

KLOU - FM  
 Saint Louis, MO  
 Quarterly Issues/Programs List  
 Third Quarter, 2016  
 09/30/2016

KLOU – FM  
 Quarterly Issues/Programs List

KLOU –FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **HEALTH ISSUES:** Highlighted numerous organizations that educate and promote the quality of life. These include Level Funded Health Care, US Dietary Guidelines, Harmless Harvest, Lantern Fest.
- **MILITARY and VETERANS:** Explored ways to help our military men and women get back into the workforce as well as the community where they live. These include The American Legion, Bradley Morris and Respectability.
- **SELF SUFFICENY FOR WOMEN:** Discussed the different ways to promote self-sufficiency and cultural integrations for women and women in business. These include Safe in the City, Kiplingers Special Report for women Investing, Finlandia,
- **EDUCATION FOR CHILDREN:** Discussed ways to assist in targeting unique educational tools for children by providing educational books, training, and resources. These include St. Louis Crisis Nursery, National Parents Organization, STEM Program books, Kiplingers National Report on what kids should know by 18.

Section I  
 LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTHY DIET	MICHELLE ESSWEIN SHOW	Guess what the 2015-2020 Dietary Guidelines are saying that America's should be eating more of for a healthier diet and to improve their overall eating patterns?	Eggland's Best President and CEO	07/03/2016 7:01 AM	30 mins
BULLYING	MICHELLE	INTERVIEW ON BULLYING IN THE	FASS		

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	ESSWEIN SHOW	WORKPLACE - In his book, The Bully's Trap, Andrew tells his story and attests that bullying the in workplace destroys careers, lives, family units, organizations and communities. What he talks about in the book includes some amazing insights for business leaders, directors, HR executives, management and other employees.	FOUNDATON		
RESILIENCE	MICHELLE ESSWEIN SHOW	INTERVIEW ON ZOO INSTITUTE RESILIENCE - Hear how to build a winning culture while building competitive advantage through its people by using the concepts in his book. The key elements of a resilient culture are attainable with focus, overcoming stress and adversity, and remain constant in pursuit of your vision.	World Famous San Diego Zoo	07/10/2016 07:01 AM	30 Mins
ECOSYSTEM MODEL	MICHELLE ESSWEIN SHOW	INTERVIEW ON DO GOOD FIRST ECOSYSTEM BUSINESS MODE; With a singular mission to launch a clean food and beverage movement by creating delicious Harmless foods produced and tracing with fair and sustainable business practices that promote social, agricultural and environmental progress	HARMLESS HARVEST	07/17/2016 07:03 AM	30 mins
MONEY MANAGEMENT	MICHELLE ESSWEIN SHOW	10 THINGS EVERY KID SHOULD KNOW BY THE AGE OF 18 – Families seem to be struggling with how to help their children learn to manage money. 2016 Parents, Kids, & Money survey. 46% of parents said they have gone into debt to pay for something their kids wanted			
HELPING VETERANS	MICHELLE ESSWEIN SHOW	INTERVIEW ON AMERICAN LEGION HELPING VETERANS - The American Legion was chartered and incorporated by	AMERICIAN LEGION	07/24/2016 07:04 AM	30 mins

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		Congress in 1010 as a patriotic veterans organization devoted to mutual helpfulness. It is the nation's largest wartime veteran's service organization, committed to mentoring youth and sponsorship of wholesome programs in communities, advocating patriotism and honor, promoting strong national security and continued devotion to fellow service members and veterans.			
STEM PROGRAM	MICHELLE ESSWEIN SHOW	INTERVIEW ON STEM - Keeping children involved in STEM (Science, Technology, Engineering, and Math) has been a problem. But attorney, educator and author, Mark Friedlander devised a unique teaching method to combine those subjects with education fiction about one of the great minds in history.	SCIENCE NATURALLY	07/31/2016 07:01 AM	30 mins
CARING FOR KIDS	MICHELLE ESSWEIN SHOW	INTERVIEW ON CARING FOR KIDS - The Saint Louis Crisis Nursery is committed to the prevention of child abuse and neglect and provides emergency intervention, respite care and support to families in crisis. Come join me along with other celebrities for their Celebrity Waiters Night.	ST LOUIS CRISIS NURSERY	08/07/2016 07:03 AM	30 mins
TAKING PERSONAL RESPONSIBILITY	MICHELLE ESSWEIN SHOW	Clinical psychologist and attorney, Dr. Brian Russell has been a guest on Bill O'Reilly's highly popular show many times. His most recent appearance was to discuss the alarming trend of entitlement by a growing number in our society today that believe the world owes them – a mindset that's ruining our nation. Dr. Russell outlines what he believes needs			

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		to be done to make people more accountable and get them to a happier, healthier place – both emotionally and psychologically.			
WOMEN INVESTORS	MICHELLE ESSWEIN SHOW	INTERVIEW ON WOMEN INVESTING - MariCarmen born and raised in Mexico City wanted to connect her roots with her passion...authentic Mexican meals. She insists on the highest quality ingredients and preparation methods. And she truly wants her guests to experience delicious, quality, authentic Mexican cuisine.	KIPLINGER	08/14/2016 07:01 AM	30 mins
BEST PRACTICES FOR BUSINESS	MICHELLE ESSWEIN SHOW	INTERVIEW ON BEST PRACTICES IN RUNNING A BUSINESS - For over 60 years, Finlandia Cheese has served as the reigning champ among highly-regarded cheese brands in the United States. Imported from Finland, their wholesome ingredients and superb European craftsmanship has earned the company numerous international awards for cheese-making excellence.	FINLANDIA	08/21/2016 07:03 AM	30 mins
	MICHELLE ESSWEIN SHOW	The Tax Foundation is the nation's leading independent tax policy research organization. They are devoted to educating taxpayers, the media, and policymakers. Their Federal research and outreach highlight the tax code's strengths and weaknesses and show how tax policy impacts taxpayers, the government, and the economy at large.	THE TAX FOUNDATION		
BUSINESS PROTECTION	MICHELLE ESSWEIN SHOW	INTERVIEW ON PROTECTING YOUR BUSINESS – Senior Analyst with InsuraceQuotes.com. Do you use or list on Airbnb or VRBO? A new report outlines all the essential insurance-related	INSURANCE QUOTES.COM	08/28/2016 07:02 AM	30 mins

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		information you need to know			
HELPING VETERANS	MICHELLE ESSWEIN SHOW	INTERVIEW ON MILITARY JOBS - Bradley-Morris, serving the U.S., Europe and Asia, is the largest military-focused recruiting firm in the U.S., expertly matching candidates who are leaving the military with the leading job opportunities in the Fortune 1000.	BRADLY MORRIS	09/04/2016 07:02 AM	30 mins
AFFORDABLE CAR ACT INFORMATION	MICHELLE ESSWEIN SHOW	Why do large health insurance companies like Blue Cross Blue Shield not want to inform customers about level funded health options? LevelFunded Health Partners is an innovative, national health insurance agency with a hyper-focus on Affordable Care Act "alternative" employee benefit programs for the small employer market segment. The programs the agency specializes in are now known in the industry as "level-funded" benefit programs and annual savings are typically 10-40%; when compared to traditional small group health plans. Benefit programs are underwritten by A-rated (or better) insurance carriers and quotes are typically provided within 5 business days.	LEVELFUNDED HEALTH PARTNERS		
MILITARY AND VETERANS	MICHELLE ESSWEIN SHOW	INTERVIEW ON EVENT THAT HONORS FALLEN MILITARY - Historically lanterns were used to symbolize good fortune, request favorable weather, or celebrate the life of a loved one. At Lantern Fest, you could be with us to turn over a new leaf, or just to capture some likes on Instagram. Families and friends can dance to music, roast marshmallows, and munch on snacks provided by local vendors, all before watching the	LANTERN FESTIVAL	09/11/2016 07:01 AM	30 mins

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		lanterns float away in an unforgettable release. Event is on 11/5 in Eureka, MO.			
INTERVIEW WITH NCIS AGENT ABOUT SEXUAL ASSAULT	MICHELLE ESSWEIN SHOW	Every 107 seconds, another sexual assault occurs in America. After 14 years as a Special Agent with the NCIS (U.S. Naval Criminal Investigative Service) Heather started Safe in the City; teaching effective safety techniques for women and offer innovative prevention education for men	HEATHER, NCIS SPECIAL AGENT		
PROTECTING EVERY CHILD	MICHELLE ESSWEIN SHOW	INTERVIEW ON ADVOCATING FOR CHILDREN'S INTEREST WITH FOUNDER OF NPO - The U.S. Centers for Disease Control, the U.S. Department of Justice and the U.S. Census Bureau, say that 85% of children who exhibit behavioral disorders; 71% of high school drop-outs; 75% of children in chemical abuse centers; and 90% of homeless and runaway children account for this. Tune in hear what the cause is....you will be surprised.	NATIONAL PARENTS ORGANIZATION	09/18/2016 07:01 AM	30 mins
DISABILITIES	MICHELLE ESSWEIN SHOW	INTERVIEW ON RESPECTING PEOPLE WITH DISABILITIES - A nonprofit organization working to empower people with disabilities to achieve the American dream is on the front lines in the battle to reduce stigmas and other obstacles that deny people with disabilities the opportunity to achieve the American Dream.	RESPECTABILITY	09/25/2016 07:01 AM	30 mins

Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

Section III  
PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
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EDUCATION	GLOBAL CITIZEN FESTIVAL	000:31	002
EDUCATION	SUMMER LEARNING	000:31	026
MILITARY AND VETERANS	BOB WOODRUFF FOUNDATION	000:30	009
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	002
OPIOID AWARENESS WEEK	PSA-OPIOID AWARENESS WEEK PSA SHOW	027:29	001
POVERTY	GLOBAL CITIZEN FESTIVAL	000:28	002