

## Issues Programs List

Quarterly Issues Programs List for:

WGBF-AM, WGBF-FM and WOMI-AM

April 1st – June 30th, 2023

### Section I - Issues

The stations have identified the following issues as significant issues facing our community in this quarter:

**A. "SAFETY NET" HOSPITALS** – The rising cost of healthcare is a major concern of many families in southern Indiana and western Kentucky. Paying for healthcare services in our area's prominent hospitals and physician's offices is difficult for those in the Tri-State community that do not have employer-provided healthcare coverage. As a result, a number of private, low-cost clinics and medical facilities have been appearing, allowing access to healthcare that our less fortunate citizens could not afford otherwise.

**B. FOOD MARKETING & OBESITY** – An ongoing conversation in the Tristate area concerns our rising rates of obesity- which are tied directly to food habits and behavior. Although they have existed for a number of years, a local group called "Feed Evansville" is stepping up efforts to provide food education and working diligently to reduce the number of food deserts in Vanderburgh County. Similar organizations in southern Indiana and western Kentucky are following suit.

**C. PICKLEBALL & INJURIES** – The hottest recreational sport has arrived in the Tri-State with Evansville looking to build a pickleball complex to keep up with demand that's growing exponentially by the day. The River City Pickleball Club, based in Owensboro, KY, is also adding new players to its roster on the daily. Consequently, local health officials and physical trainers are warning that they are seeing an increase in injuries related to the sport and are offering tips to aid in the reduction of doctor's office and emergency visits.

**D: REWIRE YOUR BRAIN** – Though it's no longer considered an international health crisis, the long-term effects of the COVID-19 pandemic remain. A lot of bad habits resulting from the isolation during the pandemic are revealing themselves during routine physical and mental health checkups. Health officials in the Tristate are launching informational campaigns about how to rediscover and reclaim those pre-pandemic healthy habits.

**E. EDUCATIONAL DROPOUTS** – No, not the students. Teachers. According to a recent national survey, over one-third of teachers are considering leaving the profession and the educational systems in the Tri-State are no different. Various school systems in southern Indiana and western Kentucky have suffered a mass exodus of educators. Nearly every school district in our area is facing a teacher shortage and is desperately trying to find more qualified instructors to lead our classrooms.

**F. CANNABIS & PROFIT** – Recent changes in Tri-State laws have divided the citizens of our area about the prospect of bringing marijuana, hemp & CBD to the forefront and storefronts. The biggest challenge? A lack of consistency with state laws and that lack of consistency confuses both business owners and consumers. For example- Indiana currently only allows hemp & CBD products. Illinois has legalized marijuana completely. Kentucky only allows the sale and use of 'medical' marijuana.

### Section II. Responsive Programs

In our ongoing effort to serve the interests of the audiences receiving our programs, WGBF-AM, WGBF-FM and WOMI-AM broadcast Radio Health Journal and Viewpoints on the days and times listed below. These programs address issues identified as significant to our communities as well as a variety of other topics. A comprehensive description of the topics covered are found on the following pages.

WGBF-AM: Radio Health Journal- Sunday, 6am; Viewpoints- Sunday, 6:30am

WGBF-FM: Radio Health Journal- Sunday, 6am; Viewpoints- Sunday, 6:30am

WOMI-AM: Radio Health Journal- Saturdays, 9am; Viewpoints- Saturdays, 9am & Sundays 8:30am

Program	23-14	Written & Produced	Kristen Farrah
Air Week	4/02/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Vyndamax" Procter & Gamble "Pepto Bismol" OUTCUE: ...reach of children	:30 :30	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: SAVING YOURSELF: WHAT TO DO IN AN EMERGENCY SITUATION</b>	11:18	
	Synopsis: When Rebecca Fogg's toilet exploded, she knew she had to do two things: call 911 and stop the bleeding from her arm. But how would you react in her situation? An expert explains the most important steps to take when you're in a crisis that will give you the best chances of survival. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Rebecca Fogg, Author, Beautiful Trauma; Dr. Claire Park, Consultant in Pre-Hospital Emergency Medicine, London's Air Ambulance Charity Compliance issues covered: emergency medicine; pre-hospital care; paramedics; trauma victims; healthcare; explosion; patient safety; public health; first responders; ambulance; first aid Links for information: <a href="https://www.linkedin.com/in/claire-park-717451113/?originalSubdomain=uk">https://www.linkedin.com/in/claire-park-717451113/?originalSubdomain=uk</a> <a href="https://twitter.com/RebFogg?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/RebFogg?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.penguinrandomhouse.com/books/617491/beautiful-trauma-by-rebecca-fogg/#">https://www.penguinrandomhouse.com/books/617491/beautiful-trauma-by-rebecca-fogg/#</a> <a href="https://www.londonsairambulance.org.uk/">https://www.londonsairambulance.org.uk/</a> <a href="https://twitter.com/clairepark01?lang=en">https://twitter.com/clairepark01?lang=en</a>		
13:08	SPOTBREAK 2: Pfizer Consumer Healthcare "Prevnar20" OUTCUE: ...twenty dot com	:60	
14:08	:02 PAUSE FOR LOCAL AVAIL	:02	
14:10	<b>SEGMENT 2: HAPPY ACCIDENTS IN SCIENCE THAT CREATED THE PRODUCTS WE USE EVERY DAY</b>	8:21	
	Synopsis: Not all scientific discovery is on purpose. In fact, many important breakthroughs were by accident, like insulin and x-rays. Our experts discuss why we should look at failures as a starting point rather than the end of the road. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Erin Heath, Director of Federal Relations, The American Association for the Advancement of Science; Dr. Jean Carruthers, Clinical Professor of Ophthalmology, University of British Columbia, Pioneer of Cosmetic Botox Compliance issues covered: cosmetic botox; ophthalmology; beauty industry; patient safety; consumerism Links for information: <a href="https://carrutherscosmetic.com/about/">https://carrutherscosmetic.com/about/</a> , <a href="https://www.goldengooseaward.org/">https://www.goldengooseaward.org/</a> <a href="https://www.instagram.com/carrutherscosmetic/?hl=en">https://www.instagram.com/carrutherscosmetic/?hl=en</a> <a href="https://www.aaas.org/">https://www.aaas.org/</a> <a href="https://twitter.com/PublicHeath">https://twitter.com/PublicHeath</a> <a href="https://www.linkedin.com/in/jeancarruthers/?originalSubdomain=ca">https://www.linkedin.com/in/jeancarruthers/?originalSubdomain=ca</a> <a href="https://www.aaas.org/person/erin-heath-0">https://www.aaas.org/person/erin-heath-0</a>		
22:31	SPOTBREAK 3: Procter Gamble "Metamucil" Pfizer Consumer Healthcare "Vyndamax" O'Reilly Auto Parts "O'Reilly" Progressive Insurance Co "Progressive" OUTCUE: ...third party insurers	:30 :30 :30 :30	
24:31	Medical Notes & News. Host: Shel Lustig	1:59	
26:30	SPOTBREAK 4: Procter & Gamble "Prilosec" Pfizer Consumer Healthcare "Vyndamax" OUTCUE: ...sponsored by pfizer	:29 :30	
27:29	Program Conclusion	:31	
28:00	TOTAL TIME		

Program	23-15	Written & Produced	Kristen Farrah
Air Week	4/09/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Procter & Gamble "Pepto Bismol" Macy's "Earth Month"	:30 :30	OUTCUE: ...slash purpose
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: TIKTOK TICS: CAN SOCIAL MEDIA CAUSE NEUROLOGIC DISORDERS?</b>	12:29	
	Synopsis: Cases of functional tic-like disorder skyrocketed during the pandemic across the world, and experts believe the culprit is social media. Though classic tic disorders are mostly diagnosed in boys, this condition mainly affects women aged 18 to 21. Our experts explain the cause and how to successfully recover from the disorder. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Danielle Larson, Movement Disorder Specialist, Northwestern Medicine; Dr. Nicole Zahka, Pediatric Psychologist, Cincinnati Children's Hospital Medical Center Compliance issues covered: functional neurologic disorder; social media; psychology; modeling; chronic tics; tourette syndrome; covid; pandemic; therapy; anxiety; depression; vulnerable populations Links for information: <a href="https://onlinelibrary.wiley.com/doi/10.1111/ene.15611">https://onlinelibrary.wiley.com/doi/10.1111/ene.15611</a> <a href="https://twitter.com/dlarsonmd4?lang=en">https://twitter.com/dlarsonmd4?lang=en</a> <a href="https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=47830">https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=47830</a> <a href="https://www.cincinnatichildrens.org/bio/z/nicole-zahka">https://www.cincinnatichildrens.org/bio/z/nicole-zahka</a>		
14:19	SPOTBREAK 2: Procter & Gamble "Metamucil" Pfizer Consumer Healthcare "Vyndamax"	:30 :30	OUTCUE: ...sponsored by pfizer
15:19	:02 PAUSE FOR LOCAL AVAIL	:02	
15:21	<b>SEGMENT 2: BREAKING THE SILENCE ON INCEST AND SEXUAL TRAUMA</b>	7:04	
	Synopsis: Dr. Patti Feuereisen says incest is one of the most common forms of sexual assault, but is almost never talked about. For the survivors, this silence can lead to more events of trauma down the road. Feuereisen explains how to support victims of sexual abuse and why starting the conversation is necessary. Host: Nancy Benson. Producer: Polly Hansen. Guests: Dr. Patti Feuereisen, Psychotherapist, Author, <i>Invisible Girls</i> ; Compliance issues covered: incest; sexual trauma; sexual abuse; therapy; psychology; rape, assault Links for information: <a href="https://www.invisiblegirlsthive.com/about-dr-patti">https://www.invisiblegirlsthive.com/about-dr-patti</a> <a href="https://www.sealpress.com/titles/patti-feuereisen-phd/invisible-girls/9781580058605/">https://www.sealpress.com/titles/patti-feuereisen-phd/invisible-girls/9781580058605/</a>		
22:25	SPOTBREAK 3: Procter & Gamble "Prilosec" AutoZone "Services Mashup" Pfizer Consumer Healthcare "Vyndamax" Macy's "Earth Month"	:30 :30 :30 :30	OUTCUE: ...slash purpose
24:25	Medical Notes & News. Host: Shel Lustig	2:01	
26:26	SPOTBREAK 4: Ebay "Ebay Parts & Accessories" Procter & Gamble "Prilosec"	:30 :29	OUTCUE: ...immediate relief
27:25	Program Conclusion	:31	
27:26	TOTAL TIME		

Program	23-16	Written & Produced	Kristen Farrah
Air Week	4/16/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Procter & Gamble "Prilosec" Pfizer Consumer Healthcare "Vyndamax" OUTCUE: ...sponsored by pfizer	:30 :29	
1:47	:02 PAUSE FOR LOCAL AVAIL	:02	
1:49	<b>SEGMENT 1: HOW SAFETY NET HOSPITALS INCREASE ACCESS TO HEALTH CARE</b>	10:46	
	Synopsis: Health insurance has long been connected with a person's employment – leaving many without coverage. Safety net hospitals help ensure that anyone who needs medical care can get access to it, no matter their insurance status. Dr. Ricardo Nuila discusses why this model may be more effective than the standard, privatized healthcare. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Ricardo Nuila, Associate Professor of Medicine, Baylor College of Medicine, Author, <i>The People's Hospital</i> Compliance issues covered: healthcare; medicaid; medicare; safety net hospitals; private hospitals; public health system; health insurance; vulnerable populations; patient safety; emergency medicine Links for information: <a href="https://www.simonandschuster.com/books/The-Peoples-Hospital/Ricardo-Nuila/9781501198045">https://www.simonandschuster.com/books/The-Peoples-Hospital/Ricardo-Nuila/9781501198045</a> <a href="https://www.ricardonuila.com/">https://www.ricardonuila.com/</a> <a href="https://www.bcm.edu/people-search/ricardo-nuila-27858">https://www.bcm.edu/people-search/ricardo-nuila-27858</a> <a href="https://www.harrishealth.org/">https://www.harrishealth.org/</a>		
12:35	SPOTBREAK 2: Procter & Gamble "Metamucil" Macy's "Earth Month" OUTCUE: ...slash purpose	:30 :31	
13:36	:02 PAUSE FOR LOCAL AVAIL	:02	
13:38	<b>SEGMENT 2: KITCHEN CHEMISTRY: NATURAL FLAVORS – HOW NATURAL ARE THEY?</b>	9:13	
	Synopsis: We see natural flavor listed as an ingredient in many of our products, but what does that mean? Dr. David Andrews explains the process of creating natural flavors, the FDA guidelines, and how safe they are for consumption. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. David Andrews, Senior Scientist, Environmental Working Group Compliance issues covered: natural flavors; diet; processed foods; consumerism; organic; flavor; chemistry; ingredients; addiction; artificial flavors; FDA regulations; nutrition labels Links for information: <a href="https://www.ewg.org/news-insights/our-experts/david-andrews-phd">https://www.ewg.org/news-insights/our-experts/david-andrews-phd</a> <a href="https://twitter.com/dqasci">https://twitter.com/dqasci</a> <a href="https://www.ewg.org/foodscores/content/natural-vs-artificial-flavors/">https://www.ewg.org/foodscores/content/natural-vs-artificial-flavors/</a> <a href="https://www.ewg.org/foodscores/">https://www.ewg.org/foodscores/</a>		
22:51	SPOTBREAK 3: Pfizer Consumer Healthcare "Vyndamax" Procter & Gamble "King C Gillette" Procter & Gamble "Pepto Bismol" Macy's "Earth Month" OUTCUE: ...slash purpose	:30 :30 :30 :31	
24:52	Medical Notes & News. Host: Shel Lustig	1:33	
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Prevnar20" OUTCUE: ...twenty dot com	:61	
27:26	Program Conclusion	:30	
27:56	TOTAL TIME		

Program	23-17	Written & Produced	Kristen Farrah & Reed Pence
Air Week	4/23/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Procter & Gamble "Pepto Bismol" Macy's "Earth Month" OUTCUE: ...slash purpose	:30 :29	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: IS MENTAL HEALTH A SCAPEGOAT FOR MASS VIOLENCE?</b>	10:38	
	Synopsis: Unfortunately, mass violence has become a common topic. And though many perpetrators we see on the news have been diagnosed with a mental illness, that attribute may be blinding us to the real issue. Experts explain what the statistics point to as the underlying cause of mass violence. Host: Elizabeth Westfield. Producer: Reed Pence. Guests: Dr. Joseph Parks, Medical Director, National Council for Mental Wellbeing; Dr. Jeffrey Lieberman, Professor of Psychiatry, Columbia University Compliance issues covered: gun violence; mass violence; mass shooting; mass murder; mental health; mental illness; federal law; state and federal regulations; education; state government Links for information: <a href="https://www.columbiapsychiatry.org/profile/jeffrey-lieberman-md">https://www.columbiapsychiatry.org/profile/jeffrey-lieberman-md</a> <a href="https://www.thenationalcouncil.org/people/joe-parks-md/#:~:text=Joe%20Parks%2C%20M.D.%2C%20currently%20serves,Louis">https://www.thenationalcouncil.org/people/joe-parks-md/#:~:text=Joe%20Parks%2C%20M.D.%2C%20currently%20serves,Louis</a> <a href="https://www.linkedin.com/in/joseph-parks-9b3119140?trk=public_profile_samename-profile">https://www.linkedin.com/in/joseph-parks-9b3119140?trk=public_profile_samename-profile</a>		
12:28	SPOTBREAK 2: Procter & Gamble "Bounty" Capital One "Quicksliver" OUTCUE: ...com for details	:30 :30	
13:28	:02 PAUSE FOR LOCAL AVAIL	:02	
13:30	<b>SEGMENT 2: KITCHEN CHEMISTRY: SWEET PROTEINS MAY BE THE FUTURE OF SUGAR</b>	8:44	
	Synopsis: Dr. Jason Ryder, an adjunct professor of chemical and biomedical engineering, says humans weren't designed to eat this much sugar every day. Many alternative sweeteners have tried to solve this sugar dilemma, but Ryder believes the best solution can be found in plant proteins. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Jason Ryder, Adjunct Professor of Chemical and Biomolecular Engineering, University of California, Berkeley, Co-Founder, Oobli Compliance issues covered: protein; chemistry; sugar; snacks; diet; artificial sweeteners; consumerism; health; public health; evolution; sugar alternatives Links for information: <a href="https://chemistry.berkeley.edu/faculty/cbe/ryder">https://chemistry.berkeley.edu/faculty/cbe/ryder</a> <a href="https://www.linkedin.com/in/jason-ryder">https://www.linkedin.com/in/jason-ryder</a> <a href="https://oobli.com/">https://oobli.com/</a> <a href="https://journals.sagepub.com/doi/full/10.1177/23978473231151258">https://journals.sagepub.com/doi/full/10.1177/23978473231151258</a>		
22:14	SPOTBREAK 3: Procter & Gamble "Prilosec" Cox "Auto Trader" Macy's "Earth Month" Procter & Gamble "Metamucil" OUTCUE: ...Metamucil everyday	:30 :30 :30 :30	
24:14	Medical Notes & News. Host: Shel Lustig	2:11	
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
27:25	Program Conclusion	:30	
27:55	TOTAL TIME		

Program	23-18	Written & Produced	Kristen Farrah
Air Week	4/30/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Taco Bell "TacoGen2109" Macy's "Earth Month"	:30 :30	OUTCUE: ...slash purpose
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: "I'M NOT DYING, BUT IS THAT GOOD ENOUGH?": IMPROVING LUPUS RESEARCH</b>	10:31	
	Synopsis: Lupus ABC is the first of its kind public-private partnership with the FDA. It will allow researchers and patients to work together, hopefully leading to breakthroughs in lupus treatments. Experts explain why the patient perspective is so important for successful outcomes. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Teodora Staeva, Vice President of Research and Chief Scientific Officer, Lupus Research Alliance; Veronica Vargas Lupo, Co-Lead of the Lupus Voices Council, Lupus ABC Compliance issues covered: lupus; autoimmune disease; FDA; governmental organizations; scientific research; non-profit; patient safety Links for information: <a href="https://www.lupusresearch.org/">https://www.lupusresearch.org/</a> <a href="https://www.fda.gov/drugs/drug-safety-and-availability/fda-launches-lupus-treatment-consortium-partnership-lupus-research-alliance">https://www.fda.gov/drugs/drug-safety-and-availability/fda-launches-lupus-treatment-consortium-partnership-lupus-research-alliance</a> <a href="https://www.linkedin.com/in/veronicavargasgill/">https://www.linkedin.com/in/veronicavargasgill/</a> <a href="https://www.linkedin.com/in/teodora-p-staeva-7596263/">https://www.linkedin.com/in/teodora-p-staeva-7596263/</a>		
12:21	SPOTBREAK 2: Procter & Gamble "Prilosec" Procter & Gamble "Febreze Car"	:29 :30	OUTCUE: ...la la la la
13:20	:02 PAUSE FOR LOCAL AVAIL	:02	
13:22	<b>SEGMENT 2: REWIRING YOUR BRAIN TO CREATE HEALTHIER HABITS</b>	9:02	
	Synopsis: Dr. Greg Hammer believes our health is a big piece of overall happiness. Unfortunately, it can be hard to break bad habits and be motivated to create healthier ones. Hammer offers tips and tools that can help us be more intentional with our health. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Greg Hammer, Professor of Anesthesiology, Perioperative and Pain Medicine, and of Pediatrics, Stanford University Compliance issues covered: public health; sleep health; exercise; diet; whole foods; sugar; nutrition; caffeine; alcohol consumption; brain function; chronic health problems; diabetes; obesity; heart disease Links for information: <a href="https://greghammermd.com/">https://greghammermd.com/</a> <a href="https://profiles.stanford.edu/gregory-hammer">https://profiles.stanford.edu/gregory-hammer</a> <a href="https://www.instagram.com/greghammermd/?fbclid=IwAR08RtCD6juj2VKCFywH8_ozzl64h-pJU0-9F0MbmO89Yc8WmwxyzpsziIA">https://www.instagram.com/greghammermd/?fbclid=IwAR08RtCD6juj2VKCFywH8_ozzl64h-pJU0-9F0MbmO89Yc8WmwxyzpsziIA</a>		
22:24	SPOTBREAK 3: Pfizer Consumer Healthcare "Xeljanz Rheum" Procter & Gamble "Pepto Bismol" Procter & Gamble "Downy Rinse & Refresh"	:60 :29 :30	OUTCUE: ...at target
24:23	Medical Notes & News. Host: Shel Lustig	2:06	
26:29	SPOTBREAK 4: Procter & Gamble "Metamucil" Procter & Gamble "Tide"	:30 :30	OUTCUE: ...versus tide pods
26:29	Program Conclusion	:30	
27:59	TOTAL TIME		

<b>Program</b>	23-19	<b>Written &amp; Produced</b>	Kristen Farrah & Hannah Swarm
<b>Air Week</b>	5/07/23	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:49	SPOTBREAK 1: Procter & Gamble "Prilosec" Capital One "Capital One Bank" OUTCUE: ...member FDIC	:29 :30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: HOW AI IS THRUSTING US INTO THE FUTURE OF MEDICINE</b>	12:36
	Synopsis: From improving the patient experience to speeding up protein evolution, artificial intelligence is rocketing the field of medicine into the future. Our experts discuss the many different applications of AI and how we can expect to interact with the technology in the years to come. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. David Liebovitz, Co-Director, Institute for Augmented Intelligence in Medicine, Associate Professor of Medicine, Northwestern University; Dr. David Baker, Professor, University of Washington, Director, Institute for Protein Design Compliance issues covered: protein; artificial intelligence; evolution; medical records; patient safety; public health; consumerism; environment; medical technology; biochemistry; viruses Links for information: <a href="https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12353">https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12353</a> <a href="https://www.linkedin.com/in/liebovitz/">https://www.linkedin.com/in/liebovitz/</a> <a href="https://sites.uw.edu/biochemistry/faculty/david-baker/">https://sites.uw.edu/biochemistry/faculty/david-baker/</a> <a href="https://www.bakerlab.org/">https://www.bakerlab.org/</a> <a href="https://www.ipd.uw.edu/">https://www.ipd.uw.edu/</a>	
14:26	SPOTBREAK 2: Pfizer Consumer Healthcare "Prevnar20" OUTCUE: ...prevnar twenty	:60
15:26	:02 PAUSE FOR LOCAL AVAIL	:02
15:28	<b>SEGMENT 2: WHAT YOU NEED TO KNOW ABOUT YOUR BABY'S FLAT HEAD</b>	6:56
	Synopsis: Flat head syndrome occurs when a baby's head develops a long-lasting flat spot. However, Dr. Peter Taub, a professor of pediatrics, says the deformity isn't a syndrome at all and doesn't cause any neurologic symptoms. He explains what causes it and successful treatments to reshape your child's head. Host: Nancy Benson. Producer: Hannah Swarm. Guests: Dr. Peter Taub, Professor of Pediatrics and Neurosurgery, Icahn School of Medicine at Mount Sinai, New York Compliance issues covered: youth at risk; patient safety; infant health; neurology; bone structure; consumerism; flat head syndrome; deformity Links for information: <a href="https://profiles.mountsinai.org/peter-taub">https://profiles.mountsinai.org/peter-taub</a> <a href="https://www.linkedin.com/in/peter-j-taub-6557a632/">https://www.linkedin.com/in/peter-j-taub-6557a632/</a> <a href="https://www.stanfordchildrens.org/en/topic/default?id=flat-head-syndrome-deformational-plagiocephaly-90-P01834">https://www.stanfordchildrens.org/en/topic/default?id=flat-head-syndrome-deformational-plagiocephaly-90-P01834</a>	
22:24	SPOTBREAK 3: Procter & Gamble "Metamucil" Taco Bell "TacoGen2109" Pfizer Consumer Healthcare "Prevnar20" OUTCUE: ...twenty dot com	:30 :30 :61
24:25	Medical Notes & News. Host: Shel Lustig	2:05
26:30	SPOTBREAK 4: Procter & Gamble "Pepto Bismol" Pfizer Consumer Healthcare "Vyndamax" OUTCUE: ...sponsored by pfizer	:30 :30
27:29	Program Conclusion	:31
28:00	TOTAL TIME	

Program	23-20	Written & Produced	Kristen Farrah & Polly Hansen
Air Week	5/14/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Procter & Gamble "Prilosec" Pfizer Consumer Healthcare "Vyndamax" OUTCUE: ...sponsored by pfizer	:30 :29	
1:47	:02 PAUSE FOR LOCAL AVAIL	:02	
1:49	<b>SEGMENT 1: HONORING THE MOTHERS WHO NEVER GOT TO MEET THEIR CHILDREN</b>	11:54	
	Synopsis: Miscarriage is the most common form of pregnancy loss – so why aren't we talking about it? Dr. Jessica Zucker says this silence promotes a societal stigma of shame and isolation. This week, we open the conversation around miscarriage in an effort to normalize this common experience. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Jessica Zucker, Psychologist, Expert in Reproductive Health, Author, <i>I Had A Miscarriage</i> ; Wendy Dwyer, Mother Compliance issues covered: miscarriage; pregnancy loss; motherhood; death; early pregnancy loss; psychology; stigma; depression; healthcare; bereavement; parenting Links for information: <a href="https://drjessicazucker.com/">https://drjessicazucker.com/</a> <a href="https://www.instagram.com/ihadamiscarriage/?hl=en">https://www.instagram.com/ihadamiscarriage/?hl=en</a> <a href="https://twitter.com/drzucker?lang=en">https://twitter.com/drzucker?lang=en</a>		
13:43	SPOTBREAK 2: Procter & Gamble "Metamucil" Capital One "Capital One Bank" OUTCUE: ...member fdic	:30 :31	
14:44	:02 PAUSE FOR LOCAL AVAIL	:02	
14:46	<b>SEGMENT 2: HAS THE FOOD MARKETING INDUSTRY CONTRIBUTED TO CHILDHOOD OBESITY?</b>	7:38	
	Synopsis: Childhood obesity is one of the most common chronic diseases for children in the US. Experts say that the marketing of ultra-processed foods to kids has grown exponentially in recent years – promoting unhealthy diets. These experts break down the marketing strategies used to get product attention in grocery stores and online. Host: Nancy Benson. Producer: Polly Hansen. Guests: Dr. Frances Fleming-Milici, Director of Marketing Initiatives, Rudd Center for Food Policy and Health, University of Connecticut; Dr. Ashley Gearhardt, Associate Professor of Psychology, Director of the Food and Addiction Science and Treatment Lab, University of Michigan Compliance issues covered: diet; addiction; youth at risk; food marketing; consumerism; obesity; diabetes; chronic diseases; childhood obesity; heart disease; ultra-processed food Links for information: <a href="https://uconnruddcenter.org/person/frances-fleming-milici/">https://uconnruddcenter.org/person/frances-fleming-milici/</a> <a href="https://twitter.com/franflemingPhD">https://twitter.com/franflemingPhD</a> <a href="https://lsa.umich.edu/psych/people/faculty/agearhar.html">https://lsa.umich.edu/psych/people/faculty/agearhar.html</a>		
22:24	SPOTBREAK 3: Pfizer Consumer Healthcare "Prevnar20" Taco Bell "TacoGen2109" Procter & Gamble "Gain" OUTCUE: ...longer lasting scent	:60 :30 :30	
24:24	Medical Notes & News. Host: Shel Lustig	2:06	
26:30	SPOTBREAK 4: Procter & Gamble "Pepto Bismol" Procter & Gamble "Metamucil" OUTCUE: ...metamucil everyday	:30 :29	
27:29	Program Conclusion	:31	
28:00	TOTAL TIME		



Program	23-21	Written & Produced	Kristen Farrah & Polly Hansen
Air Week	5/21/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Taco Bell "TacoGen2109" Pfizer Consumer Healthcare "Vyndamax"	:30 :30	OUTCUE: ...sponsored by pfizer
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: 'IT'S JUST EASIER TO NOT INCLUDE WOMEN': THE GENDER BIAS IN HEALTH CARE</b>	12:15	
	Synopsis: Why are male bodies the standard for human health? Why did researchers refuse to conduct studies on female mice? Why don't we have widespread information on puberty, the menstrual cycle, and menopause? Experts discuss the dangerous reality of gender bias in health care. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Nieca Goldberg, Cardiologist, Clinical Associate Professor of Medicine, New York University School of Medicine, Medical Director, Atria New York City; Christine Yu, Award-Winning Journalist, Author, "Up To Speed" Compliance issues covered: medical research; gender bias; women's health; healthcare; vulnerable populations; heart disease; female athletes; puberty; men's health; sports science Links for information: <a href="https://nyulangone.org/doctors/1912084062/nieca-goldberg">https://nyulangone.org/doctors/1912084062/nieca-goldberg</a> <a href="https://www.drnieca.com/">https://www.drnieca.com/</a> <a href="https://www.christinemyu.com/">https://www.christinemyu.com/</a> <a href="https://www.instagram.com/cyu888/?hl=en">https://www.instagram.com/cyu888/?hl=en</a> <a href="https://twitter.com/cyu888?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/cyu888?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a>		
14:05	SPOTBREAK 2: Procter & Gamble "Prilosec" Indeed "Indeed"	:30 :30	OUTCUE: ...terms and conditions apply
15:05	:02 PAUSE FOR LOCAL AVAIL	:02	
15:07	<b>SEGMENT 2: FOOD MARKETING TO CHILDREN PART 2: HOW TO MAKE HEALTHIER CHOICES</b>	7:18	
	Synopsis: Last week we discussed how food marketers spend billions to get kids to eat unhealthy food. Today, we're giving you some tips on how to add more nutritious options back into your family's diet. Experts reveal small actions that can make a big difference in the health of America's children. Host: Nancy Benson. Producer: Polly Hansen. Guests: Meryl Fury, Registered Nurse, President and CEO, Plant Based Nutrition Movement; Sheriza Hernandez, Student; Dr. Ashley Gearhardt, Associate Professor of Psychology, University of Michigan, Director, Food and Addiction Science and Treatment Lab Compliance issues covered: obesity; heart disease; childhood obesity; diet; healthy food; food marketing; vulnerable populations; youth at risk; ultra processed food; gut health; addiction Links for information: <a href="https://www.linkedin.com/in/meryl-fury-725139103/">https://www.linkedin.com/in/meryl-fury-725139103/</a> <a href="https://pbnm.org/organizer/meryl-fury/">https://pbnm.org/organizer/meryl-fury/</a> <a href="https://lsa.umich.edu/psych/people/faculty/agearhar.html">https://lsa.umich.edu/psych/people/faculty/agearhar.html</a>		
22:25	SPOTBREAK 3: Procter & Gamble "Metamucil" Procter & Gamble "Pepto Bismol" Indeed "Indeed" Procter & Gamble "Gain"	:30 :30 :30 :30	OUTCUE: ...longer lasting scent
24:25	Medical Notes & News. Host: Shel Lustig	2:03	
26:28	SPOTBREAK 4: Indeed "Indeed" Procter & Gamble "Pepto Bismol"	:30 :29	OUTCUE: ...reach of children
27:27	Program Conclusion	:30	
27:57	TOTAL TIME		

Program	23-22	Written & Produced	Kristen Farrah
Air Week	5/28/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Prevnar20" OUTCUE: ...twenty dot com	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: ADRENAL DYSFUNCTION MAY BE CAUSING YOUR BRAIN FOG AND WEIGHT GAIN</b>	11:49	
	Synopsis: Our adrenal glands produce numerous hormones that help us regulate stress. Unfortunately, these glands can easily be disrupted and make us feel tired and forgetful. Dr. Izabella Wentz, a thyroid expert, explains the lifestyle changes you can make to fix your hormone imbalance. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Izabella Wentz, Thyroid Specialist, Author, <i>Adrenal Transformational Protocol</i> Compliance issues covered: adrenal glands; hormones; cortisol; weight gain; survival; inflammation; adrenal dysfunction; brain fog; stress; depression; heart disease; undiagnosed diseases Links for information: <a href="https://thyroidpharmacist.com/">https://thyroidpharmacist.com/</a> , <a href="https://www.instagram.com/izabellawentzpharmd/?hl=en">https://www.instagram.com/izabellawentzpharmd/?hl=en</a>		
13:39	SPOTBREAK 2: Procter & Gamble "Metamucil" OUTCUE: ...reach of children	:30	
	Procter & Gamble "Pepto Bismol"	:30	
14:39	:02 PAUSE FOR LOCAL AVAIL	:02	
14:41	<b>SEGMENT 2: OZEMPIC: A LOOK INTO HOLLYWOOD'S MAGIC WEIGHT LOSS PILL</b>	7:57	
	Synopsis: Ozempic is an anti-obesity and anti-diabetic drug that's being touted as a miracle weight loss drug on social media. But is there such a thing as a magic pill? Dr. Disha Narang, an obesity medicine expert, says there's no fast track to healthy and sustainable weight loss. Instead, she explains how these types of therapies need to be paired with long-term, strict daily routines in order to be effective. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Disha Narang, Endocrinologist and Director of Obesity Medicine, Northwestern Medicine Lake Forest Hospital Compliance issues covered: obesity; medical weight loss; patient safety; diet; public health; consumerism; exercise; weight gain; Ozempic; mental health; social media; heart health Links for information: <a href="https://www.nm.org/doctors/1235426230/disha-narang-md">https://www.nm.org/doctors/1235426230/disha-narang-md</a> <a href="https://twitter.com/DishaKumarMD?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/DishaKumarMD?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.instagram.com/dishanarangmd/?hl=en">https://www.instagram.com/dishanarangmd/?hl=en</a>		
22:38	SPOTBREAK 3: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...loss of appetite	:60	
	Pfizer Consumer Healthcare "Ibrance"	:60	
24:38	Medical Notes & News. Host: Shel Lustig	1:48	
26:26	SPOTBREAK 4: Procter & Gamble "Prilosec" OUTCUE: ...lasting scent	:30	
	Procter & Gamble "Gain"	:30	
27:26	Program Conclusion	:30	
27:56	TOTAL TIME		

<b>Program</b>	23-23	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	6/04/23	<b>Production Manager</b>	Jason Dickey

Time	Segment r	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare/Ibrance 2023 OUTCUE: ...loss of appetite.	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: HELPING PATIENTS FEEL LIKE KIDS AGAIN: THE MAGIC OF CHILDREN'S HOSPITALS</b>	12:26
	Synopsis: Children's hospitals do a lot more than cure diseases. For many long-term, young patients, these institutions become their entire world and not just the place where they receive treatment. Learn how some of these hospitals go above and beyond to help our sick kids every day. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Amar Bryant, Lead Inpatient Social Worker, Boston Children's Hospital; Marie Osmond, Co-Founder, Children's Miracle Network Hospitals; Camryn Kellam, Ambassador, Maria Fareri Children's Hospital; April Kellam, Mother. Compliance issues covered: chronic disease; rare disease; children's hospital; caregivers; healthcare; sickle cell; immunodeficiency; non-profit; donation; vulnerable populations; patient safety; consumerism Links for information: <a href="https://childrensmiraclenetworkhospitals.org/">https://childrensmiraclenetworkhospitals.org/</a> <a href="https://www.marieosmond.com/">https://www.marieosmond.com/</a> <a href="https://www.mariafarerichildren.org/news/after-undergoing-stem-cell-transplant-to-combat-si-1526">https://www.mariafarerichildren.org/news/after-undergoing-stem-cell-transplant-to-combat-si-1526</a> <a href="https://www.childrenshospital.org/directory/amar-khalsa">https://www.childrenshospital.org/directory/amar-khalsa</a>	
14:16	SPOTBREAK 2: Procter & Gamble/Metamucil Indeed/Indeed Q2 2023 OUTCUE: ...and conditions apply.	:30 :31
15:17	:02 PAUSE FOR LOCAL AVAIL	:02
15:19	<b>SEGMENT 2: DON'T LET AN INJURY KEEP YOU FROM PLAYING THE GAME</b>	7:04
	Synopsis: Pickleball is quickly becoming America's favorite pastime. It's a low-impact sport that's great for people of all ages, but like any activity, it comes with its own injury risks. Dr. Fotios Tjoumakaris has some tips to keep you healthy on and off the court. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Fotios Tjoumakaris, Associate Professor of Orthopedic Surgery, Rothman Orthopedics at AtlantiCare Compliance issues covered: sports injuries; pickleball; socializing; aging; older populations; patient safety; sports medicine; active lifestyle; overuse injury; muscle strength; public health Links for information: <a href="https://rothmanortho.com/physicians/fotios-p-tjoumakaris-md">https://rothmanortho.com/physicians/fotios-p-tjoumakaris-md</a> <a href="https://www.linkedin.com/in/fotios-tjoumakaris-1649655/">https://www.linkedin.com/in/fotios-tjoumakaris-1649655/</a>	
22:23	SPOTBREAK 3: Discover Products Inc./Discover Card Brand Procter & Gamble/Prilosec Procter & Gamble/Metamucil AZO/Services Mashup OUTCUE: ...AutoZone restrictions apply.	:30 :30 :30 :30
24:23	Medical Notes & News. Host: Shel Lustig	2:05
26:28	SPOTBREAK 4: Procter & Gamble/Swiffer Sweeper Taco Bell/TacoGen OUTCUE: ...participation which vary.	:30 :30
27:28	Program Conclusion	:31
27:59	TOTAL TIME	

<b>Program</b>	23-24	<b>Written &amp; Produced</b>	Reed Pence, Polly Hansen, Kristen Farrah
<b>Air Week</b>	6/11/23	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Procter Gamble/PriLOSEC ADU Indeed/Indeed Q2' 2023	:30 :30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: WHY DOCTORS SHOULD HAVE CREATIVE PASSIONS OUTSIDE OF MEDICINE</b>	11:32
	Synopsis: Hannah Boone entered medical school with a degree in music instead of having a typical science background. While this may seem unwise, some experts think it may be the best prerequisite for a career in medicine. Find out why this educational path is thought to create more involved and empathetic physicians. Host: Elizabeth Westfield. Producer: Reed Pence. Guests: Dr. Barton Thiessen, Associate Professor of Anesthesiology & Assistant Dean of Admissions for the Faculty of Medicine; Memorial University of Newfoundland; Dr. Danielle Ofri, Primary Care Physician & Clinical Professor of Medicine, New York University, Editor, Bellevue Literary Review; Hannah Boone, Senior Medical Student, Memorial University of Newfoundland Compliance issues covered: music; medical student; medical school; burnout; hobbies; fine arts; healthcare Links for information: <a href="https://www.linkedin.com/in/danielle-ofri/?trk=public_profile_browsemap">https://www.linkedin.com/in/danielle-ofri/?trk=public_profile_browsemap</a> <a href="https://med.nyu.edu/faculty/danielle-ofri">https://med.nyu.edu/faculty/danielle-ofri</a> <a href="https://www.linkedin.com/in/barton-thiessen-80a52098/?originalSubdomain=ca">https://www.linkedin.com/in/barton-thiessen-80a52098/?originalSubdomain=ca</a> <a href="https://www.researchgate.net/profile/Hannah-Boone-5">https://www.researchgate.net/profile/Hannah-Boone-5</a>	
13:22	SPOTBREAK 2: Procter & Gamble/Metamucil PGL Pfizer Consumer Healthcare/Vyndamax	:30 :30
14:22	:02 PAUSE FOR LOCAL AVAIL	:02
14:24	<b>SEGMENT 2: MEDICAL GASLIGHTING: WHAT TO DO WHEN DOCTORS STOP LISTENING TO YOU</b>	8:00
	Synopsis: Doctors told Karen DeBonis that her son's concerning tics were normal, and he'd grow out of them. But when she got a second opinion, an MRI scan showed that he had a large brain tumor. This week - DeBonis shares how she was forced to advocate for herself when doctors didn't listen take her seriously. Host: Nancy Benson. Producer: Polly Hansen. Guests: Karen DeBonis, Author, <i>Growth</i> ; Dr. Stacey Rosen, Senior Vice President, The Katz Institute of Women's Health, Partners Council Professor of Cardiology and Women's Health, Donald and Barbara Zucker School of Medicine Compliance issues covered: gaslighting; patient safety; chronic symptoms; brain disease; cancer; healthcare; minorities; public health Links for information: <a href="https://karendebonis.com/">https://karendebonis.com/</a> <a href="https://faculty.medicine.hofstra.edu/7111-stacey-rosen">https://faculty.medicine.hofstra.edu/7111-stacey-rosen</a> <a href="https://twitter.com/KarenDeBonis?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/KarenDeBonis?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.linkedin.com/in/stacey-e-rosen-md-facc-facp-faha-4a693074/">https://www.linkedin.com/in/stacey-e-rosen-md-facc-facp-faha-4a693074/</a> <a href="https://twitter.com/drstaceyrosen?lang=en">https://twitter.com/drstaceyrosen?lang=en</a>	
22:24	SPOTBREAK 3: Skechers/Skechers – 2023 Indeed/Indeed Q2 2023 Taco Bell/TacoGen	:60 :30 :30
24:24	Medical Notes & News. Host: Shel Lustig	2:01
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare/Ibrance 2023	:60
27:25	Program Conclusion	:32
27:57	TOTAL TIME	

Program	23-25	Written & Produced	Kristen Farrah, Reed Pence
Air Week	6/18/23	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Indeed "Indeed" Procter & Gamble "Prilosec"	:30 :29	OUTCUE: ...immediate relief
1:47	:02 PAUSE FOR LOCAL AVAIL	:02	
1:49	<b>SEGMENT 1: THE PSYCHOLOGICAL TRENDS OF THE EVER-GROWING GIG ECONOMY</b>	12:14	
	Synopsis: The gig economy seems to only be growing, especially with the boom of businesses like Uber and Grubhub. Workers now get to choose their own hours, but is the freedom worth the lack of regulation, protections, and benefits like health insurance? Experts explain the societal perception and personal psychology of gig workers. Host: Elizabeth Westfield. Producer: Reed Pence. Guests: Jeff Kreisler, Author, Head of Behavioral Science, JP Morgan Private Bank; Dr. Brianna Caza, Associate Professor, University of North Carolina at Greensboro Compliance issues covered: economy; psychology; behavioral science; employment; public health; consumerism; mental health; individuality; Links for information: <a href="http://jeffkreisler.com/">http://jeffkreisler.com/</a> <a href="https://twitter.com/jeffkreisler">https://twitter.com/jeffkreisler</a> <a href="https://www.linkedin.com/in/jeffkreisler/">https://www.linkedin.com/in/jeffkreisler/</a> <a href="https://bryan.uncg.edu/faculty-and-staff/brianna-caza/">https://bryan.uncg.edu/faculty-and-staff/brianna-caza/</a> <a href="https://positiveorgs.bus.umich.edu/people/brianna-caza/">https://positiveorgs.bus.umich.edu/people/brianna-caza/</a> <a href="https://www.linkedin.com/in/brianna-caza-4b90b62/?originalSubdomain=ca">https://www.linkedin.com/in/brianna-caza-4b90b62/?originalSubdomain=ca</a>		
14:03	SPOTBREAK 2: Procter & Gamble "Charmin" Bank of America "Small Business"	:30 :30	OUTCUE: ...America n/a
15:03	:02 PAUSE FOR LOCAL AVAIL	:02	
15:05	<b>SEGMENT 2: DEALING WITH LOSS THIS FATHER'S DAY</b>	7:52	
	Synopsis: Whether you lost your father ten days ago or ten years ago, Father's Day can be a hard time of the month. Dr. Sanam Hafeez, a clinical neuropsychologist, says it doesn't have to be something to dread. She offers advice on how to turn this time of year into an experience of healing and growth. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Sanam Hafeez, Clinical Neuropsychologist, Founder, Comprehensive Consultation Psychology, Professor, Teachers College Columbia University Compliance issues covered: father's day; psychology; grief; bereaved parents; loss of a child; loss of a parent; public health; mental health; bereavement support Links for information: <a href="https://comprehendthemind.com/dr-sanam-hafeez/">https://comprehendthemind.com/dr-sanam-hafeez/</a> <a href="https://www.linkedin.com/in/sanam-hafeez-b021898/">https://www.linkedin.com/in/sanam-hafeez-b021898/</a> <a href="https://www.instagram.com/drsanamhafeez/?hl=en">https://www.instagram.com/drsanamhafeez/?hl=en</a> <a href="https://twitter.com/comprehendmind?lang=en">https://twitter.com/comprehendmind?lang=en</a>		
22:57	SPOTBREAK 3: The Home Depot "Fathers Day" Procter & Gamble "Tide" Taco Bell "Tacogen2109" Indeed "Indeed"	:30 :30 :30 :30	OUTCUE: ...conditions apply
24:57	Medical Notes & News. Host: Shel Lustig	1:27	
26:24	SPOTBREAK 4: Pfizer Consumer Healthcare "Vyndamax" Procter & Gamble "Febreze Car"	:30 :31	OUTCUE: ...lalalalala
27:25	Program Conclusion	:30	
27:55	TOTAL TIME		

<b>Program</b>	23-26	<b>Written &amp; Produced</b>	Kristen Farrah, Reed Pence
<b>Air Week</b>	6/25/23	<b>Production Manager</b>	Jason Dickey
<b>Time</b>	<b>Segment</b>		<b>Dur.</b>
:00	INTRO		:48
:48	SPOTBREAK 1: Indeed "Indeed" Procter & Gamble "Swiffer Power Mop"	OUTCUE: ...mop smarter	:30 :31
1:49	:02 PAUSE FOR LOCAL AVAIL		:02
1:51	<b>SEGMENT 1: MENOPAUSE: WHAT TO EXPECT WHEN YOU'RE FINISHED EXPECTING</b>		12:51
	Synopsis: Every female on earth will eventually go through menopause, so why don't women know more about the process? If you've been suffering with menopausal symptoms or are confused about this life transition, our experts are here to help. They discuss how you can stay in control of your body and feel like yourself again during this time. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Mary Jane Minkin, Clinical Professor, Yale School of Medicine, Podcast Host, Madame Ovary; Jancee Dunn, Author, <i>Hot and Bothered</i> Compliance issues covered: menopause; gender research bias; breast cancer; estrogen; hormone therapy; hot flashes; incontinence; vaginal dryness; patient safety; progestin; perimenopause; gender issues; non-hormonal therapy Links for information: <a href="https://medicine.yale.edu/profile/maryjane-minkin/">https://medicine.yale.edu/profile/maryjane-minkin/</a> , <a href="http://madameovary.com/about/">http://madameovary.com/about/</a> , <a href="https://www.janceedunn.net/">https://www.janceedunn.net/</a> , <a href="https://www.instagram.com/janceedunn/?hl=en">https://www.instagram.com/janceedunn/?hl=en</a>		
14:42	SPOTBREAK 2: Pfizer Consumer Healthcare "Vyndamax" Macys "Pride Month-Trevor Project"	OUTCUE: ...slash purpose	:30 :30
15:42	:02 PAUSE FOR LOCAL AVAIL		:02
15:44	<b>SEGMENT 2: HAVE YOU BEEN FOOLED BY THESE COMMON MEDICAL MYTHS?</b>		6:46
	Synopsis: Can you take too many vitamins? Does everyone need eight hours of sleep? Dr. James Hamblin answers these common questions and many more on this week's segment. He explains how to tell if a persistent itch or bothersome joint pain has a simple fix or needs to be checked by a professional. Host: Nancy Benson. Producer: Reed Pence. Guests: Dr. James Hamblin, Lecturer in Public Health, Yale School of Public Health, Author, <i>If Our Bodies Could Talk</i> Compliance issues covered: public health; medical myths; supplements; vitamins; patient safety; diagnoses; neurology; psychology; psychiatry; human physiology Links for information: <a href="https://vsph.yale.edu/profile/james-hamblin/">https://vsph.yale.edu/profile/james-hamblin/</a> , <a href="https://www.instagram.com/jameshamblin/?hl=en">https://www.instagram.com/jameshamblin/?hl=en</a> , <a href="https://twitter.com/jameshamblin?lang=en">https://twitter.com/jameshamblin?lang=en</a> , <a href="https://www.amazon.com/Our-Bodies-Could-Talk-Maintaining/dp/0385540973">https://www.amazon.com/Our-Bodies-Could-Talk-Maintaining/dp/0385540973</a>		
22:30	SPOTBREAK 3: Taco Bell "Tacogen2109" Procter & Gamble "Zevo Traps" Indeed "Indeed" Procter & Gamble "Prilosec"	OUTCUE: ...immediate relief	:30 :30 :30 :30
24:30	Medical Notes & News. Host: Shel Lustig		1:55
26:25	SPOTBREAK 4: Macys "Pride Month-Trevor Project" Procter & Gamble "Swiffer Power Mop"	OUTCUE: ...mop smarter	:30 :30
27:25	Program Conclusion		:30
27:55	TOTAL TIME		



Program Log for Viewpoints Radio

<b>Program</b>	VP 23-14	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	4/2/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Prilosec ADU Progressive Insurance/Progressive 2023 Auto	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: FAILING AMERICA'S TEACHERS</b>	7:36
	Synopsis: Between February 2020 and May 2022, around 300,000 teachers left teaching to pursue another profession. While the COVID-19 pandemic is no longer a front and center issue, millions of public-school educators are still struggling to keep going in positions that mean long hours, low pay and a growing number of curriculum mandates. In part one of this story, first grade teacher Lori Cash - who's taught for more than 30 years - shares the challenges teachers are facing and touches on a few points that need to change. Host: Gary Price. Guest: Lori Cash, 1 <sup>st</sup> Grade Teacher, Columbus Signature Academy Lincoln Elementary. Links for more info: <a href="https://www.edc.org/sites/default/files/uploads/InSupportOfEducators.pdf">https://www.edc.org/sites/default/files/uploads/InSupportOfEducators.pdf</a> <a href="https://www.therepublic.com/2020/08/21/thats_my_calling_csa_lincoln_teacher_honored_with_folger_award">https://www.therepublic.com/2020/08/21/thats_my_calling_csa_lincoln_teacher_honored_with_folger_award</a> Compliance Issues: Education, Career, Public Policy, Politics, School Funding, Personal Finance	
9:23	SPOTBREAK 2&3: Skyrizi/Skyrizi 2023 Procter Gamble/Pepto Bismol Skechers/Skechers 2023 Upfront	:60 :30 :30
11:23	:02 PAUSE FOR LOCAL AVAIL	:02
11:25	<b>SEGMENT 2: IS HOLLWOOD REALLY CHANGING? THE DIVERSITY DEBACLE</b>	9:08
	Synopsis: Asian American actress, Michelle Yeoh won her first Oscar at this year's Academy Awards for her performance in <i>Everything Everywhere All At Once</i> . We speak with media expert April Reign about the continued push to improve diversity & equity in all aspects of Hollywood. Host: Marty Peterson. Guest: April Reign, senior adviser, Media & Entertainment, Gauge, creator, #Oscarssowhite. Links: <a href="https://twitter.com/ReignOfApril?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/ReignOfApril?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.latimes.com/entertainment-arts/movies/story/2023-03-01/oscar-diversity-usc-annenberg-inclusion-initiative-academy-oscar-so-white#:~:text=The%2095%2Dyear%20survey%20found,just%20%25%20of%20total%20nominees">https://www.latimes.com/entertainment-arts/movies/story/2023-03-01/oscar-diversity-usc-annenberg-inclusion-initiative-academy-oscar-so-white#:~:text=The%2095%2Dyear%20survey%20found,just%20%25%20of%20total%20nominees</a> <a href="https://www.oscars.org/news/academy-establishes-representation-and-inclusion-standards-oscar-eligibility">https://www.oscars.org/news/academy-establishes-representation-and-inclusion-standards-oscar-eligibility</a> Compliance Issues: Diversity, Equity, Entertainment Industry, Career, Equality, Fair Representation	
20:33	SPOTBREAK 4: Pfizer Consumer Healthcare/Vyndamax Q2 Napa/Napa Upfront 2023	:30 :30
21:33	<b>VIEWPOINTS EXPLAINED: IS THE 4-DAY WORK WEEK FEASIBLE?</b>	2:01
	Synopsis: We discuss a highly publicized study touting the benefits of a 4-day workweek. While it may seem like a logical step in the right direction, there are many parts to factor into the long-term success of this condensed work model. Host: Ebony McMorris. Compliance Issues Covered: Career, Human Resources, Workforce, Labor Issues	
23:34	<b>CULTURE CRASH: REVISITING THE CLASSICS</b>	2:53
	Synopsis: We explore some of the older, classic TV series that are now available on streaming platforms. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: AZO/Services Mashup Indeed/Indeed Q2 2023	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-15	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	4/9/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Macy's Earth Month	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: UNDERSTANDING THE UNKNOWN: PSYCHOPATHIC TENDENCIES</b>	9:22
	Synopsis: Who do you think of when you read or hear the word, psychopath? Rarely does anyone think of the neuroscientist next door. We speak to two experts about what the term means in the medical world and why many people who have psychopathic tendencies can function in a non-violent, productive manner.  Host: Gary Price. Guest: Scott Lilienfeld, professor, psychology, Emory University; James Fallon, neuroscientist, University of California-Irvine, author, <i>The Psychopath Inside: A Neuroscientist's Personal Journey Into the Dark Side of the Brain</i> . Links for more info: <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3811089/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3811089/</a> <a href="https://www.psychologytoday.com/intl/blog/the-couch-potato-plato/202303/what-gender-does-and-doesnt-tell-us-about-psychopathy">https://www.psychologytoday.com/intl/blog/the-couch-potato-plato/202303/what-gender-does-and-doesnt-tell-us-about-psychopathy</a> <a href="https://www.forbes.com/sites/traversmark/2022/05/07/new-research-tells-us-why-psychopaths-are-sometimes-able-to-succeed-in-society/?sh=403774f56bfe">https://www.forbes.com/sites/traversmark/2022/05/07/new-research-tells-us-why-psychopaths-are-sometimes-able-to-succeed-in-society/?sh=403774f56bfe</a> Compliance Issues: Psychology, Mental Disorder,	
11:09	SPOTBREAK 2&3: Procter Gamble/Prilosec Napa/Napa Upfront Skyrizi/Skyrizi 2023	:30 :30 :60
13:09	:02 PAUSE FOR LOCAL AVAIL	:02
13:11	<b>SEGMENT 2: A HISTORY: THE BEGINNINGS OF MASS TRANSIT IN AMERICA</b>	8:33
	Synopsis: Millions of Americans rely on mass transit each day to get to where they need to be. While mass transit has had its up and downs in recent decades - and especially during the COVID-19 pandemic - there will always be a need for this public resource. We speak with mass transit expert Steven Beaucher about the the state of mass transportation agencies today and the first subway system built in Boston. Host: Marty Peterson. Guest: Steven Beaucher, mass transit expert, author, <i>Boston in Transit: Mapping the History of Public Transportation in the Hub</i> . Links: <a href="https://mitpress.mit.edu/9780262048071/boston-in-transit/">https://mitpress.mit.edu/9780262048071/boston-in-transit/</a> Compliance Issues: History, Urban Planning, Engineering, Public Transportation, Industrial Revolution, Public Resources	
21:34	SPOTBREAK 4: Procter Gamble/Pepto Bismol Macy's/Earth Month	:30 :30
22:34	<b>VIEWPOINTS EXPLAINED: EASIER CANCELLATIONS</b>	1:59
	Synopsis: We talk about the recent move by the Federal Trade Commission that makes it easier for consumers to cancel unused subscriptions. Host: Ebony McMorris. Compliance Issues: Consumer Rights, Government Regulation, Personal Finance	
24:33	<b>CULTURE CRASH: THE NEW SHOW, "SHRINKING"</b>	1:55
	Synopsis: We discuss the new Apple TV+ series, "Shrinking" featuring Jason Segel and Christa Miller. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:28	SPOTBREAK 5: Wendy's/Breakfast Ebay/Ebay Parts & Accessories	:30 :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-16	<b>Written &amp; Prod.</b>	Amirah Zaveri, Polly Hansen & Evan Rook
<b>Air Week</b>	4/16/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Macy's/Earth Month	:30 OUTCUE: ...slash purpose. :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: SPRING: A TIME OF FLIGHT FOR BIRDS</b>	8:44
	Synopsis: As the weather warms up, you may be hearing and seeing more birds in your backyard. Spring is peak migration for this species, but in recent decades, there's been a 30 percent decline in North American bird varieties. We speak with one expert about the challenges facing these animals and how listeners can make a difference. Host: Gary Price. Guest: Rebecca Heisman, science writer, author, <i>Flight Paths: How a Passionate and Quirky Group of Pioneering Scientists Solved the Mystery of Bird Migration</i> . Links for more info: <a href="https://www.amazon.com/Flight-Paths-Passionate-Pioneering-Scientists-ebook/dp/B0B3XRDLYL">https://www.amazon.com/Flight-Paths-Passionate-Pioneering-Scientists-ebook/dp/B0B3XRDLYL</a> <a href="https://www.birdcount.org/">https://www.birdcount.org/</a> <a href="https://www.audubon.org/">https://www.audubon.org/</a> <a href="https://www.birds.cornell.edu/home/about/">https://www.birds.cornell.edu/home/about/</a> Compliance Issues: Animal Migration, Animal Science, Endangered Species, Wildlife Conservation, Climate Change	
10:31	SPOTBREAK 2&3: Skechers/2023 Upfront Taco Bell/TacoGen2109 Bank of America/Small Business	:60 :30 OUTCUE: ...2022 N-A. :30
12:31	:02 PAUSE FOR LOCAL AVAIL	:02
12:33	<b>SEGMENT 2: A DIFFERENT VIEWPOINT: SPEAKING WITH ACTRESS, DREW BARRYMORE</b>	9:01
	Synopsis: The Barrymore family has a long and storied history in Hollywood. For actress, Drew Barrymore, she grew up surrounded by the ups and downs of being in a very public family and acting in TV and films as a child. Today, she looks back on her life and shares what she's learned along the way. Host: Marty Peterson. Guest: Drew Barrymore, actress, producer, host, entrepreneur Links: <a href="https://www.instyle.com/drew-barrymore-breaking-menopause-taboo-7376807">https://www.instyle.com/drew-barrymore-breaking-menopause-taboo-7376807</a> <a href="https://twitter.com/DrewBarrymore?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/DrewBarrymore?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> Compliance Issues: Career, Entertainment Industry, Film, Television, Personal Development, Psychology, Parenting	
21:34	SPOTBREAK 4: Procter Gamble/Pepto Bismol Indeed/Indeed Q2 2023 Upfront	:30 OUTCUE: ...and conditions apply. :30
22:34	<b>VIEWPOINTS EXPLAINED: A BIG QUARTER OF LAYOFFS</b>	1:29
	Synopsis: Why are so many big companies recently announcing layoffs? What's driving these early year cutbacks? We answer these questions this week on Viewpoints Explained. Host: Ebony McMorris. Compliance Issues: Economy, Job Market, Workforce, Career	
24:03	<b>CULTURE CRASH: THE FINAL SEASON</b>	2:24
	Synopsis: We highlight the last season of the hit HBO series, <i>Succession</i> and why other shows that have outlasted their prime should take note of the upsides of ending on a high note. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Skechers/2023 Upfront Macy's/Earth Month	:30 OUTCUE: ...slash purpose. :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-17	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante & Evan Rook
<b>Air Week</b>	4/23/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Progressive Insurance/Progressive 2023 Auto. OUTCUE: ...and other insurers.	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: PART 2: HELPING AMERICA'S EDUCATORS</b>	8:03
	Synopsis: More than a third of educators in America are considering leaving their positions, according to recent research from consulting firm, McKinsey. We speak with two education experts about the mounting challenges both new and veteran teachers are facing and how average Americans can better advocate for the teachers in their communities. Host: Gary Price. Guests: Megan Franke, professor, education, University of California-Los Angeles; Alexandra Robbins, education expert, author, <i>The Teachers: A Year Inside America's Most Vulnerable, Important Profession</i> . Links for more info: <a href="https://dreme.stanford.edu/people/megan-franke">https://dreme.stanford.edu/people/megan-franke</a> <a href="https://twitter.com/AlexandraRobbins?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/AlexandraRobbins?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.penguinrandomhouse.com/books/555349/the-teachers-by-alexandra-robbins/">https://www.penguinrandomhouse.com/books/555349/the-teachers-by-alexandra-robbins/</a> Compliance Issues: Public Education, Career, Education Policy, Education Funding, Education Reform	
9:50	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Xeljanz Rheum O' Reilly Auto Parts/O' Reilly 2023 Upfront KFC/KFC 2023 Upfront OUTCUE: ...may vary.	:60 :30 :30
11:50	:02 PAUSE FOR LOCAL AVAIL	:02
11:52	<b>SEGMENT 2: TIK TOK ISN'T THE ONLY APP WITH A DATA PRIVACY PROBLEM</b>	9:58
	Synopsis: While Tik Tok has been getting a lot of heat lately for its connections to China, there's also a larger privacy and data problem across all social media platforms. We speak with two experts about the fast-evolving social media landscape and how consumers can better protect themselves from data mining. Host: Marty Peterson. Guests: Lindsay Gorman, senior fellow, emerging technologies, German Marshall Fund's Alliance for Securing Democracy; Timothy Edgar, professor, practice of computer science, Brown University. Links: <a href="https://watson.brown.edu/people/fellow/edgar">https://watson.brown.edu/people/fellow/edgar</a> <a href="https://securingdemocracy.gmfus.org/author/lindsay-gorman/">https://securingdemocracy.gmfus.org/author/lindsay-gorman/</a> Compliance Issues: Consumer Privacy, Government, Technology, National Security, Social Media	
21:50	SPOTBREAK 4: Procter Gamble/Pepto Bismol Indeed/Indeed Q2 2023 Upfront OUTCUE: ...and conditions apply.	:30 :30
22:50	<b>VIEWPOINTS EXPLAINED: AN UNUSUAL SPRING</b>	1:42
	Synopsis: April has been an odd month weather wise. The West saw colder-than-average temperatures while the Midwest and East saw several days of record highs. While this change may be a nice surprise, these shifting weather patterns throw off natural cycles for countless species. Host: Ebony McMorris Compliance Issues: Climate Change, Meteorology, Agriculture Industry	
24:32	<b>CULTURE CRASH: A REVIEW OF "BEEF"</b>	1:54
	Synopsis: We discuss the popular new Netflix series, "Beef" that's become a Top 10 watch on the platform. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:26	SPOTBREAK 5: Macy's/Earth Month Ebay/Ebay Parts & Accessories Q2 '23 OUTCUE: ...let's ride.	:30 :30
27:26	Program Conclusion	:31
27:57	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-18	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante & Evan Rook
<b>Air Week</b>	4/30/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/April Wk3-4 – Friends & Family Procter Gamble/Mr. Clean Freak Mist	:30 OUTCUE: ...wipe, done.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: WHY IS THE GENDER PAY GAP IN AMERICA STILL SO WIDE?</b>	10:13
	Synopsis: As of 2022, the average American woman earned 82 cents for every dollar earned by a man. While it may not seem like much of a pay difference, this disparity adds up over time. And it's been this way for decades with little progress happening in America to lessen this wage gap in America. We speak with two experts about this issue and how workers – in various industries and at different levels – can better advocate for more equal pay across the board. Host: Gary Price. Guests: Rakesh Kochhar, senior researcher, Pew Research Center; Ariane Hegewisch, senior research fellow, Institute for Women's Policy Research. Links for more info: <a href="https://www.pewresearch.org/fact-tank/2023/03/01/gender-pay-gap-facts/">https://www.pewresearch.org/fact-tank/2023/03/01/gender-pay-gap-facts/</a> <a href="https://www.pewresearch.org/social-trends/2023/03/01/the-enduring-grip-of-the-gender-pay-gap/">https://www.pewresearch.org/social-trends/2023/03/01/the-enduring-grip-of-the-gender-pay-gap/</a> <a href="https://iwpr.org/member/ariane-hegewisch-m-phil/">https://iwpr.org/member/ariane-hegewisch-m-phil/</a> <a href="https://twitter.com/rakeshkochhar?lang=en">https://twitter.com/rakeshkochhar?lang=en</a> Compliance Issues: Pay Equity, Personal Finance, Labor, Workers Rights, Equal Compensation, Gender	
12:00	SPOTBREAK 2&3: Procter Gamble/Pepto Bismol AZO/Services Mashup Macy's/Earth Month Procter Gamble/Crest Dentrifrice PGL	:30 :30 :30 OUTCUE: ...has you covered.
14:00	:02 PAUSE FOR LOCAL AVAIL	:02
14:02	<b>SEGMENT 2: THE SECRETS FOUND THROUGH DNA TESTING</b>	7:06
	Synopsis: What would you do if you suddenly found out you weren't related to the parent that raised you? This is exactly what happened to author Dani Shapiro after she took an at-home DNA test. We speak with her about this life-changing surprise and why there are thousands more with similar secrets across America. Host: Marty Peterson. Guest: Dani Shapiro, author, <i>Inheritance: A Memoir of Genealogy, Paternity &amp; Love</i> . Links: <a href="https://twitter.com/daniishapiro?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/daniishapiro?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.amazon.com/Inheritance-Memoir-Genealogy-Paternity-Love/dp/1524732710">https://www.amazon.com/Inheritance-Memoir-Genealogy-Paternity-Love/dp/1524732710</a> Compliance Issues: Genetics, Adoption, Fertility, Science, Relationships, Parenting, Psychology.	
21:08	SPOTBREAK 4: Pfizer Consumer Healthcare/Ibrance 2023	:60 OUTCUE: ...and loss of appetite.
22:08	<b>VIEWPOINTS EXPLAINED: TACKLING ADOLESCENT OBESITY</b>	2:12
	Synopsis: The American Academy of Pediatrics has just released a new set of guidelines urging pediatricians to take a more proactive and stringent approach for young patients struggling with obesity. We highlight some of these updated recommendations and the lasting effects of being obese early in life. Host: Ebony McMorris Compliance Issues: Obesity, Adolescent Health, Disease, Pediatrics	
24:20	<b>CULTURE CRASH: THE SEQUELS AND SPIN-OFFS THAT KEEP ON COMING</b>	2:06
	Synopsis: We discuss how sequels and new adaptations of films and TV shows have become more of the norm in Hollywood. Host: Evan Rook Compliance Issues Covered: TV, Film, Culture, Entertainment	
26:26	SPOTBREAK 5: Procter Gamble/Pepto Bismol Procter Gamble/Gain	:30 OUTCUE: ...longer lasting scent.
27:26	Program Conclusion	:30
27:56	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-19	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	5/7/2023	<b>Studio Producer</b>	Jason Dickey

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-21	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	5/21/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol AZO/Services Mashup	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: WHY DON'T MORE SCHOOLS TEACH FINANCIAL LITERACY?</b>	8:26
	Synopsis: Currently, only about 40 percent of students in the U.S. take a personal finance course before graduation. This means that most teenagers leave high school knowing little about saving, spending, student loans and how to do basic adult tasks like filing taxes. This week, we cover the push to change education legislation so more school curriculums incorporate a standalone financial literacy class.  Host: Gary Price. Guest: Tim Ranzetta, co-founder, Next Gen Personal Finance. Links for more info: <a href="https://www.ngpf.org/">https://www.ngpf.org/</a> <a href="https://twitter.com/NextGenPF?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/NextGenPF?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> Compliance Issues: Education, Personal Finance, Retirement, Financial Independence, Education Policy	
10:13	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Xeljanz Rheum Taco Bell/TacoGen2109 Procter Gamble/Mr. Clean Magic Eraser	:60 :30 :29
12:12	:02 PAUSE FOR LOCAL AVAIL	:02
12:14	<b>SEGMENT 2: THE ALLURE OF THE FOUR-DAY WORKWEEK</b>	8:37
	Synopsis: There's been a lot of media coverage this year around the 4-day workweek, but does it really make sense long-term? We discuss the pros, cons and if this shift is feasible for America's complex and varied workforce.  Host: Marty Peterson. Guests: Lindsay Cameron, assistant professor, management, Wharton School of Business, University of Pennsylvania; Charlotte Lockhart, managing director, co-founder, Four Day Week Global. Links for more info: <a href="https://mgmt.wharton.upenn.edu/profile/ldcamer/">https://mgmt.wharton.upenn.edu/profile/ldcamer/</a> <a href="https://www.4dayweek.com/">https://www.4dayweek.com/</a> Compliance Issues: Career, Labor Trends, Human Resources, Mental Health, Parenting, Economy.	
20:51	SPOTBREAK 4: Procter Gamble/Gain Ond ADU Napa/Napa Upfront 2023	:30 :30
21:51	<b>VIEWPOINTS EXPLAINED: ANOTHER WEEK, ANOTHER MASS SHOOTING</b>	2:15
	Synopsis: 2023 is on pace to be the deadliest year on record for mass killings in America. Even as shootings continue and public outrage grows, little has been done to curb these horrific events. Host: Ebony McMorris Compliance Issues: Gun Control, Mass Shootings, Politics	
24:06	<b>CULTURE CRASH: ONE OF OUR FAVORITE SCI-FI READS</b>	2:18
	Synopsis: We highlight the six-part series "The Forward" – a riveting sci-fi read that's full of twists and turns. Host: Evan Rook Compliance Issues Covered: TV, Culture, Science	
26:24	SPOTBREAK 5: Procter Gamble/Pepto Bismol Indeed/Indeed Q2' 2023	:30 :30
27:24	Program Conclusion	:31
27:55	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-22	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	5/28/2023	<b>Studio Producer</b>	Jason Dickey

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

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Program Log for Viewpoints Radio

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

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AZO/Services Mashup Procter Gamble/Metamucil	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: BRIDGING THE GAP FOR LOW-INCOME FAMILIES</b>	8:56
	Synopsis: Over 40 percent of U.S. households struggle to afford necessities like groceries, gas, rent, Internet and healthcare. With rising costs, stagnating wages, and minimal federal assistance, it's become all too common to feel overwhelmed and stuck in a perpetual cycle of barely scraping by. We cover this growing crisis & how individuals and families can get help through their community network. Host: Gary Price. Guests: Stephanie Hoopes, national director, United for ALICE; Cherry, New Jersey resident. Links for more info: <a href="https://unitedforalice.org/">https://unitedforalice.org/</a> <a href="https://www.unitedway.org/">https://www.unitedway.org/</a> <a href="https://unitedforalice.org/national-overview">https://unitedforalice.org/national-overview</a> <a href="https://www.211.org/">https://www.211.org/</a> Compliance Issues: Low-Income Populations, Career, Inflation, Financial Hardship, Public Assistance, Nonprofit Organization, Parenting, Generational Poverty	
10:43	SPOTBREAK 2&3: Taco Bell/TacoGen Procter Gamble/Mr. Clean Magic Eraser Sherwin Williams/Memorial Day Sale Bank of America/Small Business	:30 :30 :30 :29
12:42	:02 PAUSE FOR LOCAL AVAIL	:02
12:44	<b>SEG. 2: CLIMATE CHANGE IN FULL BLOOM: THE IMPACT OF AN EARLIER SPRING &amp; SUMMER</b>	8:12
	Synopsis: If you live in the Midwest or Northeast, you probably enjoyed that brief stretch of 80-degree days this past April. While the warmer weather can be a nice change, this unusual and sudden shift has countless consequences on wildlife, plant species and the many industries that rely on predictable cycles. We speak with environmental expert Theresa Crimmins about the causes & effects of changing weather patterns. Host: Marty Peterson. Guest: Theresa Crimmins, director, USA National Phenology Network, research professor, School of Natural Resources and the Environment, University of Arizona. Links for more info: <a href="https://www.usanpn.org/usa-national-phenology-network">https://www.usanpn.org/usa-national-phenology-network</a> <a href="https://www.climatehubs.usda.gov/growing-seasons-changing-climate">https://www.climatehubs.usda.gov/growing-seasons-changing-climate</a> <a href="https://www.usanpn.org/nn/welcome">https://www.usanpn.org/nn/welcome</a> <a href="https://now.northropgrumman.com/are-summer-getting-longer-or-are-the-seasons-shifting/">https://now.northropgrumman.com/are-summer-getting-longer-or-are-the-seasons-shifting/</a> Compliance Issues: Climate Change, Weather Patterns, Agriculture, Wildlife Species, Migration, Economy	
20:56	SPOTBREAK 4: Target Stores/Mass Communal Chick-Fil-A/Chick-Fil-A-CFA Nat	:30 :31
21:57	<b>VIEWPOINTS EXPLAINED: A NEW WARNING BY THE U.S. SURGEON GENERAL</b>	2:30
	Synopsis: The U.S. Surgeon General recently issued an advisory on the dangers of heavy social media use early in life. We discuss why experts are urging parents, politicians, and companies to act now. Host: Ebony McMorris Compliance Issues: Social Media, Child Development, Mental Health, Public Health	
24:27	<b>CULTURE CRASH: A REVIEW OF THE THRILLER, "MISSING"</b>	2:00
	Synopsis: We talk about the new-to-Netflix movie, "Missing" – a thriller that follows one daughter's quest to find her missing loved ones who vanish while on a trip to Colombia. Host: Evan Rook Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: Pfizer Consumer Healthcare/Xeljanz Rheum	:60
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-24	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	6/11/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Charmin AA Taco Bell/TacoGen	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: THE 10,000 YEAR RELATIONSHIP: OUR LONG-HELD FASCINATION &amp; LOVE FOR CATS</b>	7:55
	Synopsis: Cats get a lot of hate across the world for being un-trainable, moody, and, at times, hard to figure out. This week – we cover all things cats and why these furry felines (who’ve long been human companions) are unique. Host: Gary Price. Guest: Jonathon Losos, evolutionary biologist, associate professor, biology, Washington University in St. Louis, author, <i>The Cat’s Meow: How Cats Evolved From the Savanna to Your Sofa</i> . Links for more info: <a href="https://www.penguinrandomhouse.com/books/610619/the-cats-meow-by-jonathan-b-losos/">https://www.penguinrandomhouse.com/books/610619/the-cats-meow-by-jonathan-b-losos/</a> <a href="https://biology.wustl.edu/people/jonathan-losos">https://biology.wustl.edu/people/jonathan-losos</a> <a href="http://www.nasonline.org/member-directory/members/20041833.html">http://www.nasonline.org/member-directory/members/20041833.html</a> <a href="https://twitter.com/JLosos?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/JLosos?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://source.wustl.edu/2023/04/a-cats-eye-view-of-one-of-the-most-beloved-pets/">https://source.wustl.edu/2023/04/a-cats-eye-view-of-one-of-the-most-beloved-pets/</a> Compliance Issues: Evolution, Wildlife, Animal Domestication, History, Culture, Civilizations, Science	
9:42	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Prevnar20 2023 Procter Gamble/Febreze Car Skechers/Skechers 2023	:60 :30 :30
11:42	:02 PAUSE FOR LOCAL AVAIL	:02
11:44	<b>SEG. 2: DE-BUNKING THE MISCONCEPTIONS &amp; STIGMAS OF ADHD</b>	9:50
	Synopsis: Nearly 10 percent of American children have ADHD. We speak with a clinical child psychologist at Harvard Medical School, Dr. Ellen Braaten, about the different types & presentations of this disorder, how it affects children and common challenges for diagnoses, acceptance, and treatment. Host: Marty Peterson. Guest: Dr. Ellen Braaten, clinical child psychologist, associate professor, psychology, Harvard Medical School, Director, Learning and Emotional Assessment Program, Massachusetts General Hospital, author, <i>Bright Kids Who Couldn’t Care Less</i> . Links for more info: <a href="https://chadd.org/">https://chadd.org/</a> , <a href="https://www.psychologytoday.com/us/psychiatrists">https://www.psychologytoday.com/us/psychiatrists</a> <a href="https://www.massgeneral.org/children/doctors/18025/ellen-braaten">https://www.massgeneral.org/children/doctors/18025/ellen-braaten</a> <a href="https://www.health.harvard.edu/authors/ellen-braaten-phd">https://www.health.harvard.edu/authors/ellen-braaten-phd</a> <a href="https://www.amazon.com/Bright-Kids-Couldnt-Care-Less/dp/1462547648">https://www.amazon.com/Bright-Kids-Couldnt-Care-Less/dp/1462547648</a> Compliance Issues: Learning Disorders, Child Development, Education, Parenting, Mental Health	
21:34	SPOTBREAK 4: Taco Bell/TacoGen Procter Gamble/Swiffer Wet Jet Base	:30 :30
22:34	<b>VIEWPOINTS EXPLAINED: THE UNCERTAINTIES OF LONG COVID</b>	1:42
	Synopsis: More than 1.1 million Americans have died from Covid-19. Now, three years after the onset of the pandemic, millions are still struggling with the side effects and long-term damage of the disease. Host: Ebony McMorris Compliance Issues: Health, Research, Virus, Pandemic, Patient Care, Aging	
24:16	<b>CULTURE CRASH: A TRIUMPHANT END TO A BRILLIANT SHOW</b>	2:11
	Synopsis: “Succession” has all the elements of a prime family drama. An ultra-rich, very public family that has no shortage of drama, conflict, and greed. We discuss the show’s final season on HBO. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Procter Gamble/Bounty AA Quicken Loans/Rocket Mortgage	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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**Program Log for Viewpoints Radio**

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

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

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Program Log for Viewpoints Radio

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

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

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