

KKEG-BENTONVILLE

Quarterly Issues Report – Q2 2015
Radio Health Journal Programs 15-14 through 15-26

During Q2 of 2015 the following compliancy issues were covered:

Addiction	HIV & AIDS
Business And Industry	Interpersonal Relations
Child Abuse	Mental Health
Child Safety And Child Protection	Natural Disasters
Consumerism	Parenting Issues
Disabilities	Prevention
Discrimination	Public Health
Drug Addiction And Treatment	Public Safety
Drug Policy	Science & Technology
Economics	Smoking
Education	Social Media
Emergency Preparedness	Technology
Federal Government And Regulation	Traffic Safety
Food Supply And Food Safety	Transportation
Gender Issues	Water Safety
Health And Nutrition	Women's Issues
Health Care	Youth At Risk

Program # 15-14

Air week: Date 4-5-15

SEGMENT 1: Food Addiction

13:04

Synopsis: Synopsis: Scientists are learning that some people can be physically addicted to certain kinds of foods, especially highly-processed foods, and suffer withdrawal when they can't have them. Experts explain the brain chemistry of food addiction, how it is virtually identical to the chemistry of drug addiction and alcoholism, and what it means for the nation's fight against obesity.

Host: Host: Reed Pence. **Guests:** Dr. Ashley Gearhardt, Asst. Prof. of Psychology, Univ. of Michigan; Dr. Vera Tarman, Medical Director, Renascent Addiction Treatment Center, Toronto, and author, *Food Junkies: The Truth About Food Addiction*

COMPLIANCY ISSUES COVERED: public health; consumerism; addiction; youth at risk; economics

SEGMENT 2: Moderate Exercise

6:46

Synopsis: Synopsis: Studies are showing that people who train hard and long at running have death rates similar to couch potatoes, while those who exercise moderately or even lightly are likely to live much longer. Experts discuss how much exercise is enough and how to make the most of light exercise.

Host: Host: Nancy Benson. **Guests:** Dr. Carol Ewing Garber, Prof. of Movement Sciences, Teachers College, Columbia Univ.; Dr. Vijay Vad, sports medicine specialist, Hospital for Special Surgery, New York, Asst. Prof. of Rehabilitation Medicine, Weill Cornell Medical College and author, *The New Rules of Running*

COMPLIANCY ISSUES COVERED: public health, health care; consumerism

Program # 15-15

Air week: 4-12-15

SEGMENT 1: Correcting Color Blindness

11:15

Synopsis: Color blindness (or color vision deficiency) affects up to eight percent of men. Until recently, doctors could do nothing to treat it. Now high-tech glasses can make colors come alive for many people with the most common form of color blindness. Experts explain color blindness and the glasses that can treat it.

Host: Reed Pence. **Guests:** Sean Reynolds, color blind patient; Dr. Michael Marmor Prof. of Ophthalmology, Stanford Univ. School of Medicine and Byers Eye Institute; Dr. Don McPherson, Vice President of Products, Enchroma, Inc.

COMPLIANCY ISSUES COVERED: Health Care; Consumerism; Technology

SEGMENT 2: Why We Eat What We Do

8:35

Synopsis: 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.

COMPLIANCY ISSUES COVERED: economics; health and nutrition; consumerism

Program # 15-16

Air week: 4-19-15

SEGMENT 1: Too Many Vitamins?

11:37

Synopsis: Vitamins are essential to our health, and most of those we need we can get through our diets. Many foods are fortified today. Standards for dietary minimums help prevent deficiency diseases, but little is known about whether it's possible to consume too many vitamins. Experts discuss.

Host: Reed Pence. **Guests:** Catherine Price, author, *Vitmania: Our Obsessive Quest for Nutritional Perfection*; Dr. Valerie Tarasuck, Prof. of Nutritional Sciences, Univ. of Toronto; Dr. Mara Vitolins, Prof. of Epidemiology and Prevention, Wake Forest Univ. Baptist Medical Center

COMPLIANCY ISSUES COVERED: public health; consumerism; food supply and food safety; federal government and regulation; business and industry

SEGMENT 2: The Nature of Addiction

8:32

Synopsis: Many people have misconceptions about what addiction is and is not. A noted British journalist explains how these myths fuel the war on drugs, and alternatives that might really curb addiction and drug trafficking.

Host: Nancy Benson. **Guest:** Johann Hari, author, *Chasing the Scream: The First and Last Days of the War on Drugs*

COMPLIANCY ISSUES COVERED: drug addiction and treatment; public health; youth at risk; drug policy

Program # 15-17

Air week: 4-26-15

SEGMENT 1: Navigating The Digestive System

13:01

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*

COMPLIANCY ISSUES COVERED: health care; public health

SEGMENT 2: Neuroplasticity: How The Brain Heals

7:01

Synopsis: Since the dawn of medicine, doctors have believed that, once injured, the brain could not heal. Now they've learned that the brain can heal, and are beginning to tap ways to make it heal better and faster. Experts explain.

Host: Nancy Benson. **Guests:** Dr. Norman Doidge, Prof. of Psychiatry, Univ. of Toronto, Columbia Univ. Center for Psychoanalytic Training and Research and author, *The Brain's Way of Healing: Remarkable Discoveries and Recoveries From the Frontiers of Neuroplasticity*; Dr. Edward Taub, Prof. of Psychiatry, Univ. of Alabama, Birmingham and Director, UAB Taub Training Clinic.

COMPLIANCY ISSUES COVERED: health care; public health; disabilities

Program # 15-18

Air week: 5-3-15

SEGMENT 1: Distracted Teen Drivers

12:00

Synopsis: Teenage drivers are the most dangerous on the road. Graduated driver's license programs have improved their record, but a new study finds teen drivers are often distracted before crashes. Brain biology plays a role. Experts discuss distracted driving and ways to get teens to pay attention on the road.

Host: Reed Pence. **Guests:** Peter Kissinger, President & CEO, AAA Foundation for Traffic Safety; Dr. Kelly Browning, Exec. Director, Impact Teen Drivers; Dr. Robert Foss, Director, Center for the Study of Young Drivers, Univ. of North Carolina-Chapel Hill; Dr. David Hurwitz, Asst. Prof. of Transportation Engineering, Oregon State Univ.

COMPLIANCY ISSUES COVERED: transportation; traffic safety; public safety; youth at risk; parenting; education

SEGMENT 2: Training Doctors How to Communicate

7:55

Synopsis: Doctors too often use language that's indecipherable to normal people. Efforts are underway at medical schools to teach doctors to speak in plain language. An expert at one such school and a participant in these classes discuss.

Host: Nancy Benson. **Guests:** Dr. Evonne Kaplan-Liss, Assoc. Prof. of Preventive Medicine, Stony Brook Univ.; Ashwin Mahotra, 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*

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

Program # 15-19

Air week: 5-10-15

SEGMENT 1: Lung Cancer, No Smoking

12:53

Synopsis: Lung cancer is the world's #1 cancer killer, but its association with smoking has created a stigma that often stuns patients who never smoked and results in much less research money for lung cancer than for other less lethal diseases. Still, new treatments provide hope. Experts discuss these issues.

Host: Reed Pence. **Guests:** Dr. Andrea McKee, Chairman, radiation oncology, Leahy Hospital & Medical Center, Burlington, MA; Dr. Heather Wakelee, Assoc. Prof. of Medicine, Stanford Univ. and Stanford Cancer Institute; Dr. Joan Schiller, Deputy Director, Simmons Cancer Center, UT Southwestern Medical Center, Dallas, and President, Free to Breathe advocacy organization

COMPLIANCY ISSUES COVERED: health care; public health; discrimination; economics; smoking

SEGMENT 2: Preparing For Disaster

6:54

Synopsis: Many people will have to deal with a natural disaster at some point in their lives. Two civil defense experts discuss how to be ready before it comes.

Host: Nancy Benson. **Guests:** Jonathan Jones and Kylene Jones, co-authors, *The Provident Prepper: A Common Sense Guide to Preparing for Emergencies*

COMPLIANCY ISSUES COVERED: natural disasters; emergency preparedness; public safety and public health

Program # 15-20

Air week: 5-17-15

SEGMENT 1: Weight, Culture, and Science

12:50

Synopsis: The cultural bias against obesity is often justified on health grounds. But recent studies show that people classified in the "overweight" BMI category actually have less mortality than normal weight people. Experts discuss how culture drives our obsession with weight and what science really has to say about it.

Host: Reed Pence. Guests: Harriet Brown, Assoc. Prof. of Magazine Journalism, Newhouse School of Public Communication, Syracuse Univ. and author, *Body of Truth: How Science, History, and Culture Drive Our Obsession With Weight and What We Can Do About It*; Dr. Carl Lavie, Medical Director of Preventive Cardiology, John Ochsner Heart & Vascular Institute, New Orleans and author, *The Obesity Paradox: When Thinner Means Sicker and Heavier Means Healthier*

COMPLIANCY ISSUES COVERED: health care; public health; discrimination; science and technology; economics

SEGMENT 2: "Dietary Gene Therapy"

7:06

Synopsis: Many diseases have a genetic trigger, but a noted researcher concludes that alteration of the diet can override that programming. He discusses how disease doesn't have to be preordained.

Host: Nancy Benson. Guest: Dr. Mitchell Gaynor, Asst. Clinical Prof. of Medicine, Weill Cornell Medical Center and author, *The Gene Therapy Plan: Taking Control of Your Genetic Destiny With Diet and Lifestyle*

COMPLIANCY ISSUES COVERED: public health; health care; prevention

Program # 15-21

Air week: 5-24-15

SEGMENT 1: The Health Effects of Loneliness

12:34

Synopsis: Loneliness affects far more than our mental health. Studies are now showing that loneliness and social isolation also have profound effects on our physical health, and increase the risk of death substantially. Experts discuss.

Host: Reed Pence. Guests: Dr. Richard Schwartz, Assoc. Prof. of Psychiatry, Harvard Medical School and co-author, *The Lonely American: Drifting Apart In The 21st Century*; Dr. Tim Smith, Prof. of Psychiatry, Brigham Young Univ.

COMPLIANCY ISSUES COVERED: health care; public health; mental health; technology; social media

SEGMENT 2: Drowning: It Doesn't Look Like You Think

7:23

Synopsis: Seven hundred children under age 15 drown in the US each year, most within sight of a parent or other adult. Experts discuss one major reason: drowning doesn't look like most people picture it, and so are unaware the child is in trouble.

Host: Nancy Benson. Guests: Dr. Francesco Pia, water safety educator; Mario Vittone, Retired Marine Safety Specialist, US Coast Guard.

COMPLIANCY ISSUES COVERED: public health; public safety; youth at risk; water safety; consumerism

Program # 15-22

Air week: 5-31-15

SEGMENT 1: Cheaper Breast Cancer Gene Testing

12:26

Synopsis: Testing for breast cancer genes BRCA-1 and 2 has been inaccessible to many women due to extremely high cost. Now a new \$249 breast cancer gene test is available. Experts discuss whether this changes who should be tested and the ramifications of widespread testing.

Host: Reed Pence. **Guests:** Annette Bar-Cohen, Exec. Director, Center for Advocacy Training, National Breast Cancer Coalition; Dr. Charis Eng, Prof. and Chair, Genomic Medical Institute, Cleveland Clinic Lerner Research Institute

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

SEGMENT 2: The Science of Smell

7:26

Synopsis: The sense of smell evokes powerful memories and makes food taste good, but it also has important functions in interpersonal relations and personal safety. Experts discuss the science behind it.

Host: Nancy Benson. **Guests:** Dr. Charles Wysocki, Behavioral Neuroscientist Emeritus, Monell Chemical Senses Center; Neil Pasricha, author, *The Book of Awesome*

COMPLIANCY ISSUES COVERED: consumerism; interpersonal relations; gender issues;

Program # 15-23

Air week: 6-7-15

SEGMENT 1: Sibling Abuse

13:06

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

SEGMENT 2: HIV From the Beginning

7:11

Synopsis: When AIDS first became widespread in the 1980's, it was a death sentence. A doctor who has spent her entire career on the front lines of HIV recounts the gloom and desperation of the early days and the transition of HIV into a treatable chronic disease.

Host: Nancy Benson. **Guests:** Dr. Susan Ball, Assoc. Prof. of Medicine, Weill Cornell Medical College, Asst. Director, Birnbaum Unit, Center for Special Studies, New York Presbyterian Hospital and author, *Voices In the Band: A Doctor, Her Patients, and How the Outlook on AIDS Care Changed From Doomed to Hopeful*

COMPLIANCY ISSUES COVERED: technology; health care; public health; HIV & AIDS

Program # 15-24

Air week: 6-14-15

SEGMENT 1: Digital Tech In Medicine: Not Meeting Its Promise Yet

12:37

Synopsis: Digital technology has revolutionized many industries, but medicine has lagged behind. One of the nation's most influential doctors discusses why the shift hasn't occurred yet, what the consequences are, and what it will take to bring health care technology to its full potential.

Host: Reed Pence. **Guest:** Dr. Robert Wachter, Prof. and Assoc. Chairman, Dept. of Medicine, Univ. of California, San Francisco and author, *The Digital Doctor: Hope, Hype and Harm at the Dawn of Medicine's Computer Age*

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

SEGMENT 2: "Photographic Memory"

7:15

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: Lynn Holley. **Guests:** Dr. Barry Gordon, Prof. of Neurology and Cognitive Science, Johns Hopkins Univ.; Dr. Henry Roediger, Washington Univ., St. Louis.

COMPLIANCY ISSUES COVERED: science & technology; education

Program # 15-25

Air week: 6-21-15

SEGMENT 1: Multiple Births In IVF

12:47

Synopsis: More than five million children have been born as a result of in-vitro fertilization, but many are born as twins, triplets and even quadruplets. Experts discuss the challenges that result in multiple births and new technology that promises to reduce the number of multiples in IVF.

Host: Reed Pence. **Guests:** Dr. Arthur Wisot, Prof. of Obstetrics & Gynecology, UCLA School of Medicine & Reproductive Partners Medical Group; Dr. Barry Behr, Prof. of Obstetrics & Gynecology and Lab Director, Fertility and Reproductive Health Program, Stanford Univ.; Courtney Kinney, IVF recipient

COMPLIANCY ISSUES COVERED: parenting issues; youth at risk; technology; economics

SEGMENT 2: Social Anxiety In Children

7:01

Synopsis: Social anxiety disorder is more than just shyness. It can be crippling and keep people completely inside the house. An expert whose daughter was afflicted discusses social anxiety warning signs in children and how the disorder can be treated.

Host: Lynn Holley. **Guest:** Jennifer Shannon, co-founder, Santa Rosa Center for Cognitive-Behavioral Therapy, Santa Rosa, CA and author, *The Shyness and Social Anxiety Workbook for Teens* and *The Anxiety Survival Guide for Teens*

COMPLIANCY ISSUES COVERED: youth at risk; mental health; education

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