

**KIXW AM**

**1<sup>ST</sup> Quarter 2020**

**QUARTERLY ISSUES AND PROGRAM REPORT**

**During this quarter the community needs and interests as ascertained with community leaders were addresses by significant public affairs or public service programming in response to the following:**

- 1. Christmas Tree Disposal for our local cities**
- 2. Hesperia Electronic Waste Event**
- 3. Hesperia Military Banner Program**
- 4. VFW Fundraiser**
- 5. Pet Adoption/Free adoptions for Veterans**
- 6. HUSD Teacher Job Fair**
- 7. Lifestream-Urgent Need for Blood Donations**
- 8. CHP Senior Volunteer Program**
- 9. Free Heart Screening Event**
- 10. High Desert Homeless Services**
- 11. Today's Woman "Like A Boss" Summit**
- 12. Adelanto Grand Prix**
- 13. Victorville Free Dump Day**
- 14. Rotary Club of Apple Valley**
- 15. 2020 Census**
- 16. COVID 19/Coronavirus-Local Resources**

# CALL LETTERS: KIXW-AM

## 1st Qtr 2020 Quarterly Issues and Program Report

Public Affairs Program- High Desert Dialogue

AIR DATE & TIME

\*01/5/2020

LENGTH:

30 min.  
6:30AM

ISSUE: Public Information, Recreation

SHOW GUEST

Cindy- Today's Women Foundation Representative

TOPIC OF THIS SHOW-01/5/2020

ISSUE-Public Information, Recreation

For the start of 2020, we welcomed the Today's Women Foundation, and their upcoming events for this new year. We talk about their 2020 Like a Boss Summit Event. This event would be featuring guest speakers and information sessions, open to Women and the general public all around the High Desert.

# CALL LETTERS: KIXW-AM

## 1st Qtr 2020 Quarterly Issues and Program Report

Public Affairs Program- High Desert Dialogue

### AIR DATE & TIME

\*01/12/2020  
01/19/2020

### LENGTH:

30 min.  
6:30AM

ISSUE: Public Information, Recreation

### SHOW GUEST

Regina Bell, Robert Sewell, Special Guest by phone-  
Dorian Holley-Musician/Vocal Coach

TOPIC OF THIS SHOW-01/12/2020 and 01/19/2020  
ISSUE-Public Information, Recreation

In this week's segment, we discuss the Martin Luther King Jr Special concert event, featuring Dorian Holley. To be presented at Victor Valley College, this musical tribute will be honoring the great Martin Luther King Jr with a musical performance by Mr. Holley. This event was open to the public and another great addition right here in the High Desert. Victor Valley College played a role in arranging for this type of event to be possible for the public to enjoy.

# CALL LETTERS: KIXW-AM

## 1st Qtr 2020 Quarterly Issues and Program Report

Public Affairs Program- High Desert Dialogue

AIR DATE & TIME

LENGTH:

\*01/26/2020  
-02/09/2020

30 min.  
6:30AM

ISSUE: Public Information, Recreation

SHOW GUEST

CHAN- Community Health Action Network  
CJ and Kisha

TOPIC OF THIS SHOW-01/26/2020-02/09/2020  
ISSUE-Public Information, Recreation

The 2020 Census is our topic on this week's High Desert Dialogue. CJ and Kisha from Community Health Action Network in Victorville, join us to discuss the importance of the Census to the High Desert, the benefits, and what happens if we do not participate. We also talk about how residents in our community can be involved as we go forward this year with the Census.



# CALL LETTERS: KIXW-AM

## 1st Qtr 2020 Quarterly Issues and Program Report

Public Affairs Program- High Desert Dialogue

**AIR DATE & TIME**

\*02/16/2020  
-03/15/2020

**LENGTH:**

30 min.  
6:30AM

ISSUE: Public Information, Recreation

**SHOW GUEST**

Larry Porras- Hesperia Unified School District

TOPIC OF THIS SHOW-02/16/2020-03/15/2020  
ISSUE-Public Information, Recreation

On this week's High Desert Dialogue, the Hesperia Unified School District joins us to talk about their upcoming Teacher Job Fair on March 19. Open and inviting to the High Desert, the goal is to reach out and invite residents and those interested to learn more about the teaching opportunities from HUSD.

We discuss the turnout from last year and new additions to this year's event. Note- Due to Health Concerns regarding COVID-19 and the California State Mandate- this event was postponed.

# CALL LETTERS: KIXW-AM

## 1st Qtr 2020 Quarterly Issues and Program Report

Public Affairs Program- High Desert Dialogue

AIR DATE & TIME

LENGTH:

\*03/22/2020  
-03/29/2020

30 min.  
6:30AM

ISSUE: Public Information, Recreation

SHOW GUEST

Dharini Dobbins- California Council of the Blind-  
HD Chapter

TOPIC OF THIS SHOW-03/22/20-03/29/20  
ISSUE-Public Information, Recreation

The California Council of the Blind- HD Chapter, comes in to talk about some new programs and services they are hoping to provide for residents in the High Desert. We discuss the opportunities that the public can be a part of to help the group, and their plans for the rest of the year. We look forward to having this group in once again, to talk about their services and resources they provide for the blind and or visually impaired in the High Desert.

# CALL LETTERS: KIXW-AM

## 1st Qtr 2020 Quarterly Issues and Program Report

### Community Calendar

AIR DATE

TIME

LENGTH:

1/1/20-3/31/20  
(Daily)

12:10, 4:10, 7:10PM  
9:10AM (SAT & SUN)

30 SEC

#### Highlights/Featured Events:

1/1- 1/15 = CITY OF VICTORVILLE CHRISTMAS TREE PICKUP, CITY OF HESPERIA ELECTRONIC WASTE COLLECTION, NAMI GROUP, TODAY'S WOMEN LIKE A BOSS SUMMIT, CENSUS INFORMATION SUMMIT

1/16 – 1/31 = CITY OF HESPERIA MILITARY BANNER PROGRAM, MASONIC OPEN HOUSE EVENT, ADELANTO GRAND PRIX, HIGH DESERT HOMELESS SERVICES DONATION DRIVE, CHAN BEHIND THE NUMBERS EDUCATIONAL CLASSES

2/1-2/15 = CITY OF HESPERIA FREE TIRE DISPOSAL, 1<sup>ST</sup> ANNUAL COMIC BOOK AND POP CULTURE EVENT, CITY OF VICTORVILLE COMMUNITY INPUT MEETING

2/16-2/29 = CALICO CIVIL WAR DAYS, TOWN OF APPLE VALLEY SWEETHEART 4K FUN RUN, PHELAN TOASTMASTERS MEETINGS, ROTARY CLUB OF APPLE VALLEY BOOZ N BINGO EVENT, FREE HEART SCREENING PUBLIC EVENT

3/1-3/15 = CITY OF VICTORVILLE FREE DUMP DAY, VFW FUNDRAISER EVENT, 2020 CLEAN AIR MONTH POSTER CONTEST, 1<sup>ST</sup> ANNUAL OPERATION PLAYBALL EVENT, LIFT AMERICA- CHRISTIAN EDUCATORS EVENT

3/16-3/31= \*NOTE\* SCHEDULED EVENTS BUT MOST POSTPONED AND OR DELAYED DUE TO COVID-19 PANDEMIC 2020- STATE MANDATE CANCELLING GATHERINGS DUE TO HEALTH CONCERNS

2020 WOMEN'S EXPO, NACHO AVERAGE FUNDRAISER, HIGH DESERT PIRATE FAIRE, APPLE VALLEY OPTIMIST CLUB EVENTS, HESPERIA ANIMAL SHELTER GRAND OPENING EVENT

**2020-Q1 (January – March) Viewpoints Radio  
Quarterly Report – Compliancy Issues & Programs List**

**KIXW-AM**

Acting	Failure
Activism	Family
Addiction	Fiilm & film history
Adventure	Finance
Agingi	Gender
Alzheimer's & dementia	Global Issues
Animal species	Goals
Army	Government
Art	Health & healthcare
Artificial Intelligence	Higher Education
Awards	History
Baking	Hobbies
Basketball	Home Organization
Biodiversity	Homelessness
Black History	Horror
Budget	Human Development
Business & industry	Immigration
Career	Inequality
CInema	Insurance
Coloring	Intelligence
Comedy	Internet
Communication	Journaling
Community relations	Law & legal problems
Computer science	Literature
Consumerism	Math Media
Cooking	Medicine
Corporations	Motherhood
Creativity	Music
Culture	Navy
Death	Personal Growth
Design	Pharmacology
Disease	Police
Diverity	Race
Drug Use	Relationships
Economy	Social Media
Education	Sports
Endangered Species	Startups
Engineering	Women's Rights
Entrepreneurship	World War II
Environment	Writing
Espionage	
Exercise	
Exploration	
Extinction	

**Program 20-01 Writers/Producers: Amirah Zaveri, Annie Krall & Evan Rook**
**Air Week: Studio Production: Jason Dickey**

1/5/20

**SEGMENT 1: A BRIEF HISTORY OF SKIN MARKING**
**Time**
**Duration**

**Synopsis:** Humans have always practiced various forms of self-expression, whether that's through written word, music, art or some other outlet. The art of tattooing is one such form that dates back to thousands of years ago. We speak with a history expert, Craig Koslofsky about some of the earliest tattoo designs and how they were achieved as well as other skin alteration methods including scarification and branding.

1:47

10:20

**Host:** Gary Price

**Guests:** Craig Koslofsky, history professor, University of Illinois at Urbana-Champaign, author, Evening's Empire: A History of the Night in Early Modern Europe.

**Compliancy issues covered:** History, Culture, Art, Design, Literature, Religion, Disease, Health

**Links for more information:** <https://www.amazon.com/Evenings-Empire-History-Studies-European/dp/0521721067>
<https://earlymodernlifelife.wordpress.com/>
<https://history.illinois.edu/directory/profile/koslof>
**SEGMENT 2: THE PITALLS OF SOCIAL MEDIA AS AN ATHLETE**
**Time**
**Duration**

**Synopsis:** Being a college or professional athlete is hard enough. Throw on top of that the constant commentary online and it can sometimes be hard to look away from what people are saying. Two football players offer up their thoughts on the pros and cons of social media and how to stay focused and positive.

14:10

8:17

**Host:** Marty Peterson

**Guests:** Joshua Perry, former linebacker, Indianapolis Colts, San Diego Chargers, The Ohio State University. Johnny Davidson, senior quarterback, Washington University at St. Louis

**Compliancy issues covered:** Sports, Social Media, Mental Health, Technology, Education, Career

**Links for more information:** [https://www.washubears.com/sports/football/2018-19/bios/davidson\\_johnny\\_10a4](https://www.washubears.com/sports/football/2018-19/bios/davidson_johnny_10a4)
<http://www.nfl.com/player/joshuaperry/2555326/profile>
[https://twitter.com/RIP\\_JEP?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/RIP_JEP?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)
[https://en.wikipedia.org/wiki/Joshua\\_Perry](https://en.wikipedia.org/wiki/Joshua_Perry)
**CULTURE CRASH THE 2020 BLOCKBUSTER LINEUP**
**Time**
**Duration**

**Synopsis:** A new year means a new lineup of highly anticipated movie releases. We cover some of the biggest films for 2020 from the new Top Gun sequel featuring Tom Cruise to Christopher Nolan's new action movie, Tenet.

23:27

3:00

**Host & Producer:** Evan Rook

**Compliancy issues covered:** Film, Cinema, Culture,

**Program 20-02 Writers/Producers: Amirah Zaveri, Pat Reuter & Evan Rook**
**Air Week: Studio Production: Jason Dickey**  
 1/12/20

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**SEGMENT 1: SPREADING WORD OF THE 2020 U.S. CENSUS**
**Time Duration**

**Synopsis:** The 2020 census is just around the corner. We speak with an employee from the U.S. Census Bureau about the importance of taking part in the nationwide survey and how the government is reaching students and their families through new in-school programs.

1:48 6:44

**Host:** Gary Price

**Guests:** Victoria Glasier, Chief of the Statistics in Schools Program, U.S. 2020 Census Bureau.

**Compliance issues covered:** History, Culture, Government, Finance, Economy, Diversity, Education, Budget

**Links for more information:** <https://2020census.gov/en/jobs.html>

<https://www.census.gov/schools/>

<https://www.census.gov/>

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**SEGMENT 2: ADDICTION: WHY IT HAPPENS AND HOW TO HELP ADDICTS BACK FROM THE EDGE**
**Time Duration**

**Synopsis:** Millions of Americans are addicted to alcohol and drugs, and many of them eventually end up unemployed, broken, separated from their families and homeless. We talk to an author who's battled alcohol and drug addiction for many years and finally found help through treatment. We also speak with a psychologist about the causes of addiction and why some people are more likely to become addicts than others.

10:35 11:32

**Host:** Marty Peterson

**Guests:** Ryan LaLumiere, psychologist, professor in the Psychology Dept., University of Iowa, and a specialist on addiction; Bob Allison, recovering addict, author of *Saved by the Prince of Peace: Dungeon to Sky*.

**Compliance issues covered:** Addiction, Health, Relationships, Education, Government, Homelessness

**Links for more information:** <https://psychology.uiowa.edu/> <https://www.samhsa.gov/>

[https://www.amazon.com/Saved-The-Prince-Peace-Dungeon/dp/0615950175/ref=sr\\_1\\_1?ie=UTF8&qid=undefined&sr=8-1&keywords=Saved+by+the+prince+of+peace](https://www.amazon.com/Saved-The-Prince-Peace-Dungeon/dp/0615950175/ref=sr_1_1?ie=UTF8&qid=undefined&sr=8-1&keywords=Saved+by+the+prince+of+peace)

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**CULTURE CRASH THE WWI EPIC, "1917"**
**Time Duration**

**Synopsis:** We explore the new release, *1917* now playing in theaters. The new film, which is filmed acclaimed cinematographer, Roger Deakins, has an action-packed storyline that does not disappoint.

23:07 3:20

**Host & Producer:** Evan Rook

**Compliance issues covered:** Film, War, Culture, History

**Program 20-03 Writers/Producers: Amirah Zaveri & Evan Rook**
**Air Week: Studio Production: Jason Dickey**  
 1/19/20

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**SEGMENT 1: ARTIC EXPLORATION: THE DEMISE OF THE 1881 GREELY EXPEDITION**
**Time**
**Duration**

**Synopsis:** In 1881, Lt. Adolphus Greely and 24 men set out on a voyage to explore the northernmost Polar Arctic where few had ventured before. The goal was to collect vast amounts of scientific data of the unknown region and hopefully reach the North Pole. But the expedition soon went awry when no resupply made it to the camp for two years and the men were left to fend for themselves. Starvation, frostbite and even tales of cannibalism soon followed in this historic tale of exploration and survival.

1:47

12:01

**Host:** Gary Price

**Guests:** Buddy Levy, author, Labyrinth of Ice: The Triumphant and Tragic Greely Polar Expedition

**Compliance issues covered:** History, Exploration, Adventure, Army, Navy, Health, Science, Polar Arctic

**Links for more information:** <https://www.pbs.org/wgbh/americanexperience/films/greely/>

[https://www.amazon.com/Labyrinth-Ice-Triumphant-Tragic-Expedition/dp/1250182190/ref=sr\\_1\\_1?crid=16RL48KEMVNWQ&keywords=labyrinth+of+ice&qid=1578677548&srefix=laby%2Caps%2C152&sr=8-1](https://www.amazon.com/Labyrinth-Ice-Triumphant-Tragic-Expedition/dp/1250182190/ref=sr_1_1?crid=16RL48KEMVNWQ&keywords=labyrinth+of+ice&qid=1578677548&srefix=laby%2Caps%2C152&sr=8-1)  
<http://buddylevy.com/index.html>

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**SEGMENT 2: WHY ARE YOUNG PEOPLE STRUGGLING MORE THAN PREVIOUS GENERATIONS?**
**Time**
**Duration**

**Synopsis:** Roughly 15 percent of 25 to 35-year-olds are back living with their parents, according to a 2016 study by Pew Research Center – and this number is only on the rise. Higher rent, cost of living and student debt are all contributing factors, however, there are some young adults stuck in an unmotivated, directionless state labeled as “failure to launch” We break down the term and what parents can do to nudge their young adults along.

15:50

7:31

**Host:** Marty Peterson

**Guests:** Doctor Mark McConville, author, Failure to Launch: Why Your Twentysomething Hasn't Grown Up...and What to Do About It

**Compliance issues covered:** Parenting, Higher Education, Personal Growth, Career, Mental Health, Psychology, Relationships, Stress, Finance, Social Media

**Links for more information:** <https://www.penguinrandomhouse.com/books/607785/failure-to-launch-by-mark-mcconville-phd/>

<https://www.amazon.com/Failure-Launch-Twentysomething-Hasnt-Grown/dp/0525542183>  
<https://www.nytimes.com/2019/09/03/opinion/college-graduates.html>  
<https://www.nytimes.com/2017/10/11/magazine/why-are-more-american-teenagers-than-ever-suffering-from-severe-anxiety.html>

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**CULTURE CRASH: DAVE EGGERS: A LEADER IN LITERARY WRITING**
**Time**
**Duration**

**Synopsis:** Author Dave Eggers has been a cult hero since his 2000 memoir A Heartbreaking Work of Staggering Genius took readers on a wild and enthralling ride. Now, almost two decades later he's still producing novels that push the boundaries of dialogue and prose.

24:15

2:12

**Host & Producer:** Evan Rook

**Compliance issues covered:** Literature, Writing, Culture

**Program 20-04 Writers/Producers: Amirah Zaveri & Evan Rook**
**Air Week:** Studio Production: Jason Dickey  
 1/26/20

**SEGMENT 1: FINDING JOY AGAIN THROUGH SMALL CHANES**
**Time Duration**

**Synopsis:** When life gets tough it can be hard to find gratitude and joy in the little things. We speak with two authors about how to take small steps each day in order to think positive and refocus on what's important

1:48

11:01

**Host:** Gary Price

**Guests:** Sarah Ban Breathnach, author, Simple Abundance: 365 Days to a Balanced and Joyful Life. Rachel Bertsche, journalist, author, The Kids Are in Bed: Finding Time for Yourself in the Chaos of Parenting.

**Compliance issues covered:** Literature, Mental Health, Journaling, Parenting, Social Media, Failure

**Links for more information:** <https://twitter.com/simpleabundance?lang=en>

<https://www.barnesandnoble.com/w/simple-abundance-sarah-ban-breathnach/1130780118?ean=9781538735022>

<https://twitter.com/rberch?lang=en>

[https://www.amazon.com/gp/product/1524744018/ref=db\\_a\\_def\\_rwt\\_bibl\\_vppi\\_i0](https://www.amazon.com/gp/product/1524744018/ref=db_a_def_rwt_bibl_vppi_i0)

<http://www.sarahbanbreathnach.com/>

**SEGMENT 2: A NEW MINDSET ON EXERCISE: TAKING SMALL STEPS TO MAKE A BIG DIFFERENCE**
**Time Duration**

**Synopsis:** Hate the stairmaster? Dread the treadmill? Exercise doesn't have to be an anxiety-inducing, hour-long activity. It can be getting a group of friends together for an axe-throwing session or even going on a ten-minute walk during lunch. Each little bit of movement matters. We uncover how taking on a different mindset to activity can lead to better habits and a happier life.

14:51

8:01

**Host:** Marty Peterson

**Guests:** Kelly McGonigal, research psychologist, author, Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection and Courage; Davonian Mackenzie, personal trainer, Southport Fitness in Lakeview, Chicago.

**Compliance issues covered:** Exercise, Health, Mental Health, Relationships, Gym, Hobbies, Personal Care

**Links for more information:** <https://www.southportfitness.com/>

[https://www.ted.com/talks/kelly\\_mcgonigal\\_how\\_to\\_make\\_stress\\_your\\_friend](https://www.ted.com/talks/kelly_mcgonigal_how_to_make_stress_your_friend)

<http://kellymcgonigal.com/>

<https://www.facebook.com/SouthportFitness/>

**CULTURE CRASH: OSCAR SEASON**
**Time Duration**

**Synopsis:** This year's Oscar nominations are out and there are some good contenders in the mix, but a few movies that were looked over. We delve into some of our favorite films from 2019 that didn't make the nomination cut, but are still worth the watch.

23:46

2:41

**Host & Producer:** Evan Rook

**Compliance issues covered:** Films, Awards, Acting



**Program 20-05 Writers/Producers: Amirah Zaveri & Evan Rook**

**Air Week:** Studio Production: Jason Dickey  
2/2/20

**SEGMENT 1: WORLD WAR II: THE WOMEN OF THE OSS**
**Time Duration**

**Synopsis:** When life gets tough it can be hard to find gratitude and joy in the little things. We speak with two authors about how to take small steps each day in order to think positive and refocus on what's important

1:47 9:07

**Host:** Gary Price

**Guests:** Katie S. Sanders, freelance journalist & World War II expert

**Compliance issues covered:** World War II, Women, Intelligence, Government, Travel, History, Espionage

**Links for more information:** <https://www.nytimes.com/2019/03/06/magazine/intelligence-world-war-ii-oss-women.html>

<https://www.katiessanders.com/>

<https://www.cia.gov/library/publications/intelligence-history/oss/art03.htm>

**SEGMENT 2: FRUSTRATED BY THE 24/7 POLITICAL NEWS MACHINE? GET INVOLVED INSTEAD**
**Time Duration**

**Synopsis:** It seems like lately political breaking news has hit an all-time high with all of the continuous impeachment coverage and campaign trail updates. While it's important to be an informed citizen, what do you do with all of this knowledge? Is it leading to change? Could you do something better with your time? We delve into these questions and more this week on Viewpoints.

12:50 10:00

**Host:** Marty Peterson

**Guests:** Eitan Hersh, associate professor, political science, Tufts University, author Politics is for Power: How to Move Beyond Political Hobbyism, Take Action, and Make Real Change; Naava Ellenberg, senior, Barnard University

**Compliance issues covered:** Politics, Community, Media, Television, Activism, Education, Government

**Links for more information:** <https://www.amazon.com/Politics-Power-Beyond-Political-Hobbyism/dp/1982116781>

<https://www.theatlantic.com/ideas/archive/2020/01/political-hobbyists-are-ruining-politics/605212/>

<https://www.bustle.com/profile/naava-ellenberg-18208189>

**CULTURE CRASH: SCARY WINTER READS**
**Time Duration**

**Synopsis:** We explore Ian Reid's horror novel, "I'm Thinking of Ending Things" that tops our list of scariest books of all time. It's a quick read with a twisting plot that keeps you hooked all the way through

23:46 2:41

**Host & Producer:** Evan Rook

**Compliance issues covered:** Literature, Horror, Film

**Program 20-06 Writers/Producers: Amirah Zaveri & Evan Rook**

**Air Week:** 2/9/20  
**Studio Production:** Jason Dickey

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**SEGMENT 1: VOTER ERROR: HOW A TRIP TO THE DMV TURNED INTO YEARS OF LEGAL WOES**
**Time**      **Duration**


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**Synopsis:** Can it ever be too easy to cast a ballot in an American election? The answer is yes. Filipino immigrant Elizabeth Keathley mistakenly registered to vote while at a DMV in Illinois through a law best known as the Motor Voter Law. This originally well-intentioned program is now trapping hundreds of immigrants into federal charges and possible deportation for an act they didn't fully comprehend to begin with.

**Host:** Gary Price

**Guests:** Richard Hanus, immigration lawyer; Elizabeth Keathley, immigration client

**Compliance issues covered:** Immigration, Voting, Law, Legal Problems, Culture, Government, Politics

**Links for more information:** <https://www.usavisacounsel.com/about-us>

<http://waterwell.org/production/courtroom/>

<https://caselaw.findlaw.com/us-7th-circuit/1609918.html>

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**SEGMENT 2: WHAT HAPPENS WHEN MATHETMATICAL CALCULATIONSGO WRONG?**
**Time**      **Duration**


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**Synopsis:** The field of mathematics is still seen as a boring and overly complex field by many. But Matt Parker, a former math teacher turned popular YouTuber, is working to fix that stubborn mindset. In his new book, he illustrates the powerful and interesting side of math through real-life examples that have failed because someone's calculations were just slightly off.

**Host:** Marty Peterson

**Guests:** Matt Parker, mathematician, YouTuber, author Humble Pi: When Math Goes Wrong in the Real World

**Compliance issues covered:** Math, Education, Industry, Career, Science, Engineering, Computer Science

**Links for more information:** <https://www.penguinrandomhouse.com/books/610964/humble-pi-by-matt-parker/>

<https://www.youtube.com/channel/UCoxcjg-8xIDTYp3uz647V5A>

<http://standupmaths.com/>

<https://www.youtube.com/channel/UCSju5G2aFaWMqn-0YBtq5A>

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**CULTURE CRASH: REMEMBERING THE LEGEND: KOBE BRYANT**
**Time**      **Duration**


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**Synopsis:** It can sometimes still feel unreal that NBA superstar Kobe Bryant is gone. The retired Los Angeles Lakers player was more than just an athlete, but a tremendous idol to millions of people across the world. We discuss his legacy and the fragility of life.

**Host & Producer:** Evan Rook

**Compliance issues covered:** Sports, Basketball, Death, Mentor, Culture, History, Career

**Program 20-07 Writers/Producers: Amirah Zaveri, Annie Krall & Evan Rook**
**Air Week: Studio Production: Jason Dickey**

2/16/20

**SEGMENT 1: COLORING OUTSIDE THE LINES**
**Time**
**Duration**

**Synopsis:** Coloring books aimed at children, adults and even seniors have been all the rage in recent years and are still trending in 2020. But what's so special about these patterns and designs that draw people in? We delve into the process of putting together these collections and why the creative outlet has become a mainstay for so many looking to switch off and de-stress.

1:47

10:22

**Host:** Gary Price

**Guests:** Johanna Basford, artist, author; Jenean Morrison, artist, designer, author

**Compliancy issues covered:** Art, Coloring, Mental Health, Culture, Creativity, Stress, Literature, Seniors covered:

**Links for more information:** [https://www.amazon.com/Johanna-](https://www.amazon.com/Johanna-Basford/e/B0011YSPE4%3Fref=dbs_a_mng_rwt_scns_share)
[Basford/e/B0011YSPE4%3Fref=dbs\\_a\\_mng\\_rwt\\_scns\\_share](https://www.amazon.com/Johanna-Basford/e/B0011YSPE4%3Fref=dbs_a_mng_rwt_scns_share)
[https://www.amazon.com/Jenean-Morrison/e/B00AI2Q5DG%3Fref=dbs\\_a\\_mng\\_rwt\\_scns\\_share](https://www.amazon.com/Jenean-Morrison/e/B00AI2Q5DG%3Fref=dbs_a_mng_rwt_scns_share)
<https://www.instagram.com/jeneanmorrison/?hl=en>
<https://www.johannabasford.com/>
**SEGMENT 2: RETHINKING HEALTHCARE: HOW DO YOU FIX A FLAWED SYSTEM?**
**Time**
**Duration**

**Synopsis:** The topic of healthcare is one of the most debated issues so far in the 2020 election – but what's the fix for the expensive, inefficient system that's currently in place? So far it's a murky answer. Millions are struggling with the high cost of care, doctors are burning out and patient-doctor interaction is at an all-time low. We speak with an industry expert about the current woes of American healthcare and what can be done.

14:11

8:50

**Host:** Marty Peterson

**Guests:** Samuel Shem, author, House of God, Man's 4th Best Hospital

**Compliancy issues covered:** Medicine, Healthcare, Career, Health, Insurance, Literature, Government covered:

**Links for more information:** <https://www.theatlantic.com/health/archive/2012/11/samuel-shem-34-years-after-the-house-of-god/265675/>
[https://www.amazon.com/gp/product/1984805363/ref=dbs\\_a\\_def\\_rwt\\_bibl\\_vppi\\_i1](https://www.amazon.com/gp/product/1984805363/ref=dbs_a_def_rwt_bibl_vppi_i1)
[https://www.amazon.com/gp/product/0425238091/ref=dbs\\_a\\_def\\_rwt\\_bibl\\_vppi\\_i0](https://www.amazon.com/gp/product/0425238091/ref=dbs_a_def_rwt_bibl_vppi_i0)
<http://www.samuelshem.com/v2/> [https://en.wikipedia.org/wiki/Samuel\\_Shem](https://en.wikipedia.org/wiki/Samuel_Shem)
**CULTURE CRASH: THE BROADWAY HIT "HAMILTON" COMES ALIVE AGAIN**
**Time**
**Duration**

**Synopsis:** The writer of "Hamilton" Lin-Manuel Miranda is back at it again. Come October 2021, the Broadway play is set to hit theaters across the country. But will it be worth the watch?

24:01

2:27

**Host & Producer:** Evan Rook

**Compliancy issues covered:** Broadway, Musical, Film, Culture, History covered:

**Program 20-08 Writers/Producers: Amirah Zaveri & Evan Rook**

**Air Week:** Studio Production: Jason Dickey  
2/23/20

**SEGMENT 1: REDEFINING SUGAR: ENJOYING SWEET TREATS WITHOUT THE GUILT**
**Time**
**Duration**

**Synopsis:** From sugary lattes to grocery staples like yogurt and bread, sugar still seems to be lurking everywhere. Even with greater awareness, it can still be hard to avoid the cookies and cake if you're craving something sweet. Viewpoints speaks with baking blogger, Elif Yamangil and cookbook author, Jennifer Tyler Lee about the importance of limiting sugar in your diet and how to do so while still indulging in some healthier sweets.

1:48

12:09

**Host:** Gary Price

**Guests:** Elif Yamangil, engineer at Google, creator of the blog, Plenty Sweet; Jennifer Tyler Lee, author Half the Sugar, All the Love

**Compliance issues covered:** Baking, Cooking, Health, Sugar Intake, Disease, Education, Motherhood

**Links for more information:** <http://www.plentysweet.net/> <https://www.instagram.com/plentysweet200/>

<https://www.52newfoods.com/>

[https://www.amazon.com/gp/product/1523504234/ref=dbs\\_a\\_def\\_rwt\\_bibl\\_vppi\\_i0](https://www.amazon.com/gp/product/1523504234/ref=dbs_a_def_rwt_bibl_vppi_i0)

<https://www.wellplated.com/>

**SEGMENT 2: BORN INTO SLAVERY: FIRSTHAND PERSPECTIVES OF FORMING ENSLAVED MEN AND WOMEN**
**Time**
**Duration**

**Synopsis:** Imagine being born into slavery in the South. You have not a dime to your name, received no education and all you know are the surrounding fields of a plantation. What would you do after slavery is abolished? How would you start over? February is Black History Month. As we remember the past and the history of slavery in America, it's important to not only take in the perspectives of historians and educators, but also direct firsthand accounts from the people who lived through this experience. Viewpoints' speaks with historian and photographer, Richard Cahan, co-author of the new book River of Blood: American Slavery From the People Who Lived It.

15:59

6:57

**Host:** Marty Peterson

**Guests:** Richard Cahan, co-author, River of Blood: American Slavery From the People Who Lived It

**Compliance issues covered:** Black History Month, Education, History, Literature, Inequality, Race, Poverty

**Links for more information:** <https://www.cityfilespress.com/books/river-of-blood/>

<https://www.amazon.com/River-Blood-American-Slavery-People/dp/0991541855>

<https://www.loc.gov/collections/slave-narratives-from-the-federal-writers-project-1936-to-1938/about-this-collection/>

<https://twitter.com/picturetweeter?lang=en>

**CULTURE CRASH: THE JOY OF TV COMEDY SPECIALS**
**Time**
**Duration**

**Synopsis:** Sometimes you don't want a critically acclaimed show or Oscar-worthy movie, but rather something funny like a cheesy rom-com or a bit of classic stand-up. We discuss two Bo Burnham comedy specials that are now streaming on Netflix

23:56

2:30

**Host & Producer:** Evan Rook

**Compliance issues covered:** Television, Culture, Comedy, Streaming

**Program 20-09 Writers/Producers: Amirah Zaveri & Evan Rook**
**Air Week: Studio Production: Jason Dickey**

3/1/20

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**SEGMENT 1: BODY-WORN CAMERAS: IS FAST-CHANGIN TECH LEADING TO BETTER POLICING? Time Duration**


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**Synopsis:** Today, body-worn cameras are a mainstay in many police departments across the country. While the new technology increases transparency, is it leading to better relationships between the public and police? How are innovations in the field - including the incorporation of artificial intelligence - changing officers' day-to-day duties?

1:48

10:48

**Host:** Gary Price

**Guests:** Daniel Lawrence, Senior Research Associate, Urban Institute; Rick Smith, Founder, CEO, Axon Enterprise Inc.

**Compliancy issues covered:** Police, Community Relations, Minorities, Technology, Artificial Intelligence

**Links for more information:** <https://www.axon.com/products/axon-body-3>

<https://www.urban.org/author/daniel-lawrence>

<https://www.cam.ac.uk/research/news/use-of-body-worn-cameras-sees-complaints-against-police-virtually-vanish-study-finds>

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**SEGMENT 2: THE ROLE OF COMPANIES IN PROTECTING THE PLANET'S BIODIVERSITY Time Duration**


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**Synopsis:** 1,000,000 animal and plant species now face the threat of extinction. As more than 80 percent of all global biodiversity lives on private land, what is the role of corporations when it comes to protecting these endangered species? Viewpoints speaks with Margaret O'Gorman, president of the Wildlife Habitat Council, about the creative and adaptive policies companies can take to make a difference.

14:38

8:04

**Host:** Marty Peterson

**Guests:** Margaret O'Gorman, President, Wildlife Habitat Council

**Compliancy issues covered:** Biodiversity, Animal Species, Human Development, Business, Economy, Environment, Extinction, Endangered Species, Corporations, Global Issues

**Links for more information:** <https://www.wildlifehc.org/>

<https://www.wildlifehc.org/bio/margaret-ogorman/>

[https://twitter.com/OGormanWHC?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/OGormanWHC?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

<https://www.gmsustainability.com/manage/operations.html>

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**CULTURE CRASH: THE ENDLESS TWISTS IN NBC'S THIS IS US Time Duration**


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**Synopsis:** The hit drama, This is Us has led its viewers down a puzzling, sometimes draining series of twists and turns throughout the last four seasons – but is the show finally fizzling out?

23:42

2:46

**Host & Producer:** Evan Rook

**Compliancy issues covered:** Television, Culture



**Program 20-10 Writers/Producers: Amirah Zaveri, Polly Hansen & Evan Rook**
**Air Week: Studio Production: Jason Dickey**

3/8/20

**SEGMENT 1: GLOSSIER TO WARBY PARKER: STARTUPS THAT ARE REDEFINING THE RETAIL**
**GAME**
**Time**
**Duration**

**Synopsis:** If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades?

1:48

9:24

**Host:** Gary Price

**Guests:** Lawrence Ingrassia, former business editor, deputy managing editor, The New York Times, author, The Billion Dollar Brand Club

**Compliance issues covered:** Business, Startups, Entrepreneurship, Internet, Social Media, Revenue

**Links for more information:** <http://www.larryingrassia.com/>

<https://www.wsj.com/articles/billion-dollar-brand-club-review-clicking-the-disrupt-button-11580773644>

<https://www.amazon.com/Billion-Dollar-Brand-Club-Disruptors/dp/1250313066>

<https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/thinking-inside-the-subscription-box-new-research-on-ecommerce-consumers>

**SEGMENT 2: MOVE OVER ALBERT: UNCOVERING FEMALE SCIENCE GENIUSES OF THE PAST**
**Time**
**Duration**

**Synopsis:** What exactly classifies a person as a genius? Are there biological differences between male and female geniuses? Viewpoints' explores these questions and highlights a few overlooked female scientists throughout history.

13:16

9:24

**Host:** Marty Peterson

**Guests:** Janice Kaplan, author, The Genius of Women, From Overlooked to Changing the World; Catherine Whitlock, author, Ten Women Who Changed Science and the World

**Compliance issues covered:** Science, Gender, Research, History, Health, Literature, War, Women's Rights

**Links for more information:** <https://www.catherinewhitlock.co.uk/>

<https://www.amazon.com/Women-Changed-Science-World-Levi-Montalicini/dp/1635766109>

[https://twitter.com/JaniceKaplan2?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/JaniceKaplan2?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

<https://www.amazon.com/Genius-Women-Overlooked-Changing-World/dp/1524744212>

<https://www.janicekaplan.com/>

**CULTURE CRASH: THE BEAUTY OF "BETTERCALL SAUL"**
**Time**
**Duration**

**Synopsis:** Better Call Saul is the show we never knew we needed after the hit show Breaking Bad came to a close. Season 5 of the show is now airing on AMC.

23:41

2:46

**Host & Producer:** Evan Rook

**Compliance issues covered:** Television, Culture

**Program 20-11 Writers/Producers: Amirah Zaveri, Pat Reuter & Evan Rook**
**Air Week: Studio Production: Jason Dickey**

3/15/20

**SEGMENT 1: GETTING THINGS DONE: HINTS ON HOW TO DO IT BETTER**
**Time**
**Duration**

**Synopsis:** If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades?

1:47

13:00

**Host:** Gary Price

**Guests:** David Allen, productivity consultant and author of Getting Things Done: The Art of Stress-Free Productivity; Steve McClatchy, founder of Alleer Training and Consulting, author of Decide: Work Smarter, Reduce Your Stress and Lead by Example

**Compliance issues covered:** Productivity, Career, Goals, Writing, Communication, Literature, Parenting

**Links for more information:** <https://www.cnn.com/2020/02/14/stanford-scientist-on-proven-habits-that-will-make-you-more-productive.html>

<https://www.cnn.com/2019/09/05/a-simple-guide-to-becoming-more-productivity-that-millions-swear-by.html>

<https://gettingthingsdone.com/>

<https://alleer.com/>

**SEGMENT 2: WHAT YOU DIDN'T KNOW ABOUT AMERICA'S FOUNDING FATHER**
**Time**
**Duration**

**Synopsis:** The white hair, rosy cheeks and stark complexion are what we often picture when we think of our first president. But behind his looks and historic accomplishments, what are some facts that are not as well publicized? Viewpoints' speaks with history buff and author, Alexis Coe to learn more about the man, the myth: George Washington.

16:50

6:13

**Host:** Marty Peterson

**Guests:** Alexis Coe, author, You Never Forget Your First: A Biography of George Washington.

**Compliance issues covered:** History, Presidency, Politics, Government, War, Culture, Literature

**Links for more information:** <https://www.whitehouse.gov/about-the-white-house/presidents/george-washington/>

<https://twitter.com/alexiscoee?lang=en>

<https://www.alexiscoee.com/>

[https://www.amazon.com/gp/product/0735224102/ref=dbs\\_a\\_def\\_rwt\\_hsch\\_vapi\\_taft\\_p1\\_i0](https://www.amazon.com/gp/product/0735224102/ref=dbs_a_def_rwt_hsch_vapi_taft_p1_i0)

**CULTURE CRASH: THE APPEAL OF MYSTERY MOVIES**
**Time**
**Duration**

**Synopsis:** From the classic 1985 film, Clue to the more recent release, Knives Out, the mystery genre can be just the right pick-me-up when you fall into a post-Oscar season movie slump. Viewpoints' discusses some of our favorites from this genre.

24:06

2:21

**Host & Producer:** Evan Rook

**Compliance issues covered:** Film, Culture, Film History

**Program 20-12 Writers/Producers: Amirah Zaveri & Evan Rook**

**Air Week:** Studio Production: Jason Dickey  
3/22/20

**SEGMENT 1: THE WONDERS OF REMOVING CLOTHING CLUTTER**
**Time**
**Duration**

**Synopsis:** Ever feel like each morning you look at your closet, and despite the large number of clothes, never really have anything to wear? This abundance of extra fabric not only takes up space but also can be a burden to your headspace. We speak with two experts about how to shop and consume less as well as best organize the items you already have.

1:47

8:48

**Host:** Gary Price

**Guests:** Courtney Carver, author, Project 333: The Minimalist Fashion Challenge That Proves Less Really is So Much More; Rachel Rosenthal, founder & CEO, Rachel & Company

**Compliance issues covered:** Consumerism, Waste, Shopping, Mental Health, Finance, Home Organization

**Links for more information:** <https://bemorewithless.com/>

[https://twitter.com/bemorewithless?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/bemorewithless?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

<https://www.rachelrosenthal.co/>

<https://twitter.com/rachelorganizes>

**SEGMENT 2: THE RESURGENCE OF HAND EMBROIDERY: CRAFTIVISM THROUGH CROSS-STITCHING**
**Time**
**Duration**

**Synopsis:** In a moment where many are practicing 'social distancing', it can be a good opportunity to put down your phones and pick up a stress-relieving solo hobby. We speak with Shannon Downey, creator of Badass Cross Stitch, about the simplicity and art of cross-stitching as well as how she's used it to channel social issues

12:39

10:29

**Host:** Marty Peterson

**Guests:** Shannon Downey, creator of Badass Cross Stitch.

**Compliance issues covered:** Art, Craft, History, Activism, Hobby, Education, Community, Mental Health

**Links for more information:** <https://www.instagram.com/badasscrossstitch/?hl=en>

<http://www.badasscrossstitch.com/>

<https://www.projectfirechicago.org/>

**CULTURE CRASH: THE NEW SCI-FI MYSTERY SERIES "DEVS"**
**Time**
**Duration**

**Synopsis:** Devs has only released a handful of episodes on Hulu so far, but the sci-fi thriller has already generated a lot of buzz for its gripping plot and eerie feels. We dive into the limited series featuring leads Nick Offerman and newcomer, Sonoya Mizuno.

24:10

2:17

**Host & Producer:** Evan Rook

**Compliance issues covered:** Television, Science Fiction, Streaming



**Program 20-13 Writers/Producers: Amirah Zaveri & Evan Rook**

**Air Week:** Studio Production: Jason Dickey  
3/29/20

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**SEGMENT 1: CANNIBIS: A COMPLICATED HISTORY**
**Time**
**Duration**

**Synopsis:** Human use of cannabis dates back to tens of thousands of years ago. And the drug wasn't just used in medicinal or recreational settings, but also part of religious ceremonies or used by warriors before wartime battle. We speak with pharmacology expert Dr. Richard Miller about the drug's global history and its prohibition in the U.S. over the last 70 years.

1:47

10:10

**Host:** Gary Price

**Guests:** Dr. Richard Miller, professor of pharmacology, Northwestern University Feinberg School of Medicine.

**Compliance issues covered:** History, Medicine, Health, Pharmacology, Drug Use, Politics, Propaganda

**Links for more information:** <https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12007>

<https://news.northwestern.edu/for-journalists/faculty-experts/expert/richard-miller-phd>

<https://www.history.com/topics/crime/history-of-marijuana>

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**SEGMENT 2: FALLING THROUGH A CLOUD: LIVING WITH COGNITIVE DECLINE**
**Time**
**Duration**

**Synopsis:** World-renowned flutist and CBS correspondent Eugenia Zukerman was diagnosed with dementia and Alzheimer's three years ago. She details her experience living with the progressive disease and how she keeps a positive mindset despite the losses.

14:01

8:53

**Host:** Marty Peterson

**Guests:** Eugenia Zukerman, flutist, writer and journalist, author, Like Falling Through a Cloud: A Lyrical Memoir of Coping with Forgetfulness, Confusion and a Dreaded Diagnosis

**Compliance issues covered:** Alzheimer's, Dementia, Aging, Senior Citizen, Health, Family, Music

**Links for more information:** <https://www.eugeniazukerman.com/>

<https://www.npr.org/2019/11/09/777569730/in-like-falling-through-a-cloud-eugenia-zukerman-explores-her-changing-mind>

<https://www.amazon.com/Like-Falling-Through-Cloud-Lyrical/dp/1732491224>

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**CULTURE CRASH: PASSING THE TIME DURING THIS PERIOD OF "SOCIAL DISTANCING"**
**Time**
**Duration**

**Synopsis:** We discuss some of the best selections now streaming on Netflix as millions turn to movies right now for evening entertainment.

23:54

2:39

**Host & Producer:** Evan Rook

**Compliance issues covered:** Film, Culture, Streaming