

RADIO HEALTH JOURNAL SYNOPSIS

Radio Health Journal is a nationally produced program created by "Mediatracks."

The show deals with health issues relatable to anyone, including listeners in the Greater Cincinnati area.

For more information on Radio health Journal go to their website at mediatracks.com

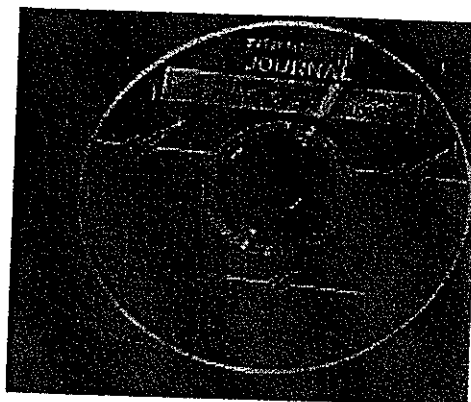
radio HEALTH JOURNAL

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Award-winning reporting on current issues in health and medicine, featuring America's leading health experts and the latest news in medical research.

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- Weekly half-hour program
- Covers local compliancy issues
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- Upbeat & highly produced
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- Locally saleable



Radio Health Journal is a radio magazine that keeps tabs on the latest in the world of medicine -- breakthroughs, medical advances to watch for and eye-opening news your listeners can use. On-air since 1992, it's an upbeat, in-depth public affairs program that satisfies local compliancy issues such as:

- Economics
- Domestic & child abuse
- Government reform
- Education
- Urban/rural problems
- Substance Abuse
- Poverty
- Food safety & labeling
- Consumerism

Radio Health Journal runs 28 minutes, giving you two minutes for local sale. Produced by national award-winning professionals, it's compliancy-based radio that's interesting, informative, and entertaining. Air it any time Monday-Sunday, 6am-midnight! Delivered biweekly on compact disc, it comes complete with a program synopsis and detailed logs itemizing all compliancy issues covered for your quarterly report. **And it's free!** Radio Health Journal is available on a barter basis, completely self-contained with four national minutes.

Radio Health Journal -- cutting edge news and public affairs programming from MediaTracks Communications. Call 847-299-9500.

Deregulation hasn't eliminated your station's need for public affairs programming. In fact, with consolidation, you may have to supply public affairs to more stations using fewer resources. Now you can do it... and satisfy your local compliancy issues at the same time.



Quarterly Issues Report – Q2 Second Quarter, 2013 4/7/13 through 5/30/13
Radio Health Journal Programs 13-14 through 13-26

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

Agriculture	Individual rights
Charitable organizations	Law
Climate change	Medicine/health care
Consumer protection	Men's issues
Consumerism	Mental health
Crime and criminal justice system	Nutrition
Discrimination	Parenting issues
Economics	Pollution
Education	Public health and safety
Employment/unemployment	Science and technology
Environment	Senior citizens and aging
Ethics	Sexual abuse
Family issues	Traffic safety
Government and regulation	Water safety
Health	Women's issues
Hunger and poverty	Youth at risk

2:05	SEGMENT 1: Food waste	12:51
<p>Synopsis: Americans throw out 25 percent of the food we bring home. Food makes up 18 percent of landfills. Experts discuss why we waste so much, how to combat waste, and how hunger organizations are turning food that used to be thrown out into good meals for the needy.</p> <p>Host: Reed Pence. Guests: Jonathan Bloom, author, <u>American Wasteland</u>; Pam Stuppy, registered dietitian, York, ME and Portsmouth, NH; Ross Fraser, spokesman, Feeding America</p> <p>COMPLIANCY ISSUES COVERED: economics; environment; family issues; public health; hunger and poverty; charitable organizations</p>		
16:00	SEGMENT 2: Two generations of ADHD	7:59
<p>Synopsis: Having a child with ADHD is often difficult for parents, but when a parent has ADHD as well, it can set up an explosive situation. One such parent who went on a quest of understanding explains the "inside story" of the dynamic and suggests solutions.</p> <p>Host: Nancy Benson. Guest: Katherine Ellison, author, <u>Buzz: A Year of Paying Attention</u></p> <p>COMPLIANCY ISSUES COVERED: family issues; youth at risk; mental health; consumerism</p>		
<p>Program # 13-15 Air Week: 4-4-13</p>		
2:05	SEGMENT 1: Bike safety: how much do helmets count?	12:49
<p>Synopsis: Twenty-one US states require bicycle helmets for children, but they remain controversial for adults and few jurisdictions require them. Experts discuss conflicting evidence on helmet effectiveness, the possibility that helmet laws reduce ridership, and other governmental actions that could reduce injuries and deaths even more than helmets.</p> <p>Host: Reed Pence. Guests: Randy Swart, Director, Bicycle Helmet Safety Institute; Avery Burdett, blogger at VehicularCyclist.com and editorial board member, Bicycle Helmet Research Foundation; Dr. Susan Shaheen, Co-Director, Transportation Sustainability Research Center, Univ. of California, Berkeley</p> <p>COMPLIANCY ISSUES COVERED: public health; public safety; traffic safety; consumerism and consumer protection; government and regulation; individual rights; parenting issues; youth at risk</p>		
15:58	SEGMENT 2: Height, beauty, and criminality	7:53
<p>Synopsis: Researchers have found that short, less-attractive people are less likely to be employed than tall, beautiful people, and so are statistically more likely to turn to a life of crime. Experts discuss the ramifications of this legal discrimination on society.</p> <p>Host: Nancy Benson. Guests: Dr. Gregory Price, Prof. of Economics, Morehouse College; Deborah Rhode, Director, Stanford Center for the Legal Profession.</p> <p>COMPLIANCY ISSUES COVERED: crime and criminal justice system; economics; employment and unemployment; discrimination</p>		

Program # 13-16
Air Week: 4-21-13

- 2:05 SEGMENT 1: Caregiving and the workplace 12:19
- Synopsis: About one of every six US workers is also a caregiver for an elderly parent or loved one. This creates a drag on productivity in the workplace as employees arrive late, leave early, take work time for caregiving issues and deal with extra stress. Co-workers also have to pick up the slack for these workers. Experts discuss the issue and how employers can prevent problems.
- Host: Reed Pence. Guests: Gail Gibson Hunt, President and CEO, National Alliance for Caregiving; Jody Gastfriend, Vice President of Senior Care, Care.com.
- COMPLIANCY ISSUES COVERED:** workplace and employment issues; senior citizens and elderly; federal government; economics
- 15:26 SEGMENT 2: Food trends 8:33
- 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; consumerism; health and nutrition

Program # 13-17
Air Week: 4-28-13

- 2:02 SEGMENT 1: Allergies and climate change 12:15
- Synopsis: The 40 million Americans with allergies are finding allergy seasons are getting longer with higher pollen counts as a result of climate change. Experts discuss this change and how it could affect public health.
- Host: Reed Pence. Guests: Dr. Kim Knowlton, Senior Scientist, Health and Environment Program, Natural Resources Defense Council; Dr. Lew Ziska, plant ecologist, USDA Agricultural Research Service Crop Systems and Global Change Laboratory.
- COMPLIANCY ISSUES COVERED:** public health; environment; climate change; economics; agriculture
- 15:19 SEGMENT 2: A major endorsement of the Mediterranean diet 8:09
- Synopsis: The Mediterranean diet, high in olive oil, beans, nuts, vegetables and fish, has been found to cut the risk of death by up to 30 percent in high risk people. Experts discuss why this style of eating confers such advantages and how people can eat such a diet inexpensively.
- Host: Lynn Holley. Guests: Dr. Angelo Acquista, New York Univ. Medical Center and author, The Mediterranean Prescription; Nancy Harmon Jenkins, author, The New Mediterranean Diet.
- COMPLIANCY ISSUES COVERED:** health and nutrition; public health; family issues; economics

Program # 13-18
Air Week: 5-5-13

2:03 SEGMENT 1: "Truth serum" 13:22

Synopsis: Police and prosecutors have long sought technologies to help them solve crimes and gain convictions. Use of "truth serum" is one such effort. Research shows subjects are able to lie and are extremely suggestible under its influence, so these narcoanalytic interviews are seldom used. Even so, a Colorado judge has okayed their use on the alleged Aurora theater shooter should he attempt an insanity defense. Is that ethical? Might it work? Experts discuss truth serum and its use.

Host: Reed Pence. Guests: Dr. August Piper, psychiatrist and internist, Seattle, researcher into narcoanalytic interviews; Dr. Elliot Atkins, clinical and forensic psychologist

COMPLIANCY ISSUES COVERED: Law, criminal justice system and courts; ethics; law and medicine

16:28 SEGMENT 2: "Imaginary" illness 6:59

Synopsis: Diseases that produce no diagnosis are frustrating for both patient and physician, to the point that some doctors conclude that even a real illness must be "all in a patient's head." One victim discusses such a misdiagnosis and its implications.

Host: Lynn Holley. Guests: Dr. Chloe Atkins, Assoc. Prof. of Law and Society, Univ. of Calgary and author, My Imaginary Illness: A Journey into Uncertainty and Prejudice in Medical Diagnosis; Dr. Brian Hodges, Prof. of Psychiatry, Univ. of Toronto.

COMPLIANCY ISSUES COVERED: Ethics; health care

Program # 13-19
Air Week: 5-12-13

2:03 SEGMENT 1: Getting a good night's sleep 13:07

Synopsis: As many as 40 percent of Americans suffer from insomnia. Two experts discuss consequences of our sleep deficit and a variety of ways to give people a better chance to sleep soundly all night.

Host: Reed Pence. Guests: Dr. Nina Shapiro, Prof. of Head and Neck Surgery, UCLA; Dr. Sara Gottfried, Integrative Physician and author, The Hormone Cure.

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

17:09 SEGMENT 2: The beginning of modern cancer treatment 7:52

Synopsis: Scientists are hotly pursuing the genetic roots of cancer to treat the disease without harming normal cells. But when they first stumbled onto a single mutation that caused a form of leukemia in 1959, researchers had no idea what to do with the discovery. A science writer describes 40 years of innovation to get from the microscope to the first genetic treatment.

Host: Nancy Benson. Guests: Jessica Wapner, author, The Philadelphia Chromosome: A Mutant Gene and the Quest to Cure Cancer at the Genetic Level.

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

Program # 13-20
Air Week: 5-19-13

- 2:05 **SEGMENT 1: The midlife crisis myth** 12:22
- Synopsis: Many people believe that middle-aged men almost inevitably face a midlife crisis, resulting in intemperate behavior, divorce and the purchase of convertibles. Experts trace the origins of the theory and why it doesn't hold up to examination.
- Host: Reed Pence. Guests: Dr. Margie Lachman, Prof. of Psychology, Brandeis Univ.; Dr. David Almeida, Prof. of Human Development, Pennsylvania State Univ.
- COMPLIANCY ISSUES COVERED:** Aging; mental health issues; men's issues
- 16:29 **SEGMENT 2: DNA and incest: what's a doctor's ethical obligation?** 6:54
- Synopsis: New DNA tests given for other reasons can reveal when a new baby is the product of incest, even without parental cooperation. A doctor's legal obligation to report is clear in the case of child abuse. But what should doctors do if both parents are of age and incest is revealed? Experts discuss.
- Host: Nancy Benson. Guests: Dr. Arthur Baudet, Prof. and Chair, Dept. of Molecular and human Genetics, Baylor College of Medicine; Dr. Christine Courtois, psychologist and author, Healing the Incest Wound: Adult Survivors in Therapy.
- COMPLIANCY ISSUES COVERED:** youth at risk; technology; ethics; sexual abuse

Program # 13-21
Air Week: 5-26-13

- 2:05 **SEGMENT 1: Alimentary adventures** 13:04
- 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
- 16:08 **SEGMENT 2: Drowning: it doesn't look like you think** 7:22
- 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:** youth at risk; water safety; public safety; consumerism

Program # 13-22
Air Week: 6-2-13

2:04 SEGMENT 1: Silver fillings 14:04

Synopsis: Some 180 million Americans have silver tooth fillings, which contain mercury. Some advocates and dentists claim they should be banned because they release mercury vapor, which can cause severe health problems. However, the FDA, American Dental Association and other authorities insist there is no health issue. Experts on each side discuss the evidence.

Host: Reed Pence. Guests: Freya Koss, Director, Pennsylvania Coalition for Mercury-Free Dentistry and publicist, International Academy of Oral Medicine and Toxicology; Dr. Phillip Sukel, mercury-free dentist, Huntley, IL and former President, International Academy of Oral Medicine and Toxicology; Dr. Edmond Hewlett, Prof. of Restorative Dentistry, UCLA School of Dentistry and consumer advisor, American Dental Assn.

COMPLIANCY ISSUES COVERED: health care; public health; consumer safety; environment; federal government and regulation

17:10 SEGMENT 2: Inside the last alms house 6:52

Synopsis: Most US counties had an alms house at one time, a form of charity hospital/housing for longer term recovery. Today, almost none exist. A doctor who spent 20 years at an alms house discusses the lessons it brings to how medicine can be done.

Host: Nancy Benson. Guest: Dr. Victoria Sweet, Assoc. Clinical Prof. of Medicine, Univ. of California, San Francisco and author, God's Hotel: A Doctor, A Hospital, and a Pilgrimage to the Heart of Medicine

COMPLIANCY ISSUES COVERED: health care; public health; poverty

Program # 13-23
Air Week: 6-9-13

2:04 SEGMENT 1: Group doctor's appointments 12:27

Synopsis: Access to doctors is a major problem in American healthcare. It can take weeks to get in to the doctor, and then a patient may have just a few minutes time in the exam room. Researchers have devised group visits as a solution, as long as patients are willing to share their lengthened appointment time with a dozen or so other patients. Experts discuss the pro's and con's.

Host: Reed Pence. Guests: Dr. Edward Noffsinger, group visit consultant and author, The ABC's of Group Visits; Dr. Edward Shahady, Medical Director, Diabetes Master Clinician Program, Florida Academy of Family Physicians.

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

15:32 SEGMENT 2: Failure to launch 8:20

Synopsis: It's much more common today for 20-somethings to delay moving out of Mom and Dad's house to start an independent life. An expert discusses the reasons for this trend, and emerging thought on whether this apparent new stage of life is normal.

Host: Nancy Benson. Guest: Dr. Jeffrey Jensen Arnett, Prof. of Research Psychology, Clark Univ. and author, When Will My Grown Up Child Grow Up? Loving and Understanding Your Emerging Adult

COMPLIANCY ISSUES COVERED: youth at risk; employment; economics

Program # 13-24
Air Week: 6-16-13

- 2:01 SEGMENT 1: Raising kids in a toxic world 13:12
- Synopsis: Children are most vulnerable to the toxics in our environment. The US has fewer rules requiring testing of new chemicals compared to the EU, so it is mostly up to parents to keep children safe. Two experts discuss the important steps parents can take.
- Host: Reed Pence. Guests: Dr. Sandra Steingraber, Scholar-In-Residence, Ithaca College and author, Living Downstream and Raising Elijah: Protecting Our Children In An Age of Environmental Crisis; Dave Wentz, author, The Healthy Home: Simple Truths to Protect Your Family From Hidden Household Dangers.
- COMPLIANCY ISSUES COVERED:** public health; consumerism; air and water pollution; environment; youth at risk; federal government and regulation; economics
- 16:15 SEGMENT 2: Free play and playgrounds 7:13
- Synopsis: Many schools are cutting recess and playgrounds to give children more time in the classroom. However, research shows that children need free play, and learn better when they have it. Two experts discuss the advantages of free play.
- Host: Nancy Benson. Guests: Bob Collins, playground designer, RGC Design, and author, The Complete Guide to Playground Development; Dr. Jodi Crane, Assoc. Prof. and Director, Appalachian Play Therapy Center, Lindsey Wilson College.
- COMPLIANCY ISSUES COVERED:** education; youth at risk; parenting issues

Program # 13-25
Air Week: 6-23-13

- 2:04 SEGMENT 1: GPS and the brain 13:41
- Synopsis: Devices such GPS help us find our way easily, but researchers are finding that over-reliance may lead to weakening of a specific part of the brain, with a higher risk of dementia later. Experts explain and discuss ways to keep the hippocampus healthy.
- Host: Reed Pence. Guests: Dr. Veronique Bohbot, Assoc. Prof. of Psychiatry, McGill Univ.; Dr. Michael Merzenich, Prof. Emeritus of Neuroscience, Univ. of California-San Francisco and Chief Scientific Officer, Posit Science Co.; Glen Schorr, Exec. Dir., Orienteering USA
- COMPLIANCY ISSUES COVERED:** public health; technology and society; healthy aging; consumerism
- 16:49 SEGMENT 2: Puzzles and the brain 7:04
- Synopsis: Researchers have discovered that specific mind tasks can enhance specific parts of the brain. A brain scientist and a puzzle developer discuss how to use different kinds of puzzles to strengthen the mind.
- Host: Nancy Benson. Guests: Dr. Richard Restak, Prof. of Neurology, George Washington Hospital and Scott Kim, independent game designer, co-authors, The Playful Brain: The Surprising Science of How Puzzles Improve Your Mind
- COMPLIANCY ISSUES COVERED:** consumerism; education

Program # 13-26
Air Week: 6-30-13

2:04 SEGMENT 1: Medical apps

13:10

Synopsis: The advent of smartphones puts a computer in many people's pockets, and application developers have created hundreds of apps to do everything from finding information and testing vital signs to making diagnoses. The industry calls these "MHealth apps." Experts discuss how they're being adopted by doctors and patients and what they'll mean to health care.

Host: Reed Pence. Guests: Brian Edwards, Senior MHealth Analyst, i-Medial Apps and fellow, Startup Health; Dr. Noah Craft, Chief Medical Officer, Logical Images, and dermatologist, UCLA Medical Center; Kim Tyrell-Knott, partner, Epstein, Becker and Green Law and attorney, MHealth Regulatory Coalition

COMPLIANCY ISSUES COVERED: health care; public health; technology and society; consumerism; government and regulation

16:18 SEGMENT 2: Vocal abuse

7:39

Synopsis: Much of our communication relies on speaking. Experts discuss ways to keep your voice out of trouble.

Host: Nancy Benson. Guests: Dr. Ramon Franco, Director, Div. of Laryngology, Harvard Medical School-Massachusetts Eye and Ear infirmary; Lisa Grisolia, voice teacher and professional vocalist with New Classic Singers.

COMPLIANCY ISSUES COVERED: consumerism; health care; communication

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