

In Touch with East Texas

KFRO-AM

Aired Sundays 630 AM

<u>Date</u>	<u>Organization</u>	<u>Representative</u>
04/06/07/13	Junior League of Tyler This program talks about the fiscal year of the Junior League of Tyler. It also explains all of the fundraisers and what their money raised goes towards.	Julian Sherdian
04/13/14/13	Toll 49 This show focusses to build awareness about the new Toll road in East Texas and how it could help our community as well as make things much easier for our local residents.	Gary Holbrooks
04/20/21/13	Susan G. Komen This weeks show is all about the 15 th Anniversary of the Susan G. Komen Race For The Cure 2013! We also talked about Susan Komen and the promise to her sister to end breast cancer.	Brenda McBride
04/27/28/13	East Texas Food Kristine Gardner talks about her new weekly column that is to promote East Texas Eats. Where people send in different food related events that are in different communities in East Texas. Fundraisers, community events etc.	Kristine Gardner
05/04/05/13	No Hungry Children No Hungry Children is an organization that helps the kids of Nyrobie Kenya with a feeding program in 10 slum schools are covered with 3 meals everyday (1300). How they get funded and the event that is happening in Tyler.	Wendy Reece

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05/11/12/13	NE TX Public Health District	George Roberts
	This show focusses on Fit City Tyler and the Lighten Up and Play Day in Tyler. Also awards for the winners of the Fit City Challenge. Also what is in store for next year to get everyone involved and the lead up of the program.	
05/18/19/13	Smith Co. Master Gardener Assoc	Gene Smith
	This show talks about the Smith County Master Gardener Association upcoming Annual Garden Tour here in East Texas. We also throw in some gardening tips, tricks, how to become a master gardner and the ways their organization can help everyone with classes and demos etc.	
05/25/26/13	Food Coalition	Carmen Sosa
	Carmen talks about all of the new farmers markets popping up all over Tyler and East Texas. Also why it is important to shop local and get fresh crops in your diet and helping everyone get fresh food.	

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06/01/02/13	E.T. Human Needs Network From education, housing, health and employment the East Texas Human Need Network has its hands in it. This organization is there to “fill in the gaps” of other services and non-profits.	Krisina Fulsome
06/08/09/13	Heros Flights This show is to focus on the Brookshires/Super 1 Foods WW2 Heros Flights. This is where Brookshires and Super 1 Foods takes WWII vets to see the Memorial in Washington DC.	Sam Anderson
06/15/16/13	Celebrating Susan Celebrating Susan is a notion put together by Sarah to spark good deeds around the country in honor of her sisters memory. How the notion came to be and how it has taken off in such a short time.	Sarah Star
06/22/23/13	Tyler 1st Initiative This initiative is for all Tyler-ites to help our community. People who live and work here telling the elected officials how and what they think that Tyler need to be successful and become the best city in the country.	Barbara Bass
06/29/30/13	Savora Passion This show talks about the week long Grape Stomp Fundraiser that Simon has put together. All of the events that lead up to the event and what the funds raised are going towards.	Simon Webster



**KFRO-AM Quarterly Issues Report
Q2 Second Quarter, 2013 4/7/13 through 6/30/13
Radio Health Journal Programs 13-14 through 13-26
All Programs Aired Sundays at 6am**

During the second quarter of 2013 the following compliancy issues were covered:

- | | |
|-----------------------------------|---------------------------|
| Agriculture | Individual rights |
| Charitable organizations | Law |
| Climate change | Medicine/health care |
| Consumer protection | Men's issues |
| Consumerism | Mental health |
| Crime and criminal justice system | Nutrition |
| Discrimination | Parenting issues |
| Economics | Pollution |
| Education | Public health and safety |
| Employment/unemployment | Science and technology |
| Environment | Senior citizens and aging |
| Ethics | Sexual abuse |
| Family issues | Traffic safety |
| Government and regulation | Water safety |
| Health | Women's issues |
| Hunger and poverty | Youth at risk |

Program # 13-14
Air Week: 4-7-13

2:05 SEGMENT 1: Food waste

12:51

Synopsis: Americans throw out 25 percent of the food we bring home. Food makes up 18 percent of landfills. Experts discuss why we waste so much, how to combat waste, and how hunger organizations are turning food that used to be thrown out into good meals for the needy.

Host: Reed Pence. Guests: Jonathan Bloom, author, [American Wasteland](#); Pam Stuppy, registered dietitian, York, ME and Portsmouth, NH; Ross Fraser, spokesman, Feeding America

COMPLIANCY ISSUES COVERED: economics; environment; family issues; public health; hunger and poverty; charitable organizations

16:00 SEGMENT 2: Two generations of ADHD

7:59

Synopsis: Having a child with ADHD is often difficult for parents, but when a parent has ADHD as well, it can set up an explosive situation. One such parent who went on a quest of understanding explains the "inside story" of the dynamic and suggests solutions.

Host: Nancy Benson. Guest: Katherine Ellison, author, [Buzz: A Year of Paying Attention](#)

COMPLIANCY ISSUES COVERED: family issues; youth at risk; mental health; consumerism

Program # 13-15
Air Week: 4-4-13

2:05 SEGMENT 1: Bike safety: how much do helmets count?

12:49

Synopsis: Twenty-one US states require bicycle helmets for children, but they remain controversial for adults and few jurisdictions require them. Experts discuss conflicting evidence on helmet effectiveness, the possibility that helmet laws reduce ridership, and other governmental actions that could reduce injuries and deaths even more than helmets.

Host: Reed Pence. Guests: Randy Swart, Director, Bicycle Helmet Safety Institute; Avery Burdett, blogger at VehicularCyclist.com and editorial board member, Bicycle Helmet Research Foundation; Dr. Susan Shaheen, Co-Director, Transportation Sustainability Research Center, Univ. of California, Berkeley

COMPLIANCY ISSUES COVERED: public health; public safety; traffic safety; consumerism and consumer protection; government and regulation; individual rights; parenting issues; youth at risk

15:58 SEGMENT 2: Height, beauty, and criminality

7:53

Synopsis: Researchers have found that short, less-attractive people are less likely to be employed than tall, beautiful people, and so are statistically more likely to turn to a life of crime. Experts discuss the ramifications of this legal discrimination on society.

Host: Nancy Benson. Guests: Dr. Gregory Price, Prof. of Economics, Morehouse College; Deborah Rhode, Director, Stanford Center for the Legal Profession.

COMPLIANCY ISSUES COVERED: crime and criminal justice system; economics; employment and unemployment; discrimination

Program # 13-16
Air Week: 4-21-13

2:05 SEGMENT 1: Caregiving and the workplace 12:19

Synopsis: About one of every six US workers is also a caregiver for an elderly parent or loved one. This creates a drag on productivity in the workplace as employees arrive late, leave early, take work time for caregiving issues and deal with extra stress. Co-workers also have to pick up the slack for these workers. Experts discuss the issue and how employers can prevent problems.

Host: Reed Pence. Guests: Gail Gibson Hunt, President and CEO, National Alliance for Caregiving; Jody Gastfriend, Vice President of Senior Care, Care.com.

COMPLIANCY ISSUES COVERED: workplace and employment issues; senior citizens and elderly; federal government; economics

15:26 SEGMENT 2: Food trends 8:33

Synopsis: Most people would like to eat healthy foods. But other factors such as cost and ease of preparation are much more important in our food choices. A longtime food market researcher discusses why we choose the foods we eat.

Host: Nancy Benson. Guest: Harry Balzer, Chief Industry Analyst, NPD Group.

COMPLIANCY ISSUES COVERED: economics; consumerism; health and nutrition

Program # 13-17
Air Week: 4-28-13

2:02 SEGMENT 1: Allergies and climate change 12:15

Synopsis: The 40 million Americans with allergies are finding allergy seasons are getting longer with higher pollen counts as a result of climate change. Experts discuss this change and how it could affect public health.

Host: Reed Pence. Guests: Dr. Kim Knowlton, Senior Scientist, Health and Environment Program, Natural Resources Defense Council; Dr. Lew Ziska, plant ecologist, USDA Agricultural Research Service Crop Systems and Global Change Laboratory.

COMPLIANCY ISSUES COVERED: public health; environment; climate change; economics; agriculture

15:19 SEGMENT 2: A major endorsement of the Mediterranean diet 8:09

Synopsis: The Mediterranean diet, high in olive oil, beans, nuts, vegetables and fish, has been found to cut the risk of death by up to 30 percent in high risk people. Experts discuss why this style of eating confers such advantages and how people can eat such a diet inexpensively.

Host: Lynn Holley. Guests: Dr. Angelo Acquiata, New York Univ. Medical Center and author, [The Mediterranean Prescription](#); Nancy Harmon Jenkins, author, [The New Mediterranean Diet](#).

COMPLIANCY ISSUES COVERED: health and nutrition; public health; family issues; economics

Program # 13-18
Air Week: 5-5-13

2:03 SEGMENT 1: "Truth serum" 13:22

Synopsis: Police and prosecutors have long sought technologies to help them solve crimes and gain convictions. Use of "truth serum" is one such effort. Research shows subjects are able to lie and are extremely suggestible under its influence, so these narcoanalytic interviews are seldom used. Even so, a Colorado judge has okayed their use on the alleged Aurora theater shooter should he attempt an insanity defense. Is that ethical? Might it work? Experts discuss truth serum and its use.

Host: Reed Pence. Guests: Dr. August Piper, psychiatrist and internist, Seattle, researcher into narcoanalytic interviews; Dr. Elliot Atkins, clinical and forensic psychologist

COMPLIANCY ISSUES COVERED: Law, criminal justice system and courts; ethics; law and medicine

16:28 SEGMENT 2: "Imaginary" illness 6:59

Synopsis: Diseases that produce no diagnosis are frustrating for both patient and physician, to the point that some doctors conclude that even a real illness must be "all in a patient's head." One victim discusses such a misdiagnosis and its implications.

Host: Lynn Holley. Guests: Dr. Chloe Atkins, Assoc. Prof. of Law and Society, Univ. of Calgary and author, My Imaginary Illness: A Journey into Uncertainty and Prejudice in Medical Diagnosis; Dr. Brian Hodges, Prof. of Psychiatry, Univ. of Toronto.

COMPLIANCY ISSUES COVERED: Ethics; health care

Program # 13-19
Air Week: 5-12-13

2:03 SEGMENT 1: Getting a good night's sleep 13:07

Synopsis: As many as 40 percent of Americans suffer from insomnia. Two experts discuss consequences of our sleep deficit and a variety of ways to give people a better chance to sleep soundly all night.

Host: Reed Pence. Guests: Dr. Nina Shapiro, Prof. of Head and Neck Surgery, UCLA; Dr. Sara Gottfried, Integrative Physician and author, The Hormone Cure.

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

17:09 SEGMENT 2: The beginning of modern cancer treatment 7:52

Synopsis: Scientists are hotly pursuing the genetic roots of cancer to treat the disease without harming normal cells. But when they first stumbled onto a single mutation that caused a form of leukemia in 1959, researchers had no idea what to do with the discovery. A science writer describes 40 years of innovation to get from the microscope to the first genetic treatment.

Host: Nancy Benson. Guests: Jessica Wapner, author, The Philadelphia Chromosome: A Mutant Gene and the Quest to Cure Cancer at the Genetic Level.

COMPLIANCY ISSUES COVERED: health care; public health; science and technology; economics

Program # 13-24
Air Week: 6-16-13

2:01 SEGMENT 1: Raising kids in a toxic world 13:12

Synopsis: Children are most vulnerable to the toxics in our environment. The US has fewer rules requiring testing of new chemicals compared to the EU, so it is mostly up to parents to keep children safe. Two experts discuss the important steps parents can take.

Host: Reed Pence. Guests: Dr. Sandra Steingraber, Scholar-In-Residence, Ithaca College and author, Living Downstream and Raising Elijah: Protecting Our Children In An Age of Environmental Crisis; Dave Wentz, author, The Healthy Home: Simple Truths to Protect Your Family From Hidden Household Dangers.

COMPLIANCY ISSUES COVERED: public health; consumerism; air and water pollution; environment; youth at risk; federal government and regulation; economics

16:15 SEGMENT 2: Free play and playgrounds 7:13

Synopsis: Many schools are cutting recess and playgrounds to give children more time in the classroom. However, research shows that children need free play, and learn better when they have it. Two experts discuss the advantages of free play.

Host: Nancy Benson. Guests: Bob Collins, playground designer, RGC Design, and author, The Complete Guide to Playground Development; Dr. Jodi Crane, Assoc. Prof. and Director, Appalachian Play Therapy Center, Lindsey Wilson College.

COMPLIANCY ISSUES COVERED: education; youth at risk; parenting issues

Program # 13-25
Air Week: 6-23-13

2:04 SEGMENT 1: GPS and the brain 13:41

Synopsis: Devices such GPS help us find our way easily, but researchers are finding that over-reliance may lead to weakening of a specific part of the brain, with a higher risk of dementia later. Experts explain and discuss ways to keep the hippocampus healthy.

Host: Reed Pence. Guests: Dr. Veronique Bohbot, Assoc. Prof. of Psychiatry, McGill Univ.; Dr. Michael Merzenich, Prof. Emeritus of Neuroscience, Univ. of California-San Francisco and Chief Scientific Officer, Posit Science Co.; Glen Schorr, Exec. Dir., Orienteering USA

COMPLIANCY ISSUES COVERED: public health; technology and society; healthy aging; consumerism

16:49 SEGMENT 2: Puzzles and the brain 7:04

Synopsis: Researchers have discovered that specific mind tasks can enhance specific parts of the brain. A brain scientist and a puzzle developer discuss how to use different kinds of puzzles to strengthen the mind.

Host: Nancy Benson. Guests: Dr. Richard Restak, Prof. of Neurology, George Washington Hospital and Scott Kim, independent game designer, co-authors, The Playful Brain: The Surprising Science of How Puzzles Improve Your Mind

COMPLIANCY ISSUES COVERED: consumerism; education

Program # 13-26
Air Week: 6-30-13

2:04 SEGMENT 1: Medical apps 13:10

Synopsis: The advent of smartphones puts a computer in many people's pockets, and application developers have created hundreds of apps to do everything from finding information and testing vital signs to making diagnoses. The industry calls these "MHealth apps." Experts discuss how they're being adopted by doctors and patients and what they'll mean to health care.

Host: Reed Pence. Guests: Brian Edwards, Senior MHealth Analyst, i-Medial Apps and fellow, Startup Health; Dr. Noah Craft, Chief Medical Officer, Logical Images, and dermatologist, UCLA Medical Center; Kim Tyrell-Knott, partner, Epstein, Becker and Green Law and attorney, MHealth Regulatory Coalition

COMPLIANCY ISSUES COVERED: health care; public health; technology and society; consumerism; government and regulation

16:18 SEGMENT 2: Vocal abuse 7:39

Synopsis: Much of our communication relies on speaking. Experts discuss ways to keep your voice out of trouble.

Host: Nancy Benson. Guests: Dr. Ramon Franco, Director, Div. of Laryngology, Harvard Medical School-Massachusetts Eye and Ear infirmary; Lisa Grisolia, voice teacher and professional vocalist with New Classic Singers.

COMPLIANCY ISSUES COVERED: consumerism; health care; communication

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