

**WNKN-FM**

**“ISSUES AND NEEDS” REPORT FOR THIRD QUARTER**

**JULY 1, 2023- SEPTEMBER 30, 2023**

**NEWSCAST CONTENT**

**LOCALLY PRODUCED NEWS BROADCASTS AND FINANCIAL  
INFORMATION BROADCAST 7X DAILY MONDAY THROUGH FRIDAY,  
FOR 140X MONTHLY.**

**PUBLIC AFFAIRS – FOOD, NUTRITION AND COOKING PROGRAM.**

**30-MINUTE LONG-FORM PROGRAM, LOCALLY PRODUCED,  
COVERING FOOD, NUTRITION AND COOKING. AIRS WEEKLY,  
SUNDAY 7:00AM-7:30AM**

**SUNDAYS**

**6:00AM - 6:30AM VIEWPOINTS**

**6:30AM - 7:00AM INFOTRAK**

**WEEKLY SUMMARY OF ABOVE ARE ATTACHED**

**WNKN PERIODICALLY ROTATED PSA'S FOR THE  
FOLLOWING ENTITIES THROUGHOUT THE DATES  
JULY 1, 2023- SEPTEMBER 30, 2023**

**Fatherhood.gov  
Goodwill Donations  
Ready.gov  
Finishyourdiploma.org  
Myoms.org  
The Center for Disease Control  
Asianlonghornedbeetle.com  
Womenshealth.va.gov  
Maketheconnection.net  
Worldvision.org  
Feedingamerical.org  
Americaletsdolunch.org  
The YMCA  
Fightblindness.org  
Child Car Safety from adcouncil.org**



Program Log for Viewpoints Radio

Program	VP 23-27	Written & Prod.	Amirah Zaveri & Evan Rook
Air Week	7/2/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Downy Rin & Ref Procter Gamble/Metamucil	:30
	OUTCUE: ...taking Metamucil everyday.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: "95 PERCENT LEFT TO DISCOVER": THE PEOPLE TASKED WITH UNCOVERING THE MANY MYSTERIES OF OUR UNIVERSE</b>	7:53
	Synopsis: We speak with Egyptian-American astrophysicist Sarafina El-Badry Nance about her experience earning a PhD in astrophysics. Before specializing in this field, she had to gain a good understanding of math, physics, and astronomy. She openly shares that these subjects never came naturally to her and it took a lot of hard work to get where she is today. Now, she's speaking out about the barrier to entry in these fields and the importance of greater inclusion and opportunities for those who've been historically excluded. Host: Gary Price. Guest: Sarafina El-Badry Nance, astrophysicist, PhD Candidate, University of California-Berkeley, author, <i>Starstruck: A Memoir of Astrophysics and Finding Light in the Dark</i> . Links for more info: <a href="https://www.instagram.com/starstrickensf/?hl=en">https://www.instagram.com/starstrickensf/?hl=en</a> <a href="https://twitter.com/starstrickensf?lang=en">https://twitter.com/starstrickensf?lang=en</a> <a href="https://bookshop.org/p/books/starstruck-a-memoir-of-astrophysics-and-finding-light-in-the-dark-sarafina-el-badry-nance/19082331?ean=9780593186794">https://bookshop.org/p/books/starstruck-a-memoir-of-astrophysics-and-finding-light-in-the-dark-sarafina-el-badry-nance/19082331?ean=9780593186794</a> Compliance Issues: Career, Science, Astrophysics, STEM, Space Exploration, Astronomy, Diversity in Science	
9:40	SPOTBREAK 2&3: Macy's/Reading is Fundamental Procter Gamble/Bounty Procter Gamble/Prilosec Procter Gamble/Always Fem Care	:30 :30 :30 :30
	OUTCUE: ...fear no gush.	
11:40	:02 PAUSE FOR LOCAL AVAIL	:02
11:42	<b>SEG. 2: "YOU NEED TO LOSE WEIGHT OR YOU'RE GOING TO DIE": WHAT ONE MAN DID NEXT</b>	9:36
	Synopsis: When you imagine who's a runner – who do you picture? Most Americans would describe a person who's lean, muscled, and fits into a certain body type category. Martinus Evans, runner, author & founder of the Slow A-F Run Club, is hoping to break this way of thinking. He argues that anyone – at any body size – can be a consistent runner. Evans shares his story of how he got into running and embodies his own mantra as a 300-pound-man who's run eight marathons. Host: Marty Peterson. Guest: Martinus Evans, runner, founder, Slow A-F Run Club, author, <i>Slow A-F Run Club: The Ultimate Guide for Anyone Who Wants to Run</i> . Links for more info: <a href="https://www.instagram.com/300poundsandrinning/?hl=en">https://www.instagram.com/300poundsandrinning/?hl=en</a> <a href="https://twitter.com/300lbsandrinning?lang=en">https://twitter.com/300lbsandrinning?lang=en</a> <a href="https://www.halhiqdon.com/training-programs/more-training/beginning-runners-guide/">https://www.halhiqdon.com/training-programs/more-training/beginning-runners-guide/</a> <a href="https://www.amazon.com/Slow-AF-Run-Club-Ultimate/dp/0593421728">https://www.amazon.com/Slow-AF-Run-Club-Ultimate/dp/0593421728</a> Compliance Issues: Exercise, Health, Mental Health, Career, Self-Confidence, Body Inclusion, Sports	
21:18	SPOTBREAK 4: Procter Gamble/Tide PGL Procter Gamble/Pepto Bismol	:30 :30
	OUTCUE: ...of children.	
22:18	<b>VIEWPOINTS EXPLAINED: WHAT DOES THE OCEANGATE DISASTER SIGNAL ABOUT EXTREME TOURISM?</b>	1:59
	Synopsis: A couple weeks ago, millions across the world were stuck to news reports focused on the search of the missing submersible vessel, Titan, which had fallen off the radar during its descent down to see the Titanic wreckage. Today, we know that the five passengers onboard the sub died due to a 'catastrophic implosion' onboard. We discuss the lack of regulations in this growing, private industry of extreme tourism. Host: Ebony McMorris Compliance Issues: Exploration, Tourism, Public Safety, Tourism Regulations, Government	
24:17	<b>CULTURE CRASH: A NEW SEASON OF "BLACK MIRROR"</b>	2:07
	Synopsis: We highlight the recent drop of season 6 of the hit Netflix anthology, "Black Mirror". Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:24	SPOTBREAK 5: Macy's Reading is Fundamental Procter Gamble/Mr. Clean Magic Eraser	:30 :30
	OUTCUE: ...look easy.	
27:24	Program Conclusion	:31
27:55	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 23-28	Written & Prod.	Amirah Zaveri & Evan Rook
Air Week	7/9/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Xeljanz Rheum	:45
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: NO TRAVEL PLANS THIS SUMMER? HOW TO MAKE THE MOST OUT OF WHERE YOU ARE ALREADY</b> Synopsis: High demand for travel this summer is leading to exorbitantly high prices for flights, hotels and rental cars. If traveling out of state this summer is out of the question (or you just want to spend more time at home), we offer up some ways to rediscover your own town, city, or region and gain a new perspective.  Host: Gary Price. Guest: Jessica Mlinaric, Chicago resident, writer, author, <i>Secret Chicago: A Guide to the Weird, Wonderful, and Obscure</i> . Links for more info: <a href="https://www.instagram.com/urbnexplorer/?hl=en">https://www.instagram.com/urbnexplorer/?hl=en</a> <a href="https://twitter.com/urbnexplorer?lang=en">https://twitter.com/urbnexplorer?lang=en</a> <a href="https://www.nytimes.com/2022/12/27/dining/restaurant-food-trends-2023.html">https://www.nytimes.com/2022/12/27/dining/restaurant-food-trends-2023.html</a> Compliancy Issues: Travel, Tourism, Exploration, Arts, Culture, Cuisine, History, Music, Personal Finance	9:35
11:22	SPOTBREAK 2&3: Macy's/Reading is Fundamental Procter Gamble/Magic Eraser Discover Products Inc/Discover Card Procter Gamble/Febreze Car Fresh	:30 :30 :30 :30
13:22	:02 PAUSE FOR LOCAL AVAIL	:02
13:24	<b>SEG. 2: WOULD YOU EVER SPEND \$63,000 ON A POUND OF RARE MUSHROOMS? SOME CHEFS SAY YES</b> Synopsis: Purveying for the top chefs across America is an ever-changing series of requests dependent on food trends and tastes. While some chefs are seeking out rare microgreens, others are looking for the finest cuts of beef. And these small quantities of in-demand ingredients come at a hefty price. We highlight the many niche aspects of fine dining and how we can all takeaway some learning points to infuse it into our own cooking at home. Host: Marty Peterson. Guests: Carrie Nahabedian, co-owner, executive chef, Brindille, Kostali by Naha; Susan Spungen, food stylist, cookbook author, <i>Open Kitchen: Inspired Food for Casual Gatherings</i> . Links for more info: <a href="https://www.instagram.com/susanspungen/?hl=en">https://www.instagram.com/susanspungen/?hl=en</a> <a href="https://www.epicurious.com/contributors/susan-spungen">https://www.epicurious.com/contributors/susan-spungen</a> <a href="https://www.instagram.com/carriehaha/?hl=en">https://www.instagram.com/carriehaha/?hl=en</a> <a href="https://twitter.com/cnaha?lang=en">https://twitter.com/cnaha?lang=en</a> <a href="https://www.jamesbeard.org/chef/carrie-nahabedian">https://www.jamesbeard.org/chef/carrie-nahabedian</a> Compliancy Issues: Innovation, Cooking, Cuisine, Food Trends, Fine Dining, Culture, Agriculture, Global Trade, Tourism	7:36
21:00	SPOTBREAK 4: Macy's/Reading is Fundamental Ebay/Ebay Parts & Accessories	:30 :30
22:00	<b>VIEWPOINTS EXPLAINED: THE 36-HOUR REBELLION WITHIN RUSSIA</b> Synopsis: Who is Yevgheny Prigozhin? The elusive leader of the mercenary force, The Wagner Group, is now globally known for the recent rebellion he launched against the Russian regime. We discuss the short-lived coup that's now known as the biggest uprising in Vladimir Putin's 23-year-reign.  Host: Ebony McMorris Compliancy Issues: War, Politics, Government, Conflict	2:01
24:01	<b>CULTURE CRASH: WHY ARE STREAMING PLATFORMS ALWAYS CHANGING?</b> Synopsis: It seems like there's always a new streaming app coming or going lately. Take the creators of HBO for instance. In a short span of time, the subscription platform has been called HBO Now, HBO Go, HBO Max and now it's just Max. We discuss the ever-evolving landscape of streaming.  Host: Evan Rook Compliancy Issues Covered: Media Business, Film Production, Entertainment	2:27
26:28	SPOTBREAK 5: Pfizer Consumer Healthcare/Xeljanz Rheum	:60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

<b>Program</b>	VP 23-29	<b>Written &amp; Prod.</b>	Amirah Zaveri, Tabor Brewster, Grace Galante & Evan Rook
<b>Air Week</b>	7/16/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Macy's/Reading is Fundamental Indeed/Indeed Q3'	:45
1:45	:02 PAUSE FOR LOCAL AVAIL OUTCUE: ...and conditions apply.	:30
1:47	SEG. 1: AVOIDING CONVERSATIONS AROUND MONEY? HERE'S HOW TO GET STARTED	:02
	Synopsis: Only 1 in 4 Americans feels financially secure, according to a recent survey by consumer financial services firm, Bankrate. We speak with two financial experts about how more Americans can have productive conversations about their spending and come up with a plan to save and invest more for the future.  Host: Gary Price. Guests: Lori Sackler, certified financial planner, financial wealth advisor, author, <i>The M Word: The Money Talk Every Family Needs to Have About Wealth and Their Financial Future</i> ; Emily Guy Birken, financial expert, financial writer, author, <i>Stacked: Your Super Serious Guide to Modern Money Management</i> . Links for more info: <a href="http://www.themword.com/about-the-author/">http://www.themword.com/about-the-author/</a> <a href="https://advisor.morganstanley.com/evergreen-lane-wealth-management-group">https://advisor.morganstanley.com/evergreen-lane-wealth-management-group</a> <a href="https://twitter.com/EmilyGuyBirken?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/EmilyGuyBirken?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.forbes.com/advisor/author/eqbirken/">https://www.forbes.com/advisor/author/eqbirken/</a> Compliance Issues: Personal Finance, Retirement, Aging, Relationships, Parenting, Economy, Consumerism, Wealth	8:53
10:40	SPOTBREAK 2&3: Liberty Mutual Insurance/Liberty Mutual Pfizer Consumer Healthcare/Eliquis Napa/Napa Upfront 2023 Procter Gamble/Downy Rin & Ref	:30 :30 :30
12:40	:02 PAUSE FOR LOCAL AVAIL OUTCUE: ...buy laundry products.	:30
12:42	SEG. 2: HAS ARTIFICIAL INTELLIGENCE FOREVER CHANGED THE MUSIC INDUSTRY?	:02
	Synopsis: Yes, ChatGPT isn't dominating media headlines anymore, but the technology is still leading to massive changes across America. One area where its making waves is the music production industry. We speak with two experts within the field about how artificial intelligence is forcing them to rethink the future of music artistry and production.  Host: Marty Peterson. Guests: Tina Tallon, assistant professor, artificial intelligence, music composition and the arts, University of Florida; Robert Laidlow, classical music composer, fellow, University of Oxford. Links for more info: <a href="https://www.robertlaidlow.co.uk/">https://www.robertlaidlow.co.uk/</a> <a href="https://twitter.com/Robert_Laidlow?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/Robert_Laidlow?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://tinatallon.com/">https://tinatallon.com/</a> <a href="https://twitter.com/ttallon?lang=en">https://twitter.com/ttallon?lang=en</a> <a href="https://bostonconservatory.berklee.edu/directory/tina-tallon">https://bostonconservatory.berklee.edu/directory/tina-tallon</a> Compliance Issues: Music, Composition, Arts, Technology, Social Media, Entertainment Business, Music Streaming, Copyright Infringement, Career	8:42
21:24	SPOTBREAK 4: Macy's/Reading is Fundamental Liberty Mutual Insurance/Liberty Mutual	:30 :30
22:24	VIEWPOINTS EXPLAINED: PEDESTRIAN DEATHS HIT A 40-YEAR HIGH OUTCUE: ...Liberty Liberty Liberty.	2:01
	Synopsis: What's fueling the staggering increase in pedestrian deaths in recent years? We discuss this alarming upward trend.  Host: Ebony McMorris Compliance Issues: Public Safety, Transportation, Accessibility, Public Health	
24:25	CULTURE CRASH: IS THE LATE-NIGHT TALKSHOW FORMAT DEAD? OUTCUE: ...four four Xeljanz.	2:02
	Synopsis: Jay Leno. David Letterman. Jimmy Fallon. Stephen Colbert. We highlight the rise and fall of late-night TV.  Host: Evan Rook Compliance Issues Covered: TV, News, Entertainment, Culture	
26:27	SPOTBREAK 5: Pfizer Consumer Healthcare/Xeljanz Rheum	:60
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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**Program Log for Viewpoints Radio**

<b>Program</b>	VP 23-30	<b>Written &amp; Prod.</b>	Amirah Zaveri, Evan Rook
<b>Air Week</b>	7/23/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Macy's/Reading is Fundamental Procter Gamble/Pepto Bismol	:45
1:45	:02 PAUSE FOR LOCAL AVAIL	:30
	OUTCUE: ...use of children.	:30
1:47	<b>SEG. 1: MARY LASKER: A PUBLIC HEALTH PIONEER</b>	:02
	<b>Synopsis:</b> The National Institute of Health. National Cancer Institute. These are just some of the research foundations that are thriving today thanks to the work of health activist Mary Lasker. We speak with biographer, Judith L. Pearson about the many big contributions Lasker made to cancer & heart disease research throughout the twentieth century.  <b>Host:</b> Gary Price. <b>Guests:</b> Judith L. Pearson, biographer, author, <i>Crusade to Heal America: The Remarkable Life of Mary Lasker</i> . <b>Links for more info:</b> <a href="https://profiles.nlm.nih.gov/spotlight/tl/feature/cancer">https://profiles.nlm.nih.gov/spotlight/tl/feature/cancer</a> <a href="https://www.amazon.com/Crusade-Heal-America-Remarkable-Lasker/dp/B0BRQTJRNR/ref=sr_1_1?crid=3II1GHBY9C1AH&amp;keywords=Crusade+to+heal+america&amp;qid=1684423209&amp;s_prefix=crusade+to+heal+america%2Caps%2C115&amp;sr=8-1">https://www.amazon.com/Crusade-Heal-America-Remarkable-Lasker/dp/B0BRQTJRNR/ref=sr_1_1?crid=3II1GHBY9C1AH&amp;keywords=Crusade+to+heal+america&amp;qid=1684423209&amp;s_prefix=crusade+to+heal+america%2Caps%2C115&amp;sr=8-1</a> <a href="https://judithlpearson.com/">https://judithlpearson.com/</a> <b>Compliance Issues:</b> Medicine, Medical Research, Public Health, Government Funding, Politics, Science, History	7:36
9:23	SPOTBREAK 2&3: Liberty Mutual Insurance/Liberty Mutual Pfizer Consumer Healthcare/Vyndamax Pfizer Consumer Healthcare/Xeljanz Rheum	:30 :30
11:23	:02 PAUSE FOR LOCAL AVAIL	:60
	OUTCUE: ...four four Xeljanz.	
11:25	<b>SEG. 2: THE INTERESTING ORIGINS OF CANNABIS</b>	:02
	<b>Synopsis:</b> Did you know that cannabis use dates back tens of thousands of years? While its earliest use traces back to Asia, it eventually spread to Europe and then America and was used in a variety of capacities. We speak with highly acclaimed pharmacology expert Dr. Richard Miller about the global history of cannabis and its controversial record over the last 70 seventy years of American history.  <b>Host:</b> Marty Peterson. <b>Guest:</b> Dr. Richard Miller, professor, pharmacology, Northwestern University Feinberg School of Medicine. <b>Links for more info:</b> <a href="https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12007">https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12007</a> <a href="https://www.aclu.org/issues/smart-justice/war-marijuana-black-and-white">https://www.aclu.org/issues/smart-justice/war-marijuana-black-and-white</a> <b>Compliance Issues:</b> Drug Policy, Government, Cannabis Legalization, Public Health, History, Culture, War on Drugs	9:27
20:52	SPOTBREAK 4: Pfizer Consumer Healthcare/Eliquis	:60
	OUTCUE: ...five five Eliquis.	
21:52	<b>VIEWPOINTS EXPLAINED: WHY IS AN END TO AFFIRMATIVE ACTION SUCH BIG NEWS?</b>	1:49
	<b>Synopsis:</b> We break down how higher education will be affected by the Supreme Court's recent ruling ending affirmative action.  <b>Host:</b> Ebony McMorris <b>Compliance Issues:</b> Higher Education, Government, Race, Inequality, Education Access	
23:41	<b>CULTURE CRASH: WHY WE CAN'T GET ONBOARD WITH CGI</b>	2:42
	<b>Synopsis:</b> This week – we talk about the abundance (and overuse) of computer-generated images in recent blockbuster film releases. We also highlight a couple new summer drops that we're looking forward to.  <b>Host:</b> Evan Rook <b>Compliance Issues Covered:</b> Film, Technology, Culture	
26:23	SPOTBREAK 5: Macy's/Reading is Fundamental Procter Gamble/Febreze Car Fresh	:30
27:23	Program Conclusion	:30
	OUTCUE: ...la la la.	:33
27:56	TOTAL TIME	



Program Log for *Viewpoints Radio*

<b>Program</b>	VP 23-31	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Tabor Brewster, Evan Rook
<b>Air Week</b>	7/30/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Reading is Fundamental Procter Gamble/Secret AA	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: LOOKING THROUGH A NEW LENS: THE LARGEST &amp; MOST POWERFUL TELESCOPE EVER BUILT</b>	8:25
	Synopsis: The James Webb telescope is the largest and most powerful space telescope ever built. A year and a half ago hundreds of thousands of people cheered after the telescope successfully launched and opened to begin capturing the universe in more detail than ever before. We speak with one astronomer about how this telescope will lead to greater discoveries – including the hunt extraterrestrial life.  Host: Gary Price. Guest: Jacob Bean, astronomer, professor, Department of Astronomy & Astrophysics, University of Chicago. Links for more info: <a href="https://webb.nasa.gov/">https://webb.nasa.gov/</a> <a href="https://astro.uchicago.edu/people/jacob-l-bean.php">https://astro.uchicago.edu/people/jacob-l-bean.php</a> <a href="https://www.space.com/james-webb-space-telescope-1-year-images">https://www.space.com/james-webb-space-telescope-1-year-images</a> <a href="https://www.space.com/21925-james-webb-space-telescope-jwst.html">https://www.space.com/21925-james-webb-space-telescope-jwst.html</a> Compliance Issues: Space Exploration, Astronomy, Physics, Technology, Innovation, Culture, International Relations	
10:12	SPOTBREAK 2&3: Procter Gamble/Gain Fabric Ebay/Ebay Parts & Accessories Pfizer Consumer Healthcare/Vyndamax Procter Gamble/Downy Rin & Ref	:30 :30 :30 :30
12:12	:02 PAUSE FOR LOCAL AVAIL	:02
12:14	<b>SEG. 2: WILL SOCCER FINALLY SCORE BIG IN THE U.S.?</b>	8:37
	Synopsis: Soccer has steadily gained a following in recent years in the U.S. Amongst Americans 18-29 years old, the sport is now more popular than baseball. We speak with soccer expert, G. Edward White about what's driving this shift and why it took so long for soccer to take hold in America.  Host: Marty Peterson. Guest: G. Edward White, David and Mary Distinguished Professor, Law, University of Virginia School of Law, author, <i>Soccer in American Culture: The Beautiful Game's Struggle for Status</i> . Links for more info: <a href="https://www.law.virginia.edu/faculty/profile/gew/1220397">https://www.law.virginia.edu/faculty/profile/gew/1220397</a> <a href="https://www.ussoccer.com/">https://www.ussoccer.com/</a> <a href="https://www.today.com/video/lionel-messi-set-to-make-us-debut-in-miami-188972101838">https://www.today.com/video/lionel-messi-set-to-make-us-debut-in-miami-188972101838</a> <a href="https://www.nielsen.com/insights/2018/fan-favorite-the-global-popularity-of-football-is-rising/">https://www.nielsen.com/insights/2018/fan-favorite-the-global-popularity-of-football-is-rising/</a> <a href="https://www.amazon.com/Soccer-American-Culture-Beautiful-Struggle/dp/0826222536">https://www.amazon.com/Soccer-American-Culture-Beautiful-Struggle/dp/0826222536</a> Compliance Issues: Sports Culture, History, Nationalism, Entertainment, Technology, Youth Sports, Parenting	
20:51	SPOTBREAK 4: Macy's/Reading is Fundamental Liberty Mutual Insurance/Liberty Mutual	:30 :30
21:51	<b>VIEWPOINTS EXPLAINED: HOW MUCH ARE YOU PAYING FOR SUBSCRIPTIONS EACH MONTH?</b>	2:02
	Synopsis: There seems to be a subscription for nearly every product or service these days. But how much is too much? And when you're ready to cancel, why does it always seem like it's a pain to go through the process? We uncover how some businesses use deceptive marketing tactics to keep consumers paying.  Host: Ebony McMorris Compliance Issues: Consumerism, Technology, Business, Marketing, Government, Law	
23:53	<b>CULTURE CRASH: ALMOST THREE MONTHS LATER: WHY THE STRIKE IN HOLLYWOOD IS STILL MARCHING ON</b>	2:31
	Synopsis: We discuss the ongoing screenwriters & actors strike that's halting production on a large array of TV shows and films.  Host: Evan Rook Compliance Issues Covered: Film, Technology, Culture	
26:24	SPOTBREAK 5: Pfizer Consumer Healthcare/Eliquis Q3 2023	:60
27:24	Program Conclusion	:32
27:56	TOTAL TIME	

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Program	VP 23-32	Written & Prod.	Amirah Zaveri, Tabor Brewster, Evan Rook, Aunna Beranek
Air Week	8/6/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Discover Products Inc./Discover Card Brand Skechers/Skechers - 2023	:45
1:45	:02 PAUSE FOR LOCAL AVAIL OUTCUE: ...work shoes are sold.	:30
1:47	SEG. 1: HOW ARTIFICIAL INTELLIGENCE IS FUELING THE \$1.1 TRILLION IN ONLINE RETAIL SALES	:02
	Synopsis: Online retail sales are set to surpass \$1.6 trillion by 2027. With so much growth in the market, retailers are investing big in artificial intelligence software that improves customer interaction, usability, supply chain and more. We speak with the Chief Technology Officer of Zenni Optical about how retailers are setting up for this new era of digital dominance.  Host: Gary Price. Guest: David Ting, chief technology officer, Zenni Optical. Links for more info: <a href="https://techcrunch.com/sponsor/zenni-company/with-zennis-ai-powered-search-its-easier-than-ever-to-find-a-great-pair-of-glasses/">https://techcrunch.com/sponsor/zenni-company/with-zennis-ai-powered-search-its-easier-than-ever-to-find-a-great-pair-of-glasses/</a> <a href="https://www.zennioptical.com/">https://www.zennioptical.com/</a> <a href="https://venturebeat.com/ai/ai-in-retail-smarter-stores-smarter-product-design/">https://venturebeat.com/ai/ai-in-retail-smarter-stores-smarter-product-design/</a> <a href="https://nrf.com/blog/how-artificial-intelligence-will-change-retail">https://nrf.com/blog/how-artificial-intelligence-will-change-retail</a> Compliancy Issues: Consumer Habits, Business, Economy, Technology, User Experience, Consumerism, Retail Trends	6:15
8:02	SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Prilosec AA Pfizer Consumer Healthcare/lbrance 2023 UPF	:30 :30 :60
10:02	:02 PAUSE FOR LOCAL AVAIL OUTCUE: ...loss of appetite.	:02
10:04	SEG. 2: WHAT'S HAPPENING IN HOLLYWOOD? THE STRIKE, EXPLAINED	10:13
	Synopsis: The screenwriters strike in Hollywood is now in its third month. Last month, the Screen Actors Guild joined forces with the Writers Guild of America and called a strike. We speak with two active voices in the industry about what's driving this strike and why these asks are so important to current and future professionals in this landscape.  Host: Marty Peterson. Guests: Sofya Levitsky-Weitz, playwright, screenwriter, "The Bear"; Irving Belateche, screenwriting professor, School of Cinematic Arts, University of Southern California. Links for more info: <a href="https://www.instagram.com/sofyalilyana/?hl=en">https://www.instagram.com/sofyalilyana/?hl=en</a> <a href="https://deadline.com/2023/07/writers-strike-wga-exec-video-studios-in-mutual-suicide-pact-1235448778/">https://deadline.com/2023/07/writers-strike-wga-exec-video-studios-in-mutual-suicide-pact-1235448778/</a> <a href="https://www.sofyalevitskyweitz.com/">https://www.sofyalevitskyweitz.com/</a> <a href="https://cinema.usc.edu/directories/profile.cfm?id=27064&amp;first=&amp;last=&amp;title=&amp;did=19&amp;referer=%2Fwriting%2Ffaculty%2Ecfm&amp;startpage=1&amp;startrow=1">https://cinema.usc.edu/directories/profile.cfm?id=27064&amp;first=&amp;last=&amp;title=&amp;did=19&amp;referer=%2Fwriting%2Ffaculty%2Ecfm&amp;startpage=1&amp;startrow=1</a> <a href="https://twitter.com/WGAWest?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/WGAWest?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> Compliancy Issues: Labor Rights, Labor Issues, Career, Personal Finance, Pay Equity, Entertainment, Creative Arts, Technology, Artificial Intelligence, Inflation, Economy	
20:17	SPOTBREAK 4: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Pfizer Consumer Healthcare/Abrysvo	:30 :30
21:17	VIEWPOINTS EXPLAINED: CAN CHATGPT PERFECTLY MIMIC HUMANS?	2:34
	Synopsis: ChatGPT, the generative artificial intelligence platform, has been dominating media headlines since its release late last year. We discuss what sets humans apart from this network created by OpenAI. Host: Ebony McMorris Compliancy Issues: Technology, Artificial Intelligence, Software, Innovation, Automation, Labor	
23:51	CULTURE CRASH: THE POWER OF "BARBENHEIMER"	2:36
	Synopsis: Millions of Americans rallied last month as two of the biggest film releases hit theaters. Yes, we're talking about "Barbie" & "Oppenheimer" aka "Barbenheimer". We discuss the massive revenues these two movies drew. Host: Evan Rook Compliancy Issues Covered: Film, Culture, History	
26:27	SPOTBREAK 5: O'Reilly Auto Parts/O' Reilly 2023 Procter Gamble/Downy Rin & Ref	:30 :30
27:27	Program Conclusion OUTCUE: ...buy laundry products.	:33
28:00	TOTAL TIME	

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**Program Log for Viewpoints Radio**

<b>Program</b>	VP 23-33	<b>Written &amp; Prod.</b>	Amirah Zaveri, Tabor Brewster, Evan Rook
<b>Air Week</b>	8/13/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Hershey/Reeses Core	:45
	Indeed/Indeed Q3 2023 Upfront	:30
	OUTCUE: ...and conditions apply.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: THE GROWING RISK OF WILDFIRES FROM COAST TO COAST: ARE YOU PREPARED?</b>	8:55
	Synopsis: It's been the deadliest year on record for wildfires in Canada. While California is typically the focus point for these events, the new reality of human-caused climate change is that wildfires are becoming a greater threat in areas never seen before. We speak with Dr. Adrienne Edwards, a botanist and wildfire expert, about how Americans can best prepare for wildfire season and help stop the spread.	
	Host: Gary Price. Guest: Dr. Adrienne Edwards, botanist, author, <i>Firescaping Your Home: A Manual for Readiness in Wildfire Country</i> .	
	Links for more info: <a href="https://www.amazon.com/Firescaping-Your-Home-Readiness-Wildfire/dp/1643261355">https://www.amazon.com/Firescaping-Your-Home-Readiness-Wildfire/dp/1643261355</a> <a href="https://www.nytimes.com/2020/09/22/us/forest-fires-fighting-history.html">https://www.nytimes.com/2020/09/22/us/forest-fires-fighting-history.html</a> <a href="https://www.instagram.com/firescaping_the_wui/">https://www.instagram.com/firescaping_the_wui/</a> <a href="https://sites.google.com/view/firescapingyourhome/get-to-know-the-authors">https://sites.google.com/view/firescapingyourhome/get-to-know-the-authors</a>	
	Compliance Issues: Climate Change, Natural Disaster, Emergency Response, Public Health, Government, Environment	
10:42	SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN	:30
	Procter Gamble/Metamucil AA	:30
	Pfizer Consumer Healthcare/Ibrance 2023 UPF	:60
	OUTCUE: ...loss of appetite.	
12:42	:02 PAUSE FOR LOCAL AVAIL	:02
12:44	<b>SEG. 2: FEELING DISTRACTED &amp; DISCONNECTED? HERE'S HOW TO SLOW DOWN</b>	8:29
	Synopsis: In 2012, researchers at the University of California-Irvine estimated that the average human's attention span was around seventy-five seconds. In recent years, this number has dropped to forty-seven seconds. What's leading to this continuing decline in our attention spans? We speak with one mindfulness expert to get some tips on how people can slow down, increase their focus, and feel less chronically stressed.	
	Host: Marty Peterson. Guest: Christian Madsbjerg, professor, applied humanities, New School, author, <i>Look: How to Pay Attention in a Distracted World</i> .	
	Links for more info: <a href="https://www.amazon.com/Look-How-Attention-Distracted-World/dp/0593542215">https://www.amazon.com/Look-How-Attention-Distracted-World/dp/0593542215</a> <a href="https://www.cnet.com/health/mental/unplug-from-social-media/">https://www.cnet.com/health/mental/unplug-from-social-media/</a> <a href="https://www.psychologytoday.com/intl/blog/the-savvy-psychologist/202305/6-skills-to-help-you-be-mindful">https://www.psychologytoday.com/intl/blog/the-savvy-psychologist/202305/6-skills-to-help-you-be-mindful</a> <a href="https://www.newsweek.com/14-strategies-leaders-adopt-practice-mindfulness-1779990">https://www.newsweek.com/14-strategies-leaders-adopt-practice-mindfulness-1779990</a>	
	Compliance Issues: Mental Health, Psychology, Career, Social Media, Technology, Self-Development, Chronic Stress, Health	
21:13	SPOTBREAK 4: Pfizer Consumer Healthcare/Xeljanz Rheum	:60
	OUTCUE: ...four four Xeljanz.	
22:13	<b>VIEWPOINTS EXPLAINED: AN END TO FINDING NEWS CONTENT ON SOCIAL MEDIA IN CANADA</b>	1:41
	Synopsis: Meta – the parent company of Facebook and Instagram – has decided to ban all news content on these platforms in Canada. We talk about what's driving this big move and how it's going to impact both Canadians and media outlets.	
	Host: Ebony McMorris	
	Compliance Issues: Technology, News, Journalism, Social Media, Politics, Government Regulation	
23:54	<b>CULTURE CRASH: WILL MARVEL BOUNCE BACK?</b>	2:34
	Synopsis: The Marvel Cinematic Universe has had a series of flops in recent years. In a landscape with so much content, will this production company be able to bounce back and rebuild its brand name?	
	Host: Evan Rook	
	Compliance Issues Covered: Film, Culture, Business	
26:28	SPOTBREAK 5: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN	:30
	Procter Gamble/Pepto Bismol AA	:30
	OUTCUE: ...reach of children.	
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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**Program Log for Viewpoints Radio**

<b>Program</b>	VP 23-34	<b>Written &amp; Prod.</b>	Amirah Zaveri, Tabor Brewster, Aunna Beranek, Evan Rook
<b>Air Week</b>	8/20/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Metamucil AA	:45
1:45	:02 PAUSE FOR LOCAL AVAIL	:30
1:47	OUTCUE: ...Metamucil everyday.	:02
1:47	<b>SEG. 1: FROM COW'S MILK TO SALTWATER OYSTERS: THE FIRST PEOPLE TO DIVE INTO THE UNKNOWN</b>	6:45
	Synopsis: Whoever thought, "This white, liquid substance from this animal look like its safe enough that I'm going to drink it." Out of the many items we have today (whether its food, drink or something else) there was a person who first took the risk in trying it themselves. We explore the many firsts throughout history and how key archaeological evidence plays a role in accurately telling these narratives.  Host: Gary Price. Guest: Cody Cassidy, writer, author, <i>Who Ate The First Oyster? The Extraordinary People Behind the Greatest Firsts in History</i> Links for more info: <a href="https://www.penguinrandomhouse.com/books/565144/who-ate-the-first-oyster-by-cody-cassidy/">https://www.penguinrandomhouse.com/books/565144/who-ate-the-first-oyster-by-cody-cassidy/</a> <a href="https://www.history.com/news/who-invented-beer">https://www.history.com/news/who-invented-beer</a> <a href="https://www.npr.org/2007/10/18/15391834/who-ate-the-first-oyster-cave-may-hold-an-answer">https://www.npr.org/2007/10/18/15391834/who-ate-the-first-oyster-cave-may-hold-an-answer</a> Compliance Issues: Archaeology, History, Culture, Innovation, Invention, Medicine, Food Science, Food Industry, Technology	
8:32	SPOTBREAK 2&3: Macy's/Mental Health Awareness Capital One/Capital One National Bank Pfizer Consumer Healthcare/Prevnar Q3 & Q4	:30
10:32	:02 PAUSE FOR LOCAL AVAIL	:30
10:34	OUTCUE: ...Pevnar 20 dot com.	:60
10:34	<b>SEG. 2: SEPARATING FACT FROM FICTION: ARE YOU A VICTIM OF MISINFORMATION?</b>	:02
	Synopsis: Conspiracy theories have been around for hundreds of years. From secret projects to secret government societies, these theories are prevalent across society. We speak with two conspiracy experts about how these stories arise, why they're so pervasive online and why artificial intelligence may make these narratives more difficult to detect. Host: Marty Peterson. Guests: Colin Dickey, writer, author, <i>Under the Eye of Power: How Fear of Secret Societies Shapes American Democracy</i> ; Dr. Erik Nisbet, Owen L. Coon Professor of Policy Analysis & Communication, Northwestern University. Links for more info: <a href="https://communication.northwestern.edu/faculty/erik-nisbet.html">https://communication.northwestern.edu/faculty/erik-nisbet.html</a> <a href="https://www.ipr.northwestern.edu/news/2022/fake-news-big-lies.html">https://www.ipr.northwestern.edu/news/2022/fake-news-big-lies.html</a> <a href="https://twitter.com/colindickey?lang=en">https://twitter.com/colindickey?lang=en</a> <a href="https://www.penguinrandomhouse.com/books/677202/under-the-eye-of-power-by-colin-dickey/">https://www.penguinrandomhouse.com/books/677202/under-the-eye-of-power-by-colin-dickey/</a> <a href="https://www.nytimes.com/2023/02/08/technology/ai-chatbots-disinformation.html">https://www.nytimes.com/2023/02/08/technology/ai-chatbots-disinformation.html</a> Compliance Issues: Technology, Politics, Presidential Election, Social Media, News, Artificial Intelligence, History, Journalism, Media, Culture	9:58
20:32	SPOTBREAK 4: Pfizer Consumer Healthcare/Ibrance	:60
21:32	OUTCUE: ...loss of appetite.	
21:32	<b>VIEWPOINTS EXPLAINED: THE SECRETS OF VENUS</b>	2:21
	Synopsis: We highlight the deeper intricacies and theories behind Venus' unusual surface.  Host: Ebony McMorris Compliance Issues: Solar System, Space Exploration, Astronomy, Science, Physics	
23:53	<b>CULTURE CRASH: WHY DO WE LIKE WATCHING SCI-FI SO MUCH?</b>	2:33
	Synopsis: From <i>Black Mirror</i> to <i>The Twilight Zone</i> , we explore why the sci-fi genre has always been a hit amongst American audiences. We also touch on some of our favorite sci-fi series now streaming. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:26	SPOTBREAK 5: Macy's/Mental Health Awareness Procter Gamble/Tide Laundry	:30
27:26	OUTCUE: ...leading detergent.	:30
27:26	Program Conclusion	:32
27:58	TOTAL TIME	

**Program Log for Viewpoints Radio**

<b>Program</b>	VP 23-35	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Polly Hansen, Tabor Brewster
<b>Air Week</b>	8/27/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Macy's/Mental Health Awareness AZO/Services Mashup	:45 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:30
1:47	OUTCUE: ...Auto Zone restrictions apply.	:02
1:47	<b>SEG. 1: 'NEVER GOOD ENOUGH': A RISE IN MENTAL HEALTH ISSUES AMONG ADOLESCENTS</b>	7:31
	Synopsis: With summer break over and millions of students back in school, it's a good time to talk about the importance of mental health. After all, adolescents today face an excessive number of demands both in and outside of the classroom. This week on Viewpoints - we speak with author Jennifer Breheny Wallace about the importance of sharing how a person's value should never be linked to their performance.  Host: Gary Price. Guest: Jennifer Breheny Wallace, journalist, writer, author, <i>Never Enough: When Achievement Culture Becomes Toxic – And What We Can Do About It</i> . Links for more info: <a href="https://www.authconn.com/">https://www.authconn.com/</a> <a href="https://www.amazon.com/dp/0593191862">https://www.amazon.com/dp/0593191862</a> <a href="https://challengesuccess.org/join-the-program/">https://challengesuccess.org/join-the-program/</a> <a href="https://www.education.nh.gov/sites/g/files/ehbemt326/files/inline-documents/mental_health_and_academic_achievement.pdf">https://www.education.nh.gov/sites/g/files/ehbemt326/files/inline-documents/mental_health_and_academic_achievement.pdf</a> <a href="https://www.theatlantic.com/newsletters/archive/2023/03/teen-anxiety-elite-schools-sat-act-paradox-wealthy-nations/673307/">https://www.theatlantic.com/newsletters/archive/2023/03/teen-anxiety-elite-schools-sat-act-paradox-wealthy-nations/673307/</a> Compliance Issues: Mental Health, Adolescent Development, Parenting, Self-Growth, Education, Psychology	
9:18	SPOTBREAK 2&3: Skyrizi/Skyrizi 2023 Liberty Mutual Insurance Co/Liberty Mutual Hershey/Reeses Core	:60 :30 :30
11:18	:02 PAUSE FOR LOCAL AVAIL	:02
11:20	OUTCUE: ...Reeses Reeses Reeses.	:02
11:20	<b>SEG. 2: WHEN GREEN ENERGY TURNS TOXIC: RE-TOOLING SOLAR PANELS</b>	8:50
	Synopsis: Solar energy is big business in the U.S. and is only set to expand in the coming years, with an annual growth rate of 21 percent. But after these solar panels die, where do they go? How 'green' is this technology if we're dumping thousands of used, toxic panels into landfills? We speak with two experts in the solar panel recycling space about how innovation is driving this shift and what more needs to be done to make this energy source truly sustainable.  Host: Marty Peterson. Guests: Adam Saghei, Chief Executive Officer, We Recycle Solar; Jesse Simons, co-founder, Chief Commercial Officer, SolarCycle. Links for more info: <a href="https://weryclesolar.com/">https://weryclesolar.com/</a> <a href="https://www.solarcycle.us/">https://www.solarcycle.us/</a> <a href="https://www.epa.gov/hw/solar-panel-recycling">https://www.epa.gov/hw/solar-panel-recycling</a> <a href="https://e360.yale.edu/features/solar-energy-panels-recycling">https://e360.yale.edu/features/solar-energy-panels-recycling</a> <a href="https://www.nrel.gov/news/program/2022/long-lived-highly-recyclable-priorities-for-solar-panels-in-a-circular-economy.html">https://www.nrel.gov/news/program/2022/long-lived-highly-recyclable-priorities-for-solar-panels-in-a-circular-economy.html</a> Compliance Issues: Renewable Energy, Sustainability, Environment, Waste Management, Technology, Local Government, Politics	
20:10	SPOTBREAK 4: Pfizer Consumer Healthcare/Eliquis Q3 2023	:60
21:10	OUTCUE: ...five five Eliquis.	:60
21:10	<b>VIEWPOINTS EXPLAINED: AN UNCERTAIN FUTURE FOR COMMUTER RAILS</b>	1:38
	Synopsis: Covid-19 shook up norms for many public transit agencies including commuter rail companies that pre-pandemic largely catered to commuting office employees. We highlight how several businesses are re-framing their strategy during this period.  Host: Ebony McMorris Compliance Issues: Transportation, Infrastructure, Business, Labor Trends	
22:48	<b>CULTURE CRASH: IS COMEDY DEAD OR DOES IT JUST LOOK A LITTLE DIFFERENT?</b>	3:39
	Synopsis: Some people argue that the comedy genre is on its way out. But this week, we discuss how comedy isn't going anywhere— it's just adapting to the changing times.  Guest Host: Tabor Brewster Compliance Issues Covered: Comedy, Culture, Social Media	
26:27	SPOTBREAK 5: Macy's/Mental Health Awareness Procter Gamble/Olay Body AA	:30
27:27	Program Conclusion	:30
28:00	OUTCUE: ...body lotion.	:33
28:00	TOTAL TIME	



Program Log for Viewpoints Radio

Program	VP 23-36	Written & Prod.	Amirah Zaveri, Evan Rook
Air Week	9/3/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Mental Health Awareness SPM/RHJ VP Podcast	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: DROWNING IN DEBT? YOU'RE NOT ALONE: A NEW WAVE OF CREDIT CARD DEBT IN AMERICA</b>	7:32
	Synopsis: Credit card debt in the U.S. just surpassed one trillion dollars and payment delinquency rates are also on the rise. One factor that's feeding into these increases are a growing amount of credit card accounts. The Federal Reserve Bank of New York reports that there are 70 million new accounts since 2019. This week – we discuss the effects of escalating debt and how listeners can start taking back control.  Host: Gary Price. Guest: Chloe Elise, certified financial coach, author, <i>Deeper Than Money</i> . Links for more info: <a href="https://www.marketwatch.com/story/americans-credit-card-debt-just-hit-1-trillion-7eae6765#:~:text=Adding%20to%20the%20problem%20of,student%20loan%20payments%20will%20resume.&amp;text=Credit%20card%20debt%20surpassed%20the,order%20to%20meet%20rising%20prices.?mod=article_inline">https://www.marketwatch.com/story/americans-credit-card-debt-just-hit-1-trillion-7eae6765#:~:text=Adding%20to%20the%20problem%20of,student%20loan%20payments%20will%20resume.&amp;text=Credit%20card%20debt%20surpassed%20the,order%20to%20meet%20rising%20prices.?mod=article_inline</a> <a href="https://www.amazon.com/Deeper-Than-Money-Wealth-Confident-ebook/dp/B0BN5NGVQH">https://www.amazon.com/Deeper-Than-Money-Wealth-Confident-ebook/dp/B0BN5NGVQH</a> <a href="https://www.cnbc.com/select/how-much-money-to-put-towards-debt/">https://www.cnbc.com/select/how-much-money-to-put-towards-debt/</a> <a href="https://www.consumerfinance.gov/ask-cfpb/what-do-i-need-to-know-if-im-thinking-about-consolidating-my-credit-card-debt-en-1861/">https://www.consumerfinance.gov/ask-cfpb/what-do-i-need-to-know-if-im-thinking-about-consolidating-my-credit-card-debt-en-1861/</a> Compliance Issues: Personal Finance, Consumerism, Psychology, Economy, Banking, National Debt, Self-Development	
9:19	SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual KFC/KFC 2023 Upront Skyrizi/Skyrizi 2023	:30 :30 :60
11:19	:02 PAUSE FOR LOCAL AVAIL	:02
11:21	<b>SEG. 2: ACTORS &amp; WRITERS ARE ON STRIKE, BUT WHY AREN'T MUSICIANS PICKETING AS WELL?</b>	9:56
	Synopsis: Screenwriters and writers aren't the only ones feeling the pinch in this new media landscape dominated by streaming. Hundreds of thousands of musicians are struggling to make a living from the substandard pay they receive from platforms like Spotify and Apple Music. We cover just how the music sector has changed and why these artists don't have the same protections as other creatives.  Host: Marty Peterson. Guests: David Lowery, senior lecturer, Music Business Certificate Program, University of Georgia; Rene Kladyk, volunteer, Union of Musicians and Allied Workers. Links for more info: <a href="https://bandcamp.com/">https://bandcamp.com/</a> <a href="https://weareumaw.org/">https://weareumaw.org/</a> <a href="https://musicworkersalliance.org/">https://musicworkersalliance.org/</a> <a href="https://twitter.com/davidclowery?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwtgr%5Eauthor">https://twitter.com/davidclowery?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwtgr%5Eauthor</a> <a href="https://www.instagram.com/ziembavision/">https://www.instagram.com/ziembavision/</a> Compliance Issues: Labor Rights, Creative Arts, Personal Finance, Equal Pay, Technology, Entertainment Business	
21:17	SPOTBREAK 4: Macy's/Mental Health Awareness Hershey/Reeses Core	:30 :30
22:17	<b>VIEWPOINTS EXPLAINED: THE ESCALATING LEVELS OF CAFFEINE IN ENERGY DRINKS</b>	2:07
	Synopsis: Over the past two decades, caffeine levels have continued to creep higher and higher. We cover how much caffeine is packed inside many of these newer energy drinks and the consequences of consuming higher-than-needed amounts. Host: Ebony McMorris Compliance Issues: Public Health, Marketing, Adolescent Health, Parenting, Mental Health	
24:24	<b>CULTURE CRASH: A NEW ERA FOR POST MALONE</b>	2:01
	Synopsis: We give our review of American rapper, singer and songwriter, Post Malone's newest album titled, "Austin". Host: Evan Rook Compliance Issues Covered: Music, Culture	
26:25	SPOTBREAK 5: SPM/RHJ VP Podcast Bank of America/Small Business	:30 :30
27:25	Program Conclusion	:33
27:58	TOTAL TIME	

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Program Log for *Viewpoints Radio*

<b>Program</b>	VP 23-37	<b>Written &amp; Prod.</b>	Amirah Zaveri, Kristen Farrah, Evan Rook
<b>Air Week</b>	9/10/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar	:45
1:45	:02 PAUSE FOR LOCAL AVAIL OUTCUE: ...	:60
1:47	<b>SEG. 1: WHY DOES EVERYONE, INCLUDING PARENTS, WANT TO BE INFLUENCERS?</b>	:02
	<p>Synopsis: Two out of three people on Earth are on social media. With so many eyeballs online, it's big business to have a large social media following and work as an influencer. We highlight this ever-evolving lucrative industry and how new laws are better protecting those who've been previously taken advantage of.</p> <p>Host: Gary Price. Guest: Stephanie McNeal, senior editor, <i>Glamour</i>, author, <i>Swipe Up for More: Inside the Unfiltered Lives of Influencers</i>.</p> <p>Links for more info: <a href="https://www.instagram.com/stephemcneal/?hl=en">https://www.instagram.com/stephemcneal/?hl=en</a>  <a href="https://twitter.com/stephemcneal?lang=en">https://twitter.com/stephemcneal?lang=en</a>  <a href="https://www.amazon.com/gp/product/0593418603?ots=1&amp;slotNum=0&amp;imprToken=78c52930-3d42-5dd9-bd5&amp;tag=glamour0d7-20&amp;linkCode=w50">https://www.amazon.com/gp/product/0593418603?ots=1&amp;slotNum=0&amp;imprToken=78c52930-3d42-5dd9-bd5&amp;tag=glamour0d7-20&amp;linkCode=w50</a></p> <p>Compliance Issues: Technology, Career, Social Media, Psychology, Wealth, Law, Politics, Ethics, Parenting, Mental Health</p>	7:16
9:03	SPOTBREAK 2&3: Macy's/Mental Health Awareness Pfizer Consumer Healthcare/Eliquis Nvaf Liberty Mutual Insurance Co/Liberty Mutual Procter Gamble/MC Magic Eraser	:30 :30 :30
11:03	:02 PAUSE FOR LOCAL AVAIL OUTCUE: ...look easy.	:30
11:05	<b>SEG. 2: FROM DRUG TRAFFICKER TO INFORMANT: HOW EX-CRIMINALS ARE AIDING INVESTIGATORS</b>	:02
	<p>Synopsis: We speak with ex drug trafficker, Margarito Flores Jr. about his entry into the illicit drug trade at an early age and when he decided to get out of the business and start working for the other side. We also speak with Sgt. Ryan Wasson about the critical role informants play in aiding law enforcement, but why it's important to avoid glorifying the work of people like Flores.</p> <p>Host: Marty Peterson. Guests: Margarito Flores Jr., federal drug informant; Sergeant Ryan Wasson, detective, Kane County Sheriff, officer, Homeland Security Investigations Task Force.</p> <p>Links for more info: <a href="https://www.samhsa.gov/">https://www.samhsa.gov/</a>  <a href="https://www.shawlocal.com/2020/07/15/sheriffs-deputies-assigned-to-drug-task-force-get-federal-credentials/avpfdid/">https://www.shawlocal.com/2020/07/15/sheriffs-deputies-assigned-to-drug-task-force-get-federal-credentials/avpfdid/</a>  <a href="https://chicago.suntimes.com/2023/7/26/23807136/chapo-margarito-flores-twins-teaches-cops-catch-drug-traffickers-kane-county-sheriff-sinaloa-cartel/">https://chicago.suntimes.com/2023/7/26/23807136/chapo-margarito-flores-twins-teaches-cops-catch-drug-traffickers-kane-county-sheriff-sinaloa-cartel/</a></p> <p>Compliance Issues: Law Enforcement, Crime, Drug Trafficking, International Issues, Health, Parenting, Technology</p>	9:59
21:04	SPOTBREAK 4: O'Reilly Auto Parts/O' Reilly 2023 Procter Gamble/Gain Laundry	:30 :30
22:04	<b>VIEWPOINTS EXPLAINED: AMERICA'S STRUGGLING CITIES</b> OUTCUE: ...bargain detergent.	:30
	<p>Synopsis: We highlight recent population trends across America in a post-pandemic world. Several once prominent cities have struggled to bounce back after a mass exodus of urban residents.</p> <p>Host: Ebony McMorris</p> <p>Compliance Issues: Population Trends, Poverty, Local Business, Culture, Climate Change</p>	1:50
23:54	<b>CULTURE CRASH: FROM LIVE CONCERTS TO FILM: THE DOMINANCE OF TAYLOR SWIFT</b>	2:32
	<p>Synopsis: It's the end of summer and we're still talking about Taylor Swift's "Era's Tour". Swift is continuing the mania (and profits) with the upcoming release of the movie simply titled: "The Era's Tour".</p> <p>Host: Evan Rook</p> <p>Compliance Issues Covered: Music, Culture</p>	
26:26	SPOTBREAK 5: Macy's/Mental Health Awareness Procter Gamble/Febreze Small Spaces	:30 :30
27:26	Program Conclusion OUTCUE: ...happy Febreze.	:30
27:59	TOTAL TIME	:33

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-38	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Evan Rook
<b>Air Week</b>	9/17/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Procter Gamble/Bounty AZO/Services Mashup	:45
1:45	:02 PAUSE FOR LOCAL AVAIL	:30
	OUTCUE: ...restrictions apply.	:02
1:47	<b>SEG. 1: X (AKA TWITTER) VS. THREADS: THE STORY BEHIND META'S NEW SOCIAL PLATFORM</b>	8:00
	Synopsis: Do you remember the hype when Threads, Meta's new version of X, debuted earlier this summer? Everyone seemed to jump on the new platform at a moment's notice. But what happened to all the buzz? We speak with two social media experts about Meta's big investment in Threads and what needs to change in the coming months to avoid its quick demise. Host: Gary Price. Guest: Carolyn Garavante, associate director, paid social, Brain Labs Media; Danielle Carter, account director, paid social, Croud Digital. Links for more info: <a href="https://www.theverge.com/2023/9/7/23863088/threads-rolling-out-support-search-posts">https://www.theverge.com/2023/9/7/23863088/threads-rolling-out-support-search-posts</a> <a href="https://www.brainlabsdigital.com/blog/brainlabs-carolyn-garavantes-take-on-how-brands-are-still-finding-their-feet-with-threads-one-month-since-launch/">https://www.brainlabsdigital.com/blog/brainlabs-carolyn-garavantes-take-on-how-brands-are-still-finding-their-feet-with-threads-one-month-since-launch/</a> <a href="https://finance.yahoo.com/news/according-elon-musk-own-math-204413573.html">https://finance.yahoo.com/news/according-elon-musk-own-math-204413573.html</a> Compliance Issues: Education, Mental Health, Parenting, Creativity, Life Skills, Adolescent Development, Self Help	
9:47	SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Ibrance 2023	:30
	OUTCUE: ...loss of appetite.	:30
11:48	:02 PAUSE FOR LOCAL AVAIL	:61
11:50	<b>SEG. 2: SCHOOL, SPORTS, STANDARDIZED TESTS: WHEN IS THERE TIME TO BUILD LIFE SKILLS?</b>	:02
	Synopsis: As an academic advisor, Ana Homayoun has had thousands of conversations with students, parents, and administrators. Many of these talks typically center around grades, college admissions, career paths and other key academic to-dos. Yet, what's not as commonly talked about is the importance of life skills. This means cultivating independence, setting good habits and more. We speak with Homayoun about why so many teens seem to struggle post-high school and how adults can better prepare their kids in the long-term rather than focusing solely on short-term academic markers. Host: Marty Peterson. Guest: Ana Homayoun, academic advisor, early career development expert, author, <i>Erasing the Finish Line: The New Blueprint for Success</i> . Links for more info: <a href="https://www.cdc.gov/healthyyouth/mental-health/index.htm">https://www.cdc.gov/healthyyouth/mental-health/index.htm</a> <a href="https://www.amazon.com/Erasing-Finish-Line-Blueprint-Admission/dp/0306830698">https://www.amazon.com/Erasing-Finish-Line-Blueprint-Admission/dp/0306830698</a> <a href="https://www.cnn.com/2023/06/05/opinions/youtube-instagram-kids-parents-social-media-homayoun/index.html">https://www.cnn.com/2023/06/05/opinions/youtube-instagram-kids-parents-social-media-homayoun/index.html</a> Compliance Issues: Education, Mental Health, Parenting, Creativity, Life Skills, Adolescent Development, Self Help	9:20
21:10	SPOTBREAK 4: Pfizer Consumer Healthcare/ABRYSVO Procter Gamble/Swiffer Dry	:30
	OUTCUE: ...American Lung Association.	:30
22:10	<b>VIEWPOINTS EXPLAINED: CHINA'S DEEPENING ECONOMIC WOES: WHAT'S FUELING THIS DECLINE?</b>	1:45
	Synopsis: Less jobs. Lower property values. Tightened consumer spending. These are just some of the challenges China's been facing over the past several months. Will this global superpower be able to avoid a full-fledged recession? We talk about why Americans should care about this developing international economic news. Host: Ebony McMorris Compliance Issues: Global Economy, International Policy, Job Security Real Estate	
23:55	<b>CULTURE CRASH: A SLOW CALENDAR FOR PRIME TV SEASON</b>	2:31
	Synopsis: We cover how the screenwriter and actor's strike in Hollywood is slowing down TV series releases this autumn. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:26	SPOTBREAK 5: SPM/RHJ VP Podcast Procter Gamble/Febreze Car Fresh	:30
	OUTCUE: ...happy Febreze.	:30
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 23-39	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	9/24/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: AZO/Services Mashup Procter Gamble/Metamucil AA	:45 :30
1:45	:02 PAUSE FOR LOCAL AVAIL OUTCUE: ...taking Metamucil everyday.	:30 :02
1:47	<b>SEG. 1: ARE YOU MAKING THE MOST OUT OF CHAT GPT?</b>	8:05
	Synopsis: There's been a lot of hype around Chat GPT and generative AI this year, but is the average person actually using the new tech? We highlight how leaders in education policy are integrating AI into certain processes to create positive for teachers, administrators, and students in classrooms nationwide. From there, we breakdown what are some of the biggest ways AI helps with tasks and how you can go about interacting with these chatbots to get the answer you're looking for.  Host: Gary Price. Producer: Amirah Zaveri. Guest: Perpetual Baffour, Research Director, Learning Agency Lab. Links for more info: <a href="https://chat.openai.com/">https://chat.openai.com/</a> <a href="https://the-learning-agency-lab.com/overview/">https://the-learning-agency-lab.com/overview/</a> <a href="https://www.digitaltrends.com/computing/chatgpt-4-everything-we-know-so-far/">https://www.digitaltrends.com/computing/chatgpt-4-everything-we-know-so-far/</a> <a href="https://www.geeky-gadgets.com/chatgpt-beginners-guide/">https://www.geeky-gadgets.com/chatgpt-beginners-guide/</a> Compliance Issues: Technology, Innovation, Education, Career, Time Management, Productivity	
9:52	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Prevnar Pfizer Consumer Healthcare/Abrysvo Procter Gamble/Febreze Air Effects	:60 :30 :30
11:52	:02 PAUSE FOR LOCAL AVAIL OUTCUE: ...la la la.	:02 :30
11:54	<b>SEG. 2: ONE AFTER ANOTHER: HELPING PEOPLE RECOVER IN A WORLD WHERE NATURAL DISASTERS ARE ALL TOO COMMON</b>	8:50
	Synopsis: The reality: Human-induced climate change is leading to more frequent and powerful extreme weather events. In the U.S. and around the world, millions struggle to get back on their feet following the damage and destruction these disasters bring. As bystanders, how can we pitch in and help? We cover the physical and mental toll these hardships cause and why it's important to step up and give back in any way you can. Host: Marty Peterson. Producer: Amirah Zaveri. Guest: Vickie Mays, clinical psychologist, distinguished professor, psychology, health policy & management, University of California-Los Angeles. Links for more info: <a href="https://www.psych.ucla.edu/faculty-page/mays/">https://www.psych.ucla.edu/faculty-page/mays/</a> <a href="https://www.ready.gov/kit">https://www.ready.gov/kit</a> <a href="https://www.redcross.org/get-help/how-to-prepare-for-emergencies/survival-kit-supplies.html">https://www.redcross.org/get-help/how-to-prepare-for-emergencies/survival-kit-supplies.html</a> <a href="https://www.apa.org/topics/climate-change/mental-health-effects">https://www.apa.org/topics/climate-change/mental-health-effects</a> Compliance Issues: Psychology, Natural Disasters, Mental Health, Nonprofits, Trauma, Climate Change, Volunteerism, Public Health, Emergency Response	
20:44	SPOTBREAK 4: Procter Gamble/Pepto Bismol AA Liberty Mutual Insurance Co./Liberty Mutual	:30 :30
21:44	<b>VIEWPOINTS EXPLAINED: WHY ARE PRISON BREAKS BECOMING MORE COMMON?</b> OUTCUE: ...Liberty Liberty Liberty.	2:15
	Synopsis: Aging infrastructure, fewer correctional officers, and a large inmate population. These are just some of the factors feeding into why prison breaks, and then large-scale manhunts, seem to be popping up more these days.  Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Incarceration, Correctional System, Public Safety, Government	
23:59	<b>CULTURE CRASH: OUR FALL INDIE FILM PICKS</b>	2:28
	Synopsis: We highlight some of our favorite, small-production movie picks as we head into fall film festival season.  Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: Pfizer Consumer Healthcare/Ibrance 2023 OUTCUE: ...loss of appetite.	:60
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Weekly Public Affairs Program

Date aired: 7-2-23 Time Aired: 6:30A-7:00AM

Disc # 2023-27

Total running time: 29:30 (with optional exit at 24:00)

1. **Nora Volkow, MD**, Director of the National Institute on Drug Abuse, part of the National Institutes of Health

Fentanyl overdoses are the leading cause of death for Americans ages 18 to 49, more than car accidents or suicides. On average, one person dies of a fentanyl overdose in the United States every seven minutes, and the number of Americans killed by the drug has jumped 94 percent since 2019. Dr. Volkow discussed why the problem has skyrocketed and what steps the federal government is taking to address it. She said that, while the epidemic was worse in certain rural areas of the US in past years, the problem has now overwhelmed every city and state. She talked about the importance of education and treatment programs, and also explained why fentanyl is a particularly troubling issue for pregnant women.

**Issues covered:**

**Substance Abuse and Treatment  
Government Policies**

**Length: 17:52**

2. **Sam Quinones**, author of *"The Least of Us: True Tales of America and Hope in the Time of Fentanyl and Meth"*

The opioid crisis' damage to US communities cost the economy \$1.5 trillion in 2020 alone, according to a congressional analysis. Mr. Quinones talked about steps that cities and towns can take to try to repair community bonds, most effectively on the neighborhood, school and church level. He believes that stronger law enforcement is necessary to force drug abusers into treatment, whether they want it or not.

**Issues covered:**

**Substance Abuse and Treatment  
Community Rehabilitation  
Law Enforcement  
Homelessness**

**Length: 5:08**



Weekly Public Affairs Program

Date aired: 7-9-23 Time Aired: 6:30A-7:00AM

Show # 2023-28

Total running time: 29:30 (with optional exit at 24:00)

1. **Paul R. Lawrence**, former Under Secretary of Benefits at the U.S. Department of Veterans Affairs, author of "*Veterans Benefits for You: Get What You Deserve*"

Mr. Lawrence offered tips for veterans to successfully apply for benefits they have earned from their service. He explained several ways that a veteran can document a service-related injury, and how they can request their medical records with help from the National Archives and Veterans Administration. He also talked about the value of benefits not just to a veteran, but to his or her family, as well.

**Issues covered:**  
**Veterans' Benefits**  
**Military Service**

**Length: 8:14**

2. **David Maimon, PhD**, Professor of Criminal Justice and Criminology, Georgia State University

Prof. Maimon explained how criminals are increasingly targeting US Postal Service blue collection boxes and residential mailboxes to steal filled-out checks. He said the thieves sell the stolen checks via social media platforms, then buyers alter the payee and amount on the checks to rob victims' bank accounts of thousands of dollars. He recommends that consumers only hand mail directly to a clerk at a US Post Office, or use other methods to send payments.

**Issues covered:**  
**Crime**  
**Identity Theft**  
**Government**

**Length: 9:09**



Date aired: 7-16-23 Time Aired: 6:30A-7:00AM

Weekly Public Affairs Program

Show # 2023-29

Total running time: 29:30 (with optional exit at 24:00)

1. **Pam Baker**, freelance journalist who focuses on emerging tech topics like artificial intelligence, data analytics, and edge computing, author of "*ChatGPT For Dummies*"

ChatGPT has garnered an amazing amount of attention in just a few months. Ms. Baker explained how the rise of artificial intelligence has already begun affecting our daily lives. She talked about the importance of learning to use AI in the workplace, and why learning how to prompt AI is both the easy part and the most difficult part of using it.

**Issues covered:**  
**Artificial Intelligence**  
**Education**  
**Career**

**Length: 9:05**

2. **Ruchi S. Gupta, MD, MPH**, board-certified pediatrician and health researcher, Professor of Pediatrics and Medicine at Northwestern University Feinberg School of Medicine, Clinical Attending at Ann & Robert H. Lurie Children's Hospital of Chicago, founding director of the Center for Food Allergy & Asthma Research

Dr. Gupta led a groundbreaking study of allergies in adults and found the prevalence of food allergy is highest among black, Hispanic and Asian individuals across all ages. She also found that food allergy is lowest among households earning more than \$150,000 a year. She talked about potential reasons for these findings and the importance of getting a proper diagnosis.

**Issues covered:**  
**Food Allergies**  
**Minority Concerns**

**Length: 8:23**



Weekly Public Affairs Program

Date aired: 7-23-23 Time Aired: 6:30A-7:00AM

Show # 2023-30

Total running time: 29:30 (with optional exit at 24:00)

1. **Haywood Talcove**, CEO of LexisNexis Risk Solutions' Government Group, a multinational information and analytics company based in Atlanta

Mr. Talcove outlined a frightening new wave of scams: next-gen thieves are utilizing sophisticated new artificial intelligence tools to steal millions of dollars from consumers. He discussed the use of AI-generated voices—that criminals can now clone from social media profiles—to easily con parents or grandparents out of significant sums of money. He said the schemes are almost impossible to detect, but he suggested three steps every family should take to defend themselves

**Issues covered:**

**Crime**  
**Identity Theft**  
**Technology**

**Length: 8:49**

2. **F. Perry Wilson, MD, MSCE**, Associate Professor of Medicine, Director, Clinical and Translational Research Accelerator at the Yale University School of Medicine, author of "*How Medicine Works and When It Doesn't.*"

Dr. Wilson explained how and why the doctor-patient relationship has eroded in recent years. He believes that profit-driven companies—from big pharma to healthcare corporations—have corrupted what should have been medicine's golden age. He offered several potential solutions to restore trust between patients and doctors.

**Issues covered:**

**Personal Health**

**Length: 8:15**



Weekly Public Affairs Program

Date aired: 7-30-23 Time Aired: 6:30A-7:00AM

Show # 2023-31

Total running time: 29:30 (with optional exit at 24:00)

1. **Kate W. Bauer, PhD MS**, Associate Professor of Nutritional Sciences, University of Michigan School of Public Health

Prof. Bauer recently led a study that compared beverage consumption in low-income households that utilize taxpayer-funded food assistance programs. She found that families that used just one of the programs were in the normal range, but those that participated in both the Supplementation Nutrition Program for Women, Infants, and Children (WIC), and the Supplemental Nutrition Assistance Program (SNAP), consumed high amounts of sugar-sweetened beverages. She explained why this is a concern.

**Issues covered:**

**Government Food Assistance  
Poverty  
Nutrition**

**Length: 8:00**

2. **Patrick Olsen**, Editor-in-Chief, CarFax

More than 2.5 million vehicles that have been issued a "Do Not Drive" or "Park Outside" safety recall remain unrepaired, Carfax data shows. Mr. Olsen talked about the most common reasons behind these serious recalls, and why consumers fail to take their cars to dealers to get the issue taken care of. He also explained how someone can check to see if their car is on a recall list.

**Issues covered:**

**Auto Recalls  
Consumer Matters  
Transportation**

**Length: 9:22**



Weekly Public Affairs Program

Date aired: 8-6-23 Time Aired: 6:30A-7:00AM

Show # 2023-32

Total running time: 29:30 (with optional exit at 24:00)

1. **Bacall Hincks**, Family Advocate and Program Coordinator at Children's Service Society of Utah

More than one million American children now live with grandparents, primarily because of their parent's addiction to opioids and other drugs. Ms. Hincks said this growing trend is causing grandparents to put off retirement and plow through savings to rescue their grandchildren from dangerous situations. She discussed how these difficult experiences can negatively affect children's mental and physical health.

**Issues covered:**

**Parenting**  
**Substance Abuse**  
**Foster Care**  
**Retirement**

**Length: 9:17**

2. **Maryanne Wolf, PhD**, Professor of Child Development and Director of the Center for Reading and Language Research at Tufts University, author of "*Reader, Come Home: The Reading Brain in a Digital World*"

Prof. Wolf discussed the latest research into the human brain as we become increasingly dependent on digital technologies, rather than the printed word. She expressed concerns for both children's and adults' ability to "deep read," as the brain is literally rewired by huge amounts of short bursts of information. She offered suggestions for how the nation's education system needs to adapt.

**Issues covered:**

**Literacy**  
**Education**  
**Technology**

**Length: 8:04**



Weekly Public Affairs Program

Date aired: 8-13-23 Time Aired: 6:30A-7:00AM

Show # 2023-33

Total running time: 29:30 (with optional exit at 24:00)

1. **Paul Pilibosian**, a Houston attorney specializing in real estate law

It is a pattern being played out in many cities in the United States: squatters move into a home, refuse to leave, and homeowners have few options to evict them. Mr. Pilibosian explained why this trend is on the rise and what homeowners should do to try to discourage squatters from moving into a house in the first place.

**Issues covered:**

**Crime**

**Home Ownership**

**Legal Issues**

**Length: 8:50**

2. **Anupam Bapu Jena, MD, PhD**, Joseph P. Newhouse Professor at Harvard Medical School, physician at Massachusetts General Hospital, co-author of "*Random Acts of Medicine: The Hidden Forces That Sway Doctors, Impact Patients, and Shape Our Health*"

Dr. Jena explained how unexpected—but often predictable—events can profoundly affect our health. He offered several examples of how randomness affects medical decisions and treatment options. He said a healthy diet and exercise are the wisest choices to lead a healthy life.

**Issues covered:**

**Personal Health**

**Length: 8:16**



Weekly Public Affairs Program

Date aired:8-20-23 Time Aired: 6:30A-7:00AM

Show # 2023-34

Total running time: 29:30 (with optional exit at 24:00)

1. **Karl Brauer**, Executive Analyst at ISeeCars.com

The pain of inflation has hit every consumer's pocketbook in the past couple of years, but perhaps the impact has been greatest in the car buying market. Mr. Brauer shared research that found that while the value of used electric vehicles has been plummeting in 2023 (and the trend is accelerating), the price of used cars in general has jumped 47% since 2019. He added that more than half of today's used cars also have 20% or more miles than they did three years ago.

**Issues covered:**  
**Consumer Matters**  
**Transportation**

**Length: 9:01**

2. **LeRoy Hood, MD, PhD**, biologist who has served on the faculties at the California Institute of Technology and the University of Washington, developed ground-breaking scientific instruments which made possible major advances in the biological and medical sciences, author of "*The Age of Scientific Wellness*"

Dr. Hood discussed the reasons that medicine is undergoing a major transformation from a reactive, hit-or-miss approach to a personalized, predictive, data-rich, and preventive one. He calls this new form of care "scientific wellness", which uses information from our blood and genes, as well as AI, to optimize our health and extend our "healthspan." He believes this new technology can eventually conquer heart disease, Alzheimer's disease and many other illnesses, with noticeable progress within five years.

**Issues covered:**  
**Personal Health**  
**Technology**

**Length: 8:15**



Weekly Public Affairs Program

Date aired: 8-27-23 Time Aired: 6:30A-7:00AM

Show # 2023-35

Total running time: 29:30 (with optional exit at 24:00)

1. **Anna Mills**, textbook author, English instructor at the College of Marin, member of a joint Artificial Intelligence task force with the Modern Language Association and College Conference on Composition and Communication

AI chatbots have triggered a panic among educators, who are flooding listservs, webinars and professional conferences to figure out how to deal with the technology in this new academic year. Ms. Mills explained why many professors are expecting chaos. She said few universities are offering clear guidelines for teachers or students. She also talked about the difficulty of detecting AI-generated cheating.

**Issues covered:**  
**Higher Education**  
**Artificial Intelligence**

**Length: 7:50**

2. **J. Scott Roberts, PhD**, Professor in Health Behavior and Health Education at the University of Michigan, Associate Director of a poll from the University of Michigan Institute for Healthcare Policy and Innovation

Prof. Roberts led a poll of people age 65 to 80 and found that while 80% adults see the benefit of tests that can give an early warning of memory and thinking decline, 80% of older adults said they haven't had a cognitive test in the past year to look for early signs of dementia, and 59% reported never having had such a screening. He said the poll also found very low awareness of blood tests that can help detect Alzheimer's disease.

**Issues covered:**  
**Personal Health**  
**Technology**

**Length: 9:17**



Weekly Public Affairs Program

Date aired: 9-3-23 Time Aired: 6:30A-7:00AM

Show # 2023-36

Total running time: 29:30 (with optional exit at 24:00)

1. **ChatGPT**, an artificial-intelligence (AI) chatbot

ChatGPT was launched as an artificial intelligence prototype on November 30, 2022, quickly gaining much attention for its detailed responses and articulate answers across many topics. It explained how was it trained and learns, and what its biggest weakness are. It acknowledged that the concerns about potential biases in its answers are legitimate. It also outlined the top 5 human endeavors in which it anticipates making the biggest impact.

**Issues covered:**

**Artificial Intelligence  
Technology  
Employment**

**Length: 9:29**

2. **Andrew Houtenville, PhD**, Professor of Economics at the University of Hampshire, Research Director of the UNH Institute on Disability

Prof. Houtenville discussed recent findings from the National Trends in Disability Employment report, issued semi-monthly by Kessler Foundation and the University of New Hampshire. He explained what is driving historic highs in employment of people with disabilities, and why disabled employment has outstripped the non-disabled since the start of pandemic lockdowns.

**Issues covered:**

**Disabilities  
Employment**

**Length: 7:59**



Weekly Public Affairs Program

Date aired: 9-10-23 Time Aired: 6:30A-7:00AM

Show # 2023-37

Total running time: 29:30 (with optional exit at 24:00)

1. **Erica Eversman**, President of the Automotive Education and Policy Institute in Akron, OH

Drivers are looking for ways to save money on auto insurance as premiums rise rapidly. Ms. Eversman explained a new offering from some insurance companies: usage-based car insurance programs, where the insured agrees to share detailed data about their driving habits with their insurer via a phone app or an in-vehicle device. She said the data does permit insurance companies to evaluate risk better and better match the price of the insurance for the risk, but at a steep cost to consumers' privacy and legal rights.

**Issues covered:**

**Consumer Matters**  
**Auto Insurance**  
**Legal Matters**

**Length: 8:55**

2. **Caroline Leaf, PhD**, clinical and cognitive neuroscientist, author of "*How to Help Your Child Clean Up Their Mental Mess*"

Increasingly, children ages 3-10 are struggling with anxiety, depression, and mental health challenges. Dr. Leaf discussed the factors behind this trend and warning signs that parents should watch for. She said if left unaddressed, childhood mental health problems often follow kids into their teens and adulthood.

**Issues covered:**

**Child Mental Health**  
**Parenting**

**Length: 8:15**



Weekly Public Affairs Program

Date aired: 9-17-23 Time Aired: 6:30A-7:00AM

Show # 2023-38

Total running time: 29:30 (with optional exit at 24:00)

1. **Ryan P. Burge, PhD**, sociologist, Assistant Professor of Political Science at Eastern Illinois University, co-author of *"The Great Dechurching: Who's Leaving, Why Are They Going, and What Will It Take to Bring Them Back?"*

The largest and fastest religious shift in US history is in progress. Prof. Burge co-authored a comprehensive study to learn who is leaving organized religion and why. He said the most common reason people stopped attending church was because they moved, and that lower-income people with a high school education or less are the most likely to leave. He also talked about societal effects when faith-based community services such as food banks, after-school programs and prison ministries disappear.

**Issues covered:**  
**Religion**

**Length: 9:22**

2. **Chris Carosa, MBA**, Certified Trust & Financial Advisor, Senior Contributor to Forbes.com, author of *"Hey! What's My Number: How to Improve the Odds You Will Retire in Comfort"*

A recent New York Life survey found that Americans believe they need \$4.3 million stashed away to retire comfortably. Unfortunately, the average person has around \$135,000 saved. Mr. Carosa explained how to determine how much money will really be needed for a comfortable retirement, along with simple steps to get there.

**Issues covered:**  
**Retirement Planning**  
**Personal Finance**

**Length: 8:03**



Date aired: 9-24-23 Time Aired: 6:30A-7:00AM

Weekly Public Affairs Program

Show # 2023-40

Total running time: 29:30 (with optional exit at 24:00)

1. **Diane Mullins**, founder of Deborah's Voice, a national non-profit women's advocacy organization

Pastor Mullins said that child trafficking has become the 2nd largest criminal activity in the world behind illegal drug sales. She said most Americans are unaware of the existence of human trafficking and forced prostitution in their own towns, but it is surprisingly prevalent – not just on dimly lit street corners, but at music concerts, VIP dinners, and sporting events. She talked about techniques used by human traffickers to select their victims.

Issues covered:  
**Human Trafficking**  
**Women's Issues**  
**Crime**

Length: 7:26

2. **Dawn Graham, PhD**, psychologist, employment and career expert, Director of Career Management for the Executive MBA Program at The Wharton School, author of "*Switchers: How Smart Professionals Change Careers – and Seize Success*"

Dr. Graham offered job search advice, particularly for those in middle age who are considering career changes. She said a job search in a new field or occupation requires much more work than a typical job search. She offered suggestions on how to tailor a resume to sidestep age biases and other potential hurdles.

Issues covered:  
**Career**  
**Aging**

Length: 9:45