

WNKN-FM

**“ISSUES AND NEEDS” REPORT FOR 3rd QUARTER JULY 1,
2019 THROUGH SEPTEMBER 30, 2019.**

REGULAR SUNDAY SCHEDULE

6:30 AM – 7:00 AM INFOTRAK

7:00 AM – 7:30 AM VIEWPOINTS

**STARTING JULY 28, 2019 THROUGH SEPTEMBER 30,
2019**

7:30 AM – 8:00 AM SOUTHWEST OHIO FOCUS

WEEKLY SUMMARIES OF ABOVE ARE ATTACHED



Focus

Date Recorded:

Date Aired: September 29, 2019 7:30am-8:00am

Station aired on:

105.9 and 106.7

Host: Sandy Megowen

Program Duration: 30 minutes

List all guests and their credentials ;

Leighanne Best, a founder of BreaksforBreasts

And

Scott Fleckinger, Local owner participant in BreaksforBreasts

Please explain the issue/topic covered by this program, and its public benefit:

Breaks for Breasts is a fundraiser. 100% of the proceeds go to cancer research with Dr. Vincent Tuohy of the Cleveland Clinic. Participating Service Centers (and there are now many all over the country and in Canada) provide FREE shoes or pads to customers. Win-win situation because it also drives their business.



Focus

Date Recorded: July 23, 2019

Date Aired: September 22, 2019 7:30am-8:00am
105.9 & 106.7

Station aired on:

Host: Sandy Megowen

Program Duration: 30 minutes

List all guests and their credentials:

Rusty Lockett / Cochair of the Ohio Chapter of the American Foundation for Suicide Prevention

Please explain the issue/topic covered by this program, and its public benefit:

We discussed warning signs of suicide, mental health issues, education, public policies, research, and survivor support volunteer opportunities.

Education for the public.

Give a brief summary of the program:

We discussed suicide in depth: The National Suicide Prevention Lifeline number was given several times. The website several times. Crisis Center numbers in both Ohio & Kentucky.



Focus

Date Recorded: 9/10/19

Date Aired: 9/15/19 7:30am-8:00am

Station aired on: 105.9 and 106.7

Host: Sandy Megowen

Program Duration: 30 minutes

List all guests and their credentials Kevin Richardson, Harm Reduction Specialist, Three Rivers Health Department

Please explain the issue/topic covered by this program, and its public benefit: Services including a wide range for promoting health behaviors. Main topic was the needle exchange program

Give a brief summary of the program:

All about the services provided by the Three Rivers Health Department serving Carroll, Gallatin, Owen & Pendleton Counties.



Focus

Date Recorded: 9/10/19

Date Aired: 9/8/19 7:30AM - 8:00AM

Station aired on: 105.9 and 106.7

Host: Sandy Megowen

Program Duration: 30 minutes

Sorg Opera House /

List all guests and their credentials

Chris Riva, Vice President – Sorg Opera House Board of Directors

Please explain the issue/topic covered by this program, and its public benefit:

Sorg Opera House, National Historic Landmark , Nonprofit Revitalization group.

Give a brief summary of the program:

Discussed the history of the Sorg, how restoration started, where it is now, how it is contributing to Middletown's revitalization what's next, and what shows are coming up.



Focus

Date Recorded: 8/27/19

Date Aired: 9/1/19 7:30am-8:00am

Station aired on: 105.9 and 106.7

Host: Sandy Megowen

Program Duration: 30 minutes

List all guests and their credentials Jill Dunne, Director of Marketing and Communications
Cincinnati Art Museum

Please explain the issue/topic covered by this program, and its public benefit:

We discussed 2019 – 2020 exhibition schedule

Benefits of Membership

67,000 Works of art spanning 6,000 years (something for everyone)

Events such as Teas, Art After Dark, Films, live music

Free general admission. Free parking

Give a brief summary of the program:

An asset to our entire listening audience...bringing culture, education, and fun to all who visit.



Focus

Date Recorded: Aug.20, 2019

Date Aired: Aug.25, 2019 7:30am-8:00am
106.7

Station aired on: 105.9 &

Host: Sandy Megowen

Program Duration: 30 minutes

List all guests and their credentials:

Sherry Rowland, Membership Manager, Cincinnati Reds Hall of Fame and Museum

(Not for Profit Hall and Museum)

Please explain the issue/topic covered by this program, and its public benefit:

Discussed Museum Renovation, 150th Anniversary of Cincinnati Reds, Membership Benefits, Marty Brennaman's Induction into Cinti. Hall of Fame's up-coming Festivities, website and phone information.

Give a brief summary of the program:

Overview of the renovation of the Museum and the benefits of becoming a member of the Cincinnati Reds Hall of Fame and Museum.



Focus

Date Recorded: 8/13/2019

Date Aired: 8/18/19 7:30am-8:00am

Station aired on:

Host: Sandy Megowen

Program Duration: 30 minutes

List all guests and their credentials:

Katie Marshall, Business Manager, Classic Country 105/9 & 106.7

Please explain the issue/topic covered by this program, and its public benefit:

Breast Cancer Awareness. Katie is a breast cancer survivor and current patient. We discussed initial discovery, importance of research & knowledge, second opinions. Talked about Support Organizations giving phone numbers and web sites for Pink Ribbon Girls, I Have Wings, Susan G. Komen, Karen Wellington Foundation,.org.

Give a brief summary of the program:

Educational and informative program about Breast Cancer. Cheerful, encouraging approach. As Katie said: "Nobody likes a 'Debbie Downer'.



Focus

Date Recorded:

Date Aired: August 11, 2019 7:30am-8:00am

Station aired on: Both

Program Duration: 30 minutes

List all guests and their credentials:

Cara Nicoloa, Associate Public Information Officer, Hoxworth Blood Center

Please explain the issue/topic covered by this program, and its public benefit:

In the aftermath of Dayton, Oh. Shootings...Blood donations are urgent. We talked about first time donors, myths about donations, need for platelet donations, phone number and website for more information and to make an appointment to donate. Also mentioned Cinti. Favorites Blood Drive Tour with dates and names of Restaurant locations , including one in Dry Ridge, Ky.

Give a brief summary of the program: Informative, educational discussion about Blood Donations.



Focus

Date Recorded: July 23, 2019

Date Aired: Aug. 4, 2019 7:30am-8:00am
106.7

Station aired on: 105.9 &

Host: Sandy Megowen

Program Duration: 30 minutes

List all guests and their credentials:

Rusty Lockett / Cochair of the Ohio Chapter of the American Foundation for Suicide Prevention

Please explain the issue/topic covered by this program, and its public benefit:

We discussed warning signs of suicide, mental health issues, education, public policies, research, and survivor support volunteer opportunities.

Education for the public.

Give a brief summary of the program:

We discussed suicide in depth: The National Suicide Prevention Lifeline number was given several times. The website several times. Crisis Center numbers in both Ohio & Kentucky.



Focus

Date Recorded: July 23, 2019

Date Aired: July 28, 2019 7:30am-8:00am
106.7

Station aired on: 105.9 &

Host: Sandy Megowen

Program Duration: 30 minutes

List all guests and their credentials:

Rusty Lockett / Cochair of the Ohio Chapter of the American Foundation for Suicide Prevention

Please explain the issue/topic covered by this program, and its public benefit:

We discussed warning signs of suicide, mental health issues, education, public policies, research, and survivor support volunteer opportunities.

Education for the public.

Give a brief summary of the program:

We discussed suicide in depth: The National Suicide Prevention Lifeline number was given several times. The website several times. Crisis Center numbers in both Ohio & Kentucky.



Weekly Public Affairs Program

Date aired: 9/29/2019 Time Aired: 6:30am-7:00am

Show # 2019-39

Total running time: 29:30 (with optional exit at 24:00)

1. **Caitlin M. Zaloom, PhD**, Associate Professor of Social and Cultural Analysis at New York University

The average annual price tag for attending a private, four-year American college is now nearly \$50,000. Prof. Zaloom led a study that found that paying for college is taking a toll on middle-class families in ways that are more profound and less appreciated than even the financial cost conveys. She said that shouldering the weight of paying for college is often seen by parents as a moral obligation to their children.

Issues covered:**Education****Personal Finance****Parenting****Length: 9:34**

2. **Bridget Freisthler, PhD**, Professor of Social Work at Ohio State University

54 percent of adults who use marijuana in the United States are parents. Prof. Freisthler led a study that found that parents who use marijuana utilize more discipline techniques on their children on average than non-users, ranging from timeouts to, in some cases, physical abuse. She found that the same was true of alcohol users. She said that with the growing acceptance of marijuana in American society, users need to be aware that the drug affects numerous forms of behavior, including parenting.

Issues covered:**Substance Abuse****Child Abuse****Parenting****Length: 7:30**

3. **Tracy McCubbin**, author of *"Making Space, Clutter Free: The Last Book on Decluttering You'll Ever Need"*

Ms. McCubbin talked about the value of teaching organization skills to children during back to school time. She offered numerous tips for parents to clear the clutter as kids start the new school year, including how to decide what to donate or discard, and the importance of an organized desk.

Issues covered:**Parenting****Education****Length: 5:07**



Weekly Public Affairs Program

Date aired: 9/22/2019 Time Aired: 6:30am-7:00am

Show # 2019-38

Total running time: 29:30 (with optional exit at 24:00)

1. **Maria Russo**, Children's Books Editor of the New York Times Book Review, co-author of *"How to Raise A Reader"*

Ms. Russo explained the importance of child literacy, and the steps parents can take to raise a reader in an age when screens are competing for a child's attention. She said any form of book is fine, including audio books, graphic novels and comic books. She explained why it is important to begin reading to children at the youngest age possible, and offered ideas on how to engage a reluctant reader.

Issues covered:

**Literacy
Parenting
Education**

Length: 9:22

2. **Barbara Hemphill**, founder of The Productive Environment Institute, former President of the National Association of Productivity & Organizing Professionals, author of the *"Taming the Paper Tiger"* book series by Kiplinger's, and the more recent book is *"Less Clutter, More Life."*

A recent study found that business owners, executives and entrepreneurs waste 21.8 hours a week on everything from internet surfing to useless meetings. Ms. Hemphill said the biggest productivity black hole for anyone is e-mail. She outlined the reasons that people lose focus at work and steps they can take to be less distracted.

Issues covered:

**Workplace Matters
Productivity**

Length: 8:01

3. **Rebecca Bigler, PhD**, Professor Emerita at the University of Texas at Austin

Prof. Bigler was part of a team of researchers that sought to learn more about the political development of the nation's children. The study found that children demonstrated a surprisingly high level of interest in and knowledge about the most recent presidential election and candidates, but many had gaps in their knowledge. She offered advice for parents to help their children learn more about civics and the election process, particularly heading into the next presidential election.

Issues covered:

**Civics and Citizenship
Parenting**

Length: 5:11



Date aired: 9/22/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-37

Total running time: 29:30 (with optional exit at 24:00)

1. **Frank Abagnale**, former professional imposter, fraud prevention expert, consultant and lecturer for the FBI academy and field offices, author of "*Scam Me If You Can: Simple Strategies to Outsmart Today's Rip-off Artists*"

Mr. Abagnale discussed the most common scams targeting American consumers. He said scams themselves have changed very little through the years, but the technology used to target victims has improved dramatically. He said millennials are scammed more often than seniors, but seniors typically lose more money. He offered advice for consumers to protect themselves from scammers.

Issues covered:

Length: 9:07

Crime

Identity Theft

Consumer Matters

2. **Amy Serin, PhD**, neuropsychologist, author of "*The Stress Switch: The Truth About Stress and How to Short-Circuit It*"

Dr. Serin discussed the increasing levels of stress in today's everyday life, and the most common causes of it. She said excessive use of social media can trigger insecurities and depression. She said most of the time, people aren't even aware that they are stressed. She outlined steps to take for stress relief.

Issues covered:

Length: 8:04

Mental Health

3. **Hank Green**, YouTube star and STEM education proponent

Jobs related to STEM – science, technology, engineering and mathematics – are expected to continue growing, but the United States doesn't have enough workers with the skills to fill those roles. Mr. Green explained why STEM skills are so important for the future workforce, and how parents can encourage their youngsters to pursue STEM careers.

Issues covered:

Length: 5:02

Education

Employment

Parenting



Date aired: 9/8/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-36

Total running time: 29:30 (with optional exit at 24:00)

1. **Emily Oster, PhD**, Professor of Economics at Brown University, author of "*Cribsheet: A Data-Driven Guide to Better, More Relaxed Parenting, from Birth to Preschool*"

An abundance of often-conflicting advice is usually hurled at new parents from doctors, family, friends, and strangers on the internet. Dr. Oster examined some of this standard advice, compared it to scientific research and found that the conventional wisdom is often wrong. She offered advice to help new moms and dads to be better and more relaxed parents.

Issues covered:
Parenting

Length: 7:31

2. **Roy Ramthun, M.A.**, Founder and President of HSA Consulting Services and the web site AskMrHSA.com

Mr. Ramthun discussed the merits of Health Savings Accounts and how they compare to traditional insurance. He said more Americans should be willing to ask what a medical procedure or medication costs, then shop around to be sure they are not overpaying. He explained how to search for an HSA insurance policy and its companion savings account.

Issues covered:
Healthcare
Consumer Matters

Length: 9:46

3. **Joel E. Segel, PhD**, Assistant Professor of Health Policy and Administration at Penn State University

The devastating consequences of the opioid crisis are far-reaching in the United States. Prof. Segel was a co-author of a study that examined the costs to society in general and to state and local budgets in particular. He said the most significant impact to taxpayers was treatment costs borne by the Medicare programs run by states, and lost tax revenue from people who exited the workforce because of addictions.

Issues covered:
Government Spending
Drug Abuse
Medicare

Length: 5:02



Date aired: 9/1/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-35

Total running time: 29:30 (with optional exit at 24:00)

1. **Leslie Stahl**, longtime reporter for 60 Minutes, author of *"Becoming Grandma: The Joys and Science of the New Grandparenting"*

Ms. Stahl discussed the profound changes and emotions experienced when someone becomes a grandparent. She talked about the physiological changes that occur in women when they have grandchildren, and the therapeutic effects of grandchildren on both grandmothers and grandfathers. She also explained how heartbreakingly common it is for grandparents to be denied access to their grandchildren.

Issues covered:
Family Matters
Senior Citizens

Length: 9:15

2. **Kevin Kelly**, co-founder and former executive editor of Wired magazine, author of *"The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future"*

Mr. Kelly discussed twelve technological imperatives that he believes will shape the next thirty years and transform our lives. He is optimistic about innovations, from virtual reality in the home to an on-demand economy to artificial intelligence embedded in everything we manufacture. He offered advice to young people who are plotting educational and career paths in a rapidly-changing tech environment.

Issues covered:
Technology
Education
Privacy
Career

Length: 7:55

3. **Edward G. Brown**, author of *"The Time Bandit Solution: Recovering Stolen Time You Never Knew You Had"*

According to Mr. Brown, 40 to 60% of time at work is squandered by time bandits—co-workers who demand precious time without thinking. He offered suggestions on how to negotiate with time bandits to prevent unwanted, unnecessary and unproductive interruptions.

Issues covered:
Workplace Matters
Productivity

Length: 5:04



Date aired: 8/25/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-34

Total running time: 29:30 (with optional exit at 24:00)

1. **Will McCallum**, Head of Oceans at Greenpeace UK, author of *"How to Give Up Plastic: A Guide to Changing the World, One Plastic Bottle at a Time"*

Humans produce over 300 million tons of plastic each year, with 12.7 million tons ending up in our oceans. Mr. McCallum discussed the major impact that plastic and microplastic waste has on marine life and the environment. He said it is not possible to recycle all of the plastics used in our everyday lives. He outlined small changes that anyone can make to reduce the amount of plastic waste in their home or community.

Issues covered:

Length: 9:40

Pollution

Recycling

Consumer Matters

2. **Joanne Lara, M.A.**, autism expert, former special education teacher, Executive Director of the organization "Autism Works Now"

Up to 85 percent of autistic adults are either unemployed or underemployed. Ms. Lara's organization teaches pre-employment and workplace readiness skills to young adults with autism. She outlined the challenges faced by autistic students, and she explained the role that parents, schools and employers play in helping them to secure meaningful employment.

Issues covered:

Length: 7:37

Autism

Employment

Discrimination

3. **Joseph Palamar, PhD**, Associate Professor in the Department of Population Health at the NYU School of Medicine

Prof. Palamar led a study that found that teenagers are more likely to experiment with recreational drugs such as LSD, marijuana, cocaine or ecstasy for the first time during the summer months. He said that the amount of free time on their hands once the school year ends and activities like music festivals are major factors in this risky behavior. He said parents should educate and warn their kids about using recreational drugs, their risks and side effects.

Issues covered:

Length: 4:53

Drug Abuse

Youth at Risk



Date aired: 8/18/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-33

Total running time: 29:30 (with optional exit at 24:00)

1. **Susan Frankel**, Executive Director at National Runaway Safeline

Ms. Frankel discussed the increasing problem of runaway and homeless teenagers. She said 1 out of 30 youth ages 13-17 experience homelessness at some point each year, 4.2 million in all. She explained the reasons that young people leave and how they survive on the streets. She outlined the services that her organization offers to help.

Issues covered:

**Youth at Risk
Homelessness
Parenting**

Length: 9:40

2. **William Chopik, PhD**, Associate Professor of Psychology at Michigan State University

Prof. Chopik led a study that examined biases toward people with disabilities. He said bias toward people with disabilities is quite common, but few will acknowledge it. He talked about the demographic groups who are most likely to be prejudiced towards the disabled, and how the problem can be addressed.

Issues covered:

**Disabilities
Discrimination**

Length: 7:37

3. **Julius McGee, PhD**, Assistant Professor of Sociology in the College of Liberal Arts and Sciences at Portland State University

Efforts to replace fossil fuels with renewable energy sources can help lower carbon emissions. However, Prof. McGee led a recent study that found that renewable energy increases "energy inequality" for lower-income Americans because it costs more than energy produced by oil, coal and natural gas.

Issues covered:

**Renewable Energy
Poverty
Government Policies**

Length: 4:53



Date aired: 8/11/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-32

Total running time: 29:30 (with optional exit at 24:00)

1. **Charee Thompson, PhD**, Assistant Professor of Communication Studies at Ohio University

Dr. Thompson was the co-author of a study of college students, drinking and social media. She discovered that having an "alcohol identity" puts college students at greater risk of having drinking problems. Her study also found that posting about alcohol use on social media sites is actually a stronger predictor of alcohol problems than having a drink. She discussed possible strategies to reduce alcohol abuse on college campuses.

Issues covered:
Substance Abuse
Education
Social Media

Length: 6:52

2. **Iris Bohnet, PhD**, Professor of Public Policy, Behavioral Economist at Harvard University, Director of the Women and Public Policy Program, Co-Chair of the Behavioral Insights Group at the Kennedy School of Government, author of "*What Works: Gender Equality by Design*"

Dr. Bohnet discussed gender equality in the workplace and why it's good business. She explained why diversity training programs have had limited success. She outlined the latest research into quick and often inexpensive ways that companies can address gender bias and improve performance.

Issues covered:
Gender Equality
Women's Issues
Workplace Matters

Length: 10:17

3. **Matthew J. Quade, PhD**, Assistant Professor in the Department of Management at the Hankamer School of Business, Baylor University

Unethical behaviors by employees can tarnish an organization's reputation, lead to considerable monetary losses, and even result in legal prosecutions. Dr. Quade led a study that found that, in many cases, employees will tolerate misdeeds from a coworker who has the reputation of being a high performer. He believes companies need to take a hard look at how they prioritize performance over ethics.

Issues covered:
Ethics
Workplace Matters

Length: 4:56



Date aired: 8/4/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-31

Total running time: 29:30 (with optional exit at 24:00)

1. **Alisa Divine**, domestic abuse survivor, author of *"#She Wins: Harrowing Stories from Women Who Survived Domestic Abuse"*

Ms. Divine said that domestic and sexual abuse is a huge problem but often the victims get little help. She explained why it is so important to shed light on the issue and educate the public about the warning signs. She also explained why leaving an abusive situation is the most dangerous time for the victim, and how victims can find help.

Issues covered:
Domestic Abuse
Women's Issues

Length: 9:05

2. **Matt Fellowes**, founder and CEO of United Income, a retirement-focused online investment management and financial planning company based in Washington, D.C.

Mr. Fellowes co-authored a report that found that only 4% of retirees sign up for Social Security at the most profitable time. He said this single mistake costs the typical American household an average of \$111,000 in lost retirement income. He said that most people should claim Social Security later than they typically do, but he recommends seeking professional advice.

Issues covered:
Retirement Planning
Personal Finance
Government Programs

Length: 8:12

3. **Jason Forman, PhD**, Principal Scientist at the Center for Applied Biomechanics at the University of Virginia

Dr. Forman led a study that concluded that women are 73 percent more likely to be injured in a car accident than men. Older people were also at greater risk of injury. He talked about the likely reasons behind this trend. He also said that all car occupants are now more than half as likely to sustain serious injuries in cars less than ten years old than in older cars.

Issues covered:
Traffic Safety
Women's Issues
Senior Citizens

Length: 5:03



Date aired: 7/28/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-30

Total running time: 29:30 (with optional exit at 24:00)

1. **Tyler J. VanderWeele, PhD**, Professor of Epidemiology, T.H. Chan School of Public Health, Harvard University

Those who attend church services on a regular basis may receive more than just spiritual benefits—they may live longer. Dr. VanderWeele led a study that found that women who went to church more than once a week had a 33% lower risk of dying, compared to those who never went. He talked about the potential reasons behind the finding. He said it is conceivable in the future that doctors routinely ask about church attendance during medical checkups.

Issues covered:
Personal Health
Religion

Length: 8:48

2. **Kostadin Kushlev, PhD**, psychology research scientist, University of Virginia

Smartphones have become part of everyday life. Dr. Kushlev led a study that found that the increasingly pervasive use of digital technology may be causing ADHD-like symptoms even among the general population. He explained why being separated from a smartphone may cause people to experience distraction, difficulty focusing and getting bored easily when trying to focus.

Issues covered:
Mental Health
Consumer Matters

Length: 8:27

3. **Carl Cotman, PhD**, Professor of Neurology and Neurobiology, Director of the Institute for Brain Aging and Dementia, University of California, Irvine

Dr. Cotman explained the results of new research into brain health for seniors. The study found that eating almonds, engaging in exercise and participating in brain-stimulating activities can keep aging brain cells in shape. This may delay or prevent Alzheimer's Disease.

Issues covered:
Alzheimer's' Disease
Health Issues
Senior Issues

Length: 4:56

WNKN-FM



Date aired: 7/21/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-29

Total running time: 29:30 (with optional exit at 24:00)

1. **Bart de Langhe, PhD**, Assistant Professor of Marketing, Leeds School of Business at the University of Colorado, Boulder

Many consumers pour through online product reviews before making a purchase. But Dr. de Langhe led a study that found that there is little correlation between better online user ratings and the quality of a product. He explained why consumer opinions often fail to agree with objective product research by consumer organizations.

Issues covered:
Consumer Matters

Length: 8:06

2. **W. David Brown, PhD, DABSM, CBSM**, Sleep Psychologist at Children's Medical Center, Dallas, co-author of "*Sleeping Your Way to the Top: How to Get the Sleep You Need to Succeed*"

Many Americans believe that less sleep equals more productivity. But Dr. Brown said that sufficient sleep and success go hand in hand. He discussed the latest clinically proven techniques for getting quality rest, achieving maximum productivity, and overcoming common sleep impediments to enhance workplace performance.

Issues covered:
Personal Health
Career

Length: 9:01

3. **Judith Prochaska, PhD, MPH**, Associate Professor of Medicine, Stanford University School of Medicine

Dr. Prochaska was the lead author of a study comparing employment in smokers and nonsmokers. She found that after 12 months, smokers were less likely to have found a job than nonsmokers, and those who did earned less than nonsmokers. She explained the reasons that employers may be wary of hiring smokers and how they sometimes screen them out in the hiring process.

Issues covered:
Unemployment
Personal Health

Length: 5:03



Date aired: 7/14/2019 Time Aired: 6:30AM-7:00AM

Weekly Public Affairs Program

Show # 2019-28

Total running time: 29:30 (with optional exit at 24:00)

1. **Claire Nee, PhD**, Director of the International Centre for Research in Forensic Psychology, University of Portsmouth, UK

Prof. Nee led an international study of the behavior of burglars. She discussed the surprising degree of knowledge and skill of experienced thieves in choosing which home to target, how to navigate inside and what to take. She offered crime prevention suggestions to make a home less vulnerable to burglary.

Issues covered:
Crime Prevention

Length: 9:15

2. **Raafi-Karim Alidina**, expert in building equality, diversity and inclusive cultures in organizations, co-author of "*Building an Inclusive Organization: Leveraging the Power of a Diverse Workforce*"

Mr. Aldina said in the world of business, diversity is often given lip service, if it receives any attention at all. He explained why diversity and inclusion is crucial to the survival of companies. He outlined steps that business leaders can take to make themselves and their companies more inclusive.

Issues covered:
Discrimination
Workplace Matters

Length: 8:04

3. **Chick Moorman**, educator, co-author of "*The 10 Commitments: Parenting with Purpose*"

Mr. Moorman talked about the verbal skills that parents should have to raise responsible and confident children. He offered tips on how parents can discipline their children in positive ways to create a culture of accountability.

Issues covered:
Parenting Issues
Education
Family

Length: 4:49

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Date aired: 7/7/2019 Time Aired: 6:30am-7:00am

Weekly Public Affairs Program

Show # 2019-27

Total running time: 29:30 (with optional exit at 24:00)

1. **Martin Gibala, PhD**, Professor and Chair of the Department of Kinesiology, McMaster University in Ontario

Dr. Gibala led a study that found that a single minute of very intense exercise produces health benefits similar to longer, traditional endurance training. He recommends the plan for occasionally busy days, not as a permanent substitute for longer and more moderate workouts. He said the findings put to rest the common excuse for not getting in shape: there is not enough time.

Issues covered:
Personal Health

Length: 8:52

2. **Chris Melde, PhD**, Associate Professor and Director of Graduate Studies, School of Criminal Justice at Michigan State University

Dr. Melde was the co-author of a study of street gang membership. He found that depression and suicidal thoughts or attempts are common among youth who join gangs. He outlined the reasons that many troubled teens join gangs and why gang life causes already significant problems in their lives to become even worse.

Issues covered:
Youth at Risk
Mental Health
Crime

Length: 8:24

3. **Matthias Hollwich**, internationally-recognized architect, author of "New Aging: Live Smarter Now to Live Better Forever"

Mr. Hollwich discussed ways that homes and communities can be redesigned to make aging a graceful and fulfilling aspect of life. He discussed changes to specific rooms, to help seniors stay safely in their homes for as long as possible.

Issues covered:
Home Safety
Retirement Planning
Senior Citizens

Length: 4:55



Program Log for Viewpoints Radio

Air Date	7/7/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Geico/Reboot-Technology Truths Grainger/Seasons Safety	:30
	OUTCUE: ...get it done.	:30
1:45	:03 PAUSE FOR LOCAL AVAIL	:03
1:48	SEGMENT 1: THE COST OF BEAUTY: HOW SOCIAL MEDIA IS CHANGING OUR PERCEPTION	11:34
	Synopsis: Social media has become an all-consuming way of life for many. It's hard to get away from unconsciously opening Facebook or Instagram throughout the day and scrolling through your feed. While social media can be positive, the unrealistic posts can also lead to damaging outcomes. We discuss its negative effects and the rise in the number of plastic surgery procedures among younger generations. Host: Gary Price. Guests: Gary John Bishop, author of <i>Unfu*k Yourself: Get Out of Your Head and Into Your Life</i> and <i>Stop Doing That Sh*t: End Self-Sabotage and Demand Your Life Back</i> ; Dr. Parker Velargo, facial, plastic & reconstructive surgeon at the New Orleans Center for Aesthetics and Plastic Surgery. Links for more info: https://garyjohnbishop.com/ , https://www.plasticsurgerynola.com/ Compliance Issues Covered: Media, Psychology, Health, Beauty, Literature, Diversity, Relationships	
13:22	SPOTBREAK 2&3: Vitafusion Tree Planting Donate Cars/Much Luck Geico/Shuttle Believe It Grainger/Talk is Cheap	:30 :30 :30 :31
	OUTCUE: get it done.	
15:23	02 PAUSE FOR LOCAL AVAIL	:02
15:25	SEGMENT 2: STORIES FROM 9/11 AND ITS EFFECTS TODAY	7:17
	Synopsis: <i>Fall and Rise: The Story of 9/11</i> written by Mitchell Zuckoff shares numerous accounts from September 11, 2001. We highlight a few of the stories from the book and talk about modern implications today, including the political upheaval over medical and victim compensation funding for those affected. Host: Marty Peterson. Guest: Mitchell Zuckoff, former reporter at The Boston Globe, professor at Boston University and author of <i>Fall and Rise: The Story of 9/11</i> . Links for more info: https://www.harpercollins.com/9780062275646/fall-and-rise/ Compliance Issues Covered: History, Politics, Terrorism, Government, Healthcare, Education, Literature	
22:42	SPOTBREAK 4: Progressive Insurance/Nightgown Weird Words Grainger/Seasons Safety	:30 :30
	OUTCUE: ...get it done	
23:42	CULTURE CRASH: THE RISE OF WRITER AND ACTRESS PHOEBE WALLER BRIDGE	2:43
	Synopsis: Phoebe Waller Bridge has produced and starred in several hits ranging from "Killing Eve" to "Solo: A Star Wars Story". Now, she's working on the script for the fourth James Bond movie and has created a new season of the show "Fleabag". We discuss her success in Hollywood and the allure of shorter TV shows. Host: Evan Rook Compliance Issues Covered: Television, Media, Film, Culture, Diversity	
26:25	SPOTBREAK 5: Grainger/Gadgets Geico/No Brainer-Dust Bunny	:30 :30
	OUTCUE: ...bunnies, run along.	
27:25	Program Conclusion	:33
27:58	TOTAL TIME	

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Program Log for Viewpoints Radio

Air Date	7/14/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Geico/Emoji Technology Truths Blue Star/Reviews Version A	:30
	OUTCUE: ...your money back.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE RISE OF EMOJIS: WHY WE JUST CAN'T STAY AWAY	8:35
	<p>Synopsis: Many of us throw an emoji or two in a text or social media message to help get our point across. But do you ever wonder how emojis came about and why we pick certain ones over others? We speak with three experts about their rise in popularity and reflection of different cultures and generations.</p> <p>Host: Gary Price. Guests: Dr. Linda Kaye, psychology professor at Edge Hill University; Marcel Danesi, professor of anthropology at the University of Toronto and author of <i>The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet</i>; Dr. Thomas Daniel, assistant professor at Westfield State University.</p> <p>Links for more info: https://www.edgehill.ac.uk/psychology/people/academic-staff/dr-linda-kaye/ https://www.bloomsbury.com/us/the-semiotics-of-emoji-9781474282000/ Compliance Issues Covered: Media, Psychology, Communication, Literature, History, Diversity, Relationships</p>	
10:22	SPOTBREAK 2&3: 3M Combat Veterans Earplugs Icy Hot/Overwhelm Blue Star/Reviews Version B	:60
	OUTCUE: your money back.	:30
12:22	:02 PAUSE FOR LOCAL AVAIL	:02
12:24	SEGMENT 2: THE ALLURING MYSTERY OF OAK ISLAND	10:09
	<p>Synopsis: Canada's Oak Island has mystified explorers for hundred of years, drawing many to its shores with the hope of finding buried pirate's treasure under its oak trees. We speak with Randall Sullivan, the author of <i>The Curse of Oak Island: The Story of the World's Longest Treasure Hunt</i> to learn more the area's historical significance and this never-ending quest.</p> <p>Host: Marty Peterson. Guest: Randall Sullivan, author of <i>The Curse of Oak Island: The Story of the World's Longest Treasure Hunt</i> Links for more info: https://www.amazon.com/Curse-Oak-Island-Longest-Treasure-ebook/dp/B01N0SMHMR Compliance Issues Covered: History, Exploration, Engineering, Government, Literature, Religion, Travel</p>	
22:33	SPOTBREAK 4: Poligrip/BBQ Surprise Party Blue Star/Reviews Version C	:30
	OUTCUE: ...your money back.	:30
23:33	CULTURE CRASH: 2019: THE YEAR OF REPETITIVE SEQUELS AND REBOOTS	2:51
	<p>Synopsis: 2019 is flying by. From the good to the bad to the so-so, we discuss movie trends so far this year and what we hope is coming in the second half of 2019.</p> <p>Host: Evan Rook Compliance Issues Covered: Media, Film, Culture, Internet</p>	
26:24	SPOTBREAK 5: Progressive Insurance/Cleaning Bad Good News Blue Star/Reviews Version A	:30
	OUTCUE: ...your money back.	:30
27:24	Program Conclusion	:32
27:56	TOTAL TIME	

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Program Log for Viewpoints Radio

Air Date	7/21/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:46
:46	SPOTBREAK 1: Progressive Insurance/Straight Talk Grainger/Win-Win	:30
	OUTCUE: ...get it done.	:30
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEGMENT 1: THE FALL OF THERANOS	9:29
	<p>Synopsis: The rise and fall of the now defunct blood-testing company Theranos has captivated the attention of millions and exposed the dark side of the startup culture in Silicon Valley. Elizabeth Holmes, founder and CEO of Theranos, is awaiting trial next summer, facing 11 felony charges for allegedly defrauding the public. We speak with Stanford professor Dr. Phyllis Gardner who doubted Holmes from the very beginning.</p> <p>Host: Gary Price. Guest: Dr. Phyllis Gardner, professor of medicine, clinical pharmacology at Stanford University.</p> <p>Links for more info: https://www.wsj.com/articles/theranos-has-struggled-with-blood-tests-1444881901 https://www.hbo.com/documentaries/the-inventor-out-for-blood-in-silicon-valley https://www.bloomberg.com/research/stocks/private/person.asp?personId=651631&privcapId=428844467 https://profiles.stanford.edu/phyllis-gardner?tab=bio</p> <p>Compliance Issues Covered: Science, Healthcare, Business, Technology, Law, Government, Finance</p>	
11:17	SPOTBREAK 2&3: 3M Combat Veterans Earplugs Blue Star/Reviews Version B Poligrip/BBQ Surprise Party	:60
	OUTCUE: a surprise. Polident!	:30
13:17	:02 PAUSE FOR LOCAL AVAIL	:02
13:19	SEGMENT 2: CASTING A WIDE NET: WHY GENERALISM MATTERS	9:45
	<p>Synopsis: In today's fast-paced world, it can be tough to start anew or slow down and reexamine what you're working towards. We speak with journalist and author David Epstein who argues that switching focuses and developing a wide range of skillsets ultimately leads to greater success.</p> <p>Host: Marty Peterson. Guest: David Epstein, journalist and author of <i>The Sports Gene: Inside the Science of Extraordinary Athletic Performance</i> and <i>Range: Why Generalists Triumph in a Specialized World</i>.</p> <p>Links for more info: https://www.davidepstein.com/, https://www.goodreads.com/en/book/show/41795733-range, https://www.nytimes.com/2019/05/28/books/review/david-epstein-range.html</p> <p>Compliance Issues Covered: Psychology, Philosophy, History, Education, Literature, Workplace, Technology</p>	
23:04	SPOTBREAK 4: Your Addiction Team	:60
24:04	CULTURE CRASH: THE CONTINUATION OF VERONICA MARS	2:23
	<p>Synopsis: Season four of the TV show, 'Veronica Mars' premieres on Hulu July 24. We take a look back at the evolution of the series and its surprising survival through low ratings and network TV changes.</p> <p>Host: Evan Rook</p> <p>Compliance Issues Covered: Media, Television, Culture, Literature</p>	
26:27	SPOTBREAK 5: Grainger/Season Safety Garlique/Take It From the Advocates	:30
	OUTCUE: use as directed.	:30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	



Program Log for Viewpoints Radio

Air Date	7/28/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Poligrip/BBQ Surprise Grainger/Seasons Safety	:30
	OUTCUE: ...get it done.	:30
1:45	:03 PAUSE FOR LOCAL AVAIL	:03
1:48	SEGMENT 1: NAVIGATING COLLEGIATE FINANCIAL AID	8:00
	Synopsis: Student loan debt is set to skyrocket to two trillion dollars by 2022. We talk two students about their differing perspectives on financial aid and debt. We also speak with Mike Bartini, the director of student aid at Bowdoin College, about how important it is that students and families take time to focus on the financials of higher education before enrolling. Host: Gary Price. Guests: Mev Becoja, graduate student at Depaul University; Laura Sherman, undergraduate student at Indiana University; Mike Bartini, Director of Student Aid at Bowdoin College. Links for more info: https://studentloanhero.com/featured/us-colleges-generous-financial-aid-packages/ https://www.nerdwallet.com/blog/2018-fafsa-study/ , https://finaid.umich.edu/category/personal-finance/ https://www.forbes.com/sites/learnvest/2014/03/24/9-things-you-probably-didnt-know-about-financial-aid-for-college/#24e7e7dc7f61 , https://ticas.org/sites/default/files/u159/tips_for_interpreting_award_letters.pdf Compliance Issues Covered: Education, Personal Finance, Government, Mental Health, Diversity, Politics	
9:48	SPOTBREAK 2&3: Alzheimer's Association/Sensory Impairment Progressive Insurance/Lawn Bad Good News Grainger/Family	:60 :30 :30
	OUTCUE: ...get it done.	
11:48	02 PAUSE FOR LOCAL AVAIL	:02
11:50	SEGMENT 2: THE DARK SIDE OF MASCULINITY	11:21
	Synopsis: Author Jared Yates Sexton shares memories from his own turbulent childhood and accounts as a journalist and connects it to the larger discussion around the phenomenon of toxic masculinity in the U.S. What exactly is toxic masculinity and how is it affecting men and youth? Host: Marty Peterson. Guest: Jared Yates Sexton, author of <i>The Man They Wanted Me to Be: Toxic Masculinity and a Crisis of Our Own Making</i> . Links for more info: https://www.counterpointpress.com/dd-product/the-man-they-wanted-me-to-be/ https://www.npr.org/2019/05/10/722118281/the-man-they-wanted-me-to-be-puts-an-individual-experience-in-broader-context Compliance Issues Covered: Gender, Psychology, Parenting, Family, Education, Literature, Politics	
23:11	SPOTBREAK 4: Donate Cars/Going to Do	:60
	OUTCUE: ...four seven eight.	
24:11	CULTURE CRASH: WHAT TO DO WHEN YOU DON'T REALLY LIKE THE BOOK YOU'RE READING	2:15
	Synopsis: It happens to everyone. Despite your perseverance, you just can't get into the book you're reading. Do you push yourself to keep on going or give up and raise a white flag? Host: Evan Rook Compliance Issues Covered: Literature, Culture, Media	
26:26	SPOTBREAK 5: Geico/No Brainer Bobblehead Grainger/Win Win	:30 :30
	OUTCUE: ...get it done.	
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Air Date	8/4/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Grainger/Win Win Poligrip/BBQ Surprise Party	:30
1:45	:03 PAUSE FOR LOCAL AVAIL	:03
1:48	SEGMENT 1: A SHIFTING LANDSCAPE: THE CHALLENGES FACING SUBURBIA TODAY	9:45
	<p>Synopsis: Cookie cutter houses, large backyards and shopping centers took hold during the rapid rise of suburbia during the second half of the 20th century. Now, towns across the U.S. are facing a new set of challenges from climate change to shifting demographics that require a different landscape than what was first constructed. We speak with two experts about the current state of suburbia and potential solutions.</p> <p>Host: Gary Price. Guests: Ellen Dunham-Jones, professor of architecture and urban design at Georgia Tech; David Feldman, professor in the school of social ecology at the University of California-Irvine.</p> <p>Links for more info: https://arch.gatech.edu/people/ellen-dunham-jones, https://www.ted.com/speakers/ellen_dunham_jones, https://faculty.sites.uci.edu/feldman/</p> <p>Compliance Issues Covered: Housing, Lifestyle, Environment, Transportation, Climate Change, Population</p>	
11:33	SPOTBREAK 2&3: Alzheimer's Association/Sensory Impairment Grainger/Win Win Progressive Insurance/Pe Talk Jamie's VM	:60 :30 :30
13:33	02 PAUSE FOR LOCAL AVAIL	:02
13:35	SEGMENT 2: SHOULD YOU REALLY SAY, "I DO" TO ATTENDING THE WEDDING?	9:14
	<p>Synopsis: Summertime is prime wedding season, and if you have several weddings to attend or be involved in, the costs can quickly start to add up. We speak with two women who are shaking up the wedding industry with their nontraditional viewpoints.</p> <p>Host: Marty Peterson. Guests: Jen Glantz, CEO of Bridesmaid for Hire; Ashley Smith, lead designer, planner, producer & owner of Ashley Smith Events.</p> <p>Links for more info: https://bridesmaidforhire.com/, https://www.jenglantz.com/, http://www.ashleysmiththevents.com/</p> <p>Compliance Issues Covered: Relationships, Personal Finance, Travel, Family, Business, Entrepreneurship</p>	
22:49	SPOTBREAK 4: Your Addiction Team	:60
23:49	CULTURE CRASH: ENSURING THE ACCESSIBILITY OF INDEPENDENT FILMS	2:38
	<p>Synopsis: We discuss how the rise in streaming technology has impacted the availability of classic, foreign and indie films.</p> <p>Host: Evan Rook</p> <p>Compliance Issues Covered: Film, History, Internet, Culture, Media, Technology</p>	
26:27	SPOTBREAK 5: Poligrip/Baseball Family Reunion Grainger/Seasons Safety	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	



Program Log for Viewpoints Radio

Air Date	8/11/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Geico/Sports Radio Johnny Golf Poligrip/Baseball Family Reunion	:30
1:45	:03 PAUSE FOR LOCAL AVAIL	:30
1:48	SEGMENT 1: THE TECHNOLOGY AND TRAINING OF NON-LETHAL WEAPONS	:03
	Synopsis: In an ideal situation, a taser – an electrical weapon – allow law enforcement to subdue a subject without having to pull out their gun. But why do tasers sometimes fail? We discuss possible factors at play when a taser is deployed and new technology in development at Axon Enterprise, the main supplier of tasers and body cameras to law enforcement. Host: Gary Price. Guests: Rick Smith, CEO & Founder of Axon Enterprise Inc. and author, <i>The End of Killing: How Our Newest Technologies Can Solve Humanity's Oldest Problem</i> ; Greg Meyer, retired LAPD Captain. Links for more info: https://www.axon.com/ , https://www.apmreports.org/story/2019/05/09/when-tasers-fail https://www.policeone.com/columnists/greg-meyer/ , https://www.nytimes.com/2009/02/16/us/16cover.html https://www.amazon.com/End-Killing-Technologies-Humanitys-Problem/dp/1989025536 Compliance Issues Covered: Law Enforcement, Technology, Criminal Justice, Business, Government	9:26
11:14	SPOTBREAK 2&3: Alzheimer's Association/Lifestyle Factors Poligrip/BBQ Surprise Party Geico/Emoji Technology Truths	:60
13:14	02 PAUSE FOR LOCAL AVAIL	:30
13:16	SEGMENT 2: THE CALIFORNIA NORCO SHOOTOUT	:02
	Synopsis: We cover the Norco shootout of 1980 – an extravagant bank robbery by five heavily armed criminals ending in multiple lives lost, several wounded and a police helicopter shot down from the sky. We speak with author, Peter Houlahan about that fateful day and how it forever changed police response to organized crime. Host: Marty Peterson. Guest: Peter Houlahan, author <i>Norco '80: The True Story of the Most Spectacular Bank Robbery in American History</i> . Links for more info: https://www.amazon.com/Norco-80-Spectacular-Robbery-American-ebook/dp/B07GSTJ2Z3 https://www.npr.org/2019/06/14/732052722/norco-80-is-a-gripping-account-of-one-of-americas-most-notorious-bank-heists Compliance Issues Covered: Crime, Law Enforcement, Mental Health, History, Literature, Technology	8:46
22:02	SPOTBREAK 4: American College of Emergency Physicians/Scooter Safety	:59
23:01	CULTURE CRASH: THE BEGINNINGS OF "SPIDER-MAN"	
	Synopsis: We travel back in time to discuss the nostalgia of the very first "Spider-Man" movie and how it kicked off a series of sequels and superhero reboots produced by Marvel Studios. Host: Evan Rook Compliance Issues Covered: Film, Comics, History, Culture, Media	3:26
26:27	SPOTBREAK 5: Progressive Insurance/Straight Talk Jamie's VM Blue Star/Reviews B	:30
27:27	Program Conclusion	:30
28:00	TOTAL TIME	:33



Program Log for Viewpoints Radio

Air Date	8/18/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		
Time	Segment	Dur.	
:00	INTRO	:45	
:45	SPOTBREAK 1: Geico/Sports Radio Johnny Golf Poligrip/Baseball Family Reunion	:30	
1:45	:03 PAUSE FOR LOCAL AVAIL	:03	OUTCUE: ...a surprise. Polident!
1:48	SEGMENT 1: THE TECHNOLOGY AND TRAINING OF NON-LETHAL WEAPONS	9:26	
	Synopsis: In an ideal situation, a taser – an electrical weapon – allow law enforcement to subdue a subject without having to pull out their gun. But why do tasers sometimes fail? We discuss possible factors at play when a taser is deployed and new technology in development at Axon Enterprise, the main supplier of tasers and body cameras to law enforcement. Host: Gary Price. Guests: Rick Smith, CEO & Founder of Axon Enterprise Inc. and author, <i>The End of Killing: How Our Newest Technologies Can Solve Humanity's Oldest Problem</i> ; Greg Meyer, retired LAPD Captain. Links for more info: https://www.axon.com/ , https://www.apmreports.org/story/2019/05/09/when-tasers-fail https://www.policeone.com/columnists/greg-meyer/ , https://www.nytimes.com/2009/02/16/us/16cover.html https://www.amazon.com/End-Killing-Technologies-Humanitys-Problem/dp/1989025536 Compliance Issues Covered: Law Enforcement, Technology, Criminal Justice, Business, Government		
11:14	SPOTBREAK 2&3: Alzheimer's Association/Lifestyle Factors Poligrip/BBQ Surprise Party Geico/Emoji Technology Truths	:60 :30 :30	OUTCUE: ... percent or more.
13:14	02 PAUSE FOR LOCAL AVAIL	:02	
13:16	SEGMENT 2: THE CALIFORNIA NORCO SHOOTOUT	8:46	
	Synopsis: We cover the Norco shootout of 1980 – an extravagant bank robbery by five heavily armed criminals ending in multiple lives lost, several wounded and a police helicopter shot down from the sky. We speak with author, Peter Houlahan about that fateful day and how it forever changed police response to organized crime. Host: Marty Peterson. Guest: Peter Houlahan, author <i>Norco '80: The True Story of the Most Spectacular Bank Robbery in American History</i> . Links for more info: https://www.amazon.com/Norco-80-Spectacular-Robbery-American-ebook/dp/B07GS7J2Z3 https://www.npr.org/2019/06/14/732052722/norco-80-is-a-gripping-account-of-one-of-americas-most-notorious-bank-heists Compliance Issues Covered: Crime, Law Enforcement, Mental Health, History, Literature, Technology		
22:02	SPOTBREAK 4: American College of Emergency Physicians/Scooter Safety	:59	OUTCUE: ...slash scoot
23:01	CULTURE CRASH: THE BEGINNINGS OF "SPIDER-MAN"	3:26	
	Synopsis: We travel back in time to discuss the nostalgia of the very first "Spider-Man" movie and how it kicked off a series of sequels and superhero reboots produced by Marvel Studios. Host: Evan Rook Compliance Issues Covered: Film, Comics, History, Culture, Media		
26:27	SPOTBREAK 5: Progressive Insurance/Straight Talk Jamie's VM Blue Star/Reviews B	:30 :30	OUTCUE: ...your money back.
27:27	Program Conclusion	:33	
28:00	TOTAL TIME		



Program Log for Viewpoints Radio

Air Date	8/25/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Grainger/The Right Tools Sanofi Act Adult/Whitening Non New	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE PRICE OF NEWS: CHALLENGES FEMALE ARAB JOURNALISTS FACE	9:40
	Synopsis: Diversity in reporting is vital to news that conveys differing perspectives. We speak with Zahra Hankir, journalist and author of <i>Our Women on the Ground</i> to learn more about this issue and some of the stories of these courageous female journalists who've risked their lives to report from within the Middle East. Host: Gary Price. Guest: Zahra Hankir, journalist and author, <i>Our Women on the Ground: Essays by Arab Women Reporting from the Arab World</i> . Links for more info: https://www.penguinrandomhouse.com/books/575303/our-women-on-the-ground-by-edited-by-zahra-hankir-foreword-by-christiane-amanpour/9780143133414/ https://www.youtube.com/watch?v=vsvBqtg2RM0 Compliance Issues Covered: Journalism, International Affairs, Women's Rights, War, Culture, Diversity	
11:27	SPOTBREAK 2&3: Donor.Org/Choose Your Gift Grainger/The Right Tools Geico/MOAT Overly Minimalist Broom C	:59 :30 :30
13:26	:02 PAUSE FOR LOCAL AVAIL	:02
13:28	SEGMENT 2: PLASTIC: WHERE DOES IT ALL ULTIMATELY END UP?	9:17
	Synopsis: Around 90 percent of the plastic we use is left unrecycled and dumped in a landfill. Over time, this waste seeps into our oceans, harming its ecosystems and creating islands of floating garbage. The Great Pacific Garbage Patch is now more than twice the size of Texas. How do we reduce plastic consumption and get manufacturers to adopt more eco-friendly practices? We discuss the crisis and how people can change. Host: Marty Peterson. Guests: Will McCallum, Head of Oceans at Greenpeace UK and author, <i>How to Give Up Plastic: A Guide to Changing the World One Plastic Bottle at a Time</i> . Links for more info: https://www.penguinrandomhouse.com/books/607258/how-to-give-up-plastic-by-will-mccallum/9780143134336/ , https://www.greenpeace.org.uk/ https://www.nationalgeographic.com/news/2017/07/plastic-produced-recycling-waste-ocean-trash-debris-environment/ https://twitter.com/artofactivism?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues Covered: Environment, Pollution, Sustainability, Business, Manufacturing, Food	
22:45	SPOTBREAK 4: 3M Combat Veteran Earplugs	:60
23:45	CULTURE CRASH: THE COUNTDOWN TO FOOTBALL SEASON	2:40
	Synopsis: The NFL turns 100 this year. We discuss the American tradition of football and why the sport is so near and dear to our hearts. Host: Evan Rook Compliance Issues Covered: Sports, TV, Family, Culture, Media	
26:25	SPOTBREAK 5: Grainger/Talk is Cheap Sanofi Act Adult/ Anti- Cavity	:30 :30
27:25	Program Conclusion	:33
27:58	TOTAL TIME	

Program Log for Viewpoints Radio

Air Date	9/1/2019	Station	WNKR-FM
Air Time	7:00am-7:30am		
Time	Segment		Dur.
:00	INTRO		:45
:45	SPOTBREAK 1: Allegra/Back to the Moment Basketball Progressive/Play it Safe Lounge Box	OUTCUE: ...from all agents.	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL		:02
1:47	SEGMENT 1: ONE SCRUB DOES NOT FIT ALL: MALE NURSES & THE FUTURE OF THE PROFESSION		10:44
	Synopsis: About 10 percent of nurses today are men. As aging Americans place a greater strain on healthcare, the nursing industry faces a rising demand and is already responding by finding ways to recruit early on. We dispel some of the myths around the field and new medical technology in the works. Host: Gary Price. Guests: Blake Smith, National President, American Association for Men in Nursing; Brian Underwood, registered nurse. Links for more info: https://www.aamn.org/ , https://theivguy.com/ Compliance Issues Covered: Healthcare, Gender, Medicine, Diversity, Social Media, Career, Seniors		
12:31	SPOTBREAK 2&3: Your Addiction Team Allegra D/Back to the Moment Tennis Progressive/Cleaning Bad Good News	OUTCUE: ...states or situations.	:61 :30 :30
14:32	02 PAUSE FOR LOCAL AVAIL		:02
14:34	SEGMENT 2: SAVING THE BULLY: WHY WE SO QUICKLY CONDEMN 'TROUBLED CHILDREN'		8:40
	Synopsis: While schools have put in place comprehensive anti-bullying campaigns, we seldom focus on ensuring the child bully gets the help they need to succeed. We still punish troubled kids with detentions, suspensions and from there it escalates onward. Many seem to never get the proper help and get stuck in a perpetual cycle of trouble throughout life. How do we change our mindset and practices in order to stop these children from falling through the cracks? Host: Marty Peterson. Guests: Geraldine DeRuiter, creator of the blog <i>The Everywhereist</i> and author, <i>All Over the Place: Adventures in Travel, True Love and Petty Theft</i> ; Dr. Ross Greene, clinical child psychologist and founding director of Lives in the Balance. Links for more info: https://www.washingtonpost.com/outlook/i-thought-my-bully-deserved-an-awful-life-but-then-he-had-one/2018/02/21/5c36bc94-1013-11e8-9570-29c9830535e5_story.html https://www.everywhereist.com/ , https://www.livesinthebalance.org/ Compliance Issues Covered: Psychology, Education, Mental Health, Parenting, Relationships		
23:14	SPOTBREAK 4: Donate Cars/Going to Do	OUTCUE: ...four seven eight.	:60
24:14	CULTURE CRASH: DIVING INTO THE NEW INDIE BAND AND ALBUM "RED HEARSE"		2:13
	Synopsis: We discuss the new debut album and band both called "Red Hearse". The band is made up of musicians Jack Antonoff, Sam Dew and Mark Spears a.k.a. better known as Sounwave. Host: Evan Rook Compliance Issues Covered: Music, Culture, Media		
26:27	SPOTBREAK 5: Progressive/Basement Bad Good News Allegra D Back to the Moment Tennis	OUTCUE: ...the pharmacy counter.	:30 :30
27:27	Program Conclusion		:32
27:59	TOTAL TIME		



Program Log for Viewpoints Radio

Air Date	9/8/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive/Cheyenne Lounge Box Allegra D/Back to the Moment Tennis	:30
1:45	:03 PAUSE FOR LOCAL AVAIL	:03
1:48	SEGMENT 1: GENDER & SPORTS: HOW DO THESE DISTINCTIONS SHAPE WHO WE BECOME?	12:08
	Synopsis: When we think of a typical high school football player, most of us imagine a muscled teenage boy in a uniform. We speak with K-Lani Nava, the first female football player to score and win in a Texas high school championship game, about the importance of breaking gender stereotypes to play the sport you love. Host: Gary Price. Guests: Dr. Christia Spears Brown, professor, development psychology at the University of Kentucky, author, <i>Parenting Beyond Pink and Blue: How to Raise Kids Free of Gender Stereotypes</i> ; K-Lani Nava, high school football player, Strawn High School, current college student, Texas A&M University. Links for more info: http://thesportjournal.org/article/exposure-to-womens-sports-changing-attitudes-toward-female-athletes/ , https://twitter.com/klani_n6?lang=en https://www.amazon.com/Parenting-Beyond-Pink-Blue-Stereotypes/dp/160774502X Compliance Issues Covered: Sports, Gender, Higher Education, Parenting, Psychology, Health	
13:56	SPOTBREAK 2&3: Garlique/Take It From the Advocates Progressive/PEP TALK Jaime's VM Allegra D/Back to the Moment Tennis Icy Hot/You're Right	:30 :30 :30 :30
15:56	03 PAUSE FOR LOCAL AVAIL	:03
15:59	SEGMENT 2: THE WONDERS OF CAVE DIVING	6:59
	Synopsis: What it's like to swim inside of an iceberg the size of a small country? World-renowned cave diver Jill Heinerth led a team of divers inside the massive B-15 iceberg in Antarctica, and throughout her career has completed hundreds of other underwater dives across the world. We speak with Heinerth about the beauty and risks of cave diving and the importance of her work in helping scientists, biologists and researchers learn more about the Earth's oceans and ecosystems. Host: Marty Peterson. Guest: Jill Heinerth, cave diver and author, <i>Into the Planet: My Life as a Cave Diver</i> . Links for more info: https://www.intotheplanet.com/ , https://twitter.com/jillheinerth?lang=en https://www.ted.com/talks/jill_heinerth_the_mysterious_world_of_underwater_caves/footnotes?referrer=playlist-talks-for-when-you-re-in-the-m Compliance Issues Covered: Exploration, Climate Change, Science, Gender, Environment, Travel	
22:58	SPOTBREAK 4: Donate Cars/Going to Do	:60
23:58	CULTURE CRASH: FALL FILM LINEUP	2:27
	Synopsis: Autumn is right around the corner, and with the changing of seasons comes several new movie releases that seem promising. Host: Evan Rook	
26:25	SPOTBREAK 5: Progressive/SONG IDEA Jaime's VM Allegra D/Back to the Moment Tennis	:30 :30
27:25	Program Conclusion	:32
27:57	TOTAL TIME	



Program Log for Viewpoints Radio

Air Date	9/15/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Allegra D/Back to the Moment Tennis Grainger/Family	:30
	OUTCUE: ...get it done.	:30
1:45	:03 PAUSE FOR LOCAL AVAIL	:03
1:48	SEGMENT 1: THE LASTING PREVALENCE OF SKIN WHITENING	10:16
	Synopsis: In the U.S., most women look to achieve that summery glow or bronzed tan. But in much of the world and in many ethnic cultures, having lighter skin is widely preferred and is viewed as a status symbol of beauty and wealth. To achieve this look, millions of women use whitening creams, pills and even IV drips filled with a myriad of ingredients. We speak with three experts about the prevalence of skin whitening, side effects and how to change some of these deeply rooted cultural stereotypes that feed into this mentality. Host: Gary Price. Guests: Dr. Isima Sobande, Nigerian dermatologist; Dr. Carlos Charles, dermatologist and founder of Derma Di Colore; Amira Adawe, executive director of The Beautywell Project. Links for more info: http://www.dermadicolore.com/ http://thebeautywell.org/ http://laserdermclinicsng.com/staff-member/dr-isima-sobande/ Compliance Issues Covered: Health, Psychology, Culture, Women's Issues, Beauty, Education, Nonprofits	
12:04	SPOTBREAK 2&3: Your Addiction Team Abbvie/Break It Down	:60
	OUTCUE: ...you by Abbvie.	:60
14:04	03 PAUSE FOR LOCAL AVAIL	:03
14:07	SEGMENT 2: ONE WOMAN'S ACCOUNT OF SEXUAL ASSAULT IN THE U.S. ARMY	8:33
	Synopsis: Ryan Leigh Dostie, author of <i>Formation: A Woman's Memoir of Stepping Out of Line</i> , enlisted in the Army after graduating from high school and was deployed to Iraq shortly after finishing her training. In 2002, while abroad, she was raped while sleeping in her Army barracks. What followed was a series of victim-blaming tactics and unfair bias directed towards her by her commanders. Dostie spoke with Viewpoints about her experience and how she found the strength to move on. Host: Marty Peterson. Guest: Ryan Leigh Dostie, author of <i>Formation: A Woman's Memoir of Stepping Out of Line</i> . Links for more info: https://www.ryanleighdostie.com/ https://www.amazon.com/Formation-Womans-Memoir-Stepping-Line/dp/1538731533 Compliance Issues Covered: Military, War, Sexual Assault, Mental Health, Women's Rights, Literature	
22:40	SPOTBREAK 4: Donate Cars/Going to Do	:60
	OUTCUE: ...four seven eight.	
23:40	CULTURE CRASH: UNLOCKING THE POPULARITY OF NETFLIX'S MINDHUNTER	2:47
	Synopsis: The Netflix original "Mindhunter" is finally back for season two, and to celebrate its return we talk about what sets this true crime and thriller series apart from all of the others. Host: Evan Rook Compliance Issues Covered: TV, Culture, Media, Crime, Government	
26:27	SPOTBREAK 5: Grainger/Talk is Cheap Allegra D/Back to the Moment Basketball	:30
	OUTCUE: ...the pharmacy counter.	:30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Air Date	9/22/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	
:45	SPOTBREAK 1: Grainger/Gadgets	:45
	Allegra/Back to the Moment Basketball	:30
1:45	:03 PAUSE FOR LOCAL AVAIL	:30
1:48	SEGMENT 1: AMERICAN RODEO TODAY	:03
	<p>Synopsis: When most of us think of rodeo, we travel back in time to the Wild Wild West where cowboys roamed the streets. These days, the sport is still alive and thriving but is evolving with the times. We speak with three rodeo experts about everything from bull riding to rodeo clowns and queens.</p> <p>Host: Gary Price. Guests: Cody Teel, professional bull rider; James Higginbotham, Executive Director, National High School Rodeo Association; McKardy Kelly, 2019-2020 High School Rodeo Queen.</p> <p>Links for more info: https://www.pbr.com/, https://www.nhsra.com/, https://www.prorodeo.com/prorodeo/cowboys/cowboy-biographies?id=1058</p> <p>Compliance Issues Covered: Culture, Sport, Education, Relationships, Animals, History, Health</p>	10:51
12:39	SPOTBREAK 2&3: Your Addiction Team	:60
	Allegra/Back to the Moment Basketball	:30
	Grainger/Family	:30
14:39	03 PAUSE FOR LOCAL AVAIL	:03
14:42	SEGMENT 2: THE BOOM OF FAST-FOOD & ITS DEEP-ROOTED TIES TO AMERICAN CULTURE	8:37
	<p>Synopsis: Most of us point to McDonald's as the founding of fast food as we know it. But the American staple actually began nearly a hundred years ago with two chains, White Castle and A&W. We speak with Adam Chandler, journalist and author of <i>Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom</i> about the events that fed into the rapid rise of the fast-food industry and how different chains are fighting to stay present and on-trend in today's competitive restaurant landscape.</p> <p>Host: Marty Peterson. Guest: Adam Chandler, journalist & author, <i>Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom</i>.</p> <p>Links for more info: https://twitter.com/AllMyChandler?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor, https://www.theatlantic.com/ideas/archive/2019/06/how-fast-food-can-unite-america/592441/, https://us.macmillan.com/books/9781250090720</p> <p>Compliance Issues Covered: Food, History, Social Media, Marketing, Health, International Culture, Business</p>	
23:19	SPOTBREAK 4: Donate Cars/Going to Do	:60
24:19	CULTURE CRASH: NOAH HAWLEY'S NOVEL "BEFORE THE FALL"	2:05
	<p>Synopsis: Noah Hawley is the man behind the popular television shows " Fargo " and " Legion ". He's also authored a few novels including his latest, " Before the Fall, " – a mystery thriller that's been winning international awards and is worthy of a read if you're a fan of the genre.</p> <p>Host: Evan Rook</p> <p>Compliance Issues Covered: Literature, Culture, TV, Crime</p>	
26:24	SPOTBREAK 5: Abbvie/Break It Down	:60
27:24	Program Conclusion	:32
27:56	TOTAL TIME	

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Program Log for Viewpoints Radio

Air Date	9/29/2019	Station	WNKN-FM
Air Time	7:00am-7:30am		

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Grainger/Gadgets Donate Cars/Much Luck	:30
	OUTCUE: ...that's 1-800-835-1478.	:30
1:45	:03 PAUSE FOR LOCAL AVAIL	:03
1:48	SEGMENT 1: FRIENDS OF THE CHILDREN: LONG-TERM MENTORS MAKING A DIFFERENCE	9:24
	Synopsis: While some of us have fond memories of an idyllic childhood filled with joyous birthday parties and summer road trips, some children face a completely different home life. This instability can overtake a child or teen and lead them down a dangerous path. The nonprofit, Friends of the Children, understands the importance of getting to a child early on and setting a permanent mentor-child relationship that they can rely on while everything else in their life may be up in the air. We learn about the organization and how they're helping thousands of children move past these struggles to thrive. Host: Gary Price. Guests: Patrick Kindred, graduate of Friends of the Children Portland; Dr. Ross Greene, clinical child psychologist and founding director, Lives in the Balance; Terri Sorensen, CEO of Friends of the Children. Links for more info: https://friendsofthechildren.org/ https://www.livesinthebalance.org/ , https://leapambassadors.org/resources/building-case-funders/duncan-campbell/ Compliance Issues Covered: Development, Parenting, Government, Nonprofit Organizations, Mental Health	
11:12	SPOTBREAK 2&3: Your Addiction Team Grainger/Family Donate Cars/Much Luck	:60
	OUTCUE: ...that's 1-800-835-1478.	:30
13:12	:03 PAUSE FOR LOCAL AVAIL	:03
13:14	SEGMENT 2: THINK BEFORE YOU INK: THE STRENUOUS PROCESS OF TATTOO REMOVAL	9:44
	Synopsis: Most of us at one point in our lives have thought about spontaneously getting a tattoo. By the next morning, however, we're glad we didn't take the leap. Dr. Eric Bernstein is a board-certified laser surgeon with more than 25 years of experience in laser tattoo removal. Throughout the years, he's seen just about everything and heard almost every reason out there for why patient wants their ink gone for good. Bernstein leads us through the interesting process of tattooing, how a tattoo actually gets removed and the good, the bad and the ugly designs he's seen over the years. Host: Marty Peterson. Guest: Dr. Eric Bernstein, board-certified laser surgeon & director, Main Line Center for Laser Surgery. Links for more info: http://dermguy.com/dr-eric-f-bernstein/ http://dermguy.com/photos/picoway-laser/ Compliance Issues Covered: Health, Safety, Business, Art, Government Regulation, Medicine, Technology	
22:58	SPOTBREAK 4: 3M Combat Veterans Earplugs	:60
	OUTCUE: ... that's 800-655-6458	
23:58	CULTURE CRASH: STEPHEN KING'S LATEST: THE INSTITUTE	2:25
	Synopsis: Stephen King is a master at telling stories through the eyes of children. In his latest book, he continues this theme with riveting results. Host: Evan Rook Compliance Issues Covered: literature, pop culture	
26:23	SPOTBREAK 5: Grainger/Talk Is Cheap Donate Cars/Much Luck	:30
	OUTCUE:that's 1-800-835-1478.	:30
27:23	Program Conclusion	:30
27:53	TOTAL TIME	

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