

ISSUES PROGRAM LIST

Quarterly Issues Programs List

KEYW-FM - KFLD-AM - KONA-FM - KORD-FM - KXRX-FM

April 1, 2023 through June 30, 2023

Section I. Issues

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

- A. Public Transportation:** As the population continues to grow in the Tri-Cities area, more and more residents are relying on Ben Franklin Transit (public transportation) to get to where they need to be each day. The stations presented information from transit experts about the state of mass transportation and the important role these systems play in keep metropolitan area traffic flows moving.
- B. Public Education:** As student populations grow in Tri-Cities so does the need for qualified educators. More than a third of teachers in the area are considering leaving their positions. The stations presented the challenges both new and veteran teachers are facing and ways the community can support them, which will help with educator retention.
- C. Social Workers:** Like many cities in American, the Tri-Cities is suffering from a mental health crisis. Area social workers are stretched to their limits. Drug addiction, homelessness, and broken families are common place. The stations discussed the vital role social workers play in community and why there needs to be more support for people working in this challenging field.
- D. Personal Finance:** There is a need for young adults in Tri-Cities to learn the basics of personal finance and what it means in regards to making major purchases like a car or home. 60% of the graduating student populations are leaving school with little or no education regarding finances. The stations presented information about spending habits, taxes, student loans, interest rates, and saving money and the need for required curriculums.
- E. Drug Legalization:** Cannabis has been legal in Washington for many years and the Tri-Cities is full of cannabis dispensaries. The stations presented information on how the industry has impacted communities both economically and socially. And, how future cannabis entrepreneurs, from all backgrounds, can enter the field.

Section II. Responsive Programs

The responsive program is titled "Viewpoints", which airs weekly on each station at the following times:

KEYW: 6AM Sundays

KFLD: 7:30AM Sundays

KONA-FM: 11:30PM Sundays

KORD: 6AM Sundays

KXRX: 6:30AM Sundays



Program Log for *Viewpoints Radio*

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 OUTCUE: ...how you buy.
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 OUTCUE: ...footwear is sold.
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%20year%20survey%20found,just%202%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 OUTCUE: ...Napa here we go.
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 OUTCUE: ...and conditions apply.
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

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.
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 :30 OUTCUE: ...to learn more.
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.
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.
27:28	Program Conclusion	:32

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

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Program Log for *Viewpoints Radio*

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

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Progressive Insurance/Progressive 2023 Auto. OUTCUE: ...and other insurers.	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: PART 2: HELPING AMERICA'S EDUCATORS	8:03
	Synopsis: More than a third of educators in America are considering leaving their positions, according to recent research from consulting firm, McKinsey. We speak with two education experts about the mounting challenges both new and veteran teachers are facing and how average Americans can better advocate for the teachers in their communities. Host: Gary Price. Guests: Megan Franke, professor, education, University of California-Los Angeles; Alexandra Robbins, education expert, author, <i>The Teachers: A Year Inside America's Most Vulnerable, Important Profession</i> . Links for more info: 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	
9:50	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Xeljanz Rheum O' Reilly Auto Parts/O' Reilly 2023 Upfront KFC/KFC 2023 Upfront OUTCUE: ...may vary.	:60 :30 :30
11:50	:02 PAUSE FOR LOCAL AVAIL	:02
11:52	SEGMENT 2: TIK TOK ISN'T THE ONLY APP WITH A DATA PRIVACY PROBLEM	9:58
	Synopsis: While Tik Tok has been getting a lot of heat lately for its connections to China, there's also a larger privacy and data problem across all social media platforms. We speak with two experts about the fast-evolving social media landscape and how consumers can better protect themselves from data mining. Host: Marty Peterson. Guests: Lindsay Gorman, senior fellow, emerging technologies, German Marshall Fund's Alliance for Securing Democracy; Timothy Edgar, professor, practice of computer science, Brown University. Links: https://watson.brown.edu/people/fellow/edgar https://securingdemocracy.gmfus.org/author/lindsay-gorman/ Compliance Issues: Consumer Privacy, Government, Technology, National Security, Social Media	
21:50	SPOTBREAK 4: Procter Gamble/Pepto Bismol Indeed/Indeed Q2 2023 Upfront OUTCUE: ...and conditions apply.	:30 :30
22:50	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 OUTCUE: ...let's ride.	:30 :30
27:26	Program Conclusion	:31

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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
	OUTCUE: ...wipe, done.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	: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/rakeshkochhar?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
	OUTCUE: ...has you covered.	
14:00	:02 PAUSE FOR LOCAL AVAIL	: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/danijshapiro?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
	OUTCUE: ...and loss of appetite.	
22:08	VIEWPOINTS EXPLAINED: TACKLING ADOLESCENT OBESITY	2:12
	Synopsis: The American Academy of Pediatrics has just released a new set of guidelines urging pediatricians to take a more proactive and stringent approach for young patients struggling with obesity. We highlight some of these updated recommendations and the lasting effects of being obese early in life. Host: Ebony McMorris Compliance Issues: Obesity, Adolescent Health, Disease, Pediatrics	
24:20	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
	OUTCUE: ...longer lasting scent.	
27:26	Program Conclusion	:30
27:56	TOTAL TIME	

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Program Log for *Viewpoints Radio*

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
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Procter Gamble/KC Gillette	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE IMPORTANCE OF AMERICA'S SOCIAL WORKERS	7:30
	Synopsis: There are more than 700,000 social workers across America. We speak with longtime social worker and professor, Dr. Anthony Estreet about the vital role these professionals play in countless different sectors and why there needs to be more support and incentive for people working in this difficult role. Host: Gary Price. Guest: Dr. Anthony Estreet, CEO, National Association of Social Workers, professor, social work, Morgan State University. Links for more info: 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	
9:17	SPOTBREAK 2&3: Wendy's/Breakfast Procter Gamble/Charmin Procter Gamble/Gain Procter Gamble/Pepto Bismol	:30 :30 :30 :30
11:17	:02 PAUSE FOR LOCAL AVAIL	:02
11:19	SEGMENT 2: R-V LIFE: THE CLASSIC AMERICAN WAY OF ROADTRIPPING	9:02
	Synopsis: Thinking of getting away this summer? With flight and hotel prices skyrocketing, we speak with travel expert, Bonnie Sinclair about the many benefits of road tripping via R-V. Sinclair has traveled across the U.S. with her husband and highlights a few of her top destinations. Host: Marty Peterson. Guest: Bonnie Sinclair, travel expert, co-author, <i>U.S.A R-V Adventures</i> . Links for more info: https://wanderfilledlife.com/ https://rvshare.com/ Compliance Issues: Travel, Geography, Tourism, Wildlife, Recreation, Parenting, Personal Finance	
20:21	SPOTBREAK 4: Taco Bell/TacoGen Procter Gamble/Charmin	:30 :30
21:21	VIEWPOINTS EXPLAINED: A NEW ERA OF ELECTRIC	2:25
	Synopsis: We cover the newly proposed EPA guidelines for auto manufacturers and how this will impact the car market and consumers. Host: Ebony McMorris Compliance Issues: Auto Industry, Manufacturing, Government, Climate Change	
23:46	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
27:23	Program Conclusion	:32
27:55	TOTAL TIME	

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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
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar20 OUTCUE: ...with Prevnar 20.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: UNDERSTANDING LAB-CREATED INGREDIENTS	8:49
	Synopsis: Monosodium glutamate. Niacin. Riboflavin. We've all seen these labels at the end of ingredient lists on our favorite chips or frozen meals – but what role do they play? Are these substances harmful? We highlight the prevalence of processed and ultra-processed foods in the U.S., the ingredients in them and the importance of moderation. Host: Gary Price. Guest: George Zaidan, food chemist, author, <i>Ingredients: The Strange Chemistry of What We Put In Us & 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	
10:36	SPOTBREAK 2&3: Procter Gamble/Metamucil Wendy's/Breakfast Pfizer Consumer Healthcare/Eliquis Procter Gamble/Pepto Bismol OUTCUE: ...of children.	:30 :30 :30 :30
12:36	:02 PAUSE FOR LOCAL AVAIL	:02
12:38	SEGMENT 2: THE TRIALS & TRIBULATIONS OF BALANCING MOTHERHOOD & CAREER	8:49
	Synopsis: NPR journalist and co-host of “All Things Considered” Mary Louise Kelly joins us this Mother’s Day to share her story of balancing motherhood with a long-spanning, successful career in journalism. She - like many mothers - has struggled to have it all and recounts the many tradeoffs over the years. Host: Marty Peterson. Guest: Mary Louise Kelly, co-host, “All Things Considered”, National Public Radio, author, <i>It.Goes.So.Fast.: The Year of No Do-Overs</i> . Links for more info: 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	
21:27	SPOTBREAK 4: Taco Bell/TacoGen Procter Gamble/Gain OUTCUE: ...longer lasting scent,.	: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 OUTCUE: ...the zone AutoZone.	: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
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol AZO/Services Mashup	:30 OUTCUE: ...restrictions apply.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: WHY DON'T MORE SCHOOLS TEACH FINANCIAL LITERACY?	8:26
	Synopsis: Currently, only about 40 percent of students in the U.S. take a personal finance course before graduation. This means that most teenagers leave high school knowing little about saving, spending, student loans and how to do basic adult tasks like filing taxes. This week, we cover the push to change education legislation so more school curriculums incorporate a standalone financial literacy class. Host: Gary Price. Guest: Tim Ranzetta, co-founder, Next Gen Personal Finance. Links for more info: 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	
10:13	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Xeljanz Rheum Taco Bell/TacoGen2109 Procter Gamble/Mr. Clean Magic Eraser	:60 :30 OUTCUE: ...cleaning look easy.
12:12	:02 PAUSE FOR LOCAL AVAIL	:02
12:14	SEGMENT 2: THE ALLURE OF THE FOUR-DAY WORKWEEK	8:37
	Synopsis: There's been a lot of media coverage this year around the 4-day workweek, but does it really make sense long-term? We discuss the pros, cons and if this shift is feasible for America's complex and varied workforce. Host: Marty Peterson. Guests: Lindsay Cameron, assistant professor, management, Wharton School of Business, University of Pennsylvania; Charlotte Lockhart, managing director, co-founder, Four Day Week Global. Links for more info: https://mgmt.wharton.upenn.edu/profile/lcramer/ https://www.4dayweek.com/ Compliance Issues: Career, Labor Trends, Human Resources, Mental Health, Parenting, Economy.	
20:51	SPOTBREAK 4: Procter Gamble/Gain Ond ADU Napa/Napa Upfront 2023	:30 OUTCUE: ...all cylinders.
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 OUTCUE: ...and conditions apply.
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
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Procter Gamble/Zevro Spray	:30 OUTCUE: ...friendly bug deady.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE TOLL OF EXCESS CLOTHES PRODUCTION	8:16
	Synopsis: Despite increased media coverage on fast fashion, the industry continues to thrive and expand. We speak with fashion activist and expert Maxine Bedat (who we've previously had on as a guest on Viewpoints) about the recent changes in the fast fashion landscape and why there's a greater focus now on legislation rather than consumers. Host: Gary Price. Guest: Maxine Bedat, founder, director, New Standard Institute. Links for more info: 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	
10:03	SPOTBREAK 2&3: Procter Gamble/Prilosec Procter Gamble/Mr. Clean Magic Eraser Procter Gamble/Pepto Bismol Procter Gamble/Crest Dentrifrice	:30 :30 :30 OUTCUE: ...has you covered.
12:03	:02 PAUSE FOR LOCAL AVAIL	:02
12:05	SEGMENT 2: "UM, WHAT?": THE HIDDEN PURPOSE BEHIND FILLER WORDS	9:17
	Synopsis: We've all been there. You've given a presentation or had a conversation with someone and realized after-the-fact that you could've added in fewer words like "um", "you know" or "like". While these fillers are distracting if overused, when added in moderation, they play a very specific purpose. Host: Marty Peterson. Guest: Valerie Fridland, sociolinguist, professor, linguistics, English Department, University of Nevada-Reno, author, <i>Like Literally Dude: Arguing for the Good in Bad English</i> . Links for more info: 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	
21:22	SPOTBREAK 4: Skyrizi 2023	OUTCUE: ...to learn more.
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 OUTCUE: ...versus Tide Pods.
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
:45	SPOTBREAK 1: AZO/Services Mashup Procter Gamble/Metamucil	:30 OUTCUE: ...taking Metamucil everyday.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: BRIDGING THE GAP FOR LOW-INCOME FAMILIES	8:56
	Synopsis: Over 40 percent of U.S. households struggle to afford necessities like groceries, gas, rent, Internet and healthcare. With rising costs, stagnating wages, and minimal federal assistance, it's become all too common to feel overwhelmed and stuck in a perpetual cycle of barely scraping by. We cover this growing crisis & how individuals and families can get help through their community network. Host: Gary Price. Guests: Stephanie Hoopes, national director, United for ALICE; Cherry, New Jersey resident. Links for more info: 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	
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 OUTCUE: ...of America N-A.
12:42	:02 PAUSE FOR LOCAL AVAIL	:02
12:44	SEG. 2: CLIMATE CHANGE IN FULL BLOOM: THE IMPACT OF AN EARLIER SPRING & SUMMER	8:12
	Synopsis: If you live in the Midwest or Northeast, you probably enjoyed that brief stretch of 80-degree days this past April. While the warmer weather can be a nice change, this unusual and sudden shift has countless consequences on wildlife, plant species and the many industries that rely on predictable cycles. We speak with environmental expert Theresa Crimmins about the causes & effects of changing weather patterns. Host: Marty Peterson. Guest: Theresa Crimmins, director, USA National Phenology Network, research professor, School of Natural Resources and the Environment, University of Arizona. Links for more info: 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	
20:56	SPOTBREAK 4: Target Stores/Mass Communal Chick-Fil-A/Chick-Fil-A-CFA Nat	:30 OUTCUE: ...for their testimonials.
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	OUTCUE: ...four Xeljanz.
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 OUTCUE: ...participation which vary.
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 OUTCUE: ...only comfort.
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 OUTCUE: ...clean your floors.
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 OUTCUE: ...thirty-thirty.
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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

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Program Log for *Viewpoints Radio*

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
:45	SPOTBREAK 1: Taco Bell/TacoGen Capital One/Quicksilver	:30 OUTCUE: ...one for details.
1:45	:02 PAUSE FOR LOCAL AVAIL	: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 OUTCUE: ...and conditions apply.
12:21	:02 PAUSE FOR LOCAL AVAIL	: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://barnard.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 OUTCUE: ...liquid detergent.
21:53	VIEWPOINTS EXPLAINED: THE FUTURE OF SAN FRANCISCO	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 OUTCUE: ...friendly bug deady.
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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