

List of significant programming

WEZZ, Gardendale, AL

For the quarter beginning October 1, 2013 through December 31, 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, WEZZ -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 WEZZ -FM/Summit Media Group's most significant treatment of these community issues during the 4th Quarter of 2013.

Family Issues

10-20-13

11:50

Synopsis: Children's medicines are so notoriously bad-tasting that it can impact the effectiveness of treatment for serious illness. Experts discuss the problem, how taste works, some of the misconceptions about taste, and new ways to address the problem.

11-10-13

12:08

Synopsis: After a recent arrest of a marijuana legalization advocate in Alabama and with the legalization of recreational marijuana use in Colorado and Washington, experts and other states will be watching closely to see whether the cannabis experience is similar to alcohol. Some experts fear that marijuana will be heavily marketed like alcohol. But marijuana supporters welcome the comparison, claiming that pot will show itself as a safer alternative. Experts and advocates discuss.

12-1-13

13:19

Synopsis: Thousands of new mothers who are unable to make enough milk for their babies have turned to web site matching with women who produce more than enough and are willing to share it or sell it. Experts discuss the risks of sharing with unknown donors and alternatives that might reduce the risks.

12/8/13

10:36

SYNOPSIS: For many Alabamians, the history courses they took in school left them either bored or frustrated. All of those names, dates, and locations that had to be memorized made what should have been an exciting subject dry and uninteresting. We talk to filmmaker Ken Burns about a new venture he is undertaking with actor Tom Hanks and Audible.com that aims to bring history to life, by having talented actors create audio books from American literary masterpieces that present our history through personal stories of war, the settling of the west, slavery and The Great Depression.

11:59

SYNOPSIS: When we hear the term "psychopath," we usually think of serial killers or other nasty villains. Rarely does anyone think of the mild-mannered neuroscientist next door. We talk to a psychologist and to a neuroscientist who happens to be psychopathic, about what the term actually means in the medical world, how it's tested for in various people, the traits that most often set it apart from other conditions, and how many people who have psychopathic tendencies can function in a non-violent, productive way.

12-22-13

12:28

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. It also creates 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.

Education

11-24-13

11:51

Synopsis: With so many college's in the central Alabama area, an expert explains one of the first thorough studies into how and why college students binge drink. The results suggest that bingeing will be hard to curb, but that colleges can tap into student habits to reduce the harm that comes from binge drinking.

12-8-13

13:06

Synopsis: "Helicopter parents" are common, hovering over and intervening in everything their children do. New research is showing that overparented children often fail when they go to college and have to survive on their own. Experts discuss how overparenting creates dependence in children and how parents can start backing off.

12-15-13

7:39

Synopsis: One of every 12 children now has a food allergy, and when two kids in every average classroom are affected, all their classmates' families need to know about them, too. Experts discuss why allergies occur, how they differ from sensitivities, and how a new law could save lives of children hit with an allergic reaction.

12:21

Synopsis: The Orphan Drug Act of 1983 gave incentives to drugmakers to develop medicines for rare diseases. Far more orphan drugs have been created, but the Act has also had unintended consequences. Without competition, some orphan drugs are priced

so high that insurers balk at paying fully for them. Profits on orphan drugs can be so great that drugmakers ignore normal drugs. Yet orphan drug science often ends up helping people with other diseases. Experts discuss.

Business

12-15-13

9:12

SYNOPSIS: An important local issue with payday loan companies under fire in Alabama, there is such a temptation to be generous to others – and ourselves – during the holidays that many Americans end up in credit card trouble when the bills start rolling in. We talk to an accountant who was once in heavy debt from her cards about how she got there, how to spot the red flags of credit card overuse, and strategies for getting out of debt and learning how to use credit wisely.

12-22-13

10:47

SYNOPSIS: The housing market is coming back after five long years of financial distress. Still, many people are having trouble paying their mortgage for the expensive homes they bought during the boom. We talk to two finance specialists about mortgage modification plans and other options, and why it's important for families – and lenders – to have homes occupied rather than abandoned.

Health

10-6-13

12:54

Synopsis: A surprisingly high percentage of people who've been treated in intensive care units later suffer from post-traumatic stress disorder, often including hallucinations recalling horrible ICU incidents. This has led to coining a new syndrome--PICS, or post intensive care syndrome. Experts discuss why the syndrome appears to occur and what's being done to treat and prevent it.

10-13-13

13:23

Synopsis: With the homelessness problem so prevalent in Birmingham, many shelter organizations require that homeless alcoholics be sober before they qualify for housing. However, many homeless alcoholics are not ready to stop drinking, yet need help. Experts discuss the pro's and con's of a new form of housing that allows residents to continue drinking while reducing the harm of homelessness and alcoholism.

10-13-13

7:33

Synopsis: 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.

10-20-13

8:12

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

10-27-13

16:51

Synopsis: Many people dismiss the body disruption of the time change as we enter and leave daylight saving time. However, each season, car crashes increase for a few days. Is that proof? Experts discuss our internal body clocks and how people can make time transitions easier.

11-03-13

16:08

Synopsis: Thousands of Americans die each year as a result of the flu, prompting a major effort by public health officials to get people vaccinated for the flu. A nationally known expert discusses this year's flu season and changes in the vaccine to fight it.

12-1-13

13:19

Synopsis: Thousands of new mothers who are unable to make enough milk for their babies have turned to web site matching with women who produce more than enough and are willing to share it or sell it. Experts discuss the risks of sharing with unknown donors and alternatives that might reduce the risks.

12-15-13

15:27

Synopsis: One of every 12 children now has a food allergy, and when two kids in every average classroom are affected, all their classmates' families need to know about them, too. Experts discuss why allergies occur, how they differ from sensitivities, and how a new law could save lives of children hit with an allergic reaction.

12-22-13

12:28

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. It also creates 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.

Culture

10/6/13

11:19

SYNOPSIS: During the school year, thousands of high schools will be staging plays and musicals. But not many will be doing it on the level that Harry S. Truman High School in Levittown, Pennsylvania is famous for. We'll hear how a teacher created a drama program in that school that challenged students and the community to explore difficult subjects, captured the attention of the biggest Broadway producers and helped young actors learn more about themselves, their world and become better all-around students.

10/15/13

11:37

SYNOPSIS: News magazines were big business during WWII until their demise in the 1970s, and the photographers who took the award-winning and poignant pictures for those magazines were the rock stars of their profession. We talk to a man whose father, John Launois, was one of the biggest, most successful American photojournalists of his time. We'll hear why and how the Frenchman came to the US, learned his trade, developed a love for America, and hear stories of his amazing career taking the pictures that defined history and the culture of the 60s and 70s.

11/3/13

12:40

SYNOPSIS: We often hear people who help the poor and disadvantaged say how a donation or a helping hand by one person can change the lives of many. But can it? Can one person really make the lives of thousands – or millions – better? We talk to three men who have devoted their lives to public service about how it is possible for one person to be the catalyst for big change.

11/24/13

9:53

SYNOPSIS: When it comes to popular literature, novels seem to get all the attention. The mysteries, love stories, suspense and historical family sagas sell millions of books and make some of their authors household names. Why is it that short stories don't enjoy some of that fame? We talk to a professor of English and also to a short story author about why these stories aren't top of mind with the public, what short stories bring to literature that longer writing doesn't, and we'll hear some advice for first-time authors on getting started writing short stories.