

WJMX-AM  
Florence, SC  
Quarterly Issues/Programs List  
Second Quarter, 2016  
06/28/2016

WJMX-AM  
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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Air Time: 6:00am Sunday 4/3/16

Program 16-14 Producers Reed Pence & Polly Hansen

Time Segment Dur.

2:02 SEGMENT 1: SHOULD WE SHORTEN MEDICAL TRAINING? 11:55

Synopsis: In an age of increasing medical complexity, some leading thinkers in medical education are proposing that the time spent on medical education be cut by nearly one third. The key, these advocates say, is ridding curricula of requirements that most doctors never use. Experts discuss both sides of the issue.

Host: Reed Pence. Guests: Dr. Ezekiel Emanuel, Vice Provost for Global Initiatives and Chair, Department of Biomedical Ethics and Health Policy, Univ. of Pennsylvania; Dr. Victor Fuchs, Henry J. Kaiser Prof. Emeritus of Economics and Health Policy, Stanford Univ. and Senior Fellow, Stanford Institute for Economic Policy Research; Dr. Gail Morrison, Senior Vice Dean for Education and Director of Academic Programs, Univ. of Pennsylvania Perleman School of Medicine.

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Compliance issues covered: health care; public health; education; consumer safety

14:59 SEGMENT 2: CONTEXTUAL CARE 8:00

Synopsis: Studies have found that many doctors don't really listen to their patients, and so miss how illness is affected by the "other things" in life. Experts discuss how to help doctors consider the patient as a whole.

Host: Nancy Benson. Guests: Dr. Saul Jeremy Weiner, Prof. of Medicine, pediatrics & Medical Education, Univ. of Illinois and co-author, Listening For What Matters: Avoiding Contextual Errors in Health Care; Dr. Alan Schwartz, Michael Reese Endowed Prof. of Medical Education, Univ. of Illinois, Chicago, and co-author, Listening For What Matters: Avoiding Contextual Errors in Health Care.

Compliance issues covered: health care; education; consumerism; patient safety

Air Time: 6:00am Sunday 4/10

Program 16-15 Producer Reed Pence

Time Segment Dur.

2:02 SEGMENT 1: DRUG SHORTAGES 11:48

Synopsis: For more than 10 years, hospitals have been plagued by shortages of important drugs, sometimes forcing doctors to decide who will receive them, and who will die. Experts explain why these shortages occur, the unfortunate outcomes, and what they do to try to minimize the damage.

Host: Reed Pence. Guests: Dr. Yoram Unguru, pediatric hematologist-oncologist, Children's Hospital at Sini, Baltimore, and faculty member, Berman Institute of Bioethics, Johns Hopkins Univ.; Bona Benjamin, Director of Medication Use Quality Improvement, American Society of Health System Pharmacists; Dr. Brian Fitzsimmons, cardiac anesthesiologist, Cleveland Clinic Foundation

Compliance issues covered: health care; public health; consumerism and consumer safety; ethics; youth at risk; economics; federal government regulation

14:52 SEGMENT 2: MENIERE'S DISEASE 8:14

Synopsis: Experts discuss symptoms and treatments of Meniere's disease, an often misdiagnosed disorder producing loss of hearing and crippling vertigo.

Host: Nancy Benson. Guests: James Raath, business consultant and author, Love Mondays; Dr. David Friedland, Prof. and Vice Chair, Otolaryngology and Communication Sciences, Medical College of Wisconsin

Compliance issues covered: health care; disabilities

Air Time: 6:00am Sunday 4/17

Program 16-16 Producer Reed Pence & Christine Herman

Time Segment Dur.

2:02 SEGMENT 1: DIRECT TO CONSUMER DRUG ADVERTISING 11:35

Synopsis: Since FDA rules on prescription drug advertising were loosened in 1997, the amount of advertising has mushroomed. However, there is still controversy over whether that's good for patients, and now the American Medical Association has come out for an ad ban. Experts discuss the pro's and cons of direct to consumer advertising and its effect on patients and physicians.

Host: Reed Pence. Guests: John Kamp, Exec. Director, Coalition for Healthcare Communication; Dr. Sidney Wolfe, Founder, Public Citizen Health Research Group; Dr. Joel Lexchin, Prof. of Health Policy, York Univ. and emergency physician, University Health Network, Toronto; Dr. Brad Shapiro, Asst. Prof. of Marketing, Univ. of Chicago Booth

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School of Business.

Compliance issues covered: health care; public health; consumerism and consumer safety; economics; federal government regulation; media and society

14:39 SEGMENT 2: THE POWERFUL INFLUENCE OF FRIENDS 7:45

Synopsis: Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes and health even more than our parents or spouses. An expert discusses the many ways friends determine our destinies.

Host: Nancy Benson. Guest: Carlin Flora, author, Friendfluence: The Surprising Ways Friends Make Us Who We Are

Compliance issues covered: interpersonal relationships; family issues; technology

Air Time: 6:00am Sunday 4/17

Program 16-17 Producer Reed Pence

Time Segment Dur.

1:58 SEGMENT 1: USING ANIMALS TO SNIFF OUT DISEASE 12:34

Synopsis: Diseases apparently have distinctive odors that humans can't detect. Researchers are using dogs, mice, rats and other animals to literally sniff out cancer and other diseases in the laboratory. In the 3rd World, rats are used to diagnose TB. Experts discuss the use of animals to diagnose disease and their efforts to build machines that can do the same thing.

Host: Reed Pence. Guests: Dr. Cindy Otto, Exec. Director, Penn Vet Working Dog Center, Univ. of Pennsylvania; Dr. Gary Beauchamp, Emeritus Director and President, Monell Chemical Senses Center; Dr. Christian Mulder, Director, TB program, Apopo

Compliance issues covered: health care; public health; animal welfare; consumerism; economics; federal government regulation

15:34 SEGMENT 2: CURING SINUSITIS 7:12

Synopsis: Many people confuse allergies, colds, and sinus infections. A physician specializing in these maladies describes the differences, and the new ways sinusitis can be treated.

Host: Nancy Benson. Guest: Dr. Lisa Liberatore, otolaryngologist specializing in sinus and sleep issues, Totum Health, New York.

Compliance issues covered: health care; consumerism

Air Time: 6:00am Sunday 5/01

Program 16-18 Producer Reed Pence

Time Segment Dur.

2:04 SEGMENT 1: PRESENTEEISM 11:54

Synopsis: Presenteeism is when people go to work at less than peak efficiency due to illness, injury or distraction. Experts discuss the huge cost to the economy, the chronic illnesses that exact the most cost, and the accommodations that could save businesses billions of dollars.

Host: Reed Pence. Guests: Rob Hosking, Executive Director, Office Team staffing service; Todd Whitthorne,

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President, ACAP Health; Michael Klachevsky, Practice Consultant for Absence Management, Standard Insurance Co.

Compliance issues covered: economy; business and industry; workplace issues; public health; disabilities; employment

15:00 SEGMENT 2: DEALING WITH THE EMPTY NEST 7:54

Synopsis: Parents who have spent 18 years or more raising children often feel lost when the last child leaves home for college or their own place. A psychotherapist discusses common reactions and strategies for renewing purpose living in the empty nest.

Host: Nancy Benson. Guest: Wendy Aronssen, psychotherapist and author, *Refeathering the Empty Nest: Life After the Children Leave*

Compliance issues covered: interpersonal relationships; family and parenting issues; youth at risk

Air Time: 6:00am Sunday 5/08

Program 16-19 Producers Reed Pence & Polly Hansen

Time Segment Dur.

2:03 SEGMENT 1: EGG FREEZING 12:10

Synopsis: Freezing eggs in their 30's allows women to preserve fertility well into their 40's. The concept was originally meant for women whose fertility was threatened by disease or medical treatment, but today the majority of those having eggs frozen are doing so for social or career reasons. Now egg freezing is even offered as a corporate benefit in some places. Experts discuss the procedure and its uses.

Host: Reed Pence. Guests: Dr. Owen Davis, President, American Society for Reproductive Medicine and Prof. of Reproductive Medicine, Weill Medical College, Cornell Univ.; Rachel Lehmann-Haupt, author, *In Her Own Sweet Time: Egg Freezing and the New Frontiers of Family*; Dr. Marcy Darnovsky, Exec. Director, Center for Genetics and Society; Cali Williams-Yost, CEO & founder, Flex Strategy Group, Work-Life Fit Inc.

Compliance issues covered: economy; business and industry; workplace issues; women's issues; employment

15:15 SEGMENT 2: AUTISM AND PRODIGIES 7:37

Synopsis: Behavioral similarities between prodigies and some people with autism have long been noted. Now some researchers are beginning to find genetic links between the two phenomena. Experts discuss findings and their implications for autism treatment.

Host: Nancy Benson. Guests: Dr. Joanne Ruthsatz, Asst. Prof. of Psychology, The Ohio State Univ. and author, *The Prodigy's Cousin: The Family Link Between Autism and Extraordinary Talent*; Dr. Jennifer Gerdtts, Asst. Prof. of Psychiatry and Behavioral Sciences, Univ. of Washington and attending psychologist, Seattle Children's Autism Center

Compliance issues covered: youth at risk; gifted youth; health care

Air Time: 6:00am Sunday 5/15

Program 16-20 Producer Reed Pence

Time Segment Dur.

2:03 SEGMENT 1: HOMELESS MEDICINE 12:11

Synopsis: Homeless Americans have a life expectancy of only around 50, and often use the ER for primary care at a huge cost. The lack of follow-up care for their illnesses and the mental health or substance abuse disorders

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common in this population add up to an enormous health burden. Experts discuss how doctors on the street can improve health for the homeless and lower cost for society.

Host: Reed Pence. Guests: Dr. Jim Withers, Medical Director and Founder, Pittsburgh Mercy Health System Operation Safety Net and the Street Medicine Institute; Dr. Jim O'Connell, President, Boston Healthcare for the Homeless Program and author, Stories from the Shadows: Reflections of a Street Doctor

Compliance issues covered: homelessness; poverty; health care; public health; housing; substance abuse; economics

15:16 SEGMENT 2: BASEBALL PITCHERS: INJURIES WAITING TO HAPPEN 7:38

Synopsis: Major League Baseball teams spend \$1.7 billion annually on pitchers, yet it is an extremely risky investment. Teams haven't figured out how to prevent all-too-frequent arm injuries, which are now filtering down to children as well. A journalist who investigated the science of pitching injuries explains.

Host: Nancy Benson. Guest: Jeff Passan, baseball columnist, Yahoo Sports and author, The Arm: Inside the Billion Dollar Mystery of the Most Valuable Commodity in Sports

Compliance issues covered: sports and recreation; youth at risk; economics of sports

Air Time: 6:00am Sunday 5/22

Program 16-21 Producers Polly Hansen & Reed Pence

Time Segment Dur.

2:03 SEGMENT 1: BLEEDING DISORDERS 11:34

Synopsis: Bleeding disorders such as hemophilia and von Willebrand's disease can be extremely serious, but today are very treatable. However, many people who've had these disorders for some time fight the legacy of more primitive treatment, such as HIV and hepatitis C. Experts including a hemophilia patient explain.

Host: Reed Pence. Guests: Val Bias, CEO, National Hemophilia Foundation; Dr. Sanjay Ahuja, Assoc. Prof. of Pediatrics, Case Western Reserve Univ. School of Medicine and Director, Hemostasis and Thrombosis Center, Rainbow Babies and Children's Hospital.

Compliance issues covered: health care; HIV and AIDS; technology; men's issues

14:39 SEGMENT 2: BLADDER CANCER 7:38

Synopsis: Bladder cancer is the fourth most frequent cancer in men. However, research into the disease has been slow. The newly appointed director of the world's only research center devoted exclusively to bladder cancer discusses risks and treatments.

Host: Nancy Benson. Guest: Dr. David McConkey, Director, Urological Research, M.D. Anderson Cancer Center and new Director, Johns Hopkins Greenberg Bladder Cancer Institute

Compliance issues covered: health care; men's issues; environment and toxic chemicals

Air Time: 6:00am Sunday 5/29

Program 16-22 Producers Polly Hansen & Reed Pence

Time Segment Dur.

2:01 SEGMENT 1: BULLYING KIDS WITH DISABILITIES 12:14

Synopsis: Many children are bullied especially in the middle school years, but kids with disabilities are about twice as likely to be victims. Experts discuss the problem and how parents and schools can work together to prevent bullying of these children.

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Host: Reed Pence. Guests: Barb Ziemke, Senior Advocate and Parent Trainer, Pacer Center and National No Bullying Prevention Center, Minneapolis; Jan Urbanski, Director, Safe and Humane Schools, Clemson Univ. Institute on Family and Neighborhood Life and Olweus Bullying Prevention Program

Compliance issues covered: disabilities; youth at risk; education; bullying; parenting issues; law

15:17 SEGMENT 2: HARDWIRING HAPPINESS 7:48

Synopsis: As a survival mechanism, the human brain is wired to remember negative events more strongly than positive ones. An expert neurologist discusses changes in thinking that can create more positive physical brain pathways, making us happier.

Host: Nancy Benson. Guest: Dr. Rick Hanson, author, Hardwiring Happiness: The New Brain Science of Contentment, Calm and Confidence

Compliance issues covered: technology, psychology

Air Time: 6:00am Sunday 6/5

Program 16-23 Producers Evan Rook & Reed Pence

Time Segment Dur.

2:04 SEGMENT 1: BIG DATA IN MEDICINE 11:47

Synopsis: When doctors can take advantage of massive amounts of data on patient outcomes, lives will be saved. We look at one of the first efforts, an attempt to associate dangerous drug interactions, and the difficulty in convincing other doctors that "crunching numbers" can provide adequate proof. A researcher and reporter involved in the case explain.

Host: Reed Pence. Guests: Dr. Nicholas Tatonetti, Asst. Prof. of Biomedical Informatics, Columbia Univ.; Sam Roe, reporter, Chicago Tribune

Compliance issues covered: research & development; technology; health care; public health

14:53 SEGMENT 2: KIDNEY TRANSPLANT SENSITIVITY 7:47

Synopsis: Some people who need a kidney transplant have immune systems so sensitive they will reject almost any organ. Experts explain a new desensitization technique that may help them and kidney exchanges that make more patients eligible for transplants.

Host: Nancy Benson. Guests: Dr. Jeffrey Berns, Prof. of Medicine and Pediatrics, Univ. of Pennsylvania Perlmutter School of Medicine; Dr. Roy Bloom, Prof. of Medicine and Director, Kidney Transplant Program, Univ. of Pennsylvania

Compliance issues covered: health care; public health; rules and regulation

Air Time: 6:00am Sunday 6/12

Program 16-24 Producer Reed Pence

Time Segment Dur.

2:05 SEGMENT 1: DOCTOR SUICIDE 12:04

Synopsis: Doctors are attempting suicide in high numbers, and are much more likely than the general population to complete it. Experts discuss the coverup of doctor suicides, the reasons behind depression in doctors, and why doctors who are depressed are less likely than normal to get help.

Host: Reed Pence. Guests: Dr. Pamela Wible, founder, Ideal Medical Care movement and author, Physician Suicide Letters, Answered; Dr. Louise Andrew, founder, MD Mentor

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Compliance issues covered: health care; public health; mental health and suicide; education; government regulation

15:11 SEGMENT 2: ENHANCING FOOD SAFETY 7:49

Synopsis: Increasing recalls for food contamination have scared many Americans. A noted expert discusses why contamination scares are becoming more common, what government and producers are doing to protect us, and what we can do in our own kitchens to make foods safer.

Host: Nancy Benson. Guest: Dr. Mark Tamplin, former food safety adviser, World Health Organization and US Centers for Disease Control and Prevention and author, Phage.

Compliance issues covered: food safety; consumer safety; health care; public health; government regulation; agriculture; business and industry

Air Time: 6:00am Sunday 6/19

Program 16-25 Producers Reed Pence and Heather Muno

Time Segment Dur.

2:05 SEGMENT 1: AMNESIA 12:38

Synopsis: It's a rare thing for people to lose their memory of past events. An expert discusses why doctors believe it may occur, and a woman to whom it happened recounts her experience.

Host: Reed Pence. Guests: Naomi Jacobs, amnesia victim and author, Forgotten Girl; Dr. Jason Brandt, Prof. of Psychiatry and Neurology, Johns Hopkins Univ. School of Medicine.

Compliance issues covered: health care; family issues; pop culture

15:45 SEGMENT 2: LIVING THROUGH PAIN 6:55

Synopsis: Pain is an often misunderstood reality for millions of people. A noted university professor who became a quadriplegic in a bicycle accident discusses her constant pain and the way it changes life.

Host: Nancy Benson. Guest: Dr. Christina Crosby, Prof. of English and Feminist, Gender and Sexuality Studies, Wesleyan Univ. and author, A Body, Undone: Living On After Great Pain

Compliance issues covered: consumerism; health care

Air Time: 6:00am Sunday 6/26

Program 16-26 Producers Polly Hansen, Michael Wu and Reed Pence

Time Segment Dur.

2:04 SEGMENT 1: KIDS' KIDNEY STONES 12:23

Synopsis: Kidney stones in children and adolescents used to be unusual. Over the last 30 years, they've become much more common. Experts discuss why this may be occurring, why doctors still sometimes miss the diagnosis, and how kidney stones are treated in children.

Host: Reed Pence. Guests: Dr. Gregory Tasian, Pediatric Urologist and Clinical Epidemiologist, The Children's Hospital of Philadelphia and Asst. Prof. of Urology and Epidemiology, Univ. of Pennsylvania; Dr. David Goldfarb, Prof. of Medicine and Physiology, New York Univ. Medical School and Clinical Chief of Nephrology, New York Langone Medical Center.

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

15:29 SEGMENT 2: THE PRO'S AND CON'S OF GLUTEN-FREE 7:26

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Synopsis: Gluten free diets have taken the world by storm and some experts say for people who do not have celiac disease, the diets can do much more harm than good. One such expert explains which kinds of people would find the diet appropriate and the pitfalls to avoid.

Host: Nancy Benson. Guest: Dr. Peter Green, Prof. of Medicine and Director, Celiac Disease Center, Columbia Univ., and author, Gluten Exposed: The Science Behind the Hype and How to Navigate to a Healthy, Symptom-Free Life

Compliancy issues covered: consumerism; health and nutrition; pop culture

**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: 62	ACS RELAY FOR LIFE/FLORENCE CO.		:30
25	MENTAL HEALTH AWARENESS MONTH		:60
COMMUNITY: 40	NAT'L ASSOC. OF LETTER CARRIERS FOOD DRIVE		:30
24	HARTSVILLE YMCA 5K HUNGER RUN		:30
ENVIRONMENT: 30	PEE DEE DIST. WATER ENVIRONMENT BI-MONTHLY MEETING		:30
EDUCATION: 50	DARLINGTON CO. SCHOOL DIST. "EDUCATIONAL ROUNDTABLE"		:30