

**RADIO STATION WSMW-FM HD2  
GREENSBORO, NC  
Issues and Program Report  
for  
2nd Quarter 2015  
April - June**

Issues in this report include:

Addiction, Business And Industry, Child Abuse, Child Safety And Child Protection, Consumerism, Disabilities, Discrimination, Drug Addiction And Treatment, Drug Policy, Economics, Education, Emergency Preparedness, Federal Government And Regulation, Food Supply And Food Safety, Gender Issues, Health And Nutrition, Health Care, HIV & AIDS, Interpersonal Relations, Mental Health, Natural Disasters, Parenting Issues, Prevention, Public Health, Public Safety. Science & Technology, Smoking, Social Media, Technology, Traffic Safety, Transportation, Water Safety, Women's Issues, Youth At Risk, African-American Issues, Agriculture, American History, Arts & Literature, Bullying, Business, Children & Family Issues, Climate Change, Communications & Media, Community Action, Counseling, Crime Technology, Disabled, Drinking and Driving (boating), Domestic Violence, Elderly, Employment, Environment, Ethnic Concerns, Family Issues, Finance, Government, Health & Nutrition, Higher Education, History, Immigrant Workers, International Politics, Judicial System, Law Enforcement Careers, Math & Science Education, Media, Military, Poverty, Privacy, Productivity, Public Safety, Race, Recreation & Leisure, Refugee Relief, Religion, Retirement Issues, Social Media, The Arts, Transportation, War & Military, Women's Issues, Work-life Balance

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# 2015 2nd QUARTER REPORT WSMW-FM HD2

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**ISSUES/PROGRAM LIST**

**WSMW – HD 2**

**GREENSBORO**

**TRIAD TODAY APRIL – JUNE 2015**

**ALL PROGRAMS AIRED 6:00 AM – 7:00 AM**

**ISSUES**

**DATE**

**SUBJECT**

Community, Agriculture

4/5

Corner Market

Spoke with Juan Fernandez and Stephen Johnson of the Corner Farmer's Market in Greensboro. They have developed a community market with local vendors to serve a neighborhood that needs access to fresh fruits & vegetables. They also told us that they have started accept EBT & Snap cards and the details of how it works, so that lower income families can still enjoy healthy eating.

Animals/recreation

4/5

NCQHA Competition

Spoke with Christy Smith of the North Carolina Quarter Horse Association about an upcoming competition for beginners and novice riders. The event takes place in Colfax NC, and riders are encouraged to come learn about competition, no matter their skill level or equipment. This event is used to help riders get their feet wet and learn about competing without spending a lot of money. It is free to the public and spectators are encouraged.

Hunger/Community/Fundraising

4/5

Empty Bowls Event

Spoke with James Caldwell, the development manager of special events for the 2<sup>nd</sup> Harvest Food Bank about the upcoming Empty Bowls fundraising event. The event happens in downtown Winston Salem in conjunction with Administrative Professionals Day. People can come out and enjoy soups made by local chefs and served up by local celebrities. There are also bowls and other items to purchase. The proceeds go to the 2<sup>nd</sup> Harvest Food Bank to feed the hungry in our area.

HIV-AIDS/Health/Community

4/12

Triad Health Project

Spoke with Kevin Varner, the director of prevention and education services, about the organization, its mission, and upcoming events. The organization helps to educate the community about HIV/AIDS and offers free testing and counseling services. They will be holding their annual fundraiser, Dining With Friends, in which people host their own party with friends to raise money for the organization, and then all congregate at a finale party to celebrate.

Child Abuse

4/12

Exchange SCAN

Spoke with Kathy Holt of the Exchange SCAN program about Child Abuse Prevention month and what the organization does to help parents raise their children in a safe environment. She talked about counseling for new parents, ways to deal with stressful situations, and what to do if you think a child is being abused.

**ISSUES/PROGRAM LIST**

**WSMW – HD 2**

**GREENSBORO**

**TRIAD TODAY APRIL - JUNE 2015**

**ALL PROGRAMS AIRED 6:00 AM – 7:00 AM**

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**DATE**

**SUBJECT**

Fundraising/community

4/19

NGHS Color Run

Spoke with Mackenzie Nalley and Erin Powelly from Northern Guilford High School Yearbook Staff about the Color Run that they have organized. The event is different than most in that runners can designate which charity of 7 that they want their money to benefit.

Community/Agriculture

4/19

GSO Farmers Curb Market

Spoke with Donna Myers about the exciting events coming up at the market. She told us about the market and the products they feature, as well as the best way to navigate the market. They feature many different events throughout the year, including the upcoming Gritty Blues Festival, that will include samples of food made from grits and local produce, as well as live music.

Fundraising/Fitness

4/19

Pleasant Garden 5K Run

Spoke with Carla Strickland, the Mayor of the town of Pleasant Garden, about the upcoming Discover Good Living 5K Run/Walk. The event is being used to help promote healthy living to the residents of Pleasant Garden. There will be free health screenings as well as educational booths set up. They also invite people living outside the town to join the event.

Hunger/Community

4/26

US Mail Carrier Food Drive

Each year, the US Mail Carriers conduct a food drive by collecting non-perishable food items from residents along their routes. Reggie Gentle, a US Mail Carrier, joined us to let people know details of the event, how they can participate, and what it means to the carriers to hold this event. All food collected goes to the 2<sup>nd</sup> Harvest Food Bank.

Hunger/Education/Community

5/3

Backpack Beginnings

Spoke with Parker White, the founder of Backpack Beginnings, about her organization. BB started as a way to help assist students at one school who rely on the food assistance program to have meals when they are not in school. It has grown to include all of Guilford County and surrounding counties. We talked about what happens when children don't get proper nutrition. The organization was recognized by the Jimmie Johnson Foundation and will receive a grant that will help feed more children in the area.

**ISSUES/PROGRAM LIST**

**WSMW – HD 2**

**GREENSBORO**

**TRIAD TODAY APRIL – JUNE 2015**

**ALL PROGRAMS AIRED 6:00 AM – 7:00 AM**

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**DATE**

**SUBJECT**

Fundraising/Cancer

05/10

Relay for Life

Spoke with Laura Craven and Leah Shomacker about the upcoming Greensboro Relay for Life. We talked about the event, including details of what will happen and how people can get involved. We also discussed the American Cancer Society and the ladies' ties to a cause.

Women's Health/Parenting

5/10

All About Mom

Spoke with Laura Buxenbaum of the Southeast Dairy Association about Mother's Day, and why it is important that moms give themselves some attention. Many moms are so busy taking care of everyone else, that they neglect their own health. We discussed ways moms can take time for themselves and their own health while still handling all the duties that motherhood entails.

Elderly Awareness

5/17

Elder Abuse Awareness Walk

Spoke with Jody Clayton and Dorian Fredricksen about the Elder Abuse Awareness Walk coming up in Kernersville. WE discussed what situations are considered Elder Abuse and some examples of stories. We also talked about what people can do if they suspect abuse is happening. They gave details of the event and how people can participate.

Health/Diseases

5/17

Lupus Awareness Month

Spoke with Christine John-Fuller, the President and CEO of the North Carolina Chapter of the Lupus Foundation of America. She gave us a general overview of lupus, and how it can affect people in many different ways. We discussed treatments and what life is like living with lupus. We also talked about the awareness campaign and the many events surrounding it.

Nutrition/agriculture/assistance

5/17

Mobile Oasis Farmers Mkt

Spoke with Janet Mayer of the Guilford County Health Department about a new service the county is providing to lower income neighborhoods. They are taking a mobile truck and filling it with fresh produce and driving to neighborhoods where residents have little or no access to transportation. These areas are called food deserts due to their lack of food sources nearby. The market will help provide fresh foods to these areas, and will accept SNAP and EBT cards so the residents on assistance can still make purchases.

**ISSUES/PROGRAM LIST**

**WSMW – HD 2**

**GREENSBORO**

**TRIAD TODAY APRIL – JUNE 2015**

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**ISSUES**

**DATE**

**SUBJECT**

Culture/Native Americans

5/24

Ocaneechi Pow Wow

Spoke with Chief Blackfeather about the upcoming Ocaneechi Band of the Saponi Nation's Good Medicine Pow Wow. We talked about the history of the tribe, how the tribe translates their traditions and values into today's world, and how it works to preserve and promote its culture. We then discussed details of the upcoming Pow Wow, including what attendees can expect, and how people can get information.

Health/Cancer Prevention

5/31

Skin Cancer

Spoke with Skin Cancer Foundation Spokesperson Fred Lupton MD about the risks and prevention of skin cancer. We discussed sunscreen, tanning, tanning beds, and other methods of staying safe while enjoying summer activities. We also discussed what to look for when screening for skin cancer and ways that it can be treated.

Fundraising/Children

5/31

Proehlfic Park Golf Tournament

Spoke with Tyler Wilson of the POWER of Play Foundation (Proehlfic Park) in Greensboro about their upcoming charity golf tournament to benefit kids in our community. We discussed the details of the event, how people can get involved, and where the money goes. We also discussed what the Power of Play Foundation does and how it helps kids in the community stay active, even when they can't afford to pay for activities.

Water safety/Outdoors

6/7

Red Cross Water Safety

Spoke with Phil Fleishman & Tanner Deitsch with the GSO Parks & Rec Department about summertime water safety. We discussed why swimming lessons are important and when to begin taking them, ways for you and your kids to stay safe around the water, and boating safety.

Health/Outdoors

6/7

Mosquito Prevention

Spoke with Sandy Ellington of the Guilford County Department of Public Health about mosquitos and why it is important to keep them away. We discussed mosquito-borne illnesses and ways to cut down on mosquitos near your home and outdoor areas.

**ISSUES/PROGRAM LIST**

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Health/Children

6/7

Summertime Nutrition

Spoke with Laura Buxenbaum from the Southeast United Dairy Association about “Fast Fuel for a Grand Slam Day”. Kids are much more active in the summertime and need good nutrition choices while on the go. She gave many healthy choices and ways to prepare for a busy summer day.

Travel/Auto Safety/Children

6/14

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.

Education/Culture

6/14

FLAG Exchange Program

Spoke with Patricia Daboh, the local coordinator for the Foreign Links Around the Globe Student Exchange Program. They are currently accepting applications from local families to host a foreign exchange student for the fall school year. We spoke about the requirements of families, including cost and responsibilities. We also discussed how rewarding the program can be and what can be gained from the process.

Agriculture/Community

6/21

Mobile Oasis Farmers Mkt

Spoke with Alex Lewis of the GCDPH about the Mobile Oasis Farmers Market to follow up on the progress of the new market and how it is helping the residents of low income neighborhoods, designated as food deserts, gain access to fresh produce when transportation to such places is limited.

Nutrition/Health

6/21

National Dairy Month

Spoke with Laura Buxenbaum from the Southeast United Dairy Association about National Dairy Month. We discussed the importance of incorporating dairy in your diet and many different ways that people can enjoy dairy products.

**ISSUES/PROGRAM LIST**

**WSMW – HD 2**

**GREENSBORO**

**TRIAD TODAY APRIL – JUNE 2015**

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**ISSUES**

**DATE**

**SUBJECT**

Health/Aging

6/28

Alzheimer's Awareness

Spoke with Dana Reynolds of the Alzheimers Foundation about the disease. We discussed how it affects its victims and also their family and friends. We discussed symptoms and any treatments available. Many upcoming walks are scheduled in the area to raise awareness, and we talked about the dates and times and how people can participate.

Weekly shows may also highlight summaries of local announcements, community fundraising events, and PSAs including a benefit for the Children's Organ Transplant Association, the UNCF Fundraising Gala, and the Social Security Administration.

## ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

RADIO HEALTH JOURNAL APRIL - JUNE 2015

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

**Program # 15-14**      **Air week: Date 4-5-15**

SEGMENT 1: Food Addiction 13:04

Synopsis: Scientists are learning that some people can be physically addicted to certain kinds of foods, especially highly-processed foods, and suffer withdrawal when they can't have them. Experts explain the brain chemistry of food addiction, how it is virtually identical to the chemistry of drug addiction and alcoholism, and what it means for the nation's fight against obesity.

SEGMENT 2: Moderate Exercise 6:46

Synopsis: Studies are showing that people who train hard and long at running have death rates similar to couch potatoes, while those who exercise moderately or even lightly are likely to live much longer. Experts discuss how much exercise is enough and how to make the most of light exercise.

**Program # 15-15**      **Air week: 4-12-15**

SEGMENT 1: Correcting Color Blindness 11:15

Synopsis: Color blindness (or color vision deficiency) affects up to eight percent of men. Until recently, doctors could do nothing to treat it. Now high-tech glasses can make colors come alive for many people with the most common form of color blindness. Experts explain color blindness and the glasses that can treat it.

SEGMENT 2: Why We Eat What We Do 8:35

Synopsis: Most people would like to eat healthy foods. But other factors such as cost and ease of preparation are much more important in our food choices. A longtime food market researcher discusses why we choose the foods we eat.

**Program # 15-16**      **Air week: 4-19-15**

SEGMENT 1: Too Many Vitamins? 11:37

Synopsis: Vitamins are essential to our health, and most of those we need we can get through our diets. Many foods are fortified today. Standards for dietary minimums help prevent deficiency diseases, but little is known about whether it's possible to consume too many vitamins. Experts discuss.

SEGMENT 2: The Nature of Addiction 8:32

Synopsis: Many people have misconceptions about what addiction is and is not. A noted British journalist explains how these myths fuel the war on drugs, and alternatives that might really curb addiction and drug trafficking.

## ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

RADIO HEALTH JOURNAL APRIL - JUNE 2015

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

### Program # 15-17      Air week: 4-26-15

SEGMENT 1: Navigating The Digestive System      13:01

Synopsis: Most people have little idea what goes on in the digestive system. A science writer explains everything she found during an exhaustive investigation.

SEGMENT 2: Neuroplasticity: How The Brain Heals      7:01

Synopsis: Since the dawn of medicine, doctors have believed that, once injured, the brain could not heal. Now they've learned that the brain can heal, and are beginning to tap ways to make it heal better and faster. Experts explain.

### Program # 15-18      Air week: 5-3-15

SEGMENT 1: Distracted Teen Drivers      12:00

Synopsis: Teenage drivers are the most dangerous on the road. Graduated driver's license programs have improved their record, but a new study finds teen drivers are often distracted before crashes. Brain biology plays a role. Experts discuss distracted driving and ways to get teens to pay attention on the road.

SEGMENT 2: Training Doctors How to Communicate      7:55

Synopsis: Doctors too often use language that's indecipherable to normal people. Efforts are underway at medical schools to teach doctors to speak in plain language. An expert at one such school and a participant in these classes discuss.

### Program # 15-19      Air week: 5-10-15

SEGMENT 1: Lung Cancer, No Smoking      12:53

Synopsis: Lung cancer is the world's #1 cancer killer, but its association with smoking has created a stigma that often stuns patients who never smoked and results in much less research money for lung cancer than for other less lethal diseases. Still, new treatments provide hope. Experts discuss these issues.

SEGMENT 2: Preparing For Disaster      6:54

Synopsis: Many people will have to deal with a natural disaster at some point in their lives. Two civil defense experts discuss how to be ready before it comes.

### Program # 15-20      Air week: 5-17-15

SEGMENT 1: Weight, Culture, and Science      12:50

Synopsis: The cultural bias against obesity is often justified on health grounds. But recent studies show that people classified in the "overweight" BMI category actually have less mortality than normal weight people. Experts discuss how culture drives our obsession with weight and what science really has to say about it.

## ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

RADIO HEALTH JOURNAL APRIL – JUNE 2015

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

### Program # 15-20      Air week: 5-17-15

SEGMENT 2: "Dietary Gene Therapy" 7:06

Synopsis: Many diseases have a genetic trigger, but a noted researcher concludes that alteration of the diet can override that programming. He discusses how disease doesn't have to be preordained.

### Program # 15-21      Air week: 5-24-15

SEGMENT 1: The Health Effects of Loneliness 12:34

Synopsis: Loneliness affects far more than our mental health. Studies are now showing that loneliness and social isolation also have profound effects on our physical health, and increase the risk of death substantially. Experts discuss.

SEGMENT 2: Drowning: It Doesn't Look Like You Think 7:23

Synopsis: Seven hundred children under age 15 drown in the US each year, most within sight of a parent or other adult. Experts discuss one major reason: drowning doesn't look like most people picture it, and so are unaware the child is in trouble.

### Program # 15-22      Air week: 5-31-15

SEGMENT 1: Cheaper Breast Cancer Gene Testing 12:26

Synopsis: Testing for breast cancer genes BRCA-1 and 2 has been inaccessible to many women due to extremely high cost. Now a new \$249 breast cancer gene test is available. Experts discuss whether this changes who should be tested and the ramifications of widespread testing.

SEGMENT 2: The Science of Smell 7:26

Synopsis: The sense of smell evokes powerful memories and makes food taste good, but it also has important functions in interpersonal relations and personal safety. Experts discuss the science behind it.

### Program # 15-23      Air week: 6-7-15

SEGMENT 1: Sibling Abuse 13:06

Synopsis: Psychological or physical abuse by siblings is much more common than most people realize. It can leave severe psychological scars. However, parents often downplay it, calling it "normal sibling rivalry." Experts discuss the extent of the problem, warning signs of abuse, and how parents can act without involving family services officials and endangering the family.

SEGMENT 2: HIV From the Beginning 7:11

Synopsis: When AIDS first became widespread in the 1980's, it was a death sentence. A doctor who has spent her entire career on the front lines of HIV recounts the gloom and desperation of the early days and the transition of HIV into a treatable chronic disease.

## ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

RADIO HEALTH JOURNAL APRIL – JUNE 2015

ALL PROGRAMS AIRED 7:00 AM – 7:30 AM

### Program # 15-24      Air week: 6-14-15

SEGMENT 1: Digital Tech In Medicine: Not Meeting Its Promise Yet      12:37

Synopsis: Digital technology has revolutionized many industries, but medicine has lagged behind. One of the nation's most influential doctors discusses why the shift hasn't occurred yet, what the consequences are, and what it will take to bring health care technology to its full potential.

SEGMENT 2: "Photographic Memory"      7:15

Synopsis: Some people who remember things extremely well may claim they have a "photographic memory," but some experts say such a thing doesn't really exist. Experts discuss how memory works.

### Program # 15-25      Air week: 6-21-15

SEGMENT 1: Multiple Births In IVF      12:47

Synopsis: More than five million children have been born as a result of in-vitro fertilization, but many are born as twins, triplets and even quadruplets. Experts discuss the challenges that result in multiple births and new technology that promises to reduce the number of multiples in IVF.

SEGMENT 2: Social Anxiety In Children      7:01

Synopsis: Social anxiety disorder is more than just shyness. It can be crippling and keep people completely inside the house. An expert whose daughter was afflicted discusses social anxiety warning signs in children and how the disorder can be treated.

### Program # 15-26      Air week: 6-28-15

SEGMENT 1: Bell's Palsy      14:06

Synopsis: Bell's palsy is a frightening malfunction in the nerve controlling half of the face that occurs for unknown reasons. Sufferers often think they're having a stroke. While Bell's palsy often resolves on its own, it can leave permanent effects. Experts and two people who've had the disorder discuss.

SEGMENT 2: Doctors' Emotions      6:40

Synopsis: Many doctors believe emotion is detrimental to medical practice, and many patients think doctors are cold and emotionless. But one influential physician explains why emotion is important to doctors.

## ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS APRIL – JUNE 2015

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

**Program # 15-14**            **Air week: 4-5-15**

SEGMENT 1: Race and Diversity: Can it be taught in schools? 10:37

Synopsis: Can race be taught as a school subject, like chemistry and foreign language? And if so, what kinds of curricula are best for making students understand how other races fit into and benefit society? We talk to two researchers about the answers to these questions and take a slightly different look at race, ethnicity, religion and how they affect our perceptions of the world.

SEGMENT 2: Liar, Liar: How questioners get at the truth 10:53

Synopsis: How do professionals question people to get the information they want? We talk to a specialist on interrogation and lying about this topic, and how law enforcement and job interviewers use the same tactics to get to the truth and find out if someone might be lying to them.

**Program # 15-15**            **Air week: 4-12-15**

SEGMENT 1: Future Crimes: Cybercrime in business and in our homes is growing 11:14

Synopsis: We've all learned how to become more careful about protecting our credit card and financial information from hackers. However, there are new ways that criminals can invade our privacy and, often, there's little the police can do about it. We talk to a cyber-security expert and a technology attorney about the new threats to privacy – and even personal safety – and how we can protect ourselves from intrusions into our homes and lives.

SEGMENT 2: Roadmap: Learning to incorporate your dreams into your life

Synopsis: Not everyone is able to follow their dream into a career that they truly love. People have debt, family obligations and are possibly just not talented enough to make a living working at what they've always dreamed of doing. Our guest says that he's talked to people who have found ways of incorporating their dreams into their lives in very creative – and lucrative -- ways, and he'll pass along some advice on just how to do it.

**Program # 15-16**            **Air week: 4-19-15**

SEGMENT 1: Spring & Summer Travel: Saving time, money, and aggravation 10:49

Synopsis: The spring and summer travel seasons are here and Americans are planning their vacation trips both online and through travel agents. We'll talk to two travel experts about where the action is this season, how to get more for your travel dollars, and hear some tips and tricks for making your travel less aggravating and more fun.

SEGMENT 2: The Joy of Missing Out: Getting off the Internet 10:48

Synopsis: With emails, spam, texts and instant messaging it's a wonder we ever have time anymore to just sit and relax with family and friends. At the office, we spend so much time online, how do we get anything done...or done well? That's what worried our guest who took a 31-day vacation from the Internet to reconnect with her loved-ones and learn about how online life needs to be balanced with face-to-face communications and relaxation.

## ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS APRIL – JUNE 2015

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

### Program # 15-17

Air week: 4-26-15

SEGMENT 1: Astrotwins: An astronaut talks about science and math education

9:00

Synopsis: As a kid, did you ever dream of being an astronaut and flying a rocket ship into space, but figured you weren't good enough in science and math to do it? Our guest, a former U.S. astronaut admits he wasn't the best young student in school in those subjects, but later on he grew fascinated by them and turned his newfound interest into becoming a Navy pilot and then a member of NASA's Space Shuttle team. He talks about his new young readers' book, and how he hopes it will encourage boys and girls to go into science, math and engineering.

SEGMENT 2: Creativity in Technology and Art

12:35

Synopsis: We hear a lot about creativity these days, but can you be creative and artistic if you work in any kind of occupation? We talk to two creative people – one an artist and the other a business consultant – about the essence of creativity, how they foster creativity in their work and how anyone can be creative – even under very constrained conditions -- if they just take the time to look at their life and work in a different way.

### Program # 15-18 Air week: 5-3-15

SEGMENT 1: Baseball and the Movies: What makes a good baseball film?

10:12

Synopsis: There are movies about a lot of sports and athletic competitions, but for some reason baseball outnumbers them all. Why is that? And what are the hallmarks of a good baseball movie? We talk to an author and professor of communications, and to a baseball novelist, player and screenwriter about these issues. We'll also hear about a novel way one guest is seeking to "crowdfund" and cast his upcoming baseball film.

SEGMENT 2: The Bill of Rights: New thoughts on its structure and meaning

10:20

Synopsis: When we learn about the Bill of Rights in school, we often look at it as ten separate amendments to our Constitution instead of as a single, well-structured work, like a poem or symphony. Our guest didn't see this either, until he needed a document to type while practicing his word processing program. We'll hear about his realization that the Bill of Rights is, indeed, a cohesive and carefully plotted document, how it captures the essence of democracy that our forefathers fought for, and how, in modern cases, he thinks some Supreme Court decisions undermine the founders' intentions.

### Program # 15-19 Air week: 5-10-15

SEGMENT 1: Becoming Steve Jobs: A look at the life of the Apple co-founder

10:09

Synopsis: Apple co-founder, Steve Jobs, was hailed as a genius during his lifetime for the success he and his partner made of the fledgling computer company. However, Jobs was also accused of being a divisive manager who burnt out his employees, and was eventually sidelined at his own company. We talk to one of his biographers about how Jobs changed his ways after he left Apple, and how his experiences with NeXT Computer, Pixar, and becoming a husband and father helped him develop into a savvy, more understanding innovator and leader.

SEGMENT 2: The Noted—and Unsung—Women of the Nuclear Age

11:29

Synopsis: The Atomic Age is credited mostly to men like Einstein, Oppenheimer and Fermi. Although there's no question that these eminent scientists were leaders in the development and understanding of nuclear power, there were also many women who contributed knowledge and sometimes their health and lives, but who are overshadowed by the men. We talk to two authors whose books give these women the recognition they deserve.

## ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS APRIL – JUNE 2015

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

**Program # 15-20**

**Air week: 5-17-15**

SEGMENT 1: The Importance of Letters

10:34

Synopsis: When was the last time you wrote or received a real, handwritten letter in the mail? It's sad that there are young people today who will never experience the joy of getting or writing a personal letter during their lives. We talk to a writer and editor about the importance of letter writing, and what we can learn from reading letters from notables and unknowns of the past.

SEGMENT 2: Healthier Ethnic Cooking and Sweets

11:01

Synopsis: America is a melting pot of many nationalities, races and religions, each with its own traditions and cuisines. Some of the food that is so loved by families across the country isn't the healthiest, however, and can cause obesity, blood sugar problems and heart issues. We talk to two experienced cooks and an award-winning baker about how they are trying to make ethnic dishes and baked goods a bit healthier while maintaining the flavors and textures of the traditional dishes.

**Program # 15-21 Air week: 5-24-15**

SEGMENT 1: Getting Things Done: It's all in the planning

12:48

Synopsis: Does it ever seem like the more you try to get stuff done, the less you accomplish? It may be that you're expending too much energy on *doing* and not enough *planning* ahead of time. We talk to two experts in the field about some simple strategies you can use to make more of the time you have to get things done.

SEGMENT 2: Eldercare: Challenges for the Future

8:49

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.

**Program # 15-22 Air week: 5-31-15**

SEGMENT 1: Choosing a College: How it can affect your life in school and after

12:00

Synopsis: High school graduates who plan to go on with their education are making plans to head off to college this fall. Not all of them were accepted to the college that was their first choice, and many are disappointed about it. Some young people didn't get into college at all because they weren't offered the help they needed to find a college that suited them financially and culturally. We talk to an author and to a high school counselor about the myths surrounding acceptance to an "elite" college, why a small or state school can be a better fit, and how high school counselors can better serve diverse and often financially strapped students.

SEGMENT 2: Big, Bad Botany

9:45

Synopsis: Every spring, millions of gardeners head outside to spruce up their flower beds, trees, shrubs and vegetable patches, without thinking much about the history – and sometimes toxicity – of some of their plantings. We talk to a man who has researched the unusual side of gardening and find out about some very interesting plants, and how they were cultivated and used in the past as hallucinogens, medicines and tourist attractions.

## ISSUES/PROGRAM LIST

WSMW – HD 2

GREENSBORO

VIEWPOINTS APRIL – JUNE 2015

ALL PROGRAMS AIRED 7:30 AM – 8:00 AM

### Program # 15-23 Air week: 6-7-15

SEGMENT 1: The Psychology of Climate Change 11:58

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.

SEGMENT 2: The Empty Nest: How to cope when the kids leave for good 9:47

Synopsis: When the last child leaves home for college, marriage or that first job, parents are often sad and at loose ends about how the rest of their lives will progress. We talk to a therapist and author who's experienced her own children leaving home, about the emotions of "the empty nest" and what parents can do to reframe their lives when the children go out on their own.

### Program # 15-24 Air week: 6-14-15

SEGMENT 1: Social Security Works: How it can be funded and expanded 10:55

Synopsis: There has been a debate going on for decades over Social Security and it's future. Sometimes we hear that it's going to go bankrupt; other times politicians want to scrap part of it and have workers find commercial financial instruments for their retirement; still others want to cut money paid out to retirees, their survivors and the disabled. We talk to an author and researcher about his ideas on why Social Security is important, isn't going broke, and how it can be expanded and funded with modest increases in the future.

SEGMENT 2: Boating & Water Safety: What you need to know this summer 10:49

Synopsis: Hundreds of people die each year in boating accidents – and many of those can be prevented if the right equipment is on board and boating safety procedures are followed. We talk to two Coast Guard specialists about what you need to know and have on hand in your boat to make this summer's boating safe and fun.

### Program # 15-25 Air week: 6-21-15

SEGMENT 1: A New Look at Invasive Species 9:44

Synopsis: Many ecologists, farmers and members of the public are worried that non-native plants and animals are invading the U.S. and preventing native species from thriving. Much money and time is spent trying to rid the land of these aliens – often to no avail. But are these species present because they're the only ones that can thrive in an area? Are they multiplying because of something bad we're injecting into their environment? Are these aliens actually helping nature create a diverse and robust environment? And are those so-called native species of plants and animals *really* native? Our guests have some surprising answers to those questions.

SEGMENT 2: The Great Fire: An unsung hero who save thousands 12:03

Synopsis: After World War I there was a great conflict in Turkey and many Christians and others were killed. The city of Smyrna was set ablaze and even more people had to run to the beaches just to escape the flames. Refugees poured into the city from towns and rural areas and soon there were tens of thousands stranded on the shore with nowhere to go. We'll hear how governments and diplomats in the West all but ignored their plight, and how the efforts of one brave relief worker and a Navy commander finally brought the victims to safety.

**ISSUES/PROGRAM LIST**

**WSMW – HD 2**

**GREENSBORO**

**VIEWPOINTS APRIL – JUNE 2015**

**ALL PROGRAMS AIRED 7:30 AM – 8:00 AM**

**Program # 15-26**

**Air week: 6-28-15**

SEGMENT 1: Domestic Violence: Why it happens and how it affects the family

10:05

Synopsis: Domestic abuse is something many women and men will experience in their lives. We talk to two psychologists familiar with the subject about what kind of person perpetrates partner and domestic violence, what victims can do to remove themselves from the abuse, and how being a witness to or a victim of abuse affects the intimate relationship, children and the family dynamic.

SEGMENT 2: Paternity and Family Leave: Good for families, workers and the economy

11:31

Synopsis: Bringing a new baby into the home is a wonderful – and chaotic – experience, and it's often made more chaotic when mom and dad have to rush back to work shortly after the child is born. Financial reasons and the stigma of staying home if you're a man, keep parents away from their children at a time in their lives when they're needed the most. We talk to an author – and a dad who fought for his rights – about why it's important for employees to receive paid family leave to take care of new babies, sick relatives and elderly parents. He also explains why paid leave is good for business and the economy.