

## **KEWB ISSUE RESPONSIVE PROGRAMMING SUMMARY 2<sup>ND</sup> QUARTER 2013**

During the months of April, May and June of 2013, station KEWB broadcast many programs that gave significant treatment to issues of interest to the community within our coverage area. Here is a summary, supported by accompanying documentation, of the issues covered:

Food waste; Two generations of ADHD  
Bike safety: how much do helmets count?; Height, beauty, and criminality  
Caregiving and the workplace; Food trends  
Allergies and climate change; A major endorsement of the Mediterranean diet  
“Truth serum”; “Imaginary” illness  
Getting a good night’s sleep; The beginning of modern cancer treatment  
The midlife crisis myth; DNA and incest: what’s a doctor’s ethical obligation?  
Alimentary adventures; Drowning: it doesn’t look like you think  
Silver fillings; Inside the last alms house  
Group doctor’s appointments; Failure to launch  
Raising kids in a toxic world; Free play and playgrounds  
GPS and the brain; Puzzles and the brain  
Medical apps; Vocal abuse  
The Foodshed & Urban Gardening; Proofiness: Lies, damned lies...and statistics!  
School Budgets: Are the arts expendable?; Overdressed: Fashion pollution and its toll on the economy  
Government Corruption: Where it comes from, how to stop it; Vacationing? Make it an adventure!  
Calvin Coolidge: The sides of ‘Silent Cal’ you didn’t know; The Relationship Between Food and Families  
Large and Small Businesses Give Back to the Community; Success After Prison: The key is “consistency”  
The Agony of Public Speaking; Slang: Where does it come from and why do we use it?  
Social Media and Businesses: Doing it right; Simplicity: Why it’s important in our lives and work  
The Logistics of Death; The Constitution: What did the framers intend?  
Gambling Addicts: What are the odds for recovery?; Superman: Do we need superheroes?  
The Science of the Impossible; A Father and Daughter Collaboration  
Teenage Depression and Contagious Behavior; Rooftop Agriculture: The best gardens you never see!  
Steampunk: New technology meets Victorian sensibilities; Fibonacci: The man who brought us numbers  
The Famous, and Unsung Workers on the Atomic Bomb; Bringing Historic Preservation

### **KEWB ISSUE RESPONSIVE PROGRAMMING INFORMATION QUARTER 2 2013 APRIL – JUNE**

**ISSUE CATEGORY:** Weather

**EVENT TITLE:** Local Weather Reports

**DATES OF BROADCASTS:** Reports were broadcast Mon-Fri at 5:14am, 5:21am, 5:52am, 6:11am, 6:23am, 6:36am, 6:52am, 7:11am, 7:24am, 7:36am, 7:52am, 8:11am, 8:24am, 8:36am, 8:52am.

**DURATION:** 15 seconds

**SOURCE:** Internal weather department (from our Yuba City office)

**TOPICS DISCUSSED AND SUMMARY DISCUSSION:** Weather conditions and advisories.

**OTHER COMMENTS:** 15 reports per week.

**ISSUE CATEGORY:** News

**EVENT TITLE:** Local News Report

**DATES OF BROADCASTS:** Reports were broadcast Mon-Fri at 5:34am, 6:34am, 7:34am, 8:34am.

**DURATION:** 90 seconds

**SOURCE:** Virtual news (company news department)

**TOPICS DISCUSSED:** Local, regional and national news events and stories.

**OTHER COMMENTS:** 20 total reports per week

Submitted by: Cristy Kidd

Date: 7/8/13



**Quarterly Issues Report – Q2 Second Quarter, 2013 4/7/13 through 5/30/13**

**Radio Health Journal Programs 13-14 through 13-26**

**During the second quarter of 2013 the following compliancy issues were covered:**

Agriculture	Individual rights
Charitable organizations	Law
Climate change	Medicine/health care
Consumer protection	Men's issues
Consumerism	Mental health
Crime and criminal justice system	Nutrition
Discrimination	Parenting issues
Economics	Pollution
Education	Public health and safety
Employment/unemployment	Science and technology
Environment	Senior citizens and aging
Ethics	Sexual abuse
Family issues	Traffic safety
Government and regulation	Water safety
Health	Women's issues
Hunger and poverty	Youth at risk





**Air Week: 5-5-13**

2:03      **SEGMENT 1:** "Truth serum"      13:22

Synopsis: Police and prosecutors have long sought technologies to help them solve crimes and gain convictions. Use of "truth serum" is one such effort. Research shows subjects are able to lie and are extremely suggestible under its influence, so these narcoanalytic interviews are seldom used. Even so, a Colorado judge has okayed their use on the alleged Aurora theater shooter should he attempt an insanity defense. Is that ethical? Might it work? Experts discuss truth serum and its use.

Host: Reed Pence. Guests: Dr. August Piper, psychiatrist and internist, Seattle, researcher into narcoanalytic interviews; Dr. Elliot Atkins, clinical and forensic psychologist

**COMPLIANCY ISSUES COVERED:** Law, criminal justice system and courts; ethics; law and medicine

16:28      **SEGMENT 2:** "Imaginary" illness      6:59

Synopsis: Diseases that produce no diagnosis are frustrating for both patient and physician, to the point that some doctors conclude that even a real illness must be "all in a patient's head." One victim discusses such a misdiagnosis and its implications.

Host: Lynn Holley. Guests: Dr. Chloe Atkins, Assoc. Prof. of Law and Society, Univ. of Calgary and author, [My Imaginary Illness: A Journey into Uncertainty and Prejudice in Medical Diagnosis](#); Dr. Brian Hodges, Prof. of Psychiatry, Univ. of Toronto.

**COMPLIANCY ISSUES COVERED:** Ethics; health care

**Program # 13-19**

**Air Week: 5-12-13**

2:03      **SEGMENT 1:** Getting a good night's sleep      13:07

Synopsis: As many as 40 percent of Americans suffer from insomnia. Two experts discuss consequences of our sleep deficit and a variety of ways to give people a better chance to sleep soundly all night.

Host: Reed Pence. Guests: Dr. Nina Shapiro, Prof. of Head and Neck Surgery, UCLA; Dr. Sara Gottfried, Integrative Physician and author, [The Hormone Cure](#).

**COMPLIANCY ISSUES COVERED:** public health; women's issues; nutrition; youth at risk

17:09      **SEGMENT 2:** The beginning of modern cancer treatment      7:52

Synopsis: Scientists are hotly pursuing the genetic roots of cancer to treat the disease without harming normal cells. But when they first stumbled onto a single mutation that caused a form of leukemia in 1959, researchers had no idea what to do with the discovery. A science writer describes 40 years of innovation to get from the microscope to the first genetic treatment.

Host: Nancy Benson. Guests: Jessica Wapner, author, [The Philadelphia Chromosome: A Mutant Gene and the Quest to Cure Cancer at the Genetic Level](#).

**COMPLIANCY ISSUES COVERED:** health care; public health; science and technology; economics

**Program # 13-20**

**Air Week: 5-19-13**

2:05      **SEGMENT 1:** The midlife crisis myth      12:22

Synopsis: Many people believe that middle-aged men almost inevitably face a midlife crisis, resulting in intemperate behavior, divorce and the purchase of convertibles. Experts trace the origins of the theory and why it doesn't hold up to examination.

Host: Reed Pence. Guests: Dr. Margie Lachman, Prof. of Psychology, Brandeis Univ.; Dr. David Almeida, Prof. of Human Development, Pennsylvania State Univ.

**COMPLIANCY ISSUES COVERED:** Aging; mental health issues; men's issues

16:29      **SEGMENT 2:** DNA and incest: what's a doctor's ethical obligation?      6:54

Synopsis: New DNA tests given for other reasons can reveal when a new baby is the product of incest, even without parental cooperation. A doctor's legal obligation to report is clear in the case of child abuse. But what should doctors do if both parents are of age and incest is revealed? Experts discuss.

Host: Nancy Benson. Guests: Dr. Arthur Baudet, Prof. and Chair, Dept. of Molecular and human Genetics, Baylor College of Medicine; Dr. Christine Courtois, psychologist and author, [Healing the Incest Wound: Adult Survivors in Therapy](#).

**COMPLIANCY ISSUES COVERED:** youth at risk; technology; ethics; sexual abuse

**Program # 13-21**

**Air Week: 5-26-13**

2:05      **SEGMENT 1:** Alimentary adventures      13:04

Synopsis: Most people have little idea what goes on in the digestive system. A science writer explains everything she found during an exhaustive investigation.

Host: Reed Pence. Guest: Mary Roach, author, [Gulp: Adventures On the Alimentary Canal](#)

**COMPLIANCY ISSUES COVERED:** health care; public health

16:08      **SEGMENT 2:** Drowning: it doesn't look like you think      7:22

Synopsis: Seven hundred children under age 15 drown in the US each year, most within sight of a parent or other adult. Experts discuss one major reason: drowning doesn't look like most people picture it, and so are unaware the child is in trouble.

Host: Nancy Benson. Guests: Dr. Francesco Pia, water safety educator; Mario Vittone, Retired Marine Safety Specialist, US Coast Guard.

**COMPLIANCY ISSUES COVERED:** youth at risk; water safety; public safety; consumerism

**Program # 13-22**

**Air Week: 6-2-13**

2:04      **SEGMENT 1:** Silver fillings      14:04

Synopsis: Some 180 million Americans have silver tooth fillings, which contain mercury. Some advocates and dentists claim they should be banned because they release mercury vapor, which can cause severe health problems. However, the FDA, American Dental Association and other authorities insist there is no health issue. Experts on each side discuss the evidence.

Host: Reed Pence. Guests: Freya Koss, Director, Pennsylvania Coalition for Mercury-Free Dentistry and publicist, International Academy of Oral Medicine and Toxicology; Dr. Phillip Sukul, mercury-free dentist, Huntley, IL and former President, International Academy of Oral Medicine and Toxicology; Dr. Edmond Hewlett, Prof. of Restorative Dentistry, UCLA School of Dentistry and consumer advisor, American Dental Assn.

**COMPLIANCY ISSUES COVERED:** health care; public health; consumer safety; environment; federal government and regulation

17:10      **SEGMENT 2:** Inside the last alms house      6:52

Synopsis: Most US counties had an alms house at one time, a form of charity hospital/housing for longer term recovery. Today, almost none exist. A doctor who spent 20 years at an alms house discusses the lessons it brings to how medicine can be done.

Host: Nancy Benson. Guest: Dr. Victoria Sweet, Assoc. Clinical Prof. of Medicine, Univ. of California, San Francisco and author, God's Hotel: A Doctor, A Hospital, and a Pilgrimage to the Heart of Medicine

**COMPLIANCY ISSUES COVERED:** health care; public health; poverty

**Program # 13-23**

**Air Week: 6-9-13**

2:04      **SEGMENT 1:** Group doctor's appointments      12:27

Synopsis: Access to doctors is a major problem in American healthcare. It can take weeks to get in to the doctor, and then a patient may have just a few minutes time in the exam room. Researchers have devised group visits as a solution, as long as patients are willing to share their lengthened appointment time with a dozen or so other patients. Experts discuss the pro's and con's.

Host: Reed Pence. Guests: Dr. Edward Noffsinger, group visit consultant and author, The ABC's of Group Visits; Dr. Edward Shahady, Medical Director, Diabetes Master Clinician Program, Florida Academy of Family Physicians.

**COMPLIANCY ISSUES COVERED:** health care; public health; consumerism; economics; privacy

15:32      **SEGMENT 2:** Failure to launch      8:20

Synopsis: It's much more common today for 20-somethings to delay moving out of Mom and Dad's house to start an independent life. An expert discusses the reasons for this trend, and emerging thought on whether this apparent new stage of life is normal.

Host: Nancy Benson. Guest: Dr. Jeffrey Jensen Arnett, Prof. of Research Psychology, Clark Univ. and author, When Will My Grown Up Child Grow Up? Loving and Understanding Your Emerging Adult

**COMPLIANCY ISSUES COVERED:** youth at risk; employment; economics

**Program # 13-24**

**Air Week: 6-16-13**

2:01      **SEGMENT 1:** Raising kids in a toxic world      13:12

Synopsis: Children are most vulnerable to the toxics in our environment. The US has fewer rules requiring testing of new chemicals compared to the EU, so it is mostly up to parents to keep children safe. Two experts discuss the important steps parents can take.

Host: Reed Pence. Guests: Dr. Sandra Steingraber, Scholar-In-Residence, Ithaca College and author, Living Downstream and Raising Elijah: Protecting Our Children In An Age of Environmental Crisis; Dave Wentz, author, The Healthy Home: Simple Truths to Protect Your Family From Hidden Household Dangers.

**COMPLIANCY ISSUES COVERED:** public health; consumerism; air and water pollution; environment; youth at risk; federal government and regulation; economics

16:15 **SEGMENT 2:** Free play and playgrounds

7:13

Synopsis: Many schools are cutting recess and playgrounds to give children more time in the classroom. However, research shows that children need free play, and learn better when they have it. Two experts discuss the advantages of free play.

Host: Nancy Benson. Guests: Bob Collins, playground designer, RGC Design, and author, The Complete Guide to Playground Development; Dr. Jodi Crane, Assoc. Prof. and Director, Appalachian Play Therapy Center, Lindsey Wilson College.

**COMPLIANCY ISSUES COVERED:** education; youth at risk; parenting issues

#### **Program # 13-25**

**Air Week: 6-23-13**

2:04 **SEGMENT 1:** GPS and the brain

13:41

Synopsis: Devices such GPS help us find our way easily, but researchers are finding that over-reliance may lead to weakening of a specific part of the brain, with a higher risk of dementia later. Experts explain and discuss ways to keep the hippocampus healthy.

Host: Reed Pence. Guests: Dr. Veronique Bohbot, Assoc. Prof. of Psychiatry, McGill Univ.; Dr. Michael Merzenich, Prof. Emeritus of Neuroscience, Univ. of California-San Francisco and Chief Scientific Officer, Posit Science Co.; Glen Schorr, Exec. Dir., Orienteering USA

**COMPLIANCY ISSUES COVERED:** public health; technology and society; healthy aging; consumerism

16:49 **SEGMENT 2:** Puzzles and the brain

7:04

Synopsis: Researchers have discovered that specific mind tasks can enhance specific parts of the brain. A brain scientist and a puzzle developer discuss how to use different kinds of puzzles to strengthen the mind.

Host: Nancy Benson. Guests: Dr. Richard Restak, Prof. of Neurology, George Washington Hospital and Scott Kim, independent game designer, co-authors, The Playful Brain: The Surprising Science of How Puzzles Improve Your Mind

**COMPLIANCY ISSUES COVERED:** consumerism; education

#### **Program # 13-26**

**Air Week: 6-30-13**

2:04 **SEGMENT 1:** Medical apps

13:10



Synopsis: The advent of smartphones puts a computer in many people's pockets, and application developers have created hundreds of apps to do everything from finding information and testing vital signs to making diagnoses. The industry calls these "MHealth apps." Experts discuss how they're being adopted by doctors and patients and what they'll mean to health care.

Host: Reed Pence. Guests: Brian Edwards, Senior MHealth Analyst, i-Medial Apps and fellow, Startup Health; Dr. Noah Craft, Chief Medical Officer, Logical Images, and dermatologist, UCLA Medical Center; Kim Tyrell-Knott, partner, Epstein, Becker and Green Law and attorney, MHealth Regulatory Coalition

**COMPLIANCY ISSUES COVERED:** health care; public health; technology and society; consumerism; government and regulation

16:18 **SEGMENT 2:** Vocal abuse

7:39

Synopsis: Much of our communication relies on speaking. Experts discuss ways to keep your voice out of trouble.

Host: Nancy Benson. Guests: Dr. Ramon Franco, Director, Div. of Laryngology, Harvard Medical School-Massachusetts Eye and Ear infirmary; Lisa Grisolia, voice teacher and professional vocalist with New Classic Singers.

**COMPLIANCY ISSUES COVERED:** consumerism; health care; communication

Producers: Reed Pence, Polly Hansen

Production Director: Sean Waldron

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2250 East Devon Avenue, Suite 150

Des Plaines, Illinois 60018

847-299-9500 Fax 847-299-9501

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**Quarterly Issues Report – Q2 Second Quarter, 2013 4/7/13 through 6/30/13  
Viewpoints Programs 13-14 through 13-26**

**During the second quarter of 2013 the following compliancy issues were covered:**

Addiction  
Advertising  
Agriculture & gardening  
Arts  
Banking and commerce  
Business  
Charities/philanthropy  
Civil rights  
Climate change/environment  
Communication  
Community  
Consumerism  
Crime  
Culture  
Death  
Economy  
Education  
Election campaigns  
Employment  
Energy  
Entrepreneurship  
Ethics  
Ethnic and racial groups  
Family issues  
Federal budget  
Firearms  
Government  
Health; public & mental  
Historic preservation

History  
Hunger  
Labor  
Law and enforcement  
Literature  
Manufacturing  
Marriage  
Media/social media  
Military  
Music  
National Security  
Natural disasters  
Personal finance  
Politics  
Pollution  
Popular culture  
Poverty  
Presidency  
Prisons  
Recreation  
Science  
Technology  
Third World economies  
Transportation  
Travel and leisure  
Urban infrastructure  
Voting  
Women's issues

**Program # 13-14**

**Air Week: 4-7-13**

1:51 **SEGMENT #1 – The Foodshed & Urban Gardening** 12:22

**SYNOPSIS:** It's spring, and backyard gardeners are gearing up to plant the tomatoes, zucchini, lettuce and carrots. Wouldn't it be great if everyone could have a garden that would produce enough so they'd have fresh produce most or all of the year? And just imagine not having to apples shipped in from Australia and tomatoes from Mexico. We talk to two agricultural specialists about how to grow a lot of food in very small space, and how regional and urban farming – even in vacant city lots and around public buildings – could provide healthy, fresh food for much of the community, increase employment in job-starved cities, and help revitalize economies in depressed areas of the nation.

**Host:** Reed Pence. **Guests:** Philip Ackerman-Leist, Dir. of the Green Mountain College Farm & Food Project, and of their Masters in Sustainable Food Systems Program, and author of "Rebuilding the Foodshed: How to create local, sustainable and secure food systems," ([www.greenmtn.edu](http://www.greenmtn.edu)) ([www.chelseagreen.com](http://www.chelseagreen.com)); Eric Toensmeier, urban gardener author of "Paradise Lot: Two plant geeks, one-tenth of an acre and the making of an edible garden oasis in the city," ([www.perennialsolutions.org](http://www.perennialsolutions.org)).

**COMPLIANCY ISSUES COVERED:** agriculture & gardening; hunger issues; employment; transportation; energy; economy

15:13 **SEGMENT #2- Proofiness: Lies, damned lies...and statistics!** 10:16

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

**Host:** Marty Peterson. **Guests:** Charles Seife, Assoc. Prof. of Journalism, New York University, author of "Proofiness: The dark arts of mathematical deception," ([www.charlesseife.com](http://www.charlesseife.com)).

**COMPLIANCY ISSUES COVERED:** politics, advertising, technology, climate change, government

**Program # 13-15**

**Air Week: 4-14-13**

1:49 **SEGMENT #1 – School Budgets: Are the arts expendable?** 11:18

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

**Host:** Reed Pence. **Guests:** Laura Lyn Stern, art teacher and Head of the Art Dept., at the Jack M. Barrack Hebrew Academy, Bryn Mawr, PA ([www.jbha.org](http://www.jbha.org)); Nadine Herman, Music Dir. Newark School of the Arts, Newark, NJ ([www.newarkschoolofthearts.org](http://www.newarkschoolofthearts.org)); Ursus Wehrli, artist, comedian, stage performer, author of the book, "The Art of Clean Up," ([www.ursuswehrli.com](http://www.ursuswehrli.com))

**COMPLIANCY ISSUES COVERED:** education, technology, the arts

14:11 **SEGMENT #2- Overdressed: Fashion pollution and its toll on the economy** 11:20

**SYNOPSIS:** Spring cleaning is here, and old clothes and shoes are often the items that end up in the charity bin. Why is it that Americans have so much clothing to throw away? What happens to the clothing and other items that go off to the resale store? And how does the consumerism of Americans affect the economies in emerging economies and Third World countries? We talk to an investigator and author who went inside the "fast fashion" industry for the answers to those questions, and discuss some solutions to the "clothing pollution" that plagues the world.

**Host:** Marty Peterson. **Guests:** Elizabeth L. Cline, journalist, author of "Overdressed: The shockingly high cost of cheap fashion," ([www.overdressedthebook.com](http://www.overdressedthebook.com)).

**COMPLIANCY ISSUES COVERED:** consumerism, international business, charities, pollution, Third World economies

**Program # 13-16**  
**Air Week: 4-21-13**

1:46 **SEGMENT #1 – Government Corruption: Where it comes from; how to stop it**

11:04

**SYNOPSIS:** the news is full of stories of elected and appointed government officials being caught in scandals from bribery to tax evasion to pocketing campaign money for personal use. What is it that makes some officials think they can engage in these kinds of activities? Why is it that some states have scandal after scandal, and others seem squeaky clean? And what can the government and we, as citizens, do to lessen or eliminate corruption? We talk to a researcher who has studied the subject, and a former congressman who went to prison for corruption.

Host: Christopher Michael. Guests: Richard Winters, William Clinton Story Remsen 1943 Professor of Government, Emeritus, Dartmouth College, ([www.dartmouth.edu](http://www.dartmouth.edu)); Robert W. Ney, former Ohio congressman, author of “Sideswiped: Lessons learned courtesy of the hit men of Capitol Hill,” ([www.changinglivespress.com](http://www.changinglivespress.com)).

**COMPLIANCY ISSUES COVERED:** government, crime, ethnic and racial issues, election campaigns, voting, ethics

13:50 **SEGMENT #2- Vacationing? Make it an adventure!**

11:39

**SYNOPSIS:** Are you taking a vacation this year? Would you rather go on an adventure? If you think you have to spend thousands of dollars jetting to some exotic port, or pick your way through the African jungle to make your travel exciting, think again. We talk to two world travelers who say it’s not just where you go that makes a journey an adventure – it’s your willingness to move out of your comfort zone no matter the destination.

Host: Marty Peterson. Guests: Matt Gross, editor of BonAppetit.com, formerly the Frugal Traveler for the NY Times, and author of the book, “The Turk Who Loved Apples: And other tales of losing my way around the world,” (Twitter: @worldmattworld); Moses Gates, licensed NY City travel guide, adventurer and author of “Hidden Cities: Travels to the secret corners of the world’s great metropolises,” ([www.mosesgates.com](http://www.mosesgates.com)).

**COMPLIANCY ISSUES COVERED:** travel and leisure; urban infrastructure; consumerism

**Program # 13-17**  
**Air Week: 4-28-13**

1:50 **SEGMENT #1 - Calvin Coolidge: The sides of ‘Silent Cal’ you didn’t know**

11:50

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

Host: Christopher Michael. Guests: Amity Shlaes, Dir. of the Four Percent Growth Project at the George W. Bush Center, presidential scholar, and author of “Coolidge.”

**COMPLIANCY ISSUES COVERED:** the economy, the presidency, politics, history, federal budget, poverty

14:42 **SEGMENT #2- The Relationship Between Food and Families**

10:48

**SYNOPSIS:** When a family sits down to a meal, it’s a special thing. Even if it’s not a holiday feast, it’s a time when people get to talk, catch up with each other and learn about food and table manners. It can also help nurture relationships. We talk to two authors about the connection between food, family and friends and how eating together --- and preparing food for others --- can strengthen the bonds between family members.

Host: Marty Peterson. Guests: Lisa Catherine Harper, co-author of “The Cassoulet Saved Our Marriage: True tales of food, family and how we learn to eat,” ([www.learningtoeat.com](http://www.learningtoeat.com)); Julia Pandl, humorist, author of “Memoir of the Sunday Brunch,” ([www.juliapandl.com](http://www.juliapandl.com)).

**COMPLIANCY ISSUES COVERED:** family issues, marriage, business, media, health

**Program # 13-18**  
**Air Week: 5-5-13**

1:47                                    **SEGMENT #1 – Large and Small Businesses Give Back to the Community**                                    11:30

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

Host: Christopher Michael. Guests: Donald Katz, founder and CEO of Audible.com ([www.audible.com](http://www.audible.com)); Judy Wicks, entrepreneur and author of “Good Morning Beautiful Business: The unexpected journey of an activist entrepreneur and local economy pioneer,” ([www.judywicks.com](http://www.judywicks.com)) ([www.bealocalist.org](http://www.bealocalist.org)).

**COMPLIANCY ISSUES COVERED:** business, entrepreneurship, economy, education, environmental concerns, philanthropy, agriculture

14:18                                    **SEGMENT #2- Success After Prison: The key is “consistency”**                                    11:11

**SYNOPSIS:** It’s still not easy to get a job these days, but for men and women coming out of prison, it’s even harder. We talk to a former three-time convict who had a wake-up call while in prison and turned his life around. We discuss how he came to the realization that his problems were of his own making, how he changed his attitude and created a mindset to facilitate his ambition to make it in business – legally – and how anyone with perseverance and positive thinking can achieve their goals.

Host: Marty Peterson. Guests: Weldon Long, entrepreneur, trainer, speaker, author of “The Power of Consistency,” ([www.weldonlong.com](http://www.weldonlong.com)).

**COMPLIANCY ISSUES COVERED:** prisons, crime, business, education

**Program # 13-19**  
**Air Week: 5-12-13**

1:47                                    **SEGMENT #1 – The Agony of Public Speaking**                                    10:49

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

Host: Christopher Michael. Guests: Jeremy Jamieson, Asst. Prof. of Social Psychology, University of Rochester, NY ([www.rochester.edu](http://www.rochester.edu)); Philip Dalton Assoc. Prof. of Rhetoric and Chair of that department, Hofstra University, NY ([www.hofstra.edu](http://www.hofstra.edu)).

**COMPLIANCY ISSUES COVERED:** mental health, communication, education

13:38                                    **SEGMENT #2- Slang: Where does it come from and why do we use it?**                                    11:51

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

Host: Marty Peterson. Guests: Robert Leonard, Prof. of Linguistics, Dir. the Graduate Program in Forensic Linguistics and of the Institute for Forensic Linguistics, Hofstra University ([www.hofstra.edu](http://www.hofstra.edu)); Lesley M. M. Blume, author of “Let’s Bring Back: The lost language edition,” ([www.lesleymmblume.com](http://www.lesleymmblume.com)).

**COMPLIANCY ISSUES COVERED:** culture, music, law enforcement, law, media

**Program #13-20**  
**Air Week: 5-19-13**

1:48 **SEGMENT #1 – Social Media and Business: Doing it right** 11:51

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

Host: Christopher Michael. Guests: Alex Hinojosa, VP of Media Operations, EMSI Public Relations, Tampa Bay, FL ([www.emsipublicrelations.com](http://www.emsipublicrelations.com)); Karen Leland, Pres. Of Sterling Marketing Group, author of "Entrepreneur Magazine's Ultimate Guide to Pinterest for Business," ([www.karenleland.com](http://www.karenleland.com)).

**COMPLIANCY ISSUES COVERED:** social media, business, technology, national disasters

14:41 **SEGMENT #2- Simplicity: Why it's important in our lives and work** 10:48

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

Host: Marty Peterson. Guests: Irene Etkorn, Exec. Dir. of Simplification, Siegel + Gale, co-author of "Simple: Conquering the Crisis of Complexity," ([www.callforclarity.com](http://www.callforclarity.com)).

**COMPLIANCY ISSUES COVERED:** business, law, manufacturing, communication, consumerism

**Program #13-21**  
**Air Week: 5-26-13**

1:50 **SEGMENT #1 – The Logistics of Death** 11:51

**SYNOPSIS:** When a loved-one dies, it's a time of great sorrow, and often confusion. How do you attend to the deceased's funeral? What about their banking? Credit cards? Notifying everyone? And what do you do when the heirs start fighting over the estate? We talk to two people who are specialists in these areas about what should be done after someone dies – and long before – to make the situation less difficult for everyone involved.

Host: Christopher Michael. Guests: Scott Taylor Smith, author of "When Someone Dies: The practical guide to the logistics of death," ([www.whensomeonedies.net](http://www.whensomeonedies.net)); Lori R. Sackler, Sr. VP and Sr. Investment Management Consultant, Morgan Stanley Wealth Management, author of "The M Word: The money talk every family needs to have about wealth and their financial future," ([www.themword.com](http://www.themword.com)).

**COMPLIANCY ISSUES COVERED:** personal finance, banking, commerce, death, family issues, law

14:43 **SEGMENT #2- The Constitution: What did the framers intend?** 10:25

**SYNOPSIS:** When Congress debates a constitutional point, or when the Supreme Court is considering a case brought before it, we often hear the question, "what did the framers intend?" How *does* anyone really know what people, who debated issues more than 200 years ago, really intended? We talk to two constitutional specialists about the issue, and hear how some Supreme Court justices approached an issue that is once again in the news.

Host: Marty Peterson. Guests: Jeffrey M. Shaman, Vincent DePaul Professor of Law, DePaul Univ. College of Law, Chicago, IL ([www.law.depaul.edu](http://www.law.depaul.edu)); Ray Raphael, Sr. Research Fellow, Humboldt State Univ., Arcata, CA, author of "Constitutional Myths: What we get wrong and how to get it right," ([www.rayraphael.com](http://www.rayraphael.com)).

**COMPLIANCY ISSUES COVERED:** law, courts, firearms, history, presidency

**Program # 13-22**  
**Air Week: 6-2-13**

1:50                                   **SEGMENT #1 - Gambling Addicts: What are the odds for recovery?**                                   10:05

SYNOPSIS: Gambling is all around us, and most people can have fun at the track or casino without going broke. Pathological or problem gamblers are a different story. We talk to two specialists about what gambling addiction is, treatments for it and how families can help a loved one who is a pathological gambler.

Host: Christopher Michael. Guests: Christine Reilly is the senior research director for the National Center for Responsible Gaming ([www.ncrg.org](http://www.ncrg.org)); Mitchell Wallick holds PhDs in both addictions and counseling and is the executive director of C.A.R.E Florida ([www.careflorida.com](http://www.careflorida.com)).

**COMPLIANCY ISSUES COVERED:** addiction, recreation, mental health, family issues

13:06                                   **SEGMENT #2- Superman: Do we need superheroes?**                                   12:21

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

Host: Marty Peterson. Guests: Robert Thompson, Prof. of Television and Popular Culture, Syracuse University, NY ([newhouse.syr.edu](http://newhouse.syr.edu)); Larry Tye, author of “Superman: the high-flying history of America’s most enduring hero,” ([www.larrytye.com](http://www.larrytye.com))

**COMPLIANCY ISSUES COVERED:** crime, literature, media, popular culture

**Program # 13-23**  
**Air Week: 6-9-13**

1:50                                   **SEGMENT #1 – The Science of the Impossible**                                   10:21

SYNOPSIS: Science fiction is full of wizardry like phasers, invisibility, and time travel. It’s pretty fantastical, but we don’t think much about it really existing outside the pages of books or the movie screen. We talk to a renowned physicist who says that not only are these things possible; they’re being worked on right now.

Host: Christopher Michael. Guests: Michio Kaku, Prof. of theoretical physics, City University of New York, NYC, host of *Sci-Fi Science* on the Science Channel, author of “Physics of the Impossible: A scientific exploration into the world of phasers, force fields, teleportation and time travel” ([www.mkaku.org](http://www.mkaku.org)).

**COMPLIANCY ISSUES COVERED:** science, technology, popular culture, media

13:14                                   **SEGMENT #2- A Father and Daughter Collaboration**                                   12:13

SYNOPSIS: Dads and their teenage daughters do lots of things together –go fishing, learn to drive, create school projects – but how many actually collaborate on their father’s research and the book he’s writing? We talk to just such a duo that went off to South America to talk to and videotape the women of rural southern Brazil who fought for equal rights for all women in their families, society and business. We find out how the two worked together, how they debated the issues and how the book would be written, and the unique perspective a young daughter brought to her father’s academic work.

Host: Marty Peterson. Guests: Jeffrey W. Rubin, Assoc. Prof. of History at Boston University, research associate at the Institute on Culture, Religion and World Affairs; his daughter and collaborator Emma Sokoloff-Rubin, Howland Research Fellow in Buenos Aires, Argentina. Co-authors of “Sustaining Activism: A Brazilian women’s movement and a father-daughter collaboration.” ([www.sustainingactivism.com](http://www.sustainingactivism.com)).

**COMPLIANCY ISSUES COVERED:** civil rights, women’s issues, education, family issues, culture

**Program # 13-24**  
**Air Week: 6-16-13**

1:49 **SEGMENT #1 – Teenage Depression and Contagious Behavior** 11:02

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

**Host:** Christopher Michael. **Guests:** Dr. Frank Farley, Prof. of psychology at Temple University ([www.temple.edu](http://www.temple.edu)), past president of the American Psychological Association ([www.apa.org](http://www.apa.org)); Suzanne Young, teacher, author of the young adult novel, “The Program” ([www.suzanne-young.blogspot.com](http://www.suzanne-young.blogspot.com)).

**COMPLIANCY ISSUES COVERED:** family issues, mental health, education, literature

13:56 **SEGMENT #2- Rooftop Agriculture: The best gardens you never see!** 11:29

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

**Host:** Marty Peterson. **Guests:** Lauren Mandel, landscape architect, Project Manager and Rooftop Agriculture Specialist at Roofmeadow, author of “Eat Up: The inside scoop on rooftop agriculture,” ([www.eatupag.wordpress.com](http://www.eatupag.wordpress.com)); ([www.roofmeadow.com](http://www.roofmeadow.com)).

**COMPLIANCY ISSUES COVERED:** agriculture, infrastructure, business, community issues, environment

**Program # 13-25**  
**Air Week: 6-23-13**

1:50 **SEGMENT #1 – Steampunk: New technology meets Victorian sensibilities** 12:18

**SYNOPSIS:** Why must every smartphone or iPad look like very other one? Must flat screen TVs lack style and flare? And why do new, high-tech kitchen appliances have to be stainless steel and sleek? The answer is, they don’t. We talk to two authors who traveled the country researching “steampunk” – a cultural, social and technological movement that turns back the clock on mass-produced goods, and brings back craftsmanship, uniqueness and humanity to 21<sup>st</sup> century technology, fashion, literature and life.

**Host:** Christopher Michael. **Guests:** James H. Carrott, freelance historian, writer and design consultant. Former global manager for Xbox 360 hardware, and Brian David Johnson, futurist at Intel Corp., speaker and writer. They are co-authors of the book, “Vintage Tomorrows: A historian and a futurist journey through steampunk into the future of technology,” ([www.vintagetomorrow.com](http://www.vintagetomorrow.com)).

**COMPLIANCY ISSUES COVERED:** technology, labor, arts & literature, consumerism

15:11 **SEGMENT #2- Fibonacci: The man who brought us numbers** 10:19

**SYNOPSIS:** We take our numbers and arithmetic for granted, and that’s a good thing. However there was a time when it wasn’t so simple to count, keep records of business transactions or do simple math problems because our numerals 0 through 9 weren’t in common use around the world. We talk to a mathematician and author about the man who started the “arithmetic revolution.”

**Host:** Marty Peterson. **Guests:** Keith Devlin, Mathematician, Stanford Univ., NPR’s “Math Guy,” author of the book, “The Man of Numbers: Fibonacci’s arithmetic revolution,” (<http://devlinsangle.blogspot.com>).

**COMPLIANCY ISSUES COVERED:** science, education, history, commerce



**Program # 13-26**  
**Air Week: 6-30-13**

1:49 **SEGMENT #1 - The Famous, and Unsung Workers on the Atomic Bomb** 12:41

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

**Host:** Christopher Michael. **Guests:** Ray Monk, author of "Robert Oppenheimer: A life inside the center," (<https://twitter.com/Raymodraco>); Denise Kiernan, author of "The Girls of Atomic City: The untold story of the women who helped win World War II," ([www.girlsofatomiccity.com](http://www.girlsofatomiccity.com)).

**COMPLIANCY ISSUES COVERED:** science, women's issues, national security, military, labor, racial issues

15:34 **SEGMENT #2- Bringing Historic Preservation** 9:55

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

**Host:** Marty Peterson. **Guests:** Steve Berry, author of the novel, "The King's Deception," ([www.steveberry.org](http://www.steveberry.org)) ([www.history-matters.org](http://www.history-matters.org)).

**COMPLIANCY ISSUES COVERED:** philanthropy, literature, historic preservation and museums

Producer: Pat Reuter  
Production Directors: Sean Waldron & Reed Pence

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2250 East Devon Avenue, Suite 150  
Des Plaines, Illinois 60018  
847-299-9500 Fax 847-299-9501  
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