

Issues Program List

Quarterly Issues Programs List

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

July 1 through September 30, 2019

Section I. Issues

A. Navigating Collegiate Financial Aid

East Lansing is the home to Michigan State University. Lansing, the home of Lansing Community College. Student debt is set to skyrocket over the next couple of years and the student perspective of that debt is analyzed in an interview with Mike Bartini and discusses the importance of students and families, to discuss the financials of higher education.

B. A Shifting Landscape – The Challenges Facing Suburbia Today

The area surrounding Lansing has gone from rural farm land, to “Pleasant Valley Sunday” looking subdivisions with large yards and rows of houses that are all the same. What was once a serene landscape, is now being affected by climate change, demographics and the everyday challenges of time management and the balance of work and family. We speak with two experts about the current state of suburbia and potential solutions.

C. Saving the Bully – Condemning “Troubled Children”

There have been several students in the Lansing area who have taken their own lives over the past years due to bullying. Michigan law requires school districts to have anti-bullying policies in place and puts a focus on how to help those children who are being bullied. But what about the bully? This segment discusses the child bully and ways to get him/her the help they need before they get stuck in a perpetual cycle of trouble throughout life.

D. The Role of Non-Profits In Ending Human Trafficking

Michigan ranks #2 in the country for human trafficking. An astounding number that has skyrocketed over the years. Our close proximity to Canada’s border makes us prime real estate for human traffickers and their victims.

Section II: Responsive Programming

2019-Q3 (July-September) Viewpoints Quarterly Report – Compliancy Issues & Program List

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

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

Program 19-27
Air Week 07/07 – 07/13/2019

SEGMENT 1: THE RISE OF EMOJIS: WHY WE JUST CAN'T STAY AWAY 8:35

Synopsis: Many of us throw an emoji or two in a text or social media message to help get our point across. But do you ever wonder how emojis came about and why we pick certain ones over others? We speak with three experts about their rise in popularity and reflection of different cultures and generations.

Host: Gary Price. Guests: Dr. Linda Kaye, psychology professor at Edge Hill University; Marcel Danesi, professor of anthropology at the University of Toronto and author of *The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet*; Dr. Thomas Daniel, assistant professor at Westfield State University

Compliance Issues Covered: psychology; communication; literature; history; diversity; relationships; social media

SEGMENT 2: THE ALLURING MYSTERY OF OAK ISLAND 10:09

Synopsis: Canada's Oak Island has mystified explorers for hundred of years, drawing many to its shores with the hope of finding buried pirate's treasure under its oak trees. We speak with Randall Sullivan, the author of *The Curse of Oak Island: The Story of the World's Longest Treasure Hunt* to learn more the area's historical significance and this never-ending quest.

Host: Marty Peterson. Guests: Randall Sullivan, author of *The Curse of Oak Island: The Story of the World's Longest Treasure Hunt*

Compliance Issues Covered: history; exploration; engineering; government; literature; religion; travel

CULTURE CRASH: THE YEAR OF THE REPETITIVE SEQUELS AND REBOOTS 2:51

Synopsis: 2019 is flying by. From the good to the bad to the so-so, we discuss movie trends so far this year and what we hope is coming in the second half of 2019.

Host: Evan Rook

Compliance Issues Covered: media; film; culture; internet; pop culture

CULTURE CRASH: THE CONTINUATION OF VERONICA MARS 2:23

Synopsis: Season four of the TV show, 'Veronica Mars' premieres on Hulu July 24. We take a look back at the evolution of the series and its surprising survival through low ratings and network TV changes.

Program 19-29
Air Week 07/21 – 07/27/2019

.SEGMENT 1: NAVIGATING COLLEGIATE FINANCIAL AID 8:00

Synopsis: Student loan debt is set to skyrocket to two trillion dollars by 2022. We talk two students about their differing perspectives on financial aid and debt. We also speak with Mike Bartini, the director of student aid at Bowdoin College, about how important it is that students and families take time to focus on the financials of higher education before enrolling.

Host: Gary Price. Guests: Mev Becoja, graduate student at DePaul University; Laura Sherman, undergraduate student at Indiana University; Mike Bartini, Director of Student Aid at Bowdoin College

Compliance Issues Covered: education; personal finance; government; mental health; diversity; politics

SEGMENT 2: THE DARK SIDE OF MASCULINITY 11:21

Synopsis: Author Jared Yates Sexton shares memories from his own turbulent and accounts as a journalist and connects it to the larger discussion around the phenomenon of toxic masculinity in the U.S. What exactly is toxic masculinity and how is it affecting men and youth?

Host: Marty Peterson. Guests: Jared Yates Sexton, author of *The Man They Wanted Me to Be: Toxic Masculinity and a Crisis of Our Own Making*

Compliance Issues Covered: gender; psychology; parenting; family; education; literature; politics; childhood safety/development

CULTURE CRASH: WHAT TO DO WHEN YOU DON'T REALLY LIKE THE BOOK YOU'RE READING 2:15

Synopsis: It happens to everyone. Despite your perseverance, you just can't get into the book you're reading. Do you push yourself to keep on going or give up and raise a white flag?

Host: Evan Rook

Compliance Issues Covered: literature; culture; media

Program 19-30
Air Week 07/28 – 08/03/2019 Studio Producer

SEGMENT 1: A SHIFTING LANDSCAPE: THE CHALLENGES FACING SUBURBIA TODAY 9:45

Synopsis: Cookie cutter houses, large backyards and shopping centers took hold during the rapid rise of suburbia during the second half of the 20th century. Now, towns across the U.S. are facing a new set of challenges from climate change to shifting demographics that require a different landscape than what was first constructed. We speak with two experts about the current state of suburbia and potential solutions.

Host: Gary Price. Guests: Ellen Dunham-Jones, professor of architecture and urban design at Georgia Tech; David Feldman, professor in the school of social ecology at the University of California-Irvine

Compliance Issues Covered: housing; lifestyle; environment; transportation; climate change; population

SEGMENT 2: SHOULD YOU REALLY SAY, “I DO” TO ATTENDING THE WEDDING? 9:14

Synopsis: Summertime is prime wedding season, and if you have several weddings to attend or be involved in, the costs can quickly start to add up. We speak with two women who are shaking up the wedding industry with their nontraditional viewpoints.

Host: Marty Peterson. Guests: Jen Glantz, CEO of Bridesmaid for Hire; Ashley Smith, lead designer, planner, producer & owner of Ashley Smith Events

Compliance Issues Covered: relationships; personal finance; travel; family; business; entrepreneurship

23:27 CULTURE CRASH: ENSURING THE ACCESSIBILITY OF INDEPENDENT FILMS 2:38

Synopsis: We discuss how the rise in streaming technology has impacted the availability of classic, foreign and indie films.

Host: Evan Rook

Compliance Issues Covered: film; history; internet; culture; media; technology

Program 19-31
Air Week 08/04 – 08/10/2019.

SEGMENT 1: THE TECHNOLOGY AND TRAINING OF NON-LETHAL WEAPONS 9:26

Synopsis: In an ideal situation, a taser – an electrical weapon – allow law enforcement to subdue a subject without having to pull out their gun. But why do tasers sometimes fail? We discuss possible factors at play when a taser is deployed and new technology in development at Axon Enterprise, the main supplier of tasers and body cameras to law enforcement.

Host: Gary Price. Guests: Rick Smith, CEO & Founder of Axon Enterprise Inc. and author, *The End of Killing: How Our Newest Technologies Can Solve Humanity’s Oldest Problem*; Greg Meyer, retired LAPD Captain

Compliance Issues Covered: law enforcement; technology; criminal justice; business; government

SEGMENT 2: THE CALIFORNIA NORCO SHOOTOUT 8:46

Synopsis: We cover the Norco shootout of 1980 – an extravagant bank robbery by five heavily armed criminals ending in multiple lives lost, several wounded and a police helicopter shot down from the sky. We speak with author, Peter Houlihan about that fateful day and how it forever changed police response to organized crime.

Host: Marty Peterson. Guests: Peter Houlihan, author *Norco '80: The True Story of the Most Spectacular Bank Robbery in American History*

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

CULTURE CRASH: THE BEGINNINGS OF “SPIDER-MAN” 3:26

Synopsis: We travel back in time to discuss the nostalgia of the very first “Spider-Man” movie and how it kicked off a series of sequels and superhero reboots produced by Marvel Studios.

Host: Evan Rook

Compliance Issues Covered: film; comics; history; culture; media

Program 19-32
Air Week 08/11 – 08/17/2019

SEGMENT 1: THE WOES AND PROS OF LIVING LIFE IN A DIGITAL LANDSCAPE

9:45

Synopsis: Parenting in the online era can be quite confusing. At what age should you let your kid have a Facebook or Snapchat account? How closely should you monitor what they view on the internet? We speak with Julianna Miner, author of *Raising a Screen Smart Kid: Embrace the Good and Avoid the Bad in the Digital Age*, to get the inside scoop on teaching kids how to responsibly navigate the digital world.

Host: Gary Price. Guests: Julianna Miner, author, *Raising a Screen Smart Kid: Embrace the Good and Avoid the Bad in the Digital Age*

Compliance Issues Covered: parenting; technology; personal safety; mental health; communication

SEGMENT 2: THE COMPLEXITIES OF IMPLICIT BIAS

9:43

Synopsis: What exactly is implicit bias and how does it form? We break it down and talk about why it's so important for parents to address this issue with kids through discussions and diverse environments early on.

Host: Marty Peterson. Guests: Andrew Baron, associate professor of psychology at the University of British Columbia; Dr. Jennifer Harvey, professor of religion at Drake University and author, *Raising White Kids: Bringing up Children in a Racially Unjust America*; Michael Acuna, consultant, Office of the Independent Monitor of the Denver police and sheriff's department.

Compliance Issues Covered: parenting; diversity; race; psychology; literature; law enforcement; childhood safety/development; discrimination

CULTURE CRASH: THE RETURN OF HBO'S "SUCCESION"

2:09

Synopsis: Season two of the HBO show, "Succession" returns August 11. We discuss the basic premise of the ruthless family drama and the success of its first season.

Host: Evan Rook

Compliance Issues Covered: television; culture; media; pop culture

Program 19-33
Air Week 08/18 – 08/24/2019

SEGMENT 1: THE ROLE OF NON-PROFITS IN ENDING HUMAN TRAFFICKING

10:55

Synopsis: It's estimated that worldwide there are currently between 20 and 40 million people who are exploited through forced labor, marriage and prostitution, according to the International Labor Organization. We take a look at the South Asian country of Nepal where as many as 20,000 girls each year fall victim to human trafficking. We discuss solutions and what more needs to be done to end this global human rights crisis.

Host: Gary Price. Guests: Parbati Thapa, volunteer at the Rural Health and Education Services Trust; Sarah Bakker, director of operations for the American Himalayan Foundation; Heather Barr, acting co-director of the women's rights division, Human Rights Watch.

Compliance Issues Covered: human rights; poverty; international affairs; nonprofits; women's rights

SEGMENT 2: HOW NEW CONCEPTS ARE OPENING UP ACCESS TO NUTRITIOUS FOOD

8:23

Synopsis: You want to eat healthy, but sometimes that's not always possible. There's nothing around that's quick, affordable and above all, hits the spot. We cover how new models are creating a greater number of nutritious options and the challenges that comes with sustaining the profitability of these new systems.

Host: Marty Peterson. Guests: Shayna Harris, chief growth officer at Farmer's Fridge; Chris Bosso, professor of public policy and politics at Northeastern University

Compliance Issues Covered: food; sustainability; economics; farming; health; business; technology

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

2:18

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

Host: Evan Rook

Compliance Issues Covered: literature; culture; media

Program 19-34
Air Week 08/25 – 08/31/2019

SEGMENT 1: THE PRICE OF NEWS: CHALLENGES FEMALE ARAB JOURNALISTS FACE 9:40

Synopsis: Racial segregation still persists throughout the U.S. One factor contributing to this inequality is the structure of our town and cities. Richard Rothstein and Tonika Johnson talk about how past laws and our government created a divided demographic and the impact this has on certain populations.

Host: Gary Price. Guests: Diversity in reporting is vital to news that conveys differing perspectives. We speak with Zahra Hankir, journalist and author of *Our Women on the Ground* to learn more about this issue and some of the stories of these courageous female journalists who've risked their lives to report from within the Middle East.

Compliance Issues Covered: journalism; international affairs; women's rights; war; culture; diversity

SEGMENT 2: WHERE DOES IT ALL ULTIMATELY END UP? 9:17

Synopsis: Around 90 percent of the plastic we use is left un-recycled and dumped in a landfill. Over time, this waste seeps into our oceans, harming its ecosystems and creating islands of floating garbage. The Great Pacific Garbage Patch is now more than twice the size of Texas. How do we reduce plastic consumption and get manufacturers to adopt more eco-friendly practices? We discuss the crisis and how people can change.

Host: Marty Peterson. Guests: Steven Strogatz, professor, applied mathematics at Cornell University and author, *Infinite Powers: How Calculus Reveals the Secrets of the Universe*

Compliance Issues Covered: environment; pollution; sustainability; business; manufactory; food

CULTURE CRASH: THE COUNTDOWN TO FOOTBALL SEASON 2:40

Synopsis: The NFL turns 100 this year. We discuss the American tradition of football and why the sport is so near and dear to our hearts.

Host: Evan Rook

Compliance Issues Covered: sports; television; family; culture; media

Program 19-35
Air Week 09/01 – 09/07/2019

SEGMENT 1: ONE SCRUB DOES NOT FIT ALL: MALE NURSES & THE FUTURE OF THE PROFESSION 10:44

Synopsis: About 10 percent of nurses today are men. As aging Americans place a greater strain on healthcare, the nursing industry faces a rising demand and is already responding by finding ways to recruit early on. We dispel some of the myths around the field and new medical technology in the works.

Host: Gary Price. Guests: Blake Smith, National President, American Association for Men in Nursing; Brian Underwood, registered nurse

Compliance Issues Covered: gender issues; healthcare; medicine; diversity; social media; career; seniors

SEGMENT 2: SAVING THE BULLY: WHY WE SO QUICKLY CONDEMN 'TROUBLED CHILDREN' 8:40

Synopsis: While schools have put in place comprehensive anti-bullying campaigns, we seldom focus on ensuring the child bully gets the help they need to succeed. We still punish troubled kids with detentions, suspensions and from there it escalates onward. Many seem to never get the proper help and get stuck in a perpetual cycle of trouble throughout life. How do we change our mindset and practices in order to stop these children from falling through the cracks?

Host: Marty Peterson. Guests: Geraldine DeRuiter, creator of the blog *The Everywhereist* and author, *All Over the Place: Adventures in Travel, True Love and Petty Theft*; Dr. Ross Greene, clinical child psychologist and founding director of Lives in the Balance

Compliance Issues Covered: psychology; education; mental health; parenting; relationships; childhood safety/development

CULTURE CRASH: DIVING INTO THE NEW INDIE BAND AND ALBUM "RED HEARSE" 2:13

Synopsis: We discuss the new debut album and band both called "Red Hearse". The band is made up of musicians Jack Antonoff, Sam Dew and Mark Spears a.k.a. better known as Sounwave.

Host: Evan Rook

Compliance Issues Covered: music; culture; media

Program 19-36
Air Week 09/08 – 09/14/2019

SEGMENT 1: GENDER ISSUES & SPORTS: HOW DO THESE DISTINCTIONS SHAPE WHO WE BECOME? 12:08

Synopsis: When we think of a typical high school football player, most of us imagine a muscled teenage boy in a uniform. We speak with K-Lani Nava, the first female football player to score and win in a Texas high school championship game, about the importance of breaking gender issues stereotypes to play the sport you love.

Host: Gary Price. Guests: Dr. Christia Spears Brown, professor, development psychology at the University of Kentucky, author, *Parenting Beyond Pink and Blue: How to Raise Kids Free of Gender issues Stereotypes*; K-Lani Nava, high school football player, Strawn High School, current college student, Texas A&M University

Compliance Issues Covered: sports; gender issues; higher education; parenting; psychology; health

SEGMENT 2: THE WONDERS OF CAVE DIVING 6:59

Synopsis: What it's like to swim inside of an iceberg the size of a small country? World-renowned cave diver Jill Heinerth led a team of divers inside the massive B-15 iceberg in Antarctica, and throughout her career has completed hundreds of other underwater dives across the world. We speak with Heinerth about the beauty and risks of cave diving and the importance of her work in helping scientists, biologists and researchers learn more about the Earth's oceans and ecosystems.

Host: Marty Peterson. Guests: Jill Heinerth, cave diver and author, *Into the Planet: My Life as a Cave Diver*

Compliance Issues Covered: exploration; climate change; science; gender issues; environment; travel

CULTURE CRASH: FALL FILM LINEUP 2:27

Synopsis: Autumn is right around the corner, and with the changing of seasons comes several new movie releases that seem promising.

Host: Evan Rook

Compliance Issues Covered: film; culture; media

Program 19-37
Air Week 09/15 – 09/21/2019

SEGMENT 1: THE LASTING PREVALENCE OF SKIN WHITENING 10:16

Synopsis: In the U.S., most women look to achieve that summery glow or bronzed tan. But in much of the world and in many ethnic cultures, having lighter skin is widely preferred and is viewed as a status symbol of beauty and wealth. To achieve this look, millions of women use whitening creams, pills and even IV drips filled with a myriad of ingredients. We speak with three experts about the prevalence of skin whitening, side effects and how to change some of these deeply rooted cultural stereotypes that feed into this mentality.

Host: Gary Price. Guests: Dr. Isima Sobande, Nigerian dermatologist; Dr. Carlos Charles, dermatologist and founder of Derma Di Colore; Amira Adawe, executive director of The Beautywell Project

Compliance Issues Covered: health; psychology; culture; women's issues; beauty; education; nonprofits

SEGMENT 2: ONE WOMAN'S ACCOUNT OF SEXUAL ASSAULT IN THE U.S. ARMY 8:33

Synopsis: Ryan Leigh Dostie, author of *Formation: A Woman's Memoir of Stepping Out of Line*, enlisted in the Army after graduating from high school and was deployed to Iraq shortly after finishing her training. In 2002, while abroad, she was raped while sleeping in her Army barracks. What followed was a series of victim-blaming tactics and unfair bias directed towards her by her commanders. Dostie spoke with Viewpoints about her experience and how she found the strength to move on.

Host: Marty Peterson. Guests: Ryan Leigh Dostie, author of *Formation: A Woman's Memoir of Stepping Out of Line*

Compliance Issues Covered: military; war; sexual assault; mental health; women's rights; literature

CULTURE CRASH: UNLOCKING THE POPULARITY OF NETFLIX'S MINDHUNTER 2:47

Synopsis: The Netflix original "Mindhunter" is finally back for season two, and to celebrate its return we talk about what sets this true crime and thriller series apart from all of the others.

Host: Evan Rook

Compliance Issues Covered: television; culture; media; crime; government; law enforcement; pop culture

Program	19-38	
Air Week	09/22 – 09/28/2019	
SEGMENT 1: AMERICAN RODEO TODAY		10:51
Synopsis: When most of us think of rodeo, we travel back in time to the Wild Wild West where cowboys roamed the streets. These days, the sport is still alive and thriving but is evolving with the times. We speak with three rodeo experts about everything from bull riding to rodeo clowns and queens.		
Host: Gary Price. Guests: Cody Teel, professional bull rider; James Higginbotham, Executive Director, National High School Rodeo Association; McKardy Kelly, 2019-2020 High School Rodeo Queen		
Compliance Issues Covered: culture; sports; education; relationships; animals; history; health		
SEGMENT 2: THE BOOM OF FAST-FOOD & ITS DEEP-ROOTED TIES TO AMERICAN CULTURE		8:37
Synopsis: Most of us point to McDonald's as the founding of fast food as we know it. But the American staple actually began nearly a hundred years ago with two chains, White Castle and A&W. We speak with Adam Chandler, journalist and author of <i>Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom</i> 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. Guests: Adam Chandler, journalist & author, <i>Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom</i>		
Compliance Issues Covered: food; history; social media; marketing; health; international culture; business		
CULTURE CRASH: NOAH HAWLEY'S NOVEL "BEFORE THE FALL"		2:05
Synopsis: Noah Hawley is the man behind the popular television shows "Fargo" and "Legion". He's also authored a few novels including his latest, "Before the Fall," – a mystery thriller that's been winning international awards and is worthy of a read if you're a fan of the genre.		
Host: Evan Rook		
Compliance Issues Covered: literature; culture; television; crime; pop culture		
Program	19-39	
Air Week	09/29 – 10/05/2019	
SEGMENT 1: FRIENDS OF THE CHILDREN: LONG-TERM MENTORS MAKING A DIFFERENCE		9:24
Synopsis: While some of us have fond memories of an idyllic childhood filled with joyous birthday parties and summer road trips, some children face a completely different home life. This instability can overtake a child or teen and lead them down a dangerous path. The nonprofit, Friends of the Children, understands the importance of getting to a child early on and setting a permanent mentor-child relationship that they can rely on while everything else in their life may be up in the air. We learn about the organization and how they're helping thousands of children move past these struggles to thrive.		
Host: Gary Price. Guests: Patrick Kindred, graduate of Friends of the Children Portland; Dr. Ross Greene, clinical child psychologist and founding director, Lives in the Balance; Terri Sorensen, CEO of Friends of the Children		
Compliance Issues Covered: development; parenting; government; nonprofit organizations; mental health; childhood safety/development		
SEGMENT 2: THINK BEFORE YOU INK: THE STRENUOUS PROCESS OF TATTOO REMOVAL		9:44
Synopsis: Most of us at one point in our lives have thought about spontaneously getting a tattoo. By the next morning, however, we're glad we didn't take the leap. Dr. Eric Bernstein is a board-certified laser surgeon with more than 25 years of experience in laser tattoo removal. Throughout the years, he's seen just about everything and heard almost every reason out there for why patient wants their ink gone for good. Bernstein leads us through the interesting process of tattooing, how a tattoo actually gets removed and the good, the bad and the ugly designs he's seen over the years.		
Host: Marty Peterson. Guests: Dr. Eric Bernstein, board-certified laser surgeon & director, Main Line Center for Laser Surgery		
Compliance Issues Covered: health; safety; business; art; government regulation; medicine; technology		
CULTURE CRASH: STEPHEN KING'S LATEST: THE INSTITUTE		2:25
Synopsis: Stephen King is a master at telling stories through the eyes of children. In his latest book, he continues this theme with riveting results.		
Host: Evan Rook		
Compliance Issues Covered: literature; pop culture		

