

WBIZ-FM  
Eau Claire, WI  
Quarterly Issues/Programs List  
Fourth Quarter, 2012  
01/02/2013

WBIZ-FM  
Quarterly Issues/Programs List

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WBIZ-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **ANIMAL WELFARE:** ECCHA - New Executive Director/ Holiday Bazaar/Bake Sale Fundraiser
- **Environmental:** Hope Gospel Mission: Going Green - recycling, reusing, reducing amount in our landfills
- **Helping Low Income :** WestCAP: Programs of West Central Community Action Agency/improving low income
- **Homelessness/Skills Training:** Hope Gospel Mission: Homelessness/Skills Training/Thanksgiving
- **Horse Rescue Sanctuary:** The problem of abandoned horses in western WI. Rescue and sanctuary. Non-profit fundraiser
- **Hunter Safety:** Health Safety for hunters - being prepared. Gun/Tree Stand/Heart and Health issues
- **Intellectual Disabilities :** Special Olympics: Intellectual Disabilities and Developmental Disabilities
- **Skills Training:** Hope Gospel Mission: Job Skills / Life training skills / Solomon learning center
- **Volunteering:** Volunteerism - opportunities and importance of. Improving the community through action.
- **Wisc Requirements - detectors:** Fire Safety: Brief history. Requirements for home owners/renters. Equipment advice. What to do.

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**Section I**  
**LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Wisc Requirements - detectors	WISCONSIN TODAY	Fire Safety: Brief history. Requirements for home owners/renters. Equipment advice. What to do.	Deputy Scott Burkart	10/21/2012 06:37 AM	025:00
Horse Rescue Sanctuary	WISCONSIN TODAY	The problem of abandoned horses in western WI. Rescue and sanctuary. Non-profit fundraiser	Sandy Gilbert - Refuge Farms	10/28/2012 06:36 AM	023:43
Hunter Safety	WISCONSIN TODAY	Health Safety for hunters - being prepared. Gun/Tree Stand/Heart and Health issues	Dr David Ciresi - Mayo Health	11/04/2012 06:35 AM	024:57
ANIMAL WELFARE	WISCONSIN TODAY	ECCHA - New Executive Director/ Holiday Bazaar/Bake Sale Fundraiser	Elise Bauer - Exec Director	11/11/2012 06:34 AM	024:21
Homelessness/Skills Training	WISCONSIN TODAY	Hope Gospel Mission: Homelessness/Skills Training/Thanksgiving	Hope Exec Dir: Sandi Polzin	11/18/2012 06:32 AM	024:59
Volunteering	WISCONSIN TODAY	Hope Gospel Mission: Homelessness/volunteering	Hope Exec Dir: Sandi Polzin	11/25/2012 06:35 AM	019:58
Skills Training	WISCONSIN TODAY	Hope Gospel Mission: Job Skills / Life training skills / Solomon learning cnrt	Hope Exec Dir: Sandi Polzin	12/02/2012 06:35 AM	014:57
Environmental	WISCONSIN TODAY	Hope Gospel Mission: Going Green - recycling, reusing, reducing amount in our landfills	Hope Exec Dir: Sandi Polzin	12/09/2012 06:32 AM	027:22
Helping Low Income	WISCONSIN TODAY	WestCAP: Programs of West Central Community Action Agency/improving low income	Peter Kilde - Exec Dir WestCAP	12/16/2012 06:36 AM	026:13
Intellectual Disabilities	WISCONSIN TODAY	Special Olympics: Intellectual Disabilities and Developmental Disabilities	Peter Kilde - Exec Dir WestCAP	12/23/2012 06:36 AM	026:02
Volunteering	WISCONSIN	Volunteerism -	A.VanDuysSt.	12/30/2012	022:01

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	TODAY	opportunities and importance of. Improving the community through action.	Jo's Hosp System	06:34 AM	

**Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

**Info Trak**

Call Letters: WBIZ FM

**QUARTERLY ISSUES REPORT, OCTOBER-DECEMBER, 2012**

Show # 2012-41

**Date aired: 10/7/2012 Time Aired: 6:00 AM**

**Robert Cantu, MD**, Chief of Neurosurgery, Chairman of the Department of Surgery, and Director, Service of Sports Medicine at Emerson Hospital in Concord Massachusetts, Clinical Professor of Neurosurgery and Co-Director of Boston University's Center for the Study of Traumatic Encephalopathy, senior consultant to the National Football League, author of "*Concussions and Our Kids: America's Leading Expert on How to Protect Young Athletes and Keep Sports Safe*"

Concussions are a not-so-silent epidemic among school-age athletes. Dr. Cantu discussed the most common causes of concussions and explained which sports are the most dangerous. He talked about the long-term ramifications of brain trauma injuries and offered ideas for reforms that would reduce concussions in youth sports.

**Issues covered:**

**Personal Health**

**Youth Sports**

**Parenting Concerns**

**Length: 9:10**

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

Ms. Gunders was the lead author of a report that found that 40 percent of the nation's food supply--valued at \$165 billion--goes uneaten each year. She outlined the economic and environmental impacts of food waste, and what can be done to fight this growing problem. She discussed misconceptions surrounding expiration dates and said most of them actually are indicators of food quality, not necessarily food safety.

**Issues covered:**

**Length: 8:09**

**Hunger  
Food Safety  
Consumer Matters  
Environment**

**Roger Leslie**, award-winning teacher, author of "*Success Express for Teens*"

Mr. Leslie believes that teens need to set goals in order to succeed in later life. He talked about the importance of young people learning the value of good citizenship and time management. He offered suggestions of how teens can determine their personal strengths and take smart risks.

**Issues covered:**

**Length: 4:52**

**Teen Issues  
Youth at Risk  
Parenting Issues**

Show # 2012-42

**Date aired: 10/14/2012 Time Aired: 6:00 AM**

**Jonah Engle**, freelance journalist based in Washington, DC

Mr. Engle discussed civil asset forfeiture, a part of the War on Drugs which allows the government to seize property-- even if it doesn't have enough evidence to convict or even charge someone with a drug offense. He explained how the forfeiture process works and why it is so difficult to recover property after it is seized. He said many law enforcement agencies include projected revenue from asset forfeitures in their annual budgets.

**Issues covered:**

**Length: 9:03**

**War on Drugs  
Crime  
Legal Issues  
Government Policies**

**Alexandre Montagu**, attorney, expert in intellectual property law, international commercial transactions and new media commercial and corporate law, author of "*Intellectual Property: Money and Power in a New Era*"

Mr. Montagu talked about intellectual property law, how it has changed with new technology, and why nearly everyone should understand the basics. He explained potential pitfalls for both the average consumer, and small and medium-sized businesses. Among the examples he cited: knock-offs of brand-name products on Internet auction sites and the indiscriminate use of photographs found online.

**Issues covered:**

**Length: 8:12**

**Legal Issues  
Consumer Matters**

**Jennifer Grasz**, Vice President, Corporate Communications at CareerBuilder.com

Ms. Grasz outlined the results of a recent survey conducted by her organization that found that 69% of full-time workers regularly search for new job opportunities. She said that new

online tools available to job seekers have made it much easier to do in-depth research on potential employers. She also discussed the reasons that such a high percentage of the workforce is interested in changing jobs.

**Issues covered:**  
**Employment**  
**Workplace**

**Length: 5:07**

Show # 2012-43

**Date aired: 10/21/2012 Time Aired: 6:00 AM**

**Niobe Way, PhD**, Professor of Applied Psychology at New York University, and Director of the Ph.D. program in Developmental Psychology, author of *“Deep Secrets: Boys’ Friendships and the Crisis of Connection”*

Dr. Way discussed her research into myths about boys, friendships, and human nature. She said boys in their early and mid-teens often develop close friendships with other boys, but in late adolescence, boys feel they have to “man up” by becoming stoic and independent. She explained how our culture discourages male friendships, and what parents can do to encourage their sons to build these critical relationships and fundamental human skills.

**Issues covered:**  
**Mental Health**  
**Boys Issues**  
**Parenting**

**Length: 9:25**

**Jennifer Amann**, Buildings Program Director, American Council for an Energy-Efficient Economy, co-author of the organization’s Consumer Guide to Home Energy Savings

Ms. Amann talked about the wisest ways to shop for energy-efficient appliances like refrigerators and washing machines. She explained how consumers can evaluate the energy costs and offered tips on how to reduce the amount of wasted energy from electronics that are not in use.

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

**Length: 7:51**

**Charles Wilson**, labor and employment attorney with Cozen O’Connor, a law firm based in Houston

Politics and the presidential election are hot topics around the water cooler. Mr. Wilson said that it is wise for employees to avoid political discussions at work. He also explained why private employers are permitted to set up policies that limit employees’ First Amendment rights in the workplace. He said that in order to avoid accusations of discrimination, employers must strive to be neutral in dealing with employees’ views on political candidates.

**Issues covered:**  
**First Amendment Rights**  
**Employment**

**Length: 4:51**

## Workplace

Show # 2012-44

**Date aired: 10/28/2012 Time Aired: 6:00 AM**

**Carl Van Horn, PhD**, expert on workforce, human resources, and employment policy issues, Professor of Public Policy and Director of the John J. Heldrich Center for Workforce Development at Rutgers University

Many unemployed people over the age of 50 are worried that they may never be able to get another job. Dr. Van Horn discussed the special challenges these job hunters face and the reasons why many of their concerns are valid. He offered suggestions for older people who are seeking work. He also talked about how this problem affects retirement planning and how government policies will need to adapt to help.

**Issues covered:**  
**Unemployment**  
**Senior Citizens**  
**Retirement Planning**

**Length: 8:55**

**Gary Rivlin**, author of *"Broke, USA: From Pawnshops to Poverty, Inc.—How the Working Poor Became Big Business"*

Mr. Rivlin talked about the flourishing poverty industry, which includes payday loans, cash-for-gold, rent-to-own, and pawnshops. He explained how entrepreneurs have turned the small pawnshop industry of yesteryear into huge, highly profitable corporations, by selling new high-priced services to the working poor. He believes that regulatory reform is needed to crack down on predatory business practices.

**Issues covered:**  
**Poverty**  
**Government Regulation**

**Length: 8:19**

**Dana Peres Edelson, MD**, Director of Clinical Research at the Emergency Resuscitation Center at the University of Chicago Medical Center

Dr. Edelson was a co-author of revised guidelines for cardiopulmonary resuscitation for The American Heart Association. She outlined the major changes in CPR rules, and said chest compression should be the top priority in a cardiac emergency.

**Issues covered:**  
**Personal Health**  
**Emergency Preparedness**

**Length: 5:00**

Show # 2012-45

**Date aired: 11/4/2012 Time Aired: 6:00 AM**

**Pamela Hyde**, Administrator of the Substance Abuse and Mental Health Services Administration, a public health agency within the Department of Health and Human Services

New government data says there has been a 54 percent drop in drinking and driving among high school teens during the past two decades. Ms. Hyde discussed the reasons

behind the decline, and offered advice for parents who are concerned about their teenagers.

**Issues covered:**  
**Drinking and Driving**  
**Youth Issues**  
**Parenting**

**Length: 7:53**

**Janet Tomiyama, PhD**, Assistant Professor in the Department of Psychology at UCLA

Dr. Tomiyama conducted a study that examined the roles that stress and race play in the epidemic of obesity among teenage girls. She found that although stressed-out black girls and white girls tend to gain weight, stress appears to have a greater effect on the weight of black girls. And surprisingly, black girls reported less stress overall than white girls. Dr. Tomiyama talked about the racial disparity and why obesity is such an important public health concern.

**Issues covered:**  
**Public Health**  
**Minority Concerns**  
**Women's Issues**

**Length: 9:28**

**Brian Fikkert, PhD**, Associate Professor of Economics at Covenant College in Georgia, co-author of *"When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor"*

Dr. Fikkert talked about the challenges faced by faith-based organizations and other groups when seeking to help poor or homeless Americans. He said aid efforts often end up perpetuating poverty, rather than solving the problem. He believes that building personal relationships with aid recipients and giving them a sense of self-worth is more effective than simply providing food or other items.

**Issues covered:**  
**Homelessness**  
**Poverty**  
**Faith-based Initiatives**

**Length: 4:58**

Show # 2012-46

**Date aired: 11/11/2012 Time Aired: 6:00 AM**

**Joshua Lyon**, magazine reporter, former prescription drug addict, author of *"Pill Head: The Secret Life of a Painkiller Addict"*

Prescription drug abuse has eclipsed the use of illicit drugs like cocaine, heroin and meth. Mr. Lyon said accessibility of these drugs--paired with a false perception of their safety--has contributed to their popularity among America's twenty-something youth. He shared his story of addiction and rehab, and offered advice to those who are struggling with addiction.

**Issues covered:**  
**Substance Abuse**  
**Government Policies**

**Length: 8:20**

**Thomas Talavage, PhD**, Associate Professor at the Weldon School of Biomedical Engineering and the School of Electrical and Computer Engineering at Purdue University

Dr. Talavage was the lead author of a study that examined brain injuries to high school football players who did not receive a concussion. He found that top players received an average of 1,800 major impacts to the head in a season, and that many of them experienced measurable declines in cognitive function. He offered suggestions for players, parents and coaches on how to reduce the amount of brain trauma a player may receive.

**Issues covered:**

**Length: 8:45**

**Personal Health**  
**Mental Health**  
**Parenting Concerns**

**Susan Carpenter**, environmental reporter and columnist for the *Los Angeles Times*

Ms. Carpenter spent two years and thousands of dollars transforming her California home into a test case for sustainable living. She talked about some of the most cost-efficient ways to go "green," along with some of the less successful projects. She outlined the easiest ways the average person can improve their environmental footprint.

**Issues covered:**

**Length: 4:55**

**Environment**  
**Consumer Matters**

Show # 2012-47

**Date aired: 11/18/2012 Time Aired: 6:00 AM**

**Michael Oswald**, author of "*Your Guide to the National Parks: The Complete Guide to all 58 National Parks*"

In researching his book, Mr. Oswald visited and camped in 48 of our national parks over the course of several years. He shared his thoughts on the importance of the national parks system, and offered advice for visitors regarding some of the lesser-known attractions. Based on his observations as a frequent visitor, he believes that the national park system is being managed and funded in a responsible way.

**Issues covered:**

**Length: 8:08**

**National Parks**  
**Tourism**  
**Government Spending**

**Stanton A. Glantz, Ph.D.**, Director of the Center for Tobacco Control Research and Education at the University of California, San Francisco

Dr. Glantz recently published a comprehensive study of the effect of laws that ban smoking in public places. He found that the restrictions result in a rapid decrease in hospitalizations for heart attack, stroke, respiratory diseases, including asthma and chronic obstructive pulmonary disease. He said he favors even stronger legislation to restrict smoking, because he found that the strictest laws resulted in the highest health benefits.

**Issues covered:**

**Length: 8:57**

**Public Health**  
**Government Regulation**



**Roxana Soto**, journalist, co-founder of SpanglishBaby.com, co-author of "*Bilingual Is Better: Two Latina Moms on How the Bilingual Parenting Revolution is Changing the Face of America*"

Since the founding of the US, immigrants traditionally expected their children to embrace the American melting pot by leaving behind their heritage language and speaking only English. However, Mrs. Sota is part of a growing movement of Latino parents who want to maintain their language and cultural heritage, by encouraging their children to be bilingual. She talked about the obstacles faced by bilingual families and the benefits of speaking more than one language.

**Issues covered:**  
**Latino Concerns**  
**Language**  
**Parenting**

**Length: 4:58**

Show # 2012-48

**Date aired: 11/25/2012 Time Aired: 6:00 AM**

**Lee Crockett**, Managing Partner of the 21st Century Fluency Project, co-author of "*Understanding the Digital Generation: Teaching and Learning in the New Digital Landscape*"

Mr. Crockett said that today's digital technology is dramatically changing how children learn. He said research is finding that youngsters' brains are changing physically and chemically, as a result of their use of computers and other digital devices. He explained how those changes are affecting the reasoning skills and educational needs of this generation, and how public school systems must adapt.

**Issues covered:**  
**Education**  
**Parenting Concerns**

**Length: 8:53**

**Randall Pinkett**, first African-American winner of "*The Apprentice*," author of "*Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness*"

When Mr. Pinkett became the first African-American winner of "*The Apprentice*," he also became the only contestant who was asked to share his victory with a white woman. He discussed how his refusal resulted in a firestorm of controversy. He said sometimes hard work is not enough for minority employees. He offered advice for African-American professionals who want to break through the racial barriers they continue to face.

**Issues covered:**  
**Minority Concerns**  
**Workplace Matters**

**Length: 8:22**

**Peter Polos, MD, PhD**, specialist in sleep medicine at the Sleep Disorder Center of JFK Medical Center in Edison, NJ

Dr. Polos was the lead researcher in a study that examined how electronic media affects the sleep of teenagers. He found that teens lose a significant amount of sleep by

sending an average of 34 texts after bedtime each night. He offered advice to parents, on how to take control of bedtime and set limits on their child's access to digital devices.

**Issues covered:**  
**Personal Health**  
**Youth Issues**  
**Parenting Concerns**

**Length: 5:01**

Show # 2012-49

**Date aired: 12/2/2012 Time Aired: 6:00 AM**

**Andrew Biggs, PhD**, Resident Scholar at the American Enterprise Institute, former principal deputy commissioner of the Social Security Administration

Dr. Biggs said that age 62 is the most common age of retirement. He explained why he believes that the early retirement age should be raised to 65. He explained how this simple change would raise the average income of a future retiree by \$7500 per year, while helping the economy and the federal budget.

**Issues covered:**  
**Senior Citizens**  
**Government Policies**  
**Retirement Planning**

**Length: 7:55**

**Nancy Salamone**, advocate against domestic violence, author of "*Victory Over Violence - Nancy's Story and The Business of Me*"

Ms. Salamon was a well-respected Wall Street executive who was also the victim of decades of domestic abuse. She said although she was her family's breadwinner, her husband controlled the family finances and used money as yet another tool of abuse and control. She talked about the challenges women face in exiting an abusive relationship and offered advice on how to break free.

**Issues covered:**  
**Domestic Violence**  
**Women's Issues**  
**Personal Finance**

**Length: 9:20**

**Maggie Cary**, National Board Certified Teacher, teacher with more than 20 years of experience, founder of ClassroomTalk.com

Ms. Cary said parents of high school students can save thousands of dollars in college costs if their child takes Advanced Placement courses in high school. She explained who is eligible for the classes and how prospective students can determine if a college accepts the credits. She also outlined other benefits for students who have completed AP courses.

**Issues covered:**  
**Education**  
**Personal Finance**

**Length: 5:02**

Show # 2012-50

**Date aired: 12/9/2012 Time Aired: 6:00 AM**

**Robert Darbelnet**, President and CEO of AAA

E15, a new blend of gasoline that contains 50% more ethanol than current fuels, is gradually being introduced at gas stations across the US. Mr. Darbelnet said AAA believes that the Environmental Protection Agency and gasoline retailers should halt the rollout because of E15's potential to damage millions of vehicles and void car warranties. He noted that a handful of 2012-13 vehicles are the only ones that can use the fuel so far. He said the sale of E15 should be stopped until there is more-extensive testing, better pump labels to safeguard consumers and more consumer education about potential hazards.

**Issues covered:**  
**Consumer Matters**  
**Energy**

**Length: 8:52**

**Ginny Clarke**, employment expert, executive coach, author of "*Career Mapping*"

The job market is still challenging for many millions of Americans. Ms. Clarke said the economy has discouraged many people who have jobs from seeking new positions to advance their careers. She offered suggestions for job seekers, and explained the importance of mapping out a clear plan for finding a new job. She discussed the value of methods like networking, online job searches and resume keywords.

**Issues covered:**  
**Employment**  
**Workplace Matters**

**Length: 9:20**

**Laura Petracek**, psychologist and author of "*The Anger Workbook for Women*"

Most believe that women only batter in self-defense, but Ms. Petracek's research says otherwise. She talked about the differences between men and women in verbal and psychological aggression, habits that indicate hidden anger and how women can get help.

**Issues covered:**  
**Domestic Violence**  
**Women's Issues**  
**Mental health**

**Length: 4:37**

Show # 2012-51

**Date aired: 12/16/2012 Time Aired: 6:00 AM**

**Jennifer Aaker, PhD**, social psychologist, General Atlantic Professor of Marketing at Stanford University's Graduate School of Business, co-author of "*The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change*"

Prof. Aaker outlined ways to use the power and popularity of social media to do good in the world. She offered examples of how innovative social media tools can invite participation and permit communication with potential supporters. She believes that the

use of social media can turn small actions into much larger results for non-profit organizations.

**Issues covered:**

**Length: 8:30**

**Volunteering**

**Charitable Contributions**

**Jodi Sleeper-Triplett, MCC, SCAC**, founder of the movement for ADHD coaching for youth, Master Certified Coach and Senior Certified ADHD Coach, author of "*Empowering Youth with ADHD: Your Guide to Coaching Adolescents and Young Adults for Coaches, Parents, and Professionals*"

Ms. Sleeper-Triplett talked about the increasing cases of attention-deficit/hyperactivity disorder among American's youth and adults. She said medication and therapy often are not enough. She explained how parents may try to deal with the problem, and how an ADHD coach can help.

**Issues covered:**

**Length: 8:48**

**ADHD**

**Education**

**Parenting Concerns**

**Erick Schreder**, Staff Scientist at the Washington Toxics Coalition

Ms. Schreder was the lead scientist of a report that found that half of thermal paper receipts and 95% of dollar bills in circulation contain the hormone-disrupting chemical BPA. She said BPA is now present in 93% of all Americans. She explained the negative health consequences of BPA and what consumers can do to avoid it.

**Issues covered:**

**Length: 4:54**

**Personal Health**

**Environment**

Show # 2012-52

**Date aired: 12/23/2012 Time Aired: 6:00 AM**

**Edward J. Conley, MD**, Assistant Clinical Professor of Medicine at Michigan State University

Dr. Conley talked about the latest research on breast cancer and estrogen. He explained what women can do to avoid substances which cause cancer and outlined simple dietary changes that may reduce breast cancer rates dramatically.

**Issues covered:**

**Length: 7:06**

**Personal Health**

**Women's Issues**

**Doug Thorburn**, co-founder of the non-profit PrevenTragedy Foundation, author of "How to Spot Hidden Alcoholics"

Mr. Thorburn discussed hidden addictions and why it's often difficult to spot hidden alcoholics. He also shared how to recognize the early warning signs of addictions and

why many high-profile people such as corporate executives and athletes often fit the profile of a hidden alcoholic.

**Issues covered:**

**Length: 9:55**

**Substance Abuse**

**Drunk Driving**

**Robert Kotler, MD**, author of "Secrets of a Beverly Hills Cosmetic Surgeon"

Dr. Kotler talked about the growing popularity of cosmetic surgery among the baby boom generation, and explained how a smart consumer should choose a cosmetic surgeon.

**Issues covered:**

**Length: 04:53**

**Aging , Personal Health**

**Consumer Matters**

Show # 2012-53

**Date aired: 12/30/2012 Time Aired: 6:00 AM**

**Ruby Asugha**, former Vice President of Father Flanagan's Girls and Boys Town, author of "Little Sisters, Listen Up!"

Ms. Asugha talked about her experiences growing up in the inner city and the lessons she learned about overcoming poverty, discrimination and despair. She talked about the pressures and difficult choices that many teens face today, and what factors can help a youngster overcome these challenges.

**Issues covered:**

**Length: 9:01**

**Inner City Issues**

**Minority Concerns**

**Youth at Risk**

**Education**

**Bobby Covic**, author of "Everything's Negotiable"

Mr. Covic discussed the importance of negotiation skills for consumers. He shared tips on how the average person can save significant amounts of money by bargaining on prices.

**Issues covered:**

**Length: 8:18**

**Consumer Issues**

**Economic Issues**

**Shelly Herold**, author of "The Seven Secrets of Perfect Parenting"

Ms. Herold offered tips for parents on how to help their children excel in learning. She talked about the importance of developing a routine and using everyday experiences as educational tools.

**Issues covered:**

**Length: 4:53**

**Parenting Issues**

**Education**

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**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Alcohol Abuse	R.A.D.D.	000:30	026
Alcohol Abuse	R.A.D.D.	000:31	097
ANIMAL WELFARE	American Kennel Club	001:01	029
ANIMAL WELFARE	Shelter Pet Project.org	000:30	028
ARTS	SMITHSONIAN	000:31	003
Canine Health	American Kennel Club	000:15	091
Community Event	American Cancer Society	000:30	004
Community Event	Bloomer Woman's Club	000:30	002
Community Event	Chip Valley Jazz Orchestra	000:30	011
Community Event	English Lutheran Bateman	000:31	006
Community Event	Indianhead Track Club	000:30	005
Community Event	St John Lutheran - Fall Creek	000:30	002
Community Event	St John Lutheran - Fall Creek	000:31	006
Community Event	Strum Community Park	000:31	003
Community Event	Thorp Jaycee's	000:30	010
Community Event	Unv Wisc Eau Claire	000:17	001
Community Event	US Dept. Health & Human Svc	000:30	018
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	008
Environmental	Recreational Boat/Fish Founda	000:30	009
Environmental	Recreational Boat/Fish Founda	001:00	004
Environmental	UA Department of Energy	000:15	010
Environmental	UA Department of Energy	000:29	008
Environmental	UA Department of Energy	000:30	015
Environmental	UA Department of Energy	000:59	009
Environmental	US Forest Service	000:30	007

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Family	Ad Council	000:30	001
Family	Al-Anon Family Groups	000:30	003
Family	Chip Valley Jazz Orchestra	000:30	004
Family	Eau Claire Male Chorus	000:29	001
Family	Indianhead Track Club	000:30	013
Family	Let's Move.org	001:00	008
Family	March of Dimes	001:00	015
Family	Nat Alliance Hispanic Health	000:29	005
Family	US Dept. Health & Human Svc	000:30	012
Family	WI Bike Federation	000:30	001
Family	Wisc Dept of Transportation	001:00	038
MILITARY	Dept Veterans Affairs	000:15	005
MILITARY	Dept Veterans Affairs	000:30	034
MILITARY	Toys For Tots - Marines	000:30	001
MILITARY	Toys For Tots - Marines	001:00	002
MILITARY	Wounded Warrior Project	000:30	013
MILITARY	Wounded Warrior Project	000:31	005
MILITARY AND VETERANS	FISHER HOUSE	000:30	040
Miscellaneous	American Council on Education	000:30	009
Miscellaneous	Eau Claire Male Chorus	000:29	001
Miscellaneous	Found. Better Life - Values	000:14	009
Miscellaneous	Found. Better Life - Values	000:30	006
Miscellaneous	Indianhead Track Club	000:30	002
Miscellaneous	Money - Feed The Pig.org	000:30	006
Miscellaneous	Nat. Highway Traffic Safety	000:15	003
Miscellaneous	Nat. Highway Traffic Safety	000:30	004
Miscellaneous	Strum Community Park	000:31	003
Miscellaneous	Unv Wisc Eau Claire	000:17	004
Miscellaneous	USA.gov	000:30	005

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Miscellaneous	Workers Independent News	000:54	008
RELIGION	Central Lutheran Church	000:31	002
RELIGION	English Lutheran Bateman	000:31	004
RELIGION	St John Lutheran - Fall Creek	000:30	002
RELIGION	St John Lutheran - Fall Creek	000:31	010
RELIGION	Thorp Jaycee's	000:30	006
SELF ESTEEM	SPECIAL OLYMPICS	000:24	005
SELF ESTEEM	SPECIAL OLYMPICS	000:30	059
SELF ESTEEM	SPECIAL OLYMPICS	000:31	020
WELLNESS	Ad Council	000:30	006
WELLNESS	Al-Anon Family Groups	000:29	003
WELLNESS	Al-Anon Family Groups	000:30	005
WELLNESS	Indianhead Track Club	000:30	013
WELLNESS	Let's Move.org	000:30	004
WELLNESS	March of Dimes	001:00	016
WELLNESS	Orthopaedic Surgeons	000:30	009