



Program Log for Viewpoints Radio

<b>Program</b>	21-03	<b>Written &amp; Produced</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	1/17/2021	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer/Eliquis No Time to Wait AFIB Exergen/Temporal Scanner Exergen with Exergen.	:30 OUTCUE: ...safe :29
1:44	:02 PAUSE FOR LOCAL AVAIL	:02
1:46	<b>SEGMENT 1: THE PANDEMIC'S PUSH ON E-COMMERCE</b>	8:23
	<p>Synopsis: While many small, neighborhood stores are fighting to keep their doors open, e-commerce giants like Amazon are seeing staggering growth. In fact, 2020 was the most successful year-to-date for the company. The pandemic has forced millions to buy more items online or through curbside pick-up. So, how has this shift in shopping habits changed the retail game for good? Business journalist Lawrence Ingrassia joins Viewpoints this week to break down the evolving e-commerce landscape.</p> <p>Host: Gary Price. Guest: Lawrence Ingrassia, former business editor, deputy managing editor, <i>The New York Times</i>, author, <i>Billion Dollar Brand Club</i>.</p> <p>Links for more info: <a href="https://time.com/5870826/amazon-coronavirus-jeff-bezos-congress/">https://time.com/5870826/amazon-coronavirus-jeff-bezos-congress/</a> <a href="https://www.forbes.com/sites/sergeiklebnikov/2020/07/23/5-big-numbers-that-show-amazons-explosive-growth-during-the-coronavirus-pandemic/?sh=55a583041376">https://www.forbes.com/sites/sergeiklebnikov/2020/07/23/5-big-numbers-that-show-amazons-explosive-growth-during-the-coronavirus-pandemic/?sh=55a583041376</a> <a href="https://www.cnbc.com/2021/01/07/retail-trends-there-has-been-10-years-of-innovation-in-10-months-says-trade-body.html">https://www.cnbc.com/2021/01/07/retail-trends-there-has-been-10-years-of-innovation-in-10-months-says-trade-body.html</a> <a href="https://www.amazon.com/Billion-Dollar-Brand-Club-Disruptors/dp/1250313066">https://www.amazon.com/Billion-Dollar-Brand-Club-Disruptors/dp/1250313066</a></p> <p>Compliance Issues Covered: Business, Consumerism, Retail, Technology, Career, Workplace</p>	
10:09	SPOTBREAK 2&3: US Tax Shield/Fresh Start Pfizer/Prevnar Branded Prevnar 13.	:60 OUTCUE: ...about :60
12:09	:02 PAUSE FOR LOCAL AVAIL	:02
12:11	<b>SEGMENT 2: SPIES &amp; SOLDIERS: THE WOMEN OF THE CIVIL WAR</b>	10:40
	<p>Synopsis: We know so much about the men of the Civil War, but the courageous women of this time and their contributions are seldom shown in history books. Historian Karen Abbott decided to change that. She tells the story of several women who helped their respective sides during the Civil War. These women were not just nurses and aides, but endearing female soldiers and spies disguised and embedded in the fight.</p> <p>Host: Marty Peterson. Guest: Karen Abbott, historian, author, <i>Liar, Temptress, Soldier, Spy</i>.</p> <p>Links for more info: <a href="https://www.amazon.com/Liar-Temptress-Soldier-Spy-Undercover/dp/0062092901">https://www.amazon.com/Liar-Temptress-Soldier-Spy-Undercover/dp/0062092901</a> <a href="https://www.archives.gov/publications/prologue/1993/spring/women-in-the-civil-war-1.html">https://www.archives.gov/publications/prologue/1993/spring/women-in-the-civil-war-1.html</a> <a href="https://www.history.com/topics/american-civil-war/women-in-the-civil-war">https://www.history.com/topics/american-civil-war/women-in-the-civil-war</a></p> <p>Compliance Issues Covered: History, War, Civil War, Gender Roles, Government, Politics</p>	
22:51	SPOTBREAK 4: Donate Cars/Going to Do seven eight.	OUTCUE: ...four :60
23:51	<b>CULTURE CRASH: IS HBO'S SHOW "EUPHORIA" EUPHORIC?</b>	2:36
	<p>Synopsis: Whether you're a young adult or not, the teen-focused show, "Euphoria" is a refreshing take on this period of life and all the struggles that come along with it. The full series is now streaming on HBO and HBO Max.</p>	

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Guest information and segment podcasts are available at [www.viewpointsradio.org](http://www.viewpointsradio.org).



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	Host: Evan Rook TV, Culture	Compliance Issues Covered:	
26:27	SPOTBREAK 5: Pfizer/Prevnar Branded Prevnar 13.	OUTCUE: ...about	:60
27:27	Program Conclusion		:33
28:00	TOTAL TIME		