



Program Log for *Viewpoints Radio*

<b>Program</b>	21-43	<b>Written &amp; Produced</b>	Amirah Zaveri & Evan Rook
<b>Air Week</b>	10/24/2021	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AbbVie/Break It Down OUTCUE: ...sponsored by AbbVie.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: THE RISE OF 'INFLUENCE' IN THIS WORLD</b>	9:42
	<p>Synopsis: Today, many young people look up to the influencers they habitually watch online, whether that's through TikTok, Instagram or YouTube. This pastime has turned into a career option for some, and today, some college students are pursuing degrees in social media to work within the industry or try their hand at becoming an influencer themselves. We discuss the state of social media education and the larger implications of this shift in modern culture.</p> <p>Host: Gary Price. Guests: Dr. Robert Kozinets, professor, journalism, marketing, University of Southern California Marshall School of Business; Dr. Grace Choi, assistant professor, social media, digital strategy, Columbia College Chicago.</p> <p>Links for more info: <a href="https://annenberg.usc.edu/faculty/robert-kozinets">https://annenberg.usc.edu/faculty/robert-kozinets</a>  <a href="https://web-app.usc.edu/soc/syllabus/20191/21457.pdf">https://web-app.usc.edu/soc/syllabus/20191/21457.pdf</a>  <a href="https://www.colum.edu/academics/programs/social-media-and-digital-strategy">https://www.colum.edu/academics/programs/social-media-and-digital-strategy</a>  <a href="https://www.colum.edu/academics/faculty/detail/grace-choi.html">https://www.colum.edu/academics/faculty/detail/grace-choi.html</a>  <a href="https://www.nbcnews.com/news/us-news/big-gram-campus-usc-students-train-become-influencers-n1156881">https://www.nbcnews.com/news/us-news/big-gram-campus-usc-students-train-become-influencers-n1156881</a></p> <p>Compliance Issues Covered: Social Media, Technology, Education, Career, Business, Communication</p>	
11:29	SPOTBREAK 2&3: BookTrib/Lion, Tiger, Bear AbbVie/Break It Down OUTCUE: ...sponsored by AbbVie.	:60 :60
13:29	:02 PAUSE FOR LOCAL AVAIL	:02
13:31	<b>SEGMENT 2: THE 150<sup>TH</sup> ANNIVERSARY OF THE GREAT CHICAGO FIRE</b>	9:06
	<p>Synopsis: It's been a century and a half since the fire that reshaped the Chicago landscape took hold across the city. Chicago History museum curator Julius L. Jones joins us this week to discuss some interesting historical facts about the fire that you've probably never heard before.</p> <p>Host: Marty Peterson. Guest: Julius L. Jones, historian, curator, Chicago History Museum.</p> <p>Links for more info: <a href="https://www.chicagohistory.org/exhibitions/">https://www.chicagohistory.org/exhibitions/</a>  <a href="https://www.chicagohistory.org/pressroom/julius-jones/">https://www.chicagohistory.org/pressroom/julius-jones/</a>  <a href="https://chicago.suntimes.com/2021/10/8/22673310/chicago-fire-150-anniversary-oleary-mary-todd-lincoln-sheridan-grant-park-steinberg">https://chicago.suntimes.com/2021/10/8/22673310/chicago-fire-150-anniversary-oleary-mary-todd-lincoln-sheridan-grant-park-steinberg</a>  <a href="https://chicago.suntimes.com/2021/10/8/22677929/how-great-chicago-fire-changed-chicago-architecture">https://chicago.suntimes.com/2021/10/8/22677929/how-great-chicago-fire-changed-chicago-architecture</a></p> <p>Compliance Issues Covered: History, Architecture, Urban Design, Public Safety</p>	
22:37	SPOTBREAK 4: Donate Cars/Going to Do OUTCUE: ... four seven eight.	:59
23:36	<b>CULTURE CRASH: THE SENSATIONAL "SQUID GAME"</b>	2:50
	<p>Synopsis: Netflix's new release, "Squid Game" has become an overnight sensation, garnering more than 111 million views from accounts in just its first few weeks on the platform. What makes the show just so good?</p> <p>Host: Evan Rook Compliance Issues Covered: Culture, TV</p>	
26:26	SPOTBREAK 5: United Healthcare/Car Therapy Exergen Temporal Scanner/Confusion Male OUTCUE: ...Exergen dot com.	:30 :30
27:26	Program Conclusion	:32
27:58	TOTAL TIME	

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