

List of significant programming

WZNN, Gardendale, AL

For the quarter beginning July 1 2013 through September 30, 2013.

All programming discussed in this report aired on the "Radio Health Journal" and "Viewpoints" series, at 6am and 6:30am on Sundays. Each program is a single 30 minute episode. Each entry below is a 6-8 minute segment imbedded in one of the programs.

Through its regular ascertainment process, WZNN-FM/Summit Media Group has determined that the following issues are important to the Gardendale, AL community:

Education
Health
Economics
Family Issues
Culture
Business

This report contains WZNN-FM/Summit Media Group's most significant treatment of these community issues during the 3RD Quarter of 2013.

Family Issues

Air week: 7-7-13

Sibling abuse

Synopsis: Birmingham has ranked high nationally in family abuse, psychological or physical abuse by siblings is much more common than most people realize. It can leave severe psychological scars. However, parents often downplay it, calling it "normal sibling rivalry." Experts discuss the extent of the problem, warning signs of abuse, and how parents can act without involving family services officials and endangering the family.

Host: Reed Pence. Guests: Dr. John Caffaro, Distinguished Prof., California School of Professional Psychology; Nancy Kilgore, PTSD trainer, abuse survivor and author, [Girl in the Water](#); Dr. Mandy Morrill, Asst. Prof. of Psychology, Valparaiso Univ.

Air week: 7/14/13

Man Made: A father's quest for machismo

SYNOPSIS: When a father finds out that his new baby is a boy, what goes through his mind? It's different for everyone, but for humor columnist Joel Stein it was sheer terror! Stein, who was not an outdoorsy, sporty, risk-taking child or adult, realized he was going to have to "man up" so he could teach his son about camping, self-defense, day trading, boot camp, baseball – all the macho arts. So he went out and found the best people he could to teach him. He talks about his adventures in manhood and about what he learned from the experiences and the men who schooled him.

Host: Marty Peterson. Guests: Joel Stein, humor columnist, Time magazine, author of "Man Made: A stupid quest for masculinity," (www.thejoelstein.com).

Air week: 7/28/13

Television: Is it becoming too raunchy for our kids?

SYNOPSIS: Our audience is highly concentrated with parents so with so many channels on TV today, you can find programs that cater to everyone's tastes. However, some parents think that there's not much out there in prime time that is safe for families with children to watch. They say that even network TV is becoming raunchier with "pixelated" or blurred nudity becoming more common, and bad language and sexual references made even on some animated shows. We talk to two television specialists about the issue, why it happens and how parents can better keep track of their children's viewing.

Host: Christopher Michael. Guests: Dan Isett, Dir. of Public Policy for The Parents Television Council (www.parentstv.org); Dr. Charles Coletta, instructor in the Department of Popular Culture, Bowling Green State Univ. (www.bgsu.edu).

Air week: 7/28/13

A Mother and Son's Journey to Sobriety

SYNOPSIS: Birmingham is one of the nation's leaders in alcohol abuse, and recognizing and recovering from it is a long and arduous journey. We talk to a best-selling author and her son, both of whom battle alcoholism, about their years of drinking, how they stopped and how they manage to remain on the wagon despite the temptations in our drinking culture.

Host: Marty Peterson. Guests: Martha Grimes, best-selling author of detective fiction, and her son Ken Grimes, a public relations professional, co-authors of the book "Double Double: A dual memoir of alcoholism," (www.marthagrimes.com).

Air week: 8-25-13

Grief

Synopsis: Everyone deals with grief at one time or another. An expert discusses how it's experienced by most people, and what separates normal grief from more problematic depression. A writer/illustrator discusses his experience dealing with his spouse's sudden death.

Host: Nancy Benson. Guests: Dr. Ronald Pies, Prof. of Psychiatry, State Univ. of New York Upstate Medical Univ. and Clinical Prof. of Psychiatry, Tufts Univ.; Danny Gregory, author and illustrator, [A Kiss Before You Go](#)

Air week: 9-15-13

Letting go to achieve a good death

Synopsis: With so many nationally ranked hospitals in Birmingham, it's a fine line between preserving life and prolonging death. An award winning science writer discusses her personal experience observing how medical professionals and patients differ in their acceptance of impending death, and what families need to know to navigate the end of life toward a "good death."

Host: Nancy Benson. Guest: Katy Butler, author, [Knocking on Heaven's Door: The Path to a Better Way of Death](#).

Education

Air week: 8-18-13

Study drugs on campus

Synopsis: Studies show that on some college campuses, half or more of all students will have used an illicit ADHD drug to get better grades by the time they graduate. Experts discuss the attitudes of students toward these drugs and the new moves by many student health services to clamp down on their easy availability.

Host: Reed Pence. Guests: Dr. Ruth Hughes, CEO, CHADD (Children and Adults with Attention Deficit Hyperactivity Disorder); Dr. Alan DeSantis, Prof. of Communications, Univ. of Kentucky; Dr. Ted Grace, Director of Student Health Services, Southern Illinois University-Carbondale

Business

Air week: 8/11/13

Entrepreneurs: How to get a leg up in small business

SYNOPSIS: As the Birmingham economy continues to recover, starting a small business is a lot of work, and many of them fail – or never get off the ground in the first place. We talk to two entrepreneur specialists about some of the important points that need to be considered when you're thinking of starting your own business, and how to avoid some of the pitfalls of going out on your own.

Host: Christopher Michael. Guests: Elizabeth Ü, author of the book, "Raising Dough: The complete guide to financing a socially responsible food business," (www.financeforfood.com); Patrick J. Murphy, Professor of Management in the Driehaus College of Business, DePaul University, Chicago, IL (commerce.depaul.edu).

Air week: 8/18/13

Co-ops: Can they help rescue the economy?

SYNOPSIS: Cooperatives are everywhere – from credit unions to farmers' markets to hardware stores – but do they have enough muscle to really change our economy? We talk to three co-op specialists about the history of these business models, how they compete in the world of corporations and small business, and how they offer a unique alternative to commerce that can not only make money and employ workers, but also bring communities together.

Host: Christopher Michael. Guests: Gar Alperovitz, Lionel R. Bauman Professor of Political Economy, University of Maryland, author of the book, "What Then Must We Do? Straight talk about the next American Revolution," (www.garalperovitz.com); Brent Hueth, Assoc. Prof. and Agricultural and Applied Economics Director, Center for Cooperatives, University of Wisconsin, Madison (www.wisc.edu); Dr. Gregory McKee, Assoc. Prof. and Director of the Quentin Burdick Center for Cooperatives, North Dakota State University (www.ndsu.edu).

Air week: 9-29-13

The return on workplace wellness

Synopsis: Most medium and large businesses now have corporate wellness programs for employees in an effort to keep health insurance costs down. Many have incentives for reaching health goals. Experts discuss how these plans work and whether the effort shows up favorably on the bottom line.

Host: Reed Pence. Guests: Dr. Katherine Baicker, Prof. of Health Economics, Harvard School of Public Health; Larry Chapman, President and CEO, Chapman Institute; Al Lewis, co-author, [Cracking Health Costs: How to Cut Your Company's Health Costs and Provide Employees Better Care.](#)

Health

Air week: 7-7-13

Are pelvic exams necessary?

Synopsis: The bimanual pelvic exam is a part of the vast majority of visits to the obstetrician-gynecologist. But some doctors say they're unnecessary, are not good at detecting disease, and may even cause more harm than good. Experts discuss.

Host: Nancy Benson. Guests: Dr. George Sawaya, Prof. of Obstetrics, Gynecology and Reproductive Sciences, Univ. of California-San Francisco; Dr. Susan Spear, Sr. Vice President of Medical Affairs, EHE International

Air week: 7-14-13

Medicine in plain language

Synopsis: UAB Medical School is one of the leaders in the country in training new doctors, doctors and scientists have long been criticized for seemingly being unable to speak in understandable language. Medical schools are now beginning to teach this skill. We look at how one such effort works.

Host: Nancy Benson. Guests: Dr. Evonne Kaplan-Liss, Assoc. Prof. of Preventive Medicine, Stony Brook Univ. and Director, Advanced Graduate Certificate in Health Communications; Ashwin Malhotra, medical student, Stony Brook Univ.; Dr. Zack Berger, Asst. Prof. of Medicine, Johns Hopkins Univ. and author, Talking to Your Doctor: A Patient's Guide to Communication in the Exam Room and Beyond

Air week: 8-18-13

Caffeine in foods

Synopsis: Caffeine used to be present in only coffee, tea, and some sodas. Now energy drinks have opened the door to added caffeine in all kinds of foods, from pancake syrup to candy. Experts discuss if foodmakers have overstepped limits of safety and propriety, and whether the FDA needs to step in with the limits it is considering.

Host: Reed Pence. Guests: Dr. Michael Jacobson, Executive Director, Center for Science in the Public Interest; Michael Taylor, Deputy Commissioner for Foods, US Food and Drug Administration; Dr. Marcie Schneider, adolescent medicine specialist, Greenwich, CT, and author of report from American Academy of Pediatrics report on energy drinks and sports drinks.

Air week: 9/1/13

Reality vs. Your Brain's View of the World

SYNOPSIS: We walk around in our world, thinking that we have a good grasp on what's happening around us and how we fit into it. But, do we? Does our view of the world and our place in it jibe with reality? Or do we fudge the facts to make ourselves look better and our enemies look worse? Can we admit our mistakes? Or do we make up stories that justify our actions? We talk to an author and a psychologist about the "heuristics" – or shortcuts – and the fallacies that we use every day to make sense of our world.

Host: Marty Peterson. Guests: David McRaney, author of "You Are Now Less Dumb," (www.youarenotsosmart.com); Mark Pezzo, Associate Prof. of Psychology, University of South Florida, St. Petersburg (www.usfsp.edu).

Air week: 9-8-13

Regeneration from skin cells

Synopsis: The South has a high percentage of skin cancer diagnosis, scientists have learned how to make stem cells from skin cells, opening the door to regeneration of tissues and organs from a person's own cells to bypass rejection. A scientist in the field explains how it works and how the process could be used in the future.

Host: Nancy Benson. Guest: Dr. Andre Choulika, Chairman and CEO, Sceil biotech firm

Air week: 9-15-13

Obesity bias in medicine

Synopsis: Alabama continues to struggle with obesity issues, studies show that medical professionals are second only to family members as a source of bias against obese and overweight people. Experts discuss why this might occur, the medical harm that can result, and how medicine might be able to reverse its behavior.

Host: Reed Pence. Guests: Dr. Rebecca Puhl, Deputy Director, Rudd Center for Food Policy and Obesity, Yale Univ.; Dr. Arya Sharma, Prof. of Medicine and Chairman, Obesity Research and Management, Univ. of Alberta; Dr. Kim Gudzone, Asst. Prof. of Medicine, Johns Hopkins Univ.

Air week: 9-22-13

The origins of eating disorders

Synopsis: Eating disorders are widespread among teenage girls, but those disorders do not disappear as women age. Women get better at hiding them. An expert and former bulimic discusses psychological causes and treatment.

Host: Nancy Benson. Guest: Joanna Poppink, psychotherapist and author, [Healing Your Hungry Heart: Recovering From Your Eating Disorder](#).

Culture

Air week: 7/7/13

Recruiting for the CIA: Who fits the bill?

SYNOPSIS: One of the most popular literary and film genres is the spy thriller. What's more exciting than reading about Jack Ryan or Nick Carter taking on America's enemies in a cat-and-mouse game of espionage? But is working overseas for the CIA really like that? Do Americans "spy" or do they get others to do it for them? We talk to two veteran CIA officers about their jobs working in clandestine services overseas, how they recruited foreign nationals to work for them, and find out why these foreigners would turn against their country to work for the CIA.

Host: Christopher Michael. Guests: Jason Matthews, 33-year veteran of the CIA (ret.), author of the spy thriller, "Red Sparrow"; Ambassador Henry Crumpton, 24-year veteran of the CIA (ret.), former coordinator for counterterrorism at the State Dept., author of the memoir, "The Art of Intelligence: Lessons from a Life in the CIA's Clandestine Service."

Air week: 7/21/13

Crosswords: Not Just for Grandma Anymore

SYNOPSIS: You see it everywhere: middle-aged people and seniors working crossword puzzles on the train, bus or in the coffee shop. Why don't younger people do crosswords? Where are the puzzle-solving Gen-Y'ers? We talk to a young puzzle constructor

about how he's trying to change the look and feel of the old-fashioned crossword to make it more relevant to younger solvers. We also find out how he became the youngest person to ever create a Sunday crossword for the New York Times.

Host: Marty Peterson. Guests: Natan Last, crossword constructor, author of the book, "Word: 144 Crossword Puzzles That Prove It's Hip to Be Square," (www.workman.com).

Air week: 8/4/2013

Science Fiction: What makes it so popular?

SYNOPSIS: Everywhere you look, there are scifi movies, books, games and television shows. Why is this genre so popular now? What is it that makes the characters of shows and films such as "Star Trek," "Battlestar Gallactica," and "Star Wars" so beloved and enduring? We talk to two authors and a film critic about the resurgence of scifi, and what makes a good scifi story.

Host: Marty Peterson. Guests: D.J. MacHale, author of the young adult scifi novel, "Sylo," (www.djmachalebooks.com); Dann Gire, film critic for the Chicago Daily Herald (www.dailyherald.com); Jeffrey Brown, author of the illustrated children's book, "Vader's Little Princess," (www.chroniclebooks.com).

Air week: 9/1/13

John Quincy Adams: One of our greatest patriots

SYNOPSIS: On the 50th anniversary of the civil rights movement in Birmingham, when someone asks "who's your favorite president?" most people say Lincoln or Washington or Jefferson or Reagan or Clinton, or some other famous commander-in-chief. The name John Quincy Adams rarely makes anyone's top 3 list. But that's because what he did as president pales in comparison to what he did before and after he had the top job. We talk to John Quincy's biographer about the triumphs of liberty, equality, peace and justice our sixth president won not as president, but as a true patriot outside the White House.

Host: Christopher Michael. Guests: Harlow Giles Unger, author of "John Quincy Adams," (www.harlowgilesunger.com).

Air week: 9-1-13

Boys' violent play

Synopsis: Little boys are often stopped from playing the way they want to in preschool and kindergarten, or made to change the stories they tell, because it's all "too violent." Teachers may worry that allowing violent play and images will desensitize children to violence. Experts explain that these worries are unfounded, and that children grow in many ways through play.

Host: Reed Pence. Guests: Dr. Mary Ellin Logue, Assoc. Prof. of Early Childhood Education, Univ. of Maine; Jane Katch, kindergarten teacher and author, [Under Deadman's Skin: Discovering the Meaning of Children's Violent Play](#).