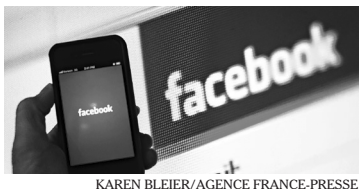


MANAGING YOUR MONEY,
WORK AND SUCCESS

Talking Points

Down Side of Watching TV
Watching television may be bad for your brain, a new study suggests. Researchers followed 3,274 people for 25 years, collecting data on their physical activity and TV-watching habits every five years. At year 25, they administered three tests to measure mental acuity and found that those who watched more than three hours a day most days did poorly on all three tests. The lead author, Dr. Kristine Yaffe, said: “Is it just the inactivity, or is there something about watching TV that’s the opposite of cognitive stimulation?”

More Digital Ads Coming
Television has lost its primacy in advertising budgets as digital ad spending continues to surge. TV will account for 38.4 percent of the \$503 billion global ad market this year and will drop to 38 percent of the market in 2016, according to the Interpublic Group’s Magna Global. Digital ad spending will grow 17.2 percent this year, to nearly \$160 billion, and 13.5 percent in 2016, and is expected to overtake TV as the biggest advertising category by the end of 2017, the forecast says.



KAREN BLEIER/AGENCE FRANCE-PRESSE

Check Your Facebook Profile
The visibility of your Facebook timeline depends on your account settings. Fellow Facebook users — who are not on your Friends list — can search within the social network and see your profile picture, cover photo and country. You can see what your profile page looks like to friends and those who are not friends by going to the Privacy Shortcuts menu, choosing “Who can see my stuff?” and selecting “View As” underneath “What do other people see on my timeline?” Posts on public pages are also visible to all, and if you do not want comments to be seen, delete them.

Disney’s Stake in Vice
Disney has invested another \$200 million in Vice Media, doubling its stake in the company — now about 10 percent — just weeks after its first investment, said people familiar with the deal. The investment does not change Vice’s valuation, which last month was put in the range of \$4.2 billion to \$4.5 billion. The money will help finance original programming, including TV shows. Vice is expected to unveil its new cable channel, Viceland, as early as the end of February, and it intends to fill it with lifestyle and entertainment programming.



NATHAN DENETTE/
THE CANADIAN PRESS

YOUR MONEY
TARA SIEGEL BERNARD

People take dozens of uncalculated risks each day. Every time they swallow a pill, bite into a burger or get in a car, they are trusting that these products are safe. But there are instances when the risks become too hard to ignore, like the giant recall of vehicles with potentially explosive airbags made by Takata.

The airbags can spew metal fragments, causing injuries or death. More than 19 million vehicles from 12 automakers have been recalled in the United States, and now two manufacturers have extended recalls for certain 2015 and 2016 models.



RUTH FREMSON/THE NEW YORK TIMES

SAVINGS DISAPPEARED Mariana Cooper, 86, wrote checks to a friend who was later convicted of theft. Her granddaughter, Amy Lecoq, found out about it too late.

Financial Abuse of the Elderly

LESSONS
ELIZABETH OLSON

Five million seniors are victimized annually by a friend, relative or adviser.

It was only after Mariana Cooper, a widow in Seattle, found herself with strained finances that she confessed to her granddaughter that she was afraid she had been bilked out of much of her savings.

Over three years, Ms. Cooper, 86, had written at least a dozen checks totaling more than \$217,000 to someone she considered a friend and confidante. But the money was never paid back or used on her behalf, according to court documents, and in early November the woman who took advantage of Ms. Cooper, Janet Bauml, was convicted on nine counts of felony theft.

Ms. Cooper, who lost her home and now lives in a retirement community, is one of an estimated five million older American residents annually who are victimized to some extent by a caregiver, friend, family member, lawyer or financial adviser. With 10,000 people turning 65 every day for the next decade, a growing pool of retirees are susceptible to such exploitation. As many

as one in 20 older adults said they were financially mistreated in the past, according to a study financed by the Justice Department.

Traditionally, such exploitation has been either dismissed with little or no penalty or handled in civil court. Even when the sums are large, cases are often difficult to prosecute because of their legal complexity and because the exploitation goes unnoticed or continues for long periods.

Ms. Cooper, for example, wrote her first check, for \$3,000, in ear-

“Our family saw her regularly, but we just didn’t see indications of what was going on.”

AMY LECOQ,

whose grandmother was bilked of \$217,000

ly 2008, and later gave Ms. Bauml her power of attorney. In 2012, after Ms. Cooper realized that Ms. Bauml was not going to repay her in time for her to afford a new roof for her house, she told her granddaughter, Amy A. Lecoq.

Ms. Bauml maintained Ms. Cooper gave her money for services she provided as a home organizer or as loans. Later, testing by a geriatric mental health specialist found that Ms. Cooper had moderate demen-

tia. The diagnosis “helped the jury to understand why she would keep signing all these checks when she was never being paid back,” said Page B. Ulrey, senior deputy prosecutor for King County, Wash.

The case was challenging in part because Washington State does not have an elder abuse statute, said Ms. Ulrey, who is one of a small but growing number of prosecutors around the country with the specific duty of prosecuting those who take financial advantage of elders.

As the number of complaints

training law enforcement officers, prosecutors and social workers to spot the sometimes subtle signals that may indicate someone has been swindled. “We see many cases where someone convinces an older person to give them the power of attorney, and then uses that authority to strip their bank accounts, or take the title of their home,” said Amy Mix, a lawyer at the AARP Legal Counsel for the Elderly.

In the most recent fiscal year, 934 cases of abuse were reported in Washington. About one-quarter of those were financial exploitation, according to Sheila Y. Jones, chief of Adult Protective Services. But many cases are not counted officially because older people are reluctant to pursue legal remedies against relatives and friends.

In Seattle, Ms. Cooper’s granddaughter is determined to educate others. “I wish we had known some of the red flags,” she said.

But even though she’s a trained social worker, she missed the signs. She might have been more suspicious with “my grandmother suddenly having a new friend and a friend who got so close so fast.”

Once Ms. Lecoq and her husband recognized what had happened, they pushed for prosecution.

“She’s ashamed and embarrassed and feels guilty,” Ms. Lecoq said. “But I tell her: ‘You were a victim of a crime.’”

Takata Airbag Recall Raises Variety of Issues for Consumers

YOUR MONEY
TARA SIEGEL BERNARD

People take dozens of uncalculated risks each day. Every time they swallow a pill, bite into a burger or get in a car, they are trusting that these products are safe. But there are instances when the risks become too hard to ignore, like the giant recall of vehicles with potentially explosive airbags made by Takata.

The airbags can spew metal fragments, causing injuries or death. More than 19 million vehicles from 12 automakers have been recalled in the United States, and now two manufacturers have extended recalls for certain 2015 and 2016 models.

“Consumers may ask, ‘Should I be worried about the airbags in my vehicle, even if they are not now under recall?’” said Mark Rosekind, the administrator of the National Highway Traffic Safety Administration at a recent meeting.

Unless Takata can prove that the airbag inflators in question are safe, millions of additional vehicles could be recalled. The probability of injury is low, but the associated risks are high.

For some car owners, the solution is as easy as taking their recalled vehicle to a dealership for a repair. But what should you do if you have to wait for parts? And what about drivers who may be wondering about the safety of Takata airbags that have not been recalled, particularly if they’re in the market for a

new vehicle and want to avoid the mess entirely?

These aren’t easy situations to navigate. “You want to be able to rely on a safety feature to function properly each time,” said Sean Kane, president of Safety Research and Strategies, a research and consulting firm. “And it is unclear just how frequently they are not going to perform properly.”

The root cause of the explosions has yet to be determined. Recently regulators have pointed to ammonium nitrate, the chemical propellant used to inflate the airbags. It can destabilize over time and rupture the metal casing, or inflator.

Eight deaths and more than 100 injuries have been linked to the defective airbags.

The National Highway Traffic

Safety Administration recently laid out which vehicle repairs were most urgent and should take priority, since there aren’t enough parts available to immediately fix every recalled vehicle. The sheer size and complexity of the recall means that it will take several years for the problem to be fully addressed.

Which airbags are at the highest risk? Those with older inflators, specifically those more than five to seven years old, appear to be more likely to rupture than newer ones. And those that have spent a continuous stretch of time in areas of high heat and humidity, like the Gulf Coast, are at higher risk because the moisture affects the ammonium nitrate.

Regulators organized the recalls into three groups. Top priority is

being given to cars from model years 2008 or older, and that were sold or (ever) registered in areas of “high absolute humidity,” including Alabama, Florida, Georgia, Hawaii, Louisiana, Mississippi, Texas and Puerto Rico. Vehicles in that group must have parts available by the end of March, but regulators said manufacturers had until the end of 2017 to swap out the inflators.

Five manufacturers — BMW, Fiat Chrysler, Ford, Honda and Mazda — account for about 14 million of the 19 million recalled vehicles, which can be found on safercar.gov. But most of the deaths and injuries occurred in vehicles from Honda, which recalled 6.28 million cars. The company has confirmed six deaths in the United States and more than 60 injuries.

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