



Program Log for Viewpoints Radio

Program	VP 22-35	Written & Produced	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	08/28/2022	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Mental Health Capital One/Venture Evergreen	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: ONE MAN, TWO PATHS: BUILDING A CAREER IN THE NFL AND APPLIED MATHEMATICS	9:41
	Synopsis: John Urschel is not your typical mathematician. Before earning his PhD in applied mathematics from MIT, Urschel played college football at Penn State and then went on to play in the NFL with the Baltimore Ravens. For several years, he was able to juggle both passions and reach the top echelons of both sport and academia. This week – we touch on his unique path & what he's learned along the way. Host: Gary Price. Guests: John Urschel, former NFL offensive guard, Baltimore Ravens, junior fellow, mathematics, Harvard University, author, <i>Mind and Matter: A Life in Math and Football</i> . Links for more info: https://www.washingtonpost.com/entertainment/books/he-quit-the-nfl-for-a-career-in-math-it-wasnt-just-about-the-concussions/2019/05/23/b11e926c-7b2f-11e9-a5b3-34f3edf1351e_story.html https://www.amazon.com/Mind-Matter-Life-Math-Football/dp/0735224862 Compliance Issues Covered: Sports, Career, Higher Education, Mathematics, Personal Development	
11:28	SPOTBREAK 2&3: Ibrance/Stealing Second Macy's/Mental Health Hershey's/Reese's Sound Experiment	:60 :30 :30
13:28	:02 PAUSE FOR LOCAL AVAIL	:02
13:30	SEG. 2: HAVE AMERICANS STOPPED KEEPING UP WITH THE NEWS?	8:02
	Synopsis: If you were to guess what the fastest growing news source for adults is what would you say? If you jokingly said Tik Tok...you're right. More Americans are turning to social media for their news instead of seeking out information from established news outlets. This shift applies to both conservative and liberal consumers of news. We discuss what's driving this push and how it's affecting the accuracy of information. Host: Marty Peterson. Guests: Joel Kaplan, professor, news, magazine, digital journalism, Syracuse University; Rolf Dobelli, author, <i>Stop Reading the News: A Manifesto for a Happier, Calmer and Wiser Life</i> . Links for more info: https://newhouse.syr.edu/people/joel-kaplan https://www.amazon.com/Stop-Reading-News-information-overload/dp/1529342686 https://www.theverge.com/2022/8/17/23308917/tiktok-bytedance-midterm-elections-facebook-twitter-instagram Compliance Issues Covered: News, Media, Global Issues, Politics, Mental Health, Social Media	
21:32	SPOTBREAK 4: Macy's/Mental Health Liberty Insurance/Optional Ad	:30 :30
22:32	VIEWPOINTS EXPLAINED: GETTING MORE WOMEN INTO LAW ENFORCEMENT	1:31
	Synopsis: Just 12 percent of police officers are women and only 3 percent are in leadership positions. We cover one initiative that's focused on getting more women into this sector. Host: Ebony McMorris Compliance Issues Covered: Law Enforcement, Gender, Community Relations	
24:03	CULTURE CRASH: A REVIEW OF "THE BEAR"	2:24
	Synopsis: We discuss the new Hulu series "The Bear" which takes places in Chicago, Illinois. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Macy's/Mental Health Paxlovid/Act Fast	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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