KGMZ HD-2

Issues/Programs Report

October – December 2013

ISSUES/PROGRAMS REPORT
Q4 2013

The following report details public affairs programming aired during the period July - September 2013.

For this period, issues ascertained to be of significant importance to the San Francisco/Bay Area included:

HEALTH

ECONOMY

CHILDREN's ISSUES/PARENTING

EDUCATION

ENVIRONMENT

A summary of programs aired addressing these issues and full show descriptions follow.

Also, public service campaigns and community initiatives aired/conducted during the quarter are also detailed.

KGMZ HD-2 PUBLIC AFFAIRS PROGRAM SCHEDULE

Q4 2013

SUNDAYS

Time	Program	Type	Length
5:00AM	InfoTrak	I	30 min
6:30AM	Today's World	I	30 min
7:00 AM	Commonwealth Club	I	1 hour

Program Type Description: I = Interview Format, S = Speech w/ question & answer, E = Educational, O = Other

Issues covered: ***Length:* 8:44**

Strokes

Personal Health

Senior Citizens

Sarah Welch, organizational expert, co-author of "*Pretty Neat: The Buttoned-Up Way to Get Organized and Let Go of Perfection*"

Ms. Welch said nearly everyone believes that they need to be more organized, but that media images have made it more intimidating than ever. She said that people need to stop holding themselves to impossibly high standards, and focus instead on defining their own, realistic organizational goals. She outlined the steps to get started.

Issues covered: ***Length:* 5:04**

Personal Productivity

Workplace Matters

Mental Health

Date aired: 10/13/13 Time Aired: 5:00am

Anthony Carnevale, PhD, Director and Research Professor of the Georgetown University Center on Education and the Workforce

Americans in their 20s and early 30s are the most educated generation ever, but it's taking a lot longer for them to launch their careers. Dr. Carnevale explained how structural economic shifts and two recessions have turned this into the "lost decade" for Millennials, particularly men. He said the new demands for advanced skills in today's job market mean that young adults need more education and training--something that today's universities are failing to deliver.

Issues covered: ***Length:* 8:18**

Unemployment
Education

Vicki Bogan, PhD, economist, Associate Professor at the Charles H. Dyson School of Applied Economics and Management at Cornell University

Dr. Bogan conducted a study of 529 savings plans, which are special tax-favored savings accounts intended to help families save for future college costs. Her study found that fees in these plans are surprisingly high, and the more valuable the state tax break, the higher the fees in

a state's plan. She said the complexity of 529 plans often discourages parents from utilizing them. She explained how parents can learn to make wise decisions on saving for college.

Issues covered: ***Length:*** *8:56*

Education

Personal Finance

Parenting Issues

Government

Jay M. Harvey, MD, pediatrician in Trinity, FL

Choosing a pediatrician is one the toughest challenges faced by a new parent. Dr. Harvey explained how parents can make wise choices when selecting a pediatrician for their child, and what basic step parents can take to improve their children's health.

Issues covered: ***Length:*** *4:48*

Personal Health

Parenting Issues

Date aired: 10/20/13 Time Aired: 5:00am

Ayal A. Aizer, MD, MHS, Chief Resident of the Harvard Radiation Oncology Program, Massachusetts General Hospital

Dr. Aizer talked about his study that found that cancer patients who are married are more likely to survive the disease than non-married cancer patients. He discussed the possible reasons behind this trend. He believes that the social support of a spouse is very important in health outcomes. He said patients who are married are also 50% more likely to receive recommended treatments for curable forms of cancer.

Issues covered: ***Length:*** *7:21*

Personal Health

Cancer

Marriage

Susan Eva Porter, PhD, school administrator and counselor, author of "*Bully Nation: Why America's Approach to Childhood Aggression is Bad for Everyone*"

Dr. Porter said she believes that today's children are no more aggressive or violent than previous generations, but our nation's sensitivity to bullying has increased dramatically. She said recent legislation targeting bullying has been largely ineffective, and does not help youngsters in the long run. She said labeling a child as a bully or victim also does more harm than good. She also said it's difficult to understand the size of the problem because national bullying statistics are very inconsistent.

Issues covered: ***Length:* 9:50**

Bullying

Children's Issues

Edward S. Kubany, PhD, clinical psychologist, author of "*Healing the Trauma of Domestic Violence*"

Dr. Kubany discussed how victims of abuse can begin to recover and take back their lives. He explained where abuse typically begins in a relationship and how women can identify potential abusive men before becoming involved with them. He said most abused women also experience post-traumatic stress disorder.

Issues covered: ***Length:* 4:37**

Domestic Violence

Women's Issues

Mental Health

Date aired: 10/27/13 Time Aired: 5:00am

Richard Arum, PhD, Professor in the Dept. of Sociology with a joint appointment in the Steinhardt School of Education at New York University, Director of the Education Research Program of the Social Science Research Council, author of "*Academically Adrift: Limited Learning on College Campuses*"

Dr. Arum believes that the nation's higher-education system is effectively broken. His study of thousands of students found that while many leave college with degrees, a large percentage of them show little to no improvement in critical thinking or complex reasoning skills. He explained the reasons behind this disturbing trend and how it could be corrected.

Issues covered: ***Length:* 10:01**

Education

Unemployment

Michael Pravica, PhD, Assistant Professor of Physics at the University of Nevada, expert in the physics of auto safety and crashes

Prof. Pravica discussed the role of physics in the understanding and investigation of car crashes. He talked about some of the most common misconceptions about speed. He also explained why he thinks that drivers should have an understanding of basic physics in order to drive more safely.

Issues covered: ***Length:* 7:10**

Auto Safety

Science

J. Todd Lawrence, M.D., Ph.D., orthopedic surgeon at The Children's Hospital of Philadelphia, expert in sports-related injuries

Dr. Lawrence was the lead investigator of a study that found that sports-related knee injuries in children increased more than 400% over the past 12 years. He explained which sports are the most dangerous, and what types of injuries are most common. He also offered advice to parents and student athletes on how to prevent knee injuries.

Issues covered: ***Length:* 4:46**

Children's Health

Parenting

Date aired: 11/3/13 Time Aired: 5:00am

Ann Dowsett Johnston, award-winning journalist, author of "*Drink: The Intimate Relationship Between Women And Alcohol*"

Ms. Johnston said women have closed the gender gap in the past decade, not only in their professional and educational lives, but also in terms of alcohol abuse . She noted that corporations have developed marketing strategies and products targeted exclusively to women. She expressed particular concern that alcohol manufacturers are now using social media to target teenage girls for marketing messages.

Issues covered: ***Length:* 9:27**

Substance Abuse

Women's Issues

Kathryn Edin, PhD, Professor of Public Policy and Management at the John F. Kennedy School of Government at Harvard University, co-author of "*Doing the Best I Can: Fatherhood in the Inner City*"

Dr. Edin studied fatherhood among inner city men who are sometimes called "deadbeat dads." She said the term does not accurately describe today's urban fathers, many of whom take pride in being involved in the lives of some of their children. She explained how economic and cultural changes have transformed the meaning of fatherhood among the urban poor.

Issues covered: ***Length:* 7:36**

Inner City Issues

Parenting

Poverty

David L. Roth, Ph.D., Director of the Johns Hopkins University Center on Aging and Health

Dr. Roth's research found that caregivers assisting chronically ill or disabled family members had an 18 percent lower death rate than similar people who were non-caregivers. He talked about the possible reasons behind this surprising finding.

Issues covered: ***Length:* 4:49**

Senior Citizens

Personal Health

Family

Date aired: 11/10/13 Time Aired: 5:00am

Brian Reich, expert in new media and social networking, SVP and Global Editor for Edelman, author of "*Shift & Reset: Strategies for Addressing Serious Issues In A Connected Society*"

Mr. Reich believes that our connected society can be more effectively used to address the nation's critical challenges. He explained how non-profit organizations and volunteer groups should take advantage of rapidly changing technologies and new methods of communication to overcome the huge barriers facing the cause/philanthropy community.

Issues covered: ***Length:* 9:25**

Volunteerism
Philanthropy

Community Improvement

Karen Pierce, PhD, neuroscientist, Co-Director of Functional Brain Imaging at the University of California San Diego Autism Center of Excellence, Assistant Research Neuroscientist in the Department of Neurosciences

1 in 100 children in the US have some form of autism. Dr. Pierce tested a simple checklist that can reliably diagnose autism in children by age 1. She explained the most common signs of the disorder and discussed recent advancements in treating it. She also offered optimistic advice for a parent whose child is diagnosed with autism.

Issues covered: ***Length:* 7:50**

Autism

Children's Issues

Joshua Rosenbloom, student at Harvard Medical School

Mr. Rosenbloom led a study that examined whether alcohol can be good for the heart. His research found that women who survived a heart attack had a 35% lower chance of dying if they drank wine, beer or hard liquor in moderation.

Issues covered: ***Length:* 4:27**

Personal Health

Date aired: 11/17/13 Time Aired: 5:00am

Brad J. Bushman, PhD, Professor of Communication and Psychology, Margaret Hall and Robert Randal Rinehart Chair of Mass Communication at Ohio State University

Dr. Bushman's research found that gun violence in movies rated PG-13 has more than tripled since PG-13 was introduced in 1985. In fact, he found that today's PG-13 films depict more violence than R-rated movies. Dr. Bushman explained why parents should be concerned. He said the patchwork of different rating systems for TV, movies and video games is confusing for parents and should be standardized.

Issues covered: ***Length:* 9:01**

Parenting

Media

Stewart D. Friedman, PhD, Professor at the Wharton School of Business at the University of Pennsylvania, Founding Director of the Wharton Leadership Program and Wharton's Work/Life Integration Project, author of "*Baby Bust: New Choices for Men and Women in Work and Family*"

Dr. Friedman studied two classes of Wharton School of Business students, and found stunning results: the rate of graduates who plan to have children has dropped by nearly half over the past 20 years. He outlined the reasons for this disturbing trend and explained why this could be a huge problem for our society. He also offered some potential solutions.

Issues covered: ***Length:* 8:04**

Parenting

Career

Education

Chris & Toren Volkmann, co- authors of "*Our Drink: Detoxing the Perfect Family*"

Chris and Toren offered their perspective on college drinking, as a mother and son who personally suffered the effects. They discussed warning signs of excessive drinking that both parents and college students should be aware of, and talked about the changing attitudes on college campuses.

Issues covered: ***Length:* 4:36**

Substance Abuse

Youth at Risk

Parenting Issues

Date aired: 11/24/13 Time Aired: 5:00am

David Payne, Staff Economist at The Kiplinger Letter, overseeing Kiplinger forecasts for the US and world economies

More than 11 million Americans are unable to find work, yet there are 3.9 million job openings. Mr. Payne explained why many employers say they are having trouble filling positions. He said the majority of unemployed persons do not have the high-tech skills needed for most of the unfilled jobs. He said community colleges are an excellent resource for job hunters to gain skills to improve their prospects.

Issues covered: ***Length:* 9:01**

Unemployment

Education

Patti Feuereisen, PhD, psychologist who specializes in therapy for survivors of sexual abuse

Dr. Feuereisen said that one in four girls will experience some form of sexual abuse by the age of sixteen. Many women never share their stories, but she believes that the healing process cannot begin until women talk about their experiences.

Issues covered: ***Length:* 9:38**

Sexual Abuse

Women's Issues

Mental Health

Samira 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: ***Length:* 4:36**

End of Life Issues

Personal Health

Senior Citizens

Date aired: 12/1/13 Time Aired: 5:00am

Lisa M. Jones, PhD, Research Associate Professor of Psychology at the Crimes Against Children Research Center at the University of New Hampshire

Dr. Jones co-authored a recent study that found that teen sexting of sexually-oriented photos online or via cell phone may be far less common than people think. She summarized the findings and offered advice for concerned parents. She also discussed a second study she co-authored that examined how law enforcement agencies handle sexting investigations.

Issues covered: ***Length:* 7:18**

Crime

Youth at Risk

Parenting

Christopher J. Conover, Research Scholar at Duke University's Center for Health Policy and Inequalities Research and an Adjunct Scholar at the American Enterprise Institute

Mr. Conover said both Social Security and Medicare are fiscally unsustainable in part because life expectancy has increased substantially since these programs began. He outlined what he believes are the most effective changes to restore the system to long-term viability.

Issues covered: ***Length:*** *9:57*

Senior Citizens

Retirement Planning

Jessica Miller, commercial real estate advisor, Principal with NegotiationPlus.com, co-author of "*A Woman's Guide to Successful Negotiating, Second Edition*"

Ms. Miller talked about the most common mistakes made by women in negotiations and the reasons behind those difficulties. She offered tips for women in scenarios such as bargaining for a car, and negotiating a divorce settlement.

Issues covered: ***Length:*** *5:04*

Women's Issues

Workplace Matters

Consumer Matters

Date aired: 12/8/13 Time Aired: 5:00am

Captain Charles Moore, environmental researcher, internationally-recognized pollution expert, founder of the Algalita Marine Research Foundation, author of "*Plastic Ocean: How a Sea Captain's Chance Discovery Launched a Determined Quest to Save the Oceans*"

Capt. Moore shared his story of accidently discovering a 1000 square mile mass of plastic scraps in the Pacific Ocean in 1997. He explained where this "plastic soup" is originating and why it collects in that one location. He said little can be done to remove it, but he outlined steps that cities can take to keep plastic out of the environment.

Issues covered: ***Length:*** *7:18*

Environment

Consumer Matters

Sebastian K. Young, inspirational entrepreneur, author of "*I Had Every Excuse to Fail But I Chose None*"

When he was a youngster, Mr. Young's mother was brutally murdered. He talked about the challenges he faced as a result, and how he chose to forgive the killer in order to move forward in life. He explained how the wisdom his grandparents shared with him helped in making wise choices and in becoming a determined leader.

Issues covered: ***Length:*** ***9:57***

Youth at Risk
Crime

Minority Concerns

Laura Arrillaga-Andreessen, Founder and former Chairman of SV2 (Silicon Valley Social Venture Fund), a venture philanthropy fund, Professor of Strategic Philanthropy at Stanford Graduate School of Business, author of "*Giving 2.0: Transform Your Giving and Our World Second Edition*"

The United States is the world's most generous nation. Ms. Arrillaga-Andreessen shared statistics that illustrate the charitable efforts of individual Americas. She suggested ways to maximize the impact of online contributions and offered advice to parents on how to raise a more giving family

Issues covered: ***Length:*** ***5:04***

Charitable Donations

Volunteerism

Date aired: 12/15/13 Time Aired: 5:00am

Marjorie Treu, Career Coach and Management Consultant, author of "*78 Mistakes New Managers Make; What You Need to Know to Avoid Career Suicide*"

Ms. Treu offered suggestions for employees who may be concerned about potential layoffs. She outlined possible warning signs and how employees should react to them. She discussed the most common mistakes that may affect job security. She outlined other ways to successfully adapt to a changing job market.

Issues covered: ***Length:*** ***9:42***

Unemployment

Workplace Matters

Shawn Bushway, PhD, Associate Professor of Criminal Justice at the State University of New York, Albany

Dr. Bushway was the co-author of a study that found that by age 23, almost a third of Americans have been arrested for a crime. He talked about the reasons behind this trend and how changes in policing may have affected it. He also discussed the possible employment ramifications, as many young people are unable to pass a background check for certain jobs.

Issues covered: ***Length:* 7:28**

Crime

Youth At Risk

Daniel Byrd, PhD, Research Director at the Greenlining Institute

Dr. Byrd led a 3-year study that found that black and white Americans are still miles apart regarding their perceptions of equality or inequality among racial groups. He outlined the results of his research, and discussed possible ways to increase awareness of racism.

Issues covered: ***Length:* 4:59**

Racism

Minority Concerns

Date aired: 12/22/13 Time Aired: 5:00am

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

Date aired: 12/29/13 Time Aired: 5:00am

Gary Small, MD, Professor of Psychiatry and Biobehavioral Sciences, Parlow-Solomon Professor on Aging at the David Geffen School of Medicine at UCLA, Founding Director of the UCLA Memory Clinic and Director of the UCLA Center on Aging, author of "*The Alzheimer's Prevention Program: Keep Your Brain Healthy for the Rest of Your Life*"

About 5 million Americans have been diagnosed with Alzheimer's disease, and that number is expected to triple in the next few decades. Dr. Small talked about the most common risk factors, and the simple steps that can to taken to prevent or delay the onset of Alzheimer's disease.

Issues covered: ***Length:*** *8:17*

Personal Health

Senior Citizens

Maribeth Kuzmeski, MBA, CSP, business consultant, author of "*The Engaging Child: Raising Children to Speak, Write, and Have Relationship Skills Beyond Technology*"

Today's young people are more "connected" than any other generation in history, but many have difficulties with face-to-face social connections. Ms. Kuzmeski explained why many teens can barely carry on a basic conversation and have trouble articulating what they want or need. She outlined steps that parents can take to encourage the growth of communication and social skills in their children.

Issues covered: ***Length:* 8:53**

Parenting

Family

Mental Health

Richard Lichenstein MD, Director of Pediatric Emergency Medicine Research at the University of Maryland School of Medicine

Wearing earphones while walking, biking or driving can be much riskier than most people think. Dr. Lichenstein recently conducted a study that found that headphone-related deaths have tripled in the past several years. He explained who is most likely to become a victim and the reasons that this behavior is so dangerous.

Issues covered: ***Length:* 4:55**

Traffic Safety

Personal Health

TODAY'S WORLD Q4 2013

Program Synopsis

October– December 2013

"LEAF: Local Ecology & Agriculture Fremont" featuring Mia Mora, Project Manager.

AIR DATE October 6, 2013

Through collaborative teaching, learning and community dialogue about growing healthy food, LEAF seeks to promote a vibrant, interconnected, resilient and joyful community. Mia Mora joined the show to discuss LEAF and their dedication to offering healthy alternatives to existing, non-sustainable practices.

"Children's Fairyland" featuring C.J. Hirschfield, Executive Director.

AIR DATE October 13, 2013

Our guest joined the program to talk about Children's Fairyland's rich history in the Bay Area for the past 63 years. We also discussed extensive outreach community projects and programs (including theater) for kids of all ages.

"NPH: Non-Profit Housing Association of Northern California" featuring Dianne Spaulding, Executive Director and Phillip Killbridge, President of Board.

AIR DATE October 20, 2013

NPH has been instrumental in strengthening the local, regional and statewide movement on affordable housing and supportive services. Our guests discussed how membership has grown steadily to include individual activists, local governments, affordable housing development corporations, leading financial institutions, environmental non-profits, faith-based organizations and community development corporations. NPH offer many other resources and professional training as well.

"ARCC: Alum Rock Counseling Center" featuring Stephanie Demos, Director of Communications and Andrea Urtin-Hayward, Director of Operations.

AIR DATE October 27, 2013

For over 40 years, Alum Rock Counseling Center (ARCC) has addressed the damage of family conflict, school failure and delinquency among high-risk youth, producing responsible

community members and a healthier, more vibrant San Jose. ARCC offers practical, proven programs and solutions to families when and where they need them most.

"Give Teens 20" featuring Kathy Laidlaw, Organization President and Maluck Nawabi, Student and Advisory Council Member. AIR DATE November 3, 2013

Our guests joined us to talk about GT20. They are an education-based non-profit dedicated to providing tools for career decisions for students and young adults via various methods including coaching high school students with on-site presentations and with corporate partners. Students learn and harness tools needed to find a career "fit."

"Food Shift" featuring Dana Frasz, Founder and Director.

AIR DATE November 10, 2013

Dana joined the program to discuss methods Food Shift works in The Bay Area to help reduce food waste. They also work with local restaurants and high schools. Food Shift gives consumers ways to reduce waste and help our fresh water resources in the process. Over 40 percent of all food purchased is never used (thrown out via leftovers, etc.).

"EBCPCA & Relay For Life" featuring Janita Lopez, Communications Liason and Deniece Williams, Cancer Survivor and Relay For Life Member.

AIR DATE November 17, 2013

Janita joined the program to discuss her work with EBCPCA: East Bay Center for the Preservation of Cultural Arts and Mexico Danza – which help enrich youth via cultural arts programs such as their yearly event "Nutcracker Folklorico." Janita also works on a Bay Area Relay For Life Team with cancer survivor and friend Deniece Williams. Deniece talked about her cancer journey and work on Relay For Life.

"West Bay Pilipino Multi-Service Center & Caltrain Holiday Train" featuring Vivian Zalvidea, Communications Director and Rudy Asercion, Executive Director of West Bay. Caltrain guest was Christine Dunn, Public Information Officer.

AIR DATE November 24, 2013

Our guests from West Bay came on board to discuss Bay Area relief efforts to assist Typhoon Haiyan victims in The Philippines. Our Caltrain guest came on board to talk about the annual Caltrain Holiday Train cruising in early December 2013 up and down the Caltrain corridor. They've teamed up for this event which is also a holiday toy drive.

"GLIDE" featuring Rev. Cecil Williams and Jan Mirikitani, Founding Members.

AIR DATE December 1, 2013

Cecil & Jan came on the show to talk about GLIDE Foundation's 50th Anniversary and many accomplishments in helping Bay Area communities with a wide list of services. We also talked donations, holiday toy and food drives as well as the "Glide 50" fundraising event.

"Bay Pointe Ballet" featuring Bruce Steivel, Artistic Director.

AIR DATE December 8, 2013

Bay Pointe Ballet is a new, non-profit 32 member professional ballet company lead by internationally acclaimed artistic director Bruce Steivel. We talked the arts, and why so many people love "The Nutcracker" during the holidays. We also discussed classes and programs offered for youth and adults interested in dance at Bay Pointe Ballet in Burlingame.

"Children's Hospital & Research Center Oakland" featuring Dr. Nirav Pandya, Pediatric Orthopedic Surgeon also Twan Mai, Physical Therapist and Sulaman Hameed, Senior at Alameda High School & Patient.

AIR DATE December 15, 2013

Staff and patient from Children's Hospital stopped by the show to talk about the latest advances in their facilities as well as their new Pediatric Sports Medicine department. Sulaman Hameed discussed his experience at the hospital following a major injury. We also talked the Holiday of Hope Radiothon (December 16' 2013) and also need for donations to keep the hospital's programs going for youth and young adults.

"HomeAid Northern California" featuring Cheryl O'Connor, Executive Director.

AIR DATE December 22, 2013

HomeAid was created and is supported by the building industry to address and solve the problem of homelessness. Our guest talked about their mission to build dignified housing where homeless families and individuals can rebuild their lives. HomeAid is the only organization of its type that utilizes professional management and construction personnel to build the projects and the only one able to generate significant leverage as a result of the donations of the homebuilding industry and contractors. We also talked about the housing crunch affecting lower income residents.

"The Body Positive" featuring Connie Sobczak, Executive Director & Co-Founder.

AIRED December 29, 2013

Formed in 1996, The Body Positive's mission is to implement educational programs that transform individual and societal beliefs about weight, body image, and identity. The result is a growing national movement of healthy, confident individuals contributing to positive change in the world. Our guest discussed their work with many schools in the area to raise awareness as well as other programs offered.

Commonwealth Club National Radio Program

Program Lineup for Q4

October – December 2013:

Randall Kennedy: Race, Affirmative Action, and the Law
AIR DATE: 10-06-13

Randall Kennedy, Michael R. Klein, Professor of Law, Harvard Law School; Author, *For Discrimination: Race, Affirmative Action, and the Law*
LaDoris Hazzard Cordell, Former Municipal and Superior Court Judge, Santa Clara County - Moderator

Kennedy reckons with one of the most explosively contentious and sharply divisive issues in American society, sharing the little-known history of affirmative action and exploring the policy's pros and cons. Kennedy was awarded the 1998 Robert F. Kennedy Book Award for Race, Crime, and the Law. Now a professor at Harvard Law School, he formerly served as a law clerk for Justice Thurgood Marshall of the United States Supreme Court

Producer Rebecca Eaton: Inside "Downton Abbey" and "Masterpiece Theater"
AIR DATE: 10-13-13

In conversation with Dr. Mary Bitterman, President, The Bernard Osher Foundation; Past Chair, Commonwealth Club Board of Governors; Chair, PBS Foundation

The behind-the-scenes scoop on "Downton Abbey" and PBS' "Masterpiece" series from the executive producer who has made it a hit for nearly 30 years. Eaton's credits include "Downton Abbey," "Prime Suspect," "Bleak House," along with such films as Jane Austen's Persuasion and Mrs. Brown, starring Dame Judi Dench. Eaton's honors include 44 Primetime Emmy Awards, 15 Peabody Awards, 4 Golden Globes, and two Academy Award nominations. Queen Elizabeth II has honored her with an honorary OBE (Officer, Order of the British Empire) and in 2011, she was one of Time Magazine's "100 Most Influential People in the World.

Chris Matthews
AIR DATE: 10-20-13

Host, "Hardball with Chris Matthews," MSNBC; Author, *Tip and Gipper: When Politics Worked*
Michael Moritz, Managing Member, Sequoia Capital - Moderator

An established Washington insider, Matthews spent six years as a top aide and chief-of-staff to legendary Speaker of the House Tip O'Neill (D-Mass). During that time he witnessed the inner workings of the highest levels of American politics, including the evolving relationship between two of the most powerful men in the country – O'Neill and then-President Ronald Reagan. Now Matthews focuses on the unlikely friendship between the pair, which endured philosophical differences and bipartisan politics to reach much-needed compromise. Leaving behind a career in politics for journalism, Matthews has worked for the *San Francisco Examiner* and *San Francisco Chronicle* and has hosted "Hardball with Chris Matthews" since 1997

Richard Dawkins
AIR DATE: 10-27-13

Evolutionary Biologist; Author, *The Selfish Gene, The God Delusion* and *An Appetite for Wonder: The Making of a Scientist*
In conversation with **Kishore Hari**, Director, Bay Area Science Festival

Dawkins has been central to the debates surrounding creationism, intelligent design and religion. He coined the word meme, and his gene-centric view of evolution helped popularize the radical new understanding of Darwinism. Dawkins shares his personal experiences that shaped his remarkable life and intellectual development.

Governor Bill Richardson: How to Sweet Talk a Shark
AIR DATE: 11-03-13

Bill Richardson, Former Governor of New Mexico; Author, *How to Sweet Talk a Shark: Strategies and Stories from a Master Negotiator*
In conversation with **Jennifer Granholm**, Former Governor of Michigan

Richardson shares his stories and insights on the art of negotiation with Granholm, now distinguished practitioner of law and public policy at the Goldman School at UC Berkeley. Listen to his unique perspective on the current impasse in Washington as well as foreign policy challenges confronting the U.S.

OPEC Embargo + 40
AIR DATE: 11-10-13

George Shultz, Former U.S. Secretary of State

Jim Woolsey, Former CIA Director

Forty years after the 1973 OPEC oil embargo disrupted American life, we will look at petro-politics in the age of climate change. Today, oil production in the U.S. is booming and we're less dependent on foreign oil, thanks in part to the fracking revolution. But we won't be free from foreign dependence until domestic energy supplies and technologies supply as much as we use.

IDEO's Kelley Brothers: Unleash Your Creative Potential
AIR DATE: 11-17-13

David Kelley, Founder, IDEO; Co-author, *Creative Confidence: Unleashing the Creative Potential Within Us All*
Tom Kelley, Partner, IDEO; Co-author, *Creative Confidence: Unleashing the Creative Potential Within Us All*
In conversation with **Robert Sutton,** Professor, Stanford University; Author, *Scaling Up Excellence*

Creativity pioneers David and Tom Kelley have defined the very landscape of design-thinking with their founding of IDEO and the Stanford d.school, and with their iconic innovations in product, company culture and design education. Under the Kelley brothers' leadership, IDEO churned out several illustrious products of the digital generation — from the first mouse for Apple to the thumbs up/thumbs down Tivo button. They championed the avant garde approach of using design to tackle sticky problems and translated those techniques to academia. Now they've chronicled their design-thinking backgrounds into a compelling narrative, Creative Confidence: Unleashing the Creative Potential Within Us All, outlining principles and strategies to unlock the design-fertile right brain in each of us.

Mark Halperin and John Heilemann: Game Change 2012
AIR DATE: 11-24-13

Mark Halperin, Editor-at-Large and Senior Political Analyst, *Time*; Co-author, *Double Down: Game Change 2012*
John Heilemann, National Political Correspondent and Columnist, *New York Magazine*; Co-author, *Double Down: Game Change 2012*

John Heilemann and Mark Halperin set the national conversation on fire with their best-selling account of the 2008 presidential election, Game Change. Now, they apply their unparalleled

access and storytelling savvy to the 2012 election, rendering an equally compelling narrative about the circuslike Republican nomination fight, the rise and fall of Mitt Romney, and the trials, tribulations and Election Day triumph of Barack Obama. Heilemann and Halperin offer a panoramic account of a campaign at once intensely hard fought.

Robert Reich: Inequality for All
AIR DATE: 12-01-13

Robert Reich, Chancellor's Professor of Public Policy, University of California, Berkeley; Former Secretary of Labor

Time magazine named Reich one of the 10 most effective Cabinet secretaries of the 20th century. He is a founding editor of the American Prospect magazine and chairman of Common Cause.

Graham Nash
AIR DATE: 12-08-13

Singer; Songwriter; Author, *Wild Tales: A Rock & Roll Life*
In conversation with **Greg Dalton**, Founder and Host of Climate One

From the sounds and feelings to the girls and parties, Nash conveys the unforgettable adventures of his life through his autobiography, *Wild Tales: A Rock & Roll Life*. But it's not just a relic of history. His lyrics inspired generations to "teach your children well," and Nash is a living reminder that we are the stewards of our own future. He came onto the music scene in a generation that was pushing social norms and has since become a true renaissance man. Nash co-founded Musicians United for Safe Energy and lead its famous No Nukes concerts. He maintained a parallel career in photography as a collector, a pioneer of digital imaging and an artist, capturing the often overlooked elements of everyday life.

Mollie Katzen
AIR DATE: 12-15-13

Mollie Katzen, Author, *The Heart of the Plate: Vegetarian Recipes for a New Generation* and the *Moosewood Cookbook*
In conversation with **John Birdsall**, Senior Editor, Chow.com

From the woman who brought you the iconic Moosewood Cookbook comes a new cookbook for a new generation. Katzen has just released The Heart of the Plate, serving up 250 recipes for

hungry vegetarians everywhere.
Hailed by The New York Times as "one of the best-selling cookbook authors of all time," Katzen is widely credited with having brought vegetarian cuisine into the mainstream.

Peter Baker
AIR DATE: 12-22-13

Peter Baker, Senior White House Correspondent, *The New York Times*; Contributing Writer, *The New York Times Magazine*; Author, *Days of Fire: Bush and Cheney in the White House*
Joel Brinkley, Hearst Visiting Professional in Residence, Stanford University; Former Editor and Reporter, *The New York Times* - Moderator

Baker's new book Days of Fire narrates two profoundly significant and conflicted presidential terms of George W. Bush and Dick Cheney marked by 9/11, Iraq, Katrina, jihad, nuclear proliferation, genocide, and economic collapse. Baker researched the book for five years and conducted interviews with more than 200 players – White House aides, cabinet secretaries, generals, senators and congressmen, relatives and friends of both men – to help reveal the truth of Bush and Cheney's complicated and shifting relationship.

Sally Jewell
AIR DATE: 12-29-13

U.S. Secretary of Interior
In conversation with **Greg Dalton**, Founder and Host of Climate One

Increasingly, corporations and public officials are starting to measure the economic impact of well-functioning ecosystems. For example, streams clean water and wetlands can buffer communities from storm surges. At the same time, the United States is experiencing an energy boom and domestic production of fossil fuels is rising as part of President Obama's "all of the above" energy strategy.