



Program Log for *Viewpoints Radio*

Program	21-30	Written & Produced	Amirah Zaveri, Polly Hansen & Evan Rook
Air Week	07/25/2021	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Prizer/Pharmacy-Healthy Steps OUTCUE: ...13 dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: PUBLISHING 101: BEHIND EVERY WRITER IS A GREAT EDITOR	10:20
	<p>Synopsis: In 2019, the book publishing industry in the U.S. generated more than \$25 billion dollars in revenue and employed close to 70,000 people. It's a massive industry that publishes and generates publicity for many thousands of physical and e-books each year. Literary editor Peter Ginna joins us this week to breakdown the business and the crucial role that editors play in crafting a successful book.</p> <p>Host: Gary Price. Guest: Peter Ginna, literary editor, author, <i>What Editors Do: The Art, Craft, and Business of Book Editing</i>.</p> <p>Links for more info: https://getpublished.penguin.co.uk/ https://press.uchicago.edu/ucp/books/book/chicago/W/bo21439635.html</p> <p>Compliance Issues Covered: Writing, Editing, Publishing, Literature, Business, Career.</p>	
12:07	SPOTBREAK 2&3: Amarin/It's Clear to Me Now Grainger/In Stock-On Time Progressive Insurance/Barry-Upstairs Neighbor OUTCUE: ...states or situations.	:60 :30 :30
14:07	:02 PAUSE FOR LOCAL AVAIL	:02
14:09	SEGMENT 2: THE ENTREPRENEUR INSIDE THE MUSICIAN	8:30
	<p>Synopsis: There's much more to being a professional musician than the practice and performance aspect of the career. For independent artists, there's an entire side of entrepreneurship to handle, including money management, marketing, networking and more. Debra Silvert, the flutist of the orchestral ensemble, Duo Sequenza, highlights the challenges and rewards of carving out a career in the competitive classical music space.</p> <p>Host: Marty Peterson. Guest: Debra Silvert, flutist, Duo Sequenza, executive director, Sequenza Chamber Music Incorporated.</p> <p>Links for more info: https://www.duosequenza.com/ https://www.duosequenza.com/debra-silvert-full-bio.html https://majoringinmusic.com/music-entrepreneurship/</p> <p>Compliance Issues Covered: Classical Music, Career, Business, Nonprofit Organization, Entrepreneurship, Music Industry.</p>	
22:39	SPOTBREAK 4: Donate Cars/Going to Do OUTCUE: ...four seven eight.	:60
23:39	CULTURE CRASH: THE APPLE TV SPORTS COMEDY, "TED LASSO"	2:47
	<p>Synopsis: Funny man Jason Sudeikis plays Ted Lasso in Apple's TV's new series. The show follows Lasso, a small-time coach, as he moves to England to lead a professional soccer team despite having little knowledge of the sport.</p> <p>Host: Evan Rook Compliance Issues Covered: Culture, Streaming, Media Business</p>	
26:26	SPOTBREAK 5: Grainger/Knights in Shining Armour Discover Card/Amazing with Acceptance OUTCUE: ...report limitations apply.	:30 :30
27:26	Program Conclusion	:32
27:58	TOTAL TIME	

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