



CONTACT: Esmé Artz
Public Information Coordinator
215-351-1243
eartz@whyy.org

WHYY-FM Wants Your Story for Radio Program Launching December 6
*New one-hour radio program covering health, science & innovation
seeks listener stories*

PHILADELPHIA, October 30, 2013 —WHYY wants to hear from you! The public is invited to submit story ideas for *The Pulse*, a weekly one-hour radio broadcast focused on health, science and innovation. Launching Friday, December 6, the show will explore personal stories of illness and recovery, discovery, health and science findings, trends and innovation. The general public is invited to submit story ideas for this new program. Suggestions for feature stories or segments may be sent via email to thepulse@whyy.org.

WHYY behavioral health reporter Maiken Scott will host the 9 a.m. Friday program, which will also have a daily online presence on Newsworks.org. *The Pulse* will include regular segments such as "Patient Files," a firsthand look at a person navigating through a medical experience; "Pain in the Neck," which explores the things that annoy you about healthcare and how they can be fixed; "Whatever Happened to?" a segment that revisits well-known health and science stories from the past; "So What Do You Do?" where a person who works in science explains his or her job; "Lab Rat," where a NewsWorks reporter experiments with a health or science-related trend; and a citizen science segment that explains how you can help with real scientific research in our region.

The Pulse will showcase Newsworks.org reporters and producers, as well as content from partners such as *NJ Spotlight*, *SciStarter*, *The Scientist* and independent bloggers. Megan Pinto will produce the program. *The Pulse* on Newsworks.org will provide extensive coverage of news and discussions from the radio program, plus additional content including profiles, audio and video components.

"Health care is a focal point of public concern right now and there's no better region in America to explore trends in medicine and life sciences than this one," said Chris Satullo, WHYY vice president of news and civic dialogue. "At WHYY and NewsWorks, we've spent the last few years building up our health and science team. Now, at this moment of upheaval in the sector, we're ready and eager to give our audiences the sophisticated coverage they deserve, told through the voices of the people who live the issues at ground level each day."

The Pulse is the latest component of WHYY's efforts to increase local news coverage and information productions on television, radio and the Web. The program is made possible by AstraZeneca and Independence Blue Cross.

###