

WPHD QUARTERLY REPORT Q3 JULY-SEPT 22

DATE	PERSON INTERVIEWED	ORGANIZATION	EVENT	WHAT WAS DISCUSSED	DURATION
7/3/2022		VIETNAM MOVING WALL	VIETNAM MOVING WALL AT ELDRIDGE PARK	The Moving Wall, a half-size replica of the National Vietnam Memorial, will be on display at Eldridge Park. The Wall serves as a tribute to those who lost their lives while serving in the Vietnam War, and an opportunity for the community to recognize those who served.	HOUSE PROMOS RAN IN SUPPORT OF THE MOVING WALL AT ELDRIDGE PARK. ONE 2 MIN INTERVIEW AIRED TO SUPPORT THIS EVENT THROUGH JULY 4.
7/4/2022		VIETNAM MOVING WALL	VIETNAM MOVING WALL AT ELDRIDGE PARK	ALLY PAYNE FROM 7MM READ NAMES AT VIETNAM WALL SITE	7/3/22
7/15-7/22		ELMIRA DOWNTOWN	ELMIRA STREET PAINTING FESTIVAL & CHALK IT UP	The Elmira Street Painting Festival and Chalk It Up For Our Youth are part of Elmira Downtown Development's programs and service that promote a regional arts economy by making the arts and humanities available and accessible to all Elmira residents and visitors from the wider region to enhance the Elmira's quality of life. All of our events, including the Elmira Street Painting Festival happen because of strong partnerships, such as the City of Elmira, Chemung County, Corporate Sponsorship, the Arts Council of the Southern Finger Lakes, Surrounding Counties, and Community Partners. Elmira Downtown is a not-for-profit corporation whose mission is the administration of the city's 52-block Business Improvement District. The Business Improvement District is a State of New York chartered not-for-profit organization charged with the revitalization, development, promotion and management of downtown Elmira.	THE EVENT WAS LISTED AS PART OF OUR COMMUNITY HAPPENINGS CALENDAR ON WEBSITE AND FOR ON AIR LIVE SUPPORT OF THE EVENT
7/15-7/30/22	EVENT ORGANIZERS	TROOP RIDE	TROOP RIDE - MOTORCYCLE RIDE TO BENEFIT ARMED FORCES	Troop Ride is an annual parade style motorcycle ride through the Finger Lakes Region of New York, that benefits the USO in Fort Drum. All proceeds from the ride are given to the USO, to help them continue to support our troops. The USO (United Service Organizations) is a 501(c)3, congressionally-chartered private, nonprofit organization that provides a home away from home for our troops and their families. They provide for the comfort and convenience of all military personnel - Active, Reserve and Guard - and their family members, when they come home, or are overseas. They fight for us, we ride for them	7/30/22 LIVE BROADCAST & HOUSE PROMOS RAN TO SUPPORT THIS EVENT AS WELL AS A 2 MIN INTERVIEW

8/12-13/22	DON FERRARIO	ELMIRA JAZZ FESTIVAL	ELMIRA JAZZ FESTIVAL FOR EOP	the festival has expanded into a two-day event celebrating both local and international artists, supporting area organizations and businesses, and strengthening the community. Check out our artists & events to see who we have featured in the past and who we are excited to host in the future. The purpose of the festival is to empower agents of change in our community. All of the proceeds from the events benefit the Economic Opportunity Program of Chemung & Schuyler Counties (EOP), an organization that has been a pillar in our community for over 55 years serving over 5,000 community members annually	HOUSE PROMOS RAN IN SUPPORT OF THE EVENT & 2 MIN INTERVIEW WITH ORGANIZERS AS WELL AS LIVE BROADCAST (2HOOUR)
8/18/2022		YMCA OF CORNING	YMCA HEALTH EVENT	Live Event at Corning YMCA with Guthrie, 11AM-1PM, Event promoted healthy kids and families. One specific point was helping families navigate NYS Health Insurance and programs for extra coverage for kids	THE EVENT WAS PROMOTED ON OUR COMMUNITY PSA CALENDAR AND LIVE BROADCAST SCHEDULE
9/3/22			PARTY IN PARK COMMUNITY EVENT	A free community event promoted and put on exclusively by all 7MM stations Elmira/Corning market. This was a Labor Day Weekend event saluting the American Worker. An all day community event. Event was held at Eldridge Park Elmira and attended by multiple thousands of spectators and participants	9/3/22 HOUSE PROMOS AIRED FROM 8/15-9/3/22 AS WELL AS LIVE BROADCASTS THE DAY OF THE EVENT
9/23/22		SHRED DAYS	COMMUNITY SHRED DAYS	THE EVENT HELPS DISCARD PERSONAL DOCUMENTS WHILE COLLECTING DONATIONS FOR THE FOOD BANK OF THE SOUTHERN TIER	HOUSE PROMOS RAN TO SUPPORT THE EVENTS
8/1-31/22		SPCA/LOCAL HUMANE SOCIETIES	CLEAR THE SHELTERS	A MONTH LONG INITIATIVE TO HELP CLEAR THE SOUTHERN TIER ANIMAL SHELTERS. SPECIAL ADOPTION RATES, SOLICITING VOLUNTEERS, FOOD AND \$\$ FOR LOCAL SHELTERS	PSA RAN DURING THE MONTH TO SUPPORT THIS CAUSE

JULY-SEPT. 22

VIEWPOINTS SHOW SHOW AIRS AT 6AM SUNDAY MORNINGS



Quarterly Report of Compliancy Issues & Programs List 2022-Q3 (July - September) Viewpoints Radio

- Agriculture
- Armed Forces
- Athletics
- Attribution Science
- Business
- Career
- Child Development
- Childcare
- Civil Rights
- Climate Change
- Climate Economics
- Communication
- Community Affairs
- Community Revenue
- Conflict
- Consumerism
- Culture
- Death
- Diversity
- Economy
- Education
- Energy Production
- Engineering
- Environment
- Equality
- Exploration
- Extreme Weather
- Fashion
- Fashion Trends
- Federal Aid
- Film
- Food and Beverage
- Garment Production
- Gender Roles
- Global Issues
- Global Trends
- Government
- Government Funding
- Government Programs
- Health
- Higher Education
- History
- Hobby
- Housing
- Human Behavior
- Human Rights
- Immigration
- Inequality
- Infrastructure
- Innovation
- Labor Shortages
- Land Development
- Law
- Law Enforcement
- Literature
- Local Government
- Mathematics
- Media
- Mental Health
- Military
- Military Service
- Mobility
- Movie Business
- Music
- Natural Disaster
- Natural Resources
- News
- Oceanic Exploration
- Parenting
- Personal Finance
- Personal Growth & Development
- Police Reform
- Politics
- Poverty
- Psychology
- Public Education
- Public Resource
- Public Safety
- Race
- Race Relations
- Racial Inequality
- Racial Issues
- Relationships
- Renewable Energy
- Science
- Small Business
- Social Media
- Society
- Sports Culture & History
- Sustainability
- Technology
- Tourism
- Trade
- Transportation
- Travel
- TV
- War
- Waste Management
- Wealth Inequality

Program 22-27**Air Week:** 7/3/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: GAINING A GREATER UNDERSTANDING OF MILITARY EXPERIENCE****Time:** 1:47**Duration:** 8:58**Synopsis:** There are close to two million Americans serving in the U.S. Armed Forces, according to 2021 data from the Department of Defense. The U.S. is considered to have the world's strongest military, yet many Americans are disconnected from this subset of American culture. We speak with two experts about why this is and how the gap can be bridged between civilians and those who serve.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Phil Klay, veteran, writer, author of *Uncertain Ground: Citizenship in an Age of Endless, Invisible War*; Dr. Carl Castro, veteran, associate professor, School of Social Work, University of Southern California, director, Military and Veterans Programs, University of Southern California.**Compliance issues:** Communication, Military Service, Culture, Armed Forces, Career, Military, Mental Health, Government, Psychology**Links for more info:**

Phil Klay

Phil Klay (@PhilKlay) / Twitter

Uncertain Ground: Citizenship in an Age of Endless, Invisible War by Phil Klay

Military-Transition.org

Your VA Transition Assistance Program (TAP) - Outreach, Transition and Economic Development

SEGMENT 2: A PARENT'S PLIGHT**Time:** 12:47**Duration:** 10:16**Synopsis:** With the Child Tax Credit coming to an end, many U.S. parents are finding it hard to make ends meet with little help from the government – especially amid rising inflation. We speak with Dr. Dana Suskind about how this lack of support severely impacts children during critical development years.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Dana Suskind, professor, surgery and pediatrics, University of Chicago Medical Center, co-director, TMW Center for Early Learning and Public Health, University of Chicago Medical Center, author of *Parenting Nation: Unlocking Every Child's Potential, Fulfilling Society's Promise*.**Compliance issues:** Personal Finance, Politics, Child Development, Parenting, Childcare, Health, Government Funding**Links for more info:**

Dana L. Suskind, MD | University of Chicago Department of Surgery

Dr. Dana Suskind (@DrDanaSuskind) / Twitter

Parent Nation: Unlocking Every Child's Potential, Fulfilling Society's Promise Hardcover – Amazon.com

Racial justice organizations call to reinstate the enhanced child tax credit: 'This really helped a lot of low-income families' - CNBC

CULTURE CRASH: THE NEWEST OFFERINGS OUT TO STREAM NOW

Time: 23:53

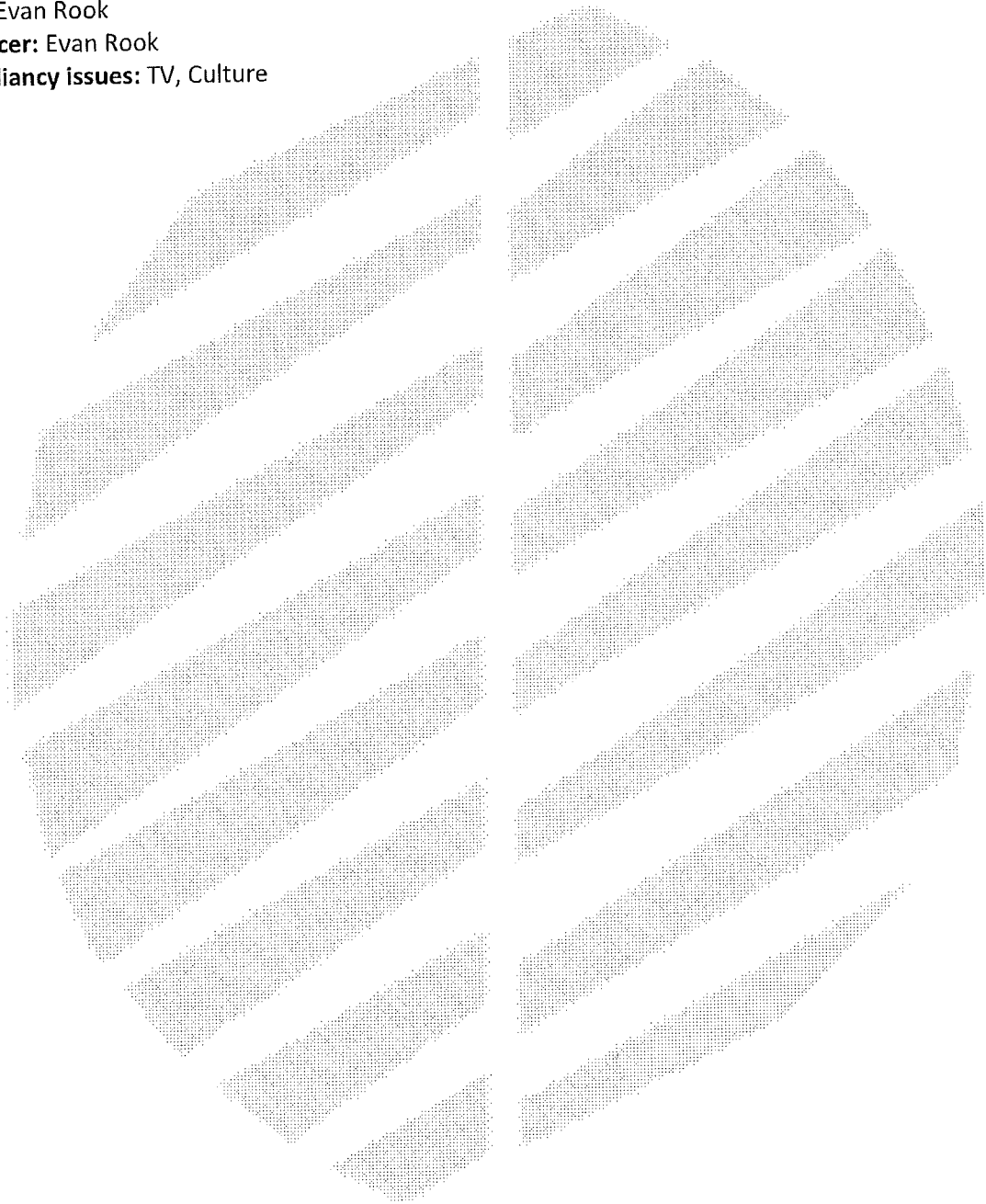
Duration: 2:35

Synopsis: We explore some of the latest TV shows and movies now available on streaming platforms from Netflix to HBO Max.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: TV, Culture



Program 22-28**Air Week:** 7/10/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE COST OF MORE FREQUENT WEATHER-RELATED DISASTERS****Time:** 1:47**Duration:** 10:42

Synopsis: In 2021, climate disasters cost the U.S. more than 145 billion dollars and led to the deaths of 688 people. Each year, these extreme weather events are growing to be more frequent as the climate shifts. We discuss the growing economic toll of these mass destruction events and what can be done to switch course.

Host: Gary Price**Producer:** Amirah Zaveri

Guests: Bob Keefe, executive director, Environmental Entrepreneurs, author of *Climatenomics: Washington, Wall Street and the Economic Battle to Save Our Planet*.

Compliance issues: Extreme Weather, Natural Disaster, Environment, Climate Economics, Climate Change, Federal Aid, Economy

Links for more info:

The world will need dozens of breakthrough climate technologies in the next decade
Climatenomics: Washington, Wall Street and the Economic Battle to Save Our Planet: Keefe, Bob
bkeefee2 / Twitter
2021's extreme weather cost 688 lives and \$145 billion in the US : NPR

SEGMENT 2: THE GIFT ECONOMY**Time:** 14:31**Duration:** 9:09

Synopsis: There's more spots to find secondhand items apart from Goodwill or a local antique store. Next time you're in the market for something specific, go online and search if your area has a Buy Nothing group. This week – we highlight the 'buy nothing' mentality and how the platform works.

Host: Marty Peterson**Producer:** Polly Hansen

Guests: Liesl Clark, co-founder, Buy Nothing Project; Maggie McMeekin, administrator, Buy Nothing Facebook Group, Arlington Heights, Ill.

Compliance issues: Personal Finance, Technology, Environment, Waste Management, Consumerism

Links for more info:

BNProject | About Us
Everything You Ever Wanted to Know About Buy Nothing Groups | Real Simple

CULTURE CRASH: THE BOX OFFICE BOOM

Time: 24:40

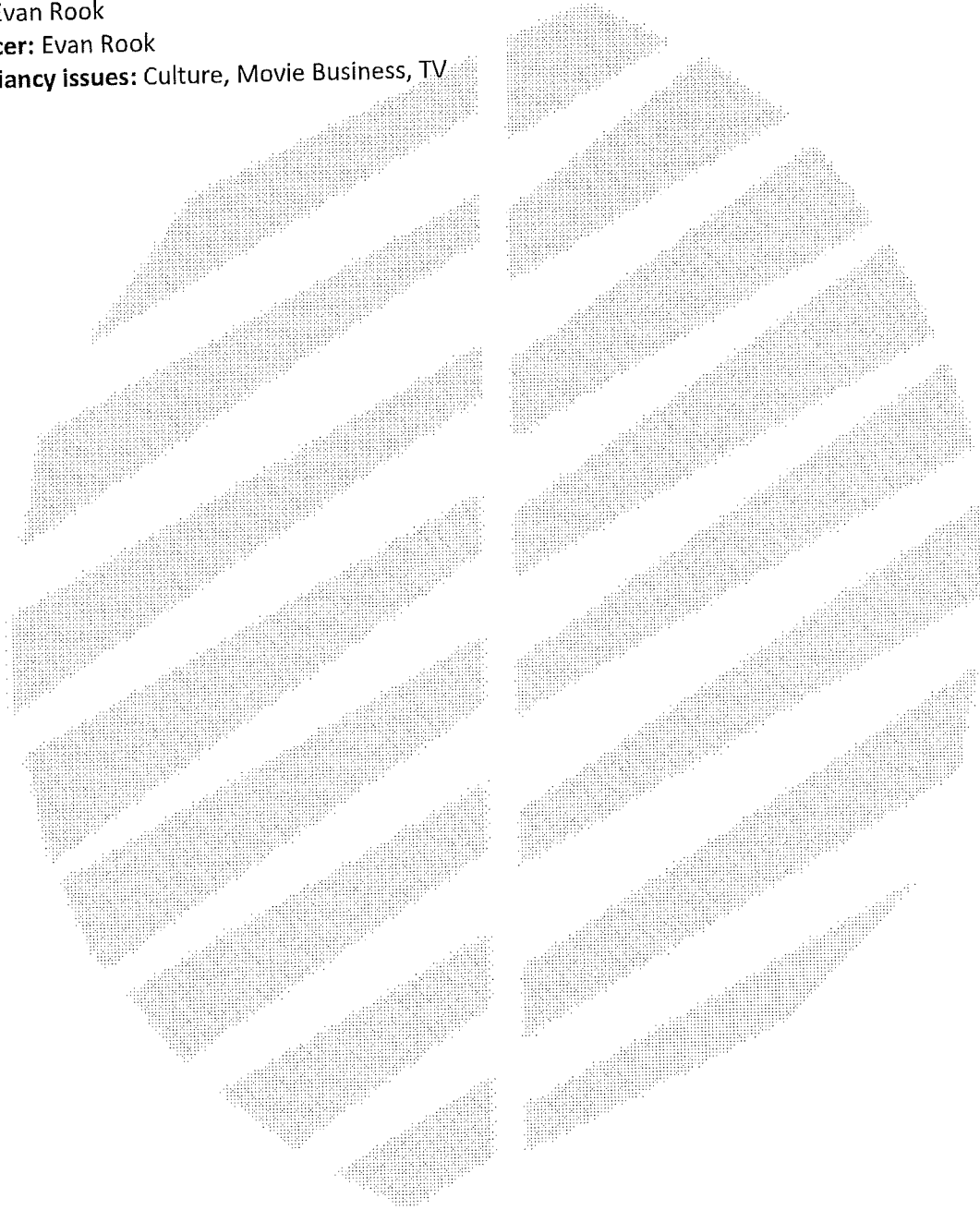
Duration: 1:42

Synopsis: We explore some of our favorite films at the box office that have struck gold so far this summer.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Culture, Movie Business, TV



Program 22-29**Air Week:** 7/17/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: REIMAGINING BEACH TOURISM CULTURE****Time:** 1:47**Duration:** 9:56

Synopsis: Almost two-thirds of all Americans will be jetting away this summer. For some, this means traveling to a tropical paradise filled with relaxation. While the all-inclusive resort is an easy pick, it might be worth rethinking this choice. We cover the highly popular global beach tourism industry and the dark side of this foreign tourist-focused culture.

Host: Gary Price**Producer:** Amirah Zaveri

Guests: Sarah Stodola, writer, author of *The Last Resort: A Chronicle of Paradise, Profit, and Peril at the Beach*; Maile Meyer, Hawaii native, business owner, *Native Books*.

Compliance issues: Sustainability, Environment, Culture, Land Development, Travel

Links for more info:

The Last Resort: A Chronicle of Paradise, Profit, and Peril at the Beach Hardcover -- June 28, 2022

Sustainable Travel International

Maile Meyer Long Story Short with Leslie Wilcox

SEGMENT 2: LEARNING ABOUT WINE**Time:** 13:45**Duration:** 9:00

Synopsis: Finding the right wine can be extremely intimidating if you don't know what you're looking for. Strolling through the wine aisle, it can sometimes be easier to give up and choose a bottle based off whether you like the label or not. It's true that wine is complex – after all it dates back to 6000 B.C. Expert sommelier Elizabeth Schneider joins Viewpoints this week to give us an introduction to all things wine.

Host: Marty Peterson**Producer:** Polly Hansen

Guests: Elizabeth Schneider, sommelier, podcast host, *Wine for Normal People*.

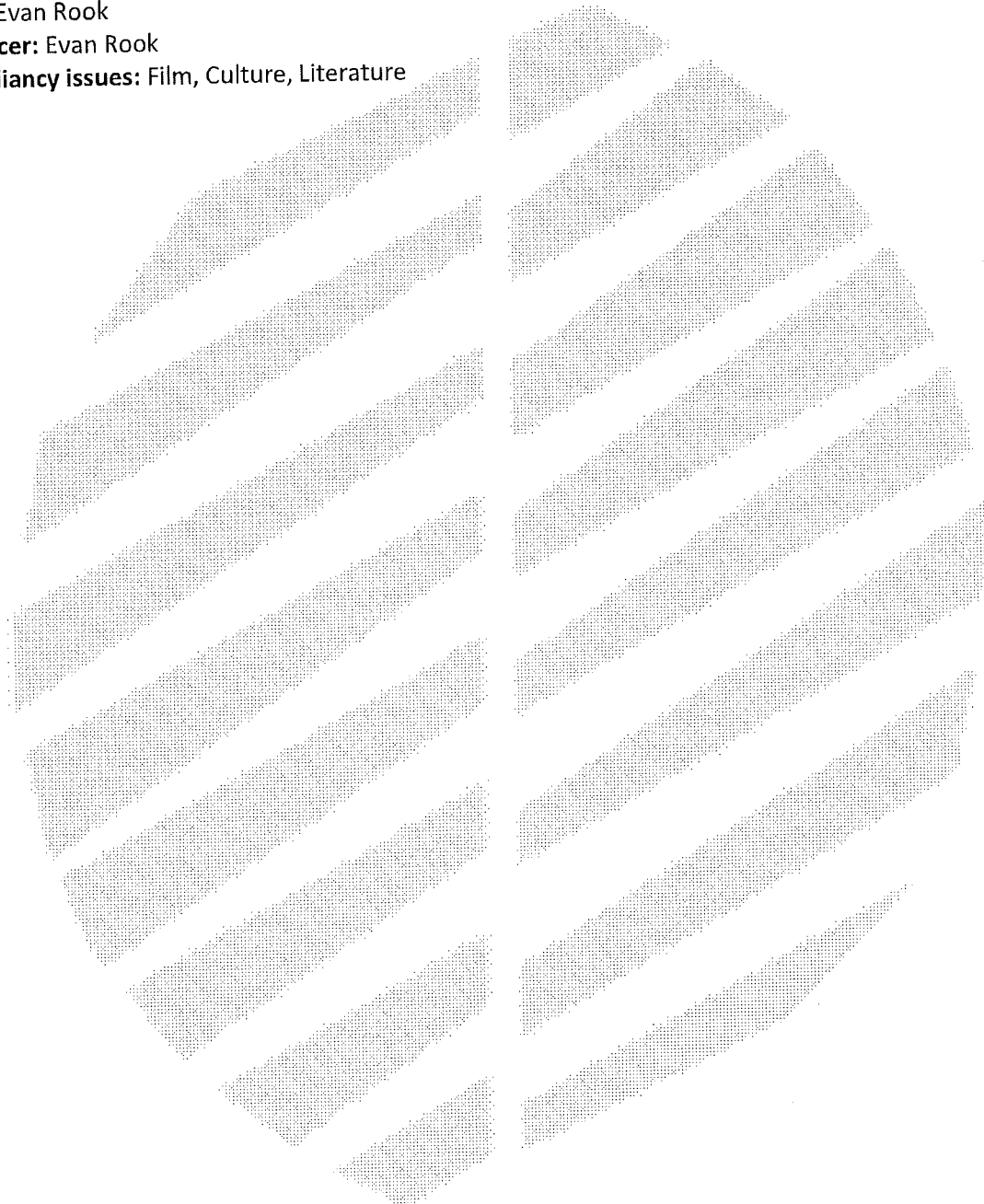
Compliance issues: Literature, Agriculture, Culture, Food and Beverage, History, Hobby, Business

Links for more info:

Elizabeth Schneider (@NormalWine) / Twitter

Wine Folly

History of Winemaking

CULTURE CRASH: THE WORLD OF HARRY POTTER**Time:** 23:45**Duration:** 2:43**Synopsis:** Are you more of a Harry Potter book fan or film fan? We discuss this expansive wizarding world this week on Culture Crash.**Host:** Evan Rook**Producer:** Evan Rook**Compliance issues:** Film, Culture, Literature

Program 22-30**Air Week:** 7/24/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: LEFT IN THE DUST: FORGOTTEN BLUE-COLLAR U.S. CITIES & TOWNS****Time:** 1:47**Duration:** 9:41**Synopsis:** Orick, California; Lawrence, Kansas; Detroit, Michigan. These are just a few of the towns and cities across the U.S. that have fallen off the map. Stanford University law professor and author Michelle Wilde Anderson joins us this week to explain why these areas have declined over time and how residents have suffered during this downturn.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Michelle Wilde Anderson, professor of property, local government, environmental justice, Stanford Law School, author of *The Fight to Save the Town: Reimagining Discarded America*.**Compliance issues:** Tourism, Personal Finance, Wealth Inequality, Politics, Public Resource, Innovation, Small Business, Community Revenue, History, Local Government, Housing**Links for more info:**

Michelle Wilde Anderson - Faculty - Stanford Law School

Michelle W. Anderson (@MWildeAnderson) / Twitter

The Fight to Save the Town | Book by Michelle Wilde Anderson | Official Publisher Page | Simon & Schuster

SEGMENT 2: PROGRESS IN POLICING INITIATIVES SINCE GEORGE FLOYD'S DEATH**Time:** 13:30**Duration:** 8:38**Synopsis:** What's changed in policing since May of 2020 when George Floyd was murdered by Minneapolis police? Two experts in law and police policy join us this week to share some current statistics on police violence in the U.S. and some of the updated policies that have taken hold over the last two years.**Host:** Marty Peterson**Producer:** Polly Hansen**Guests:** Daniel Harawa, associate professor, law, Washington University at St. Louis; Janice Iwama, assistant professor, public affairs, American University in Washington D.C.**Compliance issues:** Law Enforcement, Race, Public Safety, Law, Government, Police Reform**Links for more info:**

Police Violence Report

Mapping Police Violence

Two Years After George Floyd, Black Leaders Reflect On Change | Forbes

CULTURE CRASH: OUR FAVORITE SCI-FI FILM PICKS

Time: 24:27

Duration: 2:00

Synopsis: From "Interstellar" to "Solaris", we love a good sci-fi movie that transports us to a new dimension and time. We highlight some of our favorites and why the genre continues to be popular.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Film, Culture



Program 22-31**Air Week:** 7/31/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: SUPPORTING REFUGEE RESETTLEMENT****Time:** 1:47**Duration:** 8:25**Synopsis:** There are more than 27 million refugees in the world. This population has lost their homes, their culture and their identities as a result of conflict, persecution, etc. We speak with two experts about the refugee experience and just how difficult it can be to start a new life somewhere else.**Host:** Gary Price**Producer:** Grace Galante**Guests:** Dr. Diya Abdo, author of *American Refuge: The Stories of the Refugee Experience*, founder, Every Campus a Refuge; Luma Mufleh, CEO & Founder, Fugees Family.**Compliance issues:** Diversity, Immigration, War, Human Rights, Government, Culture, Conflict**Links for more info:**

About the Global Refugee Crisis - EVERY CAMPUS A REFUGE®

Fugees Family

American Refuge by Diya Abdo | PenguinRandomHouse.com: Books**SEGMENT 2: AN UNTOLD NARRATIVE OF AFRICA & THE MODERN WORLD****Time:** 12:14**Duration:** 9:07**Synopsis:** Are you familiar with the African leader, Mansa Musa? Most people have never heard this name. However, he was an instrumental figure in early Europe's expansion. This week – we highlight a lesser-known narrative about how Europe exploited African gold and labor in order to fuel its expansion.**Host:** Maty Peterson**Producer:** Amirah Zaveri**Guests:** Howard French, historian, professor, journalism, Columbia University, author of *Born in Blackness: Africa, Africans, and the Making of the Modern World: 1471 to the Second World War*.**Compliance issues:** History, Racial Inequality, Trade, Economy, Natural Resources, Exploration**Links for more info:**

Howard W. French | Columbia Journalism School

Howard French (@hofrench) / Twitter

Born in Blackness: Africa, Africans, and the Making of the Modern World, 1471 to the Second World War
Hardcover

CULTURE CRASH: THIS YEAR'S SUMMER ANTHEM

Time: 24:00

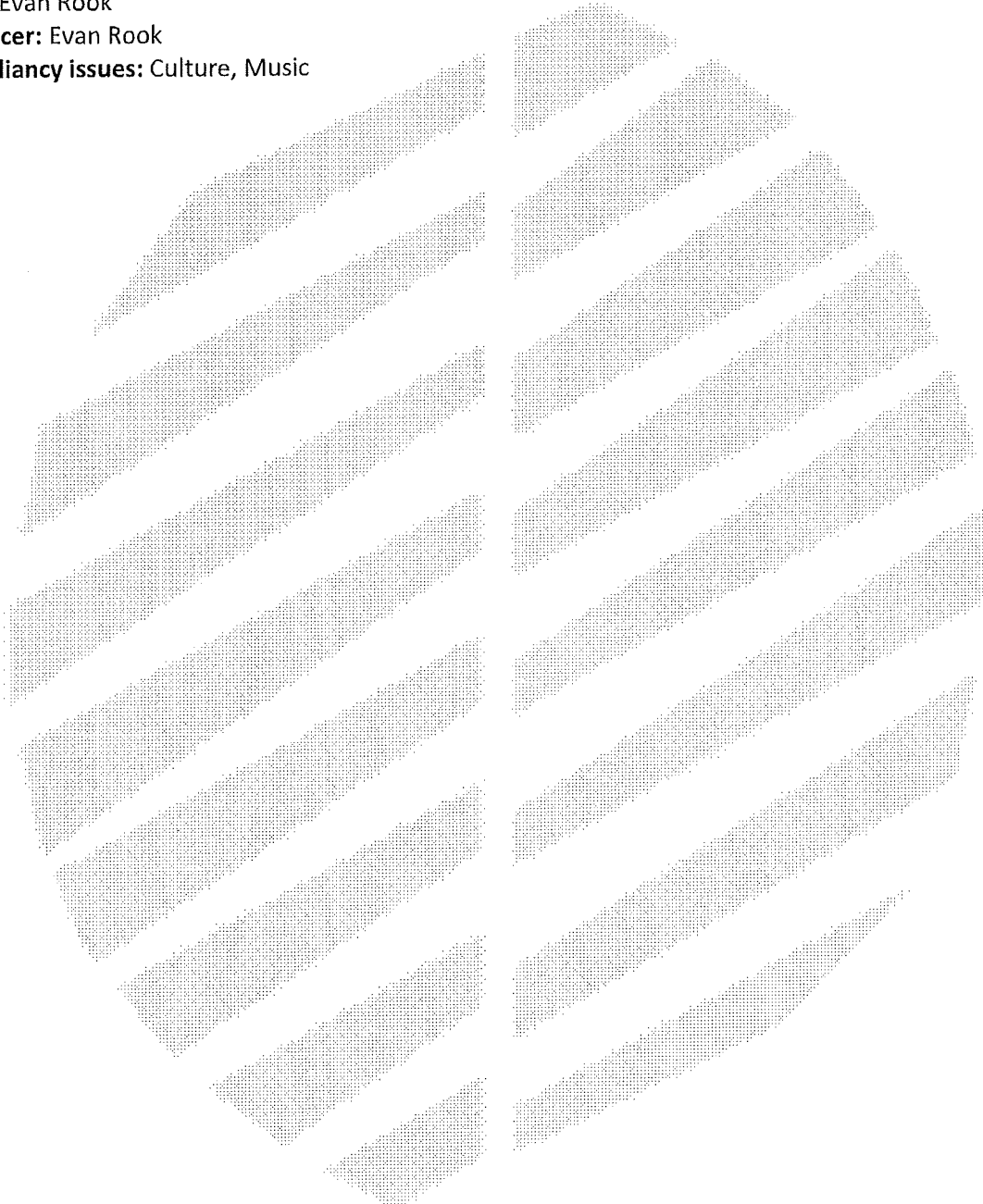
Duration: 2:27

Synopsis: This 1980's hit by artist Sophia Bush is making a resurgence thanks to a recent Stranger Things episode.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Culture, Music



Program 22-32

Air Week: 8/7/2022

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: THE EARLY HISTORY OF THE NBA

Time: 1:47

Duration: 8:50

Synopsis: The NBA was founded in 1946 in New York City. For many years, the organization was predominantly white. Today, more than 75 percent of its players are black. We speak with basketball expert and former NBA player and coach Ray Scott about the league's early years and its efforts to evolve in a time when segregation and discrimination ran rampant.

Host: Gary Price

Producer: Grace Galante

Guests: Ray Scott, former NBA player & coach, author of *The NBA in Black and White*.

Compliance issues: Equality, Sports History, Media, Sports, Civil Rights, Business, Sports Culture, Career, History

Links for more info:

The NBA in Black and White by Ray Scott | PenguinRandomHouse.com

NBA: Is Wilt Chamberlain the Most Undersold Superstar in NBA History? | News, Scores, Highlights, Stats, and Rumors | Bleacher Report

SEGMENT 2: THE STYLES THAT PERSIST TIME & FAST-FASHION TRENDS

Time: 12:39

Duration: 8:09

Synopsis: There are some items of clothing that truly never go out of style. Whether it's a pair of crisp blue jeans or a classic little black dress, these pieces persist time and seasonal trends. Fashion writer and author of *The Ten*, Lauren Cochrane joins us this week to highlight some of the most iconic clothes in fashion history and how these pieces shaped American style culture.

Host: Maty Peterson

Producer: Amirah Zaveri

Guests: Lauren Cochrane, senior fashion writer, *The Guardian*, author of *The Ten: How and Why We Wear the Fashion Classics*.

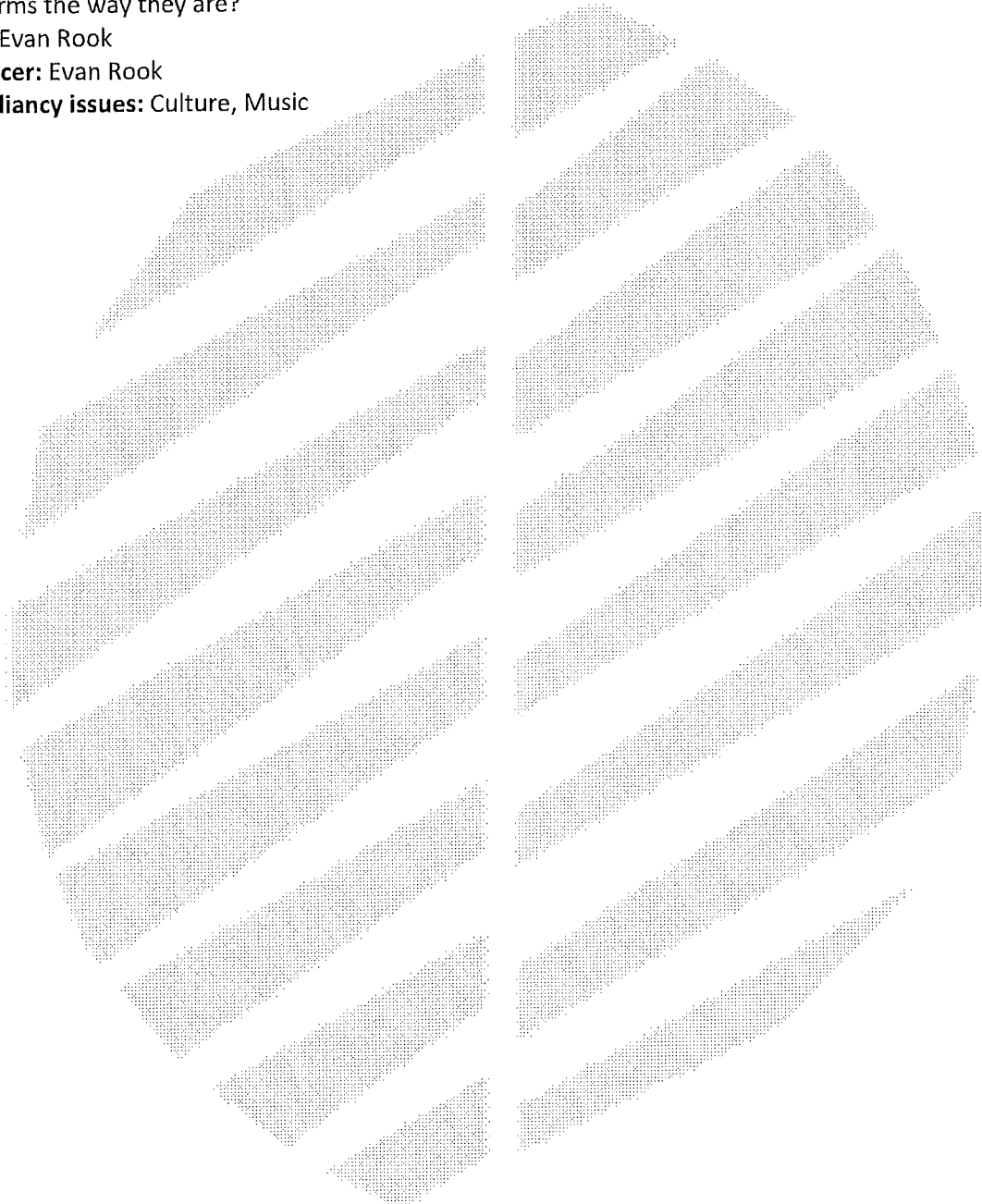
Compliance issues: Culture, Global Trends, History, Garment Production, Fashion Trends, Fashion, Consumerism

Links for more info:

The Story Behind That Little Black Dress Worn by Audrey Hepburn In 'Breakfast At Tiffany's' — Vogue

Hong Kong

The Ten: How and why we wear the fashion classics

CULTURE CRASH: THE RACE TO STAY PRESENT FOR SOCIAL MEDIA SITES**Time:** 23:38**Duration:** 2:59**Synopsis:** With TikTok continuously adding new users, many platforms like Instagram and Facebook are fighting to stay current with new updates mimicking TikTok. But, what if some of us like these OG platforms the way they are?**Host:** Evan Rook**Producer:** Evan Rook**Compliance issues:** Culture, Music

Program 22-33**Air Week:** 8/14/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: ELEVATING SOLAR ENERGY****Time:** 1:47**Duration:** 8:42

Synopsis: In the first quarter of 2022, solar power made up 50 percent of all new electricity-generating capacity in the country. On top of this, residential solar installations also had its biggest quarter ever, with a 30 percent increase in demand year-over-year, according to the Solar Energy Industries Association. While current solar energy relies on the sun, scientists are now developing new technology that would allow for 24/7 energy absorption. We speak with an expert about this exciting development and what lies ahead.

Host: Gary Price**Producer:** Alex Winton

Guests: Ned Ekins-Daukes, associate professor, School of Photovoltaic & Renewable Energy Engineering, University of New South Wales, Sydney, Australia.

Compliance issues: Energy Production, Engineering, Innovation, Sustainability, Climate Change, Renewable Energy

Links for more info:

Associate Professor N.J. Ekins-Daukes | UNSW Research
Invisible light can now be harnessed for solar power | Euronews

SEGMENT 2: THE WORSENING TEACHER SHORTAGE**Time:** 12:29**Duration:** 9:05

Synopsis: Over the last two years, 10% of teachers have left the field. That equates to 300,000 teachers gone. There are many reasons for this exodus, but with millions of students heading back to school this fall – what’s being done to get more teachers back in the classroom?

Host: Maty Peterson**Producer:** Grace Galante

Guests: Fedrick Ingram, teacher, Miami-Dade Public Schools, secretary-treasurer, American Federation of Teachers; Dr. Lynn Gangone, President, CEO, American Association of Colleges for Teacher Education.

Compliance issues: Infrastructure, Personal Finance, Education, Career, Mental Health, Public Education

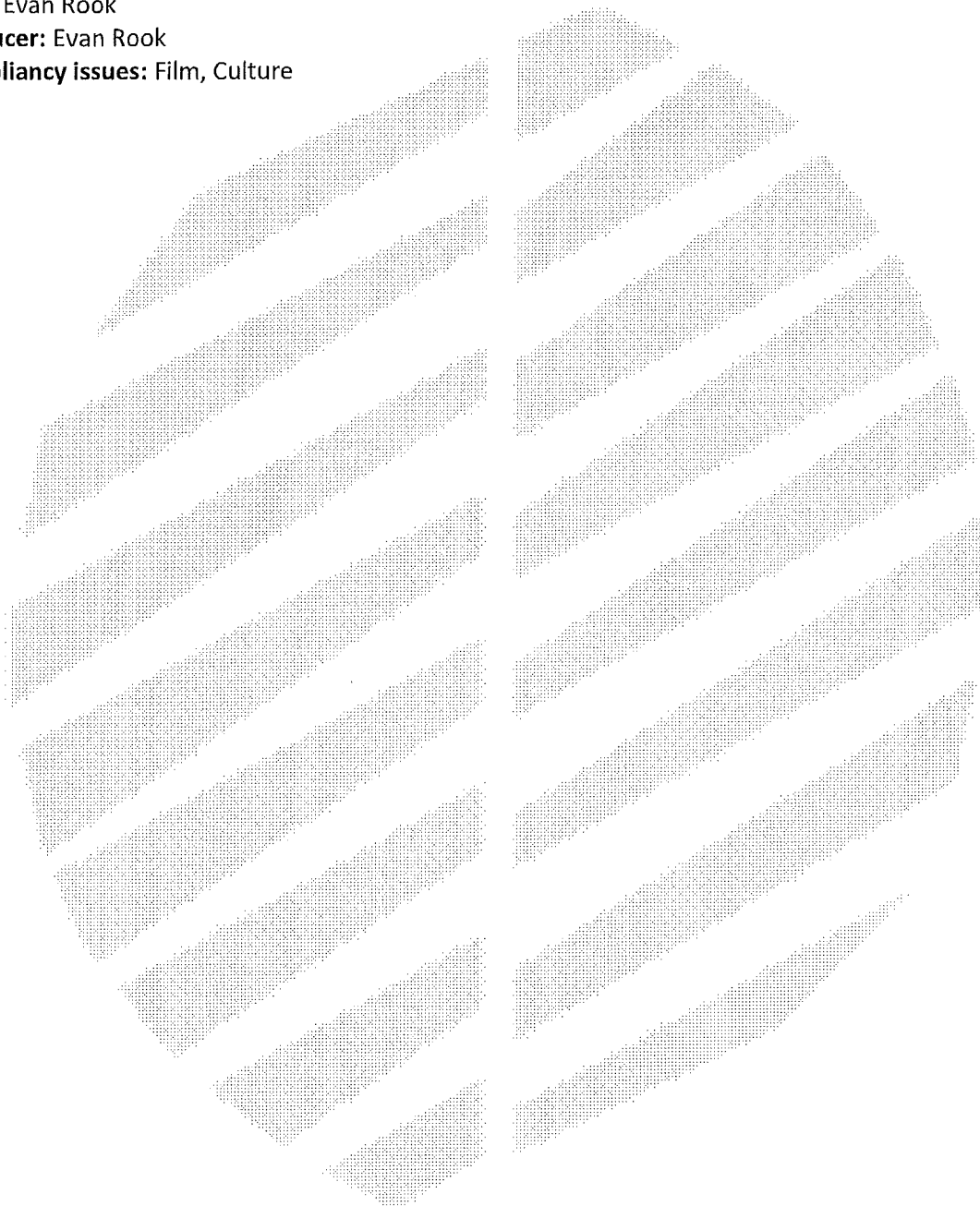
Links for more info:

American Association of Colleges for Teacher Education (AACTE)

American Federation of Teachers

Resolution on Strengthening Support of Public School Teachers

How Can We Solve the Teacher Staffing Shortage?

CULTURE CRASH: SAYING YES TO JORDAN PEELE'S "NOPE"**Time:** 24:03**Duration:** 2:24**Synopsis:** We cover the release of "Nope" – a new film written, directed and produced by sketch comic turned superstar director Jordan Peele.**Host:** Evan Rook**Producer:** Evan Rook**Compliance issues:** Film, Culture

Program 22-34**Air Week:** 8/21/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE RISE OF BOOKTOK****Time:** 1:47**Duration:** 9:41**Synopsis:** More young people are reading these days thanks to one community on TikTok. We discuss the rise of BookTok and how publishers and authors are using this platform to better engage with consumers.**Host:** Gary Price**Producer:** Polly Hansen**Guests:** Cait Jacobs, TikTok account owner, Cait's Books; Claire Wallace, vice president, communications, Book Talk.**Compliance issues:** Literature, Social Media**Links for more info:**

The Most Popular TikTok Books #BookTok | Barnes & Noble®
How TikTok Became a Best-Seller Machine - The New York Times
BookTalk (@BookTalkEvent) / Twitter

SEGMENT 2: DECISIONS, DECISIONS: UNDERSTANDING CONFORMITY BIAS**Time:** 13:30**Duration:** 8:03**Synopsis:** Ever agree in the moment, but then look back and wish you spoke up and said something? This action of wanting to go with the flow is a very real phenomenon. We sit down with two experts to uncover how people's actions and opinions are altered by conformity bias.**Host:** Maty Peterson**Producer:** Polly Hansen**Guests:** Robert Prentice, professor, business ethics, business law, McCombs School of Business, University of Texas at Austin, faculty director, Unwrapped Video Project, Center for Leadership and Ethics, McCombs School of Business; Todd Rose, co-founder, president, Populace, author of Collective Illusions: Conformity, Complicity and the Science of Why We Make Bad Decisions.**Compliance issues:** Culture, Career, Society, Human Behavior, Psychology, Communication**Links for more info:**

Robert Prentice | McCombs School of Business
Collective Illusions — Todd Rose
Todd Rose on why we shouldn't all just get along or conform | McKinsey

CULTURE CRASH: THE END OF "BETTER CALL SAUL"

Time: 24:07

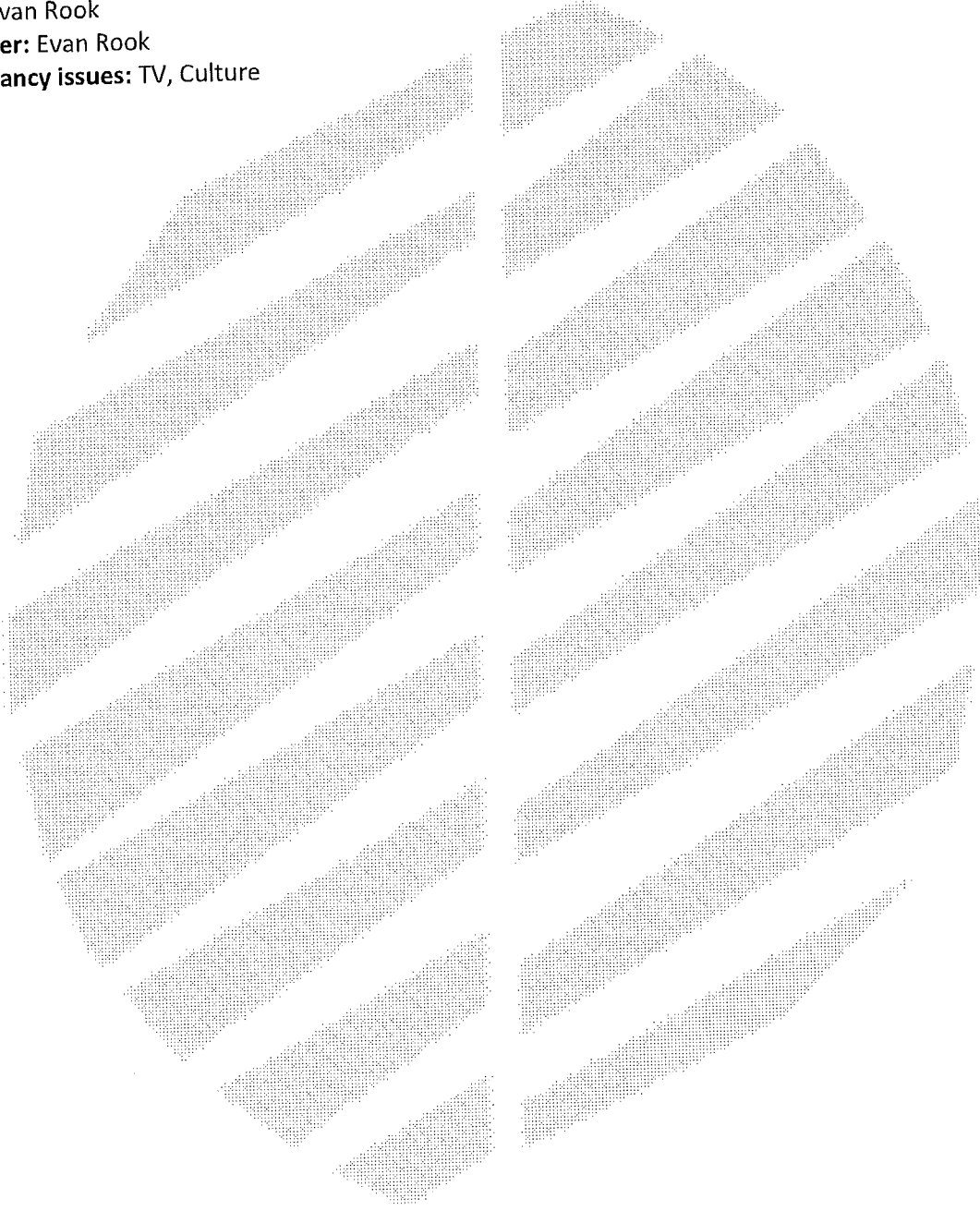
Duration: 2:17

Synopsis: We discuss the series finale of the six-season show "Better Call Saul" featuring actor Bob Odenkirk as attorney, Saul Goodman.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: TV, Culture



Program 22-35**Air Week:** 8/28/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: ONE MAN, TWO PATHS: BUILDING A CAREER IN THE NFL AND APPLIED MATHEMATICS****Time:** 1:47**Duration:** 9:41

Synopsis: John Urschel is not your typical mathematician. Before earning his PhD in applied mathematics from MIT, Urschel played college football at Penn State and then went on to play in the NFL with the Baltimore Ravens. For several years, he was able to juggle both passions and reach the top echelons of both sport and academia. This week – we touch on his unique path and what he’s learned along the way.

Host: Gary Price**Producer:** Amirah Zaveri

Guests: John Urschel, former NFL offensive guard, Baltimore Ravens, Junior fellow, mathematics, Harvard University, author of *Mind and Matter: A Life in Math and Football*.

Compliance issues: Career, Mathematics, Higher Education, Personal Growth and Development, Sports

Links for more info:

John Urschel quit the NFL for a career in math. It wasn’t just about the concussions. - The Washington Post

Mind and Matter: A Life in Math and Football Hardcover

SEGMENT 2: HAVE AMERICANS STOPPED KEEPING UP WITH THE NEWS?**Time:** 13:30**Duration:** 8:02

Synopsis: If you were to guess what the fastest growing news source for adults is what would you say? If you jokingly said TikTok...you’re right. More Americans are turning to social media for their news instead of seeking out information from established news outlets. This shift applies to both conservative and liberal consumers of news. We discuss what’s driving this push and how it’s affecting the accuracy of information.

Host: Marty Peterson**Producer:** Grace Galante

Guests: Joel Kaplan, professor, news, magazine, digital journalism, Syracuse University; Rolf Dobelli, author of *Stop Reading the News: A Manifesto for a Happier, Calmer and Wiser Life*.

Compliance issues: Politics, Mental Health, Global Issues, News, Media, Social Media

Links for more info:

Joel Kaplan | Newhouse School at Syracuse University

Stop Reading the News: A Manifesto for a Happier, Calmer and Wiser Life: Dobelli, Rolf: Amazon.com

TikTok preps for midterm misinformation chaos - The Verge

CULTURE CRASH: A REVIEW OF "THE BEAR"

Time: 24:03

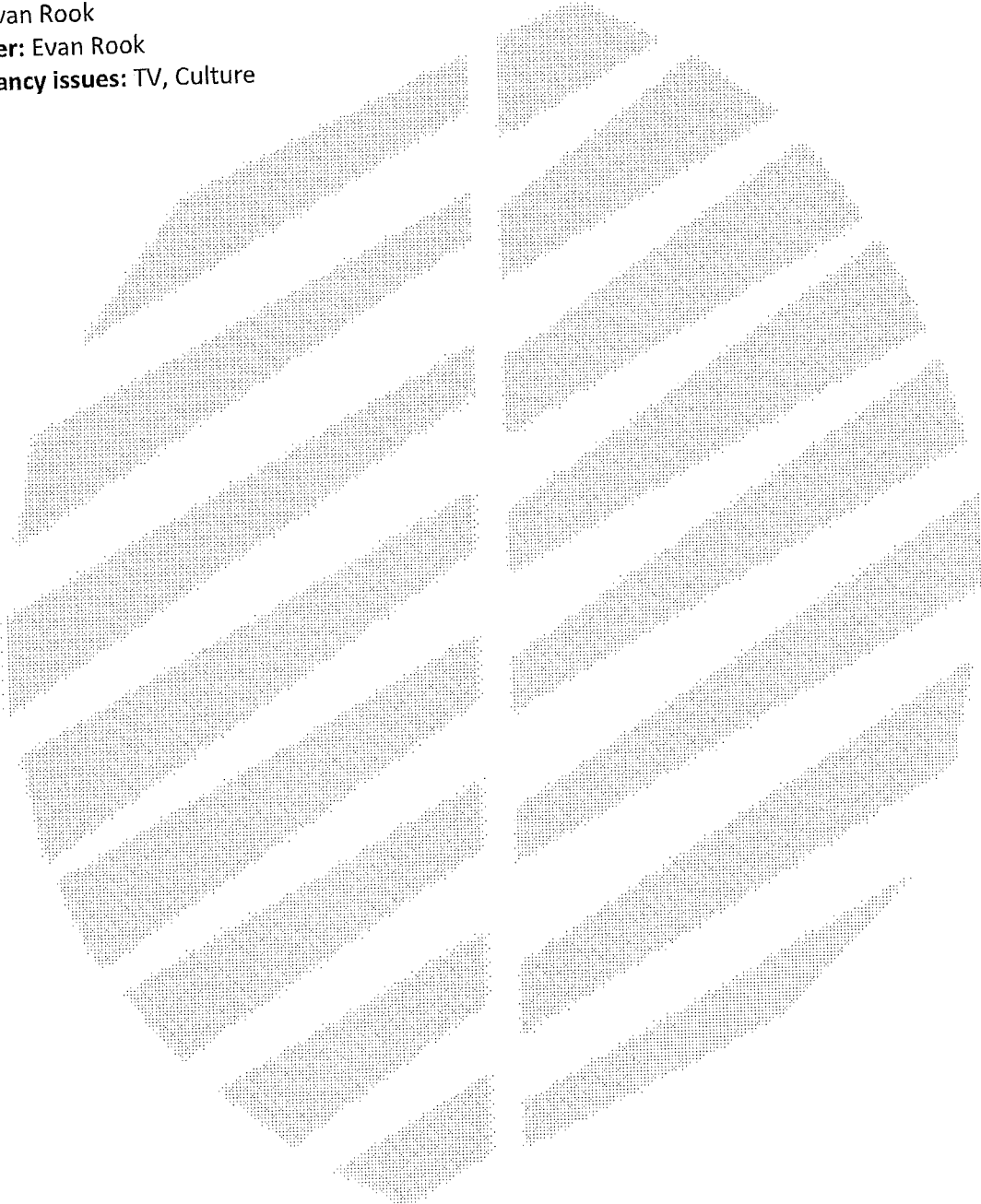
Duration: 2:24

Synopsis: We discuss the new Hulu series "The Bear" about a young fine dining chef who returns to his Chicago roots to run the Italian beef joint his brother left to him.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: TV, Culture



Program 22-36**Air Week:** 9/4/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE INVISIBLE POWER OF PRIVILEGE****Time:** 1:47**Duration:** 9:07**Synopsis:** How often do you think about the privileges you have in life? What life experiences may have looked a bit different if you had darker skin or lighter skin? This week – we highlight conversations about the role of white privilege in American society and how the average person can push for greater racial justice.**Host:** Gary Price**Producer:** Polly Hansen**Guests:** Baynard Woods, writer, author of *Inheritance: An Autobiography of Whiteness*; Dr. David Canton, professor, history & director, African American Studies, University of Florida.**Compliance issues:** Poverty, Racial Issues, History, Race Relations, Inequality, Education**Links for more info:**

Race & Justice | NAACP

Racial Justice and Voting | Every Vote Counts

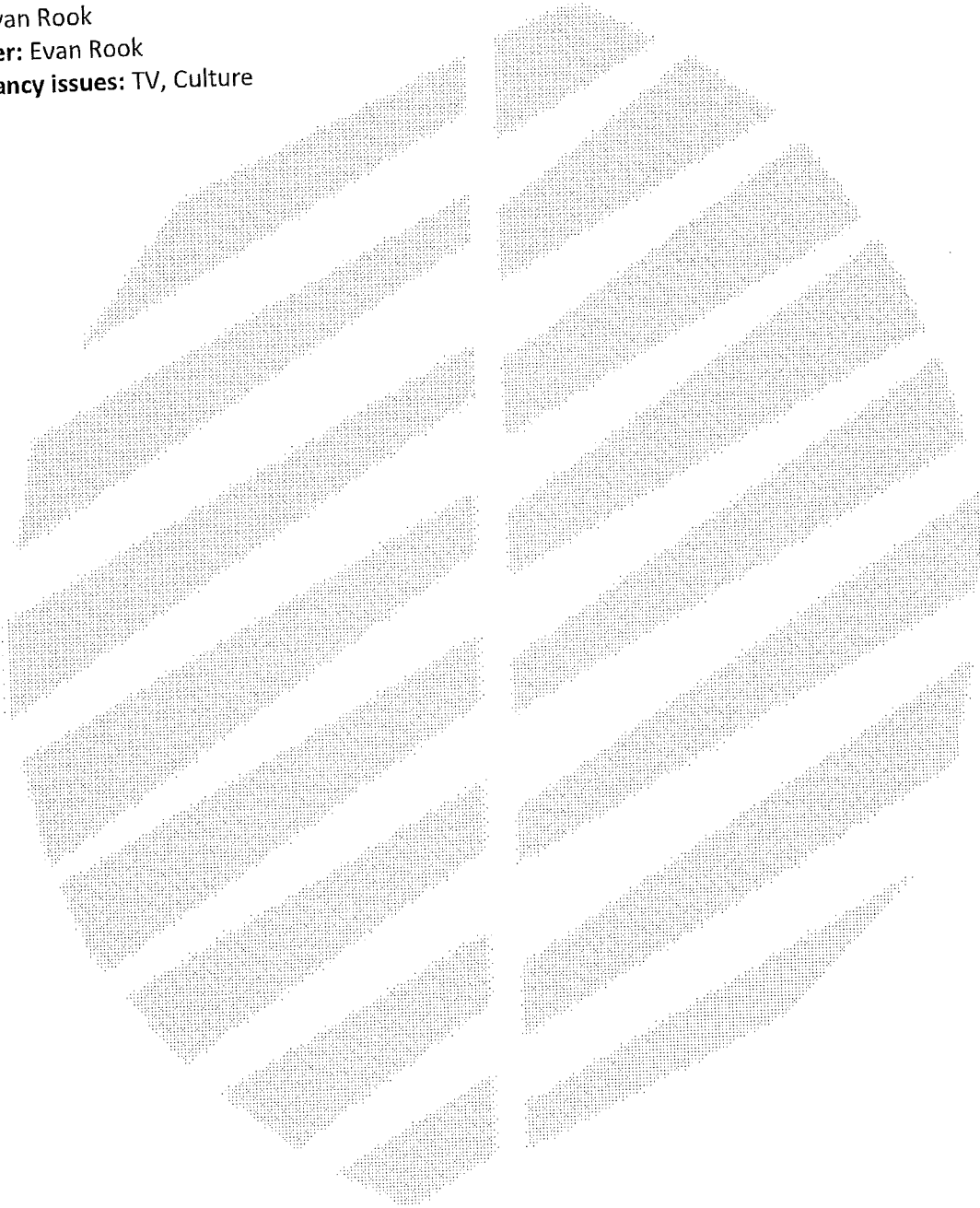
Dr. David A. Canton, Director – African American Studies

baynardwoods / Twitter

Inheritance: An Autobiography of Whiteness Kindle Edition**SEGMENT 2: PUBLIC TRANSPORTATION: SEEING A RESURGENCE OR RUNNING ON EMPTY?****Time:** 12:56**Duration:** 8:56**Synopsis:** Public transportation – from trains to buses to trams – took a big hit in ridership and profits during the COVID-19 pandemic. Now, as more people are back and relying on these community systems once again, the future is unclear as many municipalities face record challenges. We speak with two experts in the sector about the current state of public transit in the U.S.**Host:** Marty Peterson**Producer:** Alex Winton | Amirah Zaveri**Guests:** Bradley Lane, associate professor, School of Public Affairs & Administration, University of Kansas; Bobby Sisneros, deputy director, transit, Albuquerque Transit Department.**Compliance issues:** Mobility, Transportation, Personal Finance, Labor Shortages, Environment, Community Affairs, Government Programs**Links for more info:**

American public transport faces a post-pandemic reckoning | The Economist

Bradley Lane | School of Public Affairs and Administration

CULTURE CRASH: NATHAN FIELDER IS BACK**Time:** 24:29**Duration:** 2:00**Synopsis:** We explore the new docu-comedy series, "The Rehearsal" produced and directed by Canadian comedian Nathan Fielder who's best known for his parody reality show, "Nathan For You".**Host:** Evan Rook**Producer:** Evan Rook**Compliance issues:** TV, Culture

Program 22-37**Air Week:** 9/11/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: CONVERSATIONS ABOUT LOSS AND DEATH****Time:** 1:47**Duration:** 10:01

Synopsis: Death is a natural part of life, yet we avoid talking about it in American society. We speak with a psychiatrist and expert in grief and trauma about how parents, caregivers and adults in general can best have conversations with young people about loss and death. How do you broach the subject? What shouldn't you say? We answer these questions and more this week on Viewpoints.

Host: Gary Price**Producer:** Amirah Zaveri

Guests: Dr. Elena Lister, psychiatrist, associate professor, Cornell University, Columbia University Medical Centers, author of *Giving Hope Conversations with Children About Illness, Death and Loss*.

Compliance issues: Death, Child Development, Parenting, Communication, Mental Health

Links for more info:

elenalistermd.com

Elena G Lister, MD | Columbia University Department of Psychiatry

Elena Lister MD (@elenalistermd1) / Twitter

SEGMENT 2: THE MENTAL HEALTH EPIDEMIC PLAGUING COLLEGIATE SPORTS**Time:** 13:50**Duration:** 7:40

Synopsis: 35 percent of collegiate athletes have experienced a mental illness at some point in their lives. We speak with a sports psychologist this week about the rising prevalence of mental health disorders among young athletes and what's being done to improve support services and get rid of stigma both on campus and off-campus.

Host: Marty Peterson**Producer:** Grace Galante

Guests: Dr. Julie Amato, clinical and sports psychologist, Princeton University, Lafayette College.

Compliance issues: Athletics, Higher Education, Sports, Psychology, Mental Health

Links for more info:

Julie Amato - Sport Psychologist - Staff Directory - Princeton University Athletics

Mental Health Educational Resources - NCAA.org

National Suicide Prevention Lifeline

CULTURE CRASH: FALL MOVIE RELEASES

Time: 24:01

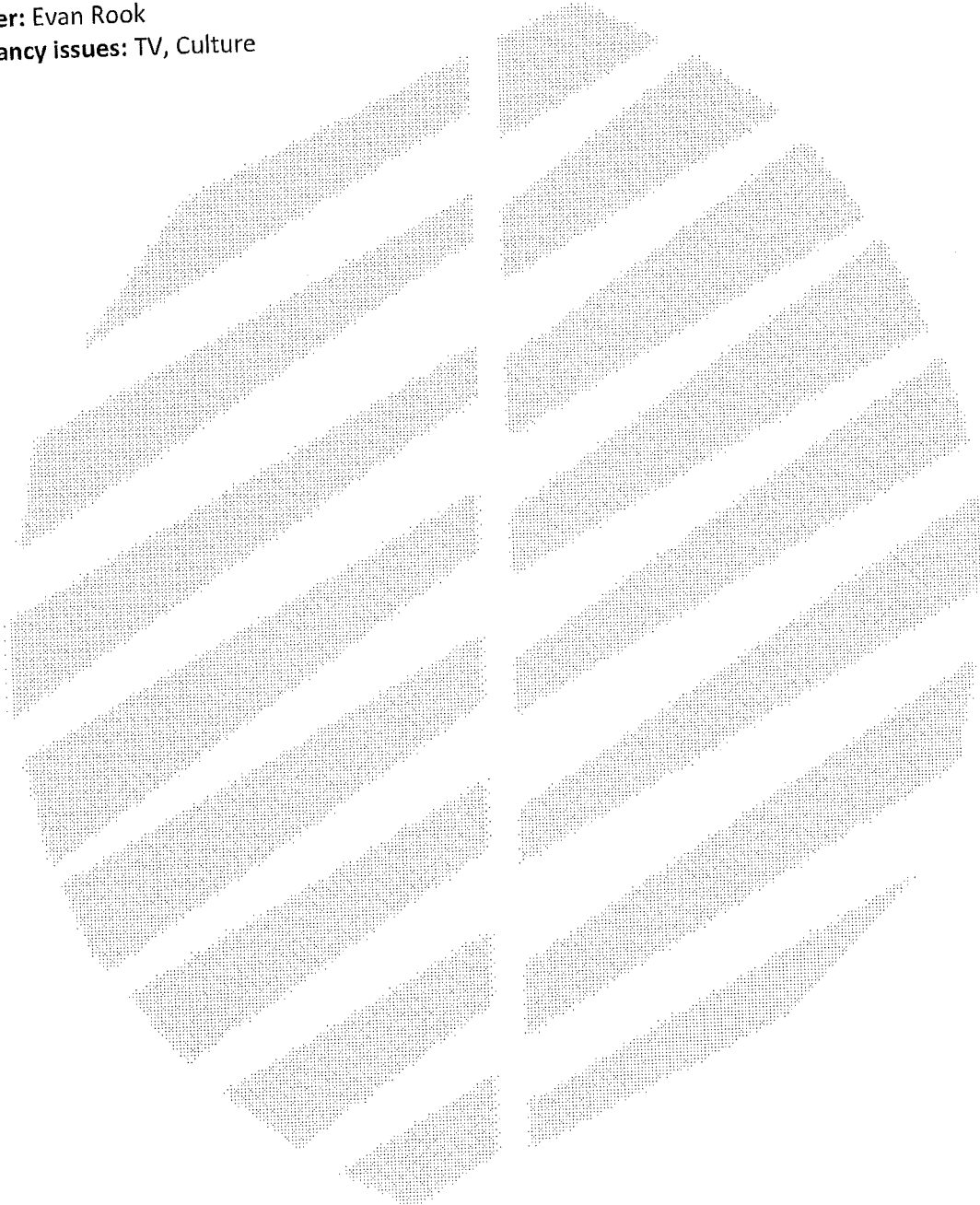
Duration: 2:27

Synopsis: We cover some of the blockbuster films making their debut this fall at a theatre near you.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: TV, Culture



Program 22-38**Air Week:** 9/18/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: BREAKING GENDERED ROLES IN THE HOUSEHOLD****Time:** 1:47**Duration:** 7:57

Synopsis: More men and women these days are both working full-time, yet household tasks are still unevenly handled predominantly by women. We sit down with gender expert Kate Mangino about this imbalance in cognitive labor and physical chores and how more of a balance can be carved out in current relationships and future generations.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Kate Mangino, gender expert, author of *Equal Partners: Improving Gender Equality at Home*.**Compliance issues:** Gender Roles, Relationships, Parenting, Equality**Links for more info:**[Equal Partners: Improving Gender Equality at Home – Hardcover](#)[Gender Equity Starts in the Home - Harvard Business Review](#)**SEGMENT 2: THE LOST WORLD OF SHIPWRECKS****Time:** 11:46**Duration:** 9:41

Synopsis: There are an estimated three million shipwrecks lying under the ocean and underground. We speak with author Daniel Stone this week about these fascinating structures that give us a fascinating look into a past era.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Daniel Stone, senior editor, National Geographic, author of *Sinkable: Obsession, The Deep Sea, and the Shipwreck of the Titanic*.**Compliance issues:** Science, Culture, History, Oceanic Exploration, Literature**Links for more info:**[Daniel Stone \(@DanEnRoute\) / Twitter](#)[Sinkable: Obsession, the Deep Sea, and the Shipwreck of the Titanic - a book by Daniel Stone](#)

CULTURE CRASH: A TRUE VIEWING EXPERIENCE

Time: 23:38

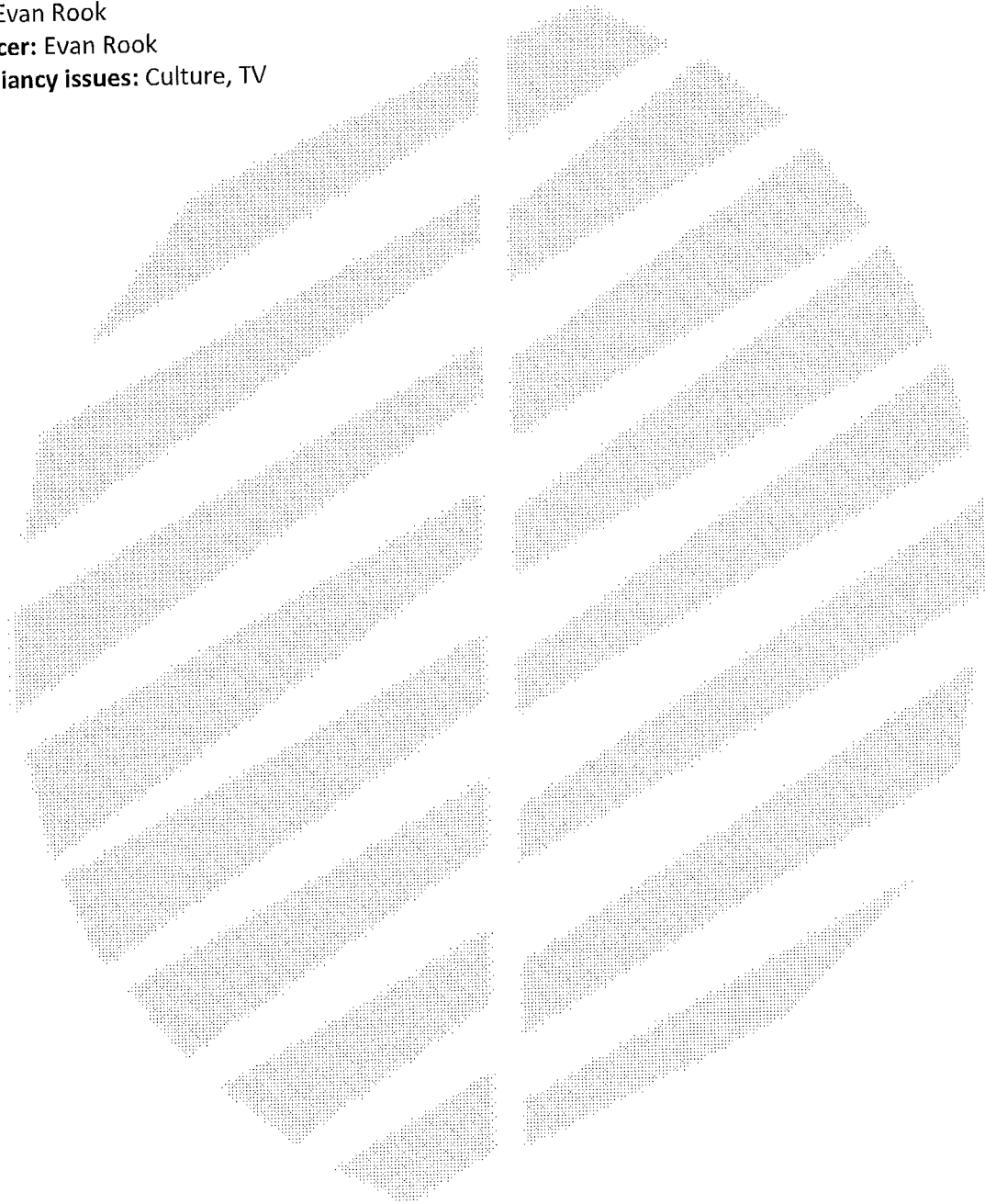
Duration: 2:49

Synopsis: We cover the dilemma of cropping full-screen shows and films to fit our modern, widescreen TVs. Many who are against this edit argue that changing this format ruins the media's original form.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Culture, TV



Program 22-39**Air Week:** 9/25/2022**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE INCREASING OCCURRENCE OF WEATHER CALAMITIES****Time:** 1:47**Duration:** 9:46

Synopsis: Record-breaking flooding hit Pakistan this summer resulting in 1,500 lives lost and an estimated 10 billion dollars in damages. Around the world, countries are seeing weather extremes from excess flooding to severe drought and higher than average heat. We speak with two climate experts about the correlation between climate change and these extreme weather events.

Host: Gary Price**Producer:** Amirah Zaveri

Guests: Daniel Swain, climate scientist, University of California – Los Angeles, California Climate Fellow, The Nature Conservancy; Jonathon Overpeck, climate scientist, Dean, School for Environment & Sustainability, University of Michigan.

Compliance issues: Extreme Weather, Engineering, Climate Change, Attribution Science

Links for more info:

Daniel Swain, PhD

Daniel Swain (@Weather_West) / Twitter

Jonathan Overpeck (@GreatLakesPeck) / Twitter

Jonathan T. Overpeck | University of Michigan School for Environment and Sustainability

Why are Pakistan's floods so extreme this year?

SEGMENT 2: THE RISE OF YOUTUBE**Time:** 13:35**Duration:** 8:09

Synopsis: YouTube was created by three friends in 2005 and, shortly after, was sold to Google in 2006 for 1.65 billion dollars. Since then, it's become the largest video-sharing platform in the world (with a quarter of the world's population on the site) and continues to thrive with revenue exceeding 28 billion dollars in 2021. We discuss some of the platform's shortcomings and where it's headed next.

Host: Marty Peterson**Producer:** Amirah Zaveri

Guests: Mark Bergen, journalist, Bloomberg, Businessweek, author of Like, Comment, Subscribe: Inside YouTube's Chaotic Rise to World Domination.

Compliance issues: Social Media, Technology, Consumerism, Career, Media, Business

Links for more info:

Mark Bergen (@mhbergen) / Twitter

Everyone knows what YouTube is — few know how it really works - The Verge

Like, Comment, Subscribe by Mark Bergen | PenguinRandomHouse.com

CULTURE CRASH: A LIGHT FRIGHT FOR FALL**Time:** 24:14**Duration:** 2:13**Synopsis:** We review the new Netflix series, "Devil in Ohio" which offers a less-scary take than your typical gore-filled, killer-at-every-corner horror show.**Host:** Evan Rook**Producer:** Evan Rook**Compliance issues:** TV, Culture