



QUARTERLY ISSUES AND PROGRAMS REPORT

FOR STATION KFNQ

3rd Quarter 2017: July 1 to September 30, 2017

Prepared by:

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**Issues of Concern to Seattle-Tacoma, WA
Addressed in Responsive Programming**

3rd Quarter 2017: July 1 to September 30, 2017

<u>Subject</u>	<u>Description of Issue of Concern</u>
Community Outreach & Development	Various programs and events that support community involvement, awareness and philanthropy
Minorities & Cultural Awareness	Services, programs and educational stories highlighting issues involving underserved populations including: LGBT, minorities, women and impoverished
Education	Programs about education and programs that educate community members on various topics such as fire prevention, youth and internet safety and the pursuit of higher education
Military	Issues and topics addressing current and former members of the armed forces
Health & Nutrition	General health issues and awareness and nutrition
Environment	Living green, sustainability and animal protection
Financial Literacy	Programs that promote financial literacy and business practices
Politics and Government	Issues addressing current political matters
Arts & Humanities	Promotion of local and national arts & culture programs

KFNQ AM 1090

**Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)**

3rd Quarter 2017: July 1 to September 30, 2017

	Public Affairs Program	Schedule and Description
1.	Community Matters with Lee Callahan	Sundays, 6am to 7am. Produced and hosted by Lee Callahan, this show features talks with authors and local non-profit organizations.
2.	Public Service Announcements	Public Service Announcements Daily, 1 minute in length – 8 to 10 per day

Most Significant Issue-Responsive Programming
3rd Quarter 2017: July 1 to September 30, 2017

ISSUE:	Community Outreach & Development
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 7-23-17 Nancy Woodland -- Executive director: WestSide Baby's Stuff The Bus Campaign-- serving southwest King County -is the only social service agency in the West King County area that collects, inspects and distributes free diapers, clothing, cribs and safety gear for babies and children. An adequate supply of diapers costs between \$70 and \$100 a month, a cost not covered by food stamps or other assistance programs, which forces some families to choose between buying diapers and food. In the 15 years since WestSide Baby opened our doors, we've provided more than \$14 million worth of free diapers, clothing and gear to more than 190,000 infants and children whose families face challenges meeting those most basic needs. More than 90 local businesses and community groups support our work through sponsorships and donations. Nearly three-quarters received in 2014 came from individual donors who participated in one of our events or simply learned what we do and decided to help. Additional Issue: Minorities & Cultural Awareness</p>
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 8-3-17 2017 Stillaguamish Festival of the River & Pow Wow Sean Yannity, Festival Director and Tribal Council president - The mission of the Festival is to help people who live and work in the surrounding regions understand how their actions can help make their environment healthier for people, fish, and wildlife and to introduce people to Native American traditional dances and culture. Additional Issues: Minorities & Cultural Awareness, Environment</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 8-10-17 Levi and Stephanie Ware of Seattle --The Melodic Caring Project. Their mission: to stream live concerts to hospitalized kids and teens in Seattle and around the country. It's going really well! And now, with the help of many great musical artists, we can all purchase a copy of a really great compilation CD -- Raise A Record. Donavon Frankenreiter, Tyrone Wells, Massy Ferguson, in-studio guest Mycle Westman, and many more have given the Ware's a great selection of songs. Levi and Stephanie are busy lining up local and national music acts who will let the Ware's stream video live before, during and after the band's gig. On the average, 9 hospitalized kids are watching, and the musicians send out messages to them throughout the night. It's an amazing thing. In our interview, Levi talks about the effects of these live and personalized shows on the kids health, and what you and I can do to help the Wares carry on their good work. Additional Issue: Health</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 8-10-17 Boys and Girls Clubs, King County:. Fun is just the beginning at the Clubs. Our nationally recognized programs and activities impact children in three vital ways: Academic success—Improving grades, reducing high school drop-out rates and teaching kids to see themselves as learners. Good character and citizenship—Encouraging community service, reducing juvenile crime rates and instilling an attitude of engagement. Healthy lifestyles—Teaching healthy behaviors, reducing drug use and childhood obesity and fostering positive self-images. Additional Issue: Minorities & Cultural Awareness</p>
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 9-17-17 The 14th Annual Autism Speaks Walk -- Puget Sound - Autism Speaks Walk is powered by the love of parents, grandparents, siblings, friends, relatives and support providers for people with autism. With every step taken and every dollar raised, this helps enhance lives today and accelerate a spectrum of solutions for tomorrow.</p>

Community Matters

10 minutes of a 50 minute program 645am to 655am

9-17-17 Debbie Jaksich of KC Metro King County about Metro's "Just One" campaign: Try alternatives to driving alone like the bus, a carpool, a vanpool, riding your bike, or walking, and we'll reward you just for trying. Enter your home or work zip code below to see your options. Visit our Resources page for links to helpful how-tos, tools to plan and track you trips, construction updates for major regional projects (including park & ride information), and more. Additional Issue: Environment

Most Significant Issue-Responsive Programming
3rd Quarter 2017: July 1 to September 30, 2017

ISSUE:	Minorities & Cultural Awareness
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 7-9-17 Chase F. Robinson ---Islamic Civilization in Thirty Lives: The First 1,000 Years - Religious thinkers, political leaders, lawmakers, writers, and philosophers have shaped the 1,400-year-long development of the world's second-largest religion. But who were these people? What do we know of their lives and the ways in which they influenced their societies? In Islamic Civilization in Thirty Lives, the distinguished historian of Islam Chase F. Robinson draws on the long tradition in Muslim scholarship of commemorating in writing the biographies of notable figures, but he weaves these ambitious lives together to create a rich narrative of Islamic civilization, from the Prophet Muhammad in the seventh century to the era of the world conquerer Timur and the Ottoman Sultan Mehmed II in the fifteenth. An illuminating read for anyone interested in learning more about this often-misunderstood civilization, this book creates a vivid picture of life in all arenas of the pre-modern Muslim world.</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 7-23-17 The Enough Moment: Fighting to End Africa's Worst Human Rights Crimes John Prendergast - Human rights activist John Prendergast and Oscar-nominated actor Don Cheadle bring us an empowering and hopeful new book, as they reveal the steps being taken by engaged citizens—"Upstanders"—famous and unknown, here and abroad, to combat genocide, rape, and child soldier-dom in Africa, and show how you can be a part of the movement. Additional Issue: Politics</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 7-23-17 Maya Schenwar: Locked Down, Locked Out: Why Prison Doesn't Work and How We Can Do Better. Through the stories of prisoners and their families, including her own family's experiences, Maya Schenwar shows how the institution that locks up 2.3 million Americans and decimates poor communities of color is shredding the ties that, if nurtured, could foster real collective safety. As she vividly depicts here, incarceration takes away the very things that might enable people to build better lives. But looking toward a future beyond imprisonment, Schenwar profiles community-based initiatives that successfully deal with problems—both individual harm and larger social wrongs—through connection rather than isolation, moving toward a safer, freer future for all of us. Additional Issue: Politics</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 8-13-17 Amy Chua & Jed Rubenfeld: Authors of The Triple Package: How Three Unlikely Traits Explain the Rise and Fall of Cultural Groups in America. Amy Chua, author of The Battle Hymn of the Tiger Mother, returns to the show, this time with co-author and husband Jed Rubenfeld. As soon as I read the title of their new book, I thought, 'that sounds like they're making some generalizations.' Upon first sight, my mind went directly to racism, stereotypes, the whole ball of wax. In our talk, Amy said, the subject of success among cultural groups is not about race. Even more from the Chua-Rubenfelds: "That certain groups do much better in America than others—as measured by income, occupational status, test scores, and so on—is difficult to talk about. In large part this is because the topic feels racially charged. The irony is that the facts actually debunk racial stereotypes. There are black and Hispanic subgroups in the United States far outperforming many white and Asian subgroups. Moreover, there's a demonstrable arc to group success—in immigrant groups, it typically dissipates by the third generation—puncturing the notion of innate group differences and undermining the whole concept of 'model minorities.'"</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 8-13-17 Sheila McCauley Keys, Author of Our Auntie Rosa. Sheila McCauley Keys is the seventh niece of civil rights heroine Rosa Parks and has now written a personal and engaging book, Our Auntie Rosa. Rosa Parks was Sheila's mother figure. They were tight, and Sheila communicates their bond beautifully... right down to her favorite recipes of Rosa's. What the majority of her admirers throughout the world don't know is that Rosa Parks was also a model of excellence in daily life, and was a devoted mother figure to her niece, Sheila McCauley Keys, and Sheila's twelve siblings. "Auntie Rosa," as Sheila and her siblings called her, left the south for Detroit in 1957, where she reconnected with her only sibling, Sylvester McCauley, and his thirteen children. In the years that followed, Parks became a guiding force and inspiration to her nieces and nephews, and in this remarkable book, they share with readers the great wisdom of their Auntie Rosa. Parks gained worldwide recognition for her brave act on an Alabama bus in December 1955, but that was just one moment in a life lived with great humility and courage. The stories collected here by her closest family members paint an intimate portrait of a great American hero,</p>

	and offer life lessons that will inspire generations to come. Additional Issue: Politics
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 8-20-17 Breaking Through Bias: Communication Techniques for Women to Succeed at Work by Andrea S. Kramer and Alton B. Harris More than fifty years after the beginning of the Women's Movement and forty years after passage of Title IX, women are still not "making it" in traditionally male careers. Women start their careers on parity with men but generally end them far earlier, having achieved less status, lower compensation, and less satisfaction than men. Breaking Through Bias explains that it is the stereotypes about women, men, work, leadership, and family that hold women back, and it presents an integrated set of communication techniques that women can use to avoid the discriminatory consequences of these stereotypes. Women define career success in a wide variety of ways. But whatever a woman's personal definition, if she is in a traditionally male-dominated career--virtually all high status, highly compensated fields--her career is at risk because of pervasive gender stereotypes. This highly practical book makes clear that women don't need to change who they are to succeed in their chosen careers, and they certainly don't need to act more like men. Women do, however, need to be attuned to the negative gender stereotypes that surround them; they need to anticipate the biases these stereotypes foster, and they need to manage the impressions they make to avoid or overcome these biases.</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 8-27-17 Strange Beauty: A Portrait of My Son By Eliza Factor Felix Factor is a beloved 14-year-old child--energetic, playful, and curious. He is also deeply disabled. He cannot respond to questions, walk on his own, and is so prone to violence that his family had to make the painful decision to move him to a group home in New Hampshire at age 10. Eliza Factor's new memoir STRANGE draws an extraordinary and nuanced portrait of her son, and shows how Felix opened up previously unimaginable reservoirs of compassion, joy, and determination in her. Without sentimentality or personal hagiography, Factor, a novelist whose two previous books were well-reviewed, offers an intimate account of her life with Felix, from the difficult pregnancy to the unfolding realization of his severe disability to the challenging, uncertain, and yes, at times, joyous present. The book doesn't pretend Hollywood endings exist, but it is a paeon to the power of community, to the "strange beauty" in her son and in us all. Factor takes readers of STRANGE BEAUTY from private to public later in the book, chronicling her founding in 2010 of a nonprofit called Extreme Kids & Crew, which offers a community center where children with disabilities can play and do art with the specialized equipment they need but often cannot afford. Factor has become an outspoken advocate for the disabled and their caregivers. Additional Issue: Health</p>

Most Significant Issue-Responsive Programming
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ISSUE:	Education
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 7-16-17 Our Story Begins: Your Favorite Authors and Illustrators Share Fun, Inspiring, and Occasionally Ridiculous Things They Wrote and Drew as Kids Edited by Elissa Brent Weissman - Twenty-six notable authors and illustrators of children's books—including the book's editor—introduce themselves via their childhood memories. The short, straightforward introduction begins with the editor sharing her inspiration for the book.... Two years of interviewing, collecting, and collating produced the accessible, enjoyable text that follows. Each creator shares a childhood photograph, a brief memoir, a short biography, and a photographed sample of a creative work from childhood.... The art and writing samples from childhood are occasionally exciting but more often typical of the age represented—and thus encouraging rather than intimidating to young creatives. The memoirs—all (unsurprisingly) engaging—range from humorous to serious, and some slip in good advice, both about the tools of the craft and about self-marketing. There is a wide diversity of ages and backgrounds, from Phyllis Reynolds Naylor to Alex Gino, from Eric Rohmann to Rita Williams-Garcia. Thanhha Lai is especially memorable; as a Vietnamese refugee, she had no box of writings: "But it turns out, I don't need tangible objects. I have my memories." Her recollection of an oral prose poem from age 8 is one that stands out because it is indeed remarkable for one so young. Good for aspiring writers and artists."</p>
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 7-30-17 Barbara Dianis, author of Grade Transformer for the Modern Student: Early High School Edition. In the pages of Grade Transformer for the Modern Student are detailed step-by-step educational solutions and quick tips that have helped transform unlikely candidates (due to race, economics or disinterested parents) into academic winners and scholastic achievers. You will learn from the expertise of an educational specialist with over 21 years of experience of helping students transform lower grades into higher grades and raise their GPAs. The student will learn practical ways to write papers, essays, and answer essay questions that can be impressive. Grade Transformer for the Modern Student provides students with easy tips and academic strategies to help them improve their ability to understand and retain pertinent information during lectures and direct teaching times. Additional Issue: Minorities and Cultural Awareness</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 8-20-17 Elizabeth Castleberry: Executive Director King County Library System Foundation. King County Library System Foundation to hold Literary Lions Gala. The King County Library System Foundation mobilizes resources to enrich our community through the King County Library System. The KCLS Foundation promotes literacy, learning and libraries by funding initiatives and programs that enable the King County Library System to better serve the needs of our community. Additional Issue: Comm. Outreach</p>
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 8-27-17 Treehouse for Kids: Due to a number of challenges, less than half of youth in foster care graduate high school on time. Treehouse has a plan to ensure that foster youth graduate from high school at the same rate as their peers with a plan for their future by 2017. Treehouse helps give foster kids a childhood and a future through diverse programs. The-Facts-Updated-2015 dots-long Our goal: Foster youth in King County will graduate from high school at the same rate as their peers with a plan for their future by 2017. The-Impact-Updated-2015 dots-long What the recent Treehouse senior class of 71 students achieved, and where they are going. Additional Issue: Comm. Outreach/Minorities-Cultural Awareness</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 9-17-17 Reading with Captain Underpants: When Dav Pilkey was a kid, he suffered from ADHD, dyslexia and behavioral problems. Dav was so disruptive in class that his teachers made him sit out in the hall every day. Luckily, Dav loved to draw and make-up stories. He spent his time in the hallway creating his own original comic books. In the second grade, he created a comic book about a superhero named Captain Underpants. He's been creating comics ever since. In addition to his wildly popular Captain Underpants series, his numerous other books include the bestselling Ricky Ricotta series, The Paperboy which won a Caldecott Honor and Dog Breath, winner of the California Young Reader Additional Issue: Health</p>

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ISSUE:	Military
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 8-27-17 Christina Skeebarra Bellevue College's Veterans Program which assists military service members and their families with their journey through college and career and the financing of it. Bellevue College's Veterans Program is designed to assist military service members and their families with their journey through college, career and beyond. Whether you are active duty, a reserve member, or a veteran, we are here to help you and your family with assistance selecting a career path, writing a resume, connecting to jobs or internships, and much more. Additional Issue: Education</p>

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ISSUE:	Health & Nutrition
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 7-9-17 The Cancer Whisperer: How to Let Cancer Heal Your Life, by Sophie Sabbage: Both memoir and self-help book, this is the remarkable chronicle of a passage from 'terminal' diagnosis to exuberant wellness in just a few months. Sophie Sabbage was forty-eight years old, happily married, and mother to a four-year-old daughter when she was diagnosed with late-stage lung cancer. Since that shocking diagnosis, she has been on a remarkable journey of healing and renewal that has reshaped her life—for the better. The Cancer Whisperer chronicles Sophie's extraordinary relationship with cancer and the very effective methods she has used for dealing with her fear, anger, denial, and grief. The Cancer Whisperer encourages cancer patients to:</p> <ul style="list-style-type: none"> • Direct their own treatment while preserving their personhood in a system that tends to see them as patients more than people. • Engage with fear, anger, and grief in healthy and healing ways instead of toughing it out, trying to be falsely positive, or collapsing into despair.
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 7-9-17 Joshua Mohr's new memoir, "Sirens" is a heartbreaking and candid look at the life of an addict through his own eyes. A novelist's account of how learning to live with a susceptibility to substance abuse helped him take control of his life in middle age. Mohr showed a predilection for self-punishment early in his life. After his father "bolted for California," his alcoholic mother left him with men who sometimes mistreated him. Mohr drank and drugged through his adolescence and young adulthood, losing jobs and an early marriage along the way. By turns raw and tender, this book not only chronicles a man's literary coming-of-age. It also celebrates the power of love while offering an uncensored look at the frailties that can define—and sometimes overwhelm—people and their lives.</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 7-30-17 Captain James LaVelle Dickens, DNP, RN, FNP-BC, Fellow at the American Association of Nurse Practitioners (AANP), Huffington Post contributor and senior minority health official at the U.S. Department of Health and Human Services (HHS) addresses mental health issues and how they can work together to better support those who suffer. July is National Minority Mental Health Awareness Month – arguably one of the most important awareness months of the year for the African American Community. Roughly 6.8 million African Americans have a diagnosable mental illness – more than the populations of Chicago, Houston and Philadelphia combined. Additional Issue: Minorities and Multicultural Awareness</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 7-30-17 Lindsey Hall, author of the blog, "I Haven't Shaved in 6 Weeks: All The Truths About That One Time In Rehab." Ever wonder what life in an eating disorder rehab is like? Do you make friends? What's the food like? What do you do all day? Were you, like, crazy? Did your parents visit? Do you even get better? These are all questions Lindsey Hall has been asking since returning home from a 10-week life-saving stint in rehab following an 8-year cycle on the eating disorder train. Fortunate enough to attend one of the top ED rehabs in the country, she decided that instead of fielding curiosity after curiosity, she says she'd 'go down guns a-blazin' and in true 'Orange-Is-The-New-Black' style', and retell her experience in a blog entitled "I Haven't Shaved in 6 Weeks: All The Truths About That One Time In Rehab." Lindsey is a candid, thoughtful and entertaining-in-the-face-of-hardship interview subject. Additional Issue: Minorities & Cultural Awareness</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 9-10-17 Vaccinations: Dr. Joyce Knestrick, PhD, FNP, and President of American Association of Nurse Practitioners, to talk about vaccines and the immunization process - especially as kids prepare to go to back to school. Joyce has 25 years of experience as a family nurse practitioner working in clinics that serve low income and underserved populations both in urban and rural Appalachian areas. AANP is the largest organization for nurse practitioners representing 234,000 NPs across the country, including more than 77,000 individual members. How are nurse practitioners involved in Immunization? What is the difference between vaccination and immunization? If our children have already received vaccinations, how do we find out which they already have? Why is it important that our children be vaccinated before entering a classroom? What if our children are sick, is that a reason to hold off getting a vaccination before school? Additional Issues: Education, Community Outreach</p>
	Community Matters

20 minutes of a 50 minute program 6am to 620am

9-24-17 Full Recovery: Creating a Personal Action Plan for Life Beyond Sobriety by Brian McAlister Full Recovery is a valuable book not only for those in recovery from addictions but also for those looking to grow toward their full potential. This book fills a void in recovery literature specifically addressing life after getting sober. Recovery principles and spiritual concepts are effectively integrated into a framework for readers to apply to their career, relationships, and spirituality. Through real-life examples and action plans, Full Recovery inspires readers to use challenges and adversity as sources of motivation toward creating a productive, meaningful, and successful life.

Most Significant Issue-Responsive Programming
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ISSUE:	Environment
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 8-3-17 Denis and Gail Hayes, internationally recognized environmentalists of long standing, with Denis Hayes also heading the Bullitt Foundation here in Seattle - Cowed: The Hidden Impact of 93 Million Cows on America's Health, Economy, Politics, Culture, and Environment . "A terrific book, well researched and eloquently written, about better possibilities for the health of people, land, water, climate, and, yeah, for cows too!" "Imagine an evening of conversation with the smartest, wittiest, most charming and interesting couple you know. It's a conversation about cows, but it ranges widely, from history to geology to public health. Cowed is that evening." Additional Issue: Health & Nutrition, Politics, Cultural Awareness</p>
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 8-10-17 Sustainable West Seattle - Sustainable West Seattle's aim is to provide resources and outreach for the West Seattle neighborhood on issues such as: Renewable Energy & Conservation Local Transportation Solutions Eating Locally Sustainable Health and Elder Care. Additional Issue: Minorities & Cultural Awareness</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 9-3-17 Vanishing Bees: Science, Politics, and Honeybee Health by Sainath Suryanarayanan - In 2005, beekeepers in the United States began observing a mysterious and disturbing phenomenon: once-healthy colonies of bees were suddenly collapsing, leaving behind empty hives full of honey and pollen. Over the following decade, widespread honeybee deaths—some of which have come to be called Colony Collapse Disorder (CCD)—have continued to bedevil beekeepers and threaten the agricultural industries that rely on bees for pollination. Scientists continue to debate the causes of CCD, yet there is no clear consensus on how to best solve the problem.</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 9-24-17 The Threadcycle Program of King County - Damaged clothes and linens aren't garbage anymore. Up to 95 percent of the clothes, shoes, and linens thrown in the garbage could have been reused or recycled. Many local organizations want all your clothes, shoes, and linens for reuse or recycling – even damaged items – in any condition except wet, mildewed or contaminated with hazardous materials. Threadcycle is a public education campaign of King County and Seattle Public Utilities. Additional Issue: Community Outreach</p>

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ISSUE:	Financial Literacy
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 7-16-17 Buyology: Truth and Lies About Why We Buy by Martin Lindstrom Through extensive and expensive research, Lindstrom provides an adequate primer on what neuroscience studies can tell society—particularly marketers—about how selling (and more important, buying) works. Whether considering the roles of sex, religion, product placement or contradictions in consumer habits between what they say and what they do, Lindstrom explores how brain-scan studies reveal an avalanche of information about what works and what doesn't.</p>
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 8-13-17 Life Is a Sales Job: You Can't Score a Td If You Don't Swing the Bat by Shirley Thom - Shirley Thom, a stay at home mom, suddenly became a single parent at age thirty-one. To provide for her two daughters – ages five and eight – she needed a job. While working at a radio station, Shirley moved from a support position to a career in sales. This enabled her to work on her own terms while earning the income that would allow her to fulfill her dreams. The radio station and subsequent employers and clients also reaped benefits from Shirley's move into sales. Over the years, she's delivered more than \$150 million to those who have employed her skills. In this guidebook to succeeding in sales, you'll learn how to: convince a company to give you a chance to work as a salesperson; respond to the word "no" in order to get to a positive outcome; and combine preparation with timing and opportunity to accomplish your goals. You'll also find out what it takes to be a successful salesperson and what questions to ask to determine if the field is right for you. For instance, if you aren't comfortable working on commission and want a steady salary, then you may not be cut out for a career in sales.</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 9-3-17 The Cheapskate Next Door: The Surprising Secrets of Americans Living Happily Below Their Means by Jeff Yeager (The Ultimate Cheapskate's Road Map to True Riches) is back with another energetic, likably eccentric lesson on living happily well below your means. Interviewing a variety of self-professed cheapskates, he finds—despite a diversity of lifestyles, backgrounds, and beliefs— common practices and philosophies when it came to money; their knowledge of how to live on less has insulated them from the economic crash.</p>
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 9-10-17 Thriving In The Gig Economy - How to Capitalize and Compete in the New World of Work By Marion McGovern - According to MBO Partners' recent study on State of Independence in America 2017, the independent workforce is now 41 million people strong, representing about 31 percent of the private U.S. workforce. These independents represent every age, demographic, gender, skill and income group. Marion McGovern founded M Squared Consulting in 1988. It was one of the first gig economy talent intermediaries, long before the term "Gig Economy" existed. She details: --The differences between the Gig Economy, The Sharing Economy and The On-Demand Economy. --Where and how the generations – Millennials, Gen X, Boomers -- fit into the Gig Economy. --Why individual expertise is in demand. What is the "Expertise Pyramid"? --How to build your brand and position your expertise. --The best ways to sell yourself and how to use digital talent platforms and traditional consulting intermediaries to gain clients. --Commonsense logistics around digital branding, contracts, and employment issues.</p>

Most Significant Issue-Responsive Programming
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ISSUE:	Politics
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 7-16-17 The Fight to Vote: As we enter the 2016 election, voting rights remain a key issue. Hillary Clinton has shown a high-profile embrace of democracy reform, advocating for universal, automatic voter registration; Bernie Sanders rails against Super-PACs and wealthy campaign donors that obstruct popular representation; Donald Trump boasts about his independently financed campaign—but warns about voter fraud. In The Fight to Vote, leading law scholar and public policy activist Michael Waldman— President of the Brennan Center for Justice—reminds us that that voting rights have never been—and are still not—a guarantee. The first comprehensive history of the long struggle to win voting rights for all U.S. citizens, The Fight to Vote traces the full story from the Founders’ debates, to suffrage for African Americans and women, to today’s challenges: a wave of restrictive voting laws, partisan gerrymanders, and the flood of campaign money unleashed by Citizens United. Additional Issue: Minorities and Cultural Awareness</p>
	<p>Community Matters 10 minutes of a 50 minute program 645am to 655am 8-3-17 Rick Steves, television personality and author of, Europe Through the Back Door 2015. Travel Expert Rick Steves Offers His Top 15 Travel Tips for 2015. American vacations are becoming shorter and shorter while travelers look for ways to save time and money in every aspect of their lives. Travel expert Rick Steves is encouraging Americans t travel internationally and create life-changing memories. For most Americans, time and money are precious resources. The average American worker is entitled to sixteen days of paid leave, but her average vacation lasts just over four days. International travel advocate Rick Steves is staging an intervention. In the new edition of the book, Steves urges Americans to venture afar in the new year. To help travelers engage with other cultures in meaningful ways while saving time and money, he is equipping readers with expert advice gleaned from his thirty years of experience exploring Europe and the wider world. Here are Rick’s top travel tips for 2015. Additional Issue: Minority & Cultural Awareness</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 8-20-17 Congressman Barney Frank on his book, Frank: A Life in Politics from the Great Society to Same-Sex Marriage is one man’s account of the country’s transformation—and the tale of a truly momentous career. Many Americans recall Frank’s lacerating wit, whether it was directed at the Clinton impeachment (“What did the president touch, and when did he touch it?”) or the pro-life movement (some people believe “life begins at conception and ends at birth”). But the contours of his private and public lives are less well-known. For more than four decades, he was at the center of the struggle for personal freedom and economic fairness. From the battle over AIDS funding in the 1980s to the debates over “big government” during the Clinton years to the 2008 financial crisis, the congressman from Massachusetts played a key role. In 2010, he coauthored the most far-reaching and controversial Wall Street reform bill since the era of the Great Depression, and helped bring about the repeal of Don’t Ask, Don’t Tell. Barney Frank represented the Fourth Congressional District of Massachusetts for more than three decades and chaired the House Financial Services Committee from 2007 to 2011. Additional Issue: Minority & Cultural Awareness</p>
	<p>Community Matters 20 minutes of a 50 minute program 6am to 620am 9-3-17 Assassin of Youth: A Kaleidoscopic History of Harry J. Anslinger’s War on Drugs - Commissioner of the Federal Bureau of Narcotics from its establishment in 1930 until his retirement in 1962, Harry J. Anslinger is the United States’ little known first drug czar. Anslinger was a profligate propagandist with a flair for demonizing racial and immigrant groups and perhaps best known for his zealous pursuit of harsh drug penalties and his particular animus for marijuana users. But what made Anslinger who he was, and what cultural trends did he amplify and institutionalize? Having just passed the hundredth anniversary of the Harrison Act—which consolidated prohibitionist drug policy and led to the carceral state we have today—and even as public doubts about the drug war continue to grow, now is the perfect time to evaluate Anslinger’s social, cultural, and political legacy. Additional Issue: Minority & Cultural Awareness</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 9-10-17 Everything Under the Heavens: How the Past Helps Shape China's Push for Global Power – Howard French, former New York Times Asia correspondent and author of China's Second Continent, gives an incisive</p>

	<p>investigation of China's ideological development as it becomes an ever more aggressive player in regional and global diplomacy. For many years after its reform and opening in 1978, China maintained an attitude of false modesty about its ambitions. That role, reports Howard French, has been set aside. China has asserted its place among the global heavyweights, revealing its plans for pan-Asian dominance by building its navy, increasing territorial claims to areas like the South China Sea, and diplomatically bullying smaller players. Underlying this attitude is a strain of thinking that casts China's present-day actions in decidedly historical terms, as the path to restoring the dynastic glory of the past. If we understand how that historical identity relates to current actions, in ways ideological, philosophical, and even legal, we can learn to forecast just what kind of global power China stands to become--and to interact wisely with a future peer.</p>
	<p>Community Matters 20 minutes of a 50 minute program 625am to 645am 9-24-17 Every Day Is Election Day: A Woman's Guide to Winning Any Office, from the PTA to the White House with author Rebecca Sive. With expert guidance and abundant resources, this practical and inspirational guide is for women at all stages of life who want to seek and win public leadership and public office at any level. According to research, women considering leadership positions or running for elected office are more inhibited than men by family concerns and by a lack of confidence, and speaking directly to these issues, this book offers pragmatic advice and strategies for women's daily lives as advocates, candidates, and powerbrokers and shares the true-life stories, secrets of success, and frank suggestions of women who have led, run, and won. This handy reference teaches women how to surmount public barriers, conquer private fears, and run a winning campaign—be it for a PTA position, board president, U.S. senator, or beyond—with joy, humor, confidence, and no apologies</p>

Public Service Announcement Topics and Organizations

3rd Quarter 2017: July 1 to September 30, 2017

A minimum of 10 minutes per week, played between 6am and 6pm at various times and days, in the form of :30 and :60 second announcements from non-profit organizations

Hunger Prevention

National Federation of the Blind

Substance Abuse and Mental Health Services Administration

Underage drinking prevention

African American Colorectal Cancer

Curing Sarcoma

Insurance Coverage

Poison Emergency

Lupus

Ovarian Cancer

Animal Adoption

Mental Health

Heart Health

Highway Safety

Vision Health

Alzheimers 30

Drug Label Facts

Cancer Prevention

Environment Protection

DoctorsWithoutBorders

Parkinsons

Lung Cancer

Cell Phone Dangers

Tap Water Promotion

Operation Second Chance/Military

Job Training

Social Security

Disaster Prevention