



Quarterly Issues and Programs List Programs Information

The following is a list of programs which WKLR-FM, Fort Lee, Virginia, aired from 01 October 2013 through 31 December 2013. These programs addressed issues that were determined to be of significant concern to the Fort Lee, Virginia community during the fourth quarter of 2013.

Focus Richmond (five hours per quarter) – a twenty-five-minute talk show hosted by Community Relations Coordinator Rich Jacobs airing Sunday mornings at 0630. The program focuses on local public affairs and community issues.

Viewpoints (six hours per quarter) – a thirty-minute issues program produced by Mediatracks airing Sunday mornings at 0600.

Public Service Announcements – announcements provided by not-for-profit groups and the Ad Council aired at various times on all days of the week.

These programs focused on the following issues of importance to the local community:

- A) The Economy
- B) Employment
- C) Public Safety and Health
- D) Education
- E) The Environment



Quarterly Issues and Programs List General Issues

The following is a list of significant issues to which WKLR-FM, Fort Lee, Virginia, responded from 01 October 2013 through 31 December 2013, along with the most pertinent treatments of those issues.

A. The Economy

10 November **Viewpoints** Advertising is everywhere, and we're all susceptible to it – whether it's the sexy women selling beer during football game commercials; the cute duck that has your insurance needs in mind, or the super-sophisticated couple who emerge from the luxury car dressed in their designer outfits. Why do we fall for these ads? Is it just the images? Or is there more to it? We talk to a graphic artist and a veteran advertising professional about the visual and psychological aspects of marketing and advertising.

Host: Christopher Michael. Guests: Chip Kidd, graphic designer and author of "A Kidd's Guide to Graphic Design," (www.chipkidd.com); Chris Malone, Managing Partner, Fidelum Partners, co-author of "The Human Brand: How we relate to people, products and companies," (www.thehumanbrand.com).
14 minutes, 0600

01 December **Focus Richmond** We interview Hunter Moum, Furniture Bank Program Manager for CARITAS. CARITAS is a non-profit organization that helps the homeless transition from the street to an apartment. CARITAS offers low- or no-cost furniture for individuals who qualify for the program. Most people transitioning

from homelessness can barely afford rent payments, much less bear the cost of furnishing an apartment.

Host: Rich Jacobs
25 minutes, 0630

15 December **Viewpoints** There is such a temptation to be generous to others – and ourselves – during the holidays that many Americans end up in credit card trouble when the bills start rolling in. We talk to an accountant who was once in heavy debt from her cards about how she got there, how to spot the red flags of credit card overuse, and strategies for getting out of debt and learning how to use credit wisely.

Host: Marty Peterson. Guest: Beverly Harzog, Certified Public Accountant, consumer advocate, lecturer and author of the book, “Confessions of a Credit Card Junkie,” (www.beverlyharzog.com).
12 minutes, 0600

22 December **Viewpoints** The housing market is coming back after five long years of financial distress. Still, many people are having trouble paying their mortgage for the expensive homes they bought during the boom. We talk to two finance specialists about mortgage modification plans and other options, and why it’s important for families – and lenders – to have homes occupied rather than abandoned.

Host: Marty Peterson. Guests: John Gallo, lecturer in finance, University of Iowa, Iowa City, IA (www.hopenow.com; www.uiowa.edu); Mick Barron, CEO & Pres., of How To Modify.com (www.howtomodify.com).
14 minutes, 0600

29 December **Viewpoints** A lot of people are facing big holiday bills, and they’re tempted to sell some of the gold jewelry or coins that they have lying around the house. How do you get the best price for your treasures? Are the coins you have really all that valuable? We talk to two gold and coin specialists about how gold buyers assess the value of your items, which coins might be valuable and why, and how to find the best place to sell your valuables.

Host: Gary Price. Guests: Michael Fuljenz, Pres. Of Universal Coin and Bullion (www.universalcoin.com); Rod Gillis, Numismatic Educator, The American Numismatic Association (www.money.org).
14 minutes, 0600

B. Employment

13 October **Viewpoints** We know so much about Franklin D. Roosevelt through his presidency, but what about the years before? We talk to an esteemed historian and author about the young Roosevelt, his family life, his career in the Department of the Navy, as a state politician and a victim of polio, and learn how these experiences molded FDR's life and presidency.

Host: Christopher Michael. Guests: Stanley Weintraub, author of "Young Mr. Roosevelt: FDR's introduction to war, politics and life," (www.dacapopress.com).
14 minutes, 0600

13 October **Viewpoints** News magazines were big business during WWII until their demise in the 1970s, and the photographers who took the award-winning and poignant pictures for those magazines were the rock stars of their profession. We talk to a man who's father, John Launois, was one of the biggest, most successful American photojournalists of his time. We'll hear why and how the Frenchman came to the US, learned his trade, developed a love for America, and hear stories of his amazing career taking the pictures that defined history and the culture of the 60s and 70s.

Host: Marty Peterson. Guests: Chris Pan Launois, son of the late John Launois, author of "L'Americain: A memoir," (www.theamericanbook.com).
14 minutes, 0600

20 October **Viewpoints** It's frustrating when local government repeatedly rebuffs an average citizen when he or she wants to get something accomplished in their community. So if you can't beat them...why not join them and fight the good fight from the inside? We talk to two election veterans about why it's important for John and Joan Q Public to take part in their local government; how to go

about starting a campaign and how to avoid some of the common mistakes first-time candidates sometimes make.

Host: Marty Peterson. Guests: David Johnson, CEO of Strategic Vision, LLC, a public relations and public affairs agency in Suwanee, GA, that works with candidates and issues (www.strategicvision.biz); Marian Walsh, former Massachusetts State Senator, consultant and author of "Run: Your personal guide to winning public office," (www.marianwalsh.com).
14 minutes, 0600

24 November **Viewpoints** When it comes to popular literature, novels seem to get all the attention. The mysteries, love stories, suspenseers and historical family sagas sell millions of books and make some of their authors household names. Why is it that short stories don't enjoy some of that fame? We talk to a professor of English and also to a short story author about why these stories aren't top of mind with the public, what short stories bring to literature that longer writing doesn't, and we'll hear some advice for first-time authors on getting started writing short stories.

Host: Marty Peterson. Guests: Diane Glancy, Visiting Professor, Azusa Pacific University, Los Angeles County, CA (www.apu.edu); Lani Hall Alpert, musician, lyricist, author of "Emotional Memoirs & Short Stories," (lanihall.com).
14 minutes, 0600

15 December **Focus Richmond** We interview Doug Pick, CEO of FeedMore. FeedMore is a non-profit organization composed of the Central Virginia Food Bank, Meals on Wheels of Greater Richmond and the Community Kitchen. Summit Media Corporation's Richmond radio stations held their annual fundraiser, Feed Richmond, in November to benefit FeedMore. We discuss FeedMore's constant need for donations and – especially – volunteers in their battle against hunger in Central Virginia.

Host: Rich Jacobs
25 minutes, 0630

C. Public Safety and Health

13 October **Focus Richmond** We interview Yvonne Nelson of the Innsbrooke Foundation. The foundation is hosting its annual Pumpkin Palooza family event to raise awareness of breast cancer and promote the yearly Making Strides Against Breast cancer walk.

Host: Rich Jacobs
25 minutes, 0630

27 October **Viewpoints** Halloween is here, and millions of Americans will be seeking out horror films and wearing monster costumes hoping to scare family and friends – and themselves. But why? What does a good fright do for us? We talk to three specialists in thrills and chills about the issue, how children process fright and get some suggestions on films and books appropriate for the holiday.

Host: Christopher Michael. Guests: Dr. Frank Farley, psychologist, Professor at Temple Univ., Philadelphia (www.temple.edu); Catherine Zimmer, Assistant Prof. in the program of Film & Screen Studies, Dept. of English, Pace Univ., NY (www.pace.edu); Allen Grove, Prof. of English, Alfred Univ., NY (www.alfred.edu).
14 minutes, 0600

03 November **Focus Richmond** We interview theater instructor Jason Campbell of the Appomattox Regional Governor's School for the Arts and Technology and several student cast members of the musical production "Carrie." The production presents an anti-bullying message. A duo from the cast sings a song from the musical.

Host: Rich Jacobs
25 minutes, 0630

03 November **Viewpoints** As the elderly population continues to grow in the US, so does the number of older drivers. No matter how healthy and mentally sharp a person remains, age does eventually change their ability to drive. We'll discuss what these changes are, how they affect driving overall, how older people can learn to avoid errors, and how family and friends should approach the topic of cutting

back on or quitting driving altogether with an elderly loved one.

Host: Christopher Michael. Guests: Dr. Gary J. Kennedy, Dir. of the Division of Geriatric Psychiatry, Montefiore Medical Center, Prof. of Psychiatry, Albert Einstein College of Medicine, Bronx, NY (www.montefiore.org); Alexander Pollatsek, Prof. Emeritus, in the Dept. of Psychology, University of Massachusetts, Amherst (www.umass.edu).
14 minutes, 0600

01 December **Viewpoints** When we hear the term “psychopath,” we usually think of serial killers or other nasty villains. Rarely does anyone think of the mild-mannered neuroscientist next door. We talk to a psychologist and to a neuroscientist who happens to be psychopathic, about what the term actually means in the medical world, how it’s tested for in various people, the traits that most often set it apart from other conditions, and how many people who have psychopathic tendencies can function in a non-violent, productive way.

Host: Gary Price. Guests: Scott Lilienfeld, professor of psychology, Emory Univ., Atlanta, GA (www.psychology.emory.edu); James Fallon, neuroscientist at Univ. of California-Irvine, author of “The Psychopath Inside: A neuroscientists personal journey into the dark side of the brain,” (www.us.penguinroup.com).
14 minutes, 0600

01 December **Viewpoints** This holiday season there’s more sparkle to look at than the lights from Christmas decorations. The Comet ISON is scheduled to make its appearance in the early morning sky between Thanksgiving and Christmas. We talk to an astronomer and author about what comets are, why they’re scientifically significant and where in the sky we might best see and photograph ISON.

Host: Marty Peterson. Guests: Dave Eicher, editor-in-chief, Astronomy Magazine, author of the book, “Comets: Visitors from Deep Space,” (www.astronomy.com).

14 minutes, 0600

D. Education

- 20 October **Focus Richmond** *Focus Richmond* is on location at Richmond's Edgar Allan Poe Museum. We interview Museum Curator Chris Semtner about Poe's life and the museum that celebrates it. (Part one of a two-part series.)
- Host: Rich Jacobs
25 minutes, 0630
- 27 October **Focus Richmond** *Focus Richmond* is on location at Richmond's Edgar Allan Poe Museum. We interview Museum Curator Chris Semtner about a 130-year-old series of illustrations by artist James Carling for Poe's famous poem "The Raven." The Poe Museum is raising money to have the one-of-a-kind illustrations restored and preserved. As part of the project, the museum plans to present the illustrations in book form for sale. Proceeds would go toward the cost of restoring and preserving the illustrations. (Part two of a two-part series.)
- Host: Rich Jacobs
25 minutes, 0630
- 27 October **Viewpoints** We all want answers to the complicated questions in life, but sometimes just asking the questions are enough to make us think deeply about our lives and our world. We talk to a man who has made a living asking questions that sometimes have no hard and fast answers, or where the resolution changes depending upon our age or circumstances. He tells us how the process of coming to an answer is often more important than any one answer itself.
- Host: Marty Peterson. Guests: Dr. Gregory Stock, bioethicist, author of "The Book of Questions" (www.gregorystock.net).
14 minutes, 0600

10 November **Viewpoints** What makes good children's television? Is it the story? The interactivity? The characters? And how is it that some tv shows have endured for decades, while others are just a flash in the pan? We discuss the issue with two media specialists.

Host: Marty Peterson. Guests: Paul Levinson, Prof. of Communications and Media, Fordham University (www.paullevinson.blogspot.com); Melissa Henson, Dir. of Grassroots Activism for the Parents Television Council (www.parentstv.org).
14 minutes, 0600

17 November **Viewpoints** We've come a long way technologically since the first telephone and the light bulb, but what did it take to get to where we are today? We talk to two authors about two of the most influential hi-tech incubators of the late 19th and the 20th centuries – MIT and Bell Labs. Our focus is on the philosophies and the people who brought us the inventions that revolutionized our lives.

Host: Christopher Michael. Guests: Matthew Pearl, author of "The Technologists," (www.matthewpearl.com); Jon Gertner, author of "The Idea Factory: Bell Labs and the Great Age of American Innovation" (www.jongertner.net).
14 minutes, 0600

08 December **Viewpoints** For many Americans, the history courses they took in school left them either bored or frustrated. All of those names, dates, and locations that had to be memorized made what should have been an exciting subject dry and uninteresting. We talk to filmmaker Ken Burns about a new venture he is undertaking with actor Tom Hanks and Audible.com that aims to bring history to life, by having talented actors create audio books from American literary masterpieces that present our history through personal stories of war, the settling of the west, slavery and The Great Depression.

Host: Gary Price. Guests: Ken Burns, filmmaker and documentarian, (www.audible.com).
14 minutes, 0600

22 December **Viewpoints** Millions of Americans will be traveling home for the holidays, but even with crowded airports, even more crowded roads and bad weather, few will have as tough a time as General George Washington, did on his journey home after the Revolutionary War. We talk to a noted historian about Washington's trip back to Mt. Vernon, his emotional farewell to his men, and how his stopping and meeting with ordinary Americans along the way sealed his fate as the beloved Father of our country.

Host: Gary Price. Guests: Stanley Weintraub, historian, author of "General Washington's Christmas Farewell," (www.simonandschuster.com).
14 minutes, 0600

E. The Environment

03 November **Viewpoints** We often hear people who help the poor and disadvantaged say how a donation or a helping hand by one person can change the lives of many. But can it? Can one person really make the lives of thousands – or millions – better? We talk to three men who have devoted their lives to public service about how it is possible for one person to be the catalyst for big change.

Host: Marty Peterson. Guests: Jim Ziolkowski, founder of buildOn, author of "Walk in Their Shoes: Can one person change the world?" (www.buildOn.org); Allan Luks, Dir. of Fordham Center for Non-Profit Leaders, Fordham University (www.fordham.edu); Oliver Libby, chair and co-founder of The Resolution Project (www.resolutionproject.org).
14 minutes, 0600

17 November **Viewpoints** How many people can the world hold in a healthy, ecologically responsible way? Well, we're heading to 11 billion by the next century, and with more and more land being used for farming, deserts increasing in size, and water becoming scarcer, we're on our way to population overload. Why is this? Why can't people just have fewer children? We talk to a population researcher who traveled around the world asking this same question – and the answers he got were far from simple. We also find out what will happen if we don't rein in population – and soon.

Host: Marty Peterson. Guests: Alan Weisman, award-winning author of "Countdown: Our last, best hope for a future on earth?" (www.countdownbyalanweisman.com).
14 minutes, 0600

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Host: Marty Peterson. Guests: Dave Eicher, editor-in-chief, Astronomy Magazine, author of the book, "Comets: Visitors from Deep Space," (www.astronomy.com).
14 minutes, 0600

08 December **Viewpoints** Bats are one of the iconic images of Halloween and hundreds of gothic novels and horror movies. They have a scary image and a bad reputation for carrying disease, but they are actually vital to global agriculture and health. We talk to a bat expert and a man who spent years working hard to create a safe habitat for one endangered species, about what these flying mammals are really like, the disease that is threatening their existence in the U.S., and their value to society.

Host: Marty Peterson. Guests: Jodi Sedlock, Assoc. Professor of Biology specializing in bats, Lawrence University, Appleton, WI (www.Lawrence.edu); Don Mitchell, author of "Flying Blind: One man's adventures battling buckthorn, making peace with authority, and creating a home for endangered bats," (www.chelseagreen.com).
14 minutes, 0600



Quarterly Issues and Programs List Public Service Announcements

WKLR-FM broadcasts traffic reports for the Greater Richmond area each weekday morning and afternoon.

The following is a list of local non-profit and not-for-profit groups for which WKLR-FM, Fort Lee, Virginia, aired public service announcements from 01 October 2013 through 31 December 2013. WKLR-FM also airs public service announcements for national non-profit and not-for-profit groups.

Crime Solvers/Crime Stoppers, 60-second spots

Science Museum of Virginia (Question Your World PSA Series), 60-second spots

Fire Prevention (in association with the local fire departments – locally produced)

Various Ad Council-Provided PSAs (subjects included: support for veterans, teen dating, emergency preparedness, CPR, child latch system, literacy, avoiding foreclosure, prevent forest fires), 30-second spots

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