

**KQSR-FM 4<sup>TH</sup>**

**Quarter 2015**

**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

## 4<sup>th</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 10/3  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: FUNDRAISER Bridget's Gift (Local)  
Guests: Wendy McKay and Robby Rodriguez

ISSUE: 1,6,7

Bridget's Gift is a non-profit raising hope and awareness in Bridget's name since her passing. Bridget's Gift is having fundraisers all year long. This BIG yearly event coming up is October 10th and is a concert being put on by Country artist Joe Nichols and special guest Josh Thompson. The event is at the Cocopah Events Lawn and tickets in advance are 50. And at the gate 60. There will be several acts prior to the BIG show and dinner will also be served in the VIP area. Wendy and Robbie are knee deep into the fundraiser for this event and are also asking community members to come to local restaurant Brewers for a Take-Over on October 8th for Lunch/ Dinner as a percentage of ALL proceeds go to Bridget's Gift.

TOPIC OF THIS SHOW: Hospice of Yuma  
Guest: Hospice of Yuma  
Date: 10/3  
@ 6:15 AM

ISSUE: 1,6,7

Hospice of Yuma has their annual fundraiser during October and is a benefit for funds and it is based around Halloween every year. On October 17 2015 this was a 80's theme based party complete with dinner and fun and all proceeds go to help the Hospice of Yuma. There are so many patients that Hospice of Yuma cares for and with the outpouring of support from the community Hospice of Yuma wanted to spread the word on the event that was geared towards a fun evening with a LIVE DJ and prizes along with a fun night of dancing and enough fun to keep the Yuma community talking about it for months to come and also gearing up for the next BIG fundraiser which will be happening of course the same time next year in accordance with Halloween. They look forward to seeing you.

## KQSR-FM

### 4<sup>TH</sup> Qtr 2015 Quarterly Issues and Program

Date Aired: 10/10-  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: SADDLES OF JOY  
Guests: Barbara Tomlinson/

ISSUE: 1,2,7

Barbara came in to get the word out to the community about the Saddles of Joy "JOYVILLE HARVEST HOEDOWN" This event is slated for Oct 17<sup>th</sup> and will be a day of fun activities as well as a dinner And 50/50 Raffles . This is all to benefit Special Olympics . Saddles of Joy is a great place for children with special needs to go and be involved in such things like riding horses and being a part of a group of peers that have the same or worse disabilities. This is Joyville Hoe Down is a fundraiser for the Special Olympics and the public is invited to purchase tickets online for the evening with the LIVE band Whitehorse and the dinner. ALL proceeds will stay within the Yuma Community and will be put to good use for The Special Olympics. For details log on to saddles of joy .org

TOPIC OF THIS SHOW: Alzheimer's Walk  
Guest: Kelly Raac  
10/10 @ 6:15A

ISSUE: 1,2,6,11

We invited Kelly in to talk about the first ever walk for Alzheimer's here at Smucker Park in Yuma. This walk will take place on Saturday October 24<sup>th</sup> and is open to anyone who would want to help find a cure for the disease. Many people think that this is just a disease for the elderly, while this is true the Alzheimer's Patient can have symptoms from as young as their early 20's. Proper diagnosis is the key and this is a disease that CAN be hereditary knowing early can be the key to getting treatment. While there is no known cure yet the Alzheimer's Association is finding that diagnosis's are becoming more frequent among mid life. This walk is FREE however donations are accepted. If you register online your spot will be held with a t shirt and packet.

# KQSR-FM

## 4<sup>th</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 10/17  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: AZ STATE HOG RALLY  
Guest: John Pitts Bobby's Territorial  
Harley Davidson

ISSUE: 1,6,

Arizona HOG Rally will be held in Yuma Arizona this year. Yuma is the gateway to the desert southwest. The Rally dates are October 22-24, 2015. There are guided rides planned as well as info for self guided rides which will take place on Friday Oct. 23rd. The Dealer welcome party will be held at Bobby's Territorial Harley-Davidson on Thursday Oct. 22nd at 2550 E. Gila Ridge Road. During the dealer welcome party, One Wheel Revolution (motorcycle demonstration team) will have some shows for you to watch. The Rally Bike Show will be held at Cocopah Casino ( 15318 S Avenue B) on Friday Oct. 23rd. Up to \$5,000.00 Cash and plaques will be awarded to 1st place winners in 10 categories. The games will be held near Main Street on Madison Ave on Saturday.

TOPIC OF THIS SHOW: Rio De Cerveza  
Guest:  
Date: 10/17 @ 6:15 AM

ISSUE: 1,7

The Rio De Cerveza event is slated for October 24th 2015. Rio de Cerveza Brew Fest in Yuma, Arizona features CRAFT BREWERS from throughout the region, opportunity to sample the best of the brewmasters' ART, FOOD VENDORS, LIVE ENTERTAINMENT, VIP area. Designated driver tickets will also be available. Live music by 80's and Gentlemen! Things are moving right along for the 3rd annual Rio de Cerveza. The Yuma Visitors Bureau is pleased to announce that tickets to this event will go on sale August 4th. Pre-sale prices will be offered until October 9th. This is a yearly event and will be held the same time every year. The Winter visitors and snowbirds are flocking to Yuma to escape the snow in their homeland and its perfect to welcome them back.

# KQSR-FM

## 4th Qtr 2015 Quarterly Issues and Program Report

Date Aired: 10/24  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: YCFB  
GUEST: Mike Ivers  
Date: 10/24 10/25

ISSUE: 2,7,

Mike and Icon in the community and with the Yuma Community Food Bank came in and wanted to get the word out that it is that time once again to start collecting your canned good and help put a stop to the hunger that plagues our small community of Yuma. So many families are in need of more food on their table and with different situations bearing down on so many families in the Yuma community it is hard to recognize just how painful hunger can be. Mike came in with his stack of paper plates and had messages written to the YCFB regarding the generosity of the local YUMANS that will fill the YCFB with canned goods and food for the working class people that cannot or do NOT make enough money to LIVE on let alone eat. YCFB needs your donations .

TOPIC OF THIS SHOW: SARS Search and Rescue of Yuma  
Guest: PATRICK DEGRAAF JOSE NEGRETTE

10/24 @ 6:15 AM

ISSUE: 5, 12

Search and Rescue Squadron better known as SARS was invited in to discuss the teams efforts to be involved in first responding to life threatening or altering situations. SARS is run by Marine Corp Navel Air Station Yuma. These guys do a great job in responding to emergency situations and get calls to be within a 100-200 mile radius from a human lost in the desert to accidents in rural areas that other departments may not be able to get to in the time Allotted. Not too long ago there was a horrific situation here in Yuma when a mother and her children were attacked by bees and the mom had no choice but to pitch the stoller into the river to avoid Her kids getting stung multiple times. She was rescued and unfortunately even the efforts of SARS the children were not.

# KQSR-FM

## 4th Qtr 2015 Quarterly Issues and Program Report

Date Aired: 10/31  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: YCT  
GUEST: Ed Robinson

ISSUE: 1,7

Ed Robinson the Production Director for the Yuma Community Theater Came in to discuss the newest production that he has been working diligently on for the Yuma Community Theater called "Is there Life After High School" . Ed is very proud and honored to be working on such a great Broadway Musical and is excited to to have the Yuma community ready to purchase the tickets for the shows or even get a seasonal ticket to other productions that the Yuma Community theater has instore for the Winter season. This particular production that Ed has been working on has new actors and even the best seasoned actors from the Yuma area and they have been able to pull off everything from stage props to costumes etc... The production schedule can be found at [YUMA community theater .org](http://YUMAcommunitytheater.org)

TOPIC OF THIS SHOW: Boys n Girls Club  
Guest: Major Randy Haart

ISSUE: 1,3,7

10/31 @ 6:15 AM

Randy Haart just promoted to Major from Captain came in and wanted to spread the word on the New Digs for the Boys and Girls Club of Yuma. They have been working on this for well over a year and the donations that came in from the community were so generous and the Boys and Girls Club was able to put some of the extra money towards NEW things for the club. They have an after school program that has been so beneficial for young students and the teens that have been on site for a few years are able to be in a program that will make them a mentor for some of the younger students that are either new to the program or need some sort of extra help socially or academically . they do have a Homework program that has proven to be a real help to parents that have so much on their plate.

# KQSR-FM

## 4th Qtr 2015 Quarterly Issues and Program Report

Date Aired: 11/7  
Time Aired: 6 AM

Length: 15 min

ISSUE: 1,7

TOPIC OF THIS SHOW: AZ Children's  
Association Golf Tournament  
GUEST: Cori Rico, Shannon  
Date: 11/7-11/8

This is the time of year once again for the Arizona Children's Associations annual golf tournament as they prepare to raise money for the orphaned and foster children here in the Yuma community. Cori and Shannon from the association came in and wanted to get the word out for the community to get involved. Since we are a huge golfing community and the winter visitors are just arriving for the season it is a great opportunity to get involved and help raise money and awareness for the children. All of the proceeds will go to the kids for the basic necessities like clothing. This is a Yearly event and ALL are welcome to be involved. Get a team together or be a hole sponsor. Arizona Children's association Can be found online at [AZchildren.org](http://AZchildren.org)

TOPIC OF THIS SHOW: YUMA AG

Date: 11/7 6:15 AM

Guest: Joanne Kidd Melon Farms

ISSUE: 4

Joanne Kidd of Melon Farms was our guest over the weekend to talk about our Agriculture here in Yuma and what it means to our community to be a big part of the Countries Lettuce distribution. Joann talked about how the industry is in need of Ag workers and how much the agricultural industry needs workers, including workers that are certified in irrigation. The Yuma Community depends on the Agricultural industry to strengthen our economy. Ag workers are needed seasonally but for some they can be able to work year round and harvest is the most important time of the year to have field workers abound. Melon Farms is just one of the many that grows winter veggies, alfalfa, cotton and grains. If anyone has any questions e mail Joann at [joannekidd@melonfarms.com](mailto:joannekidd@melonfarms.com)

# KQSR-FM

## 4<sup>TH</sup> 2015 Quarterly Issues and Program Report

Date Aired: 11/14  
Time Aired: 6 PM

Length: 15 min

TOPIC OF THIS SHOW: YCFB  
Guest: Mike Ivers

ISSUE: 7

Mike and Icon in the community and with the Yuma Community Food Bank came in and wanted to get the word out that it is that time once again to start collecting your canned good and help put a stop to the hunger that plagues our small community of Yuma. So many families are in need of more food on their table and with different Situations bearing down on so many families in the Yuma community It is hard to recognize just how painful hunger can be. Mike came in with his stack of paper plates and had messages written to the YCFB regarding the generosity of the local YUMANS that will fill the YCFB with canned goods and food for the working class people that cannot or do NOT make enough money to LIVE on let alone eat. YCFB needs your donations .

TOPIC OF THIS SHOW: TEN COMMANDMENT HIKE  
Guest: 11/14 @ 6:15 AM

ISSUE: 1,2,4, 7 Education

I had an opportunity to have this guest in to talk about the 2<sup>nd</sup> annual 10 commandment hike and to have the community gear up for A long day commuting by foot to churches in the area. Families and kids, along with anyone who wants to do th hike can. Ten Commandment hike was started last year and was geared towards different religions getting to know how and what each worship Session in different religions mean. A child may ask another member from a church why do you have a candle burning ALL the time and they can get the answer by simply asking how their religion differs from another. The hike is open to anyone who wants to join and the cost per walker is \$5.00 that would include a bag lunch, and children under 10 are free. Families are encouraged to Hike.



# KQSR-FM

## 4<sup>th</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 11 /21  
Time Aired: 6am

Length: 15 min

TOPIC OF THIS SHOW: NEW LAW HANDS FREE  
YUMA  
GUEST: Dave Nash

ISSUE: 5

Dave Nash from the City Council came in to discuss the new law going into effect Dec 1 2015. Hand Free Yuma means the community will no longer be able to drive while having a electronic device unless they have a hands free unit such as a blu tooth, dash mounted cell phone holder , or speaker phone capability. This law is within the city limits and will not be enforced outside city limits which is just east of Avenue 9 or 10 E. The law came down the line as many counties in Arizona are formatting their own laws since the motor vehicle accident rate has increased drastically since cell phones have been on the market. All the rules and regulations can be found on the city of Yuma Website and if a citizen has questions they can call anytime.

TOPIC OF THIS SHOW: SARS  
Guest: PATRICK DEGRAAF JOSE NEGRETTE

11/21 6:15AM

ISSUE: 12

Search and Rescue Squadron better known as SARS was invited in to discuss the teams efforts to be involved in first responding to life threatening or altering situations. SARS is run by Marine Corp Navel Air Station Yuma. These guys do a great job in responding to emergency situations and get calls to be within a 100-200 mile radius from a human lost in the desert to accidents in rural areas that other departments may not be able to get to in the time allotted. Not too long ago there was a horrific situation here in Yuma when a mother and her children were attacked by bees and the mom had no choice but to pitch the stoller into the river to avoid Her kids getting stung multiple times. She was rescued and the children past away but only after they couldn't do anymore.

# KQSR-FM

## 4<sup>th</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 11/28  
Time Aired: 6 Am

Length: 15 min

TOPIC OF THIS SHOW: New Yuma Law Hands Free  
Guest Dave Nash

ISSUE: 5

Dave Nash from the City Council came in to discuss the new law going into effect Dec 1 2015. Hand Free Yuma means the community will no longer be able to drive while having a electronic device On unless they have a hands free unit such as a blu tooth, dash mounted cell phone holder , or speaker phone capability. This law Is within the city limits and will not be enforced outside city limits which is just east of Avenue 9 or 10 E. The law came down the line as many counties in Arizona are formatting their own laws since the motor vehicle accident rate has increased drastically Since cell phones have been on the market. All the rules and regulations can be found on the city of Yuma Website and if a citizen has questions they can call anytime.

TOPIC OF THIS SHOW: Noisy Toys  
Guest: SHERRI COLLINS

11/28 6:15 Am

ISSUE: 2,8

Sherri Collins from the Arizona Department of the Hard of Hearing and the Deaf was our guest this week as she wanted to make the community aware of the dangers of new toys that are on the market for the holiday season that are damaging to children's hearing. Sherri is hearing impaired and we had a great interview talking about the children that may be at risk. Statistics show that the percentage rate for a child that is 6 years of age already has a 2-3% hearing loss. Sherri wanted to community to know how to buy toys that will entertain kids but useful tips on how you can avoid having such noisy toys in your child's eardrum Simply by placing tape over the speakers of such toys. They are not saying the toys are a bad thing but be cautious on the level of the sound.

# KQSR-FM

## 4<sup>TH</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 12/6-:  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: SAFEHOUSE OF YUMA  
GUEST:  
JESSICA SANCHEZ AND JODIE WEIGHT

ISSUE: 2, 7, 9

Safehouse of Yuma contacted us to get the word out on their campaign over the month of December. Safehouse is a rescue for people in harm's way of domestic violence and they give them the opportunity to get away from the abusive situation. The many women they help they also help male victims as well. For the most part the women are the huge percentage along with their children. Once something has been filed with the Yuma Police Department or any agency the victims are then placed in a safe environment for up to 90 days in which time they will be given the help they need to find a home of their own and job if they need one. There are donation boxes around the community that are in need of clothing etc... Cash donations are also accepted.

TOPIC OF THIS SHOW: Noisy Toys  
Guest: Sherri Collins

12/6 - 6:15 AM

ISSUE: 2, 7

Sherri Collins from the Arizona Department of the Hard of Hearing and the Deaf was our guest this week as she wanted to make the community aware of the dangers of new toys that are on the market for the holiday season that are damaging to children's hearing. Sherri is hearing impaired and we had a great interview talking about the children that may be at risk. Statistics show that the percentage rate for a child that is 6 years of age already has a 2-3% hearing loss. Sherri wanted to community to know how to buy toys that will entertain kids but useful tips on how you can avoid having such noisy toys in your child's eardrum simply by placing tape over the speakers of such toys. They are not saying the toys are a bad thing but be cautious on the level of the sound.

# KQSR-FM

## 4<sup>TH</sup> Qtr 2015 Quarterly Issues and Program Report

Date Aired: 12/12-  
Time Aired: 6:AM

Length: 15 min

TOPIC OF THIS SHOW: SAFEHOUSE OF YUMA  
GUEST:  
JESSICA SANCHEZ AND JODIE WEIGHT

ISSUE: 2, 7, 9

Safehouse of Yuma contacted us to get the word out on their campaign over the month of December. Safehouse is a rescue for people in harm's way of domestic violence and they give them the opportunity to get away from the abusive situation. The many women they help they also help male victims as well. For the most part the women are the huge percentage along with their children. Once something has been filed with the Yuma Police Department or any agency the victims are then placed in a safe environment for up to 90 days in which time they will be given the help they need to find a home of their own and job if they need one. There are donation boxes around the community that are in need of clothing etc... Cash donations are also accepted.

TOPIC OF THIS SHOW: Noisy Toys  
Guest: Sherri Collins

12/12 6:15AM

ISSUE: 2, 7

Sherri Collins from the Arizona Department of the Hard of Hearing and the Deaf was our guest this week as she wanted to make the community aware of the dangers of new toys that are on the market for the holiday season that are damaging to children's hearing. Sherri is hearing impaired and we had a great interview talking about the children that may be at risk. Statistics show that the percentage rate for a child that is 6 years of age already has a 2-3% hearing loss. Sherri wanted to community to know how to buy toys that will entertain kids but useful tips on how you can avoid having such noisy toys in your child's eardrum simply by placing tape over the speakers of such toys. They are not saying the toys are a bad thing but be cautious on the level of the sound.

# KQSR-FM

## 4th Qtr 2015 Quarterly Issues and Program Report

Date Aired: 12/19  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Yuma Date Festival  
Guest: Stephen Spill

ISSUE: 1,2,7

Stephen Spill was invited to the studio to discuss the Yuma Dates Festival that has been going on for 4 plus years in the Yuma Community. This Festival takes place in Historic Downtown Yuma and Draws a crowd of 12 thousand plus each year. It is a community family affair that includes date vendors, a fun zone for the kids and all of the businesses in the Historic vicinity take pride in the Yuma Date Festival. The event is free and open to anyone wanting to be a part of this popular event. I asked Stephen what the public could expect this year and he had mentioned that ALL things DATE including shakes and yummys from differnet growers would be available for purchase and great entertainment will also be gracing the 3 blocks of historic downtown Yuma .

TOPIC OF THIS SHOW: Yuma Clowns  
Guest: Mary Graves

12/19

6:15 AM

ISSUE: 1,3,6,7

Mary Graves is a part of the Yuma Clowns who get involved in Supportingthe Yuma community including clown visits on a regular basis to Yuma Regional Medical Center , visiting with the elderly and the children who have been stricken to the beds of the hospital. The Yuma Clown group is dedicated to bringing awareness to what a clowns happiness can mean to a sickened child or elderly Person. They go as a group to specific places here in Yuma on a regular basis. Mary wanted to touch base on the Clown School that will be starting in January of 2016 and if a member of the community wanted to be a part of Yuma Yuma clowns they can learn how to paint their face, balloon art and how to dress and what kind of clown you want to be will be part of the class. Deadline 12/31.

## KQSR-FM

### 4th Qtr 2015 Quarterly Issues and Program Report

Date Aired: 12/26  
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Yuma Date Fest  
Guest: Stephen Spill

ISSUE: 1,2,7

Stephen Spill was invited to the studio to discuss the Yuma Dates Festival that has been going on for 4 plus years in the Yuma Community. This Festival takes place in Historic Downtown Yuma and Draws a crowd of 12 thousand plus each year. It is a community family affair that includes date vendors, a fun zone for the kids and all of the businesses in the Historic vicinity take pride in the Yuma Date Fetival. The event is free and open to anyone wanting to be a part of this popular event. I asked Stephen what the public could expect this year and he had mentioned that ALL things DATE including shakes and yummys from differnet growers would be available for purchase and great entertainment will also be gracing the 3 blocks of historic downtown Yuma .

TOPIC OF THIS SHOW: Achieve Enterprise

ISSUE: 2,7,8

Guest: Christopher Graham

12/26 6:15 PM

Christopher Graham is nw to the Achieve Enterprise Services and he came to Yuma to talk about the new facility that is a division of AHS. (Achieve Human Serices). AES and AHS are deadicated to Providing jobs and training to the people who have been strickened with debilitating disabilities. The weekdn of January 9 2016 the AES division is having a Family Day at the new facility across from MCAS Marine Navel Station Yuma on 30 Street to help the local community dispose of their old Laptops, Desktop Computers and even Give the items new life if that is what it takes. This is going to be held between 9am and 4pm at their new facility and Christopher said it is a family event and invited everyone to come down and See what AES does for the community.



**Weekly Public Affairs Program**

Call Letters: KQSR FM

**QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2015**

Show # 2015-27

Date aired: 10/3 Time Aired: 6:30 A

**John R. Baker, PhD**, Professor of Political Science at Wittenberg University, author of *"Government in the Twilight Zone: Volunteers to Small-City Boards and Commissions"*

97 percent of all American cities have a population fewer than 50,000 and Dr. Baker studies the workings of these smaller local governments. He discussed how local board systems operate, who the board members are and what motivates them to serve. He explained why it is important for citizens to understand how government functions, even in small towns.

**Issues covered:**

**Length: 6:54**

**Citizenship  
Government Policies**

**Lennard J. Davis, PhD**, Professor in the English Department in the School of Arts and Sciences at the University of Illinois at Chicago, Professor of Disability and Human Development in the School of Applied Health Sciences of the University of Illinois at Chicago, Professor of Medical Education in the College of Medicine, author of *"Enabling Acts: The Hidden Story of How the Americans with Disabilities Act Gave the Largest US Minority Its Rights"*

Disabled Americans are the largest minority group in the country. Dr. Davis believes the Americans with Disabilities Act (ADA) is the widest-ranging and most comprehensive piece of civil rights legislation in history. He explained the unusual path the law took to passage, some of the challenges in implementing it and the enormous impact of the ADA, 25 years after its adoption. He also outlined several potential reforms which he believes could improve it.

**Issues covered:**

**Length: 10:21**

**Disabilities  
Civil Rights  
Government Policies**

**Michael A. Fischer, MD, MS**, Instructor in Medicine at Harvard Medical School, Associate Physician at the Division of Pharmacoepidemiology and Pharmacoeconomics at Brigham and Women's Hospital in Boston

Dr. Fischer led a study that found that many people whose doctors start them on medications for conditions like diabetes and high blood pressure may never fill those prescriptions. He explained the reasons behind this problem and how doctors and patients can improve communication.

**Issues covered:**

**Length: 5:00**

**Personal Health  
Medical Issues**

Show # 2015-41

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

**Michelle Garcia**, Director of the Stalking Resource Center at the National Center for Victims of Crime

Nearly 3.5 million people over the age of 18 are stalked each year in the United States. Ms. Garcia talked about the most common stalker scenarios, and why the crime is so difficult to define. She also explained why new developments such as GPS and social networking sites have made it much easier for stalkers to target their victims.

**Issues covered:**

**Length: 9:43**

**Stalking  
Crime  
Women's Issues**

**John Izzo, PhD**, business consultant, author of "*Stepping Up: How Taking Responsibility Changes Everything*"

Mr. Izzo said that almost every problem, from personal and business challenges to social issues, can be solved if Americans looked to themselves to create change rather than expecting others to do it. He offered advice to employees who are afraid to speak up at work and how to encourage children to step up and improve problems they see in their community.

**Issues covered:**

**Length: 7:33**

**Workplace Matters  
Community Involvement  
Parenting**

**Ron Shevlin**, Senior Analyst with Aite Group, an independent research and advisory firm serving the financial services industry

Social media sites like Twitter and Facebook have empowered consumers in many new ways. Mr. Shevlin explained how these new tools have made it much easier to complain about a problem or to influence corporate policies. He offered advice for the best ways for consumers to use social media to interact with companies.

**Issues covered:**

**Length: 4:55**

**Consumer Matters  
Technology**

Show # 2015-42

Date aired: 10/17 Time Aired: 6:30A

**Phil Gaddis**, President, Executive Search at the Addison Group, a Chicago-based provider of professional staffing and search services

Recent statistics show that the average American changes careers seven times. Mr. Gaddis explained why the turnover has increased so rapidly in recent decades, and offered advice for people who are considering a career change.

**Issues covered:**

**Length: 8:04**

**Employment**



**Lance LoRusso**, Atlanta-based attorney, former law enforcement officer, author of *"When Cops Kill: The Aftermath of a Critical Incident"*

Mr. LoRusso said police officers are well-trained on when and how to use their weapons, but are ill-prepared for what to do in the aftermath. He explained how the investigation of a police shooting differs significantly from one involving a civilian. He estimated that 75% of officers involved in a deadly force incident are the target of a civil lawsuit, whether the shooting was justified or not.

**Issues covered:**  
**Police & Crime**  
**Violence**  
**Legal Matters**

**Length: 9:10**

**Jonathan T. Jefferson, PhD**, school administrator, author of *"Mugmore: Succeeding without Labels—Lessons for Educators"*

Dr. Jefferson said he believes that today's education system needs to change the way it handles problem students. He said zero tolerance policies and the application of labels to students who have behavioral or learning disorders causes many of them to be left behind. He believes that schools personnel need to exercise more patience with immature students to give them time to grow into productive students.

**Issues covered:**  
**Education**  
**Youth at Risk**

**Length: 5:07**

Show # 2015-43

**Date aired:** 10/24 **Time Aired:** 6:30A

**Cary Funk**, Associate Director of Research at Pew Research Center

A recent survey by the Pew Research Center found that Americans' grasp of common science topics could be better. She outlined the results of the survey, including differences between genders, ages and education levels. She explained why a basic understanding of scientific principles is important for Americans to understand many of today's civic issues.

**Issues covered:**  
**Education**  
**Science**  
**Citizenship**

**Length: 7:07**

**Julie Lythcott-Haims**, former Dean of Freshmen and Undergraduate Advising at Stanford University, author of *"How to Raise an Adult: Break Free of the Overparenting Trap and Prepare Your Kid for Success"*

Ms. Lythcott-Haims believes that overparenting is out of control in America, and that it harms children, their stressed-out parents, and society at large. She explained how parents can allow children to make their own mistakes and develop the resilience, resourcefulness, and inner determination necessary for success.

**Issues covered:**  
**Parenting**

**Length: 10:11**

**Karina Davidson, PhD**, researcher and clinical psychologist at Columbia University Medical Center in New York

Dr. Davidson recently led a 10-year study that found that happiness may prevent a heart attack. She explained the science behind this finding and suggested ways that people can improve their outlook to improve their health.

**Issues covered:**  
Personal Health  
Mental Health

**Length: 4:30**

Show # 2015-44

**Date aired:** 10/31 **Time Aired:** 6:30A

**Denise Pope**, Senior Lecturer, Co-Founder, Challenge Success at Stanford University Graduate, co-author of "Overloaded and Underprepared"

Dr. Pope explained why parents and teachers should be concerned that many America's students are stressed out or have given up. She outlined steps that schools can take to provide kids with academic, social and emotional skills needed to succeed in school now and as adults later. She talked about the Challenge Success program at Stanford and how the program is customized for each school in which it is applied.

**Issues covered:**  
Education  
Parenting

**Length: 9:53**

**Brooks Palmer**, professional organizer, author of "*Clutter Busting: Letting Go of What's Holding You Back*" and "*Clutter Busting Your Life: Clearing Physical and Emotional Clutter to Reconnect with Yourself and Others*"

Most Americans struggle with clutter and disorganization. Mr. Palmer talked about the emotionally suffocating effects of clutter and why people have problems letting go of items they no longer need or use. He offered suggestions for how to get started and how to look at items in a different way to assess whether they are worth keeping.

**Issues covered:**  
Personal Productivity  
Workplace Matters  
Mental Health

**Length: 7:27**

**Kevin Haley**, Director of Product Management for Symantec Security Response

Today's smartphones hold a wealth of personal, financial and work-related data that thieves would love to get their hands on. So what happens when a phone is lost or stolen? Mr. Haley led a research project that intentionally lost 50 phones to see what data was accessed by the finder and whether the phones would be returned to their owners. The results were Showoncerting. Mr. Haley offered advice for phone owners to protect their data.

**Issues covered:**  
Crime  
Privacy  
Workplace Matters

**Length: 5:04**

Show # 2015-45

Date aired: 11/7 Time Aired: 6:30A

**Barry Schwartz, PhD**, Professor of Psychology at Swarthmore College, author of "*Why We Work*"

Dr. Schwartz discussed his research that examined why Americans work. He said the reasons are surprising and complex, but that the need for a paycheck is not the primary factor. He discussed the most common trends and patterns that lead to happiness in the workplace, and how employers can try to improve productivity and employee satisfaction.

**Issues covered:**  
Workplace Matters  
Mental Health

**Length: 9:27**

**William MacAskill, PhD**, Associate Professor in Philosophy at Oxford University, cofounder of the nonprofit organizations Giving What We Can and 80,000 Hours, author of "*Doing Good Better: How Effective Altruism Can Help You Make a Difference*"

Dr. MacAskill said Americans often base their decisions on where to donate money and what career to pursue on emotions and false assumptions. He outlined five key questions that may help consumers make wiser altruistic decisions. He explained how to use evidence and careful reasoning to chart the best course to help others.

**Issues covered:**  
Charitable Giving  
Consumer Matters  
Career

**Length: 7:58**

**Katie Liljenquist**, Assistant Professor of Organizational Leadership and Strategy at Brigham Young University's Marriott School of Management, expert in behavior and decision making

Prof. Liljenquist led a study that found that the smell of cleaning products can make people act more virtuous. She explained the reasons behind the behavioral changes. She also talked about potential ways to smells could be used to reduce societal problems such as crime or vandalism.

**Issues covered:**  
Health  
Parenting Issues

**Length: 4:57**

Show # 2015-46

Date aired: 11/14 Time Aired: 6:30A

**Dara Feldman**, award-winning teacher, Director of Educational Initiatives for The Virtues Project, author of "*The Heart of Education*"

Ms. Feldman noted that 50 percent of new teachers get burned out in their first five years on the job and end up leaving the profession. She explained why this is such a costly problem and how it damages our nation's education system. She offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.

**Issues covered:**  
Education  
Parenting

**Length: 8:57**

**Sheldon Krantz**, Distinguished Visiting Professor of Law at the University of Maryland Carey School of Law, former dean of the University of San Diego Law School, former law professor at the Boston University Law School, former federal prosecutor, author of "*The Legal Profession: What Is Wrong and How to Fix It*"

Mr. Krantz said legal services should be available to every American, whether they can afford it or not. He said attorneys do not provide nearly enough pro bono services. He said many of today's law students would be willing to work in the public interest, but are often mired down in student debt. He would like to see loan forgiveness programs or other new initiatives that would enable young lawyers to help lower-income litigants.

**Issues covered:**  
**Legal Matters**  
**Poverty**  
**Government Policies**

**Length: 8:09**

**Brenda Shields, M.S.**, research coordinator, Center for Injury Research and Policy, Columbus Children's Hospital in Ohio

Ms. Shields discussed a recent study into the increasing dangers for young people involved in cheerleading. Her research found that emergency room visits are becoming much more common as cheerleading routines have added complex gymnastic moves. She outlined the questions that parents should ask, to be sure coaches are properly qualified.

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

**Length: 4:45**

Show # 2015-47

Date aired: 11/21 Time Aired: 6:30A

**Yasmin Hurd, PhD**, Professor of Psychiatry and Neuroscience at the Icahn School of Medicine at Mount Sinai Hospital in New York

Dr. Hurd's research found that teenagers who smoke marijuana may make their future offspring more vulnerable to substance abuse problems. She believes that marijuana use causes structural changes in DNA that may last for generations. Dr. Hurd said much more research into the health effects of marijuana is needed. She also explained how parents can deal with the mixed messages society is conveying to young people about marijuana.

**Issues covered:**  
**Substance Abuse**  
**Government Regulations**  
**Parenting**

**Length: 9:22**

**Chris Malone**, Managing Partner of Fidelum Partners, a research-based consulting and professional services firm, author of "*THE HUMAN BRAND: How We Relate to People, Products and Companies*"

Mr. Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind. He outlined the reasons that social media has become such a valuable tool for both consumers and the companies they do business with. He said business schools fail to teach students how to nurture relationships with customers, causing much less loyalty to brands and products.

**Issues covered:**  
Consumer Issues  
Education

**Length:** 7:52

**Janet Larson**, Director of Research, the Earth Policy Institute

The US is the world's largest consumer of bottled water. Ms. Larson talked about the huge environmental impact of bottled water, both in its manufacture and disposal. She also explained how consumers can wisely decide whether to use bottled water.

**Issues covered:**  
Environmental Issues  
Consumer Issues

**Length:** 4:54

Show # 2015-48

**Date aired:** 11/28 **Time Aired:** 10:30A

**Karl Pillemer, PhD**, Hazel E. Reed Professor in the Department of Human Development and Professor of Gerontology in Medicine at the Weill Cornell Medical College, Founder and Director of the Cornell Institute for Translational Research on Aging, author of "*30 Lessons On Living: Tried and True Advice from the Wisest Americans*"

Dr. Pillemer interviewed more than 1,000 Americans over the age of 65 to seek their counsel on all of life's big issues: children, marriage, money, career and aging. He explained why younger people should take advantage of this rich resource of older Americans' wisdom. He recommends that young people talk to older members of their own family before it is too late.

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

**Length:** 9:17

**Scott Bittle**, policy analyst, Senior Fellow and Founding Editor of PublicAgenda.org, a non-partisan public opinion research organization, author of "*Where Did the Jobs Go And How Do We Get Them Back?*"

The subject of unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession. Mr. Bittle explained why the issue is so complex and why the nation needs to take a long-term approach to resolving it. He also analyzed various solutions proposed by each side of the political spectrum.

**Issues covered:**  
Unemployment  
Government Policies  
Economy

**Length:** 7:57

**John Hayes, PhD**, Assistant Professor of Food Science and Director of the Sensory Evaluation Center at Penn State University

Nine out of 10 Americans get too much sodium in their diets. Dr. Hayes discussed a recent government report that found that just 10 foods are responsible for 44 percent of the sodium in the average diet. He outlined steps to cut sodium intake and the reasons why everyone should do it.

**Issues covered:**  
Personal Health

**Length:** 4:54

Show # 2015-49

Date aired: 12/5 Time Aired: 6:30A

**Lisa J. Servon, PhD**, Professor and former dean at the Milano School of International Affairs, Management, and Urban Policy at The New School in New York

Alternative financial providers such as check cashers and payday lenders are often accused of preying on the poor, with high fees and interest rates. Dr. Servon conducted a study that examined why many lower income residents make the conscious decision to use these services, rather than traditional banks. She was surprised to find that the choice actually makes sense for many people who live paycheck to paycheck.

**Issues covered:**  
Poverty  
Government Regulations  
Personal Finance

**Length: 11:05**

**Dan McCue**, Research Manager, Joint Center for Housing Studies of Harvard University

The cost of renting an apartment or house has jumped in the past decade, according to a study led by Mr. McCue. A rise in prices, combined with the drop in renter incomes, has made affordability a major concern. Much of the jump in prices is because of increased demand for rental homes as a result of the mortgage crisis. He said a quarter of all U.S. households are paying more than half of their income for housing, which is dangerously high.

**Issues covered:**  
Affordable Housing  
Poverty  
Consumer Issues

**Length: 6:07**

**Debbie Magids, PhD**, psychologist, author of "*All the Good Ones Aren't Taken*"

Dr. Magids discussed the trend of serial dating and why dating is so difficult for women in particular. She explained the most common dating errors and suggested ways that a person can analyze their own patterns of behavior, to clear the way for more fulfilling relationships.

**Issues covered:**  
Mental Health  
Women's Issues

**Length: 4:48**

Show # 2015-50

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

**Alvin E. Roth, PhD**, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of "*Who Gets What — and Why: The New Economics of Matchmaking and Market Design*"

Dr. Roth is one of the world's leading experts on matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

**Issues covered:**  
Economics  
Career  
Education

**Length: 9:17**

**Joel Kahn, MD**, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of "The Whole Heart Solution"

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

**Issues covered:**  
Personal Health

**Length: 8:01**

**Paul Tough**, former editor at the New York Times Magazine, nationally recognized writer on poverty, education and the achievement gap

Mr. Tough discussed a groundbreaking anti-poverty initiative called the Harlem Children's Zone. The creator of the program theorized that in order for poor kids to compete with their middle-class peers, everything in their lives—their schools, neighborhoods, parenting practices—all must be changed at once.

**Issues covered:**  
Poverty  
Education  
Minority Concerns  
Parenting

**Length: 5:00**

Show # 2015-51

Date aired: 12/19 Time Aired: 6:30 A

**Russell E. Johnson, PhD**, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University.

Dr. Johnson's research has found that that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

**Issues covered:**  
Personal Health  
Workplace Matters  
Career

**Length: 7:24**

**Daniel J. Siegel, MD**, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, author of "*Brainstorm: The Power and Purpose of the Teenage Brain*"

Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

**Issues covered:**  
Parenting  
Personal Health

**Length: 9:36**

**Kenneth Dautrich, PhD**, Associate Professor of Public Policy, University of Connecticut

Dr. Dautrich recently conducted a survey of students to learn their attitudes toward the First Amendment. He found that schools are spending more class time on the First Amendment, but a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.

**Issues covered:**  
Citizenship  
Education

**Length: 4:52**

Show # 2015-52

**Date aired:** 12/26 **Time Aired:** 6:30A

**John M. Leventhal, MD**, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs for new parents could help reverse the trend.

**Issues covered:**  
Child Abuse  
Parenting

**Length: 8:31**

**Erin Botsford**, financial planning expert, author of "*The Big Retirement Risk: Running out of Money Before You Run Out of Time*"

For many baby boomers, the recession didn't wipe out their nests egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

**Issues covered:**  
Retirement Planning  
Senior Citizens  
Personal Finance

**Length: 8:41**

**Aaron W. Smith**, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

**Issues covered:**  
Economy  
Consumer Matters

**Length: 5:01**