

WUSQ-FM
Winchester, VA
Quarterly Issues/Programs List
Fourth 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:

- **Awareness:** Locally we have many organizations servicing the area's senior citizens, military and veterans, and those with mental and physical disabilities.
- **Domestic Violence:** Prevention Coordinator of local women's shelter educates the community on the new challenges facing the center for abused women.
- **Education:** Organizations like "Make A Difference", "Special Olympics", and "Concern Hotline" educate the community on what their organization do and who they serve.
- **Fundraising:** Organizations are trying to 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
Awareness	VA Crossroads- ARC of the Shenandoah Valley	Discusses the purpose and goals of ARC in the Valley.	Rob Hurt, Executive Director	10/07/2012 07:00 AM	034:46
Domestic Violence	VA Crossroads- The Laurel Center	Discusses new challenges facing The Laurel Center for abused women.	Melissa Nilson, Prevention Coordinator	10/14/2012 07:00 AM	033:17
Early Childhood Education	VA Crossroads- The Exchange Club	Discusses mission of the Winchester Exchange Club.	Kathy Myers, Board Member	10/21/2012 07:02 AM	028:58
Awareness	VA Crossroads- Lutheran Family Services	Discusses the new class/group that advocates Autism Awareness.	Amber Brown, Adoption Services Worker	10/28/2012 06:59 AM	030:04

Awareness	VA Crossroads- Wounded Warriors	Discusses the Wounded Warrior program in Virginia.	Tom Forrest, Veteran Peer Specialist	11/04/2012 07:03 AM	029:39
Fundraising	VA Crossroads- Fisher House	Families of service members describe Fisher House services.	Fisher House Foundation	11/11/2012 07:01 AM	029:58
Awareness	VA Crossroads- Adult Care Center	Discusses the aging population of the valley and its changing needs.	Jane Bauknecht, Executive Director	11/18/2012 07:01 AM	033:10
Education	VA Crossroads- Make A Difference	Discusses what's available to parents of Special Needs children in the Valley.	Tia Randolph, Specialist	12/02/2012 07:01 AM	030:01
Awareness	VA Crossroads- ARC of the Shenandoah Valley	Discusses advocacy of adults with mental disabilities.	Jack Wooten, Board Member	12/09/2012 07:03 AM	033:40
Education	VA Crossroads- Concern Hotline	Discusses recent dramatic spike in calls to the Hotline.	Sue Hildreth, Executive Director	12/16/2012 07:02 AM	032:20
Education	VA Crossroads- Special Olympics	A Very Special Christmas Program bringing awareness to the Special Olympic program.	Special Olympics	12/23/2012 07:03 AM	028:58
Awareness	VA Crossroads- Panel on Mental Health	Discusses increase in calls to the local Hotline at this time of year.	Sue Hildreth, Executive Director of Concern Hotline	12/30/2012 07:01 AM	032:20
Fundraising	WUSQ Community Microphone- Winchester/Frederick/Clarke SPCA	A new fundraising event called "Tails In My Beer" coming up.	Bill Pierson, Board Member	10/01/2012 08:10 AM	010:00
Community Engagement	WUSQ Community Microphone- Winchester Exchange Club	It is time for their annual Chili Challenge fundraiser and they are still in need of participants.	Kathy Myers, Board Member	10/10/2012 08:10 AM	010:00
Fundraising	WUSQ Community Microphone- NW Works	It is time for their biggest fundraiser of the year – their Haunted Casino Night.	John Brauer, CEO	10/23/2012 08:10 AM	010:00
Fundraising	WUSQ Community Microphone- Kiwanis Club of Winchester	It is time for their semi-annual Community Pancake Day.	John Westervelt, President-Elect and Diane Diaz, Director	11/01/2012 08:20 AM	010:00
Fundraising	WUSQ Community Microphone- Winchester Education Foundation	It is time for their annual benefit concert held each year at the Patsy Cline Theatre and there's still time to buy tickets.	Christian Schweiger, Event Promotion	11/02/2012 08:10 AM	010:00
Fundraising	WUSQ Community Microphone- Blue Ridge Area Food Bank	It is time for their annual Stuff-A-Truck to feed local hungry families during the holidays.	Jarrett Tomalesky, Director	11/15/2012 08:10 AM	010:00
Fundraising	WUSQ Community Microphone- Shenandoah County Free Clinic	They have a new fundraiser coming up and discusses the services and wide area that the Free Clinic covers.	Pam Murphy, Executive Director	11/26/2012 08:10 AM	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 # 12-41 Air week: 10-7-12

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
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:00	Intro	:60
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1:00	SPOT BREAK #1— Sanofi Pasteur "Back to School Vaccine Check Up" OUT Q: ...www.SoundsofPertussis.com	:63
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2:03	:02 PAUSE FOR LOCAL AVAIL	:02
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2:05	SEGMENT 1: Pregnancy and breast cancer	12:45
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Synopsis: Not that many years ago, pregnant women diagnosed with breast cancer were often advised to terminate their pregnancies, especially if diagnosed in the first trimester. Oncologists discuss how today they can successfully treat such cancers without jeopardizing the health and development of the fetus.

Host: Reed Pence. Guests: Dr. Dr. Ann Partridge, Director, Program for Young Women with Breast Cancer, Dana-Farber Cancer Institute, Boston; Dr. Virginia Kaklamani, medical oncologist, Northwestern Memorial Hospital, Chicago.

COMPLIANCY ISSUES COVERED: health care; women's issues; youth at risk

14:50	SPOT BREAK #2—Purdue Pharma "Cancer Pain" OUT Q: ...that's PartnersAgainstPain.com.	:59
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15:49	:02 PAUSE FOR LOCAL AVAIL	:02
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15:51	SEGMENT 2: Therapy dogs	8:12
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Synopsis: Psychologists and psychiatrists are finding that especially for children and the elderly, having a friendly dog present for therapy increases its effectiveness. Experts discuss the use of therapy dogs and the qualities that make a certified dog helpful.

Host: Nancy Benson. Guests: Dr. Melissa Cinquegrani, therapy dog owner, therapist and post-doctoral fellow, Connections Day School, Libertyville, IL; Ursula Kempe, President, Therapy Dogs International

COMPLIANCY ISSUES COVERED: youth at risk; mental health; education; pets and people

24:03	SPOT BREAK #3—Purdue Pharma "A Good Night's Sleep"	:61	
25:04	Medical Notes and News. Host: Shel Lustig		1:29
26:33	SPOT BREAK #4—Express Scripts "#2 Workers Compensation Fraud"	:57	
27:30	Conclusion of program	:30	
28:00	TOTAL TIME		

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Program # 12-42 Air week: 10-14-12

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 "A Good Night's Sleep" OUT Q: ...SleepFoundation.org.	:62	
2:03	:02 PAUSE FOR LOCAL AVAIL	:02	
2:05	SEGMENT 1: Stopping the shooting	13:42	

Synopsis: Violent crime in the US dropped by 40 percent in the 1990's, but in New York City, the drop was twice as large and continued through 2010. An expert explains the exportable police strategies that were responsible.
Meanwhile, Baltimore has found success at cutting gun violence by employing former gang members to mediate disputes. An expert explains.

Host: Reed Pence. Guests: Franklin Zimring, Simon Prof. of Law, Univ. of California-Berkeley and author, The City That Became Safe: New York's Lessons for Urban Crime and Its Control; Dr. Daniel Webster, Prof. and Deputy Director, Johns Hopkins Center for the Provention of Youth Violence.

COMPLIANCY ISSUES COVERED: public health; public safety; crime, guns and violent crime; police; gangs; local government

15:46	SPOT BREAK #2—American College of Physicians "Adult Immunizations" OUT Q: ...that's ACP.org.	"62	
16:48	:02 PAUSE FOR LOCAL AVAIL	:02	
16:50	SEGMENT 2: Pharmacy specialists	7:10	

Synopsis: Medicine is becoming increasingly specialized. Pharmacists are the latest to follow this trend, with some pursuing board certification in certain specialties. An expert explains reasons for the trend and the difference it may make to patients.

Host: Nancy Benson. Guest: William Ellis, Executive Director, Board of Pharmacy Specialties.

COMPLIANCY ISSUES COVERED: health care; economics

24:00	SPOT BREAK #3—Express Scripts "#2 Workers Compensation Fraud"	:57
24:57	Medical Notes and News. Host: Shel Lustig	1:33
26:30	SPOT BREAK #4—ADT Security Systems "Immune"	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

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Program # 12-43 Air week: 10-21-12

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 "A Good Night's Sleep" OUT Q: ...SleepFoundation.org.	:61
2:01	:02 PAUSE FOR LOCAL AVAIL	:02
2:03	SEGMENT 1: Performer's injuries	12:34

Synopsis: Professional musicians often suffer from repetitive motion injuries, while dancers suffer athletic injuries. Both often "play hurt," in part due to fear of losing position or income, or because they are more likely than most professions to have no health insurance. Experts discuss ways performers are recognizing the problem and seeking to treat and prevent workplace injuries.

Host: Reed Pence. Guests: Amy Roisum Foley, Prof. of Music and Director of Bands, Minnesota State Univ.; Lynne Krayer-Luke, professional flutist and licensed Andover Educator; Dr. George Shybut, Wellington Orthopaedics and Sports Medicine, Cincinnati and Past President, Performing Arts Medical Assn.; Julie Daugherty, physical therapist, American Ballet Theater.

COMPLIANCY ISSUES COVERED: workplace health and safety; consumerism; employment; arts and entertainment

14:37	SPOT BREAK #2—Upsher-Smith "Provella" OUT Q: ...P-R-O-V-E-L-L-A.com.	:60
15:37	:02 PAUSE FOR LOCAL AVAIL	:02
15:39	SEGMENT 2: Mammography controversy	8:23

Synopsis: Almost since its inception, mammography screening for women in their 40's has been controversial. A noted breast radiologist explains the benefits mammography for this population, as well as the often-ignored costs.

Host: Nancy Benson. Guest: Dr. Handel Reynolds, breast radiologist, Piedmont Hospital, Atlanta, and author, [The Big Squeeze: A Social and Political History of the Controversial Mammogram](#)

COMPLIANCY ISSUES COVERED: health care; women's issues; public health; consumerism

24:02	SPOT BREAK #3—Canadian Drug Center "Affordable Prescriptions"	:60
25:02	Medical Notes and News. Host: Shel Lustig	1:26
26:28	SPOT BREAK #4—Life Alert "Fire Danger"	:61
27:29	Conclusion of program	:30
27:59	TOTAL TIME	

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Program # 12-44 Air week: 10-28-12

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— Novartis "World NET Cancer Awareness Day"	:62

OUT Q: ...Novartis Oncology.

2:02 :02 PAUSE FOR LOCAL AVAIL :02

2:04 SEGMENT 1: Unraveling "junk DNA" 12:18

Synopsis: Our genes make up only a few percent of the DNA in each of our body's cells. Dozens of new studies begin to tell the role of the rest of our DNA. Experts explain the "switches" that regulate genes, their role in many diseases, and new treatments that may result.

Host: Reed Pence. Guests: Dr. Elise Feingold, Program Director, Genome Analysis, National Human Genome Research Institute; Program Director, Functional Genomics, National Human Genome Research Institute

Dr. Rick Myers, President and Director, HudsonAlpha Institute for Biotechnology; Dr. Mike Pazin,

COMPLIANCY ISSUES COVERED: health care; science and technology

14:22 SPOT BREAK #2—Upsher-Smith "Provella" :60
OUT Q: ...P-R-O-V-E-L-L-A.com.

15:22 :02 PAUSE FOR LOCAL AVAIL :02

15:24 SEGMENT 2: Fighting fear and phobias 8:31

Synopsis: Halloween is the season for fright, but people with phobias may not be in the mood to enjoy it. New research shows an effective new way to combat phobias--admit out loud what you're afraid of. Most people are advised to pretend they're not afraid. The lead researcher of this study explains why pretending doesn't work and why this new approach has promise.

Host: Nancy Benson. Guest: Dr. Katharina Kircanski, post-doctoral fellow in psychology, Stanford Univ.

COMPLIANCY ISSUES COVERED: pop culture; consumerism; public health

23:55 SPOT BREAK #3—Canadian Drug Center "Affordable Prescriptions" :60

24:55 Medical Notes and News. Host: Shel Lustig 1:33

26:28 SPOT BREAK #4—Life Alert "Fire Danger" :60

27:28 Conclusion of program :30

27:58 TOTAL TIME

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Program # 12-45 Air week: 11-4-12

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

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:00	SPOT BREAK #1— Novartis "World NET Cancer Awareness Day" OUT Q: ...Novartis Oncology.	:62
2:02	:02 PAUSE FOR LOCAL AVAIL	:02
2:04	SEGMENT 1: Gender bias in science	13:17

Synopsis: Few female role models exist at major research universities in scientific fields, subverting efforts to get more women into math and science. Many scientists have dismissed gender bias as a factor. However, new research shows that unintentional bias results in women being subconsciously considered less competent than their male scientific counterparts. Experts explain how unconscious bias exists and its pervasive effect in academia and society at large.

Host: Reed Pence. Guests: Dr. Joan Herbers, Prof. of Evolution, Ecology and Organismal Biology, Ohio State Univ. and Past President, Assn. for Women in Science; Dr. Jo Handelsman, Prof. of Cellular and Developmental Biology, Yale Univ.

COMPLIANCY ISSUES COVERED: gender issues; women's issues; discrimination; education

15:22	SPOT BREAK #2—Upsher-Smith "Provella" OUT Q: ...P-R-O-V-E-L-L-A.com.	:60
16:22	:02 PAUSE FOR LOCAL AVAIL	:02
16:24	SEGMENT 2: Acute Respiratory Distress Syndrome (ARDS)	7:35

Synopsis: An expert and patient explain acute respiratory distress syndrome, a little known, life-threatening disorder that suddenly robs people of their ability to breathe.

Host: Nancy Benson. Guests: Eileen Rubin, ARDS patient; Dr. Arvey Stone, pulmonology and critical care specialist; Roberta Rubin, Eileen Rubin's mother.

COMPLIANCY ISSUES COVERED: health care; public health

23:59	SPOT BREAK #3—Milk PEP "Debunking Meatless Myths"	:62
25:01	Medical Notes and News. Host: Shel Lustig	1:30
26:31	SPOT BREAK #4—Medela "National Prematurity Awareness Month"	:58
27:29	Conclusion of program	:30
27:59	TOTAL TIME	

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Program # 12-46 Air week: 11-11-12

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— Upsher-Smith "Provella" OUT Q: ...P-R-O-V-E-L-L-A.com.	:61
2:01	:02 PAUSE FOR LOCAL AVAIL	:02
2:03	SEGMENT 1: Hoarding Synopsis: Five percent or more of all Americans are hoarders to some degree. They over-acquire things, over-value objects, have trouble throwing things out, and are sometimes disorganized to the point of jeopardizing their safety amid tons of junk in their homes. Experts discuss hoarding's psychological roots and what family members can do if they believe a loved one is affected.	14:39
Host: Reed Pence. Guests: Dr. Randy Frost, Prof. of Psychology, Smith College, and Dr. Gail Steketee, Dean and Prof. of Social Work, Boston Univ., co-authors, Stuff: Compulsive Hoarding and the Meaning of Things ; Dr. Michael Tompkins, psychologist, San Francisco Bay Area Center for Cognitive Therapy and co-author, Digging Out: Helping Your Loved One Manage Clutter, Hoarding and Compulsive Acquiring .		
COMPLIANCY ISSUES COVERED: public safety; municipal government; family issues; mental illness		
16:42	SPOT BREAK #2—Milk PEP "Debunking Meatless Myths" OUT Q: ...facebook.com/milkmustache.	:62
17:44	:02 PAUSE FOR LOCAL AVAIL	:02
17:46	SEGMENT 2: Recovery from traumatic brain injury	6:14
Synopsis: A doctor discusses her son's painful road back from being hit by a drunk driver and how traumatic brain injury can be as simple as repeated concussions.		
Host: Nancy Benson. Guest: Dr. Carolyn Roy-Bornstein, pediatrician and author, Crash: A Mother, A Son, and A Journey From Grief to Gratitude		
COMPLIANCY ISSUES COVERED: traffic safety; health care; youth at risk		
24:00	SPOT BREAK #3—Abreva "Fall Breakout"	:62

25:02	Medical Notes and News. Host: Shel Lustig	1:26
26:28	SPOT BREAK #4—LifeAlert "Fire Danger"	:61
27:29	Conclusion of program	:30
27:59	TOTAL TIME	

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Program # 12-47 Air week: 11-18-12

Producer: Reed Pence Production Director: Sean Waldron

Time	Segment	Segment time
:00	Intro	:60
1:01	SPOT BREAK #1—Roche "Climbing Challenge II" OUT Q: ...videos on the site.	:62
2:03	:02 PAUSE FOR LOCAL AVAIL	:02
2:05	SEGMENT 1: Lung cancer in never-smokers Synopsis: Researchers are learning that lung cancer in people who've never smoked is often a completely different disease than cancer in smokers. They've also made progress against the single mutation causes of these cancers. Experts and a lung cancer patient discuss how new therapies are making cancer manageable for longer periods of time.	12:50
	Host: Reed Pence. Guests: Stephanie Dunn Haney, lung cancer patient; Dr. Regina Vidaver, Executive Director, National Lung Cancer Partnership; Dr. Bruce Johnson, Director, Lowe Center for Thoracic Oncology, Dana-Farber Cancer Institute and Prof. of Medicine, Harvard Medical School; Dr. James Dougherty, board member and Chairman, Medical Advisory Board, Lung Cancer Research Foundation.	
	COMPLIANCY ISSUES COVERED: health care; public health; discrimination; smoking; economics	
14:55	SPOT BREAK #2—Abreva "Fall Breakout" OUT Q: ...Abreva.com.	:62
15:57	:02 PAUSE FOR LOCAL AVAIL	:02
15:59	SEGMENT 2: Alcoholism in the cockpit Synopsis: Aviation didn't believe in alcoholism treatment before the 1970's, creating a conspiracy of silence. Now pilots can take advantage of a program with an exceptionally high success rate. An aviation expert and an alcoholic pilot discuss the results.	7:54
	Host: Nancy Benson. Guests: Joe Balzer, airline pilot and author, Flying Drunk ; Patrick Smith, airline pilot and author, "Ask the Pilot" on Salon.com .	
	COMPLIANCY ISSUES COVERED: aviation safety; alcohol and substance abuse and treatment; public health	
23:53	SPOT BREAK #3—Ageless Male	:60

24:53	Medical Notes and News. Host: Shel Lustig	1:34
26:27	SPOT BREAK #4—LifeAlert "Fire Danger"	:61
27:28	Conclusion of program	:30
27:58	TOTAL TIME	

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Program # 12-48 Air week: 11-25-12

Producer: Reed Pence Production Director: Sean Waldron

Time	Segment	Segment time
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:00	Intro	:60
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1:01	SPOT BREAK #1—A Place for Mom OUT Q: ...800-349-0644.	:59
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2:00	:02 PAUSE FOR LOCAL AVAIL	:02
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2:02	SEGMENT 1: Breastmilk vs. formula in hospitals	14:20
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Synopsis: Authorities say breastfeeding newborns for six months is exceptionally important for lifelong health, and many hospitals are ramping up efforts to support breastfeeding. Some hospitals now lock up formula as they do medication and have banned gift bags with formula samples, claiming their distribution is a conflict of interest. But when does support for breastfeeding go too far and set up families for failure when it meets the real world? Experts discuss.

Host: Reed Pence. Guests: "Kim," new mom; Marsha Walker, registered nurse, lactation consultant, Executive Director, National Alliance for Breastfeeding Advocacy and board member, Massachusetts Breastfeeding Coalition; Dr. Lori Feldman-Winter, Prof. of Pediatrics, Cooper medical School of Rowan Univ. and head, adolescent medicine, Children's Regional Hospital at Cooper, Camden, NJ; Dr. Melissa Bartick, Instructor, Harvard Medical School and Cambridge Health Alliance and Chair, Massachusetts Breastfeeding Coalition; Mardi Mountford, Exec. Vice President, International Formula Council

COMPLIANCY ISSUES COVERED: health care; public health; youth at risk; consumerism; ethics; family issues

16:22	SPOT BREAK #2—Ageless Male OUT Q: ..1-800-491-5119.	:60
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17:22	:02 PAUSE FOR LOCAL AVAIL	:02
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17:24	SEGMENT 2: The psychology of face transplants	6:34
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Synopsis: When they were first contemplated, doctors feared that face transplant recipients might be psychologically traumatized seeing someone else's face in the mirror. One of the nation's pioneering face transplant surgeons discusses why this has not been a major problem, but that other psychological concerns remain important.

Host: Nancy Benson. Guest: Dr. Daniel Alam, Section Head of Facial, Plastic and Reconstructive Surgery, Cleveland Clinic

COMPLIANCY ISSUES COVERED: health care; technology; ethics; military

23:58	SPOT BREAK #3—Donate Cars "Going to Do"	:59
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24:57	Medical Notes and News. Host: Shel Lustig	1:31
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26:28 SPOT BREAK #4—LifeAlert "Fire Danger" :61
 27:29 Conclusion of program :30
 27:59 TOTAL TIME

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Program # 12-49 Air week: 12-2-12

Producer: Reed Pence Production Director: Sean Waldron

Time	Segment	Segment time
:00	Intro	:60
1:01	SPOT BREAK #1—Purdue Pharma "A Good Night's Sleep" OUT Q: ...at SleepFoundation.org.	:61
2:02	:02 PAUSE FOR LOCAL AVAIL	:02
2:04	SEGMENT 1: Health reform post-election Synopsis: Many states delayed implementation of provisions of the Affordable Care Act, thinking they might not have to do it at all should a Republican President be elected. Now that President Obama has been reelected, states may have to scramble to set up health insurance exchanges, or accept Federal help. The Supreme Court has also allowed states to refuse Medicaid expansion, a major means to cover the currently uninsured. Experts explain the negotiations that will determine how the law is implemented.	13:23
	Host: Reed Pence. Guests: John Poelman, Senior Director and state policy specialist, Leavitt Partners; Dr. Paul Ginsberg, President, Center for Studying Health System Change; Tracy Watts, National Healthcare Reform Leader, Mercer consultants	
	COMPLIANCY ISSUES COVERED: health care; public health; federal and state government; economics; poverty; business and industry; employment	
15:27	SPOT BREAK #2—A Place for Mom OUT Q: .800-349-0644.	:59
16:26	:02 PAUSE FOR LOCAL AVAIL	:02
16:28	SEGMENT 2: Developing a brain eraser Synopsis: A scientist working on chemicals that could someday allow selective deletion of bad memories explains how such a development could work, and how it could also lead to chemicals enhancing the brain's function.	7:31
	Host: Nancy Benson. Guest: Dr. Andre Fenton, Associate Prof. of Physiology and Pharmacology, State Univ. of New York Downstate Medical Center.	
	COMPLIANCY ISSUES COVERED: technology; education; addiction treatment	
23:59	SPOT BREAK #3—Donate Cars "Going to Do"	:60
24:59	Medical Notes and News. Host: Shel Lustig	1:31

26:30 SPOT BREAK #4—Life Alert "Fire Danger" :30
 27:30 Conclusion of program :30
 28:00 TOTAL TIME

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Radio Health Journal®

Program # 12-50 Air week: 12-9-12

Producer: Reed Pence Production Director: Sean Waldron

Time	Segment	Segment time
:00	Intro	:60
1:01	SPOT BREAK #1—Purdue Pharma "A Good Night's Sleep" OUT Q: ...at SleepFoundation.org.	:61
2:02	:02 PAUSE FOR LOCAL AVAIL	:02
2:04	SEGMENT 1: How babies stop bullies	12:48
	Synopsis: Schools have found that bullying is hard to stop. However, an innovative Canadian program that brings babies and their moms into the classroom has had remarkable proven success at lowering aggression. Experts discuss how it works.	
	Host: Reed Pence. Guests: Mary Gordon, founder and President, Roots of Empathy; Dr. Kim Schonert-Reichle, Assoc. Prof. of Educational and Counseling Psychology and Special Education, Univ. of British Columbia	
	COMPLIANCY ISSUES COVERED: education; children at risk; interpersonal relationships	
14:52	SPOT BREAK #2—Purdue Pharma "In the Face of Pain" OUT Q: ...InTheFaceOfPain.com.	:56
15:48	:02 PAUSE FOR LOCAL AVAIL	:02
15:50	SEGMENT 2: Twinless twins	8:07
	Synopsis: Twins whose "other half" dies unexpectedly may face challenging issues of grief and identity. A well-known psychotherapist, herself a twin, explains these issues through the lens of her own life.	
	Host: Nancy Benson. Guest: Mary R. Morgan, New York psychotherapist and author, <u>Beginning With the End: A Memoir of Twin Loss and Healing</u>	
	COMPLIANCY ISSUES COVERED: family and parenting issues; children at risk; education	
23:57	SPOT BREAK #3—A Place for Mom	:60
24:57	Medical Notes and News. Host: Shel Lustig	1:32
26:29	SPOT BREAK #4—Donate Cars "Going to Do"	:59
27:28	Conclusion of program	:30

27:58 TOTAL TIME

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Program # 12-51 Air week: 12-16-12

Producer: Reed Pence Production Director: Sean Waldron

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:01	SPOT BREAK #1—Purdue Pharma "A Good Night's Sleep" OUT Q: ...at SleepFoundation.org.	:61
2:02	:02 PAUSE FOR LOCAL AVAIL	:02
2:04	SEGMENT 1: Are we approaching the post-antibiotic era?	12:58
	Synopsis: Doctors have long feared that bacteria may develop resistance to every antibiotic we have. Now gonorrhea may soon return to the pre-antibiotic era might play out.	
	Host: Reed Pence. Guests: Dr. William Schaffner, Chair, Dept. of Preventive Medicine, Vanderbilt Univ. School of Medicine; Dr. Medicine and Microbiology, Univ. of North Carolina-Chapel Hill.	
	COMPLIANCY ISSUES COVERED: health care; public health; sexually-transmitted diseases; technology and research; federal	
15:02	SPOT BREAK #2—Heart Rhythm Society "Holiday Heart Health" OUT Q:more holidays to come.	:54
15:56	:02 PAUSE FOR LOCAL AVAIL	:02
15:58	SEGMENT 2: The family role in drug use Synopsis: People who use drugs, even those who are not addicted, are often destructively enabled by families. An expert explains user.	7:40
	Host: Nancy Benson. Guest: Dr. Wesley Boyd, Asst. Clinical Prof. of Psychiatry, Harvard Medical School, and author, <u>Almost</u>	
	COMPLIANCY ISSUES COVERED: family and parenting issues; substance abuse and treatment; mental illness; public health;	
23:38	SPOT BREAK #3—Purdue Pharma "In the Face of Pain"	:55
24:33	Medical Notes and News. Host: Shel Lustig	1:57
26:30	SPOT BREAK #4—Donate Cars "Going to Do"	:60
27:30	Conclusion of program	:30
28:00	TOTAL TIME	

present this reality. Some completely resistant cases worldwide are spreading slowly. Experts explain how a

Carlos del Rio, Prof. of Medicine and Public Health, Emory Univ.; Dr. Frederick Sparling, Prof. of

government; economics

why this occurs and what families have to do to break through their own denial as well as that of the

Addicted.

legal marijuana

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Program # 12-52 Air week: 12-23-12

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

Time	Segment	Segment time	
:00	Intro	:60	
1:01	SPOT BREAK #1—Purdue Pharma "A Good Night's Sleep" OUT Q: ...at SleepFoundation.org.	:61	
2:02	:02 PAUSE FOR LOCAL AVAIL	:02	
2:04	SEGMENT 1: High-functioning alcoholics Synopsis: Many people have a strong stereotype that alcoholics look like someone who's "hit bottom." Experts—one who is an alcoholic herself—explain that some of the most successful people we know may have unseen home lives wrecked by alcohol.	12:48	
	Host: Reed Pence. Guests: Sarah Allen Benton, mental health counselor and author, <u>Understanding the High-Functioning</u>		<u>Alcoholic</u> ; Dr. Kimberly Dennis, Medical Director, Timberline Knolls Treatment Center, Lemont, IL
	COMPLIANCY ISSUES COVERED: alcoholism, substance abuse and treatment; employment and the workplace		
14:52	SPOT BREAK #2—Heart Rhythm Society "Holiday Heart Health" OUT Q:more holidays to come.	:53	
15:45	:02 PAUSE FOR LOCAL AVAIL	:02	
15:47	SEGMENT 2: Mental health first aid Synopsis: Many people don't know mental illness when they see it, and most people don't know what to do if someone they meet is in crisis. A training program for people who work with the public seeks to educate others. Experts explain.	8:22	
	Host: Nancy Benson. Guests: Susan Partain, Director, Mental Health First Aid Operations, National Council for Community Behavioral Health Care; Julie Morrison, Supervisor, West Deerfield Township, Lake County, IL; Rev. Brian Roots, Pastor, Christ United Methodist Church, Deerfield, IL		
	COMPLIANCY ISSUES COVERED: mental illness; education; community services		
24:09	SPOT BREAK #3—Purdue Pharma "In the Face of Pain"	:56	
25:05	Medical Notes and News. Host: Shel Lustig	1:25	
26:30	SPOT BREAK #4—Genentech "Are You That Guy"	:59	
27:29	Conclusion of program	:30	
27:59	TOTAL TIME		

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Program # 12-53 Air week: 12-30-12

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

<u>Time</u>	<u>Segment</u>	<u>Segment time</u>
:00	Intro	:60
1:01	SPOT BREAK #1—Purdue Pharma "In the Face of Pain" OUT Q: ...InTheFaceOfPain.com.	:55
1:56	:02 PAUSE FOR LOCAL AVAIL	:02
1:58	SEGMENT 1: Face blindness	13:36

Synopsis: Many people aren't good at remembering names or faces. But some people with a rare neurological disorder cannot recognize or remember faces at all, even those of friends, families or spouses. A woman who suffers from this disorder, prosopagnosia, describes its impact, and two researchers explain research into its origins.

Host: Reed Pence. Guests: Heather Sellers, Prof. of English, Hope College and author, [You Don't Look Like Anyone I Know](#); Dr. Ken Nakayama, Prof. of Psychology, Harvard University and lead researcher, Prosopagnosia Research Center; Dr. Brad Duchaine, Assoc. Prof. of Psychological Brain Sciences, Dartmouth College and researcher, Prosopagnosia Research Center.

COMPLIANCY ISSUES COVERED: psychology; education; youth at risk; disabilities

15:34	SPOT BREAK #2—Heart Rhythm Society "Holiday Heart Health" OUT Q:more holidays to come.	:54
16:28	:02 PAUSE FOR LOCAL AVAIL	:02
16:30	SEGMENT 2: Making and breaking habits	7:25

Synopsis: The new year is a time for people to stop bad habits and start new, good routines. An expert discusses the psychology of habits and how people can be more successful in changing their lives for the better.

Host: Nancy Benson. Guest: Jeremy Dean, psychologist and author, [Making Habits, Breaking Habits: Why We Do Things, Why We Don't, and How to Make Any Change Stick](#)

COMPLIANCY ISSUES COVERED: consumerism; education

23:55	SPOT BREAK #3—Donate Cars "Going to Do"	:59
24:54	Medical Notes and News. Host: Shel Lustig	1:36
26:30	SPOT BREAK #4—A Place for Mom	: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
Community Event	Abram's Delight Museum	000:15	003
Fundraising	Amber Fund	000:15	003
Fundraising	American Cancer Society	00:15	005
Fundraising	American Cancer Society	000:15	003
Fundraising	American Cancer Society	000:15	003
Fundraising	American Cancer Society	000:15	003
Fundraising	American Cancer Society	000:15	002
Fundraising	American Cancer Society	000:15	002
Fundraising	American Cancer Society	000:15	003
Fundraising	American Cancer Society	000:15	003
Fundraising	American Cancer Society	000:15	003
Fundraising	American Cancer Society	000:15	007
Fundraising	American Cancer Society	000:15	003
Fundraising	American Cancer Society	000:15	002
Fundraising	American Cancer Society	000:15	004
Fundraising	American Foundation for Suicide Prevention	000:15	003
Community Engagement	American Red Cross	000:15	004
Community Engagement	American Red Cross	000:15	002
Arts	Apollo Civic Theatre	000:15	002
Arts	Apollo Civic Theatre	000:15	003

Arts	Apollo Civic Theatre	000:15	004
Arts	Apollo Civic Theatre	000:15	003
Arts	Apollo Civic Theatre	000:15	004
Community Event	Apple Butter Festival	000:15	003
Awareness	ARC of NSV	000:30	001
Awareness	ARC of NSV	000:31	043
Fundraising	Area 13 Special Olympics	000:15	004
Community Event	Augusta Ruritan Club	000:15	003
Fundraising	Big Brothers/Big Sisters	001:01	025
Community Event	Blandy Experimental Farm	00:15	002
Community Engagement	Blandy Experimental Farm	000:15	002
Fundraising	Blue Ridge Area Food Bank	000:15	003
Education	Blue Ridge CTC	000:15	005
Education	Blue Ridge CTC	000:15	002
Fundraising	Blue Ridge Hospice	000:15	003
Education	Blue Ridge Hospice	000:15	003
Education	Blue Ridge Hospice	000:15	001
Education	Bowman Library	000:15	009
Fundraising	Boy Scout Troop 159	000:15	014
Fundraising	Boy Scouts of America	000:15	003
Community Event	Bunker Hill Train Club	000:15	003
Fundraising	Capon Bridge Volunteer Fire and Rescue	000:15	002
Fundraising	Capon Bridge Volunteer Fire Department	000:15	003
Community Event	CCAP	000:15	005
Fundraising	Central High School	000:15	003
Fundraising	Charlie Settle Fund	000:15	004
Fundraising	Chelsea Hutchison Foundation	000:15	003
Fundraising	Children's Miracle Network	000:15	003
Community Event	Clarke County Animal Shelter	000:15	003
Community Event	Clarke County Young Farmers	000:15	004
Fundraising	Clean, Inc.	000:15	003
Fundraising	Clear Brook Volunteer Fire and Rescue	000:15	002
Fundraising	Clear Brook Volunteer Fire and Rescue	000:15	003

Fundraising	Cub Scout Pack 34	000:15	003
Fundraising	Cub Scouts Pack 51	000:15	003
Fundraising	Danny Vangorder Fund	000:15	003
Fundraising	Disabled Veterans Committee on Housing	000:15	003
Fundraising	Eagles Club of Winchester	000:15	002
Fundraising	Essential Pieces	000:15	004
Military and Veterans	Fisher House	000:30	042
Community Involvement	Free Speech Week	000:30	008
Fundraising	Front Royal Fire and Rescue	000:15	005
Fundraising	Front Royal Little League	000:15	003
Community Involvement	Global Fund	000:31	001
Fundraising	Gore Volunteer Fire and Rescue	000:15	002
Awareness	Grafton.org	000:30	069
Fundraising	Habitat For Humanity	000:15	002
Fundraising	Habitat For Humanity	000:15	010
Community Engagement	Handley Regional Library	000:15	001
Community Engagement	Handley Regional Library	000:15	002
Education	Handley Regional Library	000:15	011
Donations	Handley Regional Library	000:15	003
Community Event	Handley Regional Library	000:15	004
Community Event	Happy Whiskers Animal Assistance	000:15	003
Fundraising	Harmony Place	000:15	002
Fundraising	Harmony Place	000:15	003
Community Engagement	Home Instead Senior Care	000:15	013
Volunteering	House of Hope for Homeless	000:30	069
Fundraising	Humane Society of Warren County	000:15	005
Fundraising	Humane Society of Warren County	000:15	002
Fundraising	Huntingstons Disease Society of America	000:15	003
Fundraising	Ian Turner Fund	000:15	002
Community Event	James Rumsey Technical School	000:15	002
Community Event	James Wood High School	000:15	003
Community Event	Jefferson County Museum	000:15	003

Fundraising	Jenkins/Health Family Fund	000:15	005
Fundraising	Jenkins/Health Family Fund	000:15	005
Fundraising	Jenkins/Health Family Fund	000:15	002
Fundraising	Jenkins/Health Family Fund	000:15	003
Fundraising	Jeremy and Carmen Wright Fund	000:15	006
Fundraising	Kiwanis Club of Winchester	000:15	003
Fundraising	Lee Edmonds Fund	000:15	003
Education	Lord Fairfax EMS Council	000:15	005
Education	Lord Fairfax EMS Council	000:15	003
Education	Lord Fairfax EMS Council	000:15	003
Adoption	Lutheran Family Services	000:30	067
Fundraising	Middletown Volunteer Fire and Rescue	000:15	004
Fundraising	Middletown Volunteer Fire and Rescue	000:15	003
Fundraising	Middletown Volunteer Fire and Rescue	000:15	003
Fundraising	Millwood Station Volunteer Fire and Rescue	000:15	005
Mental Health	NAMI	000:15	002
Mental Health	NAMI	000:15	002
Fundraising	NAMI	000:15	003
Education	NAMI	000:15	002
Community Event	New Market Battlefield Museum	000:15	006
Community Event	New Market Battlefield Museum	000:15	003
Community Event	New Market Battlefield Museum	000:15	004
Fundraising	New Market Fire and Rescue	000:15	003
Fundraising	New Market Fire and Rescue	000:15	002
Fundraising	North Mountain Fire and Rescue	000:15	006
Fundraising	North River Valley Volunteer Fire Department	000:15	003
Fundraising	North River Valley Volunteer Fire Department	000:15	004
Education	Northwestern Community Services	000:15	002
Education	Northwestern Community Services	000:15	003
Fundraising	Page County Public Education Foundation	000:15	003
Community Engagement	Patsy Cline Historic Home	000:31	027
Community Event	Patsy Cline Historic Home	000:15	003
Fundraising	Peggy Bergdoll Fund	000:15	005

Fundraising	Powhatan School	000:15	002
Fundraising	Purcellville Volunteer Fire and Rescue	000:15	003
Fundraising	Reynolds Store Volunteer Fire and Rescue	000:15	003
Fundraising	Ricky Cromer, Sr. Fund	000:15	003
Fundraising	Rivermont Volunteer Fire Department	000:15	003
Fundraising	Rivermont Volunteer Fire Department	000:15	005
Fundraising	Rotary Club of Front Royal	000:15	003
Community Event	Rotary Club of Woodstock	000:15	003
Fundraising	Rotary Clubs of the Shenandoah Valley	000:15	003
Fundraising	Round Hill Community Fire and Rescue	000:15	003
Fundraising	Round Hill Community Fire and Rescue	000:15	005
Fundraising	Round Hill Community Fire and Rescue	000:15	002
Fundraising	Round Hill Volunteer Fire Department	000:15	003
Fundraising	Round Hill Volunteer Fire Department	000:15	003
Community Engagement	Salvation Army	000:15	003
Fundraising	Salvation Army	000:15	011
Fundraising	Shenandoah County Free Clinic	000:15	003
Fundraising	Shenandoah Farms Volunteer Fire and Rescue	000:15	002
Fundraising	Shenandoah Farms Volunteer Fire Department	000:15	003
Fundraising	Shenandoah Potters Guild	000:15	003
Fundraising	Shenandoah Valley Christian Academy	000:15	006
Education	Shenandoah Valley Fiber Festival	000:15	003
Fundraising	Shenandoah Valley Fire	000:15	003
Fundraising	Sherando High School	000:15	003
Community Event	Sherando High School	000:15	002
Community Event	Signal Knob Middle School FFA	000:15	001
Community Engagement	Small Business Saturday	000:30	034
Community Engagement	Small Business Saturday	000:31	021
Arts	Smithsonian	000:31	004
Self Esteem	Special Olympics	000:29	024
Self Esteem	Special Olympics	000:30	062
Self Esteem	Special Olympics	000:31	020

Fundraising	St. Jude Research Hospital	000:15	002
Fundraising	St. Luke Community Clinic	000:15	004
Fundraising	Stanley Volunteer Fire Department	000:15	003
Fundraising	Star Tannery Volunteer Fire Department	000:15	002
Community Event	State Arboretum of Virginia	000:15	003
Community Event	State Arboretum of Virginia	000:15	001
Community Event	State Arboretum of Virginia	000:15	003
Fundraising	Stephens City Fire and Rescue	000:15	003
Fundraising	Stonewall Jackson High School	000:15	004
Fundraising	Strasburg Volunteer Fire Department	000:15	003
Fundraising	Susan G. Komen Foundation	000:15	003
Mental Health	The Laurel Center	000:15	002
Volunteering	The Laurel Center	000:15	001
Fundraising	The Laurel Center	000:15	004
Fundraising	Tiffany Taylor Scholarship Fund	000:15	003
Community Event	Town of Edinburg	000:15	003
Community Event	Town of Front Royal	000:15	002
Community Event	Town of South Berkeley	000:15	003
Community Event	Town of Strasburg	000:15	003
Fundraising	Toys For Tots	000:15	003
Fundraising	Toys For Tots	000:15	004
Fundraising	Trent Williams Fund	000:15	005
Community Engagement	United Way	000:31	068
Fundraising	United Way	000:15	007
Fundraising	United Way	000:15	003
Fundraising	United Way	000:15	003
Fundraising	United Way	000:15	006
Fundraising	USO	000:15	003
Awareness	Valley Health	000:31	066
Community Event	Valley Health	000:15	003
Community Engagement	Valley Health	000:15	006
Fundraising	Warren County High School	000:15	002
Community Event	Warren County High School	000:15	002

Fundraising	Warren County Social Services	000:15	002
Fundraising	Warren Wildcat Athletic Association	000:15	003
Fundraising	White Hall United Methodist Church	000:15	005
Community Engagement	Winchester/Frederick County Relay for Life	000:15	002
Fundraising	Woodmen of the World	000:15	003
Fundraising	Woodstock Volunteer Fire Department	000:15	004