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30						

Saturday
April 22, 1995

Z

8:55 AM Radio Interview re Gulf War Syndrome *dial 919-962-4327*
9:00 AM Mouza app't w/Eleanor

**The People's
Pharmacy**
with Joe & Terry Graedon

Virginia Cassell
PROGRAM PRODUCER

MIR Productions • 3500 Westgate Dr • Ste 101 • Durham, NC 27707
(919) 419-4484 • (919) 383-2543 • FAX: (919) 419-4491

The People's
Pharmacy
with Joe & Terry Graedon

MAR 24 1995

March 23, 1995

OK

Adm. Elmo Zumwalt
1500 Wilson Blvd., Suite 641
Arlington, VA 22209

Dear Adm. Zumwalt,

I've enclosed information about "The People's Pharmacy", a public radio show which I produce, in the hope that you might consider a telephone interview with us on Saturday, April 22, 1995 at about 9:00 AM. The topic of the hour will be "Gulf War Syndrome revisited-new issues and problems". We feel that you have a unique and invaluable perspective, both professionally and personally; you possess an unmatched level of credibility with both the military and civilian communities, and your insights would contribute immeasurably to the significance of the discussion. I have enclosed a tape of the original show we produced in June, 1994.

I have always felt tremendous admiration and compassion for you, as did my father, Radm. Henry Beardsley, who was the Navy's Financial Officer, during part of your time as CNO. My brother, Cdr. John Beardsley, who served in Viet Nam with your son, died of a soft tissue sarcoma in 1984. I lost my second son at age 14, after a four year battle with leukemia. I add this personal information only because I want you to know that I have some small understanding of what you've been through; your courage and dignity is inspirational.

I hope, after looking at the enclosed information and listening to the tape, that you will be willing to speak with us on April 22. I'll follow up with your office by phone.

Sincerely,


Virginia Cassell
Program Producer



4-22-95

The People's Pharmacy

with Joe & Terry Graedon

Introduction

"The People's Pharmacy" has been produced locally at WUNC-FM at The University of North Carolina for ten years, and was the 1992 recipient of the Silver Medal for Public Affairs from the Corporation for Public Broadcasting.

Launched into national syndication in May 1993, "The People's Pharmacy" has rapidly become the most widely syndicated health program in public radio. At present, we have over 500 stations carrying the program throughout the United States and around the world. The program is carried by approximately 100 public radio stations, 60 stations of the Armed Forces Radio Service, and 355 stations of the In Touch Network (the premier supplier of national programming of radio reading services to the blind and disabled). A carriage list is attached.

Program Objectives: Information and Empowerment

One of the critical problems facing Americans today is the lack of access to information regarding their health. This lack of access is a key barrier to preventative health care, and to remedial health care for serious health conditions.

Americans receive information in two basic forms: sound-byte coverage of health topics in the national media, and sound-byte discussion of topics from their health care providers and physicians. It is a sad commentary, that an individual who has a serious medical condition such as osteoporosis or breast cancer may be rushed through a five or ten minute conference with her physician.

Our objective is to provide Americans with in-depth discussion of health topics with the nation's leading authorities, in a way that is entertaining and understandable by ordinary people. Expert guests are interviewed, and we take questions from the listening audience.

Our goal is to answer the questions that people lack the access to ask. Thus informed, listeners are empowered to make better informed health care decisions, and to be more astute consumers of health care services.

Emphasis

The program takes a holistic approach to health care:

Preventive Medicine- Treatments and lifestyle choices for preventative approaches to healthy living. Recent discussion topics include vitamins, nutrition, fitness, the use of daily aspirin as a preventative approach to cardiology, behavior modification, etc.

Chronic Health Conditions- Discussions and show topics about serious and chronic health conditions. Recent topics include Osteoporosis, Attention Deficit Disorder, Alzheimer's Disease, Asthma, Prostate Cancer, Estrogen & Breast Cancer, etc.

Substance Abuse- Discussion of the impact of substance abuse, alcohol abuse, with special emphasis on the abuse of prescription drugs.



Cost Containment- Consumer advocacy position on the need for health care providers to show cost restraint, along with providing listeners with information to make them more effective consumers of health care. Strategies are discussed, such as the use of generic drugs, the use of less expensive drug substitutes, comparison shopping, second opinions, etc.

A Free Service

"The People's Pharmacy" is provided to public radio stations at no charge. The program is distributed via the National Public Radio Satellite.

MIR Productions also provides a free tape distribution service to small public stations that are not able to access the program via the NPR satellite. These stations include nine African American college and community stations, and seventeen Indigenous American stations.

The program is especially valuable to stations that serve these disadvantaged listening audiences.

Qualifications

Joe and Terry Graedon are very well respected and nationally known authors and syndicated newspaper columnists. Joe Graedon is a pharmacologist, and is a lecturer and member of the Board of Visitors at the School of Pharmacy of the University of North Carolina at Chapel Hill. Dr. Terry Graedon is a medical anthropologist, and a former lecturer at the Duke University School of Nursing. The Graedon's are considered by many to be the country's leading drug experts for consumers. They appear regularly on national radio and television shows to discuss current health care issues. (Joe Graedon was on the CBS Morning Show, ABC's "20/20", and "The Oprah Winfrey Show" during the past few months).

"The People's Pharmacy" radio program is based on a series of well respected books that includes The People's Pharmacy, which was a New York Times #1 bestseller and remained on the bestseller list for more than a year. The People's Pharmacy has more than two million copies in print.

"The People's Pharmacy" is also a nationally syndicated newspaper column. The column is distributed by King Features, syndicators of such columnists as Dr. Ruth Westheimer and Dr. Joyce Brothers.

In July, the Graedon's recent book, The Aspirin Handbook, was published by Bantam Books. The book is already in its fourth printing.

The People's Pharmacy

with Joe & Terry Graedon

For Immediate Release

April 10, 1994

Robert S. Capon, President
MIR Productions
919/419-4484

**"THE PEOPLE'S PHARMACY" WITH JOE AND TERRY GRAEDON DEBUTS ON THE
ARMED FORCES RADIO & TELEVISION SERVICE AND
THE IN TOUCH RADIO READING NETWORK**

*-- Radio Call-in Show Features America's Top Consumer Health Experts;
People's Pharmacy now on more than 525 stations--*

Durham, NC -- "The People's Pharmacy" with Joe and Terry Graedon, an award-winning health care talk show on public radio, has been picked up by the Armed Forces Radio & Television Service (AFRTS) and The In Touch Radio Reading Network. The program began satellite distribution on October 2, 1993, and is now carried on more than 525 radio stations and cable television affiliates.

The AFRTS serves an audience of over one million U. S. service members, Department of Defense civilians, and State Department civilians and their families in 134 countries.

The In Touch Radio Reading Network serves blind, sight impaired or otherwise disabled listeners in more than 4.5 million households throughout the United States. The service is broadcast on approximately 55 radio reading systems and 300 cable television affiliates.

"We're very excited about the program," said Bruce Massis, Vice President and General Manager of the In Touch Radio Reading Network. "Many elderly and visually impaired people have multiple health problems and concerns. 'The People's Pharmacy' provides a heavy weight level of health care news and information in an entertaining package, and I think our listeners are going to love the program."

Other public radio stations to recently begin carrying the program include KWMU in St. Louis, MO; WCFE in Plattsburgh, NY; WUWF in Pensacola, FL; and WNED in Buffalo, NY. "The People's Pharmacy" is also carried by prestigious Wisconsin Public Radio, West Virginia Public Radio, South Dakota Public Radio and South Carolina Educational Radio, and by many other public stations, from WKGC in Panama City, Florida to KCUK, an Indigenous American radio station in Chevak, Alaska.

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People's Pharmacy Radio Show Listing

You may order any episode of The People's Pharmacy by calling 1-800-837-1133, and placing a credit card order. Or you may mail a check in the amount of \$12.00 (NC residents \$12.60) to MIR Productions, 3500 Westgate Drive, Suite 101, Durham, NC 27707. Please be sure to tell us which number episode you are ordering. If you have any questions, please call us at (919) 419-4484.

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|--|--|
| <p>210 Prostate and Urological Problems
7/3/93 Dr. Richard Kane, urologist</p> <p>211 Antioxidants, Nutrition & Exercise
7/10/93 Covert Bailey, Author of <i>Fit or Fat</i>; Dr. Sheldon Hendler, Author of <i>The Doctors Vitamin and Mineral Encyclopedia</i></p> <p>212 Anger Kills
8/14/93 Dr. Redford Williams & Dr. Virginia Williams, co-authors of the bestselling book "Anger Kills".</p> <p>214 Sleep Disorders
8/28/93 Dr. Bill Erwin, Dr. Marty Scharf</p> <p>215 Attention Deficit Hyperactivity Disorder
9/4/93 Keith Connors</p> <p>217 Depression
9/18/93 Vicki Hufnagle; Dr. Reckless; Dr. Spaulding</p> <p>218 Arts/Medicine/Skin Care
9/25/93 Pat Kenan; Janice Palmer</p> <p>220 Apitherapy: Bee Venom Therapy for Multiple Sclerosis
10/9/93 Pat Wagner, Charles Mraz; Dr. Brad Weeks, Dr. Bill St. Clair</p> <p>222 Child Development
10/23/93 Dr. Barbara Howard, child psychologist Duke Medical Center, Rosalie Street, Director, Parent Action. Interview with T. Berry Brazelton.</p> <p>223 Osteoporosis Update: Keeping Bones Strong
10/30/93 Kenneth Lyles, Kristine Harper</p> <p>224 Human Sexuality: Monogamy in the Era of Aids
11/6/93</p> <p>225 Environmental Estrogens
11/13/93 Dr. John McLachlan, Scientific Director, National Institute for Environmental Health Sciences; Dr. Louis Gillette, Herpetologist; Dr. Devra Lee Davis, Epidemiologist; Dr. Claude Hughes, Duke</p> | <p>226 Update on the Dangers of EMF (ElectroMagnetic Fields)
11/20/93 Dr. Gary Boorman, NIEHS; Dr. Lewis Slessin, editor, <i>Microwave News-VDT News</i>; Dr. Russel Reiter, Neuroendocrinologist</p> <p>228 Weight Control for the Holidays—And After
12/4/93 Dr. Lynn Brown, author, <i>Positive Weight Management</i>; Dr. Gerry Musante, Director, Structure House</p> <p>230 Problems Arising From Traumatic Stress and Multiple Personality Disorder
12/18/93 Dr. Jean Spaulding, Dr. John Reckless</p> <p>231 Attention-Deficit Hyperactivity Disorder (Repeat 9/4/93)
12/25/93</p> <p>233 Native American Healing
1/8/94 Dr. Carl Hammerschlag, Author, <i>The Dancing Healers & The Theft of the Spirit</i>; Dr. Joe Jacobs, Director, Office of Alternative Medicine, NIH; Gordon Belcourt, Executive Director, National Indian Health Board.</p> <p>234 Women's Health
1/15/94 Dr. Vicky Hufnagle, Medical Director, Herbody Health Center, author, <i>No More Hysterectomies & No More Menopause</i>; Linda Bimbaum, Director, EPA Toxicology Health Effects Lab</p> <p>236 Vitamin Labeling
1/29/94 Mitch Zeller, FDA; Dr. Earl Mendall, J.B. Cordaro, Council for Responsible Nutrition</p> <p>239 Ask Doctor Dean
2/19/94 Dr. Dean Edell</p> <p>238 AIDS Research: Is It Working?
2/12/94 Dr. Charles Van Der Horst, Director, AIDS Clinical Trial Unit, UNC
George McCoy, patient</p> <p>240 New Help for Headaches
2/26/94 Dr. Joel Saper, Director of the Michigan Head Pain and Neurological Institute, Ann Arbor</p> |
|--|--|

- 242 Diabetes Update**
3/12/94 Dr. Mark Feinglos, Director, Clinical Diabetes Service, Duke Medical Center; Dr. Diana McNeill, Diabetologist High Risk OB Clinic
New advances in diabetes treatment and diet
- 243 EYE Show--Keeping Your Vision**
3/19/94 Dr. Bruce Shields, Pres. Elect Am Glaucoma Society; Dr. Sharon Freedman, Pediatric Ophthalmologist, UNC; Dr. Joan Miller, Retina specialist at Mass. Eye & Ear Infirmary
- 245 News on Cancer**
4/2/94 Dr. Ed Liu, UNC
Dr. David Page, Vanderbilt
Dr. Malcolm Pike, University of Southern California
- 246 Menopause**
4/9/94 Lonnie Barbach, author of *The Pause*
Vicki Hufnagel, author of *No More Hysterectomy*
- 247 Divorce & Children**
4/16/94 Dr. John Reckless, Dr. Jean Spaulding, psychiatrists in private practice in Durham, NC
- 249 Hypnotherapy/Past Life Experiences**
4/30/94 Dr. Brian Weiss, author of *Many Lives, Many Masters*
Dr. Joan Murray Jobsis, hypnotherapist in private practice, president of American Hypnotherapy Association.
- 250 Prostate and Urological Problems (Repeat 7/3/93)**
5/7/94 Dr. Richard Kane, urologist
- 251 Apitherapy: Bee Venom Therapy for Multiple Sclerosis (Repeat 10/9/93)**
5/14/94 Pat Wagner, Charles Miraz; Dr. Brad Weeks, Dr. Bill St. Clair
- 252 Attention Deficit Hyperactivity Disorder (Repeat 9/4/93)**
5/21/94 Keith Connors
- 253 Native American Healing (Repeat 1/8/94)**
5/28/94 Dr. Carl Hammerschlag, Author, *The Dancing Healers & The Theft of the Spirit*; Dr. Joe Jacobs, Director, Office of Alternative Medicine, NIH; Gordon Belcourt, Executive Director, National Indian Health Board.
- 255 Anger Kills, II**
6/11/94 Dr. Redford and Virginia Williams discuss their bestselling book "Anger Kills". Discuss positive approaches to dealing with anger and aggression.
- 256 Gulf War Syndrome**
6/18/94 Spirited discussion of a controversial topic. Guests: Jim Tuit, investigator from office of Senator Don Riegle; Dr. John Boyles, Board of Dir of Academy of Environmental Medicine; Dr. James Moss, Research Scientist Dept. of Agriculture; Major Richard Haines, activist and co-ordinator.
- 257 The Male Body**
6/25/94 Discussion of the male body with emphasis on urological problems. Guest: Dr. Abraham Morgentaler, Urologist from Harvard University and Beth Israel Hospital, and author of "The Male Body".
- 259 Obsessive Compulsive Disorder**
7/9/94 Dr. John March, Director of the Program for Child & Adolescent Anxiety Disorders, Duke Medical Center. Dr. Reid Wilson, Clinical Psychologist and author of "Don't Panic and Stop Obsessing"
- 260 The Mediterranean Diet Cookbook**
7/16/94 Nancy Harmon Jenkins, Radcliffe College, author of "The Mediterranean Diet Cookbook, a Delicious Alternative for Life."
- 261 Ask Doctor Dean, II**
7/23/94 Open show with syndicated radio host Dr. Dean Edell.
- 262 Nutrition & Herbs**
7/30/94 Dr. Russell Setright, Australian nutritionist and herbalist.
- 263 A Whole New Life: A Chronicle of Devastating Illness and Healing**
8/6/94 Reynolds Price, award winning author and Professor of English at Duke University.
- 264 Allergies**
8/13/94 Dr. Raymond Slavin, Director of Allergy & Immunology at St. Louis University Health Sciences Center. Dr. Ronald Garbe, Surgeon in private practice.
- 266 Women and Communication**
8/27/94 Dr. Harriet Lerner, Staff Psychologist at the Menninger Clinic and author of "The Dance of Deception", "The Dance of Anger", and "The Dance of Intimacy".
- 267 All About Asthma**
9/3/94 Discussion on Asthma and related respiratory illness. Nancy Sander, Founder & Pres. of Allergy & Asthma Network. Dr. Paul Ehrlich, practicing allergist, New York Univ. School of Medicine.
- 268 Hair Problems in Men & Women**
9/10/94 Dr. Elise Olson, Assoc. Prof. of Medicine & Dir. of Dermato-Pharmacology Study Center, Duke Univ. Medical Ctr. Dr. Wilma Bergfeld, Assoc. Prof. of Medicine, Cleveland Clinic
- 269 Nutrition Update**
9/17/94 Discussion about new insights in nutrition with Dr. Walter Willett, Chairman, Dept. of Nutrition, Harvard School of Public Health and Prof. of Medicine, Harvard Medical School.
- 270 Reviving Ophelia: Adolescent Girls and Their Self-Esteem**
9/24/94 Guests Bonnie Axelrod, and Mary Pipher, author of the book "Reviving Ophelia".

- 272 Gastro Intestinal & Ulcer Update
10/8/94 Discussion of GI problems with an emphasis on new ulcer treatment. Dr. Ian Taylor, Professor & Chairman of Dept of Medicine, Medical University of South Carolina. Dr. Barry Marshall, Clinical Assoc. Professor of Medicine, University Health Sciences Center, University of Virginia.
- 273 Healing Plants- Ancient & Modern
10/15/94 A discussion with an ethnobotanist and medical historian concerning the uses of plants by Polynesians. Dr. Paul Alan Cox, Dean of General Education & Honors & Professor of Medicine, Brigham Young University. Dr. John Fiddle, Professor of History, North Carolina State University.
- 274 Update on Attention Deficit-Hyperactivity Disorder
10/22/94 Discussion of new developments and advances for both children and adults. Dr. Keith Conners, Professor of Psychology, Duke University. Dr. John March, Asst. Professor of Psychiatry, Duke University Medical School.
- 276 The Effects of Culture and Poverty on Nutrition in the Black community.
11/5/94 Dr. Alan Maske, physician in private practice. Dr. Clive Callender, Surgeon, Howard University.
- 277 Update on Women's Health Issues
11/12/94 Dr. Claude Hughes, Bowman Gray Medical Center. Dr. Carol Jean Murat, author of "Staying Healthy-10 Easy Steps for Women."
- 278 The Doctor/Patient Communication Gap
11/19/94 How to improve doctor/patient communications. Reynolds Price, celebrated author and poet, and author of "A Whole New Life". Dr. Alan Friedman, Surgeon, and Dr. Frank Neelon, Internist, Duke University Medical Center.
- 280 Update on Breast Cancer
12/3/94 Dr. Edison Liu, Asst. Professor of Medicine, UNC Chapel Hill; Dr. Carol Stack, Anthropologist, Professor of Women's Studies & Education, Univ. of CA at Berkeley; author of "All Our Kin" and "Breast Cancer? Let Me Check My Schedule!"; Barbara Parker, Breast Cancer Activist and survivor.

*March 18, 1995 - Mr. Jaycelyn Elders
A one hour interview
with the former surgeon general.*

The People's Pharmacy

with Joe & Terry Graedon

Carriage List
September 27, 1994

Public Radio Stations

WUNC-FM Chapel Hill, NC
WNCW-FM Spindale, NC
KAXE-FM Grand Rapids, MN
Jeff. Pub. Radio Ashland, OR
Wisc. Pub. Rad. Madison, WI

Green Bay, WI
Superior, WI
Delafield, WI
Milwaukee, WI
Highland, WI
Park Falls, WI
La Crosse, WI
Norfolk, VA
Iowa City, IA
Grand Rapids, MI
Charleston, SC
Greenville, SC
Conway, SC
Sumter, SC
Columbia, SC
Beaufort, SC
(Savannah, GA)
Rock Hill, SC
(Charlotte, NC)
Aiken, SC
(Augusta, GA)

WMRA-FM Harrisonburg, VA
WMRL-FM Lexington, VA
WKAR-FM East Lansing, MI
WQCS-FM Ft. Pierce, FL
WTEB-FM New Bern, NC
WKGK-FM Panama City, FL
W.V. Pub. Radio Charleston, WV

Beckley, WV
Buchannon, WV
Huntington, WV
Morgantown, WV
Martinsburg, WV
Parkersburg, WV
Wheeling, WV
Harrington, TX
McAllen, TX

Astoria, OR
Albuquerque, NM
Roanoke Rpd, NC
Cortez, CO
Hammond, LA
Roanoke, VA
(Lynchburg, VA)
Charlottesville, VA

Marion, VA
Odessa, TX
Waterloo, IA
Johnson City, TN
Portales, NM
Southeast, NM
Miami, FL
Syracuse, NY
Aberdeen, SD
Brookings, SD
Falt, SD
Martin, SD
Mobridge, SD
Pierre, SD
Rapid City, SD

WUSM-FM
KRBD-FM
KWMU-FM
WNED-AM
Peach State Pub.
Radio
GAWUWF-FM
WSSB
WCFE
WHPC-FM
KAGI
WPEX-FM
WBAA-AM
WJFF-FM
KVLU-FM
KEMC-FM
KBMC-FM
KECC-FM
KNMC-FM
KCOZ-FM
KBIA-FM
WVMR-AM
WSPA-AM

Public Native American Stations

KGLP-FM
KTDB-FM
KABF-AM
KCIE-FM
KMHA-FM
KILI-FM
KCUK-FM
KIYU-AM
KSDP-AM
KFSK-FM
KDLG-AM
KUHV-FM
KNSA-AM
KIAL-AM
KEYA-FM
KBRW-AM

Public African American College & Community Stations

WFSS-FM
WURC-FM
WVST-FM
WNSB-FM
KCEP-FM
WCSU-FM
KPVU-FM
KJLU-FM
WRVS-FM
KALU-FM
WNCU-FM

* Commencing November 1, 1994

Public Bi-Lingual Stations

WLDH-FM Lancaster, PA

Sioux Falls, SD
Vermillion, SD (2)
Hattiesburg, MS
Ketchikan, AK
St. Louis, MO
Buffalo, NY
Brunswick, GA
Savannah, GA
Pensacola, FL
Orangeburg, SC
Plattsburgh, NY
New York, NY
Grants Pass, OR
Kenbridge, VA
West Lafayette, IN
Jeffersonville, NY
Beaumont, TX
Billings, MT
Bozeman, MT
Miles City, MT
Havre, MT
Branson, MO
Columbia, MO
Dunmore, WV
Spartanburg, SC

Gallup, NM
Grants, NM
Magdalena, NM
Dulce, NM
New Town, ND
Porcupine, SD
Chevak, AK
Galena, Alaska
Sand Point, AK
Petersburg, AK
Dillingham, AK
St. Paul, AK
Unalakleet, AK
Unalaska, AK
Belcourt, ND
Barrow, Alaska

Fayetteville, NC
Holly Springs, MS
Petersburg, VA
Norfolk, VA
(Portsmouth, VA)
Las Vegas, NV
Wilburforce, OH
(Dayton)
Houston, TX
Jefferson City, MO
Elizabeth City, NC
Langston, OK
Durham, NC*

KBBF-FM Santa Rosa, CA

In Touch Radio Reading Network

Approximately 63 Radio Reading Systems:

Alabama Radio Reading Network
Alaska Radio Reading Service
APRIS, Rock Island, IL
Arkansas Radio Reading Service
Audio Visions, Yucaipa, CA
San Francisco Brcst Svc for the Blind
Chicago Radio Information Services
Connecticut Radio Information System
Dakota Radio Information Service
Detroit Radio Information Service
EARS Educ. Reading Service (WI)
E. Montana Radio Reading Service
Eastern Shore Radio Reading Service
El Paso Radio Reading Service
Evergreen RRS (Seattle)
Guiding Hands 1A Blind, Jackson, TN
Hampton Roads Voice of Pmt Hndicpp
Harrisburg PA Area RRS
IRIS, Des Moines, IA
Illinois Radio Reader
Insight-WYMS, Milwaukee, WI
KBPS Seeing Sound, Portland, OR
KNPR RRS 1A Blind, Las Vegas, NV
KPBS-FM RRS, San Diego, CA
NE Indiana RRS, Ft. Wayne, IN
North Central PA Sight Services, Inc.
RISE, Schenectady, NY
Radio Information Ctr., Philadelphia
Radio Info. Service, Mt. Carmel, IL
Radio Information Service, Peoria, IL
Radio Info Service, Pittsburgh, PA
Radio Reading Network of Maryland
Radio Reading Svc. of Idaho Falls, ID
Triangle RS, Inc., Raleigh, NC
Radio Vision, Middletown, NY
RADPRIN RRS of Lehigh Valley, PA
RRS of Mississippi
SC Education Radio For the Blind
SE North Carolina RRS
Sight Saving Ctr., Lancaster, PA
South Texas Audio Reader, Austin, TX
Telebilly Media, Columbia, MO
The Sight Seer, Grand Rapids, MI
University Park, PA
Update RRS, Jamestown, NY
Valley Voice RRS, Harrisonburg, VA
Voice of the Blue Ridge, Roanoke, VA
WCNY Read Out Radio, Syracuse, NY
W. Central IL Radio Info Service
West Virginia RRS
Western Montana RRS
WHIL RRS, Mobile, AL
Wichita RRS, Wichita, KS
WJCT RRS, Jacksonville, FL
WKAR Radio Talking Book, E. Lansing
WMSU RRS, Orlando, FL
WNC RRS, Inc., Asheville, NC
WNIN RRS, Evansville, IN
WPLN Talking Library, Nashville, TN



MIR Productions Incorporated

3500 Westgate Drive, Suite 101 Durham, North Carolina 27707 Telephone 919.419.4484

WSSU-FM Radio Info Service, IL
 WYPL Radio, Memphis, TN
 WUSF/WSFP RRS, Tampa, FL
 WXXI Reachout Radio, Rochester, NY

Public Radio Stations	116
Radio Reading Systems	63
Cable Affiliates	300
Armed Forces Radio Translators	60
	34

Approximately 300 Cable Television Stations (Audio and Community Bulletin Board Channels) including:

Total Station Carriage	573
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Philadelphia, PA
 Raleigh, NC
 Kalamazoo, MI
 Minneapolis, MN
 Portland, OR
 San Antonio, TX
 Oakland, CA
 Buffalo, NY
 Dallas, TX
 Portland, OR
 Montgomery, AL
 Salt Lake City, UT
 Pittsburgh, PA
 Chicago, IL
 Tulsa, OK
 East Lansing, MI
 Arlington, TX
 Richardson/Plano, TX

Armed Forces Radio & Television Service

Approximately 60 Radio Stations
 U.S. Embassies
 Deployed Ships

Translators (Not Included in Above totals)

Emigrant, MT
 Lewistown, MT
 Bozeman, MT
 Colstrip, MT
 Livingston, MT
 Columbus, MT
 Terry, MT
 Glendive, MT
 Big Timber, MT
 Chester, MT
 Big Sky, MT
 Yellowstone Park, WY
 Greybull, WY
 Gillette, WY
 Sheridan, WY
 Cody, WY
 Buffalo, WY
 Thermopolis, WY
 Worland, WY
 Cut Bank, MT
 Glasgow, MT
 Red Lodge, MT
 Helena, MT
 Charlotte, NC
 Point Hope, AK
 Anaktuvuk Pass, AK
 Nuiqsut, AK
 Kaldovik, AK
 Point Lay, AK
 Winchester, VA
 Mancos, CA
 Point Baker, AK
 Petersburg, AK
 Point Protection, AK

Total: 34 Translators

Statistical Summary



The Graedon's make the People's Pharmacy fun, entertaining and fast-paced.

The People's Pharmacy
with Joe and Terry
Graedon is an...

Award-Winning Health
Care Talk Show that
Won the Prestigious
Silver Medal for Public
Affairs from the CPB

Popular Radio Program
in the Health-Savvy
Research Triangle, NC
Home Market

Radio Program with
a Proven Track Record
for Attracting Local
Underwriting Support

Best-Selling Book
Series with More than
2,000,000 Copies in
Print

Syndicated Column
in Newspaper Markets
Across the Country



The People's Pharmacy
with Joe and Terry Graedon
is syndicated by
MIR Productions Incorporated.

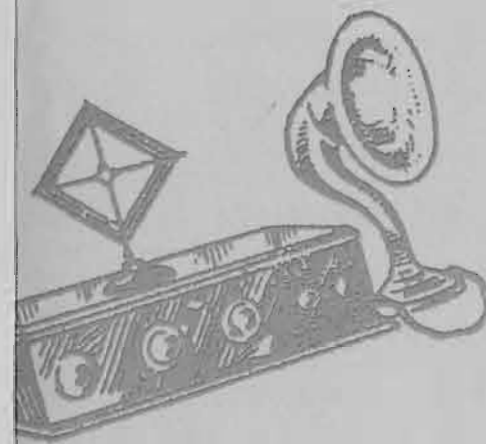
Contact us for more
information and a demo tape
with an introduction by
David Molpus,
Southeastern Correspondent
for National Public Radio.



MIR
PRODUCTIONS
INCORPORATED

3500 Westgate Drive, Suite 101
Durham, NC 27707
Telephone 919.419.4484

The People's
Pharmacy
with Joe & Terry Graedon



Joe and Terry Graedon have become two of the nation's leading health care authorities. With backgrounds in pharmacology, nutrition and medical anthropology, the Graedons have joined forces to explore the most interesting, compelling and controversial health and medical issues of our time. And they do it in a fun and entertaining way. The People's Pharmacy features nationally recognized authorities on medicine, mental health, nutrition, fitness and related issues. Guests discuss current issues and answer call-in questions from listeners.



Joe and Terry Graedon are health care professionals and consumer advocates.

An Award-Winning Health Care Talk Show

The People's Pharmacy explores serious and important medical issues in a way that is fun, entertaining, enjoyable and fast-paced. In 1992, the program won the prestigious Silver Medal in Public Affairs Broadcasting from the Corporation for Public Broadcasting. The program is designed to be carried live via satellite, or re-broadcast on a delayed basis.

A Popular Radio Program in its Home Market

The People's Pharmacy has built a loyal following in the health-savvy Research Triangle market in North Carolina. In its home market, the program frequently achieves a market share of 12 percent or more of the listening audience, according to independent ratings. The program appeals to health-conscious adults, age 25 to 54, and senior citizens, age 54 and older. The People's Pharmacy originates at public radio station WUNC-FM in Chapel Hill.

A Proven Track Record for Attracting Local Underwriting Support

The People's Pharmacy has a successful local underwriting history, and is currently underwritten by a regional hospital for local broadcast. Because of the size and breadth of today's dynamic health care marketplace, local underwriting potential exists in every community.

Examples within your community include: local and regional hospitals, HMO's, doctor's group practices and clinics, drug treatment centers and mental health facilities, local drug stores and pharmacy chains, physician/nurse locator services and insurance providers/agencies.

A Best-Selling Book Series with More than 2,000,000 Copies in Print

The People's Pharmacy radio program is based on Graedon's *Best Medicine*, a comprehensive, easy-to-read guide to commonly used medications written by Joe and Terry Graedon (a Bantam Books trade paperback) and on the People's Pharmacy book series that includes a New York Times #1 best-selling book that was on the bestseller list for more than one year. The People's Pharmacy has become one of America's best-selling and most widely trusted medical references, with more than 2,000,000 copies in print.

Joe and Terry's book titles include: *The People's Pharmacy*, *The People's Pharmacy 2*, *The New People's Pharmacy*, *50+ The Graedons' People's Pharmacy For Older Adults*, *Graedons' Best Medicine* and *The Aspirin Handbook*.

A Syndicated Column in Newspaper Markets Across the Country

The People's Pharmacy is also a nationally syndicated newspaper column, with a large following in 150 markets across the country. The column is distributed by King Features in a medical and health series that includes such popular columnists as Dr. Ruth and Dr. Joyce Brothers. King Features also syndicates the *Click and Clack Talk Cars* newspaper column.

The People's Pharmacy newspaper markets include: Philadelphia, Los Angeles, San Diego, Richmond, St. Louis, Baltimore, Houston, New York City, Las Vegas, Cleveland, Orlando and Sacramento. Joe and Terry's column is also carried in Tokyo Japan.

Each week, along with some of the country's foremost medical professionals, the Graedons examine medical topics of vital importance. Recent topics include:

Depression, Anxiety, Fear	Asthma
The War on Cancer	Osteoporosis
Indoor Air Pollution	Cholesterol
Power Lines, Computers & Cancer	All About Vitamins
Chemical Sensitivity	Food Interactions
Sexual Abuse	Dental Safety/AIDS
Headaches	Eating Disorders
Alternative Medicine	Passive Smoke
Escalating Medical Costs	Health Insurance
Estrogen, Progesterone & Breast Cancer	Dangerous Drug Interactions
Alzheimer's Disease	Dealing with Grief & Bereavement
Dysfunctional Families	Safe Weight Loss
FDA & Medical Research	Homeopathic Medicine
Domestic Violence	And More...

The list is endless and endlessly fascinating. So sit back, but don't relax; you'll stay on the cutting edge of the latest medical and health information with The People's Pharmacy with Joe and Terry Graedon.