

Issues Programs List

Quarterly Issues Programs List

Stations: **WJIM (AM), WJIM(FM), WITL(FM), WMMQ(FM), WFMK(FM), WVFN(AM)**

October 1, 2022 through December 31, 2022

Section I. Issues

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

1. **Clean Technology:** Automakers are working hard to provide clean and natural energy in their newer vehicles. As it stands, Michigan currently has 10,620 electric vehicles, according to Stacker, landing us at number 21 overall for clean energy.
2. **Higher Education:** Student loan debt currently resides at \$1.7 billion across the United States. Michigan alone, makes up 13.7% of that debt alone according to MLive. Making Michigan the seventh highest in the nation for student debt.
3. **Mental Health:** Millions of people in the United States struggle with sleep. According to Sleepopolis, Michigan residents occur 31 hours of sleep debt. Higher than the national average of 30.6 hours.
4. **Debt:** Attending a four-year college for an undergraduate is quickly getting expensive in the U.S. some students are spending over \$110,000 for a four-year undergraduate. To get a four-year undergraduate at one Michigan university, you could be spending \$208,392 to be a full-time student.
5. **Labor Rights:** With the ongoing issues with the threat of a rail strike, most of America could've seen a major shutdown. Michigan alone heavily relies on the rail system. In 2021, Michigan had 540,000 employees involved in a union according to the BLS. Those union members accounted for 13% of the working industry in Michigan.

Section II. Responsive Programs

Viewpoints is a 30-minute program that runs on all six Lansing stations at the following times:

WITL(FM), WVFN(AM) Saturdays at 6:00 a.m.

WFMK(FM), WMMQ(FM), and WJIM(FM) Sundays at 6:00 a.m.

WJIM(AM) Sundays at 9:00 a.m.

See attached program log for details.



Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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Program Log for Viewpoints Radio

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

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

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