

Townsquare Media, INC
KEZJ-FM - KSNQ-FM - KLIX AM - KLIX-FM
Quarterly Issues Programs List
April 1, 2021 – June 30, 2021

Section 1 - ISSUES

Townsquare Media provides its listeners with programming and public service announcements that address the issues of concern to our local community. The stations have identified the following issues as significant issues facing the community this quarter.

Outdoor Recreation/Water Safety: Spring is one of the busiest seasons for Idahoans and tourists to visit Idaho trails and bodies of water. The influx of people can be extra dangerous. How to stay safe on the water and in the wild are important topics in Idaho.

Quick Response Units/Emergency Responders: As more people head outdoors, the number of accidents rise. Quick Response Units assist in these instances. The public, thinking they are helping, sometimes gets in the way of responders.

Forest Land Preservation: Knowing where visitors can and can't visit and gather firewood in the Sawtooth Mountains of Idaho was discussed.

Summer Road Construction: The 100 Deadliest Days begun and part of the danger is in the amount of road construction happening in Idaho.

Private Hunting and Fishing Land Usage: Sportsmen using private lands for hunting and fishing have been causing problems by leaving trash and vandalism of lands.

Section 2 – Responsive Programs

Section 2 lists regularly scheduled and special programs that represent the station's issue-responsive programming, providing the most significant treatment of the issue listed above for the calendar quarter.

ON AIR DISCUSSION AND DEBATE: Between 6-10 am M-F, Live/Local Morning Talent discusses area issues and allows listeners the opportunity to call in and discuss the impact on the community. Local officials are also recruited to take part in these discussions.

NEWS COVERAGE – Local Morning News produced by Townsquare Media Twin Falls' News Department, including reporting of Current Events and late-breaking news. Airtimes

KEZJFM M-F at 6:00a, 7:00a, 8:00a. Duration: :90.

KLIXFM M-F at 6:00a, 6:30a, 7:00a, 7:30a, 8:00a. Duration: :90.

KSNQFM M-F at 6:00a, 6:30a, 7:00a, 7:30a, 8:00a. Duration: :90.

KLIX – 6:00am – 8:00am

AREA ROAD CONDITIONS. The Magic Valley is vast and the commute from city to city is often impeded by road construction and weather-related road closures. KEZJ, KLIXAM, KLIXFM, and KSNQ monitor those conditions with hourly road updates M-F mornings at 6:06 am and 7:06 am. Duration :60... plus breaking conditions throughout

the remainder of the day.

LIVE PUBLIC SERVICE ANNOUNCEMENT/COMMUNITY EVENTS. Hourly, Air Talent informs the public of events and issues affecting the community in the form of live public service announcements.

Our Public Affairs programming “Viewpoints” is broadcast pre-recorded on the stations and times shown below for a duration of 30 minutes.

KEZJ FM Sunday’s 11 p.m.

KLIX AM Sunday’s 10 a.m.

KLIX FM Sunday’s 7 a.m.

KSNQ FM Sunday’s 7 a.m.

Magic Valley Insights is locally produced public affairs programming that addresses topics of local interest to our community. Magic Valley Insights is broadcast pre-recorded on the stations and times shown below.

KEZJ FM Sunday’s 11:30 pm

KLIX AM Sunday’s 10:30am

KLIX FM Sunday’s 7:30 am

KSNQ FM Sunday’s 7:30 am

Magic Valley Insights

Issues	Synopsis	Duration
Outdoor Recreation/Water Safety	<p>GUEST: Twin Falls County Sheriff's Office – Sgt. Ken Mencil: The cooler spring slowed people getting out on the water in Twin Falls County, but the Twin Falls County Sheriff's Office said it started to see people begin to recreate on the Snake River and other bodies of water as temperatures began to pick up. Sgt. Mencil wanted to remind people of the requirements needed to operate a boat or watercraft on Idaho waterways. There are certain safety measures and equipment people need before they put the boat in the water, plus watercraft require specific registration and stickers by law. A boater safety class was also offered to new and existing boat owners.</p> <p>Also, Sgt. Mencil reminded citizens that many public forest roads and trails were beginning to open up, while others were not. Even though some of the roads/trails were officially open, many were still closed because of snow or mud and advised people to turn around and not get stuck. He noted conditions would improve and people needed to be patient and not tear up the roadways.</p>	30:00
Environment / Hunting / Land Usage	<p>GUEST: Sawtooth National Forest Law Enforcement – Jade Summerson: Capt. Summerson monitors several million acres of U.S. Forest land in Idaho and enforces laws. He said recently there had been issues with people cutting wood and getting the proper permits and tags. He said there are specific areas people can cut for firewood. People could face hefty fines if they cut in an area not approved for wood cutting. Woodcutters also need to mark the wood they cut with a special tag. If they cut on private land all they need is a note from the private land owner.</p> <p>Summerson also brought up the Travel Management Plan and areas where motorized vehicles can go on Forest Service lands. He said people headed to the Forest should get the TMP map that provides a guide for where people can travel. There are many options, including paper maps and digital maps available.</p>	30:00

GUEST: Twin Falls County Sheriff's Office – Sgt. Ken Mencil: Mencil brought up a BASE-Jumping incident where a parachute failed to open fully and fell into the water. Mencil said that even though there were people there that wanted to help, they could have really made things worse. He said there are often times when people are hurt and bystanders could injure them even more. He said it's better to wait for emergency crews to show up and help. He said if people want help, they should get training and join the Search and Rescue team.

**Summer Road
Construction
Safety**

GUEST: Idaho State Police – Corp. Scott Bolin: Construction on public roads started to pick up and trooper Bolin wanted to remind people to be safe and slowdown in construction zones. In the past ISP has had to deal with serious crashes on the interstate and other state roads in construction zones. He also reminded drivers to slow down for the safety of the construction workers.
100 Deadliest Days goes from Memorial Day to Labor Day holidays and is considered the deadliest time on Idaho roads. Trooper Bolin said already there had been several fatal crashes on Idaho roads. He was some simple changes to people's driving could save their death. He said many fatalities involved driving under the influence. Wearing seat belts also could have saved drivers' lives.

**Vehicle
Modification**

GUEST: Twin Falls County Sheriff's Office – Sgt. Ken Mencil: Mencil took calls from the public and touched on several concerns from the public including how dark window tint can be and the color of lights you can have on your car.



Quarterly Report of Compliancy Issues & Programs List 2022-Q2 (April - June) Viewpoints Radio

- Addiction & Addiction Treatment
- Adolescent Health
- Agriculture
- Architecture
- Arts
- Business & Business Management
- Career
- Charitable Giving
- Child Development
- Climate Change
- Climate Science
- Commerce
- Communication
- Conflict
- Consumerism
- Culture
- Disease
- Economy
- Economics
- Education
- Endangered Species
- Energy Production
- Entrepreneurship
- Environment
- Epidemiology
- Equality
- Fair Wages
- Farming
- Fashion
- Film
- Finance
- Food & Food Production
- Gaming
- Generational Inequality
- Global Issues
- Global Trade
- Government
- Health
- Higher Education
- History
- Hobby
- Home Improvement
- Human Resources
- Humanitarian Aid
- Immigration
- Inequality
- Information Technology
- Labor Rights & Labor Relations
- Land Development
- Language
- Law
- Literature
- Manufacturing
- Media
- Medical Research
- Mental Health
- Mining
- Motherhood
- Music
- Natural Resources
- Ocean Science
- Opioid Epidemic
- Parenting
- Personal Finance
- Personal Growth & Development
- Politics
- Pollution
- Poverty
- Professional Development
- Psychiatry
- Psychology
- Public Health
- Public Service
- Refugee Crisis
- Relationships
- Science
- Social Media
- Streaming
- Sustainability
- Technology
- Tourism
- Travel
- TV
- Urban Planning
- War
- Wealth Inequality
- Wildlife Protection
- Workers' Rights

Program 22-14**Air Date:** 4/3/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: RETHINKING WORK****Time:** 1:47**Duration:** 10:49

Synopsis: As the pandemic winds down and millions get back to a more normal routine, some employers are mandating for workers to return to the traditional office environment. But – some are pushing back, wondering why it's necessary to go back in if they can do the same tasks from home. Dr. Lynda Gratton breaks down how work has been forever changed by COVID-19 and the new models and technology that have taken hold instead of the traditional, in-person Monday-Friday routine.

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

Guests: Lynda Gratton, professor, management practice, London Business School; author of Redesigning Work: How to Transform Your Organization and Make Hybrid Work for Everyone.

Compliance issues: Career, Business Management, Human Resources, Technology

Links for more info:

[Lynda Gratton | London Business School](#)

[Lynda Gratton \(@lyndagrattton\) / Twitter](#)

[Why It's So Hard to Keep and Recruit Employees Right Now](#)

[Goldman Sachs wants workers in office 5 days a week and other companies could follow – CNBC](#)

SEGMENT 2: THE COMMUNICATION SIGNALS WE SEND**Time:** 14:38**Duration:** 9:48

Synopsis: All the signals we send, from the words we use to the gestures we make, form an impression on the people we interact with every day. Human behavior research Vanessa Van Edwards joins us this week to share some insight on the many different signal cues out there and how to put them into use to improve your communication skills.

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

Guests: Vanessa Van Edwards, human behavior researcher, author of Cues: Master the Secret Language of Charismatic Communication

Compliance issues: Language, Relationships, Psychology, Communication

Links for more info:

[Cues by Vanessa Van Edwards | PenguinRandomHouse.com: Books](#)

[Vanessa Van Edwards \(@vvanedwards\) / Twitter](#)

CULTURE CRASH: THE END OF BETTER CALL SAUL**Time:** 24:26**Duration:** 2:00

Synopsis: Better Call Saul starring actor Bob Odenkirk is coming to an end after six seasons. We discuss how the spinoff of Breaking Bad carved out a name for itself with a strong storyline and stellar performances.

Host: Evan Rook**Producer:** Evan Rook**Compliance issues:** TV, Culture

Program 22-15**Air Date:** 4/10/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: EXPLORING INNOVATIONS IN ADDICTION TREATMENT****Time:** 1:47**Duration:** 10:25

Synopsis: In the U.S., current overdose deaths of heroin, fentanyl and prescription opioids have increased over six times from rates seen in 1999, according to the CDC. With the opioid epidemic raging on into 2022, what's on the forefront of treatment research when it comes to better tackling substance use disorders? Dr. Anna Rose Childress, a professor and psychiatrist at the University of Pennsylvania Perelman School of Medicine, joins us this week to break down the decades-long epidemic, the challenges of treating addiction and share some new innovations in clinical research.

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

Guests: Dr. Anna Rose Childress, research professor, Department of Psychiatry, University of Pennsylvania Perelman School of Medicine, director, brain behavioral vulnerabilities division, Center for Studies on Addiction, University of Pennsylvania Perelman School of Medicine

Compliance issues: Science, Addiction, Mental Health, Opioid Epidemic, Addiction Treatment, Medical Research

Links for more info:

[Anna Rose Childress | Faculty | Department of Psychiatry | Perelman School of Medicine at the University of Pennsylvania](#)
[SAMHSA](#)
[FindTreatment.gov](#)

SEGMENT 2: THE EARLY HISTORY OF THE KENNEDY'S**Time:** 14:14**Duration:** 9:27

Synopsis: Many would argue that the Kennedy family is an American cultural and political dynasty. From former President John F. Kennedy to past Kennedy's that have served as senators, ambassadors and in other high-ranking government positions, the name today still signifies power and prestige. However, go back just three generations from JFK and the Kennedy's were poor, Irish refugees who had just arrived on the shores of America. This week – we discuss this historic ascent from rags to riches.

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

Guests: Neal Thompson, journalist, author of *The First Kennedy's: The Humble Roots of an American Dynasty*

Compliance issues: Government, Public Service, Career, History, Media, Immigration, Politics

Links for more info:

[Neal Thompson](#)

[Neal Thompson \(@nealthompson\) / Twitter](#)

[The First Kennedys: The Humble Roots of an American Dynasty Kindle Edition](#)

[A Rise to Prominence: John F. Kennedy's Paternal Lineage \(US National Park Service\)](#)

CULTURE CRASH: THE RETURN OF VINYL RECORDS

Time: 24:42

Duration: 1:45

Synopsis: In recent years, vinyl's have been making a big comeback. We discuss how old and new music alike is being played on this old musical medium.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Music, History, Culture

Program 22-16**Air Date:** 4/17/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE REFUGEE CRISIS: FINDING HELP AMIDST CONFLICT****Time:** 1:47**Duration:** 9:17

Synopsis: As of early April, Russia's invasion of Ukraine has displaced more than 4.2 million refugees, according to UNICEF. And the residents of Ukraine are not the only people who've become refugees due to war, persecution and natural disaster. On Viewpoints this week – we discuss the importance of helping migrants who need support in getting to safety and finding shelter, education, and more.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Joe English, spokesperson, UNICEF; Diane Padilla, executive director, Miles 4 Migrants**Compliance issues:** Conflict, Charitable Giving, War, Global Issues, Humanitarian Aid, Refugee Crisis**Links for more info:**[UNICEF](#)[Miles4Migrants](#)[UNHCR](#)[How the war in Ukraine compares to other refugee crises | The Economist](#)**SEGMENT 2: A HISTORY OF FABRIC****Time:** 13:06**Duration:** 10:20

Synopsis: These days, it seems like the blouse or sweater that was bought last season has already disintegrated. When did quality-made clothes disappear, and the rise of new, cheaper fabrics take hold in the U.S.? Author Sofi Thanhauser joins us this week to shed some light on how the garment industry got to where it is today.

Host: Marty Peterson**Producer:** Polly Hansen**Guests:** Sofi Thanhauser, author of Worn: A People's History of Clothing**Compliance issues:** Fashion Trends, Fashion, Consumerism, Environment, Workers' Rights, History, Manufacturing**Links for more info:**[Worn: A People's History of Clothing: Thanhauser, Sofi: 9781524748395: Amazon.com](#)[Investors Love Fast-Fashion Shein — at Least For Now](#)[A Long History of Exploitation in the Cotton Industry — The New York Times](#)

CULTURE CRASH: THE SCI-FI FILM GENRE**Time:** 24:26**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 22-17**Air Date:** 4/24/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: SAVING CORAL REEFS****Time:** 1:47**Duration:** 10:56

Synopsis: Coral reefs are home to 25% of all marine life – approximately 800,000 species. But these vibrant, colorful landscapes are more than just a home for life; coral reefs are animals themselves. Two ocean experts join us this week to share some interesting facts about these unique creatures and why people should care about their declining existence.

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

Guests: Dr. Helen Fox, conservation science director, Coral Reef Alliance; Dr. Juli Berwald, ocean expert, author of *Life on the Rocks: Building a Future for Coral Reefs*

Compliance issues: Climate Change, Ocean Science, Climate Science, Endangered Species, Environment

Links for more info:

[Life on the Rocks: Building a Future for Coral Reefs Hardcover – April 5, 2022](#)

[Juli Berwald](#)

[The Race to Rebuild the World's Coral Reefs | WIRED](#)

[Are corals animals or plants?](#)

SEGMENT 2: NEW YORK CITY: A NATIONAL TREASURE**Time:** 14:45**Duration:** 8:27

Synopsis: New York City is home to more than 8.4 million people. For many, the Big Apple is seen as the center of the universe; it's the most populous city in the U.S. and is a must-see destination for billions across the globe. But the metropolis is much more than its typical stereotypes. Look a little closer and you'll find many hidden gems throughout the city. Tour guide and author Laurie Lewis joins Viewpoints to shed some light on the stories behind some of the city's most famous buildings and parks.

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

Guests: Laurie Lewis, tour guide, owner, Take a Walk New York Tours, author of *New York City Firsts: Big Apple Innovations That Changed the Nation and the World*

Compliance issues: Urban Planning, Tourism, Architecture, Environment, History

Links for more info:

[NYC tours that are beyond the standard fare, – TAKE A WALK NEW YORK](#)

[New York City Firsts – By Laurie Lewis \(paperback\): Target](#)

The 40 Best New York City Landmarks to Visit

CULTURE CRASH: THE MANY MULTIVERSES

Time: 24:12

Duration: 2:11

Synopsis: This week on Culture Crash: we break down the new release from A24 in theaters now, titled Everything Everywhere All At Once.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Film, Culture

Program 22-18**Air Date:** 5/1/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE IMPORTANCE OF SEEKING OUT MENTORS****Time:** 1:47**Duration:** 7:37

Synopsis: There's truth in the saying that the people you surround yourself with heavily impact your life. It alters the decisions you make and the goals and aspirations you set. That's why it's so important to find people who are invested in your success. We speak with two career and mentorship experts this week to break down the many benefits of mentorship and how to go about finding the right person for you.

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

Guests: Minda Harts, CEO, The Memo LLC, author of *You Are More Than Magic: The Black and Brown Girls' Guide to Finding Your Voice*; Abigail Ingram, executive director, The Polsky Exchange, University of Chicago

Compliance issues: Professional Development, Personal Growth and Development, Communication, Career

Links for more info:[What's the Right Way to Find a Mentor?](#)[Find a Mentor. Search for a Local Program](#)[Polsky Exchange – Polsky Center for Entrepreneurship and Innovation](#)**SEGMENT 2: THE POST-PANDEMIC PUSH TO UNIONIZE****Time:** 11:26**Duration:** 12:05

Synopsis: What does Amazon, Apple, Kellogg and Starbucks all have in common? Workers at locations within these brands have unionized or are in the process of voting whether to form a union. Across the board, in various sectors, there seems to be a continuous stream of personnel calling a strike or moving to unionize. What's behind this big labor movement? What defines a union? We answer these questions and more this week on Viewpoints.

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

Guests: Mason Boykin, shift supervisor, Starbucks, Jacksonville, Florida; Daisy Pitkin, union organizer, Workers United, author of *On the Line: A Story of Class, Solidarity and Two Women's Epic Fight to Build a Union*

Compliance issues: Labor Relations, Wealth Inequality, Labor Rights, Business, Workers' Rights

Links for more info:

[Daisy Pitkin – Workman Publishing](#)

[Daisy Pitkin \(@daisypitkin\) / Twitter](#)

[Workers United](#)

[Starbucks Workers United](#)

[Employer/Union Rights and Obligations | National Labor Relations Board](#)

CULTURE CRASH: THE MID-TIER MOVIES

Time: 24:31

Duration: 1:57

Synopsis: We highlight some of the movies that aren't quite worthy of an Oscar nomination but are still entertaining and worth the watch.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Culture, Film

Program 22-19**Air Date:** 5/8/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE ADOLESCENT MENTAL HEALTH CRISIS****Time:** 1:48**Duration:** 10:52

Synopsis: Between 2001 and 2019, suicide rates for young people ages 10 to 19 jumped 40%. Between the same period, emergency room visits for self-harm increased 88%, according to the CDC. The pandemic has only exacerbated these numbers. What's driving this increase? What are experts in the field seeing firsthand? This week on Viewpoints.

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

Guests: Dr. John MacDonald, middle school guidance counselor, Brockton Public Schools; Dr. Mary Helen Immordino-Yang, professor, education, psychology, neuroscience, University of Southern California, director, USC Center for Affective Neuroscience, Development, Learning and Education

Compliance issues: Education, Mental Health, Psychiatry, Adolescent Health, Psychology

Links for more info:

[NIMH » Digital Shareables on Child and Adolescent Mental Health](#)
[Mental Health Resources For Adolescents and Young Adults – SAHM](#)
[Resources – The Youth Mental Health Project](#)
[Find a Therapist, Psychologist, Counselor – Psychology Today](#)

SEGMENT 2: THE CONTINUED GLOBAL INTAKE OF RUSSIA'S DIAMONDS**Time:** 14:42**Duration:** 7:37

Synopsis: Russia is a major exporter of diamonds, with the country supplying one-third of the world's diamonds. This is a notable amount as the large Russian diamond company, Alrosa has direct ties to the Russian government. This week – we cover the global diamond trade and what more needs to be done to ensure that the global diamond business is not funding Russia's invasion of Ukraine.

Host: Marty Peterson**Producer:** Kristen Farrah

Guests: Ian Smillie, conflict diamonds expert, international development consultant

Compliance issues: Law, Natural Resources, Commerce, Mining, Global Trade, War, Finance

Links for more info:

[The Guardian – Major jewellers to cease buying Russian origin diamonds](#)
[Ban On Russian Diamonds Has Major Loophole. Congress Is Moving To Close It.](#)

Crisis in Ukraine | UNICEF USA

CULTURE CRASH: THE LAST OF US & THE LAST OF US PART II

Time: 23:19

Duration: 3:05

Synopsis: The Last of Us and The Last of Us Part II both have intricate storylines set in a post-zombie apocalypse world that makes for adventurous and exciting gameplay. We dive into the creative development that sets this game apart.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Gaming, Culture

Program 22-20**Air Date:** 5/15/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE HIGHER EDUCATION CONUNDRUM****Time:** 1:48**Duration:** 12:26

Synopsis: Regretting that bachelor's degree in archaeology? Or still chipping away at \$50,000 in student loans from that private university? This week – we talk about why more young people aren't given greater direction when it comes to choosing post-secondary schooling. Two higher education experts join us to talk through some of the challenges facing programs and how students can make a more informed and cost-effective choice.

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

Guests: Dr. Deb Geller, higher education expert, former associate dean of students, University of California – Los Angeles; Dr. Anthony Carnevale, research professor, director, Center on Education and the Workforce, Georgetown University

Compliance issues: Wealth, Personal Finance, Government, Career, Higher Education**Links for more info:**[College Scorecard](#)[Inside elite transfer admissions: From community college to U-Va. – Washington Post](#)[40,000 Student Loan Borrowers Will Get 'Immediate Debt Cancellation' Automatically — But Questions Remain – Forbes](#)**SEGMENT 2: THE FUTURE OF ETHANOL****Time:** 16:16**Duration:** 7:05

Synopsis: Each year, more than 91 million acres of corn are planted across the country. Currently, 40 percent of this harvest is refined into ethanol. This biofuel is a key additive in the gas that powers our cars and reduces greenhouse gas emissions. But with electric cars gaining popularity – how long will this massive ethanol market survive? How are producers making this process more environmentally friendly?

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

Guests: Robert Turner, organic farmer, author of *Lewis Mumford and the Food Fighters: A Food Revolution in America*; Ron Lamberty, senior vice president, chief marketing officer, American Coalition for Ethanol; Chris Hill, director, environment and permitting, Summit Carbon Solutions

Compliance issues: Global Trade, Energy Production, Economics, Science, Technology, Farming, Agriculture

Links for more info:

[The future of ethanol in America's energy market – Farm and Dairy Summit Carbon Solutions](#)

CULTURE CRASH: PROUD OF POP

Time: 24:21

Duration: 2:06

Synopsis: Ashamed to blare pop music while driving? Us too. Why does the genre often get such a bad rep? We highlight some of the musicians that are prominent within pop.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Culture, Music

Program 22-21**Air Date:** 5/22/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: MASKING UP PAST COVID****Time:** 1:47**Duration:** 10:51

Synopsis: Wondering what to do with all those face masks you've accumulated over the past two years? Well, these face coverings are good for more than just protecting against COVID-19. Long before the pandemic, millions of people in countries across East Asia were accustomed to wearing a mask when they had a cold, it was peak flu season or just in a crowded space. We speak with two experts about the future of face masks in the U.S.

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

Guests: Doctor William Jankowiak, professor, anthropology, University of Nevada – Las Vegas; Dr. Linsey Marr, professor, civil and environmental engineering, Virginia Tech

Compliance issues: History, Epidemiology, Public Health, Disease, Government

Links for more info:[Flu Cases Decline Dramatically This Season](#)[Will We Wear Face Masks Forever?](#)[Why Face Masks Are Encouraged in Asia, but Shunned in the US | Time](#)**SEGMENT 2: AMERICA'S CULTURAL TIES WITH FAST FOOD****Time:** 14:40**Duration:** 8:54

Synopsis: Most of us point to McDonald's as the founding of fast food as we know it. But the American staple began nearly a hundred years ago with two chains, White Castle and A&W. We speak with Adam Chandler, journalist and author of Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom about the events that fed into the rapid rise of the fast-food industry and how different chains are fighting to stay present and on-trend in today's competitive restaurant landscape.

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

Guests: Adam Chandler, journalist, author of Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom

Compliance issues: Food Culture, Business, Culture, History, Health

Links for more info:[What McDonald's Does Right](#)

Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom: Chandler, Adam

CULTURE CRASH: A LONG-AWAITED SEQUEL TO "TOP GUN"

Time: 24:34

Duration: 1:53

Synopsis: Almost 40 years later, there's a sequel to the popular classic, "Top Gun". This time it's "Top Gun: Maverick" and still features Tom Cruise, but he's joined by an entourage of other well-known names in Hollywood. We discuss this highly anticipated theater release.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Film, Culture

Program 22-22**Air Date:** 5/29/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: JUMPING JOBS IN 2022****Time:** 1:47**Duration:** 9:37

Synopsis: In 2021, more than 40 million Americans left their jobs. Many of these people left their current roles for greener pastures. We analyze how the pandemic changed mindsets on work and discuss some strategies that people who are looking to switch jobs can use.

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

Guests: Jeremy Schifeling, career expert, director, consumer and product marketing, Khan Academy, author of *Linked: Conquer LinkedIn. Get Your Dream Job. Own Your Future*

Compliance issues: Personal Growth and Development, Social Media, Personal Finance, Technology, Career, Economy

Links for more info:

[Jeremy Schifeling / Twitter](#)

[Linked: Conquer LinkedIn. Get Your Dream Job. Own Your Future. Kindle Edition](#)

[What Gen Z and millennials want from employers amid Great Resignation](#)

SEGMENT 2: SUPPORTING U.S. FARMERS**Time:** 13:26**Duration:** 9:13

Synopsis: The pandemic exposed the fragility of our global food system and just how much we rely on the many components that make up the food supply chain. At the height of the pandemic, when there were numerous food production and shipping delays, farmers across the U.S. stepped up and contributed to their local food supply. With domestic farms declining, America is extremely reliant on foreign shipments. We discuss the many challenges farmers are facing and the barriers to entry in agriculture.

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

Guests: Robert Tuner, organic farmer, North Carolina, author of *Lewis Mumford and the Food Fighters, A Food Revolution in America*; David Howard, policy campaign co-director, National Young Farmers Coalition; Mike Downey, farmer, Illinois, consultant, Next Gen Ag Advocates

Compliance issues: Land Development, Food Production, Business, Agriculture, Equality

Links for more info:

National Young Farmers Coalition

Next Gen Ag Advocates

Small and Mid-Sized Farmer Resources | [USDA](#)

CULTURE CRASH: THE FINAL CHAPTER OF "THIS IS US"

Time: 23:39

Duration: 2:48

Synopsis: We discuss the final season of the hit NBC primetime series, "This Is Us".

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Culture, TV

Program 22-23**Air Date:** 6/5/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: HOW TO: GETTING INTO GARDENING THIS SUMMER****Time:** 1:48**Duration:** 10:26

Synopsis: Getting started in gardening can seem overwhelming - especially if you have trouble keeping a solo houseplant alive. But with some research and a small investment, the rewards of tending to a garden are life-long. We speak with two gardening experts about how to get started and be successful this season.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Amy Enfield, horticulturist, Bonnie Plants; Brooke Morgan, urban gardener**Compliance issues:** Food Production, Sustainability, Home Improvement, Hobby, Personal Growth and Development**Links for more info:**[Bonnie Plants](#)[How to Garden – Gardening Basics for Beginners](#)[@whatbrookegrows on Instagram](#)**SEGMENT 2: POST-PANDEMIC TRAVEL****Time:** 14:16**Duration:** 9:07

Synopsis: From long lines at the airport to hard-to-find reservations, people are traveling in full force this summer. Acclaimed TV host and European tour guide Rick Steves joins us this week on Viewpoints to share several traveling tips, including how to get around crowds and stay safe this season.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Rick Steves, European tour guide, travel writer, PBS TV host**Compliance issues:** History, Public Health, Travel, Personal Finance, Culture**Links for more info:**[Rick Steves Europe](#)[International Travel](#)[TSA PreCheck® | Transportation Security Administration](#)

CULTURE CRASH: THE NEW FLORENCE + THE MACHINE ALBUM**Time:** 24:23**Duration:** 2:04**Synopsis:** We highlight the long-awaited album “Dance Fever” by Florence + the Machine.**Host:** Evan Rook**Producer:** Evan Rook**Compliance issues:** Culture, Music

Program 22-24**Air Date:** 6/12/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: FINDING CALM THROUGH COLORING****Time:** 1:49**Duration:** 10:12

Synopsis: Remember how much fun it was to crack open a new coloring book and crayons when you were a kid? These days, adults are reliving that thrill in massive numbers. We talk to two of the most popular artists of these books about why and how they put them together, what the attraction is for adults and how it can benefit everyone to sit down, unwind and focus on the page in front of them.

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

Guests: Johanna Basford, artist, author, Lost Ocean: An inky adventure and coloring book; Jenean Morrison, artist, designer, author of 2016 Coloring Calendar

Compliance issues: Hobby, Personal Growth and Development, Literature, Education, Arts, Mental Health

Links for more info:[Johanna Basford](#)[Jenean Morrison Art & Design](#)**SEGMENT 2: THE ENVIRONMENTAL DAMAGE CAUSED BY MILLIONS OF LITTERED CIGARETTES****Time:** 14:03**Duration:** 8:56

Synopsis: While many Americans have grown to be increasingly eco-conscious, some things remain the same. It seems like all too often it's common to see a driver chuck a cigarette butt out the window or throw one on the sidewalk. We speak with expert Thomas Novotny about how this type of littering affects the environment and the wildlife within it.

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

Guests: Dr. Thomas Novotny, professor emeritus of epidemiology and biostatistics, San Diego State University

Compliance issues: Wildlife, Pollution, Environment, Health, Wildlife Protection

Links for more info:[Thomas Novotny | SDSU School of Public Health](#)[5 ways cigarette litter impacts the environment](#)[Tobacco and the environment](#)

CULTURE CRASH: POW! HBO MAX BATTLES SUPERHERO FATIGUE**Time:** 24:00**Duration:** 2:28

Synopsis: Yearning for shows with that classic, comic book feeling? HBO Max is here to save the day. With its new additions of Batman Beyond and Batman: The Animated Series, you can get back to your superhero roots.

Host: Evan Rook**Producer:** Evan Rook**Compliance issues:** TV, Culture

Program 22-25**Air Date:** 6/19/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: FOOD, FINE DINING & MORE: A CONVERSATION WITH ILIANA REGAN****Time:** 1:48**Duration:** 9:18

Synopsis: Iliana Regan has worked in the restaurant biz in almost every position imaginable. From mid-tier service to high-end fine dining, she's a self-taught, Michelin-starred chef that's known for her ability to create masterful dishes using naturally sourced and foraged ingredients. However, as she's risen the ranks over the years and made a name for herself, she's also had several low points in her life that have shaped who she is today. We sit down in-person with Regan to talk about her fine dining career and her struggles with addiction.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Iliana Regan, Michelin-starred chef, entrepreneur, author, Burn the Place**Compliance issues:** Entrepreneurship, Business, Addiction, Career, Health, Personal Growth and Development**Links for more info:**[Burn the Place: A Memoir Hardcover – Iliana Regan](#)[After Culinary and Literary Acclaim, She's Moving to the Woods – NY Times](#)[Elizabeth Restaurant](#)[The Milkweed Inn](#)**SEGMENT 2: THE ART OF DETECTING A LIE****Time:** 13:08**Duration:** 10:07

Synopsis: How do professionals question people in a way that uncovers the truth? What are some body gestures that show someone's lying? This week – we speak with one interrogation expert about the subtle signs that give people away and how the average person can use these tactics in day-to-day interactions.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Maryann Karinch, a human behavior expert and author of the book, Nothing But the Truth: Secrets from Top Intelligence Experts to Control the Conversation and Get the Information You Need**Compliance issues:** Literature, Psychology, Communication, Career, Information Technology**Links for more info:**

Psychological sleuths—Detecting deception

How To Spot A Liar: Gregory Hartley, Maryann Karinch: Books: Amazon.com

CULTURE CRASH: THE EVOLUTION OF HARRY STYLES

Time: 24:16

Duration: 2:10

Synopsis: British superstar Harry Styles is out with a new album that's getting rave reviews. We discuss his evolution from boy band hunk to a respected solo artist and actor.

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Culture, Music

Program 22-26**Air Date:** 6/26/22**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: WORKING IN CHILDCARE: THE HEAVY COST OF RAISING SOMEONE ELSE'S KIDS****Time:** 1:48**Duration:** 11:14

Synopsis: There are more than 438,000 employees working in childcare, according to the U.S. Bureau of Labor Statistics. As of May 2021, the median hourly wage in this sector is around \$13/hour. With rising costs and many other open jobs, many are leaving their positions in childcare. We speak with two experts about the growing early childcare gap in the U.S. and why bettering the sector starts with valuing these workers more.

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

Guests: Dr. Kaitlin Moran, assistant professor, early childhood education, St. Joseph's University; Dr. Elizabeth Cummins Munoz, lecturer, writing and communication, Rice University, author, Mothercoin: The Story of Our Immigrant Nannies

Compliance issues: Child Development, Inequity, Poverty, Parenting, Motherhood, Generational Inequality, Mental Health, Education

Links for more info:

[Elizabeth Cummins Munoz | Program in Writing and Communication | Rice University](#)

[NAEYC](#)

[Kaitlin Moran Ph.D. | Saint Joseph's University](#)

[Beacon Press: Mothercoin](#)

SEGMENT 2: BARELY SURVIVING: MAKING A LIVING AS A GARMENT WORKER**Time:** 15:04**Duration:** 7:30

Synopsis: The average garment worker in Bangladesh is paid about \$86/month. A livable wage in the country is around \$200/month. Even in the U.S., it's not much better. Most employees in U.S. garment factories work 60-70 hours per week and are paid \$300/week, totaling \$1,200/month, according to the Garment Worker Center. Longtime fashion writer and industry expert Dana Thomas joins us to help us understand the labor and environmental crisis plaguing the fashion industry.

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

Guests: Dana Thomas, writer, author, Fashionopolis

Compliance issues: Fashion, Manufacturing, Sustainability, Environment, Workers Rights, Inequity, Global Issues, Fair Wages

Links for more info:

[Psychological sleuths–Detecting deception](#)

[How To Spot A Liar: Gregory Hartley, Maryann Karinch: Books: Amazon.com](#)

CULTURE CRASH: THE TRUE VIEWING EXPERIENCE

Time: 23:34

Duration: 2:52

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

Host: Evan Rook

Producer: Evan Rook

Compliance issues: Culture, Film, History, Streaming, TV