

WMC-AM

Memphis Tennessee

Quarterly Report: 3rd Quarter, 2023 (July, August, September)

The following report details how WMC-AM radio addressed important issues through public service announcements, public affairs programming every Sunday 6-7am CT, and community involvement.

• [Week of 7/02/23 Radio Health Journal](#)

### **SEGMENT 1: WILL HORMONAL CONTRACEPTIVES WORSEN YOUR AUTOIMMUNE DISEASE?**

**Duration:** 12:47

**Synopsis:** Of the 24 million Americans with autoimmune diseases, about 80% are women. A 2020 paper in the American Journal of Nursing estimates that nearly 90% of women who could become pregnant but don't want to use contraception – which may worsen a preexisting disease. Our experts explain what to do if you fall into this category and how to safely use hormonal contraceptives.

**Host:** Elizabeth Westfield

**Guests:** Dr. Lisa Sammaritano, Professor of Clinical Medicine, Weill Cornell Medical College; Dr. Kristen Demoruelle, Rheumatologist, Associate Professor of Medicine, University of Colorado School of Medicine; Kristy Griffin, patient

**Compliance issues:** Autoimmune Disease, Birth Control, Diabetes, Gender Issues, Patient Safety, Contraceptives, Hashimoto's Disease, Hormones, Immunocompromised, IUD, Multiple Sclerosis, Rheumatology, Thyroid

### **SEGMENT 2: DO YOU FEEL PRESSURED TO WORK WHILE YOU'RE SICK?**

**Duration:** 7:11

**Synopsis:** Though the pandemic changed a lot about traditional offices, by now many people are back working in communal spaces. While this is great for building relationships, it's also a surefire way to spread disease. Our experts discuss how office culture feeds into putting yourself and others at risk.

**Host:** Nancy Benson

**Guests:** Richard Deosingh, District President, Robert Half International; Dr. Joseph Ladapo, Professor, University of Florida College of Medicine, State Surgeon General of Florida

**Compliance issues:** Infectious Disease, Patient Safety, Public Health, Vulnerable Populations, Employee, Flu, Office Culture, Vaccine

• [Week of 7/09/23 Viewpoints](#)

### **SEGMENT 1: NO TRAVEL PLANS THIS SUMMER? HOW TO MAKE THE MOST OUT OF WHERE YOU ARE ALREADY**

**Duration:** 9:35

**Synopsis:** High demand for travel this summer is leading to exorbitantly high prices for flights, hotels and rental cars. If traveling out of state this summer is out of the question (or you just want to spend more time at home), we offer up some ways to rediscover your own town, city, or region and gain a new perspective.

**Host:** Gary Price

**Guests:** Jessica Mlinaric, Chicago resident, writer, author, Secret Chicago: A Guide to the Weird, Wonderful, and Obscure

**Compliance issues:** Arts, Cuisine, Culture, Exploration, History, Music, Personal Finance, Tourism, Travel

### **SEGMENT 2: WOULD YOU EVER SPEND \$63,000 ON A POUND OF RARE MUSHROOMS? SOME CHEFS SAY YES**

**Duration:** 7:36

**Synopsis:** Purveying for the top chefs across America is an ever-changing series of requests dependent on food trends and tastes. While some chefs are seeking out rare microgreens, others are looking for the finest cuts of beef. And these small quantities of in-demand ingredients come at a hefty price. We highlight the many niche aspects of fine dining and how we can all take away some learning points to infuse into our own cooking at home.

**Host:** Marty Peterson

**Guests:** Carrie Nahabedian, co-owner, executive chef, Brindille, Kostali by Naha; Susan Spungen, food stylist, cookbook author, Open Kitchen: Inspired Food for Casual Gatherings

**Compliance issues:** Agriculture, Cooking, Cuisine, Culture, Fine Dining, Food Trends, Global Trade, Innovation, Tourism

### **VIEWPOINTS EXPLAINED: THE 36-HOUR REBELLION WITHIN RUSSIA**

**Duration:** 2:01

**Synopsis:** Who is Yevgeny Prigozhin? The elusive leader of the mercenary force, The Wagner Group, is now globally known for the recent rebellion he launched against the Russian regime. We discuss the short-lived coup that's now known as the biggest uprising in Vladimir Putin's 23-year-reign.

**Host:** Ebony McMorris

**Compliance issues:** Conflict, Government, Politics, War

### **CULTURE CRASH: WHY ARE STREAMING PLATFORMS ALWAYS CHANGING?**

**Duration:** 2:27

**Synopsis:** It seems like there's always a new streaming app coming or going lately. Take the creators of HBO for instance. In a short span of time, the subscription platform has been called HBO Now, HBO Go, HBO Max and now it's just Max. We discuss the ever-evolving landscape of streaming.

**Host & Producer:** Evan Rook

**Compliance issues:** Entertainment, Film Production, Media Business

• Week of 7/09/23 Radio Health Journal

### **SEGMENT 1: HOW CAN WE SAVE INFANTS FROM THE EFFECTS OF OPIOID ADDICTION?**

**Duration:** 10:08

**Synopsis:** Though we've known about neonatal opioid withdrawal syndrome (NOWS) since the 1970s, there has never been a standard treatment plan across all hospitals. In fact, the scale that's used to determine a diagnosis is complicated and outdated. Experts discuss a promising new treatment approach and how to fix the root cause of NOWS.

**Host:** Elizabeth Westfield

**Guests:** Dr. Stephen Patrick, Neonatologist, Director, Vanderbilt Center for Child Health Policy, Vanderbilt University; Dr. Diana Bianchi, Director, Eunice Kennedy Shriver National Institute of Child Health and Human Development, NIH

**Compliance issues:** Public Health, Vulnerable Populations, Drug Addiction, Drug Use, Infant Safety, Neonatal Intensive Care, Neonatal Opioid Withdrawal Syndrome, Opioid Crisis, Opioid Use Disorder, Standard Care

### **SEGMENT 2: "THERE'S NO 'NORMAL' PERSON": THE INTERSECTION OF ETHICS AND DISABILITY**

**Duration:** 10:02

**Synopsis:** Bioethicists help governments, universities, hospitals, and patients make the best possible judgement calls based on cultural and personal values. But they don't always get it right. Experts explain how the disabled community is often left behind in society, medicine, and bioethics.

**Host:** Nancy Benson

**Guests:** Dr. Jeffrey Bishop, Tenet Endowed Chair in Bioethics, Professor of Health Care Ethics, Saint Louis University; Dr. Brooke Ellison, Associate Professor, Stony Brook University, Author, Look Both Ways

**Compliance issues:** Accessibility, Consumerism, Ethics, Healthcare, Medical Technology, Public Safety, Research Ethics, Bioethics, Communication Technology, Disability Rights, End of Life Care, Medical Ethics, Mobility

• Week of 7/16/23 Viewpoints

### **SEGMENT 1: AVOIDING CONVERSATIONS AROUND MONEY? HERE'S HOW TO GET STARTED**

**Duration:** 9:23

**Synopsis:** Only 1 in 4 Americans feels financially secure, according to a recent survey by consumer financial services firm, Bankrate. We speak with two financial experts about how more Americans can have productive conversations about their spending and come up with a plan to save and invest more for the future.

**Host:** Gary Price

**Guests:** Lori Sackler, certified financial planner, financial wealth advisor, author, *The M Word: The Money Talk Every Family Needs to Have About Wealth and Their Financial Future*; Emily Guy Birken, financial expert, financial writer, author, *Stacked: Your Super Serious Guide to Modern Money Management*

**Compliance issues:** Aging, Consumerism, Economy, Parenting, Personal Finance, Relationships, Retirement, Wealth

## **SEGMENT 2: HAS ARTIFICIAL INTELLIGENCE FOREVER CHANGED THE MUSIC INDUSTRY?**

**Duration:** 8:42

**Synopsis:** Yes, ChatGPT isn't dominating media headlines anymore, but the technology is still leading to massive changes across America. One area where it's making waves is the music production industry. We speak with two experts within the field about how artificial intelligence is forcing them to rethink the future of music artistry and production.

**Host:** Marty Peterson

**Guests:** Tina Tallon, assistant professor, artificial intelligence, music composition and the arts, University of Florida; Robert Laidlow, classical music composer, fellow, University of Oxford

**Compliance issues:** Arts, Career, Composition, Copyright Infringement, Entertainment Business, Music, Music Streaming, Social Media, Technology

## **VIEWPOINTS EXPLAINED: PEDESTRIAN DEATHS HIT A 40-YEAR HIGH**

**Duration:** 2:01

**Synopsis:** What's fueling the staggering increase in pedestrian deaths in recent years? We discuss this alarming upward trend.

**Host:** Ebony McMorris

**Compliance issues:** Accessibility, Public Health, Public Safety, Transportation

## **CULTURE CRASH: IS THE LATE-NIGHT TALKSHOW FORMAT DEAD?**

**Duration:** 2:02

**Synopsis:** Jay Leno. David Letterman. Jimmy Fallon. Stephen Colbert. We highlight the rise and fall of late-night TV.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Entertainment, News, TV

- Week of 7/16/23 Radio Health Journal

## **SEGMENT 1: BIOETHICS PART 2: SHOULD YOU HAVE THE RIGHT TO END YOUR OWN LIFE?**

**Duration:** 10:49

**Synopsis:** In this follow-up to last week's discussion on bioethics and disability, we dig into Dr. Brooke Ellison's life as a quadriplegic. Using her own experience, she explains the public policies and technological advances needed to help people with disabilities live life to the fullest. Along with Ellison, Dr. Jeffrey Bishop -- a bioethicist -- explores the many ethical decisions that surround end-of-life care.

**Host:** Elizabeth Westfield

**Guests:** Dr. Jeffrey Bishop, Tenet Endowed Chair in Bioethics, Professor of Health Care Ethics, Saint Louis University; Dr. Brooke Ellison, Associate Professor, Stony Brook University, Author, *Look Both Ways*

**Compliance issues:** Accessibility, Consumerism, Ethics, Healthcare, Medical Technology, Public Safety, Research Ethics, Bioethics, Communication Technology, Disability Rights, End of Life Care, Medical Ethics, Mobility

[Jeffrey Bishop - Tenet Endowed Chair in Health Care Ethics - Saint Louis University | LinkedIn](#)

## **SEGMENT 2: IS PSYCHEDELIC THERAPY THE FUTURE OF MENTAL HEALTH TREATMENT?**

**Duration:** 9:12

**Synopsis:** Compass Pathways is leading the charge for psychedelic therapy. The research is currently in stage three trials and is expected to receive FDA approval in the next few years. An expert explains how the treatment works and if the therapy will be covered by insurance.

**Host:** Nancy Benson

**Guests:** Dr. Steve Levine, Senior Vice President for Patient Access and Medical Affairs, Compass Pathways

**Compliance issues:** Consumerism, Depression, Healthcare, Mental Health, Therapy, Medical Insurance, Psilocybin, Psychedelic Therapy, Psychedelics

• Week of 7/23/23 Viewpoints

**SEGMENT 1: MARY LASKER: A PUBLIC HEALTH PIONEER**

**Duration:** 7:36

**Synopsis:** The National Institute of Health. National Cancer Institute. These are just some of the research foundations that are thriving today thanks to the work of health activist Mary Lasker. We speak with biographer Judith L. Pearson about the many big contributions Lasker made to cancer & heart disease research throughout the twentieth century.

**Host:** Gary Price

**Guests:** Judith L. Pearson, biographer, author, Crusade to Heal America: The Remarkable Life of Mary Lasker

**Compliance issues:** Government Funding, History, Medical Research, Medicine, Politics, Public Health, Science

**SEGMENT 2: THE INTERESTING ORIGINS OF CANNABIS**

**Duration:** 9:27

**Synopsis:** Did you know that cannabis use dates back tens of thousands of years? While its earliest use traces back to Asia, it eventually spread to Europe and then America and was used in a variety of capacities. We speak with highly acclaimed pharmacology expert Dr. Richard Miller about the global history of cannabis and its controversial record over the last 70 years of American history.

**Host:** Marty Peterson

**Guests:** Dr. Richard Miller, professor, pharmacology, Northwestern University Feinberg School of Medicine

**Compliance issues:** Cannabis Legalization, Culture, Drug Policy, Government, History, Public Health, War on Drugs

**VIEWPOINTS EXPLAINED: WHY IS AN END TO AFFIRMATIVE ACTION SUCH BIG NEWS?**

**Duration:** 1:49

**Synopsis:** We break down how higher education will be affected by the Supreme Court's recent ruling ending affirmative action.

**Host:** Ebony McMorris

**Compliance issues:** Education Access, Government, Higher Education, Inequality, Race

**CULTURE CRASH: WHY WE CAN'T GET ONBOARD WITH CGI**

**Duration:** 2:42

**Synopsis:** This week – we talk about the abundance (and overuse) of computer-generated images in recent blockbuster film releases. We also highlight a couple new summer drops that we're looking forward to.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film, Technology

• Week of 7/23/23 Radio Health Journal

**SEGMENT 1: "WE LIVE IN AN AGEIST SOCIETY": HOW TO ENJOY OLD AGE**

**Duration:** 12:29

**Synopsis:** Everyone ages, so why are so many of us not prepared to grow old? Dr. Rosanne Leipzig, a gerontologist, says most of her patients don't know what changes to expect in their old age – and often fight against the inevitable transition. She explains what's normal, what's not, and how to enjoy your later years in life.

**Host:** Elizabeth Westfield

**Guests:** Dr. Rosanne Leipzig, Professor and Vice Chair, Education of the Brookdale Department of Geriatrics and Palliative Medicine, Icahn School of Medicine at Mount Sinai, Author, *Honest Aging*

**Compliance issues:** Ageism, Aging, Bone Density, Bone Health, Botox, Geriatrics, Hearing Aids, Injectable Filler, Public Health, Public Transportation, Social Infrastructure, Social Pressure, Suicide, Stigma

## **SEGMENT 2: ARE YOU PROTECTED FROM TICK-BORNE DISEASES?**

**Duration:** 7:03

**Synopsis:** Summer is a season of activities, but it's also the favorite season of blood-sucking bugs like ticks. Do you know how to best protect yourself, your family, and your pets? Dr. Bobbi Pritt explains which repellants are worth your money, and the most effective way to remove a tick to avoid diseases.

**Host:** Nancy Benson

**Guests:** Dr. Bobbi Pritt, Professor of Laboratory Medicine and Pathology and Director of Clinical Parasitology, Mayo Clinic

**Compliance issues:** Autoimmune Disease, Bug Repellent, Deet, Infection, Lyme Disease, Mosquitoes, Parasites, Pathology, Picaridin, Public Safety, Tick-Borne Disease, Vector-Borne Disease

• Week of 7/30/23 Viewpoints

## **SEGMENT 1: LOOKING THROUGH A NEW LENS: THE LARGEST & MOST POWERFUL TELESCOPE EVER BUILT**

**Duration:** 8:25

**Synopsis:** The James Webb telescope is the largest and most powerful space telescope ever built. A year and a half ago hundreds of thousands of people cheered after the telescope successfully launched and opened to begin capturing the universe in more detail than ever before. We speak with one astronomer about how this telescope will lead to greater discoveries – including the hunt for extraterrestrial life.

**Host:** Gary Price

**Guests:** Jacob Bean, astronomer, professor, Department of Astronomy & Astrophysics, University of Chicago

**Compliance issues:** Astronomy, Culture, Innovation, International Relations, Physics, Space Exploration, Technology

## **SEGMENT 2: WILL SOCCER FINALLY SCORE BIG IN THE U.S.?**

**Duration:** 8:37

**Synopsis:** Soccer has steadily gained a following in recent years in the U.S. Amongst Americans 18-29 years old, the sport is now more popular than baseball. We speak with soccer expert, G. Edward White about what's driving this shift and why it took so long for soccer to take hold in America.

**Host:** Marty Peterson

**Guests:** G. Edward White, David and Mary Distinguished Professor, Law, University of Virginia School of Law, author, *Soccer in American Culture: The Beautiful Game's Struggle for Status*

**Compliance issues:** Entertainment, History, Nationalism, Parenting, Sports Culture, Technology, Youth Sports

## **VIEWPOINTS EXPLAINED: HOW MUCH ARE YOU PAYING FOR SUBSCRIPTIONS EACH MONTH?**

**Duration:** 2:02

**Synopsis:** There seems to be a subscription for nearly every product or service these days. But how much is too much? And when you're ready to cancel, why does it always seem like it's a pain to go through the process? We uncover how some businesses use deceptive marketing tactics to keep consumers paying.

**Host:** Ebony McMorris

**Compliance issues:** Business, Consumerism, Government, Law, Marketing, Technology

## **CULTURE CRASH: ALMOST THREE MONTHS LATER: WHY THE STRIKE IN HOLLYWOOD IS STILL MARCHING ON**

**Duration:** 2:31

**Synopsis:** We discuss the ongoing screenwriters and actors strike that's halting production on a large array of TV shows and films.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film, Technology

• Week of 7/30/23 Radio Health Journal

### **SEGMENT 1: HONORING NAZI DOCTORS AND CRIMINALS: THE DARK SIDE OF MEDICAL EPONYMS**

**Duration:** 10:51

**Synopsis:** Eponyms honor people who discover diseases, treatments, and procedures. You may be familiar with ones like Alzheimer's disease, named after Alois Alzheimer, or Hodgkin's lymphoma, discovered by Thomas Hodgkin. However, Our experts explain how eponyms can go awry and place honor on criminals or even the wrong person.

**Host:** Elizabeth Westfield

**Guests:** Dr. Sabine Hildebrandt, Associate Professor of Pediatrics, Boston Children's Hospital & Harvard Medical School; Dr. Eric Matteson, Professor Emeritus of Medicine, Mayo Clinic

**Compliance issues:** Ethics, History, Medical History, Vulnerable Populations, Eponyms, Gynecology, Medical Culture, Nazi Party, People of Color in Medicine, Vasculitis, Women in Medicine

### **SEGMENT 2: HIGH-RISK PREGNANCY? BED REST MAY NOT BE THE ANSWER**

**Duration:** 8:36

**Synopsis:** Bed rest is one of the most common interventions prescribed for high-risk pregnancies, but does it work? There's no research that proves bed rest prevents preterm labor, however multiple studies show that this intervention harms a woman's physical and mental health. Our experts break down the evidence and explain alternative interventions.

**Host:** Nancy Benson

**Guests:** Dr. Michelle Mottola, Embryologist & Professor, Schulich School of Medicine and Dentistry, University of Western Ontario, Director of the Exercise and Pregnancy Laboratory, R. Samuel McLaughlin Foundation; Dr. Cynthia Gyamfi-Bannerman, Professor & Chair of Obstetrics, Gynecology, and Reproductive Sciences, University of California San Diego, President-Elect, Society for Maternal-Fetal Medicine; Aileen Weintraub, Author, Knocked Down

**Compliance issues:** Bed Rest, Birth, Depression, High Blood Pressure, Patient Safety, Pregnancy, Public Health, Vulnerable Populations, Gestational Diabetes, High-Risk Pregnancy, Labor, Obstetrics

• Week of 8/06/23 Viewpoints

### **SEGMENT 1: HOW ARTIFICIAL INTELLIGENCE IS FUELING THE \$1.1 TRILLION IN ONLINE RETAIL SALES**

**Duration:** 6:15

**Synopsis:** Online retail sales are set to surpass \$1.6 trillion by 2027. With so much growth in the market, retailers are investing big in artificial intelligence software that improves customer interaction, usability, supply chain and more. We speak with the Chief Technology Officer of Zenni Optical about how retailers are setting up for this new era of digital dominance.

**Host:** Gary Price

**Guests:** David Ting, chief technology officer, Zenni Optical

**Compliance issues:** Business, Consumerism, Economy, Habits, Retail Trends, Technology, User Experience

### **SEGMENT 2: WHAT'S HAPPENING IN HOLLYWOOD? THE STRIKE, EXPLAINED**

**Duration:** 10:13

**Synopsis:** The screenwriters strike in Hollywood is now in its third month. Last month, the Screen Actors Guild joined forces with the Writers Guild of America and called a strike. We speak with two active voices in the industry about what's driving this strike and why these asks are so important to current and future professionals in this landscape.

**Host:** Marty Peterson

**Guests:** Sofya Levitsky-Weitz, playwright, screenwriter, "The Bear"; Irving Belateche, screenwriting professor, School of Cinematic Arts, University of Southern California

**Compliance issues:** Artificial Intelligence, Career, Creative Arts, Economy, Entertainment, Inflation, Labor Issues, Labor Rights, Pay Equity, Personal Finance, Technology

### **VIEWPOINTS EXPLAINED: CAN CHATGPT PERFECTLY MIMIC HUMANS?**

**Duration:** 2:34

**Synopsis:** ChatGPT, the generative artificial intelligence platform, has been dominating media headlines since its release late last year. We discuss what sets humans apart from this network created by OpenAI.

**Host:** Ebony McMorris

**Compliance issues:** Artificial Intelligence, Automation, Innovation, Labor, Software, Technology

### **CULTURE CRASH: THE POWER OF “BARBENHEIMER”**

**Duration:** 2:36

**Synopsis:** Millions of Americans rallied last month as two of the biggest film releases hit theaters. Yes, we're talking about “Barbie” & “Oppenheimer” aka “Barbenheimer”. We discuss the massive revenues these two movies drew.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film, History

• Week of 8/06/23 Radio Health Journal

### **SEGMENT 1: HIDDEN HEART DISEASE: WHAT MAKES A HEALTHY, 33-YEAR-OLD HAVE A STROKE?**

**Duration:** 10:48

**Synopsis:** Bicuspid Aortic Valve is a rare heart condition that's twice as likely to affect men. While it can be easily managed on its own, BAV can lead to hidden, secondary conditions that may cause heart malfunction. An expert explains the signs and symptoms to watch out for, and what to do if you're diagnosed with BAV.

**Host:** Elizabeth Westfield

**Guests:** Dr. Chris Malaisrie, Attending Cardiac Surgeon, Northwestern Medicine, Professor of Surgery, Northwestern University; Alexander McKeown, BAV & Aortic Aneurysm Patient

**Compliance issues:** Cardiac Surgery, Mental Health, Patient Safety, Vulnerable Populations, Congenital Heart Disease, Genetic Conditions, Heart Health, Open Heart Surgery, Rare Disease, Stress, Stroke

### **SEGMENT 2: KITCHEN CHEMISTRY: IS ASPARTAME TOO GOOD TO BE TRUE?**

**Duration:** 9:19

**Synopsis:** Aspartame has been studied for more than 40 years, but people are still skeptical of its safety. The World Health Organization recently released a report that reaffirms the sweetener's safety and didn't find any evidence of cancer-causing properties. Experts break down the new research and explain the effects of having aspartame in your diet.

**Host:** Nancy Benson

**Guests:** Dr. John Sievenpiper, Professor of Nutritional Sciences and Medicine, University of Toronto; Dr. Daniele Wikoff, Principal Scientists & Director of Health Sciences Practice, ToxStrategies

**Compliance issues:** Alternative Sweeteners, Aspartame, Cancer, Carcinogens, Consumerism, Diabetes, Nutrition, Obesity, Public Health, Public Safety, Diet Soda, Healthy Lifestyle, Sugar, Weight Loss

• Week of 8/13/23 Viewpoints

### **SEGMENT 1: THE GROWING RISK OF WILDFIRES FROM COAST TO COAST: ARE YOU PREPARED?**

**Duration:** 8:55

**Synopsis:** It's been the deadliest year on record for wildfires in Canada. While California is typically the focus point for these events, the new reality of human-caused climate change is that wildfires are becoming a greater threat in areas never seen before. We speak with Dr. Adrienne Edwards, a botanist and wildfire expert, about how Americans can best prepare for wildfire season and help stop the spread.

**Host:** Gary Price

**Guests:** Dr. Adrienne Edwards, botanist, author, Firescaping Your Home: A Manual for Readiness in Wildfire Country

**Compliance issues:** Climate Change, Emergency Response, Environment, Government, Natural Disaster, Public Health

### **SEGMENT 2: FEELING DISTRACTED & DISCONNECTED? HERE'S HOW TO SLOW DOWN**

**Duration:** 8:29

**Synopsis:** In 2012, researchers at the University of California-Irvine estimated that the average human's attention span was around seventy-five seconds. In recent years, this number has dropped to forty-seven seconds. What's leading to this continuing decline in our attention spans? We speak with one mindfulness expert to get some tips on how people can slow down, increase their focus, and feel less chronically stressed.

**Host:** Marty Peterson

**Guests:** Christian Madsbjerg, professor, applied humanities, New School, author, *Look: How to Pay Attention in a Distracted World*

**Compliance issues:** Career, Chronic Stress, Health, Mental Health, Psychology, Self-Development, Social Media, Technology

### **VIEWPOINTS EXPLAINED: AN END TO FINDING NEWS CONTENT ON SOCIAL MEDIA IN CANADA**

**Duration:** 1:41

**Synopsis:** Meta – the parent company of Facebook and Instagram – has decided to ban all news content on these platforms in Canada. We talk about what's driving this big move and how it's going to impact both Canadians and media outlets.

**Host:** Ebony McMorris

**Compliance issues:** Government Regulation, Journalism, News, Politics, Social Media, Technology

### **CULTURE CRASH: WILL MARVEL BOUNCE BACK?**

**Duration:** 2:34

**Synopsis:** The Marvel Cinematic Universe has had a series of flops in recent years. In a landscape with so much content, will this production company be able to bounce back and rebuild its brand name?

**Host & Producer:** Evan Rook

**Compliance issues:** Business, Culture, Film

• Week of 8/13/23 Radio Health Journal

### **SEGMENT 1: HAVE WE CHEATED NATURAL SELECTION?**

**Duration:** 11:38

**Synopsis:** Natural selection is the driving force behind evolution and has helped humanity survive for thousands of years. But now that we've invented objects that let us dive deep in the ocean or live in Antarctica, have we cheated this ancient process? An expert reveals how natural selection works and how humans may be its best ally.

**Host:** Elizabeth Westfield

**Guests:** Dr. Steve Reilly, Assistant Professor of Genetics, Yale School of Medicine

**Compliance issues:** Biology, DNA, Evolution, Genomics, Neurology, Public Health, Genealogy, Genetic Sequences, Humanity, Mammals, Natural Selection, Neurons, Stem Cells, Survival

### **SEGMENT 2: MERCURY HATS, ARSENIC DRESSES, AND POISONED SHOES: TOXIC FASHION**

**Duration:** 8:25

**Synopsis:** Clothes have always been a main form of non-verbal communication, but is this display of individuality worth the cost of our health? Alden Wicker, author of *To Dye For*, exposes the fashion industry's frequent use of harsh and toxic chemicals that are serious threats to our health.

**Host:** Nancy Benson

**Guests:** Alden Wicker, Award-Winning Journalist & Author, *To Dye For*, Founder, EcoCult

**Compliance issues:** Allergic Reactions, BPA, Consumerism, Public Health, Chemical Intolerance, Chemical Reactions, Clothing Industry, Fashion, Mercury, Rash, Respiratory Disease, Sensitive Skin, Toxic Chemicals, Uniforms



• Week of 8/20/23 Viewpoints

**SEGMENT 1: FROM COW'S MILK TO SALTWATER OYSTERS: THE FIRST PEOPLE TO DIVE INTO THE UNKNOWN**

**Duration:** 6:45

**Synopsis:** Whoever thought, "This white, liquid substance from this animal looks like it is safe enough that I'm going to drink it." Out of the many items we have today (whether it's food, drink, or something else) there was a person who first took the risk in trying it themselves. We explore the many firsts throughout history and how key archeological evidence plays a role in accurately telling these narratives.

**Host:** Gary Price

**Guests:** Cody Cassidy, writer, author, Who Ate The First Oyster? The Extraordinary People Behind the Greatest Firsts in History

**Compliance issues:** Archaeology, Culture, Food Industry, Food Science, History, Innovation, Invention, Medicine, Technology

**SEGMENT 2: SEPARATING FACT FROM FICTION: ARE YOU A VICTIM OF MISINFORMATION?**

**Duration:** 9:58

**Synopsis:** Conspiracy theories have been around for hundreds of years. From secret projects to secret government societies, these theories are prevalent across society. We speak with two conspiracy experts about how these stories arise, why they're so pervasive online and why artificial intelligence may make these narratives more difficult to detect.

**Host:** Marty Peterson

**Guests:** Colin Dickey, writer, author, Under the Eye of Power: How Fear of Secret Societies Shapes American Democracy; Dr. Erik Nisbet, Owen L. Coon Professor of Policy Analysis & Communication, Northwestern University

**Compliance issues:** Artificial Intelligence, Culture, History, Journalism, Media, News, Politics, Presidential Election, Social Media, Technology

**VIEWPOINTS EXPLAINED: THE SECRETS OF VENUS**

**Duration:** 2:21

**Synopsis:** We highlight the deeper intricacies and theories behind Venus' unusual surface.

**Host:** Ebony McMorris

**Compliance issues:** Astronomy, Physics, Science, Solar System, Space Exploration

**CULTURE CRASH: WHY DO WE LIKE WATCHING SCI-FI SO MUCH?**

**Duration:** 2:33

**Synopsis:** From Black Mirror to The Twilight Zone, we explore why the sci-fi genre has always been a hit amongst American audiences.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, TV

• Week of 8/20/23 Radio Health Journal

**SEGMENT 1: REVEALING THE HIDDEN SYMPTOMS AND STIGMAS SURROUNDING BRAIN INJURIES**

**Duration:** 11:58

**Synopsis:** Traumatic brain injuries can range from mild to severe, but there are symptoms that may not show up until months or years after the incident. Personality changes, hallucinations, and delusions are all common occurrences. Dr. Sandeep Vaishnavi, a cognitive neuroscientist, reveals the best practices to heal from a TBI, including meditation and nutrition.

**Host:** Elizabeth Westfield

**Guests:** Dr. Sandeep Vaishnavi, Cognitive Neuroscientist, Faculty Network Member of the Duke Institute for Brain Sciences, Duke University, Co-Author, Healing The Traumatized Brain

**Compliance issues:** Anxiety, Delusions, Depression, Mental Health, Neuroscience, Patient Safety, Vulnerable Populations, Cognitive Behavioral Therapy, Concussions, Frontal Lobe, Hallucinations, Neuroplasticity, Traumatic Brain Injury

## **SEGMENT 2: EVOLUTION PT.1: HOW OUR ANCESTRY IS REVOLUTIONIZING PRECISION MEDICINE**

**Duration:** 8:08

**Synopsis:** Science has come to learn that one treatment plan or medication won't work the same for every patient. We need to tailor every dosage and application specifically for each person to have the best results. Our expert this week explains that in order to move into this new era of medicine, we need to take a look back at our evolutionary path.

**Host:** Nancy Benson

**Guests:** Dr. Tony Capra, Associate Professor of Epidemiology and Biostatistics, University of California San Francisco

**Compliance issues:** Ancestry, Bacteria, Evolution, Healthcare, Precision Medicine, Race, Virus, Disease, Genealogy, Genetic Sequences, Heart Disease, Immune System, Invention, Natural Selection, Travel

• Week of 8/27/23 Viewpoints

## **SEGMENT 1: 'NEVER GOOD ENOUGH': A RISE IN MENTAL HEALTH ISSUES AMONG ADOLESCENTS**

**Duration:** 7:31

**Synopsis:** With summer break over and millions of students back in school, it's a good time to talk about the importance of mental health. After all, adolescents today face an excessive number of demands both in and outside of the classroom. This week on Viewpoints - We speak with author Jennifer Breheny Wallace about the importance of sharing how a person's value should never be linked to their performance.

**Host:** Gary Price

**Guests:** Jennifer Breheny Wallace, journalist, writer, author, Never Enough: When Achievement Culture Becomes Toxic – And What We Can Do About It

**Compliance issues:** Adolescent Development, Education, Mental Health, Parenting, Psychology, Self-Growth

## **SEGMENT 2: WHEN GREEN ENERGY TURNS TOXIC: RE-TOOLING SOLAR PANELS**

**Duration:** 8:50

**Synopsis:** Solar energy is big business in the U.S. and is only set to expand in the coming years, with an annual growth rate of 21%. But after these solar panels die, where do they go? How 'green' is this technology if we're dumping thousands of used, toxic panels into landfills? We speak with two experts in the solar panel recycling space about how innovation is driving this shift and what more needs to be done to make this energy source truly sustainable.

**Host:** Marty Peterson

**Guests:** Adam Saghei, Chief Executive Officer, We Recycle Solar; Jesse Simons, co-founder, Chief Commercial Officer, SolarCycle

**Compliance issues:** Environment, Local Government, Politics, Renewable Energy, Sustainability, Technology, Waste Management

## **VIEWPOINTS EXPLAINED: AN UNCERTAIN FUTURE FOR COMMUTER RAILS**

**Duration:** 1:38

**Synopsis:** Covid-19 shook up norms for many public transit agencies including commuter rail companies that pre-pandemic largely catered to commuting office employees. We highlight how several businesses are re-framing their strategy during this period.

**Host:** Ebony McMorris

**Compliance issues:** Business, Infrastructure, Labor Trends, Transportation

## **CULTURE CRASH: IS COMEDY DEAD OR DOES IT JUST LOOK A LITTLE DIFFERENT?**

**Duration:** 3:39

**Synopsis:** Some people argue that the comedy genre is on its way out. But this week, we discuss how comedy isn't going anywhere— it's just adapting to the changing times.

**Host:** Tabor Brewster

**Compliance issues:** Comedy, Culture, Social Media

• Week of 8/27/23 Radio Health Journal

**SEGMENT 1: SICKLE CELL DISEASE: AN EVOLUTIONARY PROTECTION TURNED DEADLY**

**Duration:** 11:47

**Synopsis:** Sickle cell disease is the most common genetic disease in America. Red blood cells become crescent-shaped and die much earlier than healthy cells. Oddly enough, the cause of this disease stems from an evolutionary advantage against malaria. Our experts explain the health and financial burdens of sickle cell disease.

**Host:** Elizabeth Westfield

**Guests:** Dr. Russell Ware, Pediatric Hematologist, Director of Hematology, Cincinnati Children's Hospital Medical Center; Dr. Grace Onimoe, Pediatric Hematologist-Oncologist, Cleveland Clinic, Board Member, American Sickle Cell Anemia Association

**Compliance issues:** Blood Disorder, Evolution, India, Public Health, Vulnerable Populations, Genetic Disorders, Infants, Pharmaceuticals, Sickle Cell Anemia, Sickle Cell Disease, Sickle Cell Trait, Southeast Asia, Sub-Saharan Africa

**SEGMENT 2: EVOLUTION PT.2: IS THE SUCCESS OF HUMANITY BASED ON LUCK?**

**Duration:** 7:44

**Synopsis:** Last week Dr. Tony Capra, an epidemiologist, explained how evolution protected our ancestors based on their environments. Today, we're breaking down how this same genetic history affects our current biological makeup – including our vulnerability to disease: where it comes from and why we haven't yet evolved to be fully protected from illness.

**Host:** Nancy Benson

**Guests:** Dr. Tony Capra, Associate Professor of Epidemiology and Biostatistics, University of California San Francisco

**Compliance issues:** Ancestry, Bacteria, Biology, Evolution, Genetics, Healthcare, Immune System, Precision Medicine, Race, Virus, Disease, Genealogy, Invention, Natural Selection, Travel

• Week of 9/03/23 Viewpoints

**SEGMENT 1: DROWNING IN DEBT? YOU'RE NOT ALONE: A NEW WAVE OF CREDIT CARD DEBT IN AMERICA**

**Duration:** 7:32

**Synopsis:** Credit card debt in the U.S. just surpassed one trillion dollars and payment delinquency rates are also on the rise. One factor that's feeding into these increases are a growing amount of credit card accounts. The Federal Reserve Bank of New York reports that there are 70 million new accounts since 2019. This week – we discuss the effects of escalating debt and how listeners can start taking back control.

**Host:** Gary Price

**Guests:** Chloe Elise, certified financial coach, author, Deeper Than Money

**Compliance issues:** Banking, Consumerism, Economy, National Debt, Personal Finance, Psychology, Self-Development

**SEGMENT 2: ACTORS & WRITERS ARE ON STRIKE, BUT WHY AREN'T MUSICIANS PICKETING AS WELL?**

**Duration:** 9:56

**Synopsis:** Screenwriters and writers aren't the only ones feeling the pinch in this new media landscape dominated by streaming. Hundreds of thousands of musicians are struggling to make a living from the substandard pay they receive from platforms like Spotify and Apple Music. We cover just how the music sector has changed and why these artists don't have the same protections as other creatives.

**Host:** Marty Peterson

**Guests:** David Lowery, senior lecturer, Music Business Certificate Program, University of Georgia; Rene Kladzyk, volunteer, Union of Musicians and Allied Workers

**Compliance issues:** Creative Arts, Entertainment Business, Equal Pay, Labor Rights, Personal Finance, Technology

### **VIEWPOINTS EXPLAINED: THE ESCALATING LEVELS OF CAFFEINE IN ENERGY DRINKS**

**Duration:** 2:07

**Synopsis:** Over the past two decades, caffeine levels have continued to creep higher and higher. We cover how much caffeine is packed inside many of these newer energy drinks and the consequences of consuming higher-than-needed amounts.

**Host:** Ebony McMorris

**Compliance issues:** Adolescent Health, Marketing, Mental Health, Parenting, Public Health

### **CULTURE CRASH: A NEW ERA FOR POST MALONE**

**Duration:** 2:01

**Synopsis:** We give our review of American rapper, singer and songwriter, Post Malone's newest album titled, "Austin".

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Music

- Week of 9/03/23 Radio Health Journal

### **SEGMENT 1: "YOU DON'T DESERVE TO BE TOLERATED": HEALING FROM TOXIC RELATIONSHIPS**

**Duration:** 11:37

**Synopsis:** Many of us have experienced a toxic relationship at one point in our lives – whether we were the aggressors or the victims. Jaime Mahler, a psychotherapist, specializes in helping people move past this relationship pattern. She explains how to notice when you're in an unhealthy situation and how to start your journey of healing.

**Host:** Elizabeth Westfield

**Guests:** Jaime Mahler, Licensed Psychotherapist, Author, Toxic Relationship Recovery

**Compliance issues:** Communication, Mental Health, Relationships, Therapy, Vulnerable Populations, Abusive Relationship, Coping Strategies, Defense Mechanisms, Emotional Behavior, Psychotherapy, Self-image, Survival

### **SEGMENT 2: IS THERE SUCH THING AS A 'SAFE' AMOUNT OF CAFFEINE FOR TEENS?**

**Duration:** 8:36

**Synopsis:** Energy drinks have only gotten more popular since their creation in 1949. Today, many products market to younger audiences through sweet flavors like 'tropical punch' or 'blue raspberry' that contain up to 200 milligrams of caffeine. Doctor Holly Benjamin, a professor of pediatrics, discusses the dangers of adolescents consuming high amounts of caffeine.

**Host:** Nancy Benson

**Guests:** Dr. Holly Benjamin, Professor of Pediatrics & Orthopedic Surgery and Rehabilitation Medicine, University of Chicago

**Compliance issues:** Addiction, Adolescents, Caffeine, Diet, Mental Health, Patient Safety, Public Safety, Vulnerable Populations, Energy Drinks, Overdose, Stimulants, Sugar

- Week of 9/10/23 Viewpoints

### **SEGMENT 1: WHY DOES EVERYONE, INCLUDING PARENTS, WANT TO BE INFLUENCERS?**

**Duration:** 7:16

**Synopsis:** Two out of three people on Earth are on social media. With so many eyeballs online, it's big business to have a large social media following and work as an influencer. We highlight this ever-evolving lucrative industry and how new laws are better protecting those who've been previously taken advantage of.

**Host:** Gary Price

**Guests:** Stephanie McNeal, senior editor, Glamour, author, Swipe Up for More: Inside the Unfiltered Lives of Influencers

**Compliance issues:** Career, Ethics, Law, Mental Health, Parenting, Politics, Psychology, Social Media, Technology, Wealth

## **SEGMENT 2: FROM DRUG TRAFFICKER TO INFORMANT: HOW EX-CRIMINALS ARE AIDING INVESTIGATORS**

**Duration:** 9:59

**Synopsis:** We speak with ex drug trafficker, Margarito Flores Jr. about his entry into the illicit drug trade at an early age and when he decided to get out of the business and start working for the other side. We also speak with Sgt. Ryan Wasson about the critical role informants play in aiding law enforcement, but why it's important to avoid glorifying the work of people like Flores.

**Host:** Marty Peterson

**Guests:** Margarito Flores Jr., federal drug informant; Sergeant Ryan Wasson, detective, Kane County Sheriff, officer, Homeland Security Investigations Task Force

**Compliance issues:** Crime, Drug Trafficking, Health, International Issues, Law Enforcement, Parenting, Technology

## **VIEWPOINTS EXPLAINED: AMERICA'S STRUGGLING CITIES**

**Duration:** 1:50

**Synopsis:** We highlight recent population trends across America in a post-pandemic world. Several once prominent cities have struggled to bounce back after a mass exodus of urban residents.

**Host:** Ebony McMorris

**Compliance issues:** Climate Change, Culture, Local Business, Population Trends, Poverty

## **CULTURE CRASH: FROM LIVE CONCERTS TO FILM: THE DOMINANCE OF TAYLOR SWIFT**

**Duration:** 2:32

**Synopsis:** It's the end of summer and we're still talking about Taylor Swift's "Era's Tour". Swift is continuing the mania (and profits) with the upcoming release of the movie simply titled: "The Era's Tour".

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Music

• [Week of 9/10/23 Radio Health Journal](#)

## **SEGMENT 1: CAN WE FIX OUR HEALTHCARE SYSTEM WITHOUT STARTING FROM SCRATCH?**

**Duration:** 10:05

**Synopsis:** America's healthcare system is full of patchwork legislation. Some experts say we should keep pushing forward with the status quo, while others want to completely rebuild from the ground up. And though many universal healthcare proposals skew more toward left-wing politics, Dr. Amy Finkelstein, a professor of economics, has a plan that aims to please both sides of the political divide.

**Host:** Elizabeth Westfield

**Guests:** Dr. Amy Finkelstein, Professor of Economics, Massachusetts Institute of Technology, Author, We've Got You Covered; Dr. Jonathan Oberlander, Professor and Department Chair of Social Medicine, University of North Carolina Chapel Hill School of Medicine

**Compliance issues:** Consumerism, Economics, Health Insurance, Patient Safety, Politics, Public Health, Public Policy, Deductible, Medicaid, Medicare, Universal Healthcare

## **SEGMENT 2: THE 'PERFECT PREGNANCY' DOESN'T EXIST: CHILDBIRTH THROUGHOUT HISTORY**

**Time:** 12:56

**Duration:** 9:55

**Synopsis:** Modern technology has saved countless pregnancies. Instead of mothers worrying if they'll survive childbirth, they're now able to focus on the child they're expecting – which Dr. Lara Freidenfelds, a historian, says has shifted our view of pregnancy. Dr. Lara Freidenfelds explains how our mindset has changed over time and the repercussions that follow.

**Host:** Nancy Benson

**Guests:** Dr. Lara Freidenfelds, Historian of Health, Reproduction, and Parenting in America, Author, The Myth of the Perfect Pregnancy

**Compliance issues:** American Population, Consumerism, Contraception, Pregnancy, Technology, Family, Marketing, Miscarriage, Parenthood, Pregnancy Loss, Pregnancy Test, Smart Phones, Youth at Risk

• Week of 9/17/23 Viewpoints

**SEGMENT 1: X (AKA TWITTER) VS. THREADS: THE STORY BEHIND META'S NEW SOCIAL PLATFORM**

**Duration:** 8:00

**Synopsis:** Do you remember the hype when Threads, Meta's new version of X, debuted earlier this summer? Everyone seemed to jump on the new platform at a moment's notice. But what happened to all the buzz? We speak with two social media experts about Meta's big investment in Threads and what needs to change in the coming months to avoid its quick demise.

**Host:** Gary Price

**Guests:** Carolyn Garavente, associate director, paid social, Brain Labs Media; Danielle Carter, account director, paid social, Croud Digital

**Compliance issues:** Adolescent Development, Creativity, Education, Life Skills, Mental Health, Parenting, Self Help

**SEGMENT 2: SCHOOL, SPORTS, STANDARDIZED TESTS: WHEN IS THERE TIME TO BUILD LIFE SKILLS?**

**Duration:** 9:20

**Synopsis:** As an academic advisor, Ana Homayoun has had thousands of conversations with students, parents, and administrators. Many of these talks typically center around grades, college admissions, career paths and other key academic to-dos. Yet, what's not as commonly talked about is the importance of life skills. This means cultivating independence, setting good habits and more. We speak with Homayoun about why so many teens seem to struggle post-high school and how adults can better prepare their kids in the long-term rather than focusing solely on short-term academic markers.

**Host:** Marty Peterson

**Guests:** Ana Homayoun, academic advisor, early career development expert, author, Erasing the Finish Line: The New Blueprint for Success

**Compliance issues:** Adolescent Development, Creativity, Education, Life Skills, Mental Health, Parenting, Self Help

**VIEWPOINTS EXPLAINED: CHINA'S DEEPENING ECONOMIC WOES: WHAT'S FUELING THIS DECLINE?**

**Duration:** 1:45

**Synopsis:** Less jobs. Lower property values. Tightened consumer spending. These are just some of the challenges China's been facing over the past several months. Will this global superpower be able to avoid a full-fledged recession? We talk about why Americans should care about this developing international economic news.

**Host:** Ebony McMorris

**Compliance issues:** Global Economy, International Policy, Job Security Real Estate

**CULTURE CRASH: A SLOW CALENDAR FOR PRIME TV SEASON**

**Duration:** 2:31

**Synopsis:** We cover how the screenwriter and actor's strike in Hollywood is slowing down TV series releases this autumn.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, TV

• Week of 9/17/23 Radio Health Journal

**SEGMENT 1: HOW WILL THE AFFIRMATIVE ACTION BAN AFFECT HEALTHCARE?**

**Duration:** 11:28

**Synopsis:** The US Supreme Court recently voted to ban affirmative action, a topic that's been debated for decades. Our experts break down how this will affect medical school enrollment, as well as the healthcare career opportunities for minority populations.

**Host:** Elizabeth Westfield

**Guests:** Dr. Dayle Davenport, Associate Dean for Health, Equity, Diversity, and Inclusion, Pritzker School of Medicine, Emergency Medicine Physician, University of Chicago Medical Center; Dr. Mark Henderson, Professor of Internal Medicine, Associate Dean for Admissions, UC-Davis School of Medicine; Dr. Geoffrey Young, Senior Director for Transforming the Health Care Workforce, Association of American Medical Colleges

**Compliance issues:** Affirmative Action, Diversity, Healthcare, Patient Safety, Race, College, College Admissions, Ethnicity, Medical School, Physicians, Scholarships

## **SEGMENT 2: HOW TO PROTECT YOURSELF FROM AIR POLLUTION**

**Duration:** 8:04

**Synopsis:** Wildfire smoke has affected cities across America, but it's not the only reason for our poor air quality. Polluted air leads to 7 million deaths each year worldwide, according to the World Health Organization, so how can you protect yourself? Dr. Nikki Vars McCullough, a respiratory expert, gives advice on how to stay safe even when inside your home.

**Host:** Nancy Benson

**Guests:** Dr. Nikki Vars McCullough, Respiratory protection Expert, 3M Company

**Compliance issues:** Air Pollution, Air Quality, Natural Disasters, Public Health, Vulnerable Populations, Lung Health, Mask, Smoke, Stroke, Wildfire

• [Week of 9/24/23 Viewpoints](#)

## **SEGMENT 1: ARE YOU MAKING THE MOST OUT OF CHAT GPT?**

**Duration:** 8:05

**Synopsis:** There's been a lot of hype around Chat GPT and generative AI this year, but is the average person actually using the new tech? We highlight how leaders in education policy are integrating AI into certain processes to create positive for teachers, administrators, and students in classrooms nationwide. From there, we breakdown what are some of the biggest ways AI helps with tasks and how you can go about interacting with these chatbots to get the answer you're looking for.

**Host:** Gary Price

**Guests:** Perpetual Baffour, Research Director, Learning Agency Lab

**Compliance issues:** Career, Education, Innovation, Productivity, Technology, Time Management

## **SEGMENT 2: ONE AFTER ANOTHER: HELPING PEOPLE RECOVER IN A WORLD WHERE NATURAL DISASTERS ARE ALL TOO COMMON**

**Duration:** 8:50

**Synopsis:** The reality: Human-induced climate change is leading to more frequent and powerful extreme weather events. In the U.S. and around the world, millions struggle to get back on their feet following the damage and destruction these disasters bring. As bystanders, how can we pitch in and help? We cover the physical and mental toll these hardships cause and why it's important to step up and give back in any way you can.

**Host:** Marty Peterson

**Guests:** Vickie Mays, clinical psychologist, distinguished professor, psychology, health policy & management, University of California-Los Angeles

**Compliance issues:** Climate Change, Emergency Response, Mental Health, Natural Disasters, Nonprofits, Psychology, Public Health, Trauma, Volunteerism

## **VIEWPOINTS EXPLAINED: WHY ARE PRISON BREAKS BECOMING MORE COMMON?**

**Duration:** 2:15

**Synopsis:** Aging infrastructure, fewer correctional officers, and a large inmate population. These are just some of the factors feeding into why prison breaks, and then large-scale manhunts, seem to be popping up more these days.

**Host:** Ebony McMorris

**Compliance issues:** Correctional System, Government, Incarceration, Public Safety

## **CULTURE CRASH: OUR FALL INDIE FILM PICKS**

**Duration:** 2:28

**Synopsis:** We highlight some of our favorite, small-production movie picks as we head into fall film festival season.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film

• Week of 9/24/23 Radio Health Journal

**SEGMENT 1: WHY FERTILITY PRESERVATION IS CRUCIAL FOR CANCER PATIENTS**

**Duration:** 11:54

**Synopsis:** A cancer diagnosis is often life changing, but many people don't realize that the side effects can be just as serious, like the risk of infertility. Patients only have a short window of time to preserve their fertility through sperm or egg retrieval. An expert explains what the process looks like for both genders and why we need to increase access to fertility clinics.

**Host:** Elizabeth Westfield

**Guests:** Dr. Kara Goldman, Medical Director of Fertility Preservation, Northwestern Medicine, Associate Professor of Obstetrics and Gynecology, Northwestern University; Shelly Battista, Breast Cancer Survivor

**Compliance issues:** Breast Cancer, Cancer, Chemotherapy, Ethics, Fertility, Health Insurance, Medical Access, Vulnerable Populations, Fertility Preservation, In Vitro Fertilization, Patient Access, Radiation Therapy, Reproductive Issues

**SEGMENT 2: KITCHEN CHEMISTRY: THE FACTS (AND MYTHS) OF DIETARY PROTEIN**

**Duration:** 8:10

**Synopsis:** There's been a growing emphasis in the fitness community on protein consumption – but do we have all the facts? Dr. Emily Lantz, a professor of nutrition, breaks down how our body uses protein, how much protein we need in a day, and who needs extra supplementation.

**Host:** Nancy Benson

**Guests:** Dr. Emily Lantz, Assistant Professor in the Department of Nutrition, Metabolism, and Rehabilitation Science, University of Texas Medical Branch

**Compliance issues:** Bone Health, Diet, Exercise, Nutrition, Public Health, Amino Acids, Blood Test, Dietary Protein, Hormone Production, Metabolism, Muscle Repair, Skeletal Muscle Health

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WMC-AM Community Service Report July-September 2023

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**July/August/September**

**Audacy presented the I'm Listening**, a live national program that brings together artists, athletes and medical specialists to raise awareness and end the stigma of talking about mental health. The two-hour special aired nationwide and, for the first time, in primetime on Wednesday September 20, 2023 at 7pm local time across more than 250 stations and the Audacy App.

**1Thing:** We participate in the company wide initiative **1Thing program** to reduce our carbon footprint by trying to be green recycle and use less energy and non-recyclable items in our building. We also air and share the ONE THING digital elements.

**Pink Palace Crafts Fair (Sept 22-24):** Annual event for the Museum of Science & History open to the public with vendors providing food, arts & crafts, visual and performing arts. Station promotes event on air and through social media and ticket giveaways. Promo value: \$2500.

**"901 Day"** celebrated on September 1<sup>st</sup> (9/01) each year celebrating our city (and our area code). An article was placed on our music websites with a list of community events celebrating all things Memphis!!



**Mid-South Fair-** Community Fair in Southaven MS. Audacy Memphis stations promote the event and do ticket giveaways throughout the month of September leading up to the 10-day event at the end of September Promo Value: \$15,000.

**Delta Fair-** Community Fair in Cordova, TN. Audacy Memphis stations promote the event and do ticket giveaways throughout the month of August leading up to the 10-day event at the beginning of September Promo Value: \$15,000.



