

WVIM-FM Coldwater - Memphis
Quarterly Issues Report: 1st Quarter 2012 1/1/12 through 3/31/12

In accordance with the Federal Communications Commission's rules and regulations, WVIM-FM served the information needs of Coldwater, MS by addressing the following issues as part of its programming to the public.

Air week: 1-1-12

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

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

Air week: 1-8-12

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.

Weight loss surgery: so what if it's cheating?

7:54

Synopsis: Many people who might be candidates for weight loss surgery shy away because of misperceptions. A former NFL lineman who has had weight loss surgery and a bariatric surgeon discuss overcoming these myths.

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

Air week: 1-15-12

Vaccination refusal

12:37

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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

Alzheimer's wandering

8:16

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.

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

Air week: 1-22-12

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

Hip dysplasia

6:50

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.

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

Air Week: 1-29-12

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.

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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

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

Air Week: 2-5-12

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

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

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Air Week 2-12-12

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

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

Air week: 2-19-12

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

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

Air week: 2-26-12

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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

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

Air week: 3-4-12**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

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

Air week: 3-11-12**Lessons from a parent's worst nightmare****13:12**

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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, [Beautiful Boy: A Father's Journey Through His Son's Addiction](#).

COMPLIANCE ISSUES COVERED: parenting issues; youth at risk; drug and substance abuse and treatment

Alcoholics and liver transplants

7:20

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.

COMPLIANCE ISSUES COVERED: health care; alcoholism, substance abuse and treatment

Air week: 3-18-12

Redefining autism

13:12

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

COMPLIANCE ISSUES COVERED: education; youth at risk; parenting issues; public health; mental health

The psychology of names

7:44

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, [TheNamingExperience.com](#).

COMPLIANCE ISSUES COVERED: psychology; pop culture

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Air week: 3-25-12

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

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

Prepared by:
04/10/2012

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