



**Quarterly Issues Report – Q4 2015
Viewpoints Programs 15-40 through 15-52**

During Q4 2015 the following compliancy issues were covered:

| | |
|---------------------------|-----------------------------|
| Addiction | Immigration |
| African American History | Inequality |
| Agriculture | International Politics |
| American History | Interpersonal Relationships |
| Arts & Recreation | Journalism |
| Business | Judicial System |
| Climate Change | Labor Exploitation |
| Commerce | Labor Practices |
| Communications & Media | Law |
| Consumerism | Law Enforcement |
| Crime | Literacy |
| Culture | Literature |
| Early Childhood Education | Manufacturing |
| Eco-System & Environment | Media |
| Economics | Mental Health |
| Education | Military |
| Employment | Music |
| Endangered Species | Native American History |
| Entrepreneurship | Popular Culture |
| Exploration | Poverty |
| Family Issues | Presidency |
| Finance & Investing | Psychology |
| Firearms | Race Relations |
| Folklore | Science & Technology |
| Food & Nutrition | Slavery |
| Genocide | Sports |
| Government | Technology & Innovation |
| Health | Technology Education |
| Healthcare | Transportation |
| History | War & Military |
| Human Behavior | Wildlife |
| Human Relations | |

10/4/15 Program 15-40

Segment 1 Duration: 11:13

Entrepreneurs and Success: Advice for Start-Up CEOs business, entrepreneurship, finance & investing, technology

Synopsis: What does it take to be a successful entrepreneur? A hot idea? Venture capital money? A lot of internet buzz? Those things help, but our two guests who are both successful entrepreneurs and businessmen, say there is a lot more to it, especially if you do business solely or mostly on the internet. They'll give us advice on picking the best partner, why financing your venture is a family affair, and how to present yourself in the best way to internet customers.

Host: Gary Price. Guests: Dan Shapiro, the CEO of Glowforge, creator of the board game Robot Turtles, author of the book, *Hot Seat: The startup CEO guidebook*; Bryan Kramer, CEO of PureMatter, author of the book, *Shareology: How sharing is powering the human economy*.

Segment 2 Duration:10:26

Helping Non-Traditional Students Navigate College education, immigration, economics, employment, poverty

Synopsis: A college education is usually a ticket to a better job, better health and overall life satisfaction – that is if you can get one. Non-traditional students – those who are older, who work full time or who have families – can have a tough time just figuring out how to apply to college, talk to a professor or find scholarships or financial aid. Our guest discusses the hurdles non-traditional students have to clear and what schools and communities can do to make their transition into higher education easier.

Host: Marty Peterson. Guest: Mike Rose, faculty member at the UCLA Graduate School of Education and Information Studies, and author of the book *Back to School: Why everyone deserves a second chance at education*.

10/11/15 Program 15-41

Segment 1 Duration: 11:16

Teaching Kids to Read: How early? early childhood education, literacy, recreation

Synopsis: Every parent wants their child to excel in school, and a big part of succeeding is learning to read well. Some parents try to teach their children to read when they're toddlers, but is that too early? When should children be taught to read and how? Our two guests, one a professor specializing in early childhood, the other an author of children's books, share their opinions on the subject.

Host: Gary Price. Guests: Margaret Owen, Director of Children and Families at the University of Texas at Dallas. She's also the Robinson Family Professor of Psychological Sciences, and head of the program in Human Development and Early Childhood Disorders. Mark Gonyea, children's writer and author of *Monkey Suit*.

Segment 2 Duration: 10:20

The Pawpaw: America's forgotten fruit agriculture, business, Native American history, media, African American history

Synopsis: You can find almost any fruit – domestic and exotic – in the produce section of grocery stores across the country these days. There's one fruit, though, that's both domestic and exotic that you will have a hard time locating: the pawpaw. The once-common fruit has all but disappeared from stores except for a few mail order specialty shops and some farmers' markets. We talk to a man who wanted to know more about this exotic, tropical-tasting fruit so he researched its history, culinary uses and the efforts to bring it back into favor here in the states.

Host: Marty Peterson. Guest: Andrew Moore, author of *Pawpaw: In search of America's forgotten fruit*.

11/1/15 Program 15-44

Segment 1 Duration:10:02

Public Speaking: Advice on how to make it less scary
mental health, business, the arts, education

Synopsis: Speaking in public can be a very anxiety-producing experience, but why? And how can we remove some of that anxiety and do a better job in front of an audience? Our guests discuss the fear of public speaking and offer advice on how to create, prepare for and deliver a speech with confidence.

Host: Gary Price. Guests: Larry Ventis, professor of psychology at the College of William & Mary; Michael Port, speaking coach, author of the book, *Steal the Show: From speeches to job interviews to deal-closing pitches, how to guarantee a standing ovation for all the performances in your life.*

Segment 2 Duration: 11:31

Jack London: Adventure author and social activist
literature, labor exploitation, agriculture, poverty

Synopsis: Author Jack London is known for his stories of adventure in the Klondike, the Yukon and other far-away places. Our guest, however, says these stories also reflect his desire to bring the plight of poor and exploited workers to the public's attention. We'll hear how London's hardscrabble youth and physically demanding jobs informed his writing, and find out how the author used sustainable farming methods long before they became fashionable.

Host: Marty Peterson. Guests: Cecelia Tichi, William R. Kenan Jr. Professor of English and professor of American Studies at Vanderbilt University, author of the book, *Jack London: A writer's fight for a better America.*

11/8/15 Program 15-45

Segment 1 Duration: 10:27

The Master Algorithm: Computers teach themselves and other computers
science & technology, healthcare, education, popular culture

Synopsis: What would it be like to have a computer examine you and diagnose your illness? How about a robot making a reservation at an exciting new restaurant that is just perfect – without any direct input from you? Sound like science fiction? Well, our guest says that it already is...or soon will be...science fact. We talk to a computer scientist and author about the rise of computers that can learn on their own and then teach other computers to do the same.

Host: Gary Price. Guest: Pedro Domingos, professor of computer science at the University of Washington, author of the book, *The Master Algorithm: How the quest for the ultimate learning machine will remake our world.*

Segment 2 Duration: 11:01

The Kingdom of Ice: An early and dangerous expedition to the North Pole
science, military, exploration, climate, technology

Synopsis: Back in the 1870s and 80s, the north and south poles were as mysterious and intriguing to people as the moon and planets are to us today. Many expeditions tried – and most failed – to reach the North Pole, leaving scores of courageous sailors and their ships encased in the snow and ice. We talk to an author whose new book chronicles one of those voyages, about the adventure of arctic expeditions, and the men who risked their lives to find out what was actually on the top of the world.

Host: Marty Peterson. Guest: Hampton Sides, author of *In the Kingdom of Ice: The grand and terrible polar voyage of the USS Jeannette.*

10/18/15 Program 15-42

Segment 1 Duration: 9:37

The Anthropocene: Dealing with climate change around the world
climate change & the environment, endangered species, agriculture, culture

Synopsis: We're all familiar with the various ages such as the Jurassic and the Paleozoic, but have you ever heard of the Anthropocene? We meet a woman who has traveled around the world looking at how climate change caused by humans has transformed areas of our planet and how people are looking for creative ways to deal with the changes in lifestyle, agriculture and migration caused by these changes.

Host: Gary Price. Guest: Gaia Vince, author of *Adventures in the Anthropocene: A journey to the heart of the planet we made*.

Segment 2 Duration: 12:01

Slang, Jargon and Colorful Expressions: Where do they come from?
pop culture, music, media, education

Synopsis: Slang is often thought of as a lower-class way of speaking, although we use it all the time and it does make our language more colorful and vibrant. But how does it come into being? We talk to a linguist and to an author about why slang and jargon are part of our speech, who brings them into our language and why some slang falls out of favor – but should come back.

Host: Marty Peterson. Guests: Robert Leonard, Prof. of Linguistics, Dir. the Graduate Program in Forensic Linguistics and of the Institute for Forensic Linguistics, Threat Assessment and Strategic Analysis, Hofstra University; Lesley M. M. Blume, author of *Let's Bring Back: The lost language edition*.

10/25/15 Program 15-43

Segment 1 Duration: 9:47

Halloween Traditions, Costumes and Why We Love to be Scared!!!
folklore, human behavior, commerce, recreation, history

Synopsis: It's the time of year when all the ghosts and goblins, witches and monsters, superheroes and villains don their Halloween best and head off to trick-or-treat, party or walk through a haunted house. Why do we dress up for the holiday? What do our costumes say about us? Why do we love to be frightened on this night in the year? We talk to a psychologist and a haunted attraction specialist about these issues, and also take a look at where some of our Halloween traditions came from.

Host: Gary Price. Guests: Ben Armstrong is co-owner of Netherworld Haunted House in Atlanta, and president of America Haunts, an organization of the top haunted attractions in the U.S.; Dr. Janina Scarlet is a clinical psychologist, scientist and self-proclaimed "full-time geek." She's also a practitioner of "Superhero Therapy," and is coming out with a book by that title next July.

Segment 2 Duration: 11:44

Scary Critters: The truth about spiders and bats
eco-system & environment, health, psychology, wildlife, science

Synopsis: Two of the scariest symbols of Halloween are spiders and bats. They have bad reputations for not just being creepy, but dangerous. We get the straight scoop in these creepy critters from two experts in the fields of entomology and bats, and hear how both of these creatures are not as scary as we think, but very beneficial members of the insect and animals worlds.

Host: Marty Peterson. Guests: Nancy Troyano is an entomologist and director of technical education and training for Rentokil North America; Merlin Tuttle is an ecologist, wildlife photographer, conservationist and author of the book, *The Secret Lives of Bats: My adventures with the world's most misunderstood mammals*.

11/29/15 Program 15-48

Segment 1 Duration: 10:37

All American Boys: Young people deal with race relations
race relations, law enforcement, crime, family issues

Synopsis: How do young people deal with race in their lives? We aren't born racist, so how do some of them become that way? We talk to two young readers authors about their new book that addresses the issue. We discuss how young people relate to those of different races, how friendship and loyalty can figure into how we think of race, and why we need to question our expectations of behaviors based on race.

Host: Gary Price. Guests: Jason Reynolds, Brendan Kiely, authors of the young readers' novel, All American Boys.

Segment 2 Duration: 10:53

What to Do When You're New: Advice on navigating those tough situations
business and employment, human relations, psychology

Synopsis: When you're the new person at the office, in the neighborhood or at a party it can be an awkward situation, especially if you're not the most gregarious person. Our guest discusses the issue and offers advice on how to navigate various situations when you're the newbie in the room.

Host: Marty Peterson. Guest: Keith Rollag, Associate Professor of Management, and Chairman of the Management Division at Babson College, Wellesley, MA, and of author of What to Do When You're New: How to be comfortable, confident and successful in new situations.

12/06/15 Program 15-49

Segment 1 Duration: 11:51

Adult Coloring Books: Why they're all the rage and how they benefit grown-ups

arts & recreation, mental health, technology

Synopsis: Remember how much fun it was to crack open a new coloring book and crayons when you were a kid? These days, adults are reliving that thrill in huge numbers, maybe even fighting their kids for that Burnt Sienna crayon! Adult coloring books are all the rage, and we talk to two of the most popular artists of these books about why and how they put them together, what the attraction is for adults and how it can benefit everyone to sit down, relax and color a picture.

Host: Gary Price. Guests: Johanna Basford is an artist and the author of a series of adult coloring books, with her latest titled Lost Ocean: An inky adventure and coloring book. Jenean Morrison is an artist, designer and author of a series of books, the latest of which is the 2016 Coloring Calendar.

Segment 2 Duration: 9:49

Cheddar: The iconic American cheese
agriculture, commerce, food & nutrition, entrepreneurs

Synopsis: This holiday season, there probably won't be a celebration in the country that doesn't contain cheese in some form or another. It's one of America's favorite snack foods, and cheddar is our favorite variety of the dairy product. But what is cheese? How is it made and how did cheddar get to be America's iconic cheese? And how do "processed cheese food products" fit into the mix? Our guest is a cheese expert and will answer these questions and more!

Host: Marty Peterson. Guests: Gordon Edgar, cheese buyer at Rainbow Grocery in San Francisco and author of the book Cheddar: A journey to the heart of America's most iconic cheese.

11/15/15 Program 15-46

Segment 1 Duration: 11:18

Business Blunders: Cleaning up the mess

business, transportation, consumerism, crime, technology

Synopsis: There have been a number of incidents recently where large companies or their spokespeople give the business a black eye by their manufacturing practices or illegal behavior. What can a business do to bounce back and once again create trust with its customers? Our two business specialist discuss the issue and offer advice about how companies can avoid problems with their brands as well as how to clean up the mess afterwards.

Host: Gary Price. Guests: Zain Raj, author of Brand Rituals: How successful brands bond with customers for life. Edgar Papke, author of The Elephant in the Boardroom: How leaders use and manage conflict to reach greater levels of success.

Segment 2 Duration: 10:21

Somewhere There Is Still a Sun: A young boy's Holocaust memoir

war, genocide, education, immigration

Synopsis: Although their numbers are dwindling every year, there are still many people alive today who remember and lived through the Holocaust during World War II. One of these men spoke to us about his experience as a young boy in a Czechoslovakian work camp, and how his mother – through hard work, quick thinking and just pure luck – managed to keep herself and her two children from the death camps in Poland. He also discusses the need for young people to learn about the Holocaust and the reasons why it happened.

Host: Marty Peterson. Guest: Michael Gruenbaum, author with Todd Hasak-Lowy of Somewhere There Is Still a Sun.

11/22/15 Program 15-47

Segment 1 Duration: 11:25

Sustainable, Ethically-Made Products are Good Gift Choices

agriculture, manufacturing, commerce, labor practices

Synopsis: It's almost time to head to the mall and check out the holiday decorations and pick up some presents for friends and family. A lot of people will be buying clothing, shoes, accessories and making sweets as gifts, thinking only about the cost and if the recipient will like it. Our guests say that you should also consider where the gift comes from, what it's made of and how the workers who created it are treated. Our guests discuss the need for sustainable, ethically made gifts from clothing to jewelry to chocolate.

Host: Gary Price. Guests: Kate Black, author of the book, Magnifico: Your head-to-toe guide to ethical fashion and non-toxic beauty. Amy Guittard, director of marketing for Guittard Chocolate Company, author of their new book, Guittard Chocolate Cookbook: Decadent recipes from San Francisco's premium bean-to-bar chocolate company.

Segment 2 Duration: 10:08

Henry Clay: The great American statesman you should know more about

government, transportation, war, law, slavery

Synopsis: Most of us have heard the name of Henry Clay, but he's not one of the people we usually remember like we do George Washington or Thomas Jefferson. Our guest says that Clay was just as important to our nation as the founding fathers, and he discusses the great contributions this Speaker of the House made to keep our nation together, fight for justice, and create the foundations of our extensive modern U.S. transportation system.

Host: Marty Peterson. Guest: Harlow Giles Unger, author of Henry Clay: America's greatest statesman

12/13/15 Program 15-50

Segment 1 Duration: 11:18

Are We Obsessed with the Future and the Internet?

technology & innovation, communications, interpersonal relationships, addiction, business

Synopsis: We are a culture that's obsessed with the future and technology. We want to "seize the future" like no other generation before, and become available to anyone 24/7 through the internet, wifi and cell phones. Our guests address these phenomena and discuss why it's happening and how concentrating too much on the future and the internet affects our world, our relationships and our lives.

Host: Gary Price. **Guests:** Hal Niedzviecki, author of *Trees on Mars: Our obsession with the future*. Paul Andrew Sacco, PhD. **Speaker,** author of *The Internet Apocalypse?*

Segment 2 Duration: 10:25

The Racial Achievement Gap: Creating better schools for all

education, race, employment, cultural issues and inequality

Synopsis: There are many good schools that try to ensure that every student gets the best education possible and an equal opportunity to succeed in their studies and extracurricular activities. Our guest says that despite efforts on the part of school administrators and teachers, there is still a racial achievement gap in even the most diverse and progressive schools. We discuss why the gap exists, how it affects the lives of students during and after their school years are over, and what educators and the community can do to help students of all races and ethnicities achieve.

Host: Marty Peterson. **Guests:** Amanda Lewis, Director of the Institute for Research on Race and Public Policy, University of Illinois-Chicago, and co-author with John B. Diamond of the book *Despite the Best Intentions: How racial inequality thrives in good schools*.

12/20/15 Program 15-51

Segment 1 Duration: 11:38

A Pearl Harbor Christmas

international politics, military, consumerism, government

Synopsis: Seventy-four years ago this month, the U.S. was attacked by Japan at Pearl Harbor, drawing the country into World War II. We talk to an author about how FDR, Churchill, MacArthur and others planned for the war during those few weeks before the Christmas and New Year's holidays.

Host: Gary Price. **Guest:** Stanley Weintraub, historian, author of *Pearl Harbor Christmas: A world at war 1941*.

Segment 2 Duration: 9:55

Constitutional Myths: How do we know what the founders intended?

law, courts, firearms, the Presidency

Synopsis: When Congress debates a constitutional point, or when the Supreme Court is considering a case brought before it, we often hear the question, "what did the framers intend?" How does anyone really know what people, who debated issues more than 200 years ago, really intended? We talk to two constitutional specialists about the issue, and hear how some Supreme Court justices approached an issue that is once again in the news.

Host: Marty Peterson. **Guests:** Jeffrey M. Shaman, Vincent DePaul Professor of Law, DePaul University College of Law, Chicago, IL; Ray Raphael, Sr. Research Fellow, Humboldt State University, Arcata, CA, author of *Constitutional Myths: What we get wrong and how to get it right*.

12/27/15 Program 15-52

Segment 1 Duration: 11:44

New Year's Celebrations – at home

sports, agriculture, consumerism, recreation, media

Synopsis: Not everyone likes to go out and celebrate the New Year with the hoards in the bars and streets. Our guests have ideas on how you can have just as much fun toasting in 2016 at home. We'll hear how you can pair your favorite movies with some creative cocktails; learn about and try some new craft beers and food to go along with them, and how to create a cheese platter that will go with the bubbly.

Host: Gary Price. **Guests:** Tim Federle, author of *Gone with the Gin: Cocktails with a Hollywood Twist*; Christian DeBenedetti, co-author with Andrea Slonecker of the book, *Beer Bites: Tasty recipes and perfect pairings for brew lovers*; Gordon Edgar, author of *Cheddar: A journey to the heart of America's most iconic cheese*.

Segment 2 Duration:9:57

Photographing the Beatles: A friend looks back

visual arts & music; popular culture; media & journalism

Synopsis: If you're a Baby Boomer then you know all about the excitement and frenzy that occurred when the Beatles first arrived on the scene and traveled to America. We talk to a photographer who not only took many memorable pictures of the Fab Four, but who also became their good friend. We discuss what the musicians were like, how he gained their trust, what it was like to photograph the Beatles and other luminaries of the time, and how the profession of news photographer has changed in the last 50 years.

Host: Marty Peterson. **Guests:** Henry Grossman, professional photographer of the Beatles and others, author of the photographic book, *Places I Remember: My time with the Beatles*.

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**Quarterly Issues Report – Q4 2015 through
Radio Health Journal Programs 15-40 through 15-52**

During the first quarter of 2015 the following compliancy issues were covered:

| | |
|------------------------------------|---------------------------------|
| Accident and Injury | Immigration |
| Alcohol and Substance Abuse | Labor and Employment Issues |
| Auto and Traffic Safety | Law |
| Business and Industry | Legal Marijuana |
| Charity and Philanthropy | Mental Illness |
| Consumerism | Military |
| Courts and Criminal Justice System | Parenting |
| Crime and Justice System | Patient Safety |
| Disabilities | Police and Enforcement |
| Drug Safety | Pop Culture |
| Drunk Driving | Poverty |
| Economics | Public Health |
| Education | Public Policy |
| Elderly and Senior Citizens | Public Safety |
| Ethics | Science & Technology |
| Family and Parenting Issues | Senior Citizen and Aging Issues |
| Federal Government and Regulation | Sports and Recreation |
| Food Pantries | Substance Abuse and Treatment |
| Gender Issues | Technology |
| Health & Medicine | Welfare and Food Stamps |
| Health Care | Women's Issues |
| Health System | Youth At Risk |
| Hunger | |

10/4/15 Program 15-40

Segment 1 Duration: 12:40

MISUNDERSTANDING AUTISM

youth at risk; disabilities; education; pop culture

Synopsis: Autism has been misunderstood ever since its first description in the 1940's. Experts describe how this misunderstanding has drastically affected treatment of people with autism, and how schools and other institutions might change their approach and understanding to improve treatment.

Host: Reed Pence. Guests: Steve Silberman, author, *Neurotribes: The Legacy of Autism and the Future of Neurodiversity*; Dr. Barry Prizant, Prof., Artists & Scientists As Partners group, Brown Univ. and author, *Uniquely Human: A Different Way of Seeing Autism*

Segment 2 Duration: 7:19

CYCLIC VOMITING SYNDROME

youth at risk; health care

Synopsis: Children suffering from a rare disorder called cyclic vomiting may vomit for days on end once or twice a month. Experts describe how the disorder is often misdiagnosed and remains difficult to treat. However, children often eventually outgrow the disorder as it transitions into migraine headaches.

Host: Nancy Benson. Guests: Kathleen Adams, mother of cyclic vomiting sufferer and founder, President and Research Liaison, Cyclic Vomiting Syndrome Association; Dr. B Li, Prof. of Pediatrics and Director, Cyclic Vomiting Program, Medical College of Wisconsin; Dr. Katja Kovacic, pediatric gastroenterologist, Children's Hospital of Wisconsin.

10/11/15 Program 15-41

Segment 1 Duration: 11:59

GENDER DIVERSITY IN BASIC RESEARCH

health & medicine; women's issues; gender issues; federal govt; economics;

Synopsis: Only about a third of research subjects in clinical studies are women. In basic research on animals and cells, female models are even more poorly represented. This results in poor understanding of how new drugs work on women and occasional drug recalls when major side effects are discovered after the fact. Experts discuss why such an imbalance occurs, its results, and how the problem is being addressed.

Host: Reed Pence. Guests: Dr. Teresa Woodruff, Director, Women's Health Research Institute, Northwestern Univ.; Dr. Melina Kibbe, Prof. of Surgery, Northwestern Univ.; Dr. Kathryn Sandberg, Director, Center for the Study of Sex Differences in Health, Aging & Disease, Georgetown Univ.

Segment 2 Duration: 8:06

WHAT YOUR THERAPIST IS THINKING

youth at risk; health care

Synopsis: Many people have no idea how or why psychotherapy works. A well-known psychotherapist describes what therapists are thinking while the patient is talking and how these thoughts guide treatment.

Host: Nancy Benson. Guest: Dr. Drew Permut, Clinical Professor of Psychology, George Washington Univ. and author, *Inside Your Therapist's Mind: How a Psychotherapist Thinks and Why It Works*

10/18/15 Program 15-42

Segment 1 Duration: 11:46

NORMAL PRESSURE HYDROCEPHALUS

health & medicine; elderly and senior citizens; disabilities

Synopsis: As many as five percent of people diagnosed with Parkinson's or Alzheimer's diseases may in reality have a treatable disorder caused by "water on the brain." An expert and patient discuss.

Host: Reed Pence. Guests: J.D. and Donna Cain, normal pressure hydrocephalus patient and his wife/caregiver; Dr. Marvin Bergsneider, Prof. of Neurosurgery and chief, Adult Hydrocephalus and ICP Disorders Program, UCLA

Segment 2 Duration: 8:06

LATER EFFECTS OF CHILDHOOD EMOTIONAL TRAUMA

youth at risk; health and medicine

Synopsis: Scientists have learned that emotional trauma suffered as a child or adolescent has profound effects on a person's physical health years later. Children who suffer multiple traumas such as loss of a parent and physical abuse are much more likely to experience cancer, heart disease and autoimmune diseases as adults. A noted science writer explains.

Host: Nancy Benson. Guest: Donna Jackson Nakazawa, author, *Childhood Disrupted: How Your Biography Becomes Your Biology, and How You Can Heal*

10/25/15 Program 15-43

Segment 1 Duration: 11:49

ANTI-DRUNK DRIVING TECHNOLOGY

auto and traffic safety; police and enforcement; drunk driving; alcohol and substance abuse; federal government and regulation; business and industry

Synopsis: Government researchers and auto companies are developing a device called DADSS (Driver Alcohol Detection System for Safety) that can unobtrusively test whether a person is drunk as he attempts to start his car. If so, DADSS makes the car inoperable. Experts explain how it will work and debate some of the issues surrounding its possible rollout.

Host: Reed Pence. Guests: J. T. Griffin, Chief Government Affairs Officer, Mothers Against Drunk Driving; Sarah Longwell, Managing Director, American Beverage Institute; Dr. Bud Zaouk, Program and Technical Manager, DADSS development program

Segment 2 Duration: 7:25

CONTACT LENSES: THEY'RE DIFFERENT TODAY

health and medicine; consumerism

Synopsis: Thirty million Americans wear contact lenses, but today's high tech lenses are vastly superior to those of a few decades ago. Even so, most contact wearers don't maintain their lenses correctly. An expert explains.

Host: Nancy Benson. Guest: Dr. April Jasper, Optometrist, West Palm Beach, FL

11/1/15 Program 15-44

Segment 1 Duration: 11:59

MISDIAGNOSES: WHY THEY HAPPEN & HOW WE CAN PREVENT THEM

health care; health system; consumerism; patient safety

Synopsis: Studies estimate that about five percent of diagnoses are wrong, leading treatment down the wrong road. Experts discuss why misdiagnoses occur, and a new Institute of Medicine report on how they might be prevented.

Host: Reed Pence. Guests: Dr. Mark L. Graber, President, Society to Improve Diagnosis in Medicine and Senior Fellow, RTI International; Dr. Lewis Levy, Senior Vice President of Medical Affairs and Chief Quality Officer, Best Doctors; Helen Haskell, President, Mothers Against Medical Error

Segment 2 Duration: 8:11

ALMOST ADDICTED: THE ROLE OF THE FAMILY

family and parenting issues; substance abuse and treatment; mental illness; public health; legal marijuana

Synopsis: People who use drugs, even those who are not addicted, are often destructively enabled by families. An expert explains why this occurs and what families have to do to break through their own denial as well as that of the user.

Host: Nancy Benson. Guest: Dr. Wesley Boyd, Asst. Clinical Prof. of Psychiatry, Harvard Medical School, and author, Almost Addicted.

11/8/15 Program 15-45

Segment 1 Duration: 12:38

THERMOGENESIS & WEIGHT LOSS

health care; science & technology; public health

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, Associate Director for Science, US Office of Science and Technology Policy

Segment 2 Duration: 7:09

ONE MORE YEAR INSIDE ALZHEIMER'S

health care; public health; consumerism; family issues; elderly and senior citizens; disabilities

Synopsis: One year ago, we visited Greg O'Brien, a journalist attempting to document his own decline into early onset Alzheimer's disease. Now he discusses the past year and the difficulties he's meeting as his disease progresses.

Host: Lynn Holley. Guest: Greg O'Brien, author, On Pluto: Inside the Mind of Alzheimer's

11/15/15 Program 15-46

Segment 1 Duration: 12:19

INTERROGATION TACTICS & FALSE CONFESSIONS

crime; police; courts and criminal justice system; public policy; law

Synopsis: Confessing to a crime that a person did not commit is a major reason for wrongful convictions. Scientists have found that the psychology of innocent people is a major reason for false confessions. Experts discuss the chain of events and psychology that allow them to occur, and public policy changes that could make them much more rare.

Host: Reed Pence. Guests: Dr. Max Gyll, Asst. Prof. of Psychology, Iowa State Univ.; Rob Warden, Executive Director, Center on Wrongful Convictions, Northwestern Univ. School of Law

Segment 2 Duration: 7:49

YOUR MEDICINE CABINET: A USER'S GUIDE

youth at risk; drug safety

Synopsis: Most people's medicine cabinet is a disorganized mess with problems that could prevent healing and even threaten health. A pharmacist advised what should be in your medicine cabinet and how to keep those medicines safe and effective.

Host: Lynn Holley. Guest: Sherry Torkos, pharmacist and author, The Canadian Encyclopedia of Natural Medicine and Saving Women's Hearts

11/22/15 Program 15-47

Segment 1 Duration: 12:01

FOOD INSECURITY

poverty; hunger; youth at risk; federal government; welfare and food stamps; food pantries; charity and philanthrop

Synopsis: Forty-nine million people in the US are food insecure-- often unsure they'll have three decent meals per day. The poor are also often forced to purchase foods that are poor in nutrition, which leads to high rates of obesity. Experts discuss reasons for food insecurity, outcomes, and a variety of inventive solutions.

Host: Reed Pence. Guests: Ross Fraser, Director of Media Relations, Feeding America; Leanne Brown, author, Good and Cheap: How to Eat Well on \$4 a Day; Susan Topping, Denior Director of Partners and Programs, Capital Area Food Bank, Washington, DC

Segment 2 Duration: 7:47

DOCTORS' CLOTHES: REASON TO CHANGE?

consumerism; public safety; health care

Synopsis: Controversy has broken out over the doctor's traditional white lab coat and necktie. Some doctors say physicians should wear short sleeves instead because coats carry germs. Others maintain the white coat isn't a germ colony, but rather is a source of comfort for patients. Experts discuss.

Host: Nancy Benson. Guest: Dr. Gonzalo Bearman, Prof. of Medicine and hospital epidemiologist, Virginia Commonwealth Univ. Health System; Dr. Christopher Petrilli, Chief Medical Resident, Univ. of Michigan Health System; Peter Seelf, Team Leader, Member Experience, Boy Scouts of America

11/29/15 Program 15-48

Segment 1 Duration: 12:19

RECHARGING OLD EGGS

health care; technology; ethics; federal government and regulation

Synopsis: Infertility is often due to poor egg quality, or chromosomal damage. Some of this damage may occur in the egg's mitochondria, the cell's powerhouse. A new procedure seeks to replace mitochondria in old eggs with fresher mitochondria to improve egg quality. However, some doctors say there haven't been enough studies to know if the procedure is either safe or effective. Experts discuss.

Host: Reed Pence. Guests: Dr. Owen Davis, Prof. of Reproductive Medicine, Weill Cornell Medical College and President, American Society for Reproductive Medicine; Dr. Michelle Dipp, CEO and co-founder, Ovascience; Dr. Neal Mahutte, Medical Director, Montreal Fertility Center and President, Canadian Fertility and andrology Society

Segment 2 Duration: 7:34

CANCER PREHABILITATION

consumerism; health care; economics

Rehabilitation has been a staple of recovery for many illnesses, but often not after cancer treatment. Similarly, sometimes people about to undergo orthopedic surgery may be given exercises, or prehabilitation, to prepare them. A nationally known rehab specialist discusses using prehabilitation techniques for newly diagnosed cancer patients.

Host: Nancy Benson. Guest: Dr. Julie Silver, Assoc. Prof. of Physical Medicine and Rehabilitation, Harvard Medical School

12/06/15 Program 15-49

Segment 1 Duration: 12:45

CHILDREN'S MENTAL HEALTH TREATMENT

health care; youth at risk; mental illness; education; consumerism

Synopsis: A recent study finds that about 35 percent of children receiving treatment for mental health issues are being treated only by a primary care physician. This is due in part to a shortage in pediatric mental health care providers as well as a stigma in consulting them. Experts discuss readiness of pediatricians to treat mental illness in children and adolescents and efforts to be sure they're prepared.

Host: Reed Pence. Guests: Dr. Jeanne Van Cleve, Asst. Prof. of Pediatrics, Harvard Medical School and Mass. General Hospital for Children; Dr. Douglas Tynan, clinical psychologist, American Psychological Assn.; Dr. Scott Benson, child & adolescent psychiatrist, Pensacola, FL

Segment 2 Duration: 7:25

SEASONAL AFFECTIVE DISORDER & THE HOLIDAYS

Compliancy issues covered: consumerism; health care; mental illness

Synopsis: Some people, especially those in northern latitudes, may get the blues or worse as fall sets in and days get shorter. They suffer from seasonal affective disorder, a chemical change in the brain caused by decreased exposure to sunlight. Experts discuss causes and remedies.

Host: Nancy Benson. Guests: Dr. Nicholas Forand, clinical psychologist, The Ohio State Univ. Wexner Medical Center; Jim LaValle, clinical pharmacist and nutritionist and author, Your Blood Never Lies and Cracking the Metabolic Code

12/13/15 Program 15-50

Segment 1 Duration: 12:11

HUMAN TRAFFICKING: MODERN DAY SLAVERY

youth at risk; labor and employment issues; police, crime and justice system; immigration; economics

Synopsis: Slavery was officially outlawed 150 years ago in the US, but millions of vulnerable low-wage workers are still exploited and trapped in the US and around the world. Experts discuss why foreigners are especially at risk of being intimidated into forced labor in the US and how they might be rescued.

Host: Reed Pence. Guests: Melysa Sperber, Director, Alliance to End Slavery and Trafficking; Catherine Longkumer, Project Manager, Human Trafficking Initiative, Legal Aid Society of Metropolitan Family Services of Chicago.

Segment 2 Duration: 7:32

MAKING JOY IN A COMPLICATED WORLD

consumerism; family issues; mental illness

Synopsis: Surveys show that most Americans are less than happy, and seldom experience joy. Two experts discuss how even naturally glum people can manufacture joy.

Host: Nancy Benson. Guests: Dr. Sonja Lyubomirsky, Prof. of Psychology, Univ. of California Riverside and author, *The How of Happiness and Myths of Happiness: What Should Make You Happy But Doesn't, What Shouldn't Make You Happy, But Does*; Dr. Alex Korb, postdoctoral researcher, UCLA and author, *The Upward Spiral: Using Neuroscience to Reverse the Course of Depression One Small Change at a Time*

12/20/15 Program 15-51

Segment 1 Duration: 12:17

IT'S NO HOLIDAY IN THE EMERGENCY ROOM

health care: consumerism; accident and injury; sports and recreation

Synopsis: The holidays are like no other time in your local hospital's emergency department. Having family in from out of town results in pickup football injuries, carving knife gashes, and maladies that should have been addressed long ago. Heart attacks additionally create a spike in dead-on-arrival cases greater than any other days of the year. Experts discuss why these occur and how to prevent them.

Host: Reed Pence. Guests: Dr. Christopher Michos, Connecticut ER physician; Dr. Robert Kloner, Director of Research, Heart Institute, Good Samaritan Hospital, Los Angeles and Prof. of Medicine, Keck School of Medicine, Univ. of Southern California; Dr. David Phillips, Prof. of Sociology, Univ. of California at San Diego.

Segment 2 Duration: 7:29

THE TRAUMATIZED BRAIN

health care: consumerism; accident and injury; sports and recreation

Synopsis: Traumatic brain injuries, even mild ones, may produce cognitive and personality changes months later, when that "bump on the head" has been forgotten. An expert explains these injuries and how to prevent some of the consequences.

Host: Nancy Benson. Guest: Dr. Sandeep Vaishnavi, neuroscientist, Duke Univ. Medical Center, Director, Neuropsychiatric Clinic, Carolina Partners and co-author, *The Traumatized Brain: A Family Guide to Understanding Mood, Memory, and Behavior After Brain Injury*

12/27/15 Program 15-52

Segment 1 Duration: 12:42

HURDLES TO HEARING AIDS

health care; public health; consumerism; economics; technology; senior citizen and aging issues; disabilities; military

Synopsis: Only about a fifth of people who could use hearing aids have them. Reasons include stigma, high cost, and poor training of people who actually get hearing aids. An audiologist, hearing aid manufacturer, and hearing aid user discuss solving these issues.

Host: Reed Pence. Guests: Dr. Mark Hammel, psychologist and hearing aid user; Dr. Cynthia Compton-Conley, Director, Consumer Technology Initiatives, Hearing Loss Assn. of America; Shawn Stahmer, Vice President of Business Development, Sound World Solutions

Segment 2 Duration: 7:16

SERIOUSLY ILL ADOLESCENTS: STILL TEENS FIRST

youth at risk; parenting; family issues

Synopsis: Seriously ill teenagers still act like teens in the hospital, sometimes aided and abetted by staff. A novelist discusses her observations from years on the hospital floor with her sick child as the basis for her book.

Host: Nancy Benson. Guest: Hollis Seamon, Prof. of English, College of St. Rose, faculty, MFA in Creative Writing program, Fairfield Univ. and author, *Somebody Up There Hates You*.

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Ascertainment Report – PSAs

Scheduled Spins:

30X per week: WXKE, WJFX, WWFW, WGL-AM, WLYV-AM, BJFX-FM, WBTU-FM

50X per week: DJFX-FM

The following are the PSAs that Adams Radio Group will air in the 4th quarter of 2015:

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|------------------------|------------------------------|
| DIABETES PREVENTION | FINANCIAL LITERACY |
| ADOPTION | CAREGIVER ASSISTANCE |
| COMMUNITY ENGAGEMENT | DISCOVER NATURE |
| FATHERHOOD INVOLVEMENT | FORECLOSURE PREVENTION |
| HUNGER PREVENTION | PET ADOPTION |
| WILDFIRE PREVENTION | DOMESTIC VIOLENCE PREVENTION |
| SEAT BELT SAFETY | BUZZED DRIVING PREVENTION |
| TIRE SAFETY | CONTINUING EDUCATION |
| BULLYING PREVENTION | VETERAN HEALTH |
| SELECTIVE SERVICE | TEXT/WALK SAFETY |
| COLLEGE PREPAREDNESS | BRAIN HEALTH |
| CHILD REARING | |