

# WSSO-AM QUARTERLY ISSUES PROGRAMMING REPORT

In our ongoing effort to serve the public interest, station WSSO-AM broadcasts programming responsive issues of concern to the Lowndes-Oktibbeha-Clay-Lee county and surrounding county areas. Following is a list of those issues and of the station's programming treatment of them.

1st Quarter  
April 1<sup>st</sup> – June 30<sup>th</sup> 2023

## Quarterly Report of Compliancy Issues & Programs List

2023-Q2 (April - June) Viewpoints Radio

- \* Adolescent Health
- \* Adoption
- \* Affordable Housing
- \* African American History
- \* Aging
- \* Agriculture
- \* Agriculture Industry
- \* American History
- \* Animal Domestication
- \* Animal Migration
- \* Animal Science
- \* Animation
- \* Astronomy
- \* Auto Industry
- \* Business
- \* Career
- \* Chemistry
- \* Child Development
- \* Civil Rights
- \* Civilizations
- \* Climate Change
- \* Community Investment
- \* Consumer Privacy
- \* Consumer Rights
- \* Consumerism
- \* Crime
- \* Criminal Justice
- \* Culture
- \* Diet
- \* Disease
- \* Diversity
- \* Drug Legalization
- \* Economy
- \* Education
- \* Education Funding
- \* Education Policy
- \* Education Reform
- \* Endangered Species
- \* Engineering
- \* Entertainment Industry
- \* Entertainment Industry
- \* Entrepreneurship
- \* Environment
- \* Equal Compensation
- \* Equality
- \* Equity
- \* Evolution
- \* Fair Representation
- \* Fashion
- \* Fertility
- \* Film
- \* Financial Hardship
- \* Financial Independence
- \* Food Production
- \* Food Science
- \* Gaming
- \* Gender
- \* Generational Poverty
- \* Genetics
- \* Geography
- \* Government Assistance
- \* Government Regulation
- \* Gun Control
- \* Health
- \* Healthcare
- \* History
- \* Human Resources
- \* Industrial Revolution
- \* Inequality
- \* Inflation
- \* Innovation
- \* Intercommunication
- \* International Affairs
- \* Job Market
- \* Labor
- \* Labor Issues
- \* Labor Rights
- \* Labor Trends
- \* Language
- \* Learning Disorders
- \* Linguistics
- \* Local Government
- \* Local Revenue
- \* Low-Income Populations
- \* Manufacturing
- \* Marketing
- \* Mass Shootings
- \* Mental Disorder
- \* Mental Health
- \* Meteorology
- \* Migration
- \* Motherhood
- \* National Security
- \* Nonprofit Organization
- \* Nutrition
- \* Obesity
- \* Pandemic
- \* Parenting
- \* Patient Care
- \* Pay Equity
- \* Pediatrics
- \* Personal Development
- \* Personal Finance
- \* Personal Growth
- \* Physics
- \* Politics
- \* Population Trends
- \* Psychology
- \* Public Assistance
- \* Public Education
- \* Public Health
- \* Public Policy
- \* Public Resources
- \* Public Speaking
- \* Public Transportation
- \* Race
- \* Real Estate
- \* Recreation
- \* Relationships
- \* Religion
- \* Research
- \* Retirement
- \* Revenue
- \* School Funding
- \* Science
- \* Social Media
- \* Social Work
- \* Space
- \* Space Exploration
- \* Space Research
- \* Sports History
- \* Sustainability
- \* Technology
- \* Television
- \* Theology
- \* Tourism
- \* Travel
- \* TV
- \* Urban Design
- \* Urban Planning
- \* Virus
- \* War
- \* Weather Patterns
- \* Wildlife
- \* Wildlife Conservation
- \* Wildlife Species
- \* Workers' Rights
- \* Workforce

Program 23-14

Aired: 6:00 AM 4/2/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

#### SEGMENT 1: FAILING AMERICA'S TEACHERS

Time: 1:47

Duration: 7:36

Synopsis: Between February 2020 and May 2022, around 300,000 teachers left teaching to pursue another profession. While the COVID-19 pandemic is no longer a front and center issue, millions of public-school educators are still struggling to keep going in positions that mean long hours, low pay and a growing number of curriculum mandates. In part one of this story, first grade teacher Lori Cash - who's taught for more than 30 years - shares the challenges teachers are facing and touches on a few points that need to change.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Lori Cash, 1st Grade Teacher, Columbus Signature Academy Lincoln Elementary.

Compliance issues: Career, Education, Personal Finance, Politics, Public Policy, School Funding

#### SEGMENT 2: IS HOLLYWOOD REALLY CHANGING? THE DIVERSITY DEBACLE

Time: 11:25

Duration: 9:08

Synopsis: Asian American actress, Michelle Yeoh won her first Oscar at this year's Academy Awards for her performance in Everything Everywhere All At Once. We speak with media expert April Reign about the continued push to improve diversity & equity in all aspects of Hollywood.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: April Reign, senior adviser, Media & Entertainment, Gauge, creator, #Oscarssowhite.

Compliance issues: Career, Diversity, Entertainment Industry, Equality, Equity, Fair Representation

#### VIEWPOINTS EXPLAINED: IS THE 4-DAY WORK WEEK FEASIBLE?

Time: 21:33

Duration: 2:01

Synopsis: We discuss a highly publicized study touting the benefits of a 4-day workweek. While it may seem like a logical step in the right direction, there are many parts to factor into the long-term success of this condensed work model.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Career, Human Resources, Workforce, Labor Issues

#### CULTURE CRASH: REVISITING THE CLASSICS

Time: 23:34

Duration: 2:53

Synopsis: We explore some of the older, classic TV series that are now available on streaming platforms and the dilemma of cropping full screen shows and films to fit our modern, widescreen TV's.

Host & Producer: Evan Rook

Compliance issues: Culture, TV

Program 23-15

Aired: 6:00 AM 4/9/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: UNDERSTANDING THE UNKNOWN: PSYCHOPATHIC TENDENCIES

Time: 1:47

Duration: 9:22

Synopsis: Who do you think of when you read or hear the word, psychopath? Rarely does anyone think of the neuroscientist next door. We speak to two experts about what the term means in the medical world and why many people who have psychopathic tendencies can function in a non-violent, productive manner.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Stephanie Hoopes, national director, United for ALICE; Cherry, New Jersey resident.

Compliance issues: Mental Disorder, Psychology

SEGMENT 2: A HISTORY: THE BEGINNINGS OF MASS TRANSIT IN AMERICA

Time: 13:11

Duration: 8:33

Synopsis: Millions of Americans rely on mass transit each day to get to where they need to be. While mass transit has had its up and downs in recent decades - and especially during the COVID-19 pandemic - there will always be a need for this public resource. We speak with mass transit expert Steven Beaucher about the the state of mass transportation agencies today and the first subway system built in Boston.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Steven Beaucher, mass transit expert, author of Boston in Transit: Mapping the History of Public Transportation in the Hub.

Compliance issues: Engineering, History, Industrial Revolution, Public Resources, Public Transportation, Urban Planning

VIEWPOINTS EXPLAINED: EASIER CANCELLATIONS

Time: 22:34

Duration: 1:59

Synopsis: We talk about the recent move by the Federal Trade Commission that makes it easier for consumers to cancel unused subscriptions.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Consumer Rights, Government Regulation, Personal Finance

CULTURE CRASH: THE NEW SHOW, "SHRINKING"

Time: 24:33

Duration: 1:55

Synopsis: We discuss the new Apple TV+ series, "Shrinking" featuring Jason Segel and Christa Miller.

Host & Producer: Evan Rook

Compliance issues: Culture, TV

Program 23-16

Aired: 6:00 AM 4/16/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: SPRING: A TIME OF FLIGHT FOR BIRDS

Time: 1:47

Duration: 8:44

Synopsis: As the weather warms up, you may be hearing and seeing more birds in your backyard. Spring is peak migration for this species, but in recent decades, there's been a 30 percent decline in North American bird varieties. We speak with one expert about the challenges facing these animals and how listeners can make a difference.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Rebecca Heisman, science writer, author of Flight Paths: How a Passionate and Quirky Group of Pioneering Scientists Solved the Mystery of Bird Migration.

Compliance issues: Animal Migration, Animal Science, Climate Change, Endangered Species, Wildlife Conservation

SEGMENT 2: A DIFFERENT VIEWPOINT: SPEAKING WITH ACTRESS, DREW BARRYMORE

Time: 12:33

Duration: 9:01

Synopsis: The Barrymore family has a long and storied history in Hollywood. For actress, Drew Barrymore, she grew up surrounded by the ups and downs of being in a very public family and acting in TV and films as a child. Today, she looks back on her life and shares what she's learned along the way.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Drew Barrymore, actress, producer, host, entrepreneur

Compliance issues: Career, Entertainment Industry, Film, Parenting, Personal Development, Psychology, Television

VIEWPOINTS EXPLAINED: A BIG QUARTER OF LAYOFFS

Time: 22:34

Duration: 1:29

Synopsis: Why are so many big companies recently announcing layoffs? What's driving these early year cutbacks? We answer these questions this week on Viewpoints Explained

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Economy, Job Market, Workforce, Career

CULTURE CRASH: THE FINAL SEASON

Time: 24:03

Duration: 2:24

Synopsis: We highlight the last season of the hit HBO series Succession and why other shows that have outlasted their prime should take note of the upsides of ending on a high note.

Host & Producer: Evan Rook

Compliance issues: Culture, TV

Program 23-17

Aired: 6:00 AM 4/23/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: PART 2: HELPING AMERICA'S EDUCATORS

Time: 1:47

Duration: 8:03

Synopsis: More than a third of educators in America are considering leaving their positions, according to recent research from consulting firm, McKinsey. We speak with two education experts about the mounting challenges both new and veteran teachers are facing and how average Americans can better advocate for the teachers in their communities.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Megan Franke, professor, education, University of California-Los Angeles; Alexandra Robbins, education expert, author of *The Teachers: A Year Inside America's Most Vulnerable, Important Profession*

Compliance issues: Career, Education Funding, Education Policy, Education Reform, Public Education

SEGMENT 2: TIKTOK ISN'T THE ONLY APP WITH A DATA PRIVACY PROBLEM

Time: 11:52

Duration: 9:58

Synopsis: While TikTok has been getting a lot of heat lately for its connections to China, there's also a larger privacy and data problem across all social media platforms. We speak with two experts about the fast-evolving social media landscape and how consumers can better protect themselves from data mining.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Lindsay Gorman, senior fellow, emerging technologies, German Marshall Fund's Alliance for Securing Democracy; Timothy Edgar, professor, practice of computer science, Brown University.

Compliance issues: Consumer Privacy, Government, National Security, Social Media, Technology

VIEWPOINTS EXPLAINED: AN UNUSUAL SPRING

Time: 22:50

Duration: 1:42

Synopsis: April has been an odd month weather wise. The West saw colder-than-average temperatures while the Midwest and East saw several days of record highs. While this change may be a nice surprise, these shifting weather patterns throw off natural cycles for countless species.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Climate Change, Meteorology, Agriculture Industry

CULTURE CRASH: A REVIEW OF "BEEF"

Time: 24:32

Duration: 1:54

Synopsis: We discuss the popular new Netflix series, "BEEF," starring Steven Yeun and Ali Wong, that's become a Top 10 watch on the platform.

Host & Producer: Evan Rook

Compliance issues: Culture, TV

Program 23-18

Aired: 6:00 AM 4/30/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

#### SEGMENT 1: WHY IS THE GENDER PAY GAP IN AMERICA STILL SO WIDE?

Time: 1:47

Duration: 10:13

Synopsis: As of 2022, the average American woman earned 82 cents for every dollar earned by a man. While it may not seem like much of a pay difference, this disparity adds up over time. And it's been this way for decades with little progress happening in America to lessen this wage gap in America. We speak with two experts about this issue and how workers can better advocate for more equal pay across the board.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Rakesh Kochhar, senior researcher, Pew Research Center; Ariane Hegewisch, senior research fellow, Institute for Women's Policy Research.

Compliance issues: Equal Compensation, Gender, Labor, Pay Equity, Personal Finance, Workers' Rights

#### SEGMENT 2: THE SECRETS FOUND THROUGH DNA TESTING

Time: 14:02

Duration: 7:06

Synopsis: What would you do if you suddenly found out you weren't related to the parent that raised you? This is exactly what happened to author Dani Shapiro after she took an at-home DNA test. We speak with her about this life-changing surprise and why there are thousands more with similar secrets across America.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Dani Shapiro, author, *Inheritance: A Memoir of Genealogy, Paternity & Love*.

Compliance issues: Adoption, Fertility, Genetics, Parenting, Psychology, Relationships, Science

#### VIEWPOINTS EXPLAINED: TACKLING ADOLESCENT OBESITY

Time: 22:08

Duration: 2:12

Synopsis: The American Academy of Pediatrics has just released a new set of guidelines urging pediatricians to take a more proactive and stringent approach for young patients struggling with obesity. We highlight some of these updated recommendations and the lasting effects of being obese early in life.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Obesity, Adolescent Health, Disease, Pediatrics

#### CULTURE CRASH: THE SEQUELS AND SPIN-OFFS THAT KEEP ON COMING

Time: 24:20

Duration: 2:06

Synopsis: We discuss how sequels and new adaptations of films and TV shows have become more of the norm in Hollywood.

Host & Producer: Evan Rook

Compliance issues: Culture, Entertainment, Film, TV

Program 23-19

Aired: 6:00 AM 5/7/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

#### SEGMENT 1: THE IMPORTANCE OF AMERICA'S SOCIAL WORKERS

Time: 1:47

Duration: 7:30

Synopsis: There are more than 700,000 social workers across America. We speak with longtime social worker and professor, Dr. Anthony Estreet about the vital role these professionals play in countless different sectors and why there needs to be more support and incentives for people working in this difficult role.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Dr. Anthony Estreet, CEO, National Association of Social Workers, professor, social work, Morgan State University.

Compliance issues: Career, Government Assistance, Healthcare, Mental Health, Psychology, Social Work

#### SEGMENT 2: RV LIFE: THE CLASSIC AMERICAN WAY OF ROADTRIPPING

Time: 11:19

Duration: 9:02

Synopsis: Thinking of getting away this summer? With flight and hotel prices skyrocketing, we speak with travel expert Bonnie Sinclair about the many benefits of road tripping via RV. Sinclair has traveled across the U.S. with her husband and highlights a few of her top destinations.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Bonnie Sinclair, travel expert, co-author, U.S.A RV Adventures.

Compliance issues: Geography, Parenting, Personal Finance, Recreation, Tourism, Travel, Wildlife

#### VIEWPOINTS EXPLAINED: A NEW ERA OF ELECTRIC

Time: 21:21

Duration: 2:25

Synopsis: We cover the newly proposed EPA guidelines for auto manufacturers and how this will impact the car market and consumers.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Auto Industry, Manufacturing, Government, Climate Change

#### CULTURE CRASH: THE COACHELLA LET DOWN

Time: 23:46

Duration: 2:40

Synopsis: We discuss musician, Frank Ocean's recent performances - or lack thereof.

Host & Producer: Evan Rook

Compliance issues: Culture, Entertainment, Film, TV



Program 23-20

Aired: 6:00 AM 5/14/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

#### SEGMENT 1: UNDERSTANDING LAB-CREATED INGREDIENTS

Time: 1:47

Duration: 8:49

Synopsis: Monosodium glutamate. Niacin. Riboflavin. We've all seen these labels at the end of ingredient lists on our favorite chips or frozen meals but what role do they play? Are these substances harmful? We highlight the prevalence of processed and ultra-processed foods in the U.S., the ingredients in them and the importance of moderation.

Host: Gary Price

Producer: Amirah Zaveri

Guests: George Zaidan, food chemist, author, *Ingredients: The Strange Chemistry of What We Put In Us & On Us*.

Compliance issues: Chemistry, Diet, Food Production, Food Science, Health, History, Nutrition

#### SEGMENT 2: THE TRIALS & TRIBULATIONS OF BALANCING MOTHERHOOD & CAREER

Time: 12:38

Duration: 8:49

Synopsis: NPR journalist and co-host of "All Things Considered" Mary Louise Kelly joins us this Mother's Day to share her story of balancing motherhood with a long-spanning, successful career in journalism. She - like many mothers - has struggled to have it all and recounts the many tradeoffs over the years.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Mary Louise Kelly, co-host, "All Things Considered", National Public Radio, author, *It.Goes.So.Fast.: The Year of No Do-Overs*.

Compliance issues: Career, Child Development, Mental Health, Motherhood, Parenting, Personal Growth

#### VIEWPOINTS EXPLAINED: THE CORONATION OF KING CHARLES III

Time: 22:27

Duration: 1:29

Synopsis: King Charles III is now officially Great Britain's reigning King. We discuss his coronation and the long history of the lavish ceremony.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: History, Government, Culture, International Affairs

#### CULTURE CRASH: OUR FAVORITE FILMS TO WATCH WITH OUR MOM'S

Time: 23:56

Duration: 2:31

Synopsis: We touch on a few recent movie releases that are perfect picks to watch with your mom this Mother's Day.

Host & Producer: Evan Rook

Compliance issues: Culture, Parenting, TV

Program 23-21

Aired: 6:00 AM 5/21/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

#### SEGMENT 1: WHY DON'T MORE SCHOOLS TEACH FINANCIAL LITERACY?

Time: 1:47

Duration: 8:26

Synopsis: Currently, only about 40 percent of students in the U.S. take a personal finance course before graduation. This means that most teenagers leave high school knowing little about saving, spending, student loans and how to do basic adult tasks like filing taxes. This week, we cover the push to change education legislation so more school curriculums incorporate a standalone financial literacy class.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Tim Ranzetta, co-founder, Next Gen Personal Finance.

Compliance issues: Education, Education Policy, Financial Independence, Personal Finance, Retirement

#### SEGMENT 2: THE ALLURE OF THE FOUR-DAY WORKWEEK

Time: 12:14

Duration: 8:37

Synopsis: There's been a lot of media coverage this year around the 4-day workweek, but does it really make sense long-term? We discuss the pros, cons and if this shift is feasible for America's complex and varied workforce.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Lindsay Cameron, assistant professor, management, Wharton School of Business, University of Pennsylvania; Charlotte Lockhart, managing director, co-founder, Four Day Week Global.

Compliance issues: Career, Economy, Human Resources, Labor Trends, Mental Health, Parenting

#### VIEWPOINTS EXPLAINED: ANOTHER WEEK, ANOTHER MASS SHOOTING

Time: 21:51

Duration: 2:15

Synopsis: 2023 is on pace to be the deadliest year on record for mass killings in America. Even as shootings continue and public outrage grows, little has been done to curb these horrific events.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Gun Control, Mass Shootings, Politics

#### CULTURE CRASH: ONE OF OUR FAVORITE SCI-FI READS

Time: 24:06

Duration: 2:18

Synopsis: This week on Culture Crash, we highlight the six-part series "The Forward" – a riveting sci-fi read that's full of twists and turns.

Host & Producer: Evan Rook

Compliance issues: Culture, Science, TV

Program 23-22

Aired: 6:00 AM 5/28/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

#### SEGMENT 1: THE TOLL OF EXCESS CLOTHES PRODUCTION

Time: 1:47

Duration: 8:16

Synopsis: Despite increased media coverage on fast fashion, the industry continues to thrive and expand. We speak with fashion activist and expert Maxine Bedat (who we've previously had on as a guest on Viewpoints) about the recent changes in the fast fashion landscape and why there's a greater focus now on legislation rather than consumers.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Maxine Bedat, founder, director, New Standard Institute.

Compliance issues: Climate Change, Consumerism, Fashion, Labor Rights, Marketing, Sustainability

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

Time: 12:05

Duration: 9:17

Synopsis: We've all been there. You've given a presentation or had a conversation with someone and realized after-the-fact that you could've added in fewer words like "um", "you know" or "like". While these fillers are distracting if overused, when added in moderation, they play a very specific purpose.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Valerie Fridland, sociolinguist, professor, linguistics, English Department, University of Nevada-Reno, author, Like Literally Dude: Arguing for the Good in Bad English.

Compliance issues: Culture, History, Intercultural Communication, Language, Linguistics, Personal Development, Public Speaking

#### VIEWPOINTS EXPLAINED: THE DECLINE OF RELIGION

Time: 22:22

Duration: 2:10

Synopsis: We discuss what's driving more Americans to identify as non-religious in recent years.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Religion, Theology, Culture, Politics

#### CULTURE CRASH: A NEW SEASON OF SUMMER BLOCKBUSTERS

Time: 24:32

Duration: 1:52

Synopsis: We highlight a few of the blockbuster films that we're most looking forward to during the upcoming summer of 2023.

Host & Producer: Evan Rook

Compliance issues: Culture, Film

Program 23-23

Aired: 6:00 AM 6/4/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

**SEGMENT 1: BRIDGING THE GAP FOR LOW-INCOME FAMILIES**

Time: 1:47

Duration: 8:56

Synopsis: Over 40% of U.S. households struggle to afford necessities like groceries, gas, rent, Internet and healthcare. With rising costs, stagnating wages, and minimal federal assistance, it's become all too common to feel overwhelmed and stuck in a perpetual cycle of barely scraping by. We cover this growing crisis and how individuals and families can get help through their community network.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Stephanie Hoopes, national director, United for ALICE; Cherry, New Jersey resident.

Compliance issues: Career, Financial Hardship, Generational Poverty, Inflation, Low-Income Populations, Nonprofit Organization, Parenting, Public Assistance

**SEGMENT 2: CLIMATE CHANGE IN FULL BLOOM: THE IMPACT OF AN EARLIER SPRING & SUMMER**

Time: 12:44

Duration: 8:12

Synopsis: If you live in the Midwest or Northeast, you probably enjoyed that brief stretch of 80-degree days this past April. While the warmer weather can be a nice change, this unusual and sudden shift has countless consequences on wildlife, plant species and the many industries that rely on predictable cycles. We speak with environmental expert Theresa Crimmins about the causes and effects of changing weather patterns.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Theresa Crimmins, director, USA National Phenology Network, research professor, School of Natural Resources and the Environment, University of Arizona.

Compliance issues: Agriculture, Climate Change, Economy, Migration, Weather Patterns, Wildlife Species

**VIEWPOINTS EXPLAINED: A NEW WARNING BY THE U.S. SURGEON GENERAL**

Time: 21:57

Duration: 2:30

Synopsis: The U.S. Surgeon General recently issued an advisory on the dangers of heavy social media use early in life. We discuss why experts are urging parents, politicians, and companies to act now.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Social Media, Child Development, Mental Health, Public Health

**CULTURE CRASH: A REVIEW OF THE THRILLER, "MISSING"**

Time: 24:27

Duration: 2:00

Synopsis: We talk about the new-to-Netflix movie, "Missing" – a thriller that follows one daughter's quest to find her missing loved ones who vanish while on a trip to Colombia.

Host & Producer: Evan Rook

Compliance issues: Culture, Film

Program 23-24

Aired: 6:00 AM 6/11/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: THE 10,000 YEAR RELATIONSHIP: OUR LONG-HELD FASCINATION & LOVE FOR CATS

Time: 1:47

Duration: 7:55

Synopsis: Cats get a lot of hate across the world for being un-trainable, moody, and, at times, hard to figure out. This week we cover all things cats and why these furry felines (who've long been human companions) are unique.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Jonathon Losos, evolutionary biologist, associate professor, biology, Washington University in St. Louis, author, *The Cat's Meow: How Cats Evolved From the Savanna to Your Sofa*.

Compliance issues: Animal Domestication, Civilizations, Culture, Evolution, History, Science, Wildlife

SEGMENT 2: DE-BUNKING THE MISCONCEPTIONS & STIGMAS OF ADHD

Time: 11:44

Duration: 9:50

Synopsis: Nearly 10% of American children have ADHD. We speak with a clinical child psychologist at Harvard Medical School, Dr. Ellen Braaten, about the different types & presentations of this disorder, how it affects children and common challenges for diagnoses, acceptance, and treatment.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Dr. Ellen Braaten, clinical child psychologist, associate professor, psychology, Harvard Medical School, Director, Learning and Emotional Assessment Program, Massachusetts General Hospital, author, *Bright Kids Who Couldn't Care Less*.

Compliance issues: Child Development, Education, Learning Disorders, Mental Health, Parenting

VIEWPOINTS EXPLAINED: THE UNCERTAINTIES OF LONG COVID

Time: 22:34

Duration: 1:42

Synopsis: More than 1.1 million Americans have died from Covid-19. Now, three years after the onset of the pandemic, millions are still struggling with the side effects and long-term damage of the disease.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Health, Research, Virus, Pandemic, Patient Care, Aging

CULTURE CRASH: A TRIUMPHANT END TO A BRILLIANT SHOW

Time: 24:16

Duration: 2:11

Synopsis: "Succession" has all the elements of a prime family drama. An ultra-rich, very public family that has no shortage of drama, conflict, and greed. We discuss the show's final season on HBO.

Host & Producer: Evan Rook

Compliance issues: Culture, TV

Program 23-25

Aired: 6:00 AM 6/18/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

#### SEGMENT 1: CITIES LEFT BEHIND: THE REALITY OF POPULATION DECLINE

Time: 1:47

Duration: 8:07

Synopsis: The COVID-19 pandemic shook up how Americans work, where they live and what they value in life. But, as people move past the pandemic, demographers wonder if certain migration trends are here to stay or will eventually shift back. This week we talk about population trends over the last few years and how this is impacting cities that were once bustling and booming.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Hans Johnson, demographer, senior fellow, Public Policy Institute of California.

Compliance issues: Crime, Culture, Education, Environment, Local Revenue, Population Trends, Urban Design

#### SEGMENT 2: CANNABIS & PROFIT: A NEED TO MAKE REPARATIONS

Time: 11:56

Duration: 9:53

Synopsis: It's expected that the U.S. cannabis industry will surpass 50 billion dollars in revenue by 2028, according to top cannabis research firm, Brightfield Group. Each year, new states are legalizing recreational marijuana, building new opportunities for entrepreneurs. But who gets a piece of this pie? How's the industry building a more equitable space that people at all socioeconomic levels can enter? We talk about the current landscape and the changes that need to be made to include communities and populations who've been historically targeted during the War on Cannabis.

Host: Marty Peterson

Producer: Amirah Zaveri | Grace Galante

Guests: Akwasi Owusu-Bempah, professor, sociology, University of Toronto, director, research, Campaign for Cannabis Amnesty, co-author, *Waiting to Inhale: Cannabis Legalization and the Fight for Justice*.

Compliance issues: Business, Community Investment, Criminal Justice, Drug Legalization, Entrepreneurship, History, Politics, Revenue

#### VIEWPOINTS EXPLAINED: HONORING JUNETEENTH

Time: 22:49

Duration: 1:37

Synopsis: Millions of Americans now get Juneteenth off each year because of its classification as a federal holiday. But what does Juneteenth really signify? When did it begin? We highlight the importance of this historic day.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: History, African American History, Culture, Race, Equality, War, Government

#### CULTURE CRASH: OUR LOVE FOR "SPIDER-MAN"

Time: 24:26

Duration: 2:01

Synopsis: We discuss the recent release of "Spider-Man: Across the Spider-Verse" now in theatres.

Host & Producer: Evan Rook

Compliance issues: Animation, Culture, Film

Program 23-26

Aired: 6:00 AM 6/25/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

#### SEGMENT 1: ISAAC MURPHY: A FORGOTTEN SPORTS LEGEND

Time: 1:47

Duration: 8:34

Synopsis: A couple months back, millions of Americans dressed up, donned their hats and blazers, and went to the racetrack for the biggest horse racing event of the year: The Kentucky Derby. This week we discuss the early history of horse racing in America and one African American jockey who made a lasting impact on the sport.

Host: Gary Price

Producer: Amirah Zaveri | Grace Galante

Guests: Katherine Mooney, associate professor, history, Florida State University, author, Isaac Murphy: The Rise and Fall of a Black Jockey.

Compliance issues: American History, Career, Civil Rights, Culture, Diversity, Inequality, Race, Sports History

#### SEGMENT 2: WHAT WE DO & STILL DON'T KNOW ABOUT BLACK HOLES

Time: 12:23

Duration: 8:30

Synopsis: Black holes have always intrigued and captured the imagination of millions since they were first theorized and coined by German physicist Karl Schwarzschild in 1916. For decades, scientists have worked to learn more about these mysterious objects in space. However, even today, there's still much we don't entirely understand about these mysterious phenomena. Janna Levin, an astronomy & physics professor at Columbia University, joins us to discuss the most intriguing aspects of these space giants.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Janna Levin, professor, physics & astronomy, Barnard College, Columbia University, author, Black Hole Survival Guide.

Compliance issues: Astronomy, Engineering, Innovation, Physics, Science, Space, Space Exploration, Space Research

#### VIEWPOINTS EXPLAINED: THE FUTURE OF SAN FRANCISCO

Time: 21:53

Duration: 2:14

Synopsis: High real estate prices. Rampant crime. A mass exodus. We discuss the sharp decline of this once-golden city by the bay.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Tourism, Crime, Local Government, Affordable Housing, Real Estate

#### CULTURE CRASH: A FORAY BACK INTO ZELDA

Time: 24:07

Duration: 2:20

Synopsis: We dive into the popularity of the newest addition to the Zelda franchise, now available on Nintendo Switch, "Zelda: Tears of the Kingdom."

Host & Producer: Evan Rook

Compliance issues: Culture, Gaming

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Issues Today 23-14

Aired: 6:30 AM 4/2/2023

Length: 28 Min.

1. Tony Orłowski, Engineer and Workplace Safety Expert

He discussed new programs businesses are utilizing for workplace safety. He also talked about the need for better education programs for workers.

Issues covered:

1. Workplace Safety
2. Education

2. Aaron Sachs, Professor of History and American Studies at Cornell University

He talked about why the environmental movement needs to embrace more comedy to get their points across. He also discussed ways to recruit more members to the movement.

Issues covered:

1. Climate Change
2. Communication

3. Katrina Holt, Senior Vice President at Affirm

He detailed ways travelers can save money on travel this summer. She also discussed new ways to fund travel.

Issues covered:

1. Consumerism
2. Personal Debt



Issues Today 23-15

Aired: 6:30 AM 4/9/2023

Length: 28 Min.

1. Penny Mishkin, Retired Occupational Therapist

She discussed the discrimination that takes place in some workplaces towards the disabled. She also talked about differences in pay.

Issues covered:

1. Disabled Rights
2. Unemployment

2. Kaitlyn Lawson, Home Educator

She talked about new apps for learning. She also commented on how home-schooled students can benefit from these new apps.

Issues covered:

1. Education
2. Youth

3. Meghan Zipin, Boston Marathon Massacre Survivor

She described her experiences from the Boston Marathon Massacre. She also talked about how the experience helps her as a parent.

Issues covered:

1. Depression
2. Mental Health

Issues Today 23-16

Aired: 6:30 AM 4/16/2023

Length: 28 Min.

1. Dr. Joellen Russell, Professor of Biochemical Dynamics and Oceanography at University of Arizona

She discussed the Science Moms program that helps educate kids about world problems. She also talked about climate change.

Issues covered:

1. Climate Change
2. Education

2. Amy Summers, Public Relations Expert

She discussed sexism and racism in the natural products industry. She also gave some solutions to the problem.

Issues covered:

1. Racism
2. Sexism

3. Craig Alexander, Retired Triathlete and Fitness Expert

He gave some tips on how everyone can be fitter. He also commented on exercise for seniors.

Issues covered:

1. Health
2. Seniors

Issues Today 23-17

Aired: 6:30 AM 4/23/2023

Length: 28 Min.

1. Shaundell Newsome, Co-Chair of Small Business for America's Future

She commented on hospital consolidation and how it affects health costs. She also talked about the results of a survey small business owners participated in that defines challenges of health care.

Issues covered:

1. Health
2. Small Business

2. Moira McDonald, Environment Program Director, Walton Family Foundation

She discussed climate change and how it affects water supplies. She also detailed how better farming procedures would help to fix the problem.

Issues covered:

1. Climate Change
2. Water Shortages

3. Shauna Hill, VA Recreation Therapist  
Steven Holston, Disabled Veteran Winter Sports Coach

They both discussed the Winter Sports Clinic, a place for disabled vets to compete. They also talked about the need for expanding the program.

Issues covered:

1. Veterans
2. Rights of the Disabled

Issues Today 23-18

Aired: 6:30 AM 4/30/2023

Length: 28 Min.

1. David Joe, Small Business Analyst

He discussed proposed federal legislation directed toward small business. He also talked about challenges small business owners face.

Issues covered:

1. Communication
2. Big Government

2. Tricia Morrow, General Motors Safety Engineer

She detailed the growing problem of distracted drivers. She also talked about the need for more driver education programs for youth.

Issues covered:

1. Traffic Safety
2. Youth

3. Jim Lenahan, Travel Editor, AARP The Magazine

He commented on summer travel trends. He also gave some tips for saving money.

Issues covered:

1. Travel Costs
2. Consumerism

Issues Today 23-19

Aired: 6:30 AM 5/7/2023

Length: 28 Min.

1. Ruchira Gupta, Founder-President of Apne App Women Worldwide

She discussed the growing problem of human trafficking in the U.S. and abroad. She also talked about predators using social media to lure teens.

Issues covered:

1. Human Trafficking
2. Youth

2. Christina Channels, Head of Consumer Banking, Bank of America

She talked about financial challenges, especially for seniors. She also talked about growing personal debt.

Issues covered:

1. Economy
2. Personal Debt

3. Brandi Horton, VP of Communications, Rails to Trails

She detailed the growing demand for bike and pedestrian trails. She also commented on the health benefits.

Issues covered:

1. Health
2. Consumerism

Issues Today 23-20

Aired: 6:30 AM 5/14/2023

Length: 28 Min.

1. Sandra Postel, Director of Global Water Policy Project

She detailed water shortages in the U.S. and around the world. She also talked about the need for better farming procedures to reduce water usage.

Issues covered:

1. Water Conservation
2. Education

2. Dr. Susan Walley, Member of Amer. Academy of Pediatrics

She discussed the growing problem of vaping among teens. She also detailed some of the health risks that everyone faces.

Issues covered:

1. Health
2. Youth

3. Stephanie O'Connell, Personal Finance Expert

She gave reasons why people don't save more money. She also talked about the necessity of budgeting and better financial education.

Issues covered:

1. Personal Finance
2. Inflation

Issues Today 23-21

Aired: 6:30 AM 5/21/2023

Length: 28 Min.

1. Mark Blum, Executive Director of America's Agenda Healthcare for America

He discussed the problem of rising drug costs. He also commented on Pharmacy Benefit Managers.

Issues covered:

1. Health
2. Prescription Costs

2. Christina Gerhardt, Assoc. Professor a University of Hawaii

She talked about challenges Pacific islands are having because of the changing climate. She also talked about water conservation measures that are needed.

Issues covered:

1. Climate Change
2. Environment

3. Dave Lewis, Member of Cisco Security

He detailed the growing problem of cyber security. He also gave some methods for individuals to cut down on security challenges.

Issues covered:

1. Crime
2. Consumerism

Issues Today 23-22

Aired: 6:30 AM 5/28/2023

Length: 28 Min.

1. Michelle Steinberg, Director Wildfire Division, National Fire Protection Assn.

She reported on the growing problem of wildfires in the U.S. She also gave tips on how homeowners can reduce their risks.

Issues covered:

1. Environment
2. Fire Dangers

2. Troy Green, Director of Media Communication, Nat. Assn. of Realtors

He gave an update on the real estate market around the country. He also talked about the effect on the market because of rising interest rates.

Issues covered:

1. Economy
2. Consumerism

3. Dr. Udo Erasmus, Nutrition Expert and Author

He gave a history of why obesity is getting worse in the country. He also discussed ways everyone can reduce their waistlines.

Issues covered:

1. Seniors
2. Health



Issues Today 23-23

Aired: 6:30 AM 6/4/2023

Length: 28 Min.

1. Dani McDonald, Vice President of Kelly Professional and Industrial

She detailed the results of a study on workers and their habits and why so many employees are quitting their jobs. She also talked about what employers can do to keep their employees.

Issues covered:

1. Economy
2. Sustainability

2. Kevin Stocklin, Writer and Film Producer

He discussed the growing trend of businesses who are taking political stands. He also talked about the growing backlash that is taking place in the marketplace including boycotts.

Issues covered:

1. Consumerism
2. Environment

3. Dr. Billy Goldberg, Emergency Medical Physician

He commented on the growing use of clean label products. He also talked about what some of the label ingredients are made of.

Issues covered:

1. Youth
2. Health

Issues Today 23-24

Aired: 6:30 AM 6/11/2023

Length: 28 Min.

1. Kevin Kuhlman, Vice President of Government Relations for NFIB

He gave a brief history of the organization and then commented on the result of high taxes on business. He also talked about possible new federal legislation.

Issues covered:

1. Inflation
2. Taxes

2. Dr. Mahesh Jayaraman, President-Elect of Neurointerventional Surgery

He discussed symptoms of stroke. He also talked about new treatment methods.

Issues covered:

1. Health
2. Education

3. David McGee, Podcast Host, Wellbeing Activist, Author

He talked about challenges men face in seeking mental health counseling. He also talked about treatment for substance abuse.

Issues covered:

1. Mental Health
2. Substance Abuse

Issues Today 23-25

Aired: 6:30 AM 6/18/2023

Length: 28 Min.

1. Claire O'Donnell, Director of Selling for Empowerment, Amazon

She discussed the results of the Small Business Empowerment Report. She also talked about how start-ups can get involved in on-line sales.

Issues covered:

1. Economy
2. Consumerism

2. JP Bolton, Principal of Wheeler Resource Recovery

He commented on the future of the oil and gas industry. He also talked about investments in the industry and the environment.

Issues covered:

1. Environment
2. Energy

3. Emil Rem, Foster Care Advocate and Author

He discussed the positive aspects of foster care. He also commented on his personal experiences and positive influences of his foster parents.

Issues covered:

1. Foster Care
2. Youth

Issues Today 23-26

Aired: 6:30 AM 6/25/2023

Length: 28 Min.

1. Dr. Catherine Kelso, Deputy Executive Director of Geriatrics & Extended Care,  
Veterans Health Admin.

She detailed geriatric care programs for vets. She also talked about support services for family members.

Issues covered:

1. Veterans
2. Seniors

2. Robert Schmidt, Social Media Expert and Author

He commented on the dangers of social media on teens. He also talked about mental health in general and the need for more care.

Issues covered:

1. Youth
2. Mental Health

3. Cecilia Seiden, Vice President of Travel and Hospitality, Transunion

She discussed travel costs for the summer. She also gave some tips on how to save money during excursions.

Issues covered:

1. Travel Costs
2. Consumerism

