

# List of Significant Issues and Responsive Programming

First Quarter 2014

Community Affairs Programming  
produced by the Lincoln Financial Media Company of California  
KSON-HD2 97.3

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# Living Better In San Diego

**Living Better In San Diego** is a weekly public affairs program produced by the stations of the San Diego-based Lincoln Financial Media Group of California, intended for their listeners in the San Diego area and throughout Southern California as part of meeting Lincoln Financial Media's public affairs programming obligations stipulated by the Federal Communications Commission and Communications Act of 1934.

The following stations make up the San Diego Lincoln Financial Media cluster as of January 1, 2014: KSON 97.3 FM; KSOQ 92.1 FM; KIFM 98.1 FM, KBZT 94.9 FM, KSON-HD2 97.3, KSOQ-HD2 92.1 and KBZT-HD2 94.9

**Living Better In San Diego** airs on KSON-HD2 at 6:00 AM Sunday mornings. It is a 30 minute show produced and hosted by Gary Lee.

Topics on **Living Better In San Diego** cover a wide range of subjects that focus on the San Diego area. The subjects we discuss have been broken down into some specific categories. Although not all-inclusive, they have been identified as significant needs in the KSON-HD2 service area by listeners and program guests:

1. Jobs/Low Wages/High Cost of Living
2. Traffic/Traffic Safety/Public Transportation
3. Affordable Housing/Homelessness/Insurance
4. Education/Schools/Youth Issues
5. Environment/Energy/Growth Issues
6. Health/Nutrition/Family Issues/Sense of Community
7. Military/Veterans Affairs
8. Disaster/Emergency/Recovery
9. Minority Affairs/Women's Issues
10. Social Resources/Disability Services/Intervention
11. Animal Protection/Care/Adoptions
12. Senior Issues/The Elderly
13. The Arts

The following pages are synopses of individual **Living Better In San Diego** programs broadcast during the first quarter of 2014 that represent the community-minded programming of KSON-HD2.

Reasonable inquiries about **Living Better In San Diego** can be made in person at our offices in the Mission Valley area of San Diego, at 1615 Murray Canyon Rd, Suite 710 or by phone at 619.291.9797.

## **Social Resources/Disability Services/Intervention**

**Living Better In San Diego**

**Project Walk Spinal Cord Injury Recovery Center (30 Minutes)**

**January 5, 2014 – 6:00 AM**

**Guests: Joy Ciampi and Jennifer McCallson**

Project Walk Spinal Cord Injury Recovery Center is the world leader in spinal cord injury recovery and they're located right here in San Diego County. They provide an improved quality of life for people with a spinal cord injury. They do this through intense activity-based recovery programs, education, training, research and development. Their programs are set up to best meet their clients' needs and optimize their chances for recovery. On the show today to talk about Project Walk and their programs was **Project Walk Scheduling Coordinator, Joy Ciampi** and **Project Walk client, Jennifer McCallson**. Jennifer also leads a peer discussion group at Project Walk.

## **Military/Veterans Affairs**

**Living Better In San Diego**

**Warrior Foundation – Freedom Station (30 Minutes)**

**January 12, 2014 – 6:00 AM**

**Guests: Sandy Lehmkuhler and Larry Wilske**

When injured and disabled military men and women return home from service, the recovery process and transition to civilian life can be tough. The Warrior Foundation - Freedom Station provides temporary housing, as well as educational and career guidance to make that transition easier. On the show today to talk about how they're doing that was **Warrior Foundation - Freedom Station president and founder, Sandy Lehmkuhler** and **Warrior Foundation volunteer and candidate for the 53rd Congressional District, Larry Wilske**.

## **Health/Nutrition/Family Issues/Sense of Community**

**Living Better In San Diego**  
**Lung Cancer Alliance (30 Minutes)**  
**January 19, 2014– 6:00 AM**  
**Guest: Ken Wheatley**

Lung cancer is the leading cause of cancer deaths in the US. And as with other cancers we've talked about on the show, funding for research doesn't seem to be what it should be. The Lung Cancer Alliance advocates for those living with lung cancer and those at risk and is doing what it can to raise awareness about this deadly disease. On the show today to shed some light on the subject was **Lung Cancer Alliance Co-Director for California, Ken Wheatley.**

## **Education/Schools/Youth Issues**

**Living Better In San Diego**  
**Voices For Children (30 Minutes)**  
**January 26, 2014 – 6:00 AM**  
**Guests: Sharon Lawrence and Christie Ranney**

When a child is abused and/or neglected and placed in the foster care system, there is a local organization that is there to act as their voice. Voices For Children recruits and trains Court Appointed Special Advocates, or CASAs, who advocate for the rights and well-being of thousands of children each year and ultimately, help to get them placed in a safe and permanent home. On the show today to talk about the work they do was **Voices For Children President and CEO, Sharon Lawrence and CASA volunteer, Christie Ranney.**

## **Health/Nutrition/Family Issues/Sense of Community**

**Living Better In San Diego**

**The American Heart Association – Go Red For Women (30 Minutes)**

**February 2, 2014 – 6:00 AM**

**Guests: Dr. Eunice Sanchez-Mata and Dr. Susan Mahler**

February is American Heart Month. The San Diego Division of the American Heart Association continues to do its part to raise awareness about cardiovascular diseases and stroke. Heart disease affects women more than it does men. The American Heart Association's Go Red For Women campaign addresses that. On the show today to talk about the Go Red For Women movement and what is being done to raise awareness about cardiovascular disease and stroke and what we can do to lead healthier lives, was **American Heart Association San Diego Division board member, Dr. Eunice Sanchez-Mata** and **board member, Dr. Susan Mahler**.

## **Health/Nutrition/Family Issues/Sense of Community**

**Living Better In San Diego**

**First 5 San Diego (30 Minutes)**

**February 9, 2014 – 6:00 AM**

**Guest: Kim Medeiros.**

The early years in a child's life are very important years. There's an organization here in San Diego County that helps parents through those years with programs and services that are geared towards their child's health, education and well-being. First 5 San Diego promotes the importance of the first five years of a child's life. On the show today with some tips for parents was **First 5 San Diego Executive Director, Kim Medeiros**.

## **Education/Schools/Youth Issues**

**Living Better In San Diego**

**San Diego Leadership Alliance and SDLA Institute (30 Minutes)**

**February 16, 2014 – 6:00 AM**

**Guests: Colin Parent and John Greenwell**

The San Diego Leadership Alliance, or SDLA, is a nonpartisan, nonprofit organization formed to develop San Diego's progressive leadership. One of the topics today...what it means to be progressive, or at least, what it means to the SDLA. The San Diego Leadership Alliance's benchmark program is their leadership institute, where they bring together a group of individuals and give them the tools they need to become leaders in San Diego. We get into more detail about that as well. On the show today was **San Diego Leadership Alliance Co-Director, Colin Parent** and **SDLA alumni and board member, John Greenwell**.

## **The Arts**

**Living Better In San Diego**

**NAMM – National Association of Music Merchants (30 Minutes)**

**February 23, 2014 – 6:00 AM**

**Guest: Joe Lamond**

Music can benefit us in so many ways. The National Association of Music Merchants, or NAMM, is a not-for-profit association that promotes the pleasures AND benefits of making music to people of all ages, while at the same time helping to strengthen the global music products industry. Without one, you wouldn't have the other! On the show today to talk about what they do at NAMM, was **NAMM President and CEO, Joe Lamond**.

## **Senior Issues/The Elderly**

**Living Better In San Diego**

**Meals-On-Wheels (30 Minutes)**

**March 2, 2014 – 6:00 AM**

**Guest: Debbie Case**

There are a variety of different organizations here in San Diego County that cater to the needs of our local seniors. Meals-On-Wheels is one of those organizations. They do more than just deliver meals though. On the show today to talk about what they do and their March For Meals Campaign was **Meals-On-Wheels Greater San Diego President and CEO, Debbie Case**.

## **Education/Schools/Youth Issues**

**Living Better In San Diego**

**San Diego Festival of Science and Engineering (30 Minutes)**

**March 9, 2014 – 6:00 AM**

**Guests: Sara Pagano and Dr. Katherine Kantardjieff**

The San Diego Festival of Science & Engineering raises awareness of the importance of science and engineering education. It also inspires San Diego's youth to pursue careers in these fields. What's the economic impact these fields have on our community, as well as the fields of technology and mathematics? What's out there in the way of careers in these fields? On the show today to talk about these topics and the upcoming festival was **San Diego Festival of Science & Engineering Managing Director, Sara Pagano** and **Dr. Katherine Kantardjieff, Dean of the College of Science and Mathematics at California State University, San Marcos.**

## **Senior Issues/The Elderly**

**Living Better In San Diego**

**San Diego Senior Community Centers and Experience of a Lifetime (30 Minutes)**

**March 16, 2014 – 6:00 AM**

**Guests: Brent Wakefield and Derek Slevin**

There are many issues and concerns regarding the elderly in the San Diego area. Thanks to The Senior Community Centers these issues are being addressed through their various programs. One of the big concerns facing seniors in our area is homelessness. Homeless prevention is a main focus at the Senior Community Centers. On the show today to talk about what they're doing to prevent more seniors from becoming homeless and their upcoming big fundraiser, was **Senior Community Centers Vice President of Development, Brent Wakefield** and the man behind the photos that will be on exhibit at their upcoming fundraiser, **photographer Derek Slevin.**

## **Environment/Energy/Growth Issues**

**Living Better In San Diego**

**SecondWave Recycling and the Burn Institute (30 Minutes)**

**March 23, 2014 – 6:00 AM**

**Guests: Ryan Rubel and Susan Day**

In San Diego, we have many options when it comes to recycling electronics.

SecondWave Recycling is an environmentally and socially responsible company that recycles electronic devices, which in turn benefit non-profit organizations, both here in San Diego County and around the country. On the show today to talk about how their recycling efforts benefit others and why it's important to recycle your electronics was **SecondWave Recycling Co-Founder, Ryan Rubel**. Also on the show was **Susan Day, executive director of the Burn Institute**, one of the many non-profits that has partnered with SecondWave Recycling.

## **Affordable Housing/Homelessness/Insurance**

**Living Better In San Diego**

**Community HousingWorks (30 Minutes)**

**March 30, 2014 – 6:00 AM**

**Guests: Gabe del Rio and Krista Stellmacher**

Buying or selling a house these days can be a bit tough. With the economy the way it is, renting can have its problems too. And then there's staying financially fit...another problem facing many of us here in San Diego County. Lucky for us though, there's an organization that can help us in all these areas. Community HousingWorks does what they can to help you move up in the world! On the show today to talk about their services and programs and how they can help you was **Community HousingWorks Chief Operating Officer, Gabe del Rio** and **Community HousingWorks Director of Grants, Krista Stellmacher**.