

## Quarterly Issues Programs List for Townsquare Media Utica

July 1, 2023 through September 30, 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. **Health:** In New York State, currently over 18,400,000 people have received at least one dose of the COVID-19 vaccine. Healthcare's hope is that Covid-19 soon becomes a seasonal sickness that we deal with using yearly vaccines like the flu. Dr. Kent Hall of MVHS was on our stations with weekly chats about COVID, the Flu, and the new Wynn Hospital coming to downtown Utica.
- B. **Education:** With the new school year beginning in Q3, schools across Central NY will open their doors and welcome local, out of state and international students. Herkimer College will welcome close to 4,000 students while Utica University has nearly 4,250 students across its undergrad and graduate programs. Approximately 2,800 students are enrolled at SUNY Polytechnic Institute and 5,300 are enrolled at Mohawk Valley Community College. There have been many recent collegiate leadership changes Central NY, with new college Presidents taking the helm at several of our local colleges. In addition, SUNY Polytechnic Institute announced this year that it will no longer be affiliated with the College of Nanoscience in Albany.
- C. **Health:** The Mohawk Valley has some of the highest obesity rates in all of New York State, with official estimates between 29.67% and 33.28% of the population. Obesity can highlight certain inequities among residents, such as lack of access to healthy food and exercise options. Lower income residents are more likely to be obese, per national data that finds that states with more people living in poverty have elevated levels of obesity as compared to richer states. It's estimated in Utica alone, 28% of people live in poverty.
- D. **Employment:** Central New York reportedly saw its highest number of out-of-state tourists in the area last year. The data was from Governor Kathy Hochul's Economic Impact of Visitors 2022 Report. Oneida County saw tourism sales hit a record \$3.5 billion in spending, which was the highest of any county in the state, and also generated \$482 million in state/local taxes. The number also generated \$1.2 billion in direct labor income, again the most significant of any other county. That allowed Oneida County to produce the most tourism-related jobs in the Central NY region.
- E. **Programs for the Homeless:** On any given day there are several hundred homeless residents in Oneida County who are in need of food and shelter. Through public donations, the Salvation Army and Mother Marianne's Westside Food Pantry help serve our area's most vulnerable population, with heightened need as we head into the winter holiday season.

## 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”, a 28 minute program, 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
07/02/2023	Consumerism, Economics, Family, History	Seg 1- Ben Deiorio from Deiorio’s Bakey and Frozen Dough Company discussed their rich history in the area as well as how business has changed in Central NY
07/09/2023	Vulnerable Populations, Economics, Public Health	Seg 1- Denise Cavanaugh, is the new Director of Herkimer City Chamber. She discussed her role and what she sees for the future of the Chamber.  Seg 2- Doctor Kent Hall from MVHS provided an update on COVID and other medical issues impacting residents.
07/16/2023	Travel, Economics, Consumerism	Seg 1 - Sarah Foster Calero is the new Director of Oneida City Tourism. She discussed her new role and objectives the county has to increase tourism after a record breaking 2022.
07/23/2023	Travel, Mammals, Marketing, History, Public Health	Seg 1- Gary Mundschenk from Utica Zoo discussed Brewfest 2023 and all the exciting, new things happening at the Zoo.  Seg 2- Doctor Kent Hall from MVHS provided an update on COVID and other medical issues impacting residents.
07/30/2023	Travel, Economics, Consumerism, Vulnerable Populations,	Segment1- Denise Cavanaugh, the new Director of Herkimer County Chamber provided an update on her new role and plans for the Chamber.  Segment 2- Darren Wood is a volunteer with Mother Marianne Westside Food Pantry. He explained how the food pantry helps those in need in Utica.
08/06/2023	Scholarships, College, College Admissions, Public Health	Seg 1- Jake Mihevc Mohawk Valley Community College discussed the upcoming semester at MVCC and programs the college offers.  Seg 2- Doctor Kent Hall from MVHS provided an update on COVID and other medical issues impacting residents
08/13/2023	Scholarships, College Admissions, College, Local Development, Vulnerable Populations	Seg 1- Tim Riker and Mike Masi from Herkimer College reviewed programs the college offers. Tim is a professor while Mike is Director of Campus Police.  Seg 2- Capt. Kelly and Johnathan Ross are the new Leaders of the Utica Salvation Army and they discussed outreach efforts to help vulnerable members of our community.

08/20/2023	Travel, Economics, History, Politics, Vulnerable Populations, Humanity	<p>Seg 1- Frank Coots, former Major of the New York State Troopers, discussed the upcoming 9/11 Remembrance Breakfast hosted by the Genesis Group, revealing the exciting keynote speaker.</p> <p>Seg 2- Capt. Kelly and Jonathan Ross shared their experiences operating as the new leaders of the Utica Salvation Army and goals they are trying to achieve as they head into the holiday season.</p>
08/27/2023	Scholarships, College Admissions, College, Local Development, Vulnerable Populations, Mental Health, Exercise	<p>Seg 1- Dr. Andy Russell of Suny Polytechnic Institute reviewed his priorities as he serves as Interim President during the upcoming school year.</p> <p>Segment 2- Marc DePerno from Sitrin Foundation discussed the First Annual Riggie Run &amp; Walk on October 8<sup>th</sup> to support the foundation's military program.</p>
09/03/2023	Scholarships, College Admissions, College, Local Development, Vulnerable Populations, Mental Health, Exercise	<p>Seg1- Todd Pfannenstiel is the new President of Utica University. He previewed upcoming school year and his priorities as the new University President.</p> <p>Seg 2- Marc DePerno from Sitrin Foundation discussed the First Annual Riggie Run Walk on October 8<sup>th</sup> to support foundation's military program.</p>
09/10/2023	Travel, Economics, History, Politics, Local Development	<p>Seg1- Frank Coots, former Major of the New York State Troopers, spoke about the upcoming 9/11 Remembrance Breakfast hosted by the Genesis Group.</p> <p>Seg 2- Dave Olney from the New York State Police Department shared information about the Annual Kurt Wyman Motorcycle Ride to take place on September 16<sup>th</sup>.</p>
09/17/2023	Travel, Economics, Consumerism, Public Health	<p>Seg 1- Ray Durso head of Genesis Group talked about his role as CEO of the Genesis Group, how they help promote cohesive community efforts and their upcoming fall schedule.</p> <p>Seg 2- Doctor Kent Hall from MVHS provided an update on COVID and other medical issues impacting residents.</p>
09/24/2023	Local Development, College, College Admissions, Vulnerable Populations, Mental Health, Exercise	<p>Seg1- Tony Nicotera and Mary Smith from The Genesis Group talked about teacher nominations for Education Month, which takes place in November.</p> <p>Seg 2- Marc DePerno from Sitrin Foundation discussed the First Annual Riggie Run &amp; Walk on October 8<sup>th</sup> to support foundation's military program.</p>

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

WIBX: Saturdays at 6am and Sunday at 8am

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

See attached program log for details.

<b>Program</b>	23-27	<b>Written &amp; Produced</b>	Kristen Farrah, Reed Pence
<b>Air Week</b>	7/02/23	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Procter & Gamble "Prilosec" Discover "Discover Card" OUTCUE: ...slash match	:30 :30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: WILL HORMONAL CONTRACEPTIVES WORSEN YOUR AUTOIMMUNE DISEASE?</b>	12:47
	Synopsis: Of the 24 million Americans with autoimmune diseases, about 80% are women. A 2020 paper in the American Journal of Nursing estimates that nearly 90 percent of women ages use contraception – which may worsen a preexisting disease. Our experts explain what to do if you fall into this category and how to safely use hormonal contraceptives. Host: Elizabeth Westfield. Producer: Reed Pence. Guests: Dr. Lisa Sammaritano, Professor of Clinical Medicine, Weill Cornell Medical College; Dr. Kristen Demoruelle, Rheumatologist, Associate Professor of Medicine, University of Colorado School of Medicine; Kristy Griffin, patient Compliancy issues covered: immunocompromised; autoimmune disease; hashimoto's disease; hormones; contraceptives; birth control; iud; thyroid; rheumatology; diabetes; multiple sclerosis; gender issues; patient safety Links for information: <a href="https://medschool.cuanschutz.edu/rheumatology/faculty2/m-kristen-demoruelle-md-phd">https://medschool.cuanschutz.edu/rheumatology/faculty2/m-kristen-demoruelle-md-phd</a> <a href="https://www.linkedin.com/in/kristen-demoruelle-1b62bb192/">https://www.linkedin.com/in/kristen-demoruelle-1b62bb192/</a> <a href="https://vivo.weill.cornell.edu/display/cwid-lis2002">https://vivo.weill.cornell.edu/display/cwid-lis2002</a>	
14:37	SPOTBREAK 2: Macys "Macys" Procter & Gamble "Bounty" OUTCUE: ...quicker picker upper	:30 :30
15:37	:02 PAUSE FOR LOCAL AVAIL	:02
15:39	<b>SEGMENT 2: DO YOU FEEL PRESSURED TO WORK WHILE YOU'RE SICK?</b>	7:11
	Synopsis: Though the pandemic changed a lot about traditional offices, by now many people are back working in communal spaces. While this is great for building relationships, it's also a surefire way to spread disease. Our experts discuss how office culture feeds into putting yourself and others at risk. Host: Nancy Benson. Producer: Reed Pence. Guests: Richard Deosingh, District President, Robert Half International; Dr. Joseph Ladapo, Professor, University of Florida College of Medicine, State Surgeon General of Florida Compliancy issues covered: employee; infectious diseases; public health; patient safety; office culture; flu; vaccine; vulnerable populations Links for information: <a href="https://www.linkedin.com/in/richard-deosingh-56246813/">https://www.linkedin.com/in/richard-deosingh-56246813/</a> <a href="https://twitter.com/FLSurgeonGen">https://twitter.com/FLSurgeonGen</a> <a href="https://www.floridahealth.gov/about/ssg/index.html">https://www.floridahealth.gov/about/ssg/index.html</a>	
22:50	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Eliquis" OUTCUE: ...five eliquis	:60 :60
24:50	<b>MEDICAL NOTES: PAIN MANAGEMENT AND THE EVOLUTION OF HAIR</b> Host: Shel Lustig	1:35
26:25	SPOTBREAK 4: O'Reilly Auto "O'Reilly" Procter & Gamble "Metamucil" OUTCUE: ...Metamucil everyday	:30 :31
27:26	Program Conclusion	:31
27:57	TOTAL TIME	

<b>Program</b>	23-28	<b>Written &amp; Produced</b>	Kristen Farrah, Tabor Brewster
<b>Air Week</b>	7/09/23	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Macys "Reading is Fundamental" Procter & Gamble "Febreze Car Fresh" OUTCUE: ...la la la la la	:30 :30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: HOW CAN WE SAVE INFANTS FROM THE EFFECTS OF OPIOID ADDICTION?</b>	10:08
	Synopsis: Though we've known about neonatal opioid withdrawal syndrome (NOWS) since the 1970s, there has never been a standard treatment plan across all hospitals. In fact, the scale that's used to determine a diagnosis is complicated and outdated. Experts discuss a promising new treatment approach and how to fix the root cause of NOWS. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Stephen Patrick, Neonatologist, Director, Vanderbilt Center for Child health Policy, Vanderbilt University; Dr. Diana Bianchi, Director, Eunice Kennedy Shriver National Institute of Child Health and Human Development; NIH Compliance issues covered: opioid use disorder; drug use; drug addiction; neonatal opioid withdrawal syndrome; infant safety; vulnerable populations; standard care; neonatal intensive care; public health; opioid crisis Links for information: <a href="https://www.vumc.org/health-policy/person/stephen-w-patrick-md-mph-ms-faap">https://www.vumc.org/health-policy/person/stephen-w-patrick-md-mph-ms-faap</a> <a href="https://twitter.com/stephenwpatrick?lang=en">https://twitter.com/stephenwpatrick?lang=en</a> <a href="https://irp.nih.gov/pi/diana-bianchi">https://irp.nih.gov/pi/diana-bianchi</a> <a href="https://www.genome.gov/staff/Diana-W-Bianchi-MD">https://www.genome.gov/staff/Diana-W-Bianchi-MD</a> <a href="https://www.nejm.org/doi/full/10.1056/NEJMoa2214470#:~:text=The%20Eat%2C%20Sleep%2C%20Console%20Care%20Tool%20relies%20on%20a%20function,and%20breast%2Dfeeding)%20as%20the">https://www.nejm.org/doi/full/10.1056/NEJMoa2214470#:~:text=The%20Eat%2C%20Sleep%2C%20Console%20Care%20Tool%20relies%20on%20a%20function,and%20breast%2Dfeeding)%20as%20the</a>	
11:58	SPOTBREAK 2: O'Reilly Auto Parts "O'Reilly 2023" Pfizer Consumer Healthcare "Eliquis" OUTCUE: ...and pfizer	:30 :30
12:58	:02 PAUSE FOR LOCAL AVAIL	:02
13:00	<b>SEGMENT 2:"THERE'S NO 'NORMAL' PERSON": THE INTERSECTION OF ETHICS AND DISABILITY</b>	10:02
	Synopsis: Bioethicists help governments, universities, hospitals, and patients make the best possible judgement calls based on cultural and personal values. But they don't always get it right. Experts explain how the disabled community is often left behind in society, medicine, and bioethics. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Jeffrey Bishop, Tenet Endowed Chair in Bioethics, Professor of Health Care Ethics, Saint Louis University; Dr. Brooke Ellison, Associate Professor, Stony Brook University, Author, <i>Look Both Ways</i> Compliance issues covered: disability rights; bioethics; medical ethics; research ethics; consumerism; public safety; end of life care; healthcare; ethics; accessibility; medical technology; communication technology; mobility Links for information: <a href="https://www.stonybrook.edu/commcms/bioethics/people/ellison.php">https://www.stonybrook.edu/commcms/bioethics/people/ellison.php</a> <a href="https://www.brookeellison.com/about">https://www.brookeellison.com/about</a> <a href="https://www.linkedin.com/in/brookeemellison/">https://www.linkedin.com/in/brookeemellison/</a> <a href="https://www.slu.edu/arts-and-sciences/bioethics/faculty/bishop-jeffrey.php">https://www.slu.edu/arts-and-sciences/bioethics/faculty/bishop-jeffrey.php</a> <a href="https://www.linkedin.com/in/jeffrey-bishop-4a9b1126/">https://www.linkedin.com/in/jeffrey-bishop-4a9b1126/</a>	
23:02	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four xeljanz	:60 :60
25:02	<b>MEDICAL NOTES: DEATH RATES FROM RECURRING CANCER, STEM CELLS FIX BAD HEARTS, &amp; EXERCISING AFTER A CONCUSSION</b> Host: Shel Lustig	1:22
26:24	SPOTBREAK 4: Pfizer Consumer Healthcare "Prevnar20" OUTCUE: ...prevnar twenty dot com	:60
27:24	Program Conclusion	:31
27:55	TOTAL TIME	

Program	23-29	Written & Produced	Kristen Farrah
Air Week	7/16/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" <span style="float: right;">OUTCUE: ...four xeljanz</span>	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: BIOETHICS PART 2: SHOULD YOU HAVE THE RIGHT TO END YOUR OWN LIFE?</b>	10:49	
	<p>Synopsis: In this follow-up to last week's discussion on bioethics and disability, we dig into Dr. Brooke Ellison's life as a quadriplegic. Using her own experience, she explains the public policies and technological advances needed to help people with disabilities live life to the fullest. Along with Ellison, Dr. Jeffrey Bishop -- a bioethicist -- explores the many ethical decisions that surround end-of-life care.</p> <p>Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Jeffrey Bishop, Tenet Endowed Chair in Bioethics, Professor of Health Care Ethics, Saint Louis University; Dr. Brooke Ellison, Associate Professor, Stony Brook University, Author, <i>Look Both Ways</i></p> <p>Compliance issues covered: disability rights; bioethics; medical ethics; research ethics; consumerism; public safety; end of life care; healthcare; ethics; accessibility; medical technology; communication technology; mobility; quadriplegia</p> <p>Links for information: <a href="https://www.stonybrook.edu/commcms/bioethics/people/ellison.php">https://www.stonybrook.edu/commcms/bioethics/people/ellison.php</a>  <a href="https://www.brookeellison.com/about">https://www.brookeellison.com/about</a> <a href="https://www.linkedin.com/in/brookemellison/">https://www.linkedin.com/in/brookemellison/</a> <a href="https://www.slu.edu/arts-and-sciences/bioethics/faculty/bishop-jeffrey.php">https://www.slu.edu/arts-and-sciences/bioethics/faculty/bishop-jeffrey.php</a> <a href="https://www.linkedin.com/in/jeffrey-bishop-4a9b1126/">https://www.linkedin.com/in/jeffrey-bishop-4a9b1126/</a></p>		
12:39	SPOTBREAK 2: Cox "Kelley Blue Book" <span style="float: right;">OUTCUE: ...prices may vary</span> KFC "KFC 2023"	:30	
13:39	:02 PAUSE FOR LOCAL AVAIL	:02	
13:41	<b>SEGMENT 2: IS PSYCHEDELIC THERAPY THE FUTURE OF MENTAL HEALTH TREATMENT?</b>	9:12	
	<p>Synopsis: Compass Pathways is leading the charge for psychedelic therapy. The research is currently in stage three trials and is expected to receive FDA approval in the next few years. An expert explains how the treatment works and if the therapy will be covered by insurance.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Steve Levine, Senior Vice President for Patient Access and Medical Affairs, Compass Pathways</p> <p>Compliance issues covered: mental health; psychedelics; psilocybin; depression; therapy; medical insurance; healthcare; consumerism; psychedelic therapy</p> <p>Links for information: <a href="https://www.linkedin.com/in/steve-levine-md-43908a12/">https://www.linkedin.com/in/steve-levine-md-43908a12/</a> <a href="https://www.nimh.nih.gov/funding/clinical-research/practical/stard">https://www.nimh.nih.gov/funding/clinical-research/practical/stard</a> <a href="https://www.nejm.org/doi/full/10.1056/NEJMoa2206443">https://www.nejm.org/doi/full/10.1056/NEJMoa2206443</a> <a href="https://www.dea.gov/factsheets/psilocybin">https://www.dea.gov/factsheets/psilocybin</a></p>		
22:53	SPOTBREAK 3: Macys "Reading Is Fundamental" <span style="float: right;">OUTCUE: ...four xeljanz</span> Pfizer Consumer Healthcare "Vyndamax" Pfizer Consumer Healthcare "Xeljanz Rheum"	:30 :30 :60	
24:53	<b>MEDICAL NOTES: INCREASED PEDESTRIAN FATALITIES, HOW LAW ENFORCEMENT CONTRIBUTES TO OVERDOSE DEATHS, AND THE DANGERS OF GAS STOVES</b> Host: Shel Lustig	1:36	
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Vyndamax" <span style="float: right;">OUTCUE: ...liberty liberty</span> Liberty Mutual Insurance Co "Liberty Mutual"	:30 :30	
27:29	Program Conclusion	:30	
27:59	TOTAL TIME		

<b>Program</b>	23-30	<b>Written &amp; Produced</b>	Kristen Farrah, Tabor Brewster
<b>Air Week</b>	7/23/23	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four xeljanz	:59
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	<b>SEGMENT 1: "WE LIVE IN AN AGEIST SOCIETY": HOW TO ENJOY OLD AGE</b>	12:29
	Synopsis: Everyone ages, so why are so many of us not prepared to grow old? Dr. Rosanne Leipzig, a gerontologist, says most of her patients don't know what changes to expect in their old age – and often fight against the inevitable transition. She explains what's normal, what's not, and how to enjoy your later years in life. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Rosanne Leipzig, Professor and Vice Chair, Education of the Brookdale Department of Geriatrics and Palliative Medicine, Icahn School of Medicine at Mount Sinai, Author, <i>Honest Aging</i> Compliance issues covered: aging; geriatrics; social pressure; stigma; ageism; botox; injectable fillers; bone density; bone health; public health; hearing aids; suicide; social infrastructure; public transportation Links for information: <a href="https://profiles.mountsinai.org/rosanne-m-leipzig">https://profiles.mountsinai.org/rosanne-m-leipzig</a> <a href="https://www.rosannemd.com/">https://www.rosannemd.com/</a> <a href="https://twitter.com/leipzig_rm?lang=en">https://twitter.com/leipzig_rm?lang=en</a>	
14:18	SPOTBREAK 2: Discover Products Inc "Discover Card Brand" OUTCUE: ...detergent along Procter & Gamble "Gain Fabric ENHC"	:30 :30
15:18	:02 PAUSE FOR LOCAL AVAIL	:02
15:20	<b>SEGMENT 2: ARE YOU PROTECTED FROM TICK-BORNE DISEASES?</b>	7:03
	Synopsis: Summer is a season of activities, but it's also the favorite season of blood-sucking bugs like ticks. Do you know how to best protect yourself, your family, and your pets? Our expert explains which repellants are worth your money, and the most effective way to remove a tick to avoid diseases. Host: Nancy Benson. Producer: Tabor Brewster. Guests: Dr. Bobbi Pritt, Professor of Laboratory Medicine and Pathology and Director of Clinical Parasitology, Mayo Clinic Compliance issues covered: parasites; infection; pathology; public safety; autoimmune disease; tick-borne disease; deet; bug repellent; vector-borne disease; mosquitoes; picaridin; lyme disease Links for information: <a href="https://www.mayo.edu/research/faculty/pritt-bobbi-s-m-d/bio-00093461">https://www.mayo.edu/research/faculty/pritt-bobbi-s-m-d/bio-00093461</a> <a href="https://twitter.com/ParasiteGal?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/ParasiteGal?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://parasitewonders.blogspot.com/">https://parasitewonders.blogspot.com/</a> <a href="https://www.linkedin.com/in/bobbipritt/">https://www.linkedin.com/in/bobbipritt/</a>	
22:23	SPOTBREAK 3: Pfizer Consumer Healthcare "Eliquis" OUTCUE: ...let's ride Procter & Gamble "MC Magic Eraser" Ebay "Ebay Parts & Accessories"	:60 :30 :29
24:22	<b>MEDICAL NOTES: HOW AI CAN READ YOUR MIND, PROTECTING YOUR NEWBORN BABY, AND IF EXTREME WEATHER IS THREATENING OUR WHEAT PRODUCTION</b> Host: Shel Lustig	2:04
26:26	SPOTBREAK 4: Macys "Reading is Fundamental" OUTCUE: ...liquid detergent Procter & Gamble "Tide Laundry"	:30 :31
27:27	Program Conclusion	:30
27:57	TOTAL TIME	



<b>Program</b>	23-31	<b>Written &amp; Produced</b>	Kristen Farrah, Polly Hansen
<b>Air Week</b>	7/30/23	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Eliquis" <span style="float: right;">OUTCUE: ...five five eliquis</span>	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: HONORING NAZI DOCTORS AND CRIMINALS: THE DARK SIDE OF MEDICAL EPONYMS</b>	10:51
	<p>Synopsis: Eponyms honor people who discover diseases, treatments, and procedures. You may be familiar with ones like Alzheimer's disease, named after Alois Alzheimer, or Hodgkin's lymphoma, discovered by Thomas Hodgkin. However, our experts explain how eponyms can go awry and place honor on criminals or even the wrong person.</p> <p>Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Sabine Hildebrandt, Associate Professor of Pediatrics, Boston Children's Hospital &amp; Harvard Medical School; Dr. Eric Matteson, Professor Emeritus of Medicine, Mayo Clinic</p> <p>Compliance issues covered: eponyms; nazi party; medical culture; ethics; gynecology; vasculitis; history; medical history; women in medicine; people of color in medicine; vulnerable populations</p> <p>Links for information: <a href="https://ghsm.hms.harvard.edu/faculty-staff/sabine-hildebrandt">https://ghsm.hms.harvard.edu/faculty-staff/sabine-hildebrandt</a>  <a href="https://www.mayoclinicproceedings.org/content/matteson">https://www.mayoclinicproceedings.org/content/matteson</a></p>	
12:41	SPOTBREAK 2: Liberty Mutual Insurance Co "Liberty Mutual" <span style="float: right;">OUTCUE: ...by pfizer</span> Pfizer Consumer Healthcare "Vyndamax"	:30 :30
13:41	:02 PAUSE FOR LOCAL AVAIL	:02
13:43	<b>SEGMENT 2: HIGH-RISK PREGNANCY? BED REST MAY NOT BE THE ANSWER</b>	8:36
	<p>Synopsis: Bed rest is one of the most common interventions prescribed for high-risk pregnancies, but does it work? There's no research that proves bed rest prevents preterm labor, however multiple studies show that this intervention harms a woman's physical and mental health. Our experts break down the evidence and explain alternative interventions.</p> <p>Host: Nancy Benson. Producer: Polly Hansen. Guests: Dr. Michelle Mottola, Embryologist &amp; Professor, Schulich School of Medicine and Dentistry, University of Western Ontario, Director of the Exercise and Pregnancy Laboratory, R. Samuel McLaughlin Foundation; Dr. Cynthia Gyamfi-Bannerman, Professor &amp; Chair of Obstetrics, Gynecology, and Reproductive Sciences, University of California San Diego, President-Elect, Society for Maternal-Fetal Medicine; Aileen Weintraub, Author, <i>Knocked Down</i></p> <p>Compliance issues covered: bed rest; obstetrics; patient safety; birth; pregnancy; high-risk pregnancy; vulnerable populations; public health; gestational diabetes; depression; high blood pressure; labor</p> <p>Links for information: <a href="https://www.uwo.ca/fhs/kin/about/faculty/mottola_m.html">https://www.uwo.ca/fhs/kin/about/faculty/mottola_m.html</a>  <a href="https://providers.ucsd.edu/details/1568494250/obstetrics-gynecology">https://providers.ucsd.edu/details/1568494250/obstetrics-gynecology</a> <a href="https://www.linkedin.com/in/cynthia-gyamfi-bannerman-md-ms-90377974/">https://www.linkedin.com/in/cynthia-gyamfi-bannerman-md-ms-90377974/</a> <a href="https://www.aileenweintraub.com/">https://www.aileenweintraub.com/</a>  <a href="https://twitter.com/AileenWeintraub?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/AileenWeintraub?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a></p>	
22:19	SPOTBREAK 3: Macys "Reading is Fundamental" <span style="float: right;">OUTCUE: ...five five eliquis</span> Procter & Gamble "Metamucil AA" Pfizer Consumer Healthcare "Eliquis"	:30 :30 :61
24:20	<b>MEDICAL NOTES: MUSIC IS GOOD FOR YOUR HEALTH, NEW CANCER THERAPY, AND IS AMERICA GROUND ZERO FOR THE NEXT PANDEMIC?</b> Host: Shel Lustig	2:06
26:26	SPOTBREAK 4: Pfizer Consumer Healthcare "Vyndamax" <span style="float: right;">OUTCUE: ...slash purpose</span> Macys "Reading is Fundamental"	:30 :30
27:26	Program Conclusion	:30
27:56	TOTAL TIME	

Program	23-32	Written & Produced	Kristen Farrah
Air Week	8/06/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four xeljanz	:59	
1:47	:02 PAUSE FOR LOCAL AVAIL	:02	
1:49	<b>SEGMENT 1: HIDDEN HEART DISEASE: WHAT MAKES A HEALTHY, 33-YEAR-OLD HAVE A STROKE?</b>	10:48	
	Synopsis: Bicuspid Aortic Valve is a rare heart condition that's twice as likely to affect men. While it can be easily managed on its own, BAV can lead to hidden, secondary conditions that may cause heart malfunction. An expert explains the signs and symptoms to watch out for, and what to do if you're diagnosed with BAV. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Chris Malaisrie, Attending Cardiac Surgeon, Northwestern Medicine, Professor of Surgery, Northwestern University; Alexander McKeown, BAV & Aortic Aneurysm Patient Compliancy issues covered: cardiac surgery; congenital heart disease; genetic conditions; patient safety; open heart surgery; vulnerable populations; rare disease; stroke; stress; mental health; heart health Links for information: <a href="https://www.nm.org/doctors/1801904008/s-christopher-malaisrie-md">https://www.nm.org/doctors/1801904008/s-christopher-malaisrie-md</a> <a href="https://twitter.com/ChrisMalaisrie">https://twitter.com/ChrisMalaisrie</a> <a href="https://www.linkedin.com/in/alexander-c-mckeown/">https://www.linkedin.com/in/alexander-c-mckeown/</a>		
12:37	SPOTBREAK 2: Skechers "Skechers" Procter & Gamble "Pepto Bismol" OUTCUE: ...of children	:30 :29	
13:36	:02 PAUSE FOR LOCAL AVAIL	:02	
13:38	<b>SEGMENT 2: KITCHEN CHEMISTRY: IS ASPARTAME TOO GOOD TO BE TRUE?</b>	9:19	
	Synopsis: Aspartame has been studied for more than 40 years, but people are still skeptical of its safety. The World Health Organization recently released a report that reaffirms the sweetener's safety and didn't find any evidence of cancer-causing properties. Experts break down the new research and explain the effects of having aspartame in your diet. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. John Sievenpiper, Professor of Nutritional Sciences and Medicine, University of Toronto; Dr. Daniele Wikoff, Principal Scientists & Director of Health Sciences Practice, ToxStrategies Compliancy issues covered: aspartame; sugar; alternative sweeteners; obesity; diabetes; cancer; carcinogens; public safety; healthy lifestyle; public health; nutrition; diet soda; consumerism; weight loss Links for information: <a href="https://toxstrategies.com/company/people/daniele-wikoff-ph-d/">https://toxstrategies.com/company/people/daniele-wikoff-ph-d/</a> <a href="https://www.linkedin.com/in/daniele-wikoff-0aa9b33/">https://www.linkedin.com/in/daniele-wikoff-0aa9b33/</a> <a href="https://nutrisci.med.utoronto.ca/faculty/john-sievenpiper">https://nutrisci.med.utoronto.ca/faculty/john-sievenpiper</a> <a href="https://www.linkedin.com/in/john-sievenpiper-md-phd-frcpc-4a683519/?originalSubdomain=ca">https://www.linkedin.com/in/john-sievenpiper-md-phd-frcpc-4a683519/?originalSubdomain=ca</a>		
22:57	SPOTBREAK 3: Skyrizi "Skyrizi 2023" Liberty Mutual Insurance Co "Liberty Mutual" Procter & Gamble "Metamucil" OUTCUE: ...metamucil everyday	:60 :30 :30	
24:57	<b>MEDICAL NOTES: OVER-THE-COUNTER CONTRACEPTION, BIODEGRADABLE PLASTIC, AND HOW PSYCHEDELIC DRUGS HELP BRAIN DEVELOPMENT</b> Host: Shel Lustig	1:31	
26:28	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four xeljanz	:60	
27:28	Program Conclusion	:30	
27:58	TOTAL TIME		

<b>Program</b>	23-33	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	8/13/23	<b>Production Manager</b>	Jason Dickey
<b>Time</b>	<b>Segment</b>		<b>Dur.</b>
:00	INTRO		:48
:48	SPOTBREAK 1: Liberty Mutual Insurance Co "Liberty Mutual" Pfizer Consumer Healthcare "ABRSVO"	OUTCUE: ...by pfizer	:30 :30
1:48	:02 PAUSE FOR LOCAL AVAIL		:02
1:50	<b>SEGMENT 1: HAVE WE CHEATED NATURAL SELECTION?</b>		11:38
	Synopsis: Natural selection is the driving force behind evolution and has helped humanity survive for thousands of years. But now that we've invented objects that let us dive deep in the ocean or live in Antarctica, have we cheated this ancient process? An expert reveals how natural selection works and how humans may be its best ally. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Steve Reilly, Assistant Professor of Genetics, Yale School of Medicine Compliance issues covered: natural selection; evolution; humanity; survival; biology; DNA; genomics; genealogy; mammals; neurology; neurons; public health; genetic sequences; stem cells Links for information: <a href="https://medicine.yale.edu/profile/steven-k-reilly/">https://medicine.yale.edu/profile/steven-k-reilly/</a> <a href="https://www.linkedin.com/in/steven-reilly-1b005490/">https://www.linkedin.com/in/steven-reilly-1b005490/</a> <a href="https://www.reilly-lab.com/">https://www.reilly-lab.com/</a> <a href="https://pubmed.ncbi.nlm.nih.gov/37104592/">https://pubmed.ncbi.nlm.nih.gov/37104592/</a>		
13:28	SPOTBREAK 2: Indeed "Indeed" Procter & Gamble "Tide Laundry"	OUTCUE: ...liquid detergent	:30 :30
14:28	:02 PAUSE FOR LOCAL AVAIL		:02
14:30	<b>SEGMENT 2: MERCURY HATS, ARSENIC DRESSES, AND POISONED SHOES: TOXIC FASHION</b>		8:25
	Synopsis: Clothes have always been a main form of non-verbal communication, but is this display of individuality worth the cost of our health? Alden Wicker, author of <i>To Dye For</i> , exposes the fashion industry's frequent use of harsh and toxic chemicals that are serious threats to our health. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Alden Wicker, Award-Winning Journalist & Author, <i>To Dye For</i> , Founder, EcoCult Compliance issues covered: fashion; toxic chemicals; chemical reactions; clothing industry; uniforms; mercury; BPA; allergic reactions; rash; public health; respiratory disease; consumerism; sensitive skin; chemical intolerance Links for information: <a href="https://www.aldenwicker.com/">https://www.aldenwicker.com/</a> <a href="https://ecocult.com/">https://ecocult.com/</a> <a href="https://www.linkedin.com/in/aldenwicker/">https://www.linkedin.com/in/aldenwicker/</a> <a href="https://twitter.com/AldenWicker">https://twitter.com/AldenWicker</a>		
22:55	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Xeljanz Rheum"	OUTCUE: ...four xeljanz	:60 :60
24:55	<b>MEDICAL NOTES: HOW WE CAN HEAR SILENCE, USING A BLOOD DISEASE TO FIGHT DEMENTIA, AND THE RISE OF SNAKE BITES IN AMERICA</b> Host: Shel Lustig		1:33
26:28	SPOTBREAK 4: Taco Bell "TacoGen" Napa "Napa Upfront"	OUTCUE: ...all cylinders	:30 :30
27:28	Program Conclusion		:31
27:59	TOTAL TIME		

<b>Program</b>	23-34	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	8/20/23	<b>Production Manager</b>	Jason Dickey
<b>Time</b>	<b>Segment</b>		<b>Dur.</b>
:00	INTRO		:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum"	OUTCUE: ... four xeljanz	:60
1:48	:02 PAUSE FOR LOCAL AVAIL		:02
1:50	<b>SEGMENT 1: REVEALING THE HIDDEN SYMPTOMS AND STIGMAS SURROUNDING BRAIN INJURIES</b>		11:58
	<p>Synopsis: Traumatic brain injuries can range from mild to severe, but there are symptoms that may not show up until months or years after the incident. Personality changes, hallucinations, and delusions are all common occurrences. Dr. Sandeep Vaishnavi, a cognitive neuroscientist, reveals the best practices to heal from a TBI, including meditation and nutrition.</p> <p>Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Sandeep Vaishnavi, Cognitive Neuroscientist, Faculty Network Member of the Duke Institute for Brain Sciences, Duke University, Co-Author, <i>Healing The Traumatized Brain</i></p> <p>Compliance issues covered: traumatic brain injury; neuroscience; frontal lobe; hallucinations; delusions; concussions; vulnerable populations; patient safety; mental health; depression; anxiety; cognitive behavioral therapy; neuroplasticity</p> <p>Links for information: <a href="https://medicine.duke.edu/profile/sandeep-vaishnavi">https://medicine.duke.edu/profile/sandeep-vaishnavi</a>  <a href="https://www.press.jhu.edu/books/title/12359/healing-traumatized-brain?utm_source=google&amp;utm_medium=shopping_ads&amp;utm_campaign=f23_vaishnavi_google_shopping&amp;qclid=Cj0KCQjwldKmBhCCARIsAP-Orfx9fWQ0qQ7NVrJLAN8wmWuJpdH5bff8gHHBe7h_lbP5bSK2H6AFTgaAi4tEALw_wcB">https://www.press.jhu.edu/books/title/12359/healing-traumatized-brain?utm_source=google&amp;utm_medium=shopping_ads&amp;utm_campaign=f23_vaishnavi_google_shopping&amp;qclid=Cj0KCQjwldKmBhCCARIsAP-Orfx9fWQ0qQ7NVrJLAN8wmWuJpdH5bff8gHHBe7h_lbP5bSK2H6AFTgaAi4tEALw_wcB</a></p>		
13:48	SPOTBREAK 2: Pfizer Consumer Healthcare "Eliquis"	OUTCUE: ...five eliquis	:60
14:48	:02 PAUSE FOR LOCAL AVAIL		:02
14:50	<b>SEGMENT 2: EVOLUTION PT.1: HOW OUR ANCESTRY IS REVOLUTIONIZING PRECISION MEDICINE</b>		8:08
	<p>Synopsis: Science has come to learn that one treatment plan or medication won't work the same for every patient. We need to tailor every dosage and application specifically for each person to have the best results. Our expert this week explains that in order to move into this new era of medicine, we need to take a look back at our evolutionary path.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Tony Capra, Associate Professor of Epidemiology and Biostatistics, University of California San Francisco</p> <p>Compliance issues covered: evolution; natural selection; precision medicine; heart disease; race; ancestry; healthcare; immune system; genetic sequence; genealogy; travel; virus; disease; bacteria; invention</p> <p>Links for information: <a href="https://www.nature.com/articles/s41576-020-00305-9">https://www.nature.com/articles/s41576-020-00305-9</a> <a href="http://www.capralab.org/">http://www.capralab.org/</a>  <a href="https://twitter.com/capra_lab?lang=en">https://twitter.com/capra_lab?lang=en</a> <a href="https://bmi.ucsf.edu/people/capra">https://bmi.ucsf.edu/people/capra</a></p>		
22:58	SPOTBREAK 3: Liberty Mutual Insurance Co "Liberty Mutual"		:30
	Pfizer Consumer Healthcare "Vyndamax"		:30
	Pfizer Consumer Healthcare "Eliquis"	OUTCUE: ...five eliquis	:60
24:58	<b>MEDICAL NOTES: THE RISE OF LEPROSY IN AMERICA, ELIMINATING CHILD LABOR, AND A NEW ERA OF ROBOTIC PROSTHETICS</b>		1:30
	Host: Shel Lustig		
26:28	SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance"	OUTCUE: ...loss of appetite	:59
27:27	Program Conclusion		:31
27:58	TOTAL TIME		

<b>Program</b>	23-35	<b>Written &amp; Produced</b>	Kristen Farrah & Tabor Brewster
<b>Air Week</b>	8/27/23	<b>Production Manager</b>	Jason Dickey
<b>Time</b>	<b>Segment</b>		<b>Dur.</b>
:00	INTRO		:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Eliquis"	OUTCUE: ...five eliquis	:60
1:48	:02 PAUSE FOR LOCAL AVAIL		:02
1:50	<b>SEGMENT 1: SICKLE CELL DISEASE: AN EVOLUTIONARY PROTECTION TURNED DEADLY</b>		11:47
	<p>Synopsis: Sickle cell disease is the most common genetic diseases in America. Red blood cells become crescent-shaped and die much earlier than healthy cells. Oddly enough, the cause of this disease stems from an evolutionary advantage against malaria. Our experts explain the health and financial burdens of sickle cell disease.</p> <p>Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Russell Ware, Pediatric Hematologist, Director of Hematology, Cincinnati Children's Hospital Medical Center; Dr. Grace Onimoe, Pediatric Hematologist-Oncologist, Cleveland Clinic, Board Member, American Sickle Cell Anemia Association</p> <p>Compliance issues covered: sickle cell disease; sickle cell anemia; sickle cell trait; evolution; public health; sub-Saharan Africa; pharmaceuticals; vulnerable populations; infants; India; southeast Asia; genetic disorders; blood disorder</p> <p>Links for information: <a href="https://www.linkedin.com/in/onimoe-grace-257722107/">https://www.linkedin.com/in/onimoe-grace-257722107/</a> <a href="https://ascaa.org/">https://ascaa.org/</a> <a href="https://www.sicklecelldisease.org/">https://www.sicklecelldisease.org/</a> <a href="https://www.cincinnatichildrens.org/bio/w/russell-ware">https://www.cincinnatichildrens.org/bio/w/russell-ware</a></p>		
13:37	SPOTBREAK 2: Macys "Mental Health Awareness"	OUTCUE: ...by pfizer	:30
	Pfizer Consumer Healthcare "Abrysvo"		:30
14:37	:02 PAUSE FOR LOCAL AVAIL		:02
14:39	<b>SEGMENT 2: EVOLUTION PT.2: IS THE SUCCESS OF HUMANITY BASED ON LUCK?</b>		7:44
	<p>Synopsis: Last week Dr. Tony Capra, an epidemiologist, explained how evolution protected our ancestors based on their environments. Today, we're breaking down how this same genetic history affects our current biological makeup – including our vulnerability to disease: where it comes from and why we haven't yet evolved to be fully protected from illness.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Tony Capra, Associate Professor of Epidemiology and Biostatistics, University of California San Francisco</p> <p>Compliance issues covered: evolution; natural selection; precision medicine; race; ancestry; healthcare; immune system; genealogy; travel; virus; disease; bacteria; invention; genetics; biology</p> <p>Links for information: <a href="https://www.nature.com/articles/s41576-020-00305-9">https://www.nature.com/articles/s41576-020-00305-9</a> <a href="http://www.capralab.org/">http://www.capralab.org/</a> <a href="https://twitter.com/capra_lab?lang=en">https://twitter.com/capra_lab?lang=en</a> <a href="https://bmi.ucsf.edu/people/capra">https://bmi.ucsf.edu/people/capra</a></p>		
22:23	SPOTBREAK 3: Wild Hive "California Strawberry Commission"	OUTCUE: ...five eliquis	:60
	Pfizer Consumer Healthcare "Eliquis"		:60
24:23	<b>MEDICAL NOTES: RED MEAT ALLERGIES, MISDIAGNOSING ANTIBIOTICS, AND AN ILLNESS THAT'S DISGUISED AS PICKY EATING</b>		2:02
	Host: Shel Lustig		
26:25	SPOTBREAK 4: Macys "Mental Health Awareness"	OUTCUE: ...liberty liberty	:30
	Liberty Mutual Insurance Co		:30
27:25	Program Conclusion		:31
27:56	TOTAL TIME		

<b>Program</b>	23-36	<b>Written &amp; Produced</b>	Kristen Farrah & Tabor Brewster
<b>Air Week</b>	9/03/23	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Macys "Mental Health Awareness" Discover Products Inc "Discover Card Brand" OUTCUE: ...slash match	:30 :30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: "YOU DON'T DESERVE TO BE TOLERATED": HEALING FROM TOXIC RELATIONSHIPS</b>	11:37
	Synopsis: Many of us have experienced a toxic relationship at one point in our lives – whether we were the aggressors or the victims. Jaime Mahler, a psychotherapist, specializes in helping people move past this relationship pattern. She explains how to notice when you're in an unhealthy situation and how to start your journey of healing. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Jaime Mahler, Licensed Psychotherapist, Author, <i>Toxic Relationship Recovery</i> Compliance issues covered: relationships; communication; coping strategies; emotional behavior; abusive relationship; vulnerable populations; therapy; psychotherapy; defense mechanisms; survival; mental health; self-image Links for information: <a href="https://www.instagram.com/recollectedself/?hl=en">https://www.instagram.com/recollectedself/?hl=en</a> <a href="https://www.simonandschuster.com/books/Toxic-Relationship-Recovery/Jaime-Mahler/9781507220504">https://www.simonandschuster.com/books/Toxic-Relationship-Recovery/Jaime-Mahler/9781507220504</a> <a href="https://www.tiktok.com/@recollectedself?lang=en">https://www.tiktok.com/@recollectedself?lang=en</a>	
13:27	SPOTBREAK 2: Pfizer Consumer Healthcare "Vyndamax" Procter & Gamble "Metamucil" OUTCUE: ...metamucil everyday	:30 :30
14:27	:02 PAUSE FOR LOCAL AVAIL	:02
14:29	<b>SEGMENT 2: IS THERE SUCH THING AS A 'SAFE' AMOUNT OF CAFFEINE FOR TEENS?</b>	8:36
	Synopsis: Energy drinks have only gotten more popular since their creation in 1949. Today, many products market to younger audiences through sweet flavors like 'tropical punch' or 'blue raspberry' that contain up to 200 milligrams of caffeine. Doctor Holly Benjamin, a professor of pediatrics, discusses the dangers of adolescents consuming high amounts of caffeine. Host: Nancy Benson. Producer: Tabor Brewster. Guests: Dr. Holly Benjamin, Professor of Pediatrics & Orthopedic Surgery and Rehabilitation Medicine, University of Chicago Compliance issues covered: caffeine; addiction; overdose; vulnerable populations; adolescents; diet; sugar; stimulants; mental health; public safety; patient safety; energy drinks Links for information: <a href="https://ortho.uchicago.edu/faculty/holly-j-benjamin-md">https://ortho.uchicago.edu/faculty/holly-j-benjamin-md</a> <a href="https://www.linkedin.com/in/holly-benjamin-0b58b3a/">https://www.linkedin.com/in/holly-benjamin-0b58b3a/</a> <a href="https://publications.aap.org/pediatrics/article/127/6/1182/30098/Sports-Drinks-and-Energy-Drinks-for-Children-and?autologincheck=redirected">https://publications.aap.org/pediatrics/article/127/6/1182/30098/Sports-Drinks-and-Energy-Drinks-for-Children-and?autologincheck=redirected</a> <a href="https://www.aacap.org/AACAP/Families_and_Youth/Facts_for_Families/FFF-Guide/Caffeine_and_Children-131.aspx">https://www.aacap.org/AACAP/Families_and_Youth/Facts_for_Families/FFF-Guide/Caffeine_and_Children-131.aspx</a>	
23:05	SPOTBREAK 3: Liberty Mutual Insurance Co "Liberty Mutual" Procter & Gamble "Charmin" Macys "Mental Health Awareness" McCormick "Frank's Redhot" OUTCUE: ...on everything	:30 :30 :30 :30
25:05	<b>MEDICAL NOTES: BREASTMILK AIDS MOTOR DEVELOPMENT, A NEW RELIEF FOR RASHES, AND EXPOSING MYTHS ABOUT HYDRATION</b> Host: Shel Lustig	1:22
26:27	SPOTBREAK 4: Skyrizi "Skyrizi" OUTCUE: ...to learn more	:60
27:27	Program Conclusion	:30
27:57	TOTAL TIME	

<b>Program</b>	23-37	<b>Written &amp; Produced</b>	Kristen Farrah & Tabor Brewster
<b>Air Week</b>	9/10/23	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Macys "Mental Health Awareness" Procter & Gamble "MC Magic Eraser" OUTCUE: ...look easy	:30 :29
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	<b>SEGMENT 1: CAN WE FIX OUR HEALTHCARE SYSTEM WITHOUT STARTING FROM SCRATCH?</b>	10:05
	Synopsis: America's healthcare system is full of patchwork legislation. Some experts say we should keep pushing forward with the status quo, while others want to completely rebuild from the ground up. And though many universal healthcare proposals skew more toward left-wing politics, Dr. Amy Finkelstein, a professor of economics, has a plan that aims to please both sides of the political divide. Host: Elizabeth Westfield. Producer: Tabor Brewster. Guests: Dr. Amy Finkelstein, Professor of Economics, Massachusetts Institute of Technology, Author, <i>We've Got You Covered</i> ; Dr. Jonathan Oberlander, Professor and Department Chair of Social Medicine, University of North Carolina Chapel Hill School of Medicine Compliance issues covered: medicare, universal healthcare; medicaid; public health; patient safety; public policy; health insurance; politics; consumerism; economics; deductible Links for information: <a href="https://economics.mit.edu/people/faculty/amy-finkelstein">https://economics.mit.edu/people/faculty/amy-finkelstein</a> <a href="https://www.penguinrandomhouse.com/books/690632/weve-got-you-covered-by-liran-einav-and-amy-finkelstein/">https://www.penguinrandomhouse.com/books/690632/weve-got-you-covered-by-liran-einav-and-amy-finkelstein/</a> <a href="https://www.med.unc.edu/socialmed/directory/jonathan-oberlander/">https://www.med.unc.edu/socialmed/directory/jonathan-oberlander/</a> <a href="https://twitter.com/OberlanderUNC">https://twitter.com/OberlanderUNC</a>	
11:54	SPOTBREAK 2: SPM "RHJ VP Podcast" Procter & Gamble "Secret AA" OUTCUE: ...secret works	:30 :30
12:54	:02 PAUSE FOR LOCAL AVAIL	:02
12:56	<b>SEGMENT 2: THE 'PERFECT PREGNANCY' DOESN'T EXIST: CHILDBIRTH THROUGHOUT HISTORY</b>	9:55
	Synopsis: Modern technology has saved countless pregnancies. Instead of mothers worrying if they'll survive childbirth, they're now able to focus on the child they're expecting – which Dr. Lara Freidenfelds, a historian, says has shifted our view of pregnancy. She explains how our mindset has changed over time and the repercussions that follow. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Lara Freidenfelds, Historian of Health, Reproduction, and Parenting in America, Author, <i>The Myth of the Perfect Pregnancy</i> Compliance issues covered: pregnancy; miscarriage; family; youth at risk; consumerism; marketing; contraception; parenthood; American population; technology; pregnancy loss; smart phones; pregnancy test Links for information: <a href="https://www.larafreidenfelds.com/">https://www.larafreidenfelds.com/</a> <a href="https://www.larafreidenfelds.com/the-myth-of-the-perfect-pregnancy">https://www.larafreidenfelds.com/the-myth-of-the-perfect-pregnancy</a> <a href="https://twitter.com/larafreidenfeld?lang=en">https://twitter.com/larafreidenfeld?lang=en</a> <a href="https://www.linkedin.com/in/lara-freidenfelds-22571a2/">https://www.linkedin.com/in/lara-freidenfelds-22571a2/</a>	
22:51	SPOTBREAK 3: Liberty Mutual Insurance Co "Liberty Mutual" Pfizer Consumer Healthcare "Abrysvo" SPM "RHJ VP Podcast" Macys "Mental Health Awareness" OUTCUE: ...slash purpose	:30 :30 :30 :30
24:51	<b>MEDICAL NOTES: TOXIC BREASTMILK, NEW COVID ANTIBODIES, AND CELLULAR TATTOOS</b> Host: Shel Lustig	1:34
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
27:25	Program Conclusion	:30
27:56	TOTAL TIME	

<b>Program</b>	23-38	<b>Written &amp; Produced</b>	Kristen Farrah & Tabor Brewster & Polly Hansen
<b>Air Week</b>	9/17/23	<b>Production Manager</b>	Jason Dickey
<b>Time</b>	<b>Segment</b>		<b>Dur.</b>
: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	<b>SEGMENT 1: HOW WILL THE AFFIRMATIVE ACTION BAN AFFECT HEALTHCARE?</b>		11:28
	<p>Synopsis: The US Supreme Court recently voted to ban affirmative action, a topic that's been debated for decades. Our experts break down how this will affect medical school enrollment, as well as the healthcare career opportunities for minority populations.</p> <p>Host: Elizabeth Westfield. Producer: Polly Hansen. Guests: Dr. Dayle Davenport, Associate Dean for Health, Equity, Diversity, and Inclusion, Pritzker School of Medicine, Emergency Medicine Physician, University of Chicago Medical Center; Dr. Mark Henderson, Professor of Internal Medicine, Associate Dean for Admissions, UC-Davis School of Medicine; Dr. Geoffrey Young, Senior Director for Transforming the Health Care Workforce, Association of American Medical Colleges</p> <p>Compliance issues covered: affirmative action; healthcare; race; ethnicity; college; medical school; physicians; patient safety; diversity; college admissions; scholarships</p> <p>Links for information: <a href="https://www.uchicagomedicine.org/find-a-physician/physician/dayle-davenport">https://www.uchicagomedicine.org/find-a-physician/physician/dayle-davenport</a>  <a href="https://twitter.com/MCHenderson4?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/MCHenderson4?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a>  <a href="https://health.ucdavis.edu/leadership/bios/henderson">https://health.ucdavis.edu/leadership/bios/henderson</a> <a href="https://www.linkedin.com/in/geoffrey-young-35560b62/">https://www.linkedin.com/in/geoffrey-young-35560b62/</a></p>		
13:18	SPOTBREAK 2: Autozone "Services Mashup"	OUTCUE: ...conditions apply	:30
	Indeed "Indeed"		:30
14:18	:02 PAUSE FOR LOCAL AVAIL		:02
14:20	<b>SEGMENT 2: HOW TO PROTECT YOURSELF FROM AIR POLLUTION</b>		8:04
	<p>Synopsis: Wildfire smoke has affected cities across America, but it's not the only reason for our poor air quality. Polluted air leads to 7 million deaths each year worldwide, according to the World Health Organization, so how can you protect yourself? Dr. Nikki Bars McCullough, a respiratory expert, gives advice on how to stay safe even when inside your home.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Nikki Bars McCullough, Respiratory protection Expert, 3M Company</p> <p>Compliance issues covered: air quality; air pollution; mask; public health; natural disasters; wildfire; smoke; lung health; vulnerable populations; stroke</p> <p>Links for information: <a href="https://www.linkedin.com/in/nicole-mccullough-a442b317/">https://www.linkedin.com/in/nicole-mccullough-a442b317/</a> <a href="https://www.who.int/health-topics/air-pollution#tab=tab_1">https://www.who.int/health-topics/air-pollution#tab=tab_1</a> <a href="https://www.nfpa.org/News-and-Research/Publications-and-media/Blogs-Landing-Page/NFPA-Today/Blog-Posts/2023/08/12/Maui-wildfire-one-of-deadliest-in-US-history">https://www.nfpa.org/News-and-Research/Publications-and-media/Blogs-Landing-Page/NFPA-Today/Blog-Posts/2023/08/12/Maui-wildfire-one-of-deadliest-in-US-history</a></p>		
22:24	SPOTBREAK 3: Pfizer Consumer Healthcare "Prevnar"	OUTCUE: ...america n/a	:60
	Procter & Gamble "Gain Laundry"		:30
	Bank of America "Small Business"		:30
24:24	<b>MEDICAL NOTES: INADEQUATE ADDICTION TREATMENT, GENETIC EATING DISORDERS, AND THE SONG OF MOSQUITOES</b>		2:02
	Host: Shel Lustig		
26:26	SPOTBREAK 4: Liberty Mutual Insurance Co "Liberty Mutual"	OUTCUE: ...bargain detergent	:30
	Procter & Gamble "Gain Laundry"		:30
27:26	Program Conclusion		:31
27:57	TOTAL TIME		



Program	23-39	Written & Produced	Kristen Farrah & Tabor Brewster
Air Week	9/24/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Indeed "Indeed" O'Reilly Auto Parts "O'Reilly"	:30	
	OUTCUE: ...auto parts ow	:30	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: WHY FERTILITY PRESERVATION IS CRUCIAL FOR CANCER PATIENTS</b>	11:54	
	Synopsis: A cancer diagnosis is often life changing, but many people don't realize that the side effects can be just as serious, like the risk of infertility. Patients only have a short window of time to preserve their fertility through sperm or egg retrieval. An expert explains what the process looks like for both genders and why we need to increase access to fertility clinics. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Kara Goldman, Medical Director of Fertility Preservation, Northwestern Medicine, Associate Professor of Obstetrics and Gynecology, Northwestern University; Shelly Battista, Breast Cancer Survivor Compliance issues covered: breast cancer; cancer; fertility; fertility preservation; reproductive issues; chemotherapy; radiation therapy; in vitro fertilization; ethics; health insurance; medical access; patient access; vulnerable populations Links for information: <a href="https://www.feinberg.northwestern.edu/sites/obgyn/faculty/profile.html?xid=43585">https://www.feinberg.northwestern.edu/sites/obgyn/faculty/profile.html?xid=43585</a> <a href="https://twitter.com/karagoldmanmd?lang=en">https://twitter.com/karagoldmanmd?lang=en</a> <a href="https://news.nm.org/after-losing-both-ovaries-breast-cancer-survivor-gives-birth-to-identical-twins-on-her-two-year-cancer-free-anniversary/">https://news.nm.org/after-losing-both-ovaries-breast-cancer-survivor-gives-birth-to-identical-twins-on-her-two-year-cancer-free-anniversary/</a> <a href="https://jamanetwork.com/journals/jamaoncology/article-abstract/2808226">https://jamanetwork.com/journals/jamaoncology/article-abstract/2808226</a>		
13:44	SPOTBREAK 2: SPM "RHJ VP Podcast" Pfizer Consumer Healthcare "Comirnaty"	:30	
	OUTCUE: ...and biotech	:30	
14:44	:02 PAUSE FOR LOCAL AVAIL	:02	
14:46	<b>SEGMENT 2: KITCHEN CHEMISTRY: THE FACTS (AND MYTHS) OF DIETARY PROTEIN</b>	8:10	
	Synopsis: There's been a growing emphasis in the fitness community on protein consumption – but do we have all the facts? Dr. Emily Lantz, a professor of nutrition, breaks down how our body uses protein, how much protein we need in a day, and who needs extra supplementation. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Emily Lantz, Assistant Professor in the Department of Nutrition, Metabolism, and Rehabilitation Science, University of Texas Medical Branch Compliance issues covered: dietary protein; diet; nutrition; blood test; public health; amino acids; exercise; metabolism; hormone production; muscle repair; bone health; skeletal muscle health Links for information: <a href="https://www.utmb.edu/shp/nmrs/nutr/lantz">https://www.utmb.edu/shp/nmrs/nutr/lantz</a> <a href="https://www.linkedin.com/in/emily-arentson-lantz-phd-6166a914/">https://www.linkedin.com/in/emily-arentson-lantz-phd-6166a914/</a> <a href="https://www.fao.org/ag/humannutrition/35978-02317b979a686a57aa4593304ffc17f06.pdf">https://www.fao.org/ag/humannutrition/35978-02317b979a686a57aa4593304ffc17f06.pdf</a>		
22:56	SPOTBREAK 3: Liberty Mutual Insurance Co "Liberty Mutual" Pfizer Consumer Healthcare "Abrysvo" Pfizer Consumer Healthcare "Comirnaty" SPM "RHJ VP Podcast"	:30	
	OUTCUE: ...journal dot org	:30	
24:56	<b>MEDICAL NOTES: SUICIDE RATES ARE AT AN ALL-TIME HIGH, THE NEW COVID STRAIN TAKING OVER AMERICA, AND THE MUSIC GENRE YOUR INFANT SHOULD LISTEN TO</b> Host: Shel Lustig Producer: Tabor Brewster	1:29	
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Vyndamax" AZO "Services Mashup"	:30	
	OUTCUE: ...restrictions apply	:30	
27:25	Program Conclusion	:31	
27:55	TOTAL TIME		