

**KQSR-FM 2<sup>nd</sup> Quarter 2014**

**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

2nd Qtr 2014 Quarterly Issues and Program

Date Aired: 4/5  
Time Aired: 6:00p

Length: 15 min

TOPIC OF THIS SHOW: March of Dimes

ISSUE: 2, 6, 7.

Guest:  
Corey Rigo

Annual fundraising event with the March of Dimes. March Babies Walk. Prevention of Polio how the "March of Dimes" started and who started it seventy five years ago. Preventing health defects in general not just polio. Focusing on community and helping families. Corey also discussed how the community comes together as a whole to help in these events that are designed to keep a community close knit. Corey also stated that they have a growing number of supporters and are looking forward to this springs March Babies Walk.

Date aired: 4/5  
Time Aired: 6:15p

Length: 15 Min.

TOPIC OF THIS SHOW: Yuma's 100th  
Guest: Marion Limon

ISSUE: 1 & 5-Recreation &  
Government

The City of Yuma is preparing to celebrate their 100<sup>th</sup> year in existence. The charter was formally adopted on April 7<sup>th</sup> 1914 and this year, 2014, marked the centennial celebration. The city is planning a week long slate of activities, including the lighting of new signage in downtown Yuma on both ends of Main Street. Arizona Governor Jan Brewer is expected to appear for the event. Other events include the taking of a picture from a plane, which is expected to make it into the Guinness Book of World Records. The annual Taco Festival is also scheduled at the same time and will be incorporated into the Centennial Celebration. Other events are scheduled in the month including a movie marathon highlighting movies either about or filmed in Yuma and a 100K walk/run.

**KQSR-FM**

**2nd Qtr 2014 Quarterly Issues and Program**

Date Aired: 4/12  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Feline Friends  
Guest: Erin Amasvisca

ISSUE: 7 & 8

The Yuma county Humane Society is utilizing their volunteers to trap Tag and sterilize feral cats. Yuma has a growing problem with wild cats that are taking over neighborhoods and over populating. With this program they are able to trap the cats and tag them so that they can follow the families and then they spay or neuter the cats so that they are able to control the pet population.

They are looking for the communities help with this program through volunteering to help trap and deliver the cats back to their area or by making monetary donations that help to provide the medical services that are required to perform the surgeries to sterilize the cats.

They have launched at web and Facebook campaign to help raise awareness and funds. At HSOV.com

Date aired: 4/12  
Time Aired: 6:15

Length: 15 Min.

TOPIC OF THIS SHOW: The high school  
FFA program  
Guest: Leigh Lowhead

ISSUE: 4 agriculture and 3 education

The high school program that Leigh is the advisor over at Yuma high has been very successful at helping students to become leaders and advance into business people in our community.

Leigh shared some of the high light of the year and some of the plans for the upcoming summer when the students will be attending conferences and events that they will be competing in. In the past Yuma has been a very strong in the green hand program providing many state competition winners. Many have advances on to the national competitions where they have represented the strong agriculture community that we have.

The students are tightly knit and make bonds that last a lifetime.

KQSR-FM

2nd Qtr 2014 Quarterly Issues and Program

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Length: 15 min

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# 2nd Qtr 2014 Quarterly Issues and Program Report

KQSR

Sherry joined us in the studio to discuss the severity of hearing loss and how very important it is to get your hearing tested since it is the number one disability in our country. Loss of hearing can be from loud and noisy places such as concerts, military towns with loud planes overhead even blow dryers are a cause of hearing loss. Take steps to prevent hearing loss by wearing ear protection and get tested especially when you hit the age of 50. The month of May is better hearing and speech awareness month and families need to be aware of who in the family will benefit from getting tested and preventing hearing loss and speech difficulty. Sherry also discussed the importance of testing regularly.

TOPIC OF THIS SHOW: Hearing Loss  
Prevention month  
Guest : Sherry Applebee

ISSUE: 3,6,

Date Aired: 4/26  
Time Aired: 6:00 AM

Length: 15 min

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Time Aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: ANTI DRUG  
Guest: Lisa Ramos

ISSUE: 6,9,

Lisa came in and talked about taking charge of underage drinking. Lisa is a part of the coalition for major events. Legalization of marijuana constantly being glamorized and being decriminalized. Not legalized. Underage drinking has been declining and the efforts have been working in preventing underage drinking and drug use in teens and young adults. Meetings are held with the United Way of Yuma and YMCA and any teens or young adults are invited to reach out and be a part of the ANTI DRUG Coalition. How parents of a different ERA would say no it's not a big deal; however it is they have a drinking age for a reason. Yuma being a border town they drinking age is 18 in Mexico but it is not here and it needs to be addressed because drinking alcohol at a young age can damage your brain and learning ability.

# 2nd Qtr 2014 Quarterly Issues and Program Report

KQSR

Length: 15 min	Date Aired: 5/3 Time Aired: 6:00pm
ISSUE: 7.11.6	TOPIC OF THIS SHOW: Heat Kills Guest : Martin Dudley

During the summer months, Arizona can be included as one of the hottest places on earth - protecting yourself from the effects of the heat is critical!

Because the Arizona Division of Occupational Safety and Health (ADOSH) cares about the safety of workers they are reminding everyone about the hazards associated with working outdoors.

It is important to be aware of the dangers associated with heat-related illnesses, the signs and symptoms associated with such illnesses and steps to take to prevent it from occurring.

Length: 15 Min.	Date aired: 5/3 Time Aired: 6:15pm
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2nd Qtr 2014 Quarterly Issues and Program Report

Date Aired: 5/16  
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Importance of checking for hearing loss and prevention  
Guest: Sherry Applebee

ISSUE: 2,7,6

Sherry joined us in the studio to discuss the severity of hearing loss and how very important it is to get your hearing tested since it is the number one disability in our country. Loss of hearing can be from loud and noisy places such as concerts, military towns with loud planes overhead even blow dryers are a cause of hearing loss. Take steps to prevent hearing loss by wearing ear protection and get tested especially when you hit the age of 50. The month of May is better hearing and speech awareness month and families need to be aware of who in the family will benefit from getting tested and preventing hearing loss and speech difficulty. Sherry also discussed the importance of testing regularly.

Date aired: 5/16  
Time aired: 6:15 AM

Length: 15 Min.

TOPIC OF THIS SHOW: HEAT DANGERS  
Guest: Martin Dudley

ISSUE: 7,2,6

Do you know the three main factors to remember when it comes to staying safe in the heat?

Water, Rest and Shade

During the summer months, Arizona can be included as one of the hottest places on earth - protecting yourself from the effects of the heat is critical! Because the Arizona Division of Occupational Safety and Health (ADOSH) cares about the safety of workers they are reminding everyone about the hazards associated with working outdoors.

It is important to be aware of the dangers associated with heat-

# 2nd Qtr 2014 Quarterly Issues and Program Report

KQSR

The recent release of the community event booklet from the Parks and Recreation Department has many of the residents looking at what they would like to be involved in this summer. There are new programs being offered for the youth along with dances at the civic center. The teens are invited to come enjoy a safe drug free event where they can expand their circle of friends attending the whole community dances.

Also the aquatics programs are gearing up for a big summer with swim schools and fun nights where they will be showing movies in the pool and calling it the dive in movies. People are encouraged to stop by the offices and sign up now before things fill up.

TOPIC OF THIS SHOW: Community OFFERINGS  
 Guest: Debora Wendt

ISSUE: 1 & 2 Recreation and family

Date aired: 5/17  
 Time Aired: 6:00 PM

Length: 15 min

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TOPIC OF THIS SHOW: ANTI DRUG  
 Guest: Lisa Ramos

ISSUE: 6, 9,

Date aired: 6/17  
 Time Aired: 6:15 PM

Length: 15 Min.



KQSR-FM

2nd Qtr 2014 Quarterly Issues and Program Report

Date aired: 5/21  
Time Aired: 6:00pm

Length: 15 min

TOPIC OF THIS SHOW: Community OFFERINGS

ISSUE: 1 & 2 Recreation and Family

Guest: Debora Wendt

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Date aired: 5/21  
Time Aired: 6:15pm

Length: 15 Min.

TOPIC OF THIS SHOW: SALVATION ARMY  
Guest: RANDY HART AND HALEY BERNARDO

ISSUE: 1, 2, 7, & 10.

Captain Randy Hart came into the studio with Haley Bernardo Miss Yuma County to talk about the critical problem with the bullies in school and even when schools are not in session bullying does not stop. Home problems, new friends, gangs in neighborhoods Haley came in to talk about the anti bullying event and asked kids how many had a problem with this. Lots of public schools have a problem with bullies. New type of bullies is social networking bullying. It has always been a problem however it is not acceptable and they are trying to raise awareness that this is not acceptable behavior. Schools need to be more aware of the issues. Meeting with the kids making sure they are not to be afraid of telling the adults when this is happening. Career Day is also on the agenda and it was completely filled with young adults and students.

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TOPIC OF THIS SHOW: SALVATION ARMY  
 Guest: RANDY HART AND HALEY  
 BERNARDO

ISSUE:  
 1,2,,7, & 10.

Length: 15 Min.

Date aired: 5/31  
 Time Aired: 6:54 AM

Executive director John Williams from Hospice of Yuma and Dorothy Toni director of the Hospice of Yuma thrift shop came in to discuss the importance of the hospice including all the good they do for the community. This segment focused on the thrift shop and how they accept donations and basically have a garage sale every day of the week. The importance is that the community can come together and help those with specific needs along with raising funds for the families in need like families that have been relocated due military duties etc.... It is charitable care and the Hospice of Yuma Thrift shop is the communities place to contribute your old or unwanted items to those families that are less fortunate.

TOPIC OF THIS SHOW: HOSPICE IF YUMA  
 THRIFT STORE  
 Guest:  
 John Williams and Dorothy Toni

ISSUE: 7,11,12

Length: 15 min

Date Aired: 5/31  
 Time Aired: 6:00 AM

2nd Qtr 2014 Quarterly Issues and Program Report

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Dana and Cory are part of the Arizona Children's Association and came in with me to day to talk about the importance of families and children at risk. They are a nonprofit organization that is dedicated to the welfare of children in including finding them foster families and helping the increasing number of grandparents that are raising their grandchildren. The number of elderly grandparents raising grandchildren has been on the rise for more than 30 years and this is due to parents of these kids being incarcerated or worse. Dana is the director from Phoenix and actually was here by accident when Dana had been scheduled to be in the studio so it was a pleasure to hear how our community is able to pull together and help.

TOPIC OF THIS SHOW: AZCA  
Guest: DANA AND CORY

ISSUE:  
2,7

Date aired: 6/9  
Time Aired: 6:57 PM

Length: 15 Min.

Mike Ivers came in an discussed the importance of knowing about hunger in Arizona. Mike is the President and CEO of the Yuma COMMUNITY FOOD BANK serving southwestern Arizona and chatted about how many donations are needed in order to feed one out of four hungry children statewide. Their drive is to collect as much food from the community as possible to distribute to those in need. I had the opportunity to leave our studios and head over to the facility in Yuma and tour the ware house and many walk in freezers with the volunteers unloading and boxing up food for the needy. There is a great facility here in Yuma however they need more

TOPIC OF THIS SHOW: AZ FOOD BANK  
Guest: MIKE IVERS President and CEO  
of the Yuma Community Food Bank

ISSUE: 2,7,

Date Aired: 6/9  
Time Aired: 6:57 PM

Length: 15 min

## 2nd Qtr 2014 Quarterly Issues and Program Report

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2nd Qtr 2014 Quarterly Issues and Program Report

Date aired: 6/14  
Time aired: 6:00 PM

Length: 15 min

TOPIC OF THIS SHOW: AZ FOOD BANK  
Guest: MIKE IVERS President and CEO  
of the Yuma Community Food Bank

ISSUE: 27,

Mike Ivers came in an discussed the importance of knowing about hunger in Arizona. Mike is the President and CEO of the Yuma COMMUNITY FOOD BANK serving southwestern Arizona and chatted about how many donations are needed in order to feed one out of four hungry children statewide. Their drive is to collect as much food from the community as possible to distribute to those in need. I had the opportunity to leave our studios and head over to the facility in Yuma and tour the ware house and many walk in freezers with the volunteers unloading and boxing up food for the needy. There is a great facility here in Yuma however they need more

Date aired: 6/14  
Time aired: 6:00 PM

Length: 15 Min.

TOPIC OF THIS SHOW:  
YUMA ARTS CENTER  
GUEST: PAT QUINN PRODUCTION MANAGER

ISSUE:  
7,1

Pat Quinn production supervisor for the Yuma Arts Center came in to talk about the Yuma Arts Dinner Theatre that was back by popular demand for the summer extravaganza! This organization is great for getting the community together for plays and a terrific summer program for children ranging in age from 8 to 18. The Yuma Arts Center Galleries is host to this summer extravaganza and will be the place to take in many shows in June. The actors will be interacting with the audience and all proceeds go back to the Yuma Arts Center for programs such as the Dinner Theatre for more exciting programs for the young youth in Yuma. Located in historic downtown Yuma the Yuma Arts Center Galleries has just celebrated its 100 year birthday and is a great place to take in on a hot day.

George shared memories of his childhood and working on the farm at a time that they worked the ground with a horse. He talked about the evolution of farming with the introduction of the tractor. George is now a reporter for the Southwest Agri-radio Network and does a daily show about farming and the latest developments and trends in agriculture. George shared insights into genetically modified products and the use of machines and technology to produce the products that are found in the grocery stores and markets that we all shop at. George encouraged people to research more at Farmwest.com and listen to his shows that air in the 5am hour on KBLU.

TOPIC OF THIS SHOW: Agriculture  
 Guest: George Gately

ISSUE: 4 Agriculture

Date aired: 6/21  
 Time Aired: 6:00 AM

Length: 15 Min.

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 Guest: Pat Quinn

ISSUE: 7,1

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TOPIC OF THIS SHOW: Agriculture  
 Guest: George Gately

ISSUE: 4 Agriculture

Length: 15 Min.

Date aired: 6/28  
 Time Aired: 6:55 PM

The recent week in Paradise Fundraiser that just ended was one of the more successful one that Amberly's Place has had. They set a lofty goal of 10,000 tickets and exceeded it and raised over 100,000 dollars to help the victims of abuse. Amberly's place is an advocate for those that are victims of any kind of abuse. They have helped over 29,000 victims in the 12 years that they have been in operation. Providing such things as food shelter and clothing to all ages and backgrounds. They need volunteers and donations at their thrift store on Ave. A. People can get more information about how to help at Amberly'splace.com

TOPIC OF THIS SHOW: Fundraising and Mission  
 Guest: Diane Umphress

ISSUE: 2 Family 9 Crime

Length: 15 min

Date Aired: 7/28  
 Time Aired: 6:55 PM

## 2nd Qtr 2014 Quarterly Issues and Program Report

KQSR-FM



Weekly Public Affairs Program

Call Letters: KQSR

**QUARTERLY ISSUES REPORT, APRIL - JUNE, 2014**

Show # 2014-14

Date aired: 6:30 Time Aired: 4/5

**Gary Taubes**, science and health journalist, author of *"Why We Get Fat, and What to Do About It"*

Mr. Taubes discussed the science of weight loss. He believes most people gain weight because they eat too many carbohydrates, and that the medical community has placed far too much emphasis on calories and dietary fat. He offered advice on how to make dietary changes for long-term weight loss and more energy.

**Issues covered:**  
Personal Health  
Nutrition

**Length: 9:41**

**Ben Dattner, PhD**, psychologist, executive coach, Adjunct Professor in Organizational Development at New York University, author of *"The Blame Game: How the Hidden Rules of Credit and Blame Determine Our Success and Failure"*

It's human nature to resort to blaming others, as well as to take more credit for successes than we should. Dr. Dattner said the dynamics of credit and blame are at the heart of every team and organization, and make or break every career. He explained how managers can change the culture of blame, and encourage employees to speak up or experiment with new approaches.

**Issues covered:**  
Workplace Matters  
Employment

**Length: 7:26**

**Jonathan Adkins**, spokesman for the Governors Highway Safety Association

A recent report from the Governors Highway Safety Association highlighted the role of speeding in traffic deaths. Mr. Adkins explained that, despite progress in nearly every other area of highway safety, speeding continues to be a factor in approximately one third of traffic deaths every year. He outlined several recommendations the report contained for both state and federal governments.

**Issues covered:**  
Highway Safety  
Government Policies

**Length: 4:54**

Show # 2014-15

Date aired: 6:30A Time Aired: 4/12

**Eric Decker, PhD**, Professor, Head of the Department of Food Science at the University of Massachusetts

Rancid foods are becoming more common, thanks to recent reductions in trans fats. Dr. Decker said consumers may have a kitchen full of toxic products and not know it. He explained why these products are potentially dangerous. He also talked about the foods most likely to become rancid and the telltale signs of rancidity that many consumers don't recognize.

**Issues covered:**

**Length: 7:23**

**Food Safety**  
**Personal Health**  
**Consumer Matters**

**Lori Andrews**, Law Professor, Director of the Institute for Science, Law & Technology at Illinois Institute of Technology, author of "*I Know Who You Are and I Saw What You Did: Social Networks and the Death of Privacy*"

If Facebook were a country, it would be the third largest nation in the world. Ms. Andrews believes that while social networks have made positive contributions to society, they have also greatly accelerated the erosion of personal privacy rights. She explained how social network sites can damage a person's career or marriage. She would like to see Congress pass new legal protections aimed at safeguarding the privacy of social network users.

**Issues covered:**

**Length: 9:51**

**Privacy**  
**Government Policy**  
**Employment**

**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 disconcerting. Mr. Haley offered advice for phone owners to protect their data.

**Issues covered:**

**Length: 5:04**

**Crime**  
**Privacy**  
**Workplace Matters**

Show # 2014-16

Date aired: 6:30A Time Aired: 4/19

**Anne Perschel, PhD**, leadership and organizational psychologist, President and Founder of Germane Consulting

Dr. Perschel recently co-authored a paper that concluded that corporations are leaving money on the table and forgoing future success by failing to move more women into senior leadership roles. She discussed the various obstacles faced by women who want to move up the corporate ladder and made suggestions on how to overcome them.



**Issues covered:**  
**Women's Issues**  
**Discrimination**  
**Career**

**Length: 9:03**

**Steven Kotler**, science writer, author of "*Abundance: The Future Is Better Than You Think*"

Mr. Kotler believes that four powerful social and technological trends are converging today that will improve the lives of billions of people across the globe in the near future. He explained how governments, industry and entrepreneurs can adapt to these changing forces and harness them to solve the world's biggest problems, including shortages of water, food, energy and education.

**Issues covered:**  
**Economy**  
**Science & Technology**  
**Employment**

**Length: 8:05**

**Alison Borland**, Vice President of Retirement Product Strategy at Aon Hewitt, a human resources firm based in Chicago

The Great Recession has led many Americans to dip into their retirement savings early, but minorities have withdrawn much more than other racial and ethnic groups, according to a new study from Ms. Borland's firm. She explained why Blacks and Hispanics have made these decisions and what they can do to shore up depleted 401(k) accounts.

**Issues covered:**  
**Retirement Planning**  
**Minority Concerns**  
**Senior Citizens**

**Length: 5:09**

Show # 2014-17

Date aired: 6:30 A Time Aired: 4/26

**Ric Edelman**, nationally-recognized financial advisor, syndicated columnist, author of "*The Truth About Retirement Plans and IRAs*"

Only half of all eligible Americans contribute to a retirement plan. Mr. Edelman explained how the average person can save for a comfortable retirement. He talked about the importance of 401(k)s, and IRAs. He also explained how to determine how much money a person may need in retirement, and the dangers of borrowing money from retirement funds.

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

**Length: 8:31**

**James Hubbard, MD**, family physician, author of "*Living Ready Pocket Manual - First Aid: Fundamentals for Survival*"

Dr. Hubbard discussed basic skills that everyone should know in the event of a medical emergency, and basic first aid supplies that every home should have on hand. He outlined steps to stop serious bleeding and what to do in the event someone simply collapses. He also talked about the lifesaving value of automated external defibrillators, which are found in many public places.

**Issues covered:**  
Emergency Preparedness  
Personal Health

**Length: 8:44**

**Simon Davidoff**, Water Expert and Director, Food & Beverage Industry for Siemens Water Technologies

Mr. Davidoff talked about little-known ways that water is wasted by consumers each year, both directly and indirectly. He explained how businesses are changing their practices to reduce water consumption and what the average person can do to determine and reduce their personal "water footprint."

**Issues covered:**  
Environment  
Consumer Matters

**Length: 4:58**

Show # 2014-18

Date aired: 6:30A Time Aired: 5/3

**Mike Staver**, strategic business advisor, CEO of The Staver Group, creator of the audio and video series "*21 Ways to Defuse Anger and Calm People Down*"

The U.S. Department of Labor has found that homicide is the fourth-leading cause of occupational death, and the leading cause of death for women in the workplace. Mr. Staver explained why workplace violence in the U.S. is a persistent and dangerous problem. He outlined ways to recognize warning signals and offered tips to defuse conflicts on the job.

**Issues covered:**  
Workplace Violence  
Mental Health  
Crime

**Length: 8:04**

**Jonathan Ladd**, PhD, assistant professor of Government and Public Policy at Georgetown University, author of "*Why Americans Hate The Media And How It Matters*"

As recently as the early 1970s, the news media was one of the most respected institutions in the United States. Yet by the 1990s, this trust had all but evaporated. Dr. Ladd talked about the reasons that confidence in the press has declined so dramatically over the past 40 years. He also explained why this issue is so important in a healthy democracy.

**Issues covered:**  
Media Issues  
Voting  
Consumer Matters

**Length: 9:00**

**Jerry Brewer, MD**, dermatologist and researcher at the Mayo Clinic

Dr. Brewer led a study that found that the risk of developing the most dangerous type of skin cancer is now more than six times higher among young adults than it was 40 years ago. He talked about the likely reasons behind this trend and why women under age 40 may be especially vulnerable.

**Issues covered:**  
Cancer  
Personal Health

**Length: 4:51**

Show # 2014-19

Date aired: 6:30A Time Aired: 5/10

**Dorothy Espelage, PhD**, bullying and youth violence expert, Professor of Child Development, Department of Educational Psychology, University of Illinois at Urbana-Champaign

Dr. Espelage led a youth survey that explored the prevalence of sexual harassment and sexual violence among middle school youth as well as the locations where these behaviors occur. She said that these incidents are extremely common in schools and that they are a strong predictor of dating violence as students move into high school.

Issues covered:  
**Sexual Harassment**  
**Violence**  
**Parenting**

Length: 9:34

**Greg Kaplan, PhD**, Assistant Professor of Economics, Princeton University

Roughly one-third of all U.S. families live paycheck-to-paycheck, according to Dr. Kaplan's recent study. Surprisingly, he found that many of these are middle-class families who have decent incomes, but illiquid assets tied up in homes or retirement funds. He explained why this is so common and why it may not be as financially dangerous as it may appear.

Issues covered:  
**Economy**  
**Personal Finance**

Length: 7:46

**Michelle Macy, MD**, Assistant Professor of Emergency Medicine, University of Michigan

Dr. Macy's research found that that 90 percent of parent drivers admitted to distracted driving with kids in the car. She outlined ten types of driving distractions and explained why they are so dangerous. She also offered tips for parents who would like to minimize distractions on the road.

Issues covered:  
**Traffic Safety**

Length: 4:45

Show # 2014-20

Date aired: 6:30A Time Aired: 5/17

**Mike Gikas**, Senior Electronics Editor at Consumer Reports

Smart phone theft is on the rise. A projected 3.1 million were stolen last year, according to a Consumer Reports survey. Mr. Gikas outlined the sensitive information that many phones contain, and he offered security tips to both prevent thefts and to minimize the loss of personal data if a phone is lost or stolen.

Issues covered:  
**Crime**  
**Consumer Matters**

Length: 8:56

**Robert D. Morris, MD, PhD**, environmental epidemiologist, drinking water research scientist, author of "The Blue Death: Disease, Disaster & the Water We Drink"

Dr. Morris believes that despite better overall health conditions, the nation's water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

**Issues covered:**  
Community Health  
Environment

**Length: 8:17**

**Lynsey Romo**, Assistant Professor of Communication, North Carolina State University

Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're *not* being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

**Issues covered:**  
Parenting  
Personal Finance

**Length: 4:59**

Show # 2014-21

Date aired: 6:30 A Time Aired: 5/21

**Richard Bolles**, career development expert, author of "*What Color Is Your Parachute? Guide to Rethinking Resumes*" and "*What Color Is Your Parachute? Guide to Rethinking Interviews*"

Mr. Bolles discussed the rapidly changing way companies locate and hire employees. He explained why the value of a resume has declined, and how job hunters can use more effective alternatives. He said prospective employees must be as up-to-the-minute in job hunting skills as they are in the work skills that they offer an employer.

**Issues covered:**  
Employment  
Career

**Length: 8:58**

**Jean Illsley Clarke, PhD**, internationally known parent educator, co-author of "*How Much Is Too Much?: Raising Likeable, Responsible, Respectful Children*"

Ms. Clarke believes that many of today's parents overindulge their children, often without even realizing it. She explained how to recognize overindulgence and why can be so damaging as kids grow into adulthood. She said assigning ongoing household chores to children is an excellent way to foster their responsibility and independence, and offered other tips for parents.

**Issues covered:**  
Parenting Issues

**Length: 8:13**

**Ron Montoya**, Consumer Advice Editor at Edmunds.com

Mr. Montoya offered suggestions for shoppers who have poor credit to buy a new car. He said it is important for potential buyers to carefully check and clean up credit reports before applying for a car loan, and to try to get pre-approval before shopping. He also outlined other ways that buyers can demonstrate that they are a good credit risk.

**Issues covered:**  
Consumer Matters  
Personal Finance

**Length: 4:53**

Show # 2014-22

Date aired: 6:30A Time Aired: 5/31

**Mai Fernandez**, Executive Director of the National Center for Victims of Crime

Nearly 20 million violent and property crimes are committed each year in the US, but the numbers may not tell the whole story. Ms. Fernandez discussed the human impact of national crime statistics, and why fewer than half the crimes committed go unreported. She also talked about the effectiveness of victims' rights laws and the resources that are available to crime victims.

**Issues covered:**  
Victims' Rights  
Crime

**Length: 7:05**

**Steve Pemberton**, Divisional Vice President of Diversity and Inclusion at Walgreens, author of "*A Chance In The World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home*"

Mr. Pemberton shared his rags-to-riches journey, starting with a childhood of neglect and abusive foster homes. He said his primary refuge was in a box of books, and he explained how a love of reading transformed his life. He described his quest to uncover and understand his family's tragic past and how that has influenced him as a father. He also discussed the value of diversity in America and where we stand as a nation.

**Issues covered:**  
Foster Care  
Child Abuse  
Diversity  
Literacy

**Length: 9:58**

**Lacey Plache**, Chief Economist of Edmunds.com, an automotive web site

Only 35 percent of hybrid vehicle owners chose to purchase a hybrid again when they returned to the car market last year, according to an Edmunds.com analysis of new car registration data. Ms. Plache explained why conventional gas-powered cars are successfully competing against hybrids. She talked about the rapidly growing number of vehicles capable of delivering more than 30 miles per gallon.

**Issues covered:**  
Consumer Matters  
Energy  
Environment

**Length: 4:42**

Show # 2014-23

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

**Michael Ford**, Founding Director of the Center for the Study of the American Dream at Xavier University

97.5 percent of immigrants who want to become American citizens successfully pass a naturalization test. Mr. Ford's organization found that at least 35% of native-born Americans are not sufficiently educated to pass the same test. He explained why civic illiteracy is a serious threat to the American

Dream. He talked about the disappearance of civics classes from the nation's high schools in the past several decades.

**Issues covered:**

**Length: 7:44**

**Education  
Citizenship  
Voting**

**Cynthia Hammond-Davis**, author of "*If I Knew Then What I Know Now! College & Financial Aid Planning From A Parent's Perspective*"

Planning for college is more complex than ever. Ms. Hammond-Davis said the financial aid planning process should start as early in a child's life as possible. She shared the story of her struggle to help her son sort out the complex universe of college searches, financial aid, scholarships, athletics and extracurricular activities.

**Issues covered:**

**Length: 9:24**

**Education  
Parenting  
Consumer Matters**

**Robert Whelan, PhD**, postdoctoral research fellow at the University of Vermont

Dr. Whelan led a recent brain-imaging study of that examined similarities and differences in the brains of teens with ADHD vs. those who use drugs or alcohol. He said that the impulsivity that leads kids to blow off their homework and the impulsiveness that drives kids use drugs or alcohol are not the same, neurologically speaking. He talked about possible ways to help young people who may be diagnosed before they actually get into trouble.

**Issues covered:**

**Length: 5:05**

**Drug & Alcohol Abuse  
Learning Disabilities  
Youth at Risk**

Show # 2014-24

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

**Christopher Wildeman, PhD**, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

**Issues covered:**

**Length: 9:10**

**Child Abuse & Neglect  
Government Policies  
Parenting**

**Cash Nickerson**, employment expert, attorney, author of "*BOOMERangs: Engaging the Aging Workforce in America*"

As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

**Issues covered:**

**Senior Citizens  
Employment**

**Length: 8:07**

**Jeff Haig**, Chair of the UCLA Scholarship Admissions Committee, co-author of the book "*Unlock Your Educational Potential*"

Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.

**Issues covered:**

**Education  
Children's Issues**

**Length: 5:02**

Show # 2014-25

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

**Enrico Moretti, PhD**, Professor of Economics at the University of California, Berkeley, Director of the Infrastructure and Urbanization Program at the International Growth Centre at the London School of Economics and Oxford University, author of "*The New Geography of Jobs*"

Dr. Moretti said an unprecedented redistribution of jobs, population and wealth is underway in America, and he believes it will accelerate in years to come. He talked about the emergence of a few US cities as centers of innovation with highly-educated labor forces, and explained why other regions of the country cannot compete economically. He offered advice for young people who are considering career choices and weighing the value of a college education.

**Issues covered:**

**Employment  
Education  
Government Policies**

**Length: 8:54**

**Victoria Moran**, board-certified holistic health counselor, founder of Main Street Vegan Academy, which trains and certifies Vegan Lifestyle Coaches, author of "*Main Street Vegan*"

Ms. Moran discussed veganism and outlined the reasons that millions of Americans have chosen to avoid all animal-based products. She offered suggestions on how a person can decide whether the lifestyle choice is right for them, and talked about the challenges vegans often face in raising kids, travelling and eating out.

**Issues covered:**

**Nutrition and Health  
Consumer Matters**

**Length: 8:10**

**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 # 2014-26

Date aired: 6:30A. Time Aired: 6/28

**Peter Cappelli**, George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources at the University of Pennsylvania, Research Associate at the National Bureau of Economic Research in Cambridge, MA, author of "*Why Good People Can't Get Jobs*"

Despite high unemployment rates, companies often believe that they cannot find the employees they need, arguing that applicants are not qualified or won't accept jobs at the wages offered. Dr. Cappelli discussed the underlying reasons that jobs are going unfilled. He believes that employers often maintain bad hiring methods and unrealistic expectations. He offered advice for unemployed and recently-graduated job seekers.

**Issues covered:**  
Unemployment  
Government Policies  
Economy

**Length: 10:15**

**Jeff Deyette**, Senior Energy Analyst/Assistant Director of Energy Research & Analysis at the Union of Concerned Scientists, co-author of "*Cooler Smarter: Practical Steps for Low-Carbon Living*"

Mr. Deyette's organization conducted a two-year study of simple steps that consumers can take to reduce their own global warming emissions by 20 percent. He outlined some of most effective ways to save energy and money, and shared some of the most surprising energy-saving myths.

**Issues covered:**  
Environment  
Global Warming  
Consumer Matters

**Length: 6:59**

**Dan Hannan, CSP**, safety, health and environmental expert, author of "*Preventing Home Accidents*"

Accidents in the home injure more than 12 million Americans every year and are the fifth leading cause of death. Mr. Hannan talked about the most common accidents and how to avoid them. He also explained why there is a lack of education resources for people concerned about home safety.

**Issues covered:**  
Home Safety

**Length: 5:05**



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