

## **Issues Programs List**

### **Quarterly Issues Programs List**

**Stations: WZOK-FM, WXXQ-FM, WKGL-FM, WROK-AM**

**July 1 through September 30, 2023**

### **Section I. Issues**

The stations have identified the following topics as significant issues facing our community in this quarter:

- A. **Exercise:** The state of Illinois and the state of Wisconsin have a higher obesity rate than the national average with many struggling to take control of their weight. Not everyone has the finances to join a gym and some do not have the space at home to workout. There are alternate ways to help kick start your fitness journey, such as the Slow AF Running Club.
- B. **Cannabis:** Since legalization of recreational cannabis in Illinois, there has been an on-going debate about what it will do to our communities. Understanding its origins may be helpful in this debate.
- C. **Renewable Energy:** More and more Rockford region residents are choosing a renewable energy source with most having solar panels installed on their homes to offset the rising costs of electricity and inflation. But there is a toxic side to solar.
- D. **Poverty:** One in four Americans feel financially secure. 22% of the population here in Rockford live below the poverty line. The poverty rate is approximately 74% higher than the US average and almost 82% higher than the average in the State of Illinois.
- E. **Mental Health:** 27% of Rockford residents report as having a behavioral health disorder – the national average is 20%.

### **Section II. Responsive Programs**

Viewpoints is a 30-minute program that runs on WKGL-FM every Saturday at 6:00 a.m., WROK-AM every Sunday at 10:00 a.m. and WXXQ-FM and WZOK-FM every Sunday at 11:00 p.m.

See attached program log for details.



## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-27	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	7/2/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Downy Rin & Ref Procter Gamble/Metamucil	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: "95 PERCENT LEFT TO DISCOVER": THE PEOPLE TASKED WITH UNCOVERING THE MANY MYSTERIES OF OUR UNIVERSE</b>	7:53
	Synopsis: We speak with Egyptian-American astrophysicist Sarafina El-Badry Nance about her experience earning a PhD in astrophysics. Before specializing in this field, she had to gain a good understanding of math, physics, and astronomy. She openly shares that these subjects never came naturally to her and it took a lot of hard work to get where she is today. Now, she's speaking out about the barrier to entry in these fields and the importance of greater inclusion and opportunities for those who've been historically excluded. Host: Gary Price. Guest: Sarafina El-Badry Nance, astrophysicist, PhD Candidate, University of California-Berkeley, author, <i>Starstruck: A Memoir of Astrophysics and Finding Light in the Dark</i> . Links for more info: <a href="https://www.instagram.com/starstrickensf/?hl=en">https://www.instagram.com/starstrickensf/?hl=en</a> <a href="https://twitter.com/starstrickensf?lang=en">https://twitter.com/starstrickensf?lang=en</a> <a href="https://bookshop.org/p/books/starstruck-a-memoir-of-astrophysics-and-finding-light-in-the-dark-sarafina-el-badry-nance/19082331?ean=9780593186794">https://bookshop.org/p/books/starstruck-a-memoir-of-astrophysics-and-finding-light-in-the-dark-sarafina-el-badry-nance/19082331?ean=9780593186794</a> Compliance Issues: Career, Science, Astrophysics, STEM, Space Exploration, Astronomy, Diversity in Science	
9:40	SPOTBREAK 2&3: Macy's/Reading is Fundamental Procter Gamble/Bounty Procter Gamble/Prilosec Procter Gamble/Always Fem Care	:30 :30 :30 :30
11:40	:02 PAUSE FOR LOCAL AVAIL	:02
11:42	<b>SEG. 2: "YOU NEED TO LOSE WEIGHT OR YOU'RE GOING TO DIE": WHAT ONE MAN DID NEXT</b>	9:36
	Synopsis: When you imagine who's a runner – who do you picture? Most Americans would describe a person who's lean, muscled, and fits into a certain body type category. Martinus Evans, runner, author & founder of the Slow A-F Run Club, is hoping to break this way of thinking. He argues that anyone – at any body size – can be a consistent runner. Evans shares his story of how he got into running and embodies his own mantra as a 300-pound-man who's run eight marathons. Host: Marty Peterson. Guest: Martinus Evans, runner, founder, Slow A-F Run Club, author, <i>Slow A-F Run Club: The Ultimate Guide for Anyone Who Wants to Run</i> . Links for more info: <a href="https://www.instagram.com/300poundsandrunning/?hl=en">https://www.instagram.com/300poundsandrunning/?hl=en</a> <a href="https://twitter.com/300lbsandrunning?lang=en">https://twitter.com/300lbsandrunning?lang=en</a> <a href="https://www.halhgdon.com/training-programs/more-training/beginning-runners-guide/">https://www.halhgdon.com/training-programs/more-training/beginning-runners-guide/</a> <a href="https://www.amazon.com/Slow-AF-Run-Club-Ultimate/dp/0593421728">https://www.amazon.com/Slow-AF-Run-Club-Ultimate/dp/0593421728</a> Compliance Issues: Exercise, Health, Mental Health, Career, Self-Confidence, Body Inclusion, Sports	
21:18	SPOTBREAK 4: Procter Gamble/Tide PGL Procter Gamble/Pepto Bismol	:30 :30
22:18	<b>VIEWPOINTS EXPLAINED: WHAT DOES THE OCEANGATE DISASTER SIGNAL ABOUT EXTREME TOURISM?</b>	1:59
	Synopsis: A couple weeks ago, millions across the world were stuck to news reports focused on the search of the missing submersible vessel, Titan, which had fallen off the radar during its descent down to see the Titanic wreckage. Today, we know that the five passengers onboard the sub died due to a 'catastrophic implosion' onboard. We discuss the lack of regulations in this growing, private industry of extreme tourism. Host: Ebony McMorris Compliance Issues: Exploration, Tourism, Public Safety, Tourism Regulations, Government	
24:17	<b>CULTURE CRASH: A NEW SEASON OF "BLACK MIRROR"</b>	2:07
	Synopsis: We highlight the recent drop of season 6 of the hit Netflix anthology, "Black Mirror". Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:24	SPOTBREAK 5: Macy's Reading is Fundamental Procter Gamble/Mr. Clean Magic Eraser	:30 :30
27:24	Program Conclusion	:31
27:55	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-28	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	7/9/2023	<b>Studio Producer</b>	Jason Dickey

  

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Xeljanz Rheum OUTCUE: ...four four Xeljanz.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: NO TRAVEL PLANS THIS SUMMER? HOW TO MAKE THE MOST OUT OF WHERE YOU ARE ALREADY</b>	9:35
	<p>Synopsis: High demand for travel this summer is leading to exorbitantly high prices for flights, hotels and rental cars. If traveling out of state this summer is out of the question (or you just want to spend more time at home), we offer up some ways to rediscover your own town, city, or region and gain a new perspective.</p> <p>Host: Gary Price. Guest: Jessica Mlinaric, Chicago resident, writer, author, <i>Secret Chicago: A Guide to the Weird, Wonderful, and Obscure</i>.</p> <p>Links for more info: <a href="https://www.instagram.com/urbnexplorer/?hl=en">https://www.instagram.com/urbnexplorer/?hl=en</a>  <a href="https://twitter.com/urbnexplorer?lang=en">https://twitter.com/urbnexplorer?lang=en</a>  <a href="https://www.nytimes.com/2022/12/27/dining/restaurant-food-trends-2023.html">https://www.nytimes.com/2022/12/27/dining/restaurant-food-trends-2023.html</a></p> <p>Compliance Issues: Travel, Tourism, Exploration, Arts, Culture, Cuisine, History, Music, Personal Finance</p>	
11:22	SPOTBREAK 2&3: Macy's/Reading is Fundamental	:30
	Procter Gamble/Magic Eraser	:30
	Discover Products Inc/Discover Card	:30
	Procter Gamble/Febreze Car Fresh OUTCUE: ...la la la.	:30
13:22	:02 PAUSE FOR LOCAL AVAIL	:02
13:24	<b>SEG. 2: WOULD YOU EVER SPEND \$63,000 ON A POUND OF RARE MUSHROOMS? SOME CHEFS SAY YES</b>	7:36
	<p>Synopsis: Purveying for the top chefs across America is an ever-changing series of requests dependent on food trends and tastes. While some chefs are seeking out rare microgreens, others are looking for the finest cuts of beef. And these small quantities of in-demand ingredients come at a hefty price. We highlight the many niche aspects of fine dining and how we can all takeaway some learning points to infuse it into our own cooking at home.</p> <p>Host: Marty Peterson. Guests: Carrie Nahabedian, co-owner, executive chef, Brindille, Kostali by Naha; Susan Spungen, food stylist, cookbook author, <i>Open Kitchen: Inspired Food for Casual Gatherings</i>.</p> <p>Links for more info: <a href="https://www.instagram.com/susanspungen/?hl=en">https://www.instagram.com/susanspungen/?hl=en</a>  <a href="https://www.epicurious.com/contributors/susan-spungen">https://www.epicurious.com/contributors/susan-spungen</a>  <a href="https://www.instagram.com/carrienaha/?hl=en">https://www.instagram.com/carrienaha/?hl=en</a> <a href="https://twitter.com/cnaha?lang=en">https://twitter.com/cnaha?lang=en</a>  <a href="https://www.jamesbeard.org/chef/carrie-nahabedian">https://www.jamesbeard.org/chef/carrie-nahabedian</a></p> <p>Compliance Issues: Innovation, Cooking, Cuisine, Food Trends, Fine Dining, Culture, Agriculture, Global Trade, Tourism</p>	
21:00	SPOTBREAK 4: Macy's/Reading is Fundamental	:30
	Ebay/Ebay Parts & Accessories OUTCUE: ...let's ride.	:30
22:00	<b>VIEWPOINTS EXPLAINED: THE 36-HOUR REBELLION WITHIN RUSSIA</b>	2:01
	<p>Synopsis: Who is Yevgheny Prigozhin? The elusive leader of the mercenary force, The Wagner Group, is now globally known for the recent rebellion he launched against the Russian regime. We discuss the short-lived coup that's now known as the biggest uprising in Vladimir Putin's 23-year-reign.</p> <p>Host: Ebony McMorris Compliance Issues: War, Politics, Government, Conflict</p>	
24:01	<b>CULTURE CRASH: WHY ARE STREAMING PLATFORMS ALWAYS CHANGING?</b>	2:27
	<p>Synopsis: It seems like there's always a new streaming app coming or going lately. Take the creators of HBO for instance. In a short span of time, the subscription platform has been called HBO Now, HBO Go, HBO Max and now it's just Max. We discuss the ever-evolving landscape of streaming.</p> <p>Host: Evan Rook Compliance Issues Covered: Media Business, Film Production, Entertainment</p>	
26:28	SPOTBREAK 5: Pfizer Consumer Healthcare/Xeljanz Rheum OUTCUE: ...four four Xeljanz.	:60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-29	<b>Written &amp; Prod.</b>	Amirah Zaveri, Tabor Brewster, Grace Galante & Evan Rook
<b>Air Week</b>	7/16/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Reading is Fundamental Indeed/Indeed Q3'	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: AVOIDING CONVERSATIONS AROUND MONEY? HERE'S HOW TO GET STARTED</b>	8:53
	Synopsis: Only 1 in 4 Americans feels financially secure, according to a recent survey by consumer financial services firm, Bankrate. We speak with two financial experts about how more Americans can have productive conversations about their spending and come up with a plan to save and invest more for the future.  Host: Gary Price. Guests: Lori Sackler, certified financial planner, financial wealth advisor, author, <i>The M Word: The Money Talk Every Family Needs to Have About Wealth and Their Financial Future</i> ; Emily Guy Birken, financial expert, financial writer, author, <i>Stacked: Your Super Serious Guide to Modern Money Management</i> . Links for more info: <a href="http://www.themword.com/about-the-author/">http://www.themword.com/about-the-author/</a> <a href="https://advisor.morganstanley.com/evergreen-lane-wealth-management-group">https://advisor.morganstanley.com/evergreen-lane-wealth-management-group</a> <a href="https://twitter.com/EmilyGuyBirken?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/EmilyGuyBirken?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.forbes.com/advisor/author/egbirken/">https://www.forbes.com/advisor/author/egbirken/</a> Compliance Issues: Personal Finance, Retirement, Aging, Relationships, Parenting, Economy, Consumerism, Wealth	
10:40	SPOTBREAK 2&3: Liberty Mutual Insurance/Liberty Mutual Pfizer Consumer Healthcare/Eliquis Napa/Napa Upfront 2023 Procter Gamble/Downy Rin & Ref	:30 :30 :30 :30
12:40	:02 PAUSE FOR LOCAL AVAIL	:02
12:42	<b>SEG. 2: HAS ARTIFICIAL INTELLIGENCE FOREVER CHANGED THE MUSIC INDUSTRY?</b>	8:42
	Synopsis: Yes, ChatGPT isn't dominating media headlines anymore, but the technology is still leading to massive changes across America. One area where its making waves is the music production industry. We speak with two experts within the field about how artificial intelligence is forcing them to rethink the future of music artistry and production.  Host: Marty Peterson. Guests: Tina Tallon, assistant professor, artificial intelligence, music composition and the arts, University of Florida; Robert Laidlow, classical music composer, fellow, University of Oxford. Links for more info: <a href="https://www.robertlaidlow.co.uk/">https://www.robertlaidlow.co.uk/</a> <a href="https://twitter.com/Robert_Laidlow?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/Robert_Laidlow?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://tinatallon.com/">https://tinatallon.com/</a> <a href="https://twitter.com/ttallon?lang=en">https://twitter.com/ttallon?lang=en</a> <a href="https://bostonconservatory.berklee.edu/directory/tina-tallon">https://bostonconservatory.berklee.edu/directory/tina-tallon</a> Compliance Issues: Music, Composition, Arts, Technology, Social Media, Entertainment Business, Music Streaming, Copyright Infringement, Career	
21:24	SPOTBREAK 4: Macy's/Reading is Fundamental Liberty Mutual Insurance/Liberty Mutual	:30 :30
22:24	<b>VIEWPOINTS EXPLAINED: PEDESTRIAN DEATHS HIT A 40-YEAR HIGH</b>	2:01
	Synopsis: What's fueling the staggering increase in pedestrian deaths in recent years? We discuss this alarming upward trend.  Host: Ebony McMorris Compliance Issues: Public Safety, Transportation, Accessibility, Public Health	
24:25	<b>CULTURE CRASH: IS THE LATE-NIGHT TALKSHOW FORMAT DEAD?</b>	2:02
	Synopsis: Jay Leno. David Letterman. Jimmy Fallon. Stephen Colbert. We highlight the rise and fall of late-night TV.  Host: Evan Rook Compliance Issues Covered: TV, News, Entertainment, Culture	
26:27	SPOTBREAK 5: Pfizer Consumer Healthcare/Xeljanz Rheum	:60
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-30	<b>Written &amp; Prod.</b>	Amirah Zaveri, Evan Rook
<b>Air Week</b>	7/23/2023	<b>Studio Producer</b>	Jason Dickey

  

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Reading is Fundamental Procter Gamble/Pepto Bismol	:30 OUTCUE: ...use of children.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: MARY LASKER: A PUBLIC HEALTH PIONEER</b>	7:36
	Synopsis: The National Institute of Health. National Cancer Institute. These are just some of the research foundations that are thriving today thanks to the work of health activist Mary Lasker. We speak with biographer, Judith L. Pearson about the many big contributions Lasker made to cancer & heart disease research throughout the twentieth century.  Host: Gary Price. Guests: Judith L. Pearson, biographer, author, <i>Crusade to Heal America: The Remarkable Life of Mary Lasker</i> . Links for more info: <a href="https://profiles.nlm.nih.gov/spotlight/tl/feature/cancer">https://profiles.nlm.nih.gov/spotlight/tl/feature/cancer</a> <a href="https://www.amazon.com/Crusade-Heal-America-Remarkable-Lasker/dp/B0BRQTJRNH/ref=sr_1_1?crid=3111GHBY9C1AH&amp;keywords=Crusade+to+heal+america&amp;qid=1684423209&amp;s_prefix=crusade+to+heal+america%2Caps%2C115&amp;sr=8-1">https://www.amazon.com/Crusade-Heal-America-Remarkable-Lasker/dp/B0BRQTJRNH/ref=sr_1_1?crid=3111GHBY9C1AH&amp;keywords=Crusade+to+heal+america&amp;qid=1684423209&amp;s_prefix=crusade+to+heal+america%2Caps%2C115&amp;sr=8-1</a> <a href="https://judithlpearson.com/">https://judithlpearson.com/</a> Compliance Issues: Medicine, Medical Research, Public Health, Government Funding, Politics, Science, History	
9:23	SPOTBREAK 2&3: Liberty Mutual Insurance/Liberty Mutual Pfizer Consumer Healthcare/Vyndamax Pfizer Consumer Healthcare/Xeljanz Rheum	:30 :30 OUTCUE: ...four four Xeljanz.
11:23	:02 PAUSE FOR LOCAL AVAIL	:02
11:25	<b>SEG. 2: THE INTERESTING ORIGINS OF CANNABIS</b>	9:27
	Synopsis: Did you know that cannabis use dates back tens of thousands of years? While its earliest use traces back to Asia, it eventually spread to Europe and then America and was used in a variety of capacities. We speak with highly acclaimed pharmacology expert Dr. Richard Miller about the global history of cannabis and its controversial record over the last 70 seventy years of American history.  Host: Marty Peterson. Guest: Dr. Richard Miller, professor, pharmacology, Northwestern University Feinberg School of Medicine. Links for more info: <a href="https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12007">https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12007</a> <a href="https://www.aclu.org/issues/smart-justice/war-marijuana-black-and-white">https://www.aclu.org/issues/smart-justice/war-marijuana-black-and-white</a>  Compliance Issues: Drug Policy, Government, Cannabis Legalization, Public Health, History, Culture, War on Drugs	
20:52	SPOTBREAK 4: Pfizer Consumer Healthcare/Eliquis	OUTCUE: ...five five Eliquis.
21:52	<b>VIEWPOINTS EXPLAINED: WHY IS AN END TO AFFIRMATIVE ACTION SUCH BIG NEWS?</b>	1:49
	Synopsis: We break down how higher education will be affected by the Supreme Court's recent ruling ending affirmative action.  Host: Ebony McMorris	Compliance Issues: Higher Education, Government, Race, Inequality, Education Access
23:41	<b>CULTURE CRASH: WHY WE CAN'T GET ONBOARD WITH CGI</b>	2:42
	Synopsis: This week – we talk about the abundance (and overuse) of computer-generated images in recent blockbuster film releases. We also highlight a couple new summer drops that we're looking forward to.  Host: Evan Rook	Compliance Issues Covered: Film, Technology, Culture
26:23	SPOTBREAK 5: Macy's/Reading is Fundamental Procter Gamble/Febreze Car Fresh	:30 OUTCUE: ...la la la.
27:23	Program Conclusion	:33
27:56	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-31	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Tabor Brewster, Evan Rook
<b>Air Week</b>	7/30/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Reading is Fundamental Procter Gamble/Secret AA	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: LOOKING THROUGH A NEW LENS: THE LARGEST &amp; MOST POWERFUL TELESCOPE EVER BUILT</b>	8:25
	Synopsis: The James Webb telescope is the largest and most powerful space telescope ever built. A year and a half ago hundreds of thousands of people cheered after the telescope successfully launched and opened to begin capturing the universe in more detail than ever before. We speak with one astronomer about how this telescope will lead to greater discoveries – including the hunt extraterrestrial life.  Host: Gary Price. Guest: Jacob Bean, astronomer, professor, Department of Astronomy & Astrophysics, University of Chicago. Links for more info: <a href="https://webb.nasa.gov/">https://webb.nasa.gov/</a> <a href="https://astro.uchicago.edu/people/jacob-l-bean.php">https://astro.uchicago.edu/people/jacob-l-bean.php</a> <a href="https://www.space.com/james-webb-space-telescope-1-year-images">https://www.space.com/james-webb-space-telescope-1-year-images</a> <a href="https://www.space.com/21925-james-webb-space-telescope-jwst.html">https://www.space.com/21925-james-webb-space-telescope-jwst.html</a> Compliance Issues: Space Exploration, Astronomy, Physics, Technology, Innovation, Culture, International Relations	
10:12	SPOTBREAK 2&3: Procter Gamble/Gain Fabric Ebay/Ebay Parts & Accessories Pfizer Consumer Healthcare/Vyndamax Procter Gamble/Dowry Rin & Ref	:30 :30 :30 :30
12:12	:02 PAUSE FOR LOCAL AVAIL	:02
12:14	<b>SEG. 2: WILL SOCCER FINALLY SCORE BIG IN THE U.S.?</b>	8:37
	Synopsis: Soccer has steadily gained a following in recent years in the U.S. Amongst Americans 18-29 years old, the sport is now more popular than baseball. We speak with soccer expert, G. Edward White about what's driving this shift and why it took so long for soccer to take hold in America.  Host: Marty Peterson. Guest: G. Edward White, David and Mary Distinguished Professor, Law, University of Virginia School of Law, author, <i>Soccer in American Culture: The Beautiful Game's Struggle for Status</i> . Links for more info: <a href="https://www.law.virginia.edu/faculty/profile/gew/1220397">https://www.law.virginia.edu/faculty/profile/gew/1220397</a> <a href="https://www.ussoccer.com/">https://www.ussoccer.com/</a> <a href="https://www.today.com/video/lionel-messi-set-to-make-us-debut-in-miami-188972101838">https://www.today.com/video/lionel-messi-set-to-make-us-debut-in-miami-188972101838</a> <a href="https://www.nielsen.com/insights/2018/fan-favorite-the-global-popularity-of-football-is-rising/">https://www.nielsen.com/insights/2018/fan-favorite-the-global-popularity-of-football-is-rising/</a> <a href="https://www.amazon.com/Soccer-American-Culture-Beautiful-Struggle/dp/0826222536">https://www.amazon.com/Soccer-American-Culture-Beautiful-Struggle/dp/0826222536</a> Compliance Issues: Sports Culture, History, Nationalism, Entertainment, Technology, Youth Sports, Parenting	
20:51	SPOTBREAK 4: Macy's/Reading is Fundamental Liberty Mutual Insurance/Liberty Mutual	:30 :30
21:51	<b>VIEWPOINTS EXPLAINED: HOW MUCH ARE YOU PAYING FOR SUBSCRIPTIONS EACH MONTH?</b>	2:02
	Synopsis: There seems to be a subscription for nearly every product or service these days. But how much is too much? And when you're ready to cancel, why does it always seem like it's a pain to go through the process? We uncover how some businesses use deceptive marketing tactics to keep consumers paying.  Host: Ebony McMorris	
23:53	<b>CULTURE CRASH: ALMOST THREE MONTHS LATER: WHY THE STRIKE IN HOLLYWOOD IS STILL MARCHING ON</b>	2:31
	Synopsis: We discuss the ongoing screenwriters & actors strike that's halting production on a large array of TV shows and films.  Host: Evan Rook	
26:24	SPOTBREAK 5: Pfizer Consumer Healthcare/Eliquis Q3 2023	:60
27:24	Program Conclusion	:32
27:56	TOTAL TIME	

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<b>Program</b>	VP 23-32	<b>Written &amp; Prod.</b>	Amirah Zaveri, Tabor Brewster, Evan Rook, Aunna Beranek
<b>Air Week</b>	8/6/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Discover Products Inc./Discover Card Brand Skechers/Skechers - 2023	:30 OUTCUE: ...work shoes are sold.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: HOW ARTIFICIAL INTELLIGENCE IS FUELING THE \$1.1 TRILLION IN ONLINE RETAIL SALES</b>	6:15
	Synopsis: Online retail sales are set to surpass \$1.6 trillion by 2027. With so much growth in the market, retailers are investing big in artificial intelligence software that improves customer interaction, usability, supply chain and more. We speak with the Chief Technology Officer of Zenni Optical about how retailers are setting up for this new era of digital dominance.  Host: Gary Price. Guest: David Ting, chief technology officer, Zenni Optical. Links for more info: <a href="https://techcrunch.com/sponsor/zenni-company/with-zennis-ai-powered-search-its-easier-than-ever-to-find-a-great-pair-of-glasses/">https://techcrunch.com/sponsor/zenni-company/with-zennis-ai-powered-search-its-easier-than-ever-to-find-a-great-pair-of-glasses/</a> <a href="https://www.zennioptical.com/">https://www.zennioptical.com/</a> <a href="https://venturebeat.com/ai/ai-in-retail-smarter-stores-smarter-product-design/">https://venturebeat.com/ai/ai-in-retail-smarter-stores-smarter-product-design/</a> <a href="https://nrf.com/blog/how-artificial-intelligence-will-change-retail">https://nrf.com/blog/how-artificial-intelligence-will-change-retail</a> Compliance Issues: Consumer Habits, Business, Economy, Technology, User Experience, Consumerism, Retail Trends	
8:02	SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Prilosec AA Pfizer Consumer Healthcare/lbrance 2023 UPF	:30 :30 OUTCUE: ...loss of appetite.
10:02	:02 PAUSE FOR LOCAL AVAIL	:02
10:04	<b>SEG. 2: WHAT'S HAPPENING IN HOLLYWOOD? THE STRIKE, EXPLAINED</b>	10:13
	Synopsis: The screenwriters strike in Hollywood is now in its third month. Last month, the Screen Actors Guild joined forces with the Writers Guild of America and called a strike. We speak with two active voices in the industry about what's driving this strike and why these asks are so important to current and future professionals in this landscape.  Host: Marty Peterson. Guests: Sofya Levitsky-Weitz, playwright, screenwriter, "The Bear"; Irving Belateche, screenwriting professor, School of Cinematic Arts, University of Southern California. Links for more info: <a href="https://www.instagram.com/sofyailiyana/?hl=en">https://www.instagram.com/sofyailiyana/?hl=en</a> <a href="https://deadline.com/2023/07/writers-strike-wga-exec-video-studios-in-mutual-suicide-pact-1235448778/">https://deadline.com/2023/07/writers-strike-wga-exec-video-studios-in-mutual-suicide-pact-1235448778/</a> <a href="https://www.sofyalevitskyweitz.com/">https://www.sofyalevitskyweitz.com/</a> <a href="https://cinema.usc.edu/directories/profile.cfm?id=27064&amp;first=&amp;last=&amp;title=&amp;did=19&amp;referer=%2Fwriting%2Ffaculty%2Ecfm&amp;startpage=1&amp;startrow=1">https://cinema.usc.edu/directories/profile.cfm?id=27064&amp;first=&amp;last=&amp;title=&amp;did=19&amp;referer=%2Fwriting%2Ffaculty%2Ecfm&amp;startpage=1&amp;startrow=1</a> <a href="https://twitter.com/WGAWest?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/WGAWest?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> Compliance Issues: Labor Rights, Labor Issues, Career, Personal Finance, Pay Equity, Entertainment, Creative Arts, Technology, Artificial Intelligence, Inflation, Economy	
20:17	SPOTBREAK 4: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Pfizer Consumer Healthcare/Abrysvo	:30 OUTCUE: ...you by Pfizer.
21:17	<b>VIEWPOINTS EXPLAINED: CAN CHATGPT PERFECTLY MIMIC HUMANS?</b>	2:34
	Synopsis: ChatGPT, the generative artificial intelligence platform, has been dominating media headlines since its release late last year. We discuss what sets humans apart from this network created by OpenAI. Host: Ebony McMorris Compliance Issues: Technology, Artificial Intelligence, Software, Innovation, Automation, Labor	
23:51	<b>CULTURE CRASH: THE POWER OF "BARBENHEIMER"</b>	2:36
	Synopsis: Millions of Americans rallied last month as two of the biggest film releases hit theaters. Yes, we're talking about "Barbie" & "Oppenheimer" aka "Barbenheimer". We discuss the massive revenues these two movies drew. Host: Evan Rook Compliance Issues Covered: Film, Culture, History	
26:27	SPOTBREAK 5: O'Reilly Auto Parts/O' Reilly 2023 Procter Gamble/Downy Rin & Ref	:30 OUTCUE: ...buy laundry products.
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-33	<b>Written &amp; Prod.</b>	Amirah Zaveri, Tabor Brewster, Evan Rook
<b>Air Week</b>	8/13/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Hershey/Reeses Core Indeed/Indeed Q3 2023 Upfront	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: THE GROWING RISK OF WILDFIRES FROM COAST TO COAST: ARE YOU PREPARED?</b>	8:55
	Synopsis: It's been the deadliest year on record for wildfires in Canada. While California is typically the focus point for these events, the new reality of human-caused climate change is that wildfires are becoming a greater threat in areas never seen before. We speak with Dr. Adrienne Edwards, a botanist and wildfire expert, about how Americans can best prepare for wildfire season and help stop the spread.  Host: Gary Price. Guest: Dr. Adrienne Edwards, botanist, author, <i>Firescaping Your Home: A Manual for Readiness in Wildfire Country</i> . Links for more info: <a href="https://www.amazon.com/Firescaping-Your-Home-Readiness-Wildfire/dp/1643261355">https://www.amazon.com/Firescaping-Your-Home-Readiness-Wildfire/dp/1643261355</a> <a href="https://www.nytimes.com/2020/09/22/us/forest-fires-fighting-history.html">https://www.nytimes.com/2020/09/22/us/forest-fires-fighting-history.html</a> <a href="https://www.instagram.com/firescaping_the_wui/">https://www.instagram.com/firescaping_the_wui/</a> <a href="https://sites.google.com/view/firescapingyourhome/get-to-know-the-authors">https://sites.google.com/view/firescapingyourhome/get-to-know-the-authors</a> Compliance Issues: Climate Change, Natural Disaster, Emergency Response, Public Health, Government, Environment	
10:42	SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Metamucil AA Pfizer Consumer Healthcare/Ibrance 2023 UPF	:30 :30 :60
12:42	:02 PAUSE FOR LOCAL AVAIL	:02
12:44	<b>SEG. 2: FEELING DISTRACTED &amp; DISCONNECTED? HERE'S HOW TO SLOW DOWN</b>	8:29
	Synopsis: In 2012, researchers at the University of California-Irvine estimated that the average human's attention span was around seventy-five seconds. In recent years, this number has dropped to forty-seven seconds. What's leading to this continuing decline in our attention spans? We speak with one mindfulness expert to get some tips on how people can slow down, increase their focus, and feel less chronically stressed.  Host: Marty Peterson. Guest: Christian Madsbjerg, professor, applied humanities, New School, author, <i>Look: How to Pay Attention in a Distracted World</i> . Links for more info: <a href="https://www.amazon.com/Look-How-Attention-Distracted-World/dp/0593542215">https://www.amazon.com/Look-How-Attention-Distracted-World/dp/0593542215</a> <a href="https://www.cnet.com/health/mental/unplug-from-social-media/">https://www.cnet.com/health/mental/unplug-from-social-media/</a> <a href="https://www.psychologytoday.com/intl/blog/the-savvy-psychologist/202305/6-skills-to-help-you-be-mindful">https://www.psychologytoday.com/intl/blog/the-savvy-psychologist/202305/6-skills-to-help-you-be-mindful</a> <a href="https://www.newsweek.com/14-strategies-leaders-adopt-practice-mindfulness-1779990">https://www.newsweek.com/14-strategies-leaders-adopt-practice-mindfulness-1779990</a> Compliance Issues: Mental Health, Psychology, Career, Social Media, Technology, Self-Development, Chronic Stress, Health	
21:13	SPOTBREAK 4: Pfizer Consumer Healthcare/Xeljanz Rheum	:60
22:13	<b>VIEWPOINTS EXPLAINED: AN END TO FINDING NEWS CONTENT ON SOCIAL MEDIA IN CANADA</b>	1:41
	Synopsis: Meta – the parent company of Facebook and Instagram – has decided to ban all news content on these platforms in Canada. We talk about what's driving this big move and how it's going to impact both Canadians and media outlets.  Host: Ebony McMorris Compliance Issues: Technology, News, Journalism, Social Media, Politics, Government Regulation	
23:54	<b>CULTURE CRASH: WILL MARVEL BOUNCE BACK?</b>	2:34
	Synopsis: The Marvel Cinematic Universe has had a series of flops in recent years. In a landscape with so much content, will this production company be able to bounce back and rebuild its brand name? Host: Evan Rook Compliance Issues Covered: Film, Culture, Business	
26:28	SPOTBREAK 5: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Pepto Bismol AA	:30 :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-34	<b>Written &amp; Prod.</b>	Amirah Zaveri, Tabor Brewster, Aunna Beranek, Evan Rook
<b>Air Week</b>	8/20/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Metamucil AA	:30 OUTCUE: ...Metamucil everyday.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: FROM COW'S MILK TO SALTWATER OYSTERS: THE FIRST PEOPLE TO DIVE INTO THE UNKNOWN</b>	6:45
	Synopsis: Whoever thought, "This white, liquid substance from this animal look like its safe enough that I'm going to drink it." Out of the many items we have today (whether its food, drink or something else) there was a person who first took the risk in trying it themselves. We explore the many firsts throughout history and how key archaeological evidence plays a role in accurately telling these narratives.  Host: Gary Price. Guest: Cody Cassidy, writer, author, <i>Who Ate The First Oyster? The Extraordinary People Behind the Greatest Firsts in History</i> Links for more info: <a href="https://www.penguinrandomhouse.com/books/565144/who-ate-the-first-oyster-by-cody-cassidy/">https://www.penguinrandomhouse.com/books/565144/who-ate-the-first-oyster-by-cody-cassidy/</a> <a href="https://www.history.com/news/who-invented-beer">https://www.history.com/news/who-invented-beer</a> <a href="https://www.npr.org/2007/10/18/15391834/who-ate-the-first-oyster-cave-may-hold-an-answer">https://www.npr.org/2007/10/18/15391834/who-ate-the-first-oyster-cave-may-hold-an-answer</a> Compliance Issues: Archaeology, History, Culture, Innovation, Invention, Medicine, Food Science, Food Industry, Technology	
8:32	SPOTBREAK 2&3: Macy's/Mental Health Awareness Capital One/Capital One National Bank Pfizer Consumer Healthcare/Prevnar Q3 & Q4	:30 :30 OUTCUE: ...Prevnar 20 dot com.
10:32	:02 PAUSE FOR LOCAL AVAIL	:02
10:34	<b>SEG. 2: SEPARATING FACT FROM FICTION: ARE YOU A VICTIM OF MISINFORMATION?</b>	9:58
	Synopsis: Conspiracy theories have been around for hundreds of years. From secret projects to secret government societies, these theories are prevalent across society. We speak with two conspiracy experts about how these stories arise, why they're so pervasive online and why artificial intelligence may make these narratives more difficult to detect. Host: Marty Peterson. Guests: Colin Dickey, writer, author, <i>Under the Eye of Power: How Fear of Secret Societies Shapes American Democracy</i> ; Dr. Erik Nisbet, Owen L. Coon Professor of Policy Analysis & Communication, Northwestern University. Links for more info: <a href="https://communication.northwestern.edu/faculty/erik-nisbet.html">https://communication.northwestern.edu/faculty/erik-nisbet.html</a> <a href="https://www.ipr.northwestern.edu/news/2022/fake-news-big-lies.html">https://www.ipr.northwestern.edu/news/2022/fake-news-big-lies.html</a> <a href="https://twitter.com/colindickey?lang=en">https://twitter.com/colindickey?lang=en</a> <a href="https://www.penguinrandomhouse.com/books/677202/under-the-eye-of-power-by-colin-dickey/">https://www.penguinrandomhouse.com/books/677202/under-the-eye-of-power-by-colin-dickey/</a> <a href="https://www.nytimes.com/2023/02/08/technology/ai-chatbots-disinformation.html">https://www.nytimes.com/2023/02/08/technology/ai-chatbots-disinformation.html</a> Compliance Issues: Technology, Politics, Presidential Election, Social Media, News, Artificial Intelligence, History, Journalism, Media, Culture	
20:32	SPOTBREAK 4: Pfizer Consumer Healthcare/Ibrance	OUTCUE: ...loss of appetite.
21:32	<b>VIEWPOINTS EXPLAINED: THE SECRETS OF VENUS</b>	2:21
	Synopsis: We highlight the deeper intricacies and theories behind Venus' unusual surface.  Host: Ebony McMorris Compliance Issues: Solar System, Space Exploration, Astronomy, Science, Physics	
23:53	<b>CULTURE CRASH: WHY DO WE LIKE WATCHING SCI-FI SO MUCH?</b>	2:33
	Synopsis: From <i>Black Mirror</i> to <i>The Twilight Zone</i> , we explore why the sci-fi genre has always been a hit amongst American audiences. We also touch on some of our favorite sci-fi series now streaming. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:26	SPOTBREAK 5: Macy's/Mental Health Awareness Procter Gamble/Tide Laundry	:30 OUTCUE: ...leading detergent.
27:26	Program Conclusion	:32
27:58	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-35	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Polly Hansen, Tabor Brewster
<b>Air Week</b>	8/27/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Mental Health Awareness AZO/Services Mashup	:30 OUTCUE: ...Auto Zone restrictions apply.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: 'NEVER GOOD ENOUGH': A RISE IN MENTAL HEALTH ISSUES AMONG ADOLESCENTS</b>	7:31
	Synopsis: With summer break over and millions of students back in school, it's a good time to talk about the importance of mental health. After all, adolescents today face an excessive number of demands both in and outside of the classroom. This week on Viewpoints - we speak with author Jennifer Breheny Wallace about the importance of sharing how a person's value should never be linked to their performance.  Host: Gary Price. Guest: Jennifer Breheny Wallace, journalist, writer, author, <i>Never Enough: When Achievement Culture Becomes Toxic – And What We Can Do About It</i> . Links for more info: <a href="https://www.authconn.com/">https://www.authconn.com/</a> <a href="https://www.amazon.com/dp/0593191862">https://www.amazon.com/dp/0593191862</a> <a href="https://challengesuccess.org/join-the-program/">https://challengesuccess.org/join-the-program/</a> <a href="https://www.education.nh.gov/sites/g/files/ehbemt326/files/inline-documents/mental_health_and_academic_achievement.pdf">https://www.education.nh.gov/sites/g/files/ehbemt326/files/inline-documents/mental_health_and_academic_achievement.pdf</a> <a href="https://www.theatlantic.com/newsletters/archive/2023/03/teen-anxiety-elite-schools-sat-act-paradox-wealthy-nations/673307/">https://www.theatlantic.com/newsletters/archive/2023/03/teen-anxiety-elite-schools-sat-act-paradox-wealthy-nations/673307/</a> Compliance Issues: Mental Health, Adolescent Development, Parenting, Self-Growth, Education, Psychology	
9:18	SPOTBREAK 2&3: Skyrizi/Skyrizi 2023 Liberty Mutual Insurance Co/Liberty Mutual Hershey/Reeses Core	:60 :30 OUTCUE: ...Reeses Reeses Reeses.
11:18	:02 PAUSE FOR LOCAL AVAIL	:02
11:20	<b>SEG. 2: WHEN GREEN ENERGY TURNS TOXIC: RE-TOOLING SOLAR PANELS</b>	8:50
	Synopsis: Solar energy is big business in the U.S. and is only set to expand in the coming years, with an annual growth rate of 21 percent. But after these solar panels die, where do they go? How 'green' is this technology if we're dumping thousands of used, toxic panels into landfills? We speak with two experts in the solar panel recycling space about how innovation is driving this shift and what more needs to be done to make this energy source truly sustainable.  Host: Marty Peterson. Guests: Adam Saghei, Chief Executive Officer, We Recycle Solar; Jesse Simons, co-founder, Chief Commercial Officer, SolarCycle. Links for more info: <a href="https://weryclesolar.com/">https://weryclesolar.com/</a> <a href="https://www.solarcycle.us/">https://www.solarcycle.us/</a> <a href="https://www.epa.gov/hw/solar-panel-recycling">https://www.epa.gov/hw/solar-panel-recycling</a> <a href="https://e360.yale.edu/features/solar-energy-panels-recycling">https://e360.yale.edu/features/solar-energy-panels-recycling</a> <a href="https://www.nrel.gov/news/program/2022/long-lived-highly-recyclable-priorities-for-solar-panels-in-a-circular-economy.html">https://www.nrel.gov/news/program/2022/long-lived-highly-recyclable-priorities-for-solar-panels-in-a-circular-economy.html</a> Compliance Issues: Renewable Energy, Sustainability, Environment, Waste Management, Technology, Local Government, Politics	
20:10	SPOTBREAK 4: Pfizer Consumer Healthcare/Eliquis Q3 2023	OUTCUE: ...five five Eliquis.
21:10	<b>VIEWPOINTS EXPLAINED: AN UNCERTAIN FUTURE FOR COMMUTER RAILS</b>	1:38
	Synopsis: Covid-19 shook up norms for many public transit agencies including commuter rail companies that pre-pandemic largely catered to commuting office employees. We highlight how several businesses are re-framing their strategy during this period.  Host: Ebony McMorris Compliance Issues: Transportation, Infrastructure, Business, Labor Trends	
22:48	<b>CULTURE CRASH: IS COMEDY DEAD OR DOES IT JUST LOOK A LITTLE DIFFERENT?</b>	3:39
	Synopsis: Some people argue that the comedy genre is on its way out. But this week, we discuss how comedy isn't going anywhere— it's just adapting to the changing times.  Guest Host: Tabor Brewster Compliance Issues Covered: Comedy, Culture, Social Media	
26:27	SPOTBREAK 5: Macy's/Mental Health Awareness Procter Gamble/Olay Body AA	:30 OUTCUE: ...body lotion.
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-36	<b>Written &amp; Prod.</b>	Amirah Zaveri, Evan Rook
<b>Air Week</b>	9/3/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Mental Health Awareness SPM/RHJ VP Podcast	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: DROWNING IN DEBT? YOU'RE NOT ALONE: A NEW WAVE OF CREDIT CARD DEBT IN AMERICA</b>	7:32
	Synopsis: Credit card debt in the U.S. just surpassed one trillion dollars and payment delinquency rates are also on the rise. One factor that's feeding into these increases are a growing amount of credit card accounts. The Federal Reserve Bank of New York reports that there are 70 million new accounts since 2019. This week – we discuss the effects of escalating debt and how listeners can start taking back control.  Host: Gary Price. Guest: Chloe Elise, certified financial coach, author, <i>Deeper Than Money</i> . Links for more info: <a href="https://www.marketwatch.com/story/americans-credit-card-debt-just-hit-1-trillion-7eae6765#:~:text=Adding%20to%20the%20problem%20of,student%2Dloan%20payments%20will%20resume.&amp;text=Credit%2Dcard%20debt%20surpassed%20the,order%20to%20meet%20rising%20prices.?mod=article_inline">https://www.marketwatch.com/story/americans-credit-card-debt-just-hit-1-trillion-7eae6765#:~:text=Adding%20to%20the%20problem%20of,student%2Dloan%20payments%20will%20resume.&amp;text=Credit%2Dcard%20debt%20surpassed%20the,order%20to%20meet%20rising%20prices.?mod=article_inline</a> <a href="https://www.amazon.com/Deeper-Than-Money-Wealth-Confident-ebook/dp/B0BN5NGVQH">https://www.amazon.com/Deeper-Than-Money-Wealth-Confident-ebook/dp/B0BN5NGVQH</a> <a href="https://www.cnn.com/select/how-much-money-to-put-towards-debt/">https://www.cnn.com/select/how-much-money-to-put-towards-debt/</a> <a href="https://www.consumerfinance.gov/ask-cfpb/what-do-i-need-to-know-if-im-thinking-about-consolidating-my-credit-card-debt-en-1861/">https://www.consumerfinance.gov/ask-cfpb/what-do-i-need-to-know-if-im-thinking-about-consolidating-my-credit-card-debt-en-1861/</a> Compliance Issues: Personal Finance, Consumerism, Psychology, Economy, Banking, National Debt, Self-Development	
9:19	SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual KFC/KFC 2023 Upfront Skyrizi/Skyrizi 2023	:30 :30 :60
11:19	:02 PAUSE FOR LOCAL AVAIL	:02
11:21	<b>SEG. 2: ACTORS &amp; WRITERS ARE ON STRIKE, BUT WHY AREN'T MUSICIANS PICKETING AS WELL?</b>	9:56
	Synopsis: Screenwriters and writers aren't the only ones feeling the pinch in this new media landscape dominated by streaming. Hundreds of thousands of musicians are struggling to make a living from the substandard pay they receive from platforms like Spotify and Apple Music. We cover just how the music sector has changed and why these artists don't have the same protections as other creatives.  Host: Marty Peterson. Guests: David Lowery, senior lecturer, Music Business Certificate Program, University of Georgia; Rene Kladzyk, volunteer, Union of Musicians and Allied Workers. Links for more info: <a href="https://bandcamp.com/">https://bandcamp.com/</a> <a href="https://weareumaw.org/">https://weareumaw.org/</a> <a href="https://musicworkersalliance.org/">https://musicworkersalliance.org/</a> <a href="https://twitter.com/davidclowery?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwqr%5Eauthor">https://twitter.com/davidclowery?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwqr%5Eauthor</a> <a href="https://www.instagram.com/ziembavision/">https://www.instagram.com/ziembavision/</a> Compliance Issues: Labor Rights, Creative Arts, Personal Finance, Equal Pay, Technology, Entertainment Business	
21:17	SPOTBREAK 4: Macy's/Mental Health Awareness Hershey/Reeses Core	:30 :30
22:17	<b>VIEWPOINTS EXPLAINED: THE ESCALATING LEVELS OF CAFFEINE IN ENERGY DRINKS</b>	2:07
	Synopsis: Over the past two decades, caffeine levels have continued to creep higher and higher. We cover how much caffeine is packed inside many of these newer energy drinks and the consequences of consuming higher-than-needed amounts.  Host: Ebony McMorris Compliance Issues: Public Health, Marketing, Adolescent Health, Parenting, Mental Health	
24:24	<b>CULTURE CRASH: A NEW ERA FOR POST MALONE</b>	2:01
	Synopsis: We give our review of American rapper, singer and songwriter, Post Malone's newest album titled, "Austin". Host: Evan Rook Compliance Issues Covered: Music, Culture	
26:25	SPOTBREAK 5: SPM/RHJ VP Podcast Bank of America/Small Business	:30 :30
27:25	Program Conclusion	:33
27:58	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-37	<b>Written &amp; Prod.</b>	Amirah Zaveri, Kristen Farrah, Evan Rook
<b>Air Week</b>	9/10/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar OUTCUE: ...	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: WHY DOES EVERYONE, INCLUDING PARENTS, WANT TO BE INFLUENCERS?</b>	7:16
	<p>Synopsis: Two out of three people on Earth are on social media. With so many eyeballs online, it's big business to have a large social media following and work as an influencer. We highlight this ever-evolving lucrative industry and how new laws are better protecting those who've been previously taken advantage of.</p> <p>Host: Gary Price. Guest: Stephanie McNeal, senior editor, <i>Glamour</i>, author, <i>Swipe Up for More: Inside the Unfiltered Lives of Influencers</i>.</p> <p>Links for more info: <a href="https://www.instagram.com/stephemcneal/?hl=en">https://www.instagram.com/stephemcneal/?hl=en</a>  <a href="https://twitter.com/stephemcneal?lang=en">https://twitter.com/stephemcneal?lang=en</a>  <a href="https://www.amazon.com/gp/product/0593418603?ots=1&amp;slotNum=0&amp;imprToken=78c52930-3d42-5dd9-bd5&amp;tag=glamour0d7-20&amp;linkCode=w50">https://www.amazon.com/gp/product/0593418603?ots=1&amp;slotNum=0&amp;imprToken=78c52930-3d42-5dd9-bd5&amp;tag=glamour0d7-20&amp;linkCode=w50</a></p> <p>Compliance Issues: Technology, Career, Social Media, Psychology, Wealth, Law, Politics, Ethics, Parenting, Mental Health</p>	
9:03	SPOTBREAK 2&3: Macy's/Mental Health Awareness	:30
	Pfizer Consumer Healthcare/Eliquis Nvaf	:30
	Liberty Mutual Insurance Co/Liberty Mutual	:30
	Procter Gamble/MC Magic Eraser OUTCUE: ...look easy.	:30
11:03	:02 PAUSE FOR LOCAL AVAIL	:02
11:05	<b>SEG. 2: FROM DRUG TRAFFICKER TO INFORMANT: HOW EX-CRIMINALS ARE AIDING INVESTIGATORS</b>	9:59
	<p>Synopsis: We speak with ex drug trafficker, Margarito Flores Jr. about his entry into the illicit drug trade at an early age and when he decided to get out of the business and start working for the other side. We also speak with Sgt. Ryan Wasson about the critical role informants play in aiding law enforcement, but why it's important to avoid glorifying the work of people like Flores.</p> <p>Host: Marty Peterson. Guests: Margarito Flores Jr., federal drug informant; Sergeant Ryan Wasson, detective, Kane County Sheriff, officer, Homeland Security Investigations Task Force.</p> <p>Links for more info: <a href="https://www.samhsa.gov/">https://www.samhsa.gov/</a>  <a href="https://www.shawlocal.com/2020/07/15/sheriffs-deputies-assigned-to-drug-task-force-get-federal-credentials/avpfidid/">https://www.shawlocal.com/2020/07/15/sheriffs-deputies-assigned-to-drug-task-force-get-federal-credentials/avpfidid/</a>  <a href="https://chicago.suntimes.com/2023/7/26/23807136/chapo-margarito-flores-twins-teaches-cops-catch-drug-traffickers-kane-county-sheriff-sinaloa-cartel">https://chicago.suntimes.com/2023/7/26/23807136/chapo-margarito-flores-twins-teaches-cops-catch-drug-traffickers-kane-county-sheriff-sinaloa-cartel</a></p> <p>Compliance Issues: Law Enforcement, Crime, Drug Trafficking, International Issues, Health, Parenting, Technology</p>	
21:04	SPOTBREAK 4: O'Reilly Auto Parts/O' Reilly 2023	:30
	Procter Gamble/Gain Laundry OUTCUE: ...bargain detergent.	:30
22:04	<b>VIEWPOINTS EXPLAINED: AMERICA'S STRUGGLING CITIES</b>	1:50
	<p>Synopsis: We highlight recent population trends across America in a post-pandemic world. Several once prominent cities have struggled to bounce back after a mass exodus of urban residents.</p> <p>Host: Ebony McMorris Compliance Issues: Population Trends, Poverty, Local Business, Culture, Climate Change</p>	
23:54	<b>CULTURE CRASH: FROM LIVE CONCERTS TO FILM: THE DOMINANCE OF TAYLOR SWIFT</b>	2:32
	<p>Synopsis: It's the end of summer and we're still talking about Taylor Swift's "Era's Tour". Swift is continuing the mania (and profits) with the upcoming release of the movie simply titled: "The Era's Tour".</p> <p>Host: Evan Rook Compliance Issues Covered: Music, Culture</p>	
26:26	SPOTBREAK 5: Macy's/Mental Health Awareness	:30
	Procter Gamble/Febreze Small Spaces OUTCUE: ...happy Febreze.	:30
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-38	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Evan Rook
<b>Air Week</b>	9/17/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Bounty AZO/Services Mashup	:30
	OUTCUE: ...restrictions apply.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: X (AKA TWITTER) VS. THREADS: THE STORY BEHIND META'S NEW SOCIAL PLATFORM</b>	8:00
	Synopsis: Do you remember the hype when Threads, Meta's new version of X, debuted earlier this summer? Everyone seemed to jump on the new platform at a moment's notice. But what happened to all the buzz? We speak with two social media experts about Meta's big investment in Threads and what needs to change in the coming months to avoid its quick demise. Host: Gary Price. Guest: Carolyn Garavante, associate director, paid social, Brain Labs Media; Danielle Carter, account director, paid social, Croud Digital. Links for more info: <a href="https://www.theverge.com/2023/9/7/23863088/threads-rolling-out-support-search-posts">https://www.theverge.com/2023/9/7/23863088/threads-rolling-out-support-search-posts</a> <a href="https://www.brainlabsdigital.com/blog/brainlabs-carolyn-garavantes-take-on-how-brands-are-still-finding-their-feet-with-threads-one-month-since-launch/">https://www.brainlabsdigital.com/blog/brainlabs-carolyn-garavantes-take-on-how-brands-are-still-finding-their-feet-with-threads-one-month-since-launch/</a> <a href="https://finance.yahoo.com/news/according-elon-musk-own-math-204413573.html">https://finance.yahoo.com/news/according-elon-musk-own-math-204413573.html</a> Compliance Issues: Education, Mental Health, Parenting, Creativity, Life Skills, Adolescent Development, Self Help	
9:47	SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Ibrance 2023	:30
	OUTCUE: ...loss of appetite.	:30
11:48	:02 PAUSE FOR LOCAL AVAIL	:02
11:50	<b>SEG. 2: SCHOOL, SPORTS, STANDARDIZED TESTS: WHEN IS THERE TIME TO BUILD LIFE SKILLS?</b>	9:20
	Synopsis: As an academic advisor, Ana Homayoun has had thousands of conversations with students, parents, and administrators. Many of these talks typically center around grades, college admissions, career paths and other key academic to-dos. Yet, what's not as commonly talked about is the importance of life skills. This means cultivating independence, setting good habits and more. We speak with Homayoun about why so many teens seem to struggle post-high school and how adults can better prepare their kids in the long-term rather than focusing solely on short-term academic markers. Host: Marty Peterson. Guest: Ana Homayoun, academic advisor, early career development expert, author, <i>Erasing the Finish Line: The New Blueprint for Success</i> . Links for more info: <a href="https://www.cdc.gov/healthyyouth/mental-health/index.htm">https://www.cdc.gov/healthyyouth/mental-health/index.htm</a> <a href="https://www.amazon.com/Erasing-Finish-Line-Blueprint-Admission/dp/0306830698">https://www.amazon.com/Erasing-Finish-Line-Blueprint-Admission/dp/0306830698</a> <a href="https://www.cnn.com/2023/06/05/opinions/youtube-instagram-kids-parents-social-media-homayoun/index.html">https://www.cnn.com/2023/06/05/opinions/youtube-instagram-kids-parents-social-media-homayoun/index.html</a> Compliance Issues: Education, Mental Health, Parenting, Creativity, Life Skills, Adolescent Development, Self Help	
21:10	SPOTBREAK 4: Pfizer Consumer Healthcare/ABRYSV0 Procter Gamble/Swiffer Dry	:30
	OUTCUE: ...American Lung Association.	:30
22:10	<b>VIEWPOINTS EXPLAINED: CHINA'S DEEPENING ECONOMIC WOES: WHAT'S FUELING THIS DECLINE?</b>	1:45
	Synopsis: Less jobs. Lower property values. Tightened consumer spending. These are just some of the challenges China's been facing over the past several months. Will this global superpower be able to avoid a full-fledged recession? We talk about why Americans should care about this developing international economic news. Host: Ebony McMorris Compliance Issues: Global Economy, International Policy, Job Security Real Estate	
23:55	<b>CULTURE CRASH: A SLOW CALENDAR FOR PRIME TV SEASON</b>	2:31
	Synopsis: We cover how the screenwriter and actor's strike in Hollywood is slowing down TV series releases this autumn. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:26	SPOTBREAK 5: SPM/RHJ VP Podcast Procter Gamble/Febreze Car Fresh	:30
	OUTCUE: ...happy Febreze.	:30
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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## Program Log for Viewpoints Radio

<b>Program</b>	VP 23-39	<b>Written &amp; Prod.</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	9/24/2023	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AZO/Services Mashup Procter Gamble/Metamucil AA	:30
	OUTCUE: ...taking Metamucil everyday.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEG. 1: ARE YOU MAKING THE MOST OUT OF CHAT GPT?</b>	8:05
	Synopsis: There's been a lot of hype around Chat GPT and generative AI this year, but is the average person actually using the new tech? We highlight how leaders in education policy are integrating AI into certain processes to create positive for teachers, administrators, and students in classrooms nationwide. From there, we breakdown what are some of the biggest ways AI helps with tasks and how you can go about interacting with these chatbots to get the answer you're looking for.  Host: Gary Price. Producer: Amirah Zaveri. Guest: Perpetual Baffour, Research Director, Learning Agency Lab. Links for more info: <a href="https://chat.openai.com/">https://chat.openai.com/</a> <a href="https://the-learning-agency-lab.com/overview/">https://the-learning-agency-lab.com/overview/</a> <a href="https://www.digitaltrends.com/computing/chatgpt-4-everything-we-know-so-far/">https://www.digitaltrends.com/computing/chatgpt-4-everything-we-know-so-far/</a> <a href="https://www.geeky-gadgets.com/chatgpt-beginners-guide/">https://www.geeky-gadgets.com/chatgpt-beginners-guide/</a> Compliance Issues: Technology, Innovation, Education, Career, Time Management, Productivity	
9:52	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Prevnar Pfizer Consumer Healthcare/Abrysvo Procter Gamble/Febreze Air Effects	:60
	OUTCUE: ...la la la.	:30
11:52	:02 PAUSE FOR LOCAL AVAIL	:02
11:54	<b>SEG. 2: ONE AFTER ANOTHER: HELPING PEOPLE RECOVER IN A WORLD WHERE NATURAL DISASTERS ARE ALL TOO COMMON</b>	8:50
	Synopsis: The reality: Human-induced climate change is leading to more frequent and powerful extreme weather events. In the U.S. and around the world, millions struggle to get back on their feet following the damage and destruction these disasters bring. As bystanders, how can we pitch in and help? We cover the physical and mental toll these hardships cause and why it's important to step up and give back in any way you can. Host: Marty Peterson. Producer: Amirah Zaveri. Guest: Vickie Mays, clinical psychologist, distinguished professor, psychology, health policy & management, University of California-Los Angeles. Links for more info: <a href="https://www.psych.ucla.edu/faculty-page/mays/">https://www.psych.ucla.edu/faculty-page/mays/</a> <a href="https://www.ready.gov/kit">https://www.ready.gov/kit</a> <a href="https://www.redcross.org/get-help/how-to-prepare-for-emergencies/survival-kit-supplies.html">https://www.redcross.org/get-help/how-to-prepare-for-emergencies/survival-kit-supplies.html</a> <a href="https://www.apa.org/topics/climate-change/mental-health-effects">https://www.apa.org/topics/climate-change/mental-health-effects</a> Compliance Issues: Psychology, Natural Disasters, Mental Health, Nonprofits, Trauma, Climate Change, Volunteerism, Public Health, Emergency Response	
20:44	SPOTBREAK 4: Procter Gamble/Pepto Bismol AA Liberty Mutual Insurance Co./Liberty Mutual	:30
	OUTCUE: ...Liberty Liberty Liberty.	:30
21:44	<b>VIEWPOINTS EXPLAINED: WHY ARE PRISON BREAKS BECOMING MORE COMMON?</b>	2:15
	Synopsis: Aging infrastructure, fewer correctional officers, and a large inmate population. These are just some of the factors feeding into why prison breaks, and then large-scale manhunts, seem to be popping up more these days.  Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Incarceration, Correctional System, Public Safety, Government	
23:59	<b>CULTURE CRASH: OUR FALL INDIE FILM PICKS</b>	2:28
	Synopsis: We highlight some of our favorite, small-production movie picks as we head into fall film festival season.  Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: Pfizer Consumer Healthcare/Ibrance 2023	:60
	OUTCUE: ...loss of appetite.	
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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