

**Quarterly Issues & Programs Report**

**WAZZ-AM**  
**W232ci-FM**  
Fayetteville, NC

**2<sup>nd</sup> Quarter**  
**April – May – June, 2016**

**Prepared By – Mac Edwards**

# **WAZZ-AM**

**W232ci-FM**

**Issue/Program Summary**

**2016 - 2<sup>nd</sup> Quarter**

**April - March - June**

**Radio Station WAZZ-AM (1490-AM) & Translator W232ci (94.3)  
Fayetteville, NC identified these issues of concern in the community to  
be addressed from April through June 2016.**

**Religion**

**Education**

**Hunger**

**Veterans Issues**

**Economy**

**Health Care**

**At-Risk Youth**

**Consumer Concerns**

**Crime**

**Government**

**These items were identified during on-going surveys and interviews  
conducted by the staff with community leaders.**

**Issues were addressed via - Daily Public Service Announcements  
Daily Newscasts  
Weekly Long-form Public Affairs Programs  
Live Broadcasts from Community Events**

## Talkback with Danny Highsmith

Guest: Lynne O'Quinn, writer and founder of His Outreach World Wide Ministry

Topic: Her recent induction into Fayetteville Music Hall of Fame and her current ministry

Air Date: Sunday, April 3, 2016 @ 7:30am

Total time: 28:30

Discussion included:

- ...Talk about her induction into Fayetteville Music Hall of Fame?
- ...How long have you been involved in music?
- ...Talk about your music career and your association with Lynyrd Skynyrd?
- ...What kind of work did you do with this group?
- ...You and Doyle Wood have collaborated on several musical endeavors? Discuss?
- ...Are you also a performer?
- ...How long does it take you to write a song?
- ...Several years ago you established a Christian ministry that now reaches more than 100 countries around the world? What led you to do this? And, how was it accomplished?
- ...You have written books for this Christian ministry?
- ...You have traveled to many places in the world with your ministry. Have you ever felt unsafe in some of these countries?
- ...What will His Outreach World Wide look like in 5 years?

Issues discussed:

1. Music business
2. Authoring books and writing songs
3. Her world wide ministry

## Talkback with Danny Highsmith

Guests: Ronnie LaFevers, Ex. Director, Camp Dixie; Lana Jernigan, Director of Ministry, Camp Dixie

Topic: Camp Dixie

Air Date: Sunday, April 17, 2016 @ 7:30am

Total time: 28:00 (approximate)

### Discussion included:

...Tell us about Camp Dixie? How long in existence? Church affiliated? Size of camp? How many campers will it accommodate?

...How is Camp Dixie used and who uses it?

...Tell us the ages of your campers?

...What do the campers do during a day at camp?

...How can a parent enroll their child?

...Talk about the camp experience? How does this impact a youngster?

...Discuss your upcoming Open House? When? What will visitors expect, etc.?

...How are you financed?

...Talk about a golf tournament fundraiser that is upcoming?

...You mentioned a "family camp?" Does that mean the entire family can come at certain times?

### Issues discussed:

1. Children
2. Camping experience
3. Athletics
4. Education

## Talkback with Danny Highsmith

Guest: Jim Thomas, Director, 2<sup>nd</sup> Harvest Food Bank of SE North Carolina

Topic: Hunger and Heart of Carolina Food Drive

Air Date: Sunday, April 24, 2016 @ 7:30am

Total time: 28:30

Discussion included:

- ...What is 2<sup>nd</sup> Harvest Food Bank?
- ...How did you become involved with the food bank?
- ...There are still people hungry in our area?
- ...Where do you get the food you distribute?
- ...How do you distribute food?
- ...Discuss the Heart of Carolina Food Drive?
- ...How much food does 2<sup>nd</sup> Harvest Food Bank of SE North Carolina distribute?
- ...How many employees?
- ...Where do you get your funding?
- ...Talk about the "back pack buddy" initiative?
- ...Aside from the upcoming food drive, how and where can listeners donate food?
- ...You need volunteers? How can they become volunteers?

Issues discussed:

1. Hunger
2. Volunteerism

## Talkback with Danny Highsmith

Guest: US Army Captain Marki Baskin, Commander, Recruiting Command in Fayetteville area

Topic: US Army

Air Date: Sunday, May 1, 2016 @ 7:30am

Total time: 28:10

Discussion included:

...Why did you join the Army?

...How long have you served?

...How long in recruiting and why did you get in recruiting field?

...The Army seems to be getting smaller; how does that effect recruiting?

...Qualifications to join US Army?

...Age range of recruits?

...Discuss type of training available?

...College scholarships available for those who want to pursue college?

...What is March To Success?

...Discuss the benefits the US Army offers to its recruits?

Issues discussed:

1. Career path
2. Serving USA
3. Benefits of Army career

## Talkback with Danny Highsmith

Guests: Deanna Gerdes & Ze Surratt, Rape Crisis Volunteers of Cumberland County

Topic: Crime of rape and organization of Rape Crisis Volunteers

Air Date: Sunday, May 8, 2016 @ 7:30am

Total time: 27:10

### Discussion included:

- ...What does Rape Crisis Volunteers do?
- ...How did you, Ze, become involved?
- ...It appears there are many crimes of rape in our area? Are we more prone to this crime than other areas?
- ...Any statistics as to the number of rapes that are not reported?
- ...Describe what a volunteer with your organization does?
- ...Do you need more volunteers?
- ...Discuss the upcoming training, "Rape Crisis Sensitivity" that is occurring this month?
  - ...When?
  - ...Where?
  - ...Cost?
  - ...Who can take part?
  - ...Kind of training offered?

### Issues discussed:

1. Crime
2. Volunteering
3. Health
4. Rehabilitation

## Talkback with Danny Highsmith

Guests: Russ Rogerson, President & Brandon Plotnick, Marketing and Communications, Fayetteville Cumberland County Economic Development Corporation

Topic: Fayetteville Cumberland County Economic Development Corporation

Air Date: Sunday, May 15, 2016 @ 7:30am

Total time: 29:09

### Discussion included:

- ...Tell us about your organization?
- ...Essentially, you sell Fayetteville and Cumberland County to prospective industries?
- ...Do you work closely with NC Department of Commerce?
- ...Our community, like most other communities, has positives & negatives. Talk about those?
- ...Do you work closely with FTCC? Discuss?
- ...How are you funded?
- ...How did each of you get into the economic development business?
- ...What role does City and County play, in addition to funding, in attracting industry?
  - ...How big a factor with prospects are the tax rates?
  - ...Do we offer incentives to prospects?
- ...Times have been tough everywhere since 2008; has the economy adversely effected economic development?
- ...Talk some about the confidential nature of industry recruitment?

### Issues discussed:

1. Economy
2. Procuring jobs
3. State Government
4. Local Government



## Talkback with Danny Highsmith

Guest: Mike Nagowski, CEO, Cape Fear Valley Health System

Topic: CFVHS

Air Date: Sunday, May 22, 2016 @ 7:30am

Total time: 28:17 (program recorded directly onto computer)

Discussion included:

...How is the health of CFVHS?

...How many employees? How many physicians? How many nurses?

...Locations of CFVHS facilities?

...Number of patients per year?

...Emergency room? Discuss recent improvements?

...Relationships with area education institutions: Campbell, Methodist, FSU, FTCC & UNCP?

...How about relationship with SRAHEC?

...Cancer Center?

...Neo-Natal Intensive Care?

...What is Cape Fear Valley Health Foundation? Where does money go that they raise?

Issues discussed:

1. Health care
2. Employment
3. Health training

## Talkback with Danny Highsmith

Guest: Lynne O'Quinn, writer and founder of His Outreach World Wide Ministry

Topic: Her recent induction into Fayetteville Music Hall of Fame and her current ministry

Total time: 28:30

Air Date: Sunday, June 5, 2016 @ 7:30am

Discussion included:

- ...Talk about her induction into Fayetteville Music Hall of Fame?
- ...How long have you been involved in music?
- ...Talk about your music career and your association with Lynyrd Skynyrd?
- ...What kind of work did you do with this group?
- ...You and Doyle Wood have collaborated on several musical endeavors? Discuss?
- ...Are you also a performer?
- ...How long does it take you to write a song?
- ...Several years ago you established a Christian ministry that now reaches more than 100 countries around the world? What led you to do this? And, how was it accomplished?
- ...You have written books for this Christian ministry?
- ...You have traveled to many places in the world with your ministry. Have you ever felt unsafe in some of these countries?
- ...What will His Outreach World Wide look like in 5 years?

Issues discussed:

1. Music business
2. Authoring books and writing songs
3. Her world wide ministry

6-9-2016

Talkback with Danny Highsmith

Guest: Diana Juergens, Ex. Director, Rick Herrema Foundation (Rick's Place)

Topic: Rick's Place

Total time: 28:31

Air Date: Sunday, Jun3 19, 2016 @ 7:30am

Discussion included:

...What is The Rick Herrema Foundation?

...Who is/was Rick Herrema?

...Where will Rick's Place be located?

...Who will use it?

...How is it being financed?

...How will it be funded once it is built?

...Activities planned for Rick's Place?

...Your husband retired from military after 29+ years, so what are the stresses on a military family during deployments?

...How many times was your husband deployed?

...When do you anticipate Rick's Place will be completed?

...Any local fundraising efforts planned?

Issues discussed:

1. Military families
2. Recreation
3. Moral support of military families

## Talkback with Danny Highsmith

Guests: Russ Rogerson, President & Brandon Plotnick, Marketing and Communications, Fayetteville Cumberland County Economic Development Corporation

Topic: Fayetteville Cumberland County Economic Development Corporation

Total time: 29:09

Air Date: Sunday, June 26, 2016 @ 7:30am

### Discussion included:

- ...Tell us about your organization?
- ...Essentially, you sell Fayetteville and Cumberland County to prospective industries?
- ...Do you work closely with NC Department of Commerce?
- ...Our community, like most other communities, has positives & negatives. Talk about those?
- ...Do you work closely with FTCC? Discuss?
- ...How are you funded?
- ...How did each of you get into the economic development business?
- ...What role does City and County play, in addition to funding, in attracting industry?
  - ...How big a factor with prospects are the tax rates?
  - ...Do we offer incentives to prospects?
- ...Times have been tough everywhere since 2008; has the economy adversely effected economic development?
- ...Talk some about the confidential nature of industry recruitment?

### Issues discussed:

1. Economy
2. Procuring jobs
3. State Government
4. Local Government



**SECOND QUARTER  
PUBLIC AFFAIRS REPORT  
2016**

## WAZZ SECOND QUARTER PUBLIC AFFAIRS REPORT

### APRIL 2016

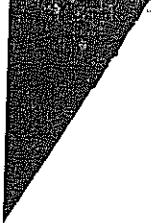
APRIL 7, 2016 – Fayetteville Animal Protection Society – Guest , Janice Melton  
Live - 8:35AM to 9:00AM.

APRIL 14, 2016- Rags & Hogs Event Guest Wolf Strecker – Live -8:35AM – 9:00AM.

APRIL 21, 2016 – A Senior Moment with guest, Rick Spell of RSVP. Live - 8:35AM  
to 9:00AM.

APRIL 22, 2016 – Fourth Friday – Guest: Mary Kinney – Live – 8:35AM – 9:00AM.

Submitted By Curt Nunnery



## WAZZ SECOND QUARTER PUBLIC AFFAIRS REPORT

**MAY 2016**


**MAY 5, 2016 – Fayetteville Animal Protection Society – Guest , Janice Melton  
Live - 8:35AM to 9:00AM.**

**MAY 12, 2016- Badge Blessing Event-Guest: Craig Morrison – Live -8:35AM – 9:00AM.**

**MAY 19, 2016 – A Senior Moment with guest, Rick Spell of RSVP. Live - 8:35AM  
to 9:00AM.**

**MAY 27, 2016 – Fourth Friday – Guest: Mary Kinney – Live – 8:35AM – 9:00AM.**

**Submitted By Curt Nunnery**



## WAZZ SECOND QUARTER PUBLIC AFFAIRS REPORT

JUNE 2016

JUNE 2, 2016 – Fayetteville Animal Protection Society – Guest , Janice Melton  
Live - 8:35AM to 9:00AM.

JUNE 16, 2016- A Senior Moment – Guest: Rick Spell – Live -8:35AM – 9:00AM.

JUNE 23, 2016 – Rick Herrema Foundation –Guest: Diana Juergens - Live - 8:35AM  
to 9:00AM.

JUNE 24, 2016 – Fourth Friday – Guest: Mary Kinney – Live – 8:35AM – 9:00AM.

Submitted By Curt Nunnery





## Cumberland County Schools

P.O. Box 2357

Fayetteville, North Carolina 28302

910-678-2300

DR. FRANK TILL  
SUPERINTENDENT

April 22, 2016

SUSAN B. WILLIAMS, CHAIR  
CARRIE SUTTON, VICE CHAIR  
ALICIA S. CHISOLM  
MACKY HALL

JAMES MCLAUCHLIN  
JUDY MUSGRAVE  
RUDY TATUM  
DONNA VANN  
GREGORY WEST

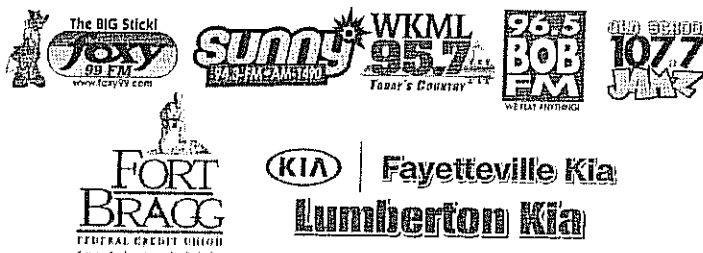
### ***CONGRATULATIONS, Senior!!!***

Because of your exemplary performance in earning a cumulative GPA of 3.2 or higher *and no more than* five absences throughout the school year, you continue to be eligible to win scholarships from Fort Bragg Federal Credit Union and the “*Driven 2 Excel*” 2015 Kia Soul from Lumberton Kia/Fayetteville Kia that will be given away at the end of the 2015-2016 school year.

A special partnership between the Cumberland County Schools (CCS), Lumberton Kia, Fayetteville Kia, Fort Bragg Federal Credit Union and the stations of the Beasley Media Group was created to honor you! We want to celebrate your end-of-year accomplishment with a special event on **Tuesday, May 17**. Here’s your invitation!

- WHAT:** “Driven 2 Excel” Kia Soul End-of Year Celebration
- WHEN:** Tuesday, May 17, 2016
- TIME:** Registration from 5:30 – 6:30 p.m. / Car & Prize awards begin at 6:30 p.m.
- WHERE:** Fayetteville Kia – 2012 Skibo Road, Fayetteville, 28314
- GUESTS:** *ONLY* students with 3.2 or higher GPA and no more than five absences  
**PARENT/GUARDIAN MUST BE IN ATTENDANCE** (even if student is 18 years old)  
*No RSVP necessary, but student must bring this invitation letter for admittance.*  
*Parent/Guardian cannot serve as your stand-in (NO exceptions).*

The 2015 Kia Soul will be on display and **GIVEN AWAY!** Because of limited parking, please carpool with your parents. This is YOUR night. We salute your work ethic and dedication. You have proven yourself eligible for a chance to win valuable scholarships and the “*Driven 2 Excel*” 2015 Kia Soul. We’ll see you at *Fayetteville Kia on May 17!*



*Fully Accredited School System*

## Beasley Media Group

### Driven 2 Excel 4

May 17, 2016

Beasley Media Group/Fayetteville's cluster of stations teamed with the Cumberland County School System to again award a new car to a graduating high school senior! Students were required to carry a GPA of 3.2 or higher and have 5 or fewer absences during the school year. The program renewed in Fall of 2015 and continued through the awarding of the Grand Prize on Tuesday, May 17, 2016.

Fayetteville Kia/Lumberton Kia and Fort Bragg Federal Credit Union joined as corporate sponsors to provide the major prizes.  
2015 Kia Soul – Thomas Nguyen of Cumberland High School  
\$3,000 Scholarship – MiKayla Raines of CIHS  
\$2,000 Scholarship – Kelsey Helm of Pine Forest High School

All stations were present at the finale. Air personalities Jane Dough, Don Chase, Ashley Wilson, Dave Myers, and Paul Johnson participated. Market Manager Mac Edwards joined Cumberland County Schools Superintendent Dr. Frank Till in hosting/emceeing the event from 5:30pm to 7:00pm, which was attended by over 500 qualifying students and their parents/guardians.

(See attached invitation letter from Cumberland County Schools)



## Cumberland County Schools

SUSAN B. WILLIAMS, CHAIR  
CARRIE SUTTON, VICE CHAIR  
ALICIA S. CHISOLM  
MACKY HALL

P.O. Box 2357  
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JAMES MCLAUCHLIN  
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DR. FRANK TILL  
SUPERINTENDENT

April 22, 2016

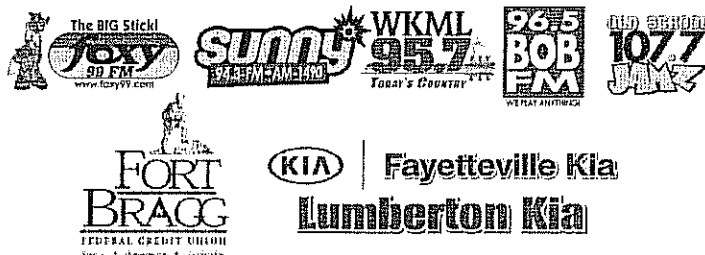
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Fully Accredited School System

## **Beasley Media Group**

### **Driven 2 Excel 4**

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(See attached invitation letter from Cumberland County Schools)

## WAZZ-AM/W232ci-FM – Fayetteville, NC



2016-Q2 (April – June)  
Radio Health Journal

### Sunday April 3, 2016 @ 7am - Healthcare

Time Segment Dur.

2:02 SEGMENT 1: SHOULD WE SHORTEN MEDICAL TRAINING? 11:55

Synopsis: In an age of increasing medical complexity, some leading thinkers in medical education are proposing that the time spent on medical education be cut by nearly one third. The key, these advocates say, is ridding curricula of requirements that most doctors never use. Experts discuss both sides of the issue.

Host: Reed Pence. Guests: Dr. Ezekiel Emanuel, Vice Provost for Global Initiatives and Chair, Department of Biomedical Ethics and Health Policy, Univ. of Pennsylvania; Dr. Victor Fuchs, Henry J. Kaiser Prof. Emeritus of Economics and Health Policy, Stanford Univ. and Senior Fellow, Stanford Institute for Economic Policy Research; Dr. Gail Morrison, Senior Vice Dean for Education and Director of Academic Programs, Univ. of Pennsylvania Perleman School of Medicine.

14:59 SEGMENT 2: CONTEXTUAL CARE 8:00

Synopsis: Studies have found that many doctors don't really listen to their patients, and so miss how illness is affected by the "other things" in life. Experts discuss how to help doctors consider the patient as a whole.

Host: Nancy Benson. Guests: Dr. Saul Jeremy Weiner, Prof. of Medicine, pediatrics & Medical Education, Univ. of Illinois and co-author, *Listening For What Matters: Avoiding Contextual Errors in Health Care*; Dr. Alan Schwartz, Michael Reese Endowed Prof. of Medical Education, Univ. of Illinois, Chicago, and co-author, *Listening For What Matters: Avoiding Contextual Errors in Health Care*.

### Sunday April 10, 2016 @ 7am - Healthcare

Time Segment Dur.

2:02 SEGMENT 1: DRUG SHORTAGES 11:48

Synopsis: For more than 10 years, hospitals have been plagued by shortages of important drugs, sometimes forcing doctors to decide who will receive them, and who will die. Experts explain why these shortages occur, the unfortunate outcomes, and what they do to try to minimize the damage.

Host: Reed Pence. Guests: Dr. Yoram Unguru, pediatric hematologist-oncologist, Children's Hospital at Sini, Baltimore, and faculty member, Berman Institute of Bioethics, Johns Hopkins Univ.; Bona Benjamin, Director of Medication Use Quality Improvement, American Society of Health System Pharmacists; Dr. Brian Fitzsimmons, cardiac anesthesiologist, Cleveland Clinic Foundation

14:52 SEGMENT 2: MENIERE'S DISEASE 8:14

Synopsis: Experts discuss symptoms and treatments of Meniere's disease, an often misdiagnosed disorder producing loss of hearing and crippling vertigo.

Host: Nancy Benson. Guests: James Raath, business consultant and author, Love Mondays; Dr. David Friedland, Prof. and Vice Chair, Otolaryngology and Communication Sciences, Medical College of Wisconsin

**Sunday April 17, 2016 @ 7am – Consumerism , Family Issues**

Time Segment Dur.

2:02 SEGMENT 1: DIRECT TO CONSUMER DRUG ADVERTISING 11:35

Synopsis: Since FDA rules on prescription drug advertising were loosened in 1997, the amount of advertising has mushroomed. However, there is still controversy over whether that's good for patients, and now the American Medical Association has come out for an ad ban. Experts discuss the pro's and cons of direct to consumer advertising and its effect on patients and physicians.

Host: Reed Pence. Guests: John Kamp, Exec. Director, Coalition for Healthcare Communication; Dr. Sidney Wolfe, Founder, Public Citizen Health Research Group; Dr. Joel Lexchin, Prof. of Health Policy, York Univ. and emergency physician, University Health Network, Toronto; Dr. Brad Shapiro, Asst. Prof. of Marketing, Univ. of Chicago Booth School of Business.

14:39 SEGMENT 2: THE POWERFUL INFLUENCE OF FRIENDS 7:45

Synopsis: Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes and health even more than our parents or spouses. An expert discusses the many ways friends determine our destinies.

Host: Nancy Benson. Guest: Carlin Flora, author, Friendfluence: The Surprising Ways Friends Make Us Who We

**Sunday April 24, 2016 @ 7am – Animal Welfare, Healthcare**

Time Segment Dur.

1:58 SEGMENT 1: USING ANIMALS TO SNIFF OUT DISEASE 12:34

Synopsis: Diseases apparently have distinctive odors that humans can't detect. Researchers are using dogs, mice, rats and other animals to literally sniff out cancer and other diseases in the laboratory. In the 3rd World, rats are used to diagnose TB. Experts discuss the use of animals to diagnose disease and their efforts to build machines that can do the same thing.

Host: Reed Pence. Guests: Dr. Cindy Otto, Exec. Director, Penn Vet Working Dog Center, Univ. of Pennsylvania; Dr. Gary Beauchamp, Emeritus Director and President, Monell Chemical Senses Center; Dr. Christian Mulder, Director, TB program, Apopo

15:34 SEGMENT 2: CURING SINUSITIS 7:12

Synopsis: Many people confuse allergies, colds, and sinus infections. A physician specializing in these maladies describes the differences, and the new ways sinusitis can be treated.

Host: Nancy Benson. Guest: Dr. Lisa Liberatore, otolaryngologist specializing in sinus and sleep issues, Totum Health, New York.

### **Sunday May 1, 2016 @ 7am – Employment, Relationships**

Time Segment Dur.

2:04 SEGMENT 1: PRESENTEEISM 11:54

Synopsis: Presenteeism is when people go to work at less than peak efficiency due to illness, injury or distraction. Experts discuss the huge cost to the economy, the chronic illnesses that exact the most cost, and the accommodations that could save businesses billions of dollars.

Host: Reed Pence. Guests: Rob Hosking, Executive Director, Office Team staffing service; Todd Whitthorne, President, ACAP Health; Michael Klachevsky, Practice Consultant for Absence Management, Standard Insurance

15:00 SEGMENT 2: DEALING WITH THE EMPTY NEST 7:54

Synopsis: Parents who have spent 18 years or more raising children often feel lost when the last child leaves home for college or their own place. A psychotherapist discusses common reactions and strategies for renewing purpose living in the empty nest.

Host: Nancy Benson. Guest: Wendy Aronssen, psychotherapist and author, *Refeathering the Empty Nest: Life After the Children Leave*

### **Sunday May 8, 2016 @ 7am – Economy, youth at risk**

Time Segment Dur.

2:03 SEGMENT 1: EGG FREEZING 12:10

Synopsis: Freezing eggs in their 30's allows women to preserve fertility well into their 40's. The concept was originally meant for women whose fertility was threatened by disease or medical treatment, but today the majority of those having eggs frozen are doing so for social or career reasons. Now egg freezing is even offered as a corporate benefit in some places. Experts discuss the procedure and its uses.

Host: Reed Pence. Guests: Dr. Owen Davis, President, American Society for Reproductive Medicine and Prof. of Reproductive Medicine, Weill Medical College, Cornell Univ.; Rachel Lehmann-Haupt, author, *In Her Own Sweet Time: Egg Freezing and the New Frontiers of Family*; Dr. Marcy Darnovsky, Exec. Director, Center for Genetics and Society; Cali Williams-Yost, CEO & founder, Flex Strategy Group, Work-Life Fit Inc.

15:15 SEGMENT 2: AUTISM AND PRODIGIES 7:37

Synopsis: Behavioral similarities between prodigies and some people with autism have long been noted. Now some researchers are beginning to find genetic links between the two phenomena. Experts discuss findings and their implications for autism treatment.

Host: Nancy Benson. Guests: Dr. Joanne Ruthsatz, Asst. Prof. of Psychology, The Ohio State Univ. and author, *The Prodigy's Cousin: The Family Link Between Autism and Extraordinary Talent*; Dr. Jennifer Gerds, Asst. Prof. of Psychiatry and Behavioral Sciences, Univ. of Washington and attending psychologist, Seattle Children's Autism Center

**Sunday May 15, 2016 @ 7am Air Week – Poverty, Sports**

Time Segment Dur.

2:03 SEGMENT 1: HOMELESS MEDICINE 12:11

Synopsis: Homeless Americans have a life expectancy of only around 50, and often use the ER for primary care at a huge cost. The lack of follow-up care for their illnesses and the mental health or substance abuse disorders common in this population add up to an enormous health burden. Experts discuss how doctors on the street can improve health for the homeless and lower cost for society.

Host: Reed Pence. Guests: Dr. Jim Withers, Medical Director and Founder, Pittsburgh Mercy Health System Operation Safety Net and the Street Medicine Institute; Dr. Jim O'Connell, President, Boston Healthcare for the Homeless Program and author, *Stories from the Shadows: Reflections of a Street Doctor*

15:16 SEGMENT 2: BASEBALL PITCHERS: INJURIES WAITING TO HAPPEN 7:38

Synopsis: Major League Baseball teams spend \$1.7 billion annually on pitchers, yet it is an extremely risky investment. Teams haven't figured out how to prevent all-too-frequent arm injuries, which are now filtering down to children as well. A journalist who investigated the science of pitching injuries explains.

Host: Nancy Benson. Guest: Jeff Passan, baseball columnist, Yahoo Sports and author, *The Arm: Inside the Billion Dollar Mystery of the Most Valuable Commodity in Sports*

**Sunday May 22, 2016 @ 7am Air – Healthcare**

Time Segment Dur.

2:03 SEGMENT 1: BLEEDING DISORDERS 11:34

Synopsis: Bleeding disorders such as hemophilia and von Willebrand's disease can be extremely serious, but today are very treatable. However, many people who've had these disorders for some time fight the legacy of more primitive treatment, such as HIV and hepatitis C. Experts including a hemophilia patient explain.

Host: Reed Pence. Guests: Val Bias, CEO, National Hemophilia Foundation; Dr. Sanjay Ahuja, Assoc. Prof. of Pediatrics, Case Western Reserve Univ. School of Medicine and Director, Hemostasis and Thrombosis Center, Rainbow Babies and Children's Hospital.

14:39 SEGMENT 2: BLADDER CANCER 7:38

Synopsis: Bladder cancer is the fourth most frequent cancer in men. However, research into the disease has been slow. The newly appointed director of the world's only research center devoted exclusively to bladder cancer discusses risks and treatments.

Host: Nancy Benson. Guest: Dr. David McConkey, Director, Urological Research, M.D. Anderson Cancer Center and new Director, Johns Hopkins Greenberg Bladder Cancer Institute



**Sunday May 29, 2016 @ 7am Air Week – Education, Psychology**

Time Segment Dur.

2:01 SEGMENT 1: BULLYING KIDS WITH DISABILITIES 12:14

Synopsis: Many children are bullied especially in the middle school years, but kids with disabilities are about twice as likely to be victims. Experts discuss the problem and how parents and schools can work together to prevent bullying of these children.

Host: Reed Pence. Guests: Barb Ziemke, Senior Advocate and Parent Trainer, Pacer Center and National No Bullying Prevention Center, Minneapolis; Jan Urbanski, Director, Safe and Humane Schools, Clemson Univ. Institute on Family and Neighborhood Life and Olweus Bullying Prevention Program

15:17 SEGMENT 2: HARDWIRING HAPPINESS 7:48

Synopsis: As a survival mechanism, the human brain is wired to remember negative events more strongly than positive ones. An expert neurologist discusses changes in thinking that can create more positive physical brain pathways, making us happier.

Host: Nancy Benson. Guest: Dr. Rick Hanson, author, *Hardwiring Happiness: The New Brain Science of Contentment, Calm and Confidence*

**Sunday June 5, 2016 @ 7am – Research technology, Health care**

Time Segment Dur.

2:04 SEGMENT 1: BIG DATA IN MEDICINE 11:47

Synopsis: When doctors can take advantage of massive amounts of data on patient outcomes, lives will be saved. We look at one of the first efforts, an attempt to associate dangerous drug interactions, and the difficulty in convincing other doctors that "crunching numbers" can provide adequate proof. A researcher and reporter involved in the case explain.

Host: Reed Pence. Guests: Dr. Nicholas Tatonetti, Asst. Prof. of Biomedical Informatics, Columbia Univ.; Sam Roe, reporter, Chicago Tribune

14:53 SEGMENT 2: KIDNEY TRANSPLANT SENSITIVITY 7:47

Synopsis: Some people who need a kidney transplant have immune systems so sensitive they will reject almost any organ. Experts explain a new desensitization technique that may help them and kidney exchanges that make more patients eligible for transplants.

Host: Nancy Benson. Guests: Dr. Jeffrey Berns, Prof. of Medicine and Pediatrics, Univ. of Pennsylvania Perelman School of Medicine; Dr. Roy Bloom, Prof. of Medicine and Director, Kidney Transplant Program, Univ. of Pennsylvania

**Sunday June 12, 2016 @ 7am Program – Mental Health, Food Safety**

Time Segment Dur.

2:05 SEGMENT 1: DOCTOR SUICIDE 12:04

Synopsis: Doctors are attempting suicide in high numbers, and are much more likely than the general population to complete it. Experts discuss the coverup of doctor suicides, the reasons behind depression in doctors, and why doctors who are depressed are less likely than normal to get help.

Host: Reed Pence. Guests: Dr. Pamela Wible, founder, Ideal Medical Care movement and author, Physician Suicide Letters, Answered; Dr. Louise Andrew, founder, MD Mentor

15:11 SEGMENT 2: ENHANCING FOOD SAFETY 7:49

Synopsis: Increasing recalls for food contamination have scared many Americans. A noted expert discusses why contamination scares are becoming more common, what government and producers are doing to protect us, and what we can do in our own kitchens to make foods safer.

Host: Nancy Benson. Guest: Dr. Mark Tamplin, former food safety adviser, World Health Organization and US Centers for Disease Control and Prevention and author, Phage.

**Sunday June 19, 2016 @ 7am – Health Care, Consumerism,**

Time Segment Dur.

2:05 SEGMENT 1: AMNESIA 12:38

Synopsis: It's a rare thing for people to lose their memory of past events. An expert discusses why doctors believe it may occur, and a woman to whom it happened recounts her experience.

Host: Reed Pence. Guests: Naomi Jacobs, amnesia victim and author, Forgotten Girl; Dr. Jason Brandt, Prof. of Psychiatry and Neurology, Johns Hopkins Univ. School of Medicine.

15:45 SEGMENT 2: LIVING THROUGH PAIN 6:55

Synopsis: Pain is an often misunderstood reality for millions of people. A noted university professor who became a quadriplegic in a bicycle accident discusses her constant pain and the way it changes life.

Host: Nancy Benson. Guest: Dr. Christina Crosby, Prof. of English and Feminist, Gender and Sexuality Studies, Wesleyan Univ. and author, A Body, Undone: Living On After Great Pain

**Sunday June 26, 2016 @ 7am – Health Care, Consumerism, Nutrition**

Time Segment Dur.

2:04 SEGMENT 1: KIDS' KIDNEY STONES 12:23

Synopsis: Kidney stones in children and adolescents used to be unusual. Over the last 30 years, they've become much more common. Experts discuss why this may be occurring, why doctors still sometimes miss the diagnosis, and how kidney stones are treated in children.

Host: Reed Pence. Guests: Dr. Gregory Tasian, Pediatric Urologist and Clinical Epidemiologist, The Children's Hospital of Philadelphia and Asst. Prof. of Urology and Epidemiology, Univ. of Pennsylvania; Dr. David Goldfarb, Prof. of Medicine and Physiology, New York Univ. Medical School and Clinical Chief of Nephrology, New York Langone Medical Center.

15:29 SEGMENT 2: THE PRO'S AND CON'S OF GLUTEN-FREE 7:26

Synopsis: Gluten free diets have taken the world by storm and some experts say for people who do not have celiac disease, the diets can do much more harm than good. One such expert explains which kinds of people would find the diet appropriate and the pitfalls to avoid.

Host: Nancy Benson. Guest: Dr. Peter Green, Prof. of Medicine and Director, Celiac Disease Center, Columbia Univ., and author, *Gluten Exposed: The Science Behind the Hype and How to Navigate to a Healthy, Symptom-Free Life*