

<b>KQSR-FM 3<sup>rd</sup> QTR. 2013</b>
<b>QUARTERLY ISSUES AND PROGRAM REPORT</b>
<b>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:</b>

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

## 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 7/6  
Time Aired: 6:00 AM

Length: 10 min

TOPIC OF THIS SHOW: Salvation Army  
Guest: Randy Hartt

ISSUE: 7-Com. Serv. Org.

A massive wildfire has burned near Prescott, Arizona for the past several weeks, displacing several from their homes after they were destroyed. The Salvation Army has been running relief efforts near the Yarnell Hill Fire. Salvation Army Captian Randy Hartt of the Yuma chapter spoke with us on Desert Digest live from the scene.

The Salvation Army has been proving food and other needs such as shelter, toiletries and other items needed by those without homes. They are also serving meals to the many different firefighters who are working the fire lines to keep the fire contained. There is no word on when the fires will be contained. Hartt says he expects to be there for at least the next five days...

TOPIC OF THIS SHOW: Yuma Proving Ground  
Guest: Chuck Wullenjohn

ISSUE: 12-Military

10: MIN

Chuck Wullenjohn from the Yuma Proving Ground appeared on our Desert Digest program talking about the upcoming NASA experiment to test drop the Orion space capsule. The tests are being conducted to test the parachute system. There are 19 scheduled drops to conduct at different locations around the country, including Y-P-G. NASA is planning to test launch the new space vehicle in 2014, a program that replaces the Space Shuttle program.

Wullenjohn went on to discuss the different testing projects that are going on at Y-P-G. The area is used by the military to test different vehicles for use in war and other peace time events. The grounds employ well over one-thousand, adding many millions of dollars to the Yuma area economy...

KQSR-FM

## 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 7/13  
Time Aired: 6 AM

Length: 10 min

TOPIC OF THIS SHOW: Stuff the Bus  
Guest: Wayne Steffy

ISSUE: 3-Education

Even though it is the middle of summer, the Yuma Regional Medical Center Foundation is getting ready to send needy children back to school this coming fall for the start of the next school year. Wayne Steffy and other volunteers appeared on our Desert Digest program, detailing the event. The objective of Stuff the Bus is to fill a school bus with much needed school supplies, such as backpacks, crayons, pencils, rulers, glue, paper, folders, safety scissors, markers, pencil sharpeners and dictionaries.

Last year, the group provided backpacks with school supplies to children whose parents cannot afford to get the backpacks to school districts through Yuma County and the San Pasquale School District in Imperial County...

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## KQSR-FM

### 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 7/20  
Time Aired: 6:Am

Length: 10 min

TOPIC OF THIS SHOW: United States  
Representative Paul Gosar  
Guest: Paul Gosar

ISSUE: 5-Government.

United States Representative of District Four for Arizona, Paul Gosar, appeared on our Desert Digest Program, talking about the latest happenings in government. Gosar talked about the terrible loss of some 19 firefighters in Prescott. He recently attended a memorial service honoring the fallen who lost their lives trying to save others while battling the blaze.

He also commented on the fact that the Federal Government had denied federal aid for those needing it due to the loss of property during the fire. He sent a letter to President Barack Obama formally requesting that he "expeditiously" consider Arizona Governor Jan Brewer's request for a federal Major Disaster Declaration for the state of Arizona...

TOPIC OF THIS SHOW: Danni Allen-The  
Biggest Loser Season 14 Winner  
Guest: Danni Allen

ISSUE: 6-Health

10:Min.

The Season 14 winner of the hit television show "The Biggest Loser", Danni Allen appeared on our Desert Digest Program. She was in Yuma earlier in the week for a meet and greet at Planet Fitness. She is thrilled to be sharing her story of weight loss and living and eating healthier. Allen has struggled with her weight her whole life, but as a young athlete who kept active in high school on the soccer, swim and water polo teams, it wasn't really an issue. Now, at age 26 and hitting her heaviest-ever weight of 258 pounds, Danni was ready to get healthy.

By winning the program, Allen earned a 250-thousand-dollar cash prize and several endorsements as well. She feels happier though about her lifestyle change and hopes others will do likewise...

**KQSR-FM**

## **3rd Qtr 2013 Quarterly Issues and Program Report**

Date Aired: 7/27  
Time Aired: 6 AM

Length: 10 min

TOPIC OF THIS SHOW: Yuma Community Food Bank  
Guest: Mike Ivers

ISSUE: 7-Com. Ser. Org.

The Yuma Community Food Bank is dangerously low on provisions at this time. The food bank has run out of meats, breads and other essential food items. The donations to the food bank typically dry up during the summer months due to having less winter visitors and all year residents are trying to get away from the hot summers in the area.

The Food Bank has issued an S.O.S. The Stock Our Shelves campaign will go through September 1<sup>st</sup>. It is hoped that meat, bread and other essential food supplies will be restocked to fill the ever growing hunger need in Yuma County, where there is currently a 34-percent unemployment rate and a food insecurity rate of over 42-percent...

TOPIC OF THIS SHOW: Golf Tournament  
Guest: Tony Silva

ISSUE: 1 & 7-Recreation and Comm.  
Serv. Organization

10 Min

In light of the recent deaths of the 19 Granite Mountain Hostshot fire crew, persons and agencies across Arizona have been holding fund raisers in order to benefit the families of the surviving firefighters and those who lost their homes to the Yarnell Hill Fire. It was the worst loss of life in one firefighting event since the 9-11 attacks in 2001. Tony Silva has created a golf tournament in our area in order to help raise funds for those affected. Silva says this benefit for the Hot Shot team is being put together with the help of many people and agencies. The Tournament will be held on Saturday, August 10<sup>th</sup> with registration starting at 7am and the shotgun start to be held at 8am. Call Silva for more information at 928-344-9042...

## KQSR-FM

### 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 8/3  
Time Aired: 6 AM

Length: 10 min each

TOPIC OF THIS SHOW: Yuma Community  
Foundation  
Guest: Janelle Johnson & Tom Kelly

ISSUE: 7 & 12-Com. Ser. Org. and  
Military

The Yuma Community Foundation had joined forces with the Yuma Community Veteran's Fund to help veterans who are in need of financial help in between the time they leave the service and start getting government help. This is especially hard on those who are discharged because of a disability. The fund was created as a joint effort with the Yuma Community Foundation in order to garner donations and create trust funds in order to benefit such persons. Sometimes the wait between the time funds can be drawn and when they are discharged can be several months up to and over one year. The loans are given to veteran's on an honor basis and then repaid. Once those funds are received, they are then recycled and used to help other veterans...

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Guest: Tony Silva

ISSUE: 1 & 7-Recreation and Comm.  
Serv. Organization

10:MIN

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## KQSR-FM

### 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 8/10  
Time Aired:

Length: 10 min each

TOPIC OF THIS SHOW: Yuma BMX  
Guest: Tony Warnock

ISSUE: 1-Recreation

Yuma BMX is a bike riding club aimed at younger BMX riders. It is described as motocross for bicycles as the group will compete and race against each other on a weekly basis. The group is trying to promote healthy exercise in a controlled environment. As long as the participant has a BMX style bicycle, he or she is welcome to participate. They participate Monday and Wednesday nights at 6:30pm with other sporadic events scheduled on an as needed basis. They also practice and train to participate In the American BMX Association Finals.

They are looking for very active participation during the summer months with the longer days and the fact most youth riders are out of school.

TOPIC OF THIS SHOW: Monsoon Safety  
Guest: Mike Efert

ISSUE: 2 & 6-Family and Health

10: min

With the onset Monsoon Season, several reminders need to be broadcast about what to do and what to possibly expect with these severe thunderstorms that develop. On our Desert Digest program, Public Information Officer Mike Efert talked about what to do to prepare and be ready for a possible storm. He discussed having enough food, water and medications to last for at least three days per person incase of power outages. Also he discussed driving safety in such a storm. His advice was to pull over and let the storm pass before driving if you were unable to see. He also discussed safety if you are outside and see lighting or hear thunder to seek a safe location right away...

## KQSR-FM

### 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 8/17  
Time Aired: 6 AM

Length: 10 min EACH

TOPIC OF THIS SHOW: Freedom Library  
Guest: Howard Blitz

ISSUE: 5-Government

The Freedom Library made an appearance on our Desert Digest program. Howard Blitz heads up the organization. The library promotes and understanding and acceptance of the Freedom Philosophy and the principles of liberty as expounded in the Declaration of Independence and the United States Constitution. They are currently looking for participants to take classes to assist in the learning of those philosophies.

The classes will meet weekly and follow a general classroom environment. Upon completion, they will be considered "graduates" of the program. The library at several times in the year hold open houses and helps provide scholarships for college students. They also travel to schools throughout the area to provide information...

TOPIC OF THIS SHOW: American Red Cross  
Guest: Cynthia Synder & Trudy Thompson

ISSUE: 2 & 6-Family and Health

10:Min

The month of September is National Preparedness Month and in anticipation of the event, on August 23rd several different departments and agencies will gather together to urge persons to be ready in case of an unforeseen disaster. It is suggested that a disaster kit be made ready with supplies of food, water, prescriptions, flashlights and battery operated radios.

The America Red Cross has also made an app available for iOS and Android operated cell phones, that will list available shelters which are open in the event of a disaster. The Red Cross Grand Canyon Chapter also supplies needed aid to families in the event of a fire or other disaster. Cynthia Synder has recently taken over as director of the Yuma office...



## KQSR-FM

### 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 8/24  
Time Aired: 6:Am

Length: 10 min

TOPIC OF THIS SHOW: Rod and Gun Club  
Guest: Doug Beach and Becky May Pope

ISSUE: 1-Recreation

The Yuma Valley Rod and Gun Club is getting ready to hold their Seventh Annual Mike Mitchell Memorial Dove Hunter Barbeque at the Pivot Point Conference Center in Yuma. Doug Beach and Becky May Pope appeared on our Desert Digest program to discuss the upcoming event to be held on August 31<sup>st</sup>. It will be a family fun event, in which money raised will go to the Mike Mitchell Memorial Fund to help provide money for youth and wildlife conservation efforts. Several door prizes are to be given away including over eighteen different guns, paintings, a Fender guitar, bow, a barbeque grill, a television, an iPad and more. Tickets include the dinner and after dinner entertainment.

TOPIC OF THIS SHOW: Monsoon Safety  
Guest: Mike Efert

ISSUE: 2 & 6-Family and Health

10: min

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## KQSR-FM

### 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 8/31  
Time Aired: 6 AM

Length: 10 min EACH

TOPIC OF THIS SHOW: Voting Information  
Guest: Renee Poquette Stallworth

ISSUE: 5-Government

The Primary Election for several Yuma City positions were recently held. Of the eight city council candidates, six will be eligible to run for the General Election on November 5<sup>th</sup>. The Mayoral race and the Presiding Municipal Judge race was decided on during the primary on August 27<sup>th</sup>. There is some confusion among voters as to how it is decided who are the remaining six candidates for the city council race. Yuma County Recorder Renee Poquette Stallworth appeared on our Desert Digest program to discuss the specifics of that. She also explained that early and absentee voting for the General Election will start October 10<sup>th</sup> and urged all voters to make sure their address and other information was up to date at her offices...

TOPIC OF THIS SHOW: Water Safety  
Guest: Mike Efert

ISSUE: 2 & 6-Family and Health

10: min

With the onset of Summer, many are looking to hit the area's plentiful water recreational areas. With the increase in water related activities, the risk of injuries and even death from drowning related incidents rise. The Yuma Fire Department Public Information Officer Mike Efert appeared on our Desert Digest Program, giving tips for persons to make sure they stay safe all summer long. One of the most important tips includes parents or another specified adult to ALWAYS watch children in the pool, lake, river or other water related activity. Efert says many of the tragedies his department has had to respond to involved parents or adults, "just looking away for a minute", which is enough time for a toddler to drown...

KQSR-FM

## 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 9/7  
Time Aired: 6AM

Length: 10 min

TOPIC OF THIS SHOW: Emergency  
Preparedness  
Guest: Tony Badilla

ISSUE: 8-Consumer Protection

September is National Emergency Preparedness Month and several agencies, including the Yuma County Office of Emergency Management are raising awareness as to how people can be ready for any emergency, such as earthquakes, extended power outages, flooding or other natural or man made disasters. Badilla has over 28 years of experience in law enforcement and public safety. Badilla retired after serving over twenty years for the City of Yuma Police Department - serving a range of roles from Patrol Sergeant, Field Training Officer, Motorcycle Officer and as a D.A.R.E. Officer and supervisor. He was named to the position in May, 2013. It is his hope to raise awareness as to what people have to do to be ready in a moments notice if an emergency arises...

TOPIC OF THIS SHOW: Water Safety  
Guest: Mike Efert

ISSUE: 2 & 6-Family and Health

10 MIN

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KQSR-FM

## 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 9/14

Time Aired: 6 AM

Length: 10 min

TOPIC OF THIS SHOW: Emergency  
Preparedness

Guest: Tony Badilla

ISSUE: 8-Consumer Protection

September is National Emergency Preparedness Month and several agencies, including the Yuma County Office of Emergency Management are raising awareness as to how people can be ready for any emergency, such as earthquakes, extended power outages, flooding or other natural or man made disasters. Badilla has over 28 years of experience in law enforcement and public safety. Badilla retired after serving over twenty years for the City of Yuma Police Department - serving a range of roles from Patrol Sergeant, Field Training Officer, Motorcycle Officer and as a D.A.R.E. Officer and supervisor. He was named to the position in May, 2013. It is his hope to raise awareness as to what people have to do to be ready in a moments notice if an emergency arises...

TOPIC OF THIS SHOW: GED Changes  
Guest: Leticia Martinez

ISSUE: 3-Education

10 Min

There are several changes starting in 2014 for persons taking the GED Test. The Testing Services Director at Arizona Western College Leticia Martinez appeared on our Desert Digest Program outlining all the changes coming up starting in January, 2014. One of those main changes involve how persons will be able to take the test. The test will be electronic now and will have to be taken at a certified location. The new assessment will continue to provide adults the opportunity to earn a high school credential, but it goes further by measuring career and college readiness skills that are the focus of today's curriculum and tomorrow's success. Four content areas-literacy, mathematics, science, and social studies-will measure a foundational core of knowledge and skills...

KTTI-FM

## 3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 9/29  
Time Aired: 6 AM

Length: 10 min

TOPIC OF THIS SHOW: Health Care Initiative  
Guest: Arizona Representative Paul  
Gosar

ISSUE: 5-Government

There has been much debate over the upcoming Health Care initiative, otherwise known as ObamaCare. The Federal Government is threatening to shut down on October 1<sup>st</sup>, if there is no compromise. Members of the House and Senate are wanting to defund the Health Care initiative to prevent the program from being put into action. Representative Gosar has been against the initiative from the start.

The threats to the citizens and government include not being able to keep National Parks open and other "non-necessary" jobs on the payroll until the budget for Fiscal Year 2014 is approved. As of the airing of this program the weekend of September 28<sup>th</sup> and 29<sup>th</sup>, 2013, the vote on the budget hung in the balance...

TOPIC OF THIS SHOW: March For Babies  
Guest: Matt Tams

ISSUE: 1 & 6-Recreation and Health

10 MIN

The Yuma Chapter of March of Dimes will hold a special walk on October 12<sup>th</sup>, the March for Babies. The walk is to help raise awareness of the plight of premature babies. Tams serves as a board member, helping to organize the event. His young daughter herself was a premature baby and since her birth has become healthy, but Tams' experience urged him to help other young babies in need of it.

Registration will begin at 7am and the walk will start at 8am at the West Wetlands Park in Yuma. When people walk, babies are given hope born too soon or sick. The money you raise supports programs in your community. M of D has been walking since 1970 and have raised an incredible \$2.6 billion dollars...



**Weekly Public Affairs Program**

Call Letters: KQSR

**QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2013**

Show # 2013-27  
Date aired: 7/6 Time Aired: 6:30A

**Barbara J. Mahler**, Research Hydrologist, U.S. Geological Survey

Ms. Mahler recently authored a USGS report that noted that many common driveway sealants are made of coal tar, which contains dangerous carcinogens. USGS research found that many homes with black driveways have surprisingly large doses of carcinogens in their household dust. She talked about the potential health consequences and explained how consumers can determine if a driveway sealant contains coal tar.

**Issues covered:**  
Personal Health  
Consumer Matters  
Environment

**Length: 8:14**

**Sonya Lunder**, expert in environmental health, Senior Analyst at Environmental Working Group

Ms. Lunder said her organization tested 600 beach and sport sunscreens and only about 20% met their standards for safety and effectiveness. She explained what consumers need to know when choosing a sunscreen product. She also noted that high-SPF products often give a false sense of security, and that sunscreens might actually increase the risk of the deadliest form of skin cancer for some people. She also explained why European consumers have better choices in sunscreens than Americans.

**Issues covered:**  
Personal Health  
Consumer Matters  
Government Regulation

**Length: 8:51**

**Mark Thompson and Brian Tracy**, experts in entrepreneurship, authors of "*Now, Build a Great Business: 7 Ways to Maximize Your Profits in Any Market*"

Mr. Thompson and Mr. Tracey explained why tough economic times can actually be a good time to start a business. They talked about the importance of a business plan and how to find great potential employees.

**Issues covered:**  
Employment  
Workplace

**Length: 4:59**

Show # 2013-28

Date aired: 7/13 Time Aired: 6:30A

**Donald Edmondson, PhD, MPH**, Assistant Professor of Behavioral Medicine at the Columbia University Medical Center in New York

Dr. Edmondson's research has discovered that nearly one in four people who suffer a stroke also experiences symptoms of post-traumatic stress disorder afterwards. He discussed other life-threatening illnesses that can also result in PTSD. He said the younger a person is who experiences a life-threatening event, the more likely they are to experience PTSD. He also talked about the potential treatments for the disorder.

**Issues covered:**

Personal Health  
Mental Health  
Senior Citizens

**Length: 8:31**

**Kathryn Zickuhr**, Pew Research Center's Internet and American Life Project.

Ms. Zickuhr led a surprising study that found that Americans ages 16 to 29 are actually more likely than older Americans to have read a printed book in the past year and are more likely than their elders to use a library. She discussed the rapidly changing landscape of technology and literacy, and how libraries have adapted.

**Issues covered:**

Literacy  
Youth Concerns  
Technology

**Length: 8:44**

**Guillermo Payet**, Founder and President of LocalHarvest.org, a non-profit organization that maintains a nationwide directory of small farms, farmers markets and other local food sources

Mr. Payet explained Community Supported Agriculture, where small farmers sell shares of their annual harvest to local families. The families then receive weekly deliveries of vegetables or fruit. He talked about the positive social and environmental impact of the "buy local" movement.

**Issues covered:**

Agriculture  
Environment  
Consumer Matters

**Length: 5:02**

Show # 2013-29

Date aired: 7/20 Time Aired: 6:30

**Karen E. Smith**, Senior Research Associate with the Income and Benefits Policy Center at the Urban Institute

Ms. Smith co-authored a study for the Center for Retirement Research at Boston College, which found that the Great Recession may have permanently reduced future retirees' incomes by an average of \$2,300 a year. She explained the reasons behind this finding, who will be most affected, and how Americans can try to mitigate the damage to their retirement savings.

**Issues covered:**

Senior Citizens  
Retirement Planning  
Economy

**Length: 7:13**

Show # 2013-32

Date aired: 8/10 Time Aired: 6:30 AM

**Sonya Madison**, Workplace Attorney and Legal Analyst, based in Atlanta

Ms. Madison said a drunk driving conviction can severely damage a person's chances of finding or even keeping a job. She noted that most large employers typically conduct background checks on potential employees today. She explained why negatives such as a DUI conviction often will remove the applicant from consideration for a job opening.

**Issues covered:**

Drunk Driving  
Employment

**Length: 7:47**

**Jeff Strohl, PhD**, Director of Research at the Georgetown University Center on Education and the Workforce

Dr. Strohl co-authored a recent study that determined that although more Hispanics and African-Americans are going to college, their access to the most selective schools isn't keeping pace. He said there are major income differences between those with a top education compared to graduates of other schools. He explained the reasons behind this problem, and why it is so difficult to address.

**Issues covered:**

Minority Concerns  
Education

**Length: 9:21**

**Janet Champ**, co-author of *"Ripe: The Truth About Growing Older and the Beauty of Getting on With Your Life"*

Ms. Champ talked about challenges and myths faced by women as they age. She said many women feel discarded and undervalued as they reach their forties. She believes that this phase of life is rich in often underappreciated beauty and that women who adapt to these changes can offer much to society.

**Issues covered:**

Women's Issues  
Aging  
Senior Citizens

**Length: 4:39**

Show # 2013-33

Date aired: 8/17 Time Aired: 6:30 AM

**Lori Gottlieb, PhD**, psychotherapist who focuses on marriage and family therapy, author, contributor to the magazine and website, "The Atlantic"

Dr. Gottlieb believes that many modern parents are too obsessed with the happiness of their children and will do nearly anything to spare their kids from even mild discomfort, anxiety or disappointment. She said this form of parenting often dooms children to unhappy adulthoods. She explained how parents can recognize this trend in their family and change it.

**Issues covered:**

Parenting  
Youth at Risk

**Length: 9:11**



**William Hanson, MD**, Professor of Anesthesiology and Critical Care, Surgery and Internal Medicine at the Hospital of the University of Pennsylvania, author of "*The Edge Of Medicine The Technology That Will Change Our Lives The Edge Of Medicine*"

Rapid improvements in technology are revolutionizing the medical profession. Dr. Hanson talked about hi-tech advancements such as diagnostic smartphone apps and telemedicine that have recently become commonplace tools for doctors. He explained how these new trends can benefit patients and what other breakthroughs may be on the horizon.

**Issues covered:**  
**Personal Health**  
**Technology**

**Length: 8:10**

**Philip Reed**, Senior Consumer Advice Editor at Edmunds.com

Some environmental groups have recently recommended that motorists turn off their car anytime they will be idling more than ten seconds. Mr. Reed discussed the wisdom of this advice, and potential safety and car maintenance concerns. He offered other practical suggestions for drivers who would like to reduce pollution and fuel costs.

**Issues covered:**  
**Environment**  
**Consumer Matters**

**Length: 5:03**

Show # 2013-34

Date aired: 8/24 Time Aired: 6:30A

**Eric Brende**, author of "*Better OFF; Flipping the Switch on Technology*"

Mr. Brende believes that today's technology has some downsides. He and his wife left the fast-paced life of high technology at MIT to conduct an experiment: spending a year living in the country with an Amish group. He believes the goal should be a balanced life, and suggested that if Americans decreased their dependency on technology (automobiles, televisions, computers), many social problems could be alleviated.

**Issues covered:**  
**Consumer Matters**  
**Environmental Issues**  
**Media Issues**

**Length: 8:47**

**Kathy Boutis, MD**, Emergency Staff Physician, Hospital For Sick Children in Toronto, Associate Scientist, Child Health Evaluative Sciences Program at Sickkids Research Institute

Dr. Boutis conducted a survey that found that less than half of parents understood that radiation from a computed tomography (CT) scan is tied to an increased risk of cancer for their child. She said a CT scan can expose a child to roughly 60 to 80 times the amount of radiation from a standard X-ray. She explained the long-term health concerns and what parents need to know to make wise decisions.

**Issues covered:**  
**Personal Health**  
**Parenting**

**Length: 8:25**

**Sage R. Myers, MD, MSCE**, Assistant Professor in Pediatrics at the University of Pennsylvania Perelman School of Medicine, Attending Physician in the Division of Emergency Medicine at Children's Hospital of Philadelphia

Contrary to what many believe, living in the city is far less risky than in the country, according to a study Dr. Myers recently completed. She said that although homicides in cities still outpace those in rural areas, the risk of dying from some form of accident or injury is 20 percent greater in rural counties. She explained how this research can be used for future planning of trauma centers and other improvements to the medical system.

**Issues covered:**  
Personal Health  
Crime  
Government

**Length: 4:55**

Show # 2013-35

Date aired: 8/31 Time Aired: 6:30

**John Santa, MD**, Director of the Health Ratings Center for Consumer Reports

Heart health has become a highly profitable business. Dr. Santa talked about the growing wave of cardiac tests and treatments that are being marketed to aging baby boomers. He said the most dubious tests often result in costly, unnecessary and sometimes dangerous treatments. He also explained how health consumers can get accurate information on the proficiency and competence of heart doctors.

**Issues covered:**  
Personal Health  
Senior Citizens  
Consumer Matters

**Length: 8:32**

**Jonathan Levav, PhD**, Associate Professor of Marketing at the Stanford University Graduate School of Business

Wise decision-making is perhaps the greatest factor that determines success or failure in life and business. Professor Levav talked about his study of "decision fatigue." He explained the surprising influences on decisions, and how individuals can improve decision-making by recognizing and controlling those variables.

**Issues covered:**  
Workplace Matters  
Mental Health

**Length: 8:40**

**Bernard Biermann, MD, PhD**, Assistant Professor, Department of Psychiatry at the University of Michigan, Medical Director of the Child/Adolescent Inpatient Unit at Mott Children's Hospital in Ann Arbor, MI

Dr. Biermann completed a study that found that parents severely underestimate their teens' use of drugs and alcohol. While just ten percent of parents thought their kids drank alcohol in the past year, 52 percent of teens admitted to doing so. He talked about the possible reasons in the huge disparity, and offered advice for parents on how to recognize the signs of alcohol and drug use in their teenager.

**Issues covered:**  
Substance Abuse  
Parenting  
Youth at Risk

**Length: 5:07**

Show # 2013-36

Date aired: 9/7 Time Aired: 6:30A

**Armon B. Neel Jr., PharmD.**, consulting pharmacist, author of "*Are Your Prescriptions Killing You?: How to Prevent Dangerous Interactions, Avoid Deadly Side Effects, and Be Healthier with Fewer Drugs*"

Mr. Neel said that patients and doctors often don't recognize when prescription drugs may be interacting dangerously with one another. He discussed the financial costs to our nation's healthcare system, and explained how patients can reduce the number of medications they're taking.

Issues covered:  
Personal Health  
Senior Citizens  
Consumer Matters

Length: 7:17

**Catherine Steiner-Adair, EdD.**, clinical psychologist, school consultant, author of "*The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age*"

The digital world is here to stay, but what are families losing? Dr. Steiner-Adair believes that today's parents often pay more attention to their smartphones than their children. She discussed the emotional impact felt by kids, and outlined how parents can set boundaries on the use of hi-tech devices for both themselves and their children.

Issues covered:  
Parenting  
Youth at Risk

Length: 10:00

**Jack Canfield**, co-creator of the Chicken Soup for the Soul book series, author of "*The Success Principles*" series

Mr. Canfield talked about the keys to success and how to overcome self-defeating beliefs, fears and habits. He also offered principles on building good teams and better relationships at the office, and how to set goals to improve your life and finances.

Issues covered:  
Workplace Issues  
Education  
Personal Finance

Length: 4:51

Program # 2011-37

Date aired: 9/14 Time Aired: 6:30

**Lori Gottlieb, PhD**, psychotherapist who focuses on marriage and family therapy, author, contributor to the magazine and website, "The Atlantic"

Dr. Gottlieb believes that many modern parents are too obsessed with the happiness of their children and will do nearly anything to spare their kids from even mild discomfort, anxiety or disappointment. She said this form of parenting often dooms children to unhappy adulthoods. She explained how parents can recognize this trend in their family and change it.

Issues covered:  
Parenting  
Youth at Risk

Length: 9:11

**William Hanson, MD**, Professor of Anesthesiology and Critical Care, Surgery and Internal Medicine at the Hospital of the University of Pennsylvania, author of *"The Edge Of Medicine The Technology That Will Change Our Lives The Edge Of Medicine"*

Rapid improvements in technology are revolutionizing the medical profession. Dr. Hanson talked about hi-tech advancements such as diagnostic smartphone apps and telemedicine that have recently become commonplace tools for doctors. He explained how these new trends can benefit patients and what other breakthroughs may be on the horizon.

**Issues covered:**  
Personal Health  
Technology

**Length: 8:10**

**Philip Reed**, Senior Consumer Advice Editor at Edmunds.com

Some environmental groups have recently recommended that motorists turn off their car anytime they will be idling more than ten seconds. Mr. Reed discussed the wisdom of this advice, and potential safety and car maintenance concerns. He offered other practical suggestions for drivers who would like to reduce pollution and fuel costs.

**Issues covered:**  
Environment  
Consumer Matters

**Length: 5:03**

Show # 2013-38

Date aired: 9/21 Time Aired: 6:30

**David Gumpert**, food rights advocate, author of *"Life, Liberty and the Pursuit of Food Rights"*

Mr. Gumpert believes that Americans should have the right to privately obtain foods directly from farmers, neighbors, and local producers, in the same way that previous generations did. He said government regulations are making it increasingly difficult for consumers who wish to get raw milk, custom-slaughtered beef and pastured eggs outside the government regulatory system. He outlined the potential health concerns about mass-produced, processed food sold at supermarkets.

**Issues covered:**  
Food Safety  
Government Regulation

**Length: 8:29**

**Noël Janis-Norton**, learning and behavior specialist, founder and director of The New Learning Centre in London, author of *"Calmer, Easier, Happier Parenting: Five Strategies That End the Daily Battles and Get Kids to Listen the First Time"*

Ms. Norton offered advice to parents who are tired of nagging, pleading or yelling just to get their kids to do simple tasks. She offered examples of how parents should use positive reinforcement to encourage children to cooperate. She also offered tips on how to make homework a more positive and pleasant task each day.

**Issues covered:**  
Parenting  
Children's Issues

**Length: 8:40**

**Virginia Reichert**, former director of the Center for Tobacco Control at North Shore-Long Island Jewish Health System

Ms. Reichert talked about a study she conducted that discovered many smokers incorrectly believe that nicotine causes cancer. This misperception makes them less like to use nicotine patches or gum to help them stop smoking. She explained how comprehensive programs can greatly increase the success rate of smokers who want to quit.

**Issues covered:**  
**Addiction**  
**Community Health**

**Length: 4:58**

Show # 2013-39

**Date aired:** 9/28 **Time Aired:** 6:30

**Emily Rogalski, PhD**, Neuroscientist, Research Associate Professor in Cognitive Neurology and Alzheimer's Disease Center at the Northwestern University Feinberg School of Medicine

Dr. Rogalski is in the early stages of a study of "SuperAgers" — men and women who are in their 80s and 90s, but with brains and memories that seem far younger. She explained what has been learned so far from these exceptional seniors, and what she hopes to discover as the study progresses. She said the research may eventually find ways to help protect others from memory loss.

**Issues covered:**  
**Personal Health**  
**Senior Citizens**

**Length: 8:01**

**Amanda Ripley**, investigative journalist, author of *"The Smartest Kids in the World--and How They Got That Way"*

Over the past fifty years, math and science skills have remained largely flat in the US, while soaring in Canada, Finland and many other developed countries. Ms. Ripley explained why some new "education superpower" countries have rapidly improved test scores, and how their policies differ from the US. She said teachers' college programs in the US should become much more selective, only accepting top students.

**Issues covered:**  
**Education**  
**Government**

**Length: 9:10**

**Dana Gunders**, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco

Ms. Gunders recently co-led a study with Harvard researchers that concluded that dates printed on packaged foods often confuse consumers, leading many to throw out food before it actually goes bad. She said the dates are intended to indicate freshness rather than whether a product is unsafe to eat. She would like to see new government regulations that would standardize food labeling and make it less confusing for consumers.

**Issues covered:**  
**Food Safety**  
**Consumer Matters**  
**Government Regulations**

**Length: 4:55**