



Program Log for Viewpoints Radio

Program	20-40	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	10/04/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance/Zaaa-Daaa Tadaaa United Healthcare/UHC Dental	:30
	OUTCUE: ...by market wow.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: COVID TESTING ON COLLEGE CAMPUSES	6:59
	Synopsis: The University of Illinois at Urbana-Champaign has developed a quick and affordable saliva-based test that makes it possible for students, faculty and staff to get checked twice a week for COVID-19. We speak with one of its creators, Dr. Martin Burke about the largescale implementation of this method and the upcoming challenges with flu season quickly approaching. Host: Gary Price. Guest: Dr. Martin Burke, associate dean for research, Carle Illinois College of Medicine, professor of chemistry, leader of SHIELD Illinois. Links for more info: https://www.nature.com/articles/d41586-020-02611-y https://splunk-public.machinedata.illinois.edu/en-US/app/uofi_shield_public_APP/home https://chemistry.illinois.edu/news/2020-08-28/martin-burke-paul-hergenrother-covid-19-saliva-test-national-spotlight https://www.cdc.gov/flu/season/faq-flu-season-2020-2021.htm#Flu-and-COVID-19 https://chemistry.illinois.edu/mdburke Compliance Issues Covered: Higher Education, Public Health, Science, Technology, Immunology.	
8:46	SPOTBREAK 2&3: Pfizer/Eczema Eucrisa	:120
	OUTCUE: ...dot com.	
10:46	:02 PAUSE FOR LOCAL AVAIL	:02
10:48	SEGMENT 2: INSIDE U.S. COLLEGE ADMISSIONS	12:05
	Synopsis: How will COVID-19 change the college admissions process? Will more students stay close to home? Will standardized tests be a thing of the past? Journalist, Jeffrey Selingo spent a year embedded in three college admissions offices and joins Viewpoints this week to share his insights and how this pandemic will alter higher education for good. Host: Marty Peterson. Guest: Jeffrey Selingo, higher education journalist, author, <i>Who Gets In and Why: A Year Inside College Admissions</i> . Links for more info: https://www.jeffselingo.com/about/ https://www.princetonreview.com/college-advice/college-admissions-guide https://www.cnbc.com/2020/05/22/uc-plans-to-phase-out-sat-and-act-other-schools-may-follow-suit.html https://www.nytimes.com/2020/09/05/opinion/sunday/coronavirus-college-admissions.html https://www.barnesandnoble.com/w/who-gets-in-and-why-jeffrey-j-selingo/1134080081 https://www.businessinsider.com/high-school-senior-who-got-into-5-ivy-league-schools-shares-her-admissions-essay-2016-4 Compliance Issues Covered: Higher Education, Literature, Testing, Writing, Parenting.	
22:53	SPOTBREAK 4: Geico/Inn Now That's Spooky United Healthcare/UHC Vision	:30
	OUTCUE: ...two years wow.	:30
23:53	CULTURE CRASH: REVISITING THE GERMAN NETFLIX SERIES, "DARK"	2:35
	Synopsis: Seasons one, two and three of "Dark" are now streaming on Netflix. The highly rated show has an intricate plot that's sometimes hard to follow but its ultimately worth the watch. Host: Evan Rook Compliance Issues Covered: Culture, Television, Streaming	
26:28	SPOTBREAK 5: Pfizer/Prevnar Branded	:60
	OUTCUE: ...about Prevnar thirteen.	
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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