WZZR Fort Pierce, FL

Quarterly Issues/Programs List Fourth Quarter, 2014 01/05/2015

WZZR Quarterly Issues/Programs List

WZZR provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- 1. Discrimination; women's issues;
- 2. Emotional ties to Pets & benefits
- 3. Healthcare; wellness; compassion in medicine; obesity; Epidemics; cancer; Making Strides Events; mental illness; Affordable Care Act;
- 4. Family; parenting;
- 5. First responder stress
- 6. Services for Children; At risk youth; runaways
- 7. Transportation; bicycles
- 8. Substance abuse & treatment; criminal justice;
- 9. Library Programs-Veterans
- 10. Homelessness

### 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.

### WZZR broadcasts Perspectives on Sundays at 9:30pm

| ISSUE | PROGRAM / | DESCRIPTION | GUEST | DATE/ | DURA- |
|-------|-----------|-------------|-------|-------|-------|
|       | TITLE     |             |       | TIME  | TION  |

| ACS                          | Perspectives | Talked with Dr. Jennifer Beal, Beal Physical Therapy / Volunteer for American Cancer Society (ACS Marking Strides Event). There are two walks in our area this year. They are non-competitive 5ks. The first is 10/18 at Meyer Amp in WPB and the second is 10/25 at Mizner Park in Boca. Listeners can go to makingstrideswalk.org to make a team or join a team. They are welcome to join Dr. Beal's team "Heal with Beal". Listeners can also get more info on cancer.org website. If they have physical therapy questions, they can go to www.BEALPT.com.         | Dr. Jennifer Beal Beal Physical Therapy www.BEALPT.co m                       | 10/05/1        | 30 min |
|------------------------------|--------------|---|---|----------------|--------|
| WPB<br>Library<br>Foundation | Perspectives | Talked with James Sugarman, Exec. Dir. West Palm Beach Library Foundation. They do the fundraising/development for programs at the Mandel Public Library of WPB. They've put together a series of exhibitions/events honoring veterans from 10/10-12/7. They are all listed on the website, www.wpblf.org. They include lectures, films, art, kids programs, and a countywide essay contest for Highschool students. www.wpblf.org/ssh. They also offer "behind the scenes" tours of the library for groups. Listeners can call 561-822-9972 to get more information. | James Sugarman, Dir WPB Library Foundation 561-822-9972                       | 10/12/2 014    | 30 min |
| Adopt A<br>Family            | Perspectives | Talked with Layren Espinoza, Dir of Special Events, Adopt-A- Family. They offer a wide variety of programs in PBC to prevent/reverse homelessness for local families. They have a couple of events throughout the year, including their Tree Lighting Gala in November and Ducky Derby in March. Listeners can find out more at www.adoptafamilypbc.org   | Layren Espinoza, Dir Special Events, Adopt-A- Family www.adoptafam ilypbg.org | 10/19/2<br>014 | 30 min |

| Light the<br>Night         | Perspectives | Talked with Jason Guari and John Gleber from Leukemia Lyphoma Society. They are doing two walks in Palm Beach County this month. The first is 11/15 5:30pm at Meyer Amphitheater in West Palm Beach and the second is 11/16 at Sunset Cove Amphitheater in Boca at 5:30pm. Listeners can register online at www.lightthenight.org/pb. For info on all the services LLS provides they can go to www.lls.org or cal 561-616-86821  | Jason Guari, John Gleber, Leukemia Lyphoma Society Lightthenight .org/pb                                     | 10/26/2 | 30 min |
|----------------------------|--------------|--|--|---------|--------|
| Crohns and Colitis         | Perspectives | Talked with Jennifer Wieczorek, Development Director and Robin Cartwright, Walk Mananger for Crohn's & Colitis Foundation of America. Their walk this year is "Take Steps" and is happening at City Place, WPB on 11/8 at 3pm. Listeners can get more info about the services provided, such as Camp Oasis for kids, symptoms, treatments, research and of course walks near them at ccfa.org  | Jennifer Wieczorak, Dev Dir and Robin Cartwright, Walk Mgr, Crohn's & Colitis Foundation of America Ccfa.org | 11//201 | 30 min |
| PB<br>Diabetes<br>Coaltion | Perspectives | Talked with Eugenia Millender and Marge Sullivan, Diabetes Coaltion of Palm Beach County. They are doing the annual awareness campaign with lots of locations for listeners to get the blood sugar tested and info about services available. Listeners can go to either diabetescoaltionpbc.org or 211palmbeach.org for lists of locations. They are having are going to be at the new Palm Beach Outlet Mall on World Diabetes Day, November 14th starting at 5pm. They'll have testing, info, entertainment, healthy cooking demos and goody bags. | Eugenia Millender Marge Sullivan, Diabetes Coalition of PBC Diabetescoalt ionpbc.org Or 211                  | 11/09/2 | 30 min |

| Helping<br>People<br>Succeed | Perspectives | Talked with Suzy Hutcheson and Adrienne Moore from Helping People Succeed. They are based in Stuart and provide a variety of services for children (newborn to 21). They are doing a fundraiser 11/22 called Pinot and Picasso. Listeners get one of the calendars of juried artists works, wine tasting and can enjoy silent/live auctions and mingling with some of the artists. For tix/info on the programs they can go to www.hpsfl.org.  | Suzy Hutcheson Adrienne Moore Helping People Succeed www.hpslf.org | 11/16/2 | 30 min |
|------------------------------|--------------|--|--|---------|--------|
| Movember<br>Men's<br>Health  | Perspectives | Talked with Dr. Brett Osborn regarding the "Movember" movement. It was created to raise awareness of men's health issues such as Heart Attack, Stroke, Alzheimer's disease, depression and obesity to name a few. Dr. Osborn is a neurological surgeon and also an anti-aging and regenerative medicine doctor. He recently wrote a book called "Get Serious" about the health issues men and women face and how they can take action and responsibility for improving their health. A lot of the steps include eating healthy, regular exercise including strength training (increases muscle tissue and thus raises metabolic burn). Most of the diseases are "related", for example, if you lose weight your risk for diabetes/blood pressure is reduced. Listeners can grow "Mustaches" and help spread awareness by encouraging men to talk about and seek help with their health related concerns. Listeners can get info at http://us.movember.com or drbrettosborn.com | Dr. Osborn, http://us.mov ember.com or drbrettosbor n.com          | 11/23/2 | 30 min |

| Services<br>ffor<br>children         | Perspectives | Talked with Margie Larkin, Dir of Marketing for The Center for Creative Education. They are celebrating their 20th year of service with a Circus themed fundraiser on December 6th. They offer arts integration education programs for disadvantaged youth. And some adult learning classes in their center as well. For info on programs or the fundraiser, listeners can go to www.cceflorida.org or call 561-805-9927   | Margie Larkin, Dir of Marketing, The Center for Creative Education. 561-805-9927                     | 11/30/2 | 30 min |
|--------------------------------------|--------------|--|--|---------|--------|
| Children's<br>Medical<br>Services    | Perspectives | Talked with Nurse Carol, Children's Medical Society and Mo & Sally from Kool 105.5's Morning Show. They are doing their annual "Dueling Toy Drive" to collect gifts for children who are enrolled in the program. Listeners can donate at the Jupiter Wal-mart (Sally's Location), the Delray Wal-mart (Mo's location) or if they live in the western communities the Wellington Mall has a drop off location. For more info on programs/toy drive they can go to floridahealth.gov/programs.  | Carol Wigin Nurse Mo & Sally, Kool 1055 Morning Show 1055online.co m                                 | 12/07/2 | 30 min |
| Healthy<br>Holiday<br>Eating<br>Tips | Perspectives | Talked to Dr. Robert Cywes, MD, PhD, Tenet Florida Physician Services. He works at St. Mary's Metabolic Center and helps address childhood obesity issues. He explained that for healthy holiday or actually "everyday" eating listeners need to know the following: 1. People eat for "hunger/nutrition" and 2. People eat for Pleasure. It's the second one that results in the obesity issue. He recommended that folks eat for hunger and then allow themselves a "treat" meal for the pleasure eating during the holidays. For more info, listeners can go to www.stmarysmc.com | Dr. Robert Cywes, MD Phd Tenet Florida Physician Services at St. Mary's Medical Center. 561-469-4878 | 12/14/2 | 30 min |

| Kravis<br>Center           | Perspectives | Spoke with Ashley Douglass from the Kravis Center for the Performing Arts. They have 4 viewing options: Dreyfoos Hall, Rinker Playhouse, Gosman Amphitheatre, and Persson Hall. They offer a wide variety of entertainment to the public and have a lot of comprehensive arts education programs. Their STARS series is great for teachers as they can select programs for their grade level and it's \$5/child and free if the student is on free/reduced lunch program. They also have adult learning programs. For more info on shows, listeners can go to Kravis.org or call 561-832-7469 (SHOW) | Ashley Douglass, Dir of Marketing Kravis Center www.kravis.or g 561-832-show | 12/21/2 | 30 min |
|----------------------------|--------------|--|--|---------|--------|
| Habitat<br>for<br>Humanity | Perspectives | Talked with Bernie and Peter from Habitat for Humanity of PBC. They have built over 180 homes in our area. The bulk during the last 7 years. They help families achieve the american dream of home ownership. Listeners can help by donating money, shopping in one of their 2 retail store, or volunteering at a build site or in the of the stores. Students 16 and older can get volunteer service hours with Habititat. For more info goto www.habitatpbc.org  | Bernie & Peter, Habitat for Humanity Habitatpbc.or g                         | 12/28/2 | 30 min |

## 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.

WZZR broadcasts Radio Health Journal on Sundays at  $10:00 \mathrm{pm}$ 

Radio Health Journal ®

#### Quarterly Issues Report - Q4 2014

Program # 14-40 Air week: 10-5-14

SEGMENT 1: Pregnant? You're fired 11:57

Synopsis: Discrimination due to pregnancy has been illegal since the 1970's, yet it's still a common occurrence. Experts discuss the many pretexts employers use to fire pregnant women and the steps women need to take to combat it.

Host: Reed Pence. Guests: Sarah Crawford, Director, Workplace Fairness, National Partnership for Women and Families; Jamie Dolkas, Director of Women's Leadership, Center for Worklife Law, Hastings College of the Law, Univ. of California; Joan Williams, Distinguished Prof. of Law, Hastings Foundation Chair and Founding Director, Center for Worklife Law, Hastings College of the Law, Univ. of California

COMPLIANCY ISSUES COVERED: employment; discrimination; economics; women's issues; family issues; federal law

SEGMENT 2: The emotional attachment of pets 7:28

Synopsis: Some people, particularly childless couples, insist they love their pets as much as anyone could love their children. Is the emotional attachment really the same? Experts discuss the evidence.

Host: Nancy Benson. Guests: Marilyn Putz, pet loss counselor and animal behaviorist, Lincolnshire Animal Hospital, Lincolnshire IL; Laura S. Scott, founder and director, Childless By Choice documentary/research project and author, <a href="Two Is Enough: A Couples Guide to Living Childless By Choice">Two Is Enough: A Couples Guide to Living Childless By Choice</a>; Froma Walsh, Emeritus Prof. of Clinical Psychology, Univ. of Chicago and Co-Director, Chicago Center for Family Health.

COMPLIANCY ISSUES COVERED: : pets and people; family issues

Program #14-41 Air week: 10-12-14

SEGMENT 1: Restoring doctors' compassion 12:15

Synopsis: Doctors have often been advised to avoid emotions regarding patients in order to keep their decisions objective. However, this has led many patients to believe doctors don't care about them. A new movement in medicine seeks to reverse the trend and put compassion back in medicine, led by a "Healer's Art" class in many medical schools. Experts who teach the class explain.

Host: Reed Pence. Guests: Dr. Joseph O'Donnell, Prof. of Medicine and Psychiatry, Senior Advising Dean and Director of Community Programs, Geisel

School of Medicine, Dartmouth College; Dr. Dean Parmelee, Associate Dean for Academic Affairs, Wright State Univ. Boomshoft School of Medicine.

COMPLIANCY ISSUES COVERED: education; health care; legal system

SEGMENT 2: Water and healing

7:34

Synopsis: Water is almost synonymous with relaxation and mental cleansing. A researcher explains the mind science behind it.

Host: Nancy Benson. Guest: Wallace J. Nichols, Research Associate, California Academy of Sciences and author, "Blue Mind"

COPLIANCY ISSUES COVERED: mental health; environment and pollution

Program #14-42 Air week: 10-19-14

SEGMENT 1: The "obesity virus"

11:41

Researchers are collecting evidence that a virus is to blame for at least some cases of obesity, making it literally as easy — to catch as a cold, and explaining in part why obesity has grown so quickly all over the world. Experts discuss the virus, how it takes over fat cells of the body, and its implications.

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

Host: Reed Pence. Guests: Dr. Nikhil Dhurandhar, Prof. of Health Promotion, Pennington Biomedical Research Center, Louisiana State Univ.; Dr. Richard Atkinson, Emeritus Prof. of Medicine & Nutritional Sciences, Univ. of Wisconsin-Madison.

COMPLIANCY ISSUES COVERED: health care; public health; infectious disease; consumerism; health & fitness

SEGMENT 2: Twinless twins

7:59

Synopsis: Twins whose "other half" dies unexpectedly may face challenging issues of grief and identity. A well-known psychotherapist, herself a twin, explains these issues through the lens of her own life.

Host: Nancy Benson. Guest: Mary R. Morgan, New York psychotherapist and author, Beginning With the End: A Memoir of Twin Loss and Healing

COMPLIANCY ISSUES COVERED: family and parenting issues; children at risk; education

Program #14-43 Air week: 10-26-14

Synopsis: The ebola virus, which has killed thousands in West Africa, has made it to the US. Experts describe the characteristics of the virus and its transmission, whether there really is a risk to Americans, and the odds of success of new safety measures.

Host: Reed Pence. Guests: Dr. Dr. William Schaffner, Prof. of Preventive Medicine, Vanderbilt Univ. Medical Center; Dr. Robert Murphy, Prof. of Medicine & Biomedical Engineering and Director, Center for Global Health, Northwestern Univ.

COMPLIANCY ISSUES COVERED: health care; public health; infectious disease; public safety

SEGMENT 2: Breast cancer treatment

7:47

Synopsis: Breast cancer treatment has made great strides since doctors have determined several types and subtypes of cancers and the treatments that are optimum for each. An expert explains where breast cancer treatment is today.

Host: Nancy Benson. Guest: Dr. Denise Yardley, Senior Investigator, Sarah Cannon Breast Cancer Research Program, Nashville.

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

Program #14-44 Air week: 11-2-14

SEGMENT 1: Emergency responder stress

12:27

Synopsis: Police officers, firefighters, paramedics and emergency dispatchers experience events that most people couldn't stand, and they pay for it with high levels of stress-related outcomes and PTSD.

Host: Reed Pence. Guests: Dr. Joel Fay, former police officer and President, First Responder Support Network and West Coast Post Trauma Retreat; Rodger Ruge, former police officer and founder, HeroTalk; Dr. Michelle Lilly, Asst. Prof. of Psychology, Northern Illinois Univ.; Heather Pierce, former 911 dispatcher; Dr. John Mason, founder, Stress Education Center, Oak Harbor, WA and author,.

COMPLIANCY ISSUES COVERED: police and fire; public safety; emergency response; education

SEGMENT 2: Fighting fear and phobias 8:33

Synopsis: Halloween is the season for fright, but people with phobias may not have been in the mood to enjoy it. Research shows an effective way to combat

phobias—admit out loud what you're afraid of. Most people are advised to pretend they're not afraid. The lead researcher of this study explains why pretending doesn't work and why this approach has promise.

Host: Nancy Benson. Guest: Dr. Katharina Kircanski, post-doctoral fellow in psychology, Stanford Univ.

COMPLIANCY ISSUES COVERED: pop culture; consumerism; public health

Program #14-45 Air week: 11-9-14

SEGMENT 1: Post-hospital syndrome 12:38

Synopsis: Many people who've recently been in the hospital quickly make a return trip, often with a different illness. Hospital stays themselves can make people sick, or at least susceptible to getting sick

Host: Reed Pence. Guests: Dr. David Newman, Director of Research, Dept. of Emergency Medicine, Icahn School of Medicine at Mt. Sinai; Dr. Harlan Krumholz, Prof. of Medicine, Yale School of Medicine and Director, Yale-New Haven Hospital Center for Outcomes Research and Evaluation

COMPLIANCY ISSUES COVERED: health care; public health; economics

SEGMENT 2: Rescuing runaways

7:50

Synopsis: More than two million youth may run away from home each year. More than 100,000 of them are forced into the sex trade each year to survive. One young woman who overcame such a life describes how she beat the odds and what runaways need to have a chance to succeed.

Host: Nancy Benson. Guest: Carissa Phelps, author, Runaway Girl: Escaping Life on the Streets, One Helping Hand at a Time

COMPLIANCY ISSUES COVERED: youth at risk; crime and police; child abuse; education

Program #14-46 Air week: 11-16-14

SEGMENT 1: Questions on lasik safety 12:19

Synopsis: Sixteen million Americans have had lasik surgery for vision correction, and some have complained of severe visual artifacts and eye pain. The former chief of the FDA branch that approved lasik has now petitioned the FDA to remove lasik devices

Host: Reed Pence. Guests: Dr. Morris Waxler, founder, Waxler Regulatory Consultancy and former Chief of Ophthalmic Devices, FDA Center for Devices and Radiological Health; Dr. Eric Donnenfeld, Clinical Prof. of Ophthalmology, New York Univ.; Dr. Perry Rosenthal, Harvard Medical School and founder, Boston Eye Pain Foundation

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

SEGMENT 2: Biking as transportation

8:37

Synopsis: More and more Americans are turning to their bicycles for everyday transportation, not just recreation. Experts discuss the public policy and urban planning ideas that can make this healthy habit easier.

Host: Nancy Benson. Guests: Jim Merrell, Campaign Director, Active Transportation Alliance, Chicago; Mark Fenton, public health planning and transportation consultant, Boston and Adjunct Prof., Tufts Univ.

COMPLIANCY ISSUES COVERED: public health; recreation; travel and transportation; roads and highways; urban planning

Program #14-47

Air week: 11-23-14

SEGMENT 1: Sexual harassment of men

7:07

Synopsis: Some people believe it's not possible for men to be sexually harassed at work. But new studies show that not only is it possible, but men can be much more disturbed by it than most people think, and may react in some ways even more than women.

Host: Reed Pence. Guests: Keith Fink, Los Angeles Attorney and lecturer, UCLA law school; Dr. NiCole Buchanan, Assoc. Prof. of Sociology, Michigan State Univ.

COMPLIANCY ISSUES COVERED: men's issues; employment and workplace issues; legal issues; discrimination; gender issues

SEGMENT 2: "Almost alcoholic"

7:34

Synopsis: Most people who have a drinking problem are not alcoholics, so they may slip through the cracks and not receive the help then need. Experts discuss warning signs and ways to break through denial.

Host: Nancy Benson. Guests: Dr. Robert Doyle, clinical psychiatrist, Massachusetts General Hospital and Harvard Medical School; Dr. Joe Nowinski, clinical psychologist

COMPLIANCY ISSUES COVERED: addiction, substance abuse and treatment

Program #14-48 Air week: 11-30-14

SEGMENT 1: Midlife eating disorders

12:52

Synopsis: The last decade, the number of women over 30 seeking treatment for anorexia, bulimia and binge eating disorder has skyrocketed. Experts discuss the factors triggering eating disorders in midlife or bringing women in for treatment for long standing disorders.

Host: Reed Pence. Guests: Denise Folcik, eating disorder survivor; Lori Ciotti, Site Director, Renfrew Center of Massachusetts; Dr. Margo Maine, psychologist, co-founder, National Eating Disorders Assn.; Dr. Cynthia Bulik, founding Director, Univ. of North Carolina Center of Excellence for Eating Disorders.

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

SEGMENT 2: Bad health and incarceration

7:07

Synopsis: Researchers have found that poor health and disabilities can be factors leading to prison. An expert discusses the life cycles that can make this occur.

Host: Nancy Benson. Guest: Dr. Susan Sered, Prof. of Sociology, Suffolk Univ. & co-author, Can't Catch a Break: Gender, Jail, Drugs and the Limits of Personal Responsibility

COMPLIANCY ISSUES COVERED: prison and justice system; crime; drugs and drug treatment; public health; disabilities

Program #14-49 Air week: 12-7-14

SEGMENT 1: Mental illness in adolescents and children 11:49

Synopsis: Two years ago, when mentally ill 20-year old Adam Lanza killed 20 grade school children and six staff members at Sandy Hook Elementary School, some in the public blamed Lanza's mother (also a victim) for not getting him treatment. A writer with a mentally ill son explains the many reasons why it's not as easy to get treatment as many people think..

Host: Reed Pence. Guest: Liza Long, author, <u>The Price of Silence: A Mom's</u> Perspective on Mental Illness.

COMPLIANCY ISSUES COVERED: mental health; health care; family issues; youth at risk; violence; criminal justice system

SEGMENT 2: Digital eyestrain

Synopsis: Increased use of computer screens and smartphones has brought an epidemic of eye complaints. Experts discuss why digital devices produce extra eyestrain and how people can avoid it.

Host: Nancy Benson. Guests: Dr. Michael Rosenblatt, optometrist, Washington DC; Jakob Nielsen, Principal, Meilsen Norman Group user experience research firm.

COMPLIANCY ISSUES COVERED: health care; technology; consumerism

Program #14-50 Air week: 12-14-14

SEGMENT 1: The Affordable Care Act and access to care 12:27

Synopsis: As "Obamacare" health insurance exchanges enter their second year, some insured people are finding that getting access to care is extremely difficult due to meager provider networks and low doctors' payments. Many insured are also being surprised by high deductibles and co-payments.

Host: Reed Pence. Guests: Dr. Andrew Kleinman, President, Medical Society of the State of New York; Merrill Matthews, Resident Scholar, Institute for Policy Innovation; Dr. Paul Ginsburg, Norman Topping Chair in Medicine and Public Policy, Univ. of Southern California

COMPLIANCY ISSUES COVERED: health care; federal government; public policy; public health; Medicaid and Medicare; economics; consumerism

SEGMENT 2: Christmas Overshopping 7:26

Synopsis: Compulsive overshoppers often are seeking to compensate for some unfilled internal need. An expert discusses these reasons and how people can learn to overcome compulsive shopping.

Host: Nancy Benson. Guest: Dr. April Lane Benson, psychologist, founder, StoppingOvershopping.com and author, To Buy Or Not To Buy: Why We Overshop and How To Stop.

COMPLIANCY ISSUES COVERED: addiction; economics; consumerism; mental health

Program #14-51 Air week: 12-21-14

SEGMENT 1: "Twice exceptional" children 12:20

Synopsis: Many people feel that gifted children don't need any help because they're so talented. But many gifted kids are so bored in school they become disruptive and do poorly, so they're not identified and their need for a challenge isn't met. Some gifted children also have disabilities, such as

learning disabilities, that are not identified because they are masked by their gifts.

Host: Reed Pence. Guests: Dr. James Webb, clinical psychologist, President, Great Potential Press and founder, Supporting Emotional Needs of the Gifted; Megan Foley Nicpon, Assoc. Prof of Counseling Psychology, University of Iowa and Assoc. Director for Research and Clinic, Belin-Blank Center; Jen Merrill, and author, If This Is A Gift, Can I Send It Back?

COMPLIANCY ISSUES COVERED: education; children at risk; disabilities; mental health

SEGMENT 2: Beat deafness

7:30

Synopsis: Some people simply have no rhythm. A small percentage may be "beat deaf," the rhythmic equivalent of tone deafness, and have a biological deficit in their body's timing mechanism.

Host: Nancy Benson. Guests: Mathieu Dion, Montreal TV reporter who suffers from beat deafness; Dr. Caroline Palmer, Prof. of Psychology, McGill Univ., Montreal.

COMPLIANCY ISSUES COVERED: disabilities; pop psychology

Program #14-52 Air week: 12-28-14

SEGMENT 1: Kidney dialysis

12:19

Synopsis: More than 400,000 Americans are on kidney dialysis, a number that may grow to 2 million by 2030 due to obesity-related diseases. Experts discuss the advantages and shortfalls of dialysis and new transplant waiting list rules that will give the best organs to recipients who will be able to use them the longest.

Host: Reed Pence. Guests: Dr. David Law, Asst. Chief of Nephrology, Kaiser Permanente Oakland Medical Center & Medical Director, Satellite Healthcare dialysis, Oakland; Dr. Les Spry, nephrologist, Lincoln, NE, and spokesperson, National Kidney Foundation

COMPLIANCY ISSUES COVERED: health care; public health; economics

SEGMENT 2: Cancer rehabilitation

7:27

Synopsis: People who undergo cancer treatment are not generally offered the same kind of physical rehabilitation given to others who suffer injuries and illnesses. A leader in the new field of cancer rehabilitation explains how it could improve outcomes and quality of life after cancer.

Host: Nancy Benson. Guest: Dr. Julie Silver, Asst. Prof. of Physical Medicine and Rehabilitation, Harvard medical School and founder, Oncology Rehab Partners.

COMPLIANCY ISSUES COVERED: health care; disabilities

# 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 |
|-------------------------------|-------------------------------|----------|------|
| Civil rights                  | CIVIL RIGHTS                  | 001:00   | 175  |
| Cancer                        | Z-PSA - KOMEN                 | 000:32   | 160  |
| ASK A DOCTOR HEALTH QUESTIONS | AD COUNCIL                    | 000:15   | 009  |
| ASK A DOCTOR HEALTH QUESTIONS | AD COUNCIL                    | 000:30   | 039  |
| ASTHMA PREVENTION IN CHILDREN | AD COUNCIL                    | 000:15   | 006  |
| BE KNOWLEDGABLE ABOUT FORECLO | AD COUNCIL                    | 001:00   | 353  |
| BULLYING PREVENTION           | AD COUNCIL                    | 000:30   | 043  |
| BUSINESSES                    | FLORIDA ASSN. OF BROADCASTERS | 000:30   | 004  |
| CHECK STATUS OF RE AGENT      | DBPR                          | 000:30   | 034  |
| CHECK YOUR CPA'S CREDENTIALS  | DBPR                          | 000:30   | 075  |
| CHILD ILLNESS AWARENESS       | JEFFEREY MODEL FOUNDATION     | 000:30   | 040  |
| DISASTER PREPAREDNESS         | FLORIDA ASSN. OF BROADCASTERS | 000:30   | 008  |
| Drunk Driving                 | SOUTHERN EAGLE                | 000:31   | 029  |
| FOOD SAFETY                   | AD COUNCIL                    | 000:59   | 052  |
| GET HELP WITH YOUR MORTGAGE   | AD COUNCIL                    | 001:00   | 185  |
| GOV HELP WITH HOME MORTGAGES  | AD COUNCIL                    | 000:15   | 004  |

| ISSUE                         | ORGANIZATION OR TITLE         | DURATION | RUNS |
|-------------------------------|-------------------------------|----------|------|
| GOVERNMENT WEBSITE AWARENESS  | USA.GOV                       | 000:15   | 005  |
| HAVE QUESTIONS READY WHEN BUY | AD COUNCIL                    | 000:30   | 043  |
| HEART DISEASE AWARENESS IN WO | AMERICAN HEART ASSOCIATION    | 000:30   | 022  |
| HIRE VETS                     | CLEAR CHANNEL                 | 000:29   | 086  |
| INFO TO PLAN FOR AN EMERGENCY | AD COUNCIL                    | 001:00   | 175  |
| KNOW LUPUS SYMPTOMS           | AD COUNCIL                    | 000:30   | 077  |
| LEAD POISONING PREVENTION     | AD COUNCIL                    | 000:30   | 041  |
| LEARN HOW TO USE THE INTERNET | AD COUNCIL                    | 001:00   | 177  |
| LUNGER CANCER AWARENESS       | PFIZER                        | 001:00   | 172  |
| MAKE A WISH FOUNDATION AWARNE | MAKE A WISH FOUNDATION        | 001:00   | 177  |
| MEN KNOW YOUR MEDICAL HISTORY | AD COUNCIL                    | 000:30   | 038  |
| MILITARY AND VETERANS         | SHOW YOUR STRIPES             | 000:30   | 016  |
| MILITARY AND VETERANS         | SHOW YOUR STRIPES             | 000:31   | 020  |
| MY FIRST CALL                 | FLORIDA ASSO. OF BROADCASTERS | 000:30   | 015  |
| NATIONAL GUARD RECRUITMENT    | FLORIDA ASSN OF BROADCASTERS  | 000:30   | 014  |
| NATIONAL GUARD RECRUITMENT    | FLORIDA ASSN OF BROADCASTERS  | 000:58   | 022  |
| NATIONAL GUARD RECRUITMENT    | FLORIDA ASSN. OF BROADCASTERS | 000:58   | 006  |
| PLAN FOR EMERGENCY SITUATIONS | AD COUNCIL                    | 000:30   | 042  |
| PREVENT ANIMAL POACHING       | HUMANE SOCIETY                | 000:59   | 188  |
| PREVENT TEENAGE DRUNK DRIVING | MENNONITE CHURCHS             | 001:00   | 183  |
| PREVENTING SLIPS AND FALLS    | AMERICAN ACADEMY OTHROPEDIC S | 000:29   | 045  |
| PROVIDING DVDS FOR INJURED VE | AD COUNCIL                    | 000:30   | 043  |
| PROVIDING DVDS FOR INJURED VE | AD COUNCIL                    | 000:31   | 040  |
| QUIT PLAYING GAMES            | FAB                           | 000:30   | 039  |
| QUIT TABACCO USE              | AD COUNCIL                    | 000:30   | 085  |
| QUIT TABACCO USE              | FAB                           | 000:30   | 113  |
| RECYCLE YOUR ELECTRONICS      | CONSUMER ELECTRONICS ASSOC    | 001:00   | 178  |
| REDUCING GUN VIOLENCE         | AD COUNCIL                    | 000:30   | 044  |
| Safe Driving                  | AD COUNCIL                    | 000:15   | 016  |
|                               |                               |          |      |

| ISSUE                         | ORGANIZATION OR TITLE   | DURATION | RUNS |
|-------------------------------|-------------------------|----------|------|
| Safe Driving                  | AD COUNCIL              | 000:30   | 040  |
| SAVE ENERGY                   | AD COUNCIL              | 000:30   | 119  |
| SAVING ENERGY WITH NEW LBULBS | AD COUNCIL              | 000:15   | 003  |
| SEXUAL ASSAULT                | IT'S ON US              | 000:30   | 004  |
| SMOKING SOLUTIONS             | DEPT. OF HEALTH         | 001:00   | 004  |
| STOP TEXTING WHILE DRIVING    | AD COUNCIL              | 000:30   | 043  |
| STOP TEXTING WHILE DRIVING    | NATIONAL SAFETY COUNCIL | 000:30   | 038  |
| TIPS ON SAVING ENERGY         | AD COUNCIL              | 000:30   | 047  |
| VOLUNTEERING WITH UNITED WAY  | AD COUNCIL              | 000:30   | 038  |
| WILDFIRE PREVENTION           | AD COUNCIL              | 000:14   | 008  |