

ISSUES PROGRAM LIST

Quarterly Issues Programs List

KEYW-FM

KFLD-AM

KONA-FM

KORD-FM

KXRX-FM

July 1, 2022 through September 30, 2022

Section I. Issues

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

- A. **Personal Finance:** Inflation, increased home prices, high rental fees, and a shortage of available rentals has forced many residents in the Tri-Cities to find ways to cut expenses. The stations presented options on how to find bargains online – sometimes for free using the Buy Nothing Group, an alternative to second hand stores.
- B. **Culture:** With over 400 wineries surrounding the Tri-Cities area the stations presented a brief history of wine and information on how to select the correct wine for specific occasions and food. The wine industry in Eastern Washington is fast becoming renowned around the world.
- C. **Law Enforcement:** The Tri-Cities has had two officer involved shootings in 2022, one resulting in death. The departments have gone to great lengths with training and policy changes. The stations aired information on how policing initiatives have changed local policing policies and procedures.
- D. **Immigration:** The city of Pasco is now 70% Hispanic with a high population of new immigrants from Mexico and Venezuela. The stations detailed how many refugees coming to America suffered from conflict and persecution in their home countries and now, the struggles they face adjusting to the American way of life.
- E. **Renewable Energy:** Recent proposed legislation in Washington includes the study of eliminating hydroelectric power sources, including tearing down dams near the Tri-Cities. If this were to happen, energy prices would increase dramatically for Tri-City residents. The stations presented information on the cost and benefits of solar energy options. Tri-Cities enjoys over 300 days of sunshine annually.

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	22-28	Written & Produced	Amirah Zaveri, Polly Hansen & Evan Rook
Air Week	07/10/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Taco Bell/Read My Mind	:30
	Sketchers/Foamies	:30
	OUTCUE: ...footwear is sold.	
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE COST OF MORE FREQUENT WEATHER-RELATED DISASTERS	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. Guest: Bob Keefe, executive director, Environmental Entrepreneurs, author, <i>Climatenomics: Washington, Wall Street and the Economic Battle to Save Our Planet</i> . Links for more info: https://www.technologyreview.com/2022/06/28/1054140/2022-innovators-climate-change/ https://www.amazon.com/Climatenomics-Washington-Street-Economic-Battle/dp/153816888X https://twitter.com/bkeefee2?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.npr.org/2022/01/11/1072077479/extreme-weather-in-u-s-cost-688-lives-and-145-billion-noaa Compliance Issues Covered: Natural Disaster, Extreme Weather, Climate Change, Environment, Economy, Federal Aid, Climate Economics	
12:29	SPOTBREAK 2&3: Quicken Loans/Rocket Mortgage	:30
	Bounty/Milkshake	:30
	ZEVO/Claps or Traps	:30
	Elquis/I Didn't Wait	:30
	OUTCUE: ...and Pfizer.	
14:29	:02 PAUSE FOR LOCAL AVAIL	:02
14:31	SEGMENT 2: THE GIFT ECONOMY	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 Guests: Liesl Clark, co-founder, Buy Nothing Project; Maggie McMeekin, administrator, Buy Nothing Facebook Group, Arlington Heights, Ill. Links for more info: https://buynothingproject.org/about https://www.realsimple.com/home-organizing/green-living/buy-nothing-groups Compliance Issues Covered: Personal Finance, Consumerism, Technology, Environment, Waste Management	
23:40	SPOTBREAK 4: Indeed/Gold Groundskeeper	:30
	EBAY/New Driver	:30
	OUTCUE: ...motors let's ride.	
24:40	CULTURE CRASH: THE BOX OFFICE BOOM	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 Compliance Issues Covered: Culture, TV	
26:22	SPOTBREAK 5: KFC/My Meal	:30
	Autozone/Battery	:30
	OUTCUE: ...N-P-D Group 2021.	
27:22	Program Conclusion	:34
27:56	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	22-29	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	07/17/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Taco Bell/Read My Mind Bounty/Milkshake	:30
	OUTCUE: ...quicker picker upper.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: REIMAGINING BEACH TOURISM CULTURE	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. Guests: Sarah Stodola, writer, author, <i>The Last Resort: A Chronicle of Paradise, Profit, and Peril at the Beach</i> ; Maile Meyer, Hawaii native, business owner, Native Books. Links for more info: https://www.amazon.com/Last-Resort-Chronicle-Paradise-Profit/dp/0062951629 https://sustainabletravel.org/ https://www.pbshawaii.org/long-story-short-with-leslie-wilcox-maile-meyer/ Compliance Issues Covered: Tourism, Travel, Sustainability, Environment, Land Development, Culture	
11:43	SPOTBREAK 2&3: Skechers/Free Massage Olay/Fearless Liberty Mutual/Optional AD	:60
	OUTCUE: ...Liberty Liberty Liberty.	:30
13:43	:02 PAUSE FOR LOCAL AVAIL	:02
13:45	SEGMENT 2: LEARNING ABOUT WINE	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 Guest: Elizabeth Schneider, sommelier, podcast host, <i>Wine for Normal People</i> . Links for more info: https://twitter.com/normalwine?lang=en https://winefolly.com/ https://storymaps.arcgis.com/stories/c5a01856223745d19ee5a2f640624b83 Compliance Issues Covered: History, Culture, Hobby, Food and Beverage, Literature, Business, Agriculture	
22:45	SPOTBREAK 4: HULU/HULU Effect Eliquis/I Didn't Wait	:30
	OUTCUE: ...Squibb and Pfizer.	:30
23:45	CULTURE CRASH: THE WORLD OF HARRY POTTER	2:43
	Synopsis: Are you more of a <i>Harry Potter</i> book fan or film fan? We discuss this expansive wizarding world this week on Culture Crash. Host: Evan Rook Compliance Issues Covered: Culture, Literature, Film	
26:28	SPOTBREAK 5: Autozone/Battery Prilosec/Vacation	:30
	OUTCUE: ...for immediate relief.	:30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 22-30	Written & Produced	Amirah Zaveri, Polly Hansen, Ebony McMorris & Evan Rook
Air Week	07/24/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Taco Bell/Read My Mind Sketchers/Howie Long	:30
	OUTCUE: ...footwear is sold.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: LEFT IN THE DUST: FORGOTTEN BLUE-COLLAR U.S. CITIES & TOWNS	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. Guest: Michelle Wilde Anderson, professor of property, local government, environmental justice, Stanford Law School, author, <i>The Fight to Save the Town: Reimagining Discarded America</i> . Links for more info: https://law.stanford.edu/directory/michelle-wilde-anderson/ https://twitter.com/mwildeanderson?lang=en https://www.simonandschuster.com/books/The-Fight-to-Save-the-Town/Michelle-Wilde-Anderson/9781501195983 Compliance Issues Covered: Housing, Wealth Inequality, History, Local Government, Tourism, Personal Finance, Innovation, Public Resources, Politics, Community Revenue, Small Business	
11:28	SPOTBREAK 2&3: Quicken Loans/Rocket Mortgage Progressive/Faithful Bounty/Milkshake	:60
	OUTCUE: ...quicker picker upper.	:30
13:28	:02 PAUSE FOR LOCAL AVAIL	:02
13:30	SEGMENT 2: PROGRESS IN POLICING INITIATIVES SINCE GEORGE FLOYD'S DEATH	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 Guests: Daniel Harawa, associate professor, law, Washington University at St. Louis; Janice Iwama, assistant professor, public affairs, American University in Washington D.C. Links for more info: https://policeviolencereport.org/ https://mappingpoliceviolence.org/ https://www.forbes.com/sites/jaredcouncil/2022/05/23/two-years--after-george-floyd-black-leaders-reflect-on-change/?sh=5f83f6df6d1b Compliance Issues Covered: Law Enforcement, Public Safety, Law, Police Reform, Government, Race	
22:08	SPOTBREAK 4: Prilosec/Vacation Indeed/Pilatee Editor	:30
	OUTCUE: ...and conditions apply.	:30
23:08	VIEWPOINTS, EXPLAINED: AN UPTICK IN U.S. GUN VIOLENCE	1:19
	Synopsis: This week – we cover some of the recent mass murder shootings across America and the increasing rate of these horrific events. Host: Ebony McMorris Compliance Issues Covered: Politics, Public Health, Law, Gun Violence	
24:27	CULTURE CRASH: OUR FAVORITE SCI-FI FILM PICKS	2:00
	Synopsis: We highlight some of our favorite movies, new and old, in the sci-fi genre. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:27	SPOTBREAK 5: GEICO/Ask Your Neighbors Autozone/Evergreen	:30
	OUTCUE: ...Autozone dot com.	:30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 22-31	Written & Produced	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	07/31/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Wendy's/Dream Fry Progressive Insurance/More Famous. OUTCUE: ...states or situations.	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: SUPPORTING REFUGEE RESETTLEMENT	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. Guests: Dr. Diya Abdo, author, <i>American Refuge: The Stories of the Refugee Experience</i> , founder, Every Campus a Refuge; Luma Mufleh, CEO & Founder, Fugees Family. Links for more info: http://everycampusarefuge.net/about/about-the-global-refuge-crisis/ https://fugeesfamily.org/ https://www.penguinrandomhouse.com/books/711440/american-refuge-by-diya-abdo/ Compliance Issues Covered: War, Conflict, Human Rights, Culture, Immigration, Diversity, Government	
10:12	SPOTBREAK 2&3: Sherwin Williams/Blue Gain/Missed Connections Paxlovid/Act Fast Ebay/Teens OUTCUE: ...motors let's ride.	:30 :30 :30 :30
12:12	:02 PAUSE FOR LOCAL AVAIL	:02
12:14	SEGMENT 2: AN UNTOLD NARRATIVE OF AFRICA & THE MODERN WORLD	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: Marty Peterson Guest: Howard French, historian, professor, journalism, Columbia University, author, <i>Born in Blackness: Africa, Africans, and the Making of the Modern World: 1471 to the Second World War</i> . Links for more info: https://journalism.columbia.edu/faculty/howard-w-french https://twitter.com/hofrench?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.amazon.com/Born-Blackness-Africa-Africans-Making/dp/1631495828 Compliance Issues Covered: History, Trade, Economy, Natural Resources, Racial Inequality, Exploration	
21:21	SPOTBREAK 4: Hulu/Hulu Effect GEICO/Check Up OUTCUE: ...things you love.	:30 :30
22:21	VIEWPOINTS, EXPLAINED: THE INFLATED COST OF OWNING A HOME	1:39
	Synopsis: In many markets across the U.S., home prices are reaching an all-time high. We discuss what factors are driving this increase and what's being done to help Americans. Host: Ebony McMorris Compliance Issues Covered: Affordable Housing, Personal Finance, Inflation	
24:00	CULTURE CRASH: THIS YEAR'S SUMMER ANTHEM	2:27
	Synopsis: This 1980's hit by artist Sophia Bush is making a resurgence thanks to a recent <i>Stranger Things</i> episode. Host: Evan Rook Compliance Issues Covered: Culture, Music	
26:27	SPOTBREAK 5: Indeed/Travel Agent Capital One/Venture X OUTCUE: ...for details.	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	



Program Log for Viewpoints Radio

Program	VP 22-32	Written & Produced	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	08/07/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Skechers/Free Massage OUTCUE: ...footwear is sold.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE EARLY HISTORY OF THE NBA	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. Guest: Ray Scott, former NBA player & coach, author, <i>The NBA in Black and White</i> . Links for more info: https://www.penguinrandomhouse.com/books/706810/the-nba-in-black-and-white-by-ray-scott/ https://bleacherreport.com/articles/630234-wilt-chamberlain-is-he-the-most-undersold-superstar-in-nba-history Compliance Issues Covered: History, Sports, Media, Sports Culture, Civil Rights, Equality, Career, Business	
10:37	SPOTBREAK 2&3: Taco Bell/Read My Mind	:30
	Allstate/Speed Bump	:30
	Capital One Venture/Evergreen	:30
	Charmin/Rollin Rolls OUTCUE: ...with Charmin.	:30
12:37	:02 PAUSE FOR LOCAL AVAIL	:02
12:39	SEGMENT 2: THE STYLES THAT PERSIST TIME & FAST-FASHION TRENDS	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 <i>The Ten</i> Lauren Cochrane joins us this week some of the most iconic clothes in fashion history and how these pieced shaped American style culture. Host: Marty Peterson Guest: Lauren Cochrane, senior fashion writer, <i>The Guardian</i> , author, <i>The Ten: How and Why We Wear the Fashion Classics</i> . Links for more info: https://www.voguehk.com/en/article/fashion/audrey-hepburn-givenchy-little-black-dress-breakfast-at-tiffanys/ https://www.amazon.com/Ten-How-wear-fashion-classics/dp/1787395057/ Compliance Issues Covered: Fashion, History, Culture, Garment Production, Global Trends, Consumerism	
20:48	SPOTBREAK 4: Indeed/Labor Day	:30
	Hershey's/REESE's Sound Experiment OUTCUE: ...am I right?	:30
21:48	VIEWPOINTS, EXPLAINED: A LACK OF DIVERSITY IN U.S. CLASSROOMS	1:40
	Synopsis: Millions of U.S. K-12 students attend schools where the class population is predominantly one race or ethnicity. This week – we highlight how this lack of diversity furthers inequality in education. Host: Ebony McMorris Compliance Issues Covered: Affordable Housing, Personal Finance, Inflation	
23:28	CULTURE CRASH: THE RACE TO STAY PRESENT FOR SOCIAL MEDIA SITES	2:59
	Synopsis: With Tik Tok continuously adding new users, many platforms like Instagram and Facebook are fighting to stay current with new updates mimicking Tik Tok. But, what if some of us like these OG platforms the way they are? Host: Evan Rook Compliance Issues Covered: Culture, Music	
26:27	SPOTBREAK 5: Rocket Mortgage/Quicken Loans	:30
	Swiffer Wet Jet/Keep Up With Mess OUTCUE: ...wood floor association.	:30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program	VP 22-33	Written & Produced	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	08/14/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Mental Health Allstate/Speed Bump	:30
	OUTCUE: ...through Illinois.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: ELEVATING SOLAR ENERGY	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. Guest: Ned Ekins-Daukes, associate professor, School of Photovoltaic & Renewable Energy Engineering, University of New South Wales, Sydney, Australia. Links for more info: https://research.unsw.edu.au/people/associate-professor-nj-ekins-daukes https://www.euronews.com/green/2020/07/21/invisible-light-can-now-be-harnessed-for-solar-power Compliance Issues Covered: Renewable Energy, Sustainability, Innovation, Engineering, Climate Change	
10:29	SPOTBREAK 2&3: Skechers/Gas Prices Macy's/Mental Health Ebay/Wedding	:58
	OUTCUE: ...motors let's ride.	:30
12:27	:02 PAUSE FOR LOCAL AVAIL	:02
12:29	SEGMENT 2: THE WORSENING TEACHER SHORTAGE	9:05
	Synopsis: Over the last two years, 10 percent 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: Marty Peterson 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. Links for more info: https://aacte.org/ https://www.aft.org/ https://www.pta.org/home/advocacy/ptas-positions/Individual-PTA-Resolutions/Resolution-on-Strengthening-Support-of-Public-School-Teachers https://www.edweek.org/leadership/video-how-can-we-solve-the-teacher-staffing-shortage/2022/06 Compliance Issues Covered: Career, Public Education, Personal Finance, Mental Health, Infrastructure	
21:34	SPOTBREAK 4: Macy's/Mental Health Hershey's/If This Were TV	:30
	OUTCUE: ...Reese's Reese's.	:30
22:34	VIEWPOINTS EXPLAINED: TIK TOK'S DOMINANCE	1:29
	Synopsis: Seems like everyone is learning something new from Tik Tok these days. With the platform's popularity surging, we discuss how other sites are changing, for the better or worse, as a result. Host: Ebony McMorris Compliance Issues Covered: Social Media, Technology, Culture, Business	
24:03	CULTURE CRASH: SAYING YES TO JORDAN PEELE'S "NOPE"	2:24
	Synopsis: We cover the release of "Nope" – a new film written, directed and produced by Jordan Peele. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:27	SPOTBREAK 5: Macy's/Mental Health Zevo/Claps or Traps	:30
	OUTCUE: ...store near you.	:30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Air Week	08/21/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Mental Health Progressive/Comedy	:30
	OUTCUE: ...states or situations.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE RISE OF BOOKTOK	9:41
	Synopsis: More young people are reading these days thanks to one community on Tik Tok. We discuss the rise of BookTok and how publishers and authors are using this platform to better engage with consumers. Host: Gary Price. Guests: Cait Jacobs, Tik Tok account owner, Cait's Books; Claire Wallace, vice president, communications, Book Talk. Links for more info: https://www.barnesandnoble.com/b/booktok/ /N-2vdn https://www.nytimes.com/2022/07/01/books/tiktok-books-booktok.html Compliance Issues Covered: Social Media, Literature, Hobbies, Education, Publishing, Diversity	
11:28	SPOTBREAK 2&3: Macy's/Mental Health Bounty/Milkshake Skechers/Free Massage	:30
	OUTCUE: ...footwear is sold.	:30
13:28	:02 PAUSE FOR LOCAL AVAIL	:02
13:30	SEGMENT 2: DECISIONS, DECISIONS: UNDERSTANDING CONFORMITY BIAS	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: Marty Peterson 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, <i>Collective Illusions: Conformity, Complicity and the Science of Why We Make Bad Decisions</i> . Links for more info: https://www.mcombs.utexas.edu/faculty-and-research/faculty-directory/robert-prentice/ http://www.toddrose.com/collectiveillusions https://www.mckinsey.com/featured-insights/mckinsey-on-books/author-talks-why-shouldnt-we-all-just-get-along Compliance Issues Covered: Psychology, Communication, Human Behavior, Career, Society, Culture	
21:33	SPOTBREAK 4: Macy's/Mental Health Gain/Missed Connections	:30
	OUTCUE: ...longer lasting scent.	:30
22:33	VIEWPOINTS EXPLAINED: A NEW POLITICAL PARTY	1:34
	Synopsis: The Forward Party is a new, independent political party catering to the centrist voter. We discuss its founding principles and the uphill battle it faces in the already crowded political landscape. Host: Ebony McMorris Compliance Issues Covered: Politics, Government	
24:07	CULTURE CRASH: THE END OF "BETTER CALL SAUL"	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 Compliance Issues Covered: Culture, TV	
26:24	SPOTBREAK 5: Go Go Squeeze/Cookie Macy's/Mental Health	:30
	OUTCUE: ...slash purpose.	:30
27:24	Program Conclusion	:33
27:57	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 22-35	Written & Produced	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	08/28/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Mental Health Capital One/Venture Evergreen	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: ONE MAN, TWO PATHS: BUILDING A CAREER IN THE NFL AND APPLIED MATHEMATICS	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 & what he's learned along the way. Host: Gary Price. Guests: John Urschel, former NFL offensive guard, Baltimore Ravens, junior fellow, mathematics, Harvard University, author, <i>Mind and Matter: A Life in Math and Football</i> . Links for more info: https://www.washingtonpost.com/entertainment/books/he-guit-the-nfl-for-a-career-in-math-it-wasnt-just-about-the-concussions/2019/05/23/b11e926c-7b2f-11e9-a5b3-34f3edf1351e_story.html https://www.amazon.com/Mind-Matter-Life-Math-Football/dp/0735224862 Compliance Issues Covered: Sports, Career, Higher Education, Mathematics, Personal Development	
11:28	SPOTBREAK 2&3: Ibrance/Stealing Second Macy's/Mental Health Hershey's/Reese's Sound Experiment	:60 :30 :30
13:28	:02 PAUSE FOR LOCAL AVAIL	:02
13:30	SEG. 2: HAVE AMERICANS STOPPED KEEPING UP WITH THE NEWS?	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 Tik Tok...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. Guests: Joel Kaplan, professor, news, magazine, digital journalism, Syracuse University; Rolf Dobelli, author, <i>Stop Reading the News: A Manifesto for a Happier, Calmer and Wiser Life</i> . Links for more info: https://newhouse.syr.edu/people/joel-kaplan https://www.amazon.com/Stop-Reading-News-information-overload/dp/1529342686 https://www.theverge.com/2022/8/17/23308917/tiktok-bytedance-midterm-elections-facebook-twitter-instagram Compliance Issues Covered: News, Media, Global Issues, Politics, Mental Health, Social Media	
21:32	SPOTBREAK 4: Macy's/Mental Health Liberty Insurance/Optional Ad	:30 :30
22:32	VIEWPOINTS EXPLAINED: GETTING MORE WOMEN INTO LAW ENFORCEMENT	1:31
	Synopsis: Just 12 percent of police officers are women and only 3 percent are in leadership positions. We cover one initiative that's focused on getting more women into this sector. Host: Ebony McMorris Compliance Issues Covered: Law Enforcement, Gender, Community Relations	
24:03	CULTURE CRASH: A REVIEW OF "THE BEAR"	2:24
	Synopsis: We discuss the new Hulu series "The Bear" which takes places in Chicago, Illinois. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Macy's/Mental Health Paxlovid/Act Fast	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	



Program Log for *Viewpoints Radio*

Program	VP 22-36	Written & Prod.	Amirah Zaveri, Polly Hansen, Alex Winton, Ebony McMorris, Evan Rook
Air Week	09/04/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Rocket Mortgage/Quicken Loans Bounty/Milkshake	:30 OUTCUE: ...quicker picker upper.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE INVISIBLE POWER OF PRIVILEGE	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. Guests: Baynard Woods, writer, author, <i>Inheritance: An Autobiography of Whiteness</i> ; Dr. David Canton, professor, history & director, African American Studies, University of Florida. Links for more info: https://naacp.org/issues/race-justice https://www.evcnational.org/racial-justice-and-voting https://afam.clas.ufl.edu/directory/dr-david-a-canton-director/ https://twitter.com/baynardwoods?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.amazon.com/gp/product/B09HQLC2PZ/ref=dbs_a_def_rwt_hsch_vapi_tkin_p1_i0 Compliance Issues Covered: Racial Issues, Race Relations, Inequality, Education, History, Poverty	
10:54	SPOTBREAK 2&3: Taco Bell/Cheesy Friend Paxlovid/Act Fast McCormicks/Refresh Gain/Missed Connections	:30 :30 :30 OUTCUE: ...longer lasting scent.
12:54	:02 PAUSE FOR LOCAL AVAIL	:02
12:56	SEGMENT 2: PUBLIC TRANSPORTATION: SEEING A RESURGENCE OR RUNNING ON EMPTY?	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. Guests: Bradley Lane, associate professor, School of Public Affairs & Administration, University of Kansas; Bobby Sisneros, deputy director, transit, Albuquerque Transit Department. Links for more info: https://www.economist.com/united-states/2022/07/21/american-public-transport-faces-a-post-pandemic-reckoning https://spaa.ku.edu/people/bradley-lane Compliance Issues Covered: Transportation, Government Programs, Community Affairs, Environment, Personal Finance, Labor Shortages, Mobility	
21:52	SPOTBREAK 4: GEICO/Ask Your Neighbors Discover Card/Redemption Hoops	:30 OUTCUE: ...rewards terms apply.
22:52	VIEWPOINTS EXPLAINED: AN UNDERWATER EXPLOSION	1:37
	Synopsis: Earlier this year, there was a massive submarine volcano eruption off the coast of Tonga in the South Pacific Ocean. We discuss just how large this disaster was and the prevalence of these lesser-known, underwater volcanoes. Host: Ebony McMorris Compliance Issues Covered: Environment, Natural Disasters, Government	
24:29	CULTURE CRASH: NATHAN FIELDER IS BACK	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 Compliance Issues Covered: TV, Culture	
26:29	SPOTBREAK 5: Sketchers/Gas Prices	OUTCUE: ...footwear is sold. :59
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

Program Log for Viewpoints Radio

Program	VP 22-37	Written & Prod.	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	09/11/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Chevrolet/Chevy Unexpected Indeed/Nightclub	:30 OUTCUE: ...and conditions apply. :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: CONVERSATIONS ABOUT LOSS AND DEATH	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. Guest: Dr. Elena Lister, psychiatrist, associate professor, Cornell University, Columbia University Medical Centers, author, <i>Giving Hope Conversations with Children About Illness, Death and Loss</i> . Links for more info: Compliance Issues Covered: Communication, Mental Health, Parenting, Death, Child Development	
11:48	SPOTBREAK 2&3: Ibrance/Team Cheer GEICO/Signs Paxlovid/Act Fast	:60 :30 OUTCUE: ...sponsored by Pfizer. :30
13:48	:02 PAUSE FOR LOCAL AVAIL	:02
13:50	SEGMENT 2: THE MENTAL HEALTH EPIDEMIC PLAGUING COLLEGIATE SPORTS	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. Guest: Dr. Julie Amato, clinical and sports psychologist, Princeton University, Lafayette College. Links for more info: https://go.princeton.edu/staff-directory/julie-amato/4869 https://www.ncaa.org/sports/2016/8/4/mental-health-educational-resources.aspx https://988lifeline.org/ Compliance Issues Covered: Mental Health, Higher Education, Psychology, Sports, Athletics	
21:30	SPOTBREAK 4: Ebay/Teens Charmin/Drop It	:30 OUTCUE: ...go with Charmin. :30
22:30	VIEWPOINTS EXPLAINED: BIG PHARMA'S PROFITS	1:31
	Synopsis: We highlight how pharmaceutical corporations benefited from the opioid epidemic by twisting politicians and policies in their favor. Host: Ebony McMorris Compliance Issues Covered: Addiction, Corporate Greed, Opioid Epidemic	
24:01	CULTURE CRASH: FALL MOVIE RELEASES	2:27
	Synopsis: We cover some of the blockbuster films making their debut this fall at a theatre near you. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:28	SPOTBREAK 5: Ibrance/Stealing Second	OUTCUE: ...loss of appetite. :59
27:28	Program Conclusion	:32
28:00	TOTAL TIME	



Program Log for Viewpoints Radio

Program	VP 22-38	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	09/18/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Hispanic Heritage Round Up Bounty/Milkshake Rev	:30
	OUTCUE: ...quicker picker upper.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: BREAKING GENDERED ROLES IN THE HOUSEHOLD	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. Guest: Kate Mangino, gender expert, author, <i>Equal Partners: Improving Gender Equality at Home</i> . Links for more info: https://www.amazon.com/Equal-Partners-Improving-Gender-Equality/dp/125027611X https://hbr.org/2020/05/gender-equity-starts-in-the-home Compliance Issues Covered: Relationships, Gender Norms, Equality, Relationships, Parenting	
9:44	SPOTBREAK 2&3: Macy's/Hispanic Heritage Round Up Quicken Loans/Rocket Mortgage Ibrance/Stealing Second	:30
	OUTCUE: ...loss of appetite.	:30
11:44	:02 PAUSE FOR LOCAL AVAIL	:02
11:46	SEGMENT 2: THE LOST WORLD OF SHIPWRECKS	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. Guest: Daniel Stone, senior editor, <i>National Geographic</i> , author, <i>Sinkable: Obsession, The Deep Sea, and the Shipwreck of the Titanic</i> . Links for more info: https://twitter.com/DanEnRoute?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://bookshop.org/books/sinkable-obsession-the-deep-sea-and-the-shipwreck-of-the-titanic/9780593329375?ref=PRH7E4ACEBB2EF7 Compliance Issues Covered: History, Science, Culture, Literature, Oceanic Exploration	
21:27	SPOTBREAK 4: Macy's/Hispanic Heritage Round Up Liberty Insurance/Boy Bands	:30
	OUTCUE: ...Liberty Liberty Liberty.	:30
22:27	VIEWPOINTS EXPLAINED: A DRY & SCORCHING WEST	1:11
	Synopsis: Record-breaking temperatures are hitting many parts of the West this month. We discuss the extreme weather's impact on residents and how this heat is increasing the risk of deadlier wildfires this fall. Host: Ebony McMorris Compliance Issues Covered: Climate Change, Extreme Weather	
23:38	CULTURE CRASH: A TRUE VIEWING EXPERIENCE	2:49
	Synopsis: We cover the dilemma of cropping full screen shows and films to fit our modern, widescreen TV's. Many who are against this edit argue that changing this format ruins the media's original form. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Sketchers/Kids Slip In	:60
	OUTCUE: ...shoes are sold.	:60
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 22-39	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	09/25/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Hispanic Heritage Round Up Wendy's/French Toast Sticks	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE INCREASING OCCURRENCE OF WEATHER CALAMITIES	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. 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. Links for more info: https://www.ioes.ucla.edu/person/daniel-swain/ https://twitter.com/WeatherWest?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://twitter.com/GreatLakesPeck?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://seas.umich.edu/research/faculty/jonathan-t-overpeck-phd https://www.nature.com/articles/d41586-022-02813-6 Compliance Issues Covered: Climate Change, Extreme Weather, Attribution Science, Engineering	
11:33	SPOTBREAK 2&3: Ibrance/Stealing Second Macy's/Hispanic Heritage Round Up Sketchers/Free Massage	:60 :30 :30
13:33	:02 PAUSE FOR LOCAL AVAIL	:02
13:35	SEGMENT 2: THE RISE OF YOUTUBE	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. Guest: Mark Bergen, journalist, <i>Bloomberg</i> , <i>Businessweek</i> , author, <i>Like, Comment, Subscribe: Inside YouTube's Chaotic Rise to World Domination</i> . Links for more info: https://twitter.com/mhbergen?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.theverge.com/2022/9/13/23349037/mark-bergen-youtube-creators-tiktok-algorithm https://www.penguinrandomhouse.com/books/653248/like-comment-subscribe-by-mark-bergen/ Compliance Issues Covered: Social Media, Business, Technology, Career, Media, Consumerism	
21:44	SPOTBREAK 4: Ibrance/Team Cheer	:60
22:44	VIEWPOINTS EXPLAINED: THE SMARTPHONE RACE	1:30
	Synopsis: Last month, Apple hosted their annual event featuring the new iPhone. Despite the hype, pre-order sales have fallen flat. Are people over these constant upgrades, or is it something else? Host: Ebony McMorris Compliance Issues Covered: Climate Change, Extreme Weather	
24:14	CULTURE CRASH: A LIGHT FRIGHT FOR FALL	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 Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Swiffer/Pet Indeed/Night Club	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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