



**Program Log for Viewpoints Radio**

<b>Program</b>	VP 22-39	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	09/25/2022	<b>Studio Producer</b>	Jason Dickey

<b>Time</b>	<b>Segment</b>	<b>Dur.</b>
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Hispanic Heritage Round Up Wendy's/French Toast Sticks	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: THE INCREASING OCCURRENCE OF WEATHER CALAMITIES</b>	9:46
	Synopsis: Record-breaking flooding hit Pakistan this summer resulting in 1,500 lives lost and an estimated 10 billion dollars in damages. Around the world, countries are seeing weather extremes from excess flooding to severe drought and higher than average heat. We speak with two climate experts about the correlation between climate change and these extreme weather events. Host: Gary Price. Guests: Daniel Swain, climate scientist, University of California – Los Angeles, California Climate Fellow, The Nature Conservancy; Jonathon Overpeck, climate scientist, Dean, School for Environment & Sustainability, University of Michigan. Links for more info: <a href="https://www.ioes.ucla.edu/person/daniel-swain/">https://www.ioes.ucla.edu/person/daniel-swain/</a> <a href="https://twitter.com/Weather_West?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/Weather_West?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://twitter.com/GreatLakesPeck?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/GreatLakesPeck?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://seas.umich.edu/research/faculty/jonathan-t-overpeck-phd">https://seas.umich.edu/research/faculty/jonathan-t-overpeck-phd</a> <a href="https://www.nature.com/articles/d41586-022-02813-6">https://www.nature.com/articles/d41586-022-02813-6</a> Compliance Issues Covered: Climate Change, Extreme Weather, Attribution Science, Engineering	
11:33	SPOTBREAK 2&3: Ibrance/Stealing Second Macy's/Hispanic Heritage Round Up Sketchers/Free Massage	:60 :30 :30
13:33	:02 PAUSE FOR LOCAL AVAIL	:02
13:35	<b>SEGMENT 2: THE RISE OF YOUTUBE</b>	8:09
	Synopsis: YouTube was created by three friends in 2005 and, shortly after, was sold to Google in 2006 for 1.65 billion dollars. Since then, it's become the largest video-sharing platform in the world (with a quarter of the world's population on the site) and continues to thrive with revenue exceeding 28 billion dollars in 2021. We discuss some of the platform's shortcomings and where it's headed next. Host: Marty Peterson. Guest: Mark Bergen, journalist, <i>Bloomberg, Businessweek</i> , author, <i>Like, Comment, Subscribe: Inside YouTube's Chaotic Rise to World Domination</i> . Links for more info: <a href="https://twitter.com/mhbergen?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/mhbergen?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.theverge.com/2022/9/13/23349037/mark-bergen-youtube-creators-tiktok-algorithm">https://www.theverge.com/2022/9/13/23349037/mark-bergen-youtube-creators-tiktok-algorithm</a> <a href="https://www.penguinrandomhouse.com/books/653248/like-comment-subscribe-by-mark-bergen/">https://www.penguinrandomhouse.com/books/653248/like-comment-subscribe-by-mark-bergen/</a> Compliance Issues Covered: Social Media, Business, Technology, Career, Media, Consumerism	
21:44	SPOTBREAK 4: Ibrance/Team Cheer	:60
22:44	<b>VIEWPOINTS EXPLAINED: THE SMARTPHONE RACE</b>	1:30
	Synopsis: Last month, Apple hosted their annual event featuring the new iPhone. Despite the hype, pre-order sales have fallen flat. Are people over these constant upgrades, or is it something else? Host: Ebony McMorris Compliance Issues Covered: Climate Change, Extreme Weather	
24:14	<b>CULTURE CRASH: A LIGHT FRIGHT FOR FALL</b>	2:13
	Synopsis: We review the new Netflix series, "Devil in Ohio" which offers a less-scary take than your typical gore-filled, killer-at-every-corner horror show. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Swiffer/Pet Indeed/Night Club	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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