

WSPA FM

Quarterly Issues & Program Report

1st Quarter

January, February, March 2013

**Prepared by Tias Schuster
Public Affairs**

Entercom Communications Inc.

25 Garlington Road

Greenville, SC 29615

Phone (864) 271-9200

Table of Contents

1. Methodology
2. List of Ascertainment Issues
3. List of Community Leaders Interviewed for Ascertainment Purposes
4. Description of Public Affairs Show
5. Public Affairs Show Synopsis

Methodology

1. The listening public (daily concerns)
2. Government leaders and public officials
3. Community leaders of the Upstate (volunteer and non-profit agencies)
4. Upstate business leaders
5. Area educators

Public Affairs programming is designed to address the needs, concerns, problems and issues of the aforementioned individuals.

UPSTATE ISSUES AND CONCERNS

**Public Affairs Programming Upstate Issues
1st Quarter 2013**

POLITICS

EDUCATION

HEALTH

FINANCE

FITNESS

JOURNALISM

BUSINESS

PHILANTHROPY

BANKING

CHILDREN

CULTURE

YOUTH

SCIENCES

NEW YEAR RESOLUTIONS DIETING-YMCA

CRIME

TAXES

WEATHER

ANIMAL CARE

COMMUNITY HOMELESS AND HUNGER NEEDS

ANIMAL CARE SERVICES IN AREA

ENTERTAINMENT AND CHARITY

List of Community Leaders Interviewed for Ascertainment Purposes

**DON ROGERS
JAN HOWARD
DJ JORDAN
PATRICK BISSET
AARON CULLIP
JORDANA MEGONIGAL
JEFF GAINES
DAVID HAMMOND
PATRICK BISSET
EMMA MCDANIEL
WHITNEY WALTERS
NANCY HALVERSON
JOANNA MAY
REBECCA WRIGHT
JOHN JULIAN
LAURA CAMPBELL
ANGELA THOMAS
SHEA SMITH
KENDRA KENT
STEVE J. HAMBERIS
LAURA CAMPBELL
TRICIA LIKANIC
KENT DAVIS
SUSAN BUFANO
SHERWOOD KISER**

PUBLIC AFFAIRS PROGRAMMING DESCRIPTION

WSPA - FM Weekend mornings

A: Sunday 6:00 a.m. Radio Health Journal

One half hour Syndicated Public Affairs health discussion show with varied topics each week produced and provided by Media Tracks Communications. Program schedules for the program during the most recent quarter are attached

B: Sunday 6:30 a.m. Viewpoints

One half hour Syndicated Public Affairs discussion show with varied topics each week produced and provided by Media Tracks Communications. Program schedules for the program during the most recent quarter are attached

C: Sunday 7:00 a.m. Movers And Shakers – 30 minutes

One half hour interview show locally produced by Heidi Aiken after reviewing Community Leaders Surveys aired each Sunday morning intended to inform the listening audience about events, and organizations in the area that may pertain to their daily lives, usually highlighting health, crime prevention, and other charitable organizations.

D: Sunday 7:30 a.m. Focus On The Upstate– 30 minutes

One half hour locally produced Public Affairs discussion show with varied topics each week produced by Entercom air talent.. Program schedules for the program during the most recent quarter are attached.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: POLITICS

Program Name: MOVERS AND SHAKERS

Date: 01-06-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

Don Rogers of the SC Republican Party. Discussed recruiting members, communications, precinct organization and reorganization. Tea Party events.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: EDUCATION

Program Name: MOVERS AND SHAKERS

Date: 01-13-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

JAN HOWARD OF MICHAEL'S WAY DISCUSSED THE MISSION OF THE NONPROFIT ORGANIZATION. IT'S FUNDING,VOLUNTEER RECRUITMENT AND UPCOMING EVENTS AND FUNDRAISERS FOR CONTINUING EDUCATION AND RETRAINING OF THE UNEMPLOYED AND THE UNDEREDUCATED.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: HEALTH

Program Name: MOVERS AND SHAKERS

Date: 01-20-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

DJ JORDAN IS A PHYSICAL FITNESS TRAINER AND HEALTH EDUCATION PROVIDER. HIS SPECIALTY IS OBESITY AND WEIGHT LOSS. HE TRAINS THOSE FACING HEALTH RISKS ASSOCIATED WITH BEING OVERWEIGHT. DISCUSSED HOW TO IMPROVE YOUR HEALTH. STARTING A FITNESS PROGRAM AND BETTER NUTRITION.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: FINANCE

Program Name: MOVERS AND SHAKERS

Date: 01-27-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

PATRICK BISSET IS A MORTGAGE SPECIALIST. DISCUSSED:LOW INTEREST RATES. VARIOUS MORTGAGE INSTRUMENTS. REFINANCING. HOW TO QUALIFY FOR A MORTGAGE AND CREDIT REPORTS. AS WELL AS, HOW TO APPLY FOR A MORTGAGE.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: FITNESS

Program Name: MOVERS AND SHAKERS

Date: 02-03-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

AARON CULLIP IS A SMALL BUSINESS OWNER WHO SPECIALIZES IN TRAINING MISS SOUTH CAROLINA CONTESTANTS. HEALTH,NUTRITION AND JUDGING STANDARDS WERE DISCUSSED WITH CULLIP WHO HAS TRAINED THE LAST 4 OF THE MISS SOUTH CAROLINA WINNERS.DISCUSSED MISS SC SCHOLARSHIP OPPORTUNITIES.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: JOURNALISM

Program Name: MOVERS AND SHAKERS

Date: 02-10-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

JORDANA MEGONIGAL IS THE EDITOR OF BLACK BOX BUSINESS MAGAZINE. DISCUSSED WERE TRENDS IN AREA BUSINESS. THE ECONOMY. HOW SMALL BUSINESS HAS TO RE-ACCESS IN HARD ECONOMIC TIMES.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: BUSINESS

Program Name: MOVERS AND SHAKERS

Date: 02-17-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

JEFF GAINES WORKS FULL TIME FOR THE GREENVILLE HOSPITAL BUT VOLUNTEERS FOR A NONPROFIT ORGANIZATION THAT HELPS INDIVIDUALS GET THEIR GED, LEARN TO READ AND BE TRAINED IN NEW CAREER FIELDS. GETTING LOCAL BUSINESS INVOLVED IN HIRING MICHAEL'S WAY GRADUATES THRU GREENVILLE TECH CONTINUING EDUCATION PROGRAM.FUNDING WAS DISCUSSED.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: PHILANTHROPY

Program Name: MOVERS AND SHAKERS

Date: 02-24-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

ORGANIZING A CHARITY EVENT, HOW TO PLAN AND HOW A SUCCESSFUL EVENT SUPPORTS THE COMMUNITY WAS DISCUSSED BY DAVID HAMMOND OF LAUREN'S ELECTRIC CO-OP. THEY ARE THE PRESENTERS OF THE GOLF FUNDRAISER FOR AREA CHILDREN'S CHARITIES.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: BANKING

Program Name: MOVERS AND SHAKERS

Date: 03-03-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

QUALIFYING FOR A MORTGAGE, TYPES OF MORTGAGES AND WHATS NEED TO GET A MORTGAGE ARE TOPICS DISCUSSED BY PATRICK BISSET,A MORTGAGE SPECIALIST. CREDIT RATINGS, AND THE RESPONSIBILITIES OF HOMEOWNERSHIP WERE ALSO DISCUSSED.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: CHILDREN

Program Name: MOVERS AND SHAKERS

Date: 03-10-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

THE ELLEN SMITH HINES GIRLS HOME AND THE UPSTATE CHILDRENS HOME HAVE COMBINED TO FORM THE HOPE CENTER FOR CHILDREN. EMMA MCDANIEL IS CHAIRMAN OF THE FUNDRAISER THAT SUPPORTS THE NEWLY FOUNDED CENTER.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: CULTURE

Program Name: MOVERS AND SHAKERS

Date: 03-17-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

THE INTERNATIONAL CENTER IS BASED IN GREENVILLE . THE CENTER EDUCATES THROUGH LANGUAGE CLASSES AND CULTURAL CLASSES. WHITNEY WALTERS IS THE EXECUTIVE DIRECTOR WHO DISCUSSED THE UPCOMING MONTH-LONG INTERNATIONAL FESTIVAL IN A NUMBER OF AREA COUNTIES.

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: YOUTH

Program Name: MOVERS AND SHAKERS

Date: 03-24-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

THE CHILDREN'S MUSEUM OF THE UPSTATE IS A CENTER FOR EDUCATION,EVENTS AND ACTIVITIES FOR AGES 2 AND UP. NANCY HALVERSON IS THE CEO AND MANAGES THE PROGRAMS OFFERED BY THE MUSEUM. FUNDRAISING,VOLUNTEER RECRUITMENT AND SUPPORT FOR AREA TEACHERS WAS DISCUSSED

Entercom Greenville LLC

25 Garlington Road

Greenville, S.C 29615

Quarterly Issues and Programming List

What follows is a list of the significant issues responded to by the station indicated below along with significant program treatment of those issues for the period indicated. The list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue: SCIENCES

Program Name: MOVERS AND SHAKERS

Date: 03-31-13

Time: 6:00 AM

Duration: 30 MINUTES

Description of Program, Guest, Organization, Subject Matter:

JOANNA MAY A LOCAL PARENT AND VOLUNTEER FOR CHILDREN'S CHARITIES AND SCHOOLS, DISCUSSED AN UPCOMING FUNDRAISER THAT WILL FEATURE AN AUCTION, AND OTHER OPPORTUNITIES FOR THOSE IN THE COMMUNITY TO RAISE MONEY TO FURTHER EDUCATE AREA CHILDREN IN THE SCIENCES.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

New Year Resolutions Dieting-YMCA

Program Name:

Focus On the Upstate

Date:

Jan. 6th, 2013

Time:

6:00 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Rebecca Wright from the Eastside Y discussing Weight Loss, resolutions, programs for all ages and all new programs for the new year.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Health

Program Name:

Focus On the Upstate

Date: Jan. 13th, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Dr. John Julian from the Dental Retreat. Talks about the importance of dental health and affect on over-all health problems, issues, etc.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Crime

Program Name:

Focus On the Upstate

Date: Jan. 20. 2013

Time: 6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Todays guest is Master Deputy Laura Campbell of the Greenville sheriff's Office. She discusses crime trends, auto break-ins, gun safety. She also talks to groups and volunteers at classes, churches, etc on crime topics...gives advice to kids who are being bullied.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Taxes

Program Name:

Focus On the Upstate

Date: Jan. 27, 2013

Time: 6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Angela Thomas with the Thomas Agency. CPA. Accountant offering tips on tax filings, new changes in the tax laws, on- line filings, and concerns about breach of Dept. of Revenue State Tax Site.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Taxes

Program Name:

Focus On the Upstate

Date:

Feb. 3, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Angela Thomas with the Thomas Agency. CPA, accountant offering tips on tax filings, new changes in the tax laws, on- line filings, and concerns about breach of Dept. of Revenue State Tax Site. Where to go for free tax filings for those meeting certain income and the elderly.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Crime

Program Name:

Focus On the Upstate

Date:

Feb. 10. 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Major Shea Smith with the Greenville Sheriff's Office discussing crime statistics in the area. He tells us how to view recent crime activity in our neighborhoods thru a new system on the web site.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Weather

Program Name:

Focus On the Upstate

Date:

Feb. 17th, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest was Kendra Kent with our news partner, Fox Carolina. She is chief meteorologist with Channel 21. She discusses the difference in our area when it comes to weather conditions like Sleet and Freezing Rain, what's the difference, etc. she has advise on driving in such conditions from the Highway Patrol.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Health

Program Name:

Focus On the Upstate

Date:

Feb. 24, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Dr. Steve J. Hamberis from Riverside Family Medical and the important issues regarding immunizations for our children and ourselves. FLU SHOTS; too late? Whooping Cough coming back into news, upcoming Spring allergies, etc. Also Singles vaccines!

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Crime

Program Name:

Focus On the Upstate

Date:

March 3, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Master Deputy Laura Campbell. We discuss a series of violent Crimes, ranging from homicides to auto break-ins. The Greenville Sheriff's Office is also working a number of car break ins and attempted car-jackings (malls, subdivisions, etc.) Campbell tells us how to protect ourselves and our possessions.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Animal Care

Program Name:

Focus On the Upstate

Date:

March 10, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Tricia Likanic, Vice President and Treasure of SPEAK FOR ANIMALS in the upstate. Spaying and neutering information, foods, medical services, where to go and who will help with your animal care and concerns at affordable prices, sometimes, even free.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Community Homeless and Hunger needs

Program Name:

Focus On the Upstate

Date:

March 17th, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guests are Area Commander Kent Davis and Public Relations Director, Pamela Garcia of the Salvation Army in Greenville. We discuss the needs in the community right now with hunger, food pantry very low. Those who are homeless are using their facilities at the Salvation Army which is packed due to the cold Spring we've had. Need contributions of money and time from volunteers, meal preparation, serving, blankets, clothes and FOOD!

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Animal Care Services in area

Program Name:

Focus On the Upstate

Date:

March 24th, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Susan Bufano, community relations expert with the Greenville County Animal Care. Had a number of recent reports of packs of dogs wandering neighborhoods, what you can do. What is the proper thing to do when you see an animal that may have been dropped off along the side of the road or abandoned. How do you deal with suspected mis-treatment of animals. When the shelter is open, cost of adopting and needs at the center now.

Entercom Greenville LLC

25 Garlington Road

Greenville, SC 29615

Quarterly Issues and Programs List

What follows is a listing of some of the significant issues responded to by the station indicated below along with significant programming treatment of those issues for the period indicated. The listing is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Ascertained Issue:

Entertainment and Charity

Program Name:

Focus On the Upstate

Date:

March 31, 2013

Time:

6:30 a.m.

Duration:

30 minutes

Description of Program, Guest, Organization, Subject Matter: Today's guest is Sherwood Kiser with the Shrine Circus which is coming to town April 7th thru the 14th. Arenas in Anderson, Spartanburg and Greenville. Like an old timey tent circus atmosphere that raises money for Shrine Charities.



Quarterly Issues Report – Q1 First Quarter, 2013 1/1/13 through 3/31/13

Radio Health Journal Programs 13-01 through 13-13

Program # 13-01

Air Week: 1-6-13

2:06 **SEGMENT 1:** Music education and the brain

13:07

Synopsis: Many schools are slashing music education as "a costly frill" so students can concentrate on the 3 R's. But new research shows that music education changes the brain. Students who learn a musical instrument are much better learners in all subjects. Experts explain.

Host: Reed Pence. Guests: Chris Woodside, Assistant Executive Director for Advocacy and Public Affairs, National Association of Music Education; Dr. Nine Krauss, Director, Auditory Neuroscience Laboratory, Northwestern Univ.; Dr. Aniruddh Patel, Assoc. Prof. of Psychology, Tufts Univ.

COMPLIANCY ISSUES COVERED: the arts; education; youth at risk; school funding

16:16 **SEGMENT 2:** Making cheerleading safer

7:49

Synopsis: Cheerleading, with its pyramids and throws, is the most dangerous school activity that a high school girl can pursue. An expert and study co-author explains changes advocated by the nation's pediatricians that would reduce catastrophic injuries.

Host: Nancy Benson. Guest: Dr. Jeff Mjaanes, Asst. Prof. of Orthopedic Surgery and Pediatrics and Director, Chicago Sports Concussion Clinic, Rush Univ. Medical Center

COMPLIANCY ISSUES COVERED: youth at risk; sports and recreation; education

Program # 13-02

Air Week: 1-13-13

2:04 **SEGMENT 1:** Compounding pharmacy safety

14:22

Synopsis: Drug contamination from a compounding pharmacy led to dozens of deaths and hundreds of illnesses this fall, calling into question the lack of regulation that could allow such an incident to happen. Experts discuss how compounding is regulated in pharmacies, loopholes that allow drug manufacture in the guise of compounding, and how consumers can protect themselves.

Host: Reed Pence. Guests: Joe Graedon, pharmacologist, and Dr. Teresa Graedon, medical anthropologist, co-founders and co-directors, The People's Pharmacy and co-authors, Top Screwups Doctors Make and How to Avoid Them; David Ball, spokesman, international Academy of Compounding Pharmacists; Dr. Sarah Sellers, former FDA regulator and President, Q-Vigilance drug safety consultants

COMPLIANCY ISSUES COVERED: consumer protection and consumer safety; federal government regulation; state government regulation; business and industry; health care

17:31 **SEGMENT 2:** Premonitions: evidence of reality

6:42

Synopsis: Research is showing that premonitions may be real, and explainable through quantum physics. A noted expert discusses the research and how premonitions could be exploited to people's benefit.

Host: Nancy Benson. Guest: Dr. Larry Dossey, author, The Power of Premonitions: How Knowing the Future Can Shape Our Lives.

COMPLIANCY ISSUES COVERED: *public health*

Program # 13-03

Air Week: 1-20-13

2:04 **SEGMENT 1:** *Flu and flu vaccines*

13:25

Synopsis: This flu season is shaping up to longer and worse than usual. Experts discuss influenza and impediments to the development of a "universal" flu vaccine that would protect against all forms of flu for years at a time.

Host: Reed Pence. Guests: Dr. Anthony Fauci, Director, National Institute of Allergy and Infectious Diseases, National Institutes of Health; Dr. William Schaffner, chair, Department of Preventive Medicine, Vanderbilt Univ. Medical Center.

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

16:34 **SEGMENT 2:** *Inside your eye exam*

7:02

Synopsis: Eye exams are looking for a lot more than just eye diseases or how well you see. The eye is the window to the rest of our body's health, and many diseases can be spotted there first. An ophthalmologist explains.

Host: Lynn Holley. Guest: Dr. Christopher Starr, Asst. Prof. of Ophthalmology, Weill-Cornell Medical Center, New York.

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

Program # 13-04

Air Week: 1-27-13

2:06 **SEGMENT 1: Reducing hospital readmissions**

13:26

Synopsis: All too often, people who've been released from the hospital quickly get sick again and need to be readmitted, resulting in wasteful spending. Medicare now financially penalizes hospitals whose readmission rates are above average, so hospitals are embarking on measures to check up on released patients and keep them well. Experts discuss.

Host: Reed Pence. Guests: Joel Wright, Vice President, Health System Operations, Walgreen Co.; Dr. Amy Boutwell, President, Collaborative Healthcare Strategies and practicing physician, Newton-Wellesley and Massachusetts General Hospitals.

COMPLIANCY ISSUES COVERED: health care; federal government; Medicare; public health; consumerism and consumer safety; economics

16:35 **SEGMENT 2: Reality TV: The new freak show?**

7:31

Synopsis: Societies have attempted to stamp out carnival freak shows, but they always return. Many experts believe reality TV shows are this generation's incarnation of this phenomenon. Experts discuss the purposes they may serve society, efforts to legitimize such shows and the seemingly irresistible pull they have on many of us.

Host: Nancy Benson. Guests: Robert Bogdan, Distinguished Prof. Emeritus of Sociology and Special Education, Syracuse Univ.; Andy Denhart, Asst. Prof. of Journalism, Stetson Univ., and editor, RealityBlurred.com; Nadia Durbach, Assoc. Prof. of History, Univ. of Utah and author, Spectacle of Deformity: Freak Shows and Modern British Culture; Mark Andrejevic, Assoc. Prof. of Communication Studies, Univ. of Iowa.

COMPLIANCY ISSUES COVERED: media and society; disabilities

Program # 13-05

Air Week: 2-3-13

1:56 **SEGMENT 1:** *What makes a happy relationship and marriage?*

12:41

Synopsis: Once the domain of pop psychologists, science has now tackled romantic relationships to show the secrets of success. Experts discuss what research shows couples need to know to maintain their relationship.

Host: Reed Pence. Guests: Alisa Bowman, author, Project: Happily Ever After and editor, ProjectHappilyEverAfter.com; Dr. Howard Markman, Prof. of Psychology, Univ. of Denver and author, Fighting for Your Marriage; Dr. Gary Lewandowski, Prof. of Psychology, Monmouth Univ.

COMPLIANCY ISSUES COVERED: *interpersonal relationships; family issues*

15:41 **SEGMENT 2:** *Superstitions*

7:53

Synopsis: Research shows that about half of Americans are superstitious. Studies also show that superstitious rituals may improve performance by boosting confidence. Experts discuss the psychology of superstitions.

Host: Lynn Holley. Guests: Dr. Stuart Vyse, Prof. of Psychology, Connecticut College and author, Believing in Magic: the Psychology of Superstition; Dr. Alex Lickerman, author, The Undefeated Mind.

COMPLIANCY ISSUES COVERED: *pop culture; consumerism; sports and recreation*

Program # 13-06

Air Week: 2-10-13

1:56 **SEGMENT 1:** Normal pressure hydrocephalus

11:49

Synopsis: As many as five percent of people diagnosed with Parkinson's or Alzheimer's diseases may in reality have a treatable disorder caused by "water on the brain." An expert and patient discuss.

Host: Reed Pence. Guests: J.D. and Donna Cain, normal pressure hydrocephalus patient and his wife/caregiver; Dr. Marvin Bergsneider, Prof. of Neurosurgery and chief, Adult Hydrocephalus and ICP Disorders Program, UCLA

COMPLIANCY ISSUES COVERED: *health care; elderly and senior citizens*

14:50 **SEGMENT 2:** How personality affects longevity

8:40

Synopsis: A unique 90-year study has uncovered how personality is one of the most important factors determining lifespan. One of the researchers involved in the study explains their groundbreaking findings.

Host: Nancy Benson. Guest: Dr. Leslie Martin, Prof. of Psychology, La Sierra Univ. and co-author, The Longevity Project.

COMPLIANCY ISSUES COVERED: *public health; pop psychology*

Program # 13-07

Air Week: 2-17-13

2:05 **SEGMENT 1:** Preventing surgical "never events"

14:44

Synopsis: A new study finds that about 80 times per week in the US, errors occur in surgery that experts agree should never happen: operating on the wrong body part or the wrong person, or leaving an instrument or sponge behind in the patient. Experts discuss how these egregious mistakes happen and new efforts to prevent them.

Host: Reed Pence. Guests: Dr. Marty Makary, Assoc. Prof. of Health Policy, Johns Hopkins Univ. and author, Unaccountable: What Hospitals Don't Tell You and How Transparency Can Revolutionize Healthcare; Dr. Verna Gibbs, Prof. of Surgery, Univ. of California-San Francisco, staff surgeon, San Francisco VA Medical Center and Director, No Thing Left Behind; Coleen Smith, High Reliability Initiatives Director, Center for Transforming Healthcare, The Joint Commission

COMPLIANCY ISSUES COVERED: *health care; public health; consumerism and consumer safety*

17:50 **SEGMENT 2:** Eavesdropping

6:02

Synopsis: Most people consider eavesdropping to be rude, but one expert explains that the behavior has been vital to survival. Our psychological need to eavesdrop is so pronounced that today we outsource the practice.

Host: Lynn Holley. Guest: Dr. John Locke, Prof. of Linguistics, City University of New York and author, Eavesdropping: An Intimate History

COMPLIANCY ISSUES COVERED: *interpersonal relations; public safety; entertainment; technology and society.*

Program # 13-08

Air Week: 2-24-13

2:05 **SEGMENT 1:** Postpartum depression in men

11:56

Synopsis: Doctors are on the lookout for postpartum depression in new mothers. However, around 10 percent of new fathers may also experience depression in the first six months after their child's birth. Experts discuss differences in symptoms, warning signs, and preventive strategies.

Host: Reed Pence. Guests: Dr. Shoshanna Bennett, clinical psychologist, author, Postpartum Depression for Dummies and founder, DrShosh.com; Dr. Paul Ramchandani, Dept. of child and Adolescent Psychiatry, Imperial College, London; Dr. Will Courtenay, founding editor, International Journal of Men's Health, founder, MensDoc.com and PostPartumMen.com.

COMPLIANCY ISSUES COVERED: women's issues; men's issues; children at risk; mental health

15:03 **SEGMENT 2:** Learning from traditional societies

8:48

Synopsis: An expert discusses his study of traditional native societies, which shows how human genetics have not adapted to change.

Host: Nancy Benson. Guest: Jared Diamond, author, The World Until Yesterday: What Can We Learn from Traditional Societies?

COMPLIANCY ISSUES COVERED: evolution; population growth; youth at risk; public health

Program # 13-09

Air Week: 3-3-13

2:05 **SEGMENT 1:** Immune cell therapy

13:55

Synopsis: Researchers have succeeded in treating a small number of leukemia patients using their own immune systems. The patient's T-cells are altered to recognize and destroy cancer cells while affecting very few healthy cells, similar to the way T-cells kill a virus. It could mark a breakthrough in cancer treatment if further trials are successful.

Host: Reed Pence. Guests: Dr. Rebecca Gardner, University of Washington Seattle Children's Research Institute; Dr. Stephen Grupp, Director, Translational Research, Children's Hospital of Philadelphia

COMPLIANCY ISSUES COVERED: technology, research and development; youth at risk; health care; cancer; HIV

17:04 **SEGMENT 2:** Primal fear in the modern world

6:53

Synopsis: Fear keeps many people from doing what they want, even when fear isn't reasonable or justified. A journalist who investigated the brain's fear pathways and roots discusses how this most ancient instinct often doesn't work in the modern world.

Host: Nancy Benson. Guest: Jamail Yogis, author, The Fear Project

COMPLIANCY ISSUES COVERED: evolution; consumerism

Program # 13-10

Air Week: 3-10-13

2:05 **SEGMENT 1:** Workplace bullies and mean girls

12:10

Synopsis: Studies estimate that at some point in their careers, 35 percent of workers will be bullied badly enough to affect their health. Experts discuss the reasons for workplace bullying, the outcomes, and some of the few ways to prevent it.

Host: Reed Pence. Guests: Dr. Gary Namie, Director, Workplace Bullying Institute; Meredith Fuller, psychologist and author, Working With Bitches: Identifying Eight Types of Office Mean Girls and How to Deal With Them

COMPLIANCY ISSUES COVERED: workplace, employment and unemployment; economics; public health; legal issues; discrimination

15:17 **SEGMENT 2:** A new way to deal with tinnitus

8:43

Synopsis: Tinnitus, or ringing in the ears, affects millions of Americans, though many of them do nothing about it. Some who seek treatment cannot be helped with common masking solutions. An audiologist and inventor of a new technology for tinnitus symptoms discusses the issue.

Host: Lynn Holley. Guest: Dr. Jeff Carroll, Director, Clinical Services and Engineering, Soundcure Inc.

COMPLIANCY ISSUES COVERED: public health; consumerism; disabilities

Program # 13-11

Air Week: 3-17-13

2:05 **SEGMENT 1:** Teen dating abuse

13:34

Synopsis: New studies show dating abuse among teenagers may be twice as prevalent as previously thought, and that it has bad effects on behavior years later. Experts discuss this new research, why such behavior may be so common, and resources for teens who may find themselves in abusive relationships.

Host: Reed Pence. Guests: Katie Ray-Jones, President, National Dating Abuse Helpline; Dr. Amy Bonomi, Assoc. Prof. of Human Development and Family Science, The Ohio State Univ. and author of new study; Deinera Exner-Cortens, doctoral candidate in human development, Cornell Univ. and author of new study

COMPLIANCY ISSUES COVERED: youth at risk; education and schools; interpersonal relationships; violence and abuse; technology

16:40 **SEGMENT 2:** Treating depression with Botox

7:20

Synopsis: A few studies have shown that treatment of frown muscles can effectively treat many cases of depression. The developer of the technique discusses how brain-muscular "feedback loops" affect mood.

Host: Nancy Benson. Guest: Dr. Eric Finzi, Dermatologic Surgeon and author, The Face of Emotion: How Botox Affects Mood and Relationships

COMPLIANCY ISSUES COVERED: consumerism; public health

Program # 13-12

Air Week: 3-24-13

2:03 **SEGMENT 1:** *Undetected hearing loss*

12:52

Synopsis: A man who went mostly deaf at age six but did not realize it explains his survival skills honed over 25 years. He and several experts discuss implications of hearing loss, use of cochlear implants, and teaching sign language to children.

Host: Reed Pence. Guests: Gerald Shea, author, Song Without Words: Discovering My Deafness Halfway Through Life; Dr. Bob Peters, President, Dallas Ear Institute and Dallas Hearing Foundation; Dr. Karen Emmorey, Prof. of Speech, Language and Hearing Science, San Diego State Univ.

COMPLIANCY ISSUES COVERED: *youth at risk; education; disabilities*

15:58 **SEGMENT 2:** *The birth of criminal forensics*

7:55

Synopsis: Science is a routine part of today's criminal investigations (and TV shows about them). An expert discusses how the forensics revolution came about as a result of one man and a now-forgotten French serial murder case.

Host: Nancy Benson. Guest: Douglas Starr, Prof. and Co-Director, Center for Science and Medical Journalism, Boston Univ. and author, The Killer of Little Shepherds.

COMPLIANCY ISSUES COVERED: *crime; technology; police, courts and criminal justice system.*

Program # 13-13

Air Week: 3-31-13

2:04 **SEGMENT 1:** *Failing bridges*

Synopsis: America's infrastructure is falling apart. Hundreds of bridges have failed the last 20 years, and thousands more are structurally deficient. Experts fear that the Minnesota bridge collapse in 2013, killing 13 and injuring 145, may be only the first of many tragedies or, at the very least, severe economic loss if state and federal governments fail to address the issue.

Host: Reed Pence. Guests: Barry LePatner, founder and senior partner, LePatner & Assoc. construction law firm, New York, and author, Too Big to Fall: America's Failing Infrastructure and the Way Forward; David Goldberg, Communications Director, Transportation for America

COMPLIANCY ISSUES COVERED: *infrastructure; roads and bridges; state and federal government; public safety; taxes*

Synopsis: Doctors now accept that mental illness is often the result of chemical imbalance in the brain. A researcher discusses the genetic inability of some people's bodies to process some nutrients, leading to imbalances, and the nutritional therapy that might correct them.

Host: Nancy Benson. Guest: Dr. William Walsh, President, Walsh Research Institute, and author, Nutrient Power.

COMPLIANCY ISSUES COVERED: *consumerism; mental illness; youth at risk*

Producers: Reed Pence, Polly Hansen

Production Director: Sean Waldron

Contents copyright 2013 by

MediaTracks, Incorporated

2250 East Devon Avenue, Suite 150

Des Plaines, Illinois 60018

847-299-9500 Fax 847-299-9501

www.mediatracks.com

Affiliate downloads are available at [ftp://mediatracksdownloads.com](http://mediatracksdownloads.com) Questions? Email [info\(at\)mediatracks.com](mailto:info(at)mediatracks.com)

Guest information, segment podcasts and the latest health news are available at www.radiohealthjournal.net

Radio Health Journal is a registered trademark of MediaTracks, Inc.



Quarterly Issues Report – Q1 First Quarter, 2013 1/1/13 through 3/31/13

Viewpoints Programs 13-01 through 13-13

Program # 13-01

Air week: 1/6/13

1:49 **SEGMENT #1 - Companion Animals: Dogs and monkeys to the rescue!** 11:17

SYNOPSIS: We all know how Seeing Eye dogs help the blind, but dogs help the disabled in other ways...and so do other animals. We talk to two women who have experience with unusual service animals and hear about how these companions help when illness strikes and provide their owners with friendship and the independence they wouldn't have had without them.

Host: Christopher Michael. Guests: Catherine Peters, owner and trainer of service dogs, and obedience judge for the American Kennel Club; Ellen Rogers, author of "Kasey to the Rescue: A remarkable story of a monkey and a miracle," (www.kaseytotherescue.com).

COMPLIANCY ISSUES COVERED: *disability issues; home healthcare; family issues, pets*

13:51 **SEGMENT #2- Verbs! How action words can help your writing and speech** 11:39

SYNOPSIS: What makes writing sing? How is it that some books and speeches make you fall asleep, while others put you on the edge of your seat? We talk to a writer and teacher about the use of "verbs" in their various forms, and how they can spice up writing, create a mood and resonate with readers long after they close the book .

Host: Marty Peterson. Guests: Constance Hale, journalist, essayist, author of the book, "Vex, Hex, Smash, Smooch: Let verbs power your writing," (www.sinandsyntax.com).

COMPLIANCY ISSUES COVERED: *arts & literature; education; communication*

Program # 13-02

Air week: 1/13/13

1:49 **SEGMENT #1 - Dress for Success: More important now than ever**

11:55

SYNOPSIS: With unemployment high, more people are vying for fewer jobs. It's important to get an edge on the competition, and one way that's possible is with your appearance. We talk to two authors who explain why it's important to "dress for success," and how men and women can accomplish that goal whether it's in a job interview, an important meeting or a "business casual" event.

Host: Christopher Michael. Guests: Glen R. Sondag, financial services professional, fashion aficionado, author of "Anything Other Than Naked," (www.anythingotherthannaked.com); Meryl Weinsaft Cooper, public relations professional, co-author of "Be Your Own Best Publicist," (<http://beyourownbestpublicist.com>).

COMPLIANCY ISSUES COVERED: *employment; business; communication; commerce; psychology*

14:50 **SEGMENT #2- Co-Housing: Building caring communities**

10:36

SYNOPSIS: A small, niche market is building for an alternative type of neighborhood: co-housing. We talk to the man who helped bring the concept to the U.S. from Europe, and find out how it works, who is best served by the plan, how it encourages sustainable living options, and hear about the different types of residences there are around the country.

Host: Marty Peterson. Guests: Charles Durrett, architect and co-author of "Creating Co-housing: Building Sustainable Communities," (www.cohousingco.com).

COMPLIANCY ISSUES COVERED: *housing; public assistance; education; conservation; family issues.*

Program # 13-03

Air week: 1/20/13

1:41 **SEGMENT** #1 – Grieving: What it is; how we can help those in grief

12:05

SYNOPSIS: We all know people who have lost a loved one, or perhaps a job, or spouse in divorce, and we want to comfort them, but we don't know what to say. We talk to two grief experts about just what grief is, and how it affects the grief-stricken person, their family and friends. We'll also hear some advice on what to do and not do when comforting a grieving person.

Host: Christopher Michael. Guests: . Guests: Dr. Mary Lamia, clinical psychologist and psychoanalyst in private practice in Marin County, CA, author of the books, "Understanding Myself," and "Emotions!" (www.marylamia.com); Russell Friedman, Exec. Dir. of the Grief Recovery Institute, co-author of the book, "Moving Beyond Loss: Real answers to real questions from real people," (www.griefrecoverymethod.com).

COMPLIANCY ISSUES COVERED: *mental health, children and family issues, culture, crime*

14:49 **SEGMENT** #2- Heads in Beds: Behind the scenes in the hotel business

10:34

SYNOPSIS: Have you ever wondered what goes on behind the desk at the major hotels in the U.S.? How come some guests always get the best rooms and service, and you end up in a room overlooking the alley? Why is it that you have to pay for your mini-bar peanuts and some guests never pay? We talk to a hospitality industry insider about his experiences in two large hotels; how hotels figure out who to put where; how the mini-bar and movies work; and how to get the best service from the staff that counts.

Host: Marty Peterson. Guests: Jacob Tomskey, veteran of the hospitality business in hotels in New Orleans and New York City, author of the book, "Heads in Beds: A reckless memoir of hotels, hustles and so-called hospitality," (www.jacobtomskey.com).

COMPLIANCY ISSUES COVERED: *business, transportation, consumerism, labor & employment*

Program # 13-04

Air week: 1/27/13

1:41 **SEGMENT** #1 – Back to School: Improving The Community College Experience 10:20

SYNOPSIS: Millions of Americans attend community colleges, and these institutions have changed over the years to accommodate their diverse needs. We talk to two education experts about how these schools have evolved through the years; what their mission is now, and how the educational experience can be improved for both the students and their teachers.

Host: Christopher Michael. Guests: Mike Rose, Prof. at the UCLA Graduate School of Education and Information Studies, author of "Back to School: Why everyone deserves a second chance at an education," (www.mikeroosebooks.com); Dr. Joseph Hankin, Pres. Westchester Community College, SUNY, Valhalla, NY, (www.sunywcc.edu).

COMPLIANCY ISSUES COVERED: *higher education, remedial education, economy, military, employment*

13:08 **SEGMENT #2- Back to School: Alternatives to a college degree**

12:18

SYNOPSIS: Some young students and some older Americans are looking forward to graduating from high school so they can get right into the workforce. These workers would rather have a more hands-on learning experience than 2- or 4-year colleges usually provide. We talk to two men about the alternatives to a college degree: one who says the skilled trades are a great place to start a lifelong, good-paying and rewarding career; the other who took an entrepreneurial approach to his life's work.

Host: Marty Peterson. Guests: Henry A. Kelly, Project Exec. Georgia Power Company, Atlanta, GA (www.gobuildgeorgia.com); David DiEugenio, owner, Cartridge World USA, Gainesville, FL (www.cartridgeworldusa.com/store849)

COMPLIANCY ISSUES COVERED: *education, entrepreneurs, labor, business, construction, technology*

Program # 13-05

Air week: 2/3/2013

1:50 **SEGMENT** #1 – Mass Killers: What makes them do what they do?

12:04

SYNOPSIS: The United States has had a number of mass killings during the past few years and the same questions come up each time: Why do people do such things? What's their motivation? We talk to a nationally renowned forensic psychiatrist about why people commit mass murder, what they have in common and how we might identify and help these individuals before they become dangerous.

Host: Christopher Michael. Guests: Dr. Park Dietz, forensic psychiatrist, founder of the Threat Assessment Group, Newport Beach, CA (www.taginc.com).

COMPLIANCY ISSUES COVERED: *crime, gun issue, mental health, law enforcement, public safety*

14:57 **SEGMENT** #2- Resolutions: How to keep them going after the New Year

10:28

SYNOPSIS: It's the first week of February and your New Year's resolution is beginning to falter. Why can't you stay on track with your diet, exercise or stop smoking program? We talk to two resolution specialists about why we make resolutions, how we can make them better and what we can do to keep focused on our goals long after the New Year.

Host: Marty Peterson. Guests: Dr. Duane Jackson, Prof. of Psychology and Chairperson of the Psychology Dept., Morehouse College, Atlanta, GA (www.morehouse.edu); Jeremy Dean, host of the popular psychology website, Psyblog, author of the book, "Making Habits, Breaking Habits: Why we do things, why we don't and how to make any change stick," (www.spring.org.uk).

COMPLIANCY ISSUES COVERED: *diet & exercise; health, relationships, culture*

Program # 13-06

Air week: 2/10/13

1:50 **SEGMENT #1 – Cyber Attacks: Who's mounting them and why**

10:34

SYNOPSIS: Cyber attacks on government and business are on the rise, and hackers from around the world are stealing valuable information for international espionage, to sell or to embarrass countries and industries. We talk to two computer specialists about who is mounting these attacks, how much damage it could do to our country and what's being done to stop it.

Host: Christopher Michael. Guests: John Stuart, a high-tech entrepreneur, co-author with Caitlin Stuart of the cyber suspense novel, "Hiding in Sunshine," (www.hidinginsunshine.com); Jon Iadonisi, US Naval Acad. graduate, former Navy Seal, computer scientist with a degree in homeland security, and CEO of White Canvas Group, (www.whitecanvasgroup.com).

COMPLIANCY ISSUES COVERED: *homeland security, technology, terrorism, infrastructure, business, cybercrime*

13:28 **SEGMENT #2- The Myth of the Perfect Girl**

11:59

SYNOPSIS: Girls these days are expected to do so many things: get good grades, excel in athletics, volunteer, be popular and make it into a good college and complete a degree program. This can put a lot of stress on anyone, but our guest says that teenage girls are especially susceptible to pressure and the idea that they have to be "perfect" in everything they do. We discuss how girls can be successful in school and life without over-taxing themselves physically and emotionally.

Host: Marty Peterson. Guests: Ana Homayoun, nationally-recognized educator, speaker and consultant, founder of Green Ivy Educational Consulting, author of "The Myth of the Perfect Girl," (www.anahomayoun.com)

COMPLIANCY ISSUES COVERED: *women's issues, education, mental health, technology, family issues*

Program # 13-07

Air week: 2/17/13

1:51 **SEGMENT** #1 – Distracted Driving

9:55

SYNOPSIS: There are thousands of deaths each year due to distracted driving. Anytime a driver takes his or her eyes off the road, hands off the wheel or mind of what they're increasing their chances of a crash. We talk to a driving instructor who is also a father and author about how we become distracted in the car; what we can do to teach kids about the dangers of cell phone use and texting; and how we can make them better, more attentive drivers.

Host: Christopher Michael. Guests: Bob Ragazzo, author of "Seven Things Every Parent Must Teach their Young Driver BEFORE Handing Over the Keys," and the Save Your Teen Driver Online Program, (www.saveyourteendriver.com).

COMPLIANCY ISSUES COVERED: children & family, transportation, education, communication, technology

12:51 **SEGMENT** #2- Saving Money: Advice for young and old

12:37

SYNOPSIS: Personal finances are still tight, and people in all walks of life are looking for ways to get more for their money. We talk to two financial experts about how young people can deal with credit card debt, mortgages, and student loans; and how older people can make the most of their retirement funds by learning a few lessons about investing and the stock market.

Host: Marty Peterson. Guests: Jordan Goodman, frequent business contributor to CNBC, Fox, 'The View' and other television and radio shows, author of "Master Your Debt," (www.moneyanswers.com); John H. Graves, Independent Financial Advisor and Managing Partner, the Renaissance Group, LLC, author of "The 7% Solution: You can afford a comfortable retirement," (www.theretirementjournal.com).

COMPLIANCY ISSUES COVERED: personal finance; retirement, housing, banking

Program # 13-08

Air week: 2/24/13

1:50 **SEGMENT** #1 – Lincoln: The man and the movie

12:59

SYNOPSIS: The film "Lincoln" has been out for a few months now and by just about everyone's measure it's a blockbuster. The movie just touches on the events surrounding the 13th Amendment to the Constitution that abolished slavery, without going into great detail about the events that led up to the activities in the film. We talk to a historian and author about the film, the men and events that led to the passage of the amendment and how the actors and craftspeople brought the people and the era to life.

Host: Christopher Michael. Guests: David Rubel, historian, author of "A Steven Spielberg Film – Lincoln, a Cinematic and Historical Companion," published by Disney Press, (www.davidrubel.net).

COMPLIANCY ISSUES COVERED: *the Presidency, the arts, slavery, African-American issues, war, government*

15:53 **SEGMENT** #2- How to Survive the Big Break-up

9:34

SYNOPSIS: Millions of men and women didn't celebrate Valentine's Day – not because they're killjoys but because their sweetheart dumped them. A romantic break-up can be hard to take, and it can monopolize your thoughts, keep you from working, sleeping and getting on with your life. We talk to two break-up experts about some strategies for coming back from a romantic disaster stronger and wiser for the experience.

Host: Marty Peterson. Guests: Dr. Debora Phillips, behavior therapist in private practice in San Francisco, teacher at three medical schools, author of the newly revised edition of "How to Fall Out of Love," (www.drdphillips.com) Dr. Phillips invites listeners to email her with questions about break-ups at deborap@earthlink.net; Christine Arylo, teacher, speaker and author of the book, "Madly in Love with Me: The daring adventure of becoming your own best friend," (www.madlyinlovewithme.com).

COMPLIANCY ISSUES COVERED: *mental health, marriage and relationships, employment issues*

Program # 13-09

Air week: 3/3/13

1:46 **SEGMENT** #1 - Are Kids Growing Up Too Fast or Too Slow?

12:42

SYNOPSIS: Are kids today growing up too fast? Or do parents hover around them, "infantilizing" their kids by making decisions for them? We talk to three psychologists who specialize in young people about maturity, and hear some ideas on how moms and dads can help their children grow up to be happy kids and independent adults.

Host: Christopher Michael. Guests: Dr. Beth Halbert, clinical child-family psychologist, (www.drbeth.com); Dr. Edward Christophersen, clinical psychologist, Children's Mercy Hospital, Kansas City, MO (www.cmh.edu); Dr. Robert Epstein, research psychologist, author of "Teen 2.0: Saving our families from the torment of adolescence," (www.drrobertepstein.com).

COMPLIANCY ISSUES COVERED: children & family issues; employment; media & pop culture; technology

15:28 **SEGMENT** #2- Caregivers: Navigating the healthcare system

10:02

SYNOPSIS: When a loved-one becomes ill, their caretakers can suffer just as much as the patient. Navigating hospital rules and regs; trying to discuss the case with doctors – if you can find them – and dealing with nurses who seem more like wardens, can wear a caregiver out and change them into resentful relatives rather than loving spouses or children. We talk to an author who has been there about how she combined common sense, perseverance and humor to take care of her chronically ill husband in and out of the hospital.

Host: Marty Peterson. Guests: Jane Heller, humorist, novelist and author of the non-fiction book, "You'd Better Not Die or I'll Kill You: A caregiver's survival guide to keeping you in good health and good spirits," (www.janeheller.com).

COMPLIANCY ISSUES COVERED: senior citizens; health care; family issues, legal issues; mental health.

Program # 13-10

Air week: 3/10/13

1:47 **SEGMENT #1 – The Master of Disguise: The man behind the story of “Argo”** 12:48

SYNOPSIS: When the movie “Argo” won the Oscar for “Best Picture” last month, Producer/Director/Actor Ben Affleck thanked a former CIA operative for sharing the story of the amazing caper with him. Eleven years ago, we talked to that operative and his wife who was also a spy, about what it was like to work undercover, how Hollywood contributes to spycraft and how the couple used simple and complex methods of deception to fool the enemy.

Host: Christopher Michael. Guests: Antonio and Jonna Mendez, former CIA agents, both served in the Office of Technical Services and both were Chief of Disguise. Antonio and Jonna are authors of the book, “Spy Dust,” and Antonio is the author of “The Master of Disguise: My secret life in the CIA,” (www.themasterofdisguise.com) (www.spymuseum.org).

COMPLIANCY ISSUES COVERED: war & espionage; national security; films & media; crime

15:35 **SEGMENT #2- Photographing the Beatles: A friend and photographer looks back** 9:55

SYNOPSIS: If you're a baby boomer then you know all about the excitement and frenzy that occurred when the Beatles first arrived on the scene and traveled to America. We talk to a photographer who not only took many memorable pictures of the Fab Four, but who also became their good friend. We discuss what the musicians were like, how he gained their trust, what it was like to photograph the Beatles and other luminaries of the time, and how the profession of news photographer has changed in the last 50 years.

Host: Marty Peterson. Guests: Henry Grossman, professional photographer of the Beatles and others, author of the photographic book, “Places I Remember: My time with the Beatles,” (www.curbender.com), (www.henrygrossman.com).

COMPLIANCY ISSUES COVERED: visual arts & music; popular culture; media & journalism

Program # 13-11

Air week: 3/17/13

1:47 **SEGMENT** #1 – Seeing vs. Observing: Enriching life by being more observant 10:29

SYNOPSIS: How often do you walk around your neighborhood without noticing what really makes it interesting? Do you know what kinds of trees, wildlife, signage and minerals inhabit your little corner of the world? No? That's probably because you see your habitat, but you don't observe much about it. We talk to two psychologists about the difference between seeing and observing, find out how your neighborhood can become a whole new world if you walk with people with different perspectives, and discuss how anyone can learn to become more observant of their surroundings with company or alone.

Host: Christopher Michael. Guests: Dr. Alexandra Horowitz, psychologist, animal behavior and canine cognition specialist who teaches at Barnard College, and is the author of the book, "On Looking: Eleven walks with expert eyes," (www.on-looking.com); Dr. Duane Jackson, Chairperson of and professor in the Dept. of Psychology, Morehouse College, Atlanta, GA (www.morehouse.edu)

COMPLIANCY ISSUES COVERED: urban issues, the arts, science, architecture, ecology

13:19 **SEGMENT** #2- The Inventor and the Tycoon: The birth of motion pictures 12:09

SYNOPSIS: Watching the Best Picture clips during the Oscars® last month reminds us how technologically sophisticated movies are these days with special effects, gorgeous cinematography and amazing sound. It really wasn't that long ago when just seeing a few pictures move for a very few seconds was as exciting as 3-D movies are to us today. But who made the pictures first come to life? Was it Thomas Edison? Or someone else? We talk to an author about how two very different men – one a millionaire, the other an artist and a murderer – joined forces to make pictures move.

Host: Marty Peterson. Guests: Edward Ball, author of "The Inventor and the Tycoon: A gilded age murder and the birth of moving pictures," (www.facebook.com/EdwardBallAuthor).

COMPLIANCY ISSUES COVERED: crime, law, government, transportation, the arts, technology, education, philanthropy

Program # 13-12

Air week: 3/24/13

1:47 **SEGMENT #1 – 1968: The year that changed baseball forever**

11:41

SYNOPSIS: Baseball is quite a different game today than it was 45 years ago, when players made middle-class wages, lived in the neighborhoods in which they played and were, for the most part, wholly-owned employees of their team owners. What a difference a season makes! We talk to an author about the events of the 1968 baseball season and how they changed the players, the business of baseball and the country forever.

Host: Christopher Michael. Guests: Tim Wendel, Writer in Residence, Johns Hopkins Univ., author of "Summer of '68: The season that changed baseball and America forever," (www.timwendel.com)

COMPLIANCY ISSUES COVERED: race, politics, recreation, business, media, labor issues

14:30 **SEGMENT #2 – New Ideas on Race and Diversity**

10:55

SYNOPSIS: Can race be taught as a school subject, like chemistry and foreign language? Are we doing those different from us a disservice by trying to "walk a mile in their shoes" as a way of understanding them? Are news stories giving the public a skewed view of what different factions in society and the world think of each other? Are racial tensions brought about just because of skin color? Or are there other factors in play? We talk to two researchers about the answers to these questions and take a slightly different look at race, ethnicity, religion and how they affect our perceptions of the world.

Host: Marty Peterson. Guests: Lawrence Blum, Prof. of Philosophy, Dist. Prof. of Liberal Arts & Education, Univ. of Massachusetts, Boston, author of "High Schools, Race and America's Future: What can students teach us about morality, diversity, and community," (www.umb.edu); Todd Pittinsky, Assoc. Prof. in the Dept of Technology and Society, SUNY-Stony Brook, lecturer at Harvard Univ., author of "Us + Them: Tapping the positive power of difference," (www.stonybrook.edu).

COMPLIANCY ISSUES COVERED: race, religion, ethnic concerns, education, media

Program # 13-13

Air week: 3/31/13

1:50 *SEGMENT #1 – Making Tough Decisions: Inside the Supreme Court*

11:55

SYNOPSIS: The U.S. Supreme Court will decide a number of high-profile cases this term, including ones on same-sex marriage, voting rights and election funding. The deliberations of the justices on these and other cases are done behind closed doors, so the public has little to no idea of how they make their decisions. To get an idea of how the system works, we talk to two Supreme Court specialists about how the process works, and look at how decisions were crafted in past cases.

Host: Christopher Michael. Guests: Carolyn Shapiro, Assoc. Prof. of Law, Chicago-Kent College of Law, Illinois Institute of Technology, Dir. of the Institute on the Supreme Court of the United States (www.kentlaw.iit.edu); Marjorie Heins, former civil rights lawyer, Adjunct Prof. at NYU, founding Director of the Free Expression Policy Project, author of "Priests of Our Democracy: The Supreme Court, academic freedom, and the anti-communist purge," (www.fepproject.org).

COMPLIANCY ISSUES COVERED: *justice system, the Constitution, voting rights, civil rights, politics*

14:48 *SEGMENT #2- The Drunken Botanist: The plants behind popular spirits*

10:42

SYNOPSIS: Cocktails are making a comeback, and the distilled spirits that go in them have very interesting and complex histories. We talk with an author who researched how many popular liquors are created, the myths that surround some of them and what fruits, vegetables and shrubs are used in the creation of some of your favorite drinks.

Host: Marty Peterson. Guests: Amy Stewart, author of "The Drunken Botanist: The plants that create the world's great drinks," (www.amystewart.com).

COMPLIANCY ISSUES COVERED: *agriculture, recreation & leisure, manufacturing, science*

Producer: Pat Reuter

Production Directors: Sean Waldron & Reed Pence

Contents copyright 2013 by

MediaTracks, Incorporated

2250 East Devon Avenue, Suite 150

Des Plaines, Illinois 60018

847-299-9500 Fax 847-299-9501

www.mediatracks.com

Each week's program is available for affiliate download at [ftp://mediatracksdownloads.com](http://mediatracksdownloads.com). For guest information, log onto www.viewpointsonline.net.

Viewpoints is a registered trademark of MediaTracks, Inc.