

WJMX-AM
Florence, SC
Quarterly Issues/Programs List
First Quarter, 2015
04/08/2015

WJMX-AM
Quarterly Issues/Programs List

WJMX-AM provides its listeners with programming and public service announcements that address issues of concern to our local community.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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(This station aired no local issues programming during the quarter in question.)

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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Radio Health Journal ®
AIRTIME: 5AM-530AM
Quarterly Issues Report – Q1 2015
Radio Health Journal Programs 15-01 through 15-13

During the First quarter of 2015 the following compliancy issues were covered:

- Aging
 - Arts And Entertainment
 - Consumerism
 - Death And Dying
 - Disabilities
 - Discrimination
 - Discrimination
 - Economics
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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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Education
 Employment
 Environment
 Ethics
 Evolution
 Family Issues
 Federal Government
 Gender Issues
 Health Care
 Legal Issues
 Leisure
 Mental Health Workplace
 Mental Illness
 Military And National Defense
 Parenting Issues
 Pop Culture
 Population Growth
 Prevention
 Psychology
 Public Health
 Recreation And Entertainment
 Relationship Issues
 Sexually Transmitted Diseases
 Technology
 Unemployment
 Vaccination
 Women's Issues
 Workplace Health And Safety
 Workplace Issues
 Youth At Risk

Program # 15-01 Air week: 1-4-15

SEGMENT 1: Sharks in suits: workplace "almost psychopaths"

12:13

Synopsis: Almost everyone is victimized at some point by a cutthroat co-worker who lies with ease and feels no remorse. These people may be "almost psychopaths," people with psychopathic characteristics too subtle to be diagnosed. Two experts explain how these people operate and how the rest of us can avoid being played.

Host: Reed Pence. Guests: Jim Silver, former federal prosecutor, and Dr. Ronald Schouten, Assoc. Prof. of Psychiatry, Harvard Medical School and Director, Law and Psychiatry Service, Massachusetts General Hospital. They are co-authors, Almost a Psychopath: Do I (Or Someone I Know) Have a Problem with Manipulation and Lack of Empathy

COMPLIANCY ISSUES COVERED: employment and workplace issues; ethics; youth at risk; relationship issues

SEGMENT 2: Heart failure

7:51

Synopsis: Heart failure is a major source of death and disability. Experts discuss causes, consequences and new treatments that may greatly lessen its toll.

Host: Nancy Benson. Guests: Dr. Deborah Weinstein, Chief Medical Officer, Atlantic Clinical Research Collaborative; Dr. William Abraham, Prof. of Internal Medicine and Director, Division of Cardiovascular Medicine,

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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Synopsis: Few female role models exist at major research universities in scientific fields, subverting efforts to get more women into math and science. Many scientists have dismissed gender bias as a factor. However, new research shows that unintentional bias results in women being subconsciously considered less competent than their male scientific counterparts. Experts explain how unconscious bias exists and its pervasive effect in academia and society at large.

Host: Reed Pence. Guests: Dr. Joan Herbers, Prof. of Evolution, Ecology and Organismal Biology, Ohio State Univ. and Past President, Assn. for Women in Science; Dr. Jo Handelsman, Associate Director for Science, US Office of Science and Technology Policy

COMPLIANCY ISSUES COVERED: gender issues; women's issues; discrimination; education

SEGMENT 2: YOUR EYE EXAM: MORE THAN MEETS THE EYE 7:04

Synopsis: Eye exams are looking for a lot more than just eye diseases or how well you see. The eye is the window to the rest of our body's health, and many diseases can be spotted there first. An ophthalmologist explains.

Host: Nancy Benson. Guest: Dr. Christopher Starr, Asst. Prof. of Ophthalmology, Weill-Cornell Medical Center, New York.

COMPLIANCY ISSUES COVERED: public health; health care; prevention; consumerism

Program #15-07 Air week: 2-15-15

SEGMENT 1: THE GUT MICROBIOME 13:29

Synopsis: Scientists are learning that the bacteria living inside us, most notably in the intestines, influence our bodies far more than previously suspected. Our microbiome influences many other organs, particularly the liver, brain, and immune system. Different mixes of these bacteria may account for a great deal of the variability among people, particularly in our weight. Two researchers explain.

Host: Reed Pence. Guests: Dr. Jack Gilbert, Group Leader, Microbial Ecology, Argonne National Laboratory; Dr. Rob Knight, Prof. of Pediatrics and Computer Science & Engineering, Univ. of California, San Diego

COMPLIANCY ISSUES COVERED: public health; technology; consumerism; environment; prevention

SEGMENT 2: MINDLESS EATING 6:29

Synopsis: People eat for reasons other than satisfying hunger, and those reasons play a great role in whether we eat too much or not. Experts discuss the role of the environment in our appetites and how we may use it to stay slim.

Host: Nancy Benson. Guests: Dr. Brian Wansink, Director, Cornell Univ. Food and Brand Lab and author, Slim By Design: Mindless Eating Solutions for Everyday Life; Dr. Barbara Rolls, Prof. of Nutritional Sciences, Penn State Univ. and author, The Ultimate Volumetrics Diet: Smart, Simple, Science-Based Strategies for Losing Weight and Keeping It Off

COMPLIANCY ISSUES COVERED: public health; prevention; consumerism

Program #15-08 Air week: 2-22-15

SEGMENT 1: ONLY CHILDREN...AND THEIR PARENTS 12:05

Synopsis: Only children have been vilified for more than a century as inevitably selfish, spoiled and lonely. Yet research finds that children without siblings are psychologically quite similar to those with brothers and/or sisters.

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Today the proportion of only children is increasing.

Host: Reed Pence. Guests: Beth Apone Salamon, Director of Communications, School of Social Work, Rutgers University and an only child; Lauren Sandler, only child, mother of an only child and author, One and Only: The Freedom of Having an Only Child and the Joy of Being One; Dr. Susan Newman, psychologist.

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

SEGMENT 2: THE SENSE OF TOUCH

8:54

Synopsis: The sense of touch is often taken lightly, yet it conveys more emotion than any other sense because it literally has a separate emotional wiring system. A neuroscientist explains the sense of touch, how it works, the power it has over everyday decisions, and what can happen when it's not working, as it should.

Host: Nancy Benson. Guest: Dr. David Linden, Prof. of Neuroscience, Johns Hopkins Univ. School of Medicine and author, Touch: The Science of Hand, Heart, and Mind

COMPLIANCY ISSUES COVERED: consumerism; youth at risk; aging
 Program #15-09 Air week: 3-1-15

SEGMENT 1: LATE EFFECTS OF CHILDHOOD CANCER

11:28

Synopsis: Doctors can cure cancer in children better than ever, but decades later, many survivors suffer from serious, chronic disease as a result of powerful cancer treatments. Often those survivors don't get screening and treatment for late effects. Experts and survivors discuss how treatments influence life decades later.

Host: Reed Pence. Guests: Matthew Zachary, cancer survivor, founder & CEO, Stupid Cancer; Dr. Lisa Diller, Chief Medical Officer, Dana Farber Boston Children's Cancer and Blood Disorder Center and Prof. of Pediatrics, Harvard Medical School; Dr. Les Robison, Chair of Epidemiology and Cancer Control, St. Jude Children's Research Hospital and Assoc. Director.

COMPLIANCY ISSUES COVERED: youth at risk; health care; technology; consumerism

SEGMENT 2: INFANT SLEEP AND SHAKEN BABIES

8:25

Synopsis: New parents are often at wits' end when their baby won't sleep. Infants who won't sleep and cry inconsolably are also at major risk of being victims of shaken baby syndrome. Experts discuss the connection and ways babies can be more reliable sleepers.

Host: Nancy Benson. Guests: Dr. Ronald Barr, Prof. of Pediatrics, Univ. of British Columbia and Fellow, Canadian Institute for Advanced Research; Dr. Janet Krone Kennedy, clinical psychologist, founder, NYC Sleep Doctor and author, The Good Sleeper: The Essential Guide to Sleep For Your Baby and You

COMPLIANCY ISSUES COVERED: consumerism; youth at risk; family violence

Program #15-10

Air week: 3-8-15

SEGMENT 1: MEASLES & VACCINATION--EXPLORING THE "SOCIAL CONTRACT"

12:32

Synopsis: Measles is more widespread than it has been in years. The current measles outbreak in several states has prompted questions about the responsibility of parents to have their children immunized against vaccine-preventable diseases.

Host: Reed Pence. Guests: Dr. John Swartzberg, Clinical Prof. Emeritus, Univ. of California Berkeley School of Public Health; Dr. William Schaffner, Prof. of Preventive Medicine and Infectious Disease, Vanderbilt Univ.; Alta

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Charro, Warren P. Knowles Prof. of Law and Bioethics, Univ. of Wisconsin.

COMPLIANCY ISSUES COVERED: youth at risk; health care; public health; parenting issues; legal issues; consumerism criminal justice system

SEGMENT 2: BOTOX AND DEPRESSION

7:13

Synopsis: Many people are familiar with the use of Botox to reduce wrinkles and frown lines. But Botox can also be used to reduce the effects of depression.

Host: Nancy Benson. Guest: Dr. Eric Finzi, dermatologic surgeon, Washington, DC and author, The Face of Emotion: How Botox Affects Mood and Relationships

COMPLIANCY ISSUES COVERED: consumerism; mental health
 Program #15-11 Air week: 3-15-15

SEGMENT 1: WORKPLACE BULLIES

12:09

Synopsis: Studies estimate that at some point in their careers, 35 percent of workers will be bullied badly enough to affect their health. Experts discuss the reasons for workplace bullying, the outcomes, and some of the few ways to prevent it.

Host: Reed Pence. Guests: Dr. Gary Namie, Director, Workplace Bullying Institute; Meredith Fuller, psychologist and author, Working With Bitches: Identifying Eight Types of Office Mean Girls and How to Deal With Them

COMPLIANCY ISSUES COVERED: workplace, employment and unemployment; economics; public health; legal issues; discrimination

SEGMENT 2: SMART BANDAGES

7:46

Synopsis: Hospitals and clinics often have to stock a huge variety of bandages and dressings to address the moisture needs of different kinds of wounds. Now a high-tech "smart dressing" can replace them. It absorbs moisture when necessary but can also supply the right amount of moisture in places where it's needed.

Host: Nancy Benson. Guests: Dr. Alexander Reyzelman, Assoc. Prof. of Medicine, California School of Podiatric Medicine and Co-Director, Limb Preservation Center, Univ. of California San Francisco; Vicki Fischenich, geriatric nurse-practitioner and Director, Clinical Affairs, Osnovalive Systems.

COMPLIANCY ISSUES COVERED: health care; consumerism; technology; economics

Program #15-12

Air week: 3-22-15

SEGMENT 1: WOMEN AND WORK

12:17

Synopsis: The US once led the world in proportion of women in the workplace, but that number has declined the last 15 years. Experts explain the social, economic, and governmental factors that are leading women to quit their jobs--often unwillingly--and stay home.

Host: Reed Pence. Guests: Dr. Pamela Stone, Visiting Scholar, Stanford Univ. Clayman Institute for Gender Research, Prof. of Sociology, Hunter College and the Graduate Center, City Univ. of New York, and author, Opting Out: Why Women Really Quit Careers and Head Home; Dr. Claudia Goldin, Prof. of Economics, Harvard Univ.

COMPLIANCY ISSUES COVERED: workplace, employment and unemployment; economics; women's issues;

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gender issues; federal government; youth at risk

SEGMENT 2: LEARNING FROM TRADITIONAL SOCIETIES

8:21

Synopsis: An expert discusses his study of traditional native societies, which shows how human genetics have not adapted to change

Host: Nancy Benson. Guest: Jared Diamond, author, *The World Until Yesterday: What Can We Learn from Traditional Societies?*

COMPLIANCY ISSUES COVERED: evolution; population growth; youth at risk; public health

Program #15-13

Air week: 3-29-15

SEGMENT 1: TONE DEAFNESS

11:49

Synopsis: Millions of people can't carry a tune when they sing and believe they're tone deaf. However, most simply have trouble matching tones when they sing and would benefit from more practice. To the truly tone-deaf person, all pitches sound alike. No amount of practice would help. Experts discuss the concept and offer hope to the karaoke-challenged.

Host: Reed Pence. Guests: Dr. Psyche Loui, Asst. Prof. of Psychology and Neuroscience, Wesleyan Univ.; Dr. Dominique Vuvan, post-doctoral fellow, International Laboratory for Brain, Music and Sound Research; Dr. Steven Demorest, Prof. of Music Education, Northwestern Univ.

COMPLIANCY ISSUES COVERED: leisure, recreation and entertainment; disabilities; education

SEGMENT 2: ANXIETY

8:00

Synopsis: Anxiety is normal, but too much can be crippling; an author and anxiety sufferer discusses the nature of crippling anxiety and what people can do about it.

Host: Nancy Benson. Guest: Scott Stossel, editor, *Atlantic* magazine and author, *My Age of Anxiety: Fear, Hope, Dread and the Search for Peace of Mind*

COMPLIANCY ISSUES COVERED: public health; health care; mental health

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Section III
PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH:	WMBF BLOOD DRIVE	:30	45
COMMUNITY:	SHELTER ANIMALS/VET CARE-A-VAN	:30	20
ENVIRONMENT:	TREE CITY USA	:30	30
EDUCATION:	NATIONAL SCIENCE FOUNDATION	:30	25
