



Program Log for Viewpoints Radio

Program	22-14	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	04/03/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Paxlovid/Act Fast Procter Gamble/Dawn Powerwash Spray Wipe	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: RETHINKING WORK	10:49
	Synopsis: As the pandemic winds down and millions get back to a more normal routine, some employers are mandating for workers to return to the traditional office environment. But – some are pushing back, wondering why it’s necessary to go back in if they can do the same tasks from home. Dr. Lynda Gratton breaks down how work has been forever changed by Covid-19 and the new models and technology that have taken hold instead of the traditional, in-person Monday-Friday routine. Host: Gary Price. Guest: Lynda Gratton, professor, management practice, London Business School; author, <i>Redesigning Work: How to Transform Your Organization and Make Hybrid Work for Everyone</i> . Links for more info: https://www.london.edu/faculty-and-research/faculty-profiles/g/gratton-lc https://twitter.com/lyndagrattton?lang=en https://sloanreview.mit.edu/article/why-its-so-hard-to-keep-and-recruit-employees-right-now/ https://www.cnbc.com/2022/03/14/goldman-sachs-wants-workers-in-office-5-days-a-week-and-other-companies-could-follow.html Compliance Issues Covered: Business Management, Career, Human Resources, Technology	
12:36	SPOTBREAK 2&3: Paxlovid/Act Fast Progressive Insurance/Progressive Alzheimer’s Association/Facts & Figures 2022	:30 :30 :60
14:36	:02 PAUSE FOR LOCAL AVAIL	:02
14:38	SEGMENT 2: THE COMMUNICATION SIGNALS WE SEND	9:48
	Synopsis: All the signals we send, from the words we use to the gestures we make, form an impression on the people we interact with every day. Human behavior researcher Vanessa Van Edwards joins us this week to share some insight on the many different signal cues out there and how to put them into use to improve your communication skills. Host: Marty Peterson. Guest: Vanessa Van Edwards, human behavior researcher, author, <i>Cues: Master the Secret Language of Charismatic Communication</i> . Links for more info: https://www.penguinrandomhouse.com/books/670685/cues-by-vanessa-van-edwards/ https://twitter.com/vvanedwards Compliance Issues Covered: Psychology, Communication, Relationships, Language,	
23:26	SPOTBREAK 4: Paxlovid/Act Fast Liberty Mutual Insurance/Booming Voice	:30 :30
24:26	CULTURE CRASH: THE END OF BETTER CALL SAUL	2:00
	Synopsis: <i>Better Call Saul</i> starring actor Bob Odenkirk is coming to an end after six seasons. We discuss how the spinoff of <i>Breaking Bad</i> carved out a name for itself with a strong storyline and stellar performances. Host: Evan Rook Compliance Issues Covered: Culture, TV	
26:26	SPOTBREAK 5: Paxlovid/Act Fast Discover Card/Customer Service	:30 :30
27:26	Program Conclusion	:34
28:00	TOTAL TIME	

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