

WBEC-1420AM

Pittsfield, Massachusetts

ISSUES AND NEEDS REPORT

JANUARY – FEBRUARY – MARCH
2020

Compiled by Tom Conklin
News Director

Townsquare Media Berkshire 2020

WBEC-1420AM

Pittsfield, Massachusetts

Quarterly Issues Programs List

January 1st – March 31st, 2020

Section I. Issues

This station has identified the following issues as significant ones that are facing our community in this quarter:

- A. Available Insurance Coverage:** Many residents are not aware of what is covered under their medical insurance plan, and when an insurance provider adds a new covered item, often-times policy holders are not made aware of it – at least not unless they ask first. Such is the case with alternative therapies recently announced as being covered here in Massachusetts, by Blue Cross Blue Shield.
- B. Controversy in the Berkshire DA's Office:** The Berkshire District Attorney's Office found itself in a bit of a swirling controversy after a top attorney in the office resigned over a dispute about the release of documents. Jeanne Kempthorne, the district attorney's general counsel, stepped down when District Attorney Andrea Harrington told her not to release certain documents that she felt should be made public. This left a bitter taste in the mouths of many Berkshire County residents who weren't getting both sides of the story.
- C. Aging Berkshires and a Need for Caregivers:** The population of Berkshire County is aging and at the same time shrinking. As younger people leave the Berkshires upon graduating from college in order to find job opportunities that they are not finding here, long time residents are growing older. This is creating a real need for more caregivers – not only in nursing home and retirement homes, but also in our own homes. The problem is that the county just doesn't have the number of caregivers it needs to cater to this aging populous.
- D. Heart Health Awareness:** Heart disease is the number-one cause of death in the United States... no more here in the Berkshires than anywhere else probably but it remains a very important issue that must be taken seriously. It is compounded in the Berkshires as the county's population is aging.
- E. Coronavirus Crisis in the Berkshires:** As COVID-19 rose to pandemic levels, residents in the Berkshire eventually came to see the Coronavirus as a serious threat. When the first cases started to appear here in the Berkshires, unease began to build in the community. The initial lack of a proper supply of masks and testing supplies created additional fears.

Section II. Responsive Programs

This station has broadcast programming dealing with each of the above-referenced issues. The programming dealing with each issue is set out below.

A. Available Insurance Coverage:

City Talk – Broadcast on January 10, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. Archive show: Many residents are not aware of what is covered under their medical insurance plan, and when an insurance provider adds a new covered item, often-times policy holders are not made aware of it. In this edition of City Talk, we aired a program that ran on our sister station, WSBS, in Great Barrington. Host of that program, State Rep. William Pignatelli interviewed Dr. Kent Duckworth, the Medical Director of Behavior Health at Blue Cross Blue Shield of Massachusetts. They spoke about alternative therapies, such as acupuncture, that are now being covered by BCBS. These are potentially helpful therapies that many residents never considered because they were not covered under their medical plans.

City Talk – Broadcast on February 7, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. Archive show: Many residents are not aware of what is covered under their medical insurance plan, and when an insurance provider adds a new covered item, often-times policy holders are not made aware of it. In this edition of City Talk, we aired a program that ran on our sister station, WSBS, in Great Barrington. Host of that program, State Rep. William Pignatelli interviewed Dr. Kent Duckworth, the Medical Director of Behavior Health at Blue Cross Blue Shield of Massachusetts. They spoke about alternative therapies, such as acupuncture, that are now being covered by BCBS. These are potentially helpful therapies that many residents never considered because they were not covered under their medical plans.

B. Controversy in the Berkshire DA's Office:

City Talk – Broadcast on January 17, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. A top attorney in the Berkshire District Attorney's Office resigned over a dispute about the release of documents. Jeanne Kempthorne, the district attorney's general counsel, stepped down when District Attorney Andrea Harrington told her not to release certain documents that she felt should be made public. Berkshire County residents weren't getting both sides of the story, and that was putting the office in a very bad light. On this program Tom interviews Berkshire District Attorney Andrea Harrington in order to give a chance to tell her side of the story and to provide a balance of the facts as presented by both Harrington and Kempthorne. Also discussed were leveled accusations about Harrington running the DA's Office as if it were a political position.

C. Aging Berkshires and a Need for Caregivers:

City Talk – Broadcast on January 24, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. The population of Berkshire County is aging and at the same time shrinking. This is leading to the need for more caregivers to cater to the aging population. On this edition of City Talk, we aired a program that ran on our sister station, WSBS, in Great Barrington. Host of that program, State Rep. William Pignatelli had on several guests representing the caregiver industry. They discussed the growing need for caregivers and the opportunity that presents for young people who are looking for a career path upon graduation from college.

City Talk – Broadcast on March 27, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. The population of Berkshire County is aging and at the same time shrinking. This is leading to the need for more caregivers to cater to the aging population. On this edition of City Talk, we aired a program that ran on our sister station, WSBS, in Great Barrington. Host of that program, State Rep. William Pignatelli had on several guests representing the caregiver industry. They discussed the growing need for caregivers and the opportunity that presents for young people who are looking for a career path upon graduation from college.

D. Heart Health Awareness:

City Talk – Broadcast on February 28, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. On this edition of City Talk, Tom interviews Dr. Nancie Fitch. Topics included the factors that lead to and the prevention of heart disease, heart attack, and cardiac arrest; proper heart nutrition; heart health exercise ideas: stroke; and stroke prevention.

City Talk – Broadcast on March 20, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. On this edition of City Talk, Tom interviews Dr. Nancie Fitch. Topics included the factors that lead to and the prevention of heart disease, heart attack, and cardiac arrest; proper heart nutrition; heart health exercise ideas: stroke; and stroke prevention.

E. Coronavirus Crisis in the Berkshires:

City Talk – Broadcast on March 13, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. As concern about the Coronavirus began to grow in the Berkshires, Massachusetts Governor Charlie Baker came to the City of Pittsfield to address the media. City Talk was able to obtain a complete recording of the Governors press conference and Tom presented it to listeners the very next day. Governor Baker spoke about what the

state could expect in the weeks and months ahead, prevention methods, and to some extent was able to quell fears over the apparent lack of masks and testing supplies.

Section III. Additional Programs

City Talk - Broadcast on January 3, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. On this edition of City Talk, Tom and guest co-host Bill Ferrell have a conversation with Boston Red Sox Historian, Gordon Edes. Topics included potential free agency moves, area Red Sox events, team expectations, and spring training. This was of course before the Coronavirus showed up and significantly delayed the start of the MLB season.

City Talk - Broadcast on February 14, 11:30 AM; Duration 30 Minutes. This is a public-affairs program, hosted by News Director, Tom Conklin. On this edition of City Talk, Tom interviews Andy Strasberg. Andy formerly worked in the front office of the San Diego Padres and was a long-time friend of NY Yankees legend, Roger Maris.

***All of these programs which originally air on Friday, are rebroadcast on the following Sunday at 10:00 A.M.**

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Berkshire Health with Mike Leary

Berkshire Health, hosted by broadcast veteran and currently Berkshire Medical Center's Director of Public Relations, Mike Leary, airs on WBEC-AM on Sunday mornings at 10:30.

Townsquare Media-Berkshire 2020

Berkshire Health w/ Mike Leary (1QTR 2020)

WBEC-AM	5-Jan	10:30 AM	WEIGHTLOSS SURGERY	30 Minutes
WBEC-AM	12-Jan	10:30 AM	CHILDHOOD EDUCATION	30 Minutes
WBEC-AM	19-Jan	10:30 AM	INFLAMATION	30 Minutes
WBEC-AM	26-Jan	10:30 AM	HOSPITALIST MEDICINE	30 Minutes
WBEC-AM	2-Feb	10:30 AM	TOXINS IN PRODUCE	30 Minutes
WBEC-AM	9-Feb	10:30 AM	FALLS PREVENTION	30 Minutes
WBEC-AM	16-Feb	10:30 AM	WELLNESS SLOPE	30 Minutes
WBEC-AM	23-Feb	10:30 AM	BLOOD DONATIONS	30 Minutes
WBEC-AM	1-Mar	10:30 AM	STROKE	30 Minutes
WBEC-AM	8-Mar	10:30 AM	CARDIAC SERVICES	30 Minutes
WBEC-AM	15-Mar	10:30 AM	OPIOID MEDICAL TREATMENT	30 Minutes
WBEC-AM	22-Mar	10:30 AM	SPIRITUAL CARE	30 Minutes
WBEC-AM	29-Mar	10:30 AM	URGENT CARE	30 Minutes

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VIEWPOINTS

This is a sample of Viewpoint programs aired during this quarter. The program airs on WBEC-1420AM Sundays at 9:00 AM.

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News Director

Townsquare Media Berkshire 2020

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

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

Program 20-01		Writers/Producers: Amirah Zaveri, Annie Krall & Evan Rook	
Air Week:		Studio Production: Jason Dickey	
1/5/20			
SEGMENT 1: A BRIEF HISTORY OF SKIN MARKING		Time	Duration
Synopsis: Humans have always practiced various forms of self-expression, whether that's through written word, music, art or some other outlet. The art of tattooing is one such form that dates back to thousands of years ago. We speak with a history expert, Craig Koslofsky about some of the earliest tattoo designs and how they were achieved as well as other skin alteration methods including scarification and branding.		1:47	10:20
Host: Gary Price			
Guests: Craig Koslofsky, history professor, University of Illinois at Urbana-Champaign, author, Evening's Empire: A History of the Night in Early Modern Europe.			
Compliance issues covered: History, Culture, Art, Design, Literature, Religion, Disease, Health			
Links for more information: https://www.amazon.com/Evenings-Empire-History-Studies-European/dp/0521721067 https://earlymoderndailylife.wordpress.com/ https://history.illinois.edu/directory/profile/koslof			
SEGMENT 2: THE PITALLS OF SOCIAL MEDIA AS AN ATHLETE		Time	Duration
Synopsis: Being a college or professional athlete is hard enough. Throw on top of that the constant commentary online and it can sometimes be hard to look away from what people are saying. Two football players offer up their thoughts on the pros and cons of social media and how to stay focused and positive.		14:10	8:17
Host: Marty Peterson			
Guests: Joshua Perry, former linebacker, Indianapolis Colts, San Diego Chargers, The Ohio State University. Johnny Davidson, senior quarterback, Washington University at St. Louis			
Compliance issues covered: Sports, Social Media, Mental Health, Technology, Education, Career			
Links for more information: https://www.washubears.com/sports/fball/2018-19/bios/davidson_johnny_10a4 http://www.nfl.com/player/joshuaperry/2555326/profile https://twitter.com/RIP_JEP?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://en.wikipedia.org/wiki/Joshua_Perry			
CULTURE CRASH THE 2020 BLOCKBUSTER LINEUP		Time	Duration
Synopsis: A new year means a new lineup of highly anticipated movie releases. We cover some of the biggest films for 2020 from the new Top Gun sequel featuring Tom Cruise to Christopher Nolan's new action movie, Tenet.		23:27	3:00
Host & Producer: Evan Rook			
Compliance issues covered: Film, Cinema, Culture,			

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

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

SEGMENT 1: SPREADING WORD OF THE 2020 U.S. CENSUS	Time	Duration
<p>Synopsis: The 2020 census is just around the corner. We speak with an employee from the U.S. Census Bureau about the importance of taking part in the nationwide survey and how the government is reaching students and their families through new in-school programs.</p> <p>Host: Gary Price</p> <p>Guests: Victoria Glasier, Chief of the Statistics in Schools Program, U.S. 2020 Census Bureau.</p> <p>Compliance issues covered: History, Culture, Government, Finance, Economy, Diversity, Education, Budget</p> <p>Links for more information: https://2020census.gov/en/jobs.html https://www.census.gov/schools/ https://www.census.gov/</p>	1:48	6:44

SEGMENT 2: ADDICTION: WHY IT HAPPENS AND HOW TO HELP ADDICTS BACK FROM THE EDGE	Time	Duration
<p>Synopsis: Millions of Americans are addicted to alcohol and drugs, and many of them eventually end up unemployed, broken, separated from their families and homeless. We talk to an author who's battled alcohol and drug addiction for many years and finally found help through treatment. We also speak with a psychologist about the causes of addiction and why some people are more likely to become addicts than others.</p> <p>Host: Marty Peterson</p> <p>Guests: Ryan LaLumiere, psychologist, professor in the Psychology Dept., University of Iowa, and a specialist on addiction; Bob Allison, recovering addict, author of Saved by the Prince of Peace: Dungeon to Sky.</p> <p>Compliance issues covered: Addiction, Health, Relationships, Education, Government, Homelessness</p> <p>Links for more information: https://psychology.uiowa.edu/ https://www.samhsa.gov/ https://www.amazon.com/Saved-The-Prince-Peace-Dungeon/dp/0615950175/ref=sr_1_1?ie=UTF8&qid=undefined&sr=8-1&keywords=Saved+by+the+prince+of+peace</p>	10:35	11:32

CULTURE CRASH THE WWI EPIC, "1917"	Time	Duration
<p>Synopsis: We explore the new release, 1917 now playing in theaters. The new film, which is filmed acclaimed cinematographer, Roger Deakins, has an action-packed storyline that does not disappoint.</p> <p>Host & Producer: Evan Rook</p> <p>Compliance issues covered: Film, War, Culture, History</p>	23:07	3:20

Program 20-03 Writers/Producers: Amirah Zaveri & Evan Rook
Air Week: 1/19/20
Studio Production: Jason Dickey

SEGMENT 1: ARTIC EXPLORATION: THE DEMISE OF THE 1881 GREELY EXPEDITION

Synopsis: In 1881, Lt. Adolphus Greely and 24 men set out on a voyage to explore the northernmost Polar Arctic where few had ventured before. The goal was to collect vast amounts of scientific data of the unknown region and hopefully reach the North Pole. But the expedition soon went awry when no resupply made it to the camp for two years and the men were left to fend for themselves. Starvation, frostbite and even tales of cannibalism soon followed in this historic tale of exploration and survival.	1:47	12:01
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Host: Gary Price

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

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

Links for more information: <https://www.pbs.org/wgbh/americanexperience/films/greely/>
https://www.amazon.com/Labyrinth-Ice-Triumphant-Tragic-Expedition/dp/1250182190/ref=sr_1_1?crid=16RL48KEMVNWQ&keywords=labyrinth+of+ice&qid=1578677548&srefix=laby%2Caps%2C152&sr=8-1
<http://buddylevy.com/index.html>

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

Synopsis: Roughly 15 percent of 25 to 35-year-olds are back living with their parents, according to a 2016 study by Pew Research Center – and this number is only on the rise. Higher rent, cost of living and student debt are all contributing factors, however, there are some young adults stuck in an unmotivated, directionless state labeled as “failure to launch” We break down the term and what parents can do to nudge their young adults along.	15:50	7:31
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Host: Marty Peterson

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

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

Links for more information: <https://www.penguinrandomhouse.com/books/607785/failure-to-launch-by-mark-mcconville-phd/>
<https://www.amazon.com/Failure-Launch-Twentysomething-Hasnt-Grown/dp/0525542183>
<https://www.nytimes.com/2019/09/03/opinion/college-graduates.html>
<https://www.nytimes.com/2017/10/11/magazine/why-are-more-american-teenagers-than-ever-suffering-from-severe-anxiety.html>

CULTURE CRASH: DAVE EGGERS: A LEADER IN LITERARY WRITING

Synopsis: Author Dave Eggers has been a cult hero since his 2000 memoir A Heartbreaking Work of Staggering Genius took readers on a wild and enthralling ride. Now, almost two decades later he's still producing novels that push the boundaries of dialogue and prose.	24:15	2:12
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Host & Producer: Evan Rook

Compliance issues covered: Literature, Writing, Culture

Program 20-04		Writers/Producers: Amirah Zaveri & Evan Rook	
Air Week: 1/26/20		Studio Production: Jason Dickey	
SEGMENT 1: FINDING JOY AGAIN THROUGH SMALL CHANES		Time	Duration
Synopsis: When life gets tough it can be hard to find gratitude and joy in the little things. We speak with two authors about how to take small steps each day in order to think positive and refocus on what's important Host: Gary Price Guests: Sarah Ban Breathnach, author, Simple Abundance: 365 Days to a Balanced and Joyful Life. Rachel Bertsche, journalist, author, The Kids Are in Bed: Finding Time for Yourself in the Chaos of Parenting.		1:48	11:01
Compliance issues covered: Literature, Mental Health, Journaling, Parenting, Social Media, Failure Links for more information: https://twitter.com/simpleabundance?lang=en https://www.barnesandnoble.com/w/simple-abundance-sarah-ban-breathnach/1130780118?ean=9781538735022 https://twitter.com/rberch?lang=en https://www.amazon.com/gp/product/1524744018/ref=dba_def_rwt_bibl_vppi_i0 http://www.sarahbanbreathnach.com/			
SEGMENT 2: A NEW MINDSET ON EXERCISE: TAKING SMALL STEPS TO MAKE A BIG DIFFERENCE		Time	Duration
Synopsis: Hate the stairmaster? Dread the treadmill? Exercise doesn't have to be an anxiety-inducing, hour-long activity. It can be getting a group of friends together for an axe-throwing session or even going on a ten-minute walk during lunch. Each little bit of movement matters. We uncover how taking on a different mindset to activity can lead to better habits and a happier life. Host: Marty Peterson Guests: Kelly McGonigal, research psychologist, author, Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection and Courage; Davonian Mackenzie, personal trainer, Southport Fitness in Lakeview, Chicago.		14:51	8:01
Compliance issues covered: Exercise, Health, Mental Health, Relationships, Gym, Hobbies, Personal Care Links for more information: https://www.southportfitness.com/ https://www.ted.com/talks/kelly_mcgonigal_how_to_make_stress_your_friend http://kellymcgonigal.com/ https://www.facebook.com/SouthportFitness/			
CULTURE CRASH: OSCAR SEASON		Time	Duration
Synopsis: This year's Oscar nominations are out and there are some good contenders in the mix, but a few movies that were looked over. We delve into some of our favorite films from 2019 that didn't make the nomination cut, but are still worth the watch.		23:46	2:41
Host & Producer: Evan Rook Compliance issues covered: Films, Awards, Acting			

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

Program 20-06 Writers/Producers: Amirah Zaveri & Evan Rook		
Air Week: 2/9/20 Studio Production: Jason Dickey		
SEGMENT 1: VOTER ERROR: HOW A TRIP TO THE DMV TURNED INTO YEARS OF LEGAL WOES	Time	Duration
Synopsis: Can it ever be too easy to cast a ballot in an American election? The answer is yes. Filipino immigrant Elizabeth Keathley mistakenly registered to vote while at a DMV in Illinois through a law best known as the Motor Voter Law. This originally well-intentioned program is now trapping hundreds of immigrants into federal charges and possible deportation for an act they didn't fully comprehend to begin with.	1:48	11:28
Host: Gary Price Guests: Richard Hanus, immigration lawyer; Elizabeth Keathley, immigration client Compliance issues covered: Immigration, Voting, Law, Legal Problems, Culture, Government, Politics Links for more information: https://www.usavisacounsel.com/about-us http://waterwell.org/production/courtroom/ https://caselaw.findlaw.com/us-7th-circuit/1609918.html		
SEGMENT 2: WHAT HAPPENS WHEN MATHEMATICAL CALCULATIONS GO WRONG?	Time	Duration
Synopsis: The field of mathematics is still seen as a boring and overly complex field by many. But Matt Parker, a former math teacher turned popular YouTuber, is working to fix that stubborn mindset. In his new book, he illustrates the powerful and interesting side of math through real-life examples that have failed because someone's calculations were just slightly off.	15:12	7:32
Host: Marty Peterson Guests: Matt Parker, mathematician, YouTuber, author Humble Pi: When Math Goes Wrong in the Real World Compliance issues covered: Math, Education, Industry, Career, Science, Engineering, Computer Science Links for more information: https://www.penguinrandomhouse.com/books/610964/humble-pi-by-matt-parker/ https://www.youtube.com/channel/UCoxcjq-8xIDTYp3uz647V5A http://standupmaths.com/ https://www.youtube.com/channel/UCSju5G2aFaWMqn-0YBtq5A		
CULTURE CRASH: REMEMBERING THE LEGEND: KOBE BRYANT	Time	Duration
Synopsis: It can sometimes still feel unreal that NBA superstar Kobe Bryant is gone. The retired Los Angeles Lakers player was more than just an athlete, but a tremendous idol to millions of people across the world. We discuss his legacy and the fragility of life.	23:44	2:43
Host & Producer: Evan Rook Compliance issues covered: Sports, Basketball, Death, Mentor, Culture, History, Career		

Program 20-07 Writers/Producers: Amirah Zaveri, Annie Krall & Evan Rook
Air Week: **Studio Production:** Jason Dickey
2/16/20

SEGMENT 1: COLORING OUTSIDE THE LINES
Time Duration

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

1:47 10:22

Host: Gary Price

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

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

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

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

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

14:11 8:50

Host: Marty Peterson

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

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

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

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

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

24:01 2:27

Host & Producer: Evan Rook

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

Program 20-08		Writers/Producers: Amirah Zaveri & Evan Rook	
Air Week: 2/23/20		Studio Production: Jason Dickey	
SEGMENT 1: REDEFINING SUGAR: ENJOYING SWEET TREATS WITHOUT THE GUILT	Time	Duration	
Synopsis: From sugary lattes to grocery staples like yogurt and bread, sugar still seems to be lurking everywhere. Even with greater awareness, it can still be hard to avoid the cookies and cake if you're craving something sweet. Viewpoints speaks with baking blogger, Elif Yamangil and cookbook author, Jennifer Tyler Lee about the importance of limiting sugar in your diet and how to do so while still indulging in some healthier sweets. Host: Gary Price Guests: Elif Yamangil, engineer at Google, creator of the blog, Plenty Sweet; Jennifer Tyler Lee, author Half the Sugar, All the Love Compliance issues covered: Baking, Cooking, Health, Sugar Intake, Disease, Education, Motherhood Links for more information: http://www.plentysweet.net/ https://www.instagram.com/plentysweet200/ https://www.52newfoods.com/ https://www.amazon.com/gp/product/1523504234/ref=db_a_def_rwt_bibl_vppl_i0 https://www.wellplated.com/	1:48	12:09	
SEGMENT 2: BORN INTO SLAVERY: FIRSTHAND PERSPECTIVES OF FORMING ENSLAVED MEN AND WOMEN	Time	Duration	
Synopsis: Imagine being born into slavery in the South. You have not a dime to your name, received no education and all you know are the surrounding fields of a plantation. What would you do after slavery is abolished? How would you start over? February is Black History Month. As we remember the past and the history of slavery in America, it's important to not only take in the perspectives of historians and educators, but also direct firsthand accounts from the people who lived through this experience. Viewpoints' speaks with historian and photographer, Richard Cahan, co-author of the new book River of Blood: American Slavery From the People Who Lived It. Host: Marty Peterson Guests: Richard Cahan, co-author, River of Blood: American Slavery From the People Who Lived It Compliance issues covered: Black History Month, Education, History, Literature, Inequality, Race, Poverty Links for more information: https://www.cityfilespress.com/books/river-of-blood/ https://www.amazon.com/River-Blood-American-Slavery-People/dp/0991541855 https://www.loc.gov/collections/slave-narratives-from-the-federal-writers-project-1936-to-1938/about-this-collection/ https://twitter.com/picturetweeter?lang=en	15:59	6:57	
CULTURE CRASH: THE JOY OF TV COMEDY SPECIALS	Time	Duration	
Synopsis: Sometimes you don't want a critically acclaimed show or Oscar-worthy movie, but rather something funny like a cheesy rom-com or a bit of classic stand-up. We discuss two Bo Burnham comedy specials that are now streaming on Netflix Host & Producer: Evan Rook Compliance issues covered: Television, Culture, Comedy, Streaming	23:56	2:30	

Program 20-09 Writers/Producers: Amirah Zaveri & Evan Rook		
Air Week: 3/1/20 Studio Production: Jason Dickey		
SEGMENT 1: BODY-WORN CAMERAS: IS FAST-CHANGIN TECH LEADING TO BETTER POLICING?	Time	Duration
Synopsis: Today, body-worn cameras are a mainstay in many police departments across the country. While the new technology increases transparency, is it leading to better relationships between the public and police? How are innovations in the field - including the incorporation of artificial intelligence - changing officers' day-to-day duties?	1:48	10:48
Host: Gary Price Guests: Daniel Lawrence, Senior Research Associate, Urban Institute; Rick Smith, Founder, CEO, Axon Enterprise Inc.		
Compliance issues covered: Police, Community Relations, Minorities, Technology, Artificial Intelligence		
Links for more information: https://www.axon.com/products/axon-body-3 https://www.urban.org/author/daniel-lawrence https://www.cam.ac.uk/research/news/use-of-body-worn-cameras-sees-complaints-against-police-virtually-vanish-study-finds		
SEGMENT 2: THE ROLE OF COMPANIES IN PROTECTING THE PLANET'S BIODIVERSITY	Time	Duration
Synopsis: 1,000,000 animal and plant species now face the threat of extinction. As more than 80 percent of all global biodiversity lives on private land, what is the role of corporations when it comes to protecting these endangered species? Viewpoints speaks with Margaret O'Gorman, president of the Wildlife Habitat Council, about the creative and adaptive policies companies can take to make a difference.	14:38	8:04
Host: Marty Peterson Guests: Margaret O'Gorman, President, Wildlife Habitat Council		
Compliance issues covered: Biodiversity, Animal Species, Human Development, Business, Economy, Environment, Extinction, Endangered Species, Corporations, Global Issues		
Links for more information: https://www.wildlifehc.org/ https://www.wildlifehc.org/bio/margaret-ogorman/ https://twitter.com/OGormanWHC?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.gmsustainability.com/manage/operations.html		
CULTURE CRASH: THE ENDLESS TWISTS IN NBC'S THIS IS US	Time	Duration
Synopsis: The hit drama, This is Us has led its viewers down a puzzling, sometimes draining series of twists and turns throughout the last four seasons – but is the show finally fizzling out?	23:42	2:46
Host & Producer: Evan Rook Compliance issues covered: Television, Culture		

Program 20-10		Writers/Producers: Amirah Zaveri, Polly Hansen & Evan Rook	
Air Week: 3/8/20		Studio Production: Jason Dickey	
SEGMENT 1: GLOSSIER TO WARBY PARKER: STARTUPS THAT ARE REDEFINING THE RETAIL GAME	Time	Duration	
<p>Synopsis: If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades?</p> <p>Host: Gary Price</p> <p>Guests: Lawrence Ingrassia, former business editor, deputy managing editor, The New York Times, author, The Billion Dollar Brand Club</p> <p>Compliance issues covered: Business, Startups, Entrepreneurship, Internet, Social Media, Revenue</p> <p>Links for more information: http://www.larryingrassia.com/ https://www.wsj.com/articles/billion-dollar-brand-club-review-clicking-the-disrupt-button-11580773644 https://www.amazon.com/Billion-Dollar-Brand-Club-Disruptors/dp/1250313066 https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/thinking-inside-the-subscription-box-new-research-on-ecommerce-consumers</p>	1:48	9:24	
SEGMENT 2: MOVE OVER ALBERT: UNCOVERING FEMALE SCIENCE GENIUSES OF THE PAST	Time	Duration	
<p>Synopsis: What exactly classifies a person as a genius? Are there biological differences between male and female geniuses? Viewpoints' explores these questions and highlights a few overlooked female scientists throughout history.</p> <p>Host: Marty Peterson</p> <p>Guests: Janice Kaplan, author, The Genius of Women, From Overlooked to Changing the World; Catherine Whitlock, author, Ten Women Who Changed Science and the World</p> <p>Compliance issues covered: Science, Gender, Research, History, Health, Literature, War, Women's Rights</p> <p>Links for more information: https://www.catherinewhitlock.co.uk/ https://www.amazon.com/Women-Changed-Science-World-Levi-Montalicini/dp/1635766109 https://twitter.com/JaniceKaplan2?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.amazon.com/Genius-Women-Overlooked-Changing-World/dp/1524744212 https://www.janicekaplan.com/</p>	13:16	9:24	
CULTURE CRASH: THE BEAUTY OF "BETTER CALL SAUL"	Time	Duration	
<p>Synopsis: Better Call Saul is the show we never knew we needed after the hit show Breaking Bad came to a close. Season 5 of the show is now airing on AMC.</p> <p>Host & Producer: Evan Rook</p> <p>Compliance issues covered: Television, Culture</p>	23:41	2:46	

Program 20-11		Writers/Producers: Amirah Zaveri, Pat Reuter & Evan Rook	
Air Week:	Studio Production: Jason Dickey		
3/15/20			
SEGMENT 1: GETTING THINGS DONE: HINTS ON HOW TO DO IT BETTER		Time	Duration
Synopsis:	If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades?	1:47	13:00
Host:	Gary Price		
Guests:	David Allen, productivity consultant and author of Getting Things Done: The Art of Stress-Free Productivity; Steve McClatchy, founder of Alleer Training and Consulting, author of Decide: Work Smarter, Reduce Your Stress and Lead by Example		
Compliance issues covered:	Productivity, Career, Goals, Writing, Communication, Literature, Parenting		
Links for more information:	https://www.cnbc.com/2020/02/14/stanford-scientist-on-proven-habits-that-will-make-you-more-productive.html https://www.cnbc.com/2019/09/05/a-simple-guide-to-becoming-more-productivity-that-millions-swear-by.html https://gettingthingsdone.com/ https://alleer.com/		
SEGMENT 2: WHAT YOU DIDN'T KNOW ABOUT AMERICA'S FOUNDING FATHER		Time	Duration
Synopsis:	The white hair, rosy cheeks and stark complexion are what we often picture when we think of our first president. But behind his looks and historic accomplishments, what are some facts that are not as well publicized? Viewpoints’ speaks with history buff and author, Alexis Coe to learn more about the man, the myth: George Washington.	16:50	6:13
Host:	Marty Peterson		
Guests:	Alexis Coe, author, You Never Forget Your First: A Biography of George Washington.		
Compliance issues covered:	History, Presidency, Politics, Government, War, Culture, Literature		
Links for more information:	https://www.whitehouse.gov/about-the-white-house/presidents/george-washington/ https://twitter.com/alexiscoe?lang=en https://www.alexiscoe.com/ https://www.amazon.com/gp/product/0735224102/ref=dbs_a_def_rwt_hsch_vapi_taft_p1_i0		
CULTURE CRASH: THE APPEAL OF MYSTERY MOVIES		Time	Duration
Synopsis:	From the classic 1985 film, Clue to the more recent release, Knives Out, the mystery genre can be just the right pick-me-up when you fall into a post-Oscar season movie slump. Viewpoints’ discusses some of our favorites from this genre.	24:06	2:21
Host & Producer:	Evan Rook		
Compliance issues covered:	Film, Culture, Film History		

Program 20-12		Writers/Producers: Amirah Zaveri & Evan Rook	
Air Week: 3/22/20		Studio Production: Jason Dickey	
SEGMENT 1: THE WONDERS OF REMOVING CLOTHING CLUTTER		Time	Duration
Synopsis: Ever feel like each morning you look at your closet, and despite the large number of clothes, never really have anything to wear? This abundance of extra fabric not only takes up space but also can be a burden to your headspace. We speak with two experts about how to shop and consume less as well as best organize the items you already have.		1:47	8:48
Host: Gary Price			
Guests: Courtney Carver, author, Project 333: The Minimalist Fashion Challenge That Proves Less Really is So Much More; Rachel Rosenthal, founder & CEO, Rachel & Company			
Compliance issues covered: Consumerism, Waste, Shopping, Mental Health, Finance, Home Organization			
Links for more information: https://bemorewithless.com/ https://twitter.com/bemorewithless?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.rachelrosenthal.co/ https://twitter.com/rachelorganizes			
SEGMENT 2: THE RESURGENCE OF HAND EMBROIDERY: CRAFTIVISM THROUGH CROSS-STITCHING		Time	Duration
Synopsis: In a moment where many are practicing ‘social distancing’, it can be a good opportunity to put down your phones and pick up a stress-relieving solo hobby. We speak with Shannon Downey, creator of Badass Cross Stitch, about the simplicity and art of cross-stitching as well as how she’s used it to channel social issues		12:39	10:29
Host: Marty Peterson			
Guests: Shannon Downey, creator of Badass Cross Stitch.			
Compliance issues covered: Art, Craft, History, Activism, Hobby, Education, Community, Mental Health			
Links for more information: https://www.instagram.com/badasscrossstitch/?hl=en http://www.badasscrossstitch.com/ https://www.projectfirechicago.org/			
CULTURE CRASH: THE NEW SCI-FI MYSTERY SERIES "DEVS"		Time	Duration
Synopsis: Devs has only released a handful of episodes on Hulu so far, but the sci-fi thriller has already generated a lot of buzz for its gripping plot and eerie feels. We dive into the limited series featuring leads Nick Offerman and newcomer, Sonoya Mizuno.		24:10	2:17
Host & Producer: Evan Rook			
Compliance issues covered: Television, Science Fiction, Streaming			

Program 20-13		Writers/Producers: Amirah Zaveri & Evan Rook	
Air Week: 3/29/20		Studio Production: Jason Dickey	
SEGMENT 1: CANNIBIS: A COMPLICATED HISTORY		Time	Duration
Synopsis: Human use of cannabis dates back to tens of thousands of years ago. And the drug wasn't just used in medicinal or recreational settings, but also part of religious ceremonies or used by warriors before wartime battle. We speak with pharmacology expert Dr. Richard Miller about the drugs global history and its prohibition in the U.S. over the last 70 years.		1:47	10:10
Host: Gary Price Guests: Dr. Richard Miller, professor of pharmacology, Northwestern University Feinberg School of Medicine.			
Compliance issues covered: History, Medicine, Health, Pharmacology, Drug Use, Politics, Propaganda			
Links for more information: https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12007 https://news.northwestern.edu/for-journalists/faculty-experts/expert/richard-miller-phd https://www.history.com/topics/crime/history-of-marijuana			
SEGMENT 2: FALLING THROUGH A CLOUD: LIVING WITH COGNITIVE DECLINE		Time	Duration
Synopsis: World-renowned flutist and CBS correspondent Eugenia Zukerman was diagnosed with dementia and Alzheimer's three years ago. She details her experience living with the progressive disease and how she keeps a positive mindset despite the losses.		14:01	8:53
Host: Marty Peterson Guests: Eugenia Zukerman, flutist, writer and journalist, author, Like Falling Through a Cloud: A Lyrical Memoir of Coping with Forgetfulness, Confusion and a Dreaded Diagnosis			
Compliance issues covered: Alzheimer's, Dementia, Aging, Senior Citizen, Health, Family, Music			
Links for more information: https://www.eugeniazukerman.com/ https://www.npr.org/2019/11/09/777569730/in-like-falling-through-a-cloud-eugenia-zukerman-explores-her-changing-mind https://www.amazon.com/Like-Falling-Through-Cloud-Lyrical/dp/1732491224			
CULTURE CRASH: PASSING THE TIME DURING THIS PERIOD OF "SOCIAL DISTANCING"		Time	Duration
Synopsis: We discuss some of the best selections now streaming on Netflix as millions turn to movies right now for evening entertainment.		23:54	2:39
Host & Producer: Evan Rook			
Compliance issues covered: Film, Culture, Streaming			

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NEWS

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