

WCBF, WQBF, WOBF 4th quarter 2020

DATE	PERSON INTERVIEWED	ORGANIZATION	EVENT	WHAT WAS DISCUSSED
10/23/2020	Arynn Bruce from SPCA	Chemung County SPCA	MAKE A DIFFERENCE DAY	Listeners were encouraged to donate extra or purchase pet supplies/food at area Save A Lot stores. Donated to the SPCA on 10/23/20
10/31/2020	No Interview - Live mentions and Promos supporting this free community event for kids	GCP-7 Mountains Media	ANNUAL TRUNK OR TREAT -	free public "drive through" for social distancing event. Providing candy for kids (while supplies last). This was promoted the month of October and held at the Grand Central Plaza in Horseheads.
11/28/2020	Michael Hardy and Liz Salamendra	Watkins Glen Chamber of Commerce	SMALL BUSINESS SATURDAY	During November it was promoted on air to support local business in the Twin Tiers for Holiday shopping. This year had a spotlight on Watkins Glen
12/1-12/24/20	Samatha Eck on 12/1/20	Food bank of the Southern Tier	SELFLESS ELF VIRTUAL ADVENT CALENDAR	This is a replacement program to the annual 5K that the Food Bank normally holds called the Selfless Elf. Due to Covid 19 restrictions the promotion became a series of projects/tasks/challenges for local residents to do, to celebrate the upcoming season, while bringing awareness to the Food Bank at a critical time
12/3/2020	Dan Hurley	Brandly Farms/Elmira Animal Shelter	TWINKLE TOWN	socially distanced event called Twinkle Town. A drive through massive light and holiday displays with proceeds going to the Elmira Animal Shelter.
12/10/2020	Tag	Tags Events	WINTER WONDER WANDER	a walk through socially distanced event with holiday displays and Christmas tree decorating competition among local business to raise money for local charities.
12/17/2020	Representives from CASA	CASA Trinity's services	Local addiction initiative	This interview was directed to people struggling with the holidays and if help is needed, where it can be found. This interview also touched on the process that CASA uses.
11/29/20				

Program: 20-47		Writers/Producers: Amirah Zaveri, Polly Hansen & Evan Rook	
Air Week: 11/22/20		Studio Production: Jason Dickey	
Time	Segment	Dur.	
1:47	SEGMENT 1: SURVIVING PARKLAND: THE PERSPECTIVE OF ONE TEACHER	9:57	
<p>Synopsis: The 2018 massacre at Marjory Stoneman Douglas High in Parkland, Florida was the deadliest high school shooting in U.S. history. A teen gunman opened fire killing 17 students and faculty and injuring 17 others. Viewpoints speaks with high school teacher Jeff Foster who was there that day and is still an active voice in ending gun violence.</p>			
Host: Gary Price.			
<p>Guests:</p> <ul style="list-style-type: none"> Jeff Foster, A.P. government teacher, Marjory Stoneman Douglas High School, author, <i>For Which We Stand: How Our Government Works and Why It Matters</i> 			
Compliance issues covered: Education, Politics, Law, Public Safety, Democracy, Weapons Safety			
<p>Links for more information:</p> <ul style="list-style-type: none"> https://twitter.com/mrjefffostersd?lang=en https://www.amazon.com/Which-We-Stand-Government-Matters/dp/1338643088 https://marchforourlives.com/ https://twitter.com/AMarch4OurLives?ref_src=twsrc%5Egoogle twcamp%5Eserp twgr%5Eauthor https://en.wikipedia.org/wiki/Stoneman_Douglas_High_School_shooting https://www.sun-sentinel.com/features/south-florida-parenting/fl-fea-jeff-foster-book-20201022-oflevb5b6fbi3mcoahmwutwpqm-story.html 			
13:46	SEGMENT 2: RELATIONSHIPS: THE HUMAN EXPERIENCE IS 2020	9:05	
<p>Synopsis: Technology has shaped the way we stay in touch, fall in love and even have kids. Dr. Debora Spar joins Viewpoints this week to share how innovation affects several different aspects of our lives and what the future holds in this space.</p>			
Host: Marty Peterson.			
<p>Guests:</p> <ul style="list-style-type: none"> Dr. Debora Spar, professor, Harvard Business School, author, <i>Work, Mate, Marry, Love: How Machines Shape Our Human Destiny</i> 			
Compliance issues covered: Family & Interpersonal Relationships, Technology, Parenting, Aging, Communication, Addiction			
<p>Links for more information:</p> <ul style="list-style-type: none"> https://www.pewresearch.org/internet/2020/05/08/dating-and-relationships-in-the-digital-age/ https://twitter.com/deboraspar?lang=en https://us.macmillan.com/books/9780374200039 			
23:51	CULTURE CRASH: THE LIFE OF ALEX TREBEK	2:35	
<p>Synopsis: Alex Trebek, the host of <i>Jeopardy!</i>, passed away at age 80 earlier this month. We remember his finesse, humor, genuine personality and decades-long dedication to the popular game show.</p>			
Host: Evan Rook. Compliance issues covered: Culture, Television, Trivia			

Program: 20-48		Writers/Producers: Amirah Zaveri & Evan Rook
Air Week: 11/29/20		Studio Production: Jason Dickey
Time	Segment	Dur.
1:47	SEGMENT 1: THE EARLY AMERICAN DIET	11:49
<p>Synopsis: Throughout history - war, famine, economic instability has affected what we choose to buy at the grocery store. Even today, the pandemic has shifted our grocery shopping and eating habits. This week, we rewind back to the Great Depression, which forced millions of Americans to find new recipes and get creative with the limited number of ingredients they could afford.</p>		
<p>Host: Gary Price.</p>		
<p>Guests:</p> <ul style="list-style-type: none"> Jane Ziegelman, historian, food writer, author, <i>A Square Meal: A Culinary History of the Great Depression</i> 		
<p>Compliance issues covered: Cuisine, Diet, Food Insecurity, COVID-19 Pandemic, Food Production, History, Health</p>		
<p>Links for more information:</p> <ul style="list-style-type: none"> https://www.amazon.com/Square-Meal-Culinary-History-Depression/dp/0062216414 https://www.npr.org/sections/thesalt/2016/08/15/489991111/creamed-canned-and-frozen-how-the-great/ https://www.harpercollins.com/blogs/authors/jane-ziegelman https://www.tenement.org/ https://soyummy.com/great-depression-food/ https://www.amazon.com/97-Orchard-Immigrant-Families-Tenement/dp/0061288519 		
15:40	SEGMENT 2: I SPY DELICIOUS PIE	7:04
<p>Synopsis: Boozy Pecan, Cranberry-Pear, Banana Crème. The many flavors and textures of pie are endless. Just because Thanksgiving and all-things pumpkin have passed, doesn't mean an end to sugary holiday sweets. Viewpoints speaks with cookbook author Ken Haedrich about the prevalence of pie in American culture and how anyone – at any skill level – can bake a delicious pie in no time.</p>		
<p>Host: Marty Peterson.</p>		
<p>Guests:</p> <ul style="list-style-type: none"> Ken Haedrich, food writer, cookbook author, <i>Pie Academy</i> 		
<p>Compliance issues covered: Baking, Holiday Cooking, Literature, History, Culture, Education, Tradition</p>		
<p>Links for more information:</p> <ul style="list-style-type: none"> https://thepieacademy.com/recipes-and-videos/ https://www.amazon.com/gp/product/163586111X/ https://www.netflix.com/title/80063224 https://www.cdc.gov/healthequity/features/holidayseason/index.html 		
23:44	CULTURE CRASH: OUR FAVORITE PAGE-TURNERS	2:44
<p>Synopsis: The colder months are a great time to tuck into a new novel. We recommend a few of our favorite books that are easy to get through and will keep you hooked from start to finish.</p>		
<p>Host: Evan Rook. Compliance issues covered: Culture, Literature</p>		

Program: 20-49		Writers/Producers: Amirah Zaveri, Pat Reuter & Evan Rook	
Air Week: 12/6/20		Studio Production: Jason Dickey	
Time	Segment	Dur.	
1:47	SEGMENT 1: BECOMING STEVE JOBS	9:15	
<p>Synopsis: Apple co-founder, Steve Jobs, was hailed as a genius and master innovator during his lifetime, but his career wasn't always a smooth, upward trajectory. He failed many times and was eventually sidelined at Apple. We speak with one of his biographers about how Jobs changed his ways during this turbulent time, and how his experiences working with NeXt Computer and Pixar helped develop him into a savvy, more understanding leader.</p>			
<p>Host: Gary Price.</p>			
<p>Guests:</p> <ul style="list-style-type: none"> Rick Tetzeli, co-author with Brent Schlender, of the book, <i>Becoming Steve Jobs: The Evolution of a Reckless Upstart Into a Visionary Leader</i> 			
<p>Compliance issues covered: History, Technology, Career, Business, Innovation, Leadership, Personal Growth</p>			
<p>Links for more information:</p> <ul style="list-style-type: none"> https://www.penguinrandomhouse.com/books/223401/becoming-steve-jobs-by-brent-schlender-and-rick-tetzeli-with-a-new-foreword-by-marc-andreessen/ 			
13:06	SEGMENT 2: LIAR, LIAR: HOW TO GET TO THE TRUTH	10:05	
<p>Synopsis: How do professionals question people to get the information they want? We talk to an expert in interrogation and lying on this subject, and how law enforcement and job interviewers use the same tactics to find out if someone may be lying to them.</p>			
<p>Host: Marty Peterson.</p>			
<p>Guests:</p> <ul style="list-style-type: none"> Maryann Karinch, a human behavior expert and author of the book, <i>Nothing But the Truth: Secrets from Top Intelligence Experts to Control the Conversation and Get the Information You Need</i> 			
<p>Compliance issues covered: Psychology, Body Language, Career, Interrogation, Government, Office Culture, Workplace Issues</p>			
<p>Links for more information:</p> <ul style="list-style-type: none"> https://www.spymuseum.org/ https://time.com/5443204/signs-lying-body-language-experts/ https://www.apa.org/monitor/julaug04/detecting http://karinch.com/ 			
24:11	CULTURE CRASH: WHEN TO QUIT THE BOOK YOU'RE READING	2:14	
<p>Synopsis: When do you call it quits on a book that you just can't get into? We discuss a few picks that are popular reads but just didn't hook us enough to continue on.</p>			
<p>Host: Evan Rook. Compliance issues covered: Culture, Literature</p>			

Program: 20-50		Writers/Producers: Amirah Zaveri & Evan Rook
Air Week: 12/13/20		Studio Production: Jason Dickey
Time	Segment	Dur.
1:47	SEGMENT 1: THE MODERN DIAMOND BUSINESS	8:04
<p>Synopsis: The northwestern coast of South Africa & Namibia has been a mining hub for diamonds since the 1900's. Local workers labor through long shifts and hazardous working conditions in order to feed their families. The pay? Roughly five cents per carat of rough diamonds found. While some may argue that the industry stimulates the local economy, once a company deems an area to be over-mined, it pulls out, leaving behind nothing for locals except ravaged land.</p>		
<p>Host: Gary Price.</p>		
<p>Guests:</p> <ul style="list-style-type: none"> Matthew Gavin Frank, professor, nonfiction, creative writing, poetry, Northern Michigan University, author, <i>Flight of the Diamond Smugglers: A Tale of Pigeons, Obsession, and Greed Along Coastal South Africa</i> 		
<p>Compliance issues covered: Human Rights, Poverty Corporate Greed, Environment, Business, Natural Resources, Labor & Workplace Issues, Economics</p>		
<p>Links for more information:</p> <ul style="list-style-type: none"> https://wwnorton.com/books/9781631496028 https://www.amazon.com/Flight-Diamond-Smugglers-Pigeons-Obsession/ https://www.debeersgroup.com/about-us/our-operations/our-mines/south-africa https://www.bbc.com/future/article/20200207-the-sparkling-rise-of-the-lab-grown-diamond 		
11:54	SEGMENT 2: LIAR, LIAR: HOW TO GET TO THE TRUTH	11:19
<p>Synopsis: Alex Trebek hosted <i>Jeopardy!</i> for 37 seasons until his passing last month from pancreatic cancer. The trivia quiz series is unlike any other show on TV – and some would argue that a big part of what made it so entertaining was Trebek's talent for leading the game. We explore his career legacy and what's next for <i>Jeopardy!</i>.</p>		
<p>Host: Marty Peterson.</p>		
<p>Guests:</p> <ul style="list-style-type: none"> Robert Thompson, professor, television & popular culture, Syracuse University Daniella Regencia, attorney, former <i>Jeopardy!</i> contestant 		
<p>Compliance issues covered: Trivia, Entertainment, Culture, History, Death, Television, Health, Entertainment</p>		
<p>Links for more information:</p> <ul style="list-style-type: none"> http://jeopardy.com/ https://news.syr.edu/faculty-experts/robert-thompson/ https://www.ksby.com/news/local-news/local-jeopardy-contestant-reflects-on-recently-meeting-trebek https://www.cnn.com/2020/12/01/entertainment/jeopardy-new-season-trnd/index.html https://twitter.com/Jeopardy?ref_src=twsrc%5Egoogle twcamp%5Eserpl twgr%5Eauthor 		
24:16	CULTURE CRASH: THE QUEEN'S GAMBIT	2:12
<p>Synopsis: You don't need to be a chess whiz to enjoy <i>The Queen's Gambit</i>. Viewpoints explores the Netflix breakout hit featuring actress Anya Taylor-Joy.</p>		
<p>Host: Evan Rook. Compliance issues covered: Television, Culture, Entertainment, Streaming Services</p>		

Program: 20-51		Writers/Producers: Amirah Zaveri & Evan Rook	
Air Week: 12/20/20		Studio Production: Jason Dickey	
Time	Segment	Dur.	
1:47	SEGMENT 1: THE MODERN DIAMOND BUSINESS	9:42	
<p>Synopsis: Segregation not only divides cities but leads to divided people as well. It fuels biases against people who may look or act different than us, leading to generations of inequity and discrimination. Viewpoints speaks with social justice activist, Tonika Johnson about the many impacts' segregation has had on the city of Chicago.</p>			
<p>Host: Gary Price.</p>			
<p>Guests:</p> <ul style="list-style-type: none"> • Tonika Johnson, social justice activist, creator of Folded Project and Belonging 			
<p>Compliance issues covered: Diversity, Race, Community, Poverty, Segregation, Inequality, Bias, Education, Discrimination</p>			
<p>Links for more information:</p> <ul style="list-style-type: none"> • https://www.foldedmapproject.com/ • http://belongingchicago.com/ • https://www.tonijphotography.com/ • https://twitter.com/tonikagi?ref_src=twsrc%5Egoogle twcamp%5Eserp twgr%5Eauthor • https://www.aclu.org/ 			
13:33	SEGMENT 2: WHAT ARE YOU GRATEFUL FOR?	8:50	
<p>Synopsis: Thank goodness 2020 is just about over. While this year has been full of many challenges, it's also made more Americans realize what truly matters and the importance of being thankful for even the littlest of things. As we all look ahead to next year and the habits we hope to cultivate, we discuss the benefits of practicing gratitude through writing.</p>			
<p>Host: Marty Peterson.</p>			
<p>Guests:</p> <ul style="list-style-type: none"> • Janice Kaplan, journalist, author, The Gratitude Diaries, host, <i>The Gratitude Diaries</i> podcast 			
<p>Compliance issues covered: Journaling, Writing, Self-Improvement, Mental Health, COVID-19 Pandemic, Psychology</p>			
<p>Links for more information:</p> <ul style="list-style-type: none"> • https://www.intelligentchange.com/ • https://www.psychologytoday.com/us/blog/what-mentally-strong-people-dont-do • https://www.intelligentchange.com/ • https://www.amazon.com/Gratitude-Diaries-Looking-Bright-Transform/dp/1101984147 • https://podcasts.apple.com/us/podcast/the-gratitude-diaries/id1517684348 			
23:23	CULTURE CRASH: REVISITING THE VIDEO GAME “THE LAST OF US”	3:03	
<p>Synopsis: “The Last of Us” and “The Last of Us Part Two” both have intricate storylines set in a post-zombie apocalypse world that makes for adventurous and exciting game play. We dive into the creative development that sets this game apart.</p>			
<p>Host: Evan Rook. Compliance issues covered: Culture, Entertainment, Hobbies</p>			

Program: 20-52		Writers/Producers: Amirah Zaveri & Evan Rook
Air Week: 12/27/20		Studio Production: Jason Dickey
Time	Segment	Dur.
1:47	SEGMENT 1: THE ON- AND OFF-STAGE BENEFITS OF PRACTICING IMPROV	11:34
<p>Synopsis: Getting on a stage in front of a crowd can be extremely daunting. But, taking a risk and trying something new may not only lead you to a new hobby but a renewed perspective on life. Improv comedy forces you to connect on a deeper level with others, as well as yourself through the collaboration, communication and confidence the performance art requires.</p>		
<p>Host: Gary Price.</p>		
<p>Guests:</p> <ul style="list-style-type: none"> Max Dickins, comedian, improvisation expert, author, <i>Improvise!: Use the Secrets of Improv to Achieve Extraordinary Results at Work</i> 		
<p>Compliance issues covered: Public Speaking, Communication, Career, Workplace Issues, Self-Improvement, Hobbies</p>		
<p>Links for more information:</p> <ul style="list-style-type: none"> https://www.seconddcity.com/ https://momentimprov.com/online-improv-classes/ https://www.maxdickins.com/ https://www.hooplabusiness.com/ https://www.amazon.com/Improvise-Secrets-Confidence-Connect-Anything/dp/1785785877 https://twitter.com/maxdickins?lang=en 		
15:24	SEGMENT 2: GAME SHOW HISTORY	7:44
<p>Synopsis: Before the game shows of today, there were countless series of the past that defied our notion of showmanship. Full of grandiose props, charismatic hosts and the perfect, hand-picked contestants, these series kept viewers hooked till the very end and were (really) too good to be true. We discuss some of the most popular game shows in American history and how the industry has evolved over the last 70 years.</p>		
<p>Host: Marty Peterson.</p>		
<p>Guests:</p> <ul style="list-style-type: none"> Adam Nedeff, game show historian, author 		
<p>Compliance issues covered: History, Trivia, Television, Education, Government, Pop Culture</p>		
<p>Links for more information:</p> <ul style="list-style-type: none"> https://www.pbs.org/wnet/pioneers-of-television/pioneering-programs/game-shows/ https://www.history.com/news/quiz-show-scandal-fraud-jeopardy https://www.pbs.org/wgbh/americanexperience/features/quizshow-64000-question/ https://twitter.com/adamnedef?lang=en https://www.amazon.com/Adam-Nedeff/e/B00J5U21Z8 		
24:08	CULTURE CRASH: A FILM HOMAGE TO “THE TWILIGHT ZONE”	2:19
<p>Synopsis: We recommend the new movie, <i>The Vast of Night</i> now available to stream on Amazon Prime. It has the same vibes as “The Twilight Zone”, transporting viewers back to an entirely different time period.</p>		
<p>Host: Evan Rook. Compliance issues covered: Television, Culture, History, Entertainment, Streaming Services</p>		