

KQSR-FM

4th QUARTERLY ISSUES AND PROGRAM REPORT 2014

During this quarter the community needs and interests as ascertained with community leaders were addresses by significant public affairs or public service programming in response to the following:

1. **Recreation** (community events, etc.)
2. **Family** (Parenting, Children at Risk)
3. **Education**
4. **Agriculture** (both retail and industry point of view)
5. **Government** (meetings, voter education, roads, laws, annexation, etc.)
6. **Health** (includes prevention, abuse, diseases, free clinics, YRMC events etc.)
7. **Community Service Organizations** (Local Non-Profits, government programs, etc.)
8. **Consumer Protection** (identity theft, recalls, scams)
9. **Crime** (prevention, meetings, etc.)
10. **Diversity** (racism, minorities, immigration, etc.)
11. **Senior Citizens**
12. **Military**

KQSR-FM

4TH Qtr 2014 Quarterly Issues and Program Report

Date Aired: 10/4

Time Aired: 6 & 6:15 AM

Length: 15 min

TOPIC OF THIS SHOW YMCA
ZOMBIE RUN

ISSUE: 1,7

The Yuma Community YMCA came in to discuss the Community fun run 5k 10k . Annie and De Ann are deeply involved in the community and They wanted to get the word out on the Zombie Fun Run that was happening a week prior to Halloween. This event was open to families and anyone who wanted to be involved for a safe fun event Including a carnival complete with a haunted house. The community YMCA is also promoting the fact that they would love to have volunteers to help along the running path (dressed in zombie attire) as well as having people with a construction background Help with the construction of the haunted house. This is a fun event for the whole family as well as pre teens who want to have fun with friends.

TOPIC OF THIS SHOW: Achieve Job Fair
Guest: Carol Carr

ISSUE: 7

Carol joined us in the studio to discuss the Achieve Program and putting the disabled to work in our community. Achieve is a great organization that helps Yuma Community employers to find local employees to hire and train in specific areas. There is a fair coming up for jobs that has been dubbed the DREAMFAIR and it is targeting local adults with disabilities to achieve career skills. Working closely with Goodwill industries ACHIEVE has been very successful in helping local employers and potential employees find work. With this being said ACHIEVE has 8 locations throughout Arizona and has been helping potential employees with resumes , dressing for success etc.. We look forward to speaking with her more.

KQSR-FM

4TH QTR 2014 Quarterly Issues and Program Report

Date Aired: 10/11

Time Aired: 6:15 Am

Length: 15 min

TOPIC OF THIS SHOW YMCA
ZOMBIE FUN RUN AND CARNIVAL FOR HALLOWEEN
GUEST: ANNIE AND DE ANN

ISSUE: 1,7

The Yuma Community YMCA came in to discuss the Community fun run 5k 10k . Annie and De Ann are deeply involved in the community and They wanted to get the word out on the Zombie Fun Run that was happening a week prior to Halloween. This event was open to families and anyone who wanted to be involved for a safe fun event Including a carnival complete with a haunted house. The community YMCA is also promoting the fact that they would love to have volunteers to help along the running path (dressed in zombie attire) as well as having people with a construction background Help with the construction of the haunted house. This is a fun event for the whole family as well as pre teens who want to have fun with friends.

TOPIC OF THIS SHOW: YCAC
Guest: PAT QUINN

ISSUE: 3,7

Patt Quinn of the Yuma community Arts Center came in and discussed the start of their busy season which kicks off November 8th with A children's street fair dinosaur theme fun for the entire family. The Kids are able to hunt for fossils that have been crafted and hidden and when they find them put together a dinosaur. The Arts Center also has their themed plays getting underway for the Holiday Season. Fats Domino is one of the performances and every performance has tickets on sale now. You can buy a seasonal package which you can gift to anyone. The Yuma Arts Center is a joy to have in the community and they work very hard at keeping the theater booked for all to enjoy.

KQSR-FM

4th Qtr 2014 Quarterly Issues and Program Report

Date Aired: 10/18

Time Aired: 6 & 6:15 AM

Length: 15 min

TOPIC OF THIS SHOW YCAC
GUEST Pat Quinn

ISSUE: 1,7

Pat Quinn of the Yuma community Arts Center came in and discussed the start of their busy season which kicks off November 8th with A children's street fair dinosaur theme fun for the entire family. The Kids are able to hunt for fossils that have been crafted and hidden and when they find them put together a dinosaur. The Arts Center also has their themed plays getting underway for the Holiday Season. Fats Domino is one of the performances and every performance has tickets on sale now. You can buy a seasonal package which you can gift to anyone. The Yuma Arts Center is a joy to have in the community and they work very hard at keeping the theater booked for all to enjoy.

TOPIC OF THIS SHOW: Yuma Visitors Bureau
Guest: Linda Morgan

ISSUE: 1

Linda came in to talk about the 2nd Annual Rio De Serveza Beerfest. This was a huge hit with the locals and visitors last year and it was back by popular demand. The time of the event on 11/2 changed from last year from being late afternoon to earlier in the day. Plenty of Beer Vendors on hand for samples and VIP ticket holders can get perks as well. 60 plus Beers and craft beers to sample and the VIP tent will have wine and rum and massage chairs. The VIP tent is sponsored by Cocopah Casino. 200 tix avail for VIP and GA tickets are also available. time of the event is 1pm to 5pm 11/2/14.

KQSR-FM

4th Qtr 2014 Quarterly Issues and Program Report

Date Aired: 10/25
Time Aired: 6 & 6:15 AM

Length: 15 min

TOPIC OF THIS SHOW Visitor Bureau Rio de
Serveza Beefest Locals and visitors
Guest: Linda Morgan

ISSUE: 1

Linda came in to talk about the 2nd Annual Rio De Serveza Beerfest. This was a huge hit with the locals and visitors last year and it was back by popular demand. The time of the event on 11/2 changed from last year from being late afternoon to earlier in the day. Plenty of Beer Vendors on hand for samples and VIP ticket holders can get perks as well. 60 plus Beers and craft beers to sample and the VIP tent will have wine and rum and massage chairs. The VIP tent is sponsored by Cocopah Casino. 200 tix avail for VIP and GA tickets are also available . time of the event is 1pm to 5pm 11/2/14.

TOPIC OF THIS SHOW: Forks over knives
Guest: Judy Gresser

ISSUE: 1,7

The Co-chair of the healthiest County in America campaign. A free community event is being held featuring the documentary Forks Over Knives. This is about good whole food nutrition and is 10/23 Thursday night door open at 6pm and is held at the Historic Yuma Theater. This is to bring awareness to eating better and bring awareness to being healthier. Judy stated that there are 23 % of US citizens live with a disability. Also childhood obesity is still an issue and Forks over Knives will bring to light the importance of eating healthy. Judy has been a pleasure to have in the studio and we wish her well with the Campaign on the Healthiest County in America.

KQSR-FM

4TH Qtr 2014 Quarterly Issues and Program

Date Aired: 11/1

Time Aired: *6:15 Am*

Length: 15 min

TOPIC OF THIS SHOW

UNITED BLOOD SERVICES
SUE THEW AND PAULA DUMAS

ISSUE: 7, 6

BLOOD DRIVE SCHEDULE FOR THE YUMA AREA BEGINNING NOV 20TH AND GOING THROUGH DECEMBER. RECRUITING BLOOD DONORS FOR THE HOLIDAY SEASON BECAUSE THE BLOOD SUPPLY GOES DOWN CONSIDERABLY DURING THE HOLIDAYS. YUMA NEEDS 825 TRANSFUSIONS EVERY MONTH. WINTER VISITORS THAT ARE FROM SMALLER AREAS COME INTO A LARGER AREA TO HAVE SURGERIES DONE AND THE WINTER MONTHS ARE VERY BUSY FOR LIFE SAVING TRANSFUSIONS. THEY TOUCHED BASE ON THE TYPES OF BLOOD THEY ARE IN NEED OF. IF A PATIENT IS BLOOD TYPE O THESE PEOPLE ARE ENCOURAGED TO GIVE BLOOD SINCE ANYONE CAN RECEIVE THAT TYPE OF BLOOD. THEY ALSO TOUCHED BASE ON WHAT THEY CAN EXPECT WHEN THE DONOR GETS THERE TO GIVE BLOOD. A MINI PHYSICAL IS GIVEN INCLUDING A CHOLESTEROL SCREENING.

TOPIC OF THIS SHOW: HSOY

Guest: ERIN AMAVISCA

ISSUE: 7

ERIN CAME INTO DISCUSS THE IMPORTANCE OF THE ADOPTION PROCESS FOR OUR FURRY FRIENDS. SHE DISCUSSED THE IMPORTANCE OF HAVING PROPER FACILITIES FOR A DOG OR A CAT AND THE IMPORTANCE OF NEUTERING SINCE THERE ARE SO MANY UNWANTED PETS. THE DISCUSSION WENT ON TO TALK ABOUT THE BREEDS THAT ARE MOSTLY UP FOR ADOPTION IN YUMA COUNTY THE ANSWER PITBULL / CHIHUAHUA BEING THE MOST COMMON. A FAMILY IS ABLE TO VIEW THE AVAILABLE PETS ONLINE AND ALSO MAKE AN APPOINTMENT TO COME IN AND HAVE A MEET AND GREET TO MAKE SURE THE ADOPTION WOULD BE A GOOD MIX WITH THE FAMILIES. ERIN STRESSED THE NEED TO HAVE GOOD HOMES AND ALSO HOMES THAT HAVE THE TIME TO CARE FOR THE ANIMAL THEY ADOPT.

KQSR-FM

4TH Qtr 2014 Quarterly Issues and Program Report

Date Aired: 11/8

Time Aired: 6:15 AM

Length: 15 min

TOPIC OF THIS SHOW: UNITED BLOOD SERVICES
SUE THEW AND PAULA DUMAS

ISSUE: 6,7

BLOOD DRIVE SCHEDULE FOR THE YUMA AREA BEGINNING NOV 20TH AND GOING THROUGH DECEMBER. RECRUITING BLOOD DONORS FOR THE HOLIDAY SEASON BECAUSE THE BLOOD SUPPLY GOES DOWN CONSIDERABLY DURING THE HOLIDAYS. YUMA NEEDS 825 TRANSFUSIONS EVERY MONTH. WINTERVISITORS THAT ARE FROM SMALLER AREAS COME INTO A LARGER AREA TO HAVE SURGERIES DONE AND THE WINTER MONTHS ARE VERY BUSY FOR LIFE SAVING TRANSFUSIONS. THEY TOUCHED BASE ON THE TYPES OF BLOOD THEY ARE IN NEED OF. IF A PATIENT IS BLOOD TYPE O THESE PEOPLE ARE ENCOURAGED TO GIVE BLOOD SINCE ANYONE CAN RECEIVE THAT TYPE OF BLOOD. THEY ALSO TOUCHED BASE ON WHAT THEY CAN EXPECT WHEN THE DONOR GETS THERE TO GIVE BLOOD. A MINI PHYSICAL IS GIVEN INCLUDING A CHOLESTEROL SCREENING.

TOPIC OF THIS SHOW: BOYS N GIRLS CLUB
Guest: Captain Randy Harrt

ISSUE: 7

Captain Randy Harrt was our guest and wanted to get the word out on BE A SHEILD CAMPAIGN. The Boys n Girls club of Yuma is a healthy way for kids to spend the afternoon if their parents work. They can get homework done , they can make friends from other school districts and play games . The Boys and Girls Club is also in need of some necessary items to make the after school program work. They have table games however are in need of repair and they will take any type of donation or a volunteer to help repair things at the facility. Randy's daughter is also a part of the after school program and talked about how much fun she has and urged other kids to give it a try. The cap off for kids in the program cuts off at 200 and they have 135 now.

KQSR-FM

4th Qtr 2014 Quarterly Issues and Program Report

Date Aired: 11/15
Time Aired: 6:00 am & 6:15 am

Length: 15 min

TOPIC OF THIS SHOW: Noisy Toys
Guest: Sherry Applebee

ISSUE: 6

Sherry Applebee The Chair for the deaf and hard of hearing came into discuss the importance of knowing about hearing loss and what you can do to prevent it. Noisy Toys is one of the causes of hearing loss in children. Sherry talked about how to muffle the sound off some of the toys by putting tape over the speakers in a toy and to give the community knowledge on how children do have some type of hearing loss by the time they reach the early teen years. This is preventable and is a big concern that even in the early age of a child (baby to toddler) even putting a musical toy in a crib can cause severe damage to the inner ear. Sherry also discussed that most people think that hearing is in the ear but it starts in the brain.

TOPIC OF THIS SHOW: Workplace Safety
Guest: JESSIE ATENCIO AZ DIVISION OF
OCCUPATIONAL HEALTH

ISSUE: 7

Jessie came into discuss the issues with hiring temporary employees and what it may mean to employers to have workman's compensation for accidents in the workplace from slip and falls to anything at all. ALL of these things get reported to his division of occupational health and the division has to have some type of reporting for a pay out of medical bills for the injured employee or pain and suffering pay out depending on what type of injury was sustained in the workplace. While most seasonal jobs are the ones they see the most reporting on it is not unlikely to have an accident in the field of Ag workers here in our community of Yuma since we are an Ag town and have a lot of workers on seasonal positions.

KQSR-FM

4th Qtr 2014 Quarterly Issues and Program Report

Date Aired: 11/22 .
Time Aired: 6 a 6:15AM

Length: 15 min

TOPIC OF THIS SHOW: KIDS KUDDLE KIT KIDS
KUDDLE KINDNESS DIFFERNECE DAY EVENT
GUEST: Kristan Sheppard

ISSUE: 7,2

Kindness CuddleKit Kindness Makes a Difference Day- This referral system based in Yuma County elementary schools allows teachers, counselors, nurses, etc. to refer children who are in need of some form of kindness. This could be a CuddleKit (with an outfit, shoes, toy, book, etc...) or it could be just a pair of shoes, school supplies, bedding, hygiene items, eyeglasses, blankets for the family, etc. The possibilities are endless. The Kindness Makes a Diofference Day is happening December 6th 2014 and is a great program for the less fortunate children. Sponsors have been going above and beyind to help this program and they will take sponsors That will help in filling these pillow cases with kindness; like Teddy Bears and true kindness.

TOPIC OF THIS SHOW: Workeplace Safety
Guest: JESSIE ATENCIO AZ DIVION OF
OCCUPATIONAL HEALTH
Guest:

ISSUE: 7

Jessie came into discuss the issues with hiring temporary employees and what it may mean to employers to have workman's compensation for accidents in the workplace from slip and falls to anything at all. ALL of these things get reported to his division of occupational health and the division has to have some type of reporting for a pay out of medical bills for the injured employee or pain and suffering pay out depending on what type of injury was sustained in the workplace. While most seasonal jobs are the ones they see the most reporting on it is not unlikely to have an accident in the field of Ag workers here in our community of Yuma since we are an Ag town and have a lot of workers on seasonal positions.

KQSR-FM

4th Qtr 2014 Quarterly Issues and Program Report

Date Aired: 11/29

Time Aired: 6 & 6:15AM

Length: 15 min

TOPIC OF THIS SHOW: Noisy Toys
Guest: Sherry Applebee

ISSUE: 2, 6, 7

Sherry Applebee The Chair for the deaf and hard of hearing came into discuss the importance of knowing about hearing loss and what you can do to prevent it. Noisy Toys is one of the causes of hearing loss in children. Sherry talked about how to muffle the sound off some of the toys by putting tape over the speakers in a toy and to give the community knowledge on how children do have some type of hearing loss by the time they reach the early teen years. This is preventable and is a big concern that even in the early age of a child (baby to toddler) even putting a musical toy in a crib can cause severe damage to the inner ear. Sherry also discussed that most people think that hearing is in the ear but it starts in the brain.

TOPIC OF THIS SHOW: Saddles of Joy
Guest: Barbara Tomlinson

ISSUE: 1,7,10

Barbara came in to talk about the great programs that Saddles of Joy has for the less fortunate children in our community. Saddle of Joy work with the mentally challenged and physically disabled children of the community and have special programs designed especially for them. These programs are called "Healing Through Horses" and have helped so many children over the years overcome challenges that they face. Saddles of Joy is also promoting a special silent auction online and on their facebook page for "Giving the Gift of Joy" for "Saddles of Joy" This is a special fundraising effort to help them achieve some much needed upgrades to the facility so they can have programs extend into summer such as a covered ring to keep heavy sunshine out.

KQSR-FM

4th Qtr 2014 Quarterly Issues and Program Report

Date Aired: 12/6 2014
Time Aired: 6 & 6:15 AM

Length: 15 min

TOPIC OF THIS SHOW: Change For Children
Guest: Cori Rico and Shannon from
Arizona Children's Association

ISSUE: 2,7,10

Cori Rico Program director for Arizona Children's Association
Came in with Shannon the newest addition to the AZ Children's
Association team to discuss the yearly event that they are having
On December 13th 2014. This is the yearly event to set up at several
locations (already determined) to raise monies for the children who
have been orphaned or fostered out of a unhealthy living situation.
El Dorado Broadcasters is a huge part of this fund raiser and will
also be on hand at all three locations broadcasting LIVE on all
three stations to alert the public that we are in need of their
financial help to make a change in the lives of these children.
The campaign is ongoing throughout the year, however this is the
one weekend that the event is brought out in the public eye.

TOPIC OF THIS SHOW: BOYS AND GIRLS CLUB
Marines in Blue
Guest: Captain Randy Harrt

ISSUE: 1,7

Captain Randy Harrt was our guest and wanted to get the word out on
BE A SHEILD CAMPAIGN. The Boys n Girls club of Yuma is a healthy
way for kids to spend the afternoon if their parents work. They can
get homework done , they can make friends from other school
districts and play games . The Boys and Girls Club is also in need
of some necessary items to make the after school program work. They
have table games however are in need of repair and they will take
any type of donation or a volunteer to help repair things at the
facility. Randy's daughter is also a part of the after school
program and talked about how much fun she has and urged other kids
to give it a try. The cap off for kids in the program cuts off at
200 and they have 135 now.

KQSR-FM

4th Qtr 2014 Quarterly Issues and Program Report

Date Aired: 12/13

Time Aired: 6 & 6:15AM

Length: 15 min

TOPIC OF THIS SHOW: Boys and Girls Club
Guest: Captain Randy Harrt

ISSUE: 1,7

Captain Randy Harrt was our guest and wanted to get the word out on BE A SHEILD CAMPAIGN. The Boys n Girls club of Yuma is a healthy way for kids to spend the afternoon if their parents work. They can get homework done , they can make friends from other school districts and play games . The Boys and Girls Club is also in need of some necessary items to make the after school program work. They have table games however are in need of repair and they will take any type of donation or a volunteer to help repair things at the facility. Randy's daughter is also a part of the after school program and talked about how much fun she has and urged other kids to give it a try. The cap off for kids in the program cuts off at 200 and they have 135 now.

TOPIC OF THIS SHOW: Saddles of Joy
Guest: Barbara Tomlinson

ISSUE: 1,7,10

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KQSR-FM

4TH Qtr 2014 Quarterly Issues and Program

Date Aired: 12/20

Time Aired: 6 & 6:15 AM

Length: 15 min

TOPIC OF THIS SHOW: NORTH END CLASSIC RACE

Guest: GENE DALBEY (volunteer) for NORTH END CLASSIC BICYCLE RACE

ISSUE: 1,7,

The North End Classic Bicycle Race is being held on January 17th 2015 in Historic Downtown Yuma and Volunteer Gene Dalbey came in to discuss the importance of having businesses sponsoring this classic race that has been on the shelf in Yuma for about 4 years and is now making a comeback for bicyclist enthusiasts around the Yuma area. All ages are welcome to participate in the race and families are encouraged to for a team for the race . Age Groups and heats will be a part of the day and spectators are welcome to attend and cheer on their peers. Yuma Athletics is putting on this race and they are currently looking for all kinds of sponsors to donate for individuals or become part of a partnership between companies that are interested in having a part in this race.

TOPIC OF THIS SHOW: YCFB

Guest: Mike Ivers

ISSUE: 7

Mike Ivers President and CEO of the Yuma Community Food bank came in to discuss the Holiday Food drives and how important it is to have donations this time of year. Mike discussed the volunteers that have been taking donations since prior to The Thanksgiving Holiday and most of these companies and/or businesses have been taking in donations and some in excess of 400 plus lbs of food for the hungry. Mike and I also discussed the paper plates that he has the community fill out when they come to get help with food at the YCFB and we read a lot of heartbreaking stories that all of these families have jobs but after everything has been paid there is no money left over for food for the week and these are good families that need the communities support.

KQSR-FM

4TH Qtr 2014 Quarterly Issues and Program

Date Aired: 12/27

Time Aired: 6 & 6:15 AM

Length: 15 min

TOPIC OF THIS SHOW: NORTH END CLASSIC RACE

Guest: GENE DALBEY (volunteer) for NORTH END CLASSIC BICYCLE RACE

ISSUE: 1,7,

The North End Classic Bicycle Race is being held on January 17th 2015 in Historic Downtown Yuma and Volunteer Gene Dalbey came in to discuss the importance of having businesses sponsoring this classic race that has been on the shelf in Yuma for about 4 years and is now making a comeback for bicyclist enthusiasts around the Yuma area. All ages are welcome to participate in the race and families are encouraged to for a team for the race . Age Groups and heats will be a part of the day and spectators are welcome to attend and cheer on their peers. Yuma Athletics is putting on this race and they are currently looking for all kinds of sponsors to donate for individuals or become part of a partnership between companies that are interested in having a part in this race.

TOPIC OF THIS SHOW: YCFB

Guest: Mike Ivers

ISSUE: 7

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Weekly Public Affairs Program

Call Letters: KQSR

QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2014

Show # 2014-40

Date aired: 10/4 Time Aired: 6:30 Am

Jeff Herten, MD, author of "*The Sobering Truth: What You Don't Know Can Kill You*"

Dr. Herten was a high-functioning alcoholic for over 30 years. He talked about the widespread nature of hidden alcoholism in our society. He believes that alcohol is more addictive and destructive than drugs like heroin. He said alcohol consumption contributes to a surprising number of cancers and other health problems.

Issues covered:
Alcoholism
Personal Health

Length: 8:10

Pat Brown, author of "*How to Save Your Daughter's Life: Straight Talk for Parents from America's Top Criminal Profiler*"

Ms. Brown said no daughter is safe from harm in today's world, especially now that social media makes it so easy to connect with people we barely know. She discussed risky choices that teens make that can put them in harm's way, and how predators use that behavior to choose their victims. She said parents of teen girls need to be more proactive than ever about keeping their daughters safe.

Issues covered:
Youth At Risk
Parenting
Date Rape
Crime

Length: 8:47

Michelle Budig, PhD, sociology professor, University of Massachusetts, Amherst

For 15 years, Dr. Budig has studied the parenthood pay gap. She has found that mothers are less likely to be hired for jobs, to be perceived as competent at work or to be paid as much as male colleagues with the same qualifications. However, having a child is good for a man's career. She discussed the possible reasons behind this problem and potential solutions.

Issues covered:
Women's Issues
Workplace Matters
Parenting

Length: 4:57

Show # 2014-41

Date aired: 10/11 Time Aired: 6:30am

Sally Satel, MD, Resident Scholar at the American Enterprise Institute, editor of "*When Altruism Isn't Enough: The Case for Compensating Kidney Donors*"

12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.

Issues covered:

**Organ Donation
Government Policies
Personal Health**

Length: 8:28

James Betts, PhD, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England

Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study of whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. His research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He said that while breakfast doesn't matter for adults, it is still important for children for nutrition and learning.

Issues covered:

**Nutrition
Personal Health**

Length: 8:47

Monica Betson Montgomery, author of "*The Keys to College: A Roadmap for Parents to Guide Their Children*"

Ms. Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career.

Issues covered:

**Education
Parenting**

Length: 4:57

Show # 2014-42

Date aired: 10/18 Time Aired: 6:30A.

Robert Neuman, PhD, former associate dean of academic advising at Marquette University, author of "*Are You Really Ready for College?: A College Dean's 12 Secrets for Success - What High School Students Don't Know*"

Roughly 2/3rds of college students fail to earn a degree in four years, and Dr. Neuman believes the reason is that they are ill-prepared. He outlined several strategies that high school students can use to enter college with the knowledge, learning skills and work ethic required to succeed. He explained why extra-curricular activities are also quite important when submitting a college application.

Issues covered:

Length: 8:21

Education
Parenting

Graeme Cowan, corporate mental health consultant, author of "*Back from the Brink: True Stories and Practical Help for Overcoming Depression and Bipolar Disorder*"

One in five Americans takes at least one psychiatric medication, such as an anti-depressant or anti-anxiety drug. Mr. Cowan shared his own story of battling depression. He explained how depression can affect a company's workforce, and how managers and co-workers can help someone who is suffering for depression, stress or other mental health issues.

Issues covered:

Length: 8:48

Mental Health
Workplace Matters

Dana Peres Edelson, MD, Director of Clinical Research at the Emergency Resuscitation Center at the University of Chicago Medical Center

Dr. Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the current recommendations for CPR procedures, and said chest compression should be the top priority in a cardiac emergency.

Issues covered:

Length: 5:00

Personal Health
Emergency Preparedness

Show # 2014-43

Date aired: 10/25 Time Aired: 6:30A

AnnMarie Thomas, PhD, Associate Professor, School of Engineering at the University of St. Thomas, author of "*Making Makers: Kids, Tools, and the Future of Innovation*"

Dr. Thomas said many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creativity and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things.

Issues covered:

Length: 8:31

Education
Parenting

Valter Longo, PhD, biogerontologist and cell biologist, Professor at the University of Southern California-Davis School of Gerontology, Director of the USC Longevity Institute

Dr. Longo has led multiple studies examining the effect of fasting on life extension and cancer therapy. His latest study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast.

Issues covered:

Length: 8:47

Personal Health

Sara Bleich, PhD, Associate Professor at Johns Hopkins Bloomberg School of Public Health.

Dr. Bleich believes consumers make poor nutritional choices because the concept of calories means very little to them. She conducted a study of urban teenagers in which signs were placed in convenience stores, informing patrons that it would take five miles of walking to burn up the calories from a soft drink. Soda sales declined, not only while the signs were posted, but even weeks after they were removed. She explained the importance of finding ways to communicate nutritional information in more useable formats.

Issues covered:
Consumer Matters
Nutrition
Government Policies

Length: 5:16

Show # 2014-44

Date aired: 11/1 Time Aired: 6:30A

John Santa, M.D., M.P.H., Director of the Consumer Reports Health Ratings Center, which provides analyses and ratings to help consumers make informed health-care decisions

Dr. Santa and Consumer Reports recently evaluated the most frequently-used screenings for cancer. Of the eleven screenings evaluated, the organization only recommended three, cautioning that most consumers should avoid eight other common tests. Dr Santa explained the results of his study, and offered advice for health consumers.

Issues covered:
Cancer
Personal Health
Consumer Matters

Length: 9:21

Nathaniel D. Smith, M.A., LPC-S, NCC, Licensed Professional Counselor in suburban Dallas, specializing in anger management and domestic violence issues, author of "*Taming Your Temper: A Workbook for Individuals, Couples, and Groups*"

Mr. Smith said that anger is a growing problem in our society, caused in part by our nation's economic struggles in recent years. He discussed the typical causes of anger, and how out-of-control anger can harm a person's health, destroy relationships, and derail a career. He outlined several anger management strategies that he uses with patients in his practice.

Issues covered:
Mental Health
Domestic Violence
Workplace Matters

Length: 7:52

Vaughan Dabbs, DC, Chiropractor with more than 20 years of experience, author of "*This Is Why Your Back Hurts*"

Dr. Dabbs said Americans are 16 times more likely to experience back pain than someone who lives in a poorer country. He talked about the many choices of treatments for back pain. He also offered advice to improve poor posture, which he believes is one of the primary causes of back problems.

Issues covered:
Personal Health

Length: 4:58

Show # 2014-45

Date aired: 11/8 Time Aired: 6:30A

Spencer Cowan, PhD, Vice President of Research at the Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending and financial reform

Dr. Cowan led a study that examined fairness in the process of applying for a mortgage. He found that a home loan application listing a female applicant with a male co-applicant is less likely to be approved than one listing a male applicant with a female co-applicant. He discussed the possible reasons behind this issue and why it matters.

Issues covered:

**Women's Issues
Discrimination
Consumer Matters**

Length: 8:29

Anne Fletcher, health and medical writer, author of *"Inside Rehab: The Surprising Truth About Addiction Treatment-and How to Get Help That Works"*

Ms. Fletcher discussed treatment options for people with substance abuse issues. She visited 15 addiction treatment centers—from outpatient programs for the indigent to Alcoholics Anonymous to famous celebrity rehabs—to determine what forms of rehab are effective. She said it's common for people who struggle with addiction to require treatment multiple times, but she found that rehab centers often provide the same treatment over and over, rather than trying different approaches for repeat patients.

Issues covered:

**Substance Abuse
Mental Health**

Length: 8:49

Amanda E. Staiano, PhD, Postdoctoral Research Fellow in the Division of Population Science at the Pennington Biomedical Research Center in Baton Rouge, LA

33% of American children are obese or overweight. Dr. Staiano was the lead author of a study that found that kids who have televisions in their bedrooms are twice as likely to be fat and nearly three times as likely to be at risk for heart disease and diabetes as those who don't. She recommended that parents limit a child's screen time to no more than two hours per day.

Issues covered:

**Children's Health
Parenting**

Length: 5:02

Show # 2014-46

Date aired: 11/15 Time Aired: 6:30A

Angela Garner, MD, FACEP, emergency physician from Galveston, TX, President of the American College of Emergency Physicians

Many Emergency Room doctors say the fear of malpractice lawsuits results in extra blood tests and imaging scans that are not necessary. Dr. Gardner talked about this trend and why ER physicians are such an inviting target for legal action. She also offered suggestions on how to improve the situation.

Issues covered:

**Personal Health
Legal Issues
Government Policies**

Length: 9:03

John Hartigan, Jr., PhD, Director of the American Paredes Center for Cultural Studies and Associate Professor of Anthropology at the University of Texas at Austin, author of "*What Can You Say?: America's National Conversation on Race*"

How do Americans know whether a remark or incident is racially biased? Dr. Hartigan discussed the state of race relations in America and the media's role in it. He discussed ways that the first black President has affected attitudes regarding race relations.

Issues covered:
Racial Issues
Media

Length: 8:08

Alan L. Ross, DMD, President of the National Coalition for School Bus Safety

Although automobile safety technology has improved dramatically in the past two decades, school bus designs have changed very little. Dr. Ross explained the reasons behind this lack of progress. He believes seat belts should be mandated in all school buses. He talked about the expenses involved to retrofit the nation's school bus fleet.

Issues covered:
Child Safety
Traffic Safety
Parenting Concerns

Length: 4:43

Show # 2014-47

Date aired: 11/22 Time Aired: 6:30A

Aimée Morrison, PhD, Associate Professor of English Language and Literature, University of Waterloo

Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.

Issues covered:
Women's Issues
Consumer Matters
Parenting
Media

Length: 8:36

Michael Harris, author of "*The End of Absence: Reclaiming What We've Lost in a World of Constant Connection*"

Mr. Harris believes that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explained his own story of going on a "technology fast," and why those moments of silence are so important.

Issues covered:
Mental Health
Technology

Length: 8:38

Karen Jones, author of "*The Difference A Day Makes*"

Ms. Jones suggested quick and simple actions anyone can take to make a positive difference in the world around them, to fight scourges like homelessness, racism and poverty. She explained what she calls philanthropy, actions such as volunteering or donating that emotionally benefit the donor.

Issues covered:

Length: 4:54

**Volunteerism
Poverty
Homelessness**

Show # 2014-48

Date aired: 11/29 **Time Aired:** 6:30A

Donald McCabe, PhD, Professor, Department of Management and Global Business at the Business School at Rutgers University

Dr. McCabe is a researcher who studies cheating in school. He has found that levels of cheating are on the rise in every level of education. He discussed some of the latest and most inventive methods of cheating fostered by newer technologies. He also offered suggestions to parents on how they can encourage their children to be honest.

Issues covered:

Length: 9:36

**Education
Ethics
Parenting**

Gary Small, MD, Director of the Memory and Aging Research Center at UCLA

Dr. Small discussed the growing number of cases of Alzheimer's Disease diagnosed in patients under the age of 65, and the possible causes of the trend. He also talked about the differences in Alzheimer's in young people compared to elderly patients, and the types of therapies and medications available.

Issues covered:

Length: 7:39

**Alzheimer's disease
Personal Health
Senior Citizen Issues**

Harris Stratyner, PhD., C.A.S.A.C., Associate Professor and the Director of Addiction Recovery Services for the Department of Psychiatry at Mount Sinai Medical Center, Regional Vice President of Caron Recovery Center

Dr. Stratyner talked about his organization's survey, which found that a growing number of online conversations among teenagers involve the topics of illegal drug use and sex. He shared his concern that many young people are getting dangerous misinformation about drug safety. He talked about the code words that teens often use online, and what parents need to know.

Issues covered:

Length: 5:07

**Substance Abuse
Youth At Risk
Parenting Concerns**

Show # 2014-49

Date aired: 12/6 Time Aired: 6:30 A

Anise Wiley-Little, expert in Human Resources, former corporate Chief Diversity Officer, author of "*Profitable Diversity: How Economic Inclusion Can Lead to Success*"

Ms. Wiley-Little said diversity is often ignored, although it can be a tremendous resource for businesses. She outlined the reasons that diversity and inclusion should matter to our nation's corporations and communities. She also said that in most cases, male managers and CEOs are ultimately in control of whether diversity succeeds or fails in a company.

Issues covered:

Length: 9:21

**Discrimination
Minority Concerns
Workplace Matters**

Helaine Olen, personal finance writer, author of "*Pound Foolish: Exposing the Dark Side of the Personal Finance Industry*"

Americans spend billions of dollars on personal finance products and advice. Ms. Olen discussed common myths purveyed by many of the nation's most respected financial gurus. She said the financial industry frequently sells products and services to consumers that offer little, if any, help in achieving financial security. She talked about the corrosive role that commissions and fees too often play in advice offered by money advisors.

Issues covered:

Length: 7:56

**Consumer Matters
Personal Finance**

Joseph Ugrin, Assistant Professor of Accounting, Kansas State University

Professor Ugrin discussed his study of a trend called "cyberloafing," which is rapidly increasing in workplaces throughout the nation. He found that all employees – old and young alike – are spending large amounts of their workday on non-work-related activities online, such as social networking and managing their finances. He talked about the challenges that employers face in dealing with the problem.

Issues covered:

Length: 4:49

**Workplace Matters
Personal Productivity
Employment**

Show # 2014-50

Date aired: 12/13 Time Aired: 6:30 A

Michael C. Harper, expert in employment discrimination law, Barreca Labor Relations Scholar and Professor of Law, Boston University School of Law

Prof. Harper discussed the growing influence of age discrimination in today's job market. He explained the reasons that employers often avoid older job applicants. He said the Age Discrimination in Employment Act, which prohibits employment discrimination against anyone 40 or older, is highly ineffective. Prof. Harper believes the law should be reformed to make it at least as strong a deterrent as laws that prohibit discrimination on race or gender.

Issues covered:
Age Discrimination
Workplace Matters
Senior Citizens

Length: 8:41

Jeff Blyskal, Senior Editor at Consumer Reports

Americans are used to being monitored for security reasons as they shop, but Mr. Blyskal said an increasing number of walk-in retailers are taking spying to a whole new level. He said stores are installing hidden video cameras, video analytics software, smartphone tracking and wi-fi hotspots to gather a surprising amount of data about their individual customers. The goal of this intense surveillance is to target shoppers with customized marketing, to convince them to shop more and spend more.

Issues covered:
Consumer Matters
Personal Privacy

Length: 8:29

Frances Newton, financial advisor, founder of Frances Insights

Ms. Newton said this is an excellent time of year for consumers to dig through credit card statements and bank receipts, and get their finances in order. She said getting organized will not only help a consumer to save money during the year, but it will also boost financial confidence.

Issues covered:
Personal Finance
Consumer Matters

Length: 4:58

Show # 2014-51

Date aired: 12/20 Time Aired: 6:30 A

Felicia Cosman, MD, Senior Clinical Director and Chair of the National Osteoporosis Foundation, author of *"What Your Doctor May Not tell you about Osteoporosis"*

Recent medical studies about the use of calcium to prevent osteoporosis have had conflicting findings. Dr. Cosman explained that most experts are still unsure about the value of taking calcium supplements. She stressed the importance of getting calcium through the diet, and offered other advice on how to improve bone health and reduce a person's chance of developing osteoporosis.

Issues covered:
Personal Health
Women's Issues

Length: 8:05

Deborah Prothrow-Stith, MD, expert in public health and youth/urban violence, Adjunct Professor at Harvard University, former Massachusetts Commissioner of Public Health, former Henry Pickering Walcott Professor of Public Health Practice at the Harvard School of Public Health

Dr. Prothrow-Stith discussed the growing trend of youth violence and gang activity in America. She believes that youth violence should be approached as a public health issue, similar to the way that smoking and lung cancer were dealt with through public education. She talked about the value of school-based programs, which have resulted in decreases in aggressive behavior. She also outlined the common characteristics that link most young violent offenders.

Issues covered:
Youth Violence
Crime

Length: 9:01

Karen Simpson-Hankins, mortgage and real estate expert, author of "*Conquer Your Closing: Insider Secrets for Today's Savvy Home Buyer*"

Ms. Simpson-Hankins discussed the four biggest mortgage mistakes most consumers will make and the questions that consumers should ask lenders. She also explained why home inspections are crucial in the home-buying process, and how consumers can wisely shop for the best interest rate.

Issues covered:
Consumer Matters
Economy

Length: 4:59

Show # 2014-52

Date aired: 12/27 Time Aired: 6:30 A

Frederick M. Hess, Resident Scholar and Director of Education Policy Studies at the American Enterprise Institute, author of "*The Same Thing Over and Over: How School Reformers Get Stuck in Yesterday's Ideas*"

Mr. Hess believes that even bitter opponents who argue about how to improve schools agree on more than they realize. He suggested that uniformity frequently gets in the way of quality education and that the American education system must change radically. He also said that schools need to implement a much wider variety of schooling options that would better meet student needs.

Issues covered:
Education Reform
Government Policies

Length: 9:23

Kristen Kirkpatrick, MS, RD, LD, Dietician and Wellness Manager, The Cleveland Clinic Wellness Institute and The Cleveland Clinic Lifestyle 180 Program

Ms. Kirkpatrick said that consumers need to put more thought into the foods that they buy. She offered suggestions to help people read nutrition labels to make wiser choices. She explained how to find a local farm or produce supplier, which usually can provide information about their food more accurately than a supermarket.

Issues covered:
Nutrition
Personal Health

Length: 7:44

Lance Dodes, MD, psychiatrist and psychoanalyst, Assistant Clinical Professor of Psychiatry at Harvard Medical School, author of "*Breaking Addiction: A 7-Step Handbook for Ending Any Addiction*"

Dr. Dodes explained how to identify an addiction and recognize key moments in addictive behavior. He said that every addictive act is normally preceded by a feeling of helplessness or powerlessness. He offered both long- and short-term advice for those dealing with an addiction.

Issues covered:
Addiction
Mental Health

Length: 4:46

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