

WJMX  
Florence, SC  
Quarterly Issues/Programs List  
Third Quarter, 2013  
10/13/2014

WJMX  
Quarterly Issues/Programs List

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

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**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.)**

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**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 ®

Quarterly Issues Report – Q3 Third Quarter, 2013 7/7/13 through 9/29/13

Radio Health Journal Programs 13-27 through 13-39

During the third quarter of 2013 the following compliancy issues were covered:

Aging  
Child Abuse  
Child Safety and Child Protection  
Colleges and Universities  
Consumer Safety  
Consumerism  
Discrimination

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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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Drugs and Drug Abuse  
 Drunk Driving  
 Economics  
 Education  
 Elderly  
 Elections  
 Environment  
 Ethics  
 Family Issues  
 Food Safety  
 Government and Regulations  
 Healthcare  
 Highway Safety  
 Legal Issues  
 Local and Municipal Government  
 Mental Illness  
 Military  
 Nutrition  
 Parenting Issues  
 Politics  
 Pop culture  
 Psychology  
 Public Health  
 Public Safety  
 Science and Technology  
 Senior Citizens  
 Technology  
 Violence in Society  
 Women's Issues  
 Worker Safety  
 Youth at Risk

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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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Program # 13-27  
Air week: 7-7-13

2:03      SEGMENT 1: Sibling abuse      14:03

Synopsis: 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.

COMPLIANCY ISSUES COVERED: public health; youth at risk; child abuse, child safety and child protection; parenting issues

17:09      SEGMENT 2: Are pelvic exams necessary?      6:42

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

COMPLIANCY ISSUES COVERED: consumerism; health care; women's issues

Program # 13-28  
Air week: 7-14-13

2:03      SEGMENT 1: Schizophrenia denial      12:44

Synopsis: One of the most difficult aspects of schizophrenia treatment is a frontal lobe disability in half of patients which causes them to deny that they are ill, prompting rejection of medication or therapy. A noted expert discusses the effects of this on patients, families and therapists, and how families can get people with schizophrenia into treatment despite this problem.

Host: Reed Pence. Guest: Dr. Xavier Amador, Prof. of Psychology, Columbia Univ., Director, LEAP Institute and author, *I Am Not Sick, I Don't Need Help: How to Help Someone with Mental Illness Accept Treatment*

COMPLIANCY ISSUES COVERED: mental illness; consumerism; education; family issues

15:48      SEGMENT 2: Medicine in plain language      8:13

Synopsis: 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

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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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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

COMPLIANCY ISSUES COVERED: consumerism; health care

Program # 13-29  
Air week: 7-21-13

2:04 SEGMENT #1: The limits of aging 12:55

Synopsis: Recent advertising campaigns claim that a 150-year lifespan is imminent. But is it? Experts discuss what we know about the limits of aging, quality of life and care for the aged, the relationship of research and lifespans, and whether people would actually want to live a century and a half even if they could.

Host: Reed Pence. Guests: Dr. Laura Carstensen, Prof. of Psychology, Stanford Univ. and Director, Stanford Center on Longevity; Dr. Steven Austad, Prof., Barshhop Institute for Longevity and Aging Studies, Univ. of Texas Health Science Center, San Antonio; Nancy Berlinger, Research Scholar, Hastings Center and lead author, Guidelines for Decisions on Life-Sustaining Treatment and Care Near the End of Life

COMPLIANCY ISSUES COVERED: Aging; senior citizens; technology; ethics

16:02 SEGMENT #2: "Photographic memory" 7:48

Synopsis: Some people who remember things extremely well may claim they have a "photographic memory," but some experts say such a thing doesn't really exist. Experts discuss how memory works.

Host: Nancy Benson. Guests: Dr. Barry Gordon, Prof. of Neurology and Cognitive Science, Johns Hopkins Univ.; Dr. Rodney Roediger, Washington Univ., St. Louis.

COMPLIANCY ISSUES COVERED: science and technology; education

Program # 13-30  
Air week: 7-28-13

2:04 SEGMENT #1: Lowering the DUI threshold 12:00

Synopsis: The National Transportation Safety Board has recommended lowering the DUI threshold from .08 BAC to .05 as a means of reducing drunk driving. Advocates are divided on whether such a reduction would have much effect, and the legislative fight would drag on for years. Experts discuss this and other moves that might have larger and more immediate impact.

Host: Reed Pence. Guests: Deborah Hersman, Chairman, National Transportation Safety Board; Jan Withers, National President, MADD (Mothers Against Drunk Driving); Ray Peck, head of R.C. Peck & Assoc. and Project Chief Research Scientist, Pacific Institute of Research & Evaluation; Gary Biller, President, National Motorists Assn.

COMPLIANCY ISSUES COVERED: drunk driving; highway safety; public safety; government and regulation; legal issues

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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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15:08 SEGMENT #2: What Doctors Feel 8:44

Synopsis: Doctors are often accused of holding emotions too much at bay. A physician who has examined the issue discusses the importance of emotion in the practice of medicine.

Host: Nancy Benson. Guests: Dr. Danielle Ofri, Assoc. Prof. of Medicine, New York Univ. and author, What Doctors Feel: How Emotions Affect the Practice of Medicine

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

Program # 13-31  
Air week: 8-4-13

2:05 SEGMENT #1: Refuse workers: respect your local garbageman 12:09

Synopsis: It turns out that day in and day out, refuse workers have the most dangerous municipal job, with more injuries than police or firefighters. Two experts discuss the massive job of hauling our garbage away.

Host: Reed Pence. Guests: Robin Nagle, Clinical prof. of Anthropology and Urban Studies, New York Univ., anthropologist in residence, New York Sanitation Dept., and author, Picking Up: On the Streets and Behing the Trucks with the Sanitation Workers of New York City; Sam Shick, franchise operator, 1-800-GOT-JUNK.

COMPLIANCY ISSUES COVERED: local and municipal government; worker safety; environment

15:15 SEGMENT #2: Odd medical treatments of the past 7:47

Synopsis: An expert examines how far we've come in medicine by focusing on past practices, which lead him to conclude doctors in ancient Greece provided better care than those in the US 150 years ago.

Host: Nancy Benson. Guest: Nathan Belofsky, author, Strange Medicine: A Shocking History of Real Medical Practices Through the Ages.

COMPLIANCY ISSUES COVERED: education; consumerism

Program # 13-32  
Air week: 8-11-13

2:05 SEGMENT #1: Supermarket dietitians 12:29

Synopsis: One of the hottest food store trends is the rapidly increasing number of supermarket dietitians. Experts discuss the extra value of health providers offering hands on advice to customers in the very place food purchase decisions are made.

Host: Reed Pence. Guests: Nancy Tringali Pihon, Director, Shopping for Health; Phil Lempert, CEO, Retail Dietitians Business Alliance, Food Trends Editor, NBC's Today and Contributing Editor, Supermarket News; Sharon Palmer, registered dietitian and author, The Plant Power Diet

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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COMPLIANCY ISSUES COVERED: consumerism; public health and nutrition; economics

15:32 SEGMENT #2: New treatments for irritable bowel syndrome 8:31

Synopsis: Irritable bowel syndrome affects a surprisingly large proportion of Americans, yet many do not get help. An expert discusses new treatments that could ease the suffering of millions.

Host: Nancy Benson. Guest: Dr. Steven Lamm, Director, New York Univ. Men's Health Center and author, No Guts, No Glory.

COMPLIANCY ISSUES COVERED: education; consumerism

Program # 13-33

Air week: 8-18-13

1:55 SEGMENT #1: Caffeine in foods 13:03

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.

COMPLIANCY ISSUES COVERED: consumerism; food safety; consumer safety; public health and nutrition; child safety; federal government and regulation

16:00 SEGMENT #2: Leadership and mental illness 8:01

Synopsis: Studies show that in good times, "level headed" leaders do well. However, one leading expert on mood disorders explains that in times of war and crisis, leaders such as Lincoln, Franklin Roosevelt and M.L. King, who led utilizing traits of mental illness, may be more effective.

Host: Nancy Benson. Guest: Dr. Nassir Ghaemi, Prof. of Psychiatry and Director, Mood Disorders Program, Tufts Univ., and author, A First Rate Madness.

COMPLIANCY ISSUES COVERED: military; government, politics, and elections; mental illness

Program # 13-34

Air week: 8-25-13

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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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2:01      SEGMENT #1: Study drugs on campus      11:57

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

COMPLIANCY ISSUES COVERED: youth at risk; education; colleges and universities; drugs and drug abuse; consumerism

15:00      SEGMENT #2: Grief      9:00

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

COMPLIANCY ISSUES COVERED: mental illness; family issues

Program # 13-35  
Air week: 9-1-13

2:04      SEGMENT #1: Boys' violent play      12:31

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.

COMPLIANCY ISSUES COVERED: children and youth at risk; education; violence in society; parenting issues

15:37      SEGMENT #2: The joy of singing      8:21

Synopsis: Research shows that singing in a group has health benefits, as well as simply making people feel good. Experts and participants discuss this increasing singing trend in society.

Host: Nancy Benson. Guests: Stacy Horn, author, Imperfect Harmony: Finding Happiness Singing With Others; Dr. Barbara Reuer, CEO and Founder, Musicworx, Inc. music therapy practice, San Diego; Karen Hesley, speech pathologist and director, Tremble Clefs singing group

COMPLIANCY ISSUES COVERED: psychology; pop culture; elderly, senior citizens, and aging

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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Program # 13-36  
Air week: 9-8-13

2:02      SEGMENT #1: Misophonia--rage at small sounds      12:01

Synopsis: A surprisingly large number of people may become agitated or even enraged when they hear "mouth sounds" such as chewing or slurping, sniffing, or crunching of paper. This disorder, misophonia, is largely unknown, but researchers believe audio processing of these sounds is mis-routed to rage centers in the brain. Experts and a sufferer discuss the syndrome.

Host: Reed Pence. Guests: Paul Tabachneck, IT professional, musician, and misophonia sufferer; Judy Krauthamer, author, *Sound Rage: A Primer of the Neurobiology and Psychology of a Little Known Anger Disorder*; Dr. Aage Moller, Prof. of Behavioral and Brain Sciences, Univ. of Texas at Dallas.

COMPLIANCY ISSUES COVERED: youth at risk; education; interpersonal relations; health care

15:07      SEGMENT #2: Regeneration from skin cells      8:14

Synopsis: 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

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

Program # 13-37  
Air week: 9-15-13

2:03      SEGMENT #1: Obesity bias in medicine      12:54

Synopsis: 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 Guzdune, Asst. Prof. of Medicine, Johns Hopkins Univ.

COMPLIANCY ISSUES COVERED: discrimination; health care; public health; education; consumerism

16:01      SEGMENT #2: Letting go to achieve a good death      8:10

Synopsis: 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*.



ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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COMPLIANCY ISSUES COVERED: ethics; health care; consumerism; family issues; technology and society

Program # 13-38  
Air week: 9-22-13

2:00 SEGMENT #1: Health insurance exchanges opening--will they be ready? 12:32

Synopsis: State insurance exchanges that are central to the Affordable Care Act are scheduled to begin enrolling on Oct. 1. Experts discuss the likely problems that consumers may face as they enter the market.

Host: Reed Pence. Guests: Dan Schuyler, Director of Exchange Technology, Leavitt Partners; r. Paul Ginsberg, President, Center for Studying Health System Change; Kevin Lucia, Senior Research Fellow, Center on Health Insurance Reforms, Georgetown Univ.; Laura Summers, Director of State Intelligence, Leavitt Partners.

COMPLIANCY ISSUES COVERED: health care; public health; consumerism; state government; federal government; public policy; economics; education; politics

15:36 SEGMENT #2: The origins of eating disorders 7:47

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.

COMPLIANCY ISSUES COVERED: health care; women's issues; youth at risk

Program # 13-39  
Air week: 9-29-13

2:05 SEGMENT #1: The return on workplace wellness 13:08

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.

COMPLIANCY ISSUES COVERED: health care; consumerism; economics; education; business and industry; employment

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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16:15 SEGMENT #2: Restarting stalled growth 7:45

Synopsis: Children's growth disorders are sometimes discounted by pediatricians. Experts discuss the causes and treatments for growth disorders and how parents can decide if their child's growth is a problem.

Host: Nancy Benson. Guests: Mary Andrews, co-founder and CEO, Magic Foundation for Children's Growth; Dr. Richard Levy, Director, Pediatric Endocrinology Section, Rush Univ. Medical Center, Chicago.

COMPLIANCY ISSUES COVERED: health care; youth at risk

Producers: Reed Pence and Molly Nagle  
Production Director: Sean Waldron

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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
COMMUNITY:	HARVEST HOPE	8/14/13-8/16/13	24
EDUCATION:	THE SCHOOL FOUNDATION	9/19/13-9/23/13	22
HEALTH:	HEART DISEASE	7/10/13-9/20/13	40
ENVIRONMENT:	SAVE THE MANATEE	7/30/13-9/15/13	32