



Program Log for Viewpoints Radio

Program	VP 22-32	Written & Produced	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	08/07/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Skechers/Free Massage OUTCUE: ...footwear is sold.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE EARLY HISTORY OF THE NBA	8:50
	Synopsis: The NBA was founded in 1946 in New York City. For many years, the organization was predominantly white. Today, more than 75 percent of its players are black. We speak with basketball expert and former NBA player and coach Ray Scott about the league's early years and its efforts to evolve in a time when segregation and discrimination ran rampant. Host: Gary Price. Guest: Ray Scott, former NBA player & coach, author, <i>The NBA in Black and White</i> . Links for more info: https://www.penguinrandomhouse.com/books/706810/the-nba-in-black-and-white-by-ray-scott/ https://bleacherreport.com/articles/630234-wilt-chamberlain-is-he-the-most-undersold-superstar-in-nba-history Compliance Issues Covered: History, Sports, Media, Sports Culture, Civil Rights, Equality, Career, Business	
10:37	SPOTBREAK 2&3: Taco Bell/Read My Mind Allstate/Speed Bump Capital One Venture/Evergreen Charmin/Rollin Rolls OUTCUE: ...with Charmin.	:30 :30 :30 :30
12:37	:02 PAUSE FOR LOCAL AVAIL	:02
12:39	SEGMENT 2: THE STYLES THAT PERSIST TIME & FAST-FASHION TRENDS	8:09
	Synopsis: There are some items of clothing that truly never go out of style. Whether it's a pair of crisp blue jeans or a classic little black dress, these pieces persist time and seasonal trends. Fashion writer and author of <i>The Ten</i> Lauren Cochrane joins us this week some of the most iconic clothes in fashion history and how these pieced shaped American style culture. Host: Marty Peterson Guest: Lauren Cochrane, senior fashion writer, <i>The Guardian</i> , author, <i>The Ten: How and Why We Wear the Fashion Classics</i> . Links for more info: https://www.voguehk.com/en/article/fashion/audrey-hepburn-givenchy-little-black-dress-breakfast-at-tiffanys/ https://www.amazon.com/Ten-How-wear-fashion-classics/dp/1787395057/ Compliance Issues Covered: Fashion, History, Culture, Garment Production, Global Trends, Consumerism	
20:48	SPOTBREAK 4: Indeed/Labor Day Hershey's/REESE's Sound Experiment OUTCUE: ...am I right?	:30 :30
21:48	VIEWPOINTS, EXPLAINED: A LACK OF DIVERSITY IN U.S. CLASSROOMS	1:40
	Synopsis: Millions of U.S. K-12 students attend schools where the class population is predominantly one race or ethnicity. This week – we highlight how this lack of diversity furthers inequality in education. Host: Ebony McMorris Compliance Issues Covered: Affordable Housing, Personal Finance, Inflation	
23:28	CULTURE CRASH: THE RACE TO STAY PRESENT FOR SOCIAL MEDIA SITES	2:59
	Synopsis: With Tik Tok continuously adding new users, many platforms like Instagram and Facebook are fighting to stay current with new updates mimicking Tik Tok. But, what if some of us like these OG platforms the way they are? Host: Evan Rook Compliance Issues Covered: Culture, Music	
26:27	SPOTBREAK 5: Rocket Mortgage/Quicken Loans Swiffer Wet Jet/Keep Up With Mess OUTCUE: ...wood floor association.	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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