

WUEZ Quarterly Report July through September 2013

9/8/13 - Jack Canfield, Co-creator of the Chicken Soup for the Soul series- keys to success and how to overcome self defeating beliefs.

9/16/13 - Gary Brienzo, Communications Manager, National Arbor Day Foundation - The growing disconnect between children and nature

9/22/13 - Virginia Reichert, former director of the center for tobacco control at North Shore Long Island Jewish Health System

a study that she conducted that discovered many smokers incorrectly believe that nicotine causes cancer.

9/29/13 - Dana Gunders, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco.

Dates printed on pre packaged foods often confuse customers



Date aired: 9-8-13 Time Aired: 6AM

Weekly Public Affairs Program

Show # 2013-36

Total running time: 29:30 (with optional exit at 24:00)

1. **Armon B. Neel Jr., PharmD.**, consulting pharmacist, author of "*Are Your Prescriptions Killing You?: How to Prevent Dangerous Interactions, Avoid Deadly Side Effects, and Be Healthier with Fewer Drugs*"

Mr. Neel said that patients and doctors often don't recognize when prescription drugs may be interacting dangerously with one another. He discussed the financial costs to our nation's healthcare system, and explained how patients can reduce the number of medications they're taking.

Issues covered:

**Personal Health
Senior Citizens
Consumer Matters**

Length: 7:17

2. **Catherine Steiner-Adair, EdD.**, clinical psychologist, school consultant, author of "*The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age*"

The digital world is here to stay, but what are families losing? Dr. Steiner-Adair believes that today's parents often pay more attention to their smartphones than their children. She discussed the emotional impact felt by kids, and outlined how parents can set boundaries on the use of hi-tech devices for both themselves and their children.

Issues covered:

**Parenting
Youth at Risk**

Length: 10:00

3. **Jack Canfield**, co-creator of the Chicken Soup for the Soul book series, author of "*The Success Principles*" series

Mr. Canfield talked about the keys to success and how to overcome self-defeating beliefs, fears and habits. He also offered principles on building good teams and better relationships at the office, and how to set goals to improve your life and finances.

Issues covered:

**Workplace Issues
Education
Personal Finance**

Length: 4:51



Date aired: 9-16-13 Time Aired: 6AM

Weekly Public Affairs Program

Show # 2013-36

Total running time: 29:30 (with optional exit at 24:00)

1. **Nick Corcodilos**, employment expert, headhunter, founder of AskTheHeadhunter.com, author of "*Fearless Job Hunting*"

Mr. Corcodilos said that the way companies recruit, evaluate and hire employees is a disaster. He said employers misuse computer screening software and sites like LinkedIn, in the hope of finding a mythical perfect candidate, then complain that the American workforce is undertrained and unqualified for today's high tech jobs. He offered advice for people who are seeking a new job.

Issues covered:
Employment
Job Training

Length: 8:57

2. **Scott Barry Kauffman, PhD**, cognitive psychologist, Adjunct Assistant Professor of Psychology at New York University, author of "*Ungifted: Intelligence Redefined*"

Dr. Kauffman said that the traditional methods of measuring the intellectual potential of children, such as IQ and standardized tests, don't work. He shared his own story of being labeled as "learning disabled" as a child, yet eventually completing his PhD in cognitive psychology at Yale University. He noted that there are many paths to greatness, and argued for a more customized approach to achievement that takes into account each individual's goals, psychology, and developmental trajectory.

Issues covered:
Education
Children's Issues

Length: 7:56

3. **Gary Brienzo**, Communications Manager, National Arbor Day Foundation

Mr. Brienzo talked about the growing disconnect between children and nature, as youngsters spend more time indoors with smartphones, video games and the Internet. He talked about the benefits of encouraging children and families to spend time outdoors, including better awareness of the environment.

Issues covered:
Environment
Community Health
Parenting
Volunteerism

Length: 4:42



Date aired: 9-22-13 Time Aired: 6AM

Weekly Public Affairs Program

Show # 2013-38

Total running time: 29:30 (with optional exit at 24:00)

1. **David Gumpert**, food rights advocate, author of *"Life, Liberty and the Pursuit of Food Rights"*

Mr. Gumpert believes that Americans should have the right to privately obtain foods directly from farmers, neighbors, and local producers, in the same way that previous generations did. He said government regulations are making it increasingly difficult for consumers who wish to get raw milk, custom-slaughtered beef and pastured eggs outside the government regulatory system. He outlined the potential health concerns about mass-produced, processed food sold at supermarkets.

Issues covered:

Length: 8:29

**Food Safety
Government Regulation**

2. **Noël Janis-Norton**, learning and behavior specialist, founder and director of The New Learning Centre in London, author of *"Calmer, Easier, Happier Parenting: Five Strategies That End the Daily Battles and Get Kids to Listen the First Time"*

Ms. Norton offered advice to parents who are tired of nagging, pleading or yelling just to get their kids to do simple tasks. She offered examples of how parents should use positive reinforcement to encourage children to cooperate. She also offered tips on how to make homework a more positive and pleasant task each day.

Issues covered:

Length: 8:40

**Parenting
Children's Issues**

3. **Virginia Reichert**, former director of the Center for Tobacco Control at North Shore-Long Island Jewish Health System

Ms. Reichert talked about a study she conducted that discovered many smokers incorrectly believe that nicotine causes cancer. This misperception makes them less like to use nicotine patches or gum to help them stop smoking. She explained how comprehensive programs can greatly increase the success rate of smokers who want to quit.

Issues covered:

Length: 4:58

**Addiction
Community Health**



Date aired: 9-29-13 Time Aired: 6Am

Weekly Public Affairs Program

Show # 2013-39

Total running time: 29:30 (with optional exit at 24:00)

1. **Emily Rogalski, PhD**, Neuroscientist, Research Associate Professor in Cognitive Neurology and Alzheimer's Disease Center at the Northwestern University Feinberg School of Medicine

Dr. Rogalski is in the early stages of a study of "SuperAgers" — men and women who are in their 80s and 90s, but with brains and memories that seem far younger. She explained what has been learned so far from these exceptional seniors, and what she hopes to discover as the study progresses. She said the research may eventually find ways to help protect others from memory loss.

Issues covered:
Personal Health
Senior Citizens

Length: 8:01

2. **Amanda Ripley**, investigative journalist, author of "*The Smartest Kids in the World--and How They Got That Way*"

Over the past fifty years, math and science skills have remained largely flat in the US, while soaring in Canada, Finland and many other developed countries. Ms. Ripley explained why some new "education superpower" countries have rapidly improved test scores, and how their policies differ from the US. She said teachers' college programs in the US should become much more selective, only accepting top students.

Issues covered:
Education
Government

Length: 9:10

3. **Dana Gunders**, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco

Ms. Gunders recently co-led a study with Harvard researchers that concluded that dates printed on packaged foods often confuse consumers, leading many to throw out food before it actually goes bad. She said the dates are intended to indicate freshness rather than whether a product is unsafe to eat. She would like to see new government regulations that would standardize food labeling and make it less confusing for consumers.

Issues covered:
Food Safety
Consumer Matters
Government Regulations

Length: 4:55