

## WMVA – Quarterly Issued Report, 3<sup>rd</sup> Quarter, July-September, 2020

### Keeping you informed

Robert Cialdini, PhD, social psychologist, Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, former visiting Professor of Marketing, Business and Psychology at Stanford University and the University of California at Santa Cruz, author of "Pre-Suasion: A Revolutionary Way to Influence and Persuade." Dr. Cialdini talked about the science behind persuasion. He said it's not so much about the message, but what happens in the moment before the message is delivered. He explained how consumers can recognize when they are the target of this sales technique. He also discussed how it can be used in job interviews and other common daily activities.

Ateev Mehrotra, MD, Senior Investigator and Associate Professor of Health Care Policy at Harvard Medical School. Increasingly powerful computers are playing a greater role in our lives every year. Could a computer match, or even outperform, human physicians in diagnosing illnesses? Dr. Mehrotra led a study that found that humans still have the upper hand--for now. He outlined several possible ways that computers may play a greater role in future healthcare scenarios.

CL Marshal discusses his book Chesapeake Outdoor Tales, Hunting and Fishing by the Tides as well as relationships built, the environment, history, tourism, conservation and economic development.

Issues covered: Consumer matters, career, personal health, technology, outdoor life.

This show aired on July 4, 2020 from 9 a.m. to 10 a.m.

### Keeping you informed

Sean O'Leary, MD, Associate Professor, Pediatrics-Infectious Diseases at the University of Colorado School of Medicine, Director of the Colorado Pediatric Practice-Based Research Network, member of the American Academy of Pediatrics Committee on Infectious Diseases. As the school season approaches and the pandemic continues, administrators are struggling with plans to educate the nation's children. Dr. O'Leary was an author of new guidelines from the American Academy of Pediatrics that encourages having students physically present in school. He explained why remote learning has largely failed, and emphasized that there are major health, social and educational risks to keeping children at home.

Morgan Seybert, Managing Director of US analytics at Nielsen. In the aftermath of consumer panic connected to COVID-19, Americans are now finding fewer choices on store shelves. Mr. Seybert said some companies plan to stick with fewer choices when

the pandemic fades. He noted that baby care products, tobacco and frozen goods have seen the biggest reductions in varieties offered. He said restaurants are also thinning menus as the virus changes how they can seat and serve customers.

The Southern State Police Benevolent Association is composed of more than 50,000 law enforcement officers employed by federal, state and local agencies. The PBA is the voice for Law Enforcement officers in the region and Executive Director Sean McGowan discusses their work.

Issues covered: Education, coronavirus, consumer matters, economy, law enforcement.

This show aired on July 11, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Adam Levin, founder of security management and resolution company IDT911, author of "Swiped: How to Protect Yourself in a World Full of Scammers, Phishers, and Identity Thieves." With online breaches of massive databases becoming increasingly common, identity theft is a fact of life. Mr. Levin explained the most common schemes used by scammers, to steal consumers' private information. He said beyond simple identity theft, other forms such as medical-related, tax fraud-related and child identity theft are all increasing rapidly. He offered suggestions for consumers on how to avoid becoming a victim.

Deborah Carr, PhD, Professor of Sociology, Interim Director of the Institute for Health, Health Care Policy and Aging Research at Rutgers University. A recent federal report noted that, no matter how advanced their age, older men are far more likely to be married than older women. Dr. Carr said life expectancy explains only part of this gray gender gap. She discussed the economic, social and health effects of this issue. She also explained why many older women are content to be single anyway.

The National Association for Search and Rescue (NASAR) has been in existence since 1972. Originally started to represent the State Search and Rescue Coordinators, Centreville based NASAR grew to represent all SAR volunteers and continues to support the State Search and Rescue Coordinators Committee. Chris Boyer, Executive Director COO for NASAR, is the guest on the program.

Issues covered: Women's Issues, senior citizens, retirement, identity theft, consumer matters, search and rescue operations.

This show aired on July 18, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Federico E. Vaca, PhD, Professor of Emergency Medicine and Director of the Yale Developmental Neurocognitive Driving Simulation Research Center (DrivSim Lab). Teens

are getting drivers licenses later than previous generations and missing critical safety training as a result, according to Dr. Vaca's research. He discussed the importance of Graduated Driver Licensing requirements, which are typically not required after a person turns 18. He outlined potential policy changes that could expand and improve driver safety training, regardless of age.

John-Tyler Binfet, PhD, Psychologist, Associate Professor of Education at the University of British Columbia Okanagan. Dr. Binfet discussed his research into kids and kindness, which challenges media stereotypes that teens are common perpetrators of bullying, cyber harassment and schoolyard fights. He said most parents would be surprised at how kind their children are to others outside of the home. He also suggested ways for parents to encourage their kids to be kind.

Dr. Mark Cucuzzella who practices Family Medicine in West Virginia and is a Professor at West Virginia University School of Medicine, discusses a low carb diet's impact on diabetes. Gail McGovern, President/CEO of the American Red Cross announces a partnership with the American Cancer Society. Dr. Buck Blodgett, author of A Message from Jessie and Founder of The LOVE is Greater Than Hate Project explains his forgiveness for his daughter's murderer and the impact it's had on other victims of crime.

Issues covered: Traffic safety, teen concerns, children's issues, parenting, mental health, personal health, crime victim support.

This show aired on July 25, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Jonathon Wai, PhD, Psychologist, Research Scientist at the Duke University Talent Identification Program. Dr. Wai is one of the researchers involved in a 45-year study of intellectually gifted children. He noted that kids who test in the top 1% tend to become the nation's eminent scientists and academics, Fortune 500 CEOs and federal judges, senators and billionaires. He said, because of the focus on lower performing students, youngsters who show an early aptitude for subjects like science and math tend not to receive the help they need. He offered several simple steps schools can take to help gifted students reach their full potential.

Joann S. Lublin, Management News Editor for the Wall Street Journal, author of "Earning It: Hard-Won Lessons from Trailblazing Women at the Top of the Business World." Ms. Lublin said that, although career prospects have improved, progress is still frustratingly slow for women hoping to break the glass ceiling in large companies. She explained what it takes for women to climb to corporate heights in America, such as finding a career mentor.

As a leader in treatment foster care, Embrace Treatment Foster Care allows both foster families and biological families to become whole and achieve long-lasting and meaningful results by creating and managing connections with valuable resources at the time when they are needed most. Embrace Foster Care Recruiter Leroy Ford discusses their work.

Issues covered: Education, parenting, women's issues, workplace matters, foster care.

This show aired on August 1, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Sofia Cienfuegos, Dietitian, Intermittent Fasting Researcher, Human Nutrition PhD Candidate at the University of Illinois at Chicago. Ms. Cienfuegos led a study that examined the effectiveness of intermittent fasting for weight loss. She found that obese adults lost an average of 3% of their body weight in two months without counting calories, simply by confining their eating to a 6-hour window each day. She said the weight loss led to other significant health improvements, as well.

Simone Bruce, Psy.D., visiting therapist at the Behavioral Wellness Clinic in Connecticut, expert in mental health issues related to racism and discrimination. Dr. Bruce said that the impact of race-based stress and trauma on the mental health of black people has been ignored far too long. She said that mental health professionals' lack of education in this area often results in misdiagnosis and mistreatment. She explained how the death of George Floyd sparked a serious increase in stress, anxiety and fear in the black community.

The Pipeline Operators for Ag Safety (POAS)'s Farm and Ranch Safe 811 Campaign serves to protect those who farm and ranch near underground utilities and pipelines by promoting calling 811. Craig Potts, Safety Ambassador of POAS discusses their work. Dr. Hui Li of UVA's School of Medicine discusses a study in which scientists have identified an oncogene (a cancer-causing gene) responsible for glioblastoma, the deadliest brain tumor. The discovery offers a promising new treatment target for a cancer that is always fatal.

Issues covered: Personal health, obesity, nutrition, racism, mental health, pipelines, brain cancer.

This show aired on Aug. 8, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Sophie Egan, former Director of Health and Sustainability Leadership for the Strategic Initiatives Group at The Culinary Institute of America, author of "How to Be A Conscious Eater: Making Food Choices That Are Good for You, Others, and the Planet." Ms. Egan offered easy-to-remember suggestions for making practical decisions about food. She

explained why the organic label is important for certain specific foods. She outlined the concerns relating to some canned foods, particularly for children and pregnant women. She also explained how to choose foods that have the least impact on the environment.

Bindu Kalesan, PhD, MPH, Assistant Professor of Medicine, Assistant Professor of Community Health Services at the Boston University School of Public Health. Dr. Kalesan led a study that examined gun suicides in rural America. She said that rather than firearm confiscation, efforts to reduce these suicides should be focused on addressing other diseases of despair which are connected to suicide, such as heart and liver diseases, diabetes and accidental opioid overdose. She said it is critical that those at risk of suicide and opioid addiction are treated by mental health professionals, rather than just untrained support from families or friends.

Alexandra Herrold, Founder of Patti & Ricky, discusses the caregiver shortage during COIV and the strain it can put on families with loved ones who are homebound, Michelle Hvlasa, the Chief of the CDC's Healthy Swimming Program says there is no evidence COVID can be transmitted in water and Dr. Brad Gelfand of UVA's School of Medicine's Ophthalmology department says there is growing evidence that exercise can be very beneficial to those with Macular Degeneration.

Issues covered: Nutrition, food safety, environment, consumer matters, suicide mental health, gun control drug abuse, caregiver shortage, pool safety, macular degeneration.

This show aired on Aug. 15, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Melanie Cullen, management and technology consultant, author of "Get It Together: Organize Your Records So Your Family Won't Have To." Ms. Cullen said disorganization can be a nightmare for those who need to step in to help an elderly person as a caregiver or estate executor. She offered simple ways to organize important records like passwords, financial records, insurance policies, funeral arrangements, and other personal information.

Peter Mazareas, PhD, worked with the U.S. Congress on legislation to create 529 savings plans, co-author of "Plan and Finance Your Family's College Dreams: A Parent's Step-By-Step Guide from Pre-K to Senior Year." Planning and paying for a college education is a daunting task for most parents. Dr. Mazareas discussed the merits and complexities of 529 savings plans, which allow parents to save tax-free for higher education expenses. He said that there are numerous free and easy-to-access tools for parents to plan for the costs of college.

The Virginia Department of Motor Vehicles is the governmental agency responsible for registering and titling automobiles and other motor vehicles as well as licensing drivers

in the Commonwealth of Virginia. Richard Holcomb, VA DMV Commissioner, discusses how to access their services during covid and other aspects of the department.

Issues covered: Senior citizens, retirement planning, education, consumer matters, parenting, DMV.

This show aired on Aug. 22, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Laura Makaroff, DO, Senior Vice President of Prevention and Early Detection at the American Cancer Society. The American Cancer Society has updated its guidelines for diet and physical activity for cancer prevention. Dr. Makaroff said the new recommendations increase the suggested levels of physical activity and place an increased emphasis on reducing the consumption of processed and red meat, sugar-sweetened beverages, processed foods, and alcohol.

Christine Carter, PhD, sociologist, Senior Fellow at the Greater Good Science Center at the University of California Berkeley, author of "The New Adolescence: Raising Happy and Successful Teens in an Age of Anxiety and Distraction." Prof. Carter discussed recent parenting research, along with her own real-world experiences as the mother of four teenagers. She also said that teens are struggling more than ever with suicidal thoughts, depression and anxiety, and that many of the challenges facing today's teens didn't exist when their parents were young. She outlined what she believes are the three most critical skills that parents need to teach their kids.

Enduring Hearts launched in 2013 with a mission to fund research that increases the longevity of pediatric heart transplants, improve the quality of life for children living with a new heart and eliminate pediatric heart diseases that may lead to a transplant. Executive Director Carolyn Salvador talks about their work.

Issues covered: Cancer prevention, personal health, physical fitness, parenting, teenage concerns, mental health, pediatric heart transplants.

This show aired on September 5, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Stephanie Ruest, MD, FAAP, Pediatric Emergency Medicine Fellow at Rhode Island Hospital, fellow of the American Academy of Pediatrics. Dr. Ruest's research on behalf of the American Academy of Pediatrics found that the more time children spend using digital devices, the less likely they are to finish their homework. Children who spent two to four hours a day using computers, videogames, tablets and smartphones had 23 percent lower odds of always or usually finishing their homework, compared to children who spent less than two hours. Dr. Ruest offered advice to parents on how to monitor and control digital usage.

Laura Adams, Senior Insurance Analyst for insuranceQuotes.com. Ms. Adams outlined a new study by insuranceQuotes that found that 86% of Americans are unaware that insurers use the claims history of previous homeowners to set premiums for new policies. She explained why consumers are unaware of this database, what it contains, and how they can obtain a free report for their property.

Just one year after the devastating loss of their nine-year-old son Killian to leukemia, Grainne Owen founded Curing Kids Cancer in 2005 in order to celebrate Killian's life and to fund research to find a cure for childhood cancer. Since then Curing Kids Cancer has raised millions for pediatric cancer research and treatment. Grainne Owen discusses their work.

Issues covered: Education, parenting, consumer matters, home ownership, juvenile cancer.

This show aired on September 12, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Sam Emaminejad, PhD, Assistant Professor of Electrical and Computer Engineering at the UCLA Samueli School of Engineering. Prof. Emaminejad has developed an add-on for existing smartwatches that allows the device to monitor drug levels inside a person's body in real time. He said the wearable technology could be incorporated into a more personalized approach to medicine -- where an ideal drug and dosages can be tailored to an individual. He believes the cost will be low and it could be available to consumers within two or three years.

Lisa Boucher, RN, author of "Raising the Bottom: Making Mindful Choices in a Drinking Culture." Ms. Boucher said many Americans quarantined are feeling more and more disconnected, which can easily lead to substance abuse. She added that people who may already have drinking problems are drinking more because they are alone, and alcohol can be easily ordered online and delivered to their homes. She outlined warning signs and what help is available for those struggling with alcohol abuse.

As a leader in treatment foster care, Embrace Treatment Foster Care allows both foster families and biological families to become whole and achieve long-lasting and meaningful results by creating and managing connections with valuable resources at the time when they are needed most. Embrace Foster Care Recruiter Leroy Ford discusses their work.

Issues covered: Personal health, technology, substance abuse, coronavirus, foster care.

This show aired on September 19, 2020 from 9 a.m. to 10 a.m.

### **Keeping you informed**

Danielle Holly, CEO of Common Impact, a nonprofit organization headquartered in Boston, which encourages skills-based volunteerism. Ms. Holly's organization recently issued a report that examined the impact of the COVID-19 pandemic on nonprofit organizations. She said the effect has been staggering, and the skills and expertise of corporate employees are a critical part of restoring and sustaining non-profit organizations. She outlined the core challenges different non-profit groups are facing, and ways that Americans can help, through philanthropic and skilled volunteer support.

Ray Dorsey, MD, David M. Levy Professor of Neurology and Director of the Center for Health + Technology at the University of Rochester Medical Center, co-author of "Ending Parkinson's Disease: A Prescription for Action." Dr. Dorsey said brain diseases are now the world's leading cause of disability. The fastest growing of these is Parkinson's: the number of impacted patients has doubled to more than six million over the last twenty-five years and is projected to double again by 2040. He believes more resources must be placed into research, because while cases are on the rise, the most effective treatment is now a half century old.

The Music of The Statler Brothers is an in-depth look at the musical career of The Statler Brothers' forty-year reign as country music's premier group. Lead singer, Don Reid, writes about each song ever recorded by the Grammy Award-winning foursome and gives backstage insight to the writings and the selections of each composition. He joins me today.

Issued covered: Volunteerism, charitable contributions, coronavirus, Parkinson's disease, personal health, musical history.

This show aired on September 26, 2020 from 9 a.m. to 10 a.m.