

Issues Programs List

Quarterly Issues Programs List

Station: KYSN

April 1, 2023 through June 30, 2023

Section I. Issues

The station has identified the following topics as significant issues facing our community in this quarter:

- A. **WHY DON'T MORE SCHOOLS TEACH FINANCIAL LITERACY:** The graduation rate in Washington is just above 80% so 1 in 5 high school students are facing a future without a diploma and 40% of all high school students receive no basic personal finance education.
- B. **THE ALLURE OF THE FOUR-DAY WORK WEEK:** The Wenatchee area labor force is expanding after the shrinking labor pool brought on by the COVID pandemic. As employers try to lure employees back to work, are workers weighing the desirability of more days off vs. other long-term drawbacks to a shorter work week. Wenatchee area employers still have many unfilled positions.
- C. **BRIDGING THE GAP FOR LOW-INCOME FAMILIES:** The poverty rate in Chelan County is just over 8% while the Douglas County rate matches the statewide level of 10%. The region relies on a network of local agencies to working together to address food insecurity, and other challenges brought on by the economy.
- D. **ADHD:** ADHD is one of the most common childhood disorders and can continue through adulthood. In Washington State, ADHD is considered a disability.
- E. **POPULATION DECLINE:** Data released in the past year by the U.S. Census Bureau shows Washington State now has more people leaving than moving here.

Section II. Responsive Programs

Townsquare Media endeavors to serve the needs of our community by airing programming responsive to the issues affecting our listening audience.

KYSN began broadcasting Viewpoints Radio in May 2023 and continued to broadcast the program on the days and times listed below. These programs address issues identified as significant in our communities of interest and other topics. A description is found in the following pages.

KYSN:

Viewpoints Radio, Sundays, 6am

See attached program log for details.



Program Log for *Viewpoints Radio*

| | | | |
|-----------------|----------|----------------------------|---------------------------|
| Program | VP 23-19 | Written & Prod. | Amirah Zaveri & Evan Rook |
| Air Week | 5/7/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Procter Gamble/Pepto Bismol Procter Gamble/KC Gillette | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEGMENT 1: THE IMPORTANCE OF AMERICA'S SOCIAL WORKERS | 7:30 |
| | Synopsis: There are more than 700,000 social workers across America. We speak with longtime social worker and professor, Dr. Anthony Estreet about the vital role these professionals play in countless different sectors and why there needs to be more support and incentive for people working in this difficult role. Host: Gary Price. Guest: Dr. Anthony Estreet, CEO, National Association of Social Workers, professor, social work, Morgan State University. Links for more info: https://www.bls.gov/ooh/community-and-social-service/social-workers.htm#:~:text=Social%20workers%20help%20individuals%2C%20groups.%2C%20behavioral%2C%20and%20emotional%20problems.https://www.theguardian.com/social-work-looking-to-the-future/2023/mar/13/making-a-difference-social-workers-share-their-career-highlightshttps://www.morgan.edu/news/morgan-state-university-professor-anthony-estreet-named-ceo-of-the-national-association-of-social-workershttps://www.socialworkers.org/ Compliance Issues: Social Work, Career, Mental Health, Psychology, Government Assistance, Healthcare | |
| 9:17 | SPOTBREAK 2&3: Wendy's/Breakfast Procter Gamble/Charmin Procter Gamble/Gain Procter Gamble/Pepto Bismol | :30 :30 :30 :30 |
| 11:17 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:19 | SEGMENT 2: R-V LIFE: THE CLASSIC AMERICAN WAY OF ROADTRIPPING | 9:02 |
| | Synopsis: Thinking of getting away this summer? With flight and hotel prices skyrocketing, we speak with travel expert, Bonnie Sinclair about the many benefits of road tripping via R-V. Sinclair has traveled across the U.S. with her husband and highlights a few of her top destinations. Host: Marty Peterson. Guest: Bonnie Sinclair, travel expert, co-author, <i>U.S.A R-V Adventures</i> . Links for more info: https://wanderfilledlife.com/ https://rvshare.com/ Compliance Issues: Travel, Geography, Tourism, Wildlife, Recreation, Parenting, Personal Finance | |
| 20:21 | SPOTBREAK 4: Taco Bell/TacoGen Procter Gamble/Charmin | :30 :30 |
| 21:21 | VIEWPOINTS EXPLAINED: A NEW ERA OF ELECTRIC | 2:25 |
| | Synopsis: We cover the newly proposed EPA guidelines for auto manufacturers and how this will impact the car market and consumers. Host: Ebony McMorris Compliance Issues: Auto Industry, Manufacturing, Government, Climate Change | |
| 23:46 | CULTURE CRASH: THE COACHELLA LET DOWN | 2:40 |
| | Synopsis: We discuss musician, Frank Ocean's recent performances - or lack thereof. Host: Evan Rook Compliance Issues Covered: TV, Film, Culture, Entertainment | |
| 26:26 | SPOTBREAK 5: Procter Gamble/Pepto Bismol Procter Gamble/KC Gillette | :30 :27 |
| 27:23 | Program Conclusion | :32 |
| 27:55 | TOTAL TIME | |

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Guest information and segment podcasts are available at www.viewpointsradio.org.



Program Log for *Viewpoints Radio*

| | | | |
|-----------------|-----------|----------------------------|---|
| Program | VP 23-20 | Written & Prod. | Amirah Zaveri, Polly Hansen & Evan Rook |
| Air Week | 5/14/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar20 OUTCUE: ...with Prevnar 20. | :60 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEGMENT 1: UNDERSTANDING LAB-CREATED INGREDIENTS | 8:49 |
| | Synopsis: Monosodium glutamate. Niacin. Riboflavin. We've all seen these labels at the end of ingredient lists on our favorite chips or frozen meals – but what role do they play? Are these substances harmful? We highlight the prevalence of processed and ultra-processed foods in the U.S., the ingredients in them and the importance of moderation. Host: Gary Price. Guest: George Zaidan, food chemist, author, <i>Ingredients: The Strange Chemistry of What We Put In Us & On Us</i> . Links for more info: https://www.penguinrandomhouse.com/books/599202/ingredients-by-george-zaidan/ https://twitter.com/georgezaidan?lang=en Compliance Issues: Diet, Nutrition, Food Science, Chemistry, Food Production, Health, History | |
| 10:36 | SPOTBREAK 2&3: Procter Gamble/Metamucil Wendy's/Breakfast Pfizer Consumer Healthcare/Eliquis Procter Gamble/Pepto Bismol OUTCUE: ...of children. | :30 :30 :30 :30 |
| 12:36 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:38 | SEGMENT 2: THE TRIALS & TRIBULATIONS OF BALANCING MOTHERHOOD & CAREER | 8:49 |
| | Synopsis: NPR journalist and co-host of “All Things Considered” Mary Louise Kelly joins us this Mother’s Day to share her story of balancing motherhood with a long-spanning, successful career in journalism. She - like many mothers - has struggled to have it all and recounts the many tradeoffs over the years. Host: Marty Peterson. Guest: Mary Louise Kelly, co-host, “All Things Considered”, National Public Radio, author, <i>It.Goes.So.Fast.: The Year of No Do-Overs</i> . Links for more info: https://www.amazon.com/Goes-So-Fast-Do-Overs/dp/1250859859 https://www.theatlantic.com/ideas/archive/2023/04/motherhood-children-it-goes-so-fast-book/673649/ https://twitter.com/NPRKelly?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.instagram.com/marylouisekelly1/?hl=en https://www.npr.org/people/2780701/mary-louise-kelly Compliance Issues: Parenting, Motherhood, Career, Mental Health, Child Development, Personal Growth | |
| 21:27 | SPOTBREAK 4: Taco Bell/TacoGen Procter Gamble/Gain OUTCUE: ...longer lasting scent,. | :30 :30 |
| 22:27 | VIEWPOINTS EXPLAINED: THE CORONATION OF KING CHARLES III | 1:29 |
| | Synopsis: King Charles III is now officially Great Britain’s reigning King. We discuss his coronation and the long history of the lavish ceremony. Host: Ebony McMorris Compliance Issues: History, Government, Culture, International Affairs | |
| 23:56 | CULTURE CRASH: OUR FAVORITE FILMS TO WATCH WITH OUR MOM'S | 2:31 |
| | Synopsis: We touch on a few recent movie releases that are perfect picks to watch with your mom this Mother’s Day. Host: Evan Rook Compliance Issues Covered: TV, Culture, Parenting | |
| 26:27 | SPOTBREAK 5: Procter Gamble/Pepto Bismol AZO/Services Mashup OUTCUE: ...the zone AutoZone. | :30 :30 |
| 27:27 | Program Conclusion | :32 |
| 27:59 | TOTAL TIME | |

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Program Log for *Viewpoints Radio*

| | | | |
|-----------------|-----------|----------------------------|---------------------------|
| Program | VP 23-21 | Written & Prod. | Amirah Zaveri & Evan Rook |
| Air Week | 5/21/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|--|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Procter Gamble/Pepto Bismol AZO/Services Mashup | :30 OUTCUE: ...restrictions apply. |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEGMENT 1: WHY DON'T MORE SCHOOLS TEACH FINANCIAL LITERACY? | 8:26 |
| | Synopsis: Currently, only about 40 percent of students in the U.S. take a personal finance course before graduation. This means that most teenagers leave high school knowing little about saving, spending, student loans and how to do basic adult tasks like filing taxes. This week, we cover the push to change education legislation so more school curriculums incorporate a standalone financial literacy class. Host: Gary Price. Guest: Tim Ranzetta, co-founder, Next Gen Personal Finance. Links for more info: https://www.ngpf.org/ https://twitter.com/NextGenPF?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Education, Personal Finance, Retirement, Financial Independence, Education Policy | |
| 10:13 | SPOTBREAK 2&3: Pfizer Consumer Healthcare/Xeljanz Rheum Taco Bell/TacoGen2109 Procter Gamble/Mr. Clean Magic Eraser | :60 :30 OUTCUE: ...cleaning look easy. |
| 12:12 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:14 | SEGMENT 2: THE ALLURE OF THE FOUR-DAY WORKWEEK | 8:37 |
| | Synopsis: There's been a lot of media coverage this year around the 4-day workweek, but does it really make sense long-term? We discuss the pros, cons and if this shift is feasible for America's complex and varied workforce. Host: Marty Peterson. Guests: Lindsay Cameron, assistant professor, management, Wharton School of Business, University of Pennsylvania; Charlotte Lockhart, managing director, co-founder, Four Day Week Global. Links for more info: https://mgmt.wharton.upenn.edu/profile/lcramer/ https://www.4dayweek.com/ Compliance Issues: Career, Labor Trends, Human Resources, Mental Health, Parenting, Economy. | |
| 20:51 | SPOTBREAK 4: Procter Gamble/Gain Ond ADU Napa/Napa Upfront 2023 | :30 OUTCUE: ...all cylinders. |
| 21:51 | VIEWPOINTS EXPLAINED: ANOTHER WEEK, ANOTHER MASS SHOOTING | 2:15 |
| | Synopsis: 2023 is on pace to be the deadliest year on record for mass killings in America. Even as shootings continue and public outrage grows, little has been done to curb these horrific events. Host: Ebony McMorris Compliance Issues: Gun Control, Mass Shootings, Politics | |
| 24:06 | CULTURE CRASH: ONE OF OUR FAVORITE SCI-FI READS | 2:18 |
| | Synopsis: We highlight the six-part series "The Forward" – a riveting sci-fi read that's full of twists and turns. Host: Evan Rook Compliance Issues Covered: TV, Culture, Science | |
| 26:24 | SPOTBREAK 5: Procter Gamble/Pepto Bismol Indeed/Indeed Q2' 2023 | :30 OUTCUE: ...and conditions apply. |
| 27:24 | Program Conclusion | :31 |
| 27:55 | TOTAL TIME | |

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Program Log for *Viewpoints Radio*

| | | | |
|-----------------|-----------|----------------------------|---------------------------|
| Program | VP 23-22 | Written & Prod. | Amirah Zaveri & Evan Rook |
| Air Week | 5/28/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Procter Gamble/Pepto Bismol Procter Gamble/Zevro Spray | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEGMENT 1: THE TOLL OF EXCESS CLOTHES PRODUCTION | 8:16 |
| | Synopsis: Despite increased media coverage on fast fashion, the industry continues to thrive and expand. We speak with fashion activist and expert Maxine Bedat (who we've previously had on as a guest on Viewpoints) about the recent changes in the fast fashion landscape and why there's a greater focus now on legislation rather than consumers. Host: Gary Price. Guest: Maxine Bedat, founder, director, New Standard Institute. Links for more info: https://www.amazon.com/Unraveled-Death-Garment-Maxine-Bedat/dp/0593085973 https://www.thecut.com/2023/02/guide-to-shopping-long-lasting-sustainable-ethical-clothes.html https://www.nrdc.org/stories/new-york-exposing-fashion-industry-what-it-climate-nightmare https://www.thefashionlaw.com/hm-escapes-lawsuit-accusing-it-of-greenwashing-its-fast-fashion-wares/ Compliance Issues: Consumerism, Marketing, Sustainability, Climate Change, Fashion, Labor Rights | |
| 10:03 | SPOTBREAK 2&3: Procter Gamble/Prilosec Procter Gamble/Mr. Clean Magic Eraser Procter Gamble/Pepto Bismol Procter Gamble/Crest Dentrifrice | :30 :30 :30 :30 |
| 12:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:05 | SEGMENT 2: "UM, WHAT?": THE HIDDEN PURPOSE BEHIND FILLER WORDS | 9:17 |
| | Synopsis: We've all been there. You've given a presentation or had a conversation with someone and realized after-the-fact that you could've added in fewer words like "um", "you know" or "like". While these fillers are distracting if overused, when added in moderation, they play a very specific purpose. Host: Marty Peterson. Guest: Valerie Fridland, sociolinguist, professor, linguistics, English Department, University of Nevada-Reno, author, <i>Like Literally Dude: Arguing for the Good in Bad English</i> . Links for more info: https://www.valeriefridland.com/ https://www.penguinrandomhouse.com/books/671558/like-literally-dude-by-valerie-fridland/ https://hbr.org/2019/08/why-filler-words-like-um-and-ah-are-actually-useful https://journals.physiology.org/doi/full/10.1152/advan.00110.2022 Compliance Issues: Linguistics, Language, History, Culture, Intercommunication, Public Speaking, Personal Development | |
| 21:22 | SPOTBREAK 4: Skyrizi 2023 | :60 |
| 22:22 | VIEWPOINTS EXPLAINED: THE DECLINE OF RELIGION | 2:10 |
| | Synopsis: We discuss what's driving more Americans to identify as non-religious in recent years. Host: Ebony McMorris Compliance Issues: Religion, Theology, Culture, Politics | |
| 24:32 | CULTURE CRASH: A NEW SEASON OF SUMMER BLOCKBUSTERS | 1:52 |
| | Synopsis: We highlight a few of the blockbuster films that we're most looking forward to this summer. Host: Evan Rook Compliance Issues Covered: Film, Culture | |
| 26:24 | SPOTBREAK 5: Procter Gamble/Pepto Bismol Procter Gamble/Tide | :30 :30 |
| 27:24 | Program Conclusion | :31 |
| 27:55 | TOTAL TIME | |

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Program Log for *Viewpoints Radio*

| | | | |
|-----------------|----------|----------------------------|--|
| Program | VP 23-23 | Written & Prod. | Amirah Zaveri, Grace Galante & Evan Rook |
| Air Week | 6/4/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|---|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: AZO/Services Mashup Procter Gamble/Metamucil | :30 OUTCUE: ...taking Metamucil everyday. |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: BRIDGING THE GAP FOR LOW-INCOME FAMILIES | 8:56 |
| | Synopsis: Over 40 percent of U.S. households struggle to afford necessities like groceries, gas, rent, Internet and healthcare. With rising costs, stagnating wages, and minimal federal assistance, it's become all too common to feel overwhelmed and stuck in a perpetual cycle of barely scraping by. We cover this growing crisis & how individuals and families can get help through their community network. Host: Gary Price. Guests: Stephanie Hoopes, national director, United for ALICE; Cherry, New Jersey resident. Links for more info: https://unitedforalice.org/ https://www.unitedway.org/ https://unitedforalice.org/national-overview https://www.211.org/ Compliance Issues: Low-Income Populations, Career, Inflation, Financial Hardship, Public Assistance, Nonprofit Organization, Parenting, Generational Poverty | |
| 10:43 | SPOTBREAK 2&3: Taco Bell/TacoGen Procter Gamble/Mr. Clean Magic Eraser Sherwin Williams/Memorial Day Sale Bank of America/Small Business | :30 :30 :30 OUTCUE: ...of America N-A. |
| 12:42 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:44 | SEG. 2: CLIMATE CHANGE IN FULL BLOOM: THE IMPACT OF AN EARLIER SPRING & SUMMER | 8:12 |
| | Synopsis: If you live in the Midwest or Northeast, you probably enjoyed that brief stretch of 80-degree days this past April. While the warmer weather can be a nice change, this unusual and sudden shift has countless consequences on wildlife, plant species and the many industries that rely on predictable cycles. We speak with environmental expert Theresa Crimmins about the causes & effects of changing weather patterns. Host: Marty Peterson. Guest: Theresa Crimmins, director, USA National Phenology Network, research professor, School of Natural Resources and the Environment, University of Arizona. Links for more info: https://www.usanpn.org/usa-national-phenology-network https://www.climatehubs.usda.gov/growing-seasons-changing-climate https://www.usanpn.org/nn/welcome https://now.northropgrumman.com/are-summer-getting-longer-or-are-the-seasons-shifting/ Compliance Issues: Climate Change, Weather Patterns, Agriculture, Wildlife Species, Migration, Economy | |
| 20:56 | SPOTBREAK 4: Target Stores/Mass Communal Chick-Fil-A/Chick-Fil-A-CFA Nat | :30 OUTCUE: ...for their testimonials. |
| 21:57 | VIEWPOINTS EXPLAINED: A NEW WARNING BY THE U.S. SURGEON GENERAL | 2:30 |
| | Synopsis: The U.S. Surgeon General recently issued an advisory on the dangers of heavy social media use early in life. We discuss why experts are urging parents, politicians, and companies to act now. Host: Ebony McMorris Compliance Issues: Social Media, Child Development, Mental Health, Public Health | |
| 24:27 | CULTURE CRASH: A REVIEW OF THE THRILLER, "MISSING" | 2:00 |
| | Synopsis: We talk about the new-to-Netflix movie, "Missing" – a thriller that follows one daughter's quest to find her missing loved ones who vanish while on a trip to Colombia. Host: Evan Rook Compliance Issues Covered: Film, Culture | |
| 26:27 | SPOTBREAK 5: Pfizer Consumer Healthcare/Xeljanz Rheum | OUTCUE: ...four Xeljanz. |
| 27:27 | Program Conclusion | :33 |
| 28:00 | TOTAL TIME | |

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Program Log for *Viewpoints Radio*

| | | | |
|-----------------|-----------|----------------------------|---------------------------|
| Program | VP 23-24 | Written & Prod. | Amirah Zaveri & Evan Rook |
| Air Week | 6/11/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|---|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Procter Gamble/Charmin AA Taco Bell/TacoGen | :30 OUTCUE: ...participation which vary. |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: THE 10,000 YEAR RELATIONSHIP: OUR LONG-HELD FASCINATION & LOVE FOR CATS | 7:55 |
| | Synopsis: Cats get a lot of hate across the world for being un-trainable, moody, and, at times, hard to figure out. This week – we cover all things cats and why these furry felines (who’ve long been human companions) are unique. Host: Gary Price. Guest: Jonathon Losos, evolutionary biologist, associate professor, biology, Washington University in St. Louis, author, <i>The Cat’s Meow: How Cats Evolved From the Savanna to Your Sofa</i> . Links for more info: https://www.penguinrandomhouse.com/books/610619/the-cats-meow-by-jonathan-b-losos/ https://biology.wustl.edu/people/jonathan-losos http://www.nasonline.org/member-directory/members/20041833.html https://twitter.com/JLosos?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://source.wustl.edu/2023/04/a-cats-eye-view-of-one-of-the-most-beloved-pets/ Compliance Issues: Evolution, Wildlife, Animal Domestication, History, Culture, Civilizations, Science | |
| 9:42 | SPOTBREAK 2&3: Pfizer Consumer Healthcare/Prevnar20 2023 Procter Gamble/Febreze Car Skechers/Skechers 2023 | :60 :30 OUTCUE: ...only comfort. |
| 11:42 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:44 | SEG. 2: DE-BUNKING THE MISCONCEPTIONS & STIGMAS OF ADHD | 9:50 |
| | Synopsis: Nearly 10 percent of American children have ADHD. We speak with a clinical child psychologist at Harvard Medical School, Dr. Ellen Braaten, about the different types & presentations of this disorder, how it affects children and common challenges for diagnoses, acceptance, and treatment. Host: Marty Peterson. Guest: Dr. Ellen Braaten, clinical child psychologist, associate professor, psychology, Harvard Medical School, Director, Learning and Emotional Assessment Program, Massachusetts General Hospital, author, <i>Bright Kids Who Couldn’t Care Less</i> . Links for more info: https://chadd.org/ https://www.psychologytoday.com/us/psychiatrists https://www.massgeneral.org/children/doctors/18025/ellen-braaten https://www.health.harvard.edu/authors/ellen-braaten-phd https://www.amazon.com/Bright-Kids-Couldnt-Care-Less/dp/1462547648 Compliance Issues: Learning Disorders, Child Development, Education, Parenting, Mental Health | |
| 21:34 | SPOTBREAK 4: Taco Bell/TacoGen Procter Gamble/Swiffer Wet Jet Base | :30 OUTCUE: ...clean your floors. |
| 22:34 | VIEWPOINTS EXPLAINED: THE UNCERTAINTIES OF LONG COVID | 1:42 |
| | Synopsis: More than 1.1 million Americans have died from Covid-19. Now, three years after the onset of the pandemic, millions are still struggling with the side effects and long-term damage of the disease. Host: Ebony McMorris Compliance Issues: Health, Research, Virus, Pandemic, Patient Care, Aging | |
| 24:16 | CULTURE CRASH: A TRIUMPHANT END TO A BRILLIANT SHOW | 2:11 |
| | Synopsis: “Succession” has all the elements of a prime family drama. An ultra-rich, very public family that has no shortage of drama, conflict, and greed. We discuss the show’s final season on HBO. Host: Evan Rook Compliance Issues Covered: TV, Culture | |
| 26:27 | SPOTBREAK 5: Procter Gamble/Bounty AA Quicken Loans/Rocket Mortgage | :30 OUTCUE: ...thirty-thirty. |
| 27:27 | Program Conclusion | :33 |
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Program Log for *Viewpoints Radio*

| | | | |
|-----------------|-----------|----------------------------|--|
| Program | VP 23-25 | Written & Prod. | Amirah Zaveri, Grace Galante & Evan Rook |
| Air Week | 6/18/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Procter Gamble/King C Gillette Taco Bell/TacoGen | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: CITIES LEFT BEHIND: THE REALITY OF POPULATION DECLINE | 8:07 |
| | Synopsis: The COVID-19 pandemic shook up how Americans work, where they live and what they value in life. But, as people move past the pandemic, demographers wonder if certain migration trends are here to stay or will eventually shift back. This week – we talk about population trends over the last few years and how this is impacting cities that were once bustling and booming. Host: Gary Price. Guest: Hans Johnson, demographer, senior fellow, Public Policy Institute of California. Links for more info: https://www.ppic.org/person/hans-johnson/ https://www.zumper.com/blog/rental-price-data/ https://eig.org/2022-county-population-trends/ https://www.census.gov/library/stories/2022/05/population-shifts-in-cities-and-towns-one-year-into-pandemic.html Compliance Issues: Population Trends, Culture, Local Revenue, Crime, Environment, Urban Design, Education | |
| 9:54 | SPOTBREAK 2&3: Procter Gamble/Metamucil Quicken Loans/Rocket Mortgage Procter Gamble/Bounty Procter Gamble/Prilosec | :30 :30 :30 :30 |
| 11:54 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:56 | SEG. 2: CANNABIS & PROFIT: A NEED TO MAKE REPARATIONS | 9:53 |
| | Synopsis: It's expected that the U.S. cannabis industry will surpass 50 billion dollars in revenue by 2028, according to top cannabis research firm, Brightfield Group. Each year, new states are legalizing recreational marijuana, building new opportunities for entrepreneurs. But who gets a piece of this pie? How's the industry building a more equitable space that people at all socioeconomic levels can enter? We talk about the current landscape and the changes that need to be made to include communities and populations who've been historically targeted during the War on Cannabis. Host: Marty Peterson. Guest: Akwasi Owusu-Bempah, professor, sociology, University of Toronto, director, research, Campaign for Cannabis Amnesty, co-author, <i>Waiting to Inhale: Cannabis Legalization and the Fight for Justice</i> . Links for more info: https://www.lastprisonerproject.org/who-we-are https://minoritycannabis.org/ https://drugpolicy.org/ https://www.aclu.org/gallery/marijuana-arrests-numbers Compliance Issues: Drug Legalization, Politics, Entrepreneurship, Business, Revenue, Criminal Justice, Community Investment, History | |
| 21:49 | SPOTBREAK 4: Pfizer Consumer Healthcare/Xeljanz Rheum | :60 |
| 22:49 | VIEWPOINTS EXPLAINED: HONORING JUNETEENTH | 1:37 |
| | Synopsis: Millions of Americans now get Juneteenth off each year because of its classification as a federal holiday. But what does Juneteenth really signify? When did it begin? We highlight the importance of this historic day. Host: Ebony McMorris. Compliance Issues: History, African American History, Culture, Race, Equality, War, Government | |
| 24:26 | CULTURE CRASH: OUR LOVE FOR "SPIDER-MAN" | 2:01 |
| | Synopsis: We discuss the recent release of "Spider-Man: Across the Spider-Verse" now in theatres. Host: Evan Rook Compliance Issues Covered: Film, Culture, Animation | |
| 26:27 | SPOTBREAK 5: Procter Gamble/Gain PGL Taco Bell/TacoGen | :30 :30 |
| 27:27 | Program Conclusion | :32 |
| 27:59 | TOTAL TIME | |

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Program Log for *Viewpoints Radio*

| | | | |
|-----------------|-----------|----------------------------|--|
| Program | VP 23-26 | Written & Prod. | Amirah Zaveri, Grace Galante & Evan Rook |
| Air Week | 6/25/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|---|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Taco Bell/TacoGen Capital One/Quicksilver | :30 OUTCUE: ...one for details. |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: ISAAC MURPHY: A FORGOTTEN SPORTS LEGEND | 8:34 |
| | Synopsis: A couple months back, millions of Americans dressed up, donned their hats and blazers, and went to the racetrack for the biggest horse racing event of the year: The Kentucky Derby. This week – we discuss the early history of horse racing in America and one African American jockey who made a lasting impact on the sport. Host: Gary Price. Guest: Katherine Mooney, associate professor, history, Florida State University, author, <i>Isaac Murphy: The Rise and Fall of a Black Jockey</i> . Links for more info: https://history.fsu.edu/person/katherine-mooney https://yalebooks.co.uk/page/detail/isaac-murphy/?k=9780300254426 https://kyhorsepark.com/equine-theme-park/park-memorials-statues/isaac-burns-murphy/ Compliance Issues: American History, Sports History, Race, Inequality, Civil Rights, Culture, Career, Diversity | |
| 10:21 | SPOTBREAK 2&3: Procter Gamble/Gain Macy's/Pride Month- Trevor Project Procter Gamble/Bounty AA Indeed/Indeed Q2' 2023 | :30 :30 :30 OUTCUE: ...and conditions apply. |
| 12:21 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:23 | SEG. 2: WHAT WE DO & STILL DON'T KNOW ABOUT BLACK HOLES | 8:30 |
| | Synopsis: Black holes have always intrigued and captured the imagination of millions since they were first theorized and coined by German physicist Karl Schwarzschild in 1916. For decades, scientists have worked to learn more about these mysterious objects in space. However, even today, there's still much we don't entirely understand about these mysterious phenomena. Janna Levin, an astronomy & physics professor at Columbia University, joins us to discuss the most intriguing aspects of these space giants. Host: Marty Peterson. Guest: Janna Levin, professor, physics & astronomy, Barnard College, Columbia University, author, <i>Black Hole Survival Guide</i> . Links for more info: https://barnard.edu/profiles/janna-levin https://twitter.com/JannaLevin https://science.nasa.gov/astrophysics/focus-areas/black-holes https://www.nationalgeographic.com/science/article/black-holes Compliance Issues: Space, Science, Astronomy, Physics, Engineering, Space Research, Space Exploration, Innovation | |
| 20:53 | SPOTBREAK 4: Macy's/Pride Month- Trevor Project Procter Gamble/Tide PGL | :30 OUTCUE: ...liquid detergent. |
| 21:53 | VIEWPOINTS EXPLAINED: THE FUTURE OF SAN FRANCISCO | 2:14 |
| | Synopsis: High real estate prices. Rampant crime. A mass exodus. We discuss the sharp decline of this once-golden city by the bay. Host: Ebony McMorris. Compliance Issues: Tourism, Crime, Local Government, Affordable Housing, Real Estate | |
| 24:07 | CULTURE CRASH: A FORAY BACK INTO ZELDA | 2:20 |
| | Synopsis: We dive into the popularity of the new videogame, "Zelda: Tears of the Kingdom". Host: Evan Rook Compliance Issues Covered: Gaming, Culture | |
| 26:27 | SPOTBREAK 5: Discover Products Inc/Discover Card Procter Gamble/Zevo Spray | :30 OUTCUE: ...friendly bug deadly. |
| 27:27 | Program Conclusion | :33 |
| 28:00 | TOTAL TIME | |

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