

QUARTERLY ISSUES FOR KXRA-AM

1ST Quarter 2014

“OPEN LINE PROGRAM”

AIRS MONDAY THROUGH THURSDAY AT 9AM.

JANUARY 7, 2014

55 MINUTES

EMERGENCY SHELTERS

A SOCIAL WORKER OF 25 YEARS, JOEL LEVY, HAS WORKED WITH THE HOMELESS AND HAS DEVELOPED THE REGIONAL ENGAGEMENT AND ASSESSMENT OF THE CHRONICALLY HOMELESS HOUSING PROGRAM AND SERVICES AS REGIONAL MANAGER FOR HOMELESS SERVICES IN MASSACHUSETTS. ABOUT 635,000 AMERICANS WERE HOMELESS IN 2012 AND ABOUT 100,000 OF THEM WERE CHRONICALLY HOMELESS. TO HELP THE POPULATION THE FEDERAL GOVERNMENT SPENDS BILLIONS OF TAX DOLLARS EACH YEAR. HOWEVER THAT MONEY MAY NOT BE GOING TO THE PROGRAMS THAT WILL DO THE MOST GOOD. THE TRADITIONAL MODEL FOR HELPING THOSE WITHOUT HOMES IS TO MOVE THEM FROM ONE TYPE OF GOVERNMENT FUNDED HOUSING TO ANOTHER AS THEY ADDRESS WHATEVER ISSUES MAY HAVE LED TO THEIR HOMELESSNESS SUCH AS HEALTH PROBLEMS. LEVY ADVOCATES A NON-TRADITIONAL APPROACH THAT PUTS THE HOMELESS INTO PERMANENT APARTMENTS WHICH WOULD ALLOW THE HOMELESS TO RECEIVE MEDICAL AND MENTAL TREATMENT FOR THE ISSUES THAT CAUSED THEM TO BE WITHOUT SHELTER. IN THE LONG RUN, LESS TAXPAYERS MONEY WOULD BE SPENT.

Also aired as a two minute sound bit during the following Newscasts:

January 7, 2014: 12:10pm, 5:10pm on 1490 AM; and on KX92 at 11:55am,

January 8, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:10am; and on KX92 at 5:55am, 6:30am, 6:55am, 7:30am, 7:55am, 8:30am, 8:55am

JANUARY 13, 2014

55 MINUTES PART D ENROLLMENT PERIOD/BIRTH DEFECTS

DEB SHEA, DOUGLAS COUNTY SENIOR OFFICE COUNSELOR SAYS BETWEEN JANUARY 1 THROUGH FEBRUARY 14 IF YOU'RE IN A MEDICARE ADVANTAGE PLAN YOU CAN LEAVE YOUR PLAN AND SWITCH TO ORIGINAL MEDICARE AND YOUR ORIGINAL MEDICARE COVERAGE WILL BEGIN THE FIRST DAY OF THE FOLLOWING MONTH. IF YOU SWITCH, YOU HAVE UNTIL FEB 14TH TO JOIN A MEDICARE PRESCRIPTION DRUG PLAN. SHEA EXPLAINED THE PROS AND CONS OF EACH PLAN. RN'S FROM DOUGLAS COUNTY PUBLIC HEALTH DOREEN HANSON AND TAMMY BUNTING DISCUSSED THE MINNESOTA BIRTH DEFECTS PROGRAM AND IT'S GOALS, WHAT BIRTH DEFECTS MN DEPT. OF HEALTH TRACKS, WHAT CAUSES BIRTH DEFECTS AND HOW TO PREVENT THEM. SOME CAUSES KNOWN TO CAUSE BIRTH DEFECTS INCLUDE SMOKING, DRINKING, ALCOHOL AND USING DRUGS WHILE PREGNANT. WHY IT'S IMPORTANT TO GET ENOUGH FOLIC ACID BEFORE PREGNANCY. MANY BIRTH DEFECTS CAN BE PREVENTED IF LIFESTYLE CHANGES ARE ENACTED.

Also aired as a two minute sound bite during the following newscasts:

January 13, 2014: 12:10pm, 5:10pm on 1490 AM; and on KX92 at 11:55am

January 14, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:15am, 11:15am on 1490 AM; and on KX92 5:55am, 6:30am, 6:55am, 7:30am, 7:55am, 8:30am, 8:55am

JANUARY 23, 2014

30 MINUTES

HABITAT FOR HUMANITY 2014 PLANS

KELLI WENNER, BUILDING COORDINATOR AND ZACH ZEHRER, PROGRAM INTERN SAY FOUR HOMES WERE BUILT IN 2013 AND PLANS ARE UNDERWAY TO BUILD FIVE NEW AFFORDABLE HOMES IN 2014.

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THE NEED IS GREAT, ONE IN FOUR RENTERS IN DOUGLAS COUNTY ARE DEVOTING HALF OR MORE OF THEIR INCOME TOWARDS HOUSING COSTS. HABITAT QUALIFIES FAMILIES ON THEIR INCOME AND THEIR ABILITY TO MAKE INTEREST FREE MORTGAGE PAYMENTS. A GOOD CREDIT SCORE IS CRITICAL TO QUALIFYING FOR A HABITAT HOME. APPLYING FOR A HOME MAY TAKE SEVERAL MONTHS AND 200 HOURS OF SWEAT EQUITY BY THE FAMILY IS REQUIRED. THAT REPRESENTS THE DOWN PAYMENT. ANY HABITAT PARTNER WILL TELL YOU THAT IT IS HARD WORK BUT THE BENEFITS ARE ENDLESS GIVING FAMILIES THE BENEFIT OF AFFORDABLE HOME OWNERSHIP. THE INCOME RANGE TO QUALIFY IS FROM \$20,000 TO \$50,000. A COALITION OF CHURCHES AND SERVICE ORGANIZATIONS PROVIDE VOLUNTEERS ALONG WITH SKILLED CONTRACTORS TO BUILD THE HOME OVER A 30 DAY TIME FRAME. MATERIALS AND APPLIANCES ARE PROVIDED AT COST. ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

January 23, 2014: 12:10pm, 5:10pm on 1490 AM; and on KX92 11:55am

January 24, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:10am on 1490 AM; and on KX92 at 5:55am, 6:30am; 6:55am; 7:30am; 7:55am, 8:30am

JANUARY 28, 2014

30 MINUTES

THE WORLD'S NEW JOB CULTURE

ATTORNEY BOB DEITZ, AUTHOR OF THE BOOK “CONGRATULATIONS: YOU JUST GOT HIRED NOW DON'T SCREW IT UP”. SINCE RETIRING HE HAS TAUGHT PUBLIC POLICY AT GEORGE MASON UNIVERSITY. HE SAYS IN SOME WAYS WHAT HE HAS TO SAY IS SHOCKING EVEN FOR NEWLY MINTED LAWYERS, ACCOUNTANTS AND OTHER PROFESSIONALS COMING OUT OF GRADUATE SCHOOL ACADEMICALLY PREPARED BUT TOTALLY UNPREPARED FOR THE WORK WORLD'S JOB CULTURE. DEITZ DISCUSSES WHAT YOU SHOULD NEVER DO ON THE OFFICE COMPUTER, WHAT ETHICAL VIOLATIONS ARE AND HOW TO AVOID THEM, OFFICE ETIQUETTE DO'S AND DON'T'S, MISTAKES NOT TO MAKE AT THE OFFICE PARTY AND WHAT CASUAL DAY DRESS REALLY MEANS IN A CORPORATE SETTING. DEITZ SHARED HIS IDEAS ON HOW NOT TO TORPEDO AN ALL IMPORTANT FIRST JOB. SPEAKING FRANKLY AND USING HUMOR CAN SCORE IMPESSIVE POINTS IN A JOB INTERVIEW. REMEMBER A PERSONS JOB COMES FIRST AND GETTING A REPUTATION AS A PERSON WHO TAKES ON EXTRA WORK AND COMPLETES IT ON TIME CAN PROGELL A PERSONS CAREER UPWARD.

ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

January 28, 2014: 12:10pm, 5:10pm on 1490 AM; and on KX92 at 11:55am

January 29, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:10 am on 1490 AM; and on KX92 5:55am, 6:30am, 6:55am, 7:30am, 7:55am, 8:30am, 8:55am

FEBRUARY 3, 2014

55 MINUTES

10TH ANNUAL GREATER ALEX JOB FAIR

KRIS WILLERT, ALEXANDRIA WORKFORCE CENTER; RENAE MOLDEN, ALEXANDRIA INDUSTRIES; SANDY LARSON, ATCC CUSTOMIZED TRAINING; NICOLE FERNHOLZ, ALEXANDRIA AREA ECONOMIC DEVELOPMENT COMMISSION. ACCORDING TO THE CAREER JOURNAL POLL SEARCH TACTICS SURVEY, OVER 70% OF HUMAN RESOURCES DEPARTMENTS PARTICIPATE IN JOB FAIRS TO RECRUIT EMPLOYEES. WHILE MOST PROFESSIONALS THINK OF CAREER FAIRS ONLY AS A MEANS OF FINDING A JOB, THEY ARE ALSO GREAT FOR EXPANDING YOUR NETWORK, HONING YOUR INTERVIEW SKILLS, LEARNING INDUSTRY INFORMATION, GATHERING INFORMATION ABOUT COMPANIES AND

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COLLECTING BUSINESS CARDS. TOPICS COVERED IN THIS DISCUSSION INCLUDED: HOW DID THE JOB FAIR COME INTO EXISTENCE, ACTIVITY IN THE ALEXANDRIA JOB MARKET, WHAT TYPES OF POSITIONS ARE AVAILABLE AND WHAT EMPLOYEES WILL BE AT THE EVENTS. ASSISTANCE IS AVAILABLE TO ALL JOB SEEKERS IN PREPARING A RESUME AND INTERVIEW SKILLS THROUGH THE ALEXANDRIA WORKFORCE CENTER.

ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

February 3, 2014: 12:10pm, 5:10pm, on 1490-AM; 11:55am on KX92

February 4, 2014: 6:10am, 6:40am, 7:15 am, 8:15am, 10:10am, 11:10am on 1490-AM; and on KX92: 5:55am, 6:30am, 6:55am, 7:30am, 7:55am, 8:30am, 8:55am

FEBRUARY 11, 2014

55 MINUTES

CARCINOGENS, CHEMICALS AND TRANS FAT

JOHN BEIGAL, A PHYSICIST AND AUTHOR OF “MAKING PERFECT POPCORN” TALKED ABOUT WHY HE THINKS MANUFACTURERS ARE GLAMORIZING MICROWAVE POPCORN DESPITE THE HEALTH RISKS. CARCINOGENS, ARTIFICIAL CHEMICALS AND TRANSFATS ARE WHAT MANUFACTURERS ARE PUTTING INTO MICROWAVE POPCORN, TURNING A NATURALLY HEALTHY TREAT INTO A CHEMICALLY ENHANCED SUBSTITUTE. BEIGAL EXPLAINED THE BEST WAYS TO POP YOUR OWN PERFECT POPCORN AND WHAT EQUIPMENT TO USE AND WHY POPCORN SHOULD BE PART OF EVERY PERSONS NUTRITION PLAN. BEIGAL SAYS MANY CONSUMERS TODAY ARE ADDICTED TO FAST FOODS WHICH ARE NOT HEALTHY OPTIONS AND ARE A MAJOR CONTRIBUTOR TO THE OBESITY EPIDEMIC FACING OUR COUNTRY. MOST CONVENIENCE FOODS ARE HIGH IN FAT AND SALT. RESEARCH HAS FOUND THESE UNHEALTHY OPTIONS CONTRIBUTE TO INCREASED ASTHMA ATTACKS, CANCER, EMPHYSEMA AND MORE.

ALSO AIRED AS A ONE MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

February 11, 2014: 12:10pm, 5:10pm on 1490 AM; and on KX92: 11:55am

February 12, 2014: 6:10am, 6:40am, 7:15am, 8:15 am, 10:10am, 11:10am on 1490 am; and on KX92: 5:55am, 6:30am, 6:55am, 7:30am, 7:55am, 8:30am, 8:55am

FEBRUARY 19, 2014

55 MINUTES

SCIENCE, TECHNOLOGY AND FOOD

SARAH SCHIECK OF THE UNIVERSITY OF MINNESOTA REGIONAL EXTENSION OFFICE LED A DISCUSSION HOW SCIENCE & TECHNOLOGY HAS IMPACTED WHAT FARMERS ARE DOING TODAY TO RAISE FOOD AND HOW IT HAS CHANGED THE FOOD WE EAT. TAKE PORK FOR EXAMPLE. 30 YEARS AGO NOT MANY PEOPLE COULD HAVE IMAGINED PORK WOULD TODAY BE AMONG THE LEANEST MEATS AVAILABLE. STUDENTS AT JEFFERSON HIGH SCHOOL ARE FINDING OUT HOW AND WHY FARMERS HAVE USED AGRICULTURE SCIENCE AND TECHNOLOGY TO CHANGE PORK. TITLED “TODAY’S PORK” SCHIECK’S PRESENTATION HIGHLIGHTS HOW FARMERS HAVE CHANGED, HOW THEY RAISE PIGS TO MEET CONSUMERS DEMAND FOR LEAN, NUTRITIOUS AND SAFER FOOD. FARMERS HAVE MADE GREAT PROGRESS IN ANIMAL HEALTH, FOOD QUALITY AND PROTECTING THE ENVIRONMENT USING ADVANCEMENTS IN AGRICULTURAL AND TECHNOLOGY. A USDA STUDY FOUND PORK TENDERLOIN IS AS LEAN AS A SKINLESS CHICKEN BREAST AND THE AMERICAN HEART ASSOCIATION HAS CERTIFIED IT AS A HEART HEALTHY FOOD. MINNESOTA PORK PRODUCTION GENERATES 7.8

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BILLION OF ECONOMIC ACTIVITY IN THE STATE AND PROVIDES MINNESOTA RESIDENTS WITH OVER 22,500 DIRECT AND SUPPORT JOBS.

(continued on next page)

ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

February 19, 2014: 12:10pm, 5:10pm on 1490 AM; and on KX92 at 11:55am

February 20, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:11am and on KX92 at 5:55am, 6:30am, 6:55am, 7:30am, 7:55am 8:30am, 8:55am

FEBRUARY 25, 2014

30 MINUTES

SEASONAL AFFECTIVE DISORDER

DR. CINDY TEEVENS SAYS 'TIS THE SEASON FOR SEASONAL AFFECTIVE DISORDER KNOWN AS SAD. THE WINTER BLUES CAN START WHEN THE TEMPERATURES ARE COLD, NIGHTS ARE LONG AND DARKNESS BEGINS EARLY WITH THE HOLIDAYS WINDING DOWN CAUSING A PERSON TO SEEM UNUSUALLY LISTLESS, UNMOTIVATED AND FATIGUED. MINOR THINGS SEEM TO BOTHER MORE. QUARRELS, SQUABBLES AND MISUNDERSTANDING ERUPT EASILY BETWEEN YOU AND YOUR FAMILY MEMBERS, FRIENDS AND CO-WORKERS. SEASONAL MELANCHOLY AND EVEN DEPRESSION MIGHT SET IN. DR. TEEVENS EXPLAINED HOW TO LIFT THE CLOUD OF MENTAL, EMOTIONAL SUFFERING BEFORE IT TURNS INTO A PHYSICAL DISORDER OR FURTHER COMPLICATES YOUR RELATIONSHIPS. DR. TEEVENS SHARED HER LIGHT FORMULA FOR BANISHING DISAPPOINTMENTS, DESTRUCTIVE BEHAVIOR AND GROUCHINESS AT ANY AGE. SHARED TIPS FOR BUILDING GRATITUDE AND ABUNDANCE EVEN AS THE POST HOLIDAY BILLS ARRIVE. KEEP YOURSELF SOCIALLY CONNECTED THROUGH VOLUNTEER OPPORTUNITIES IN YOUR COMMUNITY, CHURCH ACTIVITIES. HELP IS AVAILABLE FROM LOCAL PUBLIC HEALTH SERVICES TO RELIEVE THE SYMPTOMS AND CURE THE WINTER BLUES CALLED "SAD".

ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

February 25, 2014: 12:10pm, 5:10pm on 1490 AM; 11:55am on KX92

February 26, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:15am on 1490 AM; and on KX92 at 5:55am, 6:30am, 6:55am, 7:30am, 7:55am, 8:30am, 8:55am

MARCH 4, 2014

30 MINUTES

DIST. 206 SCHOOL PROGRAMS/ISSUES

DISTRICT 206 SUPERINTENDENT RICK LAHN, CHAD DUWENHOGGER (HIGH SCHOOL PRINCIPAL) AND MATT AAKER (DISCOVERY MIDDLE SCHOOL PRINCIPAL) TALKED ABOUT THE ADJUSTED START TIMES THAT WILL BE IMPLEMENTED. THE LATER START TIMES IN OTHER SCHOOLS HAVE LED TO BETTER GRADES BECAUSE STUDENTS ARE BETTER RESTED. SUPT. LAHN SHARED AN UPDATE ON HOW THE PROGRAMMING IS DEVELOPING FOR THE NEW ACADEMIES AT THE HIGH SCHOOL THIS FALL AND THE BUILDING. PROGRESS ON THE NEW HIGH SCHOOL WHICH IS COMING IN ON BUDGET AND WILL BE FINISHED BY JUNE, WITH STUDENTS STARTING THE 2014-15 SCHOOL YEAR THIS FALL. CHAD SAYS JULIA SIELING AND MITCHELL PECK, SENIORS, WERE NOMINATED TO REPRESENT THEIR SCHOOL IN THE AAA, ACADEMIES-ARTS-ATHLETICS, PROGRAM. AAA WINNERS ARE STUDENTS WHO PARTICIPATE IN MINNESOTA STATE HIGH SCHOOL LEAGUE ATHLETIC PROGRAMS, FINE ARTS ACTIVITIES AND CARRY A 3.0 OR HIGHER GRADE POINT AVERAGE. THE AAA AWARD IS ONE OF THE MOST COVETED AWARDS PRESENTED TO STUDENTS IN MINNESOTA. ALSO SEVERAL JEFFERSON

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STUDENTS TALKED ABOUT THEIR “EMPTY BOWLS PROJECT” AN ANNUAL FUNDRAISER FOR THE DOUGLAS COUNTY OUTREACH FOOD SHELF.

ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

March 4, 2014: 12:10pm, 5:10pm on 1490 AM; and on KX92 at 11:55am

March 5, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:10am on 1490 AM; and on KX92 at 5:55am, 6:30am, 7:30am, 7:55am, 8:30am

MARCH 12, 2014

55 MINUTES

MS IN MINNESOTA/LOCAL UTILITY SCAMS

MIKE HAMMER, EXECUTIVE DIRECTOR OF THE MINNESOTA MULTIPLE SCLEROSIS SOCIETY SAYS MS IS THE #1 DISABLING DISEASE AMONG YOUNG ADULTS IN THE U.S. THE AVERAGE ANNUAL COST OF LIVING WITH MS EXCEEDS \$69,000 A YEAR PER PERSON WITH LIFETIME COSTS OF MORE THAN 3.7 MILLION. MOST PEOPLE ARE DIAGNOSED WITH MS BETWEEN THE AGES OF 20 AND 50, ALTHOUGH CHILDREN AS YOUNG AS TWO ARE NOW BEING DIAGNOSED, WITH WOMEN MORE THAN TWICE AS LIKELY AS MEN TO GET MS. MORE THAN 2.1 MILLION PEOPLE LIVE WITH MS WORLDWIDE. THE UPPER MIDWEST CHAPTER SERVES MORE THAN 17,000 PEOPLE LIVING WITH MS IN IOWA, MINNESOTA, NORTH & SOUTH DAKOTA.

UTILITY SCAMMERS IS A GROWING PROBLEM IN MINNESOTA. CUSTOMERS FROM BOTH RUNESTONE ELECTRIC ASSOCIATION AND ALEXANDRIA LIGHT AND POWER HAVE BEEN CONTACTED THIS WINTER CLAIMING TO BE FROM THE UTILITY COMPANY THREATENING CUSTOMERS WITH DISCONNECTING ELECTRIC SERVICE IF THE CUSTOMER DIDN'T PROVIDE THEIR CREDIT CARD NUMBER. AL CROWSER OF ALP AND RICK BANKE OF REA URGE THEIR CUSTOMERS TO REPORT THESE SCAMS TO THEIR UTILITY.

ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

March 12, 2014: 12:10pm, 5:10pm on 1490am; and on KX92 11:55am.

March 13, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:10am on 1490 am; and on KX92 at 5:55am, 6:30am, 6:55am, 7:30am, 7:55am

MARCH 18, 2014

55 MINUTES

BARRY ZEVAN THE WEATHERMAN

MINNESOTA BROADCASTING ICON BARRY ZEVAN ALSO A MEMBER OF THE MINNESOTA BROADCASTING HALL OF FAME IS BEST KNOWN FOR HIS TV WEATHER BROADCASTS FOR HUBBARAD BROADCASTING WHICH LED TO A SUCCESSFUL NATIONAL BROADCAST CAREER WITH NUMEROUS FRIENDS IN HOLLYWOOD INCLUDING JIMMY DURANTE AND SAMMY DAVIS JR. HIS NON BROADCAST, NO SHOW BUSINESS ENTREPRENEURIAL INTEREST HAVE INCLUDED MOTIVATIONAL SPEAKING, AGRICULTURAL, COMMODITIES AND INTERNATIONAL; AND THE FOUNDING OF AN AGRICULTURAL DEVELOPMENT COMPANY NOW BASED IN KIEV, UKRAINE. ZEVAN HAS PRODUCED SEVERAL TELEVISION DOCUMENTARIES INCLUDING 2006 TELLY AWARD WINNING “AMERICAN INDIAN HOMELANDS”. HE HAS BEEN A FUNDRAISING CATALYST FOR HUMANITARIAN CHARITIES INCLUDING

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THE INTERNATIONAL AIDS TRUST, THE NATIVE VOICES FOUNDATION AND HIS ATMOS WATER GENERATORS PROJECT FOR THIRD WORLD COUNTRIES INCLUDING VARIOUS GREEN TECHNOLOGY FIRMS AND DEVELOPERS. BARRY WAS RECENTLY INDUCTED INTO THE BROADCAST LEGENDS OF MONTANA AND IS CURRENTLY SERVING AS VICE PRESIDENT OF THE ASSOCIATION.

ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

March 18, 2014: 12:10pm, 5:10pm on 1490 AM; 11:55am on KX92.

March 19, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:10am on 1490 AM; and on KX92 at 5:55 am, 6:30am, 6:55am, 7:30am, 7:55am, 8:30am

MARCH 27, 2014

55 MINUTES

THE TOBACCO PREVENTION PROJECT

JEFFERSON HIGH SCHOOL STUDENTS TALKED ABOUT THEIR TOBACCO PREVENTION PROJECT. EMILY, CODY AND AUSTIN TALKED ABOUT HOW THEY GET STUDENTS INVOLVED IN THIS ANTI-TOBACCO PROJECT AND HOW MANY ARE CURRENTLY INVOLVED. THE PROJECT IS IN ITS 2ND YEAR AND USES PEER PRESSURE AND EDUCATION OF THE DANGERS OF USING TOBACCO IN ANY FORM. THEIR END GOAL IS TO ELIMINATE STUDENTS USE OF THIS DANGEROUS PRODUCT. THE STUDENTS EXPLAINED WHAT THEY HAVE ACCOMPLISHED SO FAR AND THEY BELIEVE THEY ARE MAKING A DIFFERENCE. MINNESOTA'S BAN ON INDOOR SMOKING IN PUBLIC PLACES HAS HELPED, ALONG WITH FREE STOP SMOKING ASSISTANCE INCLUDING FREE PRODUCTS FROM CLEARWAY MINNESOTA WHICH OFFERS ONE ON ONE CONSULTATION. ABOUT 17% OF STUDENTS AT JEFFERSON HIGH CURRENTLY SMOKE AND/OR USE CHEWING TOBACCO SO THE CHALLENGE CONTINUES. MOST STUDENTS WHO SMOKE SAY THEY TRIED SMOKING WHILE IN GRADE SCHOOL OR JUNIOR HIGH. ANOTHER REASON STUDENTS QUIT IS THE HIGH PRICE OF CIGARETTES DUE TO MINNESOTA CIGARETTE TAX.

ALSO AIRED AS A TWO MINUTE SOUND BITE DURING THE FOLLOWING NEWSCASTS:

March 27, 2014: 12:10pm, 5:10pm on 1490 AM; and on KX92 at 11:55am

March 28, 2014: 6:10am, 6:40am, 7:15am, 8:15am, 10:10am, 11:10am on 1490 AM; and on KX92 at 5:55am, 6:30am, 6:55am, 7:30am, 7:55am, 8:30am