

Issues Today Most-Covered Issues List  
(1<sup>st</sup> Quarter-2012)

1. Economy
2. Big Government
3. Unemployment
4. Health
5. Inflation
6. Consumerism
7. Youth
8. Seniors
9. Depression
10. Obesity

There were a total of 28 issues covered this quarter.

Issues Today 12-1

Date Aired: 1/1/12 Time Aired: 7am  
Length: 28 Min.

1. Ben Stein, Author and Actor

He discussed issues of the day with his perspective. He also talked about the growing unemployment rate.

Issues covered:

1. Economy
2. Unemployment

2. Al Korelin, Financial Analyst

He talked about bailouts of the European banks and how that affects the U.S. Economy. He also discussed inflation because of the caused by too much money supply.

Issues covered:

1. Economy
2. Inflation

3. Toni House, Shopping Expert and Author

She gave some tips on how to save money on groceries. She also talked about the ways markets use to improve their profits.

Issues covered:

1. Consumerism
2. Inflation

Issues Today 12-2

Date Aired: 1/8/12 Time Aired: 7am  
Length: 28 Min.

1. Dr. Harold Katz, Dentist and Author

He detailed the 10 most-germy places. He also talked about the need for better oral hygiene.

Issues covered:

1. Health
2. Youth

2. Patrick Ruffini, Conservative Blogger

He described federal efforts to put censorship efforts on the internet. He also talked about piracy and the need to curtail it with less-restrictive legislation.

Issues covered:

1. Internet Censorship
2. Free Speech

3. Dr. Gregory Jantz, Founder of Center for Counseling & Health Res.

He commented on the growing number of child abuse cases that are coming out in the media. He also talked about domestic violence.

## Issues Today 12-3

Date Aired: 1/15/12 Time Aired: 7am  
Length: 28 Min.

### 1. Phil Cioppa, Principal Chief Officer, Arbol Financial Services

He talked about the economy and what is needed to improve it. He also discussed the unemployment rate.

Issues covered:

1. Economy
2. Unemployment

### 2. Trevor Bolin, Author of "Take Charge and Change Your Life Today"

He discussed how parents can talk to their kids about money. He also talked about the economy.

Issues covered:

1. Youth
2. Economy

### 3. Dr. Drew Ramsey, Author of "The Happiness Diet"

He described the growing obesity problem and ways people can fight it. He also talked about depression.

Issues covered:

1. Obesity
2. Depression

## Issues Today 12-4

Date Aired: 1/22/12 Time Aired: 7am  
Length: 28 Min.

### 1. Anna Cuevas, Loan Modification Expert

She gave some tips on how homeowners can receive loan modifications. She also gave predictions on interest rates for 2012.

Issues covered:

1. Economy
2. Stress

### 2. Michael Holman, Certified Personal Trainer

He discussed the proposed 'Fat Tax' that would impose fees on the obese. He also talked about the need for more people to get in better shape.

Issues covered:

1. Obesity
2. Big Government

### 3. Dr. Ed Conley, Asst. Clinical Professor of Medicine, Michigan State University

He talked about mammograms and why they may not be the best tests available for breast cancer. He also discussed treatment options.

Issues covered:

1. Women
2. Health

## Issues Today 12-5

Date Aired: 1/29/12 Time Aired: 7am  
Length: 28 Min.

### 1. Dr. Ted Broer, Health Researcher

He discussed efforts by the government to limit vitamin sales. He also talked about the results of big government.

Issues covered:

1. Health
2. Big Government

### 2. Gabe Albarian, College Financial Expert

He gave some tips for college-aged students in order to keep them out of financial trouble. He also commented on the state of the economy.

Issues covered:

1. Personal Finance
2. Economy

### 3. Paula Ranaye, Author of "The Hardline Self-Help Handbook"

She discussed personal finance and why people have problems with becoming successful. She also talked about the growing unemployment problem.

Issues covered:

1. Economy
2. Unemployment

## Issues Today 12-6

Date Aired: 2/5/12 Time Aired: 7am  
Length: 28 Min.

### 1. Dr. Stephanie Bien, Developer of Cenegenics Process

She detailed ways people can fight the aging process of exercise and alternative treatments. She also talked about continuing research on the topic.

Issues covered:

1. Seniors
2. Health

### 2. Mark Pinhasovich, Former "Biggest Loser" Contestant

He described his experiences on the show and how changes in his lifestyle has continued. He also talked about the growing obesity rate in the country.

Issues covered:

1. Obesity
2. Health

### 3. Kenneth Ryan, Internet Dating Expert and Author

He detailed the pros and cons of internet dating. He also talked about safety measures women should use to stay safe.

Issues covered:

1. Online Dating
2. Women

## Issues Today 12-7

Date Aired: 2/12/12 Time Aired: 7am  
Length: 28 Min.

### 1. Phil Simon, Technology Expert

He described the new culture that exists with companies like Amazon and Google. He also talked about the effects on the economy and unemployment.

Issues covered:

1. Technology Education
2. Economy

### 2. Michael Sarkis, Co-Founder and CEO of Car Charging Group

A discussion on the distribution of charging stations was featured. He also talked about new technology that will further the popularity of all-electric cars.

Issues covered:

1. Conservation
2. Energy Costs

### 3. Melissa Evans, Author of "Sole to Soul"

She detailed how people can better search for their purpose in life and how important it is for personal happiness. She also talked about the economy.

Issues covered:

1. Unemployment
2. Education



Issues Today 12-8

Date Aired 2/19/12 Time Aired: 7am  
Length: 28 Min.

1. Malcolm Out Loud, Political Analyst

He discussed the upcoming elections and why they are so important to the future of the country. He also commented on the economy.

Issues covered:

1. Presidential Election
2. Economy

2. David Stokes, Senior Pastor, Fair Oaks Church

A discussion on the role of religious organizations on political elections was featured. He also discussed the effects of big government.

Issues covered:

1. Religious Politics
2. Big Government

3. Lowell Ponte, Author and Financial Analyst

He gave some predictions on the future of the dollar and how gold will continue to become more popular. He also discussed inflation.

Issues covered:

1. Economy
2. Inflation

Issues Today 12-9

Date Aired: 2/26/12 Time Aired: 7am  
Length: 28 Min.

1. Richard Monts, Author of "Maximum Potential"

He discussed the growing influence of government in private lives and how individual initiative has diminished. He also commented on the economy.

Issues covered:

1. Big Government
2. Economy

2. Deb Finney, Certified Occupational Therapist

She detailed her personal experience with substance abuse and why it is so harmful to individual lives. She also commented on other social issues.

Issues covered:

1. Substance Abuse
2. Abortion

3. John Bradbury, Author of "Six Secrets to Startup Success"

He gave some tips for those who are starting a business. He also praised marketing efforts that are effective.

Issues covered:

1. Economy
2. Consumerism

Issues Today 12-10

Date Aired: 3/4/12 Time Aired: 7am  
Length: 28 Min.

1. Troy Timmons, Licensed Professional Counselor

He addressed the current batch of child abuse cases that are pending throughout the country. He also talked about warning signs parents should be aware of.

Issues covered:

1. Child Abuse
2. Youth

2. Ken Blanchard, Author of "Great Leaders Grow"

He talk about the need for better communication in personal and business relationships. He also commented on the economy and unemployment.

Issues covered:

1. Communication
2. Economy

3. Dr. Phillipa Cheetham, Physician

She detailed questions that patients should ask their doctors. She also talked about the need to choose between good and bad information on the internet.

Issues covered:

1. Health
2. Communication

Issues Today 12-11

Date Aired: 3/11/12 Time Aired: 7am  
Length: 28 Min.

1. Harvey McKay, Best-Selling Author and Motivator

He discussed the economy and unemployment problems and gave tips on how people can prepare themselves better. He also talked about the need to communicate better.

Issues covered:

1. Unemployment
2. Communication

2. Marc Moreno, Founder of climatedepot.com

He talked about climate change and why he doesn't support theories on global warming. He also detailed why big federal government policies can be dangerous.

Issues covered:

1. Climate Change
2. Big Government

3. Eric Maisel, Depression Expert

He gave a new definition of depression and talked about why he feels it is over-diagnosed. A discussion on treatments was also featured.

Issues covered:

1. Health
2. Depression

Issues Today 12-12

Date Aired: 3/18/12 Time Aired: 7am  
Length: 28 Min.

1. Ziad Abdelnour, Author of "Economic Warfare"

He discussed the current state of the economy and why he feels the federal government is trying to do too much to help it. He also talked about unemployment numbers.

Issues covered:

1. Economy
2. Unemployment

2. Vlad Yudin, Film Director/Producer/Screenwriter

A discussion on film credits in various communities was featured. He also commented on how more local citizens are hired to help in the filming.

Issues covered:

1. Economy
2. Unemployment

3. Melissa Berryman, Dog Bite Consultant and Author

She described why some dogs are not trained properly. She also gave some tips on how to communicate better with animals.

Issues covered:

1. Animal Safety
2. Communication

Issues Today 12-13

Date Aired: 3/25/12 Time Aired: 7am  
Length: 28 Min.

1. Fitz Conrad, Physician and Author

He detailed various provisions of the national healthcare law that he feels will not work. He also talked about the overreach of national healthcare.

Issues covered:

1. National Healthcare
2. Big Government

2. Dave Foreman, Herbal Pharmacist

He described various herbal remedies for joint pain that have proven to be successful. He also talked about fitness for seniors.

Issues covered:

1. Health
2. Seniors

3. Linda Henman, Author of "Landing in The Executive Chair"

She talked about the economy and how companies can have better leaders to make them more successful. A discussion on consumerism was also featured.

Issues covered:

1. Economy
2. Consumerism

COHAN RADIO GROUP  
 3750 US 27 N  
 SEBRING, FL 33870  
 863-382-9999

Order #: 133-00380  
 Description: MARCH OF DIMES FOR BABIES  
 Date Entered: 1/11/2012  
 P.O.#:  
 Salesperson: HOUSE, ACCOUNT  
 Invoice Frequency: Billed at end of Cal/EOS (Invoice will NOT be printed)

COHAN RADIO GROUP  
 , USA

**On-Air Schedule**

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 1/15/2012	1/23/2012	WITS-AM	06:00:00a to 12:00:00a	Weekly	:30	27	0.00	0.00	3	3	3	3	3	3	3
2 1/15/2012	1/23/2012	WJCM-AM	06:00:00a to 12:00:00a	Weekly	:30	27	0.00	0.00	3	3	3	3	3	3	3
3 1/15/2012	1/23/2012	WWLL-FM	06:00:00a to 12:00:00a	Weekly	:30	27	0.00	0.00	3	3	3	3	3	3	3
4 1/15/2012	1/23/2012	WVOJ-FM	06:00:00a to 12:00:00a	Weekly	:30	27	0.00	0.00	3	3	3	3	3	3	3
5 1/15/2012	1/23/2012	WWTK-AM	06:00:00a to 12:00:00a	Weekly	:30	27	0.00	0.00	3	3	3	3	3	3	3

Order Start Date: 1/15/2012    Order End Date: 1/23/2012    Spots: 135    Total Charges: \$0.00

Projected Calendar Month/End-Of-Schedule Billing Totals for COHAN RADIO GROUP / 133-00380 :

		<u>Spot Count</u>	<u>Net Billing</u>
January	2012	135	\$0.00

Confirmed & Accepted for COHAN RADIO GROUP By: \_\_\_\_\_

Accepted for COHAN RADIO GROUP By: \_\_\_\_\_

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 Please Sign and Return One Copy

# COHAN RADIO GROUP

3750 U.S. 27 North • Sebring, Florida 33870  
 Phone: (863) 382-9999 • Fax: (863) 382-1982  
 Email: cohanradiogroup@htr.net

## ORIGINAL BROADCAST ORDER / CONTRACT

FFA 1  
 FFA 2  
 FFA 3  
 FFA 4

STATION All

CUSTOMER # \_\_\_\_\_

ORDER # \_\_\_\_\_

DATE# 2/14

INVOICE DESCRIPTION \_\_\_\_\_

ACCOUNT EXECUTIVE \_\_\_\_\_

COOP \_\_\_\_\_

COPY/CART # \_\_\_\_\_

START DATE 2/18 END DATE 2/25

BILL TO:

FFA week

ADVERTISER: Sebring High School

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_

### SCHEDULE AND RATES

Rotate - 4 - :30's

Dates of Broadcasts		Time of Broadcasts		Length	Days of Week							ANNC Per Week	No. of Weeks	Rate	Cost
From	To	From	To		M	T	W	T	F	S	S				
2/18	2/25	6A	mid	30	4	4	4	4	4	4	4				

ADDITIONAL INSTRUCTIONS

Cohan Radio Group, Inc. has a policy prohibiting discrimination on the basis of race or gender. Accordingly Cohan Radio Group, Inc. reserves the right to reject any order for advertising that it regards as inconsistent with this policy.

Announcements Per Week \_\_\_\_\_  
 Total Announcements \_\_\_\_\_  
 Weekly Cost \$ \_\_\_\_\_  
 Total Cost \$ \_\_\_\_\_

Notarized  Copy  Coop  Agency  Direct

This agreement is between advertiser and/or agency shown above and Cohan Radio Group, Inc. To broadcast radio announcements and/or programs as specified above. This contract is subject to all Federal, State and Municipal regulations now in force, or which may be enacted in the future.

WITNESS our hands and seals the day and date first above written. TO BE SUBMITTED FOR APPROVAL BY COHAN RADIO GROUP, INC.

ACCEPTED BY ADVERTISER  
 The individual signing this agreement on behalf of client hereby Warrants and represents that he/she has the express authority to enter into this agreement and to bind client in accordance with the provisions herein.

BY \_\_\_\_\_ DATE \_\_\_\_\_

ACCEPTED BY \_\_\_\_\_ DATE \_\_\_\_\_

ACCEPTED BY \_\_\_\_\_ DATE \_\_\_\_\_  
 Agency/Advertiser





**GFWC**  
**THE WOMAN'S CLUB OF SEBRING, INC.**  
*ORGANIZED JULY, 1919*

*P.O. Box 8174*  
*SEBRING, FL 33872*  
*(863) 382-1415*

*Public file all stations*

March 16, 2012

Cohan Radio Group  
Peter Caughlin  
3750 US 27 N, Suite #1  
Sebring, FL 33870

Dear Peter Caughlin,

The Woman's Club of Sebring would like to thank you for your generous contribution in support of the Woman's Club 2<sup>nd</sup> Annual Golf Tournament, which was held February 18<sup>th</sup>, 2012 on the Turtle Run Course at Sun "N Lake Golf Club. The event was a great success all because of you and your support.

The Woman's Club of Sebring is a community service organization. Events such as this enable us to continue our support of funding college scholarships for women, aid to the Peach River Safe House, volunteer time and money for the R.I.F. program at Woodlawn Elementary School and the Salvation Army Dress-A-Doll project for needy children at Christmas and many other community projects.

The golf tournament has become an annual fund raising event and we hope you will continue your support and partnership next year.

Thank you,

Johnell West, Event Coordinator  
The Woman's Club of Sebring, Inc.



KOLM

All stations

**MFB Kickoff Media Alert**

30 / 6A-mid

3 per day - 1/15-1/23

Contact:  
MELISSA GUTENTAG  
(863) 687-8909  
[mgutentag@marchofdimes.com](mailto:mgutentag@marchofdimes.com)

**Join Us to Kick Off the 2012 Heartland March for Babies**

**WHO:** Energized Heartland residents dedicated to giving babies a healthy start! Local business leaders, dedicated family teams and mission families gather to kick off an important fundraising season.

**WHAT:** **2012 Heartland March for Babies Kickoff**  
Join us at the Florida Hospital Heartland Medical Center to mark the start of the March for Babies 2012 fundraising season. Raising money for Heartland babies is more important than ever, and past and new participants gather to discuss how to best energize the community and engage more people than ever before.”

March for Babies is the March of Dimes’ largest fundraiser, with over 250 walkers bringing in more than \$37,000 in the Heartland last year.

For more information or to attend the Kickoff luncheon, please RSVP to Melissa Gutentag at 863-687-8909 or [mgutentag@marchofdimes.com](mailto:mgutentag@marchofdimes.com) by Tuesday, January 24th

**WHEN:** 12:00 – 1:00PM  
TUESDAY, JANUARY 31, 2012

**WHERE:** FLORIDA HOSPITAL HEARTLAND MEDICAL CENTER  
4200 SUN ‘N LAKE BLVD, SEBRING, FL 33872

**WHY:** In an average week in Florida, 633 babies are born premature. Premature babies often spend weeks in the NICU fighting for life, and often have lasting disabilities due to being born before they’re ready.

March of Dimes is the champion for all babies, those born healthy and those who need help to survive and thrive. Moms can rely on March of Dimes for everything they need to know about having a healthy baby before, during and after pregnancy.

**MEDIA NOTE:** Media is invited to attend the kickoff event and there will be great visuals and interview opportunities.

**About the March of Dimes**

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit [www.marchofdimes.com](http://www.marchofdimes.com). Find us on Facebook and follow us on Twitter.

-XXX-

**Pete Coughlin**

*Libby - call & tell her we will run the PSAs. Let Stacy know to do this.*

**From:** "Gutentag, Melissa" <MGutentag@marchofdimes.com>  
**Date:** Tuesday, January 10, 2012 3:10 PM  
**To:** <cohanradiogroup@htn.net>  
**Attach:** Heartland March for Babies 2012 Kickoff Luncheon.pdf; mod\_mfb2011\_walkingtogether\_radio\_30.mp3; mod\_mfb2011\_walkingtogether\_radio\_60.mp3  
**Subject:** 2012 Heartland March for Babies PSAs  
Mr. Coughlin,

We are gearing up for the 2012 Heartland March for Babies walk that will take place on Saturday, May 12, 2012 at Circle Park in beautiful Downtown Sebring. In an effort to increase awareness about the March for Babies walk, would you be able to play the attached PSAs on all or any of your stations?

We are having a Kickoff luncheon for the walk on Tuesday, January 31, 2012 at the Florida Hospital Heartland Medical Center and are inviting anyone interested in learning more about starting a team for the walk to join us. We just ask that they RSVP to 863-687-8909 by Tuesday, January 24, 2012.

Thanking you in advance for your continued support of the March of Dimes and our fundraising efforts in the Heartland community!

Best Regards,

.....  
**Melissa A. Gutentag**  
Community Director

March of Dimes  
3020 S. Florida Avenue, Suite 321A  
Lakeland, FL 33803  
Office: (863) 687-8909  
Fax: (863) 687-9209

Working together for stronger, healthier babies

marchofdimes.com · nacersano.org



**SAVE THE DATE!!!**  
**HEARTLAND MARCH FOR BABIES**  
**SATURDAY, MAY 12, 2012**

