



Program Log for Viewpoints Radio

<b>Program</b>	20-49	<b>Written &amp; Produced</b>	Amirah Zaveri, Pat Reuter & Evan Rook
<b>Air Week</b>	12/06/2020	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer/That Moment: Part 2 OUTCUE: ...loss of appetite.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: BECOMING STEVE JOBS</b>	9:15
	<p>Synopsis: Apple co-founder, Steve Jobs, was hailed as a genius and master innovator during his lifetime, but his career wasn't always a smooth, upward trajectory. He failed many times and was eventually sidelined at Apple. We speak with one of his biographers about how Jobs changed his ways during this turbulent time, and how his experiences working with NeXt Computer and Pixar helped develop him into a savvy, more understanding leader.</p> <p>Host: Gary Price. Guest: Rick Tetzeli, co-author with Brent Schlender, of the book, "Becoming Steve Jobs: The Evolution of a Reckless Upstart Into a Visionary Leader."</p> <p>Links for more info: <a href="https://www.penguinrandomhouse.com/books/223401/becoming-steve-jobs-by-brent-schlender-and-rick-tetzeli-with-a-new-foreword-by-marc-andreessen/">https://www.penguinrandomhouse.com/books/223401/becoming-steve-jobs-by-brent-schlender-and-rick-tetzeli-with-a-new-foreword-by-marc-andreessen/</a></p> <p>Compliancy Issues Covered: History, Technology, Career, Business, Innovation, Leadership, Personal Growth</p>	
11:02	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment V.2 Pfizer/No Time to Wait AFIB :30 Progressive Insurance/Movie Theatre Sounds of Old OUTCUE: ...company and affiliates.	:62 :30 :30
13:04	:02 PAUSE FOR LOCAL AVAIL	:02
13:06	<b>SEGMENT 2: LIAR, LIAR: HOW TO GET TO THE TRUTH</b>	10:05
	<p>Synopsis: How do professionals question people to get the information they want? We talk to an expert in interrogation and lying on this subject, and how law enforcement and job interviewers use the same tactics to find out if someone may be lying to them.</p> <p>Host: Marty Peterson. Guest: Maryann Karinch, a human behavior expert and author of the book, "Nothing But the Truth: Secrets from Top Intelligence Experts to Control the Conversation and Get the Information You Need."</p> <p>Links for more info: <a href="https://www.spymuseum.org/">https://www.spymuseum.org/</a> <a href="https://time.com/5443204/signs-lying-body-language-experts/">https://time.com/5443204/signs-lying-body-language-experts/</a> <a href="https://www.apa.org/monitor/julaug04/detecting">https://www.apa.org/monitor/julaug04/detecting</a> <a href="http://karinch.com/">http://karinch.com/</a></p> <p>Compliancy Issues Covered: Psychology, Body Language, Career, Interrogation, Government, Office Culture</p>	
23:11	SPOTBREAK 4: Donate Cars/Going to Do OUTCUE: ...four seven eight.	:60
24:11	<b>CULTURE CRASH: WHEN TO QUIT THE BOOK YOU'RE READING</b>	2:14
	<p>Synopsis: When do you call it quits on a book that you just can't get into? We discuss a few picks that are popular reads but just didn't hook us enough to continue on.</p> <p>Host: Evan Rook Compliancy Issues Covered: Culture, Literature</p>	
26:25	SPOTBREAK 5: ABbvie/Break It Down Poolout OUTCUE: ...you by AbbVie.	:60
27:25	Program Conclusion	:32
27:57	TOTAL TIME	

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