

WUSQ-FM
Winchester, VA
Quarterly Issues/Programs List
First Quarter, 2012

WUSQ-FM
Quarterly Issues/Programs List

WUSQ-FM provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Alcoholism:** Many teens in our community turn to alcohol to try to deal with their problems, only making them worse.
- **Adult Education:** More adults are struggling to pass their GED or further their education in order to get jobs.
- **Planned Parenthood:** In Virginia, women's reproductive choices are being reexamined with new changes in state law.
- **Mental Health:** It's important to provide the community with ways to receive help for themselves without embarrassment.
- **Community Involvement:** With Spring approaching, sports and tourist spots are gearing up for their busy season.
- **Volunteering:** Many organizations in the community are struggling financially and the need for volunteers is crucial.
- **Fundraising:** With a struggling economy, organizations are trying make the community aware of their financial need.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/ TIME	DURATION
Community Event	VA Crossroads- United Way Campaign	Discusses United Way's campaign kick off for 2012.	Brian Grigsby, Chairman of this year's United Way Campaign	01/01/2012 07:00 AM	024:42
Alcoholism	VA Crossroads- ~ALA TEEN	Discusses Teen Alcoholism in our community.	Eddie Cassidy, Representative from Lord Fairfax House	01/08/2012 07:00 AM	026:24
Adult Education	VA Crossroads- ~Phazz One Ministries	Discusses adult education classes offered.	Sandy Webster, Community Services Director at Phazz One Ministries	01/15/2012 07:02 AM	028:36

Planned Parenthood	VA Crossroads- ~ABBA	Discusses unplanned pregnancy options and the services offered by Abba Care.	Bonnie Broy, Executive Director of AbbaCare	01/22/2012 07:00 AM	028:01
Mental Health	VA Crossroads- ~Disabled Veterans Committee on Housing	Discusses homeless veterans' need for mental health care.	Executive Director, John Lewindowski from Disabled Veterans Housing Committee	01/29/2012 06:58 AM	030:09
Community Involvement	VA Crossroads- ~Winchester Economic Development	Discusses Minor League baseball's impact on the area.	Executive Director, Jim Deskins from Winchester Economic Development	02/05/2012 07:02 AM	029:37
Volunteering	VA Crossroads- ~Big Brothers Big Sisters	Discusses the need for mentors growing in our area.	Executive Director, Julie Miller of Big Brothers Big Sisters	02/12/2012 07:01 AM	029:40
Fundraising	VA Crossroads- ~Shenandoah Area Agency on Aging	Discuss agency money problems.	Board Chair, John Hudson and CEO, Cindy Palmer from Shenandoah Area Agency on Aging	02/19/2012 07:02 AM	024:37
Community Involvement	VA Crossroads- ~Homeless Teens and Veterans	Discuss the increasing homeless population in our area and their needs.	Sharon Farinholt from Crown Trophy , John Lewindowski from Disabled Veterans Housing Committee	02/26/2012 07:00 AM	030:08
Adult Education	VA Crossroads- ~Phazz One Ministries	Discusses adult education classes offered.	Community Services Director, Sandy Webster from Phazz One Ministries	03/04/2012 06:59 AM	028:36
Community Involvement	VA Crossroads~ Patsy Cline Historic House	Discuss plans for 2012 including more community involvement.	Executive Director of Patsy Cline Historic Home, Judy Sue Kempf and Allan Mace	03/11/2012 07:00 AM	029:38
Community Event	VA Crossroads- Are You Concerned Symposium	Discuss upcoming symposium.	Board Members Bill Pfffer and Tom Scully, and Executive Director of Concern Hotline, Christine Mayman	03/18/2012 07:01 AM	029:25
Volunteering	VA Crossroads- United Way Faith in Action	Discuss the need for volunteers to drive elderly to and from doctor's appointments.	Executive Director of Faith in Action, Nancy Feldman	03/25/2012 07:00 AM	026:49
Community Event	WUSQ Community Microphone- Winchester SPCA	Spoke about upcoming event "Beat the Heat" Spay and Neuter program.	Executive Director, Will Wood, of the Winchester SPCA	02/03/2012	010:00

Community Involvement	WUSQ Community Microphone- Winchester Economic Development	Spoke about Minor League Baseball's possible economic impact on our area.	Executive Director, Jim Deskins from Winchester Economic Development	02/06/2012	010:00
Community Event	WUSQ Community Microphone- Aids Response Effort	Spoke about upcoming fundraiser with Mardi Gras.	Mark Grim from Aids Response Effort	02/07/2012	010:00
Community Event	WUSQ Community Microphone- Homeless Children	Spoke about the upcoming 3 rd annual Collection for Homeless Children.	Sharon Farinholt from Crown Trophy	02/15/2012	010:00
Community Event	WUSQ Community Microphone- Shenandoah Area Agency on Aging	Spoke about an upcoming fundraiser and current "report card" on how the agency is surviving recent financial problems.	Board Chair, John Hudson and CEO, Cindy Palmer from Shenandoah Area Agency on Aging	02/17/2012	010:00
Community Event	WUSQ Community Microphone- Valley Health	Spoke about their annual event, the Community Wellness Festival.	Carol Weir from Valley Health	02/23/2012	010:00
Fundraising	WUSQ Community Microphone- Winchester Exchange Club	Spoke about their annual fundraising event, Texas Hold 'em Tournament.	Kathy Myers, President of the Winchester Exchange Club	02/29/2012	010:00
Community Event	WUSQ Community Microphone- Concern Hotline	Spoke about upcoming symposium on mental health.	Christine Maymen, Executive Director of Concern Hotline and Daniel Martin, Board Member of Concern Hotline	03/12/2012	010:00
Fundraising	WUSQ Community Microphone- Patsy Cline Historic House	Spoke about their new fundraiser the Patsy Jamboree.	Executive Director of Patsy Cline Historic House, Judy Kempf	03/21/2012	010:00
Fundraising	WUSQ Community Microphone- Winchester Kiwanis Club	Spoke about the semi-annual Community Pancake Day and the new beneficiary "Special Love".	Winchester Kiwanis Club President, John Brauer and CEO of Special Love, Dave Smith	03/29/2012	010:00
Fundraising	WUSQ Community Microphone- Shenandoah University Summer Music Theatre	Spoke about the upcoming benefit concert.	Jack Rowles from Shenandoah University	03/30/2012	010:00

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues. Radio Health Journal airs on WUSQ on Sundays at 7:30 a.m.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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Radio Health Journal®

Program # 12-01

Air week: 1-1-12

Producer: Reed Pence

Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Purdue Pharma “Partners Against Pain w/ Jennifer Grey” OUT Q: ...PartnersAgainstPain.com.	:60
2:00	:02 PAUSE FOR LOCAL AVAIL	:02
2:02	SEGMENT 1: Employee health incentives	12:50

Synopsis: Employers, fearing they can pass along no more health care cost to workers, are searching for alternatives to reduce costs. One new trend is to offer cash and other incentives to get employees to participate in wellness programs. Increasingly, companies are also imposing penalties if workers fail to participate.

Host: Reed Pence. Guests: LuAnn Heinen, Vice President, National Business Group on Health; Shelly Wolff, North American Health and Productivity Leader, Towers Watson human resources consulting firm.

COMPLIANCY ISSUES COVERED: insurance; employment; economics; business and industry

14:52	SPOT BREAK #2—Vanda Pharmaceuticals “Clinical Trial” OUT Q: ...or 24sleepwake.com.	:60
15:52	:02 PAUSE FOR LOCAL AVAIL	:02
15:54	SEGMENT 2: Health reform and history	8:21

Synopsis: Crises in health insurance--and reform efforts to combat them--are nothing new. A noted expert in the politics and history of health reform discusses what we can learn from past proposals and the reasons for their defeat.

Host: Nancy Benson. Guest: Dr. Paul Starr, Prof. of Sociology and Public Affairs, Princeton Univ. and author, Remedy and Reaction: The Peculiar American Struggle Over Healthcare Reform.

COMPLIANCY ISSUES COVERED: health care; government and legislation; senior citizens; economics

24:15	SPOT BREAK #3—Purdue Pharma “Low Back Pain”	:45
25:00	Medical Notes and News. Host: Shel Lustig	1:29
26:29	SPOT BREAK #4—Thomassen Law Group “Plan Your Escape”	:60
27:29	Conclusion of program	:30
27:59	TOTAL TIME	

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Program # 12-02 Air week: 1-8-12

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Purdue Pharma “Partners Against Pain w/ Jennifer Grey” OUT Q: ...PartnersAgainstPain.com.	:60
2:00	:02 PAUSE FOR LOCAL AVAIL	:02
2:02	SEGMENT 1: The pregnant poor	12:26
	Synopsis: Low income women have a much higher rate of unintentional pregnancy than those with higher incomes. Experts explain some of the reasons and the serious consequences, both for families and for the nation, in its poverty rate and workforce composition.	
	Host: Reed Pence. Guests: Dr. Lawrence Finer, Director of Domestic Research, Guttmacher Institute; Dr. Victoria Jennings, Prof. of Obstetrics & Gynecology and Director, Institute for Reproductive Health, Georgetown University.	
	COMPLIANCY ISSUES COVERED: women’s issues; poverty; abortion and family planning; youth at risk; employment; education; federal government and welfare.	
14:28	SPOT BREAK #2—Vanda Pharmaceuticals “Clinical Trial” OUT Q: ...or 24sleepwake.com.	:62
15:30	:02 PAUSE FOR LOCAL AVAIL	:02
15:32	SEGMENT 2: Weight loss surgery: so what if it’s cheating? Synopsis: Many people who might be candidates for weight loss surgery shy away because of misperceptions. A former NFL	7:54
	Host: Nancy Benson. Guests: Jamie Dukes, analyst, NFL network, and weight loss surgery patient; Dr. Brian Lahmann, bariatric surgeon, BMI Surgery, Chicago.	
	COMPLIANCY ISSUES COVERED: obesity; public health; sports and recreation	
23:26	SPOT BREAK #3—Purdue Pharma “Low Back Pain”	:45
24:11	Medical Notes and News. Host: Shel Lustig	2:16
26:27	SPOT BREAK #4—Thomassen Law Group “Plan Your Escape”	:60
27:27	Conclusion of program	:30
27:57	TOTAL TIME	

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Program # 12-03 Air week: 1-15-12

Producers: Reed Pence and Polly Hansen Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Purdue Pharma “Safeguard Your Meds” OUT Q: ...SafeguardMyMeds.org.	:62
2:02	:02 PAUSE FOR LOCAL AVAIL	:02
2:04	SEGMENT 1: Vaccination refusal	12:37

Synopsis: As the number of vaccinations recommended for children continues to rise, the number of children who have not received all of them is also increasing. Public health experts discuss the impact of vaccine refusal on community health, and a mom who has kept her children away from some immunizations discusses her objections to the vaccination schedule.

Host: Reed Pence. Guests: Dr. William Schaffner, Chairman, Preventive Medicine, Vanderbilt Medical Center; Dr. Saad Omer, Asst. Prof. of Global Health, Epidemiology and Pediatrics, Emory Univ.; Jennifer Margulis, Senior Fellow, Schuster Institute for Investigative Journalism, Brandeis Univ. and mother of four.

COMPLIANCY ISSUES COVERED: youth at risk; public health; consumer safety; community health; consumerism; education; government distrust; parenting issues; government regulation

14:41	SPOT BREAK #2—Vanda Pharmaceuticals “Clinical Trial” OUT Q: ...or 24sleepwake.com.	:62
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15:43	:02 PAUSE FOR LOCAL AVAIL	:02
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15:45	SEGMENT 2: Alzheimer’s wandering Synopsis: A majority of Alzheimer’s disease patients will experience wandering behavior. Yet many families and caregivers have no plan to prevent wandering or find their loved one when they get lost. Experts discuss wandering and how to deal with it.	8:16
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Host: Nancy Benson. Guests: Beth Kallmyer, Senior Director, Constituent Services, Alzheimer’s Assoc.; Dr. Michael Raffi, Director, Memory Disorders Clinic and Asst. Prof. of Neurosciences, Univ. of California, San Diego.

COMPLIANCY ISSUES COVERED: senior citizens and elderly; consumerism; public safety

24:01	SPOT BREAK #3—Purdue Pharma “Low Back Pain”	:45
24:46	Medical Notes and News. Host: Shel Lustig	1:44
26:30	SPOT BREAK #4—Thomassen Law Group “Plan Your Escape”	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

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Program # 12-04 Air week: 1-22-12

Producers: Polly Hansen and Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1— Purdue Pharma “Safeguard Your Meds” OUT Q: ...SafeguardMyMeds.org.	:62
2:02	:02 PAUSE FOR LOCAL AVAIL	:02
2:04	SEGMENT 1: Child food allergies	13:05

Synopsis: Allergies among children have increased markedly in recent years, sometimes prompting bans of specific foods at schools. Experts explain the importance of school action, what parents can do to keep their children safe, and the research under way to find why allergies are increasing.

Host: Reed Pence. Guests: Dr. Ruchi Gupta, Feinberg School of Medicine, Northwestern University; Maria Aceball, CEO, Food Allergy and Anaphylaxis Network; Stacey Keane, mother of allergic child.

COMPLIANCY ISSUES COVERED: youth at risk; public health; consumer safety; consumerism; education; parenting issues

15:09	SPOT BREAK #2— Purdue Pharma “Low Back Pain” OUT Q: ...that's PartnersAgainstPain.com.	:45
15:54	:02 PAUSE FOR LOCAL AVAIL	:02
15:56	SEGMENT 2: Hip dysplasia Synopsis: A common cause of hip arthritis and replacement is a misalignment of the joint dating from infancy or childhood. It can even result from improper swaddling. An expert discusses causes and treatments.	6:50
22:46	SPOT BREAK #3—US Tax Shield “Tax Settlement”	:60
23:46	Medical Notes and News. Host: Shel Lustig	2:44
26:30	SPOT BREAK #4—Thomassen Law Group “Plan Your Escape”	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

Host: Nancy Benson. Guests: Dr. Chad Price, pediatric orthopedist, Arnold Palmer Children’s Hospital and Medical Director, International Hip Dysplasia Institute; Christina, mother of hip dysplasia patient.

COMPLIANCY ISSUES COVERED: youth at risk; health care; parenting issues

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Program # 12-05 Air week: 1-29-12

Producer: Reed Pence

Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1— Purdue Pharma “Safeguard Your Meds” OUT Q: ...SafeguardMyMeds.org.	:62
2:02	:02 PAUSE FOR LOCAL AVAIL	:02
2:04	SEGMENT 1: Sunshine, tanning, and vitamin D	13:32
	Synopsis: Dermatologists have long advocated protecting our skin from UV rays, whether from the sun or from indoor tanning. Yet with sun protection comes an increase in deficiencies of vitamin D, which is made by the skin in response to sun exposure. Is there any middle ground? Experts discuss the conflict.	
	Host: Reed Pence. Guests: Dr. Michael Holick (drholick.com), Prof. of Medicine, Physiology and Biophysics, Director, General Clinical Research Unit and Director, Bone Health Care Clinic, Boston Univ., and author, The Vitamin D Solution; Dr. Susan Mayne (publichealth.yale.edu), Prof. of Chronic Disease Epidemiology, Yale School of Public Health and Assoc. Director, Yale Cancer Center; Dr. Bryon Adinoff (utsouthwestern.edu), Prof. of Psychiatry, Univ. of Texas Southwestern medical Center and the VA North Texas Health Care System	
	COMPLIANCY ISSUES COVERED: public health; consumer safety; consumerism	
15:36	SPOT BREAK #2— Purdue Pharma “Partners Against Pain w/ Jennifer Grey” OUT Q: ...that's PartnersAgainstPain.com.	:60
16:36	:02 PAUSE FOR LOCAL AVAIL	:02
16:38	SEGMENT 2: Keeping up your pride	7:12
	Synopsis: Prospective employers can detect when a person carries justifiable pride and are attracted to them. An expert discusses research on instilling pride, even when times are hard.	
	Host: Nancy Benson. Guest: Lisa Williams, Lecturer in Social Psychology, Univ. of New South Wales, Australia.	
	COMPLIANCY ISSUES COVERED: employment and unemployment	
23:50	SPOT BREAK #3—ProActive “Better Than Ever”	:60
24:50	Medical Notes and News. Host: Shel Lustig	1:38
26:28	SPOT BREAK #4— US Tax Shield “Tax Settlement”	:60
27:28	Conclusion of program	:30
27:58	TOTAL TIME	

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Program # 12-06

Air week: 2-5-12

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1—Eggland's Best "Nutrition" OUT Q: ...that's egglandsbest.com.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Verbal abuse from sweethearts and bosses	12:44
	Synopsis: Incessant verbal abuse by a significant other can take a huge toll in misery. Abusers may be psychologically compensating for verbal, emotional, or sexual abuse they themselves received in childhood. Bosses are also significant abusers of subordinates, though for different reasons. Experts discuss the consequences of verbal abuse, the hidden reasons it may occur, and what victims can do to make it stop.	
	Host: Reed Pence. Guests: Patricia Evans (verbalabuse.com), author, Victory Over Verbal Abuse and five other books; Dr. Meredith Ferguson, Asst. Prof. of Management and Entrepreneurship, Hankamer School of Business, Baylor Univ.	
	COMPLIANCY ISSUES COVERED: mental health; interpersonal relationships; family issues; abuse; employment; workplace issues	
14:49	SPOT BREAK #2— Purdue Pharma "Safeguard Your Meds" OUT Q: ...SafeguardMyMeds.org.	:61
15:50	:02 PAUSE FOR LOCAL AVAIL	:02
15:52	SEGMENT 2: Treating stubborn high blood pressure	8:04
	Synopsis: High blood pressure, or hypertension, can be lethal, and 25 percent of the US population is affected. An expert discusses how and why high blood pressure exacts such a toll on the body, why it can be so difficult to treat, and a new device under clinical trial that may treat stubborn high blood pressure effectively.	
	Host: Nancy Benson. Guest: Dr. Suzanne Oparil, Prof. of Medicine, Physiology and Biophysics, Univ. of Alabama at Birmingham and Past President, American Heart Association.	
	COMPLIANCY ISSUES COVERED: health care; public health; technology	
23:56	SPOT BREAK #3—PMD Healthcare "Allergy and Asthma"	:62
24:58	Medical Notes and News. Host: Shel Lustig	1:32
26:30	SPOT BREAK #4— Purdue Pharma "Partners Against Pain w/ Jennifer Grey"	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

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Program # 12-07 Air week: 2-12-12

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
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:00	Intro	:60
1:00	SPOT BREAK #1—Eggland's Best "Nutrition" OUT Q: ...that's egglandsbest.com.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Traumatic brain injury and relationships	12:56

Synopsis: Traumatic brain injury can dramatically change spousal relationships, as the injured may lose the ability to read the emotions of themselves and others, or may suffer a personality change. These relationship issues are often ignored in the rehabilitation process. However, the divorce rate of these couples is much less than previously believed. Experts discuss developing methods to help people with TBIs relearn important social skills.

Host: Reed Pence. Guests: Rosemary Rawlins, wife of TBI patient and author, Learning By Accident; Dr. Jeffrey Kreutzer, Prof. of Physical Medicine & Rehabilitation, Neurosurgery and Psychiatry, Virginia Commonwealth Univ.; Dr. Dawn Neumann, Asst. Research Prof., Indiana Univ. School of Medicine and Clinical Research Assoc., Rehabilitation Hospital of Indiana.

COMPLIANCY ISSUES COVERED: disabilities; interpersonal relationships; family issues; health care and rehabilitation

15:01	SPOT BREAK #2— Purdue Pharma "Partners Against Pain w/ Jennifer Grey" OUT Q: ...PartnersAgainstPain.com.	:61
16:02	:02 PAUSE FOR LOCAL AVAIL	:02
16:04	SEGMENT 2: Profile of a school shooter	8:06

Synopsis: Four years ago this week, a former mental patient shot five students to death and wounded 18 at Northern Illinois University. Now an investigative journalist has pieced together the most complete portrait ever of a school shooter. The writer discusses the lessons that can be learned from this psychological profile.

Host: Nancy Benson. Guest: David Vann, Assoc. Prof. of Writing, Univ. of San Francisco and author, Last Day on Earth: A Portrait of the NIU School Shooter

COMPLIANCY ISSUES COVERED: mental health; public safety; crime and police

24:10	SPOT BREAK #3—PMD Healthcare "Allergy and Asthma"	:62
25:12	Medical Notes and News. Host: Shel Lustig	1:18
26:30	SPOT BREAK #4—ProActive "Better Than Ever"	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

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Program # 12-08 Air week: 2-19-12

Producers: Polly Hansen, Bill Ezrin, and Reed Pence

Production Director: Sean Waldron

Time Segment Segment time

:00	Intro	:60
1:00	SPOT BREAK #1—Purdue Pharma “Partners Against Pain w/ Jennifer Grey” OUT Q: ...PartnersAgainstPain.com.	:61
2:01	:02 PAUSE FOR LOCAL AVAIL	:02
2:03	SEGMENT 1: Barefoot running	12:07

Synopsis: Running season is approaching, and many runners may be wondering whether they should adopt the newest trend—“minimalist” shoes with no elevated heel, or even hardly any sole at all. Some runners are even exploring going barefoot. A number of experts discuss the risks and possible benefits of changing shoes or getting rid of them completely.

Host: Reed Pence. Guests: Dr. Beno Nigg, Prof. of Biomechanics and Co-Director, Human Performance Laboratory, Univ. of Calgary; Dr. Mark Cucuzzella, Prof. of Family Medicine, West Virginia Univ., marathon runner and proprietor of running shoe store; Dr. Mike Oster, podiatric clinician, Scholl Foot and Ankle Center, Rosalind-Franklin Univ.

COMPLIANCY ISSUES COVERED: sports, recreation, and fitness; product safety and consumerism

14:10	SPOT BREAK #2—Thomassen Law Group “Plan Your Escape” OUT Q: ...800-245-8095.	:60
15:10	:02 PAUSE FOR LOCAL AVAIL	:02
15:12	SEGMENT 2: Back pain	8:20

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.

Host: Nancy Benson. Guest: Dr. Steven Stanos, Director, Center for Pain Management, Rehabilitation Institute of Chicago

COMPLIANCY ISSUES COVERED: health care; public health; rehabilitation

23:32	SPOT BREAK #3—US Tax Shield “Tax Settlement”	:61
24:33	Medical Notes and News. Host: Shel Lustig	1:57
26:30	SPOT BREAK #4—ProActive “Better Than Ever”	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

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Program # 12-09 Air week: 2-26-12

Producer: Reed Pence and Bill Ezrin Production Director: Sean Waldron

Time Segment Segment time

:00	Intro	:60
1:00	SPOT BREAK #1— Milk PEP “The Breakfast Project” OUT Q: ...BreakfastProject.com.	:57
1:57	:02 PAUSE FOR LOCAL AVAIL	:02
1:59	SEGMENT 1: Antibiotics in livestock	13:47

Synopsis: About 70-80 percent of antibiotics used in the US are given to healthy livestock. The FDA has wanted to end the practice for more than 30 years to reduce antibiotic resistance in people, but recent agency actions make some activists wonder if they're committed only to baby steps. Experts discuss pro's and con's of antibiotic use and the FDA's new strategy to control it.

Host: Reed Pence. Guests: Avinash Kar, attorney, Natural Resources Defense Council; Sarah Klein, staff attorney, Food Safety Program, Center for Science in the Public Interest; Dr. Scott Hurd, Assoc. Prof. of Veterinary Medicine, Iowa State Univ. and former Deputy Undersecretary for Food Safety, USDA; Michael Taylor, Deputy Commissioner for Foods, FDA.

COMPLIANCY ISSUES COVERED: food safety; public health; consumerism; federal government and regulation

15:46	SPOT BREAK #2—Thomassen Law Group “Plan Your Escape” OUT Q: ...800-245-8095.	:60
16:46	:02 PAUSE FOR LOCAL AVAIL	:02
16:48	SEGMENT 2: Kidney stones	7:04

Synopsis: Kidney stones are very common and can produce excruciating pain. An expert discusses types of kidney stones, causes of each, treatment, and prevention.

Host: Nancy Benson. Guest: Dr. Irvin Bonder, attending urologist, St. Clare's Hospital, Denville, NJ.

COMPLIANCY ISSUES COVERED: health care; consumerism

23:52	SPOT BREAK #3—US Tax Shield “Tax Settlement”	:61
24:53	Medical Notes and News. Host: Shel Lustig	1:36
26:29	SPOT BREAK #4—ProActive “Better Than Ever”	:60
27:29	Conclusion of program	:30
27:59	TOTAL TIME	

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Program # 12-10

Air week: 3-4-12

Producers: Reed Pence and Polly Hansen

Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1— Amer. Society of Plastic Surgeons “Do Your Homework III” OUT Q: ...that’s PlasticSurgery.org/safe.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Pharmacy benefit wars	12:56
	Synopsis: Millions of pharmacy customers have had to move prescriptions from Walgreens to other pharmacies after its contract ran out with a major pharmacy benefits manager, Express Scripts. The situation is unprecedented in the US, but some experts believe it’s only the first battle in a cost-based conflict between benefits managers and retail pharmacies. Representatives of each side and a longtime industry observer discuss causes and impacts of the struggle.	
	Host: Reed Pence. Guests: Virginia Greathouse, former Walgreen pharmacy customer; Brian Henry, Senior Director of Public Affairs, Express Scripts, Inc.; Kermit Crawford, President of Pharmacy, Health and Wellness, Walgreen Co.; Rob Eder, Editor in Chief, Drug Store News Group.	
	COMPLIANCY ISSUES COVERED: consumerism; economics; public health; business and industry	
15:01	SPOT BREAK #2—Thomassen Law Group “Plan Your Escape” OUT Q: ...800-245-8095.	:60
16:01	:02 PAUSE FOR LOCAL AVAIL	:02
16:03	SEGMENT 2: Cord blood and hearing loss	8:01
	Synopsis: Infants who suffer damage to hair cells in the inner ear have had to receive hearing aids or cochlear implants or face loss of language skills. Now scientists are testing the use of stem cells from cord blood to regenerate hair cells and restore hearing.	
	Host: Nancy Benson. Guests: Dr. Samer Fakhri, Assoc. Prof. and Program Director, Univ. of Texas Health Science Center and Children’s Memorial Hermann Hospital; Laura McGrath, mother of child in cord blood clinical trial.	
	COMPLIANCY ISSUES COVERED: health care; disabilities; youth at risk	
24:04	SPOT BREAK #3—US Tax Shield “Tax Settlement”	:61
25:05	Medical Notes and News. Host: Shel Lustig	1:25
26:30	SPOT BREAK #4—ProActive “Better Than Ever”	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

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Program # 12-11

Air week: 3-11-12

Producer: Reed Pence

Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1— Amer. Society of Plastic Surgeons “Do Your Homework III” OUT Q: ...that’s PlasticSurgery.org/safe.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Lessons from a parent's worst nightmare Synopsis: Being unable to prevent their child from succumbing to drugs and crime may be a parent's worst nightmare. One parent who ignored his son's warning signs reflects on his more than 10 year struggle with addiction and what it can teach other parents. Host: Reed Pence. Guest: David Sheff, parent of drug addict and author, <u>Beautiful Boy: A Father's Journey Through His Son's Addiction</u> .	13:12
	COMPLIANCY ISSUES COVERED: parenting issues; youth at risk; drug and substance abuse and treatment	
15:17	SPOT BREAK #2—Milk PEP “Bringing Breakfast Back with Ellie Krieger” OUT Q: ...800-245-8095.	:62
16:19	:02 PAUSE FOR LOCAL AVAIL	:02
16:21	SEGMENT 2: Alcoholics and liver transplants Synopsis: Liver transplant centers usually demand that transplant candidates with alcoholic liver disease be sober for six months before surgery to assure doctors that they will abstain from alcohol. However, some candidates won’t survive long enough to wait. One of the nation’s top transplant expert discusses a recent study, which indicates that intense scrutiny of a candidate’s support and commitment may allow a small number to safely proceed without risk of wasting rare organs. Host: Nancy Benson. Guest: Dr. Michael Porayko, Prof. of Medicine and Medical Director of Liver Transplantation, Vanderbilt Univ.	7:20
	COMPLIANCY ISSUES COVERED: health care; alcoholism, substance abuse and treatment	
23:41	SPOT BREAK #3—Novartis “Advances in CML Treatment”	1:23
25:04	Medical Notes and News. Host: Shel Lustig	1:56
27:00	SPOT BREAK #4—ADT Home Security Systems “Who’s Watching”	:30
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

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Program # 12-12 Air week: 3-18-12

Producer: Reed Pence Production Director: Sean Waldron

Time Segment Segment time

:00	Intro	:60
1:00	SPOT BREAK #1— Amer. Society of Plastic Surgeons “Do Your Homework III” OUT Q: ...that’s PlasticSurgery.org/safe.	:63
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Redefining autism Synopsis: Autism spectrum disorders are being redefined by the psychiatric profession, and many parents and activists are worried that the new definition will exclude many children who previously would have received necessary educational services. Experts, including one of the members of the panel creating the definition, discuss the issue. Host: Reed Pence. Guests: Dr. Brian Reichow, Associate Research Scientist, Yale Child Study Center; Dr. Catherine Lord, Director, Center for Autism and the Developing Brain, New York Presbyterian Hospital-Weill Cornell Medical Center-Columbia Univ. and member, Neurodevelopmental Disorders Committee, DSM-5/APA; Dr. James Ball, Executive Chair, National Autism Society	13:12
	COMPLIANCY ISSUES COVERED: education; youth at risk; parenting issues; public health; mental health	
15:17	SPOT BREAK #2— Novartis “Advances in CML Treatment” OUT Q: ...visit MyCMLCircle.com.	1:22
16:39	:02 PAUSE FOR LOCAL AVAIL	:02
16:41	SEGMENT 2: The psychology of names Synopsis: Names have a psychology that’s unknown to most people. A naming expert discusses the hidden power of names. Host: Nancy Benson. Guest: Maryanna Korwitts, founder, TheNamingExpereience.com.	7:44
	COMPLIANCY ISSUES COVERED: psychology; pop culture	
24:35	SPOT BREAK #3—ProActive “Better than Ever”	:60
25:35	Medical Notes and News. Host: Shel Lustig	1:26
27:01	SPOT BREAK #4—ADT Home Security Systems “Who’s Watching”	:29
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

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Program # 12-13 Air week: 3-25-12

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1— Amer. Society of Plastic Surgeons “Do Your Homework III”	:63

OUT Q: ...that's PlasticSurgery.org/safe.

2:03 :02 PAUSE FOR LOCAL AVAIL :02

2:05 SEGMENT 1: The criminalization of homelessness 12:27
Synopsis: Homelessness has affected 3.5 million Americans at some point in the past year, and with their increased numbers and visibility, many cities have criminalized functions that the homeless often find unavoidable, such as sleeping or camping outdoors. Experts discuss the effects on city budgets and the homeless themselves.

Host: Reed Pence. Guests: Steve Watters, Executive Director, Safeground Sacramento (www.safegroundsac.org); Clifton Harris, Executive Director, Metropolitan Homeless Commission, Nashville, TN (www.thekeyalliance.org); Heather Johnson, Civil Rights Attorney, National Center on Homelessness and Poverty (www.nlchp.org).

COMPLIANCY ISSUES COVERED: homelessness; poverty; housing; unemployment; police and criminal justice system; economics; local government

14:32 SPOT BREAK #2— Alzheimer's Association "Facts & Figures 2012" :60
OUT Q: ...alz.org.

15:32 :02 PAUSE FOR LOCAL AVAIL :02

15:34 SEGMENT 2: Accent modification 7:50
Synopsis: Many people who technically speak English well—even native born Americans—sometimes speak with accents that leave them unable to be understood. Experts discuss speech training that can lessen the difficulty.

Host: Nancy Benson. Guests: Judy Ravin, President, Accent Reduction Institute; Dr. Mary Louise Edwards, Prof. of Communication Science and Disorders, Syracuse Univ.

COMPLIANCY ISSUES COVERED: education; consumerism; immigration

23:24 SPOT BREAK #3—US Tax Shield "Tax Settlement" :60

24:24 Medical Notes and News. Host: Shel Lustig 2:06

26:30 SPOT BREAK #4— ProActive "Better than Ever" :60

27:30 Conclusion of program :30

28:00 TOTAL TIME

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**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Fundraising	Aids Response Effort	000:15	006

Fundraising	American Legion Post 77	000:15	005
Healthcare	Arthritis Foundation	000:15	002
Fundraising	Benefit – Mitzi – fund	000:15	005
Community Engagement	Berkeley Arts Council	000:15	002
Community Event	Berkeley Springs Water Tasting	000:15	003
Fundraising	Big Brothers Big Sisters	000:15	005
Community Engagement	Blue Ridge Area Food Bank	000:29	005
Community Event	Bowman Library	000:15	005
Fundraising	Boy Scout Troup 1	000:15	002
Fundraising	Boyce Elementary School PTO	000:15	005
Fundraising	Capon Bridge Cub Scout Pack	000:15	003
Community Engagement	Cedar Creek Battlefield Foundation	000:15	004
Community Engagement	City of Winchester	000:15	005
Fundraising	Clarke County 4-H	000:15	005
Community Event	Clarke County Library	000:15	001
Fundraising	Clarke County Little League	000:15	005
Community Engagement	Collection for Homeless	000:15	004
Bullying	DonorsChose.org	000:30	073
Bullying	DonorsChose.org	000:31	063
Bullying	DonorsChose.org	000:32	020
Literacy	DonorsChose.org	000:30	110
Music	DonorsChose.org	000:32	069
Poverty	DonorsChose.org	000:31	053
Self Esteem	DonorsChose.org	000:31	083
Fundraising	Evans Home for Children	000:15	007
Community Engagement	FFA	000:30	008
Community Engagement	FFA	000:31	008
Community Engagement	Frederick County Education Assosication	000:15	005
Fundraising	Front Royal/Warren County Relay for Life	000:15	005
Fundraising	Girl Scouts	000:15	002
Fundraising	Greenwood Volunteer Fire & Rescue	000:15	004
Community Engagement	Habitat for Humanity	000:30	094

Volunteering	Habitat for Humanity	000:15	001
Fundraising	Habitat for Humanity	000:15	002
Fundraising	Habitat for Humanity	000:15	003
Community Event	Handley Library	000:15	003
Fundraising	Handley Library	000:15	003
Fundraising	Heart Transplant Recipient	000:15	003
Community Engagement	Horizon Goodwill Industries	000:31	009
Fundraising	Horizon Goodwill Industries	000:15	001
Community Engagement	Humane Society of Morgan Co.	000:32	004
Fundraising	Humane Society of Morgan County	000:15	004
Fundraising	Inwood/Bunker Hill Lion's Club	000:15	005
Fundraising	J & C LaFollette Fund	000:15	003
Fundraising	James Brogan Recovery Fund	000:15	005
Fundraising	James Brogan Recovery Fund	000:15	005
Fundraising	James Wood High School	000:15	003
Fundraising	James Wood High School	000:15	004
Community Engagement	James Wood High School FCCLA	000:15	006
Fundraising	Jefferson County Council on Aging	000:15	004
Community Event	LFCC Workforce	000:15	002
Community Event	Linkedin	000:15	002
Community Engagement	Literacy Volunteers	000:30	004
Literacy	Literacy Volunteers	000:15	001
Fundraising	LiveJon Fund	000:15	005
Community Engagement	Lord Fairfax EMS Council	000:15	005
Community Engagement	Martinsburg/Berkeley County Parks & Recreation	000:15	005
Fundraising	Middletown Fire & Rescue Comp	000:16	002
Fundraising	Middletown Volunteer Fire & Rescue	000:15	003
Fundraising	Military Kids	000:15	004
Community Event	Millbrook High School	000:15	002
Fundraising	Mt. Jackson Volunteer Rescue & Fire	000:15	004
Mental Health	NAMI	000:15	004
Fundraising	New Market Fire & Rescue	000:15	004
Fundraising	North Mountain Volunteer Fire & Rescue	000:15	004

Fundraising	North Mountain Volunteer Fire & Rescue	000:15	003
Fundraising	North River Valley Volunteer Fire Company	000:15	004
Community Engagement	Red Cross	000:30	087
Community Engagement	Red Cross	000:15	003
Community Event	Red Cross	000:15	006
Community Engagement	Relay for Life	000:15	005
Fundraising	Relay for Life	000:15	004
Community Engagement	Relay for Life	000:15	001
Fundraising	Relay for Life Team	000:15	003
Fundraising	Relay for Life Team Alex's Warriors	000:15	002
Fundraising	Relay for Life Team Apple Valley	000:15	004
Fundraising	Relay for Life Team Prayer Partners	000:15	002
Fundraising	Relay for Life Team Raxmataz	000:15	003
Fundraising	Relay for Life Team The Rosebuds	000:15	002
Fundraising	Relay for Life Team Wakeman's Grove Church	000:15	003
Fundraising	Relay for Life Team Walk of Hope with Sam's Sisters	000:15	003
Fundraising	Rotary Club of Woodstock	000:15	001
Fundraising	Roundhill Ruritan Club	000:15	004
Fundraising	Roundhill Ruritan Club	000:15	004
Fundraising	Roundhill Ruritan Club	000:15	004
Fundraising	Roundhill Volunteer Fire Department	000:15	002
Community Engagement	Shelter Pet Project	000:15	002
Community Event	Shenandoah County Soccer League	000:15	004
Fundraising	Shenandoah Farms Volunteer Fire & Rescue	000:15	002
Fundraising	Shenandoah Farms Volunteer Fire Department	000:15	004
Community Event	Shenandoah Naturalists	000:15	003
Fundraising	Shepherdstown Fire Department	000:15	004
Fundraising	Sherando FFA	000:15	003
Fundraising	Sherando High School Band	000:15	004
Community Event	Skyline Strutters	000:15	004
Community Engagement	Spay Today	000:15	001
Fundraising	Star Tannery Volunteer Fire & Rescue	000:15	005
Fundraising	Star Tannery Volunteer Fire Department	000:15	003

Community Engagement	State Arboritum of Virginia	000:15	006
Fundraising	Stonewall Jackson High School Booster Club	000:15	004
Fundraising	Strasburg Music Boosters	000:15	003
Fundraising	Strasburg Volunteer Rescue Squad	000:15	008
Fundraising	Susan G. Komen	000:15	005
Community Event	The Laurel Center	000:15	004
Fundraising	The Red Wagon Ministry	000:15	006
Fundraising	Toms Brook United Methodist Church Relay for Life	000:15	005
Fundraising	Trent Williams Fund	000:15	006
Fundraising	Trent Williams Fund	000:15	006
Fundraising	Trent Williams Fund	000:15	004
Fundraising	United Way	000:15	003
Community Event	Valley Health	000:15	003
Community Engagement	West Virginia Aging & Disability Resource Center	000:15	008
Fundraising	Winchester Kiwanis Club	000:15	003