

WBMM Public Affairs 4Q 05

Station: WBMM

Date of Telecast: April 3, 10, 17, 24

Title of Program: Inside View

TRT: 28:30

Guests and Issues Discussed:

Homeownership, identity theft and helping babies have a healthy start on life are the topics on our April edition of Inside View, hosted by Sheryl Lackey. In our first interview, homeownership seems to be only a dream for many people but if you do your research you'll find it's not as difficult as you think. Realtor Charlene Schulte joined us to go over the first steps to becoming a home owner. For more information on what we discussed and how you can become a homeowner check out these websites:

Home Ownership Made Easy

www.realtor.com

www.newbuyer.com/homes/

Then whether it's filling out paperwork, paying bills online, or throwing out personal information you think you won't need anymore, if you're not careful you could become a victim of identity theft. It's not always a bad thing that your private information is available to businesses but it shouldn't be easy to obtain either. Janet Robb with the Better Business Bureau shared some helpful steps to make sure you protect your identity.

Protect Your Identity

****Keep a close eye on personal documents and credit cards***

****Be wise about where you store your information at home***

****Never respond to an email that asks for personal information over the internet***

****Review bank statements and credit reports closely***

For more help on protecting your identity check out these websites:

www.bbb.org

www.idsafety.net

Health is also a hot topic in the news these days and what is more important than making sure babies have a healthy start on life. March of Dimes Program Director, Amanda Sacco and Mom of a premature baby born 2 lbs 3oz., Tracy Schanks visited with us about the work March of Dimes is doing and their primary focus right now of preventing premature births. The March of Dimes was established in 1939. Here are some of the tips we discussed that will be very helpful to you:

Tips for a Healthy Pregnancy

****Take 400 mcg of folic acid daily before you're pregnant***

****Adopt a healthy lifestyle:***

Don't drink alcohol, reduce stress, exercise, eat healthy foods, and quit smoking

****Know the signs of preterm labor and when to contact your doctor***

****Ask questions! The more you know, the better choices you'll make***

For more information on the March of Dimes check out the following websites:

March of Dimes

www.walkamerica.org

www.shareyourstory.org

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WBMM 2Q 05 PUBLIC AFFAIRS ADDRESSED

Aired: 5/1, 5/8, 5/15, 5/22, 5/29 – 2:00P

Program: Inside View May

TRT: 28:30

Guests and Issues addressed:

We look into mortgages, a great outreach program, Dress for Success, and beating allergies on the May edition of Inside View.

Interest rates are still low but slowly climbing back up so is now the time to buy a home? Mortgage Loan Officer, Kim Marshall took us through the nuts and bolts of home ownership. Steps to smart home ownership include:

How to Best Position Yourself for a Home

- *Order a credit report
- *Correct any errors
- *Make monthly payments on time
- *Reduce your debt, use credit wisely, and apply for what you REALLY need
- *Create non-traditional credit
- *Use a budget

Then you put on your suit everyday, pick out matching shoes and jewelry and don't think twice about it. It's just part of your daily routine but for some women that's a far off dream. Dress for Success is a group of people helping women take charge of their life with the help of Corporate America. Kelli Reep and Ellen Ingram joined me to talk about how Dress for Success has been going strong for more than a decade and how women from all walks of life are discovering how to take the right steps into a future filled with possibilities. For more information on how you can receive help or get involved visit:

Dress for Success

www.dressforsuccess.org

Plus I know you are experiencing it. Sneezing, headaches, tired all the time. Allergy season is here and not going away anytime soon. Doctor Harold Hedges Sr. talked with us about how you can get real relief from allergies. Here are some indicators you need to see a doctor for allergy testing:

When Do I need Allergy Testing?

- *Symptoms occur several times per year
- *Prolonged seasonal symptoms
- *Poor response to medical treatment
- *Medical treatment not tolerated

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WBMM 2Q 05 PUBLIC AFFAIRS ADDRESSED

Aired: 6/5, 6/12, 6/19, 6/26- 2:00P

Program: Inside View June '05

TRT: 28:30

Guests and Issues addressed

On this edition of Inside View we discuss skin cancer, men's health issues, and recent studies that show the numerous benefits of dairy.

Alarming reports indicate kids are now being diagnosed with melanoma as early as eight years old. Doctors once thought of this as an adult disease. Doctor Jennifer Dillaha joined us to talk about her personal story of her sister in law who died from skin cancer, why the cases of skin cancer among adults and children have increased, and how to protect yourself from harmful sunrays. Here are some very practical ways to protect yourself from the sun.

Protecting your Skin

- *Plan activities that avoid the hottest times of the day between 10A-4P
- *Wear protective covering- long sleeve shirts, pants, hats, sunglasses
- *Apply SPF 15 or greater 30 minutes before going outside

You can also go to the following website for more helpful information.

www.aad.org

Did you know men have a higher death rate and die much earlier than women? Actually by as many as six years earlier. We don't see enough about men's health issues and that's reason for our second interview. Dr. Charles Smith of UAMS joined me to discuss why men shy away from doctors, are less likely to think they have something wrong with them and how men can be proactive with good health habits. Here are a few helpful proactive steps every man can take right now.

Commit to Excellent Health

- *Regular doctor visits including prostate and colon checks
- *Screening tests for important health issues
- *Keep Cholesterol at normal levels
- *Maintain normal blood pressure
- *Maintain Health weight through diet and exercise
- *Start and maintain aerobic exercise program
- *Keep BMI at or below 25
- *Eat a healthy diet with plenty of fruits and veggies
- *Decrease fat intake

For more information go to the following website:

www.menshealthnetwork.org

Speaking of good health, have you heard the latest reports touting the benefits of dairy? Among the reports, dairy helps in weight loss, diabetes, and high blood pressure as well as overall good health. Midwest Dairy Dietician Celia Harkey joined us to discuss the reports and show us easy ways to get our daily dairy. You can go to the following website or call to get more information. We have a few recipes below as well.

www.midwestdairy.com

1-800-406-MILK

MUSTARD-CRUSTED STEAK SALAD WITH BLUE CHEESE

Makes: 1 serving

Prep time: 15 minutes

Ingredients:

3 Cups baby spinach, clean and dried
1/4 cup crumbled Blue cheese
1tbs Dijon mustard
3 oz. beef tenderloin, cut into thin slices
Non-stick cooking spray
1slice red onion
3 cherry tomatoes
2 sliced mushrooms
1 tbs balsamic vinegar
1 tsp olive oil
1 tbs toasted pine nuts, optional

XTREME CHOCOLATE FRAPPE

Makes 6 servings

Prep time: 10 minutes

Ingredients:

1/3 cup sugar
2 tbs cocoa powder
2 cups low-fat milk
1/4 cup light chocolate syrup
1tsp vanilla extract
6 oz low-fat yogurt
4 ice cubes
Bittersweet chocolate shavings, optional

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