Quarterly Issues Programs List for Townsquare Media Utica

January 1, 2023 through March 31, 2023

Quarterly Issues Programs List for Stations WFRG-FM, WLZW-FM, WODZ-FM, WOUR-FM, and WIBX-AM Section I. Issues.

The stations have identified the following topics as significant issues facing our community in this quarter:

- A. **Public Health:** In New York State, currently over 18,000,000 people have received at least one dose of the COVID-19 vaccine. And while the public seems eager to put the pandemic in the past, many people are not following up with the recommended booster shots. An expert on Radio Health Journal discussed why New Yorkers cannot become too lax with treatment of the virus. And locally, Dr. Kent Hall from Central New York's largest healthcare provider, Mohawk Valley Health System, echoed the importance of booster vaccines and encouraged our audience to continue with them.
- B. **Pregnancy Health:** America is one of the only developed nations with a rising maternal mortality rate, according to the CDC. In New York State, the pregnancy-associated mortality ratio was 49.6 deaths per 100,000 live births. According to current census data, there are 41,260 women of child bearing age residing in Oneida County. Concurrently, there has been a pause in available maternity services while a new hospital is being built. This situation has forced women to travel regionally for maternity care. Dr. Lindsay Admon of Radio Health Journal shared pertinent information to expecting parents, explaining the factors feeding into the national rising maternal mortality rate and offered potential solutions that could save more women. Nicky Dawkins, a professional doula, also shared the benefits of bringing in extra advocates during pregnancy.
- C. Education: Elementary and high school education is a top-of-mind local issue. Our area residents are concerned about how to best serve our student population while our local area is facing unprecedented recruitment challenges. The Utica City School District embodies 13 schools serving 9,679 students and they are currently facing a teacher shortage. At the start of the 2022 school year, there were 27 unfilled vacancies in the district and the long-term outlook is not encouraging with an estimated one third of New York State teachers expected to retire in the next five years. An education expert on Radio Health Journal discussed how to maximize educational outcome for students, not just to the state standards. The expert shared information on how to best develop successful students in the classroom who later become successful adults in the workforce.
- D. Agriculture: Farmland is still the predominant non-residential land use in Oneida County with 967 farms utilizing 24% of the total acreage, helping drive our local economy with over \$100.5 million in annual sales. With egg prices and food costs on the rise, people wonder what other goods are expected to increase in cost. We discussed with local farmers what products on stores shelves will see an increase in cost in 2023.

Section II. Responsive Programs

As part of our Responsive Programs, our brands air both "This Week in the Mohawk Valley" and the "Radio Health Journal" weekly.

This Week in the Mohawk Valley

"This Week in the Mohawk Valley" airs every Sunday on each station at the following times:

WFRG- FM, WLZW-FM, WOUR-FM, and WODZ-FM at 6AM

WIBX-AM at 10AM.

Date(s) Aired	Issue(s) Discussed	Description of Program
1/08/2023	Education, Politics, Tourism, Agriculture	Whitesboro School Superintendent Brian Bellair discussed the vote on the Capital Project in the Whitesboro School District, explaining what taxpayers could expect. Local farmer Ben Simmons discussed how egg prices are affecting farmers both locally and nationally.
		CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, discussed upcoming events happening at local attractions.
1/15/2023	Tourism, Local Development, Local Business	Host Ray Durso from The Genesis Group explained The Genesis Group's involvement in the area and how it offers local businesses grants and local students' scholarships. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
1/22/2023	Tourism, Local Development, Local Business	***Due to host being sick with COVID, replay of prior week's show: Host Ray Durso from The Genesis Group explained The Genesis Group's involvement in the area and how it offers local businesses grants and local students' scholarships. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
1/29/2023	Tourism, Local Economy, Mental and Spiritual Health	Dave Casullo from Little Falls discussed winning Downtown Revitalization Initiative grants from New York State for the City of Little Falls and his initial plans for downtown. Chelan Vanno, of Unique Mindfulness in Utica, was on to discuss an event taking place February 11th to help people reconnect with their bodies and minds. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
2/05/2023	Tourism, Local Economy, Mental and Spiritual Health, Women's Issues	Kayla Hartman from YWCA Mohawk Valley was on to announce the 2023 "Outstanding Women in The Mohawk Valley." Chelan Vanno, of Unique Mindfulness in Utica, was on to discuss an event taking place February 11th to help people reconnect with their bodies and minds. Dr. Kent Hall, from MVHS, discussed how Oneida County is handling the COVID 19 Pandemic, and discussed other news stories about the new downtown hospital. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
2/19/2023	Tourism, Women's Issues	Kayla Hartman, YWCA MV, was on to introduce the final three women who have won the 2023 "Outstanding Women in The Mohawk Valley" award. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.

2/26/2023	Education, Health, Financial Support	Herkimer College representatives, Joshua Lanza and Steve Boucher, were on to discuss their new E-sports Management Degree Program. Representatives from the East Utica Gala were also on to talk about the Black-Tie Charity Event happening in May 2023. Dr. Kent Hall, from MVHS, discussed how Oneida County is handling the COVID 19 Pandemic, and discussed other news stories about the new downtown hospital.
3/5/2023	Tourism, Local Economy, Financial Support	Katie Ullman from First Source Credit Union was on to discuss how she's teaming up with Genesis Group for the 2nd Round of Small Business Awards. Representatives from the East Utica Gala were back on to talk about the Black-Tie Charity Event happening in May 2023. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
3/12/2023	Workforce, Jobs, Local Economy, Tourism, Homelessness	Karin Pisek from Herkimer Working Solutions discussed the local job market and how they are outreaching to the community to fill those positions. Sommer Edwards from Working Solutions explained how they help those looking for work match up with the perfect job locally. Alicia Dicks from the Community Foundation gave an update on their remaining programs for the season, and how they plan to spend the donations they receive locally. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, reviewed upcoming events happening at local attractions.
3/19/2023	Animals, Environment, Tourism, Local Economy	Amanda Kaier from the Cleanup Green program was seeking volunteers to donate their time for the community cleanup events happening in April. Andria Heath from the Utica Zoo discussed how the animals were handling the colder weather we have experienced in March. Also, she was looking for donations of blankets and more for the animals. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism,
3/26/2023	Education, Tourism, Local Economy	discussed upcoming events happening at local attractions. Adrian and Shanya from Excellus discussed upcoming fundraisers they will be holding in April and May to benefit the community. CNY Travel Show. Kelly Blazosky, President of Oneida County Tourism, discussed upcoming events happening at local attractions.

In addition to the above programming, each station broadcasts Radio Health Journal for 30 minutes each week as follows:

WIBX: Saturdays at 5am and Sundays at 8am

WFRG-FM, WLZW-FM, WODZ-FM, WOUR-FM: Sundays at 6am

See attached program log for details.



27:59

TOTAL TIME

Program Log for Radio Health Journal

Progra	m 23-01		Written & Produced	Kristen Farrah		
Air We			Production Manager	Jason Dickey		
Time	Segment					Dur.
:00	INTRO					:48
:48	SPOTBREAK 1:	Procter & Gam	ble "Vicks Quils"			:30
		O'Reilly Auto F	Parts "ORA NGM"		OUTCUE:auto parts	:29
1:47	:02 PAUSE FOR				•	:02
1:49	SEGMENT 1:AC	ING WITH YOU	R HOME: RENOVATION	S TO MAKE YOUR S	SPACE MORE ACCESSIBLE	12:2
	And while renova huge difference. Host: Reed Pend AARP; Ty Penni Compliancy issu accessibility; ser Links for informa 2019/amy-goyer https://twitter.com	ations can seem Extreme Makeo ce. Producer: Kri ngton, Home Re es covered: hom nior living; vulner tion: https://www html http://amyc m/AmyGoyer?ref	intimidating and expensive ver: Home Edition's Ty Pe sten Farrah. Guests: Amy novation Expert ne safety; public safety; ho	e, there are many simple in the property of th	illy and Caregiving expert, ity; disabilities; home egiving/experts/info- 7Ctwgr%5Eauthor	
14:10	SPOTBREAK 2:	<u> </u>				:30
		Procter & Gam	ble "Mr. Clean Freak Mist"		OUTCUE:freak wipe done	:30
15:10	:02 PAUSE FOR					:02
15:12	SEGMENT 2: H	OW AIR TRAVE	L BECOMES A NIGHTMA	RE FOR PEOPLE V	VITH DISABILITIES	7:48
	discriminating age enough. Josue Compliancy issu vulnerable popul Links for informaresources/disabi	painst people wit Cordova explains ason. Producer: I erica, Air Force V es covered: vete ations; transport tion: https://pva. lity-rights-advoca	the struggles of traveling Kristen Farrah. Guests: Jos	t was an essential stewith a disability and house Cordova, National accessibility; disabilities travel	ep for equality, it hasn't been now to fix these issues. al Vice President, Paralyzed es; federal legislation; pva.org/research-	
23:00	SPOTBREAK 3:		· · · · · · · · · · · · · · · · · · ·			:30
		Procter & Gam				:30
		Taco Bell "TAC				:30
		Health and Hu	man Services "Covid Vacc	ine"	OUTCUE:human services	:30
25:00	Medical Notes &	News. Host: Sh	el Lustig			1:28
26:29	SPOTBREAK 4:	Autozone "Ser	vices Mashup"			:30
		Procter & Gam	ble "Mr. Clean Freak Mist"		OUTCUE:freak wipe done	:30
27:29	Program Conclu	sion				:30
	TOTAL TIME					

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Radio Health Journal, 2250 East Devon Avenue, Suite 150 Des Plaines, Illinois 60018 (312) 900-0219.

Affiliate downloads are available at ftp://files.publicaffairsprograms.com and publicaffairsprograms.com.

Guest information and segment podcasts are available at www.radiohealthjournal.org.



25:05

26:25

27:25

27:56

Medical Notes & News. Host: Shel Lustig

Program Conclusion

TOTAL TIME

SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljianz Rheum"

Program Log for Radio Health Journal

Progra	m 23-02	Written & Produced	Kristen Farrah, Reed F	Pence	
Air We	ek 1/08/23	Production Manager	Jason Dickey		
Time	Segment				Dur.
:00	INTRO				:48
:48	SPOTBREAK 1: Taco Bell "Tac	cogen2109"			:30
0		vices Mashup"	OUT	CUE:purchase required	:30
1:48	:02 PAUSE FOR LOCAL AVAIL				:02
1:50	SEGMENT 1: DRUNKOREXIA: A POPULAR PRACTICE THAT LEADS TO MALNOURISHMENT				11:23
	Synopsis: 'Drunkorexia' is a hab of drinking. Though many assumengaging in this practice can lea Host: Reed Pence. Producer: Re University of Houston; Joy Steph Professor and Chairman of Psyc Promotions Coordinator, University Compliancy issues covered: excesafety; alcohol; alcoholism; healt Links for information: <a href="https://www.birectors.https://www.linkedin.com/irweb.njms.rutgers.edu/profile/myP</th><th>ne this will help keep their or
d to weight gain and other
eed Pence. Guests: Dr. Dip
nenson-Laws, Founder, Pro
chiatry, Rutgers New Jersey
sity of Texas at Austin
essive drinking; compulsive
thy living; weight gain; peer
uh.edu/class/psychology/abor
n/joy-stephenson-laws-252a67</th><th>alorie consumption low,
nealth risks.
ali Rinker, Research Assactive Health Labs; Dr.
Medical School; Willian
e drinking; disordered ea
pressure; vulnerable po
tt/people/dipali-rinker/ https
33/ https://njms-</th><th>experts reveal why sistant Professor, Petros Levounis, m Mupo, Former Health atting; public safety; student opulations s://www.phlabs.com/Board-Of-</th><th></th></tr><tr><td>13:13</td><td>SPOTBREAK 2: Pfizer Consun</td><th>ner Healthcare " rh<="" th="" xeljianz=""><td>eum"</td><td>OUTCUE:four xeljianz</td><td>:59</td>	eum"	OUTCUE:four xeljianz	:59	
14:12	:02 PAUSE FOR LOCAL AVAIL				:02
14:14	SEGMENT 2: 'THE MOST POW	ERFUL DRUGS KNOWN	TO MAN': A GUIDE TO	ANESTHESIA	8:51
	Synopsis: Many patients believe Dr. James Cottrell says that's just about these dangerous drugs in and anesthesiologist for your r. Host: Nancy Benson. Producer: Anesthesiology, SUNY Downsta Compliancy issues covered: ane Links for information: https://www.https://anesthesiawithoutfear.com	st the tip of the iceberg. He order to ask questions and needs. Kristen Farrah. Guests: Dr. te Medical Center in Brook esthesia; patient safety; druw.regents.nysed.gov/memb	believes everyone shou make sure you're gettin James Cottrell, Profess yn, Author gs; vulnerable population	or and Chairman of	
23:05	SPOTBREAK 3: Pfizer Consun				:30
	Taco Bell "TA				:30
	Pfizer Consun	ner Healthcare "Ibrance"	0	UTCUE:loss of appetite	:60
					_

1:20

:60

:31

OUTCUE: ...four xeljianz



Progra	m	23-03	Written & Produced	Kristen Farrah		
Air We	ek	1/15/23	Production Manager	Jason Dickey		
Time	Seg	ment				Dur.
:00	INTE	30				:48
:48	SPC	TBREAK 1: Pfizer Consum	ner Healthcare "Xeljianz Rh	eum"	OUTCUE:four xeljianz	:60
1:48	:02 F	PAUSE FOR LOCAL AVAIL				:02
1:50	SEG	MENT 1: DROPPING THE I	PAYWALLS TO SCIENTIF	IC RESEARCH		11:19
	police affect Host Scie Com acce Links us/le fede	opsis: By 2026, all federally-fey change by the White House the public, researchers, and: Reed Pence. Producer: Krince Policy at NIH; Dr. Walter opliancy issues covered: feders journals; consumerism; cost for information: https://mederally-funded-research-freely-rally-funded-research-freely-	se Office of Science and Te d the publishing industry. isten Farrah. Guests: Dr. Je r Mathis, Assistant Profess eral policy; scientific resear apitalism; federal funding dicine.yale.edu/profile/walte house.gov/ostp/news-upda available-without-delay/	chnology Policy. Experiessica Tucker, Acting Door of Psychiatry, Yale Sch; scientific publishing; er-mathis/ https://osp.od/tes/2022/08/25/ostp-issps://www.whitehouse.g	ts explain how this will eputy Director, Office of chool of Medicine public access; open .nih.gov/about- ues-guidance-to-make-	
		ent/uploads/2022/08/08-2022		mo.pdf		
13:09		OTBREAK 2: Autozone "Ser Taco Bell "TAC	· ·			:30 :30
14:09		PAUSE FOR LOCAL AVAIL				:02
14:11		MENT 2: IS COVID-19 THE				8:24
	year follo treat Host Direc Com covid Links	opsis: Healthcare's hope is the ly vaccines. And while the pure wing up with the recommend timent of this virus. It: Nancy Benson. Producer: It ctor of the Asthma Center, Compliancy issues covered: covid; mid covid If in information: https://www.si://www.cdc.gov/coronavirus/	ublic seems eager to put the led booster shots. An expet Kristen Farrah. Guests: Dr. Bleveland Clinic, Chair Electid-19; omicron; vaccines; vaccines; valung.org/about-us/our-leat/2019-ncov/variants/index.l	e pandemic in the past, rt discusses why we can Sumita Khatri, Vice Chat, American Lung Associaccine fatigue; virus; im dership/sumita-khatri-m	many people aren't n't become too lax with our air, Respiratory Institute, ciation munity; virus variants; long	
22:35		TBREAK 3: Ebay "Ebay Pa				:30
		Discover Produ Pfizer Consum	ucts Inc "Discover Card Braner Healthcare "Ibrance"		OUTCUE:loss of appetite	:30 :60
24:35		ical Notes & News. Host: Sh	•			1:54
26:29		TBREAK 4: Pfizer Consum	ner Healthcare "Xeljianz Rh	eum"	OUTCUE:four xeljianz	:60
27:29		gram Conclusion				:31
28:00	TOT	AL TIME				



Progra	am 23-04 Written & Proc	luced Kristen Farrah
Air We	eek 1/22/23 Production Man	nager Jason Dickey
Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Ibra	nce" OUTCUE:loss of appetite :60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: MORE AND MORE MOTHERS ARE	DYING EACH YEAR – WHY CAN'T WE STOP IT? 11:34
	CDC. Even with cutting edge technology and advance lives. Dr. Lindsay Admon joins us this week to explain solutions that could save more women. Nicky Dawking of bringing in extra advocates. Host: Reed Pence. Producer: Kristen Farrah. Guests Doula; Dr. Lindsay Admon, Assistant Professor of Oschool Compliancy issues covered: pregnancy; maternal main inequity; consumerism; doula; mental health; hospital Links for information: <a href="https://jamanetwork.com/journhttps://www.nber.org/system/files/working_papers/www.nber.org/</th><th>als/jamanetworkopen/fullarticle/2794791</th></tr><tr><th></th><th>experts/lindskb https://twitter.com/lindsayadmon</th><th></th></tr><tr><td>13:24</td><td>SPOTBREAK 2: Pfizer Consumer Healthcare " prev<="" td=""><td>nar20" OUTCUE:prevnar twenty :60</td>	nar20" OUTCUE:prevnar twenty :60
14:24	:02 PAUSE FOR LOCAL AVAIL	:02
14:26	SEGMENT 2: SAVING OUR HEROES: HELPING F	IRST RESPONDERS HEAL THEIR PTSD 7:57
	PTSD diagnosis is not the end of their careers. Host: Nancy Benson. Producer: Kristen Farrah. Gue Psychologist, Author	sts: Dr. Marilyn Wooley, Police and Public Safety rst responders; consumerism; public health; public safety; umatic experiences //science/article/abs/pii/S1359178918302416 Oa/ https://go.authorsguild.org/members/7119
22:23	SPOTBREAK 3: Pfizer Consumer Healthcare "Pax	•
	Ebay "Ebay Parts & Accessories"	:30
	McCormick "Frank's Redhot"	:30
	Discover Products Inc "Discover C	1 71
24:22	Medical Notes & News. Host: Shel Lustig	2:07
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Prev	
27:29	Program Conclusion	:30
27:59	TOTAL TIME	



Progra	ım	23-05	Written & Produced	Kristen Farrah	
Air We	ek	1/29/23	Production Manager	Jason Dickey	
Time	Time Segment Du				Dur.
:00					:48
:48	SPO	TBREAK 1: Progressive In	surance Co "Progressive 2	023 Auto"	:30

:00	INTRO	:48				
:48	SPOTBREAK 1: Progressive Insurance Co "Progressive 2023 Auto"	:30				
. 10	Chick-Fil-A "Chick -Fil-A" OUTCUE:their testimonials	:30				
1:48	:02 PAUSE FOR LOCAL AVAIL	:02				
1:50	SEGMENT 1: DOES YOUR CHILD KNOW HOW TO LEARN?	11:48				
	Synopsis: America's education system has long been focused on teaching but does this strategy benefit					
	students? This week's show features education experts who say students need to be taught how to learn					
	before they can be successful in the classroom.					
	Host: Reed Pence. Producer: Kristen Farrah. Guests: Betsy Hill, President, BrainWare Learning Company,					
	Author; Dr. Stephen Kosslyn, Founder and President, Active Learning Sciences, Professor Emeritus of					
	Psychology, Harvard University					
	Compliancy issues covered: cognitive skills, education; public policy; teaching; psychology; student learning;					
	active learning; academic performance; consumerism; education system					
	Links for information: https://www.linkedin.com/in/betsyhill/ https://www.amazon.com/Your-Child-Learns-					
	<u>Differently-What-ebook/dp/B0BN2MQBC1</u> https://mybrainware.com/about-brainware/					
	https://psychology.fas.harvard.edu/people/stephen-m-kosslyn https://www.linkedin.com/in/stephen-m-kosslyn-					
	12837a1/ https://www.activelearningsciences.com/					
13:38	SPOTBREAK 2: Procter & Gamble "Always"	:30				
	Autozone "Services Mashup" OUTCUE:purchase required	:29				
14:37	:02 PAUSE FOR LOCAL AVAIL	:02				
14:39	SEGMENT 2: HOW YOU CAN MAKE ANXIETY YOUR BEST FRIEND	8:20				
	Synopsis: Natalie Kohlhaas says anxiety has been getting a bad rap. As an anxiety expert, she says we need					
	to recognize how feeling anxious is a good thing, and that fear is the emotion that's been holding us back.					
	Kohlhaas explains the biological function of anxiety and how we can learn to love the feeling.					
	Host: Nancy Benson. Producer: Kristen Farrah. Guests: Natalie Kohlhaas, Licensed Professional Counselor,					
	Author, Anxiety Specialist					
	Compliancy issues covered: anxiety; mental health; public health; fear; confidence; psychology;					
	consumerism; vulnerable populations					
	Links for information: https://www.natalie-kohlhaas-lpc.com/books					
22:59	SPOTBREAK 3: O'Reilly Auto Parts "O'Reilly 2023"	:30				
22.59	Procter & Gamble "Mr Clean Magic Eraser"	:30				
	Pfizer Consumer Healthcare "Xeljianz Rheum" OUTCUE:four four xeljianz	:59				
24:58	Medical Notes & News. Host: Shel Lustig	1:30				
26:28	SPOTBREAK 4: Ebay "Ebay Parts & Accessories"	:30				
20.20	Pfizer Consumer Healthcare "Comirnaty 2023" OUTCUE:and biontech	:29				
27:27	Program Conclusion	:30				
27:57	TOTAL TIME					
レンバカイ						



			Written & Produced	Kristen Farrah	
Air We	ek	2/05/23	Production Manager	Jason Dickey	
Time	Seg	ment			Dur.
:00	INT	30			:48
:48	SPC	TBREAK 1: O'Reilly Auto P	arts "O'Reilly 2023"		:30
		McCormick "Fr	<u> </u>	OUTCUE:on everything	:30
1:48	• •			:02	
1:50	SEG	MENT 1: GENETIC GENEA	ALOGY: IDENTIFYING BO	TH THE GUILTY AND INNOCENT	12:18
	Syno	opsis: Move over, fingerprint	s, there's a new crime-fight	ing technology in town. Genetic Genealogy only	
	needs to match with one percent of DNA to find a distant relative of an unknown suspect. Experts explain how				
	this technology is helping police track down the guilty – and why your genetic privacy is still safe.				
	Host: Reed Pence. Producer: Kristen Farrah. Guests: Edward Humes, Author, Journalist; CeCe Moore, Chief				
	Genetic Genealogist, Parabon NanoLabs,				
	Compliancy issues covered: genetics; genetic genealogy; privacy; federal regulation; public safety; law				
	enforcement; crime; murder; ancestry; DNA; consumerism				
	Links for information: https://parabon-nanolabs.com/about.html https://www.cecemoore.com/				
	https://twitter.com/cecelmoore?lang=en https://thednadetectives.com/about-the-company/				
	http:	//www.edwardhumes.com/ h	ttps://www.penguinrandom	house.com/books/622592/the-forever-witness-by-	
		•		/ https://twitter.com/edwardhumes	
14:08		TBREAK 2: Pfizer Consum	ner Healthcare "Prevnar20"	OUTCUE:with Prevnar twenty	:60
15:08	:02 I	PAUSE FOR LOCAL AVAIL			:02
15:10	SEG	MENT 2: CORRECTING TH	HE MISINFORMATION SU	RROUNDING PARENTS WITH DISABILITIES	7:47
	Syn	opsis: Eliza Hull's doctor told	her she couldn't be a good	d parent because of her disability. She now has	
	two	little boys and a passion for o	correcting misinformation a	round parents with disabilities. Hull's new book	
		•	•	ound the world to prove that having a disability	
	does	sn't equate to being a bad pa	arent.		
		-		za Hull, Writer, Musician, Disability Advocate	
	Compliancy issues covered: disability; disabled parents; vulnerable populations; mental health; physical				
		th; consumerism; family issu			
		•	•	nis https://www.instagram.com/elizahull/?hl=en	
				%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor	
		s://www.amazon.com/dp/195			
22:57	SPC	TBREAK 3: Indeed "Indeed	d"		:30

:30

:30

:30

1:29

:30

:30

:30

OUTCUE: ...breakfast hours

OUTCUE: ...auto parts

Ebay "Ebay Parts & Accessories"

O'Reilly Auto Parts "O'Reilly 2023"

Wendy's "Breakfast"

SPOTBREAK 4: Discover Products Inc "Discover Card Brand"

Medical Notes & News. Host: Shel Lustig

Program Conclusion

24:57

26:26

27:26

Progressive Insurance Co "Progressive 2023"



Progra	m 23-07	Written & Produced	Kristen Farrah			
Air We		Production Manager	Jason Dickey			
	·	i roduction manager	dason bickey			
Time	Segment			Dur.		
:00	INTRO			:48		
:48	SPOTBREAK 1: Pfizer Consum	er Healthcare "Prevnar20"	OUTCUE:with prevnar twenty	:60		
1:48	:02 PAUSE FOR LOCAL AVAIL			:02		
1:50	SEGMENT 1: HOW DOCTORS	CAN TRANSPLANT ORG	ANS WITHOUT A DONOR MATCH	11:01		
	Synopsis: Colette Hurd needed t	wo new lungs and a kidney	after being diagnosed with pulmonary arterial			
	hypertension. Unfortunately, her	high antibody count made	it nearly impossible to find a donor match. This			
	week, we discuss how creative thinking and plasma exchange technology helped save Colette's life.					
	Host: Reed Pence. Producer: Kristen Farrah. Guests: Colette Hurd, Organ Transplant Patient; Dennis Hurd,					
	Organ Donor Advocate; Lori Harada, Senior Manager, Technical Excellence Team, Terumo Blood and Cell					
	Technologies					
	Compliancy issues covered: cardiology; organ donors; antibodies; high blood pressure; surgery; lung disease					
	kidney disease; hospital staff; consumerism; vulnerable populations; apheresis					
	Links for information: https://www.linkedin.com/in/lori-harada-6221a815/ https://www.apheresis.org/					
	https://www.organdonor.gov/ https://news.nm.org/chicago-woman-opens-the-door-for-other-transplant-					
			nd-kidney-transplant-at-northwestern-medicine/			
12:51	SPOTBREAK 2: Pfizer Consum	ner Healthcare "Ibrance"	OUTCUE:loss of appetite	:60		
13:51	:02 PAUSE FOR LOCAL AVAIL			:02		
13:53	SEGMENT 2: WAYS YOU CAN			8:47		
		-	ep is something none of us can escape. But can it			
	*	e? Dr. Deirdre Barrett, a psy	chologist, explains how you can increase your			
	productivity as you slumber.					
		E . O . D	B			
	-		Deirdre Barrett, Lecturer on Psychology, Harvard			
	University, Author, The Committee	ee of Sieep				
	Compliancy issues sovered: drag	amina: pavahalagu: laarnin	g; education; art; creativity; athletics; lucid			
	dreaming; consumerism	arning, psychology, learning	g, education, art, creativity, atmetics, lucid			
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		nble "Metamucil ADU Packa		:30		
		nble "Prilosec ADU"	OUTCUE:immediate relief	:28		
24:38	Medical Notes & News. Host: Sh		30100Einimodate feller	1:50		
26:28	SPOTBREAK 4: Pfizer Consum	-	OUTCUE:loss of appetite	:60		
27:28	Program Conclusion	io. Hoditioalo ibiailo	COTOCECOS Of appetite	:30		
				.00		
27:59	TOTAL TIME					



Program	23-08	Written & Produced	Kristen Farrah
Air Week	2/19/23	Production Manager	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Ibrance" OUTCUE:loss of appetite	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: HOW SCIENTISTS ARE SPEEDING UP EVOLUTION USING GENOME EDITING	11:06
	Synopsis: The field of genome editing goes all the way back to the 1970s when researchers discovered how to clone DNA. Now, scientists can genetically modify DNA to eliminate genetic diseases and even create entirely new species of organisms. Experts discuss how gene editing technology can fit millions of years of evolution into mere months. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Raj Awatramani, Professor of Neurology and Scientific Director of the Transgenic and Targeted Mutagenesis Laboratory, Northwestern University; Dr. George Church, Professor of Genetics, Harvard Medical School, Director, US Department of Energy Technology Center, Founding Father of Genomics Compliancy issues covered: genetics; gene editing; genomics; evolution; DNA; genetic diseases; consumerism; patient safety; vaccines; Links for information: https://wyss.harvard.edu/team/core-faculty/george-church/ https://www.genome.gov/about-genomics/policy-https://www.genome.gov/about-genomics/policy-	
	issues/what-is-Genome-Editing	
12:56	SPOTBREAK 2: Procter & Gamble "Metamucil ADU Package"	:30
	Procter & Gamble "Prilosec ADU" OUTCUE:immediate relief	:29
13:55	:02 PAUSE FOR LOCAL AVAIL	:02
13:57	SEGMENT 2: FINDING PAIN MANAGEMENT STRATEGIES THAT DON'T INVOLVE OPIOIDS	8:25
	Synopsis: We have coaches for nearly every aspect of our lives, so why not have one to help patients work through their health crises? Life Care Coaches are being integrated into hospitals to help patients safely use prescription opioids and even offer pain management strategies that don't involve drugs. Experts explain how this new position is helping decrease rates of addiction and opioid overdoses. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Cammie Wolf Rice, Author, <i>The Flight</i> , Founder, Christopher Wolf Crusade; Dr. Mara Schenker, Chief of Orthopedics, Grady Memorial Hospital Compliancy issues covered: opioids; drug abuse; pain management; addiction; drug overdose; pain medication; vulnerable populations; consumerism Links for information: <a href="https://www.gradyhealth.org/doctors/mara-schenker/https://cammiewolfrice.com/the-author/https://www.instagram.com/cammierice/?hl=enhttps://www.instagram.com/christopherwolfcrusade/?hl=enhttps://www.instagram.com/christopherwolfcrusade/?hl=en</td><td></td></tr><tr><td>22:22</td><td>SPOTBREAK 3: Pfizer Consumer Healthcare " prevnar20"<="" td=""><td>:60</td>	:60
	Procter & Gamble "Pepto Bismol"	:30
04:04	Discover Products INC "Discover Card Brand" OUTCUE:slash match	:29
24:21	Medical Notes & News. Host: Shel Lustig	2:04
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance" OUTCUE:loss of appetite	:60
27:25	Program Conclusion	:30
27:56	TOTAL TIME	

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Program	23-09	Written & Produced	Kristen Farrah
Air Week	2/26/23	Production Manager	Jason Dickey

Synopsis: Last week we discussed the history of gene editing and the opportunities this technology offers. In this second edition, our experts explain the ethical debate surrounding gene editing in humans. Where do we draw the moral line and have we already crossed it? Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Raj Awatramani, Professor of Neurology and Scientific Director of the Transgenic and Targeted Mutagenesis Laboratory, Northwestern University; Dr. George Church, Professor of Genetics, Harvard Medical School, Director, US Department of Energy Technology Center; Dr. Elizabeth McNally, Director, Center for Genetic Medicine, Professor of Medicine and Biochemistry and Molecular Genetics, Northwestern University Compliancy issues covered: genetics; gene editing; genomics; evolution; DNA; genetic diseases; consumerism; patient safety; ethics; federal regulations; scientific innovation Links for information: https://wws.harvard.edu/team/core-faculty/george-church/ https://wwiter.com/geochurch/ref.src-twscr%s5cgoolge%rCtwcamp%s5senp%rCtwgr%s5Eauthor https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=31091.https://wwiter.com/gemmcnally?lang=en 14:14 SPOTBREAK 2: Taco Bell "TacoGen2109" Ebay "Ebay Parts & Accessories" OUTCUE:let's ride 30 15:14 30 PAUSE FOR LOCAL AVAIL 52 PAUSE FOR LOCAL AVAIL 52 SEGMENT 2: BLAME YOUR GRANDPARENTS FOR YOUR HEALTH ISSUES Synopsis: Our personal health may be determined before even our parents are born. Scientists have discovered that our ancestors have a greater impact on us than we think. Author Judith Finlayson explains how our grandparents' habits and behaviors have a direct influence on our DNA. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Judith Finlayson, Author, You Are What Your Grandparents Ate Compliancy issues covered: epigenetics; genetics; nutrition; diet; vulnerable populations; exercise; consumerism; public health; ancestry Links for information: https://judithfinlayson.com/ https://www.instagram.	Time	Segment	Dur.
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Chick-Fil-A "Chick-Fil-A-CFA NAT 1020" :30			
	22:59	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance"	
D : 00 11 //14 : 1111		Chick-Fil-A "Chick-Fil-A-CFA NAT 1020"	
		Procter & Gamble "Metamucil" OUTCUE:dot com today	:30
24:59 Medical Notes & News. Host: Shel Lustig 1:30	24:59	· · · · · · · · · · · · · · · · · · ·	1:30
26:29 SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljianz Rheum" OUTCUE:four four xeljianz :60	26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljianz Rheum" OUTCUE:four four xeljianz	:60
27:29 Program Conclusion :30	27:29	Program Conclusion	:30
27:59 TOTAL TIME	27:59	TOTAL TIME	



Program	23-10	Written & Produced	Kristen Farrah		
Air Week	3/05/23	Production Manager	Jason Dickey		
Time Segment Dur.					

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Procter & Gamble "Metamucil"	:30
	Macy's "Women's History Month" OUTCUE:slash purpose	:30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: A LOOK AT THE RISING FIELD OF GENETIC COUNSELING	11:08
	Synopsis: Genetic counseling is more than just testing a patient for specific diseases. Counselors like Kevin Sweet and Colleen Jodarski become health investigators, sifting through a patient's family history to compile a complete look at their risk factors. Our experts explain how to know if you need to see a genetic counselor.	
	Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Kevin Sweet, Genetic Counselor, Associate Clinical Professor of Human Genetics, The Ohio State University; Colleen Jodarski, Genetic Counselor,	
	National Institute of Allergy and Infectious Diseases	
	Compliancy issues covered: gene therapy; genetic counseling; medical history; risk factors; cancer; rare	
	diseases; patient safety; consumerism; health risks; genetic testing; pregnancy; early intervention Links for information: https://medicine.osu.edu/find-faculty/clinical/internal-medicine/kevin-sweet-ms-lgc	
	https://www.linkedin.com/in/kevin-sweet-42b8829/?trk=pub-pbmap https://twitter.com/KevinS GC	
	https://www.linkedin.com/in/colleen-jodarski-01a757112/ https://pubmed.ncbi.nlm.nih.gov/36763325/	
12:58	SPOTBREAK 2: Pfizer Consumer Healthcare "Eliquis"	:30
	Procter & Gamble "Pepto Bismol" OUTCUE:reach of children	:30
13:58	:02 PAUSE FOR LOCAL AVAIL	:02
14:00	SEGMENT 2: MEDICAL MALPRACTICE: 'I'M PRIVY TO INFORMATION THAT WOULD SHOCK PEOPLE'	8:52
	Synopsis: All hospitals in the US operate under a standard of care that changes based on the clinic's size and abilities. But what happens when that care isn't upheld? Dr. Stanley Berry takes us through instances of medical malpractice and his experience dealing with negligent physicians.	
	Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Stanley Berry, Professor of Obstetrics and Gynecology, Wayne State University	
	Compliancy issues covered: medical malpractice; patient safety; standard of care; misdiagnosis; surgical errors; birth injuries; full disclosure; safety techniques	
	Links for information: https://stanleymberry.com/ https://stanle	
22:52	SPOTBREAK 3: Wendy's "Breakfast" Progressive Insurance Co "Progressive 2023 Auto"	:30 :30
	Procter & Gamble "Prilosec"	:30
	O'Reilly Auto Parts "O'Reilly 2023" OUTCUE:auto parts	:30
24:52	Medical Notes & News. Host: Shel Lustig	1:37
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Eliquis"	:30
07.00	Procter & Gamble "Prilosec" OUTCUE:for immediate relief	:29
27:28	Program Conclusion	:31
27:59	TOTAL TIME	



Progra		Written & Produced	Kristen Farrah	
Air We	ek 3/12/23	Production Manager	Jason Dickey	
Time	Segment			Dur.
:00	INTRO			:48
:48	SPOTBREAK 1: Pfizer Consun	ner Healthcare "Ibrance"	OUTCUE:loss of appetite	:60
1:48	:02 PAUSE FOR LOCAL AVAIL			:02
1:50	SEGMENT 1: EAT THE INVAD	ERS: HOW YOU CAN HEL	P YOUR LOCAL ENVIRONMENT	11:09
	animals cause damage to the elexperts reveal how you can help Host: Elizabeth Westfield. Produ Research Affiliate, University of Program Coordinator, U.S Geol Compliancy issues covered: invresearch; diet; extinction; consultinks for information: https://www.	nvironment and economy at by adding the invasive species: Kristen Farrah. Guests Vermont; Dr. Cindy Tam, Bogical Survey asive species; endangered merism; diseases; veganism.joeroman.com/ http://eat/	s: Dr. Joe Roman, Author, Conservation Biologist, biological Threats and Invasive Species Research animals; conservation; biology; environmental m; fishing; economy; federal regulations theinvaders.org/	
12:59	SPOTBREAK 2: Pfizer Consun		usgs.gov/staff-profiles/cynthia-tam	:30
		nble "Pepto Bismol"	OUTCUE:reach of children	:29
13:58	:02 PAUSE FOR LOCAL AVAIL			:02
14:00	SEGMENT 2: IS YOUR DIET S	LOWLY KILLING YOU?		9:07
23:07	plates today. This diet leaves us how you can supplement your distrack. Host: Nancy Benson. Producer: University; Dr. Chris Damman, Washington, Chief Medical and Compliancy issues covered: gut public health; diet; supplements Links for information: https://twitter.com/GutbitesMD? SPOTBREAK 3: Procter & Gar	s lacking in several essential iet – with less pills and more Kristen Farrah. Guests: Dr. Associate Professor of Gast Science Officer, Supergut health; probiotics; prebiotics; federal regulations of blichealth.nyu.edu/programs ini#juul https://academic.ougistopher-j-damman-md-maref_src=twsrc%5Egoogle%* The problem of the professor of the pilosec of	7Ctwcamp%5Eserp%7Ctwgr%5Eauthor	:30
		ner Healthcare "Ibrance"	OUTCUE:loss of appetite	:60
25:07	Medical Notes & News. Host: S			1:18
26:25	SPOTBREAK 4: Pfizer Consur	ner Healthcare "Prevnar20"	OUTCUE:prevnar twenty	:60
27:25	Program Conclusion			:30
27:55	TOTAL TIME			I



Progra	ım	23-12	Written & Produced	Kristen Farrah	
Air We	ek	3/19/23	Production Manager	Jason Dickey	
Time	Segi	ment			Dur.
:00	INTF	30			:48
:48	SPO	TBREAK 1: Pfizer Consum	er Healthcare "Ibrance"	OUTCUF:loss of appetite	:60

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:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Ibrance" OUTCUE:loss of appetite	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: ALWAYS RUNNING LATE? YOU MAY BE A VICTIM OF 'TIME BLINDNESS'	11:34
	Synopsis: People with ADHD often have a weaker perception of time, called 'time blindness.' Though	
	tardiness is usually interpreted as irresponsible, those suffering from time blindness simply don't have any	
	sense of time. Experts discuss the condition and give helpful tips on how to improve time management skills.	
	Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Ari Tuckman, Psychologist, Co-Chair, The	
	Conference Committee at CHADD; Dr. Russel Barkley, Retired Clinical Professor of Psychiatry, Virginia	
	Commonwealth University Medical Center, Author, Treating ADHD in Children and Adolescents	
	Compliancy issues covered: time management; ADHD; psychology; time blindness; symptoms; psychiatry;	
	vulnerable populations; consumerism	
	Links for information: https://tuckmanpsych.com/ https://adultadhdbook.com/ https://www.russellbarkley.org/	
13:24	SPOTBREAK 2: Procter & Gamble "Metamucil"	:30
	Discover Products Inc "Discover Card Brand" OUTCUE:com slash match	:30
14:24	:02 PAUSE FOR LOCAL AVAIL	:02
14:26	SEGMENT 2: NEW TEST CAN DETECT BOTH COVID-19 AND THE FLU	8:24
	Synopsis: The FDA has granted emergency use authorization to Lucira Health's combined Covid-19 and flu	
	at-home testing kit. In just thirty minutes it can detect whether you're positive or negative for Covid, influenza	
	A, and influenza B. Dr. Emily Volk explains the EUA status and how to properly use this new test.	
	Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Emily Volk, President, College of American	
	Pathologists	
	Compliancy issues covered: covid-19; influenza; vaccine; home testing; false negatives; false positives;	
	consumerism; public health; public health reporting; emergency use authorization	
	Links for information: https://shop.lucirahealth.com/ https:	
	announcements/fda-authorizes-first-over-counter-home-test-detect-both-influenza-and-covid-19-viruses	
	https://emilyvolkmd.net/	
22:50	SPOTBREAK 3: Procter & Gamble "Prilosec"	:30
	Macys "Women's History Month"	:30
	Pfizer Consumer Healthcare "Ibrance" OUTCUE:loss of appetite	:59
24:49	Medical Notes & News. Host: Shel Lustig	1:37
26:26	SPOTBREAK 4: Procter Gamble "Pepto Bismol"	:30
	Ebay "Ebay Parts & Accessories" OUTCUE:exclusions apply	:29
27:25	Program Conclusion	:31
27:56	TOTAL TIME	



Program	23-13	Written & Produced	Kristen Farrah
Air Week	3/26/23	Production Manager	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Ibrance" OUTCUE:loss of appetite	:61
1:49	:02 PAUSE FOR LOCAL AVAIL	:02
1:51	SEGMENT 1: RESEARCH MISCONDUCT: THE GROWING ISSUE OF DATA INTEGRITY IN SCIENCE	11:15
	Synopsis: Thousands of Alzheimer's research papers have cited a 2006 study as a basis for their work. Unfortunately, that paper is now under investigation for research misconduct. Dr. Matthew Schrag, the whistleblower of the alleged falsified paper, explains the issue and what it means for future research.	
	Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Matthew Schrag, Assistant Professor of Neurology, Vanderbilt University	
	Compliancy issues covered: Alzheimer's disease; scientific research; data integrity; consumerism; photoshop; research misconduct; NIH; patient safety	
	Links for information: https://www.vumc.org/vmac/person/matthew-s-schrag-md-phd	
10.00	https://twitter.com/schrag_matthew_https://schraglab.com/	00
13:06	SPOTBREAK 2: Procter & Gamble "Metamucil"	:30
14:06	Macys "Women's History Month" OUTCUE:com slash purpose :02 PAUSE FOR LOCAL AVAIL	:30 :02
14:08	SEGMENT 2: THE WOMAN BEHIND THE POLIO VACCINE	8:44
14.00	Synopsis: The World Health Organization reports that polio cases have decreased by more than 99% since	0.44
	1988, thanks to the vaccine. And while the names Sabin and Salk are often associated with the	
	accomplishment, Dr. Dorothy Horstmann is the woman behind the cure you've probably never heard of. In	
	honor of Women's History Month, Author Lynn Cullen explains Horstmann's crucial role in the fight against	
	polio.	
	Host: Nancy Benson. Producer: Kristen Farrah. Guests: Lynn Cullen, Author, <i>The Woman With the Cure</i>	
	Compliancy issues covered: polio; vaccine; public safety; quarantine; isolation; pandemic; cure; women in	
	medicine; female doctors; women's history month	
	Links for information: https://lynncullen.com/ https	
22:52	SPOTBREAK 3: Procter Gamble "Pepto Bismol"	:30
	Ebay "Ebay Parts & Accessories"	:30
	Pfizer Consumer Healthcare "Ibrance" OUTCUE:loss of appetite	:59
24:51	Medical Notes & News. Host: Shel Lustig	1:34
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Prevnar20" OUTCUE:twenty dot com	:60
27:25	Program Conclusion	:31
27:56	TOTAL TIME	