

RADIO STATION WSMW-FM HD2
GREENSBORO, NC
Issues and Program Report
for
1st Quarter 2016
January - March

Issues in this report include:

Adult Education, Aging, , Auto & Highway Safety, College, Consumerism, Community, Crime, Disabilities, Diseases, Education, Elderly, Employment, Environment, Ethics, Family Issues, Fundraising Events, Gender Issues, Health Care, , Hunger, Infants, Local Government, Laws & Legislation, Lifestyle Issues, Mass Media, Men's Issues, Mental Health, Military, Parenting Issues, Pets & People, Pollution, Pop Culture, Poverty, Psychology, Public Health & Safety, Senior Citizens, Sexual Assault, Sports & Recreation, Technology, Travel, Women's Issues, Workplace Issues, Youth At Risk

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2016 1ST QUARTER REPORT WSMW-FM HD2

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ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

TRIAD TODAY JANUARY – MARCH 2016

ALL PROGRAMS AIRED 6:00 AM – 7:00 AM

ISSUES

DATE

SUBJECT

Children/community

01/03

Boys & Girls Club

Spoke with Thomas Falgout, the president and CEO of the Boys & Girls Club of High Point and Asheboro. We discussed the organization and who it helps. The BGC provides activities, tutoring and mentorship for children who have nowhere to go after school lets out. The BGCA is conducting a fundraising drive called Give the Gift of a Great Future to raise money to continue to help children in our community. We talked success stories and how people can help at all times of the year.

Community assist/cold weather prep

1/03

Red Cross

Spoke with Leigh Brock, the communications director for the NC Red Cross, about preparedness and safety during the cold winter months. We discussed what can happen with frostbite, how to prepare your car, what can happen in snowy situations, and being aware of your neighbors & pets and their safety.

Community Assist/Health/Blood shortage

1/03

Red Cross

Spoke with Leigh Brock, the communications director for the NC Red Cross, about donating blood to the local blood banks. The time after the holidays is one of the lowest for recording donations, and keeping blood on hand is crucial during winter because of dangerous weather conditions.

Health/Fitness

1/03

Gateway YWCA Trainers

Spoke with Mike Opengari & Kristen Williams of the Gateway YWCA in Winston Salem about New Year's resolutions to get healthy and stay in shape. We discussed how to begin a program and how to stick to a program. We discussed how there is no one-size-fits-all exercise regimen, and people should find what works for them and that they enjoy. We also discussed the importance of beginning your workout with a trainer, and some ways to eat healthy.

Health/Addiction Assistance

1/03

Guilford Co. Dept. of Health

Spoke with Catherine Richardson, a health educator with the Guilford Co. Department of Public Health about the QuitSmart Smoking Cessation Program. New classes are being offered in January to help people complete their New Year's Resolution to stop smoking. The program is free and very successful. They also offer support groups and Quit coaches to help people achieve their goal.

ISSUES/PROGRAM LIST

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TRIAD TODAY JANUARY – MARCH 2016

ALL PROGRAMS AIRED 6:00 AM – 7:00 AM

ISSUES

DATE

SUBJECT

Public safety/Law enforcement

01/10

NC Highway Patrol

Spoke with NC Highway Patrol Trooper Chris Knox from the Troop D Headquarters in Greensboro. Trooper Knox gave us some history of the NCHP and what made him decide to become a trooper. We discussed driving safety with today's technology including cellphones, driving in bad weather, and avoiding deer on the highway. Trooper Knox also told us about some upcoming community projects the NCHP is involved with and gave advice for others considering a career with the NCHP.

Education/public schools

01/10

School Choice Week

Sending children to school requires a lot of research these days, as there are many more choices than just Public or Private. We spoke with Andrew Campanella, the president of National School Choice week about the importance of school choice. We talked about the options available in the Triad area and things parents need to consider. We also discussed the high school dropout rate and ways that we can work to keep children in school.

Health/Safety

01/17

Radon

We spoke with Paula Cox, the environmental health supervisor with the Guilford County Department of Public Health about the invisible threat, Radon. January is Radon Action Month. We discussed what it is, the dangers of radon, and how to protect your family. Radon testing kits are available at the Guilford County Department of Public Health.

Fundraising/Sports

01/31

Panthers football

We spoke with Bob Ibach of Nikco Sports about Superbowl 50 and the exciting run of the Carolina Panthers. Nikco Sports is creating a limited edition football to commemorate the Panthers' incredible year and making it available to fans. A portion of these sales will go to the Panthers' charity of choice, the Foundation for the Carolinas.

Finance/Taxes

1/31

Liberty Tax Service

Spoke with Ryan Dotson of Liberty Tax Service about filing your taxes for 2015. We discussed changes in the tax laws for this year and how they might affect how you file, as well as other helpful information you should consider before filing for 2015.

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TRIAD TODAY JANUARY – MARCH 2016

ALL PROGRAMS AIRED 6:00 AM – 7:00 AM

<u>ISSUES</u>	<u>DATE</u>	<u>SUBJECT</u>
Hunger/community	1/31	2 nd Harvest Food Bank

The months after Christmas are some of the slowest for area food banks, but the need for assistance does not slow down, Clyde Fitzgerald with the 2nd Harvest Food Bank joined us to discuss giving and assisting. North Carolina has a huge problem with people needing food assistance, and we discussed how the food bank works to help meet this need. We also discussed the many ways people can give and other programs working at the food bank.

Health/Heart Disease	2/7	SE Dairy Assoc/Heart Health
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Spoke with Laura Buxenbaum of the SE United Dairy Industry Association about taking good care of yourself to have a healthy heart. February is Heart Health Month, and we discussed different foods that are good for strengthening and protecting your heart, as well as other ways you can work to have a healthy heart.

Health/Women's Issues	2/14	Go Red For Women
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Spoke with Sarah Fedele of the American Heart Association about the Go Red For Women campaign and American Heart Month in February. We discussed why it's so important to make women aware of their heart health, and signs that might indicate you are having a heart attack. We discussed diet and lifestyle changes that can help you have a healthier heart.

Children; poverty	2/21	United Way
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Spoke with Michael Cottingham, Tameron Stewart, and Julia Thomas of the United Way of Greater Greensboro about the Spirit Awards of North Carolina. Each year, different businesses that have worked and contributed to the United Way get recognized with the Spirit Award. We discussed this years winners and how they contributed to the United Way. We also discussed the organization and the many ways it works in the community to break the cycle of poverty.

Aging/Health	3/6	Alzheimer's Association
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Spoke with Scott Herrick and Karen Owens of the Alzheimers Association about Alzheimer's. We discussed the disease and Scott's personal connection to it. We talked about how it affects the brain and some of the early signs. We also discussed the resources available for family members who are assisting an Alzheimer's patient and events coming up to bring awareness to the disease.

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TRIAD TODAY JANUARY – MARCH 2016

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ISSUES

DATE

SUBJECT

Military/fundraiser

03/06

Veteran's Appreciation Event

Spoke with Keith Harrison and Dick Jones of the Piedmont Handgunners Association about an upcoming Veteran's Appreciation Event. The men discussed their time in the military and the many ways that adjusting to civilian life may be difficult for veterans. They told us what events like this mean to them and other veterans. The details of the event were discussed as well as other ways people can help.

Employment/Education

3/13

GTCC Job Fair

Guilford Technical Community College is holding a job fair for job candidates in the Triad area. GTCC Career advisor Daniel Grigg joined us to talk about ways people can best prepare themselves when speaking to potential employers. He talked about preparing your resume, pointers for changing your career, and the "30 Second Speech" – a tool you can prepare to best sell yourself in a short time. We also discussed the different businesses represented and the details of the fair.

Teenagers/poverty/social events

3/13

Goodwill Project Prom

Prom season is an exciting time for many young women, but can be stressful for those who can't afford to go shopping for a brand new prom dress. We spoke with Gale Ketteler, the public relations specialist of Goodwill Industries of Central North Carolina about Project Prom. People can donate their formal dresses throughout the year, and Goodwill collects them and prepares them for prom season. Then they hold a special pop-up boutique where young ladies can shop the dresses and get a beautiful choice for less than \$25. Anyone can shop and it provides a very affordable option to spending a huge amount of money for one night.

Home improvements/information

3/21

Southern Ideal Home Show

The Southern Ideal Home Show is held every spring in Greensboro to expose shoppers to new products and the latest trends in home and yard improvement. We spoke with Brittany Meehan about the local artisans and vendors showcased there, and how the show works to share great info from experts in the industry.

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TRIAD TODAY JANUARY – MARCH 2016

ALL PROGRAMS AIRED 6:00 AM – 7:00 AM

Health/safety

3/20

Zika Virus

Every year, there's a new health threat that sends people into a tailspin. This year, it's the Zika virus. We spoke with Tammy Koontz, communicable disease nurse with the Guilford County Department of Public Health to answer questions we all have about the virus and how to avoid contracting it.

Intellectual Disabilities

3/20

Int & Dev Disabilities Month

March is Intellectual and Developmental Disabilities awareness month. We spoke with Stephanie Enkoviac, the Executive Director of ARC of High Point about the month and why it is important to bring awareness. We discussed the difficulties people living with disabilities can encounter in everyday life and how we can work to improve the situation.

Employment/Education

3/27

Elementary Career Day

Career day was held at South End Elementary in Reidsville and we spoke with Counselor Lisa Moore about the event. We discussed the importance of starting children on a career path early, the different ways they can use their skills and interests to find a career best suited for them, and how an event like Career Day exposes them to different careers for them to consider for their futures. We also talked to many of the kids and found out what they would like to be when they grew up.

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GREENSBORO

RADIO HEALTH JOURNAL JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

01/03/2016 Program 16-01

SEGMENT 1: HOW WEATHER CAUSES PAIN Synopsis: Millions of Americans suffer pain as a result of weather changes. Experts discuss different conditions affected by weather, why pain responds to weather changes and possible remedies to some of these maladies. Host: Reed Pence. Guests: Deni Cantrall, retired teacher and arthritis sufferer; Dr. Robert Jamison, Prof. of Anesthesia and Psychiatry, Brigham and Women's Hospital and Harvard Medical School; Bob Smirbeck, Expert Senior Meteorologist, AccuWeather.com; Dr. David Borenstein, Clinical Prof. of Medicine, George Washington Univ. School of Medicine and Health Sciences; Dr. Vincent Martin, Prof. of Medicine and Director, Headache and Facial Pain Program, Univ. of Cincinnati.

SEGMENT 2: TOXIC CHEMICALS IN PRODUCTS Synopsis: The average American is exposed to more than 100 potentially toxic synthetic chemicals every day, and there is little oversight of their safety. A noted expert discusses the vast amount that we don't know about these chemicals, how the US might regulate them better, and how tougher regulation in other countries could help keep Americans safer. Host: Nancy Benson. Guest: Ken Geiser, Emeritus Prof. of Work Environment, Univ. of Massachusetts, Lowell, and author, Chemicals Without Harm: Policies for a Sustainable World.

01/10/2016 Program16-02

SEGMENT 1: VIOLENCE AGAINST HEALTHCARE WORKERS Synopsis: Healthcare workers are about four times more likely than workers in any other field to be attacked on the job, usually by patients or family members, and most often in the emergency department. Experts discuss how and why attacks occur and how hospitals and health care workers can do a better job preventing them. Host: Reed Pence. Guests: Lisa Wolf, Director, Institute for Emergency Nursing Research, Emergency Nurses Assn.; Dr. Christopher Michos, Connecticut emergency medicine physician; Dr. Ronald Wyatt, Medical Director, Division of Healthcare Improvement, The Joint Commission

SEGMENT 2: ANKLE REPLACEMENT Synopsis: Hip and knee replacements are common, and doctors now say ankle replacements have become technically good enough to make fusion obsolete for arthritis patients in pain. A doctor & patient discuss. Host: Nancy Benson. Guests: Dr. Simon Lee, foot & ankle surgery specialists, Rush Univ. Medical Center & Midwest Orthopedics, Chicago; Robert Corwin, ankle replacement patient and judo instructor, Yorkville, IL.

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RADIO HEALTH JOURNAL JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

01/17/2016 Program 16-03

SEGMENT 1: GENE EDITING Synopsis: Scientists have developed the technology to edit single genes, which could eventually eliminate some inherited diseases. If the technology is used on embryos or egg and sperm cells, it could eliminate some diseases from succeeding generations. However, doctors don't know how such "germline editing" or errors in execution of it would affect other genes for generations to come, calling the practice into question. Host: Reed Pence. Guests: Dr. Debra Mathews, Asst. Director for Science Programs, Johns Hopkins Berman Institute of Bioethics and Assoc. Prof. of Pediatrics, Johns Hopkins School of Medicine; Alta Charro, Warren P. Knowles Prof. of Law and Bioethics, Law and Medical Schools, Univ. of Wisconsin-Madison

SEGMENT 2: Synopsis: Many women who can't or don't want to breastfeed their newborns are pressured into trying anyway. An expert and author discusses the political forces creating unusual unanimity behind the issue, and the truth of health claims on breastfeeding's benefits. Host: Nancy Benson. Guest: Dr. Courtney Jung, Prof. of Political Science, Univ. of Toronto and author, Lactivism: How Feminists and Fundamentalists, Hippies and Yuppies, and Physicians and Politicians Made Breastfeeding Big Business and Bad Policy

01/24/2016 Program 16-04

SEGMENT 1: ICU PTSD Synopsis: A surprisingly high percentage of people who've been treated in intensive care units later suffer from posttraumatic stress disorder, often including hallucinations recalling horrible ICU incidents. This has led to coining a new syndrome- PICS, or post intensive care syndrome. Experts discuss why the syndrome appears to occur and what's being done to treat and prevent it. Host: Reed Pence. Guests: Dr. Joe Bienvenu, Assoc. Prof. of Psychiatry, Johns Hopkins Univ.; Dr. James Jackson, Asst. Prof. of Medicine, Vanderbilt Univ.

SEGMENT 2: SILENT REFLUX Synopsis: Millions of people who think they have allergies, asthma, and sinus problems may actually have "silent reflux" which can travel up the esophagus all the way to the throat and head. An expert discusses telltale symptoms and the dietary triggers that can cause the disorder. Host: Nancy Benson. Guest: Dr. Jamie Koufman, Director, Voice Institute of New York, Prof. of Clinical Otolaryngology, New York Medical College and author, The Chronic Cough Enigma.

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RADIO HEALTH JOURNAL JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

01/31/2016 Program 16-05

SEGMENT 1: SILENT HEART ATTACK Synopsis: Heart attacks that produce few if any symptoms may be mistaken for indigestion or simple malaise, but they can be more serious than heart attacks that bring crushing pain because they often don't bring a victim to the hospital for lifesaving help. Experts discuss. Host: Reed Pence. Guests: Dr. Martha Gulati, cardiologist, Univ. of Arizona and Editor-in-Chief, American College of Cardiology patient education initiative, Cardiosmart. org; Dr. Robert Vogel, Prof. of Medicine and Cardiology, Univ. of Colorado and co-author, The Pritikin Edge.

SEGMENT 2: HARMFUL INFLAMMATION Synopsis: Low-level systemic inflammation is being tied to many disorders including heart disease, and now research has even tied inflammation to intermittent explosive disorder, a syndrome of repeated rage. Experts discuss these findings and how inflammation can be combatted through diet and supplementation. Host: Nancy Benson. Guests: Dr. Melina Jampolis, nutrition specialist physician and author, The Calendar Diet; Dr. Emil Coccaro, Prof. and Chairman of Psychiatry and Behavioral Neuroscience, Univ. of

02/06/2016 Program 16-06

SEGMENT 1: NEW FINDINGS ON STUTTERING Synopsis: Stuttering has been blamed even fairly recently on parenting, but new research has several new findings: a structural deficiency in the brain's wiring in stutterers; an inability to perceive rhythms; and a much more successful way to treat stuttering. Expeerts discuss the new advances. Host: Reed Pence. Guests: Dr. Roger Ingham, Prof. of Speech and Hearing Sciences, Univ. of California, Santa Barbara; Dr. Scott Grafton, Prof. of Psychological and Brain Sciences, Univ. of California, Santa Barbara; Dr. Devin McAuley, Prof. of Psychology and Newuroscience, Michigan State Univ.

SEGMENT 2: DOUBLE DIPPING & THE FIVE-SECOND RULE Synopsis: Super Bowl party snacks are prime territory for contamination via cross contamination and being dropped on the floor. A scientist who has studied both phenomena discusses the truth (or lack of truth) in two old myths. Host: Nancy Benson. Guest: Dr. Paul Dawson, Prof. of Food, Nutrition and Packaging Science, Clemson Univ.

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RADIO HEALTH JOURNAL JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

02/14/2016 Program 16-07

SEGMENT 1: INDUSTRY FUNDING OF CLINICAL TRIALS Synopsis: Clinical trials are much of the basis for the practice of medicine. Funding of trials has dramatically shifted so that today, trials paid for by pharmaceutical and device makers outnumber publically funded trials 6-to-1. Some studies indicate this makes bias in trials more likely, jeopardizing public health. Experts discuss. Host: Reed Pence. Guests: Jocelyn Ullrich, Asst. Vice President of Science and Regulatory Advocacy, Pharmaceutical Research and Manufacturers of America (PhRMA); Dr. John Abramson, Lecturer in Healthcare Policy, Harvard Medical School; Dr. Joel Lexchin, emergency medicine physician and Prof. of Health Policy, York Univ.

SEGMENT 2: FIXING THE HEALTHCARE COST SPIRAL Synopsis: American healthcare is the most expensive in the world. An expert author details some of the causes and possible solutions now being established. Host: Nancy Benson. Guest: Dr. John Patrick, author, Health Attitude: Unraveling and Solving the Complexities of Healthcare

02/21/2016 Program 16-08

SEGMENT 1: ZIKA VIRUS Synopsis: Mosquito-transmitted Zika virus has arrived in Central and South America, and while most people are not affected by it, the virus has been linked to microcephaly, a severe birth defect. Experts discuss the virus, how it's transmitted, its spread to the US, and how to protect yourself from it. Host: Reed Pence. Guests: Dr. Uriel Kitron, Prof. and Chair of Environmental Sciences, Emory Univ.; Dr. William Schaffner, Prof. of Preventive Medicine and Infectious Diseases, Vanderbilt Univ. Medical Center; Dr. Anna Durbin, Assoc. Prof. of International Health, Johns Hopkins Bloomberg School of Public Health

SEGMENT 2: THYROID DISEASE Synopsis: Thyroid disease affects millions of Americans, many of whom have not been diagnosed. Experts discuss symptoms, causes, and treatments. Host: Nancy Benson. Guests: Dr. Jordan Geller, endocrinologist, Beverly Hills, CA; Shannon Rosen, thyroid disorder patient, Cincinnati, OH; Dr. Jeffrey Garber, Chief of Endocrinology, Harvard Vanguard Medical Assoc., Associate Prof. of Medicine, Harvard Medical School and lead author, Clinical Practice Guidelines for Hypothyroidism in Adults.

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RADIO HEALTH JOURNAL JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

02/28/2016 Program 16-09

SEGMENT 1: THE BYSTANDER EFFECT Synopsis: It's a psychological paradox that the greater the number of people present when a person needs help, the less likely help will be rendered. Experts discuss reasons why this effect occurs, how it can be broken by technology, and the background of intense research into the effect sparked by the first internationally famous "bystander effect" crime. Host: Reed Pence. Guests: Kevin Cook, author, *Kitty Genovese; the Murder, the Bystanders, the Crime That Changed America*; Dr. Jan-Willem van Prooijen, Assoc. Prof. of Social and Organizational Psychology, V-U Univ., Amsterdam, Netherlands and Senior Researcher, Netherlands Institute for Criminology; Dr. James Strickland, psychologist in private practice, Comack, NY.

SEGMENT 2: THE PSYCHOLOGY OF EGG DONATION Synopsis: Egg donation can solve infertility, but it can be a minefield of emotional risks, especially if the donor and recipient are family or friends. An author/journalist who has donated twice with vastly different results discusses the technology and what to look out for when approaching egg donation. Host: Lynn Holley. Guest: Alicia Young, author, *Two Eggs, Two Kids: An Egg Donor's Account of Friendship, Infertility and Secrets*

03/06/2016 Program 16-10

SEGMENT 1: CONCIERGE MEDICINE IN PRIMARY CARE Synopsis: Many primary care doctors are unhappy with the "factory medicine" they have to practice. Some are creating "concierge medicine" practices in response, cutting patient roles and asking for retainer fees from those that remain. Patients receive much longer appointments, greater access, and more personal care for these higher fees. Two concierge doctors and a patient discuss. Host: Reed Pence. Guests: Dr. Uday Jani, internist, Lewis, DE; Dr. Jeffrey Puglisi, Glenville Medical Concierge Care, Greenwich, CT; "Suzy," concierge patient

SEGMENT 2: RESTLESS LEGS SYNDROME Synopsis: Restless legs syndrome, a neurological condition, strikes people at night, creating some of the worst sleep conditions known by any patients. Experts discuss identifying and treating the syndrome. Host: Lynn Holley. Guests: Karla Dzienkowski, Executive Director, Restless Legs Syndrome Foundation and parent of daughter with restless legs syndrome; Dr. William Ondo, Prof. of Neurology, Univ. of Texas Health Science Center, Houston and advisory board member, Restless Legs Syndrome Foundation

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GREENSBORO

RADIO HEALTH JOURNAL JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

03/13/2016 Program 16-11

SEGMENT 1: ADVENTURES OF A PARAMEDIC Synopsis: Paramedics and EMTs are the first responders of the health system and often find violent, confusing situations on their arrival. A former paramedic describes the "inside story" of the job, its dangers and rewards. Host: Reed Pence. Guests: Kevin Hazzard, author, *A Thousand Naked Strangers: A Paramedic's Wild Ride to the Edge and Back*

SEGMENT 2: KEEPING SECRETS FROM YOUR DOCTOR Synopsis: Patients often keep lifestyle secrets from their physicians even though it may be harmful to their health. Experts discuss the most common reasons for secret-keeping and the consequences that may result. Host: Nancy Benson. Guests: Dr. Daphne Miller, family physician, San Francisco; Karen Giblin, President, Red Hot Mamas menopause management program

03/20/2016 Program 16-12

SEGMENT 1: INCIDENTAL GENETIC FINDINGS Synopsis: Genetic testing has become a widespread reality in the past five years, but doctors are struggling with what many genetic findings really mean. Should patients should be told about the presence of genes that might be either dangerous... or perfectly harmless? Experts discuss. Host: Reed Pence. Guests: Dr. Dan Roden, Prof. of Medicine, Pharmacology and Biomedical Informatics and Asst. Vice Chancellor, Personalized Medicine, Vanderbilt Univ. Medical Center; Dr. Gerald Feldman, Prof. of Molecular Genetics in Medicine, Pediatrics and Pathology, Wayne State Univ. and President, American College of Medical Genetics and Genomics; Dr. Ellen Wright Clayton, member, Center for Biomedical Ethics and Society and Prof. of Pediatrics and Law, Vanderbilt Univ.

SEGMENT 2: THE HIGH HEALTH COST OF SUGAR Synopsis: Many experts disagree over the roots of the obesity crisis some 40 years ago. One well-known expert describes why he believes sugar is to blame, and the changes in the market and government advisories that made sugar a much heavier part of our diets. Host: Nancy Benson. Guest: Dr. Robert Lustig, pediatric endocrinologist, Univ. of California, San Francisco, President, Institute for Responsible Nutrition and author, *Fat Chance: Beating the Odds Against Sugar, Processed Food, Obesity and Disease*

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RADIO HEALTH JOURNAL JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

DATE AIRED

03/27/2016 Program 16-13

SEGMENT 1: BIOFILM Synopsis: Doctors often deal with bacterial infections, but they are less familiar with infections involving several different kinds of bacteria in a matrix. This form, known as biofilm, is surprisingly common, resistant to many antibiotics, and gaining new attention as a source of hard to eradicate infections. Experts discuss. Host: Reed Pence. Guests: Dr. Phil Stewart, Prof. of Chemical and Biological Engineering, Montana State Univ.; Dr. Randall Wolcott, Medical Director, Southwest Regional Wound Care Center, Lubbock, TX; Bill Soukup, President, Scientific Biofilm Solutions and Healthy Household Cleansers

SEGMENT 2: OTC DRUGS AND 'TWEENS Synopsis: Young adolescents often are allowed to take over the counter drugs on their own, but many OTC medicines, especially acetaminophen, can be dangerous. Experts discuss how to educate 'tweens on taking OTC drugs safely. Host: Nancy Benson. Guests: Dr. Tanya Altman, Asst. Clinical Prof. of Pediatrics, Mattel Children's Hospital, UCLA and spokesperson, American Academy of Pediatrics; Dr. Janet Engle, Exec. Assoc. Dean, Prof. and head of Dept. of Pharmacy Practice, Univ. of Illinois at Chicago College of Pharmacy; Sharon Mielke, mother of victim of OTC drug death

ISSUES/PROGRAM LIST

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GREENSBORO

VIEWPOINTS JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

01/03/2016 Program 16-01

SEGMENT 1: The Importance of Music and Arts Education Synopsis: Many schools are cutting back or cutting out music education because of funding restraints. Is this a good idea? What do music and the other arts bring to a child's overall education and development? We talk to two arts experts and some students about the value of music education in a child's life, and hear from some students about their experiences playing and studying music in and out of school. Host: Gary Price. Guests: Rachel White-Hunt, Curriculum Fellow for the Julliard-Nord Anglia Performing Arts Programme and Director of Music at the British International School of Chicago – South Loop; Diane Persellin, Professor of Music Education at Trinity University in San Antonio, TX; Santiago Oskandy, Vanya Lazarevic, and Rachel Spahn, students at the British International School of Chicago – South Loop.

SEGMENT 2: The American Revolution: When did it really begin? Synopsis: In school we learn that the American Revolution began with the battles of Lexington and Concord. But did it? We talk to a historian and author about the events that preceded those battles that effectively threw out British rule in Massachusetts and set the stage for the other colonies to revolt and fight for freedom from England. Host: Marty Peterson. Guests: Ray Raphael, co-author with Marie Raphael of the book, *The Spirit of '74: How the American Revolution began*.

01/10/2016 Program 16-02

SEGMENT 1: Humor: It makes serious topics easier to discuss Synopsis: Sometimes talking about serious subjects, even with friends and family, can cause arguments and bad feelings. But just as Mary Poppins said, "...a spoonful of sugar makes the medicine go down," humor can make the discussion of serious subjects go down easier. Our guests are two very talented and funny people who use humor, satire and irony to make their points about women in science and technology, and the immigrant experience. Host: Gary Price. Guests: Aasif Mandvi, actor, award-winning playwright, correspondent on Comedy Central's *The Daily Show* with Trevor Noah, and author of the book, *No Land's Man*; Megan Amram, comedian, television writer and author of *Science... for Her!*.

SEGMENT 2: Drew Barrymore: A child actress talks about life, love and family Synopsis: Everyone remembers little Gertie from the movie *E.T.: The Extra-Terrestrial* and the actress who played the part – Drew Barrymore. It's been a long time since she made that film and she's had her ups and downs since then. Now, as a 40-year-old mother of two, Barrymore talks about her growing up, the problems she had with her family, fending for herself at age 14, and what she's learned on the way to becoming an accomplished actress and a mature and loving mother. Host: Marty Peterson. Guest: Drew Barrymore, actress, director, producer, businesswoman, and author of the memoir *Wildflower*.

ISSUES/PROGRAM LIST

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GREENSBORO

VIEWPOINTS JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

01/17/2016 Program 16-03

SEGMENT 1: Immigrants: Why we need them and how they can help our economy and culture Synopsis: There is a lot of talk by politicians and others about immigration policy in the United States. Many Americans are all for open immigration for those fleeing poverty and oppression. Others think that we need to stem the tide of refugees and undocumented immigrants to our shores. Our guests talk about what immigrants to this country offer to all of us and our economy, and how we should create a plan to allow them to become full members of the community and receive the education and training they need to succeed in their adopted home. Host: Gary Price. Guests: Jamie Merisotis, CEO of the Lumina Foundation, author of America Needs Talent; Deepa Iyer, Sr. Fellow, Center for Social Inclusion, author of We Too Sing America.

SEGMENT 2: Little Victories: Appreciating the small things in life Synopsis: In our fast-paced world, people get stressed out about things that aren't that important, such as traffic jams, their fantasy football team and if they're wearing the latest fashions when they take the kids to school. By worrying about those things, they often ignore those everyday events that make life joyful. Our guest shows us through stories from his own life that we should take joy in the little victories that make life happy and fulfilling. Host: Marty Peterson. Guests: Jason Gay, sports columnist for The Wall Street Journal, author of Little Victories: Perfect rules for imperfect living.

01/24/2016 PROGRAM 16-04

SEGMENT 1: Great is the Truth: A story of sexual abuse at school Synopsis: Many stories of child sexual abuse in schools by trusted teachers, coaches and clergy have come to light in the past decade or so. One of the latest is the abuse suffered by some students at the Horace Mann School in New York City. We talk to a former student of the school about how the story of abuse came to light, how teachers and coaches lured children into sexual situations and how the draconian statute of limitations on child sex abuse in New York and other states hurts victims who wait until adulthood to reveal their horror. Host: Gary Price. Guest: Amos Kamil, author, with Sean Elder, of Great is the Truth: Secrecy, scandal, and the quest for justice at the Horace Mann School

SEGMENT 2: Lab Created Diamonds and Gemstones: Are they real? 10:36 Synopsis: Mined diamonds and gemstones can cause a great deal of environmental damage getting them out of the ground, not to mention the horrible working conditions of miners – some just children – have to endure in some of the world's diamond mines. Lab-grown diamonds and gemstones don't require dangerous working conditions, and they're made with just a fraction of the environmental impact of mined gems. But are those stones grown in laboratory really diamonds? Do they look the same as the mined versions? We talk to a spokesperson for lab-grown diamonds and to a geologist about the issue. Host: Marty Peterson. Guests: T.J. Walker, spokesperson for Pure Grown Diamonds, manufacturers of lab-grown diamonds; Marcia Bjornerud, Professor of Geology, Lawrence University, Appleton, WI.

ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

01/31/2016 Program 16-05

SEGMENT 1: Super Bowl Gold: A look back at the Big Game Synopsis: Super Sunday is coming up, and football fans are planning their viewing parties. The first game between the Packers and the Chiefs was barely attended, but interest grew through the decades and now it's the biggest American sporting event of the year. We take a look back at the game and some of its stars, coaches and dynasties. Host: Gary Price. Guests: Kostya Kennedy, editor of the Sports Illustrated book, Super Bowl Gold: 50 Years of the Big Game.

SEGMENT 2: Super Bowl Ads: What makes them memorable? Synopsis: The Super Bowl is the big game for the NFL, but it's also the biggest game for advertisers. Many people who don't even like football, tune into the game just to see the ads. But what makes a really good Super Bowl ad? We talk to three marketing specialists about how to craft a good ad, how ads are effectively measured and what makes an ad memorable. Host: Marty Peterson. Guests: Aaron Goldman, Chief Marketing Officer for 4C Insights; David Stewart, President's Professor of Marketing at Loyola Marymount University in Los Angeles; Richard Krevolin, branding consultant and author of the book, The Hook: How to share your brand's unique story to engage customers, boost sales, and achieve heartfelt success.

02/07/2016 Program 16-06

SEGMENT 1: The Wage Gap: Why we have it and how we can narrow it Synopsis: It's campaign season, and we're hearing from politicians about the wage gap between the top 1% of earners in this country and the rest of us. What is the gap? When did it begin to develop and why? And what can we do to narrow it? Our guests offer their opinions on the subject and some solutions. Host: Gary Price. Guests: Les Leopold, Director of the Labor Institute in New York, and author of Runaway Inequality: An activist's guide to economic justice; David Lewin, Neal H. Jacoby Chaired Professor Emeritus in the Anderson School of Management at UCLA, and an expert on executive compensation

SEGMENT 2: Biohacking: Scientists look to expand our senses 10:17 Synopsis: Do humans have more than five senses? Can we detect more in our environment than what we normally perceive through sight, sound, smell, touch and taste? Our guest wanted to know, so she spoke to scientists, engineers, and biohackers about learning more from our five senses and perhaps even finding a 6th sense. Host: Marty Peterson. Guest: Kara Platoni, lecturer in the Graduate School of Journalism at the University of California-Berkeley and author of the book, We Have the Technology: How biohackers, foodies, physicians, and scientists are transforming human perception one sense at a time.

ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

02/14/2016 Program 16-07

SEGMENT 1: Sex & Labor Trafficking: Why it happens; how we can help the victims Synopsis: Sex and labor trafficking are big business in the U.S. and around the world. Often it's young people and immigrants who are forced to work in the sex industry or in sweatshops, restaurants and hotels with little pay, horrible hours and horrible living conditions. We talk to an author who's experienced dealing with young people caught in this web, and a university lecturer who's an advocate for trafficked victims, about the extent of the problem, how desperate people become ensnared in the trafficker's trap, and how law enforcement and communities can help the victims escape from a life of slavery and abuse. Host: Gary Price. Guests: Ellen Hopkins, author of the young adult verse-novels, *Tricks*, and *Traffick*; Tony Talbott, director of Anti-Human Trafficking Initiatives at the University of Dayton.

SEGMENT 2: Resolutions – Ways to keep them going throughout the year Synopsis: About this time of year, New Year's resolutions begin to wane -- and most die. How do you keep them going? And how can you make better ones that you're more likely to keep in the future? Our guests give advice on crafting a goal and setting up a process that will help you attain it. Host: Marty Peterson. Guests: Brett Blumenthal, author of the book, *52 Small Changes for the Mind*; Achim Nowak, author of the book, *The Moment: A practical guide to creating a mindful life in a distracted world*.

02/21/2016 PROGRAM 16-08

SEGMENT 1: The Scholar Denied: W.E.B. Du Bois Synopsis: At the beginning of the 20th century, the study of sociology was dominated by the University of Chicago and other, historically white universities. Scholars at these schools conducted "armchair" theorizing – developing theories without actually going into cities and towns to talk to the people they were studying. One man – an African-American scholar and author – changed all that with his groundbreaking research and writing about Black people, their culture, and economic and social situations in urban areas. We talk to a sociologist about W.E.B. Du Bois and his work, and why he was denied the accolades he deserved for developing a new way to research and study various populations in the United States. Host: Gary Price. Guest: Aldon D. Morris, professor of sociology and African-American studies at Northwestern University, author of the book, *The Scholar Denied: W.E.B. Du Bois and the birth of modern sociology*.

SEGMENT 2: Post-Apocalyptic and Dystopian Lit: Why young people are drawn to it 10:14 Synopsis: A great many books and films these days deal with a dark, forbidding world where young people are warring with the villainous adults to save civilization. Teens are drawn to these stories, but why? What is it about dystopian fiction that fascinates young people? We talk to two successful authors of these stories about how kids are working out some of the issues in their own lives through these post-apocalyptic novels and learning valuable lessons about hope, trust, friendship, good and evil. Host: Marty Peterson. Guests: Marie Lu, author of *The Young Elites* series of books, including *The Rose Society*; Tom Isbell, professor at the University of Minnesota-Duluth, author of *The Prey* and *The Capture* young reader books.

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WSMW – HD 2

GREENSBORO

VIEWPOINTS JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

02/28/2016 Program 16-09

SEGMENT 1: Con Men: We're all susceptible! Synopsis: Films like *The Sting*, *Oceans' 11*, and *American Hustle* portray con artists as charismatic heroes out to help the little guy get his due. Well, our guest says that they are charismatic, but they're hardly heroes. She'll explain the personality of the con man and woman, tell us some of the techniques they use to trick their victims, and warn us that anyone – including the con artists themselves – is vulnerable to their scams. Host: Gary Price. Guests: Maria Konnikova, psychologist, author of *The Confidence Game: Why we fall for it...every time*.

SEGMENT 2: Cheetahs: Helping to preserve this endangered species Synopsis: Cheetahs are the fastest of all land animals – they can reach speeds of up to 70 mph in short bursts. Despite their speed and hunting ability, cheetahs are endangered in Africa and Asia, and don't breed especially well in captivity. In Africa, they can attack livestock herds for food, and that puts them in danger from the subsistence farmers who need to protect their flocks. We talk to a wildlife expert who lives in Namibia, Africa and who has studied cheetahs for decades, and a wildlife photographer who spent three years documenting the lives of a family of cheetahs and other animals, about this amazing cat and why it's important to protect it for future generations. Host: Marty Peterson. Guests: Dr. Laurie Marker, cheetah researcher, founder and executive director of the Cheetah Conservation Fund, author of *A Future for Cheetahs*. Suzi Eszterhas, award-winning wildlife photographer, who created photographs for *A Future for Cheetahs*

03/06/2016 Program 16-10

SEGMENT 1: David Axelrod on Obama and Politics Synopsis: The presidential election season is in full swing, and candidates are doing their best to make themselves attractive to the primary voters and to the general public for the November election. Our guest was in the thick of things during the last two election cycles and talks about how Barack Obama got elected to the highest office in the land. He also offers some insight into the president's terms in office, the rambunctious candidates on the stump now, and the parties' strategies in this campaign season. Host: Gary Price. Guests: David Axelrod, former campaign strategist and senior White House advisor for President Barack Obama, and author of the book, *Believer: My forty years in politics*.

SEGMENT 2: The Waste-Free Kitchen: Saving more, eating better 11:02 Synopsis: Americans throw away hundreds of dollars per household on discarded and spoiled food, not to mention wasting the water and energy needed to grow it. Why is that? And how can we decrease waste, save money help the environment and eat better? Our guest has some advice on buying, storing and cooking food to minimize waste and create healthy meals. Host: Marty Peterson. Guests: Dana Gunders, staff scientist at the National Resources Defense Council and author of the book, *Waste Free Kitchen Handbook: A guide to eating well and saving money by wasting less food*.

ISSUES/PROGRAM LIST

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GREENSBORO

VIEWPOINTS JANUARY – MARCH 2016

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

DATE AIRED

03/13/2016 Program 16-11

SEGMENT 1: Kids & Character: How do you teach it? Synopsis: Character in a person is something we admire, and something we all would like to think that our kids grow up to achieve. But how do you teach them character? What are some of the virtues that go hand-in-hand with character and how can we instill them in our kids? We talk to two people who work with character education efforts to find out how two very different organizations are teaching kids teamwork, responsibility, fairness, friendship and other character traits in some very trying environments. Host: Gary Price. Guests: Glenn Wilke, Executive Director of the Midtown Educational Foundation, Chicago; Cynthia Levinson, journalist, author of the book, Watch Out for Flying Kids! How two circuses, two countries and nine kids confront conflict and build community.

SEGMENT 2: How To Have a Really Good Day Synopsis: People tell us all the time to “have a good day,” but what does that really mean? How do you work on having a really good day? Our guest has researched the topic and has come up with some very interesting and helpful information from neuroscience and psychology that anyone can use to make their day more productive, less anxiety-provoking and just more pleasant. Host: Marty Peterson. Guest: Caroline Webb, economist, management consultant, CEO of Sevenshift, author of the book, How to Have a Good Day: Harness the power of behavioral science to transform your working life.

03/20/2016 Program 16-12

SEGMENT 1: Everyone’s a Critic! Why it’s important that you should be Synopsis: You’ve no doubt heard the line “everyone’s a critic!” Our guest is one and thinks we should all be critics of the films, fine art, literature and other pleasures we indulge in. He will talk about why it’s good to be a discerning viewer of the arts, how to be a better critic, how criticism makes us see things in a different light and how it helps us become better at choosing those things in life that bring us beauty and pleasure. Host: Gary Price. Guest: A.O. Scott, movie critic for the New York Times, author of the book, Better Living Through Criticism: How to think about art, pleasure, beauty and truth.

SEGMENT 2: Mastering Fear in Life and on the Job Synopsis: We all get stressed now and then, but did you ever consider that this “stress” is actually fear? Our guests discuss why that is, how it can sabotage our lives and work, how to handle fear when it comes along, and how to do a better job on the job of recognizing fear and learning to handle it. Host: Marty Peterson. Guests: Robert Maurer, clinical psychologist, author of the book Mastering Fear: Harnessing emotion to achieve excellence in health, work and relationships; Edward G. Brown, business consultant, co-founder of the Cohen Brown Management Group, author of the book The Time Bandit Solution.

ISSUES/PROGRAM LIST**WSMW – HD 2****GREENSBORO****VIEWPOINTS JANUARY – MARCH 2016****ALL PROGRAMS AIRED 7:30 AM – 8:00 AM****DATE AIRED****03/27/2016 Program 16-13**

SEGMENT 1: Teaching Politics in Schools: Fostering discussion and debate Synopsis: Civics classes in many grade schools and high schools aren't the same as they were 20 years ago, when teachers lectured on "how a bill becomes a law" to a roomful of bored students. These days, kids are more likely to discuss and debate some of the most pressing issues of the day. We talk to two educators about how some schools are teaching students how to debate correctly, how discussion of hot topics can foster understanding of diverse points of view, and the long-term benefits for students who engage in thoughtful, civil, debate. Host: Gary Price. Guests: Diana E. Hess, Dean of the School of Education, University of Wisconsin-Madison; Paula McAvoy, Program Director for the Centers for Ethics & Education, University of Wisconsin-Madison. Both guests are co-authors of the book, *The Political Classroom: Evidence and ethics in democratic education*.

SEGMENT 2: The Future of Work: Changing the way we do business Synopsis: Economists are saying that American workers' wages are stagnant and have been for quite a few years now despite working longer hours and being "on call" all the time through technology. That doesn't mean that business is lagging though, since corporations, their CEOs and other high-level managers are doing quite well in that department. Our guest says that work and the way we compensate the rank-and-file workers needs to change to bring up wages and add benefits to make the work environment more equitable. We discuss why this inequality exists, look at some companies who are bucking that tide and find out ways that the system can change through education, government action and community empowerment. Host: Marty Peterson. Guest: Thomas A. Kochan, Professor at the MIT Sloan School of Management, and author of the book, *Shaping the Future of Work*