

WJMX
Florence, SC
Quarterly Issues/Programs List
Third Quarter, 2016
10/03/2016

WJMX
Quarterly Issues/Programs List

WJMX 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
-------	-----------------	-------------	-------	-----------	----------

(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
-------	-----------------	-------------	-----------	----------

Program 16-27	Producers	Reed Pence, Michael Wu and Heather Munro		
Air Week	07/03/16-07/09/16	Production Director	Sean Waldron	

Air Time: 6:00am Sunday 7/3/16

Time Segment Dur.

2:04 SEGMENT 1: THE OTHER SIDE OF MILITARY SCIENCE 12:16

Synopsis: Most people think of military science in terms of defeating the forces of the other side. But it also involves keeping our troops sheltered, clothed and fed, as well as protected from adversaries like exhaustion, infection, heat and noise. A noted investigative journalist explains the less well known side of military research.

Host: Reed Pence. Guest: Mary Roach, author: Grunt: The Curious Science of Humans at War

Compliance issues covered: military; federal government; national security; research and development

Links for more information: <http://maryroach.net>

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

15:22 SEGMENT 2: UNCERTAINTY IN MEDICINE 7:43

Synopsis: Many patients want certainty in diagnoses, especially when they've had expensive diagnostic tests. However, those tests are often less certain in their results than people think, making patients sometimes doubt doctors' competence.

Host: Nancy Benson. Guest: Dr. Steven Hatch, Asst. Prof. of Medicine, Univ. of Massachusetts Medical School and author, *Snowball In A Blizzard: A Physician's Notes on Uncertainty in Medicine*

Compliance issues covered: consumerism; health care; technology

Links for more information: <https://www.bostonglobe.com/arts/books/2016/03/13/steven-hatch-investigates-spectrum-certainty-snowball-blizzard/iyoA9290cTaZGbABT3h8gP/story.html>

Program 16-28 Producers Reed Pence and Michael Wu
Air Week 07/10/16-07/16/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 7/10/16

Time Segment Dur.

2:04 SEGMENT 1: LEWY BODY DEMENTIA 11:21

Synopsis: The second most common form of dementia is virtually unknown to most people. However, Lewy body dementia affects 1.4 million Americans, with symptoms commonly misdiagnosed as Alzheimer's disease. Additional symptoms such as hallucinations and uncontrollable shaking make diagnosis and caregiving more difficult, and treatments for Alzheimer's or psychosis can often be harmful. Experts discuss.

Host: Reed Pence. Guests: Candy Schulman, daughter of woman who died with Lewy body dementia; Dr. James Leverenz, Director, Cleveland Clinic Lou Ruvo Center for Brain Health and Chair, Scientific Advisory Council, Lewy Body Dementia Association

Compliance issues covered: aging; disabilities; mental illness; health care; consumerism

Links for more information: <https://www.lbda.org>

14:27 SEGMENT 2: OUR NEW GENETIC KNOWLEDGE 8:30

Synopsis: Gene research has made incredible leaps in the last decade. A physician/Pulitzer-prize winning author explains what our new knowledge means for our immediate medical future, given our struggles with genetic knowledge in the past.

Host: Nancy Benson. Guest: Dr. Siddhartha Mukherjee, Asst. Prof. of Medicine, Columbia Univ. and author, *The Gene: An Intimate History*.

Compliance issues covered: consumerism; health care; technology; ethics

Links for more information: <http://authors.simonandschuster.com/Siddhartha-Mukherjee/49784674>

Program 16-29 Producers Christine Herman, Reed Pence and Heather Muno
Air Week 07/17/16-07/23/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 7/17/16

Time Segment Dur.

2:05 SEGMENT 1: BABY TALK 11:17

Synopsis: Scientists have discovered that the way parents talk to their infants has a huge effect on their

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

intellectual development and later success. Experts discuss why and how parents should hold "conversations" with their babies.

Host: Reed Pence. Guests: Dr. Anne Fernald, Assoc. Prof. of Psychology, Stanford Univ.; Dr. Kimberly Noble, Assoc. Prof. of Pediatrics, Columbia Univ.

Compliance issues covered: youth at risk; education; parenting issues; economics

Links for more information: <https://web.stanford.edu/group/langlearninglab/cgi-bin/>;
<http://www.columbia.edu/cu/needlab/>

14:24 SEGMENT 2: NEAR DROWNING 8:31

Synopsis: Some 700 American children under age 14 die of drowning each year. But when a child is pulled out of the water and revived, they may face lifethreatening peril hours or days later as the body reacts. Experts discuss.

Host: Nancy Benson. Guests: Dr. Christopher Michos, emergency physician, St. Vincent's Medical Center, Bridgeport, CT; Dr. Luis Torero, Division Chief, Pediatric Critical Care, Advocate Children's Hospital, Oak Lawn, IL

Compliance issues covered: youth at risk; parenting issues; public safety; water safety

Links for more information: <http://www.advocatechildrenshospital.com/ach>

Program 16-30 Producers Polly Hanson, Heather Muno and Reed Pence
Air Week 07/24/16-07/30/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 7/24/16

Time Segment Dur.

2:04 SEGMENT 1: FIGHTING YOUR INSURER 11:42

Synopsis: Patient advocates have long helped people navigate the healthcare system to get better treatment. Now a new field of advocates is helping people navigate the insurance system as well, assisting with denials and delays. Three experts in the field discuss how to fight your insurer and win.

Host: Reed Pence. Guests: Elisabeth Schuler Russell, founder and President, Patient Navigator LLC; Brendan Bietry, case manager, Patient Advocate Foundation; Laurie Todd, author, Fight Your Insurance Company and Win

Compliance issues covered: economics; health care; consumerism; insurance

Links for more information: <http://www.patientadvocate.org>; <http://theinsurancewarrior.com>;
<http://nahac.memberlodge.com>; <http://advconnection.com>

14:48 SEGMENT 2: THE SALT BOMB 8:07

Synopsis: Most Americans consume far too much salt even if they add none to their foods. Experts discuss why salt is such a health problem and what the federal government is doing to push food processors toward reducing salt content in our diets.

Host: Nancy Benson. Guests: Dr. Bill Farquhar, Prof. of Kinesiology and Applied Physiology, Univ. of Delaware; Dr. Karen Di Salvo, Acting Asst. Secretary for Health, US Dept. of Health and Human Services; Dr. Robert Califf, Commissioner, US Food and Drug Administration

Compliance issues covered: consumerism; public health; federal government and regulation; local government and regulation

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

Links for more information: <http://sites.udel.edu/kaap/directory/william-b-farquhar/>;
<http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm503874.htm>

Program 16-31 Producers Reed Pence and Heather Muno
 Air Week 07/31/16-08/06/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 7/31/16

Time Segment Dur.
 2:01 SEGMENT 1: FUNGAL SINUSITIS 11:53

Synopsis: Many people who have chronic recurrent sinusitis may have an allergic reaction to fungi rather than a bacterial infection. Treatments for the two are completely different, and in some cases, fungal sinusitis can be life threatening. Two experts and a patient explain.

Host: Reed Pence. Guests: Erin Porter, fungal sinusitis patient and founder, EatPrayGetWell.com; Dr. Donald Dennis, ear, nose & throat surgeon, Atlanta; Dr. Joseph Han, Prof. of Otolaryngology-Head & Neck Surgery, Eastern Virginia Medical School

Compliance issues covered: consumerism; health care; air pollution and environment

Links for more information: <https://eatpraygetwell.com>; <http://www.sinusitiswellness.com/donald-p-dennis-m-d-f-a-c-s-bio/>; <http://www.evms.edu>

14:56 SEGMENT 2: CHILD HEART ARRHYTHMIAS 8:07

Synopsis: Children and adolescents seldom have “heart attacks,” but they sometimes have heart arrhythmias which can look like the same thing, and be just as deadly. Often they are treated with implantable devices, but need more support than they often get. An expert doctor and the father of a young patient discuss.

Host: Nancy Benson. Guests: Colin Alesse, parent of heart arrhythmia attack and co-founder Chicagoland Cardiac Connections; Dr. Greg Webster, cardiologist and electrophysiologist, Lurie Children’s Hospital, Chicago and co-founder, Chicagoland Cardiac Connections

Compliance issues covered: consumerism; public health; youth at risk; health care

Links for more information: <http://cccheart.org>

Program 16-32 Producers Reed Pence and Heather Muno
 Air Week 08/07/16-08/13/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 8/7/16

Time Segment Dur.
 2:01 SEGMENT 1: DRINKING WATER SAFETY 11:57

Synopsis: Most people assume their drinking water is safe. However, many chemicals, especially new ones, are unregulated by the EPA, and thousands of water systems serving millions of people have lead levels higher than standards allow. Experts explain the danger of lead, especially to children, and other chemicals that may be in drinking water.

Host: Reed Pence. Guests: Dr. Jeffrey K. Griffiths, Prof. of Public Health, Tufts Univ. and former chair, Drinking Water Committee, US EPA; Dr. Kristi Pullen Fedinick, Staff Scientist, Health Program, Natural Resources Defense Council.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

Compliance issues covered: public health; consumerism; pollution and environment; drinking water safety; municipal government; taxes; federal government and regulation

Links for more information: <https://www.nrdc.org/media/2016/160628>;
<http://medicine.tufts.edu/Education/Academic-Departments/Clinical-Departments/Public-Health-and-Community-Medicine/Faculty/Resident%20Faculty/Griffiths-Jeffrey>

15:00 SEGMENT 2: VARICOSE VEINS 8:07

Synopsis: Millions of people have varicose veins, which have health consequences beyond their unsightliness. An expert physician explains what varicose veins are and new treatments that simplify getting rid of them.

Host: Nancy Benson. Guest: Dr. Mark Rayman, Medical Director, Beach Cities Vein and Laser Center, CA

Compliance issues covered: consumerism; health care

Links for more information: <http://medtronicendovenous.com/patients/7-2-venaseal-closure-procedure/?gclid=CJ-Ouue5mc4CFQyUaQodfmkNZw>

Program 16-33 Producers Christine Herman, Reed Pence and Michael Wu
 Air Week 08/14/16-08/20/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 8/14/16

Time Segment Dur.

2:04 SEGMENT 1: RETHINKING PARENTING 11:57

Synopsis: Every generation thinks the one behind it is full of spoiled, entitled, lazy kids, prompting parenting advice that research shows is actually harmful to children. An expert discusses why conventional wisdom about raising kids is often all wrong.

Host: Reed Pence. Guest: Alfie Kohn, author, *The Myth of the Spoiled Child: Challenging the Conventional Wisdom About Children and Parenting*.

Compliance issues covered: youth at risk; children; parenting issues; education

Links for more information: <http://www.alfiekohn.org>

14:32 SEGMENT 2: LITTLE PEOPLE, DISABILITY, AND THE PROSPECT OF CURE 8:21

Synopsis: Many people with dwarfism also face skeletal abnormalities which can lead to disability. Experts, all little people themselves, discuss major causes of dwarfism, the hurdles they create, the struggle for respect, and the prospect of treatments that could one day make little people much more rare.

Host: Nancy Benson. Guests: Dr. Jennifer Arnold, co-star, TLC's *The Little Couple* and co-author, *Think Big*; Ericka Okenfuss, licensed genetic counselor, Kaiser Permanente, Sacramento, CA; Gary Arnold, President, Little People of America and Public Affairs Manager, Access Living, Chicago

Compliance issues covered: health care; disabilities; youth at risk; parenting issues; discrimination

Links for more information: LPAonline.org; <http://jenniferarnoldmd.com>

Program 16-34 Producers Reed Pence, Heather Muno and Michael Wu
 Air Week 08/21/16-08/27/16 Production Director Sean Waldron

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

Air Time: 6:00am Sunday 8/21/16

Time Segment Dur.

2:04 SEGMENT 1: DOCTORS' OBESITY BIAS 13:06

Synopsis: Studies show that medical professionals are as biased as the rest of us against people who are overweight, resulting in lectures, misdiagnoses, and patients who start avoiding the doctor. Experts explain the problem, results, and what might be done about it.

Host: Reed Pence. Guests: Dr. Rebecca Puhl, Prof. of Human Development and Family Studies, Univ. of Connecticut and Deputy Director, Rudd Center for Food Policy and Obesity; Dr. David Katz, Director, Yale-Griffin Prevention Research Center, Yale Univ. and Founder, True Health Initiative; Kathy Kater, psychotherapist specializing in body image, eating and weight issues

Compliance issues covered: health care; public health; discrimination; obesity; education

Links for more information: <http://www.uconnruddcenter.org/faulty-and-staff-rebecca-puhl/>; <http://www.yalegriffinprc.org/>; <http://bodyimagehealth.org>

16:12 SEGMENT 2: MISCOMMUNICATION AND COLOR ENERGY 6:44

Synopsis: People have different ways to interpret the world around them, and miscommunication is often a result when we assume we do so similarly. A noted author discusses an innovative way to classify communication styles to avoid clashes.

Host: Nancy Benson. Guest: Scott Schwefel, author, Discover Yourself

Compliance issues covered: interpersonal communication; consumerism

Links for more information: <http://discoveryyourself.com/keynote/>

Program 16-35 Producers Polly Hansen, Michael Wu & Reed Pence
Air Week 08/28/16-09/03/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 8/28/16

Time Segment Dur.

1:54 SEGMENT 1: SCAD--A DIFFERENT KIND OF HEART ATTACK 12:00

Synopsis: A form of heart attack that strikes young, seemingly healthy people--most of them women, often near childbirth--is increasing. Experts discuss heart attacks caused by arteries that split open rather than blockages.

Host: Reed Pence. Guests: Shelley Simonton, SCAD patient; Dr. Sharonne Hayes, Founder, Women's Heart Clinic, Mayo Clinic; Carol Vich, SCAD patient

Compliance issues covered: health care; public health; women's issues

Links for more information: <http://www.mayoclinic.org/departments-centers/cardiovascular-diseases/overview/specialty-groups/womens-heart-clinic/overview>

14:56 SEGMENT 2: THE HAITIAN CHOLERA COVERUP 7:51

Synopsis: Haiti was struck by a devastating cholera epidemic a few months after a disastrous earthquake hit. Eventually the UN and its peacekeeping groups were blamed for causing the outbreak, making a bad situation much worse. Experts discuss how it happened and lessons for future disaster recovery.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

Host: Nancy Benson. Guest: Dr. Ralph Frerichs, Prof. Emeritus of Epidemiology, UCLA and author, Deadly River: Cholera and Cover-Up in Post-Earthquake Haiti

Compliance issues covered: public health; disaster recovery; infectious disease and vaccination; federal government

Links for more information: <http://deadlyriver.com>

Program 16-36 Producers Reed Pence & Michael Wu
 Air Week 09/04/16-09/10/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 9/4/16

Time Segment Dur.

3:04 SEGMENT 1: FETAL ALCOHOL SPECTRUM DISORDER 10:40

Synopsis: Fetal alcohol spectrum disorder is the largest preventable cause of developmental disabilities in the US, and studies show it is far more common than previously suspected, especially in certain populations. Experts explain how better prevention efforts could greatly reduce a wide variety of social problems

Host: Reed Pence. Guests: Dr. Phillip May, Research Prof. of Nutrition, Gillings School of Global Public Health, Univ. of North Carolina-Chapel Hill; Dr. Carl Bell, Prof. of Psychiatry Emeritus, Univ. of Illinois and staff psychiatrist, Jackson Park Hospital, Chicago; Dr. Ira Chasnoff, President, NTI Upstream and Clinical Prof. of Pediatrics, Univ. of Illinois

Compliance issues covered: public health; youth at risk; alcohol, substance abuse and addiction; education; homelessness; crime and prison; women's issues

Links for more information: <http://www.uncnri.org/index.php/philip-may-ph-d/>; <http://www.ntiupstream.com>; <http://www.psych.uic.edu/grand-rounds/item/248-carl-c-bell-md>

14:46 SEGMENT 2: LUCID DREAMS 8:11

Synopsis: The dreaming brain is nearly as active as it is when we are awake. Experts discuss ways to shape dreams to help solve problems.

Host: Nancy Benson. Guest: Dr. Deirdre Barrett, Asst. Prof. of Psychology, Harvard Medical School and author, The Committee of Sleep: How Artists, Scientists, and Athletes Use Their Dreams for Creative Problem Solving—And How You Can Too

Compliance issues covered: consumerism; education

Links for more information: <http://deadlyriver.com>

Program 16-37 Producers Michael Wu, Christine Herman & Reed Pence
 Air Week 09/11/16-09/17/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 9/11/16

Time Segment Dur.

3:00 SEGMENT 1: THE BRAIN SCIENCE OF DRUNK DRIVING 10:15

Synopsis: Scientists are learning that people who repeatedly drive drunk are not all the same in the personalities and brain chemistries that motivate their behavior. An expert discusses new research suggesting different ways to reduce recidivism in each of these personality types.

Host: Reed Pence. Guest: Dr. Thomas Brown, Asst. Prof. of Psychiatry, McGill Univ. and researcher, Douglas

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

Mental Health University Institute

Compliance issues covered: public safety; drunk driving; alcohol and substance abuse; traffic safety

Links for more information: <http://www.douglas.qc.ca/researcher/thomas-brown?locale=en>

14:17 SEGMENT 2: GOSSIP 7:23

Synopsis: Most people regard gossip with disdain. While backbiting, vicious slander is usually disruptive, researchers have found that informational gossip has benefits for society by keeping people in line with societal norms. Experts discuss.

Host: Nancy Benson. Guest: Dr. Robb Willer, Prof. of Sociology, Stanford Univ; Dr. Matthew Feinberg, Asst. Prof. of Management, Univ. of Toronto

Compliance issues covered: interpersonal relationships; media and society

Links for more information: <https://sociology.stanford.edu/people/robb-willer>

Program 16-38 Producers Reed Pence and Heather Muno
 Air Week 09/18/16-09/24/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 9/18/16

Time Segment Dur.

3:00 SEGMENT 1: EPI-PEN PRICE HIKES 11:38

Synopsis: The Epi-Pen brand has become synonymous with epinephrine injectors, which can save the life of a person suffering a severe allergic reaction. Recently there's been outcry over large price hikes for the devices, which have forced some people to seek other alternatives or go without. Experts discuss the economics involved and what patients can do to be protected without going broke.

Host: Reed Pence. Guests: Dr. Aaron Carroll, Prof. of Pediatrics, Indiana Univ. School of Medicine; Dr. Thomas Casale, Prof. of Pediatrics and Medicine, Univ. of South Florida and Exec. Vice President, American Academy of Allergy, Asthma and Immunology

Compliance issues covered: consumerism; youth at risk; health care; public health; government; economics

Links for more information: <http://theincidentaleconomist.com/wordpress/about/about-aaron/>;
<http://health.usf.edu/medicine/internalmedicine/allergy/faculty/2852254/Casale>; <https://www.aaaai.org>

15:40 SEGMENT 2: HOMESICKNESS 7:27

Synopsis: What we now call "homesickness" used to be a medical diagnosis called "nostalgia," and it was considered life-threatening. Today many people consider homesickness to be a childish emotion, but an expert says it's nothing to be ashamed of. We all suffer from it sometime and need to know how to cope.

Host: Nancy Benson. Guest: Dr. Susan Matt, Prof. of History, Weber State Univ.; Dr. Chris Willard, Lecturer in Psychology, Harvard Medical School.

Compliance issues covered: mental health; American society and culture

Links for more information: <https://global.oup.com/academic/product/homesickness-9780195371857?cc=us&lang=en&>; <http://drchristopherwillard.com>

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
-------	-----------------	-------------	-----------	----------

Program 16-39 Producer Reed Pence
 Air Week 09/25/16-10/01/16 Production Director Sean Waldron

Air Time: 6:00am Sunday 9/25/16

Time Segment Dur.
 3:03 SEGMENT 1: PANDAS: DANGEROUS AFTEREFFECTS OF A STREP THROAT 11:35
 Synopsis: Strep infection may prompt a severe reaction in some children, causing their own immune system to attack cells in the brain. What appear to be extreme psychological symptoms result from what is really a physical disorder. The disorder, known as PANDAS, is often misdiagnosed. Experts discuss.

Host: Reed Pence. Guests: J.C. Konecny, Executive Director, PANDAS Network and parent of PANDAS sufferer; Dr. Elizabeth Latimer, Clinical Asst. Prof. of Pediatrics and Neurology, Georgetown Univ.

Compliance issues covered: consumerism; youth at risk; health care; infectious disease

Links for more information: <http://www.pandasnetwork.org>; <https://www.pandasppn.org>

15:40 SEGMENT 2: LOCKED-IN SYNDROME 7:14
 Synopsis: Some people who have a stroke in the brain stem suffer from a condition where they are fully conscious and aware, yet appear to be in a coma because they cannot move a muscle, except for sometimes the eyes. They may remain in this "locked-in" state for years. A stroke expert and a woman who recovered from this condition discuss it.

Host: Nancy Benson. Guests: Allison O'Reilly, Locked-In Syndrome survivor and author, Out Of the Darkness; Dr. Ralph Sacco, Chairman of Neurology, Univ. of Miami Miller School of Medicine and former President, American Heart Assn.

Compliance issues covered: health care; disabilities

Links for more information: <http://outofthedarknessbook.org>; <http://sylvester.org/doctors/profile/1672>

**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: 72	AMERICAN RED CROSS BLOOD DRIVE		:30
	ARS/SPORTCLIPS FREE HAIRCUTS FOR BLOOD		:30
60 COMMUNITY: 35	NAT'L NIGHT OUT/FCSD		:30
ENVIRONMENT: 27	PEE DEE DIST. WATER ENVIRONMENT WASTEWATER MONITORING		:30
EDUCATION: 43	FLORENCE SCHOOL DIST. SCHOLARSHIP FUNDRAISER		:30