



Program Log for Viewpoints Radio

<b>Program</b>	VP 22-41	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	10/09/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Hispanic Heritage Round Up Indeed/Skin Care	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: THE STATE OF JOURNALISM: A NEW, EXPANDING FORMAT</b>	8:38
	Synopsis: Americans are increasingly busy, and there's more content than ever before vying for a piece of their time. In this new landscape, many media outlets are shifting their formats to better compete with social media and Americans' reduced attention spans. Co-founder of Axios Roy Schwartz joins us this week to talk about how everyone, and not just journalists, can use this stylistic change to improve both their writing and presenting. Host: Gary Price. Guest: Roy Schwartz, co-founder, president, Axios, author, <i>Smart Brevity: The Power of Saying More With Less</i> . Links for more info: <a href="https://www.axios.com/">https://www.axios.com/</a> <a href="https://www.amazon.com/Smart-Brevity-Power-Saying-More/dp/1523516976">https://www.amazon.com/Smart-Brevity-Power-Saying-More/dp/1523516976</a> Compliance Issues Covered: Journalism, Media, Technology, Writing, Oral Communication, Social Media	
10:25	SPOTBREAK 2&3: Ibrance/Team Cheer Macy's/Hispanic Heritage Round Up Eliquis/I Didn't Wait	:60 :30 :30
12:25	:02 PAUSE FOR LOCAL AVAIL	:02
12:27	<b>SEGMENT 2: PHONE GUIDELINES FOR KIDS</b>	8:22
	Synopsis: It seems like every preteen has their own cellphone these days. Just last week, I saw a kid (possible 9 or 10 years old) walking down the street talking to someone through their smartwatch. Who would've thought? With more young people owning tech at an earlier age, it's important for both parents and kids to sit down from the get-go and talk about how to stay safe online, minimize social media use and more. Host: Marty Peterson. Guest: Catherine Pearlman, licensed social worker, author, <i>First Phone: A Child's Guide to Digital Responsibility, Safety and Etiquette</i> . Links for more info: <a href="https://www.consumerreports.org/smartphones/how-to-use-parental-controls-on-a-smartphone-a4120021016/">https://www.consumerreports.org/smartphones/how-to-use-parental-controls-on-a-smartphone-a4120021016/</a> <a href="https://www.internetmatters.org/parental-controls/social-media/instagram/">https://www.internetmatters.org/parental-controls/social-media/instagram/</a> <a href="https://www.tomsguide.com/us/best-parental-control-apps.review-2258.html">https://www.tomsguide.com/us/best-parental-control-apps.review-2258.html</a> <a href="https://support.apple.com/en-us/HT201304">https://support.apple.com/en-us/HT201304</a> Compliance Issues Covered: Technology, Parenting, Addiction, Cyber Safety, Child Development	
20:49	SPOTBREAK 4: Ibrance/Stealing Second	:60
21:49	<b>VIEWPOINTS EXPLAINED: CIVIL UNREST IN IRAN</b>	2:02
	Synopsis: Hundreds of thousands of Iranians have taken to the streets in protest in recent weeks following the death of 22-year-old woman, Mahsa Amini. We discuss some of the norms and policies in this Islamic Middle East country and how these tensions have escalated in recent years. Host: Ebony McMorris Compliance Issues Covered: Culture, Law Enforcement, Religion	
23:51	<b>CULTURE CRASH: THE DECLINE OF AMERICA'S FAVORITE PASTTIME</b>	2:33
	Synopsis: More Americans are watching less baseball these days. What changed? We discuss some theories as to why the sport is seeing a downturn. Host: Evan Rook Compliance Issues Covered: TV, Sports, Culture	
26:24	SPOTBREAK 5: Macy's/Hispanic Heritage Round Up Downey/Cycle Beats.	:30 :30
27:24	Program Conclusion	:33
27:57	TOTAL TIME	

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