

RADIO STATION WSMW-FM HD2
GREENSBORO, NC
Issues and Program Report
for
3rd Quarter 2016
July - September

Issues in this report include:

Aging, Air Pollution, Alcohol, American Society and Culture, Children, Community, Consumerism, Crime and Prison, Disabilities, Disaster Recovery, Discrimination, Drunk Driving, Economics, Education, Environment, Ethics, Federal Government and Regulation, Fundraisers, Health Care, Homelessness, Infectious Disease, Insurance, Interpersonal Communication, Local Government and Regulation, Media and Society, Mental Illness, Military, Municipal Government, National Security, Obesity, Parenting Issues, Pollution, Public Safety, Research and Development, Substance Abuse and Addiction, Taxes, Technology, Traffic Safety, Vaccination, Water Safety, Women's Issues, Youth at Risk

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2016 3rd QUARTER REPORT WSMW-FM HD2

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ISSUES/PROGRAM LIST**WSMW – HD 2****GREENSBORO****TRIAD TODAY JULY - SEPTEMBER 2016****ALL PROGRAMS AIRED 6:00 AM – 7:00 AM****ISSUES****DATE****SUBJECT**

Children/health/fundraiser

07/03

St Baldrick's Day

Spoke with Amy Creason, local organizer for the St. Baldrick's Day event at Finnegan's Wake in September. The event recruits people to raise money to shave their heads. The proceeds go to benefit the St. Baldrick's Foundation, which is the second biggest funder of childhood cancer research grants behind the US Government.

Children/health/community

07/03

Epilepsy Free Basketball Clinic

Spoke with Dan Thomas, former broadcaster and representative for the Epilepsy Foundation in NC. The EF is holding a free basketball clinic for children who suffer from epilepsy. It provides inspiration, teaches them skills and helps them to feel like they can participate in regular activities and have some control over their illness.

Teenage pregnancy/health

07/03

JustTeens Program

Spoke with Judy Southern of the Guilford County Department of Public Health about their new program, JustTeens. The program aims to help provide access to healthcare for teens who may not be able to get it thru their families. They cover wellness checkups as well as physicals and other health related issues. A big focus is teen pregnancy prevention, and the program aims to educate and help reduce the teen pregnancy rate.

Travel/Auto Safety/Children

07/03

Buckle Up For Life

Spoke with Gloria Del Castillo, a certified Child Passenger Safety Technician from Cincinnati Children's Hospital Medical Center about the Buckle Up For Life program. The Center has joined with Toyota to educate parents on the importance of car seats and making sure their children are properly restrained. We talked about the statistics and requirements of using car seats, and other tips about wearing seat belts and staying safe while traveling this summer.

Health/Sun Exposure

07/17

Preventing Sunburn/Cancer

Spoke with Amy McMichael of the Wake Forest Baptist Medical Center about summer sun exposure. We talked about the different ultraviolet lights and how they can damage the skin. We also discussed protection in the hot summer sun and what to do if we do acquire a sunburn.

ISSUES/PROGRAM LIST

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TRIAD TODAY JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 6:00 AM – 7:00 AM

ISSUES

DATE

SUBJECT

Community/Mentoring

07/17

Sparrow's Nest

Spoke with Evainna Ross of the Sparrow's Nest, a local non-profit organization that helps mentor young people and put them on the path towards success. They help guide them by teaching manners, etiquette, fashion, communication, debate skills and more. They partner with area businesses to help provide opportunities, internships, and skills training so the young people can become successful in the future.

Mental Health/fundraiser

07/31

Stand Up For Mental Health

Spoke with Gabrielle Boni and Donna Shelton about the upcoming Stand Up for Mental Health Comedy Show and fundraiser. We discussed the event, hosted by a comedian who has struggled with mental health issues. We also discussed depression and mental health issues, how their organization helps those who struggle with issues, and different ways that people can get help.

Community event

07/31

Food Truck Festival

Spoke with Shari Kumiega, organizer of the Greensboro Food Truck Festival, about this year's event. We discussed how the festival has grown over the years, the different types of trucks and other activities, and other details of the event. The festival also works to benefit area non-profit organizations, and we discussed how the festival helps them.

Food shortage/children/community

07/31

Backpack Beginnings

Spoke with Parker White from local organization, Backpack Beginnings. Parker is up for a national award from the NASCAR Foundation. We discussed the award and what it would mean to her organization, plus how people can vote. We also talked about Backpack Beginnings and how the organization works to provide care backpacks containing food or other necessities that assist children from needy homes.

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Community/Blood Drive

08/07

Red Cross Blood Drive

Spoke with Natividad Lewis, the Communications Director for the local chapter of the Red Cross, about giving blood. We discussed why it's so important that people donate and how it helps others. We also talked about the process of donating blood and platelets, as well as how people can find a place to donate or host a community blood drive.

Ministry/mentoring

08/07

PLS Farm Ministry

Spoke with Sheri Young of PLS Farm Ministry. Sheri and her husband bought a farm and are using it to help keep young men on the straight and narrow. They work to teach useful skills as well as help the men lead a Christian-based life. They are holding a golf tournament to help raise funds to cover some of the expenses of running the farm and the ministry, and we discussed those details as well as other ways that people can help.

Ministry/mentoring/special needs

08/14

Mount Jubilee Ministries

Spoke with Cecil Cottrell and Janice Bishop of Mount Jubilee Ministries. They run Camp Jubilee, a camp for special needs children and adults. We talked about the camp and how important it is to the lives of the campers. We also talked about an upcoming fundraiser to help offset the costs of running the camp and what the future holds for Camp Jubilee.

Health, Children, Family

08/14

SE Dairy Association

Spoke with Laura Buxenbaum of the Southeast United Dairy Industry Association. We discussed back-to-school nutrition and how good nutrition + physical activity = better grades. She gave tips on helping your children eat right and get plenty of exercise so they can do their best work and get good grades.

Transportation, Safety

08/14

School Bus Safety

Spoke with Charles Territo of the American Traffic Systems about safety on the roadways as the kids are headed back to school. We talked about how many children are injured or killed on our roadways traveling to and from school, some of the basic rules regarding school busses, and penalties to punish perpetrators. We also talked about speeding in school zones, and new technology being implemented to catch offenders and keep our children safe.

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Children/Foster Care/adoption

08/28

Greensboro Children's Home Society

Spoke with Brooke Wingate, VP of Philanthropy for the Children's Home Society of Greensboro. We talked about the organization and how it has grown and changed over the years. We discussed the number of children in foster care in NC and the many reasons they may be there. We also talked about becoming a foster parent and the option of adoption. There is a current campaign, The Promise of Family Campaign, that is working to raise funds to help the Children's Home Society and those who are in or work with foster care.

Community sale/artists

08/28

Gray Door Market Pop Up Show

Spoke with Katie Crane from the Gray Door Market. Katie and her friend took their love of refurbishing furniture and decorating and turned it into a thriving online business, the Gray Door Market. They have organized a Pop Up show that includes artisans and vendors from all over, coming together at one location, to share ideas and sell their creations.

Teenage pregnancy/health

08/28

JustTeens Program

Spoke with Judy Southern of the Guilford County Department of Public Health about their new program, JustTeens. The program aims to help provide access to healthcare for teens who may not be able to get it thru their families. They cover wellness checkups as well as physicals and other health related issues. A big focus is teen pregnancy prevention, and the program aims to educate and help reduce the teen pregnancy rate.

Women's issues/health

09/04

Athena's Run

Spoke with Allison Perkins, PA in GYN Oncology with Novant Health, about an upcoming run to benefit GYN cancer research and awareness. We talked about the different types of GYN cancers, causes, and preventative measures. The 6th annual Athena's Run for GYN Cancers is coming up, and we talked about the origins of the run, how it has changed and grown over the years, and how people can participate, volunteer, and support.

ISSUES/PROGRAM LIST

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TRIAD TODAY JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 6:00 AM – 7:00 AM

<u>ISSUES</u>	<u>DATE</u>	<u>SUBJECT</u>
Military/PTSD/first responders	9/11	Heal Our Heroes
Spoke with Bob Uber from Heal Our Heroes. Bob is a combat veteran who started this organization to help other veterans coping with PTSD and a return to civilian life after serving our country. Heal Our Heroes brings veterans together in an outdoor setting to bond and share stories and support each other. HOH is holding an event in memory of the first responders of 9/11, and to honor local first responders. Featured speaker is Mark Geist, Benghazi survivor.		
Women's issues/fundraiser	9/18	Women's Resource Center
Spoke with Gail Murphy of the Women's Resource Center in Guilford County. We discussed the many services they provide for the women of Guilford County and the surrounding areas. One of the big services they provide is helping women start over after divorce or the death of a spouse. Their services are free so they need fundraisers and grants to offset those costs. They are holding the Men Can Cook charity event which features area chefs and local celebrities serving up signature dishes.		
Special needs/fundraiser	09/25	Special Olympics Over the Edge
Spoke with Rachel McQuiston of the Special Olympics of North Carolina about the Over the Edge fundraising event. Participants raise a minimum of \$1000 to rappel down a 30 story building in downtown Raleigh. We discussed the event and safety, and how people can participate. We also talked about the Special Olympics of North Carolina, the many sporting events they offer, and how people can volunteer or help the organization put on these events.		
Disaster preparation	9/25	FEMA Disaster Preparedness Month
September is Disaster preparedness month, and I spoke with Joshua Batkin, the FEMA External Affairs Director, about it. We discussed what types of disasters people might need to be prepared for in North Carolina, as well as how to prepare for a disaster. We also discussed other types of emergencies, and when we should try to evacuate.		
Hunger, Economy	09/25	2 nd Harvest Food Bank
September is Hunger Action Month, and we were joined by Clyde Fitzgerald of the 2 nd Harvest Food Bank. We discussed the need for food assistance year round and how many families in our area are in need of food assistance. We discussed some of the problems caused by going hungry, and what families on with low incomes have to deal with. We also discussed ways the community can help.		

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RADIO HEALTH JOURNAL JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

07/03/2016 Program 16-27

SEGMENT 1: THE OTHER SIDE OF MILITARY SCIENCE

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. Host: Reed Pence. Guest: Mary Roach, author: *Grunt: The Curious Science of Humans at War* Compliance issues covered: military; federal government; national security; research and development

SEGMENT 2: 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. Host: 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* Compliance issues covered: consumerism; health care; technology

07/10/2016 Program 16-28

SEGMENT 1: LEWY BODY DEMENTIA

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. Host: 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 Compliance issues covered: aging; disabilities; mental illness; health care; consumerism

SEGMENT 2: OUR NEW GENETIC KNOWLEDGE

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. Host: Nancy Benson. Guest: Dr. Siddhartha Mukherjee, Asst. Prof. of Medicine, Columbia Univ. and author, *The Gene: An Intimate History*. Compliance issues covered: consumerism; health care; technology; ethics

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RADIO HEALTH JOURNAL JULY - SEPTEMBER 2016

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DATE AIRED

07/17/2016 Program 16-29

SEGMENT 1: BABY TALK
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. Host: Reed Pence. Guests: Dr. Anne Fernald, Assoc. Prof. of Psychology, Stanford Univ.; Dr. Kimberly Noble, Assoc. Prof. of Pediatrics, Columbia Univ. Compliancy issues covered: youth at risk; education; parenting issues; economics
SEGMENT 2: NEAR DROWNING
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. Host: 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 Compliancy issues covered: youth at risk; parenting issues; public safety; water safety

07/24/2016 Program 16-30

SEGMENT 1: FIGHTING YOUR INSURER
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. Host: Reed Pence. Guests: Elisabeth Schuler Russell, founder and President, Patient Navigator LLC; Brendan Bietry, case manager, Patient Advocate Foundation; Laurie Todd, author, <i>Fight Your Insurance Company and Win</i> Compliancy issues covered: economics; health care; consumerism; insurance
SEGMENT 2: THE SALT BOMB
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. Host: 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 Compliancy issues covered: consumerism; public health; federal government and regulation; local government and regulation

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RADIO HEALTH JOURNAL JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

07/31/2016 Program 16-31

SEGMENT 1: FUNGAL SINUSITIS

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. Host: 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
Compliance issues covered: consumerism; health care; air pollution and environment

SEGMENT 2: CHILD HEART ARRHYTHMIAS

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. Host: 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
Compliance issues covered: consumerism; public health; youth at risk; health care

08/07/2016 Program 16-32

SEGMENT 1: DRINKING WATER SAFETY

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. Host: 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.
Compliance issues covered: public health; consumerism; pollution and environment; drinking water safety; municipal government; taxes; federal government and regulation

SEGMENT 2: VARICOSE VEINS

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. Host: Nancy Benson. Guest: Dr. Mark Rayman, Medical Director, Beach Cities Vein and Laser Center, CA
Compliance issues covered: consumerism; health care

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RADIO HEALTH JOURNAL JULY - SEPTEMBER 2016

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08/14/2016 Program 16-33

SEGMENT 1: RETHINKING 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. Host: Reed Pence. Guest: Alfie Kohn, author, *The Myth of the Spoiled Child: Challenging the Conventional Wisdom About Children and Parenting*. Compliancy issues covered: youth at risk; children; parenting issues; education

SEGMENT 2: LITTLE PEOPLE, DISABILITY, AND THE PROSPECT OF CURE

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. Host: 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 Compliancy issues covered: health care; disabilities; youth at risk; parenting issues; discrimination

08/21/2016 Program 16-34

SEGMENT 1: DOCTORS' OBESITY BIAS

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. Host: 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 Compliancy issues covered: health care; public health; discrimination; obesity; education

SEGMENT 2: MISCOMMUNICATION AND COLOR ENERGY

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. Host: Nancy Benson. Guest: Scott Schwefel, author, *Discover Yourself* Compliancy issues covered: interpersonal communication; consumerism

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RADIO HEALTH JOURNAL JULY – SEPTEMBER 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

08/28/2016 16-35

SEGMENT 1: SCAD--A DIFFERENT KIND OF HEART ATTACK

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. Host: Reed Pence. Guests: Shelley Simonton, SCAD patient; Dr. Sharonne Hayes, Founder, Women's Heart Clinic, Mayo Clinic; Carol Vich, SCAD patient. Compliance issues covered: health care; public health; women's issues

SEGMENT 2: THE HAITIAN CHOLERA COVERUP

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. Host: Nancy Benson. Guest: Dr. Ralph Frerichs, Prof. Emeritus of Epidemiology, UCLA and author, *Deadly River: Cholera and Cover-Up in Post-Earthquake Haiti*. Compliance issues covered: public health; disaster recovery; infectious disease and vaccination; federal government

09/04/2016 Program 16-36

SEGMENT 1: FETAL ALCOHOL SPECTRUM DISORDER

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. Host: 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. Compliance issues covered: public health; youth at risk; alcohol, substance abuse and addiction; education; homelessness; crime and prison; women's issues

SEGMENT 2: LUCID DREAMS

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. Host: 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*. Compliance issues covered: consumerism; education

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RADIO HEALTH JOURNAL JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

09/11/2016 Program 16-37

SEGMENT 1: THE BRAIN SCIENCE OF DRUNK DRIVING
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. Host: Reed Pence. Guest: Dr. Thomas Brown, Asst. Prof. of Psychiatry, McGill Univ. and researcher, Douglas Mental Health University Institute Compliance issues covered: public safety; drunk driving; alcohol and substance abuse; traffic safety
SEGMENT 2: GOSSIP
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. Host: Nancy Benson. Guest: Dr. Robb Willer, Prof. of Sociology, Stanford Univ; Dr. Matthew Feinberg, Asst. Prof. of Management, Univ. of Toronto Compliance issues covered: interpersonal relationships; media and society

09/18/2016 16-38

SEGMENT 1: EPI-PEN PRICE HIKES
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. Host: 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 Compliance issues covered: consumerism; youth at risk; health care; public health; government; economics
SEGMENT 2: HOMESICKNESS
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. Host: Nancy Benson. Guest: Dr. Susan Matt, Prof. of History, Weber State Univ.; Dr. Chris Willard, Lecturer in Psychology, Harvard Medical School. Compliance issues covered: mental health; American society and culture

ISSUES/PROGRAM LIST**WSMW – HD 2****GREENSBORO****RADIO HEALTH JOURNAL JULY - SEPTEMBER 2016****ALL PROGRAMS AIRED 7:00 AM – 7:30 AM****DATE AIRED****09/25/2016 Program 16-39****SEGMENT 1: PANDAS: DANGEROUS AFTEREFFECTS OF A STREP THROAT**

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. Host: 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. Compliancy issues covered: consumerism; youth at risk; health care; infectious disease

SEGMENT 2: LOCKED-IN SYNDROME

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. Host: 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. Compliancy issues covered: health care; disabilities

ISSUES/PROGRAM LIST

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GREENSBORO

VIEWPOINTS JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

07/03/2016 Program 16-27

SEGMENT 1: I'm Right, and You're an Idiot: Making public discourse less toxic

Synopsis: The presidential primaries this year underlined the sorry state of public discourse in the U.S. Name-calling, bullying, shouting and misinformation took center stage along with the candidates, and it makes you wonder if we'll ever get back to reasoned, polite discourse on important issues during this election cycle. Our guest wondered too, and he researched the topic of toxic public discourse and why it permeates our political and social communications these days. He also provides some suggestions for advocates and candidates to get their points across without resorting to nastiness and acrimony. Host: Gary Price. Guests: James Hoggan, President, Hoggan & Associates, Vancouver, BC, author of the book, *I'm Right and You're an Idiot: The toxic state of public discourse and how to clean it up*. Compliance Issues Covered: politics, communication, media, social issues

SEGMENT 2: Healthier Eating: It doesn't have to be boring or bland

Synopsis: Eating healthy doesn't have to mean eating bland foods made with expensive ingredients that are hard to find. Our guests talk about how to introduce more fish and healthy fats, less gluten and less salt into your meals without a lot of fuss or fancy cooking techniques. They also discuss how to use spices and herbs to create flavor combinations that will keep you and your family satisfied at every meal. Host: Marty Peterson. Guests: Diane Morgan, author of *Salmon: Everything you need to know + 45 recipes*; Jessica Goldman Fong, author of *Low So Good: A guide to real food, big flavor and less sodium*; Allyson Kramer, author of *Naturally Lean: 125 nourishing, gluten-free, plant-based recipes all under 300 calories*. Compliance Issues Covered: health, agriculture & aquaculture, environment

07/10/2016 Program 16-28

SEGMENT 1: The Power of Introverts

Synopsis: Wallflower, shy, anti-social. All negative words we've used to describe people who are "introverts." Our guest – an introvert herself -- talks about just what an introvert is, and how they are actually very sociable in the right settings. She also discusses ways in which teachers and others can encourage introverts' participation in school and in other groups, and how "quiet ones" complement the more gregarious and outgoing extroverts in their lives. Host: Gary Price. Guests: Susan Cain, author of *Quiet Power: The secret strengths of introverts*. Compliance Issues Covered: children & family issues, education, mental health

SEGMENT 2: Men, Women and Equality

Synopsis: Women have made great strides in our society, but they still lag behind men in pay and promotions to the corner office at work. Many young men, on the other hand, are finding that women are getting a lot of support from employers and advocacy groups while they're left out in the cold – and sometimes even ridiculed in the media. Our guests talk about these issues and offer suggestions for why they happen and how we can level the playing field for both women and men. Host: Marty Peterson. Guests: Jeffery Tobias Halter is President of YWomen, a strategic consulting company, and author of *Why Women: The leadership imperative to advancing women and engaging men*; Jack Myers, award-winning documentary filmmaker and author of the book, *The Future of Men: Masculinity in the twenty-first century*. Compliance Issues Covered: gender issues, employment, equality, media

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VIEWPOINTS JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

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07/17/2016 Program 16-29

SEGMENT 1: The End of Water as We Know It: Making water safe

Synopsis: Much of the world is without clean, potable water on a consistent basis, and even in developed countries where water is available, cleaning it for drinking and bathing and treating the wastewater is expensive and uses a lot of energy. We talk to a scientist who is working on new technology that will make filtering and sanitizing water more efficient, use less resources and provide clean drinking water to countries where water-borne diseases negatively affect the population at alarming rates. Host: Gary Price. Guests: Seth Darling, scientist from Argonne National Laboratory outside Chicago, Fellow at the Institute for Molecular Engineering at the University of Chicago. Compliance Issues Covered: public health, infrastructure, technology, water issues

SEGMENT 2: People Skills: Getting what you want from others

Synopsis: How do you get what you want from others? Our guests say that developing good “people skills” such as listening carefully and being authentic in your communications can go a long way toward persuading the other person that you’re sincere. We discuss how to engage the person you want something from, how to “mirror” their behavior and how to prevent “vertigo” – that is being sucked into destructive, emotionally charged situations – to resolve conflicts and come to a mutual understanding. Host: Marty Peterson. Guests: Dave Kerpen is the founder and CEO of Likeable Local, a social media software company and chairman and cofounder of Likeable Media, a content marketing firm for brands. He’s also the author of the book, *The Art of People: 11 simple people skills that will get you everything you want*; Daniel Shapiro, founder and director of the Harvard International Negotiation Program and an associate professor of psychology at the Harvard Medical School and author of the book, *Negotiating the Nonnegotiable: How to resolve your most emotionally charged conflicts*. Compliance Issues Covered: communication, politics, business, law enforcement

07/24/2016 PROGRAM 16-30

SEGMENT 1: Financial Anxiety: What it is and how to alleviate it

Synopsis: A new survey shows that many Americans are suffering from “financial anxiety” and it’s affecting their health and happiness. What’s causing this anxiety and how can people alleviate it? Our guests address the issue, discuss the survey and offer ways to bring more financial security – and happiness – into our lives. Host: Gary Price. Guests: Rebekah Barsch, vice-president of financial planning for Northwestern Mutual; Michael Kay, financial life planner and author of the book, *The Feel Rich Project: Reinventing your understanding of true wealth to find true happiness*. Compliance Issues Covered: personal finance, employment, education, mental health, consumerism

SEGMENT 2: Measuring Animal Intelligence: How smart are they?

Synopsis: How smart are animals? That’s a question that scientists – and pet owners – have been asking for decades. Our guest is a scientist who has studied animal intelligence and he discusses how neuroscience and biology are coming up with new definitions of what it means to be an intelligent animal, and using medical technology and unique experiments to better understand intelligence in non-humans. Host: Marty Peterson. Guests: Frans de Waal, professor in the psychology department at Emory University in Atlanta, and director of the Living Links Center at Yerkes National Primate Research Center, author of the book *Are We Smart Enough to Know How Smart Animals Are?* Compliance Issues Covered: science & technology, animals & health, medicine

ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

07/31/2016 Program 16-31

SEGMENT 1: Serious Play: Using tactical performance as protest

Synopsis: We all love a good theater performance. It can make us laugh, move us to tears and convey important messages about life and culture. But are theater and performance good strategies to affect social change? To advocate for a better society? Our guest thinks so. He's a performer, writer and educator who uses serious play and theater to help change people's minds and change society for the better. Host: Gary Price. Guests: Larry Bogad, professor at the University of California-Davis, founding Director of the Center for Tactical Performance based in Berkeley, California, and author of the books, *Electoral Guerilla Theatre: Radical Ridicule & Social Movements*, and *Tactical Performance: The Theory and Practice of Serious Play*. Compliancy Issues Covered: political activism, the arts, education, law enforcement, politics

SEGMENT 2: News Magazines: A veteran reporter talks about his life at Life magazine

Synopsis: News magazines have fallen on hard times. The big, photo-heavy publications such as *Look* and *Life* used to be part of the American landscape as they chronicled the important world events of the day. Our guest was a reporter and editor for one of these publications and talks about what it was like to work there, recalls some of the stories he covered and tells us why the magazines were pushed off the newsstands by modern technology and what we miss with their demise. Host: Marty Peterson. Guests: Gerald Moore, former reporter and editor for *Life* author of the book, *Life Story: The education of an American journalist*. Compliancy Issues Covered: journalism, military, prisons, communication, technology, drugs

08/07/2016 Program 16-32

SEGMENT 1: Gun Violence and Gun Control

Synopsis: It seems that every week there's another spate of shootings in America that makes headlines. How did things get so bad? Why can't we stop the violence? We talk to two gun specialists about the history of guns in the U.S., how many criminals get their hands on guns and hear a few suggestions on how to strengthen gun laws to promote safety and still guarantee American gun owners' constitutional rights. Host: Gary Price. Guests: Pamela Haag author of the book, *The Gunning of America: Business and the making of American gun culture*; Stephanie Soechtig, director and producer of the Sundance break-out documentary *Under the Gun*, executive produced and narrated by Katie Couric. Compliancy Issues Covered: gun laws, crime, commerce, politics, legislation

SEGMENT 2: Philanthropy: Finding a good fit and making an impact

Synopsis: Synopsis: The huge donations by billionaires such as Bill and Melissa Gates, Oprah, and Warren Buffett get a lot of press – and they help a lot of charities and people around the world. You might be surprised to know, though, that most of the money that non-profits receive is from small donors giving much less to deserving causes. We'll talk to a philanthropy specialist about how to give wisely and make sure your money is used in the way you intend. Host: Marty Peterson. Guests: Carrie Morgridge, Vice President of The Morgridge Family Foundation, author of *Every Gift Matters: How your passion can change the world*.

Compliancy Issues Covered: philanthropy, business, personal finance, non-profits, government

ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

08/14/2016 Program 16-33

SEGMENT 1: The Boys in the Bunkhouse: Intellectually-challenged men in servitude

Synopsis: If you came upon a rundown, roach-infested bunkhouse in the heartland of America, full of middle-aged and elderly men in poor health who worked all day at a job for little pay and had been for decades, you might think you had time traveled back to the 19th century. We talk to an author who writes about this very situation where mentally challenged men had been pressed into servitude *in 1974* and remained there until 2009 when some determined and caring social workers stepped in to help them. Host: Gary Price. Guests: Dan Barry, *New York Times* reporter and columnist, author of *The Boys in the Bunkhouse: Servitude and salvation in the heartland*. Compliance Issues Covered: the intellectually disabled, commerce, poverty, agriculture, civil rights, law

SEGMENT 2: A Young Boy Remembers the Holocaust

Synopsis: Although their numbers are dwindling every year, there are still many people alive today who remember and lived through the Holocaust during World War II. One of these men spoke to us about his experience as a young boy in a Czechoslovakian work camp, and how his mother – through hard work, quick thinking and just pure luck – managed to keep herself and her two children from the death camps in Poland. He also discusses the need for young people to learn about the Holocaust and the reasons why it happened. Host: Marty Peterson. Guest: Michael Gruenbaum, author with Todd Hasak-Lowy of *Somewhere There Is Still a Sun*. Compliance Issues Covered: war, genocide, education, immigration

08/21/2016 PROGRAM 16-34

SEGMENT 1: Trump Bubbles: High-conflict politicians

Synopsis: Throughout American history we've had politicians who stir up controversy during their campaigns: Bernie Sanders, Pat Buchanan, Joe McCarthy and now Donald Trump, to name just a few. These candidates are what one of our guests calls "high-conflict politicians." What is the attraction some voters have for these candidates? Why are they so loyal to them? And what is the political climate that brings them to the fore? We discuss these issues with our guests who look at the politics and the psychology of high-conflict candidates. Host: Gary Price. Guests: Bill Eddy, president of the High Conflict Institute and author of, *Trump Bubbles: the dramatic rise and fall of high-conflict politicians*; Mark Smith, director of the Center for Political Studies at Cedarville University in Ohio; Lauren A. Wright, PhD, political scientist and author of the book *On Behalf of the President: Presidential spouses and White House communications strategy today*. Compliance Issues Covered: politics & campaigns, psychology, minorities, media & communications

SEGMENT 2: The Importance of Names

Synopsis: One of the most important things new parents have to consider is what to name their child. A lot of history and tradition can go into the choosing of that moniker and our guest has researched how we pick names and why they are important. She also discusses the religious and ethnic considerations of naming and why some people decide to change their names. Host: Marty Peterson. Guests: Dr. Mavis Himes, psychoanalyst, clinical psychologist and author of the book, *The Power of Names: Uncovering the mystery of what we are called*. Compliance Issues Covered: religion, ethnicity & culture, family issues, entertainment & media

ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

08/28/2016 Program 16-35

SEGMENT 1: Women Running for President: We'll hear about four of the most prominent

Synopsis: Hillary Clinton is running for president as the Democratic nominee this year, and for many people she's the first woman to ever seek that job. It might surprise you to know, however, that hundreds of women have run for president. One of our guests introduces three other prominent females who made progress in running for the White House. The other talks about the private side of Secretary Clinton and how, as First Lady, she tried to keep family life as normal as possible for the president and her daughter, Chelsea. Host: Gary Price. Guests: Ellen Fitzpatrick, professor of history at the University of New Hampshire and author of the book, *The Highest Glass Ceiling: Women's quest for the American presidency*; Cynthia Levinson, author of a book for eight- to 12-year-olds titled, *Hillary Rodham Clinton: Do all the good you can*. Compliance Issues Covered: politics, campaigns, women's issues, African-American issues

SEGMENT 2: Kids and Nutrition: Getting them to eat more healthy foods

Synopsis: It's tough for many parents to make sure that their kids eat nutritious meals, what with all of the advertising for less than healthy fast foods on the market. We talk to a nutritionist and a chef about strategies and foods that parents can use to help their kids make better choices at mealtime and in between. Host: Marty Peterson. Guests: Allison Childress, instructor and director of the Didactic Program in Dietetics at Texas Tech University; Sonoko Sakai, author of the cookbook *Rice Craft*. Compliance Issues Covered: children & family issues, nutrition, health and wellness

09/04/2016 Program 16-36

SEGMENT 1: The Climate Change Mindset

Synopsis: We've heard a lot about climate change and global warming over the past 20 years or so, but ironically people care about it *less* now than they did a decade ago! We talk to a researcher and author about how the framing of climate change can skew the message and create attitudes that affect how we think of global warming and how we become motivated – or not – to do something about it. Host: Gary Price. Guest: Per Espen Stoknes, psychologist, economist, author of *What We Think About When We Try Not to Think About Global Warming: Toward a new psychology of climate action*. Compliance Issues Covered: climate change, economy, technology, community action, government

SEGMENT 2: Fashion: How It Affects Body Image, Health, and the Environment

Synopsis: It seems that everywhere you go, fashion surrounds you – in ads for clothing and makeup, a billboard, the cover of a magazine, or virtually anything featuring a model. These images provide us with the idea of what makes a perfect person: If you wear this color lipstick and this kind of dress, you're considered beautiful. The fashion industry has been doing this for ages, but over time it has increasingly raised issues about confidence, self-esteem and body image. Our guest discusses why it's important to look beyond the advertisements and find the fashions that are right for you, how cheap clothing is hurting developing countries and the environment, and why designers and manufacturers need to change how they create clothing for and market to older men and women. Host: Marty Peterson. Guests: Dr. Carolyn Mair, Chartered Scientist and Psychologist, Associate Fellow at the British Psychological Society and a Reader at the London College of Fashion, author of the upcoming book, *The Psychology of Fashion* due out in mid-2017. Compliance Issues Covered: consumerism, women's issues, health and well-being, manufacturing

ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS JULY - SEPTEMBER 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

09/11/2016 Program 16-37

SEGMENT 1: Cyber Security and Restoring Reputations

Synopsis: With all of the rumor mills out there online, how do you fight back if your name is smeared? And who are these people who take great pleasure – and often make money – out of spreading rumors about others? Our guests discuss how gossip websites operate and how to protect yourself and your family from false and/or embarrassing information that appears online. Host: Gary Price. Guests: Adam Levin, chairman and founder of Identity Theft 911 and author of the book *Swiped*; Joseph Finder, author of the new novel, *Guilty Minds*.
Compliance Issues Covered: technology, privacy issues, law, crime, media

SEGMENT 2: The Benefits of Forest Fires

Synopsis: There have been news stories all summer about wildfires destroying thousands of acres of forest in the West and elsewhere. Most of the time we hear about the devastation, but our guests says that fires actually *help* forests stay healthy and can even bring them back to their natural states by removing non-native plants. Host: Marty Peterson. Guests: Dr. Nancy French, is a senior scientist at the Michigan Tech Research Institute in Ann Arbor, part of Michigan Technological University; Dominick DellaSala is chief scientist at the Geos Institute in Ashland, Oregon, and author of the book, *The Ecological Importance of Mixed-Severity Fires: Nature's phoenix*. Compliance Issues Covered: natural resources, emergency response, science, agriculture

09/18/2016 Program 16-38

SEGMENT 1: Emotional Agility: The key to getting things done

Synopsis: When something happens that weighs on your mind and affects your relationships, your work and your life, how do you escape from the feeling? What can you do if you are working toward a goal, but your emotions get in the way of achieving it? Or you can't quite get out of a rut you're in with your job or a relationship? Our guest talks about how to develop "emotional agility" to deal with the thoughts, emotions and the stories we have in our lives, so we can attain the goals we set for ourselves, and live a more fulfilling life. Host: Gary Price. Guests: Dr. Susan David is the co-founder of the Harvard-affiliated Institute of Coaching at McLean Hospital, a psychologist on the faculty of Harvard University Medical School, and author of the book, *Emotional Agility: Get unstuck, embrace change and thrive in work and life*. Compliance Issues Covered: mental & physical health, employment, family issues.

SEGMENT 2: Eldercare: Who will take care of all the boomers?

Synopsis: With the baby boomers transitioning into retirement in record numbers, and *their* parents living longer, we're facing an eldercare challenge that's bigger than we've ever seen before in this country. Who will take care of all of the older Americans who will need medical and end-of-life assistance in the coming decades? And how will we ensure that elder citizens will be able to live in comfort and dignity during their senior years? We talk to an activist about her own experiences with the system, and learn about strategies for dealing with the eldercare challenges that face us. Host: Marty Peterson. Guests: Ai-Jen Poo, co-director of Caring Across Generations, author of the book, *The Age of Dignity: Preparing for the elder boom in a changing America*.

Compliance Issues Covered: elderly, healthcare, labor & employment, government, immigrant workers

ISSUES/PROGRAM LIST**WSMW – HD 2****GREENSBORO****VIEWPOINTS JULY - SEPTEMBER 2016****ALL PROGRAMS AIRED 7:30 AM – 8:00 AM****DATE AIRED****09/25/2016 Program 16-39**

1:47	SEGMENT 1: Robert Kennedy: Remembering a fallen icon	11:19
	Synopsis: Although he never became president, Bobby Kennedy spearheaded a great deal of change in America with his work in civil rights, crime fighting and by combatting corruption. Our guest remembers this icon and talks about his more personal side, how he helped his brother John become president, and how his legacy inspires liberals and conservatives to this day. Host: Gary Price. Guests: Larry Tye, author of <i>Bobby Kennedy: The making of a liberal icon</i> . Compliance Issues Covered: politics, civil rights, government, crime, organized labor	
15:07	SEGMENT 2: Disaster Response: Strategies for an emergency	10:20
	Synopsis: We've had quite a number of natural disasters this year, and many Americans have been killed or injured in the chaos, not to mention losing all of their material possessions. Could they have been better prepared for disaster? Our guests are emergency response experts and they lay out some strategies for weathering big storms and fires to keep yourself and your family safe during an emergency. Host: Marty Peterson. Guests: Peter Duncanson, Director of Systems Development for ServiceMaster Restore; Dr. Joseph Alton, fellow in the American College of Surgeons, a medical preparedness writer and author of <i>The Survival Medicine Handbook</i> . Compliance Issues Covered: natural disasters, families, health & well being, infrastructure	