

## Issues Program List

### Quarterly Issues Programs List

Station: WJIM AM/FM, WITL FM, WMMQ FM, WFMK FM, WVFN AM

October 1 through December 31, 2019

#### Section I. Issues

##### **A. Raising A Reader**

In the age of digital “everything” books seem to be less and less of a useful tool in terms of research. The internet is full of information. The Capitol Area District Libraries are letting everyone know that books are still as useful means of information and entertainment, and are doing so with young reader programs and special events over the course of the year.

##### **B. The Plight of Strawberries**

Changes are coming to the strawberry industry and local farmers are concerned. Unlike many of the warmer States in the US, Michigan strawberry growers have only one season to produce, harvest and sell their fruits in the marketplace. New changes are discussed as we await the early summer crop of the sweet red fruit for 2020.

##### **C. The Complicated Role of Caregiving**

The elder population in Michigan is growing rapidly, which leaves residents to decide whether they will take on the burden of care for their elder family members themselves or hire professional care. For those who take on the task personally, they find that their own health and wellness often takes a back seat. A closer look is taken at peoples decisions on both sides of the spectrum.

##### **D. Getting A Grip on Personal Finance in A One Click World**

In a recent event, some Michigan State Federal Credit Union fell victim to a large computer hack where unauthorized purchase were made and funds were withdrawn. For many of Americans, having little or no money in the bank is more the norm, causing events of this nature to be very frustrating and at times, costly. Despite insurance, the inconvenience can be devastating. We speak with an expert about becoming more fiscally responsible and financially prepared for any of life’s little or even bigger, inconveniences.

##### **E. A Life Undone: Falling Victim to Identity Theft**

In 2018, Michigan was number one in Identity theft cases nationally. What happens when your identity is stolen? What are the steps to take it back? Most importantly, how do you feel after your identity has been stolen? We spoke with one woman who has the answers from her personal dealings with identity theft.

## SECTION II. Responsive Programming

### 2019-Q4 (October - December) Viewpoints Quarterly Report – Compliancy Issues & Program List

**Viewpoints** Airs on WITL FM and WVFN AM at 6:00 AM on Saturdays;  
WFMK FM and WJIM FM at 5:30 AM on Sundays; WMMQ FM at 6:00 AM  
on Sundays; and WJIM AM at 9:00/10:30 AM on Sundays

Art	Literature
Business	Media
Career	Medicine
Childhood safety/development	Mental health
Climate change	Music
Communication	Nonprofit organizations
Crime & criminal justice	Philosophy
Culture	Pop culture
Discrimination	Politics
Diversity	Pollution
Economics	Psychology
Education	Race
Engineering	Relationships
Environment	Religion
Entrepreneurship	Science
Family and parenting issues	Sexual assault
Finance	Social media
Gender issues	Sports
Government & regulation	Sustainability
Healthcare	Technology
History	Television
Housing	Transportation
International affairs/culture	Travel & exploration
Internet	Women's issues
Law enforcement	Women's rights

## **Air Week 10/06 – 10/12/2019**

### **SEGMENT 1: THE SUMMER OF SPIKED SELTZER**

Synopsis: If you were at a beach or barbeque this summer, there was probably a box of spiked seltzers somewhere in the vicinity. These canned, around 100-calorie alcoholic beverages have been the latest craze in 2019 and beverage industry experts predict that the hype isn't going to end anytime soon. Viewpoints spoke with the founder of Samuel Adams and Boston Beer Company, Jim Koch, along with two other industry experts to get the inside scoop on why spiked seltzers are just so popular among consumers.

Compliance Issues Covered: business; trends; culture; marketing; social media; demographics

### **SEGMENT 2: RAISING A READER: THE IMPORTANCE OF BOOKS IN TODAY'S DIGITAL AGE 9:16**

Synopsis: These days physical books have a lot of competition. From TV to smartphone use, it can be hard to switch it all off and dive into a new book. That's why it's so important to start a routine of reading and storytime from the get-go with your child. We discuss how children's books have changed over the years and how to go about finding the best books for each age and interest.

Compliance Issues Covered: literature; education; parenting; social media; internet; child development

**CULTURE CRASH: THE NEW SPACE DRAMA "AD ASTRA" 2:52** Synopsis: We discuss the new movie "Ad Astra" starring Brad Pitt as an interstellar astronaut, and why it's more than your typical 'on a mission to save the world' space drama.

Compliance Issues Covered: literature; education; parenting; social media; internet; child development

Compliance Issues Covered: film; culture; space; history

## **Air Week 10/13 – 10/19/2019**

**SEGMENT 1: DISCOVERING DEATH: A MORTICIAN'S GUIDE TO LIFE 11:13** Synopsis: What happens if you pass away on an airplane or in outer space? Why do bugs only eat certain parts of your body? These are some of the questions Caitlin Doughty answers everyday and in her new book Will My Cat Eat My Eyeballs? Viewpoints spoke with Doughty about why discussing death is still such a taboo topic in the U.S. and how our burial and funeral practices vary widely from other cultures.

Compliance Issues Covered: aging; death; business; culture; career; history; literature psychology

## SEGMENT 2: DISPOSABLE FASHION NO MORE: IS THE INDUSTRY REALLY CHANGING?

Synopsis: The retail giant, Forever 21 was once a prominent leader in the trendy style category for teens and young adults, boasting the latest fashions at bare bone prices. However, earlier this month, the company filed for Chapter 11 bankruptcy citing decreased sales and increased online competition. But for many, the recent news has also signaled a shift in consumer's shopping habits and the potential decline of fast fashion. We speak with journalist and author Dana Thomas about the fast fashion industry, its negative effects and if consumers are really starting to change the way they shop.

Compliance Issues Covered: environment; labor issues; fashion; business; consumerism; technology

## CULTURE CRASH: TAKING A LOOK AT THE FLURRY OF OSCAR CONTENDERS 3:09

Synopsis: Awards season is quickly approaching as we countdown the last few months of 2019. We discuss this year's biggest blockbusters, new releases and what movies have high hopes for an Oscar win.

Compliance Issues Covered: film; culture; technology

## **Air Week 10/20 – 10/26/2019**

### SEGMENT 1: THE PLIGHT OF THE STRAWBERRIES 9:41

Synopsis: Strawberries are ubiquitous in the U.S. Supermarkets in every town stock cartons of fresh strawberries year round at an affordable price. But this widespread availability may come to a halt in the near future as the industry faces several big challenges. We discuss the history of the strawberry and where it's headed today as environmental sustainability, labor shortages and other issues start to boil over.

Compliance Issues Covered: medicine; health; animals; technology; science; healthcare; innovation

### CULTURE CRASH: JOAQUIN PHOENIX'S "JOKER" 3:18

Synopsis: Directed by Todd Phillips, the newest installment in the "Joker" franchise was released earlier this month to mixed reviews. We cover the evolution of the classic villain and how this movie portrays a different side of the character and society itself.

Compliance Issues Covered: film; culture; crime

## **Air Week 10/27 – 11/02/2019**

### **SEGMENT 1: THE COMPLICATED ROLE OF CAREGIVING**

Synopsis: People place such a heavy emphasis on finding and arranging care for loved ones, whether that's hiring professional care or becoming the caretakers themselves. And if people take on the role themselves, it can be easy to quickly lose sight of personal health, wellness and relationships. We discuss the ups and downs of caregiving in a world that's not always so straightforward and forgiving.

Compliance Issues Covered: healthcare; aging; mental health; film; culture; interpersonal relationships

### **SEGMENT 2: A SHIFT IN SWEDEN: SIMILARITIES AND DIFFERENCES TO THE U.S. 8:23**

Synopsis: International influence is increasingly pervasive in today's interconnected, social media-driven world. Swedish author Elisabeth Åsbrink joins Viewpoints to discuss how Sweden has changed in recent years and the perception of the country versus the reality of what's happening within its borders.

Compliance Issues Covered: politics; global affairs; culture; immigration; diversity; race; literature

### **CULTURE CRASH: A REVIEW OF "GEMINI MAN" 2:37**

Synopsis: Directed by Ang Lee and starring Will Smith, Gemini Man employs new filming technology aimed at immersing audiences deeper into the film. We discuss if the new release lived up to all the hype.

Compliance Issues Covered: film; culture; technology

## **Air Week 11/03 – 11/09/2019**

### **SEGMENT 1: THE UNDISCOVERED PHOTOS OF WWII 8:58**

Synopsis: It's been almost 75 years since the end of World War II. With Veterans Day around the corner, we discover what it was like to be an army photographer documenting the war in its final year of 1945. Who were these men? What did they do after the war?

Compliance Issues Covered: war; history; government; photography; literature; technology; culture

## SEGMENT 2: WHY ARE PEOPLE STILL DUMPING THEIR CIGARETTES ON THE GROUND? 9:43

Synopsis: It's almost 2020. While many Americans have grown to be more eco-conscious, some things still remain the same. It seems like almost everyday a smoker is seen stomping on a cigarette and leaving it on the pavement or chucking a lighted butt out the car window. Did you know that nearly 38 percent of all collected litter is cigarettes? We speak with an expert about how this type of litter affects the environment and its ecosystems.

Compliance Issues Covered: crime; law enforcement; mental health; history; literature; technology

## CULTURE CRASH: THE WORLD OF FOREIGN LANGUAGE FILMS 2:52

Synopsis: Why do Americans tend to sway away from foreign language films? We discuss some of the best of this genre in recent years and what's on our radar right now. Host: Evan Rook

Compliance Issues Covered: foreign films; art; culture

## **Air Week 11/10 – 11/16/2019**

### SEGMENT 1: GETTING A GRIP ON PERSONAL FINANCE IN A ONE-CLICK WORLD 10:01

Synopsis: It's almost too easy to purchase items and services these days. Need dinner? A ride? Groceries? All of these items are just a click away with a credit card that's saved online or in a mobile app. We speak with money expert, Ashley Feinstein Gerstley to find out why most Americans barely have any savings in the bank and how to start becoming more fiscally responsible through some simple, small steps.

Compliance Issues Covered: personal finance; money; technology; economics; education; investment

### SEGMENT 2: COLORS: A VIVID HISTORY 8:34

Synopsis: Have you ever wondered how to create the color purple using only natural ingredients? Or why, amongst completely different languages, the third color term that's identified after black and white is always red? Viewpoints' speaks with two color experts about the theorized meanings behind certain hues and their natural origins.

Compliance Issues Covered: color; history; art; language; education; culture; environment

#### CULTURE CRASH: HOW TECHNOLOGY HAS CHANGED SPORTS-WATCHING 3:01

Synopsis: It used to be that you'd tune into a basketball game or tennis match with whoever was in the room. Now, social media and the internet allow us to watch, analyze data and connect in real-time commentary with people from around the world.

Compliance Issues Covered: sports; television; internet; social media; culture

#### **Air Week 11/17 – 11/23/2019**

##### SEGMENT 1: YOUNG ADULTS & ANIMALS: THE SIMILARITIES THEY SHARE IN DEVELOPMENT 11:35

Synopsis: Being a teenager is tough these days – and being a parent to a teenager can be even be tougher sometimes. Over the last five years, two researchers, who are parents themselves, traveled across the world to observe several wild animal species and the interactions of their young in an effort to better understand human adolescent development.

Compliance Issues Covered: animals; veterinary science; evolutionary biology; personal growth; parenting; social media; literature

##### DOCUMENTING A PRESIDENCY: INSIGHTS FROM AN OBAMA WHITE HOUSE PHOTOGRAPHER 7:43

Synopsis: What would it be like to photograph a sitting president? Viewpoints Radio speaks with Lawrence Jackson who was an official White House photographer during the eight-year Obama administration. Through his position, he intimately witnessed every angle of the presidency from the historic to the chaotic.

Compliance Issues Covered: politics; history; photography; literature; art; career; family; relationships

##### CULTURE CRASH: THE NEWEST RELEASE FROM SCI-FI AUTHOR BLAKE CROUCH 2:17

Synopsis: We review the new science fiction book, "Recursion" written by American author Blake Crouch who's widely known for the "Wayward Pines" trilogy.

Compliance Issues Covered: literature; culture; media

#### **Air Week 11/24 – 11/30/2019**

**SEGMENT 1: A LIFE UNDONE: FALLING VICTIM TO IDENTITY THEFT 10:38**

Synopsis: What would it be like to feel crippled by identity theft for most of your young adult life? Axton Betz-Hamilton shares her surprising identity theft story and how she's now helping others in a similar boat.

Compliance Issues Covered: identity theft, fraud, crime, personal finance, literature, law, education

**SEGMENT 2: THE DOUBLE LIVES OF DOCTORS 8:54**

Synopsis: Everyone needs some kind of creative outlet. For two practicing doctors, they've turned their respective interests into separate and successful side careers. Viewpoints' speaks with each about the stressors of working in the medical field and how they de-compress and give back through their musical talents.

Compliance Issues Covered: health, medicine, music, mental health, culture, education, community

**21 CULTURE CRASH: EXPLORING HULU'S "CASTLE ROCK" 2:05**

Synopsis: Season two of "Castle Rock" is now streaming on Hulu. The Stephen King-inspired show is full of spooky plotlines and a diverse mix of characters – but is it worth the watch?

Compliance Issues Covered: culture, television, horror

**Air Week 12/1-12/7/2019**

**1:47 SEGMENT 1: THE PANAMA CANAL: AN ENGINEERING MAMMOTH & IMPLICATIONS ON WORKERS 9:42**

Synopsis: The Panama Canal was one of the most treacherous builds in modern history. The man-made waterway spanning 51 miles took more than a decade to complete and resulted in the deaths of thousands of workers. What challenges did builders face? How did disease so quickly spread? We answer these questions and more.

Compliance Issues Covered: history, disease, labor, technology, engineering, international affairs



SEGMENT 2: WHAT CAN WE LEARN FROM HOW OTHER CULTURES APPROACH EDUCATION? 8:55

Synopsis: Have you ever wondered how children in other countries are taught? What are the classrooms like? How are teachers educated? Class sizes? We speak with education expert and mother, Teru Clavel, who lived abroad with her three children, about the education differences between Asia and U.S. school systems.

Compliance Issues Covered: education, technology, child development, parenting, literature, culture

CULTURE CRASH: EXPLORING HBO'S "WATCHMEN" 3:06

Synopsis: The new series stands apart from other superhero shows while also staying true to the original "Watchmen" graphic novel written by Alan Moore. We discuss the first season that's now streaming on HBO. Host: Evan Rook

Compliance Issues Covered: film; culture; television

**Air Week 12/8-12/14/2019**

SEGMENT 1: TOP DOG: HELPING SENIOR DOGS FIND NEW HOMES 10:36 Synopsis: Only one out of every five dogs will finish their life with the family who originally took them home. Top Dog Foundation specifically helps find new homes for senior dogs through a variety of programs. We speak with the founder of the organization, Jean Stelten-Beuning about the need and how owners can plan ahead to ensure the long-term welfare of their pet.

Compliance Issues Covered: animals, pets, aging, health, welfare, animal shelters, nonprofit organization

SEGMENT 2: SAVING THE BULLY: WHY WE SO QUICKLY CONDEMN 'TROUBLED CHILDREN' 8:35

Synopsis: While many schools have put in place comprehensive anti-bullying campaigns, we still seldom focus on ensuring that the child bullies get the help they need. We still punish troubled kids with harsh detentions, suspensions and from there it escalates onward. Because of this, many bullies seem to never get the proper support and get stuck in a perpetual cycle of trouble throughout life. How do we change our systems and perspectives in order to stop these kids from falling through the cracks?

Compliance Issues Covered: psychology, education, mental health, parenting, child development

CULTURE CRASH: DIVING INTO THE NEW MOVIE “WAVES” 2:25

Synopsis: What it’s like to be a teenager in today’s hyper-competitive, tech-driven world? Trey Edward Shults’ new movie follows the dizzying lives of two teenagers as they navigate the sometimes-insurmountable pressures of youth hood. Host: Evan Rook

Compliance Issues Covered: television, culture, film, music

**Air Week 12/15-12/21/2019**

SEGMENT 1: THE IMPLICATIONS OF A SHIFTING CLIMATE 11:01 Synopsis: Extreme forest fires in California; increased flooding throughout the Midwest; rising sea levels threatening much of the coastal United States. Viewpoints speaks with author Avanti Centrae and ecologist Alejandro Frid about some of these extreme weather patterns and how people across the world are changing the way they live to adapt to this new landscape.

Compliance Issues Covered: climate change, environment, natural disaster, politics, public policy

SEGMENT 2: TIPS AND TRICKS FOR HOLIDAY COOKING SUCCESS 7:55

Synopsis: Cooking during the holidays can be a major source of stress – but it doesn’t have to be. Viewpoints speaks with cookbook author Julia Turshen to get some insider tips & tricks on how to quickly pull together a successful holiday meal with basic cooking skills and ingredients that are most often already in your pantry

Compliance Issues Covered: holidays, cooking, food, literature, family, food waste

CULTURE CRASH: NETFLIX MINISERIES BASED ON TRUE STORIES 2:40 Synopsis: We delve into two great true crime miniseries, “When They See Us” and “Unbelievable” that are both now streaming on Netflix. The two shows take a deeper look into past crimes to uncover how the justice system failed the people behind these stories. Host: Evan Rook

Compliance Issues Covered: culture, film, tv, crime, justice, politics

## **Air Week 12/22-12/28/2019**

### **SEGMENT 1: HOLIDAY BAKING CHEER AND CHAOS: INSIDE COMPETITIVE REALITY TV 11:41**

Synopsis: There's nothing quite like watching reality TV – and holiday-themed reality TV is even better if you're trying to de-stress during the busy end-of-year months. We delve into the world of Food Network's popular show, "Holiday Baking Championship" to get the inside scoop on what it's really like to compete and judge a reality TV baking series.

Compliance Issues Covered: television, culture, baking, career, food, entrepreneurship, relationships

### **SEGMENT 2: THE ANNUAL HOLIDAY SHOPPING FRENZY 6:39**

Synopsis: Christmas is only days away. Most Americans by now have bought all of their presents and have tucked their well-used credit cards away until the New Year. Viewpoints' speaks with Colin Morris at Adobe Analytics about the hottest items and shopping trends this year and the whopping 143 billion dollars that Americans are set to spend just online during the 2019 holiday shopping season

Compliance Issues Covered: consumer spending, economy, internet, retail, data, technology, business

### **CULTURE CRASH: UNCOVERING SOME OF THE DECADE'S BEST FORGOTTEN FILMS 3:16**

Synopsis: Thousands of movies have been released over the last ten years. With the mind-boggling amount of films available, it can be easy to forget about a fantastic movie you may have seen years ago. We take a look at some of the best picks of the decade that may not be getting as much attention as other films on your typical end-of-year list.

Compliance Issues Covered: culture; film; history

## **12/29-01/05/2020**

### **SEGMENT 1: AGING IN AMERICA: THE SENIOR CARE INDUSTRY 9:37**

Synopsis: Each day, 10,000 Americans will hit retirement age. With millions of people aging, the need for home health aides is set to expand by 47 percent between 2016 and 2026, according to the Bureau of Labor Statistics. So, what are the best senior care options out there? How much does it cost per year? What is working as a home health aide really like?

Compliance Issues Covered: aging, career, healthcare, retirement, personal finance, business