



**WSTR-FM and HD1 SMYRNA
WQXI-AM ATLANTA & WSTR-HD2 SMYRNA
(simulcast)
WSTR-HD3 SMYRNA**

*List of Community Issues and Needs and Responsive Programming
Quarter 3 (July - September) 2016*

Submitted to Public File on _____ 2016

WSTR-FM and HD1 SMYRNA / WQXI-AM and WSTR-HD2 SMYRNA / WSTR-HD3 SMYRNA

The following are community issues of concern to the WSTR service area. Under each heading are descriptions of programs addressing the needs of our listening audience. These issues were obtained through examination of our news reports and an informal survey of community leaders interviewed when they were guests on various programs. There are three primary ways that these issues are addressed are: InfoTrak (a half-hour syndicated program airing on Sunday mornings), Radio Health Journal (a half-hour syndicated program airing on Sunday mornings), and additional public service announcements produced and aired by the WSTR/WQXI staff that air in varying dayparts.

SUBSTANCE ABUSE AND MENTAL HEALTH

SEGMENT: LEWY BODY DEMENTIA

Date: 7/10/16 on Radio Health Journal (6:30am – 7am)

Duration: 11 minutes

Source: Reed Pence. Guests: Candy Schulman, daughter of woman who died with Lewy body dementia; Dr. James Leverenz, Director, Cleveland Clinic Lou Ruvo Center for Brain Health and Chair, Scientific Advisory Council, Lewy Body Dementia Association

Synopsis: The second most common form of dementia is virtually unknown to most people. However, Lewy body dementia affects 1.4 million Americans, with symptoms commonly misdiagnosed as Alzheimer's disease. Additional symptoms such as hallucinations and uncontrollable shaking make diagnosis and caregiving more difficult, and treatments for Alzheimer's or psychosis can often be harmful. Experts discuss.

SEGMENT: MINDFUL PRACTICE RECONFIGURES THE BRAINS

Date: 8/7/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: James Kingsland, Science Production Editor of the London newspaper "The Guardian," author of "Siddhartha's Brain: Unlocking the Ancient Science of Enlightenment"

Synopsis: Mr. Kingsland discussed the latest research by leading neuroscientists and clinical psychologists that suggests that mindfulness practice reconfigures the brains. He said meditation can make people healthier and happier, and that it can help treat stress, chronic pain, hypertension and substance abuse.

SEGMENT: CHEATING AND HAPPINESS

Date: 8/14/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source Jan E. Stets, PhD, Professor of Sociology at the University of California, Riverside

Synopsis: Cheating to get ahead is likely to reduce your level of happiness, according to Dr. Stets' research. In her study, participants were given the opportunity to cheat to get ahead. The 30% who cheated were more likely to report a reduction in happiness, once they considered that others would not see them as moral persons.

SEGMENT: PRESCRIPTIONS FOR OPIOIDS

Date: 8/21/16 on InfoTrak (6am - 6:30am)

Duration: 10 minutes

Source: Lisa Gill, Prescription Drugs Editor at Consumer Reports

Synopsis: Prescriptions for opioids have climbed 300% in the past decade and more than 46 Americans die each day from legal pain pills, such as OxyContin, Percocet and Vicodin. Ms. Gill discussed the reasons behind this trend. She also talked about the little-known dangers posed by over-the-counter painkillers like acetaminophen. She offered advice to patients who are dealing with pain. She also explained how the federal government is trying to deal with the issue.

SEGMENT: FETAL ALCOHOL SPECTRUM DISORDER

Date: 9/4/16 on Radio Health Journal (6:30am – 7am)

Duration: 11 minutes

Source: Reed Pence. Guests: Dr. Phillip May, Research Prof. of Nutrition, Gillings School of Global Public Health, Univ. of North Carolina-Chapel Hill; Dr. Carl Bell, Prof. of Psychiatry Emeritus, Univ. of Illinois and staff psychiatrist, Jackson Park Hospital, Chicago; Dr. Ira Chasnoff, President, NTI Upstream and Clinical Prof. of Pediatrics, Univ. of Illinois

Synopsis: Fetal alcohol spectrum disorder is the largest preventable cause of developmental disabilities in the US, and studies show it is far more common than previously suspected, especially in certain populations. Experts explain how better prevention efforts could greatly reduce a wide variety of social problems

SEGMENT: THE BRAIN SCIENCE OF DRUNK DRIVING

Date: 9/11/16 on Radio Health Journal (6:30am – 7am)

Duration: 10 minutes

Source: Reed Pence. Guest: Dr. Thomas Brown, Asst. Prof. of Psychiatry, McGill Univ. and researcher, Douglas Mental Health University Institute

Synopsis: Scientists are learning that people who repeatedly drive drunk are not all the same in the personalities and brain chemistries that motivate their behavior. An expert discusses new research suggesting different ways to reduce recidivism in each of these personality types.

SEGMENT: GOSSIP

Date: 9/11/16 on Radio Health Journal (6:30am – 7am)

Duration: 7 minutes

Source: Nancy Benson. Guest: Dr. Robb Willer, Prof. of Sociology, Stanford Univ; Dr. Matthew Feinberg, Asst. Prof. of Management, Univ. of Toronto

Synopsis: Most people regard gossip with disdain. While backbiting, vicious slander is usually disruptive, researchers have found that informational gossip has benefits for society by keeping people in line with societal norms. Experts discuss.

SEGMENT: AUTISM SPEAKS 5K

Date: 9/11/16

Duration: 30 seconds

09/11/16

Registration is NOW open, for the 5th Annual Autism Speaks Georgia 5k Saturday November 12, at Piedmont Park. With autism becoming the fastest-growing serious developmental disability in the US, Autism Speaks wants to raise awareness while also having a good time. So lace up your running shoes and recruit friends and family to your team to run or walk for a great cause! If you can't be there in person, you can join the Virtual 5K then run/walk/or bike your 5K wherever you are. To get more race details search Autism Speaks Georgia on Facebook.

SEGMENT: HOMESICKNESS

Date: 9/18/16 on Radio Health Journal (6:30am – 7am)

Duration: 7 minutes

Source: Nancy Benson. Guest: Dr. Susan Matt, Prof. of History, Weber State Univ.; Dr. Chris Willard, Lecturer in Psychology, Harvard Medical School.

Synopsis: What we now call “homesickness” used to be a medical diagnosis called “nostalgia,” and it was considered life-threatening. Today many people consider homesickness to be a childish emotion, but an expert says it’s nothing to be ashamed of. We all suffer from it sometime and need to know how to cope.

SEGMENT: TEEN SUICIDE CLUSTERS

Date: 9/25/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Anna S. Mueller, PhD, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago

Synopsis: Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied of the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.

SEGMENT: HAPPINESS PSA

Date: Ran 12x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Optimistic and cheerful people tend to be healthier! Why not start to pay close attention to the things that make YOU happy? When you experience something that makes you happy, make a note of it or tell other people about it! It's contagious!

SEGMENT: HAPPINESS PSA

Date: Ran 9x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Optimistic and cheerful people tend to be healthier! Why not start to pay close attention to the things that make YOU happy? When you experience something that makes you happy, make a note of it or tell other people about it! It's contagious!

HEALTHCARE AND MEDICAL ISSUES

SEGMENT: BEING PREPARED FOR HOT WEATHER

Date: 07/03/16

Duration: 30 seconds

The City of Atlanta Police Department is reminding everyone to be prepared for hot weather, which can cause sickness and even death. The following tips will keep you safe this summer season. Stay in air-conditioned buildings as much as possible. Don't wait until you're thirsty to drink water. Know the signs of heat exhaustion and heat stroke. If you work outside drink 2 to 4 cups of water every, take short breaks every two hours, and wear sunscreen. To learn more hot weather safety tips visit The City of Atlanta Police Departments Facebook page.

SEGMENT: **NATIONS WATER SUPPLY**

Date: 7/3/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Robert D. Morris, MD, PhD, environmental epidemiologist, drinking water research scientist, author of "The Blue Death: Disease, Disaster & the Water We Drink"

Synopsis: Dr. Morris believes that despite better overall health conditions, the nation's water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

SEGMENT: **UNCERTAINTY IN MEDICINE**

Date: 7/3/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guest: Dr. Steven Hatch, Asst. Prof. of Medicine, Univ. of Massachusetts Medical School and author, *Snowball In A Blizzard: A Physician's Notes on Uncertainty in Medicine*

Synopsis: Many patients want certainty in diagnoses, especially when they've had expensive diagnostic tests. However, those tests are often less certain in their results than people think, making patients sometimes doubt doctors' competence.

SEGMENT: **ICAN BIKE**

Date: 07/10/16

Duration: 30 seconds

iCan Bike is a program where volunteers teach people with disabilities how to ride a bike. The Bike Patrol Unit of the Alpharetta Department of Public Safety will host its 3rd iCan Bike camp, from July 18 to the 22nd and needs donors and volunteers to make this camp a success. If you want to help these special riders learn to ride a bike, visit icanshine.org/alpharetta-ga to get more info.

SEGMENT: LEWY BODY DEMENTIA

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Duration: 11 minutes

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Synopsis: The second most common form of dementia is virtually unknown to most people. However, Lewy body dementia affects 1.4 million Americans, with symptoms commonly misdiagnosed as Alzheimer's disease. Additional symptoms such as hallucinations and uncontrollable shaking make diagnosis and caregiving more difficult, and treatments for Alzheimer's or psychosis can often be harmful. Experts discuss.

SEGMENT: OUR NEW GENETIC KNOWLEDGE

Date: 7/10/16 on Radio Health Journal (6:30am – 7am)

Duration: 9 minutes

Source: Nancy Benson. Guest: Dr. Siddhartha Mukherjee, Asst. Prof. of Medicine, Columbia Univ. and author, *The Gene: An Intimate History*.

Synopsis: Gene research has made incredible leaps in the last decade. A physician/Pulitzer-prize winning author explains what our new knowledge means for our immediate medical future, given our struggles with genetic knowledge in the past.

SEGMENT: REDUCE CHANCE OF GETTING ZIKA

Date: 07/17/16

Duration: 30 seconds

The Georgia Department of Public Health and Cobb & Douglas Public Health want to help you control the mosquito population and reduce chances of getting the Zika virus. Check around your home for areas of standing water like children's wading pools, and for toys, garden equipment, or containers that can hold water. Clean clogged rain gutters, change outdoor pet water bowls daily, and repair missing or damaged screens. For more information visit dph.georgia.gov/zika

SEGMENT: THE SALT BOMB

Date: 7/24/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guests: Dr. Bill Farquhar, Prof. of Kinesiology and Applied Physiology, Univ. of Delaware; Dr. Karen Di Salvo, Acting Asst. Secretary for Health, US Dept. of Health and Human Services; Dr. Robert Califf, Commissioner, US Food and Drug Administration

Synopsis: Most Americans consume far too much salt even if they add none to their foods. Experts discuss why salt is such a health problem and what the federal government is doing to push food processors toward reducing salt content in our diets.

SEGMENT: SURVIVING CARDIAC ARREST AND SIGNIFICANT TRAUMA

Date: 7/31/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: David Casarett, MD, MA, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of “Shocked: Adventures in Bringing Back the Recently Dead”

Synopsis: Most people don't survive cardiac arrest or significant trauma. Dr. Casarett discussed the latest developments in resuscitation and just how far science has come in the past few years. He talked about the ethical dilemma posed by reviving a person who may not have a good quality of life in the aftermath. He talked about the impressive survival rate of those who receive competent CPR treatment.

SEGMENT: FUNGAL SINUSITIS

Date: 7/31/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Erin Porter, fungal sinusitis patient and founder, EatPrayGetWell.com; Dr. Donald Dennis, ear, nose & throat surgeon, Atlanta; Dr. Joseph Han, Prof. of Otolaryngology-Head & Neck Surgery, Eastern Virginia Medical School

Synopsis: Many people who have chronic recurrent sinusitis may have an allergic reaction to fungi rather than a bacterial infection. Treatments for the two are completely different, and in some cases, fungal sinusitis can be life threatening. Two experts and a patient explain.

SEGMENT: CHILD HEART ARRHYTHMIAS

Date: 7/31/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guests: Colin Alesse, parent of heart arrhythmia attack and co-founder Chicagoland Cardiac Connections; Dr. Greg Webster, cardiologist and electrophysiologist, Lurie Children's Hospital, Chicago and co-founder, Chicagoland Cardiac Connections

Synopsis: Children and adolescents seldom have "heart attacks," but they sometimes have heart arrhythmias which can look like the same thing, and be just as deadly. Often they are treated with implantable devices, but need more support than they often get. An expert doctor and the father of a young patient discuss.

SEGMENT: **BLOOD DONATION**

Date: 07/31/16

Duration: 30 seconds

On the first Friday of every month the City of Snellville holds a blood drive at Snellville's City Hall, 2342 Oak Road, in Snellville. Their next blood drive is this Friday, August 5th from 1:30PM to 6:30PM. To reserve a donation time, and to find out more about blood and "double red cell" donations visit redcross.org, click on "find a drive," and enter the Snellville City Hall zip code, 30078.

SEGMENT: **NATION'S EPIDEMIC OF OBESITY**

Date: 8/7/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Anthony G. Comuzzie, PhD, obesity researcher and scientist with the Department of Genetics at the Texas Biomedical Research Institute in San Antonio

Synopsis: Recent government data shows that since the late 1980s and early 1990s, the average American has put on 15 or more additional pounds without getting any taller. Dr. Comuzzie explained why this is such a grave health concern. He also discussed potential causes and solutions to the nation's epidemic of obesity.

SEGMENT: **DRINKING WATER SAFETY**

Date: 8/7/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Dr. Jeffrey K. Griffiths, Prof. of Public Health, Tufts Univ. and former chair, Drinking Water Committee, US EPA; Dr. Kristi Pullen Fedinick, Staff Scientist, Health Program, Natural Resources Defense Council.

Synopsis: Most people assume their drinking water is safe. However, many chemicals, especially new ones, are unregulated by the EPA, and thousands of water systems serving millions of people have lead

levels higher than standards allow. Experts explain the danger of lead, especially to children, and other chemicals that may be in drinking water.

SEGMENT: VARICOSE VEINS

Date: 8/7/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guest: Dr. Mark Rayman, Medical Director, Beach Cities Vein and Laser Center, CA

Synopsis: Millions of people have varicose veins, which have health consequences beyond their unsightliness. An expert physician explains what varicose veins are and new treatments that simplify getting rid of them.

SEGMENT: LITTLE PEOPLE, DISABILITY, AND THE PROSPECT OF CURE

Date: 8/14/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guests: Dr. Jennifer Arnold, co-star, TLC's *The Little Couple* and co-author, *Think Big*; Ericka Okenfuss, licensed genetic counselor, Kaiser Permanente, Sacramento, CA; Gary Arnold, President, Little People of America and Public Affairs Manager, Access Living, Chicago

Synopsis: Many people with dwarfism also face skeletal abnormalities which can lead to disability. Experts, all little people themselves, discuss major causes of dwarfism, the hurdles they create, the struggle for respect, and the prospect of treatments that could one day make little people much more rare.

SEGMENT: PRESCRIPTIONS FOR OPIOIDS

Date: 8/21/16 on InfoTrak (6am - 6:30am)

Duration: 10 minutes

Source: Lisa Gill, Prescription Drugs Editor at Consumer Reports

Synopsis: Prescriptions for opioids have climbed 300% in the past decade and more than 46 Americans die each day from legal pain pills, such as OxyContin, Percocet and Vicodin. Ms. Gill discussed the reasons behind this trend. She also talked about the little-known dangers posed by over-the-counter painkillers like acetaminophen. She offered advice to patients who are dealing with pain. She also explained how the federal government is trying to deal with the issue.

SEGMENT: DOCTORS' OBESITY BIAS

Date: 8/21/16 on Radio Health Journal (6:30am – 7am)

Duration: 13 minutes

Source: Reed Pence. Guests: Dr. Rebecca Puhl, Prof. of Human Development and Family Studies, Univ. of Connecticut and Deputy Director, Rudd Center for Food Policy and Obesity; Dr. David Katz, Director, Yale-Griffin Prevention Research Center, Yale Univ. and Founder, True Health Initiative; Kathy Kater, psychotherapist specializing in body image, eating and weight issues

Synopsis: Studies show that medical professionals are as biased as the rest of us against people who are overweight, resulting in lectures, misdiagnoses, and patients who start avoiding the doctor. Experts explain the problem, results, and what might be done about it.

SEGMENT: **SCAD--A DIFFERENT KIND OF HEART ATTACK**

Date: 8/28/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Shelley Simonton, SCAD patient; Dr. Sharonne Hayes, Founder, Women's Heart Clinic, Mayo Clinic; Carol Vich, SCAD patient

Synopsis: A form of heart attack that strikes young, seemingly healthy people--most of them women, often near childbirth--is increasing. Experts discuss heart attacks caused by arteries that split open rather than blockages.

SEGMENT: **THE HAITIAN CHOLERA COVERUP**

Date: 8/28/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guest: Dr. Ralph Frerichs, Prof. Emeritus of Epidemiology, UCLA and author, *Deadly River: Cholera and Cover-Up in Post-Earthquake Haiti*

Synopsis: Haiti was struck by a devastating cholera epidemic a few months after a disastrous earthquake hit. Eventually the UN and its peacekeeping groups were blamed for causing the outbreak, making a bad situation much worse. Experts discuss how it happened and lessons for future disaster recovery.

SEGMENT: **KIDNEY TRANSPLANT**

Date: 9/4/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Sally Satel, MD, Resident Scholar at the American Enterprise Institute, editor of "When Altruism Isn't Enough: The Case for Compensating Kidney Donors"

Synopsis: 12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children— rather than lump-sum cash payments— would eliminate the shortage of available organs.

SEGMENT: EATING BREAKFAST

Date: 9/4/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: James Betts, PhD, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England

Synopsis: Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study that examined whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. He said his research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He believes that while breakfast doesn't matter for adults, it still is important for children from a nutrition and learning standpoint.

SEGMENT: FETAL ALCOHOL SPECTRUM DISORDER

Date: 9/4/16 on Radio Health Journal (6:30am – 7am)

Duration: 11 minutes

Source: Reed Pence. Guests: Dr. Phillip May, Research Prof. of Nutrition, Gillings School of Global Public Health, Univ. of North Carolina-Chapel Hill; Dr. Carl Bell, Prof. of Psychiatry Emeritus, Univ. of Illinois and staff psychiatrist, Jackson Park Hospital, Chicago; Dr. Ira Chasnoff, President, NTI Upstream and Clinical Prof. of Pediatrics, Univ. of Illinois

Synopsis: Fetal alcohol spectrum disorder is the largest preventable cause of developmental disabilities in the US, and studies show it is far more common than previously suspected, especially in certain populations. Experts explain how better prevention efforts could greatly reduce a wide variety of social problems

SEGMENT: 5K PROGRAM

Date: 9/4/16

Duration: 30 seconds

Kick that couch to the curb! With the Alpharetta Recreation and Parks Futon to 5K program, starting September 12. This proven training program, for all fitness levels, is based on ten weeks of gradual progress to condition your body. The program is \$30 for Alpharetta residents and \$45 for non-residents.

Meet ups will be at Alpharetta Community Center, 175 Roswell Street on Mondays, 5:30-6:30PM and Saturdays, 7:30-8:30AM. To get sign up info visit the City of Alpharetta's Facebook page.

SEGMENT: MARCHING BANDS

Date: 9/18/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Brian Fligor, Chief Audiology Officer at Lantos Technologies, Inc., former Director of Diagnostic Audiology and Children's Hospital in Boston

Synopsis: An estimated 2 million students in the US play in middle- and high-school marching bands. Dr. Fligor believes that parents should be concerned protecting their kids' hearing when they are exposed to loud sounds for long periods. He talked about the warning signs of hearing damage and explained the ways to prevent it.

SEGMENT: EPI-PEN PRICE HIKES

Date: 9/18/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Dr. Aaron Carroll, Prof. of Pediatrics, Indiana Univ. School of Medicine; Dr. Thomas Casale, Prof. of Pediatrics and Medicine, Univ. of South Florida and Exec. Vice President, American Academy of Allergy, Asthma and Immunology

Synopsis: The Epi-Pen brand has become synonymous with epinephrine injectors, which can save the life of a person suffering a severe allergic reaction. Recently there's been outcry over large price hikes for the devices, which have forced some people to seek other alternatives or go without. Experts discuss the economics involved and what patients can do to be protected without going broke.

SEGMENT: SMYRNA FIRE DEPARTMENT

Date: 9/18/16

Duration: 30 seconds

Help the Smyrna Fire Department Fill the Boot for MDA! Stop by Kroger, 3240 South Cobb Drive, Smyrna, or Jim and Nicks BBQ, 4574 South Cobb Drive, Smyrna, the next 2 Saturdays, September 24th and October 1st from 10AM – 2PM where Smyrna fire fighters will be filling their boots with your donations, for the Muscular Dystrophy Association. To get more details search Smyrna Fire Department on Facebook.

SEGMENT: PANDAS: DANGEROUS AFTEREFFECTS OF A STREP THROAT

Date: 9/25/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: J.C. Konecny, Executive Director, PANDAS Network and parent of PANDAS sufferer; Dr. Elizabeth Latimer, Clinical Asst. Prof. of Pediatrics and Neurology, Georgetown Univ

Synopsis: Strep infection may prompt a severe reaction in some children, causing their own immune system to attack cells in the brain. What appear to be extreme psychological symptoms result from what is really a physical disorder. The disorder, known as PANDAS, is often misdiagnosed. Experts discuss.

SEGMENT: LOCKED-IN SYNDROME

Date: 9/25/16 on Radio Health Journal (6:30am – 7am)

Duration: 7 minutes

Source: Nancy Benson. Guests: Allison O'Reilly, Locked-In Syndrome survivor and author, Out Of the Darkness; Dr. Ralph Sacco, Chairman of Neurology, Univ. of Miami Miller School of Medicine and former President, American Heart Assn.

Synopsis: Some people who have a stroke in the brain stem suffer from a condition where they are fully conscious and aware, yet appear to be in a coma because they cannot move a muscle, except for sometimes the eyes. They may remain in this "locked-in" state for years. A stroke expert and a woman who recovered from this condition discuss it.

SEGMENT: STAND UP 2 CANCER PSA

Date: Ran 22x between 7/1 -9/30

Duration: 15 seconds

Source: Stand Up 2 Cancer

Synopsis: 1 in 5 kids in America struggle with hunger. Make breakfast happen for kids in the neighborhood, have the power to end childhood hunger, create better school days, hunger.org. Albertson's Companies Foundation and the Entertainment Industry Foundation.

SEGMENT: OVARIAN MINNIE DRIVER PSA

Date: Ran 10x between 7/1 -9/30

Duration: 15 seconds

Source: Stand Up 2 Cancer

Synopsis: Ovarian Cancer affects women of all ages. Family history of cancer and certain gene mutations are risk factors.

SEGMENT: KINNEAR PSA

Date: Ran 15x between 7/1 -9/30

Duration: 15 seconds

Source: Greg Kinnear

Synopsis: Colo-Rectal cancer is the 2nd leading cause of death among men and women combined. Learn more at StandUp2Cancer.org.

SEGMENT: BIKE MS RADIO PSA

Date: Ran 10x between 7/1 -9/30

Duration: 30 seconds

Source: National Multiple Sclerosis

Synopsis: Download the GEMA Ready App.

GOVERNMENT AND POLITICS

SEGMENT: BEING PREPARED FOR HOT WEATHER

Date: 07/03/16

Duration: 30 seconds

The City of Atlanta Police Department is reminding everyone to be prepared for hot weather, which can cause sickness and even death. The following tips will keep you safe this summer season. Stay in air-conditioned buildings as much as possible. Don't wait until you're thirsty to drink water. Know the signs of heat exhaustion and heat stroke. If you work outside drink 2 to 4 cups of water every, take short breaks every two hours, and wear sunscreen. To learn more hot weather safety tips visit The City of Atlanta Police Departments Facebook page.

SEGMENT: THE OTHER SIDE OF MILITARY SCIENCE

Date: 7/3/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guest: Mary Roach, author: *Grunt: The Curious Science of Humans at War*

Synopsis: Most people think of military science in terms of defeating the forces of the other side. But it also involves keeping our troops sheltered, clothed and fed, as well as protected from adversaries like exhaustion, infection, heat and noise. A noted investigative journalist explains the less well known side of military research.

SEGMENT: COMMUNITY COOKOUT

Date: 07/24/16

Duration: 30 seconds

Today from noon to 4PM the Smyrna Police Department and Faith Christian Center are hosting a community cookout at the Faith Christian Center, 3059 S. Cobb Drive in Smyrna. Smyrna Police officers will be cooking hamburgers and hotdogs for you, and police vehicles and equipment will be on display. It's a great time to get to know your local police officers, ask questions, and learn more about law enforcement. For more info, visit the City of Smyrna's Facebook page.

SEGMENT: OLD SOLDIERS DAY RACE

Date: 07/24/16

Duration: 30 seconds

Alpharetta's annual Old Soldiers Day road race and parade is Saturday August 6! This annual celebration for veterans of all wars, starts at 7AM with the 38th annual Old Soldiers Day road race at Wills Park. Then continues with the 64th annual Old Soldiers Day Parade at 9:15AM at Alpharetta City Hall. The parade ends at American Legion Post 201 on Wills Road with free Varsity hotdogs, drinks and activities. Go to awesomealpharetta.com and click on events, to get more info.

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SEGMENT: CHILDREN'S SUFFERING

Date: 7/24/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Christopher Wildeman, PhD, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Synopsis: Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

SEGMENT: THE SALT BOMB

Date: 7/24/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guests: Dr. Bill Farquhar, Prof. of Kinesiology and Applied Physiology, Univ. of Delaware; Dr. Karen Di Salvo, Acting Asst. Secretary for Health, US Dept. of Health and Human Services; Dr. Robert Califf, Commissioner, US Food and Drug Administration

Synopsis: Most Americans consume far too much salt even if they add none to their foods. Experts discuss why salt is such a health problem and what the federal government is doing to push food processors toward reducing salt content in our diets.

SEGMENT: SMYRNA HEROES GALA

Date: 07/31/16

Duration: 30 seconds

Pull on your favorite jeans and shine up your boots for a boot scootin' good time at this year's Smyrna Heroes Gala, Saturday September 10th at 7PM. This year's "country chic" event will be held at Remington Hall at Adventure Outdoors. Attendees will enjoy drinks, dinner, and country music while bidding on silent auction items. Proceeds go to the Smyrna Public Safety Foundation that supports police and fire community safety initiatives, fallen and injured heroes, and much more. To get more event details, go to smyrnapsf.org, and click on events.

SEGMENT: TEACHING STUDENTS TO READ WITH PRECISION, RIGOR, AND INSIGHT

Date: 8/7/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Doug Lamov, literacy and education expert, Managing Director of Uncommon Schools' Teach Like a Champion team, co-author of "Reading Reconsidered: A Practical Guide to Rigorous Literacy Instruction"

Synopsis: Mr. Lamov discussed the importance of teaching students to read with precision, rigor, and insight. He explained how Common Core curriculums are affecting reading programs across the country. He believes that most students are not given challenging enough assignments. He also offered suggestions for parents who want to instill a love of reading in their children.

SEGMENT: DRINKING WATER SAFETY

Date: 8/7/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Dr. Jeffrey K. Griffiths, Prof. of Public Health, Tufts Univ. and former chair, Drinking Water Committee, US EPA; Dr. Kristi Pullen Fedinick, Staff Scientist, Health Program, Natural Resources Defense Council.

Synopsis: Most people assume their drinking water is safe. However, many chemicals, especially new ones, are unregulated by the EPA, and thousands of water systems serving millions of people have lead levels higher than standards allow. Experts explain the danger of lead, especially to children, and other chemicals that may be in drinking water.

SEGMENT: CIVILIAN ACTIVE-SHOOTER TRAINING CLASS

Date: 8/7/16

Duration: 30 seconds

Gwinnett County Police are planning a civilian active-shooter training class, 6PM Thursday, August 18, at the Gwinnett Justice and Administration auditorium. The course is open to everyone and no advance sign-up is required. Gwinnett Police's crime prevention unit will teach a curriculum guideline provided by Advanced Law Enforcement Rapid Response Training. The course will be recorded and made available to those who cannot attend. Search Lawrenceville Georgia on Patch.com to get more info.

SEGMENT: ROLE MEDIA COVERAGE PLAYS IN MASS SHOOTINGS

Date: 8/14/16 on InfoTrak (6am - 6:30am)

Duration: 10 minutes

Source: Jennifer B. Johnston, PhD, Assistant Professor of Psychology at Western New Mexico University

Synopsis: Dr. Johnston recently led a study that examined the role that media coverage may play in fueling the increase of mass shootings in the U.S. Her study concluded that one of the most effective ways of curbing mass shooting incidents may be to drastically change how news organizations cover them. She is in favor of an organized campaign to convince media organizations to focus more on the victims, rather than the killer, his weapons and his motivations.

SEGMENT: PRESCRIPTIONS FOR OPIOIDS

Date: 8/21/16 on InfoTrak (6am - 6:30am)

Duration: 10 minutes

Source: Lisa Gill, Prescription Drugs Editor at Consumer Reports

Synopsis: Prescriptions for opioids have climbed 300% in the past decade and more than 46 Americans die each day from legal pain pills, such as OxyContin, Percocet and Vicodin. Ms. Gill discussed the reasons behind this trend. She also talked about the little-known dangers posed by over-the-counter painkillers like acetaminophen. She offered advice to patients who are dealing with pain. She also explained how the federal government is trying to deal with the issue.

SEGMENT: THE HAITIAN CHOLERA COVERUP

Date: 8/28/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guest: Dr. Ralph Frerichs, Prof. Emeritus of Epidemiology, UCLA and author, *Deadly River: Cholera and Cover-Up in Post-Earthquake Haiti*

Synopsis: Haiti was struck by a devastating cholera epidemic a few months after a disastrous earthquake hit. Eventually the UN and its peacekeeping groups were blamed for causing the outbreak, making a bad situation much worse. Experts discuss how it happened and lessons for future disaster recovery.

SEGMENT: KIDNEY TRANSPLANT

Date: 9/4/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Sally Satel, MD, Resident Scholar at the American Enterprise Institute, editor of "When Altruism Isn't Enough: The Case for Compensating Kidney Donors"

Synopsis: 12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children— rather than lump-sum cash payments— would eliminate the shortage of available organs.

SEGMENT: EPI-PEN PRICE HIKES

Date: 9/18/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Dr. Aaron Carroll, Prof. of Pediatrics, Indiana Univ. School of Medicine; Dr. Thomas Casale, Prof. of Pediatrics and Medicine, Univ. of South Florida and Exec. Vice President, American Academy of Allergy, Asthma and Immunology

Synopsis: The Epi-Pen brand has become synonymous with epinephrine injectors, which can save the life of a person suffering a severe allergic reaction. Recently there's been outcry over large price hikes for the devices, which have forced some people to seek other alternatives or go without. Experts discuss the economics involved and what patients can do to be protected without going broke.

SEGMENT: SMYRNA FIRE DEPARTMENT

Date: 9/18/16

Duration: 30 seconds

Help the Smyrna Fire Department Fill the Boot for MDA! Stop by Kroger, 3240 South Cobb Drive, Smyrna, or Jim and Nicks BBQ, 4574 South Cobb Drive, Smyrna, the next 2 Saturdays, September 24th and October 1st from 10AM – 2PM where Smyrna fire fighters will be filling their boots with your donations, for the Muscular Dystrophy Association. To get more details search Smyrna Fire Department on Facebook.

SEGMENT: DAY IN THE DARK PSA

Date: Ran 30x between 7/1 -9/30

Duration: 30 seconds

Source: Georgia 811

Synopsis: Call 811 before you dig

SEGMENT: GEORGIA PSA

Date: Ran 2x between 7/1 -9/30

Duration: 30 seconds

Source: Georgia Chamber

Synopsis: Come to Georgia Chamber meetings

SEGMENT: FRAUD KNOW THE RULES PSA

Date: Ran 30x between 7/1 -9/30

Duration: 30 seconds

Source: Georgia Department of Labor

Synopsis: Falsely filing for unemployment benefits is fraud.

SEGMENT: GDOT SUMMER CONSTRUCTION PSA

Date: Ran 22x between 7/1 -9/30

Duration: 30 seconds

Source: Georgia Department of Transportation

Synopsis: Road construction. Check for updates 511ga.org, and drive safely.

SEGMENT: GA FARM BUREAU PSA

Date: Ran 2x between 7/1 -9/30

Duration: 30 seconds

Source: Georgia Farm Bureau

Synopsis: Agriculture accounts for 14% of jobs in Georgia. gfb.org

SEGMENT: GEMA READY APP PSA

Date: Ran 19x between 7/1 -9/30

Duration: 30 seconds

Source: GEMA

Synopsis: Download the GEMA Ready App.

TRANSPORTATION

SEGMENT: MARTA

Date: 9/4/16

Duration: 30 seconds

MARTA will hold meetings to discuss their plans to expand transit services in Alpharetta and North Fulton. If you have questions about MARTA's plans or views that you wish to express, this is an excellent opportunity. Meetings will be held Tuesday, September 6 11am-2PM at GA State Alpharetta Campus, and Thurs September 8, 11AM to 2pm at GA State Dunwoody Campus. For more info on the meetings search Connect 400 on Facebook.

ENVIRONMENT AND SUSTAINABILITY

SEGMENT: NATIONS WATER SUPPLY

Date: 7/3/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Robert D. Morris, MD, PhD, environmental epidemiologist, drinking water research scientist, author of “The Blue Death: Disease, Disaster & the Water We Drink”

Synopsis: Dr. Morris believes that despite better overall health conditions, the nation’s water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

SEGMENT: FUNGAL SINUSITIS

Date: 7/31/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Erin Porter, fungal sinusitis patient and founder, EatPrayGetWell.com; Dr. Donald Dennis, ear, nose & throat surgeon, Atlanta; Dr. Joseph Han, Prof. of Otolaryngology-Head & Neck Surgery, Eastern Virginia Medical School

Synopsis: Many people who have chronic recurrent sinusitis may have an allergic reaction to fungi rather than a bacterial infection. Treatments for the two are completely different, and in some cases, fungal sinusitis can be life threatening. Two experts and a patient explain.

SEGMENT: THROWING AWAY FOOD

Date: 8/14/16 on InfoTrak (6am - 6:30am)

Duration: 7 minutes

Source: Brian Roe, PhD, McCormick Professor of Agricultural Marketing and Policy at Ohio State University

Synopsis: American consumers throw away about 80 billion pounds of food a year. Dr. Roe led a study that examined Americans’ attitudes and misconceptions about food waste. He said many consumers think they have good reasons to throw food away, but those perceived benefits are often not real. He noted that food waste is the largest source of municipal solid waste in the U.S. and the most destructive type of household waste in terms of greenhouse gas emissions.

SEGMENT: PARTICIPATING IN A GREEN PROGRAM

Date: 8/28/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Tomas Hult, PhD, Byington Endowed Chair and Professor of Marketing in the Eli Broad College of Business, Director of the International Business Center at Michigan State University

Synopsis: From recycling to reusing hotel towels, consumers who participate in a company's "green" program are more satisfied with its service, according to Dr. Holt's research. He explained the reasons behind these feelings, and the surprising way consumer decisions are affected when companies offer additional participation incentives

SEGMENT: LIGHTBULB PSA

Date: Ran 1x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Replace incandescent lightbulbs with CFL's or LED's. Energy-efficient lighting can save a household more than one thousand kilowatt hours of electricity which is sixteen hundred pounds of carbon dioxide.

SEGMENT: 1 THING VIDEO PSA

Date: Ran 11x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Celebrities all have 1 Thing in common...visit 1thing.us to watch the video.

SEGMENT: AC APPRECIATION PSA

Date: Ran 16x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: July is Air Conditioning Appreciation Month. An AC is a big energy user, but doing simple things can save energy and money. Turn your AC up a degree or 2.

SEGMENT: AC APPRECIATION PSA

Date: Ran 16x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: July is Air Conditioning Appreciation Month. An AC is a big energy user, but doing simple things can save energy and money. Turn your AC up a degree or 2.

SEGMENT: ADVENTURE PSA

Date: Ran 10x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: For family trips, think like an explorer and search for new things, and create a travel journal or a video travel log. With 58 National Parks and 388 State Parks to explore, surely there is one close to you to that needs to be discovered!

SEGMENT: ADVENTURE PSA

Date: Ran 12x between 7/1 -9/30

Duration: 30 seconds

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Synopsis: For family trips, think like an explorer and search for new things, and create a travel journal or a video travel log. With 58 National Parks and 388 State Parks to explore, surely there is one close to you to that needs to be discovered!

SEGMENT: ALLERGIES PSA

Date: Ran 2x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Kick seasonal allergies naturally. Eat small regular doses of local honey to help your body resist pollen allergens. And it cuts down on packaging waste from medications.

SEGMENT: ALLERGIES PSA

Date: Ran 2x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Kick seasonal allergies naturally. Eat small regular doses of local honey to help your body resist pollen allergens. And it cuts down on packaging waste from medications.

SEGMENT: BREAKFAST PSA

Date: Ran 10x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: September is National Breakfast Month and you can make the most important meal of the day more eco-friendly. Opt for coffee that's fair trade and organic. And buy organic cage-free eggs.

SEGMENT: BREAKFAST PSA

Date: Ran 9x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: September is National Breakfast Month and you can make the most important meal of the day more eco-friendly. Opt for coffee that's fair trade and organic. And buy organic cage-free eggs.

SEGMENT: CARWASH PSA

Date: Ran 1x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Wash your car at an automatic car wash. The average home wash uses eighty to one hundred and forty gallons of water while the commercial average is only forty five.

SEGMENT: CARWASH PSA

Date: Ran 1x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Wash your car at an automatic car wash. The average home wash uses eighty to one hundred and forty gallons of water while the commercial average is only forty five.

SEGMENT: CLEAN PSA

Date: Ran 2x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Make your Spring Clean more green! Avoid cleaners containing phosphates that can get into rivers and lakes, use reusable cloths and minimize your use of bleaches.

SEGMENT: CLEAN PSA

Date: Ran 2x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Make your Spring Clean more green! Avoid cleaners containing phosphates that can get into rivers and lakes, use reusable cloths and minimize your use of bleaches.

SEGMENT: FAMILY FUN PSA

Date: Ran 10x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Plan before you pack that picnic! Bring reusable forks and plates or use biodegradable products, big jugs of water instead of single serving bottles. Make the meal from locally grown food and pack up everything and take it with you when you leave.

SEGMENT: FAMILY FUN PSA

Date: Ran 12x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Plan before you pack that picnic! Bring reusable forks and plates or use biodegradable products, big jugs of water instead of single serving bottles. Make the meal from locally grown food and pack up everything and take it with you when you leave.

SEGMENT: CELEBRITY CHAT PSA

Date: Ran 90x between 7/1 -9/30

Duration: 30 seconds

Source: Entercom PSA

Synopsis: Don Cheadle...Environmental Defense Fund finds ways to make air and water cleaner. Plan to turn the corner on climate change. Go to EDF.org/future to learn more.

SEGMENT: CELEBRITY CHAT PSA

Date: Ran 90x between 7/1 -9/30

Duration: 30 seconds

Source: Entercom PSA

Synopsis: Don Cheadle...Environmental Defense Fund finds ways to make air and water cleaner. Plan to turn the corner on climate change. Go to EDF.org/future to learn more.

SEGMENT: WATER PSA

Date: Ran 11x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Water is a precious resource. Simple things like not flushing expired medications down the drain, avoiding pesticides in the yard and skipping antibacterial soap go far to protect our water.

SEGMENT: WATER PSA

Date: Ran 9x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Water is a precious resource. Simple things like not flushing expired medications down the drain, avoiding pesticides in the yard and skipping antibacterial soap go far to protect our water.

SEGMENT: TREES PSA

Date: Ran 9x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: The Fall is the perfect time to plant trees. Summer heat waves are long past, rainfall is more plentiful, and new trees have a greater chance of surviving.

SEGMENT: TREES PSA

Date: Ran 9x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: The Fall is the perfect time to plant trees. Summer heat waves are long past, rainfall is more plentiful, and new trees have a greater chance of surviving.

SEGMENT: LIGHTBULB PSA

Date: Ran 11x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Replace incandescent lightbulbs with CFL's or LED's. Energy-efficient lighting can save a household more than one thousand kilowatt hours of electricity which is sixteen hundred pounds of carbon dioxide.

SEGMENT: TAILGATE PSA

Date: Ran 10x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Tailgating season is here. Make your stadium outing more sustainable by using reusable cups and dishes. Make your food from local ingredients and get your beer from a local brewery.

SEGMENT: TAILGATE PSA

Date: Ran 10x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Tailgating season is here. Make your stadium outing more sustainable by using reusable cups and dishes. Make your food from local ingredients and get your beer from a local brewery.

SEGMENT: SMART IRRIGATION PSA

Date: Ran 16x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Using water wisely with efficient irrigation systems minimizes overwatering while keeping your lawn & garden beautiful and healthy. Plus, it will save you money on your utility bill.

SEGMENT: SMART IRRIGATION PSA

Date: Ran 16x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Using water wisely with efficient irrigation systems minimizes overwatering while keeping your lawn & garden beautiful and healthy. Plus, it will save you money on your utility bill.

SEGMENT: SAVE BEES PSA

Date: Ran 9x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Pollinators like bees, birds and butterflies are essential to our food supply and environment. Help them by planting native plants in your yard, eliminating pesticide use and stopping habitat destruction.

SEGMENT: SAVE BEES PSA

Date: Ran 11x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Pollinators like bees, birds and butterflies are essential to our food supply and environment. Help them by planting native plants in your yard, eliminating pesticide use and stopping habitat destruction.

SEGMENT: JEANS PSA

Date: Ran 2x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Turn your blue jeans green. Old worn out jeans make great materials for crafts. Try your hand at DIY denim wallets, potholders, iPad cases – you name it!

SEGMENT: JEANS PSA

Date: Ran 2x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Turn your blue jeans green. Old worn out jeans make great materials for crafts. Try your hand at DIY denim wallets, potholders, iPad cases – you name it!

SEGMENT: ICE CREAM MONTH PSA

Date: Ran 16x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: Eating Ice Cream is a yummy way to cool off, but it does have a carbon footprint. So find Greener ways to enjoy your ice cream like making your own, buying local and organic.

SEGMENT: ICE CREAM MONTH PSA

Date: Ran 15x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: Eating Ice Cream is a yummy way to cool off, but it does have a carbon footprint. So find Greener ways to enjoy your ice cream like making your own, buying local and organic.

SEGMENT: HOP A PARK PSA

Date: Ran 16x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: The first Saturday in July is HOP-A-PARK DAY. Visit different parks in your area, and then make July HOP-A-Park Month.

SEGMENT: HOP A PARK PSA

Date: Ran 16x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: The first Saturday in July is HOP-A-PARK DAY. Visit different parks in your area, and then make July HOP-A-Park Month.

SEGMENT: GROCERY PSA

Date: Ran 2x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: It all starts with just 1Thing.... Bring your own reusable bags when you go to the grocery store. In five years you'll keep seven hundred and fifty bags out of our landfills.

SEGMENT: GROCERY PSA

Date: Ran 2x between 7/1 -9/30

Duration: 30 seconds

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Synopsis: It all starts with just 1Thing.... Bring your own reusable bags when you go to the grocery store. In five years you'll keep seven hundred and fifty bags out of our landfills.

SEGMENT: FRUITS PSA

Date: Ran 9x between 7/1 -9/30

Duration: 30 seconds

Source: 1 Thing Green Tips

Synopsis: September is Fruit and Vegetables Month, the perfect time to shop your local farmer's market. Eating locally grown food lowers your carbon footprint.

SEGMENT: FRUITS PSA

Date: Ran 9x between 7/1 -9/30

Duration: 15 seconds

Source: 1 Thing Green Tips

Synopsis: September is Fruit and Vegetables Month, the perfect time to shop your local farmer's market. Eating locally grown food lowers your carbon footprint.

SEGMENT: WCS PSA

Date: Ran 64x between 7/1 -9/30

Duration: 10 seconds

Source: Wildlife Conservation Society

Synopsis: Death toll at 96 per day. Stop the ivory trade. Go to 96Elephants.org.

POVERTY, JOBS AND EMPLOYMENT ISSUES

SEGMENT: CHANGING WAY OF LOCATING & HIRING EMPLOYEES

Date: 7/10/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Richard Bolles, career development expert, author of “What Color Is Your Parachute? Guide to Rethinking Resumes” and “What Color Is Your Parachute? Guide to Rethinking Interviews”

Synopsis: Mr. Bolles discussed the rapidly changing way companies locate and hire employees. He explained why the value of a resume has declined, and how job hunters can use more effective alternatives. He said prospective employees must be as up-to-the-minute in job hunting skills as they are in the work skills that they offer an employer.

SEGMENT: WOMEN ENROLLING IN ENGINEERING SCHOOL

Date: 7/17/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Susan S. Silbey, PhD, Leon and Anne Goldberg Professor of Humanities, Professor of Sociology and Anthropology, Professor of Behavioral and Policy Sciences, Sloan School of Management at the Massachusetts Institute of Technology

Synopsis: The number of women enrolling in engineering school has increased steadily over the past four decades, but Dr. Silbey said one-third of women graduates soon leave the profession to pursue other careers. She said the reasons behind this problem are primarily related to the culture of engineering itself. She offered suggestions for women who are entering the profession, and explained why an engineering career should be such an attractive option for women.

SEGMENT: TRADITIONAL AGE OF RETIREMENT

Date: 7/24/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Cash Nickerson, employment expert, attorney, author of “BOOMERangs: Engaging the Aging Workforce in America”

Synopsis: As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

SEGMENT: MAJOR CHANGES IN ORGANIZATIONS

Date: 7/31/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Rick Maurer, author of “Beyond The Wall Of Resistance: Why 70% of All Changes Still Fail – and What You Can Do About It”

Synopsis: Seventy percent of all major changes in organizations fail - and that number hasn't changed since researchers started examining success and failure rates some fifteen years ago. Mr. Maurer talked about the most common reasons for failure and what leaders can do about it.

SEGMENT: CHEATING AND HAPPINESS

Date: 8/14/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source Jan E. Stets, PhD, Professor of Sociology at the University of California, Riverside

Synopsis: Cheating to get ahead is likely to reduce your level of happiness, according to Dr. Stets' research. In her study, participants were given the opportunity to cheat to get ahead. The 30% who cheated were more likely to report a reduction in happiness, once they considered that others would not see them as moral persons.

SEGMENT: CAREER EXPO

Date: 8/14/16

Duration: 30 seconds

Registration is now available for employers to participate in the 15th Annual Marietta/Cobb Career Expo, Thursday, September 15th from 10 AM to 3PM at the Cobb County Civic Center. Employers will have access to a skilled workforce seeking employment. In past years, more than 1,500 job seekers have used

this event to find the job that matched their skills and talents. Employers, sign up now before all booth spaces have been filled. To get signed up go to Eventbrite.com and search “Cobb Career Expo”

SEGMENT: VOLUNTEERING

Date: 8/14/16

Duration: 30 seconds

The City of Roswell needs volunteers for the Neighborhood Water Watch and is hosting a workshop to teach residents about volunteering with the Chattahoochee Riverkeeper’s Neighborhood Water Watch program Wednesday, August 17, 6:30-7:30 PM at the East Roswell Park Recreation Center, Community Room. The program aims to improve water quality in urban streams by analyzing water samples collected by citizen volunteers and is suitable for neighborhood groups, families, and students. To get details go to roswellgov.com and click on the news link.

SEGMENT: THE MOST OVERRATED AND UNDERRATED JOBS

Date: 8/21/16 on InfoTrak (6am - 6:30am)

Duration: 7 minutes

Source: Tony Lee, Publisher of CareerCast.com and JobsRated.com

Synopsis: Mr. Lee outlined his organization’s list of the most overrated and underrated jobs, based on factors such as pay, hiring outlook, work environment, stress and physical demands. He explained why certain jobs are not as attractive as they may seem, and why other great career choices are often overlooked. He also offered advice for those who are seeking to change careers or move up the ladder in their present industry.

SEGMENT: SAVING LIVES

Date: 9/11/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Chris Voss, former FBI’s lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of “Never Split the Difference: Negotiating As If Your Life Depended On It”

Synopsis: Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

SEGMENT: VOLUNTEER COACHES

Date: 9/18/16

Duration: 30 seconds

The Alpharetta Recreation and Parks Department's youth sports programs are looking for qualified adults to become volunteer coaches! All applicants must successfully pass the background and criminal history check. If you want to become a volunteer coach, fill out and return the Youth Athletic Coach Application. Go to alpharetta.ga.us then select recreation-parks under the government/departments tab.

SEGMENT: **BULLYING ON THE JOB**

Date: 9/25/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Shola Richards, author of "Making Work Work: The Positivity Solution for Any Work Environment"

Synopsis: A surprising number of Americans have experienced bullying on the job. Mr. Richards discussed the reasons that some people become bullies, and offered suggestions for how to deal with bullying in an effective and positive way. He said documenting dates, times and details of incivility are crucial. He said approaching the HR department with an issue is the best place to start.

SEGMENT: **SCHOOL CRASHERS PSA**

Date: Ran 90x between 7/1 -9/30

Duration: 15 seconds

Source: Georgia United Credit Union

Synopsis: Volunteer to help renovate school.

MINORITY AND WOMEN'S ISSUES

SEGMENT: **WOMEN ENROLLING IN ENGINEERING SCHOOL**

Date: 7/17/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Susan S. Silbey, PhD, Leon and Anne Goldberg Professor of Humanities, Professor of Sociology and Anthropology, Professor of Behavioral and Policy Sciences, Sloan School of Management at the Massachusetts Institute of Technology

Synopsis: The number of women enrolling in engineering school has increased steadily over the past four decades, but Dr. Silbey said one-third of women graduates soon leave the profession to pursue other

careers. She said the reasons behind this problem are primarily related to the culture of engineering itself. She offered suggestions for women who are entering the profession, and explained why an engineering career should be such an attractive option for women.

SEGMENT: SCAD--A DIFFERENT KIND OF HEART ATTACK

Date: 8/28/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Shelley Simonton, SCAD patient; Dr. Sharonne Hayes, Founder, Women's Heart Clinic, Mayo Clinic; Carol Vich, SCAD patient

Synopsis: A form of heart attack that strikes young, seemingly healthy people--most of them women, often near childbirth--is increasing. Experts discuss heart attacks caused by arteries that split open rather than blockages.

SEGMENT: FETAL ALCOHOL SPECTRUM DISORDER

Date: 9/4/16 on Radio Health Journal (6:30am – 7am)

Duration: 11 minutes

Source: Reed Pence. Guests: Dr. Phillip May, Research Prof. of Nutrition, Gillings School of Global Public Health, Univ. of North Carolina-Chapel Hill; Dr. Carl Bell, Prof. of Psychiatry Emeritus, Univ. of Illinois and staff psychiatrist, Jackson Park Hospital, Chicago; Dr. Ira Chasnoff, President, NTI Upstream and Clinical Prof. of Pediatrics, Univ. of Illinois

Synopsis: Fetal alcohol spectrum disorder is the largest preventable cause of developmental disabilities in the US, and studies show it is far more common than previously suspected, especially in certain populations. Experts explain how better prevention efforts could greatly reduce a wide variety of social problems

CHILDREN/YOUTH AND PARENTING ISSUES

SEGMENT: FAMILY FINANCES

Date: 7/3/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Lynsey Romo, Assistant Professor of Communication, North Carolina State University

Synopsis: Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're not being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

SEGMENT: OVERINDULGING CHILDREN

Date: 7/10/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Jean Illsley Clarke, PhD, internationally known parent educator, co-author of “How Much Is Too Much? Raising Likeable, Responsible, Respectful Children”

Synopsis: Ms. Clarke believes that many of today’s parents overindulge their children, often without even realizing it. She explained how to recognize overindulgence and why can be so damaging as kids grow into adulthood. She said assigning ongoing household chores to children is an excellent way to foster their responsibility and independence, and offered other tips for parents.

SEGMENT: OBESITY PREVENTION

Date: 7/17/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Laura M. Bogart, PhD, Senior Behavioral Scientist at the RAND Corporation, a nonprofit research organization that develops solutions to public policy challenges

Synopsis: Dr. Bogart directed a five-week obesity prevention program for seventh grade students that helped obese students lose an average of nine pounds over the following two year period. She outlined the methods that were most effective, which included school-wide environmental changes and encouragement to eat healthy school cafeteria foods, along with a student-led education and marketing campaign.

SEGMENT: BABY TALK

Date: 7/17/16 on Radio Health Journal (6:30am – 7am)

Duration: 11 minutes

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

Synopsis: Scientists have discovered that the way parents talk to their infants has a huge effect on their intellectual development and later success. Experts discuss why and how parents should hold "conversations" with their babies.

SEGMENT: NEAR DROWNING

Date: 7/17/16 on Radio Health Journal (6:30am – 7am)

Duration: 9 minutes

Source: Nancy Benson. Guests: Dr. Christopher Michos, emergency physician, St. Vincent's Medical Center, Bridgeport, CT; Dr. Luis Torero, Division Chief, Pediatric Critical Care, Advocate Children's Hospital, Oak Lawn, IL

Synopsis: Some 700 American children under age 14 die of drowning each year. But when a child is pulled out of the water and revived, they may face lifethreatening peril hours or days later as the body reacts. Experts discuss.

SEGMENT: EXERCISE YOUR MIND READING PROGRAM

Date: 07/17/16

Duration: 30 seconds

This is the final week of events for the Smyrna Library's 2016 Summer Reading program. "Exercise Your Mind" Monday, July 18 with a variety of puzzles and logic games for all ages from 4-5PM. On Wed, July 20, chess boards will be set up at the Library for pickup games including a lawn chess board set up by Smyrna Parks & Recreation. And Friday, July 22 come for the Summer Reading Wrap Up Party with Lee Bryan "That Puppet Guy" presenting "Aesop's Fantastical Fables" at 10:30 a.m. in the Community Center. Find more info on the City of Smyrna's Facebook page.

SEGMENT: CHILDREN'S SUFFERING

Date: 7/24/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Christopher Wildeman, PhD, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Synopsis: Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

SEGMENT: VAULE OF SUMMERTIME ACTIVITIES

Date: 7/24/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Jeff Haig, Chair of the UCLA Scholarship Admissions Committee, co-author of the book "Unlock Your Educational Potential"

Synopsis: Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.

SEGMENT: 5K

Date: 8/28/16

Duration: 30 seconds

The second annual Smyrna Labor Day 5K is at 8AM, Monday September 5. This year's run will benefit the Smyrna Optimist Club and the Smyrna Public Safety Foundation which target the Smyrna Community and its youth. The race starts on Bank Street, finishes in front of City Hall and the Market Village and they'll have plenty of fluids on the course, plus food and fluids at the finish. Get signed up at ITSYOURRACE.com.

SEGMENT: SAFETY DAY

Date: 8/28/16

Duration: 30 seconds

Mark your calendar for Johns Creek's Community Safety Day Saturday, October 1, from 9AM to Noon at the State Bridge Crossing Shopping Center, 5950 State Bridge Rd. This free event will feature the Johns Creek Fire and Police departments, who'll perform a variety of safety demonstrations including car-seat safety checks, K-9 demonstrations, fire extinguisher demonstrations, safety presentations and more. To get more info go to johnscreekgov/RecreationandParks/Special-Events

SEGMENT: CHILD HEART ARRHYTHMIAS

Date: 7/31/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guests: Colin Alesse, parent of heart arrhythmia attack and co-founder Chicagoland Cardiac Connections; Dr. Greg Webster, cardiologist and electrophysiologist, Lurie Children's Hospital, Chicago and co-founder, Chicagoland Cardiac Connections

Synopsis: Children and adolescents seldom have "heart attacks," but they sometimes have heart arrhythmias which can look like the same thing, and be just as deadly. Often they are treated with implantable devices, but need more support than they often get. An expert doctor and the father of a young patient discuss.

SEGMENT: GIRL SCOUTS

Date: 8/7/16

Duration: 30 seconds

The Girl Scouts are active in Smyrna and the Jonquil Service Unit serving Girl Scouts in the Smyrna area is holding a Troop Organization meeting Saturday August 13th, at the America Legion Post 160, 160 Legion Drive, Smyrna. Meeting time for Daisy troops is 10AM, Brownies 11AM, and Junior, Cadette and Senior troops meetings at Noon. More info is posted on the City of Smyrna's Facebook page.

SEGMENT: TEACHING STUDENTS TO READ WITH PRECISION, RIGOR, AND INSIGHT

Date: 8/7/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Doug Lamov, literacy and education expert, Managing Director of Uncommon Schools' Teach Like a Champion team, co-author of "Reading Reconsidered: A Practical Guide to Rigorous Literacy Instruction"

Synopsis: Mr. Lamov discussed the importance of teaching students to read with precision, rigor, and insight. He explained how Common Core curriculums are affecting reading programs across the country. He believes that most students are not given challenging enough assignments. He also offered suggestions for parents who want to instill a love of reading in their children.

SEGMENT: RETHINKING PARENTING

Date: 8/14/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guest: Alfie Kohn, author, *The Myth of the Spoiled Child: Challenging the Conventional Wisdom About Children and Parenting*.

Synopsis: Every generation thinks the one behind it is full of spoiled, entitled, lazy kids, prompting parenting advice that research shows is actually harmful to children. An expert discusses why conventional wisdom about raising kids is often all wrong.

SEGMENT: LITTLE PEOPLE, DISABILITY, AND THE PROSPECT OF CURE

Date: 8/14/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guests: Dr. Jennifer Arnold, co-star, TLC's *The Little Couple* and co-author, *Think Big*; Ericka Okenfuss, licensed genetic counselor, Kaiser Permanente, Sacramento, CA; Gary Arnold, President, Little People of America and Public Affairs Manager, Access Living, Chicago

Synopsis: Many people with dwarfism also face skeletal abnormalities which can lead to disability. Experts, all little people themselves, discuss major causes of dwarfism, the hurdles they create, the struggle for respect, and the prospect of treatments that could one day make little people much more rare.

SEGMENT: ELECTRONIC DEVICES IN CLASSROOMS

Date: 8/21/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Pam Mueller, graduate student, Department of Psychology, Princeton University

Synopsis: Laptops, tablets and other electronic devices are commonplace in today's classrooms. But Ms. Mueller co-authored a study that found that taking notes by typing, rather than writing, interferes with students' ability to process and remember information. Her research indicated that students who take notes with pen and paper recall more material and perform significantly better in class.

SEGMENT: DOCTORS' OBESITY BIAS

Date: 8/21/16 on Radio Health Journal (6:30am – 7am)

Duration: 13 minutes

Source: Reed Pence. Guests: Dr. Rebecca Puhl, Prof. of Human Development and Family Studies, Univ. of Connecticut and Deputy Director, Rudd Center for Food Policy and Obesity; Dr. David Katz, Director, Yale-Griffin Prevention Research Center, Yale Univ. and Founder, True Health Initiative; Kathy Kater, psychotherapist specializing in body image, eating and weight issues

Synopsis: Studies show that medical professionals are as biased as the rest of us against people who are overweight, resulting in lectures, misdiagnoses, and patients who start avoiding the doctor. Experts explain the problem, results, and what might be done about it.

SEGMENT: MARRIAGE AND CRIME

Date: 8/28/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Rachel Arocho, PhD, Research Fellow in Human Development and Family Science at Ohio State University

Synopsis: Dr. Arocho led a study that found that teenagers and young adults who expected to get married within the next five years reported committing fewer delinquent acts in the next year than those who weren't thinking about wedding bells. She discussed the possible reasons behind this finding.

SEGMENT: COLLEGE APPLICATIONS

Date: 9/4/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Monica Betson Montgomery, author of “The Keys to College: A Roadmap for Parents to Guide Their Children”

Synopsis: Ms. Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child’s educational career.

SEGMENT: FETAL ALCOHOL SPECTRUM DISORDER

Date: 9/4/16 on Radio Health Journal (6:30am – 7am)

Duration: 11 minutes

Source: Reed Pence. Guests: Dr. Phillip May, Research Prof. of Nutrition, Gillings School of Global Public Health, Univ. of North Carolina-Chapel Hill; Dr. Carl Bell, Prof. of Psychiatry Emeritus, Univ. of Illinois and staff psychiatrist, Jackson Park Hospital, Chicago; Dr. Ira Chasnoff, President, NTI Upstream and Clinical Prof. of Pediatrics, Univ. of Illinois

Synopsis: Fetal alcohol spectrum disorder is the largest preventable cause of developmental disabilities in the US, and studies show it is far more common than previously suspected, especially in certain populations. Experts explain how better prevention efforts could greatly reduce a wide variety of social problems

SEGMENT: SAVING LIVES

Date: 9/11/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Chris Voss, former FBI’s lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of “Never Split the Difference: Negotiating As If Your Life Depended On It”

Synopsis: Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

SEGMENT: SAVING LIVES

Date: 9/18/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Erica Reischer, PhD, psychologist, parent educator, author of “What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive”

Synopsis: Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

SEGMENT: MARCHING BANDS

Date: 9/18/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Brian Fligor, Chief Audiology Officer at Lantos Technologies, Inc., former Director of Diagnostic Audiology and Children's Hospital in Boston

Synopsis: An estimated 2 million students in the US play in middle- and high-school marching bands. Dr. Fligor believes that parents should be concerned protecting their kids' hearing when they are exposed to loud sounds for long periods. He talked about the warning signs of hearing damage and explained the ways to prevent it.

SEGMENT: EPI-PEN PRICE HIKES

Date: 9/18/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Dr. Aaron Carroll, Prof. of Pediatrics, Indiana Univ. School of Medicine; Dr. Thomas Casale, Prof. of Pediatrics and Medicine, Univ. of South Florida and Exec. Vice President, American Academy of Allergy, Asthma and Immunology

Synopsis: The Epi-Pen brand has become synonymous with epinephrine injectors, which can save the life of a person suffering a severe allergic reaction. Recently there's been outcry over large price hikes for the devices, which have forced some people to seek other alternatives or go without. Experts discuss the economics involved and what patients can do to be protected without going broke.

SEGMENT: TEEN SUICIDE CLUSTERS

Date: 9/25/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Anna S. Mueller, PhD, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago

Synopsis: Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied of the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health

problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.

SEGMENT: PANDAS: DANGEROUS AFTEREFFECTS OF A STREP THROAT

Date: 9/25/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: J.C. Konecny, Executive Director, PANDAS Network and parent of PANDAS sufferer; Dr. Elizabeth Latimer, Clinical Asst. Prof. of Pediatrics and Neurology, Georgetown Univ

Synopsis: Strep infection may prompt a severe reaction in some children, causing their own immune system to attack cells in the brain. What appear to be extreme psychological symptoms result from what is really a physical disorder. The disorder, known as PANDAS, is often misdiagnosed. Experts discuss.

SEGMENT: GEORGIA FOOD BANK PSA

Date: Ran 2x between 7/1 -9/30

Duration: 30 seconds

Source: Georgia Food Bank

Synopsis: More than half of kids who get school lunches are missing meals all summer long.

SEGMENT: HUNGER IS PSA

Date: Ran 6x between 7/1 -9/30

Duration: 30 seconds

Source: Stand Up 2 Cancer

Synopsis: 1 in 5 kids in America struggle with hunger. Make breakfast happen for kids in the neighborhood, have the power to end childhood hunger, create better school days, hunger.org. Albertson's Compaines Foundation and the Entertainment Industry Foundation.

CONSUMER AND FINANCIAL ISSUES

SEGMENT: FIREWORK LAWS

Date: 07/03/16

Duration: 30 seconds

This 4th of July the City of Smyrna reminds residents of state and city laws for fireworks. You must be 18 or older to ignite and possess consumer fireworks. It is illegal to use fireworks while under the influence of drugs or alcohol. Fireworks may not be used within 100 yards of Hospitals, electric and water plants, or facilities that sell flammable liquids, like gas stations. Fireworks may be ignited until 1AM on certain holidays, including July 4th. To learn more about Smyrna's Firework rules and laws visit the City of Smyrna's Facebook page.

SEGMENT: UNCERTAINTY IN MEDICINE

Date: 7/3/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guest: Dr. Steven Hatch, Asst. Prof. of Medicine, Univ. of Massachusetts Medical School and author, *Snowball In A Blizzard: A Physician's Notes on Uncertainty in Medicine*

Synopsis: Many patients want certainty in diagnoses, especially when they've had expensive diagnostic tests. However, those tests are often less certain in their results than people think, making patients sometimes doubt doctors' competence.

SEGMENT: SMART PHONE THEFT

Date: 7/3/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Mike Gikas, Senior Electronics Editor at Consumer Reports

Synopsis: Smart phone theft is on the rise. A projected 3.1 million were stolen last year, according to a Consumer Reports survey. Mr. Gikas outlined the sensitive information that many phones contain, and he offered security tips to both prevent thefts and to minimize the loss of personal data if a phone is lost or stolen.

SEGMENT: FAMILY FINANCES

Date: 7/3/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Lynsey Romo, Assistant Professor of Communication, North Carolina State University

Synopsis: Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're not being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

SEGMENT: KEEP ATLANTA BEAUTIFUL

Date: 07/10/16

Duration: 30 seconds

Keep Atlanta Beautiful, Inc. hosts two recycling centers each month for Atlanta and surrounding areas, with no residency restrictions. The recycling events take place in Buckhead, the 1st Saturday each month from 10AM to 3PM, at the Second-Ponce de Leon Baptist Church, 2715 Peachtree Road NE, and Old Fourth Ward on the 2nd Saturday of each month from 10AM- 3PM at Walden School 320 Irwin Street NE. Most items are free to recycle. For a list of items that can be recycled and more info, go to keepatlantabeautiful.org and click on events.

SEGMENT: **POOR CREDIT & CAR BUYING**

Date: 7/10/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Ron Montoya, Consumer Advice Editor at Edmunds.com

Synopsis: Mr. Montoya offered suggestions for shoppers who have poor credit to buy a new car. He said it is important for potential buyers to carefully check and clean up credit reports before applying for a car loan, and to try to get pre-approval before shopping. He also outlined other ways that buyers can demonstrate that they are a good credit risk.

SEGMENT: **LEWY BODY DEMENTIA**

Date: 7/10/16 on Radio Health Journal (6:30am – 7am)

Duration: 11 minutes

Source: Reed Pence. Guests: Candy Schulman, daughter of woman who died with Lewy body dementia; Dr. James Leverenz, Director, Cleveland Clinic Lou Ruvo Center for Brain Health and Chair, Scientific Advisory Council, Lewy Body Dementia Association

Synopsis: The second most common form of dementia is virtually unknown to most people. However, Lewy body dementia affects 1.4 million Americans, with symptoms commonly misdiagnosed as Alzheimer's disease. Additional symptoms such as hallucinations and uncontrollable shaking make diagnosis and caregiving more difficult, and treatments for Alzheimer's or psychosis can often be harmful. Experts discuss.

SEGMENT: **OUR NEW GENETIC KNOWLEDGE**

Date: 7/10/16 on Radio Health Journal (6:30am – 7am)

Duration: 9 minutes

Source: Nancy Benson. Guest: Dr. Siddhartha Mukherjee, Asst. Prof. of Medicine, Columbia Univ. and author, *The Gene: An Intimate History*.

Synopsis: Gene research has made incredible leaps in the last decade. A physician/Pulitzer-prize winning author explains what our new knowledge means for our immediate medical future, given our struggles with genetic knowledge in the past.

SEGMENT: HOW TO USE POTENTIAL ENERGY SAVINGS

Date: 7/17/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Dong Zhao, PhD, Assistant Professor of Construction Management, Michigan State University

Synopsis: Prof. Zhao led a study that found that more than 50 percent of potential energy savings from energy efficient homes can be lost if users don't know how to use the buildings properly. Dr Zhao said this is a concern both for individual homeowners as well as for commercial property owners.

SEGMENT: FIGHTING YOUR INSURER

Date: 7/24/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Elisabeth Schuler Russell, founder and President, Patient Navigator LLC; Brendan Bietry, case manager, Patient Advocate Foundation; Laurie Todd, author, *Fight Your Insurance Company and Win*

Synopsis: Patient advocates have long helped people navigate the healthcare system to get better treatment. Now a new field of advocates is helping people navigate the insurance system as well, assisting with denials and delays. Three experts in the field discuss how to fight your insurer and win.

SEGMENT: THE SALT BOMB

Date: 7/24/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guests: Dr. Bill Farquhar, Prof. of Kinesiology and Applied Physiology, Univ. of Delaware; Dr. Karen Di Salvo, Acting Asst. Secretary for Health, US Dept. of Health and Human Services; Dr. Robert Califf, Commissioner, US Food and Drug Administration

Synopsis: Most Americans consume far too much salt even if they add none to their foods. Experts discuss why salt is such a health problem and what the federal government is doing to push food processors toward reducing salt content in our diets.

SEGMENT: SAVING FOR RETIREMENT

Date: 7/31/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Greg McBride, Chief Financial Analyst for Bankrate.com

Synopsis: Mr. McBride's organization recently conducted a study that found that a third of all Americans have nothing saved for retirement. He said the one encouraging aspect of the survey is that more people in their 20s are saving for retirement than ever before. He explained why this issue should be such a serious concern and what someone can do if they believe they are starting to save too late in life.

SEGMENT: FUNGAL SINUSITIS

Date: 7/31/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Erin Porter, fungal sinusitis patient and founder, EatPrayGetWell.com; Dr. Donald Dennis, ear, nose & throat surgeon, Atlanta; Dr. Joseph Han, Prof. of Otolaryngology-Head & Neck Surgery, Eastern Virginia Medical School

Synopsis: Many people who have chronic recurrent sinusitis may have an allergic reaction to fungi rather than a bacterial infection. Treatments for the two are completely different, and in some cases, fungal sinusitis can be life threatening. Two experts and a patient explain.

SEGMENT: CHILD HEART ARRHYTHMIAS

Date: 7/31/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guests: Colin Alesse, parent of heart arrhythmia attack and co-founder Chicagoland Cardiac Connections; Dr. Greg Webster, cardiologist and electrophysiologist, Lurie Children's Hospital, Chicago and co-founder, Chicagoland Cardiac Connections

Synopsis: Children and adolescents seldom have "heart attacks," but they sometimes have heart arrhythmias which can look like the same thing, and be just as deadly. Often they are treated with implantable devices, but need more support than they often get. An expert doctor and the father of a young patient discuss.

SEGMENT: DRINKING WATER SAFETY

Date: 8/7/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Dr. Jeffrey K. Griffiths, Prof. of Public Health, Tufts Univ. and former chair, Drinking Water Committee, US EPA; Dr. Kristi Pullen Fedinick, Staff Scientist, Health Program, Natural Resources Defense Council.

Synopsis: Most people assume their drinking water is safe. However, many chemicals, especially new ones, are unregulated by the EPA, and thousands of water systems serving millions of people have lead levels higher than standards allow. Experts explain the danger of lead, especially to children, and other chemicals that may be in drinking water.

SEGMENT: **VARICOSE VEINS**

Date: 8/7/16 on Radio Health Journal (6:30am – 7am)

Duration: 8 minutes

Source: Nancy Benson. Guest: Dr. Mark Rayman, Medical Director, Beach Cities Vein and Laser Center, CA

Synopsis: Millions of people have varicose veins, which have health consequences beyond their unsightliness. An expert physician explains what varicose veins are and new treatments that simplify getting rid of them.

SEGMENT: **THROWING AWAY FOOD**

Date: 8/14/16 on InfoTrak (6am - 6:30am)

Duration: 7 minutes

Source: Brian Roe, PhD, McCormick Professor of Agricultural Marketing and Policy at Ohio State University

Synopsis: American consumers throw away about 80 billion pounds of food a year. Dr. Roe led a study that examined Americans' attitudes and misconceptions about food waste. He said many consumers think they have good reasons to throw food away, but those perceived benefits are often not real. He noted that food waste is the largest source of municipal solid waste in the U.S. and the most destructive type of household waste in terms of greenhouse gas emissions.

SEGMENT: **MISCOMMUNICATION AND COLOR ENERGY**

Date: 8/21/16 on Radio Health Journal (6:30am – 7am)

Duration: 7 minutes

Source: Nancy Benson. Guest: Scott Schwefel, author, *Discover Yourself*

Synopsis: People have different ways to interpret the world around them, and miscommunication is often a result when we assume we do so similarly. A noted author discusses an innovative way to classify communication styles to avoid clashes.

SEGMENT: LOUISIANA FLOODS

Date: 8/21/16

Duration: 30 seconds

The City of Atlanta Police Department needs your help, to help those affected by the Louisiana floods. Bring supplies to donate to the "Convoy of Care," and help fill 2 tractor trailers with supplies needed in Louisiana. Items needed are: Bottled water, canned goods, new toiletry items, new Towels, new Underwear, New Socks, Paper Towels and Toilet Paper, Diapers, Baby Formula, detergent, bleach, cleaning materials for mold, disinfectant spray, and new school supplies. Donations are being collected today Sunday, August 21 from 8AM to 6PM at the Atlanta Civic Center located at 395 Piedmont Avenue, NE.

SEGMENT: CANNED GOOD COLLECTIONS

Date: 8/21/16

Duration: 30 seconds

Even though it's August, the Holiday months will soon be here, and can be especially difficult for some families. To support the community, the Centerville Community Center in Snellville is collecting canned goods to benefit the Southeast Gwinnett Cooperative Ministry. Help by donating canned or boxed food items like rice, pasta, soup, dried beans, fruit, vegetables, and personal hygiene goods. Call the center at 770.985.4713 for a list of needed items to stomp out hunger in Gwinnet County, or go to CentervilleCommunityCenter.com

SEGMENT: HOMEOWNERS LACK ADEQUATE INSURANCE COVERAGE

Date: 8/28/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Bob Rusbuldt, CEO of The Independent Insurance Agents & Brokers of America

Synopsis: A consumer survey commissioned by Mr. Rusbuldt's organization found that that many homeowners lack adequate insurance coverage, do not fully understand their homeowners policies and do not have enough savings to support their households in the event of a disaster. He discussed the most common misconceptions consumers have regarding homeowners insurance and what to do about it.

SEGMENT: PARTICIPATING IN A GREEN PROGRAM

Date: 8/28/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Tomas Hult, PhD, Byington Endowed Chair and Professor of Marketing in the Eli Broad College of Business, Director of the International Business Center at Michigan State University

Synopsis: From recycling to reusing hotel towels, consumers who participate in a company's "green" program are more satisfied with its service, according to Dr. Holt's research. He explained the reasons behind these feelings, and the surprising way consumer decisions are affected when companies offer additional participation incentives.

SEGMENT: **SAFETY DAY**

Date: 8/28/16

Duration: 30 seconds

Mark your calendar for Johns Creek's Community Safety Day Saturday, October 1, from 9AM to Noon at the State Bridge Crossing Shopping Center, 5950 State Bridge Rd. This free event will feature the Johns Creek Fire and Police departments, who'll perform a variety of safety demonstrations including car-seat safety checks, K-9 demonstrations, fire extinguisher demonstrations, safety presentations and more. To get more info go to johnscreekga.gov/RecreationandParks/Special-Events

SEGMENT: **LUCID DREAMS**

Date: 9/4/16 on Radio Health Journal (6:30am – 7am)

Duration: 11 minutes

Source: Nancy Benson. Guest: Dr. Deirdre Barrett, Asst. Prof. of Psychology, Harvard Medical School and author, *The Committee of Sleep: How Artists, Scientists, and Athletes Use Their Dreams for Creative Problem Solving—And How You Can Too*

Synopsis: The dreaming brain is nearly as active as it is when we are awake. Experts discuss ways to shape dreams to help solve problems.

SEGMENT: **MYRAID OF PASSWORDS**

Date: 9/11/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Michelle Mazurek, PhD, Assistant Professor, Computer Science, University of Maryland College Park

Synopsis: Nearly everyone today struggles with a myriad of passwords for their online activities. Professor Mazurek was involved in research at Carnegie Mellon University that found that long passphrases are more effective and easier to remember than an incomprehensible string of letters, numbers and special characters.

SEGMENT: SAVING LIVES

Date: 9/11/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Chris Voss, former FBI's lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of "Never Split the Difference: Negotiating As If Your Life Depended On It"

Synopsis: Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

SEGMENT: RETIREMENT PLANNING & TODAY'S ECONOMY

Date: 9/11/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Christine Fahlund, Senior Financial Planner and Vice President of Investment Services at T. Rowe Price Investment Services

Synopsis: Ms. Fahlund discussed the effect that today's economy has on retirement planning. She believes that many Baby Boomers have been naive when it comes to planning for retirement. She also explained why some employers are becoming more proactive in helping their workers save for their senior years.

SEGMENT: MARIETTA STREETFEST

Date: 9/11/16

Duration: 30 seconds

09/11/16

The annual Marietta Streetfest is Saturday and Sunday, Sept 17th and 18th at the Historic Marietta Square. This free event raises funds for the Marietta Museum of History. Browse arts and craft booths, stroll down auto alley during the Hubcaps and History Cruise-In and enjoy the many free activities in the Children's Zone. Then stay and enjoy local Georgia bands Saturday evening during the Marietta Grassroots Music Festival. Get the event details at mariettacalendar.com

SEGMENT: SAVING LIVES

Date: 9/18/16 on InfoTrak (6am - 6:30am)

Duration: 8 minutes

Source: Erica Reischer, PhD, psychologist, parent educator, author of “What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive”

Synopsis: Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

SEGMENT: SAVING LIVES

Date: 9/18/16 on InfoTrak (6am - 6:30am)

Duration: 9 minutes

Source: Andrew Scott, Professor of Economics at the London Business School, Fellow at All Souls College, Oxford University and the Centre for Economic Policy Research, co-author of “The 100-Year Life: Living and Working in an Age of Longevity”

Synopsis: Many Americans have been raised on the traditional notion of a three-stage approach to life: education, followed by work and then retirement. However, Prof. Scott said this well-established pathway is already beginning to collapse: life expectancy is rising, pensions are vanishing, and increasing numbers of people are juggling multiple careers. He offered suggestions for how to better plan for a productive, longer life and retirement in today's rapidly-evolving economy.

SEGMENT: EPI-PEN PRICE HIKES

Date: 9/18/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: Dr. Aaron Carroll, Prof. of Pediatrics, Indiana Univ. School of Medicine; Dr. Thomas Casale, Prof. of Pediatrics and Medicine, Univ. of South Florida and Exec. Vice President, American Academy of Allergy, Asthma and Immunology

Synopsis: The Epi-Pen brand has become synonymous with epinephrine injectors, which can save the life of a person suffering a severe allergic reaction. Recently there's been outcry over large price hikes for the devices, which have forced some people to seek other alternatives or go without. Experts discuss the economics involved and what patients can do to be protected without going broke.

SEGMENT: RETIREMENT INVESTMENTS

Date: 9/25/16 on InfoTrak (6am - 6:30am)

Duration: 5 minutes

Source: Rodger Alan Friedman, chartered retirement planning counselor and financial advisor with more than 30 years' experience, author of "Fire Your Retirement Planner: You! Concise Advice on How to Join the \$100,000 Retirement Club"

Synopsis: More than half of all Americans are not confident or just slightly confident when it comes to making the right retirement investment decisions. Mr. Friedman believes retirement planning is not a do-it-yourself exercise, but that professional help is vital. He explained how to find a competent financial advisor.

SEGMENT: PANDAS: DANGEROUS AFTEREFFECTS OF A STREP THROAT

Date: 9/25/16 on Radio Health Journal (6:30am – 7am)

Duration: 12 minutes

Source: Reed Pence. Guests: J.C. Konecny, Executive Director, PANDAS Network and parent of PANDAS sufferer; Dr. Elizabeth Latimer, Clinical Asst. Prof. of Pediatrics and Neurology, Georgetown Univ

Synopsis: Strep infection may prompt a severe reaction in some children, causing their own immune system to attack cells in the brain. What appear to be extreme psychological symptoms result from what is really a physical disorder. The disorder, known as PANDAS, is often misdiagnosed. Experts discuss.