Safety  
Government Policies  
Youth at Risk

**Length: 5:06**



Show # 2014-28

Date aired: 7/13/14 Time Aired: 5Am

**Kate Tulenko, MD, MPH**, physician and director of clinical services for the US Agency for International Development, a global health nonprofit, author of *"Insourced: How Importing Jobs Impacts the Healthcare Crisis Here and Abroad"*

Dr. Tulenko said 25% of physicians in the US are foreign-trained and foreign-born. She contends that this has caused tens of thousands of high-paying local jobs in the healthcare sector to effectively vanish from the reach of US citizens, weakened the healthcare systems of developing nations, and constricted an American university system that should be educating healthcare professionals.

**Issues covered:**

**Healthcare**

**Education**

**Government Policies**

**Length: 10:20**

**Ulrich Boser**, Senior Fellow at the Center for American Progress, expert in education, criminal justice, and other social policy issues

Almost a third of eighth-grade students report reading less than five pages a day, either in school or for homework. Mr. Boser conducted an analysis that found that millions of students believe they are not being challenged enough in school. He discussed the reasons behind this trend and what can be done to improve education in America.

**Issues covered:**

**Education**

**Government Policies**

**Children's Issues**

**Length: 6:42**

**Uchendi Nwani** motivational speaker, former cocaine dealer and prison inmate, CEO of International Barber and Style College, author of *"The Millionaire Ex-Convict"*

Mr. Nwani shared his inspirational story. He came from a middle-class family but ended up in prison after a conviction for cocaine trafficking. He talked about the importance of faith in his life and how he became a millionaire businessman after this release from prison.

**Issues covered:**

**Crime**

**Drug Abuse**

**Length: 4:52**

Show # 2014-29

Date aired: 7/20/14 Time Aired: 5Am

**Ruchi Gupta, M.D., M.P.H**, Health Services Researcher and Assistant Professor of Pediatrics at Northwestern University and Children's Memorial Hospital in Chicago

Dr. Gupta was the lead author of a study that found that children in urban areas have much higher rates of food allergies than those in rural America. Her research found that city kids also are allergic to different foods than rural kids. She talked about the theories as to why population density and environment may have such a large impact. She offered advice to parents who have a child with food allergies. She also discussed the reasons why people often do not treat allergies as the life-threatening conditions they are.

**Issues covered:**

**Length: 9:24**

Allergies  
Personal Health  
Parenting

**Tammi DeVille**, author of "*Changing the World on a Tuesday Night*"

44 percent of adults volunteer, and many others would consider it, if they thought they had the time and skills needed. Ms. DeVille said that ordinary people can make a difference by volunteering as little as five minutes a day. She offered examples of opportunities to contribute time, often online, to non-profit organizations in their own community or across the globe.

**Issues covered:**

**Length: 7:44**

Volunteerism  
Community Involvement

**Bruce Anderson**, Cybercrime Expert and Director of Investigations of Cyber Investigation Services in Tampa

Free Internet wi-fi access is everywhere these days--and so are computer hackers. Mr. Anderson talked about the dangers of using public Internet connections, what the riskiest locations are, and how the average computer user can protect himself.

**Issues covered:**

**Length: 5:02**

Crime  
Consumer Matters

Show # 2014-30

Date aired: 7/27/14 Time Aired: 5Am

**Danica McKellar**, actress, education advocate, author of "*Girls Get Curves: Geometry Takes Shape*"

Ms. McKellar majored in mathematics at UCLA, and now encourages middle-school girls to excel in math. She explained the reasons that girls mistakenly believe that they cannot be both popular and smart, and how math skills can improve their overall self-confidence. She also explained how basic geometry can apply to everyday life.

**Issues covered:**

**Length: 8:35**

Education  
Women's Issues

**Charles Duhigg**, investigative reporter for the New York Times, winner of the National Academies of Sciences, National Journalism, and George Polk awards, author of "*The Power of Habit: Why We Do What We Do in Life and Business*"

Habits shape every aspect of our lives, often in ways we do not recognize. Mr. Duhigg summarized the results of recent scientific research that explains why habits exist and how they can be changed. He said tweaking even one habit, as long as it's the right one, can have staggering effects. He also explained how and why companies carefully study consumer habits.

**Issues covered:**

**Length: 8:26**

Health & Fitness  
Consumer Matters

**Jonathon Kozol**, writer, educator, public education activist, author of *"Fire in the Ashes: Twenty-Five Years Among the Poorest Children in America"*

Mr. Kozol has been working with low-income children in inner-city schools for nearly fifty years. He talked about his experiences at a school in one of the poorest sections of New York City. He believes that because of vast differences in funding from one area to another, the nation's schools remain unequal and deeply segregated.

**Issues covered:**  
**Poverty**  
**Education**  
**Government Spending**

**Length: 4:54**

Show # 2014-31

**Date aired:** 8/3/14 **Time Aired:** 5am

**Timothy J. Mohin**, environmental advocate, author of *"Changing Business from the Inside Out: A Treehuggers Guide to Working in Corporations"*

American corporations are gradually becoming more socially responsible. Mr. Mohin outlined the reasons behind this trend, and explained how "treehuggers" working inside the system can lead the effort. He said young professionals now view "having an impact" as a much more important career goal than many other more traditional priorities.

**Issues covered:**  
**Environment**  
**Workplace Matters**

**Length: 7:49**

**Madeline Levine, PhD**, psychologist, co-founder of Challenge Success, a education reform project at the Stanford School of Education, author of *"Teach Your Children Well: Parenting for Authentic Success"*

Dr. Levine said while parents, educators, and the media express concern about the soaring rates of emotional problems, and poor learning skills in America's children, there are ways to reverse these trends. She believes many parents need to shift their focus from good grades, high test scores, and college acceptances to developing a sense of purpose, connection, and meaning in their children's lives.

**Issues covered:**  
**Parenting**  
**Education**

**Length: 9:18**

**Miriam Rafailovich, PhD**, materials engineering researcher, Professor of Materials Science and Engineering, Director of the Garcia Center for Polymers at Engineered Interfaces at Stony Brook University on Long Island

Dr. Rafailovich led a study that found that many compact fluorescent light (CFL) bulbs emit high levels of ultraviolet rays. She said that despite their large energy savings, consumers should avoid using compact fluorescent light bulbs at close distances.

**Issues covered:**  
**Personal Health**  
**Environment**  
**Consumer Matters**

**Length: 5:04**

Show # 2014-32

Date aired: 8/10/14 Time Aired: 5AM

**Jonah Engle**, freelance journalist based in Washington, DC

Mr. Engle discussed civil asset forfeiture, a part of the War on Drugs which allows the government to seize property-- even if it doesn't have enough evidence to convict or even charge someone with a drug offense. He explained how the forfeiture process works and why it is so difficult to recover property after it is seized. He said many law enforcement agencies include projected revenue from asset forfeitures in their annual budgets.

**Issues covered:**  
War on Drugs  
Crime  
Legal Issues  
Government Policies

**Length: 9:03**

**Alexandre Montagu**, attorney, expert in intellectual property law, international commercial transactions and new media commercial and corporate law, author of "*Intellectual Property: Money and Power in a New Era*"

Mr. Montagu talked about intellectual property law, how it has changed with new technology, and why nearly everyone should understand the basics. He explained potential pitfalls for both the average consumer, and small and medium-sized businesses. Among the examples he cited: knock-offs of brand-name products on Internet auction sites and the indiscriminate use of photographs found online.

**Issues covered:**  
Legal Issues  
Consumer Matters

**Length: 8:12**

**Jennifer Gras**, Vice President, Corporate Communications at CareerBuilder.com

Ms. Gras outlined the results of a recent survey conducted by her organization that found that 69% of full-time workers regularly search for new job opportunities. She said that new online tools available to job seekers have made it much easier to do in-depth research on potential employers. She also discussed the reasons that such a high percentage of the workforce is interested in changing jobs.

**Issues covered:**  
Employment  
Workplace Matters

**Length: 5:07**

Show # 2014-34

Date aired: 8/17/14 Time Aired: 5AM

**David Casarett, MD**, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of "*Shocked: Adventures in Bringing Back the Recently Dead*"

New government data says there has been a 54 percent drop in drinking and driving among high school teens during the past two decades. Ms. Hyde discussed the reasons behind the decline, and offered advice for parents who are concerned about their teenagers.

**Issues covered:**  
Drinking and Driving  
Youth Issues  
Parenting

**Length: 7:53**

**Janet Tomiyama, PhD**, Assistant Professor in the Department of Psychology at UCLA

Dr. Tomiyama conducted a study that examined the roles that stress and race play in the epidemic of obesity among teenage girls. She found that although stressed-out black girls and white girls tend to gain weight, stress appears to have a greater effect on the weight of black girls. And surprisingly, black girls reported less stress overall than white girls. Dr. Tomiyama talked about the racial disparity and why obesity is such an important public health concern.

**Issues covered:**  
Public Health  
Minority Concerns  
Women's Issues

**Length: 9:28**

**Brian Fikkert, PhD**, Associate Professor of Economics at Covenant College in Georgia, co-author of "*When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor*"

Dr. Fikkert talked about the challenges faced by faith-based organizations and other groups when seeking to help poor or homeless Americans. He said aid efforts often end up perpetuating poverty, rather than solving the problem. He believes that building personal relationships with aid recipients and giving them a sense of self-worth is more effective than simply providing food or other materials.

**Issues covered:**  
Homelessness  
Poverty  
Faith-based Initiatives

**Length: 4:58**

Show # 2014-34

**Date aired:** 8/24/14 **Time Aired:** 5Am

**David Casarett, MD, MA**, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of "*Shocked: Adventures in Bringing Back the Recently Dead*"

Most people don't survive cardiac arrest or significant trauma. Dr. Casarett discussed the latest developments in resuscitation and just how far science has come in the past few years. He talked about the ethical dilemma posed by reviving a person who may not have a good quality of life in the aftermath. He talked about the impressive survival rate of those who receive competent CPR treatment.

**Issues covered:**  
Personal Health  
Emergency Medicine

**Length: 8:20**

**Greg McBride**, Chief Financial Analyst for Bankrate.com

Mr. McBride's organization recently conducted a study that found that a third of all Americans have nothing saved for retirement. He said the one encouraging aspect of the survey is that more people in their 20s are saving for retirement than ever before. He explained why this issue should be such a serious concern and what someone can do if they believe they are starting to save too late in life.

**Issues covered:**  
Retirement Planning  
Senior Citizens  
Personal Finance

**Length: 9:00**

**Rick Maurer**, author of *"Beyond The Wall Of Resistance: Why 70% of All Changes Still Fail – and What You Can Do About It"*

Seventy percent of all major changes in organizations fail - and that number hasn't changed since researchers started examining success and failure rates more than fifteen years ago. Mr. Maurer talked about the most common reasons for failure and what leaders can do about it.

**Issues covered:**  
**Workplace Matters**  
**Employment**

**Length: 5:03**

Show # 2014-35

**Date aired:** 8/31/14 **Time Aired:** 5 AM

**Lee Crockett**, Managing Partner of the 21st Century Fluency Project, co-author of *"Understanding the Digital Generation: Teaching and Learning in the New Digital Landscape"*

Mr. Crockett said that today's digital technology is dramatically changing how children learn. He said research is finding that youngsters' brains are changing physically and chemically, as a result of their use of computers and other digital devices. He explained how those changes are affecting the reasoning skills and educational needs of this generation, and how public school systems must adapt.

**Issues covered:**  
**Education**  
**Parenting Concerns**

**Length: 8:53**

**Randall Pinkett**, first African-American winner of *"The Apprentice,"* author of *"Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness"*

When Mr. Pinkett became the first African-American winner of *"The Apprentice,"* he also became the only contestant who was asked to share his victory with a white woman. He discussed how his refusal resulted in a firestorm of controversy. He said sometimes hard work is not enough for minority employees. He offered advice for African-American professionals who want to break through the racial barriers they continue to face.

**Issues covered:**  
**Minority Concerns**  
**Workplace Matters**

**Length: 8:22**

**Peter Polos, MD, PhD**, specialist in sleep medicine at the Sleep Disorder Center of JFK Medical Center in Edison, NJ

Dr. Polos was the lead researcher in a study that examined how electronic media affects the sleep of teenagers. He found that teens lose a significant amount of sleep by sending an average of 34 texts after bedtime each night. He offered advice to parents, on how to take control of bedtime and set limits on their child's access to digital devices.

**Issues covered:**  
**Personal Health**  
**Youth Issues**  
**Parenting Concerns**

**Length: 5:01**

Show # 2014-36

Date aired: 9/7/14 Time Aired: 5AM

**Robert Cantu, MD**, Chief of Neurosurgery, Chairman of the Department of Surgery, and Director, Service of Sports Medicine at Emerson Hospital in Concord Massachusetts, Clinical Professor of Neurosurgery and Co-Director of Boston University's Center for the Study of Traumatic Encephalopathy, senior consultant to the National Football League, author of "*Concussions and Our Kids: America's Leading Expert on How to Protect Young Athletes and Keep Sports Safe*"

Concussions are a not-so-silent epidemic among school-age athletes. Dr. Cantu discussed the most common causes of concussions and explained which sports are the most dangerous. He talked about the long-term ramifications of brain trauma injuries and offered ideas for reforms that would reduce concussions in youth sports.

**Issues covered:**

**Length: 9:10**

**Personal Health  
Youth Sports  
Parenting Concerns**

**Dana Gunders**, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco

Ms. Gunders was the lead author of a report that found that 40 percent of the nation's food supply--valued at \$165 billion--goes uneaten each year. She outlined the economic and environmental impacts of food waste, and what can be done to fight this growing problem. She discussed misconceptions surrounding expiration dates and said most of them actually are indicators of food quality, not necessarily food safety.

**Issues covered:**

**Length: 8:09**

**Hunger  
Food Safety  
Consumer Matters  
Environment**

**Roger Leslie**, award-winning teacher, author of "*Success Express for Teens*"

Mr. Leslie believes that teens need to set goals in order to succeed in later life. He talked about the importance of young people learning the value of good citizenship and time management. He offered suggestions of how teens can determine their personal strengths and take smart risks.

**Issues covered:**

**Length: 4:52**

**Teen Issues  
Youth at Risk  
Parenting Issues**

Show # 2014-36

Date aired: 9/14/14 Time Aired: 5AM

**Lisa Gill**, Prescription Drugs Editor at Consumer Reports

Prescriptions for opioids have climbed 300% in the past decade and more than 46 Americans die each day from legal pain pills, such as OxyContin, Percocet and Vicodin. Ms. Gill discussed the reasons behind this trend. She also talked about the little-known dangers posed by over-the-counter painkillers like acetaminophen. She offered advice to patients who are dealing with pain. She also explained how the federal government is trying to deal with the issue.

**Issues covered:**  
Personal Health  
Drug Abuse  
Government

**Length: 10:07**

**Tony Lee**, Publisher of CareerCast.com and JobsRated.com

Mr. Lee outlined his organization's list of the most overrated and underrated jobs, based factors such as pay, hiring outlook, work environment, stress and physical demands. He explained why certain jobs are not as attractive as they may seem, and why other great career choices are often overlooked. He also offered advice for those seeking to change careers or move up the ladder in their present job.

**Issues covered:**  
Employment  
Economy

**Length: 7:15**

**Pam Mueller**, graduate student, Department of Psychology, Princeton University

Laptops, tablets and other electronic devices are commonplace in today's classrooms. But Ms. Mueller co-authored a study that found that taking notes by typing, rather than writing, interferes with students' ability to process and remember information. Her research indicated that students who take notes with pen and paper recall more material and perform significantly better in class.

**Issues covered:**  
Education

**Length: 4:51**

Show # 2014-38

**Date aired:** 9/21/14 **Time Aired:** 5am

**Jennifer Aaker, PhD**, social psychologist, General Atlantic Professor of Marketing at Stanford University's Graduate School of Business, co-author of "*The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change*"

Prof. Aaker outlined ways to use the power and popularity of social media to do good in the world. She offered examples of how innovative social media tools can invite participation and permit communication with potential supporters. She believes that the use of social media can turn small actions into much larger results for non-profit organizations.

**Issues covered:**  
Volunteering  
Charitable Contributions

**Length: 8:30**

**Jodi Sleeper-Triplett, MCC, SCAC**, founder of the movement for ADHD coaching for youth, Master Certified Coach and Senior Certified ADHD Coach, author of "*Empowering Youth with ADHD: Your Guide to Coaching Adolescents and Young Adults for Coaches, Parents, and Professionals*"

Ms. Sleeper-Triplett talked about the increasing cases of attention-deficit/hyperactivity disorder among America's youth and adults. She said medication and therapy often are not enough. She explained how parents may try to deal with the problem, and how an ADHD coach can help.

**Issues covered:**  
ADHD  
Education  
Parenting Concerns

**Length: 8:48**



**Erick Schreder**, Staff Scientist at the Washington Toxics Coalition

Ms. Schreder was the lead scientist of a report that found that half of thermal paper receipts and 95% of dollar bills in circulation contain the hormone-disrupting chemical BPA. She said BPA is now present in 93% of all Americans. She explained the negative health consequences of BPA and what consumers can do to avoid it.

**Issues covered:**  
Personal Health  
Environment

**Length: 4:54**

Show # 2014-39

**Date aired:** 9/28/14 **Time Aired:** 5am

**Randy Albelda, PhD**, Professor of Economics and Senior Research Fellow at the Center for Social Policy at University of Massachusetts in Boston

Dr. Albelda recently co-authored a report called "How Youth Are Put at Risk by Parents' Low-Wage Jobs." She explained the special challenges faced by low-income parents who are in jobs that lack flexible hours and benefits like health insurance, paid sick days and vacation days. She said these factors impact a child's education, health and future prospects. She believes that lower wages are part of a long-term trend in the U.S..

**Issues covered:**  
Poverty  
Youth at Risk  
Parenting

**Length: 8:24**

**Adam Pertman**, Executive Director of the non-profit Donaldson Adoption Institute, author of "Adoption Nation: How the Adoption Revolution is Transforming Our Families--and America"

Mr. Pertman discussed the rapidly changing process of adoption, largely driven by the Internet. He said social networking and other online tools have radically changed both the process of adoption and the expectation of privacy, because it is so easy to locate and reunite birth mothers and children years after an adoption. He added that the Internet has also aided the rise of scammers and predators offering to expedite the expensive and lengthy process of adopting a child.

**Issues covered:**  
Adoption  
Parenting

**Length: 8:32**

**Rodlescia Sneed**, Graduate Student in the Psychology Department of Carnegie Mellon University

Ms. Sneed was the co-author of a study that found that parents are 52 percent less likely to develop a cold than non-parents. She explained the possible reasons behind this surprising result. She said the health benefits for a parent appear to continue, even after the offspring has grown to adulthood.

**Issues covered:**  
Personal Health  
Parenting

**Length: 4:52**



# CUMULUS

## KTOP

ISSUES AND PROGRAMS  
FOR THE PERIOD

October 5 thru December 28, 2014

As compiled by:

A handwritten signature in black ink, appearing to read 'Lee Reisinger', is written over a horizontal line. The signature is fluid and cursive.

Lee Reisinger, Program Manager

In our ongoing effort to serve the public interest, this station broadcasts programming responsive to issues and concerns of Topeka, Kansas, and the surrounding area. The following is a list of those issues, and of the station's most significant programming treatment of them.



Weekly Public Affairs Program

## **QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2014**

**ALL SHOWS AIRED AT 5:00am LOCAL TIME**

Show # 2014-40

**Date aired: October 5, 2014**

**Jeff Herten, MD**, author of "*The Sobering Truth: What You Don't Know Can Kill You*"

Dr. Herten was a high-functioning alcoholic for over 30 years. He talked about the widespread nature of hidden alcoholism in our society. He believes that alcohol is more addictive and destructive than drugs like heroin. He said alcohol consumption contributes to a surprising number of cancers and other health problems.

**Issues covered:**  
Alcoholism  
Personal Health

**Length: 8:10**

**Pat Brown**, author of "*How to Save Your Daughter's Life: Straight Talk for Parents from America's Top Criminal Profiler*"

Ms. Brown said no daughter is safe from harm in today's world, especially now that social media makes it so easy to connect with people we barely know. She discussed risky choices that teens make that can put them in harm's way, and how predators use that behavior to choose their victims. She said parents of teen girls need to be more proactive than ever about keeping their daughters safe.

**Issues covered:**  
Youth At Risk  
Parenting  
Date Rape  
Crime

**Length: 8:47**

**Michelle Budig, PhD**, sociology professor, University of Massachusetts, Amherst

For 15 years, Dr. Budig has studied the parenthood pay gap. She has found that mothers are less likely to be hired for jobs, to be perceived as competent at work or to be paid as much as male colleagues with the same qualifications. However, having a child is good for a man's career. She discussed the possible reasons behind this problem and potential solutions.

**Issues covered:**  
Women's Issues  
Workplace Matters  
Parenting

**Length: 4:57**

Show # 2014-41

**Date aired: October 12, 2014**

**Sally Satel, MD**, Resident Scholar at the American Enterprise Institute, editor of "*When Altruism Isn't Enough: The Case for Compensating Kidney Donors*"

12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.

**Issues covered:**

**Length: 8:28**

**Organ Donation  
Government Policies  
Personal Health**

**James Betts, PhD**, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England

Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study of whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. His research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He said that while breakfast doesn't matter for adults, it is still important for children for nutrition and learning.

**Issues covered:**

**Length: 8:47**

**Nutrition  
Personal Health**

**Monica Betson Montgomery**, author of "*The Keys to College: A Roadmap for Parents to Guide Their Children*"

Ms. Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career.

**Issues covered:**

**Length: 4:57**

**Education  
Parenting**

Show # 2014-42

**Date aired: October 19, 2014**

**Robert Neuman, PhD**, former associate dean of academic advising at Marquette University, author of *"Are You Really Ready for College?: A College Dean's 12 Secrets for Success - What High School Students Don't Know"*

Roughly 2/3rds of college students fail to earn a degree in four years, and Dr. Neuman believes the reason is that they are ill-prepared. He outlined several strategies that high school students can use to enter college with the knowledge, learning skills and work ethic required to succeed. He explained why extra-curricular activities are also quite important when submitting a college application.

**Issues covered:**

**Length: 8:21**

**Education**

**Parenting**

**Graeme Cowan**, corporate mental health consultant, author of *"Back from the Brink: True Stories and Practical Help for Overcoming Depression and Bipolar Disorder"*

One in five Americans takes at least one psychiatric medication, such as an anti-depressant or anti-anxiety drug. Mr. Cowan shared his own story of battling depression. He explained how depression can affect a company's workforce, and how managers and co-workers can help someone who is suffering for depression, stress or other mental health issues.

**Issues covered:**

**Length: 8:48**

**Mental Health**

**Workplace Matters**

**Dana Peres Edelson, MD**, Director of Clinical Research at the Emergency Resuscitation Center at the University of Chicago Medical Center

Dr. Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the current recommendations for CPR procedures, and said chest compression should be the top priority in a cardiac emergency.

**Issues covered:**

**Length: 5:00**

**Personal Health**

**Emergency Preparedness**

Show # 2014-43

**Date aired: October 26, 2014**

**AnnMarie Thomas, PhD**, Associate Professor, School of Engineering at the University of St. Thomas, author of "*Making Makers: Kids, Tools, and the Future of Innovation*"

Dr. Thomas said many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creativity and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things.

**Issues covered:**

**Length: 8:31**

**Education**

**Parenting**

**Valter Longo, PhD**, biogerontologist and cell biologist, Professor at the University of Southern California-Davis School of Gerontology, Director of the USC Longevity Institute

Dr. Longo has led multiple studies examining the effect of fasting on life extension and cancer therapy. His latest study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast.

**Issues covered:**

**Length: 8:47**

**Personal Health**

**Sara Bleich, PhD**, Associate Professor at Johns Hopkins Bloomberg School of Public Health.

Dr. Bleich believes consumers make poor nutritional choices because the concept of calories means very little to them. She conducted a study of urban teenagers in which signs were placed in convenience stores, informing patrons that it would take five miles of walking to burn up the calories from a soft drink. Soda sales declined, not only while the signs were posted, but even weeks after they were removed. She explained the importance of finding ways to communicate nutritional information in more useable formats.

**Issues covered:**

**Length: 5:16**

**Consumer Matters**

**Nutrition**

**Government Policies**

Show # 2014-44

**Date aired: November 2, 2014**

**John Santa, M.D., M.P.H.**, Director of the Consumer Reports Health Ratings Center, which provides analyses and ratings to help consumers make informed health-care decisions

Dr. Santa and Consumer Reports recently evaluated the most frequently-used screenings for cancer. Of the eleven screenings evaluated, the organization only recommended three, cautioning that most consumers should avoid eight other common tests. Dr Santa explained the results of his study, and offered advice for health consumers.

**Issues covered:**

**Length: 9:21**

**Cancer  
Personal Health  
Consumer Matters**

**Nathaniel D. Smith, M.A., LPC-S, NCC**, Licensed Professional Counselor in suburban Dallas, specializing in anger management and domestic violence issues, author of "*Taming Your Temper: A Workbook for Individuals, Couples, and Groups*"

Mr. Smith said that anger is a growing problem in our society, caused in part by our nation's economic struggles in recent years. He discussed the typical causes of anger, and how out-of-control anger can harm a person's health, destroy relationships, and derail a career. He outlined several anger management strategies that he uses with patients in his practice.

**Issues covered:**

**Length: 7:52**

**Mental Health  
Domestic Violence  
Workplace Matters**

**Vaughan Dabbs, DC**, Chiropractor with more than 20 years of experience, author of "*This Is Why Your Back Hurts*"

Dr. Dabbs said Americans are 16 times more likely to experience back pain than someone who lives in a poorer country. He talked about the many choices of treatments for back pain. He also offered advice to improve poor posture, which he believes is one of the primary causes of back problems.

**Issues covered:**

**Length: 4:58**

**Personal Health**

Show # 2014-45

**Date aired: November 9, 2014**

**Spencer Cowan, PhD**, Vice President of Research at the Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending and financial reform

Dr. Cowan led a study that examined fairness in the process of applying for a mortgage. He found that a home loan application listing a female applicant with a male co-applicant is less likely to be approved than one listing a male applicant with a female co-applicant. He discussed the possible reasons behind this issue and why it matters.

**Issues covered:**

**Women's Issues**

**Discrimination**

**Consumer Matters**

**Length: 8:29**

**Anne Fletcher**, health and medical writer, author of "*Inside Rehab: The Surprising Truth About Addiction Treatment-and How to Get Help That Works*"

Ms. Fletcher discussed treatment options for people with substance abuse issues. She visited 15 addiction treatment centers—from outpatient programs for the indigent to Alcoholics Anonymous to famous celebrity rehabs—to determine what forms of rehab are effective. She said it's common for people who struggle with addiction to require treatment multiple times, but she found that rehab centers often provide the same treatment over and over, rather than trying different approaches for repeat patients.

**Issues covered:**

**Substance Abuse**

**Mental Health**

**Length: 8:49**

**Amanda E. Staiano, PhD**, Postdoctoral Research Fellow in the Division of Population Science at the Pennington Biomedical Research Center in Baton Rouge, LA

33% of American children are obese or overweight. Dr. Staiano was the lead author of a study that found that kids who have televisions in their bedrooms are twice as likely to be fat and nearly three times as likely to be at risk for heart disease and diabetes as those who don't. She recommended that parents limit a child's screen time to no more than two hours per day.

**Issues covered:**

**Children's Health**

**Parenting**

**Length: 5:02**



Show # 2014-46

**Date aired: November 16, 2014**

**Angela Garner, MD, FACEP**, emergency physician from Galveston, TX, President of the American College of Emergency Physicians

Many Emergency Room doctors say the fear of malpractice lawsuits results in extra blood tests and imaging scans that are not necessary. Dr. Gardner talked about this trend and why ER physicians are such an inviting target for legal action. She also offered suggestions on how to improve the situation.

**Issues covered:**

**Length: 9:03**

**Personal Health**

**Legal Issues**

**Government Policies**

**John Hartigan, Jr., PhD**, Director of the American Paredes Center for Cultural Studies and Associate Professor of Anthropology at the University of Texas at Austin, author of "*What Can You Say?: America's National Conversation on Race*"

How do Americans know whether a remark or incident is racially biased? Dr. Hartigan discussed the state of race relations in America and the media's role in it. He discussed ways that the first black President has affected attitudes regarding race relations.

**Issues covered:**

**Length: 8:08**

**Racial Issues**

**Media**

**Alan L. Ross, DMD**, President of the National Coalition for School Bus Safety

Although automobile safety technology has improved dramatically in the past two decades, school bus designs have changed very little. Dr. Ross explained the reasons behind this lack of progress. He believes seat belts should be mandated in all school buses. He talked about the expenses involved to retrofit the nation's school bus fleet.

**Issues covered:**

**Length: 4:43**

**Child Safety**

**Traffic Safety**

**Parenting Concerns**

Show # 2014-47

**Date aired: November 23, 2014**

**Aimée Morrison, PhD**, Associate Professor of English Language and Literature, University of Waterloo

Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.

**Issues covered:**

**Length: 8:36**

**Women's Issues  
Consumer Matters  
Parenting  
Media**

**Michael Harris**, author of "*The End of Absence: Reclaiming What We've Lost in a World of Constant Connection*"

Mr. Harris believes that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explained his own story of going on a "technology fast," and why those moments of silence are so important.

**Issues covered:**

**Length: 8:38**

**Mental Health  
Technology**

**Karen Jones**, author of "*The Difference A Day Makes*"

Ms. Jones suggested quick and simple actions anyone can take to make a positive difference in the world around them, to fight scourges like homelessness, racism and poverty. She explained what she calls philanthropy, actions such as volunteering or donating that emotionally benefit the donor.

**Issues covered:**

**Length: 4:54**

**Volunteerism  
Poverty  
Homelessness**

Show # 2014-48

**Date aired: November 30, 2014**

**Donald McCabe, PhD**, Professor, Department of Management and Global Business at the Business School at Rutgers University

Dr. McCabe is a researcher who studies cheating in school. He has found that levels of cheating are on the rise in every level of education. He discussed some of the latest and most inventive methods of cheating fostered by newer technologies. He also offered suggestions to parents on how they can encourage their children to be honest.

**Issues covered:**

**Length: 9:36**

**Education**

**Ethics**

**Parenting**

**Gary Small, MD**, Director of the Memory and Aging Research Center at UCLA

Dr. Small discussed the growing number of cases of Alzheimer's' Disease diagnosed in patients under the age of 65, and the possible causes of the trend. He also talked about the differences in Alzheimer's in young people compared to elderly patients, and the types of therapies and medications available.

**Issues covered:**

**Length: 7:39**

**Alzheimer's disease**

**Personal Health**

**Senior Citizen Issues**

**Harris Stratyner, PhD., C.A.S.A.C.**, Associate Professor and the Director of Addiction Recovery Services for the Department of Psychiatry at Mount Sinai Medical Center, Regional Vice President of Caron Recovery Center

Dr. Stratyner talked about his organization's survey, which found that a growing number of online conversations among teenagers involve the topics of illegal drug use and sex. He shared his concern that many young people are getting dangerous misinformation about drug safety. He talked about the code words that teens often use online, and what parents need to know.

**Issues covered:**

**Length: 5:07**

**Substance Abuse**

**Youth At Risk**

**Parenting Concerns**

Show # 2014-49

**Date aired: December 7, 2014**

**Anise Wiley-Little**, expert in Human Resources, former corporate Chief Diversity Officer, author of *"Profitable Diversity: How Economic Inclusion Can Lead to Success"*

Ms. Wiley-Little said diversity is often ignored, although it can be a tremendous resource for businesses. She outlined the reasons that diversity and inclusion should matter to our nation's corporations and communities. She also said that in most cases, male managers and CEOs are ultimately in control of whether diversity succeeds or fails in a company.

**Issues covered:**

**Length: 9:21**

**Discrimination  
Minority Concerns  
Workplace Matters**

**Helaine Olen**, personal finance writer, author of *"Pound Foolish: Exposing the Dark Side of the Personal Finance Industry"*

Americans spend billions of dollars on personal finance products and advice. Ms. Olen discussed common myths purveyed by many of the nation's most respected financial gurus. She said the financial industry frequently sells products and services to consumers that offer little, if any, help in achieving financial security. She talked about the corrosive role that commissions and fees too often play in advice offered by money advisors.

**Issues covered:**

**Length: 7:56**

**Consumer Matters  
Personal Finance**

**Joseph Ugrin**, Assistant Professor of Accounting, Kansas State University

Professor Ugrin discussed his study of a trend called "cyberloafing," which is rapidly increasing in workplaces throughout the nation. He found that all employees – old and young alike – are spending large amounts of their workday on non-work-related activities online, such as social networking and managing their finances. He talked about the challenges that employers face in dealing with the problem.

**Issues covered:**

**Length: 4:49**

**Workplace Matters  
Personal Productivity  
Employment**

Show # 2014-50

**Date aired: December 14, 2014**

**Michael C. Harper**, expert in employment discrimination law, Barreca Labor Relations Scholar and Professor of Law, Boston University School of Law

Prof. Harper discussed the growing influence of age discrimination in today's job market. He explained the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender.

**Issues covered:**

**Length: 8:41**

**Age Discrimination  
Workplace Matters  
Senior Citizens**

**Jeff Blyskal**, Senior Editor at Consumer Reports

Americans are used to being monitored for security reasons as they shop, but Mr. Blyskal said an increasing number of walk-in retailers are taking spying to a whole new level. He said stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more.

**Issues covered:**

**Length: 8:29**

**Consumer Matters  
Personal Privacy**

**Frances Newton**, financial advisor, founder of Frances Insights

Ms. Newton said this is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She said getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.

**Issues covered:**

**Length: 4:58**

**Personal Finance  
Consumer Matters**

Show # 2014-51

**Date aired: December 21, 2014**

**Felicia Cosman, MD**, Senior Clinical Director and Chair of the National Osteoporosis Foundation, author of *"What Your Doctor May Not tell you about Osteoporosis"*

Recent medical studies about the use of calcium to prevent osteoporosis have had conflicting findings. Dr. Cosman explained that most experts are still unsure about the value of taking calcium supplements. She stressed the importance of getting calcium through the diet, and offered other advice on how to improve bone health and reduce a person's chance of developing osteoporosis.

**Issues covered:**  
**Personal Health**  
**Women's Issues**

**Length: 8:05**

**Deborah Prothrow-Stith, MD**, expert in public health and youth/urban violence, Adjunct Professor at Harvard University, former Massachusetts Commissioner of Public Health, former Henry Pickering Walcott Professor of Public Health Practice at the Harvard School of Public Health

Dr. Prothrow-Stith discussed the growing trend of youth violence and gang activity in America. She believes that youth violence should be approached as a public health issue, similar to the way that smoking and lung cancer were dealt with through public education. She talked about the value of school-based programs, which have resulted in decreases in aggressive behavior. She also outlined the common characteristics that link most young violent offenders.

**Issues covered:**  
**Youth Violence**  
**Crime**

**Length: 9:01**

**Karen Simpson-Hankins**, mortgage and real estate expert, author of *"Conquer Your Closing: Insider Secrets for Today's Savvy Home Buyer"*

Ms. Simpson-Hankins discussed the four biggest mortgage mistakes most consumers will make and the questions that consumers should ask lenders. She also explained why home inspections are crucial in the home-buying process, and how consumers can wisely shop for the best interest rate.

**Issues covered:**  
**Consumer Matters**  
**Economy**

**Length: 4:59**

Show # 2014-52

**Date aired: December 28, 2014**

**Frederick M. Hess**, Resident Scholar and Director of Education Policy Studies at the American Enterprise Institute, author of "*The Same Thing Over and Over: How School Reformers Get Stuck in Yesterday's Ideas*"

Mr. Hess believes that even bitter opponents who argue about how to improve schools agree on more than they realize. He suggested that uniformity frequently gets in the way of quality education and that the American education system must change radically. He also said that schools need to implement a much wider variety of schooling options that would better meet student needs.

**Issues covered:**

**Length: 9:23**

**Education Reform  
Government Policies**

**Kristen Kirkpatrick, MS, RD, LD**, Dietician and Wellness Manager, The Cleveland Clinic Wellness Institute and The Cleveland Clinic Lifestyle 180 Program

Ms. Kirkpatrick said that consumers need to put more thought into the foods that they buy. She offered suggestions to help people read nutrition labels to make wiser choices.. She explained how to find a local farm or produce supplier, which usually can provide information about their food more accurately than a supermarket.

**Issues covered:**

**Length: 7:44**

**Nutrition  
Personal Health**

**Lance Dodes, MD**, psychiatrist and psychoanalyst, Assistant Clinical Professor of Psychiatry at Harvard Medical School, author of "*Breaking Addiction: A 7-Step Handbook for Ending Any Addiction*"

Dr. Dodes explained how to identify an addiction and recognize key moments in addictive behavior. He said that every addictive act is normally preceded by a feeling of helplessness or powerlessness. He offered both long- and short-term advice for those dealing with an addiction.

**Issues covered:**

**Length: 4:46**

**Addiction  
Mental Health**