



Program Log for Viewpoints Radio

Program	20-10	Written & Produced	Amirah Zaveri, Polly Hansen & Evan Rook
Air Week	03/08/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Johnson & Johnson/Heartline Grainger/Talk is Cheap	:31
	OUTCUE: ...get it done.	:30
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEGMENT 1: FROM GLOSSIER TO WARBY PARKER: STARTUPS THAT ARE REDEFINING THE RETAIL GAME	9:24
	Synopsis: If you take a look at some of the newer brands that are shaking up retail – from Dollar Shave Club to Casper mattresses – all of these ideas are based off traditional products rather than new inventions. How are some of these startups outperforming the big-name, traditional brands that have ruled the consumer market for decades? Host: Gary Price. Guest: Lawrence Ingrassia, former business editor, deputy managing editor, <i>The New York Times</i> , author, <i>The Billion Dollar Brand Club</i> . Links for more info: http://www.larryingrassia.com/ https://www.wsj.com/articles/billion-dollar-brand-club-review-clicking-the-disrupt-button-11580773644 https://www.amazon.com/Billion-Dollar-Brand-Club-Disruptors/dp/1250313066 https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/thinking-inside-the-subscription-box-new-research-on-ecommerce-consumers Compliance Issues Covered: Business, Startups, Entrepreneurship, Internet, Social Media, Revenue	
11:12	SPOTBREAK 2&3: National Safety Council/Addressing Opioid Misuse Progressive/Pep Talk Jamie's VM Grainger/Nerves of Steel	:62
	OUTCUE: ...get it done.	:30
13:14	:02 PAUSE FOR LOCAL AVAIL	:02
13:16	SEGMENT 2: MOVE OVER ALBERT: UNCOVERING FEMALE SCIENCE GENIUSES OF THE PAST	9:24
	Synopsis: What exactly classifies a person as a genius? Are there biological differences between male and female geniuses? Viewpoints' explores these questions and highlights a few overlooked female scientists throughout history. Host: Marty Peterson. Guests: Janice Kaplan, author, <i>The Genius of Women, From Overlooked to Changing the World</i> ; Catherine Whitlock, author, <i>Ten Women Who Changed Science and the World</i> . Links for more info: https://www.catherinewhitlock.co.uk/ https://www.janicekaplan.com/ https://www.amazon.com/Women-Changed-Science-World-Levi-Montalini/dp/1635766109 https://twitter.com/JaniceKaplan?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.amazon.com/Genius-Women-Overlooked-Changing-World/dp/1524744212 Compliance Issues Covered: Science, Gender, Research, History, Health, Literature, War, Women's Rights	
22:40	SPOTBREAK 4: Pfizer/It's Not Your Fault Johnson & Johnson/Heartline	:30
	OUTCUE: ...know your heart.	:31
23:41	CULTURE CRASH: THE BEAUTY OF "BETTER CALL SAUL"	2:46
	Synopsis: <i>Better Call Saul</i> is the show we never knew we needed after the hit show <i>Breaking Bad</i> came to a close. Season 5 of the show is now airing on AMC. Host: Evan Rook Compliance Issues Covered: Television, Culture	
26:27	SPOTBREAK 5: Progressive/Top Hat Weird Words Johnson & Johnson/Heartline	:30
	OUTCUE: ...know your heart.	:31
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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