

KQSR-FM 1ST
Quarter 2017
QUARTERLY ISSUES AND PROGRAM REPORT
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

1ST Qtr 2017 Quarterly Issues and Program

Date Aired: 12/31
Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: COCOPAH TRIBE
ROSA LONG

ISSUE: 1,7

ROSA DeLong was my guest this weekend and came into talk about What the Cocopah Tribe has done for the immediate community. Rosa wants the community to know that the Cocopah Tribe has a huge ability to help with local charity events. They have a huge events Lawn and one event in particular is The Annual Brigitte's Gift Western Dance and BBQ. That event is held in October. Other local charities The Cocopah Tribe is involved with are Hospice of Yuma a local non-profit end of life care. The Cocopah Tribe also has a history museum that is located on County 14th street. Rosa encouraged the Winter Visitors to go to the museum and look at all the artifacts that are on display for the public to see and read about the Cocopah Tribe.

TOPIC OF THIS SHOW: MELON FARMS
GUEST:

Aired 6:15 AM

ISSUE: 4

Melon Farms a local grower in our little ag town of Yuma was invited in to discuss the Agriculture aspects of Melon Farms and How Melon Farms works as a result of our growing Agriculture here in Yuma. Melon Farms are growers and take pride in all that they do. Melon Farms grows and distributes to places all over the U.S. Taking pride in what they do Melon Farms is a true example of what Agriculture is here in Yuma. Melon Farms is a huge producer of 90% of the United States lettuce and the field workers come from all over the western United States to work in our fields picking and making sure our lettuce is the best and safest. It is very important that growers take the pride in what is put out there so nobody falls ill from any food that is grown locally in Yuma.

KQSR-FM

1st Qtr 2017 Quarterly Issues and Program Report

Date Aired: 01 07 2017
Time Aired:

6 AM

Length: 15 min

TOPIC OF THIS SHOW: YUMA JAYCEES
GUEST: PEGGY

ISSUE: 1, 2, 7

The 72nd annual Yuma Jaycee's Silver Spur Rodeo is coming up and Peggy from Yuma Jaycee's came in to discuss sponsorship opportunities for the community. The Yuma Jaycees will also host a Parade Route on Saturday February 11th. There is always something special regarding the Rodeo on this weekend annually. The Silver Spurs Rodeo is a Yuma tradition and will continue to be. The Rodeo kicks off Friday February 10th at 4pm and continues through the weekend ending Sunday at 6pm. Rodeo bull riding will be BIG in competition starting on Friday and all of the proceeds from the Rodeo will go back to Yuma Jaycees and their Fundraising for the other rodeos in the future. VIP tickets will be available yumarodeo.com

TOPIC OF THIS SHOW: OSHA

GUEST: JESSIE ATENCIO

Aired 6:15 AM

ISSUE: 3, 7, 8

Jessie Atencio of OSHA came in to talk about the new laws in place for companies inside the state of Arizona. Jessie Atencio is in charge of taking reports of injuries in the workplace and investigating. Jessie Atencio has been in with us at least once per quarter as a local representative for ADOSH and he needed to share the newest information regarding Heat Danger. Campaign always starts this time of year and there is now an APP for Android/ i-phone and you can put in all the info and it will tell you what kind of danger a human would be in while working outdoors. AG workers as well as state road workers and delivery drivers too. The conditions can be very stressful to the body. The app is really targeted for the employer to keep their employee's healthy.

KQSR-FM

1ST Qtr 2017 Quarterly Issues and Program

Date Aired: 01/14
Time Aired:

LAM

Length: 15 min

TOPIC OF THIS SHOW: NAVY LEAGUE CAR SHOW
LARRY MALLORY AND VALERIE MILLSOM

ISSUE: 1,7,12

LARRY MALLORY FROM THE NAVY LEAGUE CAR SHOW THAT IS AN ANNUAL EVENT CAME IN TO TALK ABOUT THE SHOW THAT IS COMING UP ON JANUARY 20TH IN THE YUMA FOOTHILLS AT THE FORTUNA DE ORO RESORT. THE EVENT IS OPEN TO ANYONE WHO WISHED TO ATTEND AND WILL START AT 10AM AND GO TIL 3PM WITH AN ARRAY OF OLD VEHICLES THAT WILL BE ON DISPLAY FOR THE PUBLIC TO ADMIRE. VALERIE MILLSOM JOINED US IN THE STUDIO AND SHE WANTED TO INVITE EVERYONE TO COME OUT AND CHECK THIS EVENT OUT. VALERIE IS NOW THE DIRECTOR OF THE YUMA COMMUNITY FOOD BANK AND WANTED TO GET A CHANCE TO GET HER NAME OUT IN THE COMMUNITY AND TO THANK YUMA FOR BEING A FORCE IN THE WAR ON HUNGER HERE. THE FOOD BANK IS ALSO IN NEED OF VOLUNTEERS AND ANYONE CAN CONTACT THEM THROUGH THEIR WEBSITE AT YUMACOMMUNITYFOODBANK.ORG.

TOPIC OF THIS SHOW: YRMC WELLTON TRACTOR
RODEO

Guest: Rob Filey

Aired 6:15 AM

ISSUE: 7

This annual family fun day benefiting the Yuma Regional Medical Foundation features an antique tractor pull, vintage car displays, horseback rides, antique equipment displays, new equipment shows, Forgotten Iron Displays, a children's tractor event, live entertainment, a wellness clinic and other booths. This is an annual event that is held in Wellton, Arizona and the Foundation for Yuma Regional Medical Center is on the forefront of the event. If you would like to know how you can get involved in the event for the next year you can call for more information to the Yuma Regional Medical Centers Foundation 928-336-7045. Rob stated that this event pulls people from ALL over the state of Arizona and they are very proud to be at the forefront.

KQSR -FM

1ST Qtr 2017 Quarterly Issues and Program Report

Date Aired: 01/20

Time Aired:

6 AM

Length: 15 min

ISSUE: 3

TOPIC OF THIS SHOW: FREEDOM LIBRARY
GUEST: HOWARD BLITZ

HOWARD BLITZ FROM THE FREEDOM LIBRARY WAS INTERVIEWED FOR THREE DIFFERENT TOPICS FOR THE FREEDOM LIBRARY. FREEDOM LIBRARY IS A 501C3 NON PROFIT ORGANIZATION HERE IN YUMA AND HOWARD WANTED TO GET THE WORD OUT ON EVENTS THEY ARE SPONSORING INCLUDING AN ECONOMICS AND CONSTITUTION CLASS BEGINNING THE 24TH AND 25TH OF JANUARY FOR 8 WEEKS. THIS CLASS WILL BRING TO LIGHT ALL ABOUT ECONOMICS AND THE US CONSTITUTION. THIS IS OPEN TO AGE 4S 14 AND UP AND THE YOUNGER STUDENTS IF THEY CHOOSE CAN WRITE AN ESSAY FOR A 1,000. SCHOLARSHIP TO TRAVEL AND LEARN OVER THE SUMMER. THE FREEDOM LIBRARY ALSO HAS A PROGRAM STARTING IN FEBRUARY FOR THE YOUNGER CROWD AND THESE SESSIONS WILL BE OFFERED AT THE BOYS AND GIRLS CLUB AFTER SCHOOL PROGRAM. CALL 246 2327 FOR MORE DETAILS.

TOPIC OF THIS SHOW: NAZ CARE
Guest: SUASAN NUNEZ

Aired 6:15 AM

ISSUE: 6,7

El Bienestar is a community-based center in Yuma and part of NAZCARE which stands for Northern Arizona Consumers Advancing Recovery by Empowerment, meeting the community's needs and providing. Services provided include: recovery support services, individual support, support groups, recreation, arts/crafts, community integrate and wellness programs like: diet/nutrition, peer whole health, wellness checks, and Wellness in Action. Peer Whole Health promotes better health in small, realistic achievements that make a huge difference for you as you select and embrace better emotional health as a result. We provide opportunities for physical activity, profit organization, your contributions are gratefully accepted and are tax deductible.

KQSR-FM

1st Qtr 2017 Quarterly Issues and Program Report

Date Aired: 1/28
Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: OVEREATERS
ANNONOMOYYS
GUEST: Dawn W.

ISSUE: 6,7

A person from OA came in to discuss the dangers of becoming obese. I am calling her Dawn W. Since it is an anonymous program. Dawn W. Wanted to spread the word on a seminar they had coming up and I thought our segment would be perfect. Dawn W. has been a member of OA for over 15 years and has had the support on a complete lifestyle change. Dawn W. said the stresses of everyday life can take its toll and some people eat during stressful times in their lives and some people don't but neither one is good for you. Dan W. stated that you need to find a healthy balance on eating and stick with an exercise regimen like walking every day. If you have an exercise plan that will be small at first and work up to where you want to be. Set goals and make them small and work up to more.

TOPIC OF THIS SHOW: NAZCARE
Guest: Susan Nunez

Aired 6:15 AM

ISSUE: 6,7

El Bienestar is a community-based center in Yuma and part of NAZCARE which stands for Northern Arizona Consumers Advancing Recovery by Empowerment, meeting the community's needs and providing. Services provided include: recovery support services, individual support, support groups, recreation, arts/crafts, community integrate and wellness programs like: diet/nutrition, peer whole health, wellness checks, and Wellness in Action. Peer Whole Health promotes better health in small, realistic achievements that make a huge difference for you as you select and embrace better emotional health as a result. We provide opportunities for physical activity, profit organization, your contributions are gratefully accepted and are tax deductible.

KQSR-FM

1st Qtr 2017 Quarterly Issues and Program Report

Date Aired: 02/04
Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: HEALTHY EATING
Guest: Judy Gresser

ISSUE: 2, 6, 7

Judy Gresser came in to the studios to inform the community of the Healthy Eating Adventure that has been a community involvement event for the past few years. The Healthy Eating Adventure is a Program that the community is invited to sign up for and they meet once a week for 6 weeks. The cost involved is 25.00 and that will include the first catered meal. The community will learn how to make food in a way that is healthy. There will be pot lucks and The people who attend will be making the food and sharing it with others. Healthy Eating Adventure is a low cost alternative to any other program out there and families are encouraged to attend. If anyone is interested in the HEA they are to contact Judy Gresser And sign up via e mail space is limited so 1st come 1st served.

TOPIC OF THIS SHOW: Yuma Jaycees Rodeo
Guest: Peggy Collins

Aired 6:15 AM

ISSUE: 1, 2, 7

We invited in Peggy Collins of the Yuma Jaycee's Silver Spur Rodeo Annual event to discuss ticket sales and business sponsorships. Peggy has been with the Yuma Jaycees for many years and wants the local community event to do very well. Peggy talked about how the 72nd Annual silver Spurs Rodeo brings back champions from all over and the community involvement is amazing they could not do this event without the help from all of the Yuma Community. Tickets are on sale at Yu7marodeo.com and are available for general Admission and VIP style which includes adult beverages and food. The Rodeo is slated for February 10th, 11th and 12th and is being held at the Yuma County Fairgrounds on 32nd street in Yuma. For more info go to yumarodeo.com.

KQSR-FM

1st Qtr 2017 Quarterly Issues and Program Report

Date Aired: 02/11

Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: CASA or Court
Appointed Special Advocates
Guest: Jennifer Sterenberg

ISSUE: 2,7

We invited Jennifer Sterenberg in to talk about Court Appointed special Advocates and what it means to be the voice of a child at risk. Jennifer is the Volunteer Coordinator for CASA and wanted the community to know that there are new training classes that will be starting soon. If someone is at least 21 years of age and has the time to go to the court and be the voice of a child who has been Displaced from their family environment for specific reasons including but not limited to abuse, the volunteer will be the voice in court. The child could be put into a foster care situation and then the volunteer would be required to visit the child on a regular basis and report back to the court on the child's condition and mental state. Training begins soon. So please call to get info.

TOPIC OF THIS SHOW: HEA

Guest: Judy Gresser

Aired 6:15AM

ISSUE: 1, 6, 7

Judy Gresser came in to the studios to inform the community of the Healthy Eating Adventure that has been a community involvement event for the past few years. The Healthy Eating Adventure is a Program that the community is invited to sign up for and they meet once a week for 6 weeks. The cost involved is 25.00 and that will include the first catered meal. The community will learn how to make food in a way that is healthy. There will be pot lucks and The people who attend will be making the food and sharing it with others. Healthy Eating Adventure is a low cost alternative to any other program out there and families are encouraged to attend. If anyone is interested in the HEA they are to contact Judy Gresser And sign up via e mail space is limited so 1st come 1st served.

KQSR-FM

1ST Qtr 2017 Quarterly Issues and Program Report

Date Aired: 02/18

GUEST: Cori Rico

6AM

Length: 15 min

TOPIC OF THIS SHOW: AZCA

GUEST: CORI RICO

ISSUE: 2,7

Cori Rico came in to talk about the upcoming annual event for March 10th at the Yuma Civic Center "SHAKE RATTLE AND ROLL" a fundraising event for Arizona's Children Association. This event is the 14th annual and it stars Scot Bruce an Elvis impersonator who is coming back by popular demand. The event is to raise money for AZCA and the fostered kids of the Yuma community. These children range in age from 0-18 years of age and have been either orphaned or removed from their homes. All the monies raised stay in here in Yuma to provide necessities like clothing and supplies that they need. Tickets are \$20.00 for adults and 15.00 for kids 12 and under. The fun will be getting underway at 7 and there will be lots to do including a Dance contest. To reserve your tix yumaaz.gov.

TOPIC OF THIS SHOW: ADOSH /OSHA

Guest: Jessie Atencio

Aired 6:15AM

ISSUE: 3,6,7

Jessie Atencio of OSHA came in to talk about the new laws in place for companies inside the state of Arizona. Jessie Atencio is in charge of taking reports of injuries in the workplace and investigating. Jessie Atencio has been in with us at least once per quarter as a local representative for ADOSH and he needed to share the newest information regarding Heat Danger. Campaign always starts this time of year and there is now an APP for Android/ i-phone and you can put in all the info and it will tell you what kind of danger a human would be in while working outdoors. AG workers as well as state road workers and delivery drivers too. The conditions can be very stressful to the body. The app is really targeted for the employer to keep their employee's healthy.

KQSR-FM

1ST Qtr 2017 Quarterly Issues and Program Report

Date Aired: 02/25-

GUEST: Judy Smith 6 AM

Length: 15 min

TOPIC OF THIS SHOW: RTYV
GUEST: JUDY SMITH

ISSUE: 7,12

I invited Judy Smith in to discuss the organization she fronts "Right Turn for Yuma Veteran's". RTYV for short is a 501C3 non-profit who opens doors for our Veteran's. The RTYV has a 6 bed home in Yuma and gets the Veteran's back on their feet and helps with job placement and getting back into civilian life style. RTYV is in need of more volunteers and getting the word out that this organization exists within our small town and more Veteran's need to know that they are there to help. Judy also needed to get the word out on the Golf Tournament coming up at Cocopah RV and Golf Resort on March 18th. RTYV is in need of sponsors and entrants. You can call to register for the tournament 783-2427. Teams of two or four and Lunch will be provided.

TOPIC OF THIS SHOW: SAFEHOUSE
GUEST : RUSSELL MCCLLOUD

Aired 6:15 AM

ISSUE: 2,7

Russell McCloud is on the County Board of supervisors and came in to talk about the "SAFEHOUSE" that Yuma has in place for crime victims or victims of domestic violence. The SAFEHOUSE as it's called is in a non-disclosed location to protect the victims that have sought refuge there. Russell wanted to get the word out to our community since we have a steady stream of new people coming into the area since we are a Military community and for this reason some people whether you are female or male may not know where to turn if you are the victim of abuse or a crime. SAFEHOUSE IS just that a safe place for victims of crime or domestic problems can go and feel safe. Russell McCloud is a pillar in our community and should be commended for all that he accomplishes for victims of any sort.

KQSR-FM

1ST Qtr 2017 Quarterly Issues and Program Report

Date Aired: 03/4

GUEST: Cori Rico

6AM

Length: 15 min

TOPIC OF THIS SHOW: AZCA

GUEST: CORI RICO

ISSUE: 2,7

Cori Rico came in to talk about the upcoming annual event for March 10th at the Yuma Civic Center "SHAKE RATTLE AND ROLL" a fundraising event for Arizona's Children Association. This event is the 14th annual and it stars Scot Bruce an Elvis impersonator who is coming back by popular demand. The event is to raise money for AZCA and the fostered kids of the Yuma community. These children range in age from 0-18 years of age and have been either orphaned or removed from their homes. All the monies raised stay in here in Yuma to Provide necessities like clothing and supplies that they need. Tickets are \$20.00 for adults and 15.00 for kids 12 and under. The fun will be getting underway at 7 and there will be lots to do including a Dance contest. To reserve your tix yumaaz.gov.

TOPIC OF THIS SHOW: RTYV

Guest: JUDY SMITH

Aired 6:15AM

ISSUE: 7

I invited Judy Smith in to discuss the organization she fronts "Right Turn for Yuma Veteran's". RTYV for short is a 501C3 non-profit who opens doors for our Veteran's. The RTYV has a 6 bed home in Yuma and gets the Veteran's back on their feet and helps with job placement and getting back into civilian life style. RTYV is in need of more volunteers and getting the word out that this organization exists within our small town and more Veteran's need to know that they are there to help. Judy also needed to get the word out on the Golf Tournament coming up at Cocopah RV and Golf Resort on March 18th. RTYV is in need of sponsors and entrants. You can call to register for the tournament 783-2427. Teams of two or four and Lunch will be provided.

KQSR-FM

1st Qtr 2017 Quarterly Issues and Program Report

Date Aired: 03/11-2017
Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: Safe House
United

ISSUE: 2,7

Russell McCloud is on the County Board of supervisors and came in to talk about the "SAFEHOUE" that Yuma has in place for crime victims or victims of domestic violence. The SAFEHOUSE as it's called is in a non-disclosed location to protect the victims that have sought refuge there. Russell wanted to get the word out to our community since we have a steady stream of new people coming into the area since we are a Military community and for this reason some people whether you are female or male may not know where to turn if you are the victim of abuse or a crime. SAFEHOUSE IS just that a safe place for victims of crime or domestic problems can go and feel safe. Russell McCloud is a pillar in our community and should be commended for all that he accomplishes for victims of any sort.

TOPIC OF THIS SHOW: Veterans Stand Down
Guest: JUDY SMITH

Aired 6:15AM

ISSUE: 1,7,12

. The Veteran's Standown is coming to American legion Post in Yuma and the Veterans are encouraged to come out to the legion and get free health screening, and information on what they can get from the community. Free Job placement is available and the transportation is FREE to get to the event all they need to do is call for a pick up prior to the 17th and they can call the Eagles in the foothills NCHP will take them to the stand down and Legion 56 is having a pick up too. Call 750 6354 and let them know where they need a pick up. NCHP will give them a lift to the event and a lift back. It is an opportunity to see what is available. On hand will be YCFB, Crossroads Mission, and so many more. The Standown will be held from 8-2. No sign up required just show up.

KQSR-FM

1ST Qtr 2017 Quarterly Issues and Program Report

Date Aired: 03/18-00:00
Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: MARCH OF DIMES
GUEST CORI RICO

ISSUE: 1,2,6,7

I invited Cori Rico back in to let the community hear about the upcoming March for Babies put on by The March of Dimes. Cori Rico is an advocate for many charities and M.O.D. is just one of her many charities. The March for Babies is happening Saturday April 22nd locally at West Wetlands Park. Registration begins at 7:00am and the official walk will get underway at 8am. Runners can start first and the walkers can start behind the runners. If you want to get involved all you need to do is get a team together and put away Your change and help by raising awareness for the babies that are born sick or in need of medication during their first part of their Young lives. The March of Dimes is widely recognized for raising awareness on the babies born with birth defects or worse.

TOPIC OF THIS SHOW: Victim's Rights Week
Guest: Jon Smith YCA and Alicia Franco
Chairperson for VRC.

Aired 6:15AM

ISSUE: 7

I invited John Smith and Alicia Franco in to the studio to discuss the victim's rights Walk that is slated for March 28th. They wanted to get the word out to the Yuma community that the walk was for everyone that wanted to show support for the people who have been affected by abuse, violence or a victim of crime. This walk is a walk around the venue to stop at booths to talk to volunteers and To discuss what the community can do to help whether it be Reporting a crime in progress, how to help a neighbor in need From abuse or any crime. There will be several booths set up and the community is invited to bring family members and anyone who Wants to bring awareness to the on-going problem of abuse whether it be physical or mental. The walk is scheduled at 5:30p

KQSR-FM

1ST Qtr 2017 Quarterly Issues and Program Report

Date Aired: 03/25-
Time Aired:

6AM

Length: 15 min

TOPIC OF THIS SHOW: MARCH OF DIMES
GUEST CORI RICO

ISSUE: 1,2,6,7

I invited Cori Rico back in to let the community hear about the upcoming March for Babies put on by The March of Dimes. Cori Rico is an advocate for many charities and M.O.D. is just one of her many charities. The March for Babies is happening Saturday April 22nd locally at West Wetlands Park. Registration begins at 7:00am and the official walk will get underway at 8am. Runners can start first and the walkers can start behind the runners. If you want to get involved all you need to do is get a team together and put away Your change and help by raising awareness for the babies that are born sick or in need of medication during their first part of their Young lives. The March of Dimes is widely recognized for raising awareness on the babies born with birth defects or worse.

TOPIC OF THIS SHOW: Victim's Rights Week
Guest: Jon Smith YCA and Alicia Franco
Chairperson for VRC.

Aired 6:15AM

ISSUE: 7

I invited John Smith and Alicia Franco in to the studio to discuss the victim's rights Walk that is slated for March 28th. They wanted to get the word out to the Yuma community that the walk was for everyone that wanted to show support for the people who have been affected by abuse, violence or a victim of crime. This walk is a walk around the venue to stop at booths to talk to volunteers and To discuss what the community can do to help whether it be Reporting a crime in progress, how to help a neighbor in need From abuse or any crime. There will be several booths set up and the community is invited to bring family members and anyone who Wants to bring awareness to the on-going problem of abuse whether it be physical or mental. The walk is scheduled at 5:30p



Call Letters: KQSR-FM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2017

Show # 2017-01

Date aired: 1/7/17 Time Aired: 6:30AM

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:
Volunteerism
Poverty
Homelessness
Environment

Length: 4:54

Show # 2017-02
Date aired: 1/14/17 Time Aired: 6:30AM

Carol L. Rickard, Tobacco Treatment Specialist, author of "*The Benefits of Smoking: Why It's So Hard to Quit Smoking and What You Can Do about It*"

70% of smokers would like to quit, but only 4 to 7% will be successful. Ms. Rickard explained what smokers perceive as the benefits and why it's so hard for people to kick the habit once they've started. She also discussed the potential risks associated with e-cigarettes and vaping. She suggested resources that smokers can use to quit for good.

Issues covered:
Smoking Cessation
Public Health

Length: 8:44

Mathew Freeman, Co-Founder and Senior Executive Consultant at TMI Consulting, a diversity and inclusion management consulting firm, co-author of "*Overcoming Bias: Building Authentic Relationships across Differences*"

Mr. Freeman said every human is biased in one way or another, and it's a constant process to recognize and reduce it. He explained why bias has such an impact in every aspect of life, and how companies should address it in the workplace. He said the secret to dealing with bias is by intentionally cultivating meaningful relationships with those who are different.

Issues covered:
Diversity
Minority Concerns
Workplace Matters

Length: 8:33

Gloria Lopez-Cordle, nationally-recognized patient advocate, creator of "*the Personal Medical Journal*", a patient organizational tool

A recent study found that American hospitals are making preventable medical errors that kill thousands of Americans each year. Ms. Lopez-Cordle believes that patients and their families need to take charge of their medical information to prevent mistakes by doctors. She offered advice on what medical data is important and how to organize it.

Issues covered:
Personal Health

Length: 4:48

Show # 2017-03
Date aired: 1/21/17 Time Aired: 6:30AM

Diane Mulcahy, Adjunct Lecturer in the Entrepreneurship Division at Babson College in Wellesley, Massachusetts, author of "*The Gig Economy: The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want*"

Today, more than a third of Americans are working in the gig economy--combining short-term jobs, contract work, and freelance assignments. Prof. Mulcahy explained why everyone in today's workforce needs to recognize and accept its changing nature and prepare for it. She outlined the steps to take to transition to a gig career.

Issues covered:
Employment
Education
Career

Length: 8:44

Sarah Elliston, professional workshop leader and trainer, author of "*Lessons from a Difficult Person: How to Deal with People Like Us*"

Nearly everyone has had to deal with a difficult person, either at work or at home. Ms. Elliston said many people don't even recognize that they are difficult to deal with. She explained the reasons behind this character trait and how others can help the difficult person understand the consequences of their behavior.

Issues covered:
Workplace Matters
Mental Health

Length: 8:33

Melody M. Bomgardner, Senior Business Editor of *Chemical & Engineering News*, the weekly newsmagazine of the American Chemical Society

Fleece is a wintertime staple but Ms. Bomgardner said it could be contributing to the next big ocean plastics problem: lint. The lightweight material sheds some of its synthetic microfibers each time it's washed, and this lint ultimately ends up in surface waters and in fish and other wildlife. She explained why this is such a concern and what consumers can do to help.

Issues covered:
Environment
Consumer Matters

Length: 4:48

Show # 2017-04

Date aired: 1/28/17 **Time Aired:** 6:30AM

Tony Lee, employment expert, publisher of CareerCast.com

CareerCast recently completed a study to determine the 10 most and least stressful careers. Mr. Lee explained the factors that his organization used to measure the stress in various jobs. He also discussed the growth potential of careers on the list and why stressful jobs can still be desirable for some people.

Issues covered:
Career
Mental Health

Length: 7:22

Kevin Shird, former drug dealer and convict, President and Co-Founder of the Mario Do Right Foundation, author of "*Lessons of Redemption*"

Mr. Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration. He explained how he turned his life around, now working as a community leader, speaking to students about substance abuse prevention and helping children of addicted parents.

Issues covered:
Substance Abuse
Crime
Minority Concerns

Length: 7:44

Sean Burch, multiple world record holder in extreme sports events, fitness and motivational expert, author of "*Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shape of Your Life*"

Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.

Issues covered:
Personal Health

Length: 4:58

Show # 2017-05

Date aired: 2/4/17 Time Aired: 6:30AM

Jan Edwards, President and CEO of Paving the Way, an organization that raises awareness about sex trafficking through public education

Ms. Edwards discussed the growing issue of sex trafficking. She said the problem is rampant in every corner of the U.S, and that the average victim drawn into the sex trade is age 14 to 16. She outlined other characteristics of those most at risk, and how predators target and groom their victims.

Issues covered:
Sex Trafficking
Youth at Risk
Crime

Length: 9:41

Ted Frank, career consultant, author of "*Get to the Heart*"

Mr. Frank discussed the importance of learning how to effectively communicate in the workplace. He explained how it can increase efficiency and improve productivity. He believes presentations should focus on no more than three key points at a time, and that the use of examples and illustrations is crucial to improved communications.

Issues covered:
Workplace Matters
Career

Length: 7:31

Steve Cicala, PhD, Assistant professor at the Harris School of Public Policy at the University of Chicago, Faculty Research Fellow at the National Bureau of Economic Research

Dr. Cicala led a study that found that deregulated power markets on the wholesale level have significantly cut the cost of generating electricity, saving consumers \$3 billion a year. He discussed how this little-known market works and why it should matter to consumers. He also explained how smart meters will eventually give consumers even greater power in managing their energy costs.

Issues covered:
Energy
Consumer Matters

Length: 5:06

Show # 2017-06

Date aired: 2/11/17 Time Aired: 6:30AM

Martin Yate, career and employment expert, author of "*Knock 'em Dead 2017: The Ultimate Job Search Guide*"

Mr. Yate explained why and how technology has fueled rapid changes in the job search market, on nearly a daily basis. He discussed the importance of using and repeating the most effective keywords in resumes. He also talked about the multiple ways that social networking can help to get job interviews and turn them into offers.

Issues covered:

Length: 8:41

**Employment
Career**

Elizabeth Mack, PhD, Assistant Geography Professor, Michigan State University

Dr. Mack led a study that found that if water rates continue to rise at projected amounts, the number of U.S. households unable to afford water could triple in five years, to nearly 36 percent. She explained why water rates vary widely across the country. She also discussed the role that aging infrastructure and shrinking populations in major cities have in the cost of water.

Issues covered:

Length: 8:23

**Water
Poverty
Government Services**

Kim Dulic, spokesperson and Public Affairs Officer, U.S. Consumer Product Safety Commission

Every 30 minutes, a child in the U.S. is injured from a TV or furniture tip-over incident. Ms. Dulic encouraged consumers to consider how to secure televisions in homes where young children live or visit. She said inexpensive and easy-to-install products are available in order to prevent tip-over tragedies.

Issues covered:

Length: 4:50

**Child Safety
Consumer Matters**

Show # 2017-07

Date aired: 2/18/17 **Time Aired:** 6:30AM

Valerie Burton, Certified Personal and Executive Coach, founder of The Coaching and Positive Psychology Institute, author of *“Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence”*

Ms. Burton said the most successful women are often not the most talented, the most gifted, or even the most experienced. She believes the knack for communicating is what opens doors and gives women influence in the workplace. She outlined simple techniques women can utilize to be more clearly understood and respected.

Issues covered:

Length: 8:48

**Women’s Issues
Employment**

John Hagan, PhD, John D. Macarthur Professor of Sociology and Law, Northwestern University

Dr. Hagan led a study that uncovered a connection between increased unemployment rates and school shootings. He said the findings were consistent across the all regions of the U.S. and that shooters come from all backgrounds and income levels. He offered possible explanations behind this trend.

Issues covered:

Length: 8:19

**School Shootings
Unemployment**

Jason Hanson, former CIA officer, security specialist, author of "*Spy Secrets That Can Save Your Life: A Former CIA Officer Reveals Safety and Survival Techniques to Keep You and Your Family Protected*"

Mr. Hanson discussed ways to prevent and react to home invasions or abductions. He explained simple steps the average homeowner can take to make a house criminal-proof. He also offered tips on how to stay safe while traveling.

Issues covered:
Crime Prevention
Personal Safety

Length: 5:02

Show # 2017-08 2/25/17
Date aired: 2/25/17 Time Aired: 6:30AM

Sally Satel, MD, psychiatrist based in Washington, D.C., lecturer at Yale University School of Medicine, W.H. Brady Fellow at the American Enterprise Institute

An estimated 2.6 Americans are addicted to opioids, including heroin, fentanyl and oxycodone. Dr. Satel discussed the epidemic. She said addiction has very little in common with other conventional diseases. She talked about the effectiveness of medical treatments such as methadone, but added that patients also need therapy, support and, in some cases, tough supervision.

Issues covered:
Drug Abuse
Mental Health

Length: 9:24

Caleb Finch, PhD, ARCO/William F. Kieschnick Professor in the Neurobiology of Aging at the University of Southern California's Leonard Davis School of Gerontology

Dr. Finch led a study that found that tiny particles that pollute the air—the kind that come mainly from power plants and automobiles—may greatly increase the chance of dementia and Alzheimer's disease. He said his research indicates that air pollution could be responsible for about 21 percent of all dementia cases.

Issues covered:
Alzheimer's Disease
Pollution
Government Policies

Length: 7:42

Andrew Friedson, PhD, Assistant Professor of Economics, University of Colorado Denver

Prof. Friedson was the co-author of a study that found that people facing financial delinquencies or falling credit scores may be more likely to die at an early age. He outlined the possible reasons behind this trend. He said government officials should keep these potential life-and-death outcomes in mind when formulating fiscal, monetary or entitlement policies.

Issues covered:
Personal Health
Personal Finance
Government Policies

Length: 4:55

Show # 2017-09

Date aired: 3/4/17 Time Aired: 6:30am

Andrew D. Eschtruth, Associate Director for External Relations at the Center for Retirement Research at Boston College, co-author of *"Falling Short: The Coming Retirement Crisis and What to Do About It"*

Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis.

Issues covered:

Length: 10:54

Retirement
Government Policies
Personal Finance

Ellen Peters, PhD, Professor of Psychology and Director of the Behavioral Decision Making Initiative at Ohio State University

Dr. Peters led a study that examined how people perceived their math abilities, then compared it to their actual skills. About 20% who say they are bad at math in fact score in the top half of those taking an objective test. But a third of people who say they are good at math actually score in the bottom half. She explained why it is important for parents to encourage their children's enjoyment of math.

Issues covered:

Length: 6:27

Education
Personal Finance

Les Bernal, Executive Director of Stop Predatory Gambling

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Issues covered:

Length: 5:07

Gambling Addiction
Government Policies

Show # 2017-10

Date aired: 3/11/17 Time Aired: 6:30am

Jamie E. Wright, attorney, partner in the Los Angeles-based Millennial Government Affairs group

African Americans make up fewer than five percent of the lawyers in the U.S., and minorities and women are underrepresented in many career categories. Ms. Wright shared her story as an African American woman who broke through the barriers to become a successful millennial attorney. She offered suggestions for women and people of color who want to reach for their dreams.

Issues covered:

Length: 8:30

Minority Concerns
Women's Issues
Career

Laura Adams, Senior Insurance Analyst at insuranceQuotes.com

A recent study by Ms. Adams' organization found that more than half of U.S. drivers have not switched auto insurance companies in at least eight years and about 6% have stuck with the same provider for more than 30 years cases. She said most consumers don't price-compare frequently enough and she offered several money-saving strategies.

Issues covered:
Consumer Matters
Personal Finance

Length: 8:44

Samira K. Beckwith, end of lifecare expert, President/CEO of HOPE Healthcare Services

Talking with a dying loved one is a difficult task. Ms. Beckwith offered suggestions on how to open a conversation with a terminally-ill patient. She said some doctors avoid having difficult conversations with their dying patients and will order needless treatments rather than tell their patients that they've exhausted all the treatment options.

Issues covered:
End of Life Issues
Personal Health
Senior Citizens

Length: 4:50

Show # 2017-11

Date aired: 3/18/17 Time Aired: 6:30 Am

Robert Meyer, PhD, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of "*The Ostrich Paradox: Why We Underprepare for Disasters*"

Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating consequences. Dr. Meyer discussed what government authorities and individuals can do to prepare.

Issues covered:
Disaster Preparedness
Government Policies

Length: 9:39

Daniel Karpowitz, PhD, Director of Policy and Academics for the Bard Prison Initiative, Lecturer in Law and the Humanities at Bard College in Annandale-on-Hudson, NY, Co-founder of the Consortium for the Liberal Arts in Prison, author of "*College in Prison: Reading in an Age of Mass Incarceration*"

Prof. Karpowitz explained how and why Bard College has provided hundreds of convicts across the country access to a high-quality liberal arts education. He said inmate students are expected to meet the same requirements as students on a traditional campus. He said that although education reduces the rate at which convicts return to prison, higher education should never be measured in that manner.

Issues covered:
Education
Criminal Rehabilitation

Length: 7:37

Kendrin Sonnevile, ScD, RD, LDN, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

Issues covered:
Personal Health
Women's Issues

Length: 5:03

Show # 2017-12

Date aired: 3/25/17 **Time Aired:** 6:30AM

David C. Berliner, PhD, education expert, author, Regents' Professor of Education Emeritus at Arizona State University

Dr. Berliner disputed the idea that the nation's public schools are failing. He said family wealth and income is the greatest predictor of a student's performance and that many schools perform well. He noted that children attending public schools that serve the wealthy in the U.S. are competitive with any nation in the world. He offered suggestions for how schools, policymakers and parents can help low-income students.

Issues covered:
Education
Poverty
Parenting

Length: 8:54

Adam Alter, PhD, Associate Professor of Marketing at New York University's Stern School of Business, author of "*Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked*"

Prof. Alter called this the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. He said Americans spend an average of three hours each day using smartphones, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. He explained why so many of today's products are irresistible and how consumers can set boundaries between work and play, and mitigate the dark side of technology.

Issues covered:
Mental Health
Consumer Matters

Length: 8:13

Richard Ponziani, traffic safety researcher, President of RLP Engineering of Dayton, OH

Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.

Issues covered:
Traffic Safety
Consumer Matters

Length: 4:59

Show # 2017-13

Date aired: 4/1/17 Time Aired: 6:30AM

Kevin Davis, journalist, author of "*The Brain Defense: Murder in Manhattan and the Dawn of Neuroscience in America's Courtrooms*"

In the past 25 years, neuroscience has become a prominent factor in many court cases. Defense attorneys are successfully arguing that a defendant may not be responsible for a crime or should receive a lesser punishment because of brain abnormalities or injuries. Mr. Davis discussed how this is changing how judges and juries define responsibility and assign punishment.

Issues covered:
Criminal Justice
Mental Health

Length: 7:22

Richard Horowitz, MD, Lyme disease expert, founder of the Hudson Valley Healing Arts Center in Hyde Park, NY, author of "*How Can I Get Better?: An Action Plan For Treating Resistant Lyme And Chronic Disease*"

Dr. Horowitz said victims of Lyme disease are often misdiagnosed with other illnesses such as chronic fatigue syndrome, fibromyalgia, multiple sclerosis, or rheumatoid arthritis. He added that the number of Lyme cases is growing at an alarming rate each year, reaching epidemic proportions. He explained how to identify symptoms and work with a qualified specialist for the best possible treatment outcome.

Issues covered:
Lyme disease
Personal Health

Length: 9:55

Robert Hyldahl, PhD, Assistant Professor of Exercise Sciences, Brigham Young University

Dr. Hyldahl co-authored a study that found that running appears to reduce inflammation in the knee joint—not increase it, as commonly believed. He said his research suggests that running may actually protect knees during the aging process, and safeguard against degenerative diseases like osteoarthritis.

Issues covered:
Personal Health
Aging

Length: 5:01