



Community Issues Report

For WSVG-AM 790 Mt. Jackson, VA

Q2 2014

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WSVG 790 AM, airs news, talk and sports radio content. The pure synthesis of the format is to offer an opportunity for the community to keep up to date on current events. These events often include reports on the latest studies on health and well being. Content providers such as CBS and Virginia News Network also provide valuable news and information about other issues of public importance and information. Currently, our talk radio shows air live 14 out of every 17 hours daily Monday through Friday. The public is invited to call in on all of these programs to discuss items of community importance.

Due to the nature of the format, the station appeals mostly to older listeners aged 30+. Obesity, general health and aging issues are some of this community's most asked about topics. Twice-daily we air *CBS Healthwatch*, covering the latest alerts and information on health from CBS News. Topics included:

\$100 million settlement for victims of nationwide meningitis outbreak
3D mammograms enhance cancer screening, study says
A man in isolation at an Orlando hospital has the second confirmed American case of MERS
A MERS patient in Orlando appears to have infected at least two other people
A mother's journey through her child's deafness
A new federal study found a drop of more than 60 percent in the rate of heart attacks and deaths from diabetes between 1990 and 2010
A new Harvard study finds eating more fiber, especially from cereal, cuts the risk of dying from heart disease or stroke by 35 percent
A new report says total drug spending jumped last year by 3 percent, to nearly \$330 billion
A new study reveals that your risk of certain cancers may have a correlation with where you live
A new study reveals young adults show long-term ill effects of having been bullied as a child, while those who did the bullying are actually healthier than their peers

A new study shows the rate of cervical cancer in the U.S. being more than 50 percent higher than previously thought
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A new study suggests tanning can become a physical addiction. Dr. Elizabeth Hale, associate professor of dermatology at NYU's Langone Medical Center, speaks to the "CBS This Morning" co-hosts about the new Harvard study.
A review of 50 years of research suggests the benefits of mammograms have been overstated, and the risks understated
A tentative settlement from a deadly meningitis outbreak awaits a judge's approval
A young mother of three is suing a New York hospital, claiming she was given a Cesarean section against her will
Abbey Klaassen, editor of Advertising Age, talks about the new breakfast offerings with the "CBS This Morning" co-hosts
About 1.8 million pounds of ground beef products used in restaurants may be contaminated with E. coli bacteria
Allergies or a cold? How to tell the difference
Allergies: Expert shares what may affect symptoms this season
An American Heart Association study suggests young adults who smoke pot could be putting themselves at risk for heart-related complications, even death
Anthrax accident: CDC scientists may have been put at serious risk
As Crossfit's popularity continues to skyrocket, so does injury risk
At least four people in Florida were infected by a virus after traveling to the Caribbean
Breakfast battle: Restaurant chains try to cash in on \$50 billion business
Breakthroughs in prostate cancer treatment
Breast cancer controversy: Double mastectomy often not needed, study says
Brief meeting between patients "very concerning" because health officials have believed contracting virus only came from very close, prolonged contact
Bryan Walsh, a senior editor at Time magazine, talks about how the conventional wisdom about fat is going through a meltdown

Bullies see health benefits from bad deeds, study finds
Butter and meat may not be unhealthy after all
Can young blood reverse aging?
Cancer breakthrough? Genetic sequencing could change treatment
Cancer researchers use new approach to identify "switches" that fuel cancer then treat patients with targeted drugs
CBS News medical contributor Dr. David Agus talks about the promising news for breast cancer detection with the "CBS This Morning"
CDC: Up to 40 percent of deaths are preventable
Cervical cancer rate in U.S. higher than previously thought, study says
Cervical cancer rates show dramatic increase in U.S.
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Childhood obesity linked to reduced sleep, study says
Chip Reid reports on how healthy lunch rules are at the center of a growing fight over wholesome meals for students
Climate change may aggravate allergies
Cloning advancement: Scientists create embryonic stem cells from adult skin
CNET puts high-tech heart monitors to the test
Codeine given to kids despite warning, study finds
Could your zip code be contributing to your cancer risk?
Diabetes breakthrough? Bionic pancreas monitors sugar, triggers doses
Disease caused by the human papilloma virus, a sexually transmitted disease; find out how often you should be checked
Dr. David Agus talks about the device's success and health concerns
Dr. David Agus talks about the possible beginning of the end for chemotherapy as the standard of care
Dr. David Agus talks to the "CBS This Morning" co-hosts about the health consequences
Dr. David Agus talks to the "CBS This Morning" co-hosts about two independent studies that identify this gene

Dr. Dyan Hes talks about a new study that shows the drug is prescribed to children more than a half-a-million times a year
Dr. Holly Phillips talks to the "CBS This Morning" co-hosts about climate change and seasonal allergies
Dr. Holly Phillips talks to the "CBS This Morning" co-hosts about the disturbing findings
Dr. Holly Phillips talks to the "CBS This Morning" co-hosts about what to look for in a sunscreen
Dr. Martin Blaser, author of "Missing Microbes: How the Overuse of Antibiotics Is Fueling Our Modern Plagues," talks about his findings
Dr. Nancy Keating, a co-author of the study and associate professor of medicine at Harvard Medical School, talks about her findings
Dr. Sue Varma, assistant professor of psychiatry at New York University's Langone Medical Center, talks about the study
Dr. Tara Narula, cardiologist at Lenox Hill Hospital in New York, talks about the links between processed meat and heart failure
Drinking to death: Report says alcohol behind 10 percent of working-age deaths
E. coli threat prompts ground beef recall
E-cigarette debate smolders over health claims
Editor defends scathing open letter to parents who are not vaccinating their children
Employees more relaxed at office than at home, study says
FDA ready to regulate electronic cigarettes sales
FDA requires warning labels for indoor tanning dangers
FDA: Pregnant women, children should eat low-mercury fish
Federal traffic safety officials are planning to change the rules for all new cars and many light trucks
Fiber helps heart patients live longer, study finds
Food fight: Political battle over healthy school lunch rules
Forced C-section? Mother sues doctors, hospital over lack of consent
Freezing fat cells: Coolsculpting claims to remove fat without surgery

From college dropout to math marvel, Jason Padgett shares how life changed after bar attack
From diabetes to conjoined twins, a look at the health stories that made headlines this week
Fueling disease: The dangers of antibiotic overuse
Genetic sequencing could change cancer treatment forever
GMO labeling bills face opposition from manufacturers
Government data reveals spinal fusion numbers per doctor, nationwide
Government data reveals spinal fusion numbers per doctor, nationwide. Mark Strassmann shares more on "CBS This Morning."
House Republicans aim to weaken First Lady's school lunch bill
In a first-of-its-kind report, the CDC says up to 40 percent of deaths from the five leading causes are preventable
In an effort to mitigate the dangers of indoor tanning, the FDA will now require tanning beds and sun lamps to be adorned with warning labels calling attention to potential hazards like skin cancer
Jason Padgett was assaulted 12 years ago, suffering what doctors called a "profound concussion" that changed his brain
Jonathan Bush on fixing health care system
Jonathan Bush, co-founder and CEO of Athena Health, talks to the "CBS This Morning" co-hosts about his new book, "Where Does It Hurt?" which outlines his solution for fixing health care in the U.S.
Learn what you can do fight back this spring, both inside and outside your home, against seasonal allergies
Lesley Stahl reports on new research that shows the surprising factors involved in what may add years to your life
Living organism made with artificial genetic code
Living past 90: Caffeine, alcohol and extra weight may be good for you
Mammograms benefits overstated, risks minimized, study says
Mammograms: New study says test's benefits overstated

Man becomes prodigy after concussion
Measles warning: Highest number of cases in nearly two decades
Memory loss: New survey highlights risk factors for young
MERS spreads for first time ever in U.S. via person-to-person contact
MERS spreads person-to-person inside U.S.
MERS virus threat: CDC racing to find those possibly exposed
Michelle Obama's effort to provide healthier lunches to school children is getting some push back from House Republicans
More women freezing eggs for career, waiting for right partner
More women freezing their eggs for career growth
New breast cancer drug may change treatment of disease
New research into the treatment of prostate cancer could bump survivor rate by 30 percent over the next decade. Dr. David Agus joins the "CBS This Morning" co-hosts to discuss promising aspects of the research
New research shows how a device could change the battle against diabetes
New technique for prolonging fertility may help women trying to get ahead in the workplace, as well as for those waiting for the right partner
New technology is allowing more women to pause their biological clocks and start a family whenever they're ready
New U.S. cases of Caribbean mosquito virus
Patriots owner encouraging older Americans to get off the bench
People who are depressed, have high blood pressure or don't exercise enough are more likely to forget things -- and it can happen as early as your 20s
Pot debate: Using marijuana to treat PTSD and war wounds
Pot linked to heart trouble in young, middle-aged adults
Prescription drug abuse has nearly tripled in the past decade among older Americans
Preventing heart attacks: New study says gene mutation can ward off threat
Prices soar for specialty prescription drugs
Processed meat may increase risk of heart failure for men
Rearview cameras required on new vehicles by 2018

Report advises against codeine treatment for kids
Researchers are optimistic about an experimental drug to fight advanced breast cancer that could change the way cancer is treated
Researchers at the Scripps Research Institute say they created the first microbes containing artificial DNA
Researchers have found old mice showed improved muscle and brain function when given blood and blood proteins from young mice
Risk of death, heart attacks drops sharply for diabetics
Ryan Lewis shares his mother's HIV survival story
Science writer Lydia Denworth's son was diagnosed with moderate to profound hearing loss around 2 years old
Second U.S. case of MERS confirmed in Florida
Seniors and prescription medications: More than 300,000 seniors addicted, investigation finds
Spring has finally sprung and for some 50 million Americans with allergies, it's the season of sneezing
Statins may lead to weight gain, new study says
Substantial drop in heart attacks and deaths from diabetes, study says
Sun Addiction: UV rays may act like heroin in brain
Sunscreen ratings: New studies test SPF effectiveness
Surge in U.S. measles outbreak
Tapping into controversial back surgeries
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The advancement could one day fight a range of conditions including Alzheimer's and Parkinson's
The CDC is reporting a 20-year high in measles infections
The CDC reports 129 cases of measles in 13 states since January
The CDC says an Illinois man got MERS from a health care worker, who had contracted it in the Middle East
The Centers for Disease Control in Atlanta is investigating the breakdown of safety

protocol and said it will continue to monitor and medicate as many as 75 scientists who may have been exposed to the potentially deadly bacteria. Vicente Arenas reports.
The chikungunya virus is spreading in the States with fever-like symptoms and chills that make people feel miserable
The federal government says pregnant and breastfeeding women in addition to young children are not eating enough seafood. Dr. professor Rebecca Brightman talks about the recommendations
The Food and Drug Administration says it will seek stricter regulation of non-smoke tobacco products, including electronic cigarettes
The Grammy Award-winning artist and his mother, Julie Lewis, tell their family's story exclusively on "CBS This Morning," as they launch the 30/30 Project to celebrate Julie's 30-year survival with HIV
The massively popular workout program has struck a chord with fitness buffs and weekend warriors alike. While the program is lauded for intense training that promotes a strong sense of community, opponents say the workout could cause serious injury
The report's lead author, Dr. Elsie Taveras, chief of General Pediatrics at MassGeneral Hospital for Children, talks about her findings
There is a lot of blame to go around between doctors and parents for prescribing the powerful and dangerous painkiller to children
Time Magazine science editor Jeffrey Kluger wrote a scathing open letters to parents, warning them of the dangers of not vaccinating their children
Treatment of post-traumatic stress disorder ranges from therapy to prescription drugs, but organizations like Operation Grow4Vets argue that marijuana can change the lives of veterans for the better
Vermont Gov. Peter Shumlin is expected to sign a bill mandating labeling of genetically modified foods
Vinita Nair reports on how effectively this procedure works
Violent assault changes man into mathematical prodigy
Virus warning: New cases in Florida, thousands sick in Caribbean

Wearable technology is changing the fitness world with devices that promise to track your heart rate

While NFL teams and players have always taken an active role in promoting exercise to children, the New England Patriots and owner Robert Kraft are stressing the importance of fitness to senior citizens. Mark Strassmann reports

Women having a mastectomy are increasingly choosing to remove both breasts, but the decision may have more to do with fear

In addition, the station airs daily Monday through Friday feature *Raising Our Kids* from CBS News, covering parenting advice.

Public Service Announcements

No fewer than five (5) public service announcements air on WSVG every day. Lengths of these announcements vary from 15-seconds, 30-seconds and 60-seconds in length. Topics covered include a wide array of public service information pieces related to community issues such as high school dropout prevention, adoptive parenting encouragement, anti-drunken driving campaigns, disease prevention and early diagnosis and more. Topics covered include:

- Emergency preparedness produced by the Ad Council
- Adoption produced by Adopt Us Kids
- Addiction to pain killers
- American Heart Association CPR and heart attack recognition
- American Stroke Association on recognizing signs of a stroke
- Drunk driving and reckless driving prevention
- Cancer prevention produced by American Cancer Society
- Autism recognition produced by Autism Speaks
- Community service call to action from Corp for Natl and Community Service
- Diabetes recognition and prevention produced by the Ad Council

- Emergency Preparedness by FEMA
- Fire Prevention
- Public service volunteer encouragement by the Corporation for National and Community Service
- Hunger prevention from Feeding America
- Lead Poisoning from EPA
- Life tips produced by the Foundation for a Better Life
- Reading encouragement produced by the Library of Congress
- Peace Corps
- Rotary
- Selective Service
- Social Security
- United Way
- Arts encouragement produced by Virginia Foundation for the Humanities
- Wildlife Land Trust