



Program Log for Viewpoints Radio

Program	22-28	Written & Produced	Amirah Zaveri, Polly Hansen & Evan Rook
Air Week	07/10/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Taco Bell/Read My Mind Sketchers/Foamies	:30
	OUTCUE: ...footwear is sold.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE COST OF MORE FREQUENT WEATHER-RELATED DISASTERS	10:42
	Synopsis: In 2021, climate disasters cost the U.S. more than 145 billion dollars and led to the deaths of 688 people. Each year, these extreme weather events are growing to be more frequent as the climate shifts. We discuss the growing economic toll of these mass destruction events and what can be done to switch course. Host: Gary Price. Guest: Bob Keefe, executive director, Environmental Entrepreneurs, author, <i>Climatenomics: Washington, Wall Street and the Economic Battle to Save Our Planet</i> . Links for more info: https://www.technologyreview.com/2022/06/28/1054140/2022-innovators-climate-change/ https://www.amazon.com/Climatenomics-Washington-Street-Economic-Battle/dp/153816888X https://twitter.com/bkeefee2?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.npr.org/2022/01/11/1072077479/extreme-weather-in-u-s-cost-688-lives-and-145-billion-noaa Compliance Issues Covered: Natural Disaster, Extreme Weather, Climate Change, Environment, Economy, Federal Aid, Climate Economics	
12:29	SPOTBREAK 2&3: Quicken Loans/Rocket Mortgage Bounty/Milkshake	:30
	ZEVO/Claps or Traps	:30
	Eliquis/I Didn't Wait	:30
	OUTCUE: ...and Pfizer.	:30
14:29	:02 PAUSE FOR LOCAL AVAIL	:02
14:31	SEGMENT 2: THE GIFT ECONOMY	9:09
	Synopsis: There's more spots to find secondhand items apart from Goodwill or a local antique store. Next time you're in the market for something specific, go online and search if your area has a Buy Nothing group. This week – we highlight the 'buy nothing' mentality and how the platform works. Host: Marty Peterson Guests: Liesl Clark, co-founder, Buy Nothing Project; Maggie McMeekin, administrator, Buy Nothing Facebook Group, Arlington Heights, Ill. Links for more info: https://buynothingproject.org/about https://www.realsimple.com/home-organizing/green-living/buy-nothing-groups Compliance Issues Covered: Personal Finance, Consumerism, Technology, Environment, Waste Management	
23:40	SPOTBREAK 4: Indeed/Gold Groundskeeper EBAY/New Driver	:30
	OUTCUE: ...motors let's ride.	:30
24:40	CULTURE CRASH: THE BOX OFFICE BOOM	1:42
	Synopsis: We explore some of our favorite films at the box office that have struck gold so far this summer. Host: Evan Rook Compliance Issues Covered: Culture, TV	
26:22	SPOTBREAK 5: KFC/My Meal Autozone/Battery	:30
	OUTCUE: ...N-P-D Group 2021.	:30
27:22	Program Conclusion	:34
27:56	TOTAL TIME	

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