

KEWB ISSUE RESPONSIVE PROGRAMMING SUMMARY 2nd QUARTER 2016

During the months of April, May, and June of 2016 station KEWB broadcasted 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:

Agriculture; amnesia; animal welfare; bullying; business and industry; consumer safety; consumer safety; consumerism; disabilities; economics; economics of sports; education; employment; environment and toxic chemicals; ethics; family and parenting issues; federal government regulation; food safety; gifted youth; health and nutrition; health care; HIV and AIDS; Homelessness; housing; interpersonal relationships; media and society; men's issues; mental health and suicide; patient safety; pop culture; poverty; psychology; public health; research & development; rules & regulation; sports and recreation; substance abuse; technology; women's issues; youth at risk activism; adult learning; African-American issues; Agriculture; art; business; child health; children; civic engagement; community issues; consumerism; crime; culture; diversity; drugs; economics; education; elder issues; elections; employment; entrepreneurship; environment; ethnic & regional culture; exercise; family issues; finance; food; foreign affairs; gender issues; government; justice system; juvenile justice; law; literature; marketing; media; medicine; mental health; military; nutrition; personal finance; pets; philanthropy; physical health; politics; prisons; psychology; public safety; recreation; science; social justice; student loans; technology; the presidency; transportation; travel; urban infrastructure; veterans; wages; war; wellness; women's issues

KEWB ISSUE RESPONSIVE PROGRAMMING INFORMATION Quarter 2, 2016 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: Emily LaFayette

Date: 7/7/2016



2016-Q2 (April – June) Radio Health Journal Quarterly Logs
Compliancy Issues Covered

agriculture	health care
amnesia	HIV and AIDS
animal welfare	homelessness
bullying	housing
business and industry	interpersonal relationships
consumer safety	media and society
consumer safety	men's issues
consumerism	mental health and suicide
disabilities	patient safety
economics	pop culture
economics of sports	poverty
education	psychology
employment	public health
environment and toxic chemicals	research & development
ethics	rules & regulation
family and parenting issues	sports and recreation
federal government regulation	substance abuse
food safety	technology
gifted youth	women's issues
health and nutrition	youth at risk

See weekly logs below for segment dates, titles, topics, guests & duration

Program **16-14** **Producers** **Reed Pence & Polly Hansen**
Air Week **04/03/16-04/09/16** **Production Director** **Sean Waldron**

Time Segment Dur.
2:02 SEGMENT 1: SHOULD WE SHORTEN MEDICAL TRAINING? 11:55

Synopsis: In an age of increasing medical complexity, some leading thinkers in medical education are proposing that the time spent on medical education be cut by nearly one third. The key, these advocates say, is ridding curricula of requirements that most doctors never use. Experts discuss both sides of the issue.

Host: Reed Pence. Guests: Dr. Ezekiel Emanuel, Vice Provost for Global Initiatives and Chair, Department of Biomedical Ethics and Health Policy, Univ. of Pennsylvania; Dr. Victor Fuchs, Henry J. Kaiser Prof. Emeritus of Economics and Health Policy, Stanford Univ. and Senior Fellow, Stanford Institute for Economic Policy Research; Dr. Gail Morrison, Senior Vice Dean for Education and Director of Academic Programs, Univ. of Pennsylvania Perleman School of Medicine.

Compliance issues covered: health care; public health; education; consumer safety

14:59 SEGMENT 2: CONTEXTUAL CARE 8:00

Synopsis: Studies have found that many doctors don't really listen to their patients, and so miss how illness is affected by the "other things" in life. Experts discuss how to help doctors consider the patient as a whole.

Host: Nancy Benson. Guests: Dr. Saul Jeremy Weiner, Prof. of Medicine, pediatrics & Medical Education, Univ. of Illinois and co-author, Listening For What Matters: Avoiding Contextual Errors in Health Care; Dr. Alan Schwartz, Michael Reese Endowed Prof. of Medical Education, Univ. of Illinois, Chicago, and co-author, Listening For What Matters: Avoiding Contextual Errors in Health Care.

Compliance issues covered: health care; education; consumerism; patient safety

Program **16-15** **Producer** **Reed Pence**
Air Week **04/10/16-04/16/16** **Production Director** **Sean Waldron**

Time Segment Dur.
2:02 SEGMENT 1: DRUG SHORTAGES 11:48

Synopsis: For more than 10 years, hospitals have been plagued by shortages of important drugs, sometimes forcing doctors to decide who will receive them, and who will die. Experts explain why these shortages occur, the unfortunate outcomes, and what they do to try to minimize the damage.

Host: Reed Pence. Guests: Dr. Yoram Unguru, pediatric hematologist-oncologist, Children's Hospital at Sini, Baltimore, and faculty member, Berman Institute of Bioethics, Johns Hopkins Univ.; Bona Benjamin, Director of Medication Use Quality Improvement, American Society of Health System Pharmacists; Dr. Brian Fitzsimmons, cardiac anesthesiologist, Cleveland Clinic Foundation

Compliance issues covered: health care; public health; consumerism and consumer safety; ethics; youth at risk; economics; federal government regulation

14:52 SEGMENT 2: MENIERE'S DISEASE 8:14

Synopsis: Experts discuss symptoms and treatments of Meniere's disease, an often misdiagnosed disorder producing loss of hearing and crippling vertigo.

Host: Nancy Benson. Guests: James Raath, business consultant and author, Love Mondays; Dr. David Friedland, Prof. and Vice Chair, Otolaryngology and Communication Sciences, Medical College of Wisconsin

Compliance issues covered: health care; disabilities

Program 16-16 **Producer** Reed Pence & Christine Herman
Air Week 04/17/16-04/23/16 **Production Director** Sean Waldron

Time Segment Dur.

2:02 SEGMENT 1: DIRECT TO CONSUMER DRUG ADVERTISING 11:35

Synopsis: Since FDA rules on prescription drug advertising were loosened in 1997, the amount of advertising has mushroomed. However, there is still controversy over whether that's good for patients, and now the American Medical Association has come out for an ad ban. Experts discuss the pro's and cons of direct to consumer advertising and its effect on patients and physicians.

Host: Reed Pence. Guests: John Kamp, Exec. Director, Coalition for Healthcare Communication; Dr. Sidney Wolfe, Founder, Public Citizen Health Research Group; Dr. Joel Lexchin, Prof. of Health Policy, York Univ. and emergency physician, University Health Network, Toronto; Dr. Brad Shapiro, Asst. Prof. of Marketing, Univ. of Chicago Booth School of Business.

Compliance issues covered: health care; public health; consumerism and consumer safety; economics; federal government regulation; media and society

14:39 SEGMENT 2: THE POWERFUL INFLUENCE OF FRIENDS 7:45

Synopsis: Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes and health even more than our parents or spouses. An expert discusses the many ways friends determine our destinies.

Host: Nancy Benson. Guest: Carlin Flora, author, Friendfluence: The Surprising Ways Friends Make Us Who We Are

Compliance issues covered: interpersonal relationships; family issues; technology

Program 16-17 **Producer** Reed Pence
Air Week 04/24/16-04/30/16 **Production Director** Sean Waldron

Time Segment Dur.

1:58 SEGMENT 1: USING ANIMALS TO SNIFF OUT DISEASE 12:34

Synopsis: Diseases apparently have distinctive odors that humans can't detect. Researchers are using dogs, mice, rats and other animals to literally sniff out cancer and other diseases in the laboratory. In the 3rd World,

rats are used to diagnose TB. Experts discuss the use of animals to diagnose disease and their efforts to build machines that can do the same thing.

Host: Reed Pence. Guests: Dr. Cindy Otto, Exec. Director, Penn Vet Working Dog Center, Univ. of Pennsylvania; Dr. Gary Beauchamp, Emeritus Director and President, Monell Chemical Senses Center; Dr. Christian Mulder, Director, TB program, Apopo

Compliance issues covered: health care; public health; animal welfare; consumerism; economics; federal government regulation

15:34 SEGMENT 2: CURING SINUSITIS 7:12

Synopsis: Many people confuse allergies, colds, and sinus infections. A physician specializing in these maladies describes the differences, and the new ways sinusitis can be treated.

Host: Nancy Benson. Guest: Dr. Lisa Liberatore, otolaryngologist specializing in sinus and sleep issues, Totum Health, New York.

Compliance issues covered: health care; consumerism

Program	16-18	Producer	Reed Pence
Air Week	05/01/16-05/07/16	Production Director	Sean Waldron

Time	Segment	Dur.
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2:04	SEGMENT 1: PRESENTEEISM	11:54
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Synopsis: Presenteeism is when people go to work at less than peak efficiency due to illness, injury or distraction. Experts discuss the huge cost to the economy, the chronic illnesses that exact the most cost, and the accommodations that could save businesses billions of dollars.

Host: Reed Pence. Guests: Rob Hosking, Executive Director, Office Team staffing service; Todd Whitthorne, President, ACAP Health; Michael Klachevsky, Practice Consultant for Absence Management, Standard Insurance Co.

Compliance issues covered: economy; business and industry; workplace issues; public health; disabilities; employment

15:00 SEGMENT 2: DEALING WITH THE EMPTY NEST 7:54

Synopsis: Parents who have spent 18 years or more raising children often feel lost when the last child leaves home for college or their own place. A psychotherapist discusses common reactions and strategies for renewing purpose living in the empty nest.

Host: Nancy Benson. Guest: Wendy Aronssen, psychotherapist and author, *Refeathering the Empty Nest: Life After the Children Leave*

Compliance issues covered: interpersonal relationships; family and parenting issues; youth at risk

Program **16-19** **Producers** **Reed Pence & Polly Hansen**
Air Week **05/08/16-05/14/16** **Production Director** **Sean Waldron**

Time Segment Dur.
2:03 SEGMENT 1: EGG FREEZING 12:10

Synopsis: Freezing eggs in their 30's allows women to preserve fertility well into their 40's. The concept was originally meant for women whose fertility was threatened by disease or medical treatment, but today the majority of those having eggs frozen are doing so for social or career reasons. Now egg freezing is even offered as a corporate benefit in some places. Experts discuss the procedure and its uses.

Host: Reed Pence. Guests: Dr. Owen Davis, President, American Society for Reproductive Medicine and Prof. of Reproductive Medicine, Weill Medical College, Cornell Univ.; Rachel Lehmann-Haupt, author, In Her Own Sweet Time: Egg Freezing and the New Frontiers of Family; Dr. Marcy Darnovsky, Exec. Director, Center for Genetics and Society; Cali Williams-Yost, CEO & founder, Flex Strategy Group, Work-Life Fit Inc.

Compliance issues covered: economy; business and industry; workplace issues; women's issues; employment

15:15 SEGMENT 2: AUTISM AND PRODIGIES 7:37

Synopsis: Behavioral similarities between prodigies and some people with autism have long been noted. Now some researchers are beginning to find genetic links between the two phenomena. Experts discuss findings and their implications for autism treatment.

Host: Nancy Benson. Guests: Dr. Joanne Ruthsatz, Asst. Prof. of Psychology, The Ohio State Univ. and author, The Prodigy's Cousin: The Family Link Between Autism and Extraordinary Talent; Dr. Jennifer Gerdtz, Asst. Prof. of Psychiatry and Behavioral Sciences, Univ. of Washington and attending psychologist, Seattle Children's Autism Center

Compliance issues covered: youth at risk; gifted youth; health care

Program **16-20** **Producer** **Reed Pence**
Air Week **05/15/16-05/21/16** **Production Director** **Sean Waldron**

Time Segment Dur.
2:03 SEGMENT 1: HOMELESS MEDICINE 12:11

Synopsis: Homeless Americans have a life expectancy of only around 50, and often use the ER for primary care at a huge cost. The lack of follow-up care for their illnesses and the mental health or substance abuse disorders common in this population add up to an enormous health burden. Experts discuss how doctors on the street can improve health for the homeless and lower cost for society.

Host: Reed Pence. Guests: Dr. Jim Withers, Medical Director and Founder, Pittsburgh Mercy Health System Operation Safety Net and the Street Medicine Institute; Dr. Jim O'Connell, President, Boston Healthcare for the Homeless Program and author, Stories from the Shadows: Reflections of a Street Doctor

Compliance issues covered: homelessness; poverty; health care; public health; housing; substance abuse; economics

15:16 SEGMENT 2: BASEBALL PITCHERS: INJURIES WAITING TO HAPPEN 7:38

Synopsis: Major League Baseball teams spend \$1.7 billion annually on pitchers, yet it is an extremely risky investment. Teams haven't figured out how to prevent all-too-frequent arm injuries, which are now filtering down to children as well. A journalist who investigated the science of pitching injuries explains.

Host: Nancy Benson. Guest: Jeff Passan, baseball columnist, Yahoo Sports and author, *The Arm: Inside the Billion Dollar Mystery of the Most Valuable Commodity in Sports*

Compliance issues covered: sports and recreation; youth at risk; economics of sports

Program 16-21 **Producers** Polly Hansen & Reed Pence
Air Week 05/22/16-05/28/16 **Production Director** Sean Waldron

Time Segment Dur.

2:03 SEGMENT 1: BLEEDING DISORDERS 11:34

Synopsis: Bleeding disorders such as hemophilia and von Willebrand's disease can be extremely serious, but today are very treatable. However, many people who've had these disorders for some time fight the legacy of more primitive treatment, such as HIV and hepatitis C. Experts including a hemophilia patient explain.

Host: Reed Pence. Guests: Val Bias, CEO, National Hemophilia Foundation; Dr. Sanjay Ahuja, Assoc. Prof. of Pediatrics, Case Western Reserve Univ. School of Medicine and Director, Hemostasis and Thrombosis Center, Rainbow Babies and Children's Hospital.

Compliance issues covered: health care; HIV and AIDS; technology; men's issues

14:39 SEGMENT 2: BLADDER CANCER 7:38

Synopsis: Bladder cancer is the fourth most frequent cancer in men. However, research into the disease has been slow. The newly appointed director of the world's only research center devoted exclusively to bladder cancer discusses risks and treatments.

Host: Nancy Benson. Guest: Dr. David McConkey, Director, Urological Research, M.D. Anderson Cancer Center and new Director, Johns Hopkins Greenberg Bladder Cancer Institute

Compliance issues covered: health care; men's issues; environment and toxic chemicals

Program 16-22 **Producers** Polly Hansen & Reed Pence
Air Week 05/29/16-06/04/16 **Production Director** Sean Waldron

Time Segment Dur.

2:01 SEGMENT 1: BULLYING KIDS WITH DISABILITIES 12:14

Synopsis: Many children are bullied especially in the middle school years, but kids with disabilities are about twice as likely to be victims. Experts discuss the problem and how parents and schools can work together to prevent bullying of these children.

Host: Reed Pence. Guests: Barb Ziemke, Senior Advocate and Parent Trainer, Pacer Center and National No Bullying Prevention Center, Minneapolis; Jan Urbanski, Director, Safe and Humane Schools, Clemson Univ. Institute on Family and Neighborhood Life and Olweus Bullying Prevention Program

Compliancy issues covered: disabilities; youth at risk; education; bullying; parenting issues; law

15:17 SEGMENT 2: HARDWIRING HAPPINESS 7:48

Synopsis: As a survival mechanism, the human brain is wired to remember negative events more strongly than positive ones. An expert neurologist discusses changes in thinking that can create more positive physical brain pathways, making us happier.

Host: Nancy Benson. Guest: Dr. Rick Hanson, author, Hardwiring Happiness: The New Brain Science of Contentment, Calm and Confidence

Compliancy issues covered: technology, psychology

Program 16-23 **Producers** Evan Rook & Reed Pence
Air Week 06/05/16-06/11/16 **Production Director** Sean Waldron

Time Segment Dur.

2:04 SEGMENT 1: BIG DATA IN MEDICINE 11:47

Synopsis: When doctors can take advantage of massive amounts of data on patient outcomes, lives will be saved. We look at one of the first efforts, an attempt to associate dangerous drug interactions, and the difficulty in convincing other doctors that "crunching numbers" can provide adequate proof. A researcher and reporter involved in the case explain.

Host: Reed Pence. Guests: Dr. Nicholas Tatonetti, Asst. Prof. of Biomedical Informatics, Columbia Univ.; Sam Roe, reporter, Chicago Tribune

Compliancy issues covered: research & development; technology; health care; public health

14:53 SEGMENT 2: KIDNEY TRANSPLANT SENSITIVITY 7:47

Synopsis: Some people who need a kidney transplant have immune systems so sensitive they will reject almost any organ. Experts explain a new desensitization technique that may help them and kidney exchanges that make more patients eligible for transplants.

Host: Nancy Benson. Guests: Dr. Jeffrey Berns, Prof. of Medicine and Pediatrics, Univ. of Pennsylvania Perelman School of Medicine; Dr. Roy Bloom, Prof. of Medicine and Director, Kidney Transplant Program, Univ. of Pennsylvania

Compliancy issues covered: health care; public health; rules and regulation

Program 16-24 **Producer** Reed Pence
Air Week 06/12/16-06/18/16 **Production Director** Sean Waldron

Time Segment Dur.

2:05 SEGMENT 1: DOCTOR SUICIDE 12:04

Synopsis: Doctors are attempting suicide in high numbers, and are much more likely than the general population to complete it. Experts discuss the coverup of doctor suicides, the reasons behind depression in doctors, and why doctors who are depressed are less likely than normal to get help.

Host: Reed Pence. Guests: Dr. Pamela Wible, founder, Ideal Medical Care movement and author, Physician Suicide Letters, Answered; Dr. Louise Andrew, founder, MD Mentor

Compliance issues covered: health care; public health; mental health and suicide; education; government regulation

15:11 SEGMENT 2: ENHANCING FOOD SAFETY 7:49

Synopsis: Increasing recalls for food contamination have scared many Americans. A noted expert discusses why contamination scares are becoming more common, what government and producers are doing to protect us, and what we can do in our own kitchens to make foods safer.

Host: Nancy Benson. Guest: Dr. Mark Tamplin, former food safety adviser, World Health Organization and US Centers for Disease Control and Prevention and author, Phage.

Compliance issues covered: food safety; consumer safety; health care; public health; government regulation; agriculture; business and industry

Program 16-25 Producers Reed Pence and Heather Muno
Air Week 06/19/16-06/25/16 Production Director Sean Waldron

Time Segment Dur.

2:05 SEGMENT 1: AMNESIA 12:38

Synopsis: It's a rare thing for people to lose their memory of past events. An expert discusses why doctors believe it may occur, and a woman to whom it happened recounts her experience.

Host: Reed Pence. Guests: Naomi Jacobs, amnesia victim and author, Forgotten Girl; Dr. Jason Brandt, Prof. of Psychiatry and Neurology, Johns Hopkins Univ. School of Medicine.

Compliance issues covered: health care; family issues; pop culture

15:45 SEGMENT 2: LIVING THROUGH PAIN 6:55

Synopsis: Pain is an often misunderstood reality for millions of people. A noted university professor who became a quadriplegic in a bicycle accident discusses her constant pain and the way it changes life.

Host: Nancy Benson. Guest: Dr. Christina Crosby, Prof. of English and Feminist, Gender and Sexuality Studies, Wesleyan Univ. and author, A Body, Undone: Living On After Great Pain

Compliance issues covered: consumerism; health care

Program 16-26 **Producers** Polly Hansen, Michael Wu and Reed Pence
Air Week 06/26/16-07/02/16 **Production Director** Sean Waldron

Time Segment Dur.
2:04 SEGMENT 1: KIDS' KIDNEY STONES 12:23

Synopsis: Kidney stones in children and adolescents used to be unusual. Over the last 30 years, they've become much more common. Experts discuss why this may be occurring, why doctors still sometimes miss the diagnosis, and how kidney stones are treated in children.

Host: Reed Pence. Guests: Dr. Gregory Tasian, Pediatric Urologist and Clinical Epidemiologist, The Children's Hospital of Philadelphia and Asst. Prof. of Urology and Epidemiology, Univ. of Pennsylvania; Dr. David Goldfarb, Prof. of Medicine and Physiology, New York Univ. Medical School and Clinical Chief of Nephrology, New York Langone Medical Center.

Compliance issues covered: health care; youth at risk; consumerism

15:29 SEGMENT 2: THE PRO'S AND CON'S OF GLUTEN-FREE 7:26

Synopsis: Gluten free diets have taken the world by storm and some experts say for people who do not have celiac disease, the diets can do much more harm than good. One such expert explains which kinds of people would find the diet appropriate and the pitfalls to avoid.

Host: Nancy Benson. Guest: Dr. Peter Green, Prof. of Medicine and Director, Celiac Disease Center, Columbia Univ., and author, *Gluten Exposed: The Science Behind the Hype and How to Navigate to a Healthy, Symptom-Free Life*



2016-Q2 (April – June) Viewpoints Quarterly Logs

Compliance Issues Covered

activism
adult learning

African-American issues
agriculture

art
 business
 child health
 children
 civic engagement
 community issues
 consumerism
 crime
 culture
 diversity
 drugs
 economics
 education
 elder issues
 elections
 employment
 entrepreneurship
 environment
 ethnic & regional culture
 exercise
 family issues
 finance
 food
 foreign affairs
 gender issues
 government
 justice system
 juvenile justice
 law

literature
 marketing
 media
 medicine
 mental health
 military
 nutrition
 personal finance
 pets
 philanthropy
 physical health
 politics
 prisons
 psychology
 public safety
 recreation
 science
 social justice
 student loans
 technology
 the presidency
 transportation
 travel
 urban infrastructure
 veterans
 wages
 war
 wellness
 women's issues

See weekly logs below for segment dates, titles, topics, guests & duration

Program 16-14 Producers Pat Reuter

Air Week 4/3/16 Production Directors Sean Waldron, Reed Pence

Time Segment Dur.

1:47 SEGMENT 1: Astronomical Wonders: What's coming up this year? 10:50

Synopsis: There's a lot going on in the sky for the remainder of this year and our guests discuss the upcoming astronomical events and how you can watch them with the naked eye or with inexpensive binoculars and telescopes. We also discuss the importance and the fun of stargazing, where the best

places are to watch the skies and how urban areas can change their lighting to make more heavenly bodies visible to their residents.

Host: Gary Price. Guests: Mario De Leo-Winkler, post-doctoral researcher for NASA-JPL and the University of California-Riverside; Alan MacRobert, Senior Editor, Sky & Telescope magazine.

Compliance Issues Covered: science & technology, recreation, education, urban infrastructure

14:36 SEGMENT 2: The Whole Truth: How do you know if someone is lying? 10:49

Synopsis: How do professionals question people to get the information they want? We talk to a specialist on interrogation and lying about this topic, and how law enforcement and job interviewers use the same tactics to get to the truth and find out if someone might be lying to them.

Host: Marty Peterson. Guests: Maryann Karinch, a human behavior expert and author of the book, Nothing But the Truth: Secrets from top intelligence experts to control the conversation and get the information you need.

Links for more info: <http://karinch.com>

Compliance Issues Covered: employment, crime, psychology & mental health

Program 16-15 Producer Pat Reuter

Air Week 4/10/16 Production Directors Sean Waldron, Reed Pence

Time Segment Dur.

1:47 SEGMENT 1: Writing Historical Fiction: How it's written well and why it touches our hearts
12:29

Synopsis: Historical fiction is very popular these days, but why? And how do authors weave a fictional story around actual people, places and events? We talk to three best-selling authors of the genre about how they write their books and why.

Host: Gary Price. Guests: Ruta Sepetys, author of Salt to the Sea; Kristina McMorris, author of The Edge of Lost; Michelle Gable, author of I'll See You in Paris.

Compliance Issues Covered: literature, war, transportation, crime, prisons

16:14 SEGMENT 2: The Importance of Recess 9:12

Synopsis: Recess helps kids unwind during the school day, but it's much more than just a time to exercise. We talk to two recess "specialists" about the mental as well as the physical benefits of recess, and learn about some recess activities that help a child be more creative, more social as well as more physically active.

Host: Marty Peterson. Guests: Dr. Gail Gross, psychologist specializing in child development and families, author of *How to Build Your Baby's Brain* and *The Only Way Out is Through*; Dan DiSorbo, co-author and illustrator of the book *Recess: From dodgeball to double-dutch: classic games for players of today*.

Compliance Issues Covered: education, child health, recreation, mental health

Program 16-16 Producer Pat Reuter

Air Week 4/17/16 Production Directors Sean Waldron, Reed Pence

Time Segment Dur.

1:44 SEGMENT 1: Encouraging Young People to Vote 11:22

Synopsis: Young people love political campaigns but, unfortunately, they don't have the same enthusiasm about voting in elections. Why is this? And how can we encourage more young people to cast their votes on election day? We talk to two political specialists about the phenomenon and how we can make it easier for America's youth to vote.

Host: Gary Price. Guests: David Johnson, CEO of Strategic Vision PR Group, Atlanta, GA; Kei Kawashima-Ginsberg, Director at the Center for Information and Research on Civic Learning and Engagement (CIRCLE), at the Tisch College of Citizenship and Public Service, Tufts University.

Compliance Issues Covered: government, elections, civic engagement, economics

15:11 SEGMENT 2: Louisa Adams: The extraordinary First Lady you've never heard of 10:13

Synopsis: We all know the names of famous First Ladies – Martha Washington, Mary Todd Lincoln, Eleanor Roosevelt, Nancy Reagan – and they all left their marks on our country in one way or another. One of these ladies that you probably don't know much about is Louisa Adams, wife of President John Quincy Adams. Our guest has researched this extraordinary woman and discusses the strength, political savvy and resilience of America's only foreign-born First Lady.

Host: Marty Peterson. Guests: Louisa Thomas, author of *Louisa: The extraordinary life of Mrs. Adams*.

Compliance Issues Covered: politics, war, the presidency, foreign affairs

Program 16-17 Producer Pat Reuter

Air Week 4/24/16 Production Directors Sean Waldron, Reed Pence

1:43 SEGMENT 1: Too Many Lawyers...Not Enough Law Jobs 11:20

Synopsis: Students graduating from law school are having an increasingly difficult time finding work in their field these days. To make matters worse, many of them are burdened by six-figure student loan debt. For those who do find jobs at law firms, their rise to partner can be a very long and arduous one – if they get there at all. We talk to two legal specialists about what’s causing these problems, and what law schools and law firms can do to help alleviate them.

Host: Gary Price. Guests: Steven J. Harper, retired partner, Kirkland & Ellis, adjunct prof. Northwestern University College of Arts & Sciences and School of Law, author of *The Lawyer Bubble: A profession in crisis*; Gregg Bertram, Pres. of Pacific ADR Consulting, a mediation and arbitration firm based in Seattle.

Compliance Issues Covered: law, education, business, student loans

15:09 SEGMENT 2: What African Americans Think of the First Black President 10:16

Synopsis: President Obama’s term in office is almost over, and everyone has an opinion on how he’s done as our Commander in Chief. African Americans have their own opinions and they’re not always as glowing as you might think. We talk to an African American journalist and author about what Black Americans think about the president as a leader, a symbol, and as a man as he finishes his tenure as our first African American president.

Host: Marty Peterson. Guests: Erin Aubry Kaplan, journalist and author of the book, *I (heart) Obama*.

Compliance Issues Covered: African American issues, activism, the presidency, politics

Program 16-18 Producer Pat Reuter

Air Week 5/1/16 Production Directors Sean Waldron, Reed Pence

1:49 SEGMENT 1: The Business of Legalized Marijuana 11:06

Synopsis: Marijuana is being legalized for medical use – and in fewer cases recreational use – in states across the country. This is creating new business opportunities for growers, processors, sellers and other entrepreneurs who want to get in on the action. It’s become a multi-billion dollar business and now investors, corporations and Wall Street are looking at how they can gain from the new “cannabusiness” models on the horizon. We talk to a journalist who is researching and watching the economic, regulatory and legal aspects of legalized marijuana to find out just how extensive the industry is now, and how it could grow in the future.

Host: Gary Price. Guest: Chris Walsh, editorial director for the online news source Marijuana Business Daily.

Compliance Issues Covered: drugs, business & finance, entrepreneurship, agriculture, medicine, law

14:59 SEGMENT 2: The "M" Word: Having the money talk with family 10:28

Synopsis: Family members are notorious for getting into each other's business – marriages, jobs, child rearing, romantic relationships – it seems like nothing is off the table! That's not entirely true, according to our guest. She says that families are very reluctant to discuss money matters with aging parents, spouses or children. She tells us why it's so important to have the "money talk" with your significant others and even your boss in order to make sure that there are no conflicts during a marriage, in employment and unemployment, in eldercare situations and before a parent or loved-one dies.

Host: Marty Peterson. Guest: Lori Sackler, Sr. Vice President at Morgan Stanley Wealth Management, author of the books The M Word: The money talk every family needs to have about wealth and their financial future, and, The M Word Journal: How to have the money talk.

Compliance Issues Covered: personal finance, elder issues, employment & wages

Program 16-19 Producer Pat Reuter

Air Week 5/8/16 Production Directors Sean Waldron, Reed Pence

1:49 SEGMENT 1: The Third Wave: An internet pioneer talks technology 10:53

Synopsis: Technology has been moving at break-neck speed during the past 30 years, with the invention and adoption of the personal computer and the internet in the first wave, and more sophisticated hardware, software, cell phones and apps in the second wave. Our guest, an internet pioneer himself, discusses the third wave of technology that will take all of these innovations one step further – integrating them into our world in ways that will bring them more fully into our educational systems, healthcare, work and our every day lives.

Host: Gary Price. Guest: Steve Case, co-founder of America Online, investor & entrepreneur, author of The Third Wave: An entrepreneur's vision of the future.

Compliance Issues Covered: medicine, technology, entrepreneurship, business, government regulations, diversity, education

14:44 SEGMENT 2: Math Class: Why is it so hard? How can we make it easier? 10:45

Synopsis: It's no secret: American students are way down the international list when it comes to math scores. Why is this? What makes math so hard for U.S. kids to learn, and how can we help make math easier? Our two guests have answers to both of those questions along with some innovative ideas on how to help kids – and adults – become better at math.

Host: Marty Peterson. Guests: Bob Sun, inventor of The 24 Game and First in Math; Jason Wilkes, author of the book, Burn Math Class: And reinvent mathematics for yourself.

Compliance Issues Covered: educational system, technology, adult learning

Program 16-20 Producer Pat Reuter

Air Week 5/15/16 Production Directors Sean Waldron, Reed Pence

1:49 SEGMENT 1: Carry the Load: Remembering the true meaning of Memorial Day 10:18

Synopsis: Everyone loves Memorial Day – it's time off of work, a day for picnics, barbecues and relaxation. Often, though, the fun and celebration of the first holiday of summer obscures the real meaning of the day – to remember the brave military men and women who gave their lives for their country. We talk to two former Navy Seals about how they created a march that helps them, the families of fallen soldiers and others to honor those who served and raise money for non-profits that help vets, their families and first responders around the country.

Host: Gary Price. Guests: Clint Bruce & Stephen Holley, U.S. Naval Academy graduates, former Navy Seals, co-founders of "Carry the Load."

Compliance Issues Covered: military & veterans, community action, philanthropy, war

14:07 SEGMENT 2: Stress: Why we have it and how to relieve it 11:20

Synopsis: We all suffer from stress now and then but sometimes it becomes overwhelming and there doesn't seem to be any way around it. We talk to a doctor about what stress is, why we get it and how we can relieve it through exercise and other means. We also discuss how a new product that uses touch and aroma has helped one therapist's clients through some very stressful situations.

Host: Marty Peterson. Guests: Dr. Michael Roizen, Chief Wellness Officer, The Cleveland Clinic; Nancy Rothner, clinical hypnotherapist, creator of "Pinch Me Therapy Dough," and the book, Stress Relief in a Pinch.

Compliance Issues Covered: wellness, exercise & recreation, mental & physical therapy

Program 16-21 Producer Pat Reuter

Air Week 5/22/16 Production Directors Sean Waldron, Reed Pence

1:47 SEGMENT 1: Invasive Species: Are they ever good for the environment? 9:43

Synopsis: Many ecologists, farmers and members of the public are worried that non-native plants and animals are invading the U.S. and preventing native species from thriving. Much money and time is spent trying to rid the land of these aliens – often to no avail. But are these species present because they're the only ones that can thrive in an area? Are they multiplying because of something bad we're injecting into their environment? Are these aliens actually helping nature create a diverse and robust environment? And are those so-called native species of plants and animals really native? Our guests have some surprising answers to those questions.

Host: Gary Price. Guests: Fred Pearce, science journalist, researcher, and author of *The New Wild: Why invasive species will be nature's salvation*. Tao Orion, permaculture educator, author of *Beyond the War on Invasive Species: A permaculture approach to ecosystem restoration*.

Compliance Issues Covered: environment, agriculture, public safety

13:34 SEGMENT 2: Getting Rid of Clutter: It can help more than you think! 11:54

Synopsis: Everyone hates clutter, but so many of us just can't seem to get it out of our lives. Our guests discuss how we end up with full closets and basements, how to start weeding out the good stuff from the junk and how adopting a minimalist lifestyle not only keeps our homes neat, it also helps to declutter our thinking and maintain focus on those things that are most important to us..

Host: Marty Peterson. Guests: Dr. A.J. Marsden, a psychologist and assistant professor at Beacon College in Leesburg, Florida; Francine Jay, a.k.a "Miss Minimalist," author of the book, *The Joy of Less: A minimalist guide to declutter, organize and simplify*.

Compliance Issues Covered: consumerism, family issues

Program 16-22 Producers Pat Reuter

Air Week 5/29/16 Production Directors Sean Waldron, Reed Pence

1:48 SEGMENT 1: Meat, BBQ and Favorite Foods: Why we eat what we eat 13:55

Synopsis: In America, we have the most varied cuisine in the world with thousands of foods available in grocery stores and menus in restaurants from every corner of the globe. Why do we need all of this variety? And why are meat and barbecue so high up on our list of favorite foods? Our guests offer some answers to these questions.

Host: Gary Price. Guests: Sophie Egan, Dir. Of Programs and Culinary Nutrition for the Strategic Initiatives Group at the Culinary Institute of America, author of Devoured: From chicken wings to kale smoothies - how what we eat defines who we are; Marta Zaraska, author of Meathooked: The history and science of our 2.5 million year obsession with meat; Robb Walsh, journalist, restaurateur, author of Legends of Texas Barbecue Cookbook: Recipes and recollections from the pitmasters, revised edition.

Compliance Issues Covered: food & nutrition, marketing, ethnic & regional culture

17:44 SEGMENT 2: What the Dog Knows: How search dogs follow scent 7:41

Synopsis: Search dogs will follow a scent for miles and even put their lives in danger looking for survivors of mudslides and building collapses. How do they do it, and why? We talk to a search dog owner and trainer about these amazing animals, the physiology that helps them hone in on a single scent, and why they will work for hours in horrid conditions for their handlers.

Host: Marty Peterson. Guest: Cat Warren, cadaver dog owner and trainer, author of the book, What the Dog Knows: Scent, science and the amazing ways dogs perceive the world.

Compliance Issues Covered: pets, science, public safety

Program 16-23 Producer Pat Reuter

Air Week 6/5/16 Production Directors Sean Waldron, Reed Pence

1:50 SEGMENT 1: Travel, People and Freedom: A journalist's travels inform his life 10:52

Synopsis: When people head out on foreign vacations this summer, many of them take the tried and true path: visit the big monuments, tourist attractions and stay with their tour groups. Our guest has spent many years of his life traveling the world and he suggests that for a better and more memorable trip, you should rub shoulders with the locals in the country you're visiting. We'll hear his thoughts on why it's important to learn about the culture of the country you're visiting, how freedom is interpreted in other countries and how you can help the people you meet better understand America and you.

Host: Gary Price. Guests: Andrew Solomon, journalist, author of Far & Away: Reporting from the brink of change – seven continents, twenty-five years.

Compliance Issues Covered: travel, culture, war, environment, politics, art

14:46 SEGMENT 2: Brand Seduction: Are you sure why you buy what you buy? 10:38

Synopsis: What is it that makes you buy one brand of vodka or soup or ketchup over another? Do you like the way it tastes? Is it a brand that you remember your favorite movie star using? Or is it something else? We talk to a brand expert who has researched the psychology of why we buy what we buy and find out that it's not always a conscious decision, but one that is influenced by our brains, memories, and how we perceive ourselves using a product or service.

Host: Marty Peterson. Guests: Daryl Weber, brand consultant, author of Brand Seduction: How neuroscience can help marketers build memorable brands.

Compliance Issues Covered: consumerism, science, business & marketing, media

Program 16-24 Producer Pat Reuter

Air Week 6/12/16 Production Directors Sean Waldron, Reed Pence

1:49 SEGMENT 1: Public Speaking: It doesn't have to be a scary, anxious situation 10:00

Synopsis: Speaking in public can be a very anxiety-producing experience, but why? And how can we remove some of that anxiety and do a better job in front of an audience? Our guests discuss the fear of public speaking and offer advice on how to create, prepare for and deliver a speech with confidence.

Host: Gary Price. Guests: Larry Ventis, professor of psychology at the College of William & Mary; Michael Port, speaking coach, author of the book, Steal the Show: From speeches to job interviews to deal-closing pitches, how to guarantee a standing ovation for all the performances in your life.

Compliance Issues Covered: mental health, business, the arts, education

13:53 SEGMENT 2: Summer Driving Safety: Advice from Hollywood's Top Driver 11:31

Synopsis: When was the last time you thought about how you drive? Do you know how to survive a blow out on the highway? What if your brakes fail? Do you really know how much to inflate your tires, or do you just estimate? Our guests – a tire specialist and a race car driver who is also a Hollywood stunt driver – share advice on these and other important driving issues.

Host: Marty Peterson. Guests: Anne Forristall Luke, President and CEO of the Rubber Manufacturers Association; Ben Collins, race car driver, Hollywood stunt driver, author of the book, How to Drive: Real-world instruction and advice from Hollywood's top driver.

Compliance Issues Covered: transportation, public safety, education, media

Program 16-25 Producers Pat Reuter

Air Week **6/19/16 Production Directors** **Sean Waldron, Reed Pence**

1:49 SEGMENT 1: Juvenile Justice Part 1 11:05

Synopsis: There are millions of people incarcerated in American prisons – many of them juveniles sentenced to long terms alongside adults. Should children be tried as adults and sent to adult prisons? Are they mature enough to understand the consequences of their actions? Or should they be treated differently than adults who commit serious offenses? Our guests discuss why we have so many people incarcerated and how juveniles – even those who commit murder – should be given another chance.

Host: Gary Price. Guests: Peter K. Enns, Associate Professor, Dept. of Government at Cornell University, Executive Director of the Roper Center for Public Opinion Research, and author of the book, Incarceration Nation: How the United States became the most punitive democracy in the world; Jean Trounstine, Professor at Middlesex Community College in Lowell, Massachusetts, and author of the book, Boy With a Knife: A story of murder, remorse and a prisoner’s fight for justice.

Compliance Issues Covered: the justice system, prisons, children, crime

14:58 SEGMENT 2: Juvenile Justice Part 2 10:25

Synopsis: Many school-aged children in the U.S. end up in juvenile detention or expelled from school for offenses ranging from arriving late to breaking the dress code to fighting in the hallway. Once “pushed out” from school, these children are often headed down the road to a life of poverty and more serious crimes. A good portion of these kids are African-American girls who, our guest says, are unfairly targeted for discipline because of a misunderstanding of their behavior. We discuss this phenomenon and also talk to a professor who has studied the effect that extremely strict school rules have on the students and the teachers who are made to enforce them.

Host: Marty Peterson. Guests: Dr. Monique Morris, President and Co-founder of the National Black Women’s Justice Institute and author of the book, Pushout: The criminalization of Black girls in schools; Meira Levinson, Professor of Education at the Harvard Graduate School of Education and Co-editor with Jacob Fay of the book, Dilemmas of Educational Ethics: Cases and commentaries.

Compliance Issues Covered: education, African-American issues, women’s issues, the juvenile justice system, social justice

Program **16-26** **Producer** **Pat Reuter**

Air Week **6/26/16 Production Directors** **Sean Waldron, Reed Pence**

Time	Segment	Dur.
1:49	SEGMENT 1: Grit: The passion and perseverance to succeed	11:37

Synopsis: Why is it that some people succeed and others don't? There are many reasons why we follow through on the tasks we begin, but our guest thinks that those who do succeed in the big things in life have something called "grit." We discuss how passion, hope and perseverance all play into the ability for some individuals to keep on course --even when they face hurdles in their lives and their work -- and accomplish great things.

Host: Gary Price. Guests: Angela Duckworth, Professor of Psychology at the University of Pennsylvania, Scientific Director of the Character Lab, author of the book, Grit: The power of passion and perseverance.

Compliance Issues Covered: military, psychology, children and family issues, education

15:30	SEGMENT 2: Elizabeth Marshall Thomas: Lessons in survival and equality from the Bushmen	9:55
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Synopsis: Learning to survive in uncertain times and learning how to treat everyone in our community with respect and equality are lessons we can all benefit from. However, we don't usually think that primitive peoples are the best teachers of these lessons. Our guest would take exception to that. As a young woman, she lived with the old Bushmen of southwestern Africa and discusses how she learned a lot about how to raise children, find food and water, and about how community cooperation and equality of the sexes enabled these people to survive and thrive in a formidable environment.

Host: Marty Peterson. Guests: Elizabeth Marshall Thomas, author of the book, Dreaming of Lions: My life in the wild places.

Compliance Issues Covered: culture, family, gender issues, community issues, environmen