

## List of significant programming

### WEZZ, Gardendale, AL

For the quarter beginning July 1, 2014-September 30, 2014.

All programming discussed in this report aired on the "Radio Health Journal" and "Viewpoints" series, at 6am and 6:30am on Sundays. Each program is a single 30 minute episode. Each entry below is a 6-8 minute segment imbedded in one of the programs.

**Through its regular ascertainment process, WEZZ-FM /Summit Media Group has determined that the following issues are important to the Birmingham, AL community:**

Education  
Health  
Economics  
Family Issues  
Culture  
Business

**This report contains WEZZ /Summit Media Group's most significant treatment of these community issues during the 3rd Quarter of 2014.**

#### Education

##### 7-6-14

Cued speech for deaf children

Synopsis: The average deaf high school graduate reads at about a 4th grade level. Some schools are teaching a technique called cued speech to make phonics accessible to deaf people. Many educators say this helps with literacy. Experts explain and discuss.

##### 7-13-14

Antibacterial Silver Nanoparticles

Synopsis: Silver nanoparticles provide germ resistant characteristics to anything containing them, so silver nano is being added to all kinds of consumer products, from teddy bears to computer hard drives. However, scientists aren't sure what the effects of silver nano is in the environment or on the human body.

##### 7-20-14

Talking to your baby

Synopsis: Scientists have discovered that the way parents talk to their infants has a huge effect on their intellectual development and later success. Experts discuss why and how parents should hold "conversations" with their babies.

### **8-3-14**

Are saturated fats as bad as we think?

Synopsis: Most Alabamians know that saturated fats are bad for their health. But some experts now say saturated fat has been unfairly villified, the victim of bad science in the 1950's. Many of these scientists say the real culprit is carbohydrates in combination with fats. Other experts say the truth is much more complicated. Experts on both sides discuss the evidence.

### **8-10-14**

Police crisis intervention teams

Synopsis: Police confrontations with mentally ill subjects can quickly turn tragic, as neither side often understands the other. Specially trained crisis intervention teams have spread around the country to prevent deaths, injuries, and unnecessary incarceration. Experts discuss how CIT works.

### **9-14-14**

Discoid lupus

Synopsis: Lupus results when the immune system turns on the body, producing inflammatory attacks on virtually any organ. A minority of patients have lupus only on the skin, and while this is not life threatening, it can still be psychologically devastating.

"Prozac kids" grow up

Synopsis: Use of prescription medications for mental disorders among children and adolescents is growing rapidly. An author, herself a Prozac user since age 17, discusses attitudes toward medications revealed in her extensive interviews with dozens of similar subjects.

### **9-28-14**

High school starting times

Synopsis: Research is piling up showing that high school age students have a natural circadian rhythm that calls for them to sleep from about 11:00pm to 8:00am. Most Birmingham schools start class before 8:00, leaving most students with a severe and detrimental sleep deficit. Experts discuss how a growing number of schools are pushing classes to later in the day for student benefit.

## Health

### **7-6-14**

## Locked-In Syndrome

Synopsis: Some people who have a stroke in the brain stem suffer from a condition where they are fully conscious and aware, yet appear to be in a coma because they cannot move a muscle, except for sometimes the eyes. They may remain in this "locked-in" state for years.

## **7-13-14**

### Back pain

Synopsis: Back pain hits 80 percent of Americans at some point in their lives. An expert discusses why it can be so hard to diagnose and treat.

## **7-27-14**

### The psychology of weight loss surgery

Synopsis: With the serious southern obesity concerns, experts discuss how people who get bariatric surgery often face drastically changed relationships with spouses, children, and friends. Their self-image also often needs repair, all while they've lost their most reliable old coping mechanism--food.

## **7-20-14**

### The Benefits of Eating Local

SYNOPSIS: With the growing local food push in Birmingham, we keep hearing how eating locally grown fruits, vegetables, meats and grains can help us maintain a healthy body and grow the local economy. We talk to three local food devotees about how to incorporate more organic and locally grown produce, hand-made artisan breads and even wild game into our diets without having to completely change our lifestyles.

## **8-17-14**

### Alzheimer's from inside

Synopsis: Millions of Americans will experience the slow loss of memory due to Alzheimer's disease. But what is it like for those going through it. A journalist describes how he hopes to provide the most detailed look yet as he progresses through early-onset Alzheimers.

## **8-31-14**

### Hypoplastic left heart syndrome

Synopsis: Newborns born with virtually "half a heart" can now be saved through a series of surgeries rerouting their heart blood flow. An expert, a cardiac nurse and the mother of one such child discuss the successes and questions these procedures raise.

## Cystic fibrosis nutrition

Synopsis: Most Birminghamians know cystic fibrosis as a disease that clogs the lungs with mucous, but the same sort of mucous also clogs ducts for digestive secretions, making it very difficult for CF patients to digest food and get adequate nutrition. Two experts discuss the results of this problem and ways patients get around them.

## **9-14-14**

### Discoid lupus

Synopsis: Lupus results when the immune system turns on the body, producing inflammatory attacks on virtually any organ. A minority of patients have lupus only on the skin, and while this is not life threatening, it can still be psychologically devastating.

## Economics

## **9-21-14**

### Income and life expectancy

Synopsis: Alabama is one of the poorest states in the country and the lifespan gap between rich and poor is increasing. Even middle class people have shorter lifespans than the rich. Experts discuss how a large income buys extra years of life, and why a lower income produces barriers to a longer life.

## Family Issues

## **7-20-14**

### Talking to your baby

Synopsis: Scientists have discovered that the way parents talk to their infants has a huge effect on their intellectual development and later success. Experts discuss why and how parents should hold "conversations" with their babies.

### Near drowning and secondary drowning

Synopsis: During the summer, Alabamians retreat to pools, lakes and the beach, some 700 American children under age 14 die of drowning each year. But when a child is pulled out of the water and revived, they may face life-threatening peril hours or days later as the body reacts. Experts discuss.

### **7-27-14**

How Green Building and Agriculture Can Help the Environment

SYNOPSIS: Agriculture is hugely important in Alabama and the green movement is controversial, carbon dioxide in the atmosphere has reached unhealthy levels, but how can we lower it and keep it from increasing in the future? Our two guests discuss how agricultural practices and green building can help decrease the carbon already present, as well as prevent an overabundance of CO2 and other unhealthy gasses from reaching our atmosphere in the years to come.

Re-feathering the Empty Nest

SYNOPSIS: When the last child leaves home for college, marriage or that first job, parents are often sad and at loose ends about how the rest of their lives will progress. We talk to a therapist and author who's experienced her own children leaving home about the emotions of "the empty nest" and what parents can do to reframe their lives when the children go out on their own.

### **8-10-14**

Incarcerating Juveniles: Does it hurt more than help

SYNOPSIS: The last year has been rife with issues for the Alabama prison system, thousands of juveniles around the country are incarcerated each year for everything from felonies to truancy or loitering. Some of the institutions – "training schools" or "reform schools" – are as bad as prison and kids are often abused and neglected or become abusers themselves. We talk to two researchers and advocates about how kids get into trouble, what incarceration does to them, how much it costs and hear about alternatives to institutionalization.

### **9-7-14**

"Marriage 101"

Synopsis: Nearly half of marriages end in divorce in the US. A college course at Northwestern Univ. seeks to give students tools to build relationships that last, with lessons for all of us. The course's teacher and a student who recently took the course explain.

Television: Is it becoming too raunchy for our kids?

**SYNOPSIS:** With so many channels on TV today, you can find programs that cater to everyone's tastes. However, some parents think that there's not much out there in prime time that is safe for families with children to watch. They say that even network TV is becoming raunchier with "pixelated" or blurred nudity becoming more common, and bad language and sexual references made even on some animated shows.

### **9-14-14**

The Complicated Issue of Suicide and Prevention

**SYNOPSIS:** The high-profile suicide of actor/comedian Robin Williams has brought the issue of depression back into the public's consciousness. We talk to a psychologist and to the director of a mental health organization about what might make someone want to take their own life, the stresses of success, and the different treatments available for those in distress.

## Culture

### **7-6-14**

Thrillers: What they are and why we love them

**SYNOPSIS:** When vacation time comes, people head for the pool, the beach and to resorts for some rest and relaxation. Many of them take along a good "beach read" - a book that lets them get out of themselves and enjoy an exciting, romantic or mysterious story. Thrillers are among the most popular vacation books, and we talk to two best-selling authors about what it takes to write in the genre.

### **7-13-14**

Letters: What they teach us and why they're important

**SYNOPSIS:** When was the last time you wrote or received a real, handwritten letter in the mail? It's sad that there are young people today will never experience the joy of getting or writing a personal letter during their lives. We talk to a writer and editor about the importance of letter writing, and what we can learn from reading letters from notables and unknowns of the past.

Animation in the Movies: How good can it get?

**SYNOPSIS:** It seems like there are more animated films making their way to theaters these days, and more animation being used in live action movies as well. We talk to an Oscar- and Emmy-winning filmmaker and animator, and a film critic about animation in film, the hits and misses of the past, and why it's difficult to get computer-generated reality just right.

### **8-3-14**

Fantasy Sports: What's the allure?

**SYNOPSIS:** Football is practically a religion in Alabama, and it's almost time for fantasy football leagues to start their draft research and choose their teams. What is it about picking a football – or baseball, basketball, hockey, golf or even sumo wrestling -- team and keeping track of their progress through the season? We talk to ESPN's fantasy sports guru and also to a college professor who has studied the fantasy sports industry, about who plays and why.

### **9-7-14**

TBI's and homelessness

**Synopsis:** New research is showing that a remarkably high proportion of homeless men have suffered a traumatic brain injury in the past, raising the possibility that TBIs may cause behaviors directly leading to homelessness.

## Business

### **7-6-14**

Making a Success of Your Life – After Prison

**SYNOPSIS:** The number of incarcerated people in Alabama is huge, it's still not easy to get a job these days, but for men and women coming out of prison, it's even harder. We talk to a former three-time convict who had a wake-up call while in prison and turned his life around. We discuss how he came to the realization that his problems were of his own making, how he changed his attitude and created a mindset to facilitate his ambition to make it in business – legally – and how anyone with perseverance and positive thinking can achieve their goals.

### **9-28-14**

Making Conflict Work for You at Work

**SYNOPSIS:** After a recent shooting at a UPS store in Birmingham that related to a firing, conflict in the workplace can cause hurt feelings, lower productivity, animosity and, sometimes, cause workers to leave. It can also spur creativity and help workers and their companies achieve higher goals. We talk to two conflict specialists about how conflict works, and how workers and employers can deal with it in a way that is beneficial for both.