

WBIZ-FM  
Eau Claire, WI  
Quarterly Issues/Programs List  
Third Quarter, 2017  
10/03/2017

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:

determined to be of most concern to the community during the preceding calendar quarter were:

- **ANIMAL WELFARE:** Refuge Farms - Abandoned Abused Horse Rescue / Fundraiser
  - **Art:** Ashley for the Arts - Fundraising Events / arts / entertainment
  - **Blood Donations - Red Cross :** Red Cross Emergency Need for Blood Donations - summer donation down - blood drive/need
  - **Business in WI:** Foxconn in WI - incentive package / lack of state budget
  - **Community Event:** 4th of July - drunk driving / seatbelt crackdown - community celebrations around area
  - **Dept Natural Resources:** Water Safety - fisherman drown in EC - boating safety - don't drink & boat crackdown
  - **Government:** Legislators Statement Condemning Racism - Foxconn / Ryan Town Hall Mtg
  - **Health & Human Services:** West Nile virus update / Bacteria Levels - closed lakes / Measles in MN
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  - **Disaster Relief:** iHeart Radio Presents - Support for Victims of the Hurricanes / Texas Strong - Support for victims of Hurricane Harvey
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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
Community Event	Wisconsin Today	4th of July - drunk driving / seatbelt crackdown - community celebrations around area	Tess Morgan - Hostess	07/02/2017 06:33 AM	027:03
Blood Donations - Red Cross	Wisconsin Today	Red Cross Emergency Need for Blood Donations - summer donation down - blood drive/need	Tess Morgan - Hostess	07/09/2017 06:33 AM	028:03
Health & Human Services	Wisconsin Today	West Nile virus update / Bacteria Levels - closed lakes / Measles in MN	Tess Morgan - Hostess	07/16/2017 06:32 AM	029:10
Dept Natural Resources	Wisconsin Today	Water Safety - fisherman drown in EC - boating safety - don't drink & boat crackdown	Tess Morgan - Hostess	07/23/2017 06:32 AM	029:06
Art	Wisconsin Today	Ashley for the Arts - Fundraising Events / arts / entertainment	Tess Morgan - Hostess	07/30/2017 06:32 AM	030:44
Business in WI	Wisconsin Today	Foxconn in WI - incentive package / lack of state budget	Tess Morgan - Hostess	08/06/2017 06:33 AM	029:11
Business in WI	Wisconsin Today	Foxconn and Budget Updates / Bear crop damage - restitution for farmers	Tess Morgan - Hostess	08/13/2017 06:30 AM	030:20
Government	Wisconsin Today	Legislators Statement Condemning Racism - Foxconn / Ryan Town Hall Mtg	Tess Morgan - Hostess	08/20/2017 06:33 AM	028:00
Government	Wisconsin Today	Foxconn incentive pkg vote / still no state budget	Tess Morgan - Hostess	08/27/2017 06:32 AM	030:00
Disaster Relief	Wisconsin Today	Texas Strong - Support for victims of Hurricane Harvey	iHeartMedia	09/03/2017 06:31 AM	30:00
ANIMAL WELFARE	Wisconsin Today	Refuge Farms - Abandoned Abused Horse Rescue / Fundraiser	Tess Morgan - Hostess	09/10/2017 06:29 AM	029:30
Disaster Relief	Wisconsin Today	iHeart Radio Presents - Support for Victims of the Hurricanes	iHeartMedia	09/17/2017 06:30 AM	30:00
ANIMAL WELFARE	Wisconsin Today	Encore:: Dated Material - Refuge Farms - Abandoned	Tess Morgan - Hostess	09/24/2017 06:29 AM	029:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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Abused Horse Rescue /  
Fundraiser

**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**  
WBIZ FM  
*Weekly Public Affairs Program*

Call Letters:

**QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2017**

Show # 2017-27

**Date aired: 7/2/2017 Time Aired: 6:00 AM**

**Tony Robbins**, motivational speaker, author of "*Money, Master the Game: 7 Simple Steps to Financial Freedom*"

Mr. Robbins picked the brains of more than 50 of the world's most successful investors and money managers, and found dramatically different philosophies. He discussed lessons that anyone can use to improve their personal finances. He also talked about his efforts to feed the hungry and his personal reasons for being concerned about poverty and hunger in America.

**Issues covered:**  
**Personal Finance**  
**Consumer Matters**

**Length: 8:23**

**Andrew Sperling**, Director of Federal Advocacy, National Alliance on Mental Illness

Mr. Sperling discussed the cost of mental health treatment, and the options available to make treatment more affordable. He explained how the Affordable Care Act has affected mental health and substance abuse services. He outlined the most common forms of assistance provided to employees by larger employers. He also talked about the most common forms of mental illness.

**Issues covered:**  
**Mental Health**  
**Substance Abuse**  
**Consumer Matters**

**Length: 8:42**

**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:**

**Traffic Safety**  
**Personal Health**

**Length: 4:55**

Show # 2017-28

**Date aired: 7/9/2017 Time Aired: 6:00 AM**

**Clifford Bassett, M.D., FACAAl, FAAAAI**, Founder and Medical Director of Allergy and Asthma Care of New York, author of *"The New Allergy Solution: Supercharge Resistance, Slash Medication, Stop Suffering"*

Allergies are on the rise. Dr. Bassett explained why the problem and its underlying causes are quite complex. He believes in many cases, allergic reactions can be prevented, with proper medical advice that examines the interplay of diet, mindset, and environment.

**Issues covered:**  
**Personal Health**

**Length: 7:28**

**Cornelius N. Grove, Ed.D.**, education expert, author of *"The Drive to Learn: What the East Asian Experience Tells Us about Raising Students Who Excel"*

American students are currently ranked #25 in education globally, significantly behind countries such as Singapore, China and Japan. He believes that American children are less receptive to classroom learning, compared to East Asian children. He said a different approach to parenting is a major factor.

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

**Length: 9:51**

**Laurence J. Kotlikoff, PhD**, William Fairfield Warren Distinguished Professor, Professor of Economics at Boston University, President of Economic Security Planning, Inc, author/co-author of 16 books on retirement planning, economics and personal finance

Dr. Kotlikoff has developed the first retirement planning software built by economists. He explained how the "Economist Approach" differs from traditional retirement advice. He said the new approach can help consumers determine the highest level of spending their household can sustain over time, in order to live within their means for the remainder of their lives.

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

**Length: 4:56**

Show # 2017-29

**Date aired: 7/16/2017 Time Aired: 6:00 AM**

**Rachael Stickland**, Co-Founder and Co-Chair of the Parent Coalition for Student Privacy

Schools and third-party vendors collect and share an astonishing amount of personal data on nearly every student in America. Ms. Stickland explained why parents should be concerned and what they can do about it. She believes laws protecting student privacy need to be strengthened.

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

**Length: 8:56**



**Vijay R. Varma, PhD**, researcher and post-doctoral fellow at the National Institute on Aging, part of the National Institutes of Health

Dr. Varma recently co-authored a study that found an alarming decrease in physical activity in youngsters at every age. 19 year olds now get as much exercise and activity as 60 year olds. Dr. Varma explained why this is a major problem. He offered suggestions of ways to encourage both younger and older Americans to become more physically active.

**Issues covered:**  
**Physical Fitness**  
**Personal Health**  
**Aging**

**Length: 8:02**

**Jim Hedlund**, consultant for the Governors Highway Safety Association, former researcher for 22 years at the National Highway Traffic Safety Administration

Mr. Hedlund conducted a study for the Governors Highway Safety Administration that found that for the first time, more drivers who were tested after fatal crashes had drugs in their system than had alcohol. He discussed the role that the increasing legalization of marijuana may play in this trend. He also explained why laws targeting drivers under the influence of alcohol cannot easily be amended to include drug users.

**Issues covered:**  
**Impaired Driving**  
**Substance Abuse**  
**Government Legislation**

**Length: 5:09**

Show # 2017-30

**Date aired: 7/23/2017 Time Aired: 6:00 AM**

**Bill Thornton, PhD**, Professor of Psychology, University of Southern Maine

Dr. Thornton led a study that found that the mere presence of a smart phone, even if it is turned off, can make it difficult to perform complex tasks. He explained the likely reasons that a phone can be so distracting. He offered suggestions for parents who are concerned about phone usage affecting their child's schoolwork.

**Issues covered:**  
**Mental Health**  
**Consumer Matters**

**Length: 7:27**

**Sharon Fowler, MPH**, Adjunct Assistant Professor, University of Texas Health Science Center at San Antonio

Ms. Fowler was the co-author of a study that found that diet soda consumption leads to expanding waistlines. She found that older adults who drank two or more diet sodas a day had waist size increases that were six times greater than those of people who didn't drink diet soda. She discussed the possible physiological reasons and offered suggestions for those trying to control calories.

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

**Length: 9:43**

## **Consumer Matters**



**Regina Leeds**, professional organizer, author of “*The 8-Minute Organizer*”

Nearly everyone can use some help in getting organized. Ms. Leeds talked about the reasons that keeping order in our lives and possessions is so difficult. She offered small, step-by-step suggestions on how determine goals to get organized, and how to create positive routines for the long-term.

**Issues covered:**  
**Consumer Matters**  
**Mental Health**

**Length: 5:06**

Show # 2017-31

**Date aired: 7/30/2017 Time Aired: 6:00 AM**

**Kevin Carey, PhD**, education researcher and writer, Director of the Education Policy Program at the New America Foundation, co-author of “*The End of College: Creating the Future of Learning and the University of Everywhere*”

The cost of college has exploded in recent years, and whole generations are sinking deeper into college debt. Mr. Carey discussed recent innovations in digital learning and why he believes that the current methods of higher education are woefully outdated. He said, more than ever, a college degree is required to secure even a middle class income for those entering the workforce, but he believes universities much be willing to adapt to online learning and other new technologies.

**Issues covered:**  
**Education**  
**Government Policies**

**Length: 8:30**

**George King, MD**, Research Director and Chief Science Officer, Joslin Diabetes Center, Harvard Medical School, author of “*The Diabetes Reset: Avoid It. Control It. Even Reverse It. A Doctor’s Scientific Program*”

Dr. King discussed the effect of diabetes on the nation’s health. He said it’s possible to prevent and even reverse type 2 diabetes, through appropriate lifestyle changes. He outlined the importance of diet, exercise and sleep in the prevention of diabetes.

**Issues covered:**  
**Diabetes**  
**Personal Health**

**Length: 8:38**

**Christopher Ferguson, PhD**, psychology professor in the Department of Behavioral Sciences at Texas A&M International University

Dr. Ferguson led a study into the effects of fast food advertising on children. His research found that while advertising target at children is highly effective, parental influence can lessen the impact of commercials and help young kids make healthier food decisions. He offered advice for parents.

**Issues covered:**  
**Children’s Health**  
**Nutrition**

**Length: 4:53**



Show # 2017-32

**Date aired: 8/6/2017 Time Aired: 6:00 AM**

**Benjamin H. Barton**, Helen and Charles Lockett Distinguished Professor of Law at the University of Tennessee, author of *"Rebooting Justice: More Technology, Fewer Lawyers, and the Future of Law"*

Professor Barton discussed what he sees are longstanding problems in our judicial system. He said that laws are too complex and legal advice is far more expensive than necessary. He outlined a series of reforms which he believes would make the courts much fairer and more accessible for poor and middle-class Americans.

**Issues covered:**

**Length: 8:31**

**Legal Reform**

**Poverty**

**Steve Casner, PhD**, research psychologist, NASA scientist, author of *"Careful: A User's Guide to Our Injury-Prone Minds"*

Dr. Casner has devoted his career to studying the psychology of safety. He said after a hundred years of steady decline, the rate at which people are being injured or killed in everyday accidents, such as car crashes, pedestrian fatalities, home-improvement projects gone wrong, medical mistakes and home fires, is increasing. He explained why few of us are as careful as we think we are, and what we can do about it.

**Issues covered:**

**Length: 8:36**

**Accident Prevention**

**Personal Health**

**Robin Behrstock**, entrepreneur, author of *"Adventures Of Women Entrepreneurs: Stories That Inspire"*

Dr. Behrstock shared some inspiring examples of women who overcame both personal and professional setbacks to turn their dreams of starting their own business into reality. She offered advice for aspiring entrepreneurs who are reluctant to take that first step.

**Issues covered:**

**Length: 4:50**

**Women's Issues**

**Career**

Show # 2017-33

**Date aired: 8/13/2017 Time Aired: 6:00 AM**

**Lea Waters, Ph.D.**, President-Elect of the International Positive Psychology Association, Gerry Higgins Chair in Positive Psychology at the University of Melbourne, Australia, author of *"The Strength Switch: How the New Science of Strength-Based Parenting Can Help Your Child and Your Teen to Flourish"*

Dr. Waters discussed strength-based parenting, which focuses on sincerely praising children's strengths rather than always trying to correct their weaknesses. She said her approach helps children recognize skills, talents and positive aspects of their personalities, and shows them how to make the most of those positive resources. She said the technique differs significantly from

the “participation trophy” approach that was common in the past couple of generations of parenting.

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

**Length: 10:01**

**Octavia H. Zahrt**, doctoral candidate in health psychology at the Stanford University Graduate School of Business

Physical inactivity is estimated to account for 1 in 10 deaths worldwide, and 79% of U.S. adults do not meet recommended exercise guidelines. Ms. Zahrt co-authored a study that found that people who think they are less active than others in a similar age bracket die younger than those who believe they are more active – even if their actual activity levels are similar. She talked about the possible reasons behind this finding, and how a person’s mindset affects their overall health.

**Issues covered:**  
**Physical Fitness**  
**Mental Health**

**Length: 6:56**

**Rachel Tolbert Kimbro, PhD**, Professor of Sociology at Rice University

Prof. Kimbro co-authored a study that found that, in the wake of the Great Recession, more children than ever are living in low-income neighborhoods. She said white children were the group with the biggest increase. She explained why low-income living conditions are a negative influence on academic performance. She offered suggestions of how educators and legislators should attempt to deal with the issue.

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

**Length: 4:43**

Show # 2017-34

**Date aired: 8/20/2017 Time Aired: 6:00 AM**

**Scott Sampson, PhD**, dinosaur paleontologist, science communicator, Vice President of Research and Collections at the Denver Museum of Nature & Science, host of the PBS Kids’ television series, *Dinosaur Train*, author of “*How to Raise a Wild Child: The Art and Science of Falling in Love with Nature*”

Today’s American children spend 4 to 7 minutes a day playing outdoors. Dr. Sampson explained why this disconnect between kids and nature is a problem that should concern parents. He offered tips for parents to help kids fall in love with nature, by enlisting technology as an ally and encouraging outdoor activities like the Boy Scouts and Girls Scouts.

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

**Length: 10:15**

**David Ernst, PhD**, Chief Information Officer at the University of Minnesota’s College of Education and Human Development, creator of the Open Textbook Library

The cost of college textbooks has skyrocketed in recent years, but a new trend of free or low-cost "open source" textbooks is gaining momentum. Dr. Ernst said college students could save an average of \$128 a course if traditional textbooks were replaced with the new electronic versions. He explained why this new generation of textbooks is often of equal academic value compared to traditional printed textbooks.

**Issues covered:**

**Length: 6:57**

**Education**

**Consumer Matters**

**Linda Gordon Howard**, attorney, author of "*The Sexual Harassment Handbook*"

Ms. Howard talked about progress in the battle against sexual harassment. She discussed how sexually inappropriate behavior in the workplace has evolved since attention was first focused on it. She believes many situations involving sexual harassment can be prevented or resolved if victims recognize what's happening and know what to do.

**Issues covered:**

**Length: 5:13**

**Sexual Harassment**

**Workplace Matters**

**Women's Issues**

Show # 2017-35

**Date aired: 8/27/2017 Time Aired: 6:00 AM**

**Tim Stockwell, Ph.D.**, Director of the Center for Addictions Research at the University of Victoria, British Columbia

Many people believe that having a glass of wine with dinner -- or moderately drinking any kind of alcohol -- will protect them from heart disease. However, Dr. Stockwell has conducted a series of studies that he believes cast doubt on that thinking. He outlined several issues that many researchers fail to factor into their studies.

**Issues covered:**

**Length: 8:04**

**Personal Health**

**Substance Abuse**

**Justin Knoll**, sociology doctoral student at the University of Arizona

With incivility in American public and political discourse increasingly in the spotlight, Mr. Knoll conducted a study that found that people's tolerance to incivility impacts the degree to which they participate in politics, especially online. He noted that people who most engage in online political discussions are five times more likely to vote.

**Issues covered:**

**Length: 9:07**

**Civic Participation**

**Voting**

**Ken Blanchard**, management expert and co-author of more than 60 books, including "*The One Minute Manager*" and "*One Minute Mentoring: How to Find and Work With a Mentor--And Why You'll Benefit from Being One*"

Mr. Blanchard explained why it is more critical than ever to seek out a mentor for career advancement. He said older workers can also benefit from seeking out a younger mentor for help with technology. He also talked about the positive aspects of mentoring to both parties. He also offered advice on how to locate a mentor.

**Issues covered:**

**Career  
Senior Citizens**

**Length: 5:04**

Show # 2017-36

**Date aired: 9/3/2017 Time Aired: 6:00 AM**

**Bruce Schneier**, data security expert, author of "*Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World*"

Americans' personal identity, interests and behavior are being monitored more than ever before. How concerned should we be about the loss of privacy? Mr. Schneier explained what can be done to reform government surveillance programs and shake up surveillance-based business models. He also outlined simple steps that consumers can take to protect their personal privacy.

**Issues covered:**

**Length: 8:42**

**Privacy**  
**Government Policies**  
**Consumer Matters**

**Matthew Drayton**, motivational speaker, author of "*Succeeding While Black: A Blueprint for Success*"

Many African-American young men find themselves in prison, in gangs, and on the streets without opportunities to succeed. He talked about the importance of mentoring, education and leadership for kids who otherwise face grim futures in the inner cities of America.

**Issues covered:**

**Length: 8:32**

**Minority Concerns**  
**Youth at Risk**  
**Poverty**

**Huntington Potter, PhD**, Professor, Department of Neurology and Linda Crnic Institute for Down Syndrome, University of Colorado School of Medicine

Dr. Potter explained why Alzheimer's disease is such an expensive disease for the nation's healthcare system. He discussed who may be most likely to develop the disease, whether things like crossword puzzles can really keep the brain healthy, and where current research is headed.

**Issues covered:**

**Length: 6:14**

**Personal Health**  
**Senior Citizens**

Show # 2017-37

**Date aired: 9/10/2017 Time Aired: 6:00 AM**

**Jean Twenge, Ph.D.**, Professor of Psychology at San Diego State University, author of "*iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us*"

Dr. Twenge discussed the mental health and development of iGen, the first generation to spend their entire adolescence in the age of the smartphone. With social media and texting replacing other activities, she said Americans born between 1995 and 2012 spend less time with their friends in person and are experiencing unprecedented levels of anxiety, depression, loneliness, and suicide. She said iGen is growing up more slowly than previous generations, as reflected in

delayed experiences with driving, dating, finding a job, drinking, and sex. She offered advice for parents.

**Issues covered:**

**Length: 9:58**

**Youth at Risk**

**Mental Health**

**Parenting**

**Pam Shadel Fischer**, traffic safety expert, Special Projects Consultant for the Governors Highway Safety Administration

Ms. Fischer led a study that found that bicyclist deaths have risen more than 12%, the largest percentage increase of all roadway user groups. She said the average age of those killed is 45, and most are male. She talked about the factors that cause bicycle/car collisions, and what bikers and drivers can do to reduce them.

**Issues covered:**

**Length: 7:16**

**Traffic Safety**

**Kenneth S. Rogoff, PhD**, Thomas D Cabot Professor of Public Policy in the Economics Department of Harvard University, author of *"The Curse of Cash: How Large-Denomination Bills Aid Crime and Tax Evasion and Constrain Monetary Policy"*

Even as people in advanced economies are using less paper money, there is more cash in circulation—\$4,200 for every American, mostly in \$100 bills. Dr. Rogoff believes the United States should discontinue the use of \$50 and \$100 bills, because they are primarily used as vehicles for tax evasion, the drug trade, terrorism, human trafficking, and other criminal enterprises. He outlined his plan for it phasing out, and said he believes it could cut criminal activity by 5-10%.

**Issues covered:**

**Length: 5:03**

**Crime**

**Government Policies**

**Consumer Matters**

Show # 2017-38

**Date aired: 9/17/2017 Time Aired: 6:00 AM**

**Beth Givens**, Founder and Executive Director of the Privacy Rights Clearinghouse, a nonprofit consumer education and advocacy organization

In perhaps the most egregious security breach to date, credit files of up to 143 million Americans were recently hacked from the credit reporting agency Equifax. Ms. Given explained the seriousness of the incident, how consumers can learn if their data was included and what steps to take to try to defend against identity theft and other forms of fraud.

**Issues covered:**

**Length: 7:51**

**Identity Theft**

**Consumer Matters**

**Government Regulation**

**Steve Kardian**, former FBI defense tactics instructor, author of *"The New Superpower for Women: Trust Your Intuition, Predict Dangerous Situations, and Defend Yourself from the Unthinkable"*



Each year, a disturbing number of women are victims of a crime or assault. Mr. Kardian explained the steps women should take to become a “hard target” in the eyes of criminals. He explained the importance of a woman following her intuition and being proactive in identifying potential trouble.

**Issues covered:**  
**Crime Prevention**  
**Women’s Issues**  
**Self Defense**

**Length: 9:26**

**Wendy M. Troxel, PhD**, Senior Behavioral and Social Scientist at the RAND Corporation, Adjunct Professor of Psychiatry and Psychology at the University of Pittsburgh

Dr. Troxel led a state-by-state analysis of the economic implications of a shift in school start times in the US. She found that a nationwide move to 8.30 a.m. could contribute \$83 billion to the U.S. economy within a decade. She said the economic gains would be realized through higher academic and professional performance of students, and reduced car crash rates among adolescents.

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

**Length: 5:00**

Show # 2017-39

**Date aired: 9/24/2017 Time Aired: 6:00 AM**

**Jack Kosakowski**, President and CEO, Junior Achievement USA

Mr. Kosakowski discussed a Junior Achievement USA survey that found that 77 percent of parents are concerned about their children’s ability to have a successful job or career as adults, in light of global competition and automation. He talked about the rapidly changing career environment, and how Junior Achievement is adapting to today’s tech environment to help teenagers.

**Issues covered:**  
**Youth Concerns**  
**Careers**  
**Parenting**

**Length: 8:04**

**Dale Bredesen, MD**, NIH Postdoctoral Fellow at the University of California, San Francisco, author of “*The End of Alzheimer’s: The First Program to Prevent and Reverse Cognitive Decline*”

Dr. Bredesen said his research has determined that Alzheimer’s disease is not a single condition, but three similar ones--each with a different cause. He said new research is giving hope that the disease can be prevented and, under certain circumstances, even reversed. He said every American should get a cognitive and genetic test at age 45, to determine their likelihood of developing Alzheimer’s.

**Issues covered:**  
**Alzheimer’s Disease**  
**Aging**

**Length: 9:15**

**Craig Gundersen, PhD**, Soybean Industry Endowed Professor in Agricultural Strategy, Professor in the College of Agricultural, Consumer and Environmental Sciences Department of Agricultural and Consumer Economics at the University of Illinois

Dr. Gundersen led a study that found that 5.4 million people age 60 or older in the U.S., or 8.1 percent, did not have enough food for an active, healthy lifestyle. He explained how food insecurity adversely affects a senior citizen's health, and why many low income seniors fail to take advantage of government programs available to them.

**Issues covered:**

**Hunger  
Poverty  
Senior Citizens  
Government Programs**

**Length: 4:46**

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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.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Assistance	United Way	000:30	008
ANIMAL WELFARE	Shelter Pet Project.org	000:30	069
ARTS	UNDERSTOOD.ORG	000:30	011
Community Engagement	CE PSA: Generic	000:07	015
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	004
Education	NATIONAL SUMMER LEARNING	000:30	008
Family	AARP	000:30	021
Family	United Negro College Fund	000:15	012
HEALTH AND FITNESS	SAVE THE MALES	000:30	006
MILITARY	Disabled Amer Vets	000:30	038
MILITARY	Disabled Amer Vets	001:00	010
Miscellaneous	Found. Better Life - Values	000:30	020
Miscellaneous	MATCHING DONORS DOT COM	000:30	033
PEACE	PEACE IN THE STREETS	000:31	008
PSA	CV Blues	000:30	004

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PSA	CV Blues	000:31	026
PSA	CV Blues	000:32	017
PSA	Dawson McAllister PSA	000:24	024
WELLNESS	HEART ASSOCIATION	000:30	032
WELLNESS	US Dept. Health & Human Svc	000:30	032
WI Med Society	PSA--EC--Family	000:29	013
WI Med Society	PSA--EC--Religion	000:29	072