

# **1<sup>st</sup> Quarter 2020 Quarterly Issues & Programs Report**

## **WCYQ/Knoxville, TN**



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**Issues of Concern to the East Tennessee Valley Service area, WCYQ**

**Addressed in Responsive Programming in the 1<sup>st</sup> Quarter 2020**

<b><u>Subject:</u></b>	<b><u>Description of Issue of Concern</u></b>
<b>Education, Health &amp; Social Safety</b>	"Coverage of issues in charitable fundraising, and educational efforts for health-based issues and causes and providing information about safe and free events for children and families."
<b>Recreation &amp; the Arts</b>	"Provided coverage and promotional time to further the fundraising efforts of charities while promoting recreational activities and the arts."
<b>Transportation</b>	"Provided coverage of road conditions, news, and coverage of travel issues that affected the area during inclement weather."
<b>Government &amp; Public Safety</b>	"Provided coverage regarding school closings, travel conditions, and government office postponements and closings during inclement weather and the COVID-19 Crisis."
<b>Economy</b>	"Provided coverage of events that helped underprivileged families financially and small businesses and restaurants that struggled to stay open with take-out and delivery during the COVID-19 Crisis."

## **East Tennessee Report**

*Airs at 6:30am-7:00am every Sunday – 30-minute Public Affairs programming*

**January 5, 2020...Kim Hansard, Host...(Education, Health & Social Safety, both segments) Revita Recovery – Cassie Mitchel, Director, is guest.** Revita offers hope and recovery for those trying to reclaim their lives from Opioid addiction. Prospective clients start by filling out an assessment. The recovery team then builds a personalized program for that individual. **Health and Fitness Expo (REPLAY from end of 2019)**

**January 12, 2020...Kim Hansard, Host...(Economy) Dustin Crouse, Director of Elder Care of Knoxville is guest.** Dustin gave step by step directions on how a family can start the process of estate planning, BEFORE they need it. **(Education, Health & Social Safety) Child Help of Tennessee (Foster Parenting) REPLAY from December 2019**

**January 19, 2020...Kim Hansard, Host...(Education, Health & Social Safety) Cupids Undie Run – Melissa Atchley, Race Director is guest.** Cupid's Undie Run is a no pants party and mile-ish run to #EndNF. NF is Neurofibromatosis. It's not a disease, but a genetic disorder which manifests in tumors growing on the nerves throughout the body, and may lead to blindness, deafness, bone abnormalities, disfigurement, and more. **(Recreation & the Arts) Chinese New Year Celebration – Ms. Dan Wang, Distinguished lecturer with The Department of Modern Foreign Languages at the University of Tennessee.** This year's festival is on January 26<sup>th</sup>, at 3:30pm in the Student Union Auditorium on the UT campus.

**January 26, 2020...Kim Hansard, Host...(Economy) Second Chance Prom-Kristina Killebrew and Managers from Chick-Fil-A are guests.** For the last 12 years, Second Chance Prom, through RIO Revolution Church in Maryville, has been giving young women throughout our area the opportunity to attend their Prom and other special events, without having the cost of dresses, tuxedos, hair, nails, makeup. Chick-Fil-A is a drop off point for the community to donate well-loved dresses and accessories. **(Education, Health & Social Safety) RAM Clinic – Jeff Eastman, CEO, is guest.** Remote Area Medical, or RAM, is bringing a FREE clinic to Knoxville January 31-February 2, at Chilhowee Park, in the Jacob Building. The clinic provides free vision, dental and medical services for more than 1500 people in need.

**February 2, 2020...Kim Hansard, Host...(Recreation & the Arts) Southern Belle's Closet – Joy Sabo, Founder, is guest.** Southern Belle's Closet has been serving the Knoxville area since 2012 and is a multi-week, seasonal consignment sale specializing in formal wear. From children's sizes right through to a size 28. **(Education, Health & Social Safety) RAM (REPLAY from last week. Event is this weekend)**

**February 8, 2020...Kim Hansard, Host...(Education, Health & Social Safety) Emergency Services #1 (REPLAY from December, 2019) – (Recreation & the Arts) Southern Belles Closet (REPLAY from last week)**

**February 16, 2020...Kim Hansard, Host...(See last week for Subject) (REPLAY of last week's entire lineup...Southern Belles Closet and Emergency Services#1)**

**February 23, 2020...Kim Hansard, Host...(Education, Health & Social Safety) Rocky Hill Pharmacy – Tiffany Haney, Pharmacist and Tabitha Roper, Pharmacy Tech/Compounder, are guests.** Elderberry is suddenly showing up EVERYWHERE. Some people are choosing to make their own, right in their home kitchens. Tiffany and Tabitha discuss what Elderberry will and won't do for you, and why you might just want to take some. **(Education, Health & Social Safety) Girl Scouts of the Southern Appalachians – Lynn Fugate CEO is guest.** Cookie sales are in full swing, and Cookie booth sales run now through March 22<sup>nd</sup>. Lynn answers questions about what the cookie sales support, where to get your cookies, and all the wonderful programs offered to today's Girl Scouts.

**March 1, 2020 Kim Hansard, Host...(Recreation & the Arts) Shamrock Fest – Katie Martin, Executive Director of East Tennessee Kidney Foundation, is guest.** This LOCAL Kidney Foundation strives to improve the lives of East Tennesseans suffering from kidney disease through a variety of direct community programs. The ETKF benefits from the annual Shamrock Fest in Downtown Knoxville. This festival is a day-long event, from 10am to 10pm, with events for all ages, making it a family friendly event. **(Recreation & the Arts) Mardi Growl – Janet Testerman, Executive Director of Young Williams Animal Center is guest.** The 13th annual Mardi Growl dog parade and pet party is one of Knoxville's most fun events. Over 600 dogs and their people participate in this annual parade, with thousands more people coming to enjoy the fun, booths, food trucks and more.

**March 8, 2020...Kim Hansard, Host...(Recreation & the Arts) St. Patrick's Day Parade – Chandle Turbyville, and Christie Watkins, Organizers for the Parade are guests.** This annual St. Patrick's Day weekend event is a fundraiser for Catholic Charities. This year's Grand Marshal is popular Southern Fried Comedienne, Leanne Morgan. **(Education, Health & Social Safety) Coronavirus- Charity Menefee, Director of Communicable and environmental disease and emergency preparedness, with the Knox County Health Department, is guest.** At the time this segment was recorded, we were only starting to see the effects of this virus. Charity discuss what her department does to be prepared to protect the community, in cases like the current Coronavirus Pandemic.

**March 15, 2020...Kim Hansard, Host...(Education, Health & Social Safety) ETCH Radio for Kids Day – Seth Linkous is guest.** The first annual Radio for Kids Day is Wednesday, March 25<sup>th</sup>. All

four of Summit Media Corps Knoxville radio stations will be joining together for this major, one day fundraising Radiothon-type event, to benefit East Tennessee Children's Hospital.

**(Government & Public Safety) Emergency Services #2 – Charlie Smith and Melissa Boone, Operations Managers, are guests.** April 13-19, 2020 is Telecommunicator Week, Nationwide. It's a time of recognition for operators and responders. The employee of the year is also recognized during this time. Discussion focused on ALL the things Emergency Services provides for our community, and the misunderstanding that they are part of Police and Fire Department, when in fact, they are separate.

**\*\*\*\*\*COVID-19 PHYSICAL DISTANCING BEGINS\*\*\*\*\***

**March 22, 2020...(See previous listings) Kim Hansard, Host...Rocky Hill Pharmacy #2 (REPLAY from earlier in the quarter-Elderberry). Girl Scouts of the Southern Appalachians - (REPLAY from earlier in the quarter)**

**March 29, 2020...Kim Hansard, Host...(Government & Public Safety) Emergency Services #2 (REPLAY from earlier in the quarter) (Education, Health & Social Safety) Knox County Health Department-Coronavirus - (REPLAY from earlier in the month)**

## **Most Significant Issue-Responsive Programming**

**1<sup>st</sup> Quarter 2020**

**January 1<sup>st</sup> thru March 31<sup>st</sup>, 2020**

**(All promotional mentions are :30 in length)**

### **Issue: Education, Health & Social Safety**

#### ***\*School of the Month with Food City***

Event: 1/1-3/31

120 Overall promotional mentions/duration of programming: 1/1/-3/31

Summary of Program:

Used on-air, web-based assets and on-site presence to promote this program that identified local schools who are doing good things in the community and awarding them 10,000 Food City School Bucks points and a School of the Month plaque, with monthly nominations taking on-line. West High School, Pond Gap Elementary and Rush Strong School were honored in 1<sup>st</sup> Quarter of 2020.

#### ***\*First Responder Salutes***

Event: Monthly during 1<sup>ST</sup> Quarter

120 Overall promotional mentions/duration of programming, 1/1-3/31

Summary of Program:

Used airtime, web-based assets and presence to recognize the work that first responders do for our community. Each month, a nominated First Responder gets to have lunch at the station, a plaque and a \$200 VISA gift card to reward their hard work. This on-going program solicits online for nominees and does lunches monthly.

***\*Sweets for your Sweet***

Event: 2/14

10 Overall promotional mentions/duration of programming: 2/4-2/11

Summary of Program: Used an on-air interview and on-site presence to help this fundraiser for the Interfaith Health Clinic by the sale of bunt cakes for Valentine's Day. WCYQ hosts Opie Joe and Carina delivered several cakes personally on 2/14.

**Issue: Recreation & the Arts**

***\*Knox ShamRock Fest and Lucky 6K Kidney Run***

Event: 3/15-3/16

48 Overall promotional mentions/duration of programming: 2/172/28 and 3/9-3/12

Summary of Program: Used on-air and web-based assets to promote this St. Patrick's Irish Festival, which raised funds for the East TN Kidney Foundation. Event was cancelled due to COVID-19 on 3/12.

**Issue: Transportation**

***\*Road Conditions Reports***

Event: Severe weather in East TN through winter months

Summary of Program: Reported road conditions and issues related to driving in snow and icy conditions East Tennessee experienced, as well as flooding which delayed school starts and closed local roads.

**Issue: Economy**

***\*Dogwood House and Garden Show***

Event: 2/14-2/16

10 Overall promotional mentions/duration of programming, 2/10-2/14

Summary of Program: Used on-air and on-line assets to promote the Dogwood House and Garden show, which features educational and money saving seminars and vendors that benefit the Knoxville area

homeowner. Also gave away passes to the show on-air.

***\*Let's Talk Job Fair at Summit Media***

Event: 2/19

30 Overall promotional mentions/duration of programming, 2/4-2/19

Summary of Program: Used on-air and web presence to promote our "Let's Talk" job fair at the radio station to interview candidates for open positions as well as educate about careers in radio broadcasting. Event hosted around 30 members of the public over 4 hours.

**Issue: Government & Public Safety**

***\*School Closings and Delays***

Event: 1/1-3/31

100+ Overall promotional mentions/duration of programming: 1/1-3/31

Summary of Program: Gave updates of school closings and traffic issues related to weather conditions and health issues which closed area schools during the first quarter of 2020.

***\*Tornado Disaster Assistance for Nashville and Putnam County***

Event: 3/3, when tornadoes ripped through Mid-Tennessee

60 Overall promotional mentions/duration of programming, 3/3-3/12

Summary of Program: Used on-air and web presence to raise donations for the victims of the tornadoes in middle Tennessee. Partnered with Knoxville Pays It Forward to promote their supply collections from 3/3-3/5, then promoted the Hearts for Nashville charity partnered with Ingles Supermarkets to raise monetary donations. Then, promoted the 'Pack a Titan' for tornado relief with Rusty Wallace Nissan.



***\*Covid-19 Pandemic Coverage***

Event: 2/28-3/31

200+ Overall promotional mentions/duration of programming, 2/28-3/31

Summary of Program:

Used on-air and web presence to provide information on closures of schools, virus and health information, public health procedures and social distancing. When businesses were ordered to adjust schedules, promoted take-out and drive thru, as well as posting of newly available jobs, and daily informational updates on-air, on our website, and on social media.

**2020-Q1 (January – March) Radio Health Journal  
Quarterly Report – Compliancy Issues & Programs List**

Aging	Housing
Bankruptcy	Hospitals
Business & industry	Immigration
Cancer	Infectious disease
Children & child safety	Inner-city issues
Consumer safety	Insurance
Consumerism	Law & crime
Developmental disorders	Legislation
Economic assistance program	Parenting issues
Economics	Personal finance
Education	Politics
Elderly & senior citizens	Pop culture
Emergency rooms	Poverty
Employment & workplace issues	Parenting issues
Ethics	Poverty
Family issues	Public health
Fine Arts	Public policy
Federal government	Societal issues
Government spending	Sports & recreation
Healthcare	Technology
Heart disease	Women's issues
	Youth at risk

<b>Program 20-01 Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week: Studio Production:</b>	<b>Jason Dickey</b>
1/5/20	

<b>SEGMENT 1: AVOIDING MISTAKES IN DEALING WITH AGING</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> As loved ones age, tough decisions need to be made on finances, housing, and other concerns, and these decisions need to be made far earlier than they typically are. This is especially true if a person does not have family to act as support and caregiver. Two experts discuss managing the transition from complete independence as we age.	1:50	12:31

**Host & Producer:** Reed Pence

**Guests:** Melanie Merriman, author, *Holding the Net: Caring For My Mother On the Tightrope of Aging*; Joy Loverde, author, *Who Will Take Care of Me When I'm Old?*

**Compliance issues covered:** healthcare; aging & elderly; family issues; housing; economics

**Links for more information:** <http://greenwriterspress.com/book/holding-the-net>

<http://www.elderindustry.com>

<b>SEGMENT 2: TELLING LIES—WHO DOES IT AND WHY</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Lies aren't always bad. Often, they're told to be polite, and compassionate people are most likely to tell whoppers. But as the stakes of lies rise, honesty trumps kindness. Yet few people are ever able to distinguish when they're being told lies. Experts explain.	15:23	7:06

**Host:** Nancy Benson

**Producer:** Morgan Kelly

**Guests:** Matthew Lupoli, social scientists, University of California, San Diego; Dr. Paul Eckman, Associate Emeritus of Psychology, University of California, San Francisco

**Compliance issues covered:** ethics; public discourse; societal issues

**Links for more information:** <https://matthewlupoli.wixsite.com/ucsd>

<http://www.paulekman.com/paul-ekman/>

<b>Program 20-02 Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week: Studio Production:</b>	<b>Jason Dickey</b>
1/12/20	

<b>SEGMENT 1: HAND WASHING AND HANDSHAKE BANS</b>	<b>Time</b>	<b>Duration</b>
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**Synopsis:** Some hospital units have set up handshake bans because too few healthcare workers wash hands well enough to keep from spreading germs. The general public is even worse at washing hands, which has caused spread of serious disease. Some experts say handshakes foster important human connections and oppose bans. Experts discuss and describe what it takes to wash hands well enough to be "clean."

1:50 11:34

**Host & Producer:** Reed Pence

**Guests:** Dr. Mark Sklansky, Professor and Chief, Division of Pediatric Cardiology, UCLA Mattel Children's Hospital and UCLA David Geffen School of Medicine; Donna Cardillo, registered nurse and inspirational speaker, "The Inspirational Nurse;" Dr. Pamala Marquess, Atlanta pharmacist; Dr. Wilma Wooten, Public Health Officer, County of San Diego (CA).

**Compliance issues covered:** public health; healthcare; hospitals

**Links for more information:** <https://www.uclahealth.org/mark-sklansky>

<http://donnacardillo.com>

[https://www.cecily.com/ncpa/tampa\\_2008/mtm\\_diabetes\\_insulin/marquess.htm](https://www.cecily.com/ncpa/tampa_2008/mtm_diabetes_insulin/marquess.htm)

<http://first5sandiego.org/wilma-j-wooten-m-d-m-p-h/>

<b>SEGMENT 2: "BROKEN HEART SYNDROME"</b>	<b>Time</b>	<b>Duration</b>
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**Synopsis:** When a person suffers a severe emotional shock, they may suffer what looks like a heart attack but is actually what doctors call "stress cardiomyopathy." Most patients recover but the condition can be fatal, confirming that it is possible to die of a broken heart. An expert explains.

14:26 7:58

**Host:** Nancy Benson

**Guests:** Dr. Tracy Stevens, cardiologist, St. Luke's Mid America Heart Institute, Kansas City, MO

**Compliance issues covered:** healthcare; consumerism; pop culture; heart disease

**Links for more information:** [https://www.nlm.nih.gov/locallegends/Biographies/Stevens\\_Tracy.html](https://www.nlm.nih.gov/locallegends/Biographies/Stevens_Tracy.html)

<b>Program 20-03 Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week: Studio Production:</b>	<b>Jason Dickey</b>
1/19/20	

<b>SEGMENT 1: CRUSHING MEDICAL DEBT</b>	<b>Time</b>	<b>Duration</b>
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**Synopsis:** Nearly a quarter of us owe past due medical debt, and hospitals are moving more aggressively to collect. The rise is the result of a tradeoff--Americans have avoided higher health insurance premiums only to be jeopardized by extremely high deductibles and out of-network costs. Experts explain what unpaid medical debt can mean, how patients can escape its clutches, and how one charity works to buy and forgive debt.

1:50 13:25

**Host & Producer:** Reed Pence

**Guests:** Robert Goff, founding Director, RIP Medical Debt, and co-author, *The Patient, The Doctor, and the Bill Collector: A Medical Debt Survival Guide*; Sara Collins, Vice President for Health Coverage and Access, Commonwealth Fund

**Compliance issues covered:** insurance; healthcare; economics ; bankruptcy; personal finance; consumerism; hospitals

**Links for more information:** <https://ripmedicaldebt.org/>

<https://nomoremedicaldebt.com>

<https://www.commonwealthfund.org/person/sara-r-collins>

<b>SEGMENT 2: SMOLDERING CONCUSSIONS</b>	<b>Time</b>	<b>Duration</b>
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**Synopsis:** Doctors are realizing that concussions can smolder in the brain for years, making diagnosis at the time of occurrence all the more important. Yet a new study shows that protocols affecting the most vulnerable—young athletes—often are not followed. Experts explain why, and what people should do when they receive any blow to the head.

16:17 6:36

**Host:** Nancy Benson

**Guests:** Dr. Kabran Chapek, staff physician, Amen Clinic, Bellevue WA and author, *Concussion Rescue: A Comprehensive Program to Heal Traumatic Brain Injury*; Dr. Ginger Yang, Principal Investigator, Center for Injury Research and Policy, Nationwide Children's Hospital and Associate Professor of Pediatrics, The Ohio State University College of Medicine

**Compliance issues covered:** healthcare; consumerism; pop culture

**Links for more information:** <https://www.amazon.com/Concussion-Rescue-Comprehensive-Program-Traumatic/dp/0806540230>

<https://www.nationwidechildrens.org/research/areas-of-research/center-for-injury-research-and-policy/meet-our-team/ginger-yang-team>

<b>Program 20-04 Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week: Studio Production:</b>	<b>Jason Dickey</b>
1/26/20	

<b>SEGMENT 1: ADHD AND SLEEP DISORDERS</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> New research shows that most people with ADHD have a disordered body clock, prompting disturbed sleep, sleep deprivation, and a worsening of ADHD symptoms. Experts discuss how fixing the body clock could lessen the impact of both ADHD and physical diseases that result from poor sleep.	1:50	12:10

**Host & Producer:** Reed Pence

**Guests:** Dr. Sandra Kooij, Associate Professor of Psychiatry, Free University Amsterdam Medical Center; Dr. Vatsal Thakkar, Clinical Assistant Professor of Psychiatry, New York University School of Medicine and CEO, Reimbursify

**Compliance youth at risk; developmental disorders; education; family issues**  
**Issues covered:**

**Links for more information:** <https://www.eunetworkadultadhd.com/author/sandra-kooij/http://vatsalthakkar.com>  
<http://vatsalthakkar.com>

<b>SEGMENT 2: WORKING WHILE SICK</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Surveys show the vast majority of employees go to work when they're sick, risking fellow workers and slowing their own healing. Experts discuss the maladjusted workplace culture that promotes this, how to know when you really should stay home, and ways to protect yourself from illness at the office.	15:02	7:30

**Host:** Nancy Benson

**Producer:** Reed Pence

**Guests:** Richard Deosingh, District President, Robert Half International; Dr. Joseph Ladapo, Associate Professor of Medicine, David Geffen School of Medicine, UCLA

**Compliance public health; employment and workplace issues; disease & sickness**  
**Issues covered:**

**Links for more information:** <https://www.uclahealth.org/joseph-ladapo>  
<https://www.linkedin.com/in/richard-deosingh-56246813/>

<b>Program 20-05 Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week: Studio Production:</b>	<b>Jason Dickey</b>
<b>2/2/20</b>	

<b>SEGMENT 1: MUSIC AND MEDICINE</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Pre-medical students have typically majored in science, but some medical schools are finding that liberal arts and even music majors with no science background can do well. Some admissions officers and doctors believe they may even have advantages, given the importance of communications in the doctor-patient relationship. A musician-turned-med student, an admissions officer and a musical doctor explain.	1:49	12:22

**Host & Producer:** Reed Pence

**Guests:** Hanna Boone, medical student, Memorial University of Newfoundland; Dr. Barton Thiessen, Associate Professor of Anesthesia and Assistant Dean of Admissions, Faculty of Medicine, Memorial University of Newfoundland; Dr. Danielle Ofri, Clinical Professor of Medicine, New York University and Editor, Bellevue Literary Review

**Compliance issues covered:** education; healthcare; fine arts; technology

**Links for more information:** <https://danielleofri.com>

<https://www.med.mun.ca/getattachment/fd3babfb-0e24-4dbb-8c75-316694b84357/Newsletter-Volume-1;-Issue-1.aspx>  
<http://www.soundsymposium.com/ssxix-hannah-boone/>

<b>SEGMENT 2: GERMS, DOUBLE-DIPPING AND THE FIVE-SECOND RULE</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Super Bowl party snacks are prime territory for contamination via cross contamination and being dropped on the floor. A scientist who has studied both phenomena discusses the truth (or lack of truth) in two old myths.	15:13	7:51

**Host:** Nancy Benson

**Producer:** Reed Pence

**Guests:** Dr. Paul Dawson, Professor of Food, Nutrition and Packaging Science, Clemson University

**Compliance issues covered:** food safety; consumer safety; sports and recreation

**Links for more information:** [http://www.clemson.edu/academics/programs/creative-](http://www.clemson.edu/academics/programs/creative-inquiry/projects/spotlight/food-myth.html)

[inquiry/projects/spotlight/food-myth.html](http://www.clemson.edu/academics/programs/creative-inquiry/projects/spotlight/food-myth.html)

**Program 20-06 Writers/Producers:**

**Reed Pence**

**Air Week: Studio Production:**

**Jason Dickey**

2/9/20

**SEGMENT 1: A MORAL QUESTION: DEMENTIA, SPOUSES, AND "CLOSE FRIENDS"**

**Time**

**Duration**

**Synopsis:** Spouses of Alzheimer's disease patients often struggle with depression while caregiving and are desperate for support. Some have started new relationships while their loved one is still alive but no longer recognizes them. Acceptance of such infidelity is highly individual. Experts and a woman involved in such a relationship discuss how it can benefit even the incapacitated spouse, as long as families find it acceptable.

1:50

11:10

**Host & Producer:** Reed Pence

**Guests:** Dr. William Uffner, board certified geriatric psychiatrist, Friends Hospital, Philadelphia and Clinical Assistant Professor of Psychiatry, Drexel University; Sharon B. Shaw, Licensed Clinical Social Worker and Certified Group Psychotherapist, New York; Tammi Reeves, author, *Bleeding Hearts: A True Story of Alzheimer's, Family, and the Other Woman*

**Compliance issues covered:** healthcare; public health; elderly and senior citizens; family issues; ethics

**Links for more information:** <https://www.linkedin.com/in/sharon-b-shaw-lcsw-cgp-01b1a92>

<http://www.tamireeves.com/bleeding-hearts.html>

**SEGMENT 2: NEEDLE PHOBIA**

**Time**

**Duration**

**Synopsis:** Untold millions of people are afraid of needles. Most manage by looking the other way when they're facing an injection, but many may avoid the doctor as a result of their fear. The problem is increasingly dangerous for the rising number of people with diabetes, who must inject themselves with insulin to survive. A needle-phobic woman and doctor who's squeamish himself discuss.

14:02

8:27

**Host:** Nancy Benson

**Producer:** Reed Pence

**Guests:** Laura Munoz, needle phobic; Dr. Gary LeRoy, President, American Academy of Family Physicians

**Compliance issues covered:** healthcare; public health; children and youth at risk; consumerism

**Links for more information:** <https://www.aafp.org/news/2019-congress-fmx/20190925leroyqa.html>



<b>Program 20-07 Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week: Studio Production:</b>	<b>Jason Dickey</b>
2/16/20	

<b>SEGMENT 1: MEDICAL CHILD ABUSE</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Parents who have a mental illness known as factitious disorder may fake or induce illness in their children to get attention, sometimes taking kids to hundreds of medical visits and deceiving doctors into performing numerous procedures and surgeries. Experts and a parent who got his child out of an abusive situation discuss how the legal & medical system may fail kids, danger signs and the road to recovery.	1:50	12:30

**Host & Producer:** Reed Pence

**Guests:** Ryan Crawford, father of child medically abused by his mother; Dr. Marc Feldman, Clinical Professor of Psychiatry, University of Alabama and author, *Dying to be Ill: True Stories of Medical Deception*; Dr. Mary Sanders, Clinical Associate Professor of Psychiatry, Stanford University Medical Center

**Compliance healthcare; public health; elderly and senior citizens; family issues; ethics; law and crime; issues covered:** parenting issues

**Links for more information:** <http://www.marysandersphd.com/about>

<https://www.munchausen.com/index.php/biography/>

<https://www.star-telegram.com/news/local/crime/article234077982.html>

<b>SEGMENT 2: CORONAVIRUS: WHAT DOES IT MEANTO US?</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Untold millions of people are afraid of needles. Most manage by looking the other way when they're facing an injection, but many may avoid the doctor as a result of their fear. The problem is increasingly dangerous for the rising number of people with diabetes, who must inject themselves with insulin to survive. A needle-phobic woman and doctor who's squeamish himself discuss.	15:22	7:11

**Host:** Nancy Benson

**Producer:** Reed Pence

**Guests:** Dr. William Schaffner, Professor of Preventive Medicine and Infectious Diseases, Vanderbilt University Medical Center; Dr. Jon Mark Hirshon, Professor of Emergency Medicine, Epidemiology and Public Health, University of Maryland, and Chairman, American College of Emergency Physicians.

**Compliance healthcare; public health; consumerism; infectious disease issues covered:**

**Links for more information:** <https://www.vumc.org/health-policy/person/william-schaffner-md>

<https://www.acep.org/people-pages/board/jon-mark-hirshon/>

<b>Program 20-08 Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week: Studio Production:</b>	<b>Jason Dickey</b>
2/23/20	

<b>SEGMENT 1: GENES AND HIGH CHOLESTEROL</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> More than 100 million Americans have high cholesterol, a major risk factor for heart disease. Most people think of their diets as the main cause, but genetics also play a role in both good and bad ways. A noted expert discusses how scientists are harnessing cholesterol genes to lower the risk of heart attacks.	1:50	12:10

**Host & Producer:** Reed Pence

**Guests:** Dr. Kiran Musunuru, Associate Professor of Cardiovascular Medicine and Genetics, University of Pennsylvania and author, *The Crispr Generation: The Story of the World's First Gene-Edited Babies*

**Compliance issues covered:** healthcare; public health; consumerism; heart disease

**Links for more information:** <https://www.med.upenn.edu/cvi/musunuru-laboratory.html>

<b>SEGMENT 2: BIG DATA IN MEDICINE</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Untold millions of people are afraid of needles. Most manage by looking the other way when they're facing an injection, but many may avoid the doctor as a result of their fear. The problem is increasingly dangerous for the rising number of people with diabetes, who must inject themselves with insulin to survive. A needle-phobic woman and doctor who's squeamish himself discuss.	15:02	7:59

**Host:** Nancy Benson

**Producer:** Reed Pence

**Guests:** Paddy Padmanabhan, CEO, Damo Consulting and author, *The Big Unlock: Harnessing Data and Growing Digital Health Businesses in a Value Based Healthcare Era*

**Compliance issues covered:** healthcare; technology

**Links for more information:** <https://www.cio.com/author/Paddy-Padmanabhan/>

<b>Program 20-09 Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week: Studio Production:</b>	<b>Jason Dickey</b>
3/1/20	

<b>SEGMENT 1: FOOD DESERTS, EATING HABITS, AND HEALTH</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Public policy is built on the food desert theory: the lack of neighborhood supermarkets drives people to eat less fresh food and more junk food. New research is challenging that theory, but finding values of grocery stores in other, unexpected places. Experts discuss how nearby supermarkets change people and the neighborhoods where they live.	1:50	12:57

**Host & Producer:** Reed Pence

**Guests:** Dr. Andrea Richardson, policy researcher, Rand Corporation; Dr. Hunt Allcott, Assoc. Prof. of Economics, New York Univ. & Senior Principal Researcher, Microsoft Research

**Compliance public health; consumerism; economic development; poverty; inner city issues; economic issues covered:** assistance program

**Links for more** <https://sites.google.com/site/allcott/home>

**Information:**

[https://www.rand.org/about/people/r/richardson\\_andrea.html](https://www.rand.org/about/people/r/richardson_andrea.html)

<b>SEGMENT 2: BIG DATA IN MEDICINE</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Some experts believe the healthy lifespan eventually may be extended to hundreds of years through genetic manipulation. This brings many philosophical and ethical questions, which a noted science author discusses.	15:49	7:06

**Host:** Nancy Benson

**Producer:** Polly Hansen

**Guests:** Chip Walter, author, Immortality, Inc.: Renegade Science, Silicon Valley Billions, and the Quest to Live Forever

**Compliance healthcare; technology; ethics; senior citizens; aging issues covered:**

**Links for more** <https://chipwalter.com/about-chip-walter/>

**Information:**

<b>Program 20-10 Writers/Producers:</b>		<b>Reed Pence</b>	
<b>Air Week: Studio Production:</b>		<b>Jason Dickey</b>	
3/8/20			
<b>SEGMENT 1: POLYCYSTIC OVARY SYNDROME</b>		<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Polycystic ovary syndrome affects about 10% of American women, but has such a wide variety of troubling symptoms that it's often misdiagnosed. Experts discuss the disorder and what women should know.		1:46	13:04
<b>Host &amp; Producer:</b> Reed Pence			
<b>Guests:</b> Dr. Felice Gersh, Medical Director, Integrative Medical Group of Irvine, Irvine, CA; Dr. John Nestler, Prof. of Medicine and Chairman, Dept. of Internal Medicine, Virginia Commonwealth Univ.; Dr. Brie Turner-McGrievy, Assoc. Prof. of Health Promotion Education Behavior, Univ. of South Carolina; Dr. Frank Gonzalez, Assoc. Prof. of Obstetrics and Gynecology, Univ. of Illinois-Chicago			
<b>Compliance healthcare; women's issues; consumerism</b> <b>issues covered:</b> <b>Links for more information:</b> <a href="http://integrativemgi.com/doctors/dr-felice-gersh/">http://integrativemgi.com/doctors/dr-felice-gersh/</a> <a href="https://intmed.vcu.edu/about/leadership/nestler.html">https://intmed.vcu.edu/about/leadership/nestler.html</a> <a href="https://hospital.uillinois.edu/find-a-doctor/frank-gonzalez">https://hospital.uillinois.edu/find-a-doctor/frank-gonzalez</a> <a href="https://www.sc.edu/study/colleges_schools/public_health/faculty-staff/turner-mcgriev-brie.php">https://www.sc.edu/study/colleges_schools/public_health/faculty-staff/turner-mcgriev-brie.php</a>			
<b>SEGMENT 2: HEALTHCARE FOR CHILDREN IN POVERTY</b>		<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Poor children often can't access healthcare or other needs in spite of decades of efforts. A pediatrician who has established clinics for the poor discusses the problem.		15:52	6:37
<b>Host:</b> Nancy Benson			
<b>Producer:</b> Polly Hansen			
<b>Guests:</b> Dr. Irwin Redlener, Prof. of Pediatrics, Columbia Univ. School of Medicine and Mailman School of Public Health and co-founder, Children's Health Fund			
<b>Compliance healthcare; public health; youth at risk; poverty</b> <b>issues covered:</b> <b>Links for more information:</b> <a href="https://www.mailman.columbia.edu/people/our-faculty/ir2110">https://www.mailman.columbia.edu/people/our-faculty/ir2110</a> <a href="https://www.childrenshealthfund.org">https://www.childrenshealthfund.org</a>			

<b>Program 20-11 Writers/Producers:</b>		<b>Reed Pence</b>	
<b>Air Week: Studio Production:</b>		<b>Jason Dickey</b>	
3/15/20			
<b>SEGMENT 1: MEDICAL ERRORS, 20 YEARS AFTER "TO ERR IS HUMAN"</b>		<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> The Institute of Medicine report "To Err Is Human" in 1999 shook health care with the finding that as many as 120,000 Americans die each year due to medical mistakes. A noted researcher re-examines how far we've come since then and the difficult cooperation it will take to make patient safety more certain.		1:51	11:59
<b>Host &amp; Producer:</b> Reed Pence			
<b>Guests:</b> Dr. Kathleen Sutcliffe, Bloomberg Distinguished Prof. of Business and Medicine, Johns Hopkins Univ. and co-author, Still Not Safe: Patient Safety and the Middle Managing of American Medicine			
<b>Compliance issues covered:</b> healthcare; public safety; consumerism			
<b>Links for more information:</b> <a href="https://global.oup.com/academic/product/still-not-safe-9780190271268?cc=us&amp;lang=en#">https://global.oup.com/academic/product/still-not-safe-9780190271268?cc=us&amp;lang=en#</a>			
<b>SEGMENT 2: INTERMITTENT FASTING</b>		<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Studies show that by this time of year, most of us have failed new year's resolutions to lose weight. A noted expert discusses how most people get in trouble with obesity and a more reasonable way to try to lose weight than most people follow.		14:52	7:34
<b>Host:</b> Nancy Benson			
<b>Producer:</b> Reed Pence			
<b>Guests:</b> Dr. Michael Mosely, author, The Fast 800			
<b>Compliance issues covered:</b> healthcare; consumerism			
<b>Links for more information:</b> <a href="https://thefast800.com">https://thefast800.com</a>			

<b>Program 20-12</b>	<b>Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week:</b>	<b>Studio Production:</b>	<b>Jason Dickey</b>
3/22/20		

<b>SEGMENT 1: THE U.S. TAKES ON CORONAVIRUS</b>	<b>Time</b>	<b>Duration</b>
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<b>Synopsis:</b> In the past 10 days, the US has finally begun to institute aggressive tactics against coronavirus that may limit its spread and the death toll. But many Americans remain confused about what they should do and why. One of the nation's most authoritative infectious disease experts discusses.	1:51	13:08
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**Host & Producer:** Reed Pence

**Guests:** Dr. William Schaffner, Prof. of Preventive Medicine and Infectious Diseases, Vanderbilt Univ. Medical Center

**Compliance issues covered:** healthcare; public health; public safety; employment; education

**Links for more information:** <https://www.vumc.org/health-policy/person/william-schaffner-md>

<b>SEGMENT 2: THE EFFECT OF PUBLIC POLICIES ON THE CORONAVIRUS FIGHT</b>	<b>Time</b>	<b>Duration</b>
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<b>Synopsis:</b> The effectiveness of efforts to contain coronavirus often depend on governmental policies determined years or even decades ago that, at the time, had nothing to do with public health. A health policy expert discusses some of these policies and what they mean for coronavirus testing and treatment.	16:01	6:54
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**Host:** Nancy Benson

**Producer:** Reed Pence

**Guests:** Dr. Paul Ginsburg, Leonard Schaffer Chair of Health Policy Studies, Brookings Institution and Director, University of Southern California-Brookings Schaffer Initiative in Health Policy

**Compliance issues covered:** healthcare; public health; federal government; politics; immigration; consumerism; legislation; government spending; employment

**Links for more information:** <https://www.brookings.edu/experts/paul-ginsburg/>

<b>Program 20-13</b>	<b>Writers/Producers:</b>	<b>Reed Pence</b>
<b>Air Week:</b>	<b>Studio Production:</b>	<b>Jason Dickey</b>
3/29/20		

<b>SEGMENT 1: EASING THE STRESS OF WORKING AT HOME</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Millions of Americans are suddenly having to work from home for the first time as a result of coronavirus. Many do not have a good home office setup, tech skills, family makeup or the temperament to do it. A remote working expert discusses the do's and don't's of working from home without going crazy.	1:51	12:41

**Host & Producer:** Reed Pence

**Guests:** Teresa Douglas, co-author, *Working Remotely: Secrets to Success for Employees on Distributed Teams*

**Compliance issues covered:** employment & workplace issues; family issues; economics; public health

**Links for more information:** <https://www.simonandschuster.com/books/Working-Remotely/Teresa-Douglas/9781506254333>

<b>SEGMENT 2: KIDNEY DISEASE AND HIGH BLOOD PRESSURE</b>	<b>Time</b>	<b>Duration</b>
<b>Synopsis:</b> Most people who have kidney disease are not aware of it. In fact, nearly half of people with severe kidney disease don't know it. Kidney disease is often silent, and one of its main risk factors, high blood pressure, is silent as well. The head of the NIH's kidney research organization discusses this major public health issue and what people should look for to receive early intervention.	15:34	7:27

**Host:** Nancy Benson

**Producer:** Reed Pence

**Guests:** Dr. Griffin Rodgers, Director, National Institute of Diabetes, Digestive and Kidney Diseases

**Compliance issues covered:** healthcare; public health; consumerism

**Links for more information:** <https://www.niddk.nih.gov/about-niddk/meet-director>