

WNKN-FM

“ISSUES AND NEEDS” REPORT FOR SECOND QUARTER

APRIL 1, 2023- JUNE 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.**

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**

APRIL 1, 2023 – JUNE 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**



Weekly Public Affairs Program

Call Letters: **WNKN-FM**

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2023

Show # 2023-14

Date aired: 4-2-23 Time Aired: 6:30AM -7AM

H Penny Mishkin, Columbia University occupational therapist, author of *"How I See It: A Personal and Historical View of Disability"*

Ms. Mishkin discussed the difficulties faced by disabled children, and the crucial importance of therapy, services and support to help them. She shared her personal story of severe vision disabilities as a child, and eventual blindness as an adult. She said living with a disability is akin to taking a detour in life, and that with the right outlook, disabled people can still live a purposeful and happy life.

Issues covered:

Length: 8:40

Disability Awareness and Support

Rob Docters, Partner and Head of Ethics Practices at Abbey Road, LLP, co-author of *"Ethics and Hidden Greed: Your Defense against Unethical Strategies and Violations of Trust"*

Consumer scams, frauds, and unethical gouging are on the rise, causing significant financial and emotional harm to unsuspecting individuals and exacerbating economic inequalities. Mr. Docters discussed the factors behind the jump in fraud. He explained why it is often hard to recognize fraud or scams on social media.

Issues covered:

Length: 8:43

**Crime
Consumer Matters
Ethics**

Show # 2023-15

Date aired: 4-9-23 Time Aired: 6:30AM -7AM

Stephen Kohn, attorney, Executive Director of the National Whistleblower Center, author of *"The Whistleblower's Handbook: A Step-By-Step Guide To Doing What's Right And Protecting Yourself"*

Every year, criminals and fraudsters rip off the federal government by committing tax fraud—stealing billions of taxpayer dollars in the process. However, it's becoming much more difficult to do so, thanks to a massive increase in whistleblower disclosures. Mr. Kohn discussed recent changes in laws that have made it much easier to report wrongdoing. He also explained what steps to take to weigh the pluses and minuses of blowing the whistle.

Issues covered:

Length: 8:53

**Whistleblowing
Crime
Government Regulations**

Mary Norris, longtime copy editor at "The New Yorker," author of "*Between You & Me: Confessions of a Comma Queen*"

Ms. Norris discussed the most common mistakes in spelling, punctuation and word usage, and why it is so important. She explained how new technologies and changes in our nation's education system have made proper grammar less "cool."

Issues covered:

**Education
Career**

Length: 8:21

Show # 2023-16

Date aired: 4-16-23 Time Aired: 6:30AM -7AM

ChatGPT, an artificial-intelligence (AI) chatbot

ChatGPT was launched as an artificial intelligence prototype on November 30, 2022, quickly gaining global attention for its detailed responses and articulate answers across many topics. It explained how it was 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

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 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

Show # 2023-17

Date aired: 4-23-23 Time Aired: 6:30AM -7AM

Matthew Berger, Executive Director of the non-profit Foundation to Combat Antisemitism

According to FBI statistics, Jews make up approximately 2.4% of the U.S. population yet are victims of nearly 1 in 10 of all hate crimes. Mr. Berger's organization launched a \$25 million national effort to combat indifference and ignorance surrounding antisemitism. He explained how people can stand up to fight antisemitism, the same way they would fight racism, gender inequality or other injustices in their community.

Issues covered:

**Antisemitism
Crime**

Length: 7:59

Mark R. Rank, PhD, Herbert S. Hadley Professor of Social Welfare at Washington University in St. Louis, author of *"The Poverty Paradox: Understanding Economic Hardship Amid American Prosperity"*

Prof. Rank discussed the reasons why the wealthiest country in the world also has the highest rates of poverty among industrialized nations. He said an average of 10-15% of the US population is below the poverty line at any given time. He blames low-paying jobs that make it difficult to escape poverty, plus what he views as an inadequate social safety net.

Issues covered:

Length: 9:24

**Poverty
Economy
Government Policies**

Show # 2023-18

Date aired: 4-30-23 Time Aired: 6:30AM -7AM

Malia Hollowell, National Board-Certified teacher, Founder/CEO of The Reading Roadmap, which develops literacy training for teachers, author of *"The Science of Reading in Action: Brain-Friendly Strategies Every Teacher Needs to Know"*

67% of American students are unable to read at grade-level. Ms. Hollowell said there are decades of research available to improve reading programs, but it is generally ignored. She said it's critical that teachers and parents learn about the research. She also addressed the special challenges faced by children whose native language is not English.

Issues covered:

Length: 7:50

**Child Literacy
Education**

Laura Tremaine, podcaster, author of *"The Life Council: 10 Friends Every Woman Needs"*

Ms. Tremaine discussed the complexities of friendships. She said making, keeping, and even releasing friends doesn't need to be as hard as we make it. She explained the importance of creating a circle of genuine friends over a lifetime, as opposed to social media "acquaintances."

Issues covered:

Length: 9:26

**Personal Relationships
Mental Health
Women's Issues**

Show # 2023-19

Date aired: 5-7-23 Time Aired: 6:30AM -7AM

Sarah Foster, Analyst and Principal U.S. Economy Reporter at Bankrate.com

While inflation may be cooling, Ms. Foster explained why Americans could be feeling its impact for years to come. She discussed the economy's impact on emergency savings, retirement contributions and covering day-to-day expenses. She also explained why even when inflation eventually slows, prices won't necessarily fall across the board.

Issues covered:

Length: 7:23

**Inflation
Personal Finance**

Paul McLane, Editor in Chief of Radio World, a publication for technology-minded broadcast owners, managers and engineers

Automakers like Tesla, BMW and Ford have recently announced their intentions to cut AM radio from new models, particularly electric vehicles. Mr. McLane discussed the valuable service AM radio still provides for public safety and entertainment, and explained what AM's 84 million listeners can do to voice their opinion to automakers and legislators. He also discussed the potential danger posed to FM radio by the new trend.

Issues covered:

Length: 9:54

Media

Emergency Preparedness

Consumer Matters

Show # 2023-20

Date aired: 5-14-23 Time Aired: 6:30AM -7AM

Sarah J. Clark, M.P.H., Associate Research Scientist, Department of Pediatrics at the University of Michigan's C.S. Mott Children's Hospital

Ms. Clark co-authored a poll that found that 62 percent of parents report difficulties finding childcare facilities that meet their health and safety standards. The poll also found that only half of parents considered themselves "very confident" at discerning which childcare options were truly safe and healthy. She outlined the most important questions that parents should ask when evaluating childcare providers. She said 82% of parents would be in favor of a national standard for health and safety for childcare centers and in-home childcare providers.

Issues covered:

Length: 9:27

Child Safety

Parenting

Benjamin H. Schnapp, MD, Assistant Professor, Assistant Emergency Medicine Residency Program Director in the University of Wisconsin School of Medicine and Public Health

Medical errors cause roughly 250,000 deaths per year in the U.S. Dr. Schnapp co-authored a study that examined errors in Emergency Rooms. He found that, even in chaotic ERs, doctors typically have the right medical information but might not act on it in the best way. He talked about the patterns he found in patients who are most vulnerable to errors. He offered suggestions for patients who want to prevent errors when they visit an ER.

Issues covered:

Length: 7:44

Medical Errors

Emergency Care

Show # 2023-21

Date aired: 5-21-23 Time Aired: 6:30AM -7AM

Burton Malkiel, Chemical Bank Chairman's Professor of Economics at Princeton University, author of the classic finance book "*A Random Walk Down Wall Street: The Best Investment Guide That Money Can Buy*"

Mr. Malkiel's book, written 50 years ago, pioneered the advent of index mutual funds for the average investor. He explained why an individual who saves consistently over time and buys a diversified set of index funds can achieve above-average investment results. He believes that most average investors do not need an investment advisor in order to prepare for retirement.

Issues covered:
Personal Finance
Retirement Planning

Length: 8:30

Theresa Gildner, PhD, Assistant Professor of Biological Anthropology in Arts & Sciences at Washington University in St. Louis

Most Americans view parasitic infections as a problem of the past or one that only impacts low-income countries. However, Prof. Gilder shared new research that discovered that the problem is likely widespread in low-resource communities throughout southern US. Her study found that environmental conditions, combined with infrastructural neglect and inadequate access to health care, create the perfect breeding ground for these infections. She explained how to recognize the infection and what treatments are available.

Issues covered:
Public Health
Poverty
Food Safety

Length: 8:37

Show # 2023-22

Date aired: 5-28-23 Time Aired: 6:30AM -7AM

Catherine Hodder, estate planning attorney, author of "*Estate Planning for the Sandwich Generation: How to Help Your Parents and Protect Your Kids*"

Ms. Hodder explained the importance of estate planning for those who are caring for both kids and aging parents. She outlined the critical documents that everyone should have in addition to a basic will. She also talked about the importance of communication with aging parents, and the usefulness of an emergency binder that organizes important documents in one place.

Issues covered:
Estate Planning
Senior Citizens
Parenting

Length: 8:22

Caitlin Cavanagh, Assistant Professor in the School of Criminal Justice at Michigan State University

Prof. Cavanagh led a study at Michigan State that found that mothers don't lose hope to see their sons graduate from high school, get married, find a good job and so on— even if they are arrested as a minor. Her findings were consistent, even for higher income families.

Issues covered:
Juvenile Crime
Parenting

Length: 8:54

Show # 2023-23

Date aired: 6-4-23 Time Aired: 6:30AM -7AM

Adam Katchmarchi, PhD, Executive Director of the National Drowning Prevention Alliance, Assistant Professor in the Department of Kinesiology, Health, and Sport Sciences at Indiana University of Pennsylvania

Drowning is the leading cause of death among children ages 1-4 and the second leading cause of injury-related death among children up to age 14. As the busiest water activity season is upon us, Prof. Katchmarchi offered five recommendations for parents to keep their children safe.

Issues covered:
Drowning Prevention

Length: 8:31

Heidi K. Gardner, PhD, Distinguished Fellow at Harvard Law School's Center on the Legal Profession and Program Chair of the Sector Leadership Master Class and Smarter Collaboration Master Class, author of "*Smarter Collaboration: A New Approach to Breaking Down Barriers and Transforming Work*"

Prof. Gardner discussed recent research and offered advice to help companies thrive by collaborating more effectively. She said collaboration skills are surprisingly rare, especially among men. She explained why firms that collaborate smarter consistently generate higher revenues and profits, boost innovation, strengthen client relationships, and attract and retain better talent.

Issues covered:
Workplace Matters
Diversity
Career

Length: 8:52

Show # 2023-24

Date aired: 6-11-23 Time Aired: 6:30AM -7AM

Andres Lares, Managing Partner at Shapiro Negotiations Institute, co-author of "*Persuade: The 4-Step Process to Influence People and Decisions*"

Millions of college students have graduated recently and are ready to enter the workforce. Mr. Lares said the more a job applicant prepares, the more confident they will feel — and projecting confidence is essential to doing well in a job interview. He explained how to research a company and the position prior to a job interview, how to negotiate the compensation and how prepare questions for the interviewer.

Issues covered:
Employment
Career

Length: 8:35

Jean M. Twenge, PhD, Professor of Psychology at San Diego State University, author of "*Generations: The Real Differences between Gen Z, Millennials, Gen X, Boomers, and Silents—and What They Mean for America's Future*"

Prof. Twenge outlined the unique characteristics and experiences of different generations, explaining how they shape America's future. She said the era in which person grows up has a much greater influence than their parents on their personality traits. She also talked about the huge influences of technological advances on each generation and the recent increase in clinical depression in teens, which directly correlates with the advent of smartphones and social media.

Issues covered:
Parenting
Mental Health
Substance Abuse

Length: 8:45

Show # 2023-25

Date aired: 6-18-23 **Time Aired:** 6:30AM -7AM

Martin J. Schreiber, former Governor of Wisconsin, Alzheimer's caregiver and advocate, author of "*My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver*"

More than 11 million Americans currently care for someone with Alzheimer's disease or other forms of dementia. Gov. Schreiber took care of his wife, Elaine, for nearly 20 years, until her death from Alzheimer's in 2022. He shared their story, and offered advice and encouragement for the millions of Americans in similar circumstances.

Issues covered:
Alzheimer's Disease

Length: 8:40

Jessie Ryan, Vice President of The Campaign for College Opportunity

Each year, hundreds of thousands of students start at community colleges, hoping to transfer to a university later. However, for some students, the transfer process becomes a maze so confusing, it derails their college plans. Ms. Ryan explained "credit loss," a situation where students take classes that never end up counting toward a degree. She discussed the reasons that universities refuse to accept credits, sometimes from classes that utilize the identical textbook as the university's class.

Issues covered:
**Community College
Higher Education**

Length: 8:44

Show # 2023-26

Date aired: 6-25-23 **Time Aired:** 6:30AM -7AM

Read Hayes, PhD, Research Scientist at the University of Florida, Director of the Loss Prevention Research Council

Retailers, politicians and police departments have sounded the alarm about a rapid increase in retail theft, and are calling for stricter enforcement and prosecution to fight it. Prof. Hayes outlined the scope of the problem, and the role of organized theft rings in its growth. He also explained the multiple impacts on consumers, and what steps may slow down the problem.

Issues covered:
**Crime
Consumer Matters**

Length: 8:40

Kevin Lanza, PhD, Assistant Professor at UTHealth Houston School of Public Health at The University of Texas

Prof. Lanza led a recent study that found that children and teenagers who had volunteered in the past year were in better physical health, had a more positive outlook on life, and were less likely to have anxiety, depression, or behavioral problems compared to their peers who did not volunteer. He outlined the many volunteering opportunities available to young people.

Issues covered:
**Volunteerism
Youth
Parenting**

Length: 8:44



Program Log for *Viewpoints Radio*

RedCat2011

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

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

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

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

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Program Log for *Viewpoints Radio*

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

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Macy's/Earth Month	:45
1:45	:02 PAUSE FOR LOCAL AVAIL	:30
	OUTCUE: ...slash purpose.	:30
1:47	SEGMENT 1: SPRING: A TIME OF FLIGHT FOR BIRDS	:02
	Synopsis: As the weather warms up, you may be hearing and seeing more birds in your backyard. Spring is peak migration for this species, but in recent decades, there's been a 30 percent decline in North American bird varieties. We speak with one expert about the challenges facing these animals and how listeners can make a difference. Host: Gary Price. Guest: Rebecca Heisman, science writer, author, <i>Flight Paths: How a Passionate and Quirky Group of Pioneering Scientists Solved the Mystery of Bird Migration</i> . Links for more info: https://www.amazon.com/Flight-Paths-Passionate-Pioneering-Scientists-ebook/dp/BOB3XRDLYL https://www.birdcount.org/ https://www.audubon.org/ https://www.birds.cornell.edu/home/about/ Compliance Issues: Animal Migration, Animal Science, Endangered Species, Wildlife Conservation, Climate Change	8:44
10:31	SPOTBREAK 2&3: Skechers/2023 Upfront Taco Bell/TacoGen2109 Bank of America/Small Business	:60 :30
12:31	:02 PAUSE FOR LOCAL AVAIL	:30
	OUTCUE: ...2022 N-A.	
12:33	SEGMENT 2: A DIFFERENT VIEWPOINT: SPEAKING WITH ACTRESS, DREW BARRYMORE	:02
	Synopsis: The Barrymore family has a long and storied history in Hollywood. For actress, Drew Barrymore, she grew up surrounded by the ups and downs of being in a very public family and acting in TV and films as a child. Today, she looks back on her life and shares what she's learned along the way. Host: Marty Peterson. Guest: Drew Barrymore, actress, producer, host, entrepreneur Links: https://www.instyle.com/drew-barrymore-breaking-menopause-taboo-7376807 https://twitter.com/DrewBarrymore?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Career, Entertainment Industry, Film, Television, Personal Development, Psychology, Parenting	9:01
21:34	SPOTBREAK 4: Procter Gamble/Pepto Bismol Indeed/Indeed Q2 2023 Upfront	:30 :30
22:34	VIEWPOINTS EXPLAINED: A BIG QUARTER OF LAYOFFS	
	Synopsis: Why are so many big companies recently announcing layoffs? What's driving these early year cutbacks? We answer these questions this week on Viewpoints Explained. Host: Ebony McMorris. Compliance Issues: Economy, Job Market, Workforce, Career	1:29
24:03	CULTURE CRASH: THE FINAL SEASON	
	Synopsis: We highlight the last season of the hit HBO series, <i>Succession</i> and why other shows that have outlasted their prime should take note of the upsides of ending on a high note. Host: Evan Rook Compliance Issues Covered: TV, Culture	2:24
26:27	SPOTBREAK 5: Skechers/2023 Upfront Macy's/Earth Month	:30 :30
27:27	Program Conclusion	:30
	OUTCUE: ...slash purpose.	
28:00	TOTAL TIME	:33

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Air Week	4/23/2023	Studio Producer	Jason Dickey

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

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Program Log for *Viewpoints Radio*

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

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

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Program Log for Viewpoints Radio

RedCat2011

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for *Viewpoints Radio*

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

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

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Program Log for *Viewpoints Radio*

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

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Procter Gamble/Zevo Spray	:45 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:30
1:47	SEGMENT 1: THE TOLL OF EXCESS CLOTHES PRODUCTION	:02
	Synopsis: Despite increased media coverage on fast fashion, the industry continues to thrive and expand. We speak with fashion activist and expert Maxine Bedat (who we've previously had on as a guest on Viewpoints) about the recent changes in the fast fashion landscape and why there's a greater focus now on legislation rather than consumers. Host: Gary Price. Guest: Maxine Bedat, founder, director, New Standard Institute. Links for more info: https://www.amazon.com/Unraveled-Death-Garment-Maxine-Bedat/dp/0593085973 https://www.thecut.com/2023/02/guide-to-shopping-long-lasting-sustainable-ethical-clothes.html https://www.nrdc.org/stories/new-york-exposing-fashion-industry-what-it-climate-nightmare https://www.thefashionlaw.com/hm-escapes-lawsuit-accusing-it-of-greenwashing-its-fast-fashion-wares/ Compliance Issues: Consumerism, Marketing, Sustainability, Climate Change, Fashion, Labor Rights	8:16
10:03	SPOTBREAK 2&3: Procter Gamble/Prilosec Procter Gamble/Mr. Clean Magic Eraser Procter Gamble/Pepto Bismol Procter Gamble/Crest Dentrifrice	:30 :30 :30 :30
12:03	:02 PAUSE FOR LOCAL AVAIL	:30
12:05	SEGMENT 2: "UM, WHAT?": THE HIDDEN PURPOSE BEHIND FILLER WORDS	:02
	Synopsis: We've all been there. You've given a presentation or had a conversation with someone and realized after-the-fact that you could've added in fewer words like "um", "you know" or "like". While these fillers are distracting if overused, when added in moderation, they play a very specific purpose. Host: Marty Peterson. Guest: Valerie Fridland, sociolinguist, professor, linguistics, English Department, University of Nevada-Reno, author, <i>Like Literally Dude: Arguing for the Good in Bad English</i> . Links for more info: https://www.valeriefridland.com/ https://www.penguinrandomhouse.com/books/671558/like-literally-dude-by-valerie-fridland/ https://hbr.org/2019/08/why-filler-words-like-um-and-ah-are-actually-useful https://journals.physiology.org/doi/full/10.1152/advan.00110.2022 Compliance Issues: Linguistics, Language, History, Culture, Intercommunication, Public Speaking, Personal Development	9:17
21:22	SPOTBREAK 4: Skyrizi 2023	:60
22:22	VIEWPOINTS EXPLAINED: THE DECLINE OF RELIGION	2:10
	Synopsis: We discuss what's driving more Americans to identify as non-religious in recent years. Host: Ebony McMorris Compliance Issues: Religion, Theology, Culture, Politics	
24:32	CULTURE CRASH: A NEW SEASON OF SUMMER BLOCKBUSTERS	1:52
	Synopsis: We highlight a few of the blockbuster films that we're most looking forward to this summer. Host: Evan Rook Compliance Issues Covered: Film, Culture	
26:24	SPOTBREAK 5: Procter Gamble/Pepto Bismol Procter Gamble/Tide	:30 :30
27:24	Program Conclusion	:31
27:55	TOTAL TIME	

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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



Program Log for Viewpoints Radio

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

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

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Program Log for *Viewpoints Radio*

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

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

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