

WMFS-FM, WMFS-AM, WMFS-HD1

Memphis Tennessee

Quarterly Report: 1<sup>st</sup> Quarter, 2024 (January, February, March)

The following report details how WMFS-FM, WMFS-AM, WMFS-HD1 radio addressed important issues through public service announcements, public affairs programming every Sunday 6-7am CT, and community involvement.

• Week of 1/07/24 Radio Health Journal

**SEGMENT 1: BEING A GOOD PATIENT TAKES WORK: HOW TO FEEL EMPOWERED AT THE HOSPITAL**

**Duration:** 12:59

**Synopsis:** We, as patients, are making more decisions about our health than ever before. From which brand of medicine we want to which supplements we take, a lot of the choices depend on being a smart consumer. Our expert reveals why this is a double-edged sword and how you can feel empowered walking into your next doctor's appointment.

**Host:** Elizabeth Westfield

**Guests:** Dr. Talya Miron-Shatz, Visiting Researcher, University of Cambridge, Author, Your Life Depends On It

**Compliance issues:** Health Care, Medicine, Patient Safety, Social Media, Vulnerable Populations, Confirmation Bias, Medical Knowledge, Scientific Terminology, Telehealth

**SEGMENT 2: DOES A GOOD BEDSIDE MANNER SAVE LIVES?**

**Duration:** 7:02

**Synopsis:** Dr. Wes Ely, an intensive care specialist, says the early days of his career were spent more worried about the beeps and buzzers rather than the patients that the machines were monitoring. He gives us a unique look into how physicians can humanize patients in the ICU and, in turn, save more lives.

**Host:** Greg Johnson

**Guests:** Dr. Wes Ely, Professor of Medicine, Associate Director of Aging Research, Vanderbilt University, Author, Every Deep-Drawn Breath

**Compliance issues:** Burnout, Consumerism, Covid-19, Empathy, Health Care, Healthcare, Pandemic, Patient Safety, Public Health, Vaccination, Bedside Manner, Intensive Care Unit

• Week of 1/07/24 Viewpoints

**SEGMENT 1: ARE HUMANS BUILDING OUR END? THE DEBATE AROUND ARTIFICIAL INTELLIGENCE & ITS CONSCIOUS STATE**

**Duration:** 10:07

**Synopsis:** Would you consider complex, artificial intelligence systems like Open AI's, Chat GPT-4 or Google's newest release, Gemini, conscious minds? What exactly even constitutes as consciousness? We speak with two experts about this ongoing debate and what challenges lie ahead for these quickly evolving systems.

**Host:** Gary Price

**Guests:** Susan Schneider, philosopher, director, Center for the Future Mind, Florida Atlantic University; Kristian Hammond, AI scientist, professor, director, Masters of Science Dept., Artificial Intelligence, Northwestern University

**Compliance issues:** Artificial Intelligence, Emotion, Engineering, Ethics, Personality, Philosophy, Psychology, Technology

## **SEGMENT 2: SPEAKING WITH THE ARTIST BEHIND SOME OF THE MOST ICONIC ILLUSTRATIONS**

**Duration:** 7:27

**Synopsis:** We speak with illustrator and artist Tim O'Brien who's illustrated countless magazine covers over the decades. O'Brien speaks with us about his long career, the history of illustration, its evolution and how the art form is used to convey a deeper meaning or take on a singular moment in time.

**Host:** Marty Peterson

**Guests:** Tim O'Brien, illustrator, artist

**Compliance issues:** Art, Creative Arts, Culture, Fashion, History, Liberal Arts, Literature, Media, News, Politics

## **VIEWPOINTS EXPLAINED: WHAT WORD BEST SUMMED UP 2023?**

**Duration:** 1:40

**Synopsis:** We cover what word best encapsulated 2023, according to dictionary giant Merriam Webster. Any guesses?

**Host:** Ebony McMorris

**Compliance issues:** Artificial Intelligence, English Language, Language, Pop Culture, Social Media, Technology, Trends

## **CULTURE CRASH: A MASTER OF THRILLERS: A LOOK AT FILMMAKER EMERALD FENNEL**

**Duration:** 2:18

**Synopsis:** Love a good, jumpy scare? Us too. We cover some old and new releases from acclaimed filmmaker Emerald Fennell.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film

• Week of 1/14/24 Radio Health Journal

## **SEGMENT 1: 3D PRINTING ORGANS AND AI SURGERIES: THE FUTURE OF MEDICINE**

**Duration:** 11:52

**Synopsis:** Dr. Thomas Kolon is using 3D-printed models to successfully operate on cases thought to be inoperable. Another physician brings AI into his surgeries to give patients the most accurate hip replacements possible. This is the future of medicine and our experts are here to explain it all.

**Host:** Elizabeth Westfield

**Guests:** Dr. George Haidukewych, Director of Orthopedic Trauma & Chief of Complex Joint Replacement, Orlando Health Jewett Orthopedic Institute; Dr. Thomas Kolon, Expert in Pediatric Disorders, Chief of Urology, Children's Hospital of Philadelphia

**Compliance issues:** 3D Printing, Artificial Intelligence, Cancer, Children At Risk, Consumerism, Medical Technology, Vulnerable Populations, Cancer Prevention, Childhood Cancers, Kidney

## **SEGMENT 2: NERVOUS NAIL-BITER? IT HARMS MORE THAN JUST AESTHETICS**

**Duration:** 7:50

**Synopsis:** So many of us have experienced the compulsion to bite our nails. Even though it's a detriment to our wellbeing, we still do it – so why? Is it a product of our genetics or evolution? Our experts discuss where this impulse stems from and all the ways it harms our health.

**Host:** Greg Johnson

**Guests:** Dr. Dana Stern, Assistant Clinical Professor of Dermatology, Mount Sinai Medical Center; Dr. Fred Penzel, Psychologist & Executive Director of Western Suffolk Psychological Services

**Compliance issues:** Bacteria, Consumerism, Evolution, Genetics, Public Health, Trauma, Bacterial Infection, Compulsions, Cuticles, Ecosystems, Habits, Hemorrhage, Nails, Oral Health

• Week of 1/14/24 Viewpoints

**SEGMENT 1: A PIONEER IN PAVING GREATER DIVERSITY IN SCI-FI**

**Duration:** 7:21

**Synopsis:** For decades, science fiction was a genre written almost exclusively by white males. Now, the genre is flourishing with diverse voices, thanks in part to the trailblazing writer Octavia E. Butler. Historian Gerry Canavan discusses the obstacles Butler faced and her legacy on one of the most popular genres in American literature.

**Host:** Gary Price

**Guests:** Gerry Canavan, professor at Marquette University and author, Octavia E. Butler (Modern Masters of Science Fiction)

**Compliance issues:** Culture, Diversity, Gender Equality, Gender Issues, History, Literature, Race, Science Fiction

**SEGMENT 2: THE SECRETS LEARNED FROM A FIFTH-GENERATION BEEKEEPER**

**Duration:** 10:15

**Synopsis:** In Meredith May's book, she examines the parallels between the inner workings of beehives and our society, and how beekeeping taught her numerous life lessons as a child. She also discusses the threat to bees with commercialized beekeeping and what we can do to protect these insects that are vital to our ecosystem.

**Host:** Marty Peterson

**Guests:** Meredith May, author, The Honey Bus: A Memoir of Loss, Courage and a Girl Saved by Bees

**Compliance issues:** Beekeeping, Biodiversity, Environment, Family Relationships, Literature, Mental Health

**VIEWPOINTS EXPLAINED: DO YOU HAVE RIZZ?**

**Duration:** 1:37

**Synopsis:** We cover the Oxford English dictionary's word of the year: rizz. What does it mean, and why has it become a mainstay in the Gen-Z vernacular?

**Host:** Ebony McMorris

**Compliance issues:** Culture, English Language, Language, Social Media, Trends, Youth Issues

**CULTURE CRASH: THE STRUGGLES OF STREAMING GIANTS**

**Duration:** 2:22

**Synopsis:** We talk about why most streaming platforms are struggling to make a profit at year's end.

**Host & Producer:** Evan Rook

**Compliance issues:** TV, Culture, Technology, Film

• Week of 1/21/24 Radio Health Journal

**SEGMENT 1: MENTALLY ILL INMATES: SAFETY AND JUSTICE OR SUFFERING AND VENGEANCE?**

**Duration:** 12:28

**Synopsis:** American prisons are full of people with mental illness, but does the system actually fulfill its promise of reform for these inmates? Dr. Christine Montross, a psychiatrist, says many of them aren't getting the correct help that will make a difference in their lives – and make our society a safer place when they're released. She breaks down the prison system and offers alternative programs to solve this crisis.

**Host:** Elizabeth Westfield

**Guests:** Christine Montross, Associate Professor of Psychiatry and Human Behavior, Brown University

**Compliance issues:** Consumerism, Health Care, Healthcare, Incarceration, Mental Illness, Public Health, Public Policy, Public Safety, Community Care, Criminals, Health Policy, Jail, Mental Institutions, Prison, Psychosis

**SEGMENT 2: DO YOU SUPPORT GIVING CHILDREN MENTAL HEALTH DAYS OFF OF SCHOOL?**

**Duration:** 7:43

**Synopsis:** We're quick to pull our kids out of school when they're running a fever or throwing up, but what about when they've become burnt out or severely stressed? Just because we can't see the physical symptoms doesn't mean there isn't a problem. Dr. Andrea Bonior explains the benefits of giving your children mental health days and how to prepare them for future obstacles.

**Host:** Greg Johnson

**Guests:** Dr. Andrea Bonior, Licensed Clinical Psychologist, Author  
**Compliance issues:** Anxiety, Children At Risk, Consumerism, Coping Strategies, Depression, Mental Health, Public Health, Vulnerable Populations, Emotions, Sick Days, Stress

• Week of 1/21/24 Viewpoints

**SEGMENT 1: THE RISE OF THE CORPORATE DISPENSARY**

**Duration:** 8:41

**Synopsis:** Cannabis has grown to become a multi-billion-dollar industry in the U.S. But how much of this revenue is going to small businesses rather than large chains controlling every part of production? We discuss the current inequities and the failure to maintain a model that helps populations who've been disproportionately affected by the war on cannabis get a seat at the table.

**Host:** Gary Price

**Guests:** Sarah Woodson, Executive Director, Founder, The Color of Cannabis; Aaron Smith, Co-Founder & CEO, The National Cannabis Industry Association

**Compliance issues:** Criminal Justice, Drug Policy, Emerging Industries, Equality, Government, Incarceration, Law, Race, Small Business

**SEGMENT 2: WHY ARE WE BANNING MORE BOOKS THAN EVER BEFORE?**

**Duration:** 9:23

**Synopsis:** Books have been taken off shelves since the colonial period, but, in recent years, more books than ever have been deemed unsuitable for young readers and are being removed from schools and local libraries. We cover the controversy by highlighting two differing perspectives on the debate.

**Host:** Marty Peterson

**Guests:** Jonathon Friedman, director, free expression & education programs, Pen America; Tia Bess, volunteer, Moms for Liberty

**Compliance issues:** Education, Free Expression, Gender, Government, Law, Literature, Politics, Public Policy, Race, Sexual Education

**VIEWPOINTS EXPLAINED: WHY DID IT TAKE DECADES TO MAKE MARTIN LUTHER KING JR. DAY A HOLIDAY?**

**Duration:** 1:26

**Synopsis:** We highlight the decades-long political fight to pass state and federal legislation that officially made the third Monday of January Dr. Martin Luther King Jr. Day.

**Host:** Ebony McMorris

**Compliance issues:** Civil Rights, Equality, Government, History, Law, National Holidays, Politics, Race

**CULTURE CRASH: LOOKING FOR SOMETHING NEW TO WATCH? DIVE INTO THIS FIVE-PART SERIES**

**Duration:** 2:05

**Synopsis:** Critics can't decide whether Steve McQueen's five-part series, "Small Axe" is a TV show or if it's a series of short films. Either way, the release is a hit and will keep you hooked the entire way. Stream it now in full on Amazon Prime.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film, TV

• Week of 1/28/24 Radio Health Journal

**SEGMENT 1: EATING INVASIVE SPECIES: DOES YOUR DIET HELP THE ENVIRONMENT?**

**Duration:** 10:53

**Synopsis:** Many people choose their diet based on what tastes good, but what if you could have great food while helping your local environment? Dr. Joe Roman, a conservation biologist, explains the dangers of invasive species and how we can do our part in saving the environment by strapping on an apron.

**Host:** Elizabeth Westfield

**Guests:** Dr. Joe Roman, Conservation Biologist, University of Vermont; Dr. Cindy Tam, Biological Threats and Invasive Species Research Program Coordinator, US Geological Survey

**Compliance issues:** Agriculture, Consumerism, Diet, Disease, Environment, Infrastructure, Invasive Species, Public Health, Public Safety, Virus, Farming, Habitats, Native Animals, Population Control

## **SEGMENT 2: MENTAL HEALTH IN THE MILITARY: STIGMAS, RESOURCES, AND ROADBLOCKS**

**Duration:** 8:39

**Synopsis:** As a psychologist, Dr. Chuck Weber helped a lot of soldiers during his time in the military. However, limited resources held him back from being able to fully help the families of active-duty soldiers. He explains why this is such an important area of service and how he fought to prioritize mental health services.

**Host:** Greg Johnson

**Guests:** Dr. Chuck Weber, Psychologist, Chief Medical Officer and Founder, Family Care Center

**Compliance issues:** Health Care, Healthcare, Mental Health, Military, PTSD, Psychology, Public Health, Public Safety, Veterans, Vulnerable Populations, Family Medicine, Military Families

• [Week of 1/28/24 Viewpoints](#)

## **SEGMENT 1: NEW YEAR, SAME CHALLENGES: WHY THE AMERICAN EDUCATION SYSTEM IS AT A CROSSROADS?**

**Duration:** 7:26

**Synopsis:** For years, the media has covered teacher burnout and how more and more teachers are resigning. Yet, despite this increased coverage, little has been done to improve pay, working conditions and autonomy on a large-scale for educators. Now, many schools across the country are reaching a breaking point and lower-than-average student scores are reflecting this systemic breakdown. We speak with two education experts about what needs to change and how listeners can get involved

**Host:** Gary Price

**Guests:** Becky Pringle, president, National Education Association; Lori Cash, retired first grade teacher, Columbus, Ind.

**Compliance issues:** Career, Economy, Education, Education Policy, Government Funding, Higher Education, Inflation, Labor Unions, Law, Learning, Personal Finance, Politics, Salary

## **SEGMENT 2: WHY MEXICO IS AT A CRITICAL POLITICAL JUNCTION**

**Duration:** 10:03

**Synopsis:** It's not just a heated election year for Americans. Millions of Mexicans are also gearing up for a contentious election cycle to elect their next President and Congress. We cover Mexico's ongoing struggle to maintain a fair and equal democracy and what's at stake within the country and U.S.-Mexico relations.

**Host:** Marty Peterson

**Guests:** Tamara Taraciuk Broner, director, Peter D. Bell Rule of Law Program, Inter-American Dialogue; Abraham Lowenthal, Professor Emeritus, International Relations, University Of Southern California, founder, Latin America Program, Woodrow Wilson Center

**Compliance issues:** Crime, Democracy, Foreign Policy, International Relations, Public Elections, Voting Right

## **VIEWPOINTS EXPLAINED: THINKING OF BUYING AN ELECTRIC CAR SOON? KEEP THIS IN MIND**

**Duration:** 1:54

**Synopsis:** Frigid temperatures across the U.S. have been wreaking havoc for millions of drivers, especially electric car owners. We cover this unfolding crisis and how auto manufacturers are responding.

**Host:** Ebony McMorris

**Compliance issues:** Auto Manufacturing, Climate, Engineering, Extreme Weather, Public Safety, Technology

## **CULTURE CRASH: LOVE JEREMY ALLEN WHITE FROM "THE BEAR"? PUT THIS TITLE ON YOUR LIST OF NEW MOVIES TO WATCH**

**Duration:** 2:15

**Synopsis:** We cover the new drama "The Iron Claw" featuring Jeremy Allen White, Zac Efron and other leading names.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film, TV

• Week of 2/04/24 Radio Health Journal

**SEGMENT 1: WHAT IS A WOMAN WORTH? NEEDLESS DEATHS FROM A PREVENTABLE CANCER**

**Duration:** 12:10

**Synopsis:** Cervical cancer is almost completely preventable, so why does it continue to kill thousands of women each year? Dr. Linda Eckert, an expert in cervical cancer prevention, believes the answer involves gender inequalities and sexual stigmas. She discusses these issues and offers life-saving prevention methods for women.

**Host:** Elizabeth Westfield

**Guests:** Dr. Linda Eckert, Professor of Obstetrics and Gynecology, University of Washington Department of Obstetrics and Gynecology and Global Health, Author, Enough

**Compliance issues:** Cancer, Consumerism, Gender Issues, Prevention, Vaccination, Vulnerable Populations, Cervical Cancer, Pre-cancer, Sexually Transmitted Infections, Women's Issues

**SEGMENT 2: BLACK ANGELS: THE BLACK NURSES INVOLVED IN THE FIGHT AGAINST TUBERCULOSIS**

**Duration:** 7:59

**Synopsis:** Dr. Herbert Fox helped discover a cure for tuberculosis, but his work wouldn't have been possible without the help of the black nurses who monitored and cared for each patient. When all of the white nurses refused to work, these women stepped up. Our expert details their bravery that's gone largely unrecognized in society.

**Host:** Greg Johnson

**Guests:** Maria Smilios, Author, The Black Angels

**Compliance issues:** African American Issues, Consumerism, Health Care, Healthcare, Infectious Disease, Medical History, Mental Health, Patient Safety, Public Health, Black History Month, Vaccine

• Week of 2/04/24 Viewpoints

**SEGMENT 1: WHY DIVORCE RATES ARE CLIMBING RIGHT NOW & WHAT TO KNOW IF YOU'RE EVER IN THIS SITUATION**

**Duration:** 7:48

**Synopsis:** For many divorce attorneys, the beginning of the year is typically peak season for obtaining new clients. After the holiday season is over, struggling couples reassess their marriage in the new year and then, if they choose to move forward, start the process of divorce in February. We speak with prominent New York City divorce attorney Jacqueline Newman about the biggest misconceptions people have when it comes to divorce and why everyone – single or married – should keep these tips in mind.

**Host:** Gary Price

**Guests:** Jacqueline Newman, divorce attorney, managing partner, Berkman, Bottger, Newman & Schein

**Compliance issues:** Communication, Government, Law, Parenting, Personal Finance, Psychology, Relationships

**SEGMENT 2: WE ALL EXPERIENCE TRAUMA: HOW TO BEST WORK THROUGH IT**

**Duration:** 9:21

**Synopsis:** Trauma comes in many shapes and forms – and nearly everyone experiences trauma at some point in their life. Viewpoints speaks with psychiatrist, Dr. James S. Gordon to better understand a person's reaction to trauma and the body's resilience in dealing with these stressful events and situations.

**Host:** Marty Peterson

**Producer:** Amirah Zaveri

**Guests:** Dr. James S. Gordon, psychiatrist, clinical professor, Georgetown Medical School, author, Transformation: Discovering Wholeness and Healing After Trauma

**Compliance issues:** Communication, Health, Mental Health, Psychiatry, Psychology, Public Health, Self-Growth, Trauma

**VIEWPOINTS EXPLAINED: STANLEY RAKES IN \$750 MILLION IN SALES IN 2023: WHY EVERYONE SEEMS TO BE PERPETUALLY OBSESSED WITH ITS BEVERAGE TUMBLERS**

**Duration:** 1:57

**Synopsis:** We cover the viral hype behind Stanley tumblers that just seems to keep growing year after year.

**Host:** Ebony McMorris

**Compliance issues:** Business, Consumer Habits, Consumerism, Influencer Marketing, Personal Finance, Social Media

**CULTURE CRASH: WHAT'S SO SPECIAL ABOUT GRAND THEFT AUTO VI?**

**Duration:** 2:31

**Synopsis:** We discuss what gamers can expect from the latest release of Grand Theft Auto VI that's set to drop next year.

**Host & Producer:** Tabor Brewster

**Compliance issues:** Crime, Culture, Entertainment, Media, News, Social Media, Video Games, Violence

• Week of 2/11/24 Radio Health Journal

**SEGMENT 1: BIG LIARS: IS HONESTY ALWAYS THE BEST POLICY?**

**Duration:** 10:38

**Synopsis:** Are you good at sniffing out lies? Many people aren't. The typical 'tells,' like eye movement, won't expose a true deception artist. Luckily, Our experts explain the psychology behind why people lie and how you can avoid being duped.

**Host:** Elizabeth Westfield

**Guests:** Dr. Christian Hart, Professor of Psychology, Texas Woman's University, Director, Human Deception Laboratory, Co-Author, Big Liars; Dr. Drew Curtis, Associate Professor of Psychology, Angelo State University, Director, the Curtis Deception Lab, Co-Author, Big Liars

**Compliance issues:** Children At Risk, Psychology, Public Health, Public Safety, Vulnerable Populations, Deception, Lying, Pathological Liars

**SEGMENT 2: NOT SO RARE: WHAT'S CAUSING THE RISE IN PEDIATRIC KIDNEY STONES?**

**Duration:** 9:34

**Synopsis:** While kidney stones have historically affected middle-aged men, an unusual population has been seeing a rise in cases – young girls. Dr. Greg Tasian, a pediatric urologist, has been researching the reason behind this rise. He explains what causes kidney stones and how to reduce your child's risk.

**Host:** Greg Johnson

**Guests:** Dr. Greg Tasian, Attending Pediatric Urologist, Children's Hospital of Philadelphia

**Compliance issues:** Chronic Disease, Infection, Patient Safety, Public Health, Surgery, Vulnerable Populations, Disease Progression, Gut Microbes, Kidney Stones, Organ Transplant, Pediatric Care

• Week of 2/11/24 Viewpoints

**SEGMENT 1: YOU'RE NOT ALONE: WHY THE AVERAGE AMERICAN CAN NO LONGER AFFORD THE AVERAGE HOME**

**Duration:** 7:25

**Synopsis:** Just 15.5 percent of homes on the market last year were within budget for the average American. That's the lowest percent for housing affordability ever recorded in U.S. history, according to a new report from the real estate firm Redfin. We speak with two real estate and housing experts about the large-scale increase in housing prices and mortgage loans and if there's any relief in sight this year.

**Host:** Gary Price

**Guests:** Daryl Fairweather, Chief Economist, Redfin; Freddie Smith, realtor, social media producer

**Compliance issues:** Affordable Housing, Economy, Housing Market, Inflation, Personal Finance

## **SEGMENT 2: UNDER THE RADAR PT 1: AN ALTERNATE PERSPECTIVE ON THE FAMED SPACE SHUTTLE PROGRAM**

**Duration:** 9:25

**Synopsis:** The space shuttle is seen as an engineering marvel and a symbol of human innovation, ingenuity, and collaboration. However, there's a darker side to the space shuttle program that's often been excluded from the mainstream narrative. This week, we uncover this story with the help of Harvard professor Matthew H. Hersch who's the author of *Dark Star: A New History of the Space Shuttle*.

**Host:** Marty Peterson

**Guests:** Matthew H. Hersch, associate professor, history of science, Harvard University, author, *Dark Star: A New History of the Space Shuttle*

**Compliance issues:** Aerospace Engineering, Engineering, Exploration, Government, History, Politics, Public Funding, Space, Workplace Safety

## **VIEWPOINTS EXPLAINED: A RUSSIAN FIGURE SKATER DISQUALIFIED & A NEW PRECEDENT SET**

**Duration:** 2:20

**Synopsis:** Russian figure skater Kamila Valieva wowed us all at the 2022 Winter Olympics. At just 15 years old, she jumped onto the international stage, earning first place in her Olympic routines. However, this success was embroiled by controversy after she failed a drug test weeks before the competition. She was still allowed to compete as officials investigated, but now, these achievements have been wiped from record books. We cover her disqualification & why this sentence sends a message to all countries competing in this year's Olympics.

**Host:** Ebony McMorris

**Compliance issues:** Crime, Drug Use, Government, Health, International Competition, International Law, International Relations, Professional Sport, Sporting Event

## **CULTURE CRASH: THE FILMS WE WISH THE OSCARS NOMINATED**

**Duration:** 2:29

**Synopsis:** There's no shortage of anger and frustration over the Oscars snub around Barbie. And while we agree, we feel like this has already been well-covered elsewhere. Instead, this week on Culture Crash we highlight some other films that we feel have not gotten the attention or the nominations they deserved.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film

- [Week of 2/18/24 Radio Health Journal](#)

## **SEGMENT 1: "EAT TO SURVIVE": WHY AMERICANS LACK PROPER EDUCATION ABOUT NUTRITION**

**Duration:** 10:35

**Synopsis:** Many children in America are taught about nutrition through the USDA's balanced food plate known as MyPlate. Unfortunately, these graphics don't accurately portray a proper (and realistic) diet, which leaves many people feeling confused and frustrated. Loni Love, a comedian, explains the obstacles she's faced during her journey towards a healthier lifestyle.

**Host:** Elizabeth Westfield

**Guests:** Loni Love, Comedian, Television Host, Spokesperson, Metamucil; Dr. Christopher Gardner, Rehnborg Farquhar Professor of Medicine, Stanford University

**Compliance issues:** Cancer, Chronic Disease, Diabetes, Diet, Gut Microbiome, Immunity, Nutrition, Obesity, Public Health, Supplements, Fiber, Healthy Lifestyle, Heart Disease, Illness

## **SEGMENT 2: SERVICE DOGS ARE IN HIGH DEMAND – HERE'S HOW YOU CAN HELP**

**Duration:** 9:30

**Synopsis:** Service dogs have been used throughout history but were legally recognized by the US government in 1990. These animals can help people with physical challenges, like grocery shopping, and mental health struggles such as PTSD and anxiety. Our experts discuss the importance of service dogs and how you can get involved.

**Host:** Greg Johnson

**Guests:** James Schenck, CEO, PenFed Foundation; Kirsten Holley, US Army Veteran

**Compliance issues:** Anxiety, Depression, Family Issues, Mental Health, Neurology, PTSD, Therapy, Veterans, Nightmares, Service Animals, Service Dogs, Social Anxiety, Veteran Issues, Volunteering



• Week of 2/18/24 Viewpoints

**SEGMENT 1: CELEBRATING BLACK HISTORY MONTH: THE DAREDEVIL STUNT PILOT YOU'VE NEVER HEARD OF**

**Duration:** 8:46

**Synopsis:** Most Americans are well acquainted with the story of Amelia Earhart, but few have heard the name, Bessie Coleman. This fearless legend earned her pilot's license two years before Earhart became certified. This week, as we commemorate Black History Month, we cover the story of Coleman and the countless barriers she faced as an African American woman in the early 1900's set on making a name for herself in performance stunt flying.

**Host:** Gary Price

**Guests:** Tanya Hart, host & producer, Hollywood Live with Tanya Hart, co-producer, Flying Free Films

**Compliance issues:** African American History, Aviation, Civil Rights, Gender Equity, Women's History

**SEGMENT 2: UNDER THE RADAR PT 2: A LOVE-HATE RELATIONSHIP WITH AMERICA'S SPACE SHUTTLE**

**Duration:** 8:34

**Synopsis:** In total, the NASA space shuttle program had 135 missions. You can't argue that the birth of this shuttle launched us into a new era of space exploration and innovation. But – what's not often mentioned are the controversies, setbacks, and disputes behind the scenes. Former NASA flight director and program manager Wayne Hale speaks candidly with us about the myths and facts of the NASA Space Shuttle Program.

**Host:** Marty Peterson

**Guests:** Wayne Hale, former program manager, flight director, NASA Space Shuttle Program

**Compliance issues:** Engineering, Legislation, Politics, Public Funding, Public Safety, Space Exploration

**VIEWPOINTS EXPLAINED: HEADING TO THE NAIL SALON SOON? THINK AGAIN**

**Duration:** 1:52

**Synopsis:** A new study published in the scientific journal, Nature Communications, has found a potential link between gel nail treatments and skin cancer. We cover the latest research and how to advocate for your health when at the nail salon.

**Host:** Ebony McMorris

**Compliance issues:** Cancer, Consumer Safety, Emerging Research, Medicine, Public Health, Science

**CULTURE CRASH: WHETHER YOU'RE A SWIFTIE OR NOT, HERE'S WHAT WE CAN ALL AGREE ON**

**Duration:** 2:24

**Synopsis:** We cover the one and only pop sensation: Taylor Swift. You can love her. You can hate her. But you can't argue that's she this.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film, Music

• Week of 2/25/24 Radio Health Journal

**SEGMENT 1: THERAPY FOR TWINS: THE MYTH OF THE 'PERFECT' TWIN CONNECTION**

**Duration:** 11:28

**Synopsis:** Twins are thought to have a special bond – a built-in friend. But this idea can lead to resentment and harmful codependence if the two siblings never experience individuality. Dr. Joan A. Friedman, a twin expert, explains how parents can help foster a healthy relationship and treat their twins as separate children.

**Host:** Elizabeth Westfield

**Guests:** Dr. Joan A. Friedman, Psychotherapist & Twin Expert

**Compliance issues:** Education, Family Issues, Housing, Pregnancy, Psychology, Public Health, Public Safety, Relationships, Therapy, Individuality, Offspring, Self-esteem, Siblings, Twins

**SEGMENT 2: WHY SCIENCE SAYS KIDS SHOULD STILL LEARN TO WRITE IN CURSIVE**

**Duration:** 7:59

**Synopsis:** In the age of cell phones and laptops, is handwriting obsolete? Our experts say that there's still a great benefit for students to write their notes down with pen and paper. Even cursive has its benefits. They discuss the research that shows why elementary students should still know how to use pens and pencils.

**Host:** Greg Johnson

**Guests:** Dr. Danny Oppenheimer, Professor of Decision Sciences, Carnegie Mellon University; Dr. Virginia Wise Berninger, Professor Emerita, University of Washington

**Compliance issues:** Education, Learning, Psychology, Public Health, Student Safety, Brain Imaging, Elementary School, Handwriting, Motor Movement, Productivity, Visual Stimuli

• Week of 2/25/24 Viewpoints

**SEGMENT 1: SCHOOL, SPORTS, STANDARDIZED TESTS: WHEN IS THERE TIME TO BUILD LIFE SKILLS?**

**Duration:** 7:38

**Synopsis:** As an academic advisor, Ana Homayoun has had many conversations with students, parents, and administrators. With so much competition and so many pressures, what's always top-of-mind is grades, college admissions and how to stand out from everyone else. But what often falls by the wayside are the fundamentals of how to create a healthy and successful life. We speak with Homayoun about why so many teens (especially in the last 10 years) seem to really struggle post-high school and how parents can better prepare their kids before they hit this breaking point.

**Host:** Gary Price

**Guests:** Ana Homayoun, academic advisor, early career development expert, author, Erasing the Finish Line: The New Blueprint for Success

**Compliance issues:** Career, Child Development, Communication, Life Skills, Mental Health, Organization, Psychology, Teen Development

**SEGMENT 2: PERFORMANCE ANXIETY: WE ALL STRUGGLE WITH IT. HOW DO YOU RISE ABOVE?**

**Duration:** 9:56

**Synopsis:** Before a big presentation or test or job interview, most of us struggle with different levels of anxiety, nerves, and self-doubt. Dr. Dana Sinclair has worked with Olympic athletes, A-list actors and actresses, and even surgeons on how to overcome this performance anxiety and get back in control in a matter of minutes. We speak with her to learn how everyone can utilize these same strategies in their daily lives.

**Host:** Marty Peterson

**Guests:** Dr. Dana Sinclair, psychologist, author, Dialed In: Do Your Best When It Matters Most

**Compliance issues:** Career, Communication, Generalized Anxiety, Mental Health, Psychology, Public Speaking, Social Anxiety, Societal Stereotypes

**VIEWPOINTS EXPLAINED: WHAT IS TEMU – AND IS IT WORTH IT?**

**Duration:** 1:58

**Synopsis:** Have you shopped at Temu before? The Chinese-owned e-commerce company has seen a meteoric rise in sales since it entered the U.S. market in September 2022. It's known for its extremely low prices on all kinds of goods (think Amazon) but is there a deeper explanation behind these bare bone prices?

**Host:** Ebony McMorris

**Compliance issues:** Advertising, Business, Consumer Goods, Consumer Safety, Marketing, Public Health

**CULTURE CRASH: THE HIGHLY ANTICIPATED PART 2 WE'VE ALL BEEN WAITING FOR**

**Duration:** 2:06

**Synopsis:** We review the upcoming release of Dune: Part Two featuring Timothee Chalamet, Zendaya, Florence Pugh and other big names.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film

• Week of 3/03/24 Radio Health Journal

### **SEGMENT 1: HOW TO COMBAT MEDICAL IGNORANCE OF RARE DISEASES**

**Duration:** 11:12

**Synopsis:** Having a rare disease means that not all doctors will know how to treat you. For Christyn Taylor's daughter, who was diagnosed with pediatric pancreatitis at age 7, this meant countless physicians who either didn't believe she had the condition or knew nothing about it – factors that continually worsened her illness. To help other families in similar situations, Taylor created a document that gives patients with rare diseases a credible back-up of medical history and current treatment plans when dealing with stubborn physicians.

**Host:** Elizabeth Westfield

**Guests:** Christyn Taylor, CEO, Rebecca's Wish; Lisa Morgan, Parent of Patient

**Compliance issues:** Chronic Conditions, Education, Healthcare, Patient Safety, Surgery, Vulnerable Populations, Hospitalization, Pain, Pancreatitis, Pediatric Illness, Rare Disease

### **SEGMENT 2: THE FEMALE GENIUSES THROUGHOUT HISTORY YOU NEED TO KNOW ABOUT**

**Duration:** 9:04

**Synopsis:** If you're asked to name a genius, who do you think of? Albert Einstein or Galileo may come to mind, but there's a good chance you're forgetting the brilliant women who deserve a spot at this table. In honor of Women's History Month this March, our expert tells the stories of a few female geniuses whose accomplishments deserve greater recognition.

**Host:** Greg Johnson

**Guests:** Janice Kaplan, Author, The Genius of Women; Catherine Whitlock, Author, Ten Women Who Changed Science and the World

**Compliance issues:** Consumerism, Education, Gender Issues, History, Medical History, Politics, Public Health, Vulnerable Populations, Equality, Genius, Patriarchy, Women's History

• Week of 3/03/24 Viewpoints

### **SEGMENT 1: WHAT LIES AHEAD: A CLIMATE CALAMITY FOR DEVELOPING COUNTRIES**

**Duration:** 9:24

**Synopsis:** 2023 was the hottest year on record since global records began in 1850. We're also currently far from being on track to hit The Paris Climate Agreement – a landmark international treaty adopted in 2015 to reduce greenhouse gas emissions and limit global warming to below 2 degrees Celsius this century. We speak with anthropologist and climate policy expert Naveeda Khan about the U.N. Climate Change Conference that took place this year and how smaller, developing countries are stepping up and demanding change.

**Host:** Gary Price

**Guests:** Naveeda Khan, associate professor, chair, anthropology, Johns Hopkins University, author, In Quest of a Shared Planet: Negotiating Climate from the Global South

**Compliance issues:** Climate Change, Climate Policy, Developing Economies, International Relations, Natural Resources, Politics

### **SEGMENT 2: THE RISE OF SOUL MUSIC: STAX, MOTOWN & THE GENRE TODAY**

**Duration:** 8:09

**Synopsis:** Marvin Gaye, Stevie Wonder, Aretha Franklin. These are just some of the iconic soul artists that shaped the genre. We speak with two experts about the cultural relevance of soul music today and how current artists and organizations are carrying on the legacy of this music.

**Host:** Marty Peterson

**Guests:** Mark Anthony Neal, James B. Duke Distinguished Professor, African American Studies, Duke University; Isaac Daniel Executive Director, Stax Music Academy

**Compliance issues:** American History, Civil Rights, Culture, Diversity, Equality, History, Music, Race

### **VIEWPOINTS EXPLAINED: A DEADLY BEACH DEATH – AND NO, IT DIDN'T HAPPEN IN THE WATER**

**Duration:** 1:30

**Synopsis:** We cover the unexpected death of a 7-year-old girl late last month at a beach in Fort Lauderdale. What all parents should know about this deadly phenomenon.

**Host:** Ebony McMorris

**Compliance issues:** Child Safety, Emergency Response, Public Health, Public Safety

### **CULTURE CRASH: WHY WE LOVE GOING BACK TO WHAT WE KNOW**

**Duration:** 2:31

**Synopsis:** We discuss why older, nostalgic TV shows often seem to outperform newer releases.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, History, TV

- Week of 3/10/24 Radio Health Journal

### **SEGMENT 1: CULTURAL COMPETENCE: ADDRESSING RACIAL DISPARITIES IN HEALTHCARE**

**Duration:** 13:01

**Synopsis:** Racial disparities have existed in medicine throughout history. Research is finally starting to not only recognize these inequalities but create actionable plans to close the gaps. Our guests discuss sectors of healthcare and disease where racial disparities continue to block minority populations from quality care.

**Host:** Elizabeth Westfield

**Guests:** Dr. Ladson Hinton, Professor and Director of Geriatric Psychiatry, University of California Davis School of Medicine; Dr. Toyin Nwafor, Infectious Disease Physician, Senior Medical Director for HIV Prevention, VIIV Healthcare

**Compliance issues:** Alzheimer's Disease, Discrimination, HIV, Infectious Disease, Patient Safety, Psychology, Public Health, Dementia, Minority Populations, Racial Disparities, Stigma

### **SEGMENT 2: GOT FOOT PROBLEMS? IT MAY BE A RARE BLOOD CANCER**

**Duration:** 7:04

**Synopsis:** Gary Lenahan was diagnosed with polycythemia vera after nearly a decade of symptoms. It's a rare blood cancer that can sneak up on anyone – especially as we age. Dr. Brandi Reeves, a hematologist, explains the subtle warning signs and reveals treatment options that can help slow the disease progression.

**Host:** Greg Johnson

**Guests:** Dr. Brandi Reeves, Hematologist, Assistant Professor of Medicine, University of North Carolina, Chapel Hill; Gary Lenahan, Patient

**Compliance issues:** Aging, Cancer, Chemotherapy, Consumerism, Geriatrics, Patient Safety, Public Health, Blood, Foot Health, Hiking, Medical Intervention, Skin Condition

- Week of 3/10/24 Viewpoints

### **SEGMENT 1: CAN YOU JUGGLE IT ALL? NPR'S MARY LOUISE KELLY OPENS UP ABOUT HER STRUGGLES**

**Duration:** 8:36

**Synopsis:** NPR journalist and co-host of "All Things Considered" Mary Louise Kelly joins us to share her story of balancing motherhood with a long-spanning, demanding career in journalism. She – like many mothers – has struggled to have it all and recounts the many tradeoffs over the years.

**Host:** Gary Price

**Guests:** Mary Louise Kelly, co-host, "All Things Considered", National Public Radio

**Compliance issues:** Career, Media, Mental Health, Motherhood, Parenting, Psychology, Relationships

### **SEGMENT 2: FIGHTING FOR YOUR LIFE IN FRONT OF A PRISON PAROLE BOARD: THE ROAD TO REHABILITATION**

**Duration:** 8:25

**Synopsis:** Parole from prison is one of the key aspects of the criminal justice system. The program incentivizes good behavior, promotes rehabilitation and a successful reintegration into society. But as rates of parole have plummeted in recent years in the U.S., experts are raising doubts about the subjective nature of the process and if prisoners have the adequate tools and resources to get parole.

**Host:** Marty Peterson

**Guests:** Ben Austen, Journalist, Author of "Correction, Parole, Prison, and the Possibility of Change"

**Compliance issues:** Civil Rights, Criminal Justice, Criminal Justice History, Culture, Law Enforcement, Mass Incarceration, Society

### **VIEWPOINTS EXPLAINED: WHY TENS OF THOUSANDS OF VOTERS ARE CHECKING THIS BOX**

**Duration:** 2:00

**Synopsis:** We cover this growing movement at the polls this year as several states hold election year primaries and caucuses.

**Host:** Ebony McMorris

**Compliance issues:** Activism, Democracy, Elections, Government, Human Rights, International Policy, Politics, War

### **CULTURE CRASH: CAN "VANDERPUMP RULES" REBOUND FROM A WILD SEASON 10?**

**Duration:** 2:37

**Synopsis:** We review Season 11 of the reality TV series, "Vanderpump Rules".

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, TV

- [Week of 3/17/24 Radio Health Journal](#)

### **SEGMENT 1: "THIS IS MEDIEVAL" – THE 24-YEAR-OLD WHO'S REINVENTING MEDICAL DEVICES**

**Duration:** 11:12

**Synopsis:** During emergency bedside situations in the ICU, neurosurgeons often use manual cranial drills to break through a patient's skull. It's been the standard for years – but it's not the best option. Casey Qadir, CEO of Hubly Surgical, has created a safer, more efficient drill for these operations. She explains the advantages of this new device and her experience as a female entrepreneur in a male-dominated space.

**Host:** Elizabeth Westfield

**Guests:** Dr. Matthew Potts, Neurosurgeon & Associate Professor of Neurological Surgery, Northwestern Feinberg School of Medicine; Casey Qadir, Co-Founder & CEO, Hubly Surgical

**Compliance issues:** Consumerism, Emergency Medicine, Medical Technology, Neurology, Patient Safety, Surgery, Anatomy, Cranial Drill, Drill, Female Entrepreneurship, Medical Device, Neurosurgery, Skull

### **SEGMENT 2: KNOCKING ON DEATH'S DOOR: THE AT-HOME MEDICAL DEVICE THAT COULD SAVE LIVES**

**Duration:** 8:23

**Synopsis:** Mark Opauszky knows exactly how important access to medical devices can be - even something as simple as a thermometer. After a near-death experience, Opauszky entered the medical technology industry to help give the public access to helpful tools at home. He discusses how his new phone application, Stethophone, can help patients be an active part of their own care team and stay on top of their health.

**Host:** Greg Johnson

**Guests:** Mark Opauszky, CEO, Sparrow BioAcoustics

**Compliance issues:** Amputations, Infection, Medical Technology, Patient Safety, Preventive Medicine, Public Health, Technology, Trauma, Medical Applications, Medical Devices, Organ Failure, Septic Shock, Stethoscope

- [Week of 3/17/24 Viewpoints](#)

### **SEGMENT 1: WHY YOU SHOULD DROP WHAT YOU'RE DOING ON APRIL 8 & SEE THIS RARE EVENT**

**Duration:** 9:03

**Synopsis:** On Monday, April 8, a total solar eclipse will hit a large diagonal stretch of the U.S. The next event of this magnitude isn't set to happen again until 2044. We speak with eclipse expert and journalist David Baron about why a total solar eclipse is a can't-miss event worth the travel and traffic.

**Host:** Gary Price

**Guests:** David Baron, former science correspondent, NPR, author, American Eclipse: A Nation's Epic Race to Catch the Shadow of the Moon and Win the Glory of the World

**Compliance issues:** Astronomy, Astrophysics, Culture, History, Literature, Science, Space, Travel

## **SEGMENT 2: WHY DOES RUSSIA CONTINUE TO GET AWAY WITH THE WIDE-SCALE DOPING OF ITS ATHLETES?**

**Duration:** 8:38

**Synopsis:** The 2024 Paris Olympics is set to start in just four months. While Russian athletes have been barred from representing their country, they'll still be able to compete on a neutral, no-representation status. However, there are still many lingering questions about the efficacy of anti-doping tests and if the Olympics will once again be plagued by athletes who are retroactively banned.

**Host:** Marty Peterson

**Guests:** Travis Tygart, CEO, U.S. Anti-Doping Agency; April Henning, assistant professor, International Sports Management, Edinburgh Business School, Heriot-Watt University

**Compliance issues:** Adolescent Health, Athletics, Career, Drug Abuse, Government, Health Policy, International Relations, Politics, Professional Sports, Sports, War

## **VIEWPOINTS EXPLAINED: WHAT'S HAPPENING IN HAITI?**

**Duration:** 1:57

**Synopsis:** Close to 4,000 prisoners escaped from two of the biggest jails in Haiti after local gangs unleashed a massive jailbreak. We cover the unfolding chaos in the capital city and why the future looks uncertain for this Caribbean country.

**Host:** Ebony McMorris

**Compliance issues:** Election, Government, History, Human Rights, International Policy, Politics, Violence, War

## **CULTURE CRASH: OUR LOVE FOR SCI-FI**

**Duration:** 2:00

**Synopsis:** From "Interstellar" to "Solaris", we love a good sci-fi movie that transports us to a new dimension and time. We highlight some of our favorites and why the genre continues to grow.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film, Science, Technology

• Week of 3/24/24 Radio Health Journal

## **SEGMENT 1: PAIN IS NOT WOMANHOOD: EARLIER DIAGNOSING FOR ENDOMETRIOSIS**

**Duration:** 11:37

**Synopsis:** Many women with endometriosis unknowingly deal with the symptoms for years before receiving a diagnosis. Dr. Jodie Avery, an epidemiologist, is hoping to close this gap through new technology that utilizes AI. She explains why America's current process isn't aiding women with this disorder.

**Host:** Elizabeth Westfield

**Guests:** Dr. Jodie Avery, Epidemiologist, Senior Research Fellow, University of Adelaide Medical School; Asha Dickens, patient

**Compliance issues:** Consumerism, Patient Safety, Public Health, Surgery, Diagnostic Tools, Endometriosis, Female Issues, Gynecology, Medical Imaging, Reproductive System, Ultrasound, Women's Health

## **SEGMENT 2: PUBLIC HEALTH AND POLITICS: A LOOK AT THE MISTAKES MADE DURING THE PANDEMIC**

**Duration:** 8:31

**Synopsis:** Science has long been an influence of public policy, but some argue that public health organizations became too visible during the pandemic. Dr. Sandro Galea, author of Within Reason, dissects the role that public health has played in recent years and asks the question: what are we willing to give up for the sake of our health?

**Host:** Greg Johnson

**Guests:** Dr. Sandro Galea, Dean & Robert A. Knox Professor, Boston University School of Public Health, Author, Within Reason

**Compliance issues:** Covid-19, Medicine, Pandemic, Patient Safety, Politics, Public Health, Public Safety, Social Media, Virus, Vulnerable Populations, Public Health Organizations, Science Policy

• Week of 3/24/24 Viewpoints

**SEGMENT 1: EXPANDING INTO AGING: HOW TO OVERCOME OUR FEAR OF THE UNKNOWN**

**Duration:** 9:03

**Synopsis:** Why do we fear the process of getting older so much? We speak with author Caroline Paul about gaining a new perspective on aging – one that embraces adventure, new relationships and keeps us curious and growing as we age.

**Host:** Gary Price

**Guests:** Caroline Paul, author, Tough Broad: From Boogie Boarding to Wing Walking – How Outdoor Adventure Improves Our Lives as We Age

**Compliance issues:** Community, Health, Public Health, Relationships, Travel

**SEGMENT 2: AMERICANS LOVE-HATE RELATIONSHIP WITH THIS FURRY ANIMAL**

**Duration:** 8:34

**Synopsis:** In the early 1900's, deer almost went extinct after they were over-hunted for their meat, hides and antlers. Today, most parts of the country have a very different problem. We speak with wildlife expert Erika Howsare about our long and tangled relationship with the white-tailed deer.

**Host:** Marty Peterson

**Guests:** Erika Howsare, author, The Age of Deer, Trouble and Kinship with Our Wild Neighbors

**Compliance issues:** Biodiversity, Culture, Human Development, Pop Culture, Societal Norms, Society, Wildlife Species

**VIEWPOINTS EXPLAINED: WHY DO WE SUCK AT RECYCLING?**

**Duration:** 1:47

**Synopsis:** If we spend effort recycling items, it's logical to assume that most of these bottles, cartons and boxes will be recycled and reused. However, for plastic, this is rarely the case. We talk about the plastic crisis and why it's important to cut down on the plastic you use in your daily life.

**Host:** Ebony McMorris

**Compliance issues:** Climate Change, Consumerism, Environment, Materialism, Ocean Pollution, Pollution, Public Health

**CULTURE CRASH: EMMA STONE & HER METEORIC RISE IN HOLLYWOOD**

**Duration:** 2:14

**Synopsis:** Emma Stone just added another Oscar win to her resume. We discuss her evolution as an actress and what's next for this A-list star.

**Host & Producer:** Evan Rook

**Compliance issues:** Culture, Film

• Week of 3/31/24 Radio Health Journal

**SEGMENT 1: CANCER DRUG SHORTAGE: DECIDING WHO LIVES AND WHO DIES**

**Duration:** 11:08

**Synopsis:** When a manufacturing plant in India halted production in 2022, cancer patients in America were told their chemotherapy drugs were experiencing a shortage and doctors had to decide who would get the remaining supply. Our experts explain the effects of this ongoing shortage and how we can make sure it doesn't happen again.

**Host:** Elizabeth Westfield

**Guests:** Barbara Barnett, Cancer Patient; Dr. Julie Gralow, Chief Medical Officer & Executive Vice President, American Society of Clinical Oncology; Mark Fleury, Policy Principal, American Cancer Society Cancer Action Network

**Compliance issues:** Cancer, Manufacturing and Industry, Generic Drugs, FDA, Chemotherapy, Drug Shortages, Economics, Consumerism, Raw Materials, Breast Cancer, Supply Chain Issues, Testicular Cancer, Colon Cancer, Patient Safety

## **SEGMENT 2: KETAMINE REGULATIONS -- “WE DON’T WANT TO REPRODUCE THIS OPIOID PROBLEM”**

**Duration:** 8:32

**Synopsis:** Ketamine is FDA-approved as an anesthetic, but it’s now being used as a therapy to treat pain, depression, and addiction. However, many worry the rise of psychedelics will bring about a second iteration of the opioid crisis. Our expert shares the history of ketamine and how he believes it should be regulated to lessen the risk of addiction.

**Host:** Greg Johnson

**Guests:** Dr. Howard Kornfeld, Pain Management & Addiction Specialist, Founder & Medical Director, Recovery Without Walls

**Compliance issues:** Ketamine, Opioids, Addiction, Patient Safety, Public Safety, Pain Management, Opioid Crisis, Psychedelics, Therapy, Hallucinations, Consumerism, Federal Drug Regulations

• Week of 3/31/24 Viewpoints

## **SEGMENT 1: ‘2/3 OF STUDENTS ARE TESTING BELOW PROFICIENCY IN READING’: WHY WE’RE FAILING THE NEXT GENERATION**

**Duration:** 8:50

**Synopsis:** Millions of kids aren’t meeting current reading comprehension guidelines. With so many young people falling through the cracks, what’s broken within the current curriculum? What’s the best way to actually teach reading? Education expert Natalie Wexler joins us to share important insights on emerging research and what parents should know.

**Host:** Gary Price

**Guests:** Natalie Wexler, education expert, author, *The Knowledge Gap: The Hidden Cause of America’s Broken Education System - And How to Fix It*

**Compliance issues:** Child Development, Education, Education Policy, Literacy, Parenting, Reading Comprehension

## **SEGMENT 2: “UM, WHAT?”: THE HIDDEN PURPOSE BEHIND FILLER WORDS**

**Duration:** 8:34

**Synopsis:** We’ve all been there. You’ve given a presentation or had a job interview and realized afterwards that you may have used too many words like “um”, “you know” or “like”. While these fillers are distracting if overused, when added in moderation, they do play a very specific purpose.

**Host:** Marty Peterson

**Guests:** Valerie Fridland, sociolinguist, professor, linguistics, English Department, University of Nevada-Reno, author, *Like Literally Dude: Arguing for the Good in Bad English*

**Compliance issues:** Culture, History, Intercultural Communication, Language, Linguistics, Personal Development, Public Speaking

## **VIEWPOINTS EXPLAINED: SICK OF CARDIO? NEW RESEARCH SUGGESTS THIS SHIFT IN EXERCISE**

**Duration:** 1:41

**Synopsis:** Current exercise recommendations in the U.S. are the same for both men and women. New research published earlier this month in the “Journal of the American College of Cardiology” uncovers evidence that women may benefit much more from this type of exercise.

**Host:** Ebony McMorris

**Compliance issues:** Public Health, Scientific Research, Fitness, Cardiovascular Disease, Gender, Health Policy

## **CULTURE CRASH: WILL 2024 BE A SLEEPER YEAR FOR MOVIES?**

**Duration:** 2:33

**Synopsis:** The Writer’s Guild of America strike halted production in Hollywood for five months last year, creating a ripple effect into this year’s film and TV lineup. Will 2024 be a bust for movie lovers?

**Host & Producer:** Evan Rook

**Compliance issues:** Film, Culture, Labor, Workers’ Rights, Media



## **ESPN (WMFS) Community Service Report January – March 2024**

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### **Celebrate Hoops for St. Jude Day**

WMFS AM/FM teamed with Memphis Grizzlies for Celebrate Hoops for St. Jude Campaign, March 12th and 13th 2024! The Grizzlies and St. Jude Children's Research Hospital for a full-day of hoops, heart & heroism. Throughout the day, fans were encouraged to donate to St. Jude for a chance to win on one-of-a-kind memorabilia, exclusive experiences, and unique incentives. WMFS invited Grizzlies representatives on air during local shows to promote the campaign which carried over to the game broadcast on March 12th when the Grizzlies played in Memphis (4 interviews were conducted in promotion of this campaign on WMFS local shows). The campaign was also posted on our station website the week of the event/campaign. Promo Value: \$5000

### **2024 Bunny Run for SRVS:**

50+ promos for (:30s) for SRVS Bunny Run on March 30th hosted by 929's Brad Carson  
Event hosting, promos, event for SRVS- Serving Kids with Special Needs in Memphis, link to sign up for race on website and on event page for 30 days. Promo Value: \$3800

### **I'm Listening / January / Mental Health Seg 1**

Guest: Dr. Christine Moutier, AFSP and Paul Augustyniak, AFSP

Contact: David O'Leary, Host

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.

### **I'm Listening / January / Mental Health Seg 2**

Guest: Dr. Christine Moutier, AFSP and Paul Augustyniak, AFSP

Contact: David O'Leary, Host

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.

### **Audacy Conversations-State of the Entertainment Industry / February / Seg 1**

Guest: Ron Perlman, Cynthia Littleton-Variety, Karina Manashil-Mad Solar Productions, Patrick Gomez-Entertainment Weekly, Duncan Crabtree Ireland-SAG/AFTRA

Contact: KNX Charles Feldman and Mike Simpson-Hosts

Category: Media/Entertainment

Description: Hollywood has always reflected the changing world around it. But we are at a reflection point, coming off a 6 month strike. Streaming services are on the rise and older business models are falling. We discuss what the future of what the entertainment industry looks like and what it means for what we will see and consume.

### **Audacy Conversations-State of the Entertainment Industry / February / Seg 2**

Guest: Ron Perlman, Cynthia Littleton-Variety, Karina Manashil-Mad Solar Productions, Patrick Gomez-Entertainment Weekly, Duncan Crabtree Ireland-SAG/AFTRA

Contact: KNX Charles Feldman and Mike Simpson-Hosts

Category: Media/Entertainment

Description: Hollywood has always reflected the changing world around it. But we are at a reflection point, coming off a 6 month strike. Streaming services are on the rise and older business models are falling. We discuss what the future of what the entertainment industry looks like and what it means for what we will see and consume.

### **I'm Listening / March / Mental Health Seg 1**

Guest: Victor Armstrong-AFSP, Steve Siple-AFSP Contributor

Contact: David Glover, Host

Link:

Airdate:

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Men. Men are less likely to talk about their mental health struggles than women, which is why it's so important to break down stigma and open the door for these conversations. Community and friendships are huge protective factors against suicide. We seek to emphasize the critical role that asking someone directly about suicide plays in suicide prevention and demonstrate how to have supportive conversations with loved ones about mental health and suicide prevention.

### **I'm Listening / March / Mental Health Seg 2**

Guest: **Alex Silva-AFSP, Dan Miller-Wounded Warrior Project and Dr. Erin Fletcher-Wounded Warrior Project**

Contact: David Glover, Host

Link:

Airdate:

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Military and Veterans. Veteran populations face difficulties transitioning from military life and have higher rates of suicide compared to the civilian population. We seek to Understand how Veteran and military culture contributes to existing stigmas is essential to being open about mental health challenges and encouraging those who need it to seek help. Support and resources are available for Veterans that can make a major difference to save lives.