

2020-Q1 (January – March) Viewpoints Radio Quarterly Report – Compliancy Issues & Programs List

Acting	Failure
Activism	Family
Addiction	Film & film history
Adventure	Finance
Aging	Gender
Alzheimer's & dementia	Global Issues
Animal species	Goals
Army	Government
Art	Health & healthcare
Artificial Intelligence	Higher Education
Awards	History
Baking	Hobbies
Basketball	Home Organization
Biodiversity	Homelessness
Black History	Horror
Budget	Human Development
Business & industry	Immigration
Career	Inequality
Cinema	Insurance
Coloring	Intelligence
Comedy	Internet
Communication	Journaling
Community relations	Law & legal problems
Computer science	Literature
Consumerism	Math Media
Cooking	Medicine
Corporations	Motherhood
Creativity	Music
Culture	Navy
Death	Personal Growth
Design	Pharmacology
Disease	Police
Diversity	Race
Drug Use	Relationships
Economy	Social Media
Education	Sports
Endangered Species	Startups
Engineering	Women's Rights
Entrepreneurship	World War II
Environment	Writing
Espionage	
Exercise	
Exploration	
Extinction	

Program 20-01 Writers/Producers: Amirah Zaveri, Annie Krall & Evan Rook

Air Week: 1/5/20
Studio Production: Jason Dickey

SEGMENT 1: A BRIEF HISTORY OF SKIN MARKING
Time **Duration**

Synopsis: Humans have always practiced various forms of self-expression, whether that's through written word, music, art or some other outlet. The art of tattooing is one such form that dates back to thousands of years ago. We speak with a history expert, Craig Koslofsky about some of the earliest tattoo designs and how they were achieved as well as other skin alteration methods including scarification and branding.

1:47 10:20

Host: Gary Price

Guests: Craig Koslofsky, history professor, University of Illinois at Urbana-Champaign, author, Evening's Empire: A History of the Night in Early Modern Europe.

Compliance issues covered: History, Culture, Art, Design, Literature, Religion, Disease, Health

Links for more information: <https://www.amazon.com/Evenings-Empire-History-Studies-European/dp/0521721067>

<https://earlymoderndailylife.wordpress.com/>
<https://history.illinois.edu/directory/profile/koslof>

SEGMENT 2: THE PITALLS OF SOCIAL MEDIA AS AN ATHLETE
Time **Duration**

Synopsis: Being a college or professional athlete is hard enough. Throw on top of that the constant commentary online and it can sometimes be hard to look away from what people are saying. Two football players offer up their thoughts on the pros and cons of social media and how to stay focused and positive.

14:10 8:17

Host: Marty Peterson

Guests: Joshua Perry, former linebacker, Indianapolis Colts, San Diego Chargers, The Ohio State University. Johnny Davidson, senior quarterback, Washington University at St. Louis

Compliance issues covered: Sports, Social Media, Mental Health, Technology, Education, Career

Links for more information: https://www.washubears.com/sports/fball/2018-19/bios/davidson_johnny_10a4

<http://www.nfl.com/player/joshuaperry/2555326/profile>
https://twitter.com/RIP_JEP?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
https://en.wikipedia.org/wiki/Joshua_Perry

CULTURE CRASH THE 2020 BLOCKBUSTER LINEUP
Time **Duration**

Synopsis: A new year means a new lineup of highly anticipated movie releases. We cover some of the biggest films for 2020 from the new Top Gun sequel featuring Tom Cruise to Christopher Nolan's new action movie, Tenet.

23:27 3:00

Host & Producer: Evan Rook

Compliance issues covered: Film, Cinema, Culture,

Program 20-02 Writers/Producers: Amirah Zaveri, Pat Reuter & Evan Rook

Air Week: 1/12/20
Studio Production: Jason Dickey

SEGMENT 1: SPREADING WORD OF THE 2020 U.S. CENSUS
Time **Duration**

Synopsis: The 2020 census is just around the corner. We speak with an employee from the U.S. Census Bureau about the importance of taking part in the nationwide survey and how the government is reaching students and their families through new in-school programs.

1:48 6:44

Host: Gary Price

Guests: Victoria Glasier, Chief of the Statistics in Schools Program, U.S. 2020 Census Bureau.

Compliance issues covered: History, Culture, Government, Finance, Economy, Diversity, Education, Budget

Links for more information: <https://2020census.gov/en/jobs.html>

<https://www.census.gov/schools/>

<https://www.census.gov/>

SEGMENT 2: ADDICTION: WHY IT HAPPENS AND HOW TO HELP ADDICTS BACK FROM THE EDGE
Time **Duration**

Synopsis: Millions of Americans are addicted to alcohol and drugs, and many of them eventually end up unemployed, broken, separated from their families and homeless. We talk to an author who's battled alcohol and drug addiction for many years and finally found help through treatment. We also speak with a psychologist about the causes of addiction and why some people are more likely to become addicts than others.

10:35 11:32

Host: Marty Peterson

Guests: Ryan LaLumiere, psychologist, professor in the Psychology Dept., University of Iowa, and a specialist on addiction; Bob Allison, recovering addict, author of Saved by the Prince of Peace: Dungeon to Sky.

Compliance issues covered: Addiction, Health, Relationships, Education, Government, Homelessness

Links for more information: <https://psychology.uiowa.edu/> <https://www.samhsa.gov/>

https://www.amazon.com/Saved-The-Prince-Peace-Dungeon/dp/0615950175/ref=sr_1_1?ie=UTF8&qid=undefined&sr=8-1&keywords=Saved+by+the+prince+of+peace

CULTURE CRASH THE WWI EPIC, "1917"
Time **Duration**

Synopsis: We explore the new release, 1917 now playing in theaters. The new film, which is filmed acclaimed cinematographer, Roger Deakins, has an action-packed storyline that does not disappoint.

23:07 3:20

Host & Producer: Evan Rook

Compliance issues covered: Film, War, Culture, History

Program 20-03 Writers/Producers: Amirah Zaveri & Evan Rook

Air Week: 1/19/20
Studio Production: Jason Dickey

SEGMENT 1: ARTIC EXPLORATION: THE DEMISE OF THE 1881 GREELY EXPEDITION
Time **Duration**

Synopsis: In 1881, Lt. Adolphus Greely and 24 men set out on a voyage to explore the northernmost Polar Arctic where few had ventured before. The goal was to collect vast amounts of scientific data of the unknown region and hopefully reach the North Pole. But the expedition soon went awry when no resupply made it to the camp for two years and the men were left to fend for themselves. Starvation, frostbite and even tales of cannibalism soon followed in this historic tale of exploration and survival.

1:47 12:01

Host: Gary Price

Guests: Buddy Levy, author, Labyrinth of Ice: The Triumphant and Tragic Greely Polar Expedition

Compliance issues covered: History, Exploration, Adventure, Army, Navy, Health, Science, Polar Arctic

Links for more information: <https://www.pbs.org/wgbh/americanexperience/films/greely/>

https://www.amazon.com/Labyrinth-Ice-Triumphant-Tragic-Expedition/dp/1250182190/ref=sr_1_1?crid=16RL48KEMVNWQ&keywords=labyrinth+of+ice&qid=1578677548&sprefix=laby%2Caps%2C152&sr=8-1
<http://buddylevy.com/index.html>

SEGMENT 2: WHY ARE YOUNG PEOPLE STRUGGLING MORE THAN PREVIOUS GENERATIONS?
Time **Duration**

Synopsis: Roughly 15 percent of 25 to 35-year-olds are back living with their parents, according to a 2016 study by Pew Research Center – and this number is only on the rise. Higher rent, cost of living and student debt are all contributing factors, however, there are some young adults stuck in an unmotivated, directionless state labeled as “failure to launch” We break down the term and what parents can do to nudge their young adults along.

15:50 7:31

Host: Marty Peterson

Guests: Doctor Mark McConville, author, Failure to Launch: Why Your Twentysomething Hasn’t Grown Up...and What to Do About It

Compliance issues covered: Parenting, Higher Education, Personal Growth, Career, Mental Health, Psychology, Relationships, Stress, Finance, Social Media

Links for more information: <https://www.penguinrandomhouse.com/books/607785/failure-to-launch-by-mark-mcconville-phd/>

<https://www.amazon.com/Failure-Launch-Twentysomething-Hasnt-Grown/dp/0525542183>
<https://www.nytimes.com/2019/09/03/opinion/college-graduates.html>
<https://www.nytimes.com/2017/10/11/magazine/why-are-more-american-teenagers-than-ever-suffering-from-severe-anxiety.html>

CULTURE CRASH: DAVE EGGERS: A LEADER IN LITERARY WRITING
Time **Duration**

Synopsis: Author Dave Eggers has been a cult hero since his 2000 memoir A Heartbreaking Work of Staggering Genius took readers on a wild and enthralling ride. Now, almost two decades later he’s still producing novels that push the boundaries of dialogue and prose.

24:15 2:12

Host & Producer: Evan Rook

Compliance issues covered: Literature, Writing, Culture

Program 20-04 Writers/Producers: Amirah Zaveri & Evan Rook

Air Week: 1/26/20
Studio Production: Jason Dickey

SEGMENT 1: FINDING JOY AGAIN THROUGH SMALL CHANES
Time **Duration**

Synopsis: When life gets tough it can be hard to find gratitude and joy in the little things. We speak with two authors about how to take small steps each day in order to think positive and refocus on what's important

1:48 11:01

Host: Gary Price

Guests: Sarah Ban Breathnach, author, Simple Abundance: 365 Days to a Balanced and Joyful Life. Rachel Bertsche, journalist, author, The Kids Are in Bed: Finding Time for Yourself in the Chaos of Parenting.

Compliance issues covered: Literature, Mental Health, Journaling, Parenting, Social Media, Failure

Links for more information: <https://twitter.com/simpleabundance?lang=en>

<https://www.barnesandnoble.com/w/simple-abundance-sarah-ban-breathnach/1130780118?ean=9781538735022>

<https://twitter.com/rberch?lang=en>

https://www.amazon.com/gp/product/1524744018/ref=dbs_a_def_rwt_bibl_vppl_i0

<http://www.sarahbanbreathnach.com/>

SEGMENT 2: A NEW MINDSET ON EXERCISE: TAKING SMALL STEPS TO MAKE A BIG DIFFERENCE
Time **Duration**

Synopsis: Hate the stairmaster? Dread the treadmill? Exercise doesn't have to be an anxiety-inducing, hour-long activity. It can be getting a group of friends together for an axe-throwing session or even going on a ten-minute walk during lunch. Each little bit of movement matters. We uncover how taking on a different mindset to activity can lead to better habits and a happier life.

14:51 8:01

Host: Marty Peterson

Guests: Kelly McGonigal, research psychologist, author, Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection and Courage; Davonian Mackenzie, personal trainer, Southport Fitness in Lakeview, Chicago.

Compliance issues covered: Exercise, Health, Mental Health, Relationships, Gym, Hobbies, Personal Care

Links for more information: <https://www.southportfitness.com/>

https://www.ted.com/talks/kelly_mcgonigal_how_to_make_stress_your_friend

<http://kellymcgonigal.com/>

<https://www.facebook.com/SouthportFitness/>

CULTURE CRASH: OSCAR SEASON
Time **Duration**

Synopsis: This year's Oscar nominations are out and there are some good contenders in the mix, but a few movies that were looked over. We delve into some of our favorite films from 2019 that didn't make the nomination cut, but are still worth the watch.

23:46 2:41

Host & Producer: Evan Rook

Compliance issues covered: Films, Awards, Acting

Program 20-05		Writers/Producers: Amirah Zaveri & Evan Rook	
Air Week:	Studio Production: Jason Dickey		
	2/2/20		
SEGMENT 1: WORLD WAR II: THE WOMEN OF THE OSS		Time	Duration
Synopsis:	When life gets tough it can be hard to find gratitude and joy in the little things. We speak with two authors about how to take small steps each day in order to think positive and refocus on what's important	1:47	9:07
Host:	Gary Price		
Guests:	Katie S. Sanders, freelance journalist & World War II expert		
Compliance issues covered:	World War II, Women, Intelligence, Government, Travel, History, Espionage		
Links for more information:	https://www.nytimes.com/2019/03/06/magazine/intelligence-world-war-ii-oss-women.html https://www.katiessanders.com/ https://www.cia.gov/library/publications/intelligence-history/oss/art03.htm		
SEGMENT 2: FRUSTRATED BY THE 24/7 POLITICAL NEWS MACHINE? GET INVOLVED INSTEAD		Time	Duration
Synopsis:	It seems like lately political breaking news has hit an all-time high with all of the continuous impeachment coverage and campaign trail updates. While it's important to be an informed citizen, what do you do with all of this knowledge? Is it leading to change? Could you do something better with your time? We delve into these questions and more this week on Viewpoints.	12:50	10:00
Host:	Marty Peterson		
Guests:	Eitan Hersh, associate professor, political science, Tufts University, author Politics is for Power: How to Move Beyond Political Hobbyism, Take Action, and Make Real Change; Naava Ellenberg, senior, Barnard University		
Compliance issues covered:	Politics, Community, Media, Television, Activism, Education, Government		
Links for more information:	https://www.amazon.com/Politics-Power-Beyond-Political-Hobbyism/dp/1982116781 https://www.theatlantic.com/ideas/archive/2020/01/political-hobbyists-are-ruining-politics/605212/ https://www.bustle.com/profile/naava-ellenberg-18208189		
CULTURE CRASH: SCARY WINTER READS		Time	Duration
Synopsis:	We explore Ian Reid's horror novel, "I'm Thinking of Ending Things" that tops our list of scariest books of all time. It's a quick read with a twisting plot that keeps you hooked all the way through	23:46	2:41
Host & Producer:	Evan Rook		
Compliance issues covered:	Literature, Horror, Film		

Program 20-06 Writers/Producers: Amirah Zaveri & Evan Rook

Air Week: 2/9/20
Studio Production: Jason Dickey

SEGMENT 1: VOTER ERROR: HOW A TRIP TO THE DMV TURNED INTO YEARS OF LEGAL WOES	Time	Duration
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Synopsis: Can it ever be too easy to cast a ballot in an American election? The answer is yes. Filipino immigrant Elizabeth Keathley mistakenly registered to vote while at a DMV in Illinois through a law best known as the Motor Voter Law. This originally well-intentioned program is now trapping hundreds of immigrants into federal charges and possible deportation for an act they didn't fully comprehend to begin with.

Host: Gary Price

Guests: Richard Hanus, immigration lawyer; Elizabeth Keathley, immigration client

Compliance issues covered: Immigration, Voting, Law, Legal Problems, Culture, Government, Politics

Links for more information: <https://www.usavisacounsel.com/about-us>

<http://waterwell.org/production/courtroom/>

<https://caselaw.findlaw.com/us-7th-circuit/1609918.html>

SEGMENT 2: WHAT HAPPENS WHEN MATHEMATICAL CALCULATIONS GO WRONG?	Time	Duration
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Synopsis: The field of mathematics is still seen as a boring and overly complex field by many. But Matt Parker, a former math teacher turned popular YouTuber, is working to fix that stubborn mindset. In his new book, he illustrates the powerful and interesting side of math through real-life examples that have failed because someone's calculations were just slightly off.

Host: Marty Peterson

Guests: Matt Parker, mathematician, YouTuber, author Humble Pi: When Math Goes Wrong in the Real World

Compliance issues covered: Math, Education, Industry, Career, Science, Engineering, Computer Science

Links for more information: <https://www.penguinrandomhouse.com/books/610964/humble-pi-by-matt-parker/>

<https://www.youtube.com/channel/UCoxcjq-8xIDTYp3uz647V5A>

<http://standupmaths.com/>

<https://www.youtube.com/channel/UCSju5G2aFaWMqn-0YBtq5A>

CULTURE CRASH: REMEMBERING THE LEGEND: KOBE BRYANT	Time	Duration
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Synopsis: It can sometimes still feel unreal that NBA superstar Kobe Bryant is gone. The retired Los Angeles Lakers player was more than just an athlete, but a tremendous idol to millions of people across the world. We discuss his legacy and the fragility of life.

Host & Producer: Evan Rook

Compliance issues covered: Sports, Basketball, Death, Mentor, Culture, History, Career

Program 20-07 Writers/Producers: Amirah Zaveri, Annie Krall & Evan Rook

Air Week: 2/16/20
Studio Production: Jason Dickey

	Time	Duration
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SEGMENT 1: COLORING OUTSIDE THE LINES

Synopsis: Coloring books aimed at children, adults and even seniors have been all the rage in recent years and are still trending in 2020. But what’s so special about these patterns and designs that draw people in? We delve into the process of putting together these collections and why the creative outlet has become a mainstay for so many looking to switch off and de-stress.

1:47 **10:22**

Host: Gary Price

Guests: Johanna Basford, artist, author; Jenean Morrison, artist, designer, author

Compliance issues covered: Covered: Art, Coloring, Mental Health, Culture, Creativity, Stress, Literature, Seniors

Links for more information:
https://www.amazon.com/Johanna-Basford/e/B00J1YSPE4%3Fref=dbs_a_mng_rwt_scns_share
https://www.amazon.com/Jenean-Morrison/e/B00AI2Q5DG%3Fref=dbs_a_mng_rwt_scns_share
<https://www.instagram.com/jeneanmorrison/?hl=en>
<https://www.johannabasford.com/>

	Time	Duration
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SEGMENT 2: RETHINKING HEALTHCARE: HOW DO YOU FIX A FLAWED SYSTEM?

Synopsis: The topic of healthcare is one of the most debated issues so far in the 2020 election – but what’s the fix for the expensive, inefficient system that’s currently in place? So far it’s a murky answer. Millions are struggling with the high cost of care, doctors are burning out and patient-doctor interaction is at an all-time low. We speak with an industry expert about the current woes of American healthcare and what can be done.

14:11 **8:50**

Host: Marty Peterson

Guests: Samuel Shem, author, House of God, Man’s 4th Best Hospital

Compliance issues covered: Medicine, Healthcare, Career, Health, Insurance, Literature, Government

Links for more information:
<https://www.theatlantic.com/health/archive/2012/11/samuel-shem-34-years-after-the-house-of-god/265675/>
https://www.amazon.com/gp/product/1984805363/ref=dbs_a_def_rwt_bibl_vppi_i1
https://www.amazon.com/gp/product/0425238091/ref=dbs_a_def_rwt_bibl_vppi_i0
<http://www.samuelshem.com/v2/> https://en.wikipedia.org/wiki/Samuel_Shem

	Time	Duration
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CULTURE CRASH: THE BROADWAY HIT “HAMILTON” COMES ALIVE AGAIN

Synopsis: The writer of “Hamilton” Lin-Manuel Miranda is back at it again. Come October 2021, the Broadway play is set to hit theaters across the country. But will it be worth the watch?

24:01 **2:27**

Host & Producer: Evan Rook

Compliance issues covered: Broadway, Musical, Film, Culture, History

Program 20-08 Writers/Producers: Amirah Zaveri & Evan Rook

Air Week: 2/23/20
Studio Production: Jason Dickey

SEGMENT 1: REDEFINING SUGAR: ENJOYING SWEET TREATS WITHOUT THE GUILT
Time **Duration**

Synopsis: From sugary lattes to grocery staples like yogurt and bread, sugar still seems to be lurking everywhere. Even with greater awareness, it can still be hard to avoid the cookies and cake if you're craving something sweet. Viewpoints speaks with baking blogger, Elif Yamangil and cookbook author, Jennifer Tyler Lee about the importance of limiting sugar in your diet and how to do so while still indulging in some healthier sweets.

Host: Gary Price

Guests: Elif Yamangil, engineer at Google, creator of the blog, Plenty Sweet; Jennifer Tyler Lee, author Half the Sugar, All the Love

Compliance issues covered: Baking, Cooking, Health, Sugar Intake, Disease, Education, Motherhood

Links for more information: <http://www.plentysweet.net/> <https://www.instagram.com/plentysweet200/>

<https://www.52newfoods.com/>

https://www.amazon.com/gp/product/1523504234/ref=dbs_a_def_rwt_bibl_vppl_i0

<https://www.wellplated.com/>

SEGMENT 2: BORN INTO SLAVERY: FIRSTHAND PERSPECTIVES OF FORMING ENSLAVED MEN AND WOMEN
Time **Duration**

Synopsis: Imagine being born into slavery in the South. You have not a dime to your name, received no education and all you know are the surrounding fields of a plantation. What would you do after slavery is abolished? How would you start over? February is Black History Month. As we remember the past and the history of slavery in America, it's important to not only take in the perspectives of historians and educators, but also direct firsthand accounts from the people who lived through this experience. Viewpoints' speaks with historian and photographer, Richard Cahan, co-author of the new book River of Blood: American Slavery From the People Who Lived It.

Host: Marty Peterson

Guests: Richard Cahan, co-author, River of Blood: American Slavery From the People Who Lived It

Compliance issues covered: Black History Month, Education, History, Literature, Inequality, Race, Poverty

Links for more information: <https://www.cityfilespress.com/books/river-of-blood/>

<https://www.amazon.com/River-Blood-American-Slavery-People/dp/0991541855>

<https://www.loc.gov/collections/slave-narratives-from-the-federal-writers-project-1936-to-1938/about-this-collection/>

<https://twitter.com/picturetweeter?lang=en>

CULTURE CRASH: THE JOY OF TV COMEDY SPECIALS
Time **Duration**

Synopsis: Sometimes you don't want a critically acclaimed show or Oscar-worthy movie, but rather something funny like a cheesy rom-com or a bit of classic stand-up. We discuss two Bo Burnham comedy specials that are now streaming on Netflix

Host & Producer: Evan Rook

Compliance issues covered: Television, Culture, Comedy, Streaming

Program 20-09 Writers/Producers: Amirah Zaveri & Evan Rook

Air Week: 3/1/20
Studio Production: Jason Dickey

SEGMENT 1: BODY-WORN CAMERAS: IS FAST-CHANGIN TECH LEADING TO BETTER POLICING?	Time	Duration
<p>Synopsis: Today, body-worn cameras are a mainstay in many police departments across the country. While the new technology increases transparency, is it leading to better relationships between the public and police? How are innovations in the field - including the incorporation of artificial intelligence - changing officers' day-to-day duties?</p> <p>Host: Gary Price</p> <p>Guests: Daniel Lawrence, Senior Research Associate, Urban Institute; Rick Smith, Founder, CEO, Axon Enterprise Inc.</p> <p>Compliance issues covered: Police, Community Relations, Minorities, Technology, Artificial Intelligence</p> <p>Links for more information: https://www.axon.com/products/axon-body-3 https://www.urban.org/author/daniel-lawrence https://www.cam.ac.uk/research/news/use-of-body-worn-cameras-sees-complaints-against-police-virtually-vanish-study-finds</p>	1:48	10:48

SEGMENT 2: THE ROLE OF COMPANIES IN PROTECTING THE PLANET'S BIODIVERSITY	Time	Duration
<p>Synopsis: 1,000,000 animal and plant species now face the threat of extinction. As more than 80 percent of all global biodiversity lives on private land, what is the role of corporations when it comes to protecting these endangered species? Viewpoints speaks with Margaret O'Gorman, president of the Wildlife Habitat Council, about the creative and adaptive policies companies can take to make a difference.</p> <p>Host: Marty Peterson</p> <p>Guests: Margaret O'Gorman, President, Wildlife Habitat Council</p> <p>Compliance issues covered: Biodiversity, Animal Species, Human Development, Business, Economy, Environment, Extinction, Endangered Species, Corporations, Global Issues</p> <p>Links for more information: https://www.wildlifehc.org/ https://www.wildlifehc.org/bio/margaret-ogorman/ https://twitter.com/OGormanWHC?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.gmsustainability.com/manage/operations.html</p>	14:38	8:04

CULTURE CRASH: THE ENDLESS TWISTS IN NBC'S THIS IS US	Time	Duration
<p>Synopsis: The hit drama, This is Us has led its viewers down a puzzling, sometimes draining series of twists and turns throughout the last four seasons – but is the show finally fizzling out?</p> <p>Host & Producer: Evan Rook</p> <p>Compliance issues covered: Television, Culture</p>	23:42	2:46

Program 20-10 Writers/Producers: Amirah Zaveri, Polly Hansen & Evan Rook

Air Week: 3/8/20
Studio Production: Jason Dickey

SEGMENT 1: GLOSSIER TO WARBY PARKER: STARTUPS THAT ARE REDEFINING THE RETAIL GAME	Time	Duration
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<p>Synopsis: If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades?</p>	1:48	9:24
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Host: Gary Price

Guests: Lawrence Ingrassia, former business editor, deputy managing editor, The New York Times, author, The Billion Dollar Brand Club

Compliance issues covered: Business, Startups, Entrepreneurship, Internet, Social Media, Revenue

Links for more information: <http://www.larryingrassia.com/>

<https://www.wsj.com/articles/billion-dollar-brand-club-review-clicking-the-disrupt-button-11580773644>

<https://www.amazon.com/Billion-Dollar-Brand-Club-Disruptors/dp/1250313066>

<https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/thinking-inside-the-subscription-box-new-research-on-ecommerce-consumers>

SEGMENT 2: MOVE OVER ALBERT: UNCOVERING FEMALE SCIENCE GENIUSES OF THE PAST	Time	Duration
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<p>Synopsis: What exactly classifies a person as a genius? Are there biological differences between male and female geniuses? Viewpoints' explores these questions and highlights a few overlooked female scientists throughout history.</p>	13:16	9:24
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Host: Marty Peterson

Guests: Janice Kaplan, author, The Genius of Women, From Overlooked to Changing the World; Catherine Whitlock, author, Ten Women Who Changed Science and the World

Compliance issues covered: Science, Gender, Research, History, Health, Literature, War, Women's Rights

Links for more information: <https://www.catherinewhitlock.co.uk/>

<https://www.amazon.com/Women-Changed-Science-World-Levi-Montalicini/dp/1635766109>

https://twitter.com/JaniceKaplan2?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

<https://www.amazon.com/Genius-Women-Overlooked-Changing-World/dp/1524744212>

<https://www.janicekaplan.com/>

CULTURE CRASH: THE BEAUTY OF "BETTER CALL SAUL"	Time	Duration
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<p>Synopsis: Better Call Saul is the show we never knew we needed after the hit show Breaking Bad came to a close. Season 5 of the show is now airing on AMC.</p>	23:41	2:46
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Host & Producer: Evan Rook

Compliance issues covered: Television, Culture

Program 20-11 Writers/Producers: Amirah Zaveri, Pat Reuter & Evan Rook

Air Week: 3/15/20
Studio Production: Jason Dickey

SEGMENT 1: GETTING THINGS DONE: HINTS ON HOW TO DO IT BETTER **Time** **Duration**

Synopsis: If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades? 1:47 13:00

Host: Gary Price

Guests: David Allen, productivity consultant and author of Getting Things Done: The Art of Stress-Free Productivity; Steve McClatchy, founder of Alleer Training and Consulting, author of Decide: Work Smarter, Reduce Your Stress and Lead by Example

Compliance issues covered: Productivity, Career, Goals, Writing, Communication, Literature, Parenting

Links for more information: <https://www.cnbc.com/2020/02/14/stanford-scientist-on-proven-habits-that-will-make-you-more-productive.html>
<https://www.cnbc.com/2019/09/05/a-simple-guide-to-becoming-more-productivity-that-millions-swear-by.html>
<https://gettingthingsdone.com/>
<https://alleer.com/>

SEGMENT 2: WHAT YOU DIDN'T KNOW ABOUT AMERICA'S FOUNDING FATHER **Time** **Duration**

Synopsis: The white hair, rosy cheeks and stark complexion are what we often picture when we think of our first president. But behind his looks and historic accomplishments, what are some facts that are not as well publicized? Viewpoints' speaks with history buff and author, Alexis Coe to learn more about the man, the myth: George Washington. 16:50 6:13

Host: Marty Peterson

Guests: Alexis Coe, author, You Never Forget Your First: A Biography of George Washington.

Compliance issues covered: History, Presidency, Politics, Government, War, Culture, Literature

Links for more information: <https://www.whitehouse.gov/about-the-white-house/presidents/george-washington/>
<https://twitter.com/alexiscoe?lang=en>
<https://www.alexiscoe.com/>
https://www.amazon.com/gp/product/0735224102/ref=dbs_a_def_rwt_hsch_vapi_taft_p1_i
[Q](#)

CULTURE CRASH: THE APPEAL OF MYSTERY MOVIES **Time** **Duration**

Synopsis: From the classic 1985 film, Clue to the more recent release, Knives Out, the mystery genre can be just the right pick-me-up when you fall into a post-Oscar season movie slump. Viewpoints' discusses some of our favorites from this genre. 24:06 2:21

Host & Producer: Evan Rook

Compliance issues covered: Film, Culture, Film History

Program 20-12 Writers/Producers: Amirah Zaveri & Evan Rook

Air Week: 3/22/20
Studio Production: Jason Dickey

SEGMENT 1: THE WONDERS OF REMOVING CLOTHING CLUTTER

Time **Duration**

Synopsis: Ever feel like each morning you look at your closet, and despite the large number of clothes, never really have anything to wear? This abundance of extra fabric not only takes up space but also can be a burden to your headspace. We speak with two experts about how to shop and consume less as well as best organize the items you already have.

1:47 8:48

Host: Gary Price

Guests: Courtney Carver, author, Project 333: The Minimalist Fashion Challenge That Proves Less Really is So Much More; Rachel Rosenthal, founder & CEO, Rachel & Company

Compliance issues covered: Consumerism, Waste, Shopping, Mental Health, Finance, Home Organization

Links for more information: <https://bemorewithless.com/>

https://twitter.com/bemorewithless?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
<https://www.rachelrosenthal.co/>
<https://twitter.com/rachelorganizes>

SEGMENT 2: THE RESURGENCE OF HAND EMBROIDERY: CRAFTIVISM THROUGH CROSS-STITCHING

Time **Duration**

Synopsis: In a moment where many are practicing ‘social distancing’, it can be a good opportunity to put down your phones and pick up a stress-relieving solo hobby. We speak with Shannon Downey, creator of Badass Cross Stitch, about the simplicity and art of cross-stitching as well as how she’s used it to channel social issues

12:39 10:29

Host: Marty Peterson

Guests: Shannon Downey, creator of Badass Cross Stitch.

Compliance issues covered: Art, Craft, History, Activism, Hobby, Education, Community, Mental Health

Links for more information: <https://www.instagram.com/badasscrossstitch/?hl=en>

<http://www.badasscrossstitch.com/>
<https://www.projectfirechicago.org/>

CULTURE CRASH: THE NEW SCI-FI MYSTERY SERIES "DEVS"

Time **Duration**

Synopsis: Devs has only released a handful of episodes on Hulu so far, but the sci-fi thriller has already generated a lot of buzz for its gripping plot and eerie feels. We dive into the limited series featuring leads Nick Offerman and newcomer, Sonoya Mizuno.

24:10 2:17

Host & Producer: Evan Rook

Compliance issues covered: Television, Science Fiction, Streaming

Program 20-13 Writers/Producers: Amirah Zaveri & Evan Rook

Air Week: 3/29/20
Studio Production: Jason Dickey

SEGMENT 1: CANNIBIS: A COMPLICATED HISTORY

Time **Duration**

Synopsis: Human use of cannabis dates back to tens of thousands of years ago. And the drug wasn't just used in medicinal or recreational settings, but also part of religious ceremonies or used by warriors before wartime battle. We speak with pharmacology expert Dr. Richard Miller about the drug's global history and its prohibition in the U.S. over the last 70 years.

1:47 10:10

Host: Gary Price

Guests: Dr. Richard Miller, professor of pharmacology, Northwestern University Feinberg School of Medicine.

Compliance issues covered: History, Medicine, Health, Pharmacology, Drug Use, Politics, Propaganda

Links for more information: <https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12007>

<https://news.northwestern.edu/for-journalists/faculty-experts/expert/richard-miller-phd>
<https://www.history.com/topics/crime/history-of-marijuana>

SEGMENT 2: FALLING THROUGH A CLOUD: LIVING WITH COGNITIVE DECLINE

Time **Duration**

Synopsis: World-renowned flutist and CBS correspondent Eugenia Zukerman was diagnosed with dementia and Alzheimer's three years ago. She details her experience living with the progressive disease and how she keeps a positive mindset despite the losses.

14:01 8:53

Host: Marty Peterson

Guests: Eugenia Zukerman, flutist, writer and journalist, author, Like Falling Through a Cloud: A Lyrical Memoir of Coping with Forgetfulness, Confusion and a Dreaded Diagnosis

Compliance issues covered: Alzheimer's, Dementia, Aging, Senior Citizen, Health, Family, Music

Links for more information: <https://www.eugeniazukerman.com/>

<https://www.npr.org/2019/11/09/777569730/in-like-falling-through-a-cloud-eugenia-zukerman-explores-her-changing-mind>
<https://www.amazon.com/Like-Falling-Through-Cloud-Lyrical/dp/1732491224>

CULTURE CRASH: PASSING THE TIME DURING THIS PERIOD OF "SOCIAL DISTANCING"

Time **Duration**

Synopsis: We discuss some of the best selections now streaming on Netflix as millions turn to movies right now for evening entertainment.

23:54 2:39

Host & Producer: Evan Rook

Compliance issues covered: Film, Culture, Streaming