

## List of significant programming

### WZNN, Gardendale, AL

For the quarter beginning April 1, 2013 through June 30, 2013.

All programming discussed in this report aired on the "Radio Health Journal" and "Viewpoints" series, at 6am and 6:30am on Sundays.

**Through its regular ascertainment process, WZNN -FM/Cox 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/Cox Media Group's most significant treatment of these community issues during the 2ND Quarter of 2013.**

#### Family Issues

##### **Air Week: 4-28-13**

##### The Relationship Between Food and Families

SYNOPSIS: Meals are an important part of life in Alabama, when a family sits down to a meal, it's a special thing. Even if it's not a holiday feast, it's a time when people get to talk, catch up with each other and learn about food and table manners. It can also help nurture relationships. We talk to two authors about the connection between food, family and friends and how eating together --- and preparing food for others --- can strengthen the bonds between family members.

Host: Marty Peterson. Guests: Lisa Catherine Harper, co-author of "The Cassoulet Saved Our Marriage: True tales of food, family and how we learn to eat," ([www.learningtoeat.com](http://www.learningtoeat.com)); Julia Pandl, humorist, author of "Memoir of the Sunday Brunch," ([www.juliapandl.com](http://www.juliapandl.com)).

##### **Air Week: 5-26-13**

##### The Logistics of Death

SYNOPSIS: When a loved-one dies, it's a time of great sorrow, and often confusion. How do you attend to the deceased's funeral? What about their banking? Credit cards? Notifying everyone? And what do you do when the heirs start fighting over the estate? We talk to two people who are specialists in these areas about what should be done after someone dies – and long before – to make the situation less difficult for everyone involved.

Host: Christopher Michael. Guests: Scott Taylor Smith, author of "When Someone Dies: The practical guide to the logistics of death," ([www.whensomeonedies.net](http://www.whensomeonedies.net)); Lori R. Sackler, Sr. VP and Sr, Investment Management Consultant, Morgan Stanley Wealth Management, author of "The M Word: The money talk every family needs to have about wealth and their financial future," ([www.themword.com](http://www.themword.com)).

**Air Week: 6-2-13**

Gambling Addicts: What are the odds for recovery?

SYNOPSIS: In a state with strict gambling laws, we examine gambling all around us, and most people can have fun at the track or casino without going broke. Pathological or problem gamblers are a different story. We talk to two specialists about what gambling addiction is, treatments for it and how families can help a loved one who is a pathological gambler.

Host: Christopher Michael. Guests: Christine Reilly is the senior research director for the National Center for Responsible Gaming ([www.ncrg.org](http://www.ncrg.org)); Mitchell Wallick holds PhDs in both addictions and counseling and is the executive director of C.A.R.E Florida ([www.careflorida.com](http://www.careflorida.com)).

**Air Week: 4-7-13**

Two generations of ADHD

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

**Air Week: 4-28-13**

A major endorsement of the Mediterranean diet

Synopsis: Alabama is always highly ranked in health issues, 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 Acquista, New York Univ. Medical Center and author, The Mediterranean Prescription; Nancy Harmon Jenkins, author, The New Mediterranean Diet.

**Air Week: 5-5-13**

"Imaginary" illness

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.

**Air Week: 5-12-13**

The beginning of modern cancer treatment

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.

**Air Week: 5-19-13**

The midlife crisis myth

Synopsis: Many people believe that middle-aged men almost inevitably face a midlife crisis, resulting in intemperate behavior, divorce and the purchase of convertibles. Experts trace the origins of the theory and why it doesn't hold up to examination.

Host: Reed Pence. Guests: Dr. Margie Lachman, Prof. of Psychology, Brandeis Univ.; Dr. David Almeida, Prof. of Human Development, Pennsylvania State Univ.

**Air Week: 5-26-13**

Alimentary adventures

Synopsis: Most people have little idea what goes on in the digestive system. A science writer explains everything she found during an exhaustive investigation.

Host: Reed Pence. Guest: Mary Roach, author, Gulp: Adventures On the Alimentary Canal

**Air Week: 6-2-13**

Inside the last alms house

Synopsis: Most US counties had an alms house at one time, a form of charity hospital/housing for longer term recovery. Today, almost none exist. A doctor who spent 20 years at an alms house discusses the lessons it brings to how medicine can be done.

Host: Nancy Benson. Guest: Dr. Victoria Sweet, Assoc. Clinical Prof. of Medicine, Univ. of California, San Francisco and author, God's Hotel: A Doctor, A Hospital, and a Pilgrimage to the Heart of Medicine

Education

**Air Week: 5-12-13**

The Agony of Public Speaking

SYNOPSIS: Why are people so afraid to give speeches in public? It's the cause of sweaty palms, headaches, nausea and weak knees, to mention only a few of the problems speakers experience. We talk to a psychologist and a speech educator about why anxiety builds when we have to give a public address, and how we can use this stress to our benefit. We also hear about some other strategies to lower the anxiety level and smooth out the experience of speaking in public.

Host: Christopher Michael. Guests: Jeremy Jamieson, Asst. Prof. of Social Psychology, University of Rochester, NY ([www.rochester.edu](http://www.rochester.edu)); Philip Dalton Assoc. Prof. of Rhetoric and Chair of that department, Hofstra University, NY ([www.hofstra.edu](http://www.hofstra.edu)).

**Air Week: 6-23-13**

Fibonacci: The man who brought us numbers

SYNOPSIS: We take our numbers and arithmetic for granted, and that's a good thing. However there was a time when it wasn't so simple to count, keep records of business transactions or do simple math problems because our numerals 0 through 9 weren't in common use around the world. We talk to a mathematician and author about the man who started the "arithmetic revolution."

Host: Marty Peterson. Guests: Keith Devlin, Mathematician, Stanford Univ., NPR's "Math Guy," author of the book, "The Man of Numbers: Fibonacci's arithmetic revolution," (<http://devlinsangle.blogspot.com>).

**Air Week: 6-23-13**

Puzzles and the brain

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

## Business

### **Air Week: 4-28-13**

#### Calvin Coolidge: The sides of 'Silent Cal' you didn't know

SYNOPSIS: If you ask anyone who their favorite president is, they probably won't say Calvin Coolidge. After all he didn't do much, did he? We talk to a presidential scholar and biographer who says Coolidge did more than people realize: he brought the country out of the wartime economy; lowered taxes; trimmed the size of the federal budget and made it possible for the average American to enjoy many of the innovations of the day such as automobiles, electricity and indoor plumbing.

Host: Christopher Michael. Guests: Amity Shlaes, Dir. of the Four Percent Growth Project at the George W. Bush Center, presidential scholar, and author of "Coolidge."

### **Air Week: 5-5-13**

#### Large and Small Businesses Give Back to the Community

SYNOPSIS: Birmingham has an extremely high unemployment, even though the economy is looking up, there are still cities in the nation where the unemployment level is above average, neighborhoods are falling into disrepair, and schools are subpar. We talk to two business leaders – one from a large corporation and the other with experience in small business – about how companies can help transitional communities by locating there and investing in their residents.

Host: Christopher Michael. Guests: Donald Katz, founder and CEO of Audible.com ([www.audible.com](http://www.audible.com)); Judy Wicks, entrepreneur and author of "Good Morning Beautiful Business: The unexpected journey of an activist entrepreneur and local economy pioneer," ([www.judywicks.com](http://www.judywicks.com)) ([www.bealocalist.org](http://www.bealocalist.org)).

### **Air Week: 5-5-13**

#### Success After Prison: The key is "consistency"

SYNOPSIS: Alabama is a state with a high prison population, it's still not easy to get a job these days, but for men and women coming out of prison, it's even harder. We talk to a former three-time convict who had a wake-up call while in prison and turned his life around. We discuss how he came to the realization that his problems were of his own making, how he changed his attitude and created a mindset to facilitate his ambition to make it in business – legally – and how anyone with perseverance and positive thinking can achieve their goals.

Host: Marty Peterson. Guests: Weldon Long, entrepreneur, trainer, speaker, author of "The Power of Consistency," ([www.weldonlong.com](http://www.weldonlong.com)).

### **Air Week: 5-19-13**

#### Social Media and Business: Doing it right

SYNOPSIS: Everyone's on social media these days, including businesses of all types. But does it pay for companies to have a presence on Facebook, Twitter, Pinterest and other sites? We talk to two social media experts about how companies should present themselves on these sites, and some strategies they can use to maximize their presence.

Host: Christopher Michael. Guests: Alex Hinojosa, VP of Media Operations, EMSI Public Relations, Tampa Bay, FL ([www.emspublicrelations.com](http://www.emspublicrelations.com)); Karen Leland, Pres. Of Sterling Marketing Group, author of "Entrepreneur Magazine's Ultimate Guide to Pinterest for Business," ([www.karenleland.com](http://www.karenleland.com)).

#### **Air Week: 5-19-13**

##### Simplicity: Why it's important in our lives and work

SYNOPSIS: Keeping it simple is a real challenge these days – for individuals and businesses. Anyone who has applied for a credit card or taken out a car insurance policy knows that even those two everyday tasks come with page after page of language only a lawyer can understand. And what about the directions for setting up that baby crib or kid's bicycle? We talk to a specialist on simplicity about how and why things become so complex, who benefits when they do, and learn how anyone can cut through the gobbledygook to incorporate more simplicity into their lives and work.

Host: Marty Peterson. Guests: Irene Etzkorn, Exec. Dir. of Simplification, Siegel + Gale, co-author of "Simple: Conquering the Crisis of Complexity," ([www.callforclarity.com](http://www.callforclarity.com)).

#### **Air Week: 6-16-13**

##### Rooftop Agriculture: The best gardens you never see!

SYNOPSIS: One of the pleasures of summer is to take a walk around town and look at people's gardens to see what they're growing and how they tend their plots. However, some of the most beautiful and productive gardens are ones you'll never see on your walk, because they're located on rooftops. We talk to an expert rooftop landscape architect about the different types of rooftop gardens, how they are tended, and what an amateur gardener needs to know to start their own garden on the roof.

Host: Marty Peterson. Guests: Lauren Mandel, landscape architect, Project Manager and Rooftop Agriculture Specialist at Roofmeadow, author of "Eat Up: The inside scoop on rooftop agriculture," ([www.eatupag.wordpress.com](http://www.eatupag.wordpress.com)); ([www.roofmeadow.com](http://www.roofmeadow.com)).

#### **Air Week: 4-4-13**

##### Height, beauty, and criminality

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.

**Air Week: 4-21-13**

Food trends

Synopsis: With the dietary concerns in the state of Alabama, 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.

**Air Week: 6-9-13**

Group doctor's appointments

Synopsis: Access to doctors is a major problem in American healthcare. It can take weeks to get in to the doctor, and then a patient may have just a few minutes time in the exam room. Researchers have devised group visits as a solution, as long as patients are willing to share their lengthened appointment time with a dozen or so other patients. Experts discuss the pro's and con's.

Host: Reed Pence. Guests: Dr. Edward Noffsinger, group visit consultant and author, The ABC's of Group Visits; Dr. Edward Shahady, Medical Director, Diabetes Master Clinician Program, Florida Academy of Family Physicians.

**Air Week: 6-9-13**

Failure to launch

Synopsis: It's much more common today for 20-somethings to delay moving out of Mom and Dad's house to start an independent life. An expert discusses the reasons for this trend, and emerging thought on whether this apparent new stage of life is normal.

Host: Nancy Benson. Guest: Dr. Jeffrey Jensen Arnett, Prof. of Research Psychology, Clark Univ. and author, When Will My Grown Up Child Grow Up? Loving and Understanding Your Emerging Adult

## Health

### **Air Week: 6-16-13**

#### Teenage Depression and Contagious Behavior

SYNOPSIS: Depression is a serious issue that many US teens and their families have to deal with. Depression can lead to risky behaviors such as alcohol and drug abuse, extreme dieting and other reckless activities. Combine that with peer pressure to undertake risky behaviors – even suicide--and you have a very dangerous situation. We talk to a psychologist and to a novelist who has written about the problem to find out why teens do it and what parents can do to help their children.

Host: Christopher Michael. Guests: Dr. Frank Farley, Prof. of psychology at Temple University ([www.temple.edu](http://www.temple.edu)), past president of the American Psychological Association ([www.apa.org](http://www.apa.org)); Suzanne Young, teacher, author of the young adult novel, "The Program" ([www.suzanne-young.blogspot.com](http://www.suzanne-young.blogspot.com)).

### **Air Week: 6-16-13**

#### Raising kids in a toxic world

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.

### **Air Week: 6-30-13**

#### Vocal abuse

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.



## Culture

### **Air Week: 5-12-13**

Slang: Where does it come from and why do we use it?

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

Host: Marty Peterson. Guests: Robert Leonard, Prof. of Linguistics, Dir. the Graduate Program in Forensic Linguistics and of the Institute for Forensic Linguistics, Hofstra University ([www.hofstra.edu](http://www.hofstra.edu)); Lesley M. M. Blume, author of "Let's Bring Back: The lost language edition," ([www.lesleymblume.com](http://www.lesleymblume.com)).

### **Air Week: 6-9-13**

The Science of the Impossible

SYNOPSIS: Science fiction is full of wizardry like phasers, invisibility, and time travel. It's pretty fantastical, but we don't think much about it really existing outside the pages of books or the movie screen. We talk to a renowned physicist who says that not only are these things possible; they're being worked on right now.

Host: Christopher Michael. Guests: Michio Kaku, Prof. of theoretical physics, City University of New York, NYC, host of *Sci-Fi Science* on the Science Channel, author of "Physics of the Impossible: A scientific exploration into the world of phasers, force fields, teleportation and time travel" ([www.mkaku.org](http://www.mkaku.org)).

### **Air Week: 6-30-13**

Bringing Historic Preservation

SYNOPSIS: Historic preservation isn't just for the big museums and art galleries. It's also the responsibility of small towns and libraries across the nation. We talk to a best-selling novelist about his historic fiction and how he helps small and large repositories of historical artifacts, books and even landmarks raise money to maintain their collections. He also discusses his new novel that holds a secret about Elizabethan England that could be more than legend!

Host: Marty Peterson. Guests: Steve Berry, author of the novel, "The King's Deception," ([www.steveberry.org](http://www.steveberry.org)) ([www.history-matters.org](http://www.history-matters.org)).

