



Date aired: ____7/21____ Time Aired:

Weekly Public Affairs Program

Show # 2019-29

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

1. **Bart de Langhe, PhD**, Assistant Professor of Marketing, Leeds School of Business at the University of Colorado, Boulder

Many consumers pour through online product reviews before making a purchase. But Dr. de Langhe led a study that found that there is little correlation between better online user ratings and the quality of a product. He explained why consumer opinions often fail to agree with objective product research by consumer organizations.

Issues covered:
Consumer Matters

Length: 8:06

2. **W. David Brown, PhD, DABSM, CBSM**, Sleep Psychologist at Children's Medical Center, Dallas, co-author of *"Sleeping Your Way to the Top: How to Get the Sleep You Need to Succeed"*

Many Americans believe that less sleep equals more productivity. But Dr. Brown said that sufficient sleep and success go hand in hand. He discussed the latest clinically proven techniques for getting quality rest, achieving maximum productivity, and overcoming common sleep impediments to enhance workplace performance.

Issues covered:
Personal Health
Career

Length: 9:01

3. **Judith Prochaska, PhD, MPH**, Associate Professor of Medicine, Stanford University School of Medicine

Dr. Prochaska was the lead author of a study comparing employment in smokers and nonsmokers. She found that after 12 months, smokers were less likely to have found a job than nonsmokers, and those who did earned less than nonsmokers. She explained the reasons that employers may be wary of hiring smokers and how they sometimes screen them out in the hiring process.

Issues covered:
Unemployment
Personal Health

Length: 5:03