



WUSJ – Madison, MS

List of Community Issues and Programs

Quarter 4 (October - December) 2023

Submitted to Public File on January 5, 2024

WUSJ - Madison

The following are community issues of concern to the WUSJ service area. There are two primary ways that these issues are addressed: Viewpoints (a locally produced long form program airing on Sunday mornings at 6:00) and public service announcements produced and aired by the WUSJ staff that air in varying day parts.



Program Log for Viewpoints Radio

Program	VP 23-40	Written & Prod.	Amirah Zaveri & Evan Rook
Air Date	10/1/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: SPM/RHJ VP Podcast Procter Gamble/Swiffer Dry	:30
	OUTCUE: ...tough, sticky messes.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: '35 PERCENT OF ALL FOOD ENDS UP IN THE TRASH': WHY IS FOOD WASTE STILL SO HIGH?	6:14
	Synopsis: Each year, we throw away the equivalent of 130 billion meals. This wasted food could feed hundreds of millions of people and negatively impacts the environment both from its production and then the methane it releases once in a landfill. We cover the ongoing food waste crisis in America and hear from one tech platform that's helping to connect hungry people to food that would otherwise be tossed into a trash bin. Host: Gary Price. Producer: Amirah Zaveri. Guest: Sarah Soteroff, North American spokesperson, Too Good to Go. Links for more info: https://www.feedingamerica.org/our-work/reduce-food-waste#:~:text=How%20much%20food%20waste%20is,food%20in%20America%20is%20wasted. https://civileats.com/2022/01/05/stopping-food-waste-before-it-starts-is-key-reaching-climate-goalsprevention-is-key-to-minimizing-the-climate-impacts-of-food-waste/ https://www.toogoodtogo.com/en-us https://www.usda.gov/media/blog/2022/01/24/food-waste-and-its-links-greenhouse-gases-and-climate-change https://twitter.com/TooGoodToGo?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Food Waste, Food Production, Technology, Food Inequity, Food Scarcity, Environment, Business	
8:01	SPOTBREAK 2&3: Toyota/Toyota Grand Highlander Cox/Auto Trader Procter Gamble/Vicks Quils	:60
	OUTCUE: ...reach of children.	:30
10:01	:02 PAUSE FOR LOCAL AVAIL	:02
10:03	SEG. 2: '2/3 OF STUDENTS ARE TESTING BELOW PROFICIENCY IN READING': WHY ARE LITERACY RATES SO LOW?	10:31
	Synopsis: Millions of kids are failing to meet reading comprehension standards. With so many young people falling through the cracks, we look at what's broken within the current curriculum and how new research on reading education can lead to some improvements. Education expert Natalie Wexler joins us to share important insights and what parents can also do at home to bolster these skills. Host: Marty Peterson. Producer: Amirah Zaveri. Guest: Natalie Wexler, education expert, author, <i>The Knowledge Gap: The Hidden Cause of America's Broken Education System - And How to Fix It</i> . Links for more info: https://www.the74million.org/article/9-things-science-tells-us-about-how-kids-learn-to-read-and-think-critically/ https://www.kqed.org/mindshift/54470/why-content-knowledge-is-crucial-to-effective-critical-thinking https://knowledgematterscampaign.org/podcast/ https://www.amazon.com/Knowledge-Gap-Americas-education-system/dp/0735213550 https://twitter.com/natwexler?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Education, Reading Comprehension, Literacy, Parenting, Child Development, Education Policy	
20:34	SPOTBREAK 4: SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Eliquis	:30
	OUTCUE: ...and Pfizer.	:30
21:34	VIEWPOINTS EXPLAINED: 'LESS THAN 10 PERCENT OF ALL PLASTIC IS RECYCLED'	1:59
	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. Producer: Amirah Zaveri Compliance Issues: Environment, Materialism, Consumerism, Climate Change, Pollution, Health, Recycling Systems, Business, Food Production	
23:33	CULTURE CRASH: STEPPING INTO A FILM DIRECTOR'S SHOES	2:54
	Synopsis: We highlight how it's all too easy for prominent directors to fall into a rabbit hole of producing a series of not-that-good movies after their first is a blockbuster hit. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: Procter Gamble/Tide Laundry Discover Products Inc/Discover Card Brand Credit Card	:30
	OUTCUE: ...slash match.	:30
27:27	Program Conclusion	:30
27:57	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-41	Written & Prod.	Amirah Zaveri & Evan Rook
Air Date	10/8/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar Q3 & Q4 OUTCUE: ...Prevnar 20 dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: A FAMILY FOREVER CHANGED: RACHEL'S STRUGGLE WITH SCHIZOPHRENIA	7:00
	Synopsis: Deborah Kasdan's sister, Rachel, had a bright future ahead of her. She was a natural creative, a talented student and loved to travel and meet new people. However, this future dimmed when Rachel was diagnosed with schizophrenia during her mid-twenties. The diagnosis forever impacted both Rachel and the family. She sadly passed away at age 59, but Deborah Kasdan joins us this week to share her sister's story and the wide-ranging toll of mental illness. Host: Gary Price. Producer: Amirah Zaveri. Guest: Deborah Kasdan, writer, author, <i>Roll Back the World: A Sister's Memoir</i> . Links for more info: https://www.nami.org/Home https://findtreatment.gov/ https://www.samhsa.gov/mental-health https://www.zocdoc.com/ https://www.psychologytoday.com/us/therapists https://www.barnesandnoble.com/w/roll-back-the-world-deborah-kasdan/1142853512?ean=9781647425715 https://twitter.com/debkasdan https://www.instagram.com/debkasdan/ http://deborahkasdan.com/ Compliance Issues: Mental Health, Mental Illness, Rehabilitation, Public Health, Mental Health Treatment, Arts, Psychology, Communication, Government, Nonprofit Organization, History	
8:47	SPOTBREAK 2&3: Cox/Auto Trader Procter Gamble/Gain Laundry Pfizer Consumer Healthcare/Abrysvo Q3 & Q4 AZO/Services Mashup OUTCUE: ...restrictions apply.	:30 :30 :30 :30
10:47	:02 PAUSE FOR LOCAL AVAIL	:02
10:49	SEG. 2: 30 YEARS OF THE MOTOR VOTER LAW: WHY THIS ACT HAS TRAPPED COUNTLESS IMMIGRANTS	10:08
	Synopsis: In 2006, Filipino immigrant Elizabeth Keathley mistakenly registered to vote while at the Illinois Department of Motor Vehicles. Keathley and her former lawyer, Richard Hanus, join us this week to share the stressful, years-long legal battle that almost led to her being deported back to the Philippines. Host: Marty Peterson. Producer: Amirah Zaveri. Guests: Richard Hanus, immigration attorney, The Law Offices of Richard Hanus; Elizabeth Keathley, immigrant. Links for more info: https://www.usavisacounsel.com/ https://www.justice.gov/crt/national-voter-registration-act-1993-nvra https://www.washingtonexaminer.com/restoring-america/fairness-justice/as-noncitizens-cast-ballots-motor-voter-law-needs-reform https://www.npr.org/2019/02/26/697848417/some-noncitizens-do-wind-up-registered-to-vote-but-usually-not-on-purpose Compliance Issues: Education, Reading Comprehension, Literacy, Parenting, Child Development, Education Policy	
20:57	SPOTBREAK 4: Pfizer Consumer Healthcare/Ibrance 2023 OUTCUE: ...loss of appetite.	:60
21:57	VIEWPOINTS EXPLAINED: WHY ARE HALLOWEEN CANDY PRICES SO SCARY RIGHT NOW?	2:02
	Synopsis: Consumers are spending more on Halloween recently. Part of it stems from the holiday becoming more popular and people shelling out more on décor, costumes, treats and activities. However, another factor is that prices are also generally rising. We look at how candy prices have significantly jumped over the last few years. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Inflation, Personal Finance, Global Economy, Supply Chain Management, Consumerism	
23:59	CULTURE CRASH: WHY WE ALWAYS GO BACK TO WHAT WE LOVED IN HIGH SCHOOL	2:28
	Synopsis: We rewind back in time and talk about the power of nostalgia when it comes to the music, movies and shows we prefer. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, TV, Culture, History	
26:27	SPOTBREAK 5: Indeed/Indeed Q4 Macy's/Oct Fab Fall Sale OUTCUE: ...exclusions apply.	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 23-42	Written & Prod.	Amirah Zaveri, Grace Galante & Evan Rook
Air Date	10/15/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Ibrance 2023 UPF OUTCUE: ...loss of appetite.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: BREAKING DOWN THE HIDDEN MISCONCEPTIONS OF TWO CLASSIC HALLOWEEN ICONS	8:33
	Synopsis: Spiders and bats are some of the most common symbols of Halloween spookiness. We speak with two experts to get the truth behind these traditionally scary creatures and hear why neither of them are nearly as scary as we think. Host: Gary Price. Producer: Amirah Zaveri. Guests: Nancy Troyano, entomologist, director of technical education & training, Rentokil North America; Merlin Tuttle, ecologist, wildlife photographer, conservationist, author of the book, <i>The Secret Lives of Bats: My Adventure with the World's Most Misunderstood Mammals</i> . Links for more: info: nps.gov/subjects/bats/myth-busters.htm https://www.merlintuttle.org/our-work/ https://www.nbcnews.com/id/wbna56330022 https://www.rentokil.com/us/about/blog/authors/nancy-troyano Compliance Issues: Animal Science, Science, History, Disease, Environment, Education, Psychology	
10:20	SPOTBREAK 2&3: Procter Gamble/Bounty SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Prevnar Q3 & Q4 OUTCUE: ...Prenvar 20 dot com.	:30 :30 :60
12:20	:02 PAUSE FOR LOCAL AVAIL	:02
12:22	SEG. 2: THE STORY BEHIND THE FREE SPEECH ORGANIZATION ADVERTISING EVERYWHERE	8:48
	Synopsis: Have you seen an advertisement or commercial for the group, FIRE? The acronym stands for the Foundation for Individual Rights and Expression, but even after watching an ad, it can still be confusing to grasp what exactly this organization truly stands for. As the presidential cycle heats up, this kind of messaging is only going to grow more common over the next year, so we wanted to uncover what exactly FIRE stands for and why some people have mixed feelings on the nonpartisan nonprofit. Host: Marty Peterson. Producer: Grace Galante. Guests: Nico Perrino, executive vice president, FIRE; Steve Macek, professor, communication & media studies, North Central College. Links for more info: https://www.thefire.org/about-us/mission https://twitter.com/thefireorg?lang=en https://www.northcentralcollege.edu/profile/shmacek https://www.uscourts.gov/about-federal-courts/educational-resources/about-educational-outreach/activity-resources/what-does Compliance Issues: Politics, Government, Free Speech, Freedom, History, Higher Education, Finance, Partisan Issues, Political Organizations, Nonprofits, Presidential Election, Political Fundraising	
21:10	SPOTBREAK 4: O'Reilly Auto Parts/O' Reilly 2023 Procter Gamble/Swiffer Dry OUTCUE: ...sticky messes.	:30 :30
22:10	VIEWPOINTS EXPLAINED: AN INFLUX OF SOUTHERN MIGRANTS: WHAT'S GOING ON?	1:45
	Synopsis: Over the last year, hundreds of thousands of migrants seeking asylum have made their way into the U.S. and have been bussed to sanctuary cities across the country. We cover how this large influx is leading to chaos and mass frustration among residents and leaders. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Poverty, Crime, Global Issues, Government, Politics, Immigration Policy, Immigration Reform	
23:55	CULTURE CRASH: WHAT'S GOING ON WITH REALITY TV?	2:32
	Synopsis: Why does it seem like every person on a reality TV show is just trying to become an influencer these days? We talk about what's wrong with reality TV in 2023 and why we're fed up with these stale narratives. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, TV, Culture, History	
26:27	SPOTBREAK 5: SPM/RHJ VP Podcast Indeed/Indeed Q4 2023 OUTCUE: ...and conditions apply.	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-43	Written & Prod.	Amirah Zaveri & Evan Rook
Air Date	10/23/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar Q3 & Q4 OUTCUE: ...Prevnar 20 dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: A MOUNTING LONELINESS EPIDEMIC: WHERE HAVE OUR COMMUNITIES GONE?	9:12
	Synopsis: Even before the pandemic hit, more than half of U.S. adults responded that they struggle with feelings of loneliness and isolation. Fast forward four years and this problem has only grown worse. Millions of children, teens and adults feel completely disconnected from their neighbors, towns, and local organizations. We talk about what's fueled this decline in recent decades and how listeners can take steps to start forming new connections where they live. Host: Gary Price. Producer: Amirah Zaveri. Guest: Seth D. Kaplan, lecturer, Johns Hopkins University, senior advisor, Institute for Integrated Transitions, author, <i>Fragile Neighborhoods: Repairing American Society, One Zip Code at a Time</i> . Links for more: https://www.hhs.gov/about/news/2023/05/03/new-surgeon-general-advisory-raises-alarm-about-devastating-impact-epidemic-loneliness-isolation-united-states.html https://sais.jhu.edu/users/skapla13 https://www.amazon.com/Fragile-Neighborhoods-Repairing-American-Society/dp/0316521396/ref=sr_1_1?crid=2W4ZG5C0U1GH1&keywords=seth+kaplan&qid=1681234623&s=books&sprefx=seth+kaplan%2Cstripbooks%2C122&sr=1-1 https://www.carnegiecouncil.org/people/seth-kaplan https://ifit-transitions.org/ https://www.nytimes.com/2023/09/06/opinion/loneliness-epidemic-solutions.html Compliance Issues: Public Health, Communication, Technology, Senior Care, Mental Health, Health, Wellbeing, Local Government, Volunteerism	
10:59	SPOTBREAK 2&3: Chick-Fil-A/Chick-Fil-A CFA Nat Indeed/Indeed Q4 Upfront AZZ AutoZone/Services Mash Up Procter Gamble/Gain Laundry OUTCUE: ...laundry detergent.	:30 :30 :30 :30
12:59	:02 PAUSE FOR LOCAL AVAIL	:02
13:01	SEG. 2: HOW DO YOU DEAL WITH LOSS? SPEAKING WITH TWO PEOPLE WHO'VE LOST SPOUSES	8:13
	Synopsis: Is there a right or wrong way to grieve the loss of someone you love? We speak with two adults who've dealt with the loss of a spouse to get a better sense of the grieving process and what people do & don't need to hear during this difficult time. Host: Marty Peterson. Producer: Grace Galante. Guests: Megan Devine, psychotherapist. Michael Korda, former editor-in-chief, Simon & Schuster, author, <i>Passing: A Memoir of Love and Death</i> . Links for more info: https://www.apa.org/topics/families/grief https://www.cancer.org/cancer/end-of-life-care/grief-and-loss/depression-and-complicated-grief.html https://www.realsimple.com/work-life/grief-what-not-to-say https://refugeingrief.com/ https://www.amazon.com/Passing-Memoir-Death-Michael-Korda/dp/1631494643 Compliance Issues: Grief, Marriage, Psychology, Communication, Mental Health, Relationships, Society	
21:14	SPOTBREAK 4: Skyrizi/Skyrizi 2023. OUTCUE: ...Skyrizi to learn more.	:60
22:14	VIEWPOINTS EXPLAINED: TACKLING CHILDHOOD OBESITY	2:12
	Synopsis: The American Academy of Pediatrics has an updated set of guidelines urging pediatricians to take a more proactive and stringent approach on young patients struggling with obesity. We highlight some of these updated policies and the lasting effects of early childhood obesity. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Public Health, Parenting, Child Development, Healthcare, Diet, Exercise, Healthy Lifestyle	
24:26	CULTURE CRASH: BOO! OUR TOP HORROR FILM RECOMMENDATIONS NOW AVAILABLE TO STREAM	2:00
	Synopsis: We cover some of our favorite scary movies from big blockbusters to lesser-known indie films. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:26	SPOTBREAK 5: Taco Bell/TacoGen 2109 Ebay/Ebay Parts & Accessories OUTCUE: ...exclusions apply.	:30 :30
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-44	Written & Prod.	Amirah Zaveri & Evan Rook
Air Date	10/29/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: SPM RHJ/VP Podcast Procter Gamble/Downy Unstoppables	:30 OUTCUE: ...wash scent beads.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: \$13,000 PER TODDLER FOR ANNUAL CHILDCARE: WHY AMERICA IS FAILING ITS PARENTS	9:24
	Synopsis: Americans are struggling to bear the extremely large price tag of early childhood care. In some big cities, parents are paying upwards of \$30,000 per year, per child, for this service. We speak with mother, Christina Kuhn, who lives in Michigan about how high childcare costs are impacting her day-to-day and talk to childcare policy expert, Patricia Cole, about what needs to change to better support families and create an environment that encourages raising healthy children. Host: Gary Price. Producer: Amirah Zaveri. Guests: Patricia Cole, Senior Director of Federal Policy, Zero to Three; Christina Kuhn, mother. Links for more: https://www.zerotothree.org/team/patricia-a-cole/ https://blog.dol.gov/2023/01/24/new-childcare-data-shows-prices-are-untenable-for-families https://www.hamiltonproject.org/publication/policy-proposal/increasing-federal-investment-in-childrens-early-care-and-education-to-raise-quality-access-and-affordability/ https://twitter.com/pattycole123?lang=en Compliance Issues: Personal Finance, Parenting, Childcare, Child Development, Government Assistance, Mental Health, Politics	
11:11	SPOTBREAK 2&3: Procter Gamble/Secret AA eBay/eBay Parts & Accessories Indeed/Indeed Q4 2023 KFC/KFC 2023	:30 :30 :30 OUTCUE: ...and fees extra.
13:11	:02 PAUSE FOR LOCAL AVAILf	:02
13:13	SEG. 2: HALLOWEEN 2023: WHY DO WE LOVE TO BE SCARED?	7:31
	Synopsis: It's the time of year when we transform into a different character through costume, setup scary decorations and maybe check out a haunted house or two. Even though these things can be scary, we enjoy the fun and festivities that Halloween brings us each year. We speak with two guests about why Halloween has become such a popular global event and why many of us get a kick out of feeling temporarily scared. Host: Marty Peterson. Producer: Evan Rook. Guests: Ben Armstrong, co-owner, Netherworld Haunted House, president, America Haunts; Dr. Janina Scarlet, clinical psychologist. Links for more info: https://www.hauntworld.com/ http://www.superhero-therapy.com/psychological-services/ https://blogs.scientificamerican.com/observations/why-we-love-to-scare-ourselves-on-halloween-and-the-rest-of-the-year-too/ https://www.axios.com/2023/10/13/horror-movies-fear-response-science Compliance Issues: Annual Holidays, Consumerism, American Traditions, Society, Culture, Entertainment, Psychology	
20:44	SPOTBREAK 4: Procter Gamble/Swiffer Dry SPM/RHJ VP Podcast	:30 OUTCUE: ...listen to podcasts.
21:44	VIEWPOINTS EXPLAINED: A PARCHED LANDSCAPE: WHY THE AMAZON RAINFOREST IS FACING AN UNCERTAIN FUTURE	1:59
	Synopsis: The Amazon rainforest is in peril. After several decades of deforestation, the massive forest - home to millions of animal and insect species, trees and people - is now facing another critical challenge. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Environment, Natural Disasters, Natural Resource, Indigenous Populations, Climate Change, Ecosystem, Animal Extinction, Extreme Weather	
23:43	CULTURE CRASH: WRITER & DIRECTOR MIKE FLANAGAN IS BACK WITH ANOTHER HORROR HIT	2:44
	Synopsis: We cover writer & director Mike Flanagan's newest drop on Netflix, "The Fall of the House of Usher". We also highlight some of our other favorites from this master of miniseries horror. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: Pfizer Consumer Healthcare/Vyndamax Indeed/Indeed Q4 2023	:30 OUTCUE: ...and conditions apply.
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-45	Written & Prod.	Amirah Zaveri, Tabor Brewster & Evan Rook
Air Date	11/5/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Amazon/Holiday Procter Gamble/Metamucl AA	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: TOSSING & TURNING EACH NIGHT? HOW YOU MAY BE SABOTAGING YOUR SLEEP	7:16
	Synopsis: The Cleveland Clinic estimates that about 1 in 3 Americans struggle with sleep. The problems are wide-ranging, including trouble falling or staying asleep or just not feeling rested each morning. We speak with sleep expert, Dr. Aric Prather about what the latest research shows us is the best way to improve sleep. In many cases, these recommendations are focused on setting good habits, retraining the brain, and checking off some items that can help aid slumber in the bedroom. Host: Gary Price. Producer: Amirah Zaveri. Guest: Dr. Aric Prather, psychologist, director, Behavioral Sleep Medicine Research Program, University of California, San Francisco. Links for more: https://www.mayoclinic.org/diseases-conditions/insomnia/in-depth/insomnia-treatment/art-20046677 https://health.clevelandclinic.org/happens-body-dont-get-enough-sleep/ https://sleepeducation.org/how-seasonal-affective-disorder-disrupts-sleep/ Compliance Issues: Health, Mental Health, Physical Disorders, Psychology, Science, Medicine, Scientific Research	
9:03	SPOTBREAK 2&3: Procter Gamble/Prevnar Q3 & Q4 Amazon/Holiday KFC/KFC 2023	:60 :30 :31
11:04	:02 PAUSE FOR LOCAL AVAIL	:02
11:06	SEG. 2: ARE WE ALONE IN THE UNIVERSE? U-F-O'S, U-A-P'S, AND ALIENS EXPLAINED	10:30
	Synopsis: There seems to be a lot of narratives, conspiracy theories and research funneling into if aliens really do exist. We speak with two experts about how the scientific community approaches this field of study and some of the challenges that come with working within this space. Host: Marty Peterson. Producer: Tabor Brewster. Guests: Paula Bontempi, dean, Graduate School, Oceanography, University of Rhode Island; Nathalie Cabrol, chief scientist, Carl Sagan Center for Research at the SETI Institute. Links for more info: https://www.seti.org/csc https://web.uri.edu/gso/meet/paula-s-bontempi/ https://www.seti.org/our-scientists/nathalie-cabrol https://www.archives.gov/news/topics/ufos https://www.pbs.org/newshour/science/watch-nasa-report-says-more-science-and-less-stigma-are-needed-to-understand-ufo-sightings Compliance Issues: Space, Astronomy, Astrophysics, Scientific Research, Solar System, Conspiracy Theories, Communication, Government	
21:36	SPOTBREAK 4: Pfizer Consumer Healthcare/Abrysvo Q3 & Q4 AZZ Autozone/Services Mash Up	:30 :30
22:36	VIEWPOINTS EXPLAINED: WHAT'S THE BIGGEST SCAM OUT THERE TODAY?	2:07
	Synopsis: Last year, Americans lost almost nine billion dollars to scams. This is a 30 percent increase from 2021. We discuss what's one of the fastest growing frauds out there and why thousands of people each day are getting tricked. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Public Safety, Personal Finance, Social Media, Investing, Finance, Government Regulation, Cryptocurrency	
24:43	CULTURE CRASH: WHY DO WE LOVE VINYL RECORDS SO MUCH?	1:44
	Synopsis: Looking to get into vinyl records? We discuss why vinyl is making a comeback and will never really, in our opinion, go out of style. Host: Evan Rook. Producer: Evan Rook	
26:27	SPOTBREAK 5: Amazon/Holiday Procter Gamble/Downy Unstoppables	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-46	Written & Prod.	Amirah Zaveri, Grace Galante & Evan Rook
Air Date	11/12/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Big Brothers and Sisters Amazon/Holiday	:30
	OUTCUE: ...at Amazon. Stuff.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: CEO PAY IN THE AUTO INDUSTRY ROSE 40% OVER THE LAST DECADE: HOW FED-UP AUTO WORKERS ARE FIGHTING BACK	8:42
	Synopsis: Almost 50,000 American employees - a third of the total workforce between GM, Ford and Stellantis - walked off the job and went on strike for six weeks earlier this fall. This coordinated effort marks the first time that employees walked out on all three companies at once. We discuss why this massive strike was a long-time coming and how this recent walk-off is a sign of an ever-growing labor activism movement in the U.S. Host: Gary Price. Producer: Grace Galante & Amirah Zaveri. Guests: Lane Windham, labor historian, Georgetown University; Kate Bronfenbrenner, senior lecturer, director, Labor Education Research, Cornell University. Links for more: https://www.foxbusiness.com/economy/the-uaw-strike-might-be-over-but-will-consumers-feel-it-later https://www.axios.com/2023/10/31/toyota-raises-uaw-strike-ford-gm https://genderjustice.georgetown.edu/lane-windham/ https://twitter.com/LaneWindham https://twitter.com/KBronfenbrenner?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.ilr.cornell.edu/people/kate-bronfenbrenner Compliance Issues: Auto Industry, Labor Issues, Labor Movement, Wage Inequity, Technology, Manufacturing	
10:29	SPOTBREAK 2&3: SPM/RHJ VP Podcast Procter Gamble/Febreze Car Fresh Amazon/Holiday Cox/Auto Trader 2023	:30 :30 :30 :30
	OUTCUE: ...you wait. Auto Trader.	:30
12:29	:02 PAUSE FOR LOCAL AVAIL	:02
12:31	SEG. 2: DO YOU FEEL SAD? US TOO	8:34
	Synopsis: Experts estimate that about 10 million Americans deal with seasonal affective disorder, or SAD, each year. Interestingly, women are four times more likely to be diagnosed than men. And this number is also thought to be higher than reported since many adults go undiagnosed. We cover just how much SAD (and lesser variations like the winter blues) can affect your life during the colder, gloomier winter months and how some easy lifestyle changes can help ease symptoms each year. Host: Marty Peterson. Producer: Amirah Zaveri. Guests: Carrie Ditzel, clinical psychologist, Baker Street Behavioral Health. Links for more info: https://my.clevelandclinic.org/health/diseases/9293-seasonal-depression https://www.mayoclinic.org/diseases-conditions/seasonal-affective-disorder/in-depth/seasonal-affective-disorder-treatment/art-20048298 https://psychcentral.com/depression/treatment-for-seasonal-affective-disorder#eat-well https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7438823/ Compliance Issues: Mental Health, Psychology, Health, Sleep Disorders, Lifestyle, Climate, Technology	
21:05	SPOTBREAK 4: Pfizer Consumer Healthcare/Prevnar	:60
	OUTCUE: ...Prevnar 20 dot com.	
22:05	VIEWPOINTS EXPLAINED: TENSIONS RISING IN THE MIGRANT CRISIS & WHY ONE CITY MAY SHUT ITS DOORS	1:59
	Synopsis: Chicago has received more than 20,000 migrants over the last 14 months. And it's not alone. New York City, Washington D.C, Los Angeles and other areas are all dealing with an influx of several thousands of migrants from Central America. As temperatures drop and winter sets in, tensions are beginning to boil over as this crisis reaches new heights. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Immigration Policy, War, Poverty, Global Migration, Public Assistance, Local Politics, Government	
24:04	CULTURE CRASH: REVIEWING MARTIN SCORSESE'S NEW BLOCKBUSTER	2:22
	Synopsis: At 80 years of age, Martin Scorsese - one of the greatest film directors of his generation - is back with another blockbuster release with an all-star cast. We discuss why "Killers of the Flower Moon" is a definite must-watch this year. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:26	SPOTBREAK 5: SPM/RHJ VP Podcast Amazon/Holiday	:30 :30
	OUTCUE: ...at Amazon. Stuff.	:30
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-47	Written & Prod.	Amirah Zaveri, Polly Hansen & Evan Rook
Air Date	11/19/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: SPM Invisible Eagles OUTCUE: ...it's released	:59
1:44	:02 PAUSE FOR LOCAL AVAIL	:02
1:46	SEG. 1: STRUGGLING TO GET INTO RUNNING? WHY THIS CHANGE COULD MAKE ALL THE DIFFERENCE	8:26
	Synopsis: Running clubs have exploded in recent years thanks to the pandemic. And there's a different running club for everyone. You don't have to be fast or extremely athletic to take part these days. We speak with two members of different running clubs about the benefits of being in this kind of group and how listeners can easily get involved. Host: Gary Price. Producer: Polly Hansen. Guests: Beth McHugh, runner, member, 261 New England Run Club; Billy Heatherly, runner, member, Fleet Feet Club, Asheville, North Carolina. Links for more: https://www.fleetfeet.com/s/asheville/training/saturday-morning-run https://www.261fearless.org/261clubnewengland/ https://www.rrca.org/https://www.261fearless.org/clubs/?gad=1&qclid=CjwKCAjw1t2pBhAFEiwA_-A-NKpwhzWN1161EEZIO8mUtTRgroA7h1vn9j_RlWAehmN2xsA8MTpCYxoC9ncQAvD_BwE Compliance Issues: Exercise, Community, Recreation, Entertainment, Mental Health, Public Safety, Health, Relationships	
10:12	SPOTBREAK 2&3: Amazon/Holiday O'Reilly/Auto Parts Macy's/Big Brothers and Sisters Procter Gamble/Olay Body OUTCUE: ...body lotion	:30 :30 :30 :31
12:13	:02 PAUSE FOR LOCAL AVAIL	:02
12:15	SEG. 2: THE ROSETTA STONE: WHY WE CARE SO MUCH ABOUT A 2,000-YEAR-OLD SLAB OF ROCK	8:55
	Synopsis: It's an intriguing slab of rock, but why was finding and decoding the Rosetta Stone so important to scholars? In short, it's the key to unlocking the unique Egyptian language of illustrated text referred to as hieroglyphs. We speak with Edward Dolnick, author of <i>The Writing of the Gods: The Race to Decode the Rosetta Stone</i> , about the monumental impact of this discovery. Host: Marty Peterson. Producer: Polly Hansen. Guest: Edward Dolnick, writer, author, <i>The Writing of the Gods: The Race to Decode the Rosetta Stone</i> . Links for more info: https://www.amazon.com/Writing-Gods-Decode-Rosetta-Stone/dp/1501198939 https://www.smithsonianmag.com/history/rosetta-stone-hieroglyphs-champollion-decipherment-egypt-180980834/ Compliance Issues: History, Archaeology, Religion, Culture, Language, Communication, Ancient Civilizations	
21:10	SPOTBREAK 4: SPM Invisible Eagles OUTCUE: ...it's released	:59
22:09	VIEWPOINTS EXPLAINED: SAM BANKMAN-FRIED & THE MULTI-BILLION DOLLAR FRAUD THAT CHANGED CRYPTO	1:30
	Synopsis: We cover the recent conviction of FTX founder & former CEO, Sam Bankman-Fried. Will people build up trust in cryptocurrency again? Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Digital Currency, Investing, Personal Finance, Criminal Justice, Government	
23:39	CULTURE CRASH: FILMMAKER DAVID FINCHER'S LATEST RELEASE	2:46
	Synopsis: We cover the successful career of filmmaker, David Fincher and his newest movie, "The Killer". Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:25	SPOTBREAK 5: Amazon/Holiday AZZ AutoZone/Services Mash Up OUTCUE: ...restrictions apply	:30 :30
27:25	Program Conclusion	:32
27:57	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 23-48	Written & Prod.	Amirah Zaveri, Tabor Brewster & Evan Rook
Air Date	11/26/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AARP DB/Invisible Eagles	OUTCUE: ...as it's released. :60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: IS YOUR PET THE HEALTHIEST THEY CAN BE?	7:31
	Synopsis: As pet owners, many of us are guilty of sometimes treating our furry friends with too many treats - especially during the holidays. We speak with Dr. Carol Osborne, an integrative veterinarian, to get some insightful tips on what foods owners should avoid feeding their pets this holiday season and how you can maintain and best care for the health of your pet. Host: Gary Price. Producer: Amirah Zaveri. Guest: Dr. Carol Osborne, integrative veterinarian, owner, Chagrin Falls Veterinary Center & Pet Clinic. Links for more: https://www.chagrinfallspetclinic.com/ https://twitter.com/carolonpets https://www.instagram.com/drcaroldvm/ https://www.aaha.org/publications/newstat/articles/2022-12/holiday-pet-health-hazards-and-how-to-avoid-them/ https://www.aspca.org/pet-care/general-pet-care/holiday-safety-tips https://www.paws.org/ Compliance Issues: Pet Health, Pet Care, Veterinary Health, Relationships, Parenting, Communication	
9:18	SPOTBREAK 2&3: Amazon/Holiday SPM/RHJ VP Podcast	:30 :30
	AARP DB/Invisible Eagles	OUTCUE: ...as it's released. :60
11:18	:02 PAUSE FOR LOCAL AVAIL	:02
11:20	SEG. 2: REVISITING LOST FLAVORS: A RETURN TO THE ROOTS OF AMERICAN CUISINE	9:25
	Synopsis: Go back several decades and the items we eat today tasted a lot different. Viewpoints speaks with two food experts about the evolution of ingredients and how listeners cooking for the holidays can incorporate some of these older, more traditional recipes onto their tables. Host: Marty Peterson. Producer: Tabor Brewster. Guests: David Shields, food historian, professor, English Language and Literature, University of South Carolina; Adrian Miller, food writer, "Soul Food Scholar". Links for more info: https://www.instagram.com/soulfoodscholar/?hl=en https://sc.edu/study/colleges_schools/artsandsciences/english_language_and_literature/our_people/directory/shields_david.php https://sc.edu/uofsc/posts/2021/09/taste_the_state_reconnects_sc_with_its_culinary_past.php Compliance Issues: Food History, History, American History, Food Culture, Diet, Farming, Agriculture, Food Production	
20:45	SPOTBREAK 4: Amazon/Holiday SPM/RHJ VP Podcast	:30 :30
		OUTCUE: ...you find podcasts.
22:09	VIEWPOINTS EXPLAINED: THE AUTHORS BANDING TOGETHER AGAINST CHAT GPT	1:47
	Synopsis: Some of the biggest names in the literary world are now suing the creator of Chat GPT, Open AI. We cover the unfolding lawsuit, what the authors are demanding and what this means for artificial intelligence moving forward. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Technology, Copyright Infringement, Law, Reading, Writing, Publishing, Career, Government	
23:56	CULTURE CRASH: THE OSCAR CAMPAIGNING HAS BEGUN	2:29
	Synopsis: We discuss the weird year that is 2023 in Hollywood. As the year quickly wraps up, we highlight some early Oscar hopefuls that stand out from the pack. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:25	SPOTBREAK 5: Macy's/Big Brothers and Sisters Amazon/Holiday	:30 :30
		OUTCUE: ...Cyber Monday too.
27:25	Program Conclusion	:32
27:57	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-49	Written & Prod.	Amirah Zaveri, Tabor Brewster & Evan Rook
Air Date	12/3/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Olay Body General Motors/GM Brand	:30 OUTCUE: ...dot com. :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: LOVE BOOKS? WE DO TOO: WHY THE PUBLISHING INDUSTRY IS AT A CROSSROADS	7:41
	Synopsis: Last year, revenue in publishing exceeded 28 billion dollars. But - the reality is that just a handful of giant publishers hold much of the power in this sector. We cover how publishing has changed over the last 50 years and how this affects what books you see and read. Host: Gary Price. Producer: Amirah Zaveri. Guest: Dan Sinykin, assistant professor, English, Emory University, author, <i>Big Fiction: How Conglomeration Changed the Publishing Industry and American Literature</i> . Links for more: https://deepvellum.com/ https://milkweed.org/ https://coffeehousepress.org/ https://www.hubcity.org/publishing https://www.graywolfpress.org/ https://apnews.com/article/simon-schuster-krk-book-publishing-penguin-random-house-797c3f383bfc1e60ea9a9bd48c6abfab https://english.emory.edu/home/people/bios/sinykin-dan.html https://twitter.com/dan_sinykin?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.transitbooks.org/ https://mitpressbookstore.mit.edu/book/9780231192958 Compliancy Issues: Literature, Publishing, Reading, Career, Creative Arts, Writing, Technology, Diversity	
9:28	SPOTBREAK 2&3: AARP DB/Invisible Eagles Chick-Fil-A/Chick-Fil-A Procter Gamble/Always Fem Care	:60 :30 OUTCUE: ...fear no gush. :29
11:27	:02 PAUSE FOR LOCAL AVAIL	:02
11:29	SEG. 2: COULD IUD'S & OTHER CONTRACEPTIVES INCREASE YOUR RISK OF DEVELOPING AN AUTOIMMUNE DISEASE?	10:00
	Synopsis: Of the 24 million Americans with autoimmune diseases, about 80 percent are women. A 2020 paper in the American Journal of Nursing estimates that nearly 90 percent of women ages use contraception – which may worsen a preexisting disease. Our experts breakdown this research and why more research is needed in this case. Host: Marty Peterson. Producer: Reed Pence. Guests: Dr. Lisa Sammaritano, Professor of Clinical Medicine, Weill Cornell Medical College; Dr. Kristen Demoruelle, Rheumatologist, Associate Professor of Medicine, University of Colorado School of Medicine; Kristy Griffin, patient Links for more: https://medschool.cuanschutz.edu/rheumatology/faculty2/m-kristen-demoruelle-md-phd https://www.linkedin.com/in/kristen-demoruelle-1b62bb192/ https://vivo.weill.cornell.edu/display/cwid-lis2002 Compliancy Issues: Health, Chronic Disease, Research, Medicine, Contraception, Family Planning, Science	
21:29	SPOTBREAK 4: Macy's/Big Brothers and Sisters Ebay/Ebay Parts & Accessories	:30 OUTCUE: ...exclusions apply. :30
22:29	VIEWPOINTS EXPLAINED: WHAT'S THE FASTEST GROWING PLATFORM IN NEWS?	1:32
	Synopsis: We cover how this app is quickly becoming a dominant platform for news sharing amidst an evolving media landscape. Host: Ebony McMorris. Producer: Amirah Zaveri Compliancy Issues: News, Journalism, Politics, Communication, Technology, Social Media, Media, Mass Media	
24:01	CULTURE CRASH: THE BEATLES SONG THAT'S FINALLY SEEING THE LIGHT OF DAY	2:27
	Synopsis: We discuss the latest drop from "The Beatles" that was finally produced and released thanks to new technology powered by artificial intelligence. Host: Evan Rook. Producer: Evan Rook Compliancy Issues Covered: Film, Culture, Technology	
26:28	SPOTBREAK 5: AARP DB/Invisible Eagles	OUTCUE: ...as it's released. :60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-50	Written & Prod.	Amirah Zaveri & Evan Rook
Air Date	12/10/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AARP DB/Invisible Eagles	:58
1:43	:02 PAUSE FOR LOCAL AVAIL	:02
1:45	SEG. 1: FORGET AMELIA EARHART: THE STORY OF THE FIRST AFRICAN AMERICAN FEMALE PILOT WHO SUCCEEDED AGAINST ALL ODDS	8:22
	Synopsis: Most Americans are well acquainted with the story of Amelia Earhart, but few have heard the story of Bessie Coleman - a courageous African American female pilot - who received her pilot's license two years before Earhart took to the skies. This week - we cover the story of Coleman and the many barriers she faced as an African American woman in the early 1900's determined to make a name for herself as a pioneer in performance stunt flying. Host: Gary Price. Producer: Amirah Zaveri. Guest: Tanya Hart, Flying Free Films, host & producer, Hollywood Live with Tanya Hart. Links for more info: https://podcasts.apple.com/us/podcast/invisible-eagles-bessie-coleman-presented-by-aarp/id1714499254 https://open.spotify.com/show/3TBs6UWwhpMVTLWc78gUSaG https://airandspace.si.edu/explore/stories/bessie-coleman#:~:text=On%20September%203%2C%201922%2C%20in.woman%20in%20the%20United%20States.https://www.womenshistory.org/education-resources/biographies/bessie-coleman Compliance Issues: African American History, American History, Aviation, Career, Innovation, Racial Discrimination	
10:07	SPOTBREAK 2&3: Macy's/Big Brothers and Sisters SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Prevnar	:30 :30 :60
12:07	:02 PAUSE FOR LOCAL AVAIL	:02
12:09	SEG. 2: WHY WE FAIL AGAIN AND AGAIN AT NEW YEAR'S RESOLUTIONS	8:55
	Synopsis: People will soon be celebrating the start of 2024, and many will be resolving to change something in their lives – the ubiquitous “New Year’s Resolution.” Maybe you’ve set a resolution to think more positively next year or gain a greater balance between work and life. We talk to a behavior specialist and coach about how bad habits are created and why. She also gives us some ways to help give those resolutions some staying power for the year ahead. Host: Marty Peterson. Producer: Pat Reuter. Guest: M.J. Ryan, expert, change & human fulfillment, author, <i>Habit Changers: 81 Game Changing Mantras to Mindfully Realize Your Goals</i> . Links for more: https://time.com/6243642/how-to-keep-new-years-resolutions-2/ https://www.barnesandnoble.com/w/habit-changers-mj-ryan/1123480395?ean=9780451495402&st=AFF&2sid=Random%20House%20Inc_8373827_NA&sourceId=AFFRandom%20House%20Inc https://www.forbes.com/sites/kathycaprino/2019/12/21/the-top-3-reasons-new-years-resolutions-fail-and-how-yours-can-succeed/ Compliance Issues: Psychology, Self-Development, Communication, Mental Health, Self-Fulfillment, Relationships	
21:04	SPOTBREAK 4: AARP DB/Invisible Eagles	:60
22:04	VIEWPOINTS EXPLAINED: WHY WE'RE FAILING OUR INMATES	1:39
	Synopsis: So much focus has been placed recently on the importance of rehabilitation while incarcerated. Yet, the meals in served to inmates are often rotten, lacking in nutrients and not enough to sustain them throughout the day. Why aren't U.S. prison systems - which receive billions of dollars in public funding each year - doing better? Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Incarceration, Inmate Rehabilitation, Health, Nutrition, Government, Diet, Inequality	
23:43	CULTURE CRASH: CAN YOU GUESS WHO'S THE BIGGEST STREAMING PLATFORM IN THE GAME?	2:41
	Synopsis: We cover how this force in streaming maintains its dominance and what's in the store for the future. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Social Media Trends, Film, Video, Technology	
26:24	SPOTBREAK 5: SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Abrysvo	:30 :30
27:24	Program Conclusion	:32
27:56	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-51	Written & Prod.	Amirah Zaveri, Grace Galante & Evan Rook
Air Date	12/17/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AARP DB/Invisible Eagles	OUTCUE: ...as it's released. :58
1:43	:02 PAUSE FOR LOCAL AVAIL	:02
1:45	SEG. 1: ~40 PERCENT OF PEOPLE WILL GET CANCER IN THEIR LIFETIME: A FORMER OLYMPIAN'S STORY	7:51
	Synopsis: Shannon Miller holds many titles. Former Olympic gymnast. Seven-time Olympic medalist. Mother. Wife. But she also has another, unexpected title: ovarian cancer survivor. Miller joins Viewpoints this week to share her experience and perspective after she was diagnosed with cancer at just 33 years old. She hopes her story - and the challenges she went through - will help raise awareness around the importance of keeping up to date on medical checkups and screenings as you age. Host: Gary Price. Producer: Amirah Zaveri. Guest: Shannon Miller, former American gymnast, seven-time Olympic medalist, cancer advocate & ovarian cancer survivor. Links for more info: https://www.instagram.com/shannonmiller96/ https://twitter.com/shannonmiller96 https://people.com/sports/shannon-miller-ovarian-cancer-5-years-cancer-free/ https://olympics.com/en/athletes/shannon-miller https://www.cancer.gov/types/common-cancers https://www.cancer.org/cancer/screening.html https://www.cancer.org/cancer/diagnosis-staging/signs-and-symptoms-of-cancer.html Compliance Issues: Public Health, Cancer, Disease, Aging, Science, Research, Mental Health, Career, Professional Athlete	
9:36	SPOTBREAK 2&3: Nissan/Endless Thrills Procter Gamble/Secret AA Macy's/Big Brothers and Sisters Procter Gamble/Metamucl	:30 :30 :30 OUTCUE: ...prevent any disease. :30
11:36	:02 PAUSE FOR LOCAL AVAIL	:02
11:38	SEG. 2: SHOULD CONGRESS ENACT TERM LIMITS?	9:58
	Synopsis: With the 2024 presidential election right around the corner, it's a good time to discuss a growing and debated trend in America: increasingly older politicians. Two former opponents - President Joe Biden, age 81, and Former President Trump, age 77 - are again throwing their hat into the 2024 race, but many Americans have concerns about the competency of these older candidates and other members of the Senate and Congress. We speak with two experts about both sides of the argument and how the political landscape would change if stricter term limits were put in place. Host: Marty Peterson. Producer: Grace Galante Guests: Nick Tomboulides, executive director, nonprofit, U.S. Term Limits; Casey Burgat, Legislative Affairs Program Director, George Washington University. Links for more info: https://ballotpedia.org/Term_limits_in_the_United_States https://www.termimits.com/ https://twitter.com/caseyburgat?lang=en https://gspm.gwu.edu/casey-burgat https://twitter.com/Tomboulides?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Politics, Aging, Government, International Relations, Elections, Democracy, Government Policy, Health	
21:36	SPOTBREAK 4: AARP DB/Invisible Eagles	OUTCUE: ...as it's released. :58
22:34	VIEWPOINTS EXPLAINED: WHY ARE LESS PEOPLE BUYING HOMES?	1:43
	Synopsis: We cover what's driving the U.S. housing market to experience a dip and why some markets are faring worse than others. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Housing, Inflation, Personal Finance, Economy, Real Estate, Housing Inventory, Government	
24:17	CULTURE CRASH: WHY "MAY DECEMBER" SHOULD BE YOUR NEXT WATCH	2:09
	Synopsis: We cover why scandalous stories historically draw in large audiences, and why the Netflix film, "May December" is a prime example of why this type of drama sucks us in so fast. Host: Evan Rook. Producer: Evan Rook	Compliance Issues Covered: TV, Culture
26:26	SPOTBREAK 5: Pfizer Consumer Healthcare/Prevnar Q3	OUTCUE: ...Prevnar 20 dot com. :60
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-52	Written & Prod.	Amirah Zaveri, Polly Hansen & Evan Rook
Air Date	12/24/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: SPM/RHJ VP Podcast Discover Products Inc/Discover Card Brand Credit Card	:30
	OUTCUE: ...limitations apply.	:30
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEG. 1: FED UP WITH THE CYCLE OF DRINKING? HOW TO BUILD HEALTHIER HABITS	9:33
	Synopsis: More than 28 million people, ages 18 and older, reported an alcohol use disorder in 2022, according to the National Survey on Drug Use and Health – a large-scale report overseen by the National Institutes of Health. This equates to about 11 percent of the overall American population who have an impaired ability to stop or control their drinking despite its negative effects. Alcohol use disorder can range from a mild dependence to a severe addiction. For author Annie Grace, it took decades to find a way forward without drinking daily. This week - she opens about her past alcoholism and what finally helped her break the cycle. Host: Gary Price. Producer: Amirah Zaveri. Guest: Annie Grace, author, <i>This Naked Mind: Control Alcohol, Find Freedom, Discover Happiness, and Change Your Life</i> . Links for more info: https://www.samhsa.gov/find-help/atod/alcohol https://www.who.int/europe/news/item/04-01-2023-no-level-of-alcohol-consumption-is-safe-for-our-health https://www.instagram.com/thisnakedmind/?hl=en https://thisnakedmind.com/ https://www.amazon.com/This-Naked-Mind-Discover-Happiness/dp/0525537236 https://www.aa.org/ https://www.samhsa.gov/find-help/national-helpline Compliance Issues: Addiction, Health, Mental Health, Substance Abuse, Drug Abuse, Psychology, Relationships, Career	
11:21	SPOTBREAK 2&3: AARP DB/Invisible Eagles Toyota/Toyota Grand Highlander	:58
	OUTCUE: ...Toyota Grand Highlander.	:60
13:19	:02 PAUSE FOR LOCAL AVAIL	:02
13:21	SEG. 2: THE CAPITOL POLICE OFFICERS WHO HELD THE LINE, NO MATTER THE COST	8:04
	Synopsis: It's been nearly three years since the attack on the U.S. Capitol. The January 6 insurrection marks the biggest assault on American democracy and the peaceful transfer of power since the Civil War. We speak with former Capitol Hill police sergeant Aquillino Gonell about the violence he witnessed that day and how this traumatic experience has shaped his life and perspective. Host: Marty Peterson. Producer: Polly Hansen. Guest: Aquillino Gonell, former police sergeant, Capitol Hill Police, former U.S. Army sergeant, author, <i>American Shield: The Immigrant Sergeant Who Defended Democracy</i> . Links for more info: https://www.amazon.com/American-Shield-Immigrant-Sergeant-Democracy/dp/1640096280 https://fsi.stanford.edu/news/legacies-january-6 https://www.history.com/this-day-in-history/january-6-capitol-riot https://www.nytimes.com/2023/12/13/us/politics/trump-supreme-court-jan-6.html Compliance Issues: Government, Politics, Law Enforcement, American History, History, Trauma, PTSD	
21:25	SPOTBREAK 4: Macy's/Big Brothers and Sisters SPM/RHJ VP Podcast	:30
	OUTCUE: ...you listen to podcasts.	:30
22:25	VIEWPOINTS EXPLAINED: ALABAMA WILL SOON BE THE FIRST TO USE THIS NEW EXECUTION METHOD	2:00
	Synopsis: Last year, Alabama prison officials failed to execute Kenneth Eugene Smith via lethal injection. After more than four hours of prodding and poking him, they gave up on finding a viable vein. Smith has been on death row since 1990 and his next scheduled execution is late next month. But now, he's opting for a new method that's never been tested before in this setting. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Criminal Justice, Incarceration, State Government, Health, Humanity, Ethics, Science, Medicine	
24:25	CULTURE CRASH: A TERRIFYING PORTRAYAL IN THE NEW FILM, "GODZILLA MINUS ONE"	2:04
	Synopsis: We review the new monster flick, "Godzilla Minus One" by Japanese writer & director Takashi Yamazaki now playing in theaters. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: TV, Culture	
26:29	SPOTBREAK 5: AARP DB/Invisible Eagles	:58
	OUTCUE: ...as it's released.	
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-53	Written & Prod.	Amirah Zaveri & Evan Rook
Air Date	12/31/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Discover Products Inc/Discover Card Brand Credit Card Procter Gamble/Charmin AA	:30 OUTCUE: ...go with Charmin.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: AN END TO THE 165 MILLION YEAR REIGN OF DINOSAURS	8:15
	Synopsis: There's something special about dinosaurs. These majestic creatures walked the Earth for more than 165 million years. Compare this to the span of humans who've only been around for five to seven million years so far. There's no doubt that dinosaurs left their mark. Some scientists even wonder – would they still be around today if the asteroid never collided with Earth? We answer this question and more this week on Viewpoints. Host: Gary Price. Producer: Amirah Zaveri. Guest: Michael Benton, professor, vertebrate paleontology, University of Bristol – England. Links for more info: https://www.amazon.com/Dinosaurs-New-Visions-Lost-World/dp/0500052190 https://www.bristol.ac.uk/people/person/Mike-Benton-e41eae1-135d-40db-9b7f-e81f7d290f72/ https://www.natureworldnews.com/articles/47118/20210817/climate-crisis-dinosaurs-dinosaur-extinction-asteroid.htm https://twitter.com/BristolUni Compliance Issues: mass extinction, climate change, history, paleontology, science, animal sciences, research	
10:02	SPOTBREAK 2&3: AARP DB/Invisible Eagles Pfizer Consumer Healthcare/Prevnar	:58 OUTCUE: ...Prevnar 20 dot com.
12:02	:02 PAUSE FOR LOCAL AVAIL	:02
12:04	SEG. 2: IS THERE A RIGHT WAY TO GRIEVE? PARENTING & PICKING UP THE PIECES AFTER LOSS	9:04
	Synopsis: One in twelve children will lose a parent or sibling by the time they reach age 18. Experiencing grief of this kind is unbearable at any age, but in children it can present differently and may require more of a tailored approach. We speak with child therapist Natasha Daniels to get a better understanding of this emotion and how there can be different variations of grief depending on the severity of the life event. Host: Marty Peterson. Producer: Amirah Zaveri. Guest: Natasha Daniels, child therapist, author, <i>The Grief Rock: A Book to Understand Grief and Love</i> . Links for more info: https://www.amazon.com/Grief-Rock-Book-Understand-Love/dp/1839974397 https://www.instagram.com/atparentingsurvival/?hl=en https://hillchildcounseling.com/index.php/about/ https://nacq.org/ https://judishouse.org/research-tools/cbem/ https://www.aacap.org/AACAP/Families_and_Youth/Facts_for_Families/FFF-Guide/Where-To-Find-Help-For-Your-Child-025.aspx https://childmind.org/article/helping-children-deal-grief/ Compliance Issues: Grief, Loss, Psychology, Mental Health, Parenting, Relationships, Child Development, Literature	
21:08	SPOTBREAK 4: O'Reilly Auto Parts/O'Reilly 2023 Upfront Procter Gamble/Oral B	:30 OUTCUE: ...has you covered.
22:08	VIEWPOINTS EXPLAINED: BREAKING PLATES? EATING 12 GRAPES IN 12 SECONDS? HOW OTHER CULTURES RING IN THE NEW YEAR	1:48
	Synopsis: How do people across the world celebrate New Year's Eve and New Year's Day? We cover some interesting customs and traditions in other countries. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Global Culture, Customs, Traditions, History, Religion, Psychology, Entertainment	
23:56	CULTURE CRASH: WHY WE LOVE THE 180 THAT IS ANDRE 3000'S NEWEST ALBUM	2:33
	Synopsis: We dive into Andre 3000's latest album release titled, "New Blue Sun". Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Music, Culture	
26:29	SPOTBREAK 5: AARP DB/Invisible Eagles	OUTCUE: ...as it's released.
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Public Service Announcements

ISSUE COVERED: Walk to End Alzheimer's

Dates: 10/1 to 10/14

Duration: 30 second recorded and LIVE promotion of event, on site at event

Time: Various

Synopsis: There's more to the Alzheimer's Association Walk to End Alzheimer's® than just walking. And even more reasons to join us. For a different future. For families. For more time. For treatments. We're closer than ever to stopping Alzheimer's. But to get there, we need you. Join US96 for the 2023 Walk to End Alzheimer's at Holmes Community College Ridgeland campus on Saturday, October 14 at 9am. Join or donate to the US 96 team by texting ALZ to 601.995.9600 or form your own team at alz.org/walk

ISSUE COVERED: American Cancer Society – Paint the Town Pink event

Dates: 10/1-10/31

Duration: 30 second recorded and LIVE promotion of event

Time: Various

Synopsis: The American Cancer Society is collecting pictures for their Paint the Town Pink event in October. If you know a cancer survivor you can donate \$25 and submit a picture of your survivor. There will be billboards that rotate with the approved pictures the month of October around town. For more information text PINK to 601.995.9600.

ISSUE COVERED: Job Fair

Dates: 10/16 – 10/28

Duration: 30 second recorded and LIVE promotion of event, on site at event

Time: Various

Synopsis: Take part in hands-on workshops, vendor tables and career assessments happening all day. Career areas like electricians, nursing, Culinary Arts, plumbing, trade jobs and many more. Make sure you bring your resume because a variety of companies will be conducting interviews for this workshop and job fair. If your business would like to participate, or if you would like to attend, visit from widow to winner dot com, click on contact us and register to attend.

ISSUE COVERED: Car Show

Dates: 10/20 to 10/21

Duration: 30 second recorded and LIVE promotion of event

Time: Various

Synopsis: In beautiful downtown Madison, MS on Main Street, join over 500 cars, car enthusiast, specialty vendors, and more for the 19th Annual Scarecrow Car Show. Proceeds from this event go to support local, Mississippi charities to help benefit our community.

Be part of our Friday, October 20, 2023 festivities starting with Cruisin' For Cash and early check in. Grab your car, register, and head to our select sponsor locations. Grab your poker chips and once you're

done, bring them back to claim your prize. Get parked, decorate your vehicle and get ready for our incredible Trunk-R-Treat event. This annual event features incredible spectators, more vendors, and displays to help this feel like a real scarecrow style event.

ISSUE COVERED: Walk to Defeat ALS

Dates: 11/1 – 11/18

Duration: 30 second recorded and LIVE promotion of event

Time: Various

Synopsis: Coming up on Saturday, November 18th starting at 9:30am it's the 2023 Walk to Defeat ALS Mississippi. The walk begins at Freedom Ridge Park in Ridgeland. To find out more, hop onto Facebook and search for "2023 Walk to Defeat ALS Mississippi."

ISSUE COVERED: Chili Cook Off

Dates: 11/1 – 11/18

Duration: 30 second recorded and LIVE promotion of event,

Time: Various

Synopsis: Join us on November 18th from 11am to 4pm for a sizzling and spicy event - the Chili Cook Off benefiting Sunnybrook Homes in Ridgeland! This exciting event promises to be a feast for the senses, as local chefs and chili enthusiasts compete to create the most mouthwatering chili recipes. From traditional to unique flavors, there will be a wide variety of chili options to satisfy every palate. Admission is only \$5 for those over 12 years old, and all proceeds will go towards supporting Sunnybrook Homes, a local organization dedicated to providing care and support for individuals with special needs. So, mark your calendars, bring your appetite, and join us for a day filled with delicious chili, and a chance to make a positive impact in our community.

ISSUE COVERED: Holiday Lights

Dates: 11/1 – 12/17

Duration: 30 second recorded and LIVE promotion of event

Time: Various

Synopsis: Enjoy the magic of holiday lights at the Clinton Community Nature Center. Walk the nature trail in December and check out the beautiful lights. There will also be performances, special guests, concessions and crafts on select dates. If you're interested, or want to find out about ticket prices, visit Clinton nature center dot org to find out more.

ISSUE COVERED: Sunnybrook Children's Home

Dates: 12/6 - 12/20

Duration: 30 second recorded and LIVE promotion of event

Time: Various

Synopsis: Sunnybrook Children's Home in Ridgeland needs your help this Christmas! Allison Avery in Ridgeland is helping stock their essential items for their home in Ridgeland. Text the keyword "SUNNY" to 601-995-9600 to find out more.