

## Quarterly Issues Programs List for Townsquare Media Utica

October 1, 2022 through December 31, 2022

### Quarterly Issues Programs List for Stations

WFRG-FM, WLZW-FM, WODZ-FM, WOUR-FM, and WIBX-AM

#### Section I. Issues.

The stations have identified the following topics as significant issues facing our community in this quarter:

- A. **Public Health:** According to Albany Medical, growth in the demand for physicians in New York will likely outpace growth in the supply of physicians in the upcoming years. According to forecasts from Albany Medical, the report suggested that New York is likely to face a physician shortage in 2030, and, in the case of areas already experiencing shortages, they will intensify further in coming years. This staffing shortage is echoed as a tough challenge for our local hospital system, Mohawk Valley Health System (MVHS), according to MVHS President/CEO, Darlene Stromstead. Couple that with a demanding patient load and it's no surprise that both doctors and patients are feeling slighted.
- B. **Mental Health:** Every year, more than 1 in 5 New Yorkers has symptoms of a mental disorder. Moreover, in any year, 1 in 10 adults and children experience mental health challenges serious enough to affect functioning in work, family and school life. Mental toughness is usually a term reserved for athletes. In a recent health study commissioned by Oneida County Health Department, respondents showed that Oneida County fell below the Prevention Agenda objective for several indicators in the age-adjusted percentage of adults with poor mental health for 14 or more days in the last month, adults with binge drinking during the last month, and the suicide death rate per 100,000 population.
- C. **Veteran's Affairs:** New York offers special benefits for Service members, Veterans and their Families including property tax exemptions, New York National Guard Tuition Program, Military Service Recognition Scholarship, compensation for state active duty, and more. Though the VA Healthcare system is a great resource, too many veterans are unable to access it. Oneida County is home to approximately 14,900 Veterans, comprising 8.6% of the local population.
- D. **State Government:** In New York State, the turnout rate fell in the general election to a historic low of 23.3% in 2021. In order to provide our audience with as much election information as possible, and to increase voter turnout, we discussed several events in Oneida and Herkimer County where the public had access to talk to those running on the ballot, and we offered our listeners the opportunity to ask questions during debates.

## Section II. Responsive Programs

As part of our Responsive Programs, our brands air both “This Week in the Mohawk Valley” and the “Radio Health Journal” weekly.

### This Week in the Mohawk Valley

“This Week in the Mohawk Valley” airs every Sunday on each station at the following times:

WFRG- FM, WLZW-FM, WOUR-FM, and WODZ-FM at 6AM

WIBX-AM at 10AM.

Date(s) Aired	Issue(s) Discussed	Description of Program
10/16/2022	Politics, Tourism, Local Economy	Bill Guglielmo and John Calabrese, chairs of the Rome Chamber of Commerce, discussed their upcoming Congressional Forum for The Congressional Candidates locally. The event is free and open to the public.  CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, discussed upcoming events happening at local attractions.
10/23/2022	Local Economy, Tourism, Local Development	John Piseck, President of the Herkimer County Industrial Development, discussed the development of the business park in Schuyler, and the new businesses and job opportunities for our area opening up. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
10/30/2022	Employment, Healthcare, Community Projects and Development, Local Economy	Darlene Stromstad, President/CEO of Mohawk Valley Health System, stopped by to discuss the latest progress of the New Wynn Hospital Downtown and job opportunities for nurses and staff that will open up in 2023.  CNY Travel Show. Sara Foster, with Oneida County Tourism, reviewed upcoming events happening at local attractions.
11/06/2022	Education, Tourism, Local Economy	Anthony Nicotera and Maria Smith, both members of the Mohawk Valley Regional Education Committee, discussed the heavy focus on educators in four of the local Utica school districts for teachers. Also, they discussed the new drone program being offered locally.  CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
11/13/2022	Tourism, Local Economy	Debbie Kessler, newly promoted within Herkimer County spotlighted city events and discussed upcoming events happening at local attractions.  CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
11/20/2022	Community, Tourism, Local Economy	Michele Hummel, Director of the Herkimer County Chamber of Commerce, discussed upcoming holiday events and other local attractions featured through the end of December.  CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
11/27/2022	Local Economy, Small Businesses, Tourism	Alicia Brockway, from NBT Bank, discussed NBT’s partnership with Townsquare Media and The Genesis Group to provide funding for local businesses. Also, she announced winners of local business awards  CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.

12/04/2022	Local Economy, Local Businesses	Hannah Phillips, Media Specialist for Mohawk Valley Edge, discussed the Leading Edge Awards Winners for 2022. The Leading EDGE Awards were instituted in 1998 to recognize companies in the Mohawk Valley who were leaders in their industrial sector and the regional economy.
12/11/2022	Employment, Tourism, Local Economy	Karen Piseck, from Herkimer Working Solutions, discussed Working Solutions partnership with the City of Herkimer to find local residents jobs. Also, she announced their Weekly Job Fair and shared information on how residents can interview on the spot with several local organizations.  CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
12/18/2022	Hunger, Poverty, Tourism, Local Economy	Pastor David Ossenfort, of the Shepherd's Ministries of New Hartford, discussed the meaning of Christmas. Also, he discussed all the local shelters and food donations that members of the community can receive on Christmas Day.  CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
12/25/2022	Public Safety, Employment, Tourism, Local Economy	Oneida County Sheriff Rob Maciol discussed the increases of Road Patrols for the holiday weekend, and the New Year weekends. Also, he discussed recruitment for jobs in the Sheriff's office.  CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, discussed upcoming events happening at local attractions.

In addition to the above programming, each station broadcasts Radio Health Journal for 30 minutes each week as follows:

WIBX: Saturdays at 5am and Sunday at 8am

WFRG-FM, WLZW-FM, WODZ-FM, WOUR-FM: Sundays at 6am

See attached program log for details.

Program	22-40	Written & Produced	Kristen Farrah
Air Week	10/02/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Macys "Hispanic Heritage Month" Autozone "Services Mashup" OUTCUE: ...group 2021	:30	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: PHARMACY DESERTS: THE SHRINKING ACCESS TO HEALTHCARE</b>	12:21	
	Synopsis: Neighborhood pharmacies are closing across the nation, leaving their communities without close access to medication and other healthcare needs. Dr. Walter Mathis has researched pharmacy deserts and how they're affecting local communities. He explains possible solutions to this growing issue. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Walter Mathis, Assistant Professor of Psychiatry, Yale School of Medicine; Justin Macy PharmD, Digital Health Senior Manager, National Association of Boards of Pharmacy Compliance issues covered: pharmacy deserts; pharmacy; healthcare; public health; medical access; food deserts; vulnerable populations; consumerism; corporatization; public transportation; public policy Links for information: <a href="https://medicine.yale.edu/profile/walter_mathis/">https://medicine.yale.edu/profile/walter_mathis/</a> <a href="https://pubmed.ncbi.nlm.nih.gov/35953379/">https://pubmed.ncbi.nlm.nih.gov/35953379/</a> <a href="https://www.linkedin.com/in/justinmacy/">https://www.linkedin.com/in/justinmacy/</a> <a href="https://safe.pharmacy/">https://safe.pharmacy/</a>		
14:11	SPOTBREAK 2: Procter & Gamble "Tide" Progressive Insurance Co "Progressive" OUTCUE: ...states or situations	:30	
15:11	:02 PAUSE FOR LOCAL AVAIL	:02	
15:13	<b>SEGMENT 2: AN ILLNESS AFFECTING MILLIONS OF UNSUSPECTING PEOPLE – POSSIBLY YOU</b>	7:51	
	Synopsis: Peripheral Artery Disease may not be a household name like stroke or heart attack, but it's just as common. Unfortunately, the lack of awareness means that many patients with PAD catch it too late and end up needing an amputation. Dr. Nick West discusses why public awareness is crucial to saving lives and limbs. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Nick West, Chief Medical Officer, Abbott Laboratories Compliance issues covered: global health emergency; public safety; amputations; exercise; physical health; patient safety; public awareness; disease awareness Links for information: <a href="https://www.linkedin.com/in/nick-west-8050a1a0/">https://www.linkedin.com/in/nick-west-8050a1a0/</a> <a href="https://www.cardiovascular.abbott/us/en/patients/treatments-therapies/peripheral-artery-disease.html">https://www.cardiovascular.abbott/us/en/patients/treatments-therapies/peripheral-artery-disease.html</a> <a href="https://www.cardiovascular.abbott/us/en/hcp/disease-management/peripheral-artery-disease/clear.html">https://www.cardiovascular.abbott/us/en/hcp/disease-management/peripheral-artery-disease/clear.html</a>		
23:04	SPOTBREAK 3: Procter & Gamble "Downy" Indeed "Indeed 2022 Upfront" Macys "Hispanic Heritage Month" KFC "Window 6 Campaign" OUTCUE: ...tax extra	:30	
25:04	Medical Notes & News. Host: Shel Lustig	1:22	
26:26	SPOTBREAK 4: Pfizer Consumer Healthcare "Eliquis" Procter & Gamble "King C Gillette" OUTCUE: ...c gillette	:30	
27:27	Program Conclusion	:31	
27:58	TOTAL TIME		

<b>Program</b>	22-41	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	10/09/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Macys "Hispanic Heritage Month" Wendy's "Breakfast" OUTCUE: ...breakfast hours	:30 :30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: DISSECTING THE EMERGENCY ROOM: EVERY PATIENT HAS A STORY</b>	12:05
	Synopsis: As an ER doctor, Jay Baruch wears many hats. He's a healer, listener, traffic director, and so much more during each shift. But in such a chaotic space, how can doctors maximize their time with patients? Baruch explains his beliefs on medicine's moral center and changes that need to be implemented to give patients the best outcomes. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Jay Baruch, Emergency Physician, Professor of Emergency Medicine, Warren Alpert Medical School at Brown University, Author Compliance issues covered: emergency medicine; patient safety; healthcare; pandemic; hospital; consumerism; insurance companies; medical records; creativity; medicine; public health Links for information: <a href="https://twitter.com/JBaruchMD?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/JBaruchMD?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.jaybaruch.com/">https://www.jaybaruch.com/</a> <a href="https://vivo.brown.edu/display/jbaruchm">https://vivo.brown.edu/display/jbaruchm</a>	
13:55	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
14:55	:02 PAUSE FOR LOCAL AVAIL	:02
14:57	<b>SEGMENT 2: A NEW HOPE FOR MEN WITH ADVANCED PROSTATE CANCER</b>	7:28
	Synopsis: Treatments for metastatic hormone-sensitive prostate cancer have remained the same for seventy years – until now. Scientists have created a medication, called Nubeqa, that pairs with the original treatments and helps lengthen the lifespan of patients. An expert discusses why this is an optimistic time for MHSPC patients. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Neal Shore, Medical Director, Carolina Urologic Research Center, Chief Medical Officer of Urology and Surgical Oncology, Genesis Care US Compliance issues covered: patient safety; prostate cancer; novel treatments; cancer; oncology; gender issues; vulnerable population; radiation; chemotherapy Links for information: <a href="https://www.genescare.com/us/our-doctors/dr-neal-d-shore">https://www.genescare.com/us/our-doctors/dr-neal-d-shore</a> <a href="https://atlanticurologyclinics.com/physicians/neal-shore/">https://atlanticurologyclinics.com/physicians/neal-shore/</a> <a href="https://www.nubeqa-us.com/">https://www.nubeqa-us.com/</a>	
22:25	SPOTBREAK 3: Progressive Insurance Co "Progressive" Procter & Gamble "Swiffer" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :60
24:25	Medical Notes & News. Host: Shel Lustig	2:00
26:25	SPOTBREAK 4: Macys "Hispanic Heritage Month" KFC "Window 6 Campaign" OUTCUE: ...tax extra	:30 :31
27:26	Program Conclusion	:31
27:57	TOTAL TIME	

Program	22-42	Written & Produced	Kristen Farrah
Air Week	10/16/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...the facts dot com	:59	
1:47	:02 PAUSE FOR LOCAL AVAIL	:02	
1:49	<b>SEGMENT 1: THE CONDITION THAT EXPERTS SAY IS SEVERELY UNDERDIAGNOSED</b>	10:52	
	Synopsis: Our upper and lower body movements are connected by two small joints called the SI joint. Any changes in this joint can cause severe pain and restricted mobility. Unfortunately, SI Joint Dysfunction is extremely hard to diagnose. An expert explains the difficulties in diagnosing and how the dysfunction can be fixed using regenerative medicine. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Niteesh Bharara, Director of Regenerative Medicine, Virginia Spine Institute; Kathryn Butterfield, Diagnosed with SI Joint Dysfunction Compliance issues covered: regenerative medicine; back pain; stem cell therapy; chronic condition; patient safety; consumerism; vulnerable populations; public health; chronic pain; joint dysfunction Links for information: <a href="https://www.spinemd.com/our-team/physicians/dr-niteesh-bharara">https://www.spinemd.com/our-team/physicians/dr-niteesh-bharara</a> <a href="https://www.instagram.com/doctor_bharara/?hl=en">https://www.instagram.com/doctor_bharara/?hl=en</a>		
12:41	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
13:41	:02 PAUSE FOR LOCAL AVAIL	:02	
13:43	<b>SEGMENT 2: WHY WE NEED TO HAVE BETTER DISCUSSIONS AROUND MALE INFERTILITY</b>	9:14	
	Synopsis: Did you know that men are just as affected by infertility as women? Yet, society tends to focus on female infertility more commonly. Because of the lack of discussion, many men wait too long to seek help for fertility issues. Dr. Scott Lundy, a urologist at the Cleveland Clinic, discusses different causes of male infertility and common treatment options men may not know about. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Scott Lundy, Urologist, Glickman Urological and Kidney Institute at the Cleveland Clinic Compliance issues covered: fertility; male infertility; men's health; reproduction; assisted reproduction; lifestyle changes; public awareness; public health; reproductive technology Links for information: <a href="https://my.clevelandclinic.org/staff/28398-scott-lundy">https://my.clevelandclinic.org/staff/28398-scott-lundy</a> <a href="https://resolve.org/">https://resolve.org/</a> <a href="https://twitter.com/scottlundymdphd?lang=en">https://twitter.com/scottlundymdphd?lang=en</a> <a href="https://www.urologyhealth.org/urology-a-z/m/male-infertility">https://www.urologyhealth.org/urology-a-z/m/male-infertility</a>		
22:57	SPOTBREAK 3: Discover Products Inc "Discover Card Brand" KFC "Window 6 Campaign" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :60	
24:57	Medical Notes & News. Host: Shel Lustig	1:28	
26:25	SPOTBREAK 4: Ebay "Ebay Parts & Accessories" Procter & Gamble "Oral B" OUTCUE: ...come and get it	:30 :30	
27:25	Program Conclusion	:31	
27:56	TOTAL TIME		

<b>Program</b>	22-43	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	10/23/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: "FIELD IN CRISIS": DOCTORS NEED 26.7 HOURS IN A DAY TO CARE FOR PATIENTS</b>	11:12
	Synopsis: Primary care physicians have been experiencing a shortage in recent years. Couple that with a demanding patient load and it's no surprise that both doctors and patients are feeling slighted. Experts discuss the systemic changes needed to turn the field around. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Russ Phillips, Primary Care Physician, Director, Harvard Medical School Center for Primary Care; Dr. Justin Porter, Primary Care Physician, Assistant Professor of Medicine, University of Chicago Compliance issues covered: primary care; physician shortage; multidisciplinary care; fee-for-service; value-based care; patient health; public health; consumerism; education Links for information: <a href="https://www.uchicagomedicine.org/find-a-physician/physician/justin-porter">https://www.uchicagomedicine.org/find-a-physician/physician/justin-porter</a> <a href="https://link.springer.com/article/10.1007/s11606-022-07707-x">https://link.springer.com/article/10.1007/s11606-022-07707-x</a> <a href="https://primarycare.hms.harvard.edu/faculty-staff/russ-phillips">https://primarycare.hms.harvard.edu/faculty-staff/russ-phillips</a>	
13:02	SPOTBREAK 2: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
14:02	:02 PAUSE FOR LOCAL AVAIL	:02
14:04	<b>SEGMENT 2: CAN DREAMS DEEPEN OUR UNDERSTANDING OF MENTAL ILLNESS?</b>	8:28
	Synopsis: Even with a growing awareness of mental health, researchers say our compassion for those with mental illness hasn't improved. Dr. Melanie Rosen, an assistant professor of philosophy, thinks the lack of societal empathy could be fixed in our sleep. She explains how the delusional nature of dreams could help us better understand the daily lives of those with mental illnesses, such as schizophrenia. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Melanie Rosen, Assistant Professor of Philosophy, Trent University Compliance issues covered: dreams; sleep; mental health; mental illness; virtual reality; delusions; public health; mental health awareness; empathy; neuroscience Links for information: <a href="https://www.trentu.ca/philosophy/faculty-research/melanie-rosen">https://www.trentu.ca/philosophy/faculty-research/melanie-rosen</a> <a href="https://www.youtube.com/watch?v=i40-x3Tp8Z0">https://www.youtube.com/watch?v=i40-x3Tp8Z0</a> <a href="https://journals.ub.uni-heidelberg.de/index.php/JoDR/article/view/83147">https://journals.ub.uni-heidelberg.de/index.php/JoDR/article/view/83147</a>	
22:32	SPOTBREAK 3: Macy's "Breast Cancer Awareness" :30 Procter & Gamble "Gain" :30 Wendy's "Wendy's Value" :30 Progressive Insurance Co "Progressive" OUTCUE: ...all agents :30	
24:32	Medical Notes & News. Host: Shel Lustig	1:57
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

<b>Program</b>	22-44	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	10/30/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:59
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	<b>SEGMENT 1: THE CONVERSATION AROUND STILLBIRTH THAT'S LONG OVERDUE</b>	12:22
	Synopsis: Elizabeth O'Donnell experienced a stillbirth in 2020. Through her grief, she created Aaliyah in Action, a non-profit that helps women in similar situations, in honor of her daughter. She believes stillbirth prevention needs to be a public conversation – one that can save thousands of babies. Host: Reed Pence. Producer: Kristen Farrah. Guests: Elizabeth O'Donnell, Founder, Aaliyah in Action; Dr. Neil Mandsager, Maternal Fetal Medicine Physician, Director of Obstetrician, MercyOne Des Moines Medical Center, Medical Adviser, Count the Kicks Compliance issues covered: stillbirth; stillbirth prevention; pregnancy; children at risk; vulnerable populations; education; non-profit; legislation; consumerism; public health Links for information: <a href="https://www.aaliyahinaction.org/meet-the-founder-elizabeth">https://www.aaliyahinaction.org/meet-the-founder-elizabeth</a> <a href="https://twitter.com/neilmandsager?lang=en">https://twitter.com/neilmandsager?lang=en</a> <a href="https://www.instagram.com/aaliyahinaction/?hl=en">https://www.instagram.com/aaliyahinaction/?hl=en</a> <a href="https://countthekicks.org/">https://countthekicks.org/</a> <a href="https://www.mercyone.org/desmoines/provider/neil-mandsager-md-maternal-and-fetal-medicine">https://www.mercyone.org/desmoines/provider/neil-mandsager-md-maternal-and-fetal-medicine</a> <a href="https://twitter.com/aaliyahinaction?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/aaliyahinaction?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a>	
14:11	SPOTBREAK 2: Macy's "Breast Cancer Awareness" Procter & Gamble "Oral B" OUTCUE: ...come and get it	:30 :30
15:11	:02 PAUSE FOR LOCAL AVAIL	:02
15:13	<b>SEGMENT 2: HOW SLEEP RESEARCH IS IMPROVING COMMUNICATION TECHNOLOGY</b>	7:35
	Synopsis: Even after decades of research, much of the human brain remains a mystery. In an effort to progress communication technology for the physically disabled, Dr. Daniel Rubin, a neurologist, is working to uncover some of the questions around sleep. He explains his groundbreaking findings and sheds light on the future of bridging our brains with technology for instantaneous communication. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Daniel Rubin, Neurologist, Massachusetts General Hospital, Instructor, Harvard Medical School Compliance issues covered: public health; communication; consumerism; sleep; neurology; neuroscience; physically disabled; memory; technology Links for information: <a href="https://www.massgeneral.org/doctors/20938/daniel-rubin">https://www.massgeneral.org/doctors/20938/daniel-rubin</a> <a href="https://mobile.twitter.com/dbrubin">https://mobile.twitter.com/dbrubin</a> <a href="https://www.braingate.org/team/dan-rubin-md-phd/">https://www.braingate.org/team/dan-rubin-md-phd/</a> <a href="https://www.jneurosci.org/content/42/25/5007">https://www.jneurosci.org/content/42/25/5007</a>	
22:48	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60 :60
24:48	Medical Notes & News. Host: Shel Lustig	1:41
26:29	SPOTBREAK 4: Macy's "Breast Cancer Awareness" Procter & Gamble "Vicks Quils" OUTCUE: ...use as directed	:30 :30
27:29	Program Conclusion	:30
27:59	TOTAL TIME	



Program	22-45	Written & Produced	Kristen Farrah & Polly Hansen
Air Week	11/06/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Pprevnar" OUTCUE: ...with prevnar twenty	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: HAVE WE RELIED TOO MUCH ON HEALTHCARE?</b>	13:04	
	Synopsis: Hospitals are a foundational part of our health, but Dr. Michael Stein, a primary care physician, believes we may be depending too much on medicine. He explains the difference between healthcare and public health, arguing that we should pay more attention to preventing conditions before they occur. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Michael Stein, Primary Care Physician, Professor, Boston University School of Public Health; Dr. Franchell Hamilton, Bariatric Surgeon, Obesity Weight loss Specialist, Founder, NeuroSwitch Weight Loss Compliance issues covered: public health; healthcare; preventive medicine; politics; public policy; vulnerable populations; hunger crisis; housing crisis; consumerism; nutrition; health Links for information: <a href="https://www.bu.edu/sph/profile/michael-stein/">https://www.bu.edu/sph/profile/michael-stein/</a> <a href="https://twitter.com/mdsteinmd">https://twitter.com/mdsteinmd</a> <a href="https://www.michaelsteinbooks.com/">https://www.michaelsteinbooks.com/</a> <a href="https://neuroswitchweightloss.com/">https://neuroswitchweightloss.com/</a> <a href="https://drfhamilton.com/">https://drfhamilton.com/</a> <a href="https://www.instagram.com/dr.fhamilton/?hl=en">https://www.instagram.com/dr.fhamilton/?hl=en</a> <a href="https://twitter.com/drfhamilton?lang=en">https://twitter.com/drfhamilton?lang=en</a> <a href="https://health.gov/our-work/nutrition-physical-activity/white-house-conference-hunger-nutrition-and-health">https://health.gov/our-work/nutrition-physical-activity/white-house-conference-hunger-nutrition-and-health</a>		
14:54	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
15:54	:02 PAUSE FOR LOCAL AVAIL	:02	
15:56	<b>SEGMENT 2: HOW ORDINARY PEOPLE BECAME AMERICA'S FIRST PARAMEDICS</b>	7:10	
	Synopsis: In 1966, Americans were more likely to die from a car crash than soldiers in the Vietnam War. Most people needing emergency assistance were carried to the hospital in the back of a police car. In his new book, Kevin Hazzard uncovers how our modern-day paramedics came to be. Host: Nancy Benson. Producer: Polly Hanson. Guests: Kevin Hazzard, Paramedic, Author, American Sirens, The Incredible Story of The Black Men Who Became America's First Paramedics Compliance issues covered: paramedic; ambulance; public health; race; healthcare; vulnerable populations; consumerism; patient safety; life expectancy Links for information: <a href="https://www.kevinhazzard.com/">https://www.kevinhazzard.com/</a> <a href="https://twitter.com/goes_by_hazzard">https://twitter.com/goes_by_hazzard</a>		
23:06	SPOTBREAK 3: Macys "Big Brothers and Sisters" Procter & Gamble "Olay Body" Pfizer Consumer Healthcare "Pprevnar" OUTCUE: ...with Pprevnar twenty	:30 :28 :60	
25:04	Medical Notes & News. Host: Shel Lustig	1:23	
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
27:27	Program Conclusion	:30	
27:57	TOTAL TIME		

<b>Program</b>	22-46	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	11/13/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: ANTIBIOTICS: THE GROWING HEALTH CRISIS WE'RE NOT TALKING ABOUT, PART 1</b>	11:01
	<p>Synopsis: People around the world have heavily relied on antibiotics to fight off infections for decades. Unfortunately, this dependency has created a global resistance to some of the drugs, leading to the deaths of more than one million people in 2019. Dr. John McKillip discusses the overuse, overprescribed, and misprescribed issues that, if left unchecked, could result in up to ten million deaths each year due to antibiotic resistance.</p> <p>Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. John McKillip, Professor of Microbiology, Ball State University; Milan Patel, CEO and Co-Founder, PathogenDx            Compliancy issues covered: antibiotics; antibiotic resistance; public health; public health crisis; patient safety; global crisis; biotechnology; overprescribing; genetics; bacteria; pharmaceutical industry            Links for information: <a href="https://www.bsu.edu/academics/collegesanddepartments/biology/about/faculty-staff/biofaculty/mckillipjohn">https://www.bsu.edu/academics/collegesanddepartments/biology/about/faculty-staff/biofaculty/mckillipjohn</a> <a href="https://twitter.com/pathogendx">https://twitter.com/pathogendx</a> <a href="https://link.springer.com/article/10.1007/s11756-021-00697-x">https://link.springer.com/article/10.1007/s11756-021-00697-x</a> <a href="https://pathogendx.com/about/executive-team/">https://pathogendx.com/about/executive-team/</a></p>	
12:51	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
13:51	:02 PAUSE FOR LOCAL AVAIL	:02
13:53	<b>SEGMENT 2: HOW TO OVERCOME YOUR MENTAL BLOCKS TO REACH SUCCESS</b>	8:36
	<p>Synopsis: Mental toughness is usually a term reserved for athletes. However, Dr. Haley Perlus, an expert in performance psychology, explains why it's so important for everyone to work on their mental fortitude. Perlus joins us this week to offer tips on how to work past those mental blocks and achieve your goals.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Haley Perlus; Author, Public Speaker, Doctor of Sport and Performance Psychology            Compliancy issues covered: mental health; mental toughness; athletics; neurology; public health; goal setting; relationships; strength; mindset            Links for information: <a href="https://drhaleyperlus.com/">https://drhaleyperlus.com/</a> <a href="https://twitter.com/sportpsychology?lang=en">https://twitter.com/sportpsychology?lang=en</a> <a href="https://www.youtube.com/channel/UC8cH78p4ZaR_F-S7iLSE0PQ">https://www.youtube.com/channel/UC8cH78p4ZaR_F-S7iLSE0PQ</a></p>	
22:29	SPOTBREAK 3: Macys "Big Brothers and Sisters" :30	
	Pfizer Consumer Healthcare "Paxlovid" :30	
	Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com :60	
24:29	Medical Notes & News. Host: Shel Lustig	2:00
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

Program	22-47	Written & Produced	Kristen Farrah
Air Week	11/20/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: HAS HEALTHCARE LET DOWN THE MEN AND WOMEN WHO SERVED OUR COUNTRY?</b>	11:44	
	<p>Synopsis: Suzanne Gordon's new book "Our Veterans" explores the question: have we failed our service members? Though the VA Healthcare system is a great resource, too many veterans are unable to access it. Gordon exposes our society's insufficient care for the men and women who've served our country and offers solutions to help right these wrongs.</p> <p>Host: Reed Pence. Producer: Kristen Farrah. Guests: Suzanne Gordon, Journalist, Senior Policy Analyst, Veterans Healthcare Policy Institute, Author, Our Veterans: Winners, Losers, Friends, and Enemies on the New Terrain of Veterans Affairs; Dr. Edgardo Padin-Rivera, Retired Clinical Psychologist, Vietnam War Veteran</p> <p>Compliance issues covered: veterans; veterans affairs; sexual assault; military; army; combat; Vietnam war; vulnerable populations; government; healthcare; chronic conditions; PTSD; trauma; suicide</p> <p>Links for information: <a href="https://suzannegordon.com/">https://suzannegordon.com/</a> <a href="https://www.dukeupress.edu/our-veterans">https://www.dukeupress.edu/our-veterans</a>  <a href="https://www.va.gov/health-care/">https://www.va.gov/health-care/</a> <a href="https://www.va.gov/health/">https://www.va.gov/health/</a> <a href="https://www.sapr.mil/">https://www.sapr.mil/</a>  <a href="https://www.hospicewr.org/Western-Reserve-CareLink/February-2016/Post-Traumatic-Stress-at-the-End-of-Life">https://www.hospicewr.org/Western-Reserve-CareLink/February-2016/Post-Traumatic-Stress-at-the-End-of-Life</a></p>		
13:34	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
13:34	:02 PAUSE FOR LOCAL AVAIL	:02	
13:36	<b>SEGMENT 2: ANTIBIOTICS PART 2: WE ARE WHAT WE EAT</b>	8:53	
	<p>Synopsis: In this continuation of last week's antibiotic segment, we explore the prevalence of drug use within animal agriculture. Two-thirds of the yearly antibiotic supply are consumed by this industry. What's the impact to people who ultimately eat these antibiotic-ridden meat, dairy, and produce products?</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Laurel Redding, Assistant Professor of Epidemiology, University of Pennsylvania School of Veterinary Medicine</p> <p>Compliance issues covered: antibiotics; agriculture; global crisis; antibiotic resistance; animal agriculture; public health; federal regulations; veterinary medicine; meat industry; dairy industry</p> <p>Links for information: <a href="https://www.med.upenn.edu/apps/faculty/index.php/g5455356/p8127742">https://www.med.upenn.edu/apps/faculty/index.php/g5455356/p8127742</a>  <a href="https://www.linkedin.com/in/laurel-redding-b510873/">https://www.linkedin.com/in/laurel-redding-b510873/</a> <a href="https://ehp.niehs.nih.gov/doi/full/10.1289/EHP7327">https://ehp.niehs.nih.gov/doi/full/10.1289/EHP7327</a></p>		
22:29	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...states or situations	:60	
	Procter & Gamble "Downy" :30		
	Progressive Insurance Co "Progressive" :30		
24:29	Medical Notes & News. Host: Shel Lustig	1:58	
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:59	
27:26	Program Conclusion	:31	
27:57	TOTAL TIME		

Program	22-48	Written & Produced	Kristen Farrah
Air Week	11/27/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: GUT FEELING: THE TRILLIONS OF BACTERIA IN CHARGE OF OUR IMMUNE SYSTEM</b>	11:53	
	Synopsis: Trillions of bacteria live in our gut, creating an intricate system called the 'gut microbiome.' Dr. Robynne Chutkan, a gastroenterologist, explains how this network is a crucial component to our immune system. She also offers step-by-step guidance on how to strengthen your own microbiome. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Robynne Chutkan, Gastroenterologist, Digestive Center for Wellness, Author, The Anti-Viral Gut: Tackling Pathogens From The Inside Out Compliance issues covered: public health; diet; gut microbiome; bacteria; immune system; gastroenterology; nature; plant fiber; supplements; antibiotics; consumerism; digestion; autoimmune disease; allergies; cancer Links for information: <a href="https://robynechutkan.com/">https://robynechutkan.com/</a> <a href="https://robynechutkan.com/anti-viral-gut-master-class/">https://robynechutkan.com/anti-viral-gut-master-class/</a> <a href="https://www.instagram.com/gutbliss/?hl=en">https://www.instagram.com/gutbliss/?hl=en</a> <a href="https://www.youtube.com/channel/UC-NRqtMBH9ps1CGjfaP607A">https://www.youtube.com/channel/UC-NRqtMBH9ps1CGjfaP607A</a> <a href="https://twitter.com/drchutkan?lang=en">https://twitter.com/drchutkan?lang=en</a>		
13:43	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
14:43	:02 PAUSE FOR LOCAL AVAIL	:02	
14:45	<b>SEGMENT 2: "LOVE THE PERSON, HATE THEIR BEHAVIOR" SUPPORTING AN ADDICT</b>	8:11	
	Synopsis: Addiction doesn't just affect one person; it can tear entire families apart. But how can you convince a loved one to get help, and is there a way to support them without enabling the addiction? An expert discusses the steps families can take to fight against substance use addiction. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Judy Mandel, Author, White Flag; Mike Gimbel, Drug Abuse Expert, Host, Straight Talk Compliance issues covered: drug abuse; addiction; homelessness; consumerism; drug epidemic; vulnerable populations; harm reduction; intervention; family issues; addiction resources; substance use disorder Links for information: <a href="https://judymandel.com/">https://judymandel.com/</a> <a href="https://judymandel.com/books/white-flag-book/#buy">https://judymandel.com/books/white-flag-book/#buy</a> <a href="https://twitter.com/judymandel">https://twitter.com/judymandel</a> <a href="https://www.instagram.com/mandeljudy/">https://www.instagram.com/mandeljudy/</a> <a href="https://www.linkedin.com/in/mike-gimbel-a6b57b65/">https://www.linkedin.com/in/mike-gimbel-a6b57b65/</a> <a href="https://twitter.com/gimbel_mike">https://twitter.com/gimbel_mike</a> <a href="https://harfordtv.org/hcn_program/straight-talk/">https://harfordtv.org/hcn_program/straight-talk/</a>		
22:56	SPOTBREAK 3: Macy's "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :61	
24:57	Medical Notes & News. Host: Shel Lustig	1:31	
26:28	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
27:28	Program Conclusion	:31	
27:59	TOTAL TIME		

<b>Program</b>	22-49	<b>Written &amp; Produced</b>	Kristen Farrah, Polly Hansen
<b>Air Week</b>	12/04/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: HOW 'LONG COVID' HAS BROUGHT ATTENTION TO A NEGLECTED ILLNESS</b>	10:33
	Synopsis: Myalgic encephalomyelitis/chronic fatigue syndrome has long been a condition surrounded by doubt in the medical community. How could someone be completely exhausted from doing a crossword puzzle? Dr. Lucinda Bateman, an ME/CFS expert, explains the mental and physical toll that plagues the people who suffer from this condition. Host: Reed Pence. Producer: Polly Hansen. Guests: Dr. Lucinda Bateman, Founder and Medical Director, Bateman Horne Center, ME/CFS Expert; Dr. Walter Koroshetz, Director of the National Institute of Neurological Disorders and Stroke, NIH; Ann McDonald, Diagnosed with ME/CFS Compliance issues covered: public health; long covid; covid; epidemic; vulnerable populations; exhaustion; chronic conditions; disabilities; health care; infectious diseases; vaccinations Links for information: <a href="https://twitter.com/oncnursestl?lang=en">https://twitter.com/oncnursestl?lang=en</a> <a href="https://batemanhornecenter.org/">https://batemanhornecenter.org/</a> <a href="https://batemanhornecenter.org/about/staff/lucinda-bateman/">https://batemanhornecenter.org/about/staff/lucinda-bateman/</a> <a href="https://twitter.com/batemanmd?lang=en">https://twitter.com/batemanmd?lang=en</a> <a href="https://www.ninds.nih.gov/about-ninds/who-we-are/staff-directory/walter-koroshetz">https://www.ninds.nih.gov/about-ninds/who-we-are/staff-directory/walter-koroshetz</a> <a href="https://twitter.com/NINDSdirector?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/NINDSdirector?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a>	
12:23	SPOTBREAK 2: Macy's "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" OUTCUE: ...sponsored by pfizer	:30
13:23	:02 PAUSE FOR LOCAL AVAIL	:02
13:25	<b>SEGMENT 2: CHRONIC HEARTBURN ISN'T NORMAL -- IT CAN CAUSE MORE HARM THAN SMOKING</b>	8:50
	Synopsis: Acid reflux may seem like just an annoying condition, but when it becomes extreme, developing into GERD, it can create permanent damage. In fact, ignoring your acid reflux can lead to esophageal cancer. Dr. Samir Patel details how to properly treat your heartburn before it becomes a serious issue. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Samir Patel, Surgeon, AtlantiCare Compliance issues covered: GERD; acid reflux; cancer; heartburn; obesity; stomach issues; gastroenterology; vulnerable populations; diet; pregnancy; chronic conditions Links for information: <a href="https://providers.atlanticare.org/provider/Samir+M+Patel/1162507">https://providers.atlanticare.org/provider/Samir+M+Patel/1162507</a> <a href="https://www.mayoclinic.org/diseases-conditions/gerd/symptoms-causes/syc-20361940#:~:text=Gastroesophageal%20reflux%20disease%20(GERD)%20occurs,reflux%20from%20time%20to%20time.">https://www.mayoclinic.org/diseases-conditions/gerd/symptoms-causes/syc-20361940#:~:text=Gastroesophageal%20reflux%20disease%20(GERD)%20occurs,reflux%20from%20time%20to%20time.</a>	
22:15	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
24:15	Medical Notes & News. Host: Shel Lustig	2:12
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
27:27	Program Conclusion	:31
27:58	TOTAL TIME	

<b>Program</b>	22-50	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	12/11/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: BEING SELFISH IS SOMETIMES THE HEALTHIEST OPTION</b>	11:29
	Synopsis: We're taught from a young age to always share and be kind, but Dr. Scott Kaufman thinks that's not always the right thing to do. His new research looks at the idea of 'healthy selfishness' – taking care of yourself before focusing on helping others. He discusses the different forms of selfishness and why setting boundaries can be the best way to grow a relationship. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Scott Kaufman, Cognitive Scientist, Humanistic Psychologist, Associate Professor, Columbia University, Host, The Psychology Podcast; Dr. Peter Loper, Assistant Professor of Pediatrics and Psychology, University of South Carolina School of Medicine Compliance issues covered: psychology; kindness; selfishness; boundaries; therapy; relationships; healthy selfishness; narcissism; pathological altruism Links for information: <a href="https://scottbarrykaufman.com/">https://scottbarrykaufman.com/</a> <a href="https://www.instagram.com/scottbarrykaufman/?hl=en">https://www.instagram.com/scottbarrykaufman/?hl=en</a> <a href="https://twitter.com/sbkaufman?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/sbkaufman?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.peteloper.com/about">https://www.peteloper.com/about</a> <a href="https://sc.edu/study/colleges_schools/medicine/about_the_school/faculty-staff/loper_peter.php">https://sc.edu/study/colleges_schools/medicine/about_the_school/faculty-staff/loper_peter.php</a>	
13:19	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
14:19	:02 PAUSE FOR LOCAL AVAIL	:02
14:21	<b>SEGMENT 2: WHY GETTING STUCK IN A CROWD IS MORE DANGEROUS THAN YOU THINK</b>	8:09
	Synopsis: The recent tragedy in South Korea during Halloween seemed to have come out of nowhere. However, crowd dynamic experts say it was actually the perfect storm for catastrophe. Crowd surges occur when too many people are packed into one place and often results in the death of those unlucky enough to be stuck in the middle. An expert explains what happens during a crowd surge and how to stay safe in the middle of large gatherings. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. William H Warren, Chancellor's Professor of Cognitive, Linguistic, and Psychological Sciences, Brown University Compliance issues covered: crowd surges; stampedes; crowd dynamics; mass death; crowd safety; public safety; crowd crush Links for information: <a href="https://vivo.brown.edu/display/wwarrenj">https://vivo.brown.edu/display/wwarrenj</a>	
22:30	SPOTBREAK 3: American College of Physicians "National Adult Influenza Week" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:30 :30 :60
24:30	Medical Notes & News. Host: Shel Lustig	1:58
26:28	SPOTBREAK 4: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
27:28	Program Conclusion	:31
27:59	TOTAL TIME	

<b>Program</b>	22-51	<b>Written &amp; Produced</b>	Kristen Farrah, Reed Pence
<b>Air Week</b>	12/18/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: HOME FOR THE HOLIDAYS: WHY ER VISITS SPIKE AROUND CHRISTMAS</b>	12:12
	Synopsis: The holidays are full of traveling, seeing our family, and visits to the emergency room. Whether you live in snowy Colorado or sunny LA, accidents increase during winter. Experts discuss this phenomenon and share tips on how to safely make it through the holidays. Host: Reed Pence. Producer: Reed Pence. Guests: Dr. Christopher Michos, Emergency Medicine Physician, Norwalk Hospital; Dr. Robert Kloner, Chief Science Officer and Scientific Director of Cardiovascular Research, Huntington Medical Research Institute, Professor of Medicine, University of Southern California; Dr. David Phillips, Professor Emeritus of Sociology, University of California at San Diego Compliance issues covered: public health; holidays; death; new years; chronic conditions; patient safety; consumerism; emergency medicine; emergency department; first responders Links for information: <a href="https://www.linkedin.com/in/christopher-michos-md-7a99b819/">https://www.linkedin.com/in/christopher-michos-md-7a99b819/</a> <a href="https://findcare.nuvancehealth.org/provider/Christopher+J.+Michos/1825395">https://findcare.nuvancehealth.org/provider/Christopher+J.+Michos/1825395</a> <a href="https://www.hmri.org/researchers/robert-a-kloner/">https://www.hmri.org/researchers/robert-a-kloner/</a> <a href="https://keck.usc.edu/faculty-search/robert-alan-kloner/">https://keck.usc.edu/faculty-search/robert-alan-kloner/</a> <a href="https://sociology.ucsd.edu/people/faculty/emeritus/david-phillips.html">https://sociology.ucsd.edu/people/faculty/emeritus/david-phillips.html</a>	
14:02	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
15:02	:02 PAUSE FOR LOCAL AVAIL	:02
15:04	<b>SEGMENT 2: ENDING OVERDOSE: MAKING THE ANTIDOTE MORE ACCESSIBLE THAN THE DRUG</b>	7:49
	Synopsis: The National Safety Council reports that opioid overdoses have become the number one cause of death for people age 18 to 45. In an effort to save lives, Theo Krzywicki created the non-profit End Overdose. The organization informs and arms the public with the tools to prevent and reverse opioid overdoses. He explains the signs of an overdose and how to use life-saving devices like Naloxone. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Theo Krzywicki, Founder and CEO, End Overdose Compliance issues covered: overdose; harm reduction; naloxone; paramedics; first responders; opioids; addiction; drug abuse; consumerism; alcohol; overdose prevention Links for information: <a href="https://endoverdose.net/our-team/">https://endoverdose.net/our-team/</a> <a href="https://endoverdose.net/">https://endoverdose.net/</a> <a href="https://www.instagram.com/end.overdose/?hl=en">https://www.instagram.com/end.overdose/?hl=en</a> <a href="https://www.cdc.gov/stopoverdose/fentanyl/fentanyl-test-strips.html">https://www.cdc.gov/stopoverdose/fentanyl/fentanyl-test-strips.html</a>	
22:53	SPOTBREAK 3: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:30 :30 :60
24:53	Medical Notes & News. Host: Shel Lustig	1:32
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
27:25	Program Conclusion	:31
27:56	TOTAL TIME	

<b>Program</b>	22-52	<b>Written &amp; Produced</b>	Kristen Farrah, Reed Pence
<b>Air Week</b>	12/25/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:47
:47	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	<b>SEGMENT 1: TRYING TO FIX THE BIASED LAB TESTING THAT'S COST COUNTLESS LIVES</b>	12:05
	Synopsis: If left untreated, kidney disease can eventually lead to death -- which is why early testing is so important. However, the main test has historically had different threshold requirements based on race, which has led to lower diagnosing rates and higher death rates from the condition in people of color. Experts dissect how a new testing equation will help even the scales and give accurate results for all patients. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. La'Tonzia Adams, MS, FCAP, Pathologist, VA Portland Health Care System; Dr. Jonathan Genzen, FCAP, Chief Medical Officer, ARUP Laboratories, Professor of Clinical Pathology, University of Utah Compliance issues covered: kidney disease; race issues; racial inequality; public health; lab testing; consumerism; vulnerable populations Links for information: <a href="https://twitter.com/drpathadams">https://twitter.com/drpathadams</a> <a href="https://www.drlatonziamd.com/">https://www.drlatonziamd.com/</a> <a href="https://www.aruplab.com/experts/genzen">https://www.aruplab.com/experts/genzen</a> <a href="https://healthcare.utah.edu/fad/mddetail.php?physicianID=u0865746&amp;name=jonathan-robert-genzen">https://healthcare.utah.edu/fad/mddetail.php?physicianID=u0865746&amp;name=jonathan-robert-genzen</a>	
13:54	SPOTBREAK 2: Pfizer Consumer Healthcare "Prevnar" OUTCUE: ...prevnar twenty	:60
14:54	:02 PAUSE FOR LOCAL AVAIL	:02
14:56	<b>SEGMENT 2: THE DOCTOR THAT CAN ACTUALLY FEEL HIS PATIENTS' PAIN</b>	7:34
	Synopsis: Mirror-touch synesthesia is a sensory processing disorder where a person can feel the sensations of another. As you can imagine, this condition can be an asset for certain people, like Dr. Joel Salinas. He's a neurologist who can diagnose patients just by being able to feel their symptoms in his own body. He explains the condition and what it's like living with his empathy on overdrive. Host: Nancy Benson. Producer: Reed Pence. Guests: Dr. Joel Salinas, Neurologist, Harvard Medical School and Massachusetts General Hospital Department of Neurology Compliance issues covered: synesthesia; neurology; empathy; vulnerable populations; patient safety; sensory issues Links for information: <a href="https://joelsalinasmd.com/">https://joelsalinasmd.com/</a> <a href="https://www.instagram.com/joelsalinasmd/?hl=en">https://www.instagram.com/joelsalinasmd/?hl=en</a> <a href="https://www.massgeneral.org/neurology/research/salinas-lab-joel-salinas">https://www.massgeneral.org/neurology/research/salinas-lab-joel-salinas</a> <a href="https://www.hsph.harvard.edu/health-happiness/people/joel-salinas-md/">https://www.hsph.harvard.edu/health-happiness/people/joel-salinas-md/</a>	
22:30	SPOTBREAK 3: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:30 :30 :60
24:30	Medical Notes & News. Host: Shel Lustig	1:55
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Prevnar" OUTCUE: ...prevnar twenty	:60
27:25	Program Conclusion	:31
27:56	TOTAL TIME	