

# RADIO STATION WSMW-FM HD1 & HD2

## AUDACY INC/GREENSBORO, NC

### Issues and Program Report

#### For 1st Quarter 2024

#### January - March

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- Adolescent Health
- Aging
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- Arts
- Astronomy
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# 2024 1ST QUARTER REPORT WSMW-FM HD1 & HD2

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**GREENSBORO**  
**VIEWPOINTS JAN - MARCH 2024**  
**ALL PROGRAMS AIRED 6:00 AM – 6:30 AM**

**DATE**                      **PROGRAM #**  
01/07/2024                24-01

**SEGMENT 1: ARE HUMANS BUILDING OUR END? THE DEBATE AROUND ARTIFICIAL INTELLIGENCE & ITS CONSCIOUS STATE**

**Synopsis:** Would you consider complex, artificial intelligence systems like Open AI's, Chat GPT-4 or Google's newest release, Gemini, conscious minds? What exactly even constitutes as consciousness? We speak with two experts about this ongoing debate and what challenges lie ahead for these quickly evolving systems.

**Host:** Gary Price **Producer:** Tabor Brewster **Guests:** Susan Schneider, philosopher, director, Center for the Future Mind, Florida Atlantic University; Kristian Hammond, AI scientist, professor, director, Masters of Science Dept., Artificial Intelligence, Northwestern University

**SEGMENT 2: SPEAKING WITH THE ARTIST BEHIND SOME OF THE MOST ICONIC ILLUSTRATIONS**

**Synopsis:** We speak with illustrator and artist Tim O'Brien who's illustrated countless magazine covers over the decades. O'Brien speaks with us about his long career, the history of illustration, its evolution and how the art form is used to convey a deeper meaning or take on a singular moment in time.

**Host:** Marty Peterson **Producer:** Polly Hansen **Guests:** Tim O'Brien, illustrator, artist

**VIEWPOINTS EXPLAINED: WHAT WORD BEST SUMMED UP 2023?**

**Synopsis:** We cover what word best encapsulated 2023, according to dictionary giant Merriam Webster. Any guesses?

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: A MASTER OF THRILLERS: A LOOK AT FILMMAKER EMERALD FENNEL**

**Synopsis:** Love a good, jumpy scare? Us too. We cover some old and new releases from acclaimed filmmaker Emerald Fennell.

**Host & Producer:** Evan Rook

01/14/2024                24-02

**SEGMENT 1: A PIONEER IN PAVING GREATER DIVERSITY IN SCI-FI**

**Synopsis:** For decades, science fiction was a genre written almost exclusively by white males. Now, the genre is flourishing with diverse voices, thanks in part to the trailblazing writer Octavia E. Butler. Historian Gerry Canavan discusses the obstacles Butler faced and her legacy on one of the most popular genres in American literature.

**Host:** Gary Price **Producer:** Polly Hansen **Guests:** Gerry Canavan, professor at Marquette University and author, Octavia E. Butler (Modern Masters of Science Fiction)

**SEGMENT 2: THE SECRETS LEARNED FROM A FIFTH-GENERATION BEEKEEPER**

**Synopsis:** In Meredith May's book, she examines the parallels between the inner workings of beehives and our society, and how beekeeping taught her numerous life lessons as a child. She also discusses the threat to bees with commercialized beekeeping and what we can do to protect these insects that are vital to our ecosystem.

**Host:** Marty Peterson **Producer:** Polly Hansen **Guests:** Meredith May, author, The Honey Bus: A Memoir of Loss, Courage and a Girl Saved by Bees

**VIEWPOINTS EXPLAINED: DO YOU HAVE RIZZ?**

**Synopsis:** We cover the Oxford English dictionary's word of the year: rizz. What does it mean, and why has it become a mainstay in the Gen-Z vernacular?

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: THE STRUGGLES OF STREAMING GIANTS**

**Synopsis:** We talk about why most streaming platforms are struggling to make a profit at year's end.

**Host & Producer:** Evan Rook

**ISSUES/PROGRAM LIST**  
**WSMW – HD 1 & HD 2**  
**GREENSBORO**  
**VIEWPOINTS JAN - MARCH 2024**  
**ALL PROGRAMS AIRED 6:00 AM – 6:30 AM**

**DATE**                      **PROGRAM #**  
01/21/2024                24-03

**SEGMENT 1: THE RISE OF THE CORPORATE DISPENSARY**

**Synopsis:** Cannabis has grown to become a multi-billion-dollar industry in the U.S. But how much of this revenue is going to small businesses rather than large chains controlling every part of production? We discuss the current inequities and the failure to maintain a model that helps populations who've been disproportionately affected by the war on cannabis get a seat at the table.

**Host:** Gary Price **Producer:** Grace Galante **Guests:** Sarah Woodson, Executive Director, Founder, The Color of Cannabis; Aaron Smith, Co-Founder & CEO, The National Cannabis Industry Association

**SEGMENT 2: WHY ARE WE BANNING MORE BOOKS THAN EVER BEFORE?**

**Synopsis:** Books have been taken off shelves since the colonial period, but, in recent years, more books than ever have been deemed unsuitable for young readers and are being removed from schools and local libraries. We cover the controversy by highlighting two differing perspectives on the debate.

**Host:** Marty Peterson **Producer:** Amirah Zaveri **Guests:** Jonathon Friedman, director, free expression & education programs, Pen America; Tia Bess, volunteer, Moms for Liberty

**VIEWPOINTS EXPLAINED: WHY DID IT TAKE DECADES TO MAKE MARTIN LUTHER KING JR. DAY A HOLIDAY?**

**Synopsis:** We highlight the decades-long political fight to pass state and federal legislation that officially made the third Monday of January Dr. Martin Luther King Jr. Day.

**Host:** Ebony McMorris **Producer:** Amirah Zaveri, Aunna Beranek

**CULTURE CRASH: LOOKING FOR SOMETHING NEW TO WATCH? DIVE INTO THIS FIVE-PART SERIES**

**Synopsis:** Critics can't decide whether Steve McQueen's five-part series, "Small Axe" is a TV show or if it's a series of short films. Either way, the release is a hit and will keep you hooked the entire way. Stream it now in full on Amazon Prime.

**Host & Producer:** Evan Rook

01/28/2024                24-04

**SEGMENT 1: NEW YEAR, SAME CHALLENGES: WHY THE AMERICAN EDUCATION SYSTEM IS AT A CROSSROADS?**

**Synopsis:** For years, the media has covered teacher burnout and how more and more teachers are resigning. Yet, despite this increased coverage, little has been done to improve pay, working conditions and autonomy on a large-scale for educators. Now, many schools across the country are reaching a breaking point and lower-than-average student scores are reflecting this systemic breakdown. We speak with two education experts about what needs to change and how listeners can get involved

**Host:** Gary Price **Producer:** Amirah Zaveri **Guests:** Becky Pringle, president, National Education Association; Lori Cash, retired first grade teacher, Columbus, Ind.

**SEGMENT 2: WHY MEXICO IS AT A CRITICAL POLITICAL JUNCTION**

**Synopsis:** It's not just a heated election year for Americans. Millions of Mexicans are also gearing up for a contentious election cycle to elect their next President and Congress. We cover Mexico's ongoing struggle to maintain a fair and equal democracy and what's at stake within the country and U.S.-Mexico relations.

**Host:** Marty Peterson **Producer:** Tabor Brewster **Guests:** Tamara Taraciuk Broner, director, Peter D. Bell Rule of Law Program, Inter-American Dialogue; Abraham Lowenthal, Professor Emeritus, International Relations, University Of Southern California, founder, Latin America Program, Woodrow Wilson Center

**VIEWPOINTS EXPLAINED: THINKING OF BUYING AN ELECTRIC CAR SOON? KEEP THIS IN MIND**

**Synopsis:** Frigid temperatures across the U.S. have been wreaking havoc for millions of drivers, especially electric car owners. We cover this unfolding crisis and how auto manufacturers are responding.

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: LOVE JEREMY ALLEN WHITE FROM "THE BEAR"? PUT THIS TITLE ON YOUR LIST OF NEW MOVIES TO WATCH**

**Synopsis:** We cover the new drama "The Iron Claw" featuring Jeremy Allen White, Zac Efron and other leading names.

**Host & Producer:** Evan Rook

**ISSUES/PROGRAM LIST**  
**WSMW – HD 1 & HD 2**  
**GREENSBORO**  
**VIEWPOINTS JAN - MARCH 2024**  
**ALL PROGRAMS AIRED 6:00 AM – 6:30 AM**

**DATE**                      **PROGRAM #**  
**02/04/2024**                **24-05**

**SEGMENT 1: WHY DIVORCE RATES ARE CLIMBING RIGHT NOW & WHAT TO KNOW IF YOU'RE EVER IN THIS SITUATION**

**Synopsis:** For many divorce attorneys, the beginning of the year is typically peak season for obtaining new clients. After the holiday season is over, struggling couples reassess their marriage in the new year and then, if they choose to move forward, start the process of divorce in February. We speak with prominent New York City divorce attorney Jacqueline Newman about the biggest misconceptions people have when it comes to divorce and why everyone – single or married – should keep these tips in mind.

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

**SEGMENT 2: WE ALL EXPERIENCE TRAUMA: HOW TO BEST WORK THROUGH IT**

**Synopsis:** Trauma comes in many shapes and forms – and nearly everyone experiences trauma at some point in their life. Viewpoints speaks with psychiatrist, Dr. James S. Gordon to better understand a person's reaction to trauma and the body's resilience in dealing with these stressful events and situations.

**Host:** Marty Peterson **Producer:** Amirah Zaveri **Guests:** Dr. James S. Gordon, psychiatrist, clinical professor, Georgetown Medical School, author, Transformation: Discovering Wholeness and Healing After Trauma

**VIEWPOINTS EXPLAINED: STANLEY RAKES IN \$750 MILLION IN SALES IN 2023: WHY EVERYONE SEEMS TO BE PERPETUALLY OBSESSED WITH ITS BEVERAGE TUMBLERS**

**Synopsis:** We cover the viral hype behind Stanley tumblers that just seems to keep growing year after year.

**Host:** Ebony McMorris **Producer:** Amirah Zaveri **Compliance issues:** Business, Consumer Habits, Consumerism, Influencer Marketing, Personal Finance, Social Media

**CULTURE CRASH: WHAT'S SO SPECIAL ABOUT GRAND THEFT AUTO VI?**

**Synopsis:** We discuss what gamers can expect from the latest release of Grand Theft Auto VI that's set to drop next year.

**Host & Producer:** Tabor Brewster

**02/11/2024**                      **24-06**

**SEGMENT 1: YOU'RE NOT ALONE: WHY THE AVERAGE AMERICAN CAN NO LONGER AFFORD THE AVERAGE HOME**

**Synopsis:** Just 15.5 percent of homes on the market last year were within budget for the average American. That's the lowest percent for housing affordability ever recorded in U.S. history, according to a new report from the real estate firm Redfin. We speak with two real estate and housing experts about the large-scale increase in housing prices and mortgage loans and if there's any relief in sight this year.

**Host:** Gary Price **Producer:** Amirah Zaveri **Guests:** Daryl Fairweather, Chief Economist, Redfin; Freddie Smith, realtor, social media producer

**SEGMENT 2: UNDER THE RADAR PT 1: AN ALTERNATE PERSPECTIVE ON THE FAMED SPACE SHUTTLE PROGRAM**

**Synopsis:** The space shuttle is seen as an engineering marvel and a symbol of human innovation, ingenuity, and collaboration. However, there's a darker side to the space shuttle program that's often been excluded from the mainstream narrative. This week, we uncover this story with the help of Harvard professor Matthew H. Hersch who's the author of Dark Star: A New History of the Space Shuttle.

**Host:** Marty Peterson **Producer:** Polly Hansen **Guests:** Matthew H. Hersch, associate professor, history of science, Harvard University, author, Dark Star: A New History of the Space Shuttle

**VIEWPOINTS EXPLAINED: A RUSSIAN FIGURE SKATER DISQUALIFIED & A NEW PRECEDENT SET**

**Synopsis:** Russian figure skater Kamila Valieva wowed us all at the 2022 Winter Olympics. At just 15 years old, she jumped onto the international stage, earning first place in her Olympic routines. However, this success was embroiled by controversy after she failed a drug test weeks before the competition. She was still allowed to compete as officials investigated, but now, these achievements have been wiped from record books. We cover her disqualification & why this sentence sends a message to all countries competing in this year's Olympics.

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: THE FILMS WE WISH THE OSCARS NOMINATED**

**Synopsis:** There's no shortage of anger and frustration over the Oscars snub around Barbie. And while we agree, we feel like this has already been well-covered elsewhere. Instead, this week on Culture Crash we highlight some other films that we feel have not gotten the attention or the nominations they deserved.

**Host & Producer:** Evan Rook

# ISSUES/PROGRAM LIST

## WSMW – HD 1 & HD 2

### GREENSBORO

#### VIEWPOINTS JAN - MARCH 2024

#### ALL PROGRAMS AIRED 6:00 AM – 6:30 AM

**DATE**                      **PROGRAM**  
02/18/2024                24-07

#### **SEGMENT 1: CELEBRATING BLACK HISTORY MONTH: THE DAREDEVIL STUNT PILOT YOU'VE NEVER HEARD OF**

**Synopsis:** Most Americans are well acquainted with the story of Amelia Earhart, but few have heard the name, Bessie Coleman. This fearless legend earned her pilot's license two years before Earhart became certified. This week, as we commemorate Black History Month, we cover the story of Coleman and the countless barriers she faced as an African American woman in the early 1900's set on making a name for herself in performance stunt flying.

**Host:** Gary Price **Producer:** Amirah Zaveri **Guests:** Tanya Hart, host & producer, Hollywood Live with Tanya Hart, co-producer, Flying Free Films

#### **SEGMENT 2: UNDER THE RADAR PT 2: A LOVE-HATE RELATIONSHIP WITH AMERICA'S SPACE SHUTTLE**

**Synopsis:** In total, the NASA space shuttle program had 135 missions. You can't argue that the birth of this shuttle launched us into a new era of space exploration and innovation. But – what's not often mentioned are the controversies, setbacks, and disputes behind the scenes. Former NASA flight director and program manager Wayne Hale speaks candidly with us about the myths and facts of the NASA Space Shuttle Program.

**Host:** Marty Peterson **Producer:** Polly Hansen **Guests:** Wayne Hale, former program manager, flight director, NASA Space Shuttle Program

#### **VIEWPOINTS EXPLAINED: HEADING TO THE NAIL SALON SOON? THINK AGAIN**

**Synopsis:** A new study published in the scientific journal, Nature Communications, has found a potential link between gel nail treatments and skin cancer. We cover the latest research and how to advocate for your health when at the nail salon.

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

#### **CULTURE CRASH: WHETHER YOU'RE A SWIFTIE OR NOT, HERE'S WHAT WE CAN ALL AGREE ON**

**Synopsis:** We cover the one and only pop sensation: Taylor Swift. You can love her. You can hate her. But you can't argue that's she this.

**Host & Producer:** Evan Rook

02/25/2024                      24-08

#### **SEGMENT 1: SCHOOL, SPORTS, STANDARDIZED TESTS: WHEN IS THERE TIME TO BUILD LIFE SKILLS?**

**Synopsis:** As an academic advisor, Ana Homayoun has had many conversations with students, parents, and administrators. With so much competition and so many pressures, what's always top-of-mind is grades, college admissions and how to stand out from everyone else. But what often falls by the wayside are the fundamentals of how to create a healthy and successful life. We speak with Homayoun about why so many teens (especially in the last 10 years) seem to really struggle post-high school and how parents can better prepare their kids before they hit this breaking point.

**Host:** Gary Price **Producer:** Amirah Zaveri **Guests:** Ana Homayoun, academic advisor, early career development expert, author, Erasing the Finish Line: The New Blueprint for Success

#### **SEGMENT 2: PERFORMANCE ANXIETY: WE ALL STRUGGLE WITH IT. HOW DO YOU RISE ABOVE?**

**Synopsis:** Before a big presentation or test or job interview, most of us struggle with different levels of anxiety, nerves, and self-doubt. Dr. Dana Sinclair has worked with Olympic athletes, A-list actors and actresses, and even surgeons on how to overcome this performance anxiety and get back in control in a matter of minutes. We speak with her to learn how everyone can utilize these same strategies in their daily lives.

**Host:** Marty Peterson **Producer:** Amirah Zaveri **Guests:** Dr. Dana Sinclair, psychologist, author, Dialed In: Do Your Best When It Matters Most

#### **VIEWPOINTS EXPLAINED: WHAT IS TEMU – AND IS IT WORTH IT?**

**Synopsis:** Have you shopped at Temu before? The Chinese-owned e-commerce company has seen a meteoric rise in sales since it entered the U.S. market in September 2022. It's known for its extremely low prices on all kinds of goods (think Amazon) but is there a deeper explanation behind these bare bone prices?

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

#### **CULTURE CRASH: THE HIGHLY ANTICIPATED PART 2 WE'VE ALL BEEN WAITING FOR**

**Synopsis:** We review the upcoming release of Dune: Part Two featuring Timothee Chalamet, Zendaya, Florence Pugh and other big names. **Host & Producer:** Evan Rook

**ISSUES/PROGRAM LIST**  
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**VIEWPOINTS JAN - MARCH 2024**  
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**DATE**                      **PROGRAM #**  
03/03/2024                24-09

**SEGMENT 1: WHAT LIES AHEAD: A CLIMATE CALAMITY FOR DEVELOPING COUNTRIES**

**Synopsis:** 2023 was the hottest year on record since global records began in 1850. We're also currently far from being on track to hit The Paris Climate Agreement – a landmark international treaty adopted in 2015 to reduce greenhouse gas emissions and limit global warming to below 2 degrees Celsius this century. We speak with anthropologist and climate policy expert Naveeda Khan about the U.N. Climate Change Conference that took place this year and how smaller, developing countries are stepping up and demanding change.  
**Host:** Gary Price **Producer:** Amirah Zaveri **Guests:** Naveeda Khan, associate professor, chair, anthropology, Johns Hopkins University, author, In Quest of a Shared Planet: Negotiating Climate from the Global South

**SEGMENT 2: THE RISE OF SOUL MUSIC: STAX, MOTOWN & THE GENRE TODAY**

**Synopsis:** Marvin Gaye, Stevie Wonder, Aretha Franklin. These are just some of the iconic soul artists that shaped the genre. We speak with two experts about the cultural relevance of soul music today and how current artists and organizations are carrying on the legacy of this music.  
**Host:** Marty Peterson **Producer:** Tabor Brewster **Guests:** Mark Anthony Neal, James B. Duke Distinguished Professor, African American Studies, Duke University; Isaac Daniel Executive Director, Stax Music Academy

**VIEWPOINTS EXPLAINED: A DEADLY BEACH DEATH – AND NO, IT DIDN'T HAPPEN IN THE WATER**

**Synopsis:** We cover the unexpected death of a 7-year-old girl late last month at a beach in Fort Lauderdale. What all parents should know about this deadly phenomenon.  
**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: WHY WE LOVE GOING BACK TO WHAT WE KNOW**

**Synopsis:** We discuss why older, nostalgic TV shows often seem to outperform newer releases.  
**Host & Producer:** Evan Rook

03/10/2024                24-10

**SEGMENT 1: CAN YOU JUGGLE IT ALL? NPR'S MARY LOUISE KELLY OPENS UP ABOUT HER STRUGGLES**

**Synopsis:** NPR journalist and co-host of "All Things Considered" Mary Louise Kelly joins us to share her story of balancing motherhood with a long-spanning, demanding career in journalism. She – like many mothers – has struggled to have it all and recounts the many tradeoffs over the years.  
**Host:** Gary Price **Producer:** Polly Hansen **Guests:** Mary Louise Kelly, co-host, "All Things Considered", National Public Radio

**SEGMENT 2: FIGHTING FOR YOUR LIFE IN FRONT OF A PRISON PAROLE BOARD: THE ROAD TO REHABILITATION**

**Synopsis:** Parole from prison is one of the key aspects of the criminal justice system. The program incentivizes good behavior, promotes rehabilitation and a successful reintegration into society. But as rates of parole have plummeted in recent years in the U.S., experts are raising doubts about the subjective nature of the process and if prisoners have the adequate tools and resources to get parole.  
**Host:** Marty Peterson **Producer:** Polly Hansen

**VIEWPOINTS EXPLAINED: WHY TENS OF THOUSANDS OF VOTERS ARE CHECKING THIS BOX**

**Synopsis:** We cover this growing movement at the polls this year as several states hold election year primaries and caucuses.  
**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: CAN "VANDERPUMP RULES" REBOUND FROM A WILD SEASON 10?**

**Synopsis:** We review Season 11 of the reality TV series, "Vanderpump Rules".  
**Host & Producer:** Evan Rook

**ISSUES/PROGRAM LIST**  
**WSMW – HD 1 & HD 2**  
**GREENSBORO**  
**VIEWPOINTS JAN - MARCH 2024**  
**ALL PROGRAMS AIRED 6:00 AM – 6:30 AM**

**DATE**                      **PROGRAM #**  
**03/17/2024**              **24-11**

**SEGMENT 1: WHY YOU SHOULD DROP WHAT YOU'RE DOING ON APRIL 8 & SEE THIS RARE EVENT**

**Synopsis:** On Monday, April 8, a total solar eclipse will hit a large diagonal stretch of the U.S. The next event of this magnitude isn't set to happen again until 2044. We speak with eclipse expert and journalist David Baron about why a total solar eclipse is a can't-miss event worth the travel and traffic.

**Host:** Gary Price **Producer:** Amirah Zaveri **Guests:** David Baron, former science correspondent, NPR, author, American Eclipse: A Nation's Epic Race to Catch the Shadow of the Moon and Win the Glory of the World

**SEGMENT 2: WHY DOES RUSSIA CONTINUE TO GET AWAY WITH THE WIDE-SCALE DOPING OF ITS ATHLETES?**

**Synopsis:** The 2024 Paris Olympics is set to start in just four months. While Russian athletes have been barred from representing their country, they'll still be able to compete on a neutral, no-representation status. However, there are still many lingering questions about the efficacy of anti-doping tests and if the Olympics will once again be plagued by athletes who are retroactively banned.

**Host:** Marty Peterson **Producer:** Grace Galante **Guests:** Travis Tygart, CEO, U.S. Anti-Doping Agency; April Henning, assistant professor, International Sports Management, Edinburgh Business School, Heriot-Watt University

**VIEWPOINTS EXPLAINED: WHAT'S HAPPENING IN HAITI?**

**Synopsis:** Close to 4,000 prisoners escaped from two of the biggest jails in Haiti after local gangs unleashed a massive jailbreak. We cover the unfolding chaos in the capital city and why the future looks uncertain for this Caribbean country.

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: OUR LOVE FOR SCI-FI**

**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 grow.

**Host & Producer:** Evan Rook

**03/24/2024**              **24-12**

**SEGMENT 1: EXPANDING INTO AGING: HOW TO OVERCOME OUR FEAR OF THE UNKNOWN**

**Synopsis:** Why do we fear the process of getting older so much? We speak with author Caroline Paul about gaining a new perspective on aging – one that embraces adventure, new relationships and keeps us curious and growing as we age.

**Host:** Gary Price **Producer:** Amirah Zaveri **Guests:** Caroline Paul, author, Tough Broad: From Boogie Boarding to Wing Walking – How Outdoor Adventure Improves Our Lives as We Age

**SEGMENT 2: AMERICANS LOVE-HATE RELATIONSHIP WITH THIS FURRY ANIMAL**

**Synopsis:** In the early 1900's, deer almost went extinct after they were over-hunted for their meat, hides and antlers. Today, most parts of the country have a very different problem. We speak with wildlife expert Erika Howsare about our long and tangled relationship with the white-tailed deer.

**Host:** Marty Peterson **Producer:** Polly Hansen **Guests:** Erika Howsare, author, The Age of Deer, Trouble and Kinship with Our Wild Neighbors

**VIEWPOINTS EXPLAINED: WHY DO WE SUCK AT RECYCLING?**

**Synopsis:** If we spend effort recycling items, it's logical to assume that most of these bottles, cartons and boxes will be recycled and reused. However, for plastic, this is rarely the case. We talk about the plastic crisis and why it's important to cut down on the plastic you use in your daily life.

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: EMMA STONE & HER METEORIC RISE IN HOLLYWOOD**

**Synopsis:** Emma Stone just added another Oscar win to her resume. We discuss her evolution as an actress and what's next for this A-list star.

**Host & Producer:** Evan Rook



**ISSUES/PROGRAM LIST**  
**WSMW – HD 1 HD 2**  
**GREENSBORO**  
**VIEWPOINTS JAN - MARCH 2024**  
**ALL PROGRAMS AIRED 6:00 AM – 6:30 AM**

**DATE**                      **PROGRAM #**  
03/31/2024                24-13

**SEGMENT 1: '2/3 OF STUDENTS ARE TESTING BELOW PROFICIENCY IN READING': WHY WE'RE FAILING THE NEXT GENERATION**

**Synopsis:** Millions of kids aren't meeting current reading comprehension guidelines. With so many young people falling through the cracks, what's broken within the current curriculum? What's the best way to actually teach reading? Education expert Natalie Wexler joins us to share important insights on emerging research and what parents should know.

**Host:** Gary Price **Producer:** Amirah Zaveri **Guests:** Natalie Wexler, education expert, author, The Knowledge Gap: The Hidden Cause of America's Broken Education System - And How to Fix It

**SEGMENT 2: "UM, WHAT?": THE HIDDEN PURPOSE BEHIND FILLER WORDS**

**Synopsis:** We've all been there. You've given a presentation or had a job interview and realized afterwards that you may have used too many words like "um", "you know" or "like". While these fillers are distracting if overused, when added in moderation, they do play a very specific purpose.

**Host:** Marty Peterson **Producer:** Amirah Zaveri **Guests:** Valerie Fridland, sociolinguist, professor, linguistics, English Department, University of Nevada-Reno, author, Like Literally Dude: Arguing for the Good in Bad English

**VIEWPOINTS EXPLAINED: SICK OF CARDIO? NEW RESEARCH SUGGESTS THIS SHIFT IN EXERCISE**

**Synopsis:** Current exercise recommendations in the U.S. are the same for both men and women. New research published earlier this month in the "Journal of the American College of Cardiology" uncovers evidence that women may benefit much more from this type of exercise.

**Host:** Ebony McMorris **Producer:** Amirah Zaveri

**CULTURE CRASH: WILL 2024 BE A SLEEPER YEAR FOR MOVIES?**

**Synopsis:** The Writer's Guild of America strike halted production in Hollywood for five months last year, creating a ripple effect into this year's film and TV lineup. Will 2024 be a bust for movie lovers?

**Host & Producer:** Evan Rook

**ISSUES/PROGRAM LIST**  
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**GREENSBORO**  
**TRIAD TODAY JAN - MARCH 2024**  
**ALL PROGRAMS AIRED 6:30 AM – 7:00 AM**

<b><u>ISSUES</u></b>	<b><u>DATE</u></b>	<b><u>SUBJECT</u></b>
Mental Health	01/07/2024	Seasonal Affective Disorder
<p>Spoke with Juan Santos of Santos Counseling about Seasonal Affective Disorder. Many people are affected by this during the winter months and through the stresses of the holidays. We discussed triggers and ways that people can help themselves to bring them out of the funk. We also talked about when it's time to see a counselor about your symptoms.</p>		
Fire Safety/Family	01/21/2024	Red Cross Fire Prevention
<p>Spoke with the Executive Director of the Red Cross Greater Carolinas Region, Heather Frazee. The risk of fire goes up in the winter months as people are trying to keep warm, and Heather explained some of the risks involved in heating your home. We talked about space heaters &amp; fireplaces and how to use them safely. We also discussed the importance of having working smoke detectors and a home escape plan.</p>		
Mental Health/Suicide	01/28/2024	I'm Listening
<p>Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.</p>		
Family/Youth Empowerment	02/04/2024	Color of Reason
<p>Spoke with Cynthia Ricks &amp; Vicki Henry of The Color of Reason - Women's Community Council. We discussed the organization and what they do to help young women in the community. We talked about the importance of empowering young women and informing them about domestic violence, sexual harrassment, and standing up for themselves. We also discussed the upcoming Father/Daughter Dance that is returning for the first time since the Pandemic.</p>		

**ISSUES/PROGRAM LIST**  
**WSMW – HD 1 HD 2**  
**GREENSBORO**  
**TRIAD TODAY JAN - MARCH 2024**  
**ALL PROGRAMS AIRED 6:30 AM – 7:00 AM**

<b><u>ISSUES</u></b>	<b><u>DATE</u></b>	<b><u>SUBJECT</u></b>
Media/Entertainment	02/18/2024	I'm Listening

Hollywood has always reflected the changing world around it. But we are at a reflection point, coming off a 6 month strike. Streaming services are on the rise and older business models are falling. We discuss what the future of what the entertainment industry looks like and what it means for what we will see and consume.

Children/The Arts	02/25/2024	Spring Theatre
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Spoke with Erinn Dearth, The Executive Director and Dan Beckmann, The Artistic Director Of Spring Theatre in Winston Salem. We talked about the importance of getting children involved in the arts and the many things that they can do to help a theater production. We talked about community theater and how it can help children grow and become confident, and use those skills to pursue acting or other opportunities. We also talked about the upcoming productions at Spring Theatre and how people can get involved.

Health/Screening	03/10/2024	Colorectal Cancer Alliance
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Spoke with Michael Sapienza, the CEO of the Colorectal Cancer Alliance. March is Colorectal Cancer Awareness Month, and we discussed what the disease is and why it's not talked about as much as many other cancers. We talked about a variety of screening methods and at what age you should start getting screened. There are cultural and financial barriers to getting screened and diagnosed with Colorectal Cancer, and we talked about those and how to break them down. We also discussed available resources for those who have been diagnosed.

Mental Health/Men/Veterans	03/17/2024	I'm Listening
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Talk Away the Dark: How to Have Open and Honest Conversations with Men. Men are less likely to talk about their mental health struggles than women, which is why it's so important to break down stigma and open the door for these conversations. Community and friendships are huge protective factors against suicide. We seek to emphasize the critical role that asking someone directly about suicide plays in suicide prevention and demonstrate how to have supportive conversations with loved ones about mental health and suicide prevention.

**ISSUES/PROGRAM LIST**  
**WSMW – HD 1 HD 2**  
**GREENSBORO**  
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**ALL PROGRAMS AIRED 6:30 AM – 7:00 AM**

**ISSUES**

Community/Service

**DATE**

03/24/2024

**SUBJECT**

Salvation Army

Spoke with Major Andrew Wiley, The Area Commander, And Kayanah Alexander, The Area Communications Director Of The Salvation Army Of Greater Winston Salem. We talked about the Salvation Army, how it was founded, and what the mission is today. We discussed the Boys & Girls Club and how it has grown and changed over the years. We also talked about the upcoming Hands & Hearts Dinner fundraiser, its details, and what they hope to raise and use for the community.