

Issues & Programs List

Quarterly Issues Programs List

Station(s): KEKB FM, KBKL FM, KMXY FM, KKNN FM, KEXO AM

July 1, 2023, through September 30, 2023

Section I. Issues

The stations have identified the following topics as significant issues facing our community in this quarter:

- A. **Personal Finance and Summer Vacation:** Roughly 60% of Coloradans plan a vacation each year yet only about a quarter of them realize the price of those plans. Exorbitantly high prices for flights, hotels, and rental cars have more Mesa County residents staying home and rediscovering Western Colorado.
- B. **Pedestrian Fatalities Still Increasing:** The state of Colorado saw the number of pedestrian deaths reach an all-time high in the last twelve months. Pedestrian deaths represented 15% of all traffic-related deaths in Colorado in 2022. In the summer of 2023, this trend is still increasing.
- C. **Pressure To Work While You are Sick:** After more than 700 COVID-19-related deaths in Mesa County during the pandemic, many offices in Fruita, Grand Junction, and Delta Colorado have re-opened to resume regular operations. With cold and flu season arriving soon we begin to feel the pressure of office culture and how it contributes to the spread of infectious diseases.
- D. **Colorado Wildfires:** Mesa, Delta, and Montrose County have dealt with multiple wildfires this summer.
- E. **Retooling Colorado Solar Panels:** Western Colorado is home to the state's largest community-owned solar farm power plant in the state, and Mesa, Delta, and Montrose counties are all home to large fields of solar panels. What happens to solar panels that need to be replaced? This green energy can become toxic if not maintained.
- F. **Colorado Credit Card Debt:** Payment delinquency rates are on the rise in Colorado.

Section II. Responsive Programs

In our ongoing effort to serve the interests of the audiences receiving our programs, KEKB-FM, KBKL-FM, KKNN-FM, KMXY-FM, and KEXO-AM broadcast Radio Health Journal and Viewpoints on the days and times listed below. These programs address issues identified as significant to our communities as well as a variety of other topics. A comprehensive description of the topics covered is found on the following pages.

Viewpoints – every Saturday for 30 minutes at 6 am on all five stations
Radio Health Journal – every Sunday for 30 minutes at 6 am on all five stations



Program Log for Viewpoints Radio

| | | | |
|-----------------|----------|----------------------------|---------------------------|
| Program | VP 23-27 | Written & Prod. | Amirah Zaveri & Evan Rook |
| Air Week | 7/2/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Procter Gamble/Downy Rin & Ref Procter Gamble/Metamucil | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: "95 PERCENT LEFT TO DISCOVER": THE PEOPLE TASKED WITH UNCOVERING THE MANY MYSTERIES OF OUR UNIVERSE | 7:53 |
| | Synopsis: We speak with Egyptian-American astrophysicist Sarafina El-Badry Nance about her experience earning a PhD in astrophysics. Before specializing in this field, she had to gain a good understanding of math, physics, and astronomy. She openly shares that these subjects never came naturally to her and it took a lot of hard work to get where she is today. Now, she's speaking out about the barrier to entry in these fields and the importance of greater inclusion and opportunities for those who've been historically excluded. Host: Gary Price. Guest: Sarafina El-Badry Nance, astrophysicist, PhD Candidate, University of California-Berkeley, author, <i>Starstruck: A Memoir of Astrophysics and Finding Light in the Dark</i> . Links for more info: https://www.instagram.com/starstrickensf/?hl=en https://twitter.com/starstrickensf?lang=en https://bookshop.org/p/books/starstruck-a-memoir-of-astrophysics-and-finding-light-in-the-dark-sarafina-el-badry-nance/19082331?ean=9780593186794 Compliance Issues: Career, Science, Astrophysics, STEM, Space Exploration, Astronomy, Diversity in Science | |
| 9:40 | SPOTBREAK 2&3: Macy's/Reading is Fundamental Procter Gamble/Bounty Procter Gamble/Prilosec Procter Gamble/Always Fem Care | :30 :30 :30 :30 |
| 11:40 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:42 | SEG. 2: "YOU NEED TO LOSE WEIGHT OR YOU'RE GOING TO DIE": WHAT ONE MAN DID NEXT | 9:36 |
| | Synopsis: When you imagine who's a runner – who do you picture? Most Americans would describe a person who's lean, muscled, and fits into a certain body type category. Martinus Evans, runner, author & founder of the Slow A-F Run Club, is hoping to break this way of thinking. He argues that anyone – at any body size – can be a consistent runner. Evans shares his story of how he got into running and embodies his own mantra as a 300-pound-man who's run eight marathons. Host: Marty Peterson. Guest: Martinus Evans, runner, founder, Slow A-F Run Club, author, <i>Slow A-F Run Club: The Ultimate Guide for Anyone Who Wants to Run</i> . Links for more info: https://www.instagram.com/300poundsandrunning/?hl=en https://twitter.com/300lbsandrunning?lang=en https://www.halhgdon.com/training-programs/more-training/beginning-runners-guide/ https://www.amazon.com/Slow-AF-Run-Club-Ultimate/dp/0593421728 Compliance Issues: Exercise, Health, Mental Health, Career, Self-Confidence, Body Inclusion, Sports | |
| 21:18 | SPOTBREAK 4: Procter Gamble/Tide PGL Procter Gamble/Pepto Bismol | :30 :30 |
| 22:18 | VIEWPOINTS EXPLAINED: WHAT DOES THE OCEANGATE DISASTER SIGNAL ABOUT EXTREME TOURISM? | 1:59 |
| | Synopsis: A couple weeks ago, millions across the world were stuck to news reports focused on the search of the missing submersible vessel, Titan, which had fallen off the radar during its descent down to see the Titanic wreckage. Today, we know that the five passengers onboard the sub died due to a 'catastrophic implosion' onboard. We discuss the lack of regulations in this growing, private industry of extreme tourism. Host: Ebony McMorris Compliance Issues: Exploration, Tourism, Public Safety, Tourism Regulations, Government | |
| 24:17 | CULTURE CRASH: A NEW SEASON OF "BLACK MIRROR" | 2:07 |
| | Synopsis: We highlight the recent drop of season 6 of the hit Netflix anthology, "Black Mirror". Host: Evan Rook Compliance Issues Covered: TV, Culture | |
| 26:24 | SPOTBREAK 5: Macy's Reading is Fundamental Procter Gamble/Mr. Clean Magic Eraser | :30 :30 |
| 27:24 | Program Conclusion | :31 |
| 27:55 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|----------|----------------------------|---------------------------|
| Program | VP 23-28 | Written & Prod. | Amirah Zaveri & Evan Rook |
| Air Week | 7/9/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Pfizer Consumer Healthcare/Xeljanz Rheum OUTCUE: ...four four Xeljanz. | :60 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: NO TRAVEL PLANS THIS SUMMER? HOW TO MAKE THE MOST OUT OF WHERE YOU ARE ALREADY | 9:35 |
| | Synopsis: High demand for travel this summer is leading to exorbitantly high prices for flights, hotels and rental cars. If traveling out of state this summer is out of the question (or you just want to spend more time at home), we offer up some ways to rediscover your own town, city, or region and gain a new perspective. Host: Gary Price. Guest: Jessica Mlinaric, Chicago resident, writer, author, <i>Secret Chicago: A Guide to the Weird, Wonderful, and Obscure</i> . Links for more info: https://www.instagram.com/urbnexplorer/?hl=en https://twitter.com/urbnexplorer?lang=en https://www.nytimes.com/2022/12/27/dining/restaurant-food-trends-2023.html Compliance Issues: Travel, Tourism, Exploration, Arts, Culture, Cuisine, History, Music, Personal Finance | |
| 11:22 | SPOTBREAK 2&3: Macy's/Reading is Fundamental Procter Gamble/Magic Eraser Discover Products Inc/Discover Card Procter Gamble/Febreze Car Fresh OUTCUE: ...la la la. | :30 :30 :30 :30 |
| 13:22 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:24 | SEG. 2: WOULD YOU EVER SPEND \$63,000 ON A POUND OF RARE MUSHROOMS? SOME CHEFS SAY YES | 7:36 |
| | Synopsis: Purveying for the top chefs across America is an ever-changing series of requests dependent on food trends and tastes. While some chefs are seeking out rare microgreens, others are looking for the finest cuts of beef. And these small quantities of in-demand ingredients come at a hefty price. We highlight the many niche aspects of fine dining and how we can all takeaway some learning points to infuse it into our own cooking at home. Host: Marty Peterson. Guests: Carrie Nahabedian, co-owner, executive chef, Brindille, Kostali by Naha; Susan Spungen, food stylist, cookbook author, <i>Open Kitchen: Inspired Food for Casual Gatherings</i> . Links for more info: https://www.instagram.com/susanspungen/?hl=en https://www.epicurious.com/contributors/susan-spungen https://www.instagram.com/carrienaha/?hl=en https://twitter.com/cnaha?lang=en https://www.jamesbeard.org/chef/carrie-nahabedian Compliance Issues: Innovation, Cooking, Cuisine, Food Trends, Fine Dining, Culture, Agriculture, Global Trade, Tourism | |
| 21:00 | SPOTBREAK 4: Macy's/Reading is Fundamental Ebay/Ebay Parts & Accessories OUTCUE: ...let's ride. | :30 :30 |
| 22:00 | VIEWPOINTS EXPLAINED: THE 36-HOUR REBELLION WITHIN RUSSIA | 2:01 |
| | Synopsis: Who is Yevgheny Prigozhin? The elusive leader of the mercenary force, The Wagner Group, is now globally known for the recent rebellion he launched against the Russian regime. We discuss the short-lived coup that's now known as the biggest uprising in Vladimir Putin's 23-year-reign. Host: Ebony McMorris Compliance Issues: War, Politics, Government, Conflict | |
| 24:01 | CULTURE CRASH: WHY ARE STREAMING PLATFORMS ALWAYS CHANGING? | 2:27 |
| | Synopsis: It seems like there's always a new streaming app coming or going lately. Take the creators of HBO for instance. In a short span of time, the subscription platform has been called HBO Now, HBO Go, HBO Max and now it's just Max. We discuss the ever-evolving landscape of streaming. Host: Evan Rook Compliance Issues Covered: Media Business, Film Production, Entertainment | |
| 26:28 | SPOTBREAK 5: Pfizer Consumer Healthcare/Xeljanz Rheum OUTCUE: ...four four Xeljanz. | :60 |
| 27:28 | Program Conclusion | :32 |
| 28:00 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|-----------|----------------------------|--|
| Program | VP 23-29 | Written & Prod. | Amirah Zaveri, Tabor Brewster, Grace Galante & Evan Rook |
| Air Week | 7/16/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Macy's/Reading is Fundamental Indeed/Indeed Q3' | :30 |
| | OUTCUE: ...and conditions apply. | :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: AVOIDING CONVERSATIONS AROUND MONEY? HERE'S HOW TO GET STARTED | 8:53 |
| | Synopsis: Only 1 in 4 Americans feels financially secure, according to a recent survey by consumer financial services firm, Bankrate. We speak with two financial experts about how more Americans can have productive conversations about their spending and come up with a plan to save and invest more for the future. Host: Gary Price. Guests: Lori Sackler, certified financial planner, financial wealth advisor, author, <i>The M Word: The Money Talk Every Family Needs to Have About Wealth and Their Financial Future</i> ; Emily Guy Birken, financial expert, financial writer, author, <i>Stacked: Your Super Serious Guide to Modern Money Management</i> . Links for more info: http://www.themword.com/about-the-author/ https://advisor.morganstanley.com/evergreen-lane-wealth-management-group https://twitter.com/EmilyGuyBirken?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.forbes.com/advisor/author/egbirken/ Compliance Issues: Personal Finance, Retirement, Aging, Relationships, Parenting, Economy, Consumerism, Wealth | |
| 10:40 | SPOTBREAK 2&3: Liberty Mutual Insurance/Liberty Mutual Pfizer Consumer Healthcare/Eliquis Napa/Napa Upfront 2023 Procter Gamble/Downy Rin & Ref | :30 :30 :30 :30 |
| | OUTCUE: ...buy laundry products. | :30 |
| 12:40 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:42 | SEG. 2: HAS ARTIFICIAL INTELLIGENCE FOREVER CHANGED THE MUSIC INDUSTRY? | 8:42 |
| | Synopsis: Yes, ChatGPT isn't dominating media headlines anymore, but the technology is still leading to massive changes across America. One area where its making waves is the music production industry. We speak with two experts within the field about how artificial intelligence is forcing them to rethink the future of music artistry and production. Host: Marty Peterson. Guests: Tina Tallon, assistant professor, artificial intelligence, music composition and the arts, University of Florida; Robert Laidlow, classical music composer, fellow, University of Oxford. Links for more info: https://www.robertlaidlow.co.uk/ https://twitter.com/Robert_Laidlow?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://tinatallon.com/ https://twitter.com/ttallon?lang=en https://bostonconservatory.berklee.edu/directory/tina-tallon Compliance Issues: Music, Composition, Arts, Technology, Social Media, Entertainment Business, Music Streaming, Copyright Infringement, Career | |
| 21:24 | SPOTBREAK 4: Macy's/Reading is Fundamental Liberty Mutual Insurance/Liberty Mutual | :30 :30 |
| | OUTCUE: ...Liberty Liberty Liberty. | :30 |
| 22:24 | VIEWPOINTS EXPLAINED: PEDESTRIAN DEATHS HIT A 40-YEAR HIGH | 2:01 |
| | Synopsis: What's fueling the staggering increase in pedestrian deaths in recent years? We discuss this alarming upward trend. Host: Ebony McMorris Compliance Issues: Public Safety, Transportation, Accessibility, Public Health | |
| 24:25 | CULTURE CRASH: IS THE LATE-NIGHT TALKSHOW FORMAT DEAD? | 2:02 |
| | Synopsis: Jay Leno. David Letterman. Jimmy Fallon. Stephen Colbert. We highlight the rise and fall of late-night TV. Host: Evan Rook Compliance Issues Covered: TV, News, Entertainment, Culture | |
| 26:27 | SPOTBREAK 5: Pfizer Consumer Healthcare/Xeljanz Rheum | :60 |
| | OUTCUE: ...four four Xeljanz. | :60 |
| 27:27 | Program Conclusion | :32 |
| 27:59 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|-----------|----------------------------|--------------------------|
| Program | VP 23-30 | Written & Prod. | Amirah Zaveri, Evan Rook |
| Air Week | 7/23/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|---|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Macy's/Reading is Fundamental Procter Gamble/Pepto Bismol | :30 OUTCUE: ...use of children. |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: MARY LASKER: A PUBLIC HEALTH PIONEER | 7:36 |
| | Synopsis: The National Institute of Health. National Cancer Institute. These are just some of the research foundations that are thriving today thanks to the work of health activist Mary Lasker. We speak with biographer, Judith L. Pearson about the many big contributions Lasker made to cancer & heart disease research throughout the twentieth century. Host: Gary Price. Guests: Judith L. Pearson, biographer, author, <i>Crusade to Heal America: The Remarkable Life of Mary Lasker</i> . Links for more info: https://profiles.nlm.nih.gov/spotlight/tl/feature/cancer https://www.amazon.com/Crusade-Heal-America-Remarkable-Lasker/dp/B0BRQTJRNJ/ref=sr_1_1?crid=3111GHB9C1AH&keywords=Crusade+to+heal+america&qid=1684423209&s_prefix=crusade+to+heal+america%2Caps%2C115&sr=8-1 https://judithlpearson.com/ Compliance Issues: Medicine, Medical Research, Public Health, Government Funding, Politics, Science, History | |
| 9:23 | SPOTBREAK 2&3: Liberty Mutual Insurance/Liberty Mutual Pfizer Consumer Healthcare/Vyndamax Pfizer Consumer Healthcare/Xeljanz Rheum | :30 :30 OUTCUE: ...four four Xeljanz. |
| 11:23 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:25 | SEG. 2: THE INTERESTING ORIGINS OF CANNABIS | 9:27 |
| | Synopsis: Did you know that cannabis use dates back tens of thousands of years? While its earliest use traces back to Asia, it eventually spread to Europe and then America and was used in a variety of capacities. We speak with highly acclaimed pharmacology expert Dr. Richard Miller about the global history of cannabis and its controversial record over the last 70 seventy years of American history. Host: Marty Peterson. Guest: Dr. Richard Miller, professor, pharmacology, Northwestern University Feinberg School of Medicine. Links for more info: https://www.feinberg.northwestern.edu/faculty-profiles/az/profile.html?xid=12007 https://www.aclu.org/issues/smart-justice/war-marijuana-black-and-white Compliance Issues: Drug Policy, Government, Cannabis Legalization, Public Health, History, Culture, War on Drugs | |
| 20:52 | SPOTBREAK 4: Pfizer Consumer Healthcare/Eliquis | :60 OUTCUE: ...five five Eliquis. |
| 21:52 | VIEWPOINTS EXPLAINED: WHY IS AN END TO AFFIRMATIVE ACTION SUCH BIG NEWS? | 1:49 |
| | Synopsis: We break down how higher education will be affected by the Supreme Court's recent ruling ending affirmative action. Host: Ebony McMorris Compliance Issues: Higher Education, Government, Race, Inequality, Education Access | |
| 23:41 | CULTURE CRASH: WHY WE CAN'T GET ONBOARD WITH CGI | 2:42 |
| | Synopsis: This week – we talk about the abundance (and overuse) of computer-generated images in recent blockbuster film releases. We also highlight a couple new summer drops that we're looking forward to. Host: Evan Rook Compliance Issues Covered: Film, Technology, Culture | |
| 26:23 | SPOTBREAK 5: Macy's/Reading is Fundamental Procter Gamble/Febreze Car Fresh | :30 OUTCUE: ...la la la. |
| 27:23 | Program Conclusion | :33 |
| 27:56 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|-----------|----------------------------|---|
| Program | VP 23-31 | Written & Prod. | Amirah Zaveri, Grace Galante, Tabor Brewster, Evan Rook |
| Air Week | 7/30/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Macy's/Reading is Fundamental Procter Gamble/Secret AA | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: LOOKING THROUGH A NEW LENS: THE LARGEST & MOST POWERFUL TELESCOPE EVER BUILT | 8:25 |
| | Synopsis: The James Webb telescope is the largest and most powerful space telescope ever built. A year and a half ago hundreds of thousands of people cheered after the telescope successfully launched and opened to begin capturing the universe in more detail than ever before. We speak with one astronomer about how this telescope will lead to greater discoveries – including the hunt extraterrestrial life. Host: Gary Price. Guest: Jacob Bean, astronomer, professor, Department of Astronomy & Astrophysics, University of Chicago. Links for more info: https://webb.nasa.gov/ https://astro.uchicago.edu/people/jacob-l-bean.php https://www.space.com/james-webb-space-telescope-1-year-images https://www.space.com/21925-james-webb-space-telescope-jwst.html Compliance Issues: Space Exploration, Astronomy, Physics, Technology, Innovation, Culture, International Relations | |
| 10:12 | SPOTBREAK 2&3: Procter Gamble/Gain Fabric Ebay/Ebay Parts & Accessories Pfizer Consumer Healthcare/Vyndamax Procter Gamble/Downy Rin & Ref | :30 :30 :30 :30 |
| 12:12 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:14 | SEG. 2: WILL SOCCER FINALLY SCORE BIG IN THE U.S.? | 8:37 |
| | Synopsis: Soccer has steadily gained a following in recent years in the U.S. Amongst Americans 18-29 years old, the sport is now more popular than baseball. We speak with soccer expert, G. Edward White about what's driving this shift and why it took so long for soccer to take hold in America. Host: Marty Peterson. Guest: G. Edward White, David and Mary Distinguished Professor, Law, University of Virginia School of Law, author, <i>Soccer in American Culture: The Beautiful Game's Struggle for Status</i> . Links for more info: https://www.law.virginia.edu/faculty/profile/gew1220397 https://www.ussoccer.com/ https://www.today.com/video/lionel-messi-set-to-make-us-debut-in-miami-188972101838 https://www.nielsen.com/insights/2018/fan-favorite-the-global-popularity-of-football-is-rising/ https://www.amazon.com/Soccer-American-Culture-Beautiful-Struggle/dp/0826222536 Compliance Issues: Sports Culture, History, Nationalism, Entertainment, Technology, Youth Sports, Parenting | |
| 20:51 | SPOTBREAK 4: Macy's/Reading is Fundamental Liberty Mutual Insurance/Liberty Mutual | :30 :30 |
| 21:51 | VIEWPOINTS EXPLAINED: HOW MUCH ARE YOU PAYING FOR SUBSCRIPTIONS EACH MONTH? | 2:02 |
| | Synopsis: There seems to be a subscription for nearly every product or service these days. But how much is too much? And when you're ready to cancel, why does it always seem like it's a pain to go through the process? We uncover how some businesses use deceptive marketing tactics to keep consumers paying. Host: Ebony McMorris Compliance Issues: Consumerism, Technology, Business, Marketing, Government, Law | |
| 23:53 | CULTURE CRASH: ALMOST THREE MONTHS LATER: WHY THE STRIKE IN HOLLYWOOD IS STILL MARCHING ON | 2:31 |
| | Synopsis: We discuss the ongoing screenwriters & actors strike that's halting production on a large array of TV shows and films. Host: Evan Rook Compliance Issues Covered: Film, Technology, Culture | |
| 26:24 | SPOTBREAK 5: Pfizer Consumer Healthcare/Eliquis Q3 2023 | :60 |
| 27:24 | Program Conclusion | :32 |
| 27:56 | TOTAL TIME | |

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| | | | |
|-----------------|----------|----------------------------|---|
| Program | VP 23-32 | Written & Prod. | Amirah Zaveri, Tabor Brewster, Evan Rook, Aunna Beranek |
| Air Week | 8/6/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|-------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Discover Products Inc./Discover Card Brand Skechers/Skechers - 2023 | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: HOW ARTIFICIAL INTELLIGENCE IS FUELING THE \$1.1 TRILLION IN ONLINE RETAIL SALES | 6:15 |
| | Synopsis: Online retail sales are set to surpass \$1.6 trillion by 2027. With so much growth in the market, retailers are investing big in artificial intelligence software that improves customer interaction, usability, supply chain and more. We speak with the Chief Technology Officer of Zenni Optical about how retailers are setting up for this new era of digital dominance. Host: Gary Price. Guest: David Ting, chief technology officer, Zenni Optical. Links for more info: https://techcrunch.com/sponsor/zenni-company/with-zennis-ai-powered-search-its-easier-than-ever-to-find-a-great-pair-of-glasses/ https://www.zennioptical.com/ https://venturebeat.com/ai/ai-in-retail-smarter-stores-smarter-product-design/ https://nrf.com/blog/how-artificial-intelligence-will-change-retail Compliance Issues: Consumer Habits, Business, Economy, Technology, User Experience, Consumerism, Retail Trends | |
| 8:02 | SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Prilosec AA Pfizer Consumer Healthcare/lbrance 2023 UPF | :30 :30 :60 |
| 10:02 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 10:04 | SEG. 2: WHAT'S HAPPENING IN HOLLYWOOD? THE STRIKE, EXPLAINED | 10:13 |
| | Synopsis: The screenwriters strike in Hollywood is now in its third month. Last month, the Screen Actors Guild joined forces with the Writers Guild of America and called a strike. We speak with two active voices in the industry about what's driving this strike and why these asks are so important to current and future professionals in this landscape. Host: Marty Peterson. Guests: Sofya Levitsky-Weitz, playwright, screenwriter, "The Bear"; Irving Belateche, screenwriting professor, School of Cinematic Arts, University of Southern California. Links for more info: https://www.instagram.com/sofyalilyana/?hl=en https://deadline.com/2023/07/writers-strike-wga-exec-video-studios-in-mutual-suicide-pact-1235448778/ https://www.sofyalevitskyweitz.com/ https://cinema.usc.edu/directories/profile.cfm?id=27064&first=&last=&title=&did=19&referer=%2Fwriting%2Ffaculty%2Ecfm&startpage=1&startrow=1 https://twitter.com/WGAWest?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Labor Rights, Labor Issues, Career, Personal Finance, Pay Equity, Entertainment, Creative Arts, Technology, Artificial Intelligence, Inflation, Economy | |
| 20:17 | SPOTBREAK 4: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Pfizer Consumer Healthcare/Abrysvo | :30 :30 |
| 21:17 | VIEWPOINTS EXPLAINED: CAN CHATGPT PERFECTLY MIMIC HUMANS? | 2:34 |
| | Synopsis: ChatGPT, the generative artificial intelligence platform, has been dominating media headlines since its release late last year. We discuss what sets humans apart from this network created by OpenAI. Host: Ebony McMorris Compliance Issues: Technology, Artificial Intelligence, Software, Innovation, Automation, Labor | |
| 23:51 | CULTURE CRASH: THE POWER OF "BARBENHEIMER" | 2:36 |
| | Synopsis: Millions of Americans rallied last month as two of the biggest film releases hit theaters. Yes, we're talking about "Barbie" & "Oppenheimer" aka "Barbenheimer". We discuss the massive revenues these two movies drew. Host: Evan Rook Compliance Issues Covered: Film, Culture, History | |
| 26:27 | SPOTBREAK 5: O'Reilly Auto Parts/O' Reilly 2023 Procter Gamble/Downy Rin & Ref | :30 :30 |
| 27:27 | Program Conclusion | :33 |
| 28:00 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|-----------|----------------------------|--|
| Program | VP 23-33 | Written & Prod. | Amirah Zaveri, Tabor Brewster, Evan Rook |
| Air Week | 8/13/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|-------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Hershey/Reeses Core Indeed/Indeed Q3 2023 Upfront | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: THE GROWING RISK OF WILDFIRES FROM COAST TO COAST: ARE YOU PREPARED? | 8:55 |
| | Synopsis: It's been the deadliest year on record for wildfires in Canada. While California is typically the focus point for these events, the new reality of human-caused climate change is that wildfires are becoming a greater threat in areas never seen before. We speak with Dr. Adrienne Edwards, a botanist and wildfire expert, about how Americans can best prepare for wildfire season and help stop the spread. Host: Gary Price. Guest: Dr. Adrienne Edwards, botanist, author, <i>Firescaping Your Home: A Manual for Readiness in Wildfire Country</i> . Links for more info: https://www.amazon.com/Firescaping-Your-Home-Readiness-Wildfire/dp/1643261355 https://www.nytimes.com/2020/09/22/us/forest-fires-fighting-history.html https://www.instagram.com/firescaping_the_wui/ https://sites.google.com/view/firescapingyourhome/get-to-know-the-authors Compliance Issues: Climate Change, Natural Disaster, Emergency Response, Public Health, Government, Environment | |
| 10:42 | SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Metamucil AA Pfizer Consumer Healthcare/Ibrance 2023 UPF | :30 :30 :60 |
| 12:42 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:44 | SEG. 2: FEELING DISTRACTED & DISCONNECTED? HERE'S HOW TO SLOW DOWN | 8:29 |
| | Synopsis: In 2012, researchers at the University of California-Irvine estimated that the average human's attention span was around seventy-five seconds. In recent years, this number has dropped to forty-seven seconds. What's leading to this continuing decline in our attention spans? We speak with one mindfulness expert to get some tips on how people can slow down, increase their focus, and feel less chronically stressed. Host: Marty Peterson. Guest: Christian Madsbjerg, professor, applied humanities, New School, author, <i>Look: How to Pay Attention in a Distracted World</i> . Links for more info: https://www.amazon.com/Look-How-Attention-Distracted-World/dp/0593542215 https://www.cnet.com/health/mental/unplug-from-social-media/ https://www.psychologytoday.com/intl/blog/the-savvy-psychologist/202305/6-skills-to-help-you-be-mindful https://www.newsweek.com/14-strategies-leaders-adopt-practice-mindfulness-1779990 Compliance Issues: Mental Health, Psychology, Career, Social Media, Technology, Self-Development, Chronic Stress, Health | |
| 21:13 | SPOTBREAK 4: Pfizer Consumer Healthcare/Xeljanz Rheum | :60 |
| 22:13 | VIEWPOINTS EXPLAINED: AN END TO FINDING NEWS CONTENT ON SOCIAL MEDIA IN CANADA | 1:41 |
| | Synopsis: Meta – the parent company of Facebook and Instagram – has decided to ban all news content on these platforms in Canada. We talk about what's driving this big move and how it's going to impact both Canadians and media outlets. Host: Ebony McMorris Compliance Issues: Technology, News, Journalism, Social Media, Politics, Government Regulation | |
| 23:54 | CULTURE CRASH: WILL MARVEL BOUNCE BACK? | 2:34 |
| | Synopsis: The Marvel Cinematic Universe has had a series of flops in recent years. In a landscape with so much content, will this production company be able to bounce back and rebuild its brand name? Host: Evan Rook Compliance Issues Covered: Film, Culture, Business | |
| 26:28 | SPOTBREAK 5: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Pepto Bismol AA | :30 :30 |
| 27:28 | Program Conclusion | :32 |
| 28:00 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|-----------|----------------------------|---|
| Program | VP 23-34 | Written & Prod. | Amirah Zaveri, Tabor Brewster, Aunna Beranek, Evan Rook |
| Air Week | 8/20/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|-------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Liberty Mutual Insurance Co/Liberty Mutual 3L MI GEN Procter Gamble/Metamucil AA | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: FROM COW'S MILK TO SALTWATER OYSTERS: THE FIRST PEOPLE TO DIVE INTO THE UNKNOWN | 6:45 |
| | Synopsis: Whoever thought, "This white, liquid substance from this animal look like its safe enough that I'm going to drink it." Out of the many items we have today (whether its food, drink or something else) there was a person who first took the risk in trying it themselves. We explore the many firsts throughout history and how key archaeological evidence plays a role in accurately telling these narratives. Host: Gary Price. Guest: Cody Cassidy, writer, author, <i>Who Ate The First Oyster? The Extraordinary People Behind the Greatest Firsts in History</i> Links for more info: https://www.penguinrandomhouse.com/books/565144/who-ate-the-first-oyster-by-cody-cassidy/ https://www.history.com/news/who-invented-beer https://www.npr.org/2007/10/18/15391834/who-ate-the-first-oyster-cave-may-hold-an-answer Compliance Issues: Archaeology, History, Culture, Innovation, Invention, Medicine, Food Science, Food Industry, Technology | |
| 8:32 | SPOTBREAK 2&3: Macy's/Mental Health Awareness Capital One/Capital One National Bank Pfizer Consumer Healthcare/Prevnar Q3 & Q4 | :30 :30 :60 |
| 10:32 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 10:34 | SEG. 2: SEPARATING FACT FROM FICTION: ARE YOU A VICTIM OF MISINFORMATION? | 9:58 |
| | Synopsis: Conspiracy theories have been around for hundreds of years. From secret projects to secret government societies, these theories are prevalent are prevalent across society. We speak with two conspiracy experts about how these stories arise, why they're so pervasive online and why artificial intelligence may make these narratives more difficult to detect. Host: Marty Peterson. Guests: Colin Dickey, writer, author, <i>Under the Eye of Power: How Fear of Secret Societies Shapes American Democracy</i> ; Dr. Erik Nisbet, Owen L. Coon Professor of Policy Analysis & Communication, Northwestern University. Links for more info: https://communication.northwestern.edu/faculty/erik-nisbet.html https://www.ipr.northwestern.edu/news/2022/fake-news-big-lies.html https://twitter.com/colindickey?lang=en https://www.penguinrandomhouse.com/books/677202/under-the-eye-of-power-by-colin-dickey/ https://www.nytimes.com/2023/02/08/technology/ai-chatbots-disinformation.html Compliance Issues: Technology, Politics, Presidential Election, Social Media, News, Artificial Intelligence, History, Journalism, Media, Culture | |
| 20:32 | SPOTBREAK 4: Pfizer Consumer Healthcare/lbrance | :60 |
| 21:32 | VIEWPOINTS EXPLAINED: THE SECRETS OF VENUS | 2:21 |
| | Synopsis: We highlight the deeper intricacies and theories behind Venus' unusual surface. Host: Ebony McMorris Compliance Issues: Solar System, Space Exploration, Astronomy, Science, Physics | |
| 23:53 | CULTURE CRASH: WHY DO WE LIKE WATCHING SCI-FI SO MUCH? | 2:33 |
| | Synopsis: From <i>Black Mirror</i> to <i>The Twilight Zone</i> , we explore why the sci-fi genre has always been a hit amongst American audiences. We also touch on some of our favorite sci-fi series now streaming. Host: Evan Rook Compliance Issues Covered: TV, Culture | |
| 26:26 | SPOTBREAK 5: Macy's/Mental Health Awareness Procter Gamble/Tide Laundry | :30 :30 |
| 27:26 | Program Conclusion | :32 |
| 27:58 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|-----------|----------------------------|--|
| Program | VP 23-35 | Written & Prod. | Amirah Zaveri, Grace Galante, Polly Hansen, Tabor Brewster |
| Air Week | 8/27/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|-------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Macy's/Mental Health Awareness AZO/Services Mashup | :30 :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: 'NEVER GOOD ENOUGH': A RISE IN MENTAL HEALTH ISSUES AMONG ADOLESCENTS | 7:31 |
| | Synopsis: With summer break over and millions of students back in school, it's a good time to talk about the importance of mental health. After all, adolescents today face an excessive number of demands both in and outside of the classroom. This week on Viewpoints - we speak with author Jennifer Breheny Wallace about the importance of sharing how a person's value should never be linked to their performance. Host: Gary Price. Guest: Jennifer Breheny Wallace, journalist, writer, author, <i>Never Enough: When Achievement Culture Becomes Toxic – And What We Can Do About It</i> . Links for more info: https://www.authconn.com/ https://www.amazon.com/dp/0593191862 https://challengesuccess.org/join-the-program/ https://www.education.nh.gov/sites/g/files/ehbemt326/files/inline-documents/mental_health_and_academic_achievement.pdf https://www.theatlantic.com/newsletters/archive/2023/03/teen-anxiety-elite-schools-sat-act-paradox-wealthy-nations/673307/ Compliance Issues: Mental Health, Adolescent Development, Parenting, Self-Growth, Education, Psychology | |
| 9:18 | SPOTBREAK 2&3: Skyrizi/Skyrizi 2023 Liberty Mutual Insurance Co/Liberty Mutual Hershey/Reeses Core | :60 :30 :30 |
| 11:18 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:20 | SEG. 2: WHEN GREEN ENERGY TURNS TOXIC: RE-TOOLING SOLAR PANELS | 8:50 |
| | Synopsis: Solar energy is big business in the U.S. and is only set to expand in the coming years, with an annual growth rate of 21 percent. But after these solar panels die, where do they go? How 'green' is this technology if we're dumping thousands of used, toxic panels into landfills? We speak with two experts in the solar panel recycling space about how innovation is driving this shift and what more needs to be done to make this energy source truly sustainable. Host: Marty Peterson. Guests: Adam Saghei, Chief Executive Officer, We Recycle Solar; Jesse Simons, co-founder, Chief Commercial Officer, SolarCycle. Links for more info: https://werecoyclesolar.com/ https://www.solarcycle.us/ https://www.epa.gov/hw/solar-panel-recycling https://e360.yale.edu/features/solar-energy-panels-recycling https://www.nrel.gov/news/program/2022/long-lived-highly-recyclable-priorities-for-solar-panels-in-a-circular-economy.html Compliance Issues: Renewable Energy, Sustainability, Environment, Waste Management, Technology, Local Government, Politics | |
| 20:10 | SPOTBREAK 4: Pfizer Consumer Healthcare/Eliquis Q3 2023 | :60 |
| 21:10 | VIEWPOINTS EXPLAINED: AN UNCERTAIN FUTURE FOR COMMUTER RAILS | 1:38 |
| | Synopsis: Covid-19 shook up norms for many public transit agencies including commuter rail companies that pre-pandemic largely catered to commuting office employees. We highlight how several businesses are re-framing their strategy during this period. Host: Ebony McMorris Compliance Issues: Transportation, Infrastructure, Business, Labor Trends | |
| 22:48 | CULTURE CRASH: IS COMEDY DEAD OR DOES IT JUST LOOK A LITTLE DIFFERENT? | 3:39 |
| | Synopsis: Some people argue that the comedy genre is on its way out. But this week, we discuss how comedy isn't going anywhere— it's just adapting to the changing times. Guest Host: Tabor Brewster Compliance Issues Covered: Comedy, Culture, Social Media | |
| 26:27 | SPOTBREAK 5: Macy's/Mental Health Awareness Procter Gamble/Olay Body AA | :30 :30 |
| 27:27 | Program Conclusion | :33 |
| 28:00 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|----------|----------------------------|--------------------------|
| Program | VP 23-36 | Written & Prod. | Amirah Zaveri, Evan Rook |
| Air Week | 9/3/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|-------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Macy's/Mental Health Awareness SPM/RHJ VP Podcast | :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: DROWNING IN DEBT? YOU'RE NOT ALONE: A NEW WAVE OF CREDIT CARD DEBT IN AMERICA | 7:32 |
| | Synopsis: Credit card debt in the U.S. just surpassed one trillion dollars and payment delinquency rates are also on the rise. One factor that's feeding into these increases are a growing amount of credit card accounts. The Federal Reserve Bank of New York reports that there are 70 million new accounts since 2019. This week – we discuss the effects of escalating debt and how listeners can start taking back control. Host: Gary Price. Guest: Chloe Elise, certified financial coach, author, <i>Deeper Than Money</i> . Links for more info: https://www.marketwatch.com/story/americans-credit-card-debt-just-hit-1-trillion-7eae6765#:~:text=Adding%20to%20the%20problem%20of,student%2Dloan%20payments%20will%20resume.&text=Credit%2Dcard%20debt%20surpassed%20the,order%20to%20meet%20rising%20prices.?mod=article_inline https://www.amazon.com/Deeper-Than-Money-Wealth-Confident-ebook/dp/B0BN5NGVQH https://www.cNBC.com/select/how-much-money-to-put-towards-debt/ https://www.consumerfinance.gov/ask-cfpb/what-do-i-need-to-know-if-im-thinking-about-consolidating-my-credit-card-debt-en-1861/ Compliance Issues: Personal Finance, Consumerism, Psychology, Economy, Banking, National Debt, Self-Development | |
| 9:19 | SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual KFC/KFC 2023 Upfront Skyrizi/Skyrizi 2023 | :30 :30 :60 |
| 11:19 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:21 | SEG. 2: ACTORS & WRITERS ARE ON STRIKE, BUT WHY AREN'T MUSICIANS PICKETING AS WELL? | 9:56 |
| | Synopsis: Screenwriters and writers aren't the only ones feeling the pinch in this new media landscape dominated by streaming. Hundreds of thousands of musicians are struggling to make a living from the substandard pay they receive from platforms like Spotify and Apple Music. We cover just how the music sector has changed and why these artists don't have the same protections as other creatives. Host: Marty Peterson. Guests: David Lowery, senior lecturer, Music Business Certificate Program, University of Georgia; Rene Kladzyk, volunteer, Union of Musicians and Allied Workers. Links for more info: https://bandcamp.com/ https://weareumaw.org/ https://musicworkersalliance.org/ https://twitter.com/davidclowery?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwqr%5Eauthor https://www.instagram.com/ziembavision/ Compliance Issues: Labor Rights, Creative Arts, Personal Finance, Equal Pay, Technology, Entertainment Business | |
| 21:17 | SPOTBREAK 4: Macy's/Mental Health Awareness Hershey/Reeses Core | :30 :30 |
| 22:17 | VIEWPOINTS EXPLAINED: THE ESCALATING LEVELS OF CAFFEINE IN ENERGY DRINKS | 2:07 |
| | Synopsis: Over the past two decades, caffeine levels have continued to creep higher and higher. We cover how much caffeine is packed inside many of these newer energy drinks and the consequences of consuming higher-than-needed amounts. Host: Ebony McMorris Compliance Issues: Public Health, Marketing, Adolescent Health, Parenting, Mental Health | |
| 24:24 | CULTURE CRASH: A NEW ERA FOR POST MALONE | 2:01 |
| | Synopsis: We give our review of American rapper, singer and songwriter, Post Malone's newest album titled, "Austin". Host: Evan Rook Compliance Issues Covered: Music, Culture | |
| 26:25 | SPOTBREAK 5: SPM/RHJ VP Podcast Bank of America/Small Business | :30 :30 |
| 27:25 | Program Conclusion | :33 |
| 27:58 | TOTAL TIME | |

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Program Log for Viewpoints Radio

| | | | |
|-----------------|-----------|----------------------------|--|
| Program | VP 23-37 | Written & Prod. | Amirah Zaveri, Kristen Farrah, Evan Rook |
| Air Week | 9/10/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|--------------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar OUTCUE: ... | :60 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: WHY DOES EVERYONE, INCLUDING PARENTS, WANT TO BE INFLUENCERS? | 7:16 |
| | Synopsis: Two out of three people on Earth are on social media. With so many eyeballs online, it's big business to have a large social media following and work as an influencer. We highlight this ever-evolving lucrative industry and how new laws are better protecting those who've been previously taken advantage of. Host: Gary Price. Guest: Stephanie McNeal, senior editor, <i>Glamour</i> , author, <i>Swipe Up for More: Inside the Unfiltered Lives of Influencers</i> . Links for more info: https://www.instagram.com/stephemcneal/?hl=en https://twitter.com/stephemcneal?lang=en https://www.amazon.com/gp/product/0593418603?ots=1&slotNum=0&imprToken=78c52930-3d42-5dd9-bd5&tag=glamour0d7-20&linkCode=w50 Compliance Issues: Technology, Career, Social Media, Psychology, Wealth, Law, Politics, Ethics, Parenting, Mental Health | |
| 9:03 | SPOTBREAK 2&3: Macy's/Mental Health Awareness Pfizer Consumer Healthcare/Eliquis Nvaf Liberty Mutual Insurance Co/Liberty Mutual Procter Gamble/MC Magic Eraser OUTCUE: ...look easy. | :30 :30 :30 :30 |
| 11:03 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:05 | SEG. 2: FROM DRUG TRAFFICKER TO INFORMANT: HOW EX-CRIMINALS ARE AIDING INVESTIGATORS | 9:59 |
| | Synopsis: We speak with ex drug trafficker, Margarito Flores Jr. about his entry into the illicit drug trade at an early age and when he decided to get out of the business and start working for the other side. We also speak with Sgt. Ryan Wasson about the critical role informants play in aiding law enforcement, but why it's important to avoid glorifying the work of people like Flores. Host: Marty Peterson. Guests: Margarito Flores Jr., federal drug informant; Sergeant Ryan Wasson, detective, Kane County Sheriff, officer, Homeland Security Investigations Task Force. Links for more info: https://www.samhsa.gov/ https://www.shawlocal.com/2020/07/15/sheriffs-deputies-assigned-to-drug-task-force-get-federal-credentials/avpfdid/ https://chicago.suntimes.com/2023/7/26/23807136/chapo-margarito-flores-twins-teaches-cops-catch-drug-traffickers-kane-county-sheriff-sinaloa-cartel Compliance Issues: Law Enforcement, Crime, Drug Trafficking, International Issues, Health, Parenting, Technology | |
| 21:04 | SPOTBREAK 4: O'Reilly Auto Parts/O' Reilly 2023 Procter Gamble/Gain Laundry OUTCUE: ...bargain detergent. | :30 :30 |
| 22:04 | VIEWPOINTS EXPLAINED: AMERICA'S STRUGGLING CITIES | 1:50 |
| | Synopsis: We highlight recent population trends across America in a post-pandemic world. Several once prominent cities have struggled to bounce back after a mass exodus of urban residents. Host: Ebony McMorris Compliance Issues: Population Trends, Poverty, Local Business, Culture, Climate Change | |
| 23:54 | CULTURE CRASH: FROM LIVE CONCERTS TO FILM: THE DOMINANCE OF TAYLOR SWIFT | 2:32 |
| | Synopsis: It's the end of summer and we're still talking about Taylor Swift's "Era's Tour". Swift is continuing the mania (and profits) with the upcoming release of the movie simply titled: "The Era's Tour". Host: Evan Rook Compliance Issues Covered: Music, Culture | |
| 26:26 | SPOTBREAK 5: Macy's/Mental Health Awareness Procter Gamble/Febreze Small Spaces OUTCUE: ...happy Febreze. | :30 :30 |
| 27:26 | Program Conclusion | :33 |
| 27:59 | TOTAL TIME | |

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Program Log for Viewpoints Radio

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|-----------------|-----------|----------------------------|---|
| Program | VP 23-38 | Written & Prod. | Amirah Zaveri, Grace Galante, Evan Rook |
| Air Week | 9/17/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|--|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: Procter Gamble/Bounty AZO/Services Mashup | :30 OUTCUE: ...restrictions apply. |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: X (AKA TWITTER) VS. THREADS: THE STORY BEHIND META'S NEW SOCIAL PLATFORM | 8:00 |
| | Synopsis: Do you remember the hype when Threads, Meta's new version of X, debuted earlier this summer? Everyone seemed to jump on the new platform at a moment's notice. But what happened to all the buzz? We speak with two social media experts about Meta's big investment in Threads and what needs to change in the coming months to avoid its quick demise. Host: Gary Price. Guest: Carolyn Garavante, associate director, paid social, Brain Labs Media; Danielle Carter, account director, paid social, Croud Digital. Links for more info: https://www.theverge.com/2023/9/7/23863088/threads-rolling-out-support-search-posts https://www.brainlabsdigital.com/blog/brainlabs-carolyn-garavantes-take-on-how-brands-are-still-finding-their-feet-with-threads-one-month-since-launch/ https://finance.yahoo.com/news/according-elon-musk-own-math-204413573.html Compliance Issues: Education, Mental Health, Parenting, Creativity, Life Skills, Adolescent Development, Self Help | |
| 9:47 | SPOTBREAK 2&3: Liberty Mutual Insurance Co/Liberty Mutual SPM/RHJ VP Podcast Pfizer Consumer Healthcare/Ibrance 2023 | :30 :30 OUTCUE: ...loss of appetite. |
| 11:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:50 | SEG. 2: SCHOOL, SPORTS, STANDARDIZED TESTS: WHEN IS THERE TIME TO BUILD LIFE SKILLS? | 9:20 |
| | Synopsis: As an academic advisor, Ana Homayoun has had thousands of conversations with students, parents, and administrators. Many of these talks typically center around grades, college admissions, career paths and other key academic to-dos. Yet, what's not as commonly talked about is the importance of life skills. This means cultivating independence, setting good habits and more. We speak with Homayoun about why so many teens seem to struggle post-high school and how adults can better prepare their kids in the long-term rather than focusing solely on short-term academic markers. Host: Marty Peterson. Guest: Ana Homayoun, academic advisor, early career development expert, author, <i>Erasing the Finish Line: The New Blueprint for Success</i> . Links for more info: https://www.cdc.gov/healthyyouth/mental-health/index.htm https://www.amazon.com/Erasing-Finish-Line-Blueprint-Admission/dp/0306830698 https://www.cnn.com/2023/06/05/opinions/youtube-instagram-kids-parents-social-media-homayoun/index.html Compliance Issues: Education, Mental Health, Parenting, Creativity, Life Skills, Adolescent Development, Self Help | |
| 21:10 | SPOTBREAK 4: Pfizer Consumer Healthcare/ABRYSVO Procter Gamble/Swiffer Dry | :30 OUTCUE: ...American Lung Association. |
| 22:10 | VIEWPOINTS EXPLAINED: CHINA'S DEEPENING ECONOMIC WOES: WHAT'S FUELING THIS DECLINE? | 1:45 |
| | Synopsis: Less jobs. Lower property values. Tightened consumer spending. These are just some of the challenges China's been facing over the past several months. Will this global superpower be able to avoid a full-fledged recession? We talk about why Americans should care about this developing international economic news. Host: Ebony McMorris Compliance Issues: Global Economy, International Policy, Job Security Real Estate | |
| 23:55 | CULTURE CRASH: A SLOW CALENDAR FOR PRIME TV SEASON | 2:31 |
| | Synopsis: We cover how the screenwriter and actor's strike in Hollywood is slowing down TV series releases this autumn. Host: Evan Rook Compliance Issues Covered: TV, Culture | |
| 26:26 | SPOTBREAK 5: SPM/RHJ VP Podcast Procter Gamble/Febreze Car Fresh | :30 OUTCUE: ...happy Febreze. |
| 27:26 | Program Conclusion | :33 |
| 27:59 | TOTAL TIME | |

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Program Log for Viewpoints Radio

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|-----------------|-----------|----------------------------|---------------------------|
| Program | VP 23-39 | Written & Prod. | Amirah Zaveri & Evan Rook |
| Air Week | 9/24/2023 | Studio Producer | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|-------------------|
| :00 | INTRO | :45 |
| :45 | SPOTBREAK 1: AZO/Services Mashup Procter Gamble/Metamucil AA | :30 |
| 1:45 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:47 | SEG. 1: ARE YOU MAKING THE MOST OUT OF CHAT GPT? | 8:05 |
| | Synopsis: There's been a lot of hype around Chat GPT and generative AI this year, but is the average person actually using the new tech? We highlight how leaders in education policy are integrating AI into certain processes to create positive for teachers, administrators, and students in classrooms nationwide. From there, we breakdown what are some of the biggest ways AI helps with tasks and how you can go about interacting with these chatbots to get the answer you're looking for. Host: Gary Price. Producer: Amirah Zaveri. Guest: Perpetual Baffour, Research Director, Learning Agency Lab. Links for more info: https://chat.openai.com/ https://the-learning-agency-lab.com/overview/ https://www.digitaltrends.com/computing/chatgpt-4-everything-we-know-so-far/ https://www.geeky-gadgets.com/chatgpt-beginners-guide/ Compliance Issues: Technology, Innovation, Education, Career, Time Management, Productivity | |
| 9:52 | SPOTBREAK 2&3: Pfizer Consumer Healthcare/Prevnar Pfizer Consumer Healthcare/Abrysvo Procter Gamble/Febreze Air Effects | :60 :30 :30 |
| 11:52 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 11:54 | SEG. 2: ONE AFTER ANOTHER: HELPING PEOPLE RECOVER IN A WORLD WHERE NATURAL DISASTERS ARE ALL TOO COMMON | 8:50 |
| | Synopsis: The reality: Human-induced climate change is leading to more frequent and powerful extreme weather events. In the U.S. and around the world, millions struggle to get back on their feet following the damage and destruction these disasters bring. As bystanders, how can we pitch in and help? We cover the physical and mental toll these hardships cause and why it's important to step up and give back in any way you can. Host: Marty Peterson. Producer: Amirah Zaveri. Guest: Vickie Mays, clinical psychologist, distinguished professor, psychology, health policy & management, University of California-Los Angeles. Links for more info: https://www.psych.ucla.edu/faculty-page/mays/ https://www.ready.gov/kit https://www.redcross.org/get-help/how-to-prepare-for-emergencies/survival-kit-supplies.html https://www.apa.org/topics/climate-change/mental-health-effects Compliance Issues: Psychology, Natural Disasters, Mental Health, Nonprofits, Trauma, Climate Change, Volunteerism, Public Health, Emergency Response | |
| 20:44 | SPOTBREAK 4: Procter Gamble/Pepto Bismol AA Liberty Mutual Insurance Co./Liberty Mutual | :30 :30 |
| 21:44 | VIEWPOINTS EXPLAINED: WHY ARE PRISON BREAKS BECOMING MORE COMMON? | 2:15 |
| | Synopsis: Aging infrastructure, fewer correctional officers, and a large inmate population. These are just some of the factors feeding into why prison breaks, and then large-scale manhunts, seem to be popping up more these days. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Incarceration, Correctional System, Public Safety, Government | |
| 23:59 | CULTURE CRASH: OUR FALL INDIE FILM PICKS | 2:28 |
| | Synopsis: We highlight some of our favorite, small-production movie picks as we head into fall film festival season. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture | |
| 26:27 | SPOTBREAK 5: Pfizer Consumer Healthcare/Ibrance 2023 | :60 |
| 27:27 | Program Conclusion | :33 |
| 28:00 | TOTAL TIME | |

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|-----------------|---------|-------------------------------|----------------------------|
| Program | 23-27 | Written & Produced | Kristen Farrah, Reed Pence |
| Air Week | 7/02/23 | Production Manager | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|------------|
| :00 | INTRO | :48 |
| :48 | SPOTBREAK 1: Procter & Gamble "Prilosec" Discover "Discover Card" OUTCUE: ...slash match | :30 :30 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:50 | SEGMENT 1: WILL HORMONAL CONTRACEPTIVES WORSEN YOUR AUTOIMMUNE DISEASE? | 12:47 |
| | Synopsis: Of the 24 million Americans with autoimmune diseases, about 80% are women. A 2020 paper in the American Journal of Nursing estimates that nearly 90 percent of women ages use contraception – which may worsen a preexisting disease. Our experts explain what to do if you fall into this category and how to safely use hormonal contraceptives. Host: Elizabeth Westfield. Producer: Reed Pence. Guests: Dr. Lisa Sammaritano, Professor of Clinical Medicine, Weill Cornell Medical College; Dr. Kristen Demoruelle, Rheumatologist, Associate Professor of Medicine, University of Colorado School of Medicine; Kristy Griffin, patient Compliancy issues covered: immunocompromised; autoimmune disease; hashimoto's disease; hormones; contraceptives; birth control; iud; thyroid; rheumatology; diabetes; multiple sclerosis; gender issues; patient safety Links for information: https://medschool.cuanschutz.edu/rheumatology/faculty2/m-kristen-demoruelle-md-phd https://www.linkedin.com/in/kristen-demoruelle-1b62bb192/ https://vivo.weill.cornell.edu/display/cwid-lis2002 | |
| 14:37 | SPOTBREAK 2: Macys "Macys" Procter & Gamble "Bounty" OUTCUE: ...quicker picker upper | :30 :30 |
| 15:37 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:39 | SEGMENT 2: DO YOU FEEL PRESSURED TO WORK WHILE YOU'RE SICK? | 7:11 |
| | Synopsis: Though the pandemic changed a lot about traditional offices, by now many people are back working in communal spaces. While this is great for building relationships, it's also a surefire way to spread disease. Our experts discuss how office culture feeds into putting yourself and others at risk. Host: Nancy Benson. Producer: Reed Pence. Guests: Richard Deosingh, District President, Robert Half International; Dr. Joseph Ladapo, Professor, University of Florida College of Medicine, State Surgeon General of Florida Compliancy issues covered: employee; infectious diseases; public health; patient safety; office culture; flu; vaccine; vulnerable populations Links for information: https://www.linkedin.com/in/richard-deosingh-56246813/ https://twitter.com/FLSurgeonGen https://www.floridahealth.gov/about/ssg/index.html | |
| 22:50 | SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Eliquis" OUTCUE: ...five eliquis | :60 :60 |
| 24:50 | MEDICAL NOTES: PAIN MANAGEMENT AND THE EVOLUTION OF HAIR Host: Shel Lustig | 1:35 |
| 26:25 | SPOTBREAK 4: O'Reilly Auto "O'Reilly" Procter & Gamble "Metamucil" OUTCUE: ...Metamucil everyday | :30 :31 |
| 27:26 | Program Conclusion | :31 |
| 27:57 | TOTAL TIME | |

| | | | |
|-----------------|---------|-------------------------------|--------------------------------|
| Program | 23-28 | Written & Produced | Kristen Farrah, Tabor Brewster |
| Air Week | 7/09/23 | Production Manager | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|------------|
| :00 | INTRO | :48 |
| :48 | SPOTBREAK 1: Macys "Reading is Fundamental" Procter & Gamble "Febreze Car Fresh" OUTCUE: ...la la la la la | :30 :30 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:50 | SEGMENT 1: HOW CAN WE SAVE INFANTS FROM THE EFFECTS OF OPIOID ADDICTION? | 10:08 |
| | Synopsis: Though we've known about neonatal opioid withdrawal syndrome (NOWS) since the 1970s, there has never been a standard treatment plan across all hospitals. In fact, the scale that's used to determine a diagnosis is complicated and outdated. Experts discuss a promising new treatment approach and how to fix the root cause of NOWS. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Stephen Patrick, Neonatologist, Director, Vanderbilt Center for Child health Policy, Vanderbilt University; Dr. Diana Bianchi, Director, Eunice Kennedy Shriver National Institute of Child Health and Human Development; NIH Compliance issues covered: opioid use disorder; drug use; drug addiction; neonatal opioid withdrawal syndrome; infant safety; vulnerable populations; standard care; neonatal intensive care; public health; opioid crisis Links for information: https://www.vumc.org/health-policy/person/stephen-w-patrick-md-mph-ms-faap https://twitter.com/stephenwpatrick?lang=en https://irp.nih.gov/pi/diana-bianchi https://www.genome.gov/staff/Diana-W-Bianchi-MD https://www.nejm.org/doi/full/10.1056/NEJMoa2214470#:~:text=The%20Eat%2C%20Sleep%2C%20Console%20Care%20Tool%20relies%20on%20a%20function, and%20breast%2Dfeeding)%20as%20the | |
| 11:58 | SPOTBREAK 2: O'Reilly Auto Parts "O'Reilly 2023" Pfizer Consumer Healthcare "Eliquis" OUTCUE: ...and pfizer | :30 :30 |
| 12:58 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:00 | SEGMENT 2: "THERE'S NO 'NORMAL' PERSON": THE INTERSECTION OF ETHICS AND DISABILITY | 10:02 |
| | Synopsis: Bioethicists help governments, universities, hospitals, and patients make the best possible judgement calls based on cultural and personal values. But they don't always get it right. Experts explain how the disabled community is often left behind in society, medicine, and bioethics. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Jeffrey Bishop, Tenet Endowed Chair in Bioethics, Professor of Health Care Ethics, Saint Louis University; Dr. Brooke Ellison, Associate Professor, Stony Brook University, Author, <i>Look Both Ways</i> Compliance issues covered: disability rights; bioethics; medical ethics; research ethics; consumerism; public safety; end of life care; healthcare; ethics; accessibility; medical technology; communication technology; mobility Links for information: https://www.stonybrook.edu/commcms/bioethics/people/ellison.php https://www.brookeellison.com/about https://www.linkedin.com/in/brookeemellison/ https://www.slu.edu/arts-and-sciences/bioethics/faculty/bishop-jeffrey.php https://www.linkedin.com/in/jeffrey-bishop-4a9b1126/ | |
| 23:02 | SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four xeljanz | :60 :60 |
| 25:02 | MEDICAL NOTES: DEATH RATES FROM RECURRING CANCER, STEM CELLS FIX BAD HEARTS, & EXERCISING AFTER A CONCUSSION Host: Shel Lustig | 1:22 |
| 26:24 | SPOTBREAK 4: Pfizer Consumer Healthcare "Prevnar20" OUTCUE: ...prevnar twenty dot com | :60 |
| 27:24 | Program Conclusion | :31 |
| 27:55 | TOTAL TIME | |

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|-----------------|---------|-------------------------------|----------------|
| Program | 23-29 | Written & Produced | Kristen Farrah |
| Air Week | 7/16/23 | Production Manager | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|-------|
| :00 | INTRO | :48 |
| :48 | SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four xeljanz | :60 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:50 | SEGMENT 1: BIOETHICS PART 2: SHOULD YOU HAVE THE RIGHT TO END YOUR OWN LIFE? | 10:49 |
| | <p>Synopsis: In this follow-up to last week's discussion on bioethics and disability, we dig into Dr. Brooke Ellison's life as a quadriplegic. Using her own experience, she explains the public policies and technological advances needed to help people with disabilities live life to the fullest. Along with Ellison, Dr. Jeffrey Bishop -- a bioethicist -- explores the many ethical decisions that surround end-of-life care.</p> <p>Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Jeffrey Bishop, Tenet Endowed Chair in Bioethics, Professor of Health Care Ethics, Saint Louis University; Dr. Brooke Ellison, Associate Professor, Stony Brook University, Author, <i>Look Both Ways</i></p> <p>Compliance issues covered: disability rights; bioethics; medical ethics; research ethics; consumerism; public safety; end of life care; healthcare; ethics; accessibility; medical technology; communication technology; mobility; quadriplegia</p> <p>Links for information: https://www.stonybrook.edu/commcms/bioethics/people/ellison.php https://www.brookeellison.com/about https://www.linkedin.com/in/brookemellison/ https://www.slu.edu/arts-and-sciences/bioethics/faculty/bishop-jeffrey.php https://www.linkedin.com/in/jeffrey-bishop-4a9b1126/</p> | |
| 12:39 | SPOTBREAK 2: Cox "Kelley Blue Book" OUTCUE: ...prices may vary | :30 |
| | KFC "KFC 2023" | :30 |
| 13:39 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:41 | SEGMENT 2: IS PSYCHEDELIC THERAPY THE FUTURE OF MENTAL HEALTH TREATMENT? | 9:12 |
| | <p>Synopsis: Compass Pathways is leading the charge for psychedelic therapy. The research is currently in stage three trials and is expected to receive FDA approval in the next few years. An expert explains how the treatment works and if the therapy will be covered by insurance.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Steve Levine, Senior Vice President for Patient Access and Medical Affairs, Compass Pathways</p> <p>Compliance issues covered: mental health; psychedelics; psilocybin; depression; therapy; medical insurance; healthcare; consumerism; psychedelic therapy</p> <p>Links for information: https://www.linkedin.com/in/steve-levine-md-43908a12/ https://www.nimh.nih.gov/funding/clinical-research/practical/stard https://www.nejm.org/doi/full/10.1056/NEJMoa2206443 https://www.dea.gov/factsheets/psilocybin</p> | |
| 22:53 | SPOTBREAK 3: Macys "Reading Is Fundamental" | :30 |
| | Pfizer Consumer Healthcare "Vyndamax" | :30 |
| | Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four xeljanz | :60 |
| 24:53 | MEDICAL NOTES: INCREASED PEDESTRIAN FATALITIES, HOW LAW ENFORCEMENT CONTRIBUTES TO OVERDOSE DEATHS, AND THE DANGERS OF GAS STOVES | 1:36 |
| | Host: Shel Lustig | |
| 26:29 | SPOTBREAK 4: Pfizer Consumer Healthcare "Vyndamax" | :30 |
| | Liberty Mutual Insurance Co "Liberty Mutual" OUTCUE: ...liberty liberty | :30 |
| 27:29 | Program Conclusion | :30 |
| 27:59 | TOTAL TIME | |

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|-----------------|---------|-------------------------------|--------------------------------|
| Program | 23-30 | Written & Produced | Kristen Farrah, Tabor Brewster |
| Air Week | 7/23/23 | Production Manager | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|-------------------|
| :00 | INTRO | :48 |
| :48 | SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four xeljanz | :59 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:49 | SEGMENT 1: "WE LIVE IN AN AGEIST SOCIETY": HOW TO ENJOY OLD AGE | 12:29 |
| | Synopsis: Everyone ages, so why are so many of us not prepared to grow old? Dr. Rosanne Leipzig, a gerontologist, says most of her patients don't know what changes to expect in their old age – and often fight against the inevitable transition. She explains what's normal, what's not, and how to enjoy your later years in life. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Rosanne Leipzig, Professor and Vice Chair, Education of the Brookdale Department of Geriatrics and Palliative Medicine, Icahn School of Medicine at Mount Sinai, Author, <i>Honest Aging</i> Compliance issues covered: aging; geriatrics; social pressure; stigma; ageism; botox; injectable fillers; bone density; bone health; public health; hearing aids; suicide; social infrastructure; public transportation Links for information: https://profiles.mountsinai.org/rosanne-m-leipzig https://www.rosannemd.com/ https://twitter.com/leipzig_rm?lang=en | |
| 14:18 | SPOTBREAK 2: Discover Products Inc "Discover Card Brand" OUTCUE: ...detergent along Procter & Gamble "Gain Fabric ENHC" | :30 :30 |
| 15:18 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 15:20 | SEGMENT 2: ARE YOU PROTECTED FROM TICK-BORNE DISEASES? | 7:03 |
| | Synopsis: Summer is a season of activities, but it's also the favorite season of blood-sucking bugs like ticks. Do you know how to best protect yourself, your family, and your pets? Our expert explains which repellants are worth your money, and the most effective way to remove a tick to avoid diseases. Host: Nancy Benson. Producer: Tabor Brewster. Guests: Dr. Bobbi Pritt, Professor of Laboratory Medicine and Pathology and Director of Clinical Parasitology, Mayo Clinic Compliance issues covered: parasites; infection; pathology; public safety; autoimmune disease; tick-borne disease; deet; bug repellent; vector-borne disease; mosquitoes; picaridin; lyme disease Links for information: https://www.mayo.edu/research/faculty/pritt-bobbi-s-m-d/bio-00093461 https://twitter.com/ParasiteGal?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://parasitewonders.blogspot.com/ https://www.linkedin.com/in/bobbipritt/ | |
| 22:23 | SPOTBREAK 3: Pfizer Consumer Healthcare "Eliquis" OUTCUE: ...let's ride Procter & Gamble "MC Magic Eraser" Ebay "Ebay Parts & Accessories" | :60 :30 :29 |
| 24:22 | MEDICAL NOTES: HOW AI CAN READ YOUR MIND, PROTECTING YOUR NEWBORN BABY, AND IF EXTREME WEATHER IS THREATENING OUR WHEAT PRODUCTION Host: Shel Lustig | 2:04 |
| 26:26 | SPOTBREAK 4: Macys "Reading is Fundamental" OUTCUE: ...liquid detergent Procter & Gamble "Tide Laundry" | :30 :31 |
| 27:27 | Program Conclusion | :30 |
| 27:57 | TOTAL TIME | |

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|-----------------|---------|-------------------------------|------------------------------|
| Program | 23-31 | Written & Produced | Kristen Farrah, Polly Hansen |
| Air Week | 7/30/23 | Production Manager | Jason Dickey |

| Time | Segment | Dur. |
|-------|---|-------------------|
| :00 | INTRO | :48 |
| :48 | SPOTBREAK 1: Pfizer Consumer Healthcare "Eliquis" OUTCUE: ...five five eliquis | :60 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:50 | SEGMENT 1: HONORING NAZI DOCTORS AND CRIMINALS: THE DARK SIDE OF MEDICAL EPONYMS | 10:51 |
| | Synopsis: Eponyms honor people who discover diseases, treatments, and procedures. You may be familiar with ones like Alzheimer's disease, named after Alois Alzheimer, or Hodgkin's lymphoma, discovered by Thomas Hodgkin. However, our experts explain how eponyms can go awry and place honor on criminals or even the wrong person. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Sabine Hildebrandt, Associate Professor of Pediatrics, Boston Children's Hospital & Harvard Medical School; Dr. Eric Matteson, Professor Emeritus of Medicine, Mayo Clinic Compliance issues covered: eponyms; nazi party; medical culture; ethics; gynecology; vasculitis; history; medical history; women in medicine; people of color in medicine; vulnerable populations Links for information: https://ghsm.hms.harvard.edu/faculty-staff/sabine-hildebrandt https://www.mayoclinicproceedings.org/content/matteson | |
| 12:41 | SPOTBREAK 2: Liberty Mutual Insurance Co "Liberty Mutual" OUTCUE: ...by pfizer Pfizer Consumer Healthcare "Vyndamax" | :30 :30 |
| 13:41 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 13:43 | SEGMENT 2: HIGH-RISK PREGNANCY? BED REST MAY NOT BE THE ANSWER | 8:36 |
| | Synopsis: Bed rest is one of the most common interventions prescribed for high-risk pregnancies, but does it work? There's no research that proves bed rest prevents preterm labor, however multiple studies show that this intervention harms a woman's physical and mental health. Our experts break down the evidence and explain alternative interventions. Host: Nancy Benson. Producer: Polly Hansen. Guests: Dr. Michelle Mottola, Embryologist & Professor, Schulich School of Medicine and Dentistry, University of Western Ontario, Director of the Exercise and Pregnancy Laboratory, R. Samuel McLaughlin Foundation; Dr. Cynthia Gyamfi-Bannerman, Professor & Chair of Obstetrics, Gynecology, and Reproductive Sciences, University of California San Diego, President-Elect, Society for Maternal-Fetal Medicine; Aileen Weintraub, Author, <i>Knocked Down</i> Compliance issues covered: bed rest; obstetrics; patient safety; birth; pregnancy; high-risk pregnancy; vulnerable populations; public health; gestational diabetes; depression; high blood pressure; labor Links for information: https://www.uwo.ca/fhs/kin/about/faculty/mottola_m.html https://providers.ucsd.edu/details/1568494250/obstetrics-gynecology https://www.linkedin.com/in/cynthia-gyamfi-bannerman-md-ms-90377974/ https://www.aileenweintraub.com/ https://twitter.com/AileenWeintraub?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor | |
| 22:19 | SPOTBREAK 3: Macys "Reading is Fundamental" OUTCUE: ...five five eliquis Procter & Gamble "Metamucil AA" Pfizer Consumer Healthcare "Eliquis" | :30 :30 :61 |
| 24:20 | MEDICAL NOTES: MUSIC IS GOOD FOR YOUR HEALTH, NEW CANCER THERAPY, AND IS AMERICA GROUND ZERO FOR THE NEXT PANDEMIC? Host: Shel Lustig | 2:06 |
| 26:26 | SPOTBREAK 4: Pfizer Consumer Healthcare "Vyndamax" OUTCUE: ...slash purpose Macys "Reading is Fundamental" | :30 :30 |
| 27:26 | Program Conclusion | :30 |
| 27:56 | TOTAL TIME | |

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|-----------------|--|-------------------------------|----------------|
| Program | 23-32 | Written & Produced | Kristen Farrah |
| Air Week | 8/06/23 | Production Manager | Jason Dickey |
| Time | Segment | | Dur. |
| :00 | INTRO | | :48 |
| :48 | SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" | OUTCUE: ...four xeljanz | :59 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 1:49 | SEGMENT 1: HIDDEN HEART DISEASE: WHAT MAKES A HEALTHY, 33-YEAR-OLD HAVE A STROKE? | | 10:48 |
| | <p>Synopsis: Bicuspid Aortic Valve is a rare heart condition that's twice as likely to affect men. While it can be easily managed on its own, BAV can lead to hidden, secondary conditions that may cause heart malfunction. An expert explains the signs and symptoms to watch out for, and what to do if you're diagnosed with BAV.</p> <p>Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Chris Malaisrie, Attending Cardiac Surgeon, Northwestern Medicine, Professor of Surgery, Northwestern University; Alexander McKeown, BAV & Aortic Aneurysm Patient Compliancy issues covered: cardiac surgery; congenital heart disease; genetic conditions; patient safety; open heart surgery; vulnerable populations; rare disease; stroke; stress; mental health; heart health</p> <p>Links for information: https://www.nm.org/doctors/1801904008/s-christopher-malaisrie-md https://twitter.com/ChrisMalaisrie https://www.linkedin.com/in/alexander-c-mckeown/</p> | | |
| 12:37 | SPOTBREAK 2: Skechers "Skechers" | OUTCUE: ...of children | :30 |
| | Procter & Gamble "Pepto Bismol" | | :29 |
| 13:36 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 13:38 | SEGMENT 2: KITCHEN CHEMISTRY: IS ASPARTAME TOO GOOD TO BE TRUE? | | 9:19 |
| | <p>Synopsis: Aspartame has been studied for more than 40 years, but people are still skeptical of its safety. The World Health Organization recently released a report that reaffirms the sweetener's safety and didn't find any evidence of cancer-causing properties. Experts break down the new research and explain the effects of having aspartame in your diet.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. John Sievenpiper, Professor of Nutritional Sciences and Medicine, University of Toronto; Dr. Daniele Wikoff, Principal Scientists & Director of Health Sciences Practice, ToxStrategies</p> <p>Compliancy issues covered: aspartame; sugar; alternative sweeteners; obesity; diabetes; cancer; carcinogens; public safety; healthy lifestyle; public health; nutrition; diet soda; consumerism; weight loss</p> <p>Links for information: https://toxstrategies.com/company/people/daniele-wikoff-ph-d/ https://www.linkedin.com/in/daniele-wikoff-0aa9b33/ https://nutrisci.med.utoronto.ca/faculty/john-sievenpiper https://www.linkedin.com/in/john-sievenpiper-md-phd-frcpc-4a683519/?originalSubdomain=ca</p> | | |
| 22:57 | SPOTBREAK 3: Skyrizi "Skyrizi 2023" | OUTCUE: ...metamucil everyday | :60 |
| | Liberty Mutual Insurance Co "Liberty Mutual" | | :30 |
| | Procter & Gamble "Metamucil" | | :30 |
| 24:57 | MEDICAL NOTES: OVER-THE-COUNTER CONTRACEPTION, BIODEGRADABLE PLASTIC, AND HOW PSYCHEDELIC DRUGS HELP BRAIN DEVELOPMENT | | 1:31 |
| | Host: Shel Lustig | | |
| 26:28 | SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" | OUTCUE: ...four xeljanz | :60 |
| 27:28 | Program Conclusion | | :30 |
| 27:58 | TOTAL TIME | | |

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|-----------------|--|-------------------------------|----------------|
| Program | 23-33 | Written & Produced | Kristen Farrah |
| Air Week | 8/13/23 | Production Manager | Jason Dickey |
| Time | Segment | | Dur. |
| :00 | INTRO | | :48 |
| :48 | SPOTBREAK 1: Liberty Mutual Insurance Co "Liberty Mutual" Pfizer Consumer Healthcare "ABRSVO" | OUTCUE: ...by pfizer | :30 :30 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 1:50 | SEGMENT 1: HAVE WE CHEATED NATURAL SELECTION? | | 11:38 |
| | Synopsis: Natural selection is the driving force behind evolution and has helped humanity survive for thousands of years. But now that we've invented objects that let us dive deep in the ocean or live in Antarctica, have we cheated this ancient process? An expert reveals how natural selection works and how humans may be its best ally. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Steve Reilly, Assistant Professor of Genetics, Yale School of Medicine Compliance issues covered: natural selection; evolution; humanity; survival; biology; DNA; genomics; genealogy; mammals; neurology; neurons; public health; genetic sequences; stem cells Links for information: https://medicine.yale.edu/profile/steven-k-reilly/ https://www.linkedin.com/in/steven-reilly-1b005490/ https://www.reilly-lab.com/ https://pubmed.ncbi.nlm.nih.gov/37104592/ | | |
| 13:28 | SPOTBREAK 2: Indeed "Indeed" Procter & Gamble "Tide Laundry" | OUTCUE: ...liquid detergent | :30 :30 |
| 14:28 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 14:30 | SEGMENT 2: MERCURY HATS, ARSENIC DRESSES, AND POISONED SHOES: TOXIC FASHION | | 8:25 |
| | Synopsis: Clothes have always been a main form of non-verbal communication, but is this display of individuality worth the cost of our health? Alden Wicker, author of <i>To Dye For</i> , exposes the fashion industry's frequent use of harsh and toxic chemicals that are serious threats to our health. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Alden Wicker, Award-Winning Journalist & Author, <i>To Dye For</i> , Founder, EcoCult Compliance issues covered: fashion; toxic chemicals; chemical reactions; clothing industry; uniforms; mercury; BPA; allergic reactions; rash; public health; respiratory disease; consumerism; sensitive skin; chemical intolerance Links for information: https://www.aldenwicker.com/ https://ecocult.com/ https://www.linkedin.com/in/aldenwicker/ https://twitter.com/AldenWicker | | |
| 22:55 | SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Xeljanz Rheum" | OUTCUE: ...four xeljanz | :60 :60 |
| 24:55 | MEDICAL NOTES: HOW WE CAN HEAR SILENCE, USING A BLOOD DISEASE TO FIGHT DEMENTIA, AND THE RISE OF SNAKE BITES IN AMERICA Host: Shel Lustig | | 1:33 |
| 26:28 | SPOTBREAK 4: Taco Bell "TacoGen" Napa "Napa Upfront" | OUTCUE: ...all cylinders | :30 :30 |
| 27:28 | Program Conclusion | | :31 |
| 27:59 | TOTAL TIME | | |

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|-----------------|---|-------------------------------|----------------|
| Program | 23-34 | Written & Produced | Kristen Farrah |
| Air Week | 8/20/23 | Production Manager | Jason Dickey |
| Time | Segment | | Dur. |
| :00 | INTRO | | :48 |
| :48 | SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" | OUTCUE: ... four xeljanz | :60 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 1:50 | SEGMENT 1: REVEALING THE HIDDEN SYMPTOMS AND STIGMAS SURROUNDING BRAIN INJURIES | | 11:58 |
| | <p>Synopsis: Traumatic brain injuries can range from mild to severe, but there are symptoms that may not show up until months or years after the incident. Personality changes, hallucinations, and delusions are all common occurrences. Dr. Sandeep Vaishnavi, a cognitive neuroscientist, reveals the best practices to heal from a TBI, including meditation and nutrition.</p> <p>Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Sandeep Vaishnavi, Cognitive Neuroscientist, Faculty Network Member of the Duke Institute for Brain Sciences, Duke University, Co-Author, <i>Healing The Traumatized Brain</i></p> <p>Compliance issues covered: traumatic brain injury; neuroscience; frontal lobe; hallucinations; delusions; concussions; vulnerable populations; patient safety; mental health; depression; anxiety; cognitive behavioral therapy; neuroplasticity</p> <p>Links for information: https://medicine.duke.edu/profile/sandeep-vaishnavi https://www.press.jhu.edu/books/title/12359/healing-traumatized-brain?utm_source=google&utm_medium=shopping_ads&utm_campaign=f23_vaishnavi_google_shopping&qclid=Cj0KCQjwldKmBhCCARisAP-Orfx9fWQ0qQ7NVrJLAN8wmWuJpdH5bff8gHHBe7h_lbP5bSK2H6AFTgaAi4tEALw_wcB</p> | | |
| 13:48 | SPOTBREAK 2: Pfizer Consumer Healthcare "Eliquis" | OUTCUE: ...five eliquis | :60 |
| 14:48 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 14:50 | SEGMENT 2: EVOLUTION PT.1: HOW OUR ANCESTRY IS REVOLUTIONIZING PRECISION MEDICINE | | 8:08 |
| | <p>Synopsis: Science has come to learn that one treatment plan or medication won't work the same for every patient. We need to tailor every dosage and application specifically for each person to have the best results. Our expert this week explains that in order to move into this new era of medicine, we need to take a look back at our evolutionary path.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Tony Capra, Associate Professor of Epidemiology and Biostatistics, University of California San Francisco</p> <p>Compliance issues covered: evolution; natural selection; precision medicine; heart disease; race; ancestry; healthcare; immune system; genetic sequence; genealogy; travel; virus; disease; bacteria; invention</p> <p>Links for information: https://www.nature.com/articles/s41576-020-00305-9 http://www.capralab.org/ https://twitter.com/capra_lab?lang=en https://bmi.ucsf.edu/people/capra</p> | | |
| 22:58 | SPOTBREAK 3: Liberty Mutual Insurance Co "Liberty Mutual" | | :30 |
| | Pfizer Consumer Healthcare "Vyndamax" | | :30 |
| | Pfizer Consumer Healthcare "Eliquis" | OUTCUE: ...five eliquis | :60 |
| 24:58 | MEDICAL NOTES: THE RISE OF LEPROSY IN AMERICA, ELIMINATING CHILD LABOR, AND A NEW ERA OF ROBOTIC PROSTHETICS | | 1:30 |
| | Host: Shel Lustig | | |
| 26:28 | SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance" | OUTCUE: ...loss of appetite | :59 |
| 27:27 | Program Conclusion | | :31 |
| 27:58 | TOTAL TIME | | |

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|-----------------|--|-------------------------------|---------------------------------|
| Program | 23-35 | Written & Produced | Kristen Farrah & Tabor Brewster |
| Air Week | 8/27/23 | Production Manager | Jason Dickey |
| Time | Segment | | Dur. |
| :00 | INTRO | | :48 |
| :48 | SPOTBREAK 1: Pfizer Consumer Healthcare “Eliquis” | OUTCUE: ...five eliquis | :60 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 1:50 | SEGMENT 1: SICKLE CELL DISEASE: AN EVOLUTIONARY PROTECTION TURNED DEADLY | | 11:47 |
| | <p>Synopsis: Sickle cell disease is the most common genetic diseases in America. Red blood cells become crescent-shaped and die much earlier than healthy cells. Oddly enough, the cause of this disease stems from an evolutionary advantage against malaria. Our experts explain the health and financial burdens of sickle cell disease.</p> <p>Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Russell Ware, Pediatric Hematologist, Director of Hematology, Cincinnati Children’s Hospital Medical Center; Dr. Grace Onimoe, Pediatric Hematologist-Oncologist, Cleveland Clinic, Board Member, American Sickle Cell Anemia Association</p> <p>Compliance issues covered: sickle cell disease; sickle cell anemia; sickle cell trait; evolution; public health; sub-Saharan Africa; pharmaceuticals; vulnerable populations; infants; India; southeast Asia; genetic disorders; blood disorder</p> <p>Links for information: https://www.linkedin.com/in/onimoe-grace-257722107/ https://ascaa.org/ https://www.sicklecelldisease.org/ https://www.cincinnatichildrens.org/bio/w/russell-ware</p> | | |
| 13:37 | SPOTBREAK 2: Macys “Mental Health Awareness” | OUTCUE: ...by pfizer | :30 |
| | Pfizer Consumer Healthcare “Abrysvo” | | :30 |
| 14:37 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 14:39 | SEGMENT 2: EVOLUTION PT.2: IS THE SUCCESS OF HUMANITY BASED ON LUCK? | | 7:44 |
| | <p>Synopsis: Last week Dr. Tony Capra, an epidemiologist, explained how evolution protected our ancestors based on their environments. Today, we’re breaking down how this same genetic history affects our current biological makeup – including our vulnerability to disease: where it comes from and why we haven’t yet evolved to be fully protected from illness.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Tony Capra, Associate Professor of Epidemiology and Biostatistics, University of California San Francisco</p> <p>Compliance issues covered: evolution; natural selection; precision medicine; race; ancestry; healthcare; immune system; genealogy; travel; virus; disease; bacteria; invention; genetics; biology</p> <p>Links for information: https://www.nature.com/articles/s41576-020-00305-9 http://www.capralab.org/ https://twitter.com/capra_lab?lang=en https://bmi.ucsf.edu/people/capra</p> | | |
| 22:23 | SPOTBREAK 3: Wild Hive “California Strawberry Commission” | OUTCUE: ...five eliquis | :60 |
| | Pfizer Consumer Healthcare “Eliquis” | | :60 |
| 24:23 | MEDICAL NOTES: RED MEAT ALLERGIES, MISDIAGNOSING ANTIBIOTICS, AND AN ILLNESS THAT’S DISGUISED AS PICKY EATING | | 2:02 |
| | Host: Shel Lustig | | |
| 26:25 | SPOTBREAK 4: Macys “Mental Health Awareness” | OUTCUE: ...liberty liberty | :30 |
| | Liberty Mutual Insurance Co | | :30 |
| 27:25 | Program Conclusion | | :31 |
| 27:56 | TOTAL TIME | | |

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|-----------------|---------|-------------------------------|---------------------------------|
| Program | 23-36 | Written & Produced | Kristen Farrah & Tabor Brewster |
| Air Week | 9/03/23 | Production Manager | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|--------------------------|
| :00 | INTRO | :48 |
| :48 | SPOTBREAK 1: Macys "Mental Health Awareness" Discover Products Inc "Discover Card Brand" OUTCUE: ...slash match | :30 :30 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:50 | SEGMENT 1: "YOU DON'T DESERVE TO BE TOLERATED": HEALING FROM TOXIC RELATIONSHIPS | 11:37 |
| | Synopsis: Many of us have experienced a toxic relationship at one point in our lives – whether we were the aggressors or the victims. Jaime Mahler, a psychotherapist, specializes in helping people move past this relationship pattern. She explains how to notice when you're in an unhealthy situation and how to start your journey of healing. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Jaime Mahler, Licensed Psychotherapist, Author, <i>Toxic Relationship Recovery</i> Compliance issues covered: relationships; communication; coping strategies; emotional behavior; abusive relationship; vulnerable populations; therapy; psychotherapy; defense mechanisms; survival; mental health; self-image Links for information: https://www.instagram.com/recollectedself/?hl=en https://www.simonandschuster.com/books/Toxic-Relationship-Recovery/Jaime-Mahler/9781507220504 https://www.tiktok.com/@recollectedself?lang=en | |
| 13:27 | SPOTBREAK 2: Pfizer Consumer Healthcare "Vyndamax" Procter & Gamble "Metamucil" OUTCUE: ...metamucil everyday | :30 :30 |
| 14:27 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 14:29 | SEGMENT 2: IS THERE SUCH THING AS A 'SAFE' AMOUNT OF CAFFEINE FOR TEENS? | 8:36 |
| | Synopsis: Energy drinks have only gotten more popular since their creation in 1949. Today, many products market to younger audiences through sweet flavors like 'tropical punch' or 'blue raspberry' that contain up to 200 milligrams of caffeine. Doctor Holly Benjamin, a professor of pediatrics, discusses the dangers of adolescents consuming high amounts of caffeine. Host: Nancy Benson. Producer: Tabor Brewster. Guests: Dr. Holly Benjamin, Professor of Pediatrics & Orthopedic Surgery and Rehabilitation Medicine, University of Chicago Compliance issues covered: caffeine; addiction; overdose; vulnerable populations; adolescents; diet; sugar; stimulants; mental health; public safety; patient safety; energy drinks Links for information: https://ortho.uchicago.edu/faculty/holly-j-benjamin-md https://www.linkedin.com/in/holly-benjamin-0b58b3a/ https://publications.aap.org/pediatrics/article/127/6/1182/30098/Sports-Drinks-and-Energy-Drinks-for-Children-and?autologincheck=redirected https://www.aacap.org/AACAP/Families_and_Youth/Facts_for_Families/FFF-Guide/Caffeine_and_Children-131.aspx | |
| 23:05 | SPOTBREAK 3: Liberty Mutual Insurance Co "Liberty Mutual" Procter & Gamble "Charmin" Macys "Mental Health Awareness" McCormick "Frank's Redhot" OUTCUE: ...on everything | :30 :30 :30 :30 |
| 25:05 | MEDICAL NOTES: BREASTMILK AIDS MOTOR DEVELOPMENT, A NEW RELIEF FOR RASHES, AND EXPOSING MYTHS ABOUT HYDRATION Host: Shel Lustig | 1:22 |
| 26:27 | SPOTBREAK 4: Skyrizi "Skyrizi" OUTCUE: ...to learn more | :60 |
| 27:27 | Program Conclusion | :30 |
| 27:57 | TOTAL TIME | |

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|-----------------|---------|-------------------------------|---------------------------------|
| Program | 23-37 | Written & Produced | Kristen Farrah & Tabor Brewster |
| Air Week | 9/10/23 | Production Manager | Jason Dickey |

| Time | Segment | Dur. |
|-------|--|--------------------------|
| :00 | INTRO | :48 |
| :48 | SPOTBREAK 1: Macys "Mental Health Awareness" Procter & Gamble "MC Magic Eraser" OUTCUE: ...look easy | :30 :29 |
| 1:47 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 1:49 | SEGMENT 1: CAN WE FIX OUR HEALTHCARE SYSTEM WITHOUT STARTING FROM SCRATCH? | 10:05 |
| | Synopsis: America's healthcare system is full of patchwork legislation. Some experts say we should keep pushing forward with the status quo, while others want to completely rebuild from the ground up. And though many universal healthcare proposals skew more toward left-wing politics, Dr. Amy Finkelstein, a professor of economics, has a plan that aims to please both sides of the political divide. Host: Elizabeth Westfield. Producer: Tabor Brewster. Guests: Dr. Amy Finkelstein, Professor of Economics, Massachusetts Institute of Technology, Author, <i>We've Got You Covered</i> ; Dr. Jonathan Oberlander, Professor and Department Chair of Social Medicine, University of North Carolina Chapel Hill School of Medicine Compliance issues covered: medicare, universal healthcare; medicaid; public health; patient safety; public policy; health insurance; politics; consumerism; economics; deductible Links for information: https://economics.mit.edu/people/faculty/amy-finkelstein https://www.penguinrandomhouse.com/books/690632/weve-got-you-covered-by-liran-einav-and-amy-finkelstein/ https://www.med.unc.edu/socialmed/directory/jonathan-oberlander/ https://twitter.com/OberlanderUNC | |
| 11:54 | SPOTBREAK 2: SPM "RHJ VP Podcast" Procter & Gamble "Secret AA" OUTCUE: ...secret works | :30 :30 |
| 12:54 | :02 PAUSE FOR LOCAL AVAIL | :02 |
| 12:56 | SEGMENT 2: THE 'PERFECT PREGNANCY' DOESN'T EXIST: CHILDBIRTH THROUGHOUT HISTORY | 9:55 |
| | Synopsis: Modern technology has saved countless pregnancies. Instead of mothers worrying if they'll survive childbirth, they're now able to focus on the child they're expecting – which Dr. Lara Freidenfelds, a historian, says has shifted our view of pregnancy. She explains how our mindset has changed over time and the repercussions that follow. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Lara Freidenfelds, Historian of Health, Reproduction, and Parenting in America, Author, <i>The Myth of the Perfect Pregnancy</i> Compliance issues covered: pregnancy; miscarriage; family; youth at risk; consumerism; marketing; contraception; parenthood; American population; technology; pregnancy loss; smart phones; pregnancy test Links for information: https://www.larafreidenfelds.com/ https://www.larafreidenfelds.com/the-myth-of-the-perfect-pregnancy https://twitter.com/larafreidenfeld?lang=en https://www.linkedin.com/in/lara-freidenfelds-22571a2/ | |
| 22:51 | SPOTBREAK 3: Liberty Mutual Insurance Co "Liberty Mutual" Pfizer Consumer Healthcare "Abrysvo" SPM "RHJ VP Podcast" Macys "Mental Health Awareness" OUTCUE: ...slash purpose | :30 :30 :30 :30 |
| 24:51 | MEDICAL NOTES: TOXIC BREASTMILK, NEW COVID ANTIBODIES, AND CELLULAR TATTOOS Host: Shel Lustig | 1:34 |
| 26:25 | SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite | :60 |
| 27:25 | Program Conclusion | :30 |
| 27:56 | TOTAL TIME | |

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|-----------------|--|-------------------------------|--|
| Program | 23-38 | Written & Produced | Kristen Farrah & Tabor Brewster & Polly Hansen |
| Air Week | 9/17/23 | Production Manager | Jason Dickey |
| Time | Segment | | Dur. |
| :00 | INTRO | | :48 |
| :48 | SPOTBREAK 1: Pfizer Consumer Healthcare "Ibrance" | OUTCUE: ...loss of appetite | :60 |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 1:50 | SEGMENT 1: HOW WILL THE AFFIRMATIVE ACTION BAN AFFECT HEALTHCARE? | | 11:28 |
| | <p>Synopsis: The US Supreme Court recently voted to ban affirmative action, a topic that's been debated for decades. Our experts break down how this will affect medical school enrollment, as well as the healthcare career opportunities for minority populations.</p> <p>Host: Elizabeth Westfield. Producer: Polly Hansen. Guests: Dr. Dayle Davenport, Associate Dean for Health, Equity, Diversity, and Inclusion, Pritzker School of Medicine, Emergency Medicine Physician, University of Chicago Medical Center; Dr. Mark Henderson, Professor of Internal Medicine, Associate Dean for Admissions, UC-Davis School of Medicine; Dr. Geoffrey Young, Senior Director for Transforming the Health Care Workforce, Association of American Medical Colleges</p> <p>Compliance issues covered: affirmative action; healthcare; race; ethnicity; college; medical school; physicians; patient safety; diversity; college admissions; scholarships</p> <p>Links for information: https://www.uchicagomedicine.org/find-a-physician/physician/dayle-davenport https://twitter.com/MCHenderson4?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://health.ucdavis.edu/leadership/bios/henderson https://www.linkedin.com/in/geoffrey-young-35560b62/</p> | | |
| 13:18 | SPOTBREAK 2: Autozone "Services Mashup" | | :30 |
| | Indeed "Indeed" | OUTCUE: ...conditions apply | :30 |
| 14:18 | :02 PAUSE FOR LOCAL AVAIL | | :02 |
| 14:20 | SEGMENT 2: HOW TO PROTECT YOURSELF FROM AIR POLLUTION | | 8:04 |
| | <p>Synopsis: Wildfire smoke has affected cities across America, but it's not the only reason for our poor air quality. Polluted air leads to 7 million deaths each year worldwide, according to the World Health Organization, so how can you protect yourself? Dr. Nikki Bars McCullough, a respiratory expert, gives advice on how to stay safe even when inside your home.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Nikki Bars McCullough, Respiratory protection Expert, 3M Company</p> <p>Compliance issues covered: air quality; air pollution; mask; public health; natural disasters; wildfire; smoke; lung health; vulnerable populations; stroke</p> <p>Links for information: https://www.linkedin.com/in/nicole-mccullough-a442b317/ https://www.who.int/health-topics/air-pollution#tab=tab_1 https://www.nfpa.org/News-and-Research/Publications-and-media/Blogs-Landing-Page/NFPA-Today/Blog-Posts/2023/08/12/Maui-wildfire-one-of-deadliest-in-US-history</p> | | |
| 22:24 | SPOTBREAK 3: Pfizer Consumer Healthcare "Prevnar" | | :60 |
| | Procter & Gamble "Gain Laundry" | | :30 |
| | Bank of America "Small Business" | OUTCUE: ...america n/a | :30 |
| 24:24 | MEDICAL NOTES: INADEQUATE ADDICTION TREATMENT, GENETIC EATING DISORDERS, AND THE SONG OF MOSQUITOES | | 2:02 |
| | Host: Shel Lustig | | |
| 26:26 | SPOTBREAK 4: Liberty Mutual Insurance Co "Liberty Mutual" | | :30 |
| | Procter & Gamble "Gain Laundry" | OUTCUE: ...bargain detergent | :30 |
| 27:26 | Program Conclusion | | :31 |
| 27:57 | TOTAL TIME | | |

| Program | 23-39 | Written & Produced | Kristen Farrah & Tabor Brewster |
|----------|---|--------------------|---------------------------------|
| Air Week | 9/24/23 | Production Manager | Jason Dickey |
| Time | Segment | Dur. | |
| :00 | INTRO | :48 | |
| :48 | SPOTBREAK 1: Indeed "Indeed" O'Reilly Auto Parts "O'Reilly" | :30 | |
| | | :30 | OUTCUE: ...auto parts ow |
| 1:48 | :02 PAUSE FOR LOCAL AVAIL | :02 | |
| 1:50 | SEGMENT 1: WHY FERTILITY PRESERVATION IS CRUCIAL FOR CANCER PATIENTS | 11:54 | |
| | Synopsis: A cancer diagnosis is often life changing, but many people don't realize that the side effects can be just as serious, like the risk of infertility. Patients only have a short window of time to preserve their fertility through sperm or egg retrieval. An expert explains what the process looks like for both genders and why we need to increase access to fertility clinics. Host: Elizabeth Westfield. Producer: Kristen Farrah. Guests: Dr. Kara Goldman, Medical Director of Fertility Preservation, Northwestern Medicine, Associate Professor of Obstetrics and Gynecology, Northwestern University; Shelly Battista, Breast Cancer Survivor Compliance issues covered: breast cancer; cancer; fertility; fertility preservation; reproductive issues; chemotherapy; radiation therapy; in vitro fertilization; ethics; health insurance; medical access; patient access; vulnerable populations Links for information: https://www.feinberg.northwestern.edu/sites/obgyn/faculty/profile.html?xid=43585 https://twitter.com/karagoldmanmd?lang=en https://news.nm.org/after-losing-both-ovaries-breast-cancer-survivor-gives-birth-to-identical-twins-on-her-two-year-cancer-free-anniversary/ https://jamanetwork.com/journals/jamaoncology/article-abstract/2808226 | | |
| 13:44 | SPOTBREAK 2: SPM "RHJ VP Podcast" Pfizer Consumer Healthcare "Comirnaty" | :30 | |
| | | :30 | OUTCUE: ...and biotech |
| 14:44 | :02 PAUSE FOR LOCAL AVAIL | :02 | |
| 14:46 | SEGMENT 2: KITCHEN CHEMISTRY: THE FACTS (AND MYTHS) OF DIETARY PROTEIN | 8:10 | |
| | Synopsis: There's been a growing emphasis in the fitness community on protein consumption – but do we have all the facts? Dr. Emily Lantz, a professor of nutrition, breaks down how our body uses protein, how much protein we need in a day, and who needs extra supplementation. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Emily Lantz, Assistant Professor in the Department of Nutrition, Metabolism, and Rehabilitation Science, University of Texas Medical Branch Compliance issues covered: dietary protein; diet; nutrition; blood test; public health; amino acids; exercise; metabolism; hormone production; muscle repair; bone health; skeletal muscle health Links for information: https://www.utmb.edu/shp/nmrs/nutr/lantz https://www.linkedin.com/in/emily-arentson-lantz-phd-6166a914/ https://www.fao.org/ag/humannutrition/35978-02317b979a686a57aa4593304ffc17f06.pdf | | |
| 22:56 | SPOTBREAK 3: Liberty Mutual Insurance Co "Liberty Mutual" Pfizer Consumer Healthcare "Abrysvo" Pfizer Consumer Healthcare "Comirnaty" SPM "RHJ VP Podcast" | :30 | |
| | | :30 | |
| | | :30 | |
| | | :30 | OUTCUE: ...journal dot org |
| 24:56 | MEDICAL NOTES: SUICIDE RATES ARE AT AN ALL-TIME HIGH, THE NEW COVID STRAIN TAKING OVER AMERICA, AND THE MUSIC GENRE YOUR INFANT SHOULD LISTEN TO Host: Shel Lustig Producer: Tabor Brewster | 1:29 | |
| 26:25 | SPOTBREAK 4: Pfizer Consumer Healthcare "Vyndamax" AZO "Services Mashup" | :30 | |
| | | :30 | OUTCUE: ...restrictions apply |
| 27:25 | Program Conclusion | :31 | |
| 27:55 | TOTAL TIME | | |