



**Program Log for Viewpoints Radio**

<b>Program</b>	VP 22-34	<b>Written &amp; Produced</b>	Amirah Zaveri, Grace Galante, Polly Hansen, Ebony McMorris, Evan Rook
<b>Air Week</b>	08/21/2022	<b>Studio Producer</b>	Jason Dickey

<b>Time</b>	<b>Segment</b>	<b>Dur.</b>
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Mental Health Progressive/Comedy	:30
	OUTCUE: ...states or situations.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: THE RISE OF BOOKTOK</b>	9:41
	Synopsis: More young people are reading these days thanks to one community on Tik Tok. We discuss the rise of BookTok and how publishers and authors are using this platform to better engage with consumers. Host: Gary Price. Guests: Cait Jacobs, Tik Tok account owner, Cait's Books; Claire Wallace, vice president, communications, Book Talk. Links for more info: <a href="https://www.barnesandnoble.com/b/booktok/_/N-2ydn">https://www.barnesandnoble.com/b/booktok/_/N-2ydn</a> <a href="https://www.nytimes.com/2022/07/01/books/tiktok-books-booktok.html">https://www.nytimes.com/2022/07/01/books/tiktok-books-booktok.html</a> Compliance Issues Covered: Social Media, Literature, Hobbies, Education, Publishing, Diversity	
11:28	SPOTBREAK 2&3: Macy's/Mental Health Bounty/Milkshake Skechers/Free Massage	:30
	OUTCUE: ...footwear is sold.	:30
13:28	:02 PAUSE FOR LOCAL AVAIL	:02
13:30	<b>SEGMENT 2: DECISIONS, DECISIONS: UNDERSTANDING CONFORMITY BIAS</b>	8:03
	Synopsis: Ever agree in the moment, but then look back and wish you spoke up and said something? This action of wanting to go with the flow is a very real phenomenon. We sit down with two experts to uncover how people's actions and opinions are altered by conformity bias. Host: Marty Peterson Guests: Robert Prentice, professor, business ethics, business law, McCombs School of Business, University of Texas at Austin, faculty director, Unwrapped Video Project, Center for Leadership and Ethics, McCombs School of Business; Todd Rose, co-founder, president, Populace, author, <i>Collective Illusions: Conformity, Complicity and the Science of Why We Make Bad Decisions</i> . Links for more info: <a href="https://www.mcombs.utexas.edu/faculty-and-research/faculty-directory/robert-prentice/">https://www.mcombs.utexas.edu/faculty-and-research/faculty-directory/robert-prentice/</a> <a href="http://www.toddrose.com/collectiveillusions">http://www.toddrose.com/collectiveillusions</a> <a href="https://www.mckinsey.com/featured-insights/mckinsey-on-books/author-talks-why-shouldnt-we-all-just-get-along">https://www.mckinsey.com/featured-insights/mckinsey-on-books/author-talks-why-shouldnt-we-all-just-get-along</a> Compliance Issues Covered: Psychology, Communication, Human Behavior, Career, Society, Culture	
21:33	SPOTBREAK 4: Macy's/Mental Health Gain/Missed Connections	:30
	OUTCUE: ...longer lasting scent.	:30
22:33	<b>VIEWPOINTS EXPLAINED: A NEW POLITICAL PARTY</b>	1:34
	Synopsis: The Forward Party is a new, independent political party catering to the centrist voter. We discuss its founding principles and the uphill battle it faces in the already crowded political landscape. Host: Ebony McMorris Compliance Issues Covered: Politics, Government	
24:07	<b>CULTURE CRASH: THE END OF "BETTER CALL SAUL"</b>	2:17
	Synopsis: We discuss the series finale of the six-season show "Better Call Saul" featuring actor Bob Odenkirk as attorney, Saul Goodman. Host: Evan Rook Compliance Issues Covered: Culture, TV	
26:24	SPOTBREAK 5: Go Go Squeeze/Cookie Macy's/Mental Health	:30
	OUTCUE: ...slash purpose.	:30
27:24	Program Conclusion	:33
27:57	TOTAL TIME	

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