

WEEF 1430 AM & 99.1 FM

4th QUARTER TOP TEN ISSUES REPORT FOR 2022

1. **ECONOMY** (Inflation, cost of living, credit)
2. **HEALTH CARE** (Covid-19, vaccine, insurance coverage, cancer, hospital safety)
3. **PUBLIC SAFETY** (Ukraine War, Covid social distress, crime, environmental hazards)
4. **EDUCATION** (school closings, in home education)
5. **GOVERNMENT** (taxes, federal/state reforms, election concerns, women's rights)
6. **IMMIGRATION** (citizenship, deportation, borders, discrimination)
7. **AGING** (home care safety for elderly, social security, retirement plans)
8. **ENVIROMENT** (pollution, recycling, changing climate, traffic)
9. **TECHNOLOGIES** (privacy issues, cybercrime, costs of being connected)
10. **ARTS/CULTURE** (tolerance. issues, maintaining heritage beliefs, cost of arts)

The above list was compiled by the following methods. Views, opinions by brokers, producers. Letters, Calls and emails from listeners. Staff and management analyst. Local and national news media as well As social media.

This quarter of 2022 held the National midterm elections across the country. The elections seemingly went off without notable allegations of fraud. There were some runoffs and close elections. The surprise that occurred was that there was no red wave as was predicted by many and has been dictated by history how the vote will usually go. With a split house it shows again how closely divided the United States is.

The rise in Covid, flu and RSV amongst the population has the medical community worried about the nearing Holiday season and encourages everyone to update their covid and flu vaccinations.

Cost of living issues are being felt across the country. Food, gas, services, and daily products are seeing the highest of prices in decades. Crime and violence are no longer concerns in just the urban areas, rural less populated areas are experiencing crime at a higher rate.

Polnet feels that the importance of localized programming communicates all the issues mentioned above a local understanding for the benefit of the listener.

Media Tracks located in Des Plaines produces 2 localized programs (RADIO HEALTH JOURNAL and VIEWPOINTS). Both shows are syndicated nationwide and are nationally popular. But being based local, many guests are from local areas and information is of particular interest to this area. While these 2 programs not only fulfill the public issues needs for this period, the programs are of local origin and each program has multiple subjects being covered, just makes this an essential informative source to all our listeners.

Polnet is proud that all programming that originates from our Northbrook facility is locally based in the Chicagoland area. The Chicago Greek Hours as heard on WEEF based out of Morton Grove. K-Radio", the popular long running Korean program on WKTA is in Prospect Heights. The Entertaining and informative multiple Russian programming that airs on WKTA all originate in areas of Northbrook/IWheeling locations.

All these programs produce live news/community programming daily. Our brokers have the ability to inform of events and happenings in the home language of their broadcast. This is one of the reasons why free broadcast local radio is an essential broadcast tool to our specialized listening audience. Many of our producers have web streaming, publications, and direct phone lines so listeners can connect multiple ways with their news source.

Local community institutions still provide many free services and events which we provide information to our audience in a public service announcement form. Sources such as the Northbrook Public Library provide many seminar types of services open to the public as well as the Lake County Health Department will on occasion have free health screenings on various concerns such as high blood pressure and diabetes.

Polnet is always looking to bring the best quality of sound and information to its listeners. Therefore, we encourage listeners to communicate back to us so we can be more informed of their interest, thoughts and concerns, as well as events. Communication is key to our business and to our listeners.

POLNET NORTHBROOK PRODUCER PUBLIC AFFAIR PROGRAMMING
WKTA PRODUCER BROADCAST PUBLIC AFFAIR

K-RADIO (9am-5pm M-F)

Broadcasts Mon-Fri appx 120 minutes of news and talk which covers local and international interest. Topics of economy, immigration, terrorism, health care, education, cultural and international affairs and are discussed daily and at times bilingually to broaden the understanding of the information that is being delivered. Programming is live and can prepare listeners of local alerts such as bad weather, traffic issues and amber alerts.

RUSSIAN PROGRAM "PrimeTime" (7am-9am and 5pm-7pm)

Broadcast 5 days a week days a week. This program dedicates a good portion daily of it's programming to news, politics and community interests. In the near future, WEEF will be able to present a roll sheet of topics and contacts of this program with the assistance of the producer

LA MEGA (VARIOUS TIMES)

In house production featuring Spanish music, News, Community interest of the greater Gurnee Lake County Area. Airs up to date, real time happenings that are concerns of the Hispanic area such as Immigration support and Corona Virus updates such as where testing is being held and where supplies are available. Interviews with community leaders where listeners can obtain support as to food pantries and employment opportunities.

WEEF PRODUCER BROADCAST PUBLIC AFFAIR

.CHICAGO GREEK HOURS – M – F 7:00am to Noon

This morning daily broadcast appx of 60 minutes of news and additional 30 minutes of community and PSA content which covers local and international interest. Topics of economy, immigration, terrorism, health care, education, cultural and international affairs and are discussed on a daily basis. Host Sam Rekoumis has been on the scene since the 80's when he took over the helm of producing duties from George Kafolapoulis. He also publishes a monthly paper with news of all interest.

36.6 - This Russian Health/Medical program is produced by Dr. E. Koles and airs on Saturdays from 10AM to 1PM.

LA MEGA (VARIOUS TIMES)

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WPJX PRODUCER BROADCAST PUBLIC AFFAIR

REBEL RADIO 24/7 programming on WPJX participate in many local charity fundraisers and activities. A regular standard of daily PSA's air on this Heavy Metal program. Every Sunday WPJX airs MEDIA TRACKS programming that is locally produced in Des Plaines. Media Tracks provides 2 programs (RADIO HEALTH JOURNAL and VIEWPOINTS. Both shows are syndicated nationwide and are extremely popular coast to coast. But being locally based, many guests on the programs are from local areas and information is of particular interest to the community of the program's listenership.

WEEF, WKTA AND WPJX also when availability offers, will broadcast up to a minute of PSA product from the AD COUNCIL, IBA and other national and local non-for profits that have importance to the listening community. All stations airs Media Track's Radio Health Journal and Viewpoint

RADIO HEALTH JOURNAL



The Latest In Health, Science & Technology

WEEF SUN 6:00am

WKTA MON 4:30am

WPJX SUN 7:00am

AboutRHJ

Radio Health Journal is an award-winning, contemporary radio magazine focusing on the latest in health, science, and technology. Featuring interviews with renowned medical experts, doctors, scientists, and professors, *Radio Health Journal* has a 25+ year track record of providing you with information you can trust. *Radio Health Journal* is currently airing on over 525 radio stations and available on your favorite podcast platform.

Meet the hosts

Nancy Benson was one of the founding hosts of *Radio Health Journal* when the program debuted in 1992. A former news reporter/anchor for WMAQ radio in Chicago, she has won numerous awards for reporting. Since joining the faculty of the University of Illinois, where she is Professor of Journalism, Benson has also become heavily involved in training journalists internationally. Previously, she worked in Rome as a public affairs consultant with the United Nations World Food Program.

Shel Lustig began his career in informational radio programming at Chicago's NPR affiliate, WBEZ, where he was a longtime host and producer of news magazine programs. At the PIA Radio Network, he produced Health Care and PIA Public Affairs before co-founding MediaTracks Communications, producer of *Radio Health Journal*. Lustig has won awards from organizations as varied as the Corporation for Public Broadcasting, the Education Writers Association and the International Radio Festival of New York.

Meet the producer

Reed Pence has been reporting on medicine since 1983, when he became host/producer of the Associated Press Radio Network's daily health feature. He later joined the PIA Radio Network as a producer of its programs Health Care and PIA Public Affairs. Since 1992, Pence has been host and lead producer of *Radio Health Journal*. He is a winner of numerous national and regional media awards from groups such as the Chicago Headline Club/Society of Professional Journalists, the Board of Directors of National Breast Cancer Awareness Month, MADD, and the National Hearing Conservation Association. Pence is a Kappa Tau Alpha honors graduate of the Medill School of Journalism at Northwestern University.

Program	22-39	Written & Produced	Kristen Farrah, Alex Winton
Air Week	09/25/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	SEGMENT 1: HOW OUR MIND'S NATURAL DEFENSE CAN BE DEADLY FOR SOCIETY	10:51	
	Synopsis: Why are we able to function after mass tragedies? The answer is a defense mechanism in our mind that Dr. Paul Slovic calls the Arithmetic of Compassion. He explains how three components essentially numb our feelings to help us move on after traumatic experiences. Unfortunately, the Arithmetic of Compassion can also influence us to turn our backs on others who are suffering. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Paul Slovic, Professor of Psychology, University of Oregon, President, Decision Research Compliance issues covered: psychology; empathy; compassion; neuroscience; evolution; vulnerable populations; mass tragedy; trauma; genocide; emotions; psychic numbing; war Links for information: https://psychology.uoregon.edu/profile/pslovic/ https://www.decisionresearch.org/ https://www.arithmeticofcompassion.org/ https://twitter.com/paulatdr		
12:41	SPOTBREAK 2: Macys "Hispanic Heritage Month" Discover "Discover Financial Services" OUTCUE: ...terms apply	:30 :29	
13:40	:02 PAUSE FOR LOCAL AVAIL	:02	
13:42	SEGMENT 2: OUR MEMORIES ARE LYING TO US	8:46	
	Synopsis: The Mandela Effect is a phenomenon where large groups of people falsely remember the same information. But how is this possible? Experts discuss the possible causes, as well as how these false memories lead to errors in fields such as education and criminal justice. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Wilma Bainbridge, Assistant Professor, Department of Psychology, University of Chicago; Deepasri Prasad, PhD Candidate, Dartmouth College Compliance issues covered: memory; psychology; vulnerable populations; mandela effect; criminal justice; education; false information; public safety; consumerism; technology Links for information: https://pbs.dartmouth.edu/people/deepasri-prasad https://psyarxiv.com/nzh3s/ https://psychology.uchicago.edu/directory/wilma-bainbridge https://brainbridgelab.uchicago.edu/ https://twitter.com/wilmabainbridge?lang=en		
22:28	SPOTBREAK 3: Procter & Gamble "Mr Clean Magic Eraser" Taco Bell "Taco Bell 2022" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :60	
24:28	Medical Notes & News. Host: Shel Lustig	2:02	
26:30	SPOTBREAK 4: Macys "Hispanic Heritage Month" Liberty Mutual Insurance Co "Liberty Insurance" OUTCUE: ...liberty liberty	:30 :29	
27:29	Program Conclusion	:31	
28:00	TOTAL TIME		

Program	22-40	Written & Produced	Kristen Farrah
Air Week	10/02/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Macys "Hispanic Heritage Month" Autozone "Services Mashup"	OUTCUE: ...group 2021	:30 :30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	SEGMENT 1: PHARMACY DESERTS: THE SHRINKING ACCESS TO HEALTHCARE	12:21	
	Synopsis: Neighborhood pharmacies are closing across the nation, leaving their communities without close access to medication and other healthcare needs. Dr. Walter Mathis has researched pharmacy deserts and how they're affecting local communities. He explains possible solutions to this growing issue. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Walter Mathis, Assistant Professor of Psychiatry, Yale School of Medicine; Justin Macy PharmD, Digital Health Senior Manager, National Association of Boards of Pharmacy Compliance issues covered: pharmacy deserts; pharmacy; healthcare; public health; medical access; food deserts; vulnerable populations; consumerism; corporatization; public transportation; public policy Links for information: https://medicine.yale.edu/profile/walter_mathis/ https://pubmed.ncbi.nlm.nih.gov/35953379/ https://www.linkedin.com/in/justinmacy/ https://safe.pharmacy/		
14.11	SPOTBREAK 2: Procter & Gamble "Tide" Progressive Insurance Co "Progressive"	OUTCUE: ...states or situations	:30 :30
15:11	:02 PAUSE FOR LOCAL AVAIL	:02	
15:13	SEGMENT 2: AN ILLNESS AFFECTING MILLIONS OF UNSUSPECTING PEOPLE – POSSIBLY YOU	7:51	
	Synopsis: Peripheral Artery Disease may not be a household name like stroke or heart attack, but it's just as common. Unfortunately, the lack of awareness means that many patients with PAD catch it too late and end up needing an amputation. Dr. Nick West discusses why public awareness is crucial to saving lives and limbs. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Nick West, Chief Medical Officer, Abbott Laboratories Compliance issues covered: global health emergency; public safety; amputations; excersize; physical health; patient safety; public awareness; disease awareness Links for information: https://www.linkedin.com/in/nick-west-8050a1a0/ https://www.cardiovascular.abbott/us/en/patients/treatments-therapies/peripheral-artery-disease.html https://www.cardiovascular.abbott/us/en/hcp/disease-management/peripheral-artery-disease/clear.html		
23:04	SPOTBREAK 3: Procter & Gamble "Downy" Indeed "Indeed 2022 Upfront" Macys "Hispanic Heritage Month" KFC "Window 6 Campaign"	OUTCUE: ...tax extra	:30 :30 :30 :30
25:04	Medical Notes & News. Host: Shel Lustig	1:22	
26:26	SPOTBREAK 4: Pfizer Consumer Healthcare "Eliquis" Procter & Gamble "King C Gillette"	OUTCUE: ...c gillette	:30 :31
27:27	Program Conclusion	:31	
27:58	TOTAL TIME		

Program	22-41	Written & Produced	Kristen Farrah
Air Week	10/09/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Macys "Hispanic Heritage Month" Wendy's "Breakfast" OUTCUE: ...breakfast hours	:30 :30	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	SEGMENT 1: DISSECTING THE EMERGENCY ROOM: EVERY PATIENT HAS A STORY	12:05	
	Synopsis: As an ER doctor, Jay Baruch wears many hats. He's a healer, listener, traffic director, and so much more during each shift. But in such a chaotic space, how can doctors maximize their time with patients? Baruch explains his beliefs on medicine's moral center and changes that need to be implemented to give patients the best outcomes. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Jay Baruch, Emergency Physician, Professor of Emergency Medicine, Warren Alpert Medical School at Brown University, Author Compliance issues covered: emergency medicine; patient safety; healthcare; pandemic; hospital; consumerism; insurance companies; medical records; creativity; medicine; public health Links for information: https://twitter.com/JBaruchMD?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.jaybaruch.com/ https://vivo.brown.edu/display/jbaruchm		
13:55	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
14:55	:02 PAUSE FOR LOCAL AVAIL	:02	
14:57	SEGMENT 2: A NEW HOPE FOR MEN WITH ADVANCED PROSTATE CANCER	7:28	
	Synopsis: Treatments for metastatic hormone-sensitive prostate cancer have remained the same for seventy years – until now. Scientists have created a medication, called Nubeqa, that pairs with the original treatments and helps lengthen the lifespan of patients. An expert discusses why this is an optimistic time for MHSPC patients. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Neal Shore, Medical Director, Carolina Urologic Research Center, Chief Medical Officer of Urology and Surgical Oncology, Genesis Care US Compliance issues covered: patient safety; prostate cancer; novel treatments; cancer; oncology; gender issues; vulnerable population; radiation; chemotherapy Links for information: https://www.genescare.com/us/our-doctors/dr-neal-d-shore https://atlanticurologyclinics.com/physicians/neal-shore/ https://www.nubeqa-us.com/		
22:25	SPOTBREAK 3: Progressive Insurance Co "Progressive" Procter & Gamble "Swiffer" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :60	
24:25	Medical Notes & News. Host: Shel Lustig	2:00	
26:25	SPOTBREAK 4: Macys "Hispanic Heritage Month" KFC "Window 6 Campaign" OUTCUE: ...tax extra	:30 :31	
27:26	Program Conclusion	:31	
27:57	TOTAL TIME		

Program	22-42	Written & Produced	Kristen Farrah
Air Week	10/16/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...the facts dot com	:59	
1:47	:02 PAUSE FOR LOCAL AVAIL	:02	
1:49	SEGMENT 1: THE CONDITION THAT EXPERTS SAY IS SEVERELY UNDERDIAGNOSED	10:52	
	Synopsis: Our upper and lower body movements are connected by two small joints called the SI joint. Any changes in this joint can cause severe pain and restricted mobility. Unfortunately, SI Joint Dysfunction is extremely hard to diagnose. An expert explains the difficulties in diagnosing and how the dysfunction can be fixed using regenerative medicine. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Niteesh Bharara, Director of Regenerative Medicine, Virginia Spine Institute; Kathryn Butterfield, Diagnosed with SI Joint Dysfunction Compliance issues covered: regenerative medicine; back pain; stem cell therapy; chronic condition; patient safety; consumerism; vulnerable populations; public health; chronic pain; joint dysfunction Links for information: https://www.spinemd.com/our-team/physicians/dr-niteesh-bharara https://www.instagram.com/doctor_bharara/?hl=en		
12:41	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
13:41	:02 PAUSE FOR LOCAL AVAIL	:02	
13:43	SEGMENT 2: WHY WE NEED TO HAVE BETTER DISCUSSIONS AROUND MALE INFERTILITY	9:14	
	Synopsis: Did you know that men are just as affected by infertility as women? Yet, society tends to focus on female infertility more commonly. Because of the lack of discussion, many men wait too long to seek help for fertility issues. Dr. Scott Lundy, a urologist at the Cleveland Clinic, discusses different causes of male infertility and common treatment options men may not know about. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Scott Lundy, Urologist, Glickman Urological and Kidney Institute at the Cleveland Clinic Compliance issues covered: fertility; male infertility; men's health; reproduction; assisted reproduction; lifestyle changes; public awareness; public health; reproductive technology Links for information: https://my.clevelandclinic.org/staff/28398-scott-lundy https://resolve.org/ https://twitter.com/scottlundymdphd?lang=en https://www.urologyhealth.org/urology-a-z/m/male-infertility		
22:57	SPOTBREAK 3: Discover Products Inc "Discover Card Brand" KFC "Window 6 Campaign" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :60	
24:57	Medical Notes & News. Host: Shel Lustig	1:28	
26:25	SPOTBREAK 4: Ebay "Ebay Parts & Accessories" Procter & Gamble "Oral B" OUTCUE: ...come and get it	:30 :30	
27:25	Program Conclusion	:31	
27:56	TOTAL TIME		

Program	22-43	Written & Produced	Kristen Farrah
Air Week	10/23/22	Production Manager	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: "FIELD IN CRISIS": DOCTORS NEED 26.7 HOURS IN A DAY TO CARE FOR PATIENTS	11:12
	Synopsis: Primary care physicians have been experiencing a shortage in recent years. Couple that with a demanding patient load and it's no surprise that both doctors and patients are feeling slighted. Experts discuss the systemic changes needed to turn the field around. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Russ Phillips, Primary Care Physician, Director, Harvard Medical School Center for Primary Care; Dr. Justin Porter, Primary Care Physician, Assistant Professor of Medicine, University of Chicago Compliance issues covered: primary care; physician shortage; multidisciplinary care; fee-for-service; value-based care; patient health; public health; consumerism; education Links for information: https://www.uchicagomedicine.org/find-a-physician/physician/justin-porter https://link.springer.com/article/10.1007/s11606-022-07707-x https://primarycare.hms.harvard.edu/faculty-staff/russ-phillips	
13:02	SPOTBREAK 2: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
14:02	:02 PAUSE FOR LOCAL AVAIL	:02
14:04	SEGMENT 2: CAN DREAMS DEEPEN OUR UNDERSTANDING OF MENTAL ILLNESS?	8:28
	Synopsis: Even with a growing awareness of mental health, researchers say our compassion for those with mental illness hasn't improved. Dr. Melanie Rosen, an assistant professor of philosophy, thinks the lack of societal empathy could be fixed in our sleep. She explains how the delusional nature of dreams could help us better understand the daily lives of those with mental illnesses, such as schizophrenia. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Melanie Rosen, Assistant Professor of Philosophy, Trent University Compliance issues covered: dreams; sleep; mental health; mental illness; virtual reality; delusions; public health; mental health awareness; empathy; neuroscience Links for information: https://www.trentu.ca/philosophy/faculty-research/melanie-rosen https://www.youtube.com/watch?v=i40-x3Tp8Z0 https://journals.ub.uni-heidelberg.de/index.php/IJoDR/article/view/83147	
22:32	SPOTBREAK 3: Macy's "Breast Cancer Awareness" Procter & Gamble "Gain" Wendy's "Wendy's Value" Progressive Insurance Co "Progressive" OUTCUE: ...all agents	:30 :30 :30 :30
24:32	Medical Notes & News. Host: Shel Lustig	1:57
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

Program	22-44	Written & Produced	Kristen Farrah
Air Week	10/30/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:59	
1:47	:02 PAUSE FOR LOCAL AVAIL	:02	
1:49	SEGMENT 1: THE CONVERSATION AROUND STILLBIRTH THAT'S LONG OVERDUE	12:22	
	Synopsis: Elizabeth O'Donnell experienced a stillbirth in 2020. Through her grief, she created Aaliyah in Action, a non-profit that helps women in similar situations, in honor of her daughter. She believes stillbirth prevention needs to be a public conversation – one that can save thousands of babies. Host: Reed Pence. Producer: Kristen Farrah. Guests: Elizabeth O'Donnell, Founder, Aaliyah in Action; Dr. Neil Mandsager, Maternal Fetal Medicine Physician, Director of Obstetrician, MercyOne Des Moines Medical Center, Medical Adviser, Count the Kicks Compliance issues covered: stillbirth; stillbirth prevention; pregnancy; children at risk; vulnerable populations; education; non-profit; legislation; consumerism; public health Links for information: https://www.aaliyahinaction.org/meet-the-founder-elizabeth https://twitter.com/neilmandsager?lang=en https://www.instagram.com/aaliyahinaction/?hl=en https://countthekicks.org/ https://www.mercyone.org/desmoines/provider/neil-mandsager-md-maternal-and-fetal-medicine https://twitter.com/aaliyahinaction?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor		
14:11	SPOTBREAK 2: Macy's "Breast Cancer Awareness" Procter & Gamble "Oral B" OUTCUE: ...come and get it	:30 :30	
15:11	:02 PAUSE FOR LOCAL AVAIL	:02	
15:13	SEGMENT 2: HOW SLEEP RESEARCH IS IMPROVING COMMUNICATION TECHNOLOGY	7:35	
	Synopsis: Even after decades of research, much of the human brain remains a mystery. In an effort to progress communication technology for the physically disabled, Dr. Daniel Rubin, a neurologist, is working to uncover some of the questions around sleep. He explains his groundbreaking findings and sheds light on the future of bridging our brains with technology for instantaneous communication. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Daniel Rubin, Neurologist, Massachusetts General Hospital, Instructor, Harvard Medical School Compliance issues covered: public health; communication; consumerism; sleep; neurology; neuroscience; physically disabled; memory; technology Links for information: https://www.massgeneral.org/doctors/20938/daniel-rubin https://mobile.twitter.com/dbrubin https://www.braingate.org/team/dan-rubin-md-phd/ https://www.jneurosci.org/content/42/25/5007		
22:48	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60 :60	
24:48	Medical Notes & News. Host: Shel Lustig	1:41	
26:29	SPOTBREAK 4: Macy's "Breast Cancer Awareness" Procter & Gamble "Vicks Quils" OUTCUE: ...use as directed	:30 :30	
27:29	Program Conclusion	:30	
27:59	TOTAL TIME		

Program	22-45	Written & Produced	Kristen Farrah & Polly Hansen
Air Week	11/06/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Prevnar" OUTCUE: ...with prevnar twenty	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	SEGMENT 1: HAVE WE RELIED TOO MUCH ON HEALTHCARE?	13:04	
	Synopsis: Hospitals are a foundational part of our health, but Dr. Michael Stein, a primary care physician, believes we may be depending too much on medicine. He explains the difference between healthcare and public health, arguing that we should pay more attention to preventing conditions before they occur. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Michael Stein, Primary Care Physician, Professor, Boston University School of Public Health; Dr. Franchell Hamilton, Bariatric Surgeon, Obesity Weight loss Specialist, Founder, NeuroSwitch Weight Loss Compliance issues covered: public health; healthcare; preventive medicine; politics; public policy; vulnerable populations; hunger crisis; housing crisis; consumerism; nutrition; health Links for information: https://www.bu.edu/sph/profile/michael-stein/ https://twitter.com/mdsteinmd https://www.michaelsteinbooks.com/ https://neuroswitchweightloss.com/ https://drfhamilton.com/ https://www.instagram.com/dr.fhamilton/?hl=en https://twitter.com/drfhamilton?lang=en https://health.gov/our-work/nutrition-physical-activity/white-house-conference-hunger-nutrition-and-health		
14:54	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
15:54	:02 PAUSE FOR LOCAL AVAIL	:02	
15:56	SEGMENT 2: HOW ORDINARY PEOPLE BECAME AMERICA'S FIRST PARAMEDICS	7:10	
	Synopsis: In 1966, Americans were more likely to die from a car crash than soldiers in the Vietnam War. Most people needing emergency assistance were carried to the hospital in the back of a police car. In his new book, Kevin Hazzard uncovers how our modern-day paramedics came to be. Host: Nancy Benson. Producer: Polly Hanson. Guests: Kevin Hazzard, Paramedic, Author, American Sirens, The Incredible Story of The Black Men Who Became America's First Paramedics Compliance issues covered: paramedic; ambulance; public health; race; healthcare; vulnerable populations; consumerism; patient safety; life expectancy Links for information: https://www.kevinhazzard.com/ https://twitter.com/goes_by_hazzard		
23:06	SPOTBREAK 3: Macys "Big Brothers and Sisters" :30		
	Procter & Gamble "Olay Body" :28		
	Pfizer Consumer Healthcare "Prevnar" OUTCUE: ...with Prevnar twenty :60		
25:04	Medical Notes & News. Host: Shel Lustig	1:23	
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
27:27	Program Conclusion	:30	
27:57	TOTAL TIME		

Program	22-46	Written & Produced	Kristen Farrah
Air Week	11/13/22	Production Manager	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: ANTIBIOTICS: THE GROWING HEALTH CRISIS WE'RE NOT TALKING ABOUT, PART 1	11:01
	<p>Synopsis: People around the world have heavily relied on antibiotics to fight off infections for decades. Unfortunately, this dependency has created a global resistance to some of the drugs, leading to the deaths of more than one million people in 2019. Dr. John McKillip discusses the overuse, overprescribed, and misprescribed issues that, if left unchecked, could result in up to ten million deaths each year due to antibiotic resistance.</p> <p>Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. John McKillip, Professor of Microbiology, Ball State University; Milan Patel, CEO and Co-Founder, PathogenDx</p> <p>Compliance issues covered: antibiotics; antibiotic resistance; public health; public health crisis; patient safety; global crisis; biotechnology; overprescribing; genetics; bacteria; pharmaceutical industry</p> <p>Links for information: https://www.bsu.edu/academics/collegesanddepartments/biology/about/faculty-staff/biofaculty/mckillipjohn https://twitter.com/pathogendx https://link.springer.com/article/10.1007/s11756-021-00697-x https://pathogendx.com/about/executive-team/</p>	
12:51	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
13:51	:02 PAUSE FOR LOCAL AVAIL	:02
13:53	SEGMENT 2: HOW TO OVERCOME YOUR MENTAL BLOCKS TO REACH SUCCESS	8:36
	<p>Synopsis: Mental toughness is usually a term reserved for athletes. However, Dr. Haley Perlus, an expert in performance psychology, explains why it's so important for everyone to work on their mental fortitude. Perlus joins us this week to offer tips on how to work past those mental blocks and achieve your goals.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Haley Perlus; Author, Public Speaker, Doctor of Sport and Performance Psychology</p> <p>Compliance issues covered: mental health; mental toughness; athletics; neurology; public health; goal setting; relationships; strength; mindset</p> <p>Links for information: https://drhaleyperlus.com/ https://twitter.com/sportpsychology?lang=en https://www.youtube.com/channel/UC8cH78p4ZaR_F-S7iLSE0PQ</p>	
22:29	SPOTBREAK 3: Macys "Big Brothers and Sisters" :30	
	Pfizer Consumer Healthcare "Paxlovid" :30	
	Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com :60	
24:29	Medical Notes & News. Host: Shel Lustig	2:00
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

Program	22-47	Written & Produced	Kristen Farrah
Air Week	11/20/22	Production Manager	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: HAS HEALTHCARE LET DOWN THE MEN AND WOMEN WHO SERVED OUR COUNTRY?	11:44
	Synopsis: Suzanne Gordon's new book "Our Veterans" explores the question: have we failed our service members? Though the VA Healthcare system is a great resource, too many veterans are unable to access it. Gordon exposes our society's insufficient care for the men and women who've served our country and offers solutions to help right these wrongs. Host: Reed Pence. Producer: Kristen Farrah. Guests: Suzanne Gordon, Journalist, Senior Policy Analyst, Veterans Healthcare Policy Institute, Author, Our Veterans: Winners, Losers, Friends, and Enemies on the New Terrain of Veterans Affairs; Dr. Edgardo Padin-Rivera, Retired Clinical Psychologist, Vietnam War Veteran Compliance issues covered: veterans; veterans affairs; sexual assault; military; army; combat; Vietnam war; vulnerable populations; government; healthcare; chronic conditions; PTSD; trauma; suicide Links for information: https://suzannegordon.com/ https://www.dukeupress.edu/our-veterans https://www.va.gov/health-care/ https://www.va.gov/health/ https://www.sapr.mil/ https://www.hospicewr.org/Western-Reserve-CareLink/February-2016/Post-Traumatic-Stress-at-the-End-of-Life	
13:34	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
13:34	:02 PAUSE FOR LOCAL AVAIL	:02
13:36	SEGMENT 2: ANTIBIOTICS PART 2: WE ARE WHAT WE EAT	8:53
	Synopsis: In this continuation of last week's antibiotic segment, we explore the prevalence of drug use within animal agriculture. Two-thirds of the yearly antibiotic supply are consumed by this industry. What's the impact to people who ultimately eat these antibiotic-ridden meat, dairy, and produce products? Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Laurel Redding, Assistant Professor of Epidemiology, University of Pennsylvania School of Veterinary Medicine Compliance issues covered: antibiotics; agriculture; global crisis; antibiotic resistance; animal agriculture; public health; federal regulations; veterinary medicine; meat industry; dairy industry Links for information: https://www.med.upenn.edu/apps/faculty/index.php/g5455356/p8127742 https://www.linkedin.com/in/laurel-redding-b510873/ https://ehp.niehs.nih.gov/doi/full/10.1289/EHP7327	
22:29	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Procter & Gamble "Downy" Progressive Insurance Co "Progressive" OUTCUE: ...states or situations	:60 :30 :30
24:29	Medical Notes & News. Host: Shel Lustig	1:58
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:59
27:26	Program Conclusion	:31
27:57	TOTAL TIME	

Program	22-48	Written & Produced	Kristen Farrah
Air Week	11/27/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	SEGMENT 1: GUT FEELING: THE TRILLIONS OF BACTERIA IN CHARGE OF OUR IMMUNE SYSTEM	11:53	
	Synopsis: Trillions of bacteria live in our gut, creating an intricate system called the 'gut microbiome.' Dr. Robynne Chutkan, a gastroenterologist, explains how this network is a crucial component to our immune system. She also offers step-by-step guidance on how to strengthen your own microbiome. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Robynne Chutkan, Gastroenterologist, Digestive Center for Wellness, Author, The Anti-Viral Gut: Tackling Pathogens From The Inside Out Compliance issues covered: public health; diet; gut microbiome; bacteria; immune system; gastroenterology; nature; plant fiber; supplements; antibiotics; consumerism; digestion; autoimmune disease; allergies; cancer Links for information: https://robynnechutkan.com/ https://robynnechutkan.com/anti-viral-gut-master-class/ https://www.instagram.com/gutbliss/?hl=en https://www.youtube.com/channel/UC-NRgtMBH9ps1CGjfaP607A https://twitter.com/drchutkan?lang=en		
13:43	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
14:43	:02 PAUSE FOR LOCAL AVAIL	:02	
14:45	SEGMENT 2: "LOVE THE PERSON, HATE THEIR BEHAVIOR" SUPPORTING AN ADDICT	8:11	
	Synopsis: Addiction doesn't just affect one person; it can tear entire families apart. But how can you convince a loved one to get help, and is there a way to support them without enabling the addiction? An expert discusses the steps families can take to fight against substance use addiction. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Judy Mandel, Author, White Flag; Mike Gimbel, Drug Abuse Expert, Host, Straight Talk Compliance issues covered: drug abuse; addiction; homelessness; consumerism; drug epidemic; vulnerable populations; harm reduction; intervention; family issues; addiction resources; substance use disorder Links for information: https://judymandel.com/ https://judymandel.com/books/white-flag-book/#buy https://twitter.com/judymandel https://www.instagram.com/mandeljudy/ https://www.linkedin.com/in/mike-gimbel-a6b57b65/ https://twitter.com/gimbel_mike https://harfordtv.org/hcn_program/straight-talk/		
22:56	SPOTBREAK 3: Macy's "Big Brothers and Sisters" :30 Pfizer Consumer Healthcare "Paxlovid" :30 Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite :61		
24:57	Medical Notes & News. Host: Shel Lustig	1:31	
26:28	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
27:28	Program Conclusion	:31	
27:59	TOTAL TIME		

Program	22-49	Written & Produced	Kristen Farrah, Polly Hansen
Air Week	12/04/22	Production Manager	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: HOW 'LONG COVID' HAS BROUGHT ATTENTION TO A NEGLECTED ILLNESS	10:33
	Synopsis: Myalgic encephalomyelitis/chronic fatigue syndrome has long been a condition surrounded by doubt in the medical community. How could someone be completely exhausted from doing a crossword puzzle? Dr. Lucinda Bateman, an ME/CFS expert, explains the mental and physical toll that plagues the people who suffer from this condition. Host: Reed Pence. Producer: Polly Hansen. Guests: Dr. Lucinda Bateman, Founder and Medical Director, Bateman Horne Center, ME/CFS Expert; Dr. Walter Koroshetz, Director of the National Institute of Neurological Disorders and Stroke, NIH; Ann McDonald, Diagnosed with ME/CFS Compliance issues covered: public health; long covid; covid; epidemic; vulnerable populations; exhaustion; chronic conditions; disabilities; health care; infectious diseases; vaccinations Links for information: https://twitter.com/oncnursestl?lang=en https://batemanhornecenter.org/ https://batemanhornecenter.org/about/staff/lucinda-bateman/ https://twitter.com/lbatemanmd?lang=en https://www.ninds.nih.gov/about-ninds/who-we-are/staff-directory/walter-koroshetz https://twitter.com/NINDSdirector?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor	
12:23	SPOTBREAK 2: Macy's "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" OUTCUE: ...sponsored by pfizer	:30 :30
13:23	:02 PAUSE FOR LOCAL AVAIL	:02
13:25	SEGMENT 2: CHRONIC HEARTBURN ISN'T NORMAL -- IT CAN CAUSE MORE HARM THAN SMOKING	8:50
	Synopsis: Acid reflux may seem like just an annoying condition, but when it becomes extreme, developing into GERD, it can create permanent damage. In fact, ignoring your acid reflux can lead to esophageal cancer. Dr. Samir Patel details how to properly treat your heartburn before it becomes a serious issue. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Samir Patel, Surgeon, AtlantiCare Compliance issues covered: GERD; acid reflux; cancer; heartburn; obesity; stomach issues; gastroenterology; vulnerable populations; diet; pregnancy; chronic conditions Links for information: https://providers.atlanticare.org/provider/Samir+M+Patel/1162507 https://www.mayoclinic.org/diseases-conditions/gerd/symptoms-causes/syc-20361940#:~:text=Gastroesophageal%20reflux%20disease%20(GERD)%20occurs,reflux%20from%20time%20to%20time.	
22:15	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60 :60
24:15	Medical Notes & News. Host: Shel Lustig	2:12
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
27:27	Program Conclusion	:31
27:58	TOTAL TIME	

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Program	22-50	Written & Produced	Kristen Farrah
Air Week	12/11/22	Production Manager	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: BEING SELFISH IS SOMETIMES THE HEALTHIEST OPTION	11:29
	<p>Synopsis: We're taught from a young age to always share and be kind, but Dr. Scott Kaufman thinks that's not always the right thing to do. His new research looks at the idea of 'healthy selfishness' – taking care of yourself before focusing on helping others. He discusses the different forms of selfishness and why setting boundaries can be the best way to grow a relationship.</p> <p>Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Scott Kaufman, Cognitive Scientist, Humanistic Psychologist, Associate Professor, Columbia University, Host, The Psychology Podcast; Dr. Peter Loper, Assistant Professor of Pediatrics and Psychology, University of South Carolina School of Medicine</p> <p>Compliance issues covered: psychology; kindness; selfishness; boundaries; therapy; relationships; healthy selfishness; narcissism; pathological altruism</p> <p>Links for information: https://scottbarrykaufman.com/ https://www.instagram.com/scottbarrykaufman/?hl=en https://twitter.com/sbkaufman?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.peteloper.com/about https://sc.edu/study/colleges_schools/medicine/about_the_school/faculty-staff/loper_peter.php</p>	
13:19	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
14:19	:02 PAUSE FOR LOCAL AVAIL	:02
14:21	SEGMENT 2: WHY GETTING STUCK IN A CROWD IS MORE DANGEROUS THAN YOU THINK	8:09
	<p>Synopsis: The recent tragedy in South Korea during Halloween seemed to have come out of nowhere. However, crowd dynamic experts say it was actually the perfect storm for catastrophe. Crowd surges occur when too many people are packed into one place and often results in the death of those unlucky enough to be stuck in the middle. An expert explains what happens during a crowd surge and how to stay safe in the middle of large gatherings.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. William H Warren, Chancellor's Professor of Cognitive, Linguistic, and Psychological Sciences, Brown University</p> <p>Compliance issues covered: crowd surges; stampedes; crowd dynamics; mass death; crowd safety; public safety; crowd crush</p> <p>Links for information: https://vivo.brown.edu/display/wwarrenj</p>	
22:30	SPOTBREAK 3: American College of Physicians "National Adult Influenza Week"	:30
	Pfizer Consumer Healthcare "Paxlovid"	:30
	Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
24:30	Medical Notes & News. Host: Shel Lustig	1:58
26:28	SPOTBREAK 4: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
27:28	Program Conclusion	:31
27:59	TOTAL TIME	

Program	22-51	Written & Produced	Kristen Farrah, Reed Pence
Air Week	12/18/22	Production Manager	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: HOME FOR THE HOLIDAYS: WHY ER VISITS SPIKE AROUND CHRISTMAS	12:12
	Synopsis: The holidays are full of traveling, seeing our family, and visits to the emergency room. Whether you live in snowy Colorado or sunny LA, accidents increase during winter. Experts discuss this phenomenon and share tips on how to safely make it through the holidays. Host: Reed Pence. Producer: Reed Pence. Guests: Dr. Christopher Michos, Emergency Medicine Physician, Norwalk Hospital; Dr. Robert Kloner, Chief Science Officer and Scientific Director of Cardiovascular Research, Huntington Medical Research Institute, Professor of Medicine, University of Southern California; Dr. David Phillips, Professor Emeritus of Sociology, University of California at San Diego Compliance issues covered: public health; holidays; death; new years; chronic conditions; patient safety; consumerism; emergency medicine; emergency department; first responders Links for information: https://www.linkedin.com/in/christopher-michos-md-7a99b819/ https://findcare.nuvancehealth.org/provider/Christopher+J.+Michos/1825395 https://www.hmri.org/researchers/robert-a-kloner/ https://keck.usc.edu/faculty-search/robert-alan-kloner/ https://sociology.ucsd.edu/people/faculty/emeritus/david-phillips.html	
14:02	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
15:02	:02 PAUSE FOR LOCAL AVAIL	:02
15:04	SEGMENT 2: ENDING OVERDOSE: MAKING THE ANTIDOTE MORE ACCESSIBLE THAN THE DRUG	7:49
	Synopsis: The National Safety Council reports that opioid overdoses have become the number one cause of death for people age 18 to 45. In an effort to save lives, Theo Krzywicki created the non-profit End Overdose. The organization informs and arms the public with the tools to prevent and reverse opioid overdoses. He explains the signs of an overdose and how to use life-saving devices like Naloxone. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Theo Krzywicki, Founder and CEO, End Overdose Compliance issues covered: overdose; harm reduction; naloxone; paramedics; first responders; opioids; addiction; drug abuse; consumerism; alcohol; overdose prevention Links for information: https://endoverdose.net/our-team/ https://endoverdose.net/ https://www.instagram.com/end.overdose/?hl=en https://www.cdc.gov/stopoverdose/fentanyl/fentanyl-test-strips.html	
22:53	SPOTBREAK 3: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:30 :30 :60
24:53	Medical Notes & News. Host: Shel Lustig	1:32
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
27:25	Program Conclusion	:31
27:56	TOTAL TIME	

Program	22-52	Written & Produced	Kristen Farrah, Reed Pence
Air Week	12/25/22	Production Manager	Jason Dickey
Time	Segment		Dur.
:00	INTRO		:47
:47	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz		:60
1:47	:02 PAUSE FOR LOCAL AVAIL		:02
1:49	SEGMENT 1: TRYING TO FIX THE BIASED LAB TESTING THAT'S COST COUNTLESS LIVES		12:05
	Synopsis: If left untreated, kidney disease can eventually lead to death -- which is why early testing is so important. However, the main test has historically had different threshold requirements based on race, which has led to lower diagnosing rates and higher death rates from the condition in people of color. Experts dissect how a new testing equation will help even the scales and give accurate results for all patients. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. La'Tonzia Adams, MS, FCAP, Pathologist, VA Portland Health Care System; Dr. Jonathan Genzen, FCAP, Chief Medical Officer, ARUP Laboratories, Professor of Clinical Pathology, University of Utah Compliance issues covered: kidney disease; race issues; racial inequality; public health; lab testing; consumerism; vulnerable populations Links for information: https://twitter.com/drpathadams https://www.driatonziamd.com/ https://www.aruplab.com/experts/genzen https://healthcare.utah.edu/fad/mddetail.php?physicianID=u0865746&name=jonathan-robert-genzen		
13:54	SPOTBREAK 2: Pfizer Consumer Healthcare "Pevnar" OUTCUE: ...prevnar twenty		:60
14:54	:02 PAUSE FOR LOCAL AVAIL		:02
14:56	SEGMENT 2: THE DOCTOR THAT CAN ACTUALLY FEEL HIS PATIENTS' PAIN		7:34
	Synopsis: Mirror-touch synesthesia is a sensory processing disorder where a person can feel the sensations of another. As you can imagine, this condition can be an asset for certain people, like Dr. Joel Salinas. He's a neurologist who can diagnose patients just by being able to feel their symptoms in his own body. He explains the condition and what it's like living with his empathy on overdrive. Host: Nancy Benson. Producer: Reed Pence. Guests: Dr. Joel Salinas, Neurologist, Harvard Medical School and Massachusetts General Hospital Department of Neurology Compliance issues covered: synesthesia; neurology; empathy; vulnerable populations; patient safety; sensory issues Links for information: https://joelsalinasmd.com/ https://www.instagram.com/joelsalinasmd/?hl=en https://www.massgeneral.org/neurology/research/salinas-lab-joel-salinas https://www.hsph.harvard.edu/health-happiness/people/joel-salinas-md/		
22:30	SPOTBREAK 3: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz		:30 :30 :60
24:30	Medical Notes & News. Host: Shel Lustig		1:55
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Pevnar" OUTCUE: ...prevnar twenty		:60
27:25	Program Conclusion		:31
27:56	TOTAL TIME		



VIEWPOINTS
RADIO

WEEF SUN 7:00am
WKTA TUES 4:30am
WPJX SUN 6:00am

About Viewpoints

Viewpoints is an entertaining, highly produced, contemporary radio magazine with two major stories weekly. Each week, *Viewpoints* features interviews with guests that have expertise and real-world experience regarding current events, social commentary, entertainment and more. The program is currently airing on over 650 radio stations throughout the country.

Meet the hosts

Marty Peterson

Marty became co-host of *Viewpoints* in 2008 and brings a unique background to the program. After earning a bachelor's degree from Dartmouth College and an MBA from Northwestern University, Marty entered the broadcast field in 2003, and since then has done numerous projects for outlets including National Geographic, The History Channel and the Weather Channel. She also serves on the Women's Board of a variety of non-profit organizations including the Field Museum, the Lincoln Park Zoo, and Northwestern University.

Gary Price

Viewpoints co-host Gary Price is a veteran radio programmer and voice-over talent. He has been the program director of legendary stations such as WOKY Milwaukee and Chicago's WLS-FM, WCFL, WTMX, and WMET, as well as operations director for Infinity's WJJD-WJMK. Recently, Gary has done numerous projects for outlets including the United Nations, NASA, the Smithsonian Institution, and the New York Stock Exchange.



Program Log for Viewpoints Radio

Program	VP 22-40	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	10/02/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive/For Three Taco Bell/Cheesy Friend	:30
	OUTCUE: ...vary tax extra.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: WORKERS ARE FED UP: THE CONTINUING STRIKES & UNIONIZATIONS IN THE U.S.	9:37
	Synopsis: Just last month, the railway industry narrowly averted a strike that would've resulted in more than 100,000 railway workers walking off the job. This dispute over pay, hours and working conditions would've shut down the U.S. railway system, costing billions of dollars in lost revenue from commuter travel and a stall in commodities and goods shipments. Over the past year, headlines covering workers striking or pushing to unionize have become commonplace. What's driving this labor revolt? Stay tuned this week. Host: Gary Price. Guests: Daisy Pitkin, Deputy Organizing Director, Workers United; Maxford Nelsen, Director of Labor Policy, The Freedom Foundation. Links for more info: https://www.workman.com/authors/daisy-pitkin https://twitter.com/maxfordnelsen?lang=en https://news.gallup.com/poll/398303/approval-labor-unions-highest-point-1965.aspx Compliance Issues Covered: Labor Rights, Labor Issues, Wealth Distribution, Equity, Health, Career	
11:24	SPOTBREAK 2&3: Macy's/Hispanic Heritage Round Up Swiffer/Pet Swiffer	:30
	Rocket Mortgage/Quicken Loans Black American Anthem	:30
	OUTCUE: ...member 30-30.	:60
13:24	:02 PAUSE FOR LOCAL AVAIL	:02
13:26	SEGMENT 2: THE POWER OF PHOTOGRAPHY	8:10
	Synopsis: The beauty of a photo is that it freezes a specific moment in history forever. A single snapshot has the power to convey a scene better than words ever could. We speak with author and activist Philip Allen about the role photography and videography played during the Civil Rights Movement and the role it still plays today in capturing racial bias & inequality Host: Marty Peterson. Guest: Philip Allen, activist, author, <i>The Prophetic Lens: The Camera and Black Moral Agency From M-L-K to Damella Frazier</i> . Links for more info: https://www.smithsonianmag.com/smithsonian-institution/emmett-tills-open-casket-funeral-reignited-the-civil-rights-movement-180956483/ https://time.com/4957382/civil-rights-photography-high-museum/ https://www.barnesandnoble.com/w/the-prophetic-lens-phil-allen-jr/1140892044 Compliance Issues Covered: Photography, Art, History, Segregation, Discrimination, Civil Rights	
21:36	SPOTBREAK 4: Macy's/Hispanic Heritage Round Up Gain/Missed Connections	:30
	OUTCUE: ...longer lasting scent.	:30
22:36	VIEWPOINTS EXPLAINED: A ROYAL CROWN	1:46
	Synopsis: The crown jewels are a distinct symbol of the British monarchy. We highlight the history & worth of one piece that was highly visible last month during the funeral procession for Queen Elizabeth II. Host: Ebony McMorris Compliance Issues Covered: History, Culture, Fashion	
24:22	CULTURE CRASH: A REVIEW OF "THE PATIENT"	2:06
	Synopsis: The new Hulu drama series, "The Patient" stars Steve Carrell and Domhnall Gleeson. We review the first few episodes of Season 1. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:28	SPOTBREAK 5: Vicks/Worried About Dad Indeed/Boot Camp	:30
	OUTCUE: ...and conditions apply.	:30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-41	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	10/09/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Hispanic Heritage Round Up Indeed/Skin Care	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE STATE OF JOURNALISM: A NEW, EXPANDING FORMAT	8:38
	Synopsis: Americans are increasingly busy, and there's more content than ever before vying for a piece of their time. In this new landscape, many media are outlets shifting their formats to better compete with social media and Americans' reduced attention spans. Co-founder of Axios Roy Schwartz joins us this week to talk about how everyone, and not just journalists, can use this stylistic change to improve both their writing and presenting. Host: Gary Price. Guest: Roy Schwartz, co-founder, president, Axios, author, <i>Smart Brevity: The Power of Saying More With Less</i> . Links for more info: https://www.axios.com/ https://www.amazon.com/Smart-Brevity-Power-Saying-More/dp/1523516976 Compliance Issues Covered: Journalism, Media, Technology, Writing, Oral Communication, Social Media	
10:25	SPOTBREAK 2&3: Ibrance/Team Cheer Macy's/Hispanic Heritage Round Up Eliquis/I Didn't Wait	:60 :30 :30
12:25	:02 PAUSE FOR LOCAL AVAIL	:02
12:27	SEGMENT 2: PHONE GUIDELINES FOR KIDS	8:22
	Synopsis: It seems like every preteen has their own cellphone these days. Just last week, I saw a kid (possible 9 or 10 years old) walking down the street talking to someone through their smartwatch. Who would've thought? With more young people owning tech at an earlier age, it's important for both parents and kids to sit down from the get-go and talk about how to stay safe online, minimize social media use and more. Host: Marty Peterson. Guest: Catherine Pearlman, licensed social worker, author, <i>First Phone: A Child's Guide to Digital Responsibility, Safety and Etiquette</i> . Links for more info: https://www.consumerreports.org/smartphones/how-to-use-parental-controls-on-a-smartphone-a4120021016/ https://www.internetmatters.org/parental-controls/social-media/instagram/ https://www.tomsguide.com/us/best-parental-control-apps-review-2258.html https://support.apple.com/en-us/HT201304 Compliance Issues Covered: Technology, Parenting, Addiction, Cyber Safety, Child Development	
20:49	SPOTBREAK 4: Ibrance/Stealing Second	:60
21:49	VIEWPOINTS EXPLAINED: CIVIL UNREST IN IRAN	2:02
	Synopsis: Hundreds of thousands of Iranians have taken to the streets in protest in recent weeks following the death of 22-year-old woman, Mahsa Amini. We discuss some of the norms and policies in this Islamic Middle East country and how these tensions have escalated in recent years. Host: Ebony McMorris Compliance Issues Covered: Culture, Law Enforcement, Religion	
23:51	CULTURE CRASH: THE DECLINE OF AMERICA'S FAVORITE PASTTIME	2:33
	Synopsis: More Americans are watching less baseball these days. What changed? We discuss some theories as to why the sport is seeing a downturn. Host: Evan Rook Compliance Issues Covered: TV, Sports, Culture	
26:24	SPOTBREAK 5: Macy's/Hispanic Heritage Round Up Downey/Cycle Beats.	:30 :30
27:24	Program Conclusion	:33
27:57	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-42	Written & Prod.	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	10/16/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: ELECTRIC VEHICLES: REDUCING SKY HIGH COSTS & A LACK OF ACCESSIBILITY	7:05
	<p>Synopsis: The electric vehicle market is booming. Nearly every automaker is pledging to invest in this technology and is rolling out sleek new models with all the bells and whistles. While electric is seen as the future, for many Americans these newer cars are often out of reach because of the hefty price tag. We speak with two experts about this current market and what progress is being made to make EV's more available to all.</p> <p>Host: Gary Price. Guests: Alessandra Carreon, manager, Carbon-Free Mobility Team, Rocky Mountain Institute; Kristin Dzcizek, automotive policy advisor, Federal Reserve Bank of Chicago's Detroit Branch.</p> <p>Links for more info: https://www.npr.org/2022/10/01/1126079120/auto-companies-are-racing-to-meet-an-electric-future-and-transforming-the-workfo https://www.cargroup.org/person/kristin-dzcizek/ https://rmi.org/people/alessandra-r-carreon/ https://www.washingtonpost.com/climate-solutions/2022/08/10/electric-vehicle-ev-ira-credit-bill/ https://www.axios.com/2022/10/05/ev-adoption-loyalty-electric-cars</p> <p>Compliance Issues Covered: Transportation, Clean Technology, Auto Manufacturing, Climate Change, Environmental Policy</p>	
8:52	SPOTBREAK 2&3: GEICO/Walk Up Indeed/Fro Yo Orgovyx/Guitarist OUTCUE: ...effects dot com.	:30 :30 :60
10:52	:02 PAUSE FOR LOCAL AVAIL	:02
10:54	SEGMENT 2: DISCOVERING DEATH: ANSWERS FROM A MORTICIAN	10:54
	<p>Synopsis: What happens if you pass away in the Arctic, or in outer space? How do people in Thailand or India mourn their dead differently than people in the U.S.? We answer these questions and more with the help of mortician Caitlin Doughty.</p> <p>Host: Marty Peterson. Guest: Caitlin Doughty, mortician, author, <i>Will My Cat Eat My Eyeballs? Big Questions from Tiny Mortals About Death</i>.</p> <p>Links for more info: https://www.amazon.com/Will-Cat-Eat-Eyeballs-Questions/dp/039365270X</p> <p>Compliance Issues Covered: Death, Culture, Societal Norms, Career, Grief, History, Literature</p>	
21:48	SPOTBREAK 4: Paxlovid/Act Fast Tide/Tide Aqua OUTCUE: ...terms and conditions.	:30 :30
22:48	VIEWPOINTS EXPLAINED: GOODWILL GOES ONLINE	1:34
	<p>Synopsis: Nonprofit thrift store, Goodwill just launched a new store online called Goodwill Finds. We talk about the new initiative and how proceeds from both in-store and online purchases directly funnel back into helping local communities.</p> <p>Host: Ebony McMorris Compliance Issues Covered: Consumerism, Nonprofit, Online Retail</p>	
24:22	CULTURE CRASH: A NEW LOOK AT DAHMER	2:06
	<p>Synopsis: The recent Netflix series, "Dahmer – Monster: The Jeffrey Dahmer Story" has been met with mixed reviews. We discuss some of the differing opinions on this new true crime series.</p> <p>Host: Evan Rook Compliance Issues Covered: Culture, TV</p>	
26:28	SPOTBREAK 5: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-43	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	10/23/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Orgovyx/Guitarist	OUTCUE: ...effects dot com. :60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: FEEDING MORE MOUTHS MORE SUSTAINABLY	8:13
	Synopsis: Scientists are thinking big to voyage to Mars and one day possibly inhabit the far away planet. One big challenge is building a food production model from the ground up. We speak with one food scientist about how these food systems and people's diets on Mars may look one day and what we can learn from these advancements to improve our current food systems on Earth. Host: Gary Price. Guests: Lenore Newman, food scientist, director, Food and Agriculture Institute, University of the Fraser Valley, British Columbia, Canada, co-author, <i>Dinner on Mars</i> . Links for more info: https://www.amazon.com/Dinner-Mars-Technologies-Transform-Agriculture/dp/1770416625 https://www.ufv.ca/food-agriculture-institute/meet-the-team/lenore-newman.htm Compliance Issues Covered: Space, Food Science, Food Production, Agricultural Innovation, Science, Engineering, Natural Resources	
10:00	SPOTBREAK 2&3: Macy's/Breast Cancer Research	:30
	Oral B/Come and Get It	:30
	Ibrance/Stealing Second	OUTCUE: ...loss of appetite. :60
12:00	:02 PAUSE FOR LOCAL AVAIL	:02
12:02	SEGMENT 2: GETTING ORGANIZED: FINDING THE TIME	9:44
	Synopsis: Constantly crossing off items from your daily or weekly 'To-Do List' but feel like you never actually have time to do the things you really want to do? Acclaimed time management expert Laura Vanderkam joins us this week to share some unique tips on how to get through your mundane tasks quicker and regain more of your time. Host: Marty Peterson. Guest: Laura Vanderkam, time management expert, author, <i>Tranquility By Tuesday</i> . Links for more info: https://www.amazon.com/Tranquility-Tuesday-Ways-Chaos-Matters-ebook/dp/B09Q7SWZRV https://twitter.com/lvanderkam?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues Covered: Organization, Time Management, Career, Relationships, Personal Development, Health, Mental Health	
21:46	SPOTBREAK 4: Orgovyx/Guitarist	OUTCUE: ...effects dot com. :60
22:46	VIEWPOINTS EXPLAINED: A CLEAN RECORD FOR FEDERAL MARIJUANA CHARGES	1:33
	Synopsis: President Biden has wiped out federal marijuana convictions for thousands of Americans. What does this move mean, and what's next? Host: Ebony McMorris	Compliance Issues Covered: Drug Policy, Inequality, Criminal Justice, Law
24:19	CULTURE CRASH: THREE HALLOWEEN HORROR PICKS	2:09
	Synopsis: We highlight three spooky (and very scary) Halloween films that will leave you needing to keep the bedroom light on at night. Host: Evan Rook	Compliance Issues Covered: Culture, Film
26:28	SPOTBREAK 5: Macy's/Breast Cancer Research	:30
	Mr. Clean Magic Eraser/Erase and Sheets	OUTCUE: ...cleaning look easy. :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-44	Written & Prod.	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	10/30/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Orgovyx/Guitarist	OUTCUE: ...effects dot com. :60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: AFRICAN AMERICANS IN WWII	8:29
	<p>Synopsis: More than 1.3 million African Americans served as part of the U.S. military and helped with war efforts during WWII. Yet rarely is this population ever fairly represented in blockbuster movies or TV shows about this era. Matthew Delmont, a history professor at Dartmouth College, joins us this week to shed some light on the contributions of African Americans who stepped up and served despite the discrimination, bias and violence they faced.</p> <p>Host: Gary Price. Guest: Matthew Delmont, professor, history, Dartmouth College, author, <i>Half American: The Epic Story of African Americans Fighting World War II at Home and Abroad</i>.</p> <p>Links for more info: https://history.dartmouth.edu/people/matthew-f-delmont https://twitter.com/mattdelmont https://www.penguinrandomhouse.com/books/624655/half-american-by-matthew-f-delmont/ https://www.nationalww2museum.org/war/topics/african-americans-world-war-ii https://www.history.com/news/black-soldiers-world-war-ii-discrimination</p> <p>Compliance Issues Covered: U.S. History, African American History, War, Race, Inequality, Civil Rights</p>	
10:16	SPOTBREAK 2&3: Macy's/Breast Cancer Research	:30
	Wendy's/Real Song	:30
	Quicken Loans/Black Amer Kitchen	OUTCUE: ...member 30-30. :60
12:16	:02 PAUSE FOR LOCAL AVAIL	:02
12:18	SEGMENT 2: THE FUTURE OF REMOTE WORK	8:55
	<p>Synopsis: Of all job holders in America, 58 percent – or 92 million people – say they have the option to work their positions remotely at least part of the week, according to a recent nationwide survey conducted by consulting firm, McKinsey & Co. Will this way of working continue long term? What are some of the challenges that companies are facing in this still relatively new landscape? We answer these questions and more this week on Viewpoints.</p> <p>Host: Marty Peterson. Guest: Gleb Tsipursky, human resource expert, CEO, Disaster Avoidance Experts.</p> <p>Links for more info: https://www.uc.edu/news/articles/2022/09/the-future-of-work-whats-the-future-of-in-person-work.html https://www.washingtonpost.com/technology/2022/10/21/permanent-remote-work-employees/ https://disasteravoidanceexperts.com/</p> <p>Compliance Issues Covered: Career, Technology, Labor Trends, Hiring, Human Resources, Culture</p>	
21:13	SPOTBREAK 4: Macy's/Breast Cancer Research	:30
	Gillette/Style Master	OUTCUE: ...King C Gillette. :31
22:14	VIEWPOINTS EXPLAINED: A DECLINE IN STANDARDIZED TESTING SCORES	2:00
	<p>Synopsis: The Class of 2022 scored lower on the SAT than any other graduating high school class over the past 30 years. What does this worrying dip in testing scores telling us?</p> <p>Host: Ebony McMorris</p> <p>Compliance Issues Covered: Standardized Testing, Higher Education</p>	
24:14	CULTURE CRASH: AN OVERFLOW OF LEGACY SEQUELS	2:14
	<p>Synopsis: Starting to feel like there's an overflow of superhero releases? Or a constantly new extension to the <i>Star Wars</i> world? We touch on a few picks that, in our opinion, have been overdone.</p> <p>Host: Evan Rook</p> <p>Compliance Issues Covered: Culture, Film</p>	
26:28	SPOTBREAK 5: Orgovyx/Guitarist	OUTCUE: ...effects dot com. :60
27:28	Program Conclusion	:31
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 22-45	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	10/30/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Big Bro Big Sis Wendy's/Real Song	:30 :31
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEGMENT 1: THE HIGHER EDUCATION COST CRISIS: PART 1	8:23
	Synopsis: Student loan debt in the U.S. has burgeoned to 1.7 trillion dollars. And over the past two years, many borrowers have paused on paying these loans because the government paused on payment deadlines due to the COVID-19 pandemic. Last month, Biden's administration vowed to cancel \$10,000 of student loan debt for the average borrower and up to \$20,000 for Pell Grant recipients. We highlight what this move achieves (and doesn't) and what solutions are needed to solve this problem long-term. Host: Gary Price. Guest: Sandy Baum, higher education expert, nonresident senior fellow, Center on Education Data and Policy, Urban Institute. Links for more info: https://studentaid.gov/debt-relief/application https://studentaid.gov/manage-loans/forgiveness-cancellation/debt-relief-info https://www.nerdwallet.com/article/loans/student-loans/idr-waiver https://www.urban.org/author/sandy-baum Compliance Issues: Higher Education, Education Policy, Government, Politics, Career, Personal Finance	
10:11	SPOTBREAK 2&3: Quicken Loans/Kitchen Mr Clean/Magic Eraser Erase and Sheets Progressive/Get Off The Phone Comirnaty/Blind Date	:30 :30 :30 :30
12:11	:02 PAUSE FOR LOCAL AVAIL	:02
12:13	SEGMENT 2: NEW YORK: A PEOPLE'S HISTORY	9:15
	Synopsis: New York is America's largest metropolis with a population of more than eight million people. Longtime resident and <i>New York Times</i> journalist, Sam Roberts joins us this week to highlight the stories behind some of the remarkable people who made the Big Apple the innovative and bustling city it is today. Host: Marty Peterson. Guest: Sam Roberts, journalist, <i>The New York Times</i> , author, <i>The New Yorkers: 31 Remarkable People, 400 Years and the Untold Biography of the World's Greatest City</i> . Links for more info: https://www.nytimes.com/2022/10/25/books/review/the-new-yorkers-sam-roberts.html https://twitter.com/samrob12?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: American History, Urban Culture, Geography, Arts, Discrimination, Immigration	
21:28	SPOTBREAK 4: Macy's/Big Bro Big Sis Indeed/Media	:30 :31
22:29	VIEWPOINTS EXPLAINED: AN IMMINENT EARTHQUAKE	1:48
	Synopsis: In late October, a 5.1 magnitude earthquake rattled the San Francisco Bay Area. While this was a relatively small event, scientists are warning that the region could see a much larger quake in coming years. Host: Ebony McMorris Compliance Issues Covered: Natural Disaster, Geography, Public Safety	
24:17	CULTURE CRASH: A RETURN TO T-SWIFT	2:09
	Synopsis: Taylor Swift's new collection titled, <i>Midnights</i> , has created a global frenzy over the last couple of weeks. We dive into this new release and what we like about this cohesive album. Host: Evan Rook Compliance Issues Covered: Culture, Music	
26:26	SPOTBREAK 5: Cologuard/Hiking	:60
27:26	Program Conclusion	:30
27:56	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-46	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	11/13/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Wendy's/Real Song Vicks/Worried About Dad	:30 OUTCUE: ...use as directed.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE HIGHER EDUCATION COST CRISIS: PART 2	8:14
	Synopsis: The average cost of attending a four-year, public college has ballooned to \$27,800 per year. This equates to more than \$110,000 spent to have an undergraduate degree. Even with current financial aid, for millions of students, it's not feasible to dig themselves into lifelong debt. We speak with two higher education experts about what needs to change with financial aid in America. Host: Gary Price. Guests: Mark Kantrowitz, financial aid expert; Sandy Baum, higher education expert, nonresident senior fellow, Center on Education Data and Policy, Urban Institute. Links for more info: https://www.nasfaa.org/issue_brief_double_pel https://studentaid.gov/manage-loans/forgiveness-cancellation/debt-relief-info https://www.nerdwallet.com/article/loans/student-loans/idr-waiver https://www.urban.org/author/sandy-baum Compliance Issues: Higher Education, Debt, Personal Finance, Government Policy, Equality, Equal Access	
10:01	SPOTBREAK 2&3: Macy's/Big Bro Big Sis Tide/Bargain Sketchers/Howie Long	:30 :30 OUTCUE: ...footwear is sold.
12:01	:02 PAUSE FOR LOCAL AVAIL	:02
12:03	SEGMENT 2: EXPLORING THE QUESTIONS THAT HAVE NO RIGHT ANSWER	8:53
	Synopsis: We all want answers to the complicated questions in life, but sometimes just asking the questions are enough to make us think deeply about our lives and our world. We talk to bioethicist Dr. Gregory Stock who's made a living asking questions that sometimes have no hard and fast answers. In all reality, sometimes the process of coming to an answer is often more important than any one answer itself. Host: Marty Peterson. Guest: Dr. Gregory Stock, bioethicist, author of <i>The Book of Questions</i> . Links for more info: https://www.amazon.com/Book-Questions-Revised-Updated/dp/0761177310 Compliance Issues: Philosophy, Communication, Psychology, Ethics, Relationships, Personal Development	
20:56	SPOTBREAK 4: Macy's/Big Bro Big Sis Geico/Kickstart	:30 OUTCUE: ...things you love.
21:56	VIEWPOINTS EXPLAINED: THE FATAL EFFECTS OF CROWD SURGE	2:22
	Synopsis: Last month, more than 150 people died after extreme crowding trapped hundreds of people celebrating Halloween in a popular neighborhood in Seoul, South Korea. We talk about why this phenomenon is so fatal and what to do if you find yourself in an unsafe situation. Host: Ebony McMorris Compliance Issues Covered: Public Safety, Crowd Safety, Health	
24:18	CULTURE CRASH: A PERFECT POST-MEAL HOLIDAY MOVIE	2:10
	Synopsis: There's a lot of films that fit the bill for Halloween and countless for Christmas, but what about Thanksgiving? We offer up a classic rom com that we love but not many movie lovers know about. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:28	SPOTBREAK 5: Orgovyx/Guitarist	:60 OUTCUE: ...effects dot com.
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-47	Written & Prod.	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	11/20/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Orgovyx/Guitarist	OUTCUE: ...effects dot com. :60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: IN PURSUIT OF BETTER SLEEP	9:21
	Synopsis: About 70 million people in the U.S. struggle with sleep. We speak with sleep expert and psychologist Aric Prather about how to fix your sleep problems without relying on sleep aids. Host: Gary Price. Guest: Aric Prather, sleep expert, psychologist, author, <i>The Sleep Prescription: Seven Days to Unlocking Your Best Rest</i> . Links for more info: https://profiles.ucsf.edu/aric.prather https://www.amazon.com/Sleep-Prescription-Seven-Days-Unlocking-ebook/dp/B09RPLPN5V https://www.mayoclinic.org/diseases-conditions/insomnia/in-depth/insomnia-treatment/art-20046677 Compliance Issues: Sleep Health, Psychology, Wellness, Mental Health, Medication, Technology	
11:08	SPOTBREAK 2&3: Ebay/New Driver	:30
	Oral B/Come And Get It	:30
	Geico/Ghouls	:30
	Paxlovid/Act Fast	OUTCUE: ...sponsored by Pfizer. :30
13:08	:02 PAUSE FOR LOCAL AVAIL	:02
13:10	SEGMENT 2: CELEBRITY GOSSIP: ITS EVOLUTION INTO A MULTI-BILLION DOLLAR INDUSTRY	8:30
	Synopsis: Millions of people follow celebrity culture sites, social accounts, and outlets. How did this industry of celebrity news become the billion-dollar machine it is today? We speak with two media experts about its evolution and pros and cons to this form of entertainment. Host: Marty Peterson. Guests: Sharon Marcus, professor, English and Comparative Literature, Columbia University; Frank McAndrew, professor, psychology, Knox College. Links for more info: https://www.vox.com/the-goods/22164190/deuxmoi-instagram-celebrity-gossip https://www.knox.edu/academics/faculty/mcandrew-frank https://english.columbia.edu/content/sharon-marcus Compliance Issues: Media, News, Entertainment, Culture, History, Business, Psychology, Social Media	
21:40	SPOTBREAK 4: Orgovyx/Guitarist	OUTCUE: ...effects dot com. :60
22:40	VIEWPOINTS EXPLAINED: THE MODERN LOTTERY	1:38
	Synopsis: In recent years, there's been several lottery prize winnings that have totaled more than one billion dollars. What factors are feeding into these bigger and bigger lotteries? Host: Ebony McMorris Compliance Issues Covered: Gambling, Business, Culture	
24:18	CULTURE CRASH: AN IRISH DRAMA	2:08
	Synopsis: We review the new movie, "The Banshees of Inisherin" by acclaimed writer and director Martin McDonough. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:28	SPOTBREAK 5: Rocket Mortgage/Quicken Loans	:30
	Paxlovid/Act Fast	OUTCUE: ...sponsored by Pfizer. :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-48	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	11/27/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Viacom/Paramount Paxlovid/Some People Get It	:30
	OUTCUE: ...sponsored by Pfizer.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE 2024 PRESIDENTIAL ELECTION	6:57
	Synopsis: President Donald J. Trump announced his intentions earlier this month to run in the 2024 Presidential Election. With this news making headlines, we go back in American history to uncover some of the stories of previous one-term presidents that preceded Trump. We also highlight how campaigns have evolved and what stands out for modern voters when selecting the next Commander in Chief. Host: Gary Price. Guest: Ronald Gruner, presidential historian, author, <i>We the Presidents: How American Presidents Shaped the Last Century</i> . Links for more info: https://www.amazon.com/We-Presidents-American-Shaped-Century/dp/1737823101 https://www.cnn.com/2022/11/15/politics/trump-2024-presidential-bid https://time.com/6234562/nonconsecutive-terms-president-grover-cleveland-donald-trump/ Compliance Issues: American History, Government, Politics, Culture, Communication, Psychology, Voting	
8:44	SPOTBREAK 2&3: Sketchers/Bob Have Pets	:30
	Macy's/Big Bro Big Sis	:30
	Paxlovid/Act Fast	:30
	Viacom/Paramount	:30
	OUTCUE: ...on Paramount Plus.	
10:44	:02 PAUSE FOR LOCAL AVAIL	:02
10:46	SEGMENT 2: THE MILITARY'S MOST CHALLENGING RECRUITING YEAR YET	10:45
	Synopsis: Recruiting across the military's branches has hit record lows. With the pandemic and overall slowing interest, the military desperately needs to up its numbers as members at its higher rungs begin to retire from service. We speak with military expert, Katherine Kuzminski about what's feeding into less Americans signing up and how the government aims to kickstart interest. Host: Marty Peterson. Guest: Katherine Kuzminski, senior fellow, director, Military Veterans of Society Program, Center for a New American Security. Links for more info: https://www.cnas.org/people/katherine-kuzminski https://recruiting.army.mil/pao/facts_figures/ https://twitter.com/kikuzminski?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Military, Military Recruitment, War, Army, Homeland Security, Culture, Politics	
21:31	SPOTBREAK 4: Macy's/Big Bro Big Sis	:30
	Taco Bell/Taco Bell	:30
	OUTCUE: ...participation which vary.	
22:31	VIEWPOINTS EXPLAINED: GIVING BACK THIS HOLIDAY SEASON	1:36
	Synopsis: We explore the many ways you can give back this holiday, whether it be volunteering your time or donating via Zelle or Apple Pay to organizations like The Salvation Army or Toys for Tots. Host: Ebony McMorris Compliance Issues Covered: Poverty, Technology, Volunteering	
24:07	CULTURE CRASH: A REVIEW OF "DON'T WORRY DARLING"	2:18
	Synopsis: We review the new film "Don't Worry Darling" which boasts an all-star cast starring Florence Pugh, Harry Styles, Olivia Wilde and more. Host: Evan Rook Compliance Issues Covered: Film, Culture	
26:25	SPOTBREAK 5: Paxlovid/Some People Get It	:30
	Viacom/Paramount	:30
	OUTCUE: ...on Paramount Plus.	
27:25	Program Conclusion	:33
27:58	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-49	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	12/04/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Paxlovid/Some People Get It Macy's/Big Bro Big Sis	:30
	OUTCUE: ...com slash purpose.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE RISE & FALL OF GENERAL ELECTRIC	10:36
	Synopsis: General Electric was once valued at 650 billion dollars. For decades, it was globally recognized for its innovation in electric, aviation, healthcare, and financial services. Today, it's a much different story. The company is preparing to split into three separate entities to increase its value and is in the process of downsizing from its large headquarters in Boston. Business expert and author William D. Cohan joins us this week to share the story of General Electric. Host: Gary Price. Guest: William D. Cohan, financial journalist, author, <i>Power Failure: The Rise and Fall of an American Icon</i> . Links for more info: https://www.amazon.com/Power-Failure-Rise-General-Electric/dp/0593084160/ref=sr_1_1?crid=2M2O9RAPH9M9K&keywords=power+failure+william+cohan&qid=1646853567&srefix=power+failure+william+cohan%2Caps%2C184&sr=8-1 Compliance Issues: Business, Leadership, History, Culture, Innovation, Invention	
12:23	SPOTBREAK 2&3: Orgovyx/Guitarist Paxlovid/Some People Get It Taco Bell/Taco Bell	:60 :30 :30
	OUTCUE: ...participation which vary.	
14:23	:02 PAUSE FOR LOCAL AVAIL	:02
14:25	SEGMENT 2: LEARNING TO BAKE FOR THE HOLIDAYS	7:05
	Synopsis: Boozy Pecan, French Silk, Key Lime Pie. The many pie flavors out there are endless – and just because Thanksgiving and all-things pumpkin have passed, doesn't mean an end to holiday sweets. Viewpoints speaks with cookbook author Ken Haedrich about the prevalence of pie in American culture and how anyone – at any skill level – can learn to bake this dish. Host: Marty Peterson. Guest: Ken Haedrich, food writer, cookbook author, <i>Pie Academy</i> . Links for more info: https://thepieacademy.com/recipes-and-videos/ https://www.delish.com/food-news/a42006051/great-british-baking-show-holidays-2022/ Compliance Issues: Culinary Arts, Cooking, Self-Development, Consumer Science, Literature	
21:30	SPOTBREAK 4: Macy's/Big Bro Big Sis Paxlovid/Some People Get It	:30 :31
	OUTCUE: ...sponsored by Pfizer.	
22:31	VIEWPOINTS EXPLAINED: A REBOUNDED AVIATION SECTOR	1:22
	Synopsis: This past summer was a rocky one for many major airlines as they dealt with labor shortages, scheduling snafus and more. As Americans gear up to travel for the holidays once again, will the aviation industry be ready? Host: Ebony McMorris Compliance Issues Covered: Travel, Public Safety, Business, Labor Issues	
23:53	CULTURE CRASH: FEELING FESTIVE WITH SOME CLASSIC TUNES	2:30
	Synopsis: We highlight some of our favorite odes to Christmas that never get old. Host: Evan Rook Compliance Issues Covered: Music, Culture	
26:23	SPOTBREAK 5: Orgovyx/Guitarist	:60
	OUTCUE: ...dot com.	
27:23	Program Conclusion	:32
27:55	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 22-50	Written & Prod.	Amirah Zaveri, Polly Hansen, Ebony McMorris, Evan Rook
Air Week	12/11/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare "Paxlovid" Macys "Big Brothers and Sisters" OUTCUE: ...slash purpose	:30 :31
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEGMENT 1: THE EFFECTS OF EXTREME WEATHER FELT ACROSS THE GLOBE	9:45
	Synopsis: From the Mississippi River's historic low water levels to Pakistan's non-stop flooding, the effects of extreme weather are being felt across the globe. Experts explain the common denominator between these seemingly opposite weather events, and the health and financial toll of natural disasters. Host: Gary Price. Guest: Dr. Colin Phillips, assistant professor of civil and environmental engineering, Utah State University; Dr. Daniel Swain, climate scientist, University of California Los Angeles's Institute of the Environment and Sustainability Links for more info: https://www.ioes.ucla.edu/person/daniel-swain/ https://weatherwest.com/ https://uwrl.usu.edu/people/faculty/philipps-colin https://twitter.com/Weather_West?ref_src=twsrc%5Etfw%7Ctwcamp%5Eembeddedtimeline%7Ctwterm%5Escreen-name%3AWeather_West%7Ctwcon%5Es1_c1 Compliance Issues: Climate Change, Science, Natural Disasters, Engineering, Infrastructure, Innovation	
11:33	SPOTBREAK 2&3: Pfizer Consumer Healthcare "Orgovyx" Pfizer Consumer Healthcare "Paxlovid" Autozone "Services Mashup" OUTCUE: ...autozone dot com	:60 :30 :30
13:33	:02 PAUSE FOR LOCAL AVAIL	:02
13:35	SEGMENT 2: GRIEVING AMIDST THE HOLIDAYS	8:07
	Synopsis: Just because it's the holidays doesn't mean it's a time of joy and happiness for everyone. Millions of Americans during this period struggle to just make it through the commitments, pressure, and difficult memories that these months bring. We speak with psychologist Mary Lamia about how to sit with your emotions, communicate with loved ones and set realistic expectations this month. Host: Marty Peterson. Guest: Mary Lamia, practicing clinical psychologist, professor, Wright Institute. Links for more info: https://marylamia.com/ https://www.wi.edu/psyd-faculty-mary-lamia https://www.psychologytoday.com/us/blog/intense-emotions-and-strong-feelings/202211/grief-holidays-and-sensory-memories Compliance Issues: Psychology, Mental Health, Grief, Loss, Communication, Self-Development, Travel	
21:42	SPOTBREAK 4: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
22:42	VIEWPOINTS EXPLAINED: THE ERUPTION OF MAUNA LOA	1:24
	Synopsis: Mauna Loa is the world's largest active volcano. After a 40-year hiatus, the Hawaiian volcano is erupting once again spewing lava and ash into the air. Host: Ebony McMorris Compliance Issues Covered: Natural Disasters, Public Safety, Environment	
24:06	CULTURE CRASH: A REVIEW OF "THE FABELMANS"	2:21
	Synopsis: We discuss Steven Spielberg's latest film "The Fabelmans" which gives an inside look at the director's journey into moviemaking. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:27	SPOTBREAK 5: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" OUTCUE: ...sponsored by pfizer	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-51	Written & Prod.	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	12/18/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare "Paxlovid" Ebay "Ebay Parts & Accessories" OUTCUE: ...let's ride	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: HOW TO SKIP THE SUGAR WITHOUT GIVING UP DESSERT	8:49
	Synopsis: Many people think leading a healthy lifestyle means giving up sweets, but our two guests today prove them wrong. They explain how you can make easy substitutes when baking that produce decadent desserts without all the calories and sugar. Host: Gary Price. Guests: Elif Yamangil, Blogger, Mini Batch Baker & Plenty Sweet; Jennifer Tyler Lee, Author, Half the Sugar All the Love Links for more info: https://www.pinterest.com/plentysweetblog/ http://minibatchbaker.com/ https://200isplentysweet.wordpress.com/ https://www.instagram.com/elifyamangil/?hl=en https://www.52newfoods.com/ https://www.instagram.com/jennifertyleerlee/?hl=en Compliance Issues: health; cooking; diet; sugar; obesity; exercise; baking	
10:36	SPOTBREAK 2&3: Macys "Big Brothers and Sisters" KFC "Window 8 Campaign" Pfizer Consumer Healthcare "Paxlovid" Geico "2022 Upfront 4 th QTR" OUTCUE: ...geico dot com	:30 :30 :30 :31
12:37	:02 PAUSE FOR LOCAL AVAIL	:02
12:39	SEGMENT 2: IS LIVING IN THE AGE OF THE INTERNET A RIGHT OR PRIVELEDGE?	8:29
	Synopsis: Internet has become a necessity in our lives, but not everyone has access. With serious issues, like politics and education, being discussed almost exclusively online, more and more people are wondering if internet should be free. An expert explains the pros and cons of government-subsidized internet. Host: Marty Peterson. Guest: Dr. Merten Reglitz, Senior Lecturer in Global Ethics, University of Birmingham Links for more info: https://www.affordableconnectivity.gov/ https://www.linkedin.com/in/merten-reglitz-0214593b/?originalSubdomain=uk https://www.birmingham.ac.uk/staff/profiles/philosophy/reglitz-merten.aspx Compliance Issues: internet; government subsidizing; politics; consumerism; capitalism; education	
21:08	SPOTBREAK 4: Skechers "Skechers" OUTCUE: ...footwear are sold	:60
22:08	VIEWPOINTS EXPLAINED: UPRISING IN CHINA	1:46
	Synopsis: In recent weeks, thousands of people across China took to the streets to protest the government's never-ending restrictions around COVID-19. While many countries have eased precautions, China is still upholding its stringent zero-COVID policy. Host: Ebony McMorris Compliance Issues Covered: Culture, Government, Law, Public Health	
23:54	CULTURE CRASH: CAN AUTHORS PREDICT THE FUTURE?	2:33
	Synopsis: Amazon has recruited popular authors to take a stab at creating a Twilight Zone-esq, six-part book series. Host: Evan Rook Compliance Issues Covered: Culture, Fiction	
26:27	SPOTBREAK 5: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" OUTCUE: ...sponsored by Pfizer	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 22-52	Written & Prod.	Amirah Zaveri, Ebony McMorris, Evan Rook
Air Week	12/25/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Paxlovid/Some People Get It GEICO/Ghouls	:30 OUTCUE: ...at GEICO.com
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: GIVING BIRTH BEHIND BARS	7:40
	Synopsis: Dr. Carolyn Sufrin worked for years as an OB/GYN for inmates at a San Francisco Jail. She joins us this week to talk about the challenges pregnant prisoners face and what needs to change to make the prison system more humane, compassionate, and rehabilitation-focused for women in this situation. Host: Gary Price. Guest: Dr. Carolyn Sufrin, medical anthropologist, assistant professor, gynecology & obstetrics, Johns Hopkins University. Links for more info: https://arrwip.org/projects/pregnancy-in-prison-statistics-pips-project/ https://hopkinsmedicalhumanities.org/people/carolyn-sufrin-associate-director/ Compliance Issues: Incarceration, Mental Health, Trauma, Rehabilitation, Healthcare, Women's Issues	
9:27	SPOTBREAK 2&3: Macys/Big Bro Big Sis Taco Bell/Recap Paxlovid/Some People Get It Skechers/Powerful Gift	:30 :30 :30 OUTCUE: ...footwear is sold.
11:27	:02 PAUSE FOR LOCAL AVAIL	:02
11:29	SEGMENT 2: THE FIGHT TO SURVIVE ON THE BRINK OF EXTINCTION	10:29
	Synopsis: Extinction is a normal part of evolution, but the speed at which the Earth is losing species is abnormal. Scientists estimate that today's extinction rate is hundreds, or even thousands, of times higher than the natural progression. It's hard to quantify the exact number of species affected, but experts say it's at least 10,000 species per year that go extinct. What's driving this sped up process and how can humans help more species survive? Host: Marty Peterson. Guest: Michael Webster, professor, practice, Department of Environmental Studies, New York University, author, <i>The Rescue Effect: The Key to Saving Life on Earth</i> . Links for more info: https://www.amazon.com/Rescue-Effect-Saving-Life-Earth/dp/1643261495 https://www.worldwildlife.org/species https://janegoodall.org/our-impact/ https://rhinos.org/ Compliance Issues: Endangered Species, Extinction, Biodiversity, Climate Change, Wildlife Protection	
21:58	SPOTBREAK 4: Macys/Big Bro Big Sis Geico/Walk Up	:30 OUTCUE: ...at Geico.com.
22:58	VIEWPOINTS EXPLAINED: THE 2022 WORD OF THE YEAR	1:23
	Synopsis: "Gaslighting" is this year's top word, according to dictionary giant Merriam-Webster. We explore the meaning of this term and its deep roots in American culture. Host: Ebony McMorris Compliance Issues Covered: Language, Communication, History, Culture, Film	
24:21	CULTURE CRASH: TIM BURTON STRIKES AGAIN	2:05
	Synopsis: The new show, "Wednesday" is topping Netflix charts this season. We explore why this TV spinoff of "The Addams Family" movie is fairing so well with younger audiences. Host: Evan Rook Compliance Issues Covered: Culture, TV	
26:26	SPOTBREAK 5: Paxlovid/Some People Get It Autozone/Fix Finder	:30 OUTCUE: ...let's ride.
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 23-01	Written & Prod.	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	1/1/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: O' Reilly RainX Autozone/Fix Finder	:30
	OUTCUE: ...Zone dot com.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE FALLOUT FROM INDUSTRY MONOPOLIES	10:27
	Synopsis: This past November, thousands of Taylor Swift fans were left frustrated and disappointed after Ticketmaster's platform failed to deliver on general sale tickets for her upcoming tour. We discuss how this recent failure has stirred a larger conversation about the consequences & long-term effects of monopolies. Host: Gary Price. Guests: Diana Moss, president, American Antitrust Institute; Krista Brown, senior policy analyst, American Economic Liberty Project. Links for more info: https://www.huffpost.com/entry/taylor-swift-ticketmaster-lawsuit-again_n_63a5461fe4b0b2e150590efd https://www.senate.gov/senators/senators-contact.htm https://www.house.gov/representatives/find-your-representative#:~:text=If%20you%20know%20who%20your,the%20U.S.%20House%20switchboard%20operator. Compliance Issues: Government Regulation, Politics, Economy, Small Business, Consumer Protection	
12:14	SPOTBREAK 2&3: Taco Bell/Real Star Gain/Missed Connections Autozone/Battery Destination Bounty/Milkshake	:30
	OUTCUE: ...quicker picker upper.	:30
14:14	:02 PAUSE FOR LOCAL AVAIL	:02
14:16	SEGMENT 2: WHO IS GEN-Z?	7:56
	Synopsis: There are more than 68 million young people in the U.S. who makeup Generation Z – that is anyone born between 1997 and 2012. Research shows that this cohort is the most racially and ethnically diverse than any other previous generation and are progressive in their mindsets. On top of this, they're extremely tech-savvy and believe that mental health is equally as important as physical health. Culture expert John Schlimm helps us understand who Gen Z and what impact they'll have on the future world. Host: Marty Peterson. Guest: John Schlimm, researcher, professor, author, <i>What Would Gen-Z Do? Everything You Don't Know About Gen-Z But Should</i> . Links for more info: https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/ https://www.barnesandnoble.com/w/what-would-gen-z-do-john-schlimm/1141059890?ean=9781641707367 https://fivethirtyeight.com/features/how-gen-z-could-transform-american-politics/ Compliance Issues: Culture, Technology, Psychology, Mental Health, Cultural Trends, Social Media	
22:12	SPOTBREAK 4: Vicks/Worried Dad Autozone/Fix Finder	:30
	OUTCUE: ...Zone dot com.	:30
23:12	VIEWPOINTS EXPLAINED: NYE TRADITIONS AROUND THE WORLD	1:10
	Synopsis: We explore how different cultures and countries ring in the New Year. Host: Ebony McMorris Compliance Issues Covered: Global Culture, Traditions, Customs, Diet	
24:22	CULTURE CRASH: 2023 FILM RELEASES	2:05
	Synopsis: We highlight some of the movies we're looking forward to in 2023. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:27	SPOTBREAK 5: Taco Bell/Real Star O' Reilly/Battery Testing	:30
	OUTCUE: ...Reilly Auto Parts.	:30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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PSA – COMMUNITY ANNOUNCEMENTS – ALERT NOTIFICATIONS

As with all multi-language stations, there is a specific and unique audience that is supporting and listening to its airwaves. Our producers know that to keep their listeners “in the know” with events, programs, notifications, seminars, fairs... is a way to connect the audience and return the audience and in return, the audience stays in tune with the program.

All the programs broadcast these entities in the homeland language to make all information clear and timely to its audience.

Polnet Communications LTD, has always supported the PSA venders such as the

AD COUNCIL

IBA

Lake County Health department and Lake County College

Along with other state and local non-for-profits organizations. Usually we are able to provide a 60 seconds spot on top of each hour along with the station legal I.D.

The following are a sample of resources and sources of materials used to provide our PSA and community announcement choices. We also do not manipulate our producers with announcement choices, we feel that they know what is concerning and is of importance to their listenership.

Also during our self produced programming (MUSICLINES) we run several spots of PSA material during these times.



Select a campaign

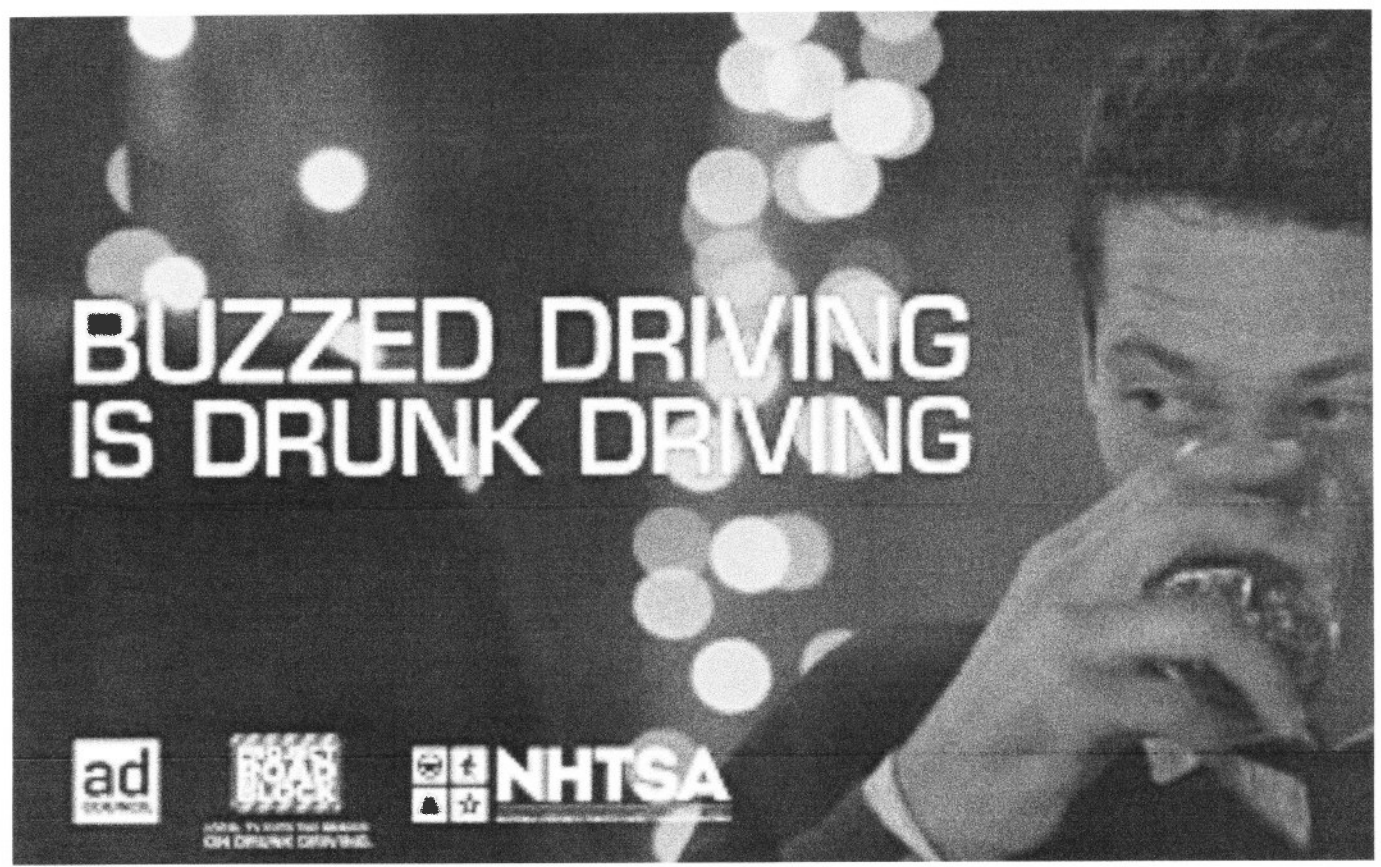
SEE OTHER SEASONAL CAMPAIGNS IN Q4

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NEW PSAS IN Q4



Project Roadblock



Sponsored by TVB, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), and the Ad Council, Project Roadblock highlights the dangers of drinking and driving, subsequently motivating men 21-34 years old to stop driving 'buzzed.'

A new broadcast PSA reminds viewers that they should plan ahead to catch a sober ride and that buzzed driving is drunk driving.

Who to Target: Men ages 21-34

Availability Available now

English TV, Digital

Spanish TV, Digital

[DOWNLOAD ASSETS](#) →



Transforming Hiring & Diversifying Talent

Over 70 million workers in the U.S. are STARs, Skilled Through Alternative Routes rather than a bachelor's degree. STARs face a "paper ceiling" – the invisible barrier that comes at every turn for

**Who to Target:**

Employers – Hiring influencers and decision makers at small, medium, and large businesses in the U.S.

STARs – Rising STARs, the 30 million workers in the U.S. who have the skills to transition to an occupation in the next highest wage category.

Availability Available now

English TV, OOH, Print, Radio, Online Video, Digital, Live Announcer Copy

[DOWNLOAD ASSETS →](#)

**Supporting Pets in Your Community**

The Supporting Pets in Your Community campaign PSAs feature touching stories that demonstrate how even small acts of generosity can help pets and families in your community remain together, where they belong.

Who to Target: Pet owners and pet lovers ages 18-65+



[DOWNLOAD ASSETS →](#)



Suicide Prevention (Teen and Young Adult Mental Health)

Recognizing the need for culturally relevant content and resources for Black and Hispanic/Latine young adults, new Seize the Awkward PSAs reflect the lived experiences of a diverse range of young people. Inspired by the insight that young adults are often surrounded by harmful messages around mental health, "We Can Talk About It" encourages them to counteract these messages by reaching out to friends who may be struggling.

Who to Target: Black and Hispanic/Latine young adults (age 16-24)

Availability TV/video assets available now; digital banners will be made available later in Q4

[DOWNLOAD ASSETS →](#)





Fatherhood Involvement

The DADication documentary details the many ways fathers show up for their children, explores the impact of growing up without a dad, and provides examples of fathers overcoming numerous barriers to being actively involved in their children's lives. A new :60 broadcast PSA will provide a preview to the documentary, highlighting the importance of fatherhood involvement and showing audiences where to watch the full film.

Who to Target: All fathers 18+

Availability Late November

English TV

[DOWNLOAD ASSETS](#) →





Belonging Begins With Us

New Upworthy partnership videos will focus on unique and relatable stories of immigrants and refugees who recently settled in the U.S. These stories will demonstrate and celebrate stories of belonging, where communities are coming together to welcome new neighbors and are working together to thrive.

Who to Target: Conflicted Skeptics and Potential Helpers (custom campaign audiences)

Availability Rolling basis throughout Q4

English Online Video

[DOWNLOAD ASSETS](#) →

NEW CAMPAIGN: YOUTH FENTANYL AWARENESS



Real Deal On Fentanyl



used to make fake prescription pills.

Real Deal On Fentanyl was created to educate young people on the dangers & prevalence of fentanyl. Share PSAs to encourage young people to get the facts on fentanyl.

Who to Target:

Youth ages 13-24, parents of youth aged 13-24

Availability:

Launched 10/17. Final youth assets available 11/2. Final parent assets available mid-November.

English TV, Radio, Digital, Online Video

OCTOBER – START OF FLU SEASON



Flu Vaccination

Up to 41 million Americans get sick with flu each year. For vulnerable people, there can be severe outcomes. With experts warning that this flu season may be the worst in recent years, there is heightened urgency. New PSAs will feature FAQs on flu, encouraging everyone aged 6 months+ to get their annual flu shot.

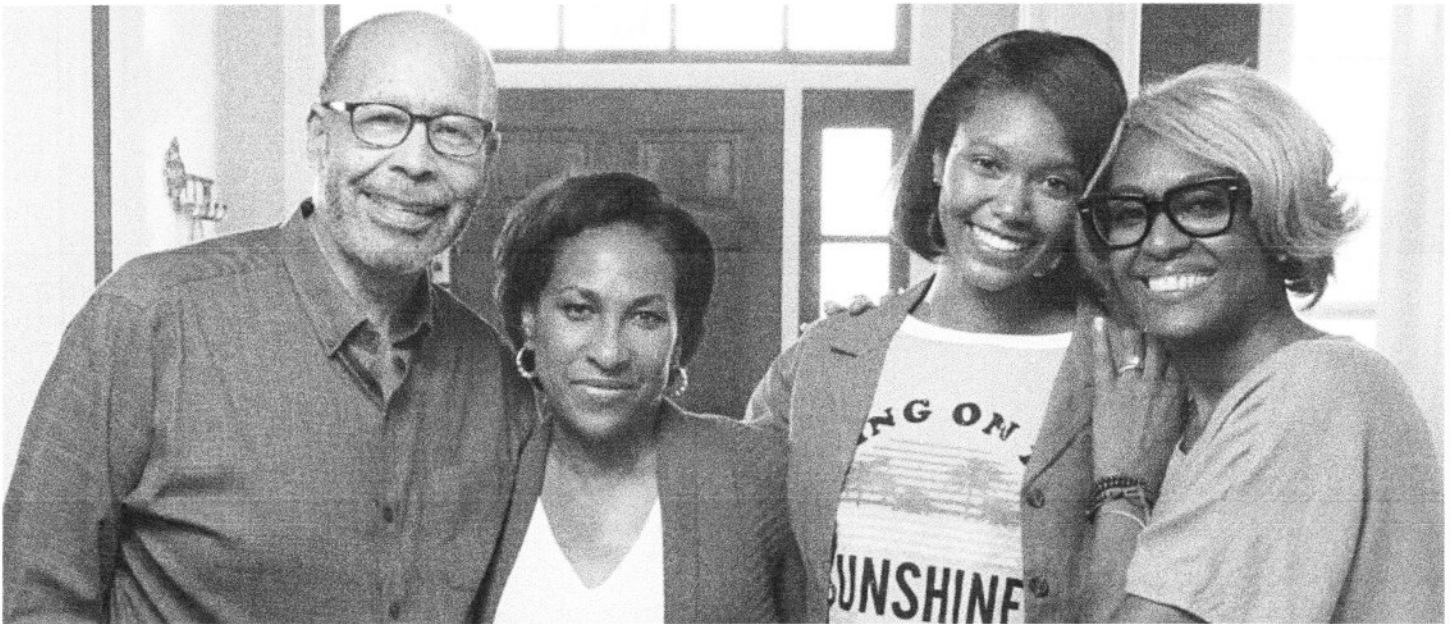


Availability: Previous assets now available. New assets available in November.

Spanish TV, OOH, Print, Radio, Digital, Online Video

English TV, OOH, Print, Radio, Digital, Online Video

SEASONAL CAMPAIGN: WINTER WEATHER PREPAREDNESS



Emergency Preparedness

New Legacy + Thread creative communicates with Black Americans to highlight the value of preparedness in their communities through relatable, authentic, and thoughtful visual storytelling.

"Legacy" PSAs encourage Black communities to protect the lives they have built and the legacies they will leave behind through preparation and disaster readiness.

"Thread" PSAs show Black communities that emergency preparedness starts with a conversation and can be as easy as sending a text.

Who to Target: English-speaking parents and caregivers in the Black community



audio descriptions), Digital, and Social available now.

Legacy and Thread OOH plus Thread Print available in Q4.

English TV, OOH, Print, Radio, Online Video, Digital, Live Announcer Copy

Q4 SEASONAL CALENDAR

October

-

FLU SEASON BEGINS

Flu Vaccination



November

-

HOLIDAY SEASON

Ending Hunger



LUNG CANCER AWARENESS MONTH

Lung Cancer Screening



NATIONAL ADOPTION MONTH

Adoption from Foster Care



NATIONAL FAMILY CAREGIVERS MONTH



NATIONAL DIABETES MONTH

Type 2 Diabetes Prevention



VETERANS DAY – NOVEMBER 11

Caregiver Assistance



Gun Safety



December

-

NATIONAL INFLUENZA VACCINATION WEEK – DECEMBER 5-9

Flu Vaccination



DECEMBER 26-31

Project Roadblock



WINTER WEATHER PREPAREDNESS

Emergency Preparedness



NEW YEAR'S EVE – DECEMBER 31

High School Equivalency

