

KEWB ISSUE RESPONSIVE PROGRAMMING SUMMARY 3RD QUARTER 2019

During the months of July, August, and September of 2019 station KEWB broadcasted many programs that gave significant treatment to issues of interest to the community within our coverage area. Here is a summary, supported by accompanying documentation, of the issues covered:

Alcohol use disorder, Auto & pedestrian safety, Cancer, Charity organizations/volunteerism, Child safety, City government, Consumerism, Destructive behavior & mental illness, Diet & nutrition, DNA & genetic testing, Drug prices, Economics, Education, Environment, Ethics, Family issues, Federal government and regulation, Food waste, Gun violence, Health care, Heart disease, HIV & AIDS, Hunger and food insecurity, Infectious disease, International relations, Interpersonal relationships, Landfills, Mass shooting, Mental health, Neurology, Parenting issues, Police & law enforcement, Pollution, Privacy issues, Psychology, Public health, Public policy, Rehabilitation, Sleep, Technology, Urban affairs, Weather & climate change, Women's issues, Youth at risk, Art, Business, Career, Childhood safety/development, Climate change, Communication, Crime & criminal justice, Culture, Discrimination, Diversity, Economics, Education, Engineering, Environment, Entrepreneurship, Family and parenting issues, Finance, Gender issues, Government & regulation, Healthcare, History, Housing, International affairs/culture, Internet, Law enforcement, Literature, Media, Medicine, Mental health, Music, Nonprofit organizations, Philosophy, Pop culture, Politics, Pollution, Psychology, Race, Relationships, Religion, Science, Sexual assault, Social media, Sports, Sustainability, Technology, Television, Transportation, Travel & exploration, Women's issues, and Women's rights

KEWB ISSUE RESPONSIVE PROGRAMMING INFORMATION

QUARTER 3, 2019 July, August, and September

ISSUE CATEGORY: Weather

EVENT TITLE: Local Weather Reports

DATES OF BROADCASTS: Reports were broadcast Mon-Fri at 5:17am, 5:45am, 6:17am, 6:45am, 7:17am, 7:45am, 8:17am, 8:45am, 9:29am. 9:44am,

DURATION: 15 seconds

SOURCE: Internal weather department (from our Yuba City office)

TOPICS DISCUSSED AND SUMMARY DISCUSSION: Weather conditions and advisories.

OTHER COMMENTS: 50 reports per week.

ISSUE CATEGORY: News

EVENT TITLE: Local News Report

DATES OF BROADCASTS: Reports were broadcast Mon-Fri at 5:14am, 6:14am, 7:14am, 8:14am

DURATION: 90 seconds

SOURCE: Virtual news (company news department)

TOPICS DISCUSSED: Local, regional and national news events and stories.

OTHER COMMENTS: 20 total reports per week

Submitted by: Olivia Henderson

Date: 10/10/19

KEWB Public Service Announcements QUARTER 3, 2019 July, August, and September

<u>Title:</u>	<u>Duration:</u>
Redding Remembers	07/16/2019- 07/25/2019
ANNUAL SCHOOL SUPPLY DRIVE	07/22/2019- 08/02/2019
WINGS OF ANGELS	07/22/2019- 09/05/2019
Walk to Fight Suicide	08/09/2019- 09/06/2019
JEN CHASE ARAIZA MEDICAL FUNDRAISER	08/09/2019- 08/24/2019
SMART CENTER	08/14/2019- 09/14/2019
Roots Farm School	08/21/2019- 09/06/2019
Seeds of Growth	09/02/2019- 10/31/2019
Redding Fashion Week	09/03/2019- 09/12/2019
Oildale	09/23/2019- 10/04/2019
President's Marine Band	09/23/2019- 10/09/2019
Customer Service Workshop	09/26/2019- 10/02/2019
Prayers and squares	09/23/2019- 11/08/2019

KEWB Public Events QUARTER 3, 2019 July, August, and September

- KEWB hosted the 3rd annual Firecracker 5k on July 4, 2019 at Turtle Bay Exploration park. With over 400 registered runners, this event was open to the community of Redding and surrounding areas for a festive Fourth of July Morning. A portion of proceeds from the event was donated to non-profits such as Preston Sharp Flags, Northern California Veterans Museum/ Homeward Bound, and the local Lion’s Club.
- KEWB hosted the Topsy Tomato at the Redding Elks Lodge on August 17th from 11am-3pm. The Topsy Tomato was a local Bloody Mary Coemption with local restaurants and non-profits invited to compete for best Bloody Mary and best table decoration. There were 9 participants and over 400 local attendees.
- KEWB hosted the 23rd annual Redding Beer & Wine Festival in Downtown Redding. With over 1,000 attendees, Redding Beer & Wine Festival brings beer, wine, and food vendors from all over northern California to Redding for one day. In attendance are also various local artists who display and sell their artwork. A portion of all proceeds is shared with Viva Downtown a local no-profit.

KEWB Remote Broadcasts QUARTER 3, 2019 July, August, and September

<u>September</u>	
College Quest	09/12/2019
Shasta Gymnastics Block Party	09/14/2019

**2019-Q3 (July-September) Radio Health Journal
Quarterly Report – Compliancy Issues & Programs List**

Alcohol use disorder	International relations
Auto & pedestrian safety	Interpersonal relationships
Cancer	Landfills
Charity organizations/volunteerism	Mass shooting
Child safety	Mental health
City government	Neurology
Consumerism	Parenting issues
Destructive behavior & mental illness	Police & law enforcement
Diet & nutrition	Pollution
DNA & genetic testing	Privacy issues
Drug prices	Psychology
Economics	Public health
Education	Public policy
Environment	Rehabilitation
Ethics	Sleep
Family issues	Technology
Federal government and regulation	Urban affairs
Food waste	Weather & climate change
Gun violence	Women's issues
Health care	Youth at risk
Heart disease	
HIV & AIDS	
Hunger and food insecurity	
Infectious disease	

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Affiliate downloads are available at <ftp://mediatracksdownloads.com> and www.mediatracks.com

Guest information, segment podcasts and the latest health news are available at <https://radiohealthjournal.org/>

Program	19-27	Writers/Producers	Reed Pence, Regan Huston, Morgan Kelly
Air Week	07/07 – 07/13/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:03	PANDAS—THE MYSTERIOUS CHILDHOOD DISORDER AFTER A STREP THROAT		
	11:15		
Synopsis: Strep infection may prompt a severe reaction in some children, causing their own immune system to attack cells in the brain. What appear to be extreme psychological symptoms result from what is really a physical disorder. The disorder, known as PANDAS, is often misdiagnosed. Experts discuss.			
Host & Producer: Reed Pence. Guests: J.C. Konecny, former Executive Director, PANDAS Network and parent of PANDAS sufferer; Dr. Elizabeth Latimer, Washington DC neurologist			
Compliance issues covered: consumerism; youth at risk; health care; infectious disease			
Links for more information: http://www.pandasnetwork.org https://www.pandasppn.org			
14:20	SEGMENT 2: THE PSYCHOLOGY OF PROCRASTINATION		
	8:10		
Synopsis: Most people procrastinate at least now and then. But when we put something off, we're usually facing not a time management problem, but an emotion management problem. Experts discuss what's going on in our heads when we procrastinate.			
Host: Nancy Benson. Producer: Regan Huston. Guests: Dr. Tim Pychyl, Associate Professor of Psychology, Carleton University; Dr. Christine Li, clinical psychologist and procrastination coach			
Compliance issues covered: consumerism; psychology & pop culture; mental health			
Links for more information: https://www.procrastinationcoach.com https://carleton.ca/psychology/people/timothy-a-pychyl/			

Program	19-28	Executive Producer	Reed Pence
Air Week	07/14 – 07/20/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:02	SEGMENT 1: FATTY LIVER DISEASE: SILENTLY GROWING		
	12:17		
Synopsis: Most people associate cirrhosis of the liver with heavy alcohol use. But <u>nonalcoholic</u> fatty liver disease, which also leads to cirrhosis, is growing rapidly, and may affect a quarter of the population. Experts discuss this silent disease and what people can do to prevent and treat it.			
Host & Producer: Reed Pence. Guests: Dr. Michael Porayko, Professor of Medicine, Vanderbilt University Medical Center; Donna Cryer, founder and CEO, Global Liver Institute and liver transplant recipient; Wayne Eskridge, founder and CEO, Fatty Liver Foundation			
Compliance issues covered: health care; public health; alcohol use disorder; consumerism			
Links for more information:			
https://search.vanderbilthealth.com/doctors/Porayko-Michael			
http://www.globalliver.org			
https://www.fattyliverfoundation.org			
15:21	SEGMENT 2: CANCER TREATMENT AND SEX		
	7:43		
Synopsis: Cancer treatment has always focused on survival. Now doctors are increasingly focusing on side effects, including the effect of treatment on sexual function and satisfaction. However, many patients are shy about bringing up their difficulties, unaware there are ways to help. One of the nation's top experts discusses.			
Host: Nancy Benson. Producer: Reed Pence. Guest: Dr. Leslie Schover, clinical psychologist and founder, Will2Love.com			
Compliance issues covered: health care; interpersonal relationships; cancer; mental health			
Links for more information:			
https://www.will2love.com/about-us/			

Program	19-29	Executive Producer	Reed Pence
Air Week	07/21 – 07/27/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:02	SEGMENT 1: THE PRO'S and CON'S OF MOBILE HEALTH APPS		
	12:28		
Synopsis: Mobile health apps are becoming very popular, though some are being shown to have little benefit. Few barriers exist to almost anyone entering the field whether they have health expertise or not. Privacy is also a concern. Experts discuss how people can protect themselves and find apps that do what they want.			
Host: Reed Pence. Producer: Regan Huston. Guests: Dr. Anne Berman, Associate Professor of Clinical Psychology, Karolinska Institute; Marc Fischer, co-founder and CEO, Dogtown Media; Dr. Shon Lewis, Professor of Adult Psychiatry, University of Manchester; Dr. Michael Kleinrock, Research Director, IQVIA Institute for Human Data Science; Dr. John Torous, Director, Digital Psychiatry, Beth Israel Deaconess Medical Center			
Compliance issues covered: health care; public health; technology; consumerism; privacy issues; psychology			
Links for more information:			
https://staff.ki.se/people/anberm			
https://www.dogtownmedia.com/team/marc-fischer/			
https://www.research.manchester.ac.uk/portal/shon.lewis.html			
https://www.iqvia.com/institute/michael-kleinrock			
http://www.johntorousmd.com			
15:32	SEGMENT 2: OBESITY AND CANCER RISK		
	7:25		
Synopsis: Studies are finding that obesity significantly increases a person's risk for a variety of cancers. However, not all forms of fat carry equal risk. An expert discusses who is more at risk and why.			
Host: Nancy Benson. Producer: Morgan Kelly. Guest: Dr. Anthony Perre, Chief, Department of Outpatient Medicine, Cancer Treatment Centers of America			
Compliance issues covered: health care; public health; consumerism; cancer			
Links for more information:			
https://www.cancercenter.com/physician-directory/anthony-perre			

Program	19-30	Executive Producer	Reed Pence
Air Week	07/28 – 08/03/2019	Studio Production	Jason Dickey
Time	Segment Dur.		
2:02	SEGMENT 1: NOT ENOUGH SLEEP: EVEN WORSE FOR YOU THAN WE THOUGHT		
	11:20		
Synopsis: Getting less than six hours of sleep per night has long been known to be hazardous to health, but the discovery of the mechanisms behind those hazards is leading scientists to strengthen their warnings. Too little sleep or poor sleep carries heart and brain risks that are powerful, as experts explain.			
Host & Producer: Reed Pence. Guests: Dr. Chris DeSouza, Professor of Integrative Physiology, University of Colorado; Dr. Ehsan Shokri-Kojori, Research Fellow, National Institutes of Health Laboratory of Neuroimaging			
Compliance issues covered: health care; public health; consumerism; sleep; neurology			
Links for more information:			
https://www.colorado.edu/iphy/people/professors/chris-desouza			
https://www.niaaa.nih.gov/research/niaaa-intramural-program/niaaa-laboratories/laboratory-neuroimaging			
14:24	SEGMENT 2: A RADICAL DIET TO PREVENT HEART DISEASE		8:39
Synopsis: Heart disease is the number one killer in the US, but a well-known cardiologist says if everyone would follow a plant-based, oil-free diet, heart disease could be eradicated. Yet many cardiologists won't prescribe such a diet, fearing it's so difficult to follow that it's a prescription for defeat. Experts discuss.			
Host: Nancy Benson. Producer: Reed Pence. Guests: Arnie Press, heart disease patient; Dr. Caldwell Esselstyn, Director, Cardiovascular Disease Prevention and Reversal Program, Cleveland Clinic Wellness Institute			
Compliance issues covered: health care; public health; consumerism; diet & nutrition; heart disease			
Link for more information:			
http://www.dresselstyn.com/site/about/about-dr-esselstyn/			

Program	19-31	Executive Producer	Reed Pence
Air Week	08/04 – 08/10/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:01	SEGMENT 1: TBI'S, PERSONALITY CHANGE, AND MARRIAGE		
	12:57		
Synopsis: Traumatic brain injury can profoundly change the injured in personality and temperament, as well as physically and cognitively. Spouses bear the brunt of these changes to the point many feel like they're living with a stranger. Two experts and the spouse of a TBI victim discuss the many ways life changes after an injury and what can help to get them through the ordeal.			
Host: Reed Pence. Writer/Producer: Morgan Kelly. Guests: Megan Horst, wife of TBI survivor; Dr. Lori Weisman, psychotherapist, educator specializing in TBI; Dr. Jeffrey Scott Kreutzer, Professor of Physical Medicine and Rehabilitation, Virginia Commonwealth University			
Compliance issues covered: health care; public health and safety; family issues; rehabilitation; head injury; neurology			
Links for more information:			
https://www.nytimes.com/2019/01/25/style/modern-love-are-you-my-husband.html			
https://www.loriweisman.com			
https://medschool.vcu.edu/expertise/detail.html?ID=400			
16:00	SEGMENT 2: SCHOOL CROSSING SAFETY		
	7:01		
Synopsis: With the school year approaching, drivers need to be aware of children in crosswalks—and away from them. However, increasing distractions for both pedestrians and drivers sometimes make that difficult. A safety expert and a veteran school crossing guard—the nation's "favorite crossing guard"-- discuss.			
Host: Nancy Benson. Writer/Producer: Regan Huston. Guests: Chief Lyn Woolford, Ashland, MO, crossing guard voted "nation's favorite;" Kristin Rosenthal, Senior Program Manager, Safe Kids Worldwide			
Compliance issues covered: youth at risk; education; auto and pedestrian safety; public safety			
Links for more information:			
https://www.pnnewswire.com/news-releases/missouris-lyn-woolford-named-americas-favorite-crossing-guard-300800046.html			
https://www.safekids.org/author/kristin-rosenthal			

Program	19-32	Executive Producer	Reed Pence
Air Week	08/11 – 08/17/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:02	SEGMENT 1: THE ECONOMICS OF LATER SCHOOL START TIMES		
	12:12		
Synopsis: Thirty years of research have shown that teenagers’ biology prevents them from getting to sleep much before 11pm, and with most high schools starting classes around 8 am, they are chronically sleep deprived. Experts discuss how students and even the economy would benefit from later start times and the reasons many people and school districts still oppose the change.			
Host & Writer/Producer: Reed Pence. Guests: Dr. Wendy Troxel, Senior Behavioral and Social Scientist, Rand Corp. and Adjunct Assistant Professor of Psychiatry and Psychology, University of Pittsburgh; Dr. Terra Zipporyn Snider, Executive Director and co-founder, Start School Later organization			
Compliance issues covered: youth at risk; education; public policy; parenting issues; economics; sleep			
Links for more information:			
https://www.rand.org/about/people/t/troxel_wendy_m.html			
http://www.startschoollater.net			
15:16	SEGMENT 2: DOG BREEDS AND DOG BITES		
	7:29		
Synopsis: Nearly 40 percent of American homes have a dog, and while dogs may be “man’s best friend,” sometimes they bite, and sometimes with serious consequences. An expert who has studied dog bites discusses the reality of breed temperament, especially when children are around, how to prevent bites, and whether breeds with dangerous reputations deserve them.			
Host: Nancy Benson. Writer/Producer: Reed Pence. Guest: Dr. Charles Elmaraghy, Chief, Pediatric Otolaryngology, Nationwide Children’s Hospital and Association Professor of Otolaryngology, The Ohio State University College of Medicine			
Compliance issues covered: youth at risk; pets and people; child safety; education; family issues			
Links for more information:			
https://www.nationwidechildrens.org/find-a-doctor/profiles/charles-a-elmaraghy			

Program	19-33	Executive Producer	Reed Pence
Air Week	08/18 – 08/24/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:03	SEGMENT 1: COPPER TOXICITY		
	13:15		
Synopsis: High levels of copper in the body can produce mental health symptoms such as depression, anxiety, and aggression. However, most doctors don't test for copper levels and may prescribe medications like antidepressants instead. An author who suffered years with undiagnosed copper toxicity and two expert psychiatrists discuss diagnosis and treatment.			
Host & Writer/Producer: Reed Pence. Guests: Deb Tokarz, author, <i>I Cu Copper</i> ; Dr. Judy Tsafir, holistic psychiatrist in Boston and Teaching Associate, Harvard Medical School; Dr. Courtney Snyder, holistic psychiatrist, Louisville, KY			
Compliance issues covered: health care; public health; women's issues; environment; mental health			
Links for more information: https://www.debtokarz.com			
https://www.judytsafirmd.com			
http://www.courtneysnydermd.com			
16:20	SEGMENT 2: HISTORY'S WORST PLAGUES		
	6:40		
Synopsis: Plagues can wipe out entire populations and create fear and great mystery in how they spread. An author who has explored plagues and dangerous diseases explains.			
Host: Nancy Benson. Guest: Jennifer Wright, author, <i>Get Well Soon: History's Worst Plagues and the Heroes Who Fought Them</i>			
Compliance issues covered: public health; ethics; HIV and AIDS; medical history			
Links for more information:			
http://us.macmillan.com/getwellsoon/jenniferwright/9781627797467/			

Program	19-34	Executive Producer	Reed Pence
Air Week	08/25 – 08/31/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:03	SEGMENT 1: A CLOSER LOOK AT FOOD WASTE		
	12:45		
Synopsis: Experts believe about 40 percent of the food available in America is thrown away. Solving this problem also creates an opportunity to help with food insecurity. It starts with consumers. Experts explain where waste comes from and how people can cut down on its production.			
Host & Writer/Producer: Reed Pence. Guests: JoAnne Berkenkamp, Senior Advocate, Natural Resources Defense Council; Michele Chase, Agency Relations Field Coordinator, Food Forward, Los Angeles			
Compliance issues covered: hunger and food insecurity; environment; pollution; landfills; economics; food pantries; charity organizations and volunteerism; consumerism; city government; food waste			
Links for more information:			
https://www.nrdc.org/experts/joanne-berkenkamp			
https://foodforward.org/about/our-team/			
15:50	SEGMENT 2: “GIGGLING EPILEPSY”		
	7:02		
Synopsis: Epilepsy can show itself in many ways, including as episodes of giggling and laughing. An expert discusses the case of a then-nine-year old boy with such seizures, the danger they posed, and the novel way he was treated.			
Host: Nancy Benson. Writer/Producer: Reed Pence. Guest: Dr. Aria Fallah, Assistant Professor of Neurosurgery, UCLA Geffen School of Medicine and Mattel Children’s Hospital			
Compliance issues covered: health care; youth at risk			
Links for more information: https://www.uclahealth.org/aria-fallah			
http://www.epilepsy.com/learn/types-seizures/gelastic-and-dacrystic-seizures			

Program	19-35	Executive Producer	Reed Pence
Air Week	09/01 – 09/07/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:01	SEGMENT 1: SUDDEN UNEXPLAINED DEATH OF A CHILD		
	12:32		
Synopsis: Each year, some 400 US children over age 1, most of them toddlers, die overnight for no known reason. Families, longing for answers, often find that their families, friends, and even pediatricians are unfamiliar with this classification of death, or that they even occur. Family members who have lost a child, a medical examiner, and a research expert who has lost a child discuss SUDC.			
Host: Reed Pence. Writer/Producer: Regan Huston. Guests: Estuardo Torres, father of SUDC victim; Dr. Eric Eason, Assistant Medical Examiner, Cook County, IL; Laura Gould Crandall, research scientist, Department of Neurology, NYU Langone Comprehensive Epilepsy Center and mother of SUDC victim; Ron and Jordana Zachara, parents of SUDC victim			
Compliance issues covered: youth at risk; public health; parenting issues; health care; child safety			
Links for more information:			
https://sudc.org			
https://www.cookcountyil.gov/agency/medical-examiner			
https://sudc.org/about-us/board-of-directors/laura-gould-crandall			
15:35	SEGMENT 2: TONSIL STONES		
	6:25		
Synopsis: Some people find that small “stones” are growing on their tonsils. They’re an accumulation of skin cells, food, and other debris. While they are not medically dangerous or painful, they often produce bad breath or sometimes pain. Two expert physicians discuss tonsil stones’ formation and treatment.			
Host: Nancy Benson. Writer/Producer: Morgan Kelly. Guests: Dr. Alter Peerless, otolaryngologist, Mercy Health, Cincinnati; Dr. Lauren Bohm, Assistant Professor of Otolaryngology, University of Michigan			
Compliance issues covered: health care			
Links for more information:			
https://www.mercy.com/find-a-doctor/physicians/alter-g-peerless/230042			
https://www.uofmhealth.org/profile/4468/lauren-andrea-bohm-md			

Program	19-36	Executive Producer	Reed Pence
Air Week	09/08 – 09/14/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:03	SEGMENT 1: SURVIVING AN ACTIVE SHOOTER		
	12:45		
Synopsis: With the recent active shooter incidents in El Paso and Dayton, these incidents no longer seem rare, and experts say there's been a shift in public perception. Now they seemingly could happen anywhere, and it's become a public health issue. Two experts discuss the changing theory of how to survive an active shooter incident through what's called "run, hide, and fight."			
Host & Writer/Producer: Reed Pence. Guests: Dr. Cheryl Lero Jonson, Associate Professor of Criminal Justice, Xavier University; Dr. Park Dietz, founder and President, Threat Assessment Group			
Compliance issues covered: mass shootings; public safety; gun violence; police & law enforcement; youth at risk; education			
Links for more information:			
https://scholar.google.com/citations?user=RgaXKNYAAAAJ&hl=en			
https://www.taginc.com/parkdietz			
15:50	SEGMENT 2: FIGHTING OFF STRESS AT COLLEGE		
	7:16		
Synopsis: Many Americans believe if they have good health care, they'll have good health. But many factors beyond medicine contribute to our level of health. A noted public health expert explains these factors, and why our own health is much more than an individual concern.			
Host: Nancy Benson. Writer/Producer: Reed Pence. Guests: Dr. Bernadette Melnyk, Vice President for Health Promotion, Dean, College of Nursing and Chief Wellness Officer, The Ohio State University; Julie Potiker, author, <i>Life Falls Apart But You Don't Have To: Mindful Methods for Staying Calm in the Midst of Chaos</i>			
Compliance issues covered: youth at risk; education; mental health			
Links for more information:			
https://nursing.osu.edu/faculty-and-staff/bernadette-melnyk			
https://mindfulmethodsforlife.com/author/julie/			

Program	19-37	Executive Producer	Reed Pence
Air Week	09/15 – 09/21/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
1:57	SEGMENT 1: IMPORTING CANADIAN DRUGS		
	11:50		
Synopsis: The Trump Administration has proposed wholesale import of drugs from Canada to ease high US prescription drug prices. But since Canada is 1/10 th the size of the US, could it supply enough drugs to make a difference? What's more, it appears Canadians are opposed to the plan and are devising rules to stop it. Experts discuss pro's and con's.			
Host & Producer: Reed Pence. Guests: John Adams, Board Chairman, Best Medicines Coalition (Canada); Justin Mendoza, State Partnerships Manager, Families USA			
Compliance issues covered: health care; public health; international relations; economics; federal government and regulation; consumerism; drug prices			
Links for more information:			
https://bestmedicinescoalition.org/about/board-of-directors/			
https://familiesusa.org/author/justin-mendoza			
14:49	SEGMENT 2: PRIMARY CARE AND MEDICAL COST		
	8:11		
Synopsis: The US spends more on medical care than other nations while quality still lags behind. A health industry expert explains how increased use of primary care and increased engagement with providers could reverse both trends.			
Host: Nancy Benson. Producer: Morgan Kelly. Guest: Bret Jorgensen, Chairman and CEO, MDVIP			
Compliance issues covered: health care; public health; economics			
Links for more information:			
https://www.mdvip.com/about-mdvip/leadership/bret-jorgensen-ceo			

Program	19-38	Executive Producer	Reed Pence
Air Week	09/22 – 09/28/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:02	SEGMENT 1: HEAT AND VIOLENCE		
	12:27		
Synopsis: Violence increases as temperatures rise in the summer, but are higher temperatures a cause of aggression? New research shows that the answer is yes, especially in family conflict, and that poor neighborhoods bear the brunt of the relationship. Researchers discuss the synergy between poverty, heat, and aggression, and speculate that a warmer world in the future could be a more violent one.			
Host & Producer: Reed Pence. Guests: Dr. Matthew Kahn, Bloomberg Distinguished Professor of Economics and Director, 21 st Century Cities Initiative, Johns Hopkins University; Dr. Frank McAndrew, Professor of Psychology, Knox College; Dr. Kilian Heilmann, Institute for New Economic Thinking, University of Southern California			
Compliance issues covered: public health; weather; climate change; violence; police & law enforcement; public safety; urban affairs			
Links for more information:			
https://www.katherineeban.com/about			
15:31	SEGMENT 2: NAIL BITING		
	7:38		
Synopsis: Nail biting is an extremely common habit, but some people bite their nails so badly and so often that they suffer damage to their hands. Experts discuss why so many of us are driven to bite our nails, what can be done to stop it, and the damage that can occur when we can't stop.			
Host: Nancy Benson. Producer: Morgan Kelly. Guest: Dr. Dana Stern, Assistant Clinical Professor of Dermatology, Mt. Sinai School of Medicine; Dr. Fred Penzel, Executive Director, Western Suffolk Psychological Services, Huntington, NY			
Compliance issues covered: health care; destructive behavior; mental illness			
Links for more information:			
http://www.drdanastern.com			
http://www.wsps.info/index.php?option=com_contact&view=contact&id=7&Itemid=75			

Program	19-39	Executive Producer	Reed Pence
Air Week	09/29 – 10/05/2019	Studio Production	Jason Dickey
Time	Segment		
	Dur.		
2:03	SEGMENT 1: GENETIC TESTING AND FAMILY SECRETS		
	12:38		
Synopsis: The availability of consumer DNA tests and databases has allowed long-hidden family secrets to be revealed, including mistaken paternity and unknown siblings. It has also taken the anonymity away from some cases of sperm donation. Two experts discuss the ethics of overturning this promised secrecy and the impact that the revelation of secrets can have on entire families.			
Host: Reed Pence. Producer: Polly Hansen. Guests: Dani Shapiro, author, <i>Inheritance: A Memoir of Genealogy, Paternity, and Love</i> ; Dr. Bill Sullivan, Professor of Pharmacology and Toxicology, Indiana University School of Medicine and author, <i>Pleased to Meet Me: Genes, Germs, and the Curious Forces That Make Us Who We Are</i>			
Compliance issues covered: ethics; DNA and genetic testing; parenting issues; family issues; interpersonal relationships			
Links for more information:			
https://danishapiro.com			
https://authorbillsullivan.com			
15:43	SEGMENT 2: MIRROR TOUCH SYNESTHESIA		
	7:08		
Synopsis: Dr. Joel Salinas has mirror touch synesthesia, a condition involving cross-wiring in the brain. The result is that visual stimuli prompt a response in his touch system. He literally feels it when people experience pain. Salinas discusses how this strange condition works and how he is able to use it in diagnosis.			
Host: Karen Hand. Guests: Dr. Joel Salinas, neurologist, Massachusetts General Hospital and author, <i>Mirror Touch: Notes From a Doctor Who Can Feel Your Pain</i>			
Compliance issues covered: health care; consumerism; neurology			
Links for more information:			
https://joelsalinasmd.com/book/			



2019-Q3 (July-September) Viewpoints Quarterly Report – Compliancy Issues & Program List

Art	Literature
Business	Media
Career	Medicine
Childhood safety/development	Mental health
Climate change	Music
Communication	Nonprofit organizations
Crime & criminal justice	Philosophy
Culture	Pop culture
Discrimination	Politics
Diversity	Pollution
Economics	Psychology
Education	Race
Engineering	Relationships
Environment	Religion
Entrepreneurship	Science
Family and parenting issues	Sexual assault
Finance	Social media
Gender issues	Sports
Government & regulation	Sustainability
Healthcare	Technology
History	Television
Housing	Transportation
International affairs/culture	Travel & exploration
Internet	Women's issues
Law enforcement	Women's rights

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Affiliate downloads are available at <ftp://mediatracksdownloads.com> and www.mediatracks.com

Guest information and segment podcasts are available at www.viewpointsonline.net.

Questions/comment can be referred to <mailto:info@mediatracks.com>

Air Week	07/07 – 07/13/2019	Studio Producer	Jason Dickey
Time	Segment Dur.		
1:48	SEGMENT 1: THE RISE OF EMOJIS: WHY WE JUST CAN'T STAY AWAY 8:35		
Synopsis: Many of us throw an emoji or two in a text or social media message to help get our point across. But do you ever wonder how emojis came about and why we pick certain ones over others? We speak with three experts about their rise in popularity and reflection of different cultures and generations.			
Host: Gary Price. Guests: Dr. Linda Kaye, psychology professor at Edge Hill University; Marcel Danesi, professor of anthropology at the University of Toronto and author of <i>The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet</i> ; Dr. Thomas Daniel, assistant professor at Westfield State University			
Links for more information: https://www.edgehill.ac.uk/psychology/people/academic-staff/dr-linda-kaye/ https://www.bloomsbury.com/us/the-semiotics-of-emoji-9781474282000/			
Compliance Issues Covered: psychology; communication; literature; history; diversity; relationships; social media			
10:22	SEGMENT 2: THE ALLURING MYSTERY OF OAK ISLAND 10:09		
Synopsis: Canada's Oak Island has mystified explorers for hundred of years, drawing many to its shores with the hope of finding buried pirate's treasure under its oak trees. We speak with Randall Sullivan, the author of <i>The Curse of Oak Island: The Story of the World's Longest Treasure Hunt</i> to learn more the area's historical significance and this never-ending quest.			
Host: Marty Peterson. Guests: Randall Sullivan, author of <i>The Curse of Oak Island: The Story of the World's Longest Treasure Hunt</i>			
Links for more info: https://www.amazon.com/Curse-Oak-Island-Longest-Treasure-ebook/dp/B01N0SMHMR			
Compliance Issues Covered: history; exploration; engineering; government; literature; religion; travel			
23:33	CULTURE CRASH: THE YEAR OF THE REPETITIVE SEQUELS AND REBOOTS 2:51		
Synopsis: 2019 is flying by. From the good to the bad to the so-so, we discuss movie trends so far this year and what we hope is coming in the second half of 2019.			
Host: Evan Rook Compliance Issues Covered: media; film; culture; internet; pop culture			

Air Week	07/14 – 07/20/2019	Studio Producer	Jason Dickey
Time	Segment Dur.		
1:48	SEGMENT 1: THE FALL OF THERANOS 9:29		
Synopsis: The rise and fall of the now defunct blood-testing company Theranos has captivated the attention of millions and exposed the dark side of the startup culture in Silicon Valley. Elizabeth Holmes, founder and CEO of Theranos, is awaiting trial next summer, facing 11 felony charges for allegedly defrauding the public. We speak with Stanford professor Dr. Phyllis Gardner who doubted Holmes from the very beginning.			
Host: Gary Price. Guests: Dr. Phyllis Gardner, professor of medicine, clinical pharmacology at Stanford University			
Links for more information: https://www.wsj.com/articles/theranos-has-struggled-with-blood-tests-1444881901 https://www.hbo.com/documentaries/the-inventor-out-for-blood-in-silicon-valley https://www.bloomberg.com/research/stocks/private/person.asp?personId=651631&privcapId=428844467 https://profiles.stanford.edu/phyllis-gardner?tab=bio			
Compliance Issues Covered: science; healthcare; business; technology; law; government; finance			
13:19	SEGMENT 2: CASTING A WIDE NET: WHY GENERALISM MATTERS 9:45		
Synopsis: In today's fast-paced world, it can be tough to start anew or slow down and reexamine what you're working towards. We speak with journalist and author David Epstein who argues that switching focuses and developing a wide range of skillsets ultimately leads to greater success.			
Host: Marty Peterson. Guests: David Epstein, journalist and author of <i>The Sports Gene: Inside the Science of Extraordinary Athletic Performance</i> and <i>Range: Why Generalists Triumph in a Specialized World</i>			
Links for more info: https://www.davidepstein.com/ , https://www.goodreads.com/en/book/show/41795733-range https://www.nytimes.com/2019/05/28/books/review/david-epstein-range.html			
Compliance Issues Covered: psychology; philosophy; history; education; literature; workplace; technology			
24:04	CULTURE CRASH: THE CONTINUATION OF VERONICA MARS 2:23		
Synopsis: Season four of the TV show, 'Veronica Mars' premieres on Hulu July 24. We take a look back at the evolution of the series and its surprising survival through low ratings and network TV changes.			
Host: Evan Rook Compliance Issues Covered: media; television; culture; literature; pop culture			

Air Week	07/21 – 07/27/2019	Studio Producer	Jason Dickey
Time	Segment		Dur.
1:48	SEGMENT 1: NAVIGATING COLLEGIATE FINANCIAL AID		8:00
Synopsis: Student loan debt is set to skyrocket to two trillion dollars by 2022. We talk two students about their differing perspectives on financial aid and debt. We also speak with Mike Bartini, the director of student aid at Bowdoin College, about how important it is that students and families take time to focus on the financials of higher education before enrolling.			
Host: Gary Price. Guests: Mev Becoja, graduate student at DePaul University; Laura Sherman, undergraduate student at Indiana University; Mike Bartini, Director of Student Aid at Bowdoin College			
Links for more information: https://studentloanhero.com/featured/us-colleges-generous-financial-aid-packages/ https://www.nerdwallet.com/blog/2018-fafsa-study/ , https://finaid.umich.edu/category/personal-finance/ https://www.forbes.com/sites/learnvest/2014/03/24/9-things-you-probably-didnt-know-about-financial-aid-for-college/#24e7e7dc7f61 https://ticas.org/sites/default/files/u159/tips_for_interpreting_award_letters.pdf			
Compliance Issues Covered: education; personal finance; government; mental health; diversity; politics			
11:50	SEGMENT 2: THE DARK SIDE OF MASCULINITY		11:21
Synopsis: Author Jared Yates Sexton shares memories from his own turbulent and accounts as a journalist and connects it to the larger discussion around the phenomenon of toxic masculinity in the U.S. What exactly is toxic masculinity and how is it affecting men and youth?			
Host: Marty Peterson. Guests: Jared Yates Sexton, author of <i>The Man They Wanted Me to Be: Toxic Masculinity and a Crisis of Our Own Making</i>			
Links for more info: https://www.counterpointpress.com/dd-product/the-man-they-wanted-me-to-be/ https://www.npr.org/2019/05/10/722118281/the-man-they-wanted-me-to-be-puts-an-individual-experience-in-broader-context			
Compliance Issues Covered: gender; psychology; parenting; family; education; literature; politics; childhood safety/development			
24:11	CULTURE CRASH: WHAT TO DO WHEN YOU DON'T REALLY LIKE THE BOOK YOU'RE READING		2:15
Synopsis: It happens to everyone. Despite your perseverance, you just can't get into the book you're reading. Do you push yourself to keep on going or give up and raise a white flag?			
Host: Evan Rook Compliance Issues Covered: literature; culture; media			

Air Week	07/28 – 08/03/2019	Studio Producer	Jason Dickey
Time	Segment		Dur.
1:48	SEGMENT 1: A SHIFTING LANDSCAPE: THE CHALLENGES FACING SUBURBIA TODAY		9:45
Synopsis: Cookie cutter houses, large backyards and shopping centers took hold during the rapid rise of suburbia during the second half of the 20 th century. Now, towns across the U.S. are facing a new set of challenges from climate change to shifting demographics that require a different landscape than what was first constructed. We speak with two experts about the current state of suburbia and potential solutions.			
Host: Gary Price. Guests: Ellen Dunham-Jones, professor of architecture and urban design at Georgia Tech; David Feldman, professor in the school of social ecology at the University of California-Irvine			
Links for more information: https://arch.gatech.edu/people/ellen-dunham-jones https://www.ted.com/speakers/ellen_dunham_jones https://faculty.sites.uci.edu/feldman/			
Compliance Issues Covered: housing; lifestyle; environment; transportation; climate change; population			
13:35	SEGMENT 2: SHOULD YOU REALLY SAY, “I DO” TO ATTENDING THE WEDDING?		9:14
Synopsis: Summertime is prime wedding season, and if you have several weddings to attend or be involved in, the costs can quickly start to add up. We speak with two women who are shaking up the wedding industry with their nontraditional viewpoints.			
Host: Marty Peterson. Guests: Jen Glantz, CEO of Bridesmaid for Hire; Ashley Smith, lead designer, planner, producer & owner of Ashley Smith Events			
Links for more info: https://bridesmaidforhire.com/ https://www.jenglantz.com/ http://www.ashleysmithevents.com/			
Compliance Issues Covered: relationships; personal finance; travel; family; business; entrepreneurship			
23:27	CULTURE CRASH: ENSURING THE ACCESSIBILITY OF INDEPENDENT FILMS		2:38
Synopsis: We discuss how the rise in streaming technology has impacted the availability of classic, foreign and indie films.			
Host: Evan Rook			
Compliance Issues Covered: film; history; internet; culture; media; technology			

Air Week	08/04 – 08/10/2019	Studio Producer	Jason Dickey
Time	Segment		Dur.
1:45	SEGMENT 1: THE TECHNOLOGY AND TRAINING OF NON-LETHAL WEAPONS		9:26
Synopsis: In an ideal situation, a taser – an electrical weapon – allow law enforcement to subdue a subject without having to pull out their gun. But why do tasers sometimes fail? We discuss possible factors at play when a taser is deployed and new technology in development at Axon Enterprise, the main supplier of tasers and body cameras to law enforcement.			
Host: Gary Price. Guests: Rick Smith, CEO & Founder of Axon Enterprise Inc. and author, <i>The End of Killing: How Our Newest Technologies Can Solve Humanity’s Oldest Problem</i> ; Greg Meyer, retired LAPD Captain			

Links for more information: https://www.axon.com/ https://www.apmreports.org/story/2019/05/09/when-tasers-fail https://www.policeone.com/columnists/greg-meyer/ https://www.nytimes.com/2009/02/16/us/16cover.html https://www.amazon.com/End-Killing-Technologies-Humanitys-Problem/dp/1989025536			
Compliance Issues Covered: law enforcement; technology; criminal justice; business; government			
13:16	SEGMENT 2: THE CALIFORNIA NORCO SHOOTOUT		8:46
Synopsis: We cover the Norco shootout of 1980 – an extravagant bank robbery by five heavily armed criminals ending in multiple lives lost, several wounded and a police helicopter shot down from the sky. We speak with author, Peter Houlahan about that fateful day and how it forever changed police response to organized crime.			
Host: Marty Peterson. Guests: Peter Houlahan, author <i>Norco '80: The True Story of the Most Spectacular Bank Robbery in American History</i>			
Links for more info: https://www.amazon.com/Norco-80-Spectacular-Robbery-American-ebook/dp/B07GS7J2Z3 https://www.npr.org/2019/06/14/732052722/norco-80-is-a-gripping-account-of-one-of-americas-most-notorious-bank-heists			
Compliance Issues Covered: crime; law enforcement; mental health; history; literature; technology			
23:01	CULTURE CRASH: THE BEGINNINGS OF “SPIDER-MAN”		3:26
Synopsis: We travel back in time to discuss the nostalgia of the very first “Spider-Man” movie and how it kicked off a series of sequels and superhero reboots produced by Marvel Studios.			
Host: Evan Rook Compliance Issues Covered: film; comics; history; culture; media			
Air Week	08/11 – 08/17/2019	Studio Producer	Jason Dickey
Time	Segment		Dur.
1:47	SEGMENT 1: THE WOES AND PROS OF LIVING LIFE IN A DIGITAL LANDSCAPE		9:45
Synopsis: Parenting in the online era can be quite confusing. At what age should you let your kid have a Facebook or Snapchat account? How closely should you monitor what they view on the internet? We speak with Julianna Miner, author of <i>Raising a Screen Smart Kid: Embrace the Good and Avoid the Bad in the Digital Age</i> , to get the inside scoop on teaching kids how to responsibly navigate the digital world.			
Host: Gary Price. Guests: Julianna Miner, author, <i>Raising a Screen Smart Kid: Embrace the Good and Avoid the Bad in the Digital Age</i>			
Links for more information: https://www.penguinrandomhouse.com/authors/2150907/julianna-miner https://twitter.com/mommylandrants?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor			
Compliance Issues Covered: parenting; technology; personal safety; mental health; communication			
13:34	SEGMENT 2: THE COMPLEXITIES OF IMPLICIT BIAS		9:43
Synopsis: What exactly is implicit bias and how does it form? We break it down and talk about why it’s so important for parents to address this issue with kids through discussions and diverse environments early on.			
Host: Marty Peterson. Guests: Andrew Baron, associate professor of psychology at the University of British Columbia; Dr. Jennifer Harvey, professor of religion at Drake University and author, <i>Raising White Kids: Bringing up Children in a Racially Unjust America</i> ; Michael Acuna, consultant, Office of the Independent Monitor of the Denver police and sheriff’s departments			

Links for more info: https://www.fearlessdialogues.com/ https://www.amazon.com/Raising-White-Kids-Bringing-Children/dp/1501856421 https://www.tedxmilehigh.com/speaker/michael-acuna/ https://www.drake.edu/philrel/faculty/jenniferharvey/	
Compliance Issues Covered: parenting; diversity; race; psychology; literature; law enforcement; childhood safety/development; discrimination	
24:16	CULTURE CRASH: THE RETURN OF HBO'S "SUCCESION" 2:09
Synopsis: Season two of the HBO show, "Succession" returns August 11. We discuss the basic premise of the ruthless family drama and the success of its first season.	
Host: Evan Rook Compliance Issues Covered: television; culture; media; pop culture	

Air Week	08/18 – 08/24/2019	Studio Producer	Jason Dickey
Time	Segment	Dur.	
1:47	SEGMENT 1: THE ROLE OF NON-PROFITS IN ENDING HUMAN TRAFFICKING 10:55		
Synopsis: It's estimated that worldwide there are currently between 20 and 40 million people who are exploited through forced labor, marriage and prostitution, according to the International Labor Organization. We take a look at the South Asian country of Nepal where as many as 20,000 girls each year fall victim to human trafficking. We discuss solutions and what more needs to be done to end this global human rights crisis.			
Host: Gary Price. Guests: Parbati Thapa, volunteer at the Rural Health and Education Services Trust; Sarah Bakker, director of operations for the American Himalayan Foundation; Heather Barr, acting co-director of the women's rights division, Human Rights Watch			

Links for more information: https://www.state.gov/reports/2019-trafficking-in-persons-report-2/nepal/ https://www.himalayan-foundation.org/what-we-do/stop-girl-trafficking/ https://www.hrw.org/ https://endslaveryandtrafficking.org/ , https://humantraffickinghotline.org/ (National Trafficking Hotline: 1-888-373-7888)	
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Compliance Issues Covered: human rights; poverty; international affairs; nonprofits; women's rights	
14:42	SEGMENT 2: HOW NEW CONCEPTS ARE OPENING UP ACCESS TO NUTRITIOUS FOOD 8:23
Synopsis: You want to eat healthy, but sometimes that's not always possible. There's nothing around that's quick, affordable and above all, hits the spot. We cover how new models are creating a greater number of nutritious options and the challenges that comes with sustaining the profitability of these new systems.	
Host: Marty Peterson. Guests: Guests: Shayna Harris, chief growth officer at Farmer's Fridge; Chris Bosso, professor of public policy and politics at Northeastern University	

Links for more info: https://www.farmersfridge.com/ https://cssh.northeastern.edu/people/faculty/christopher-bosso/	
Compliance Issues Covered: food; sustainability; economics; farming; health; business; technology	
24:05	CULTURE CRASH: THE NEWEST RELEASE FROM SCI-FI AUTHOR BLAKE CROUCH 2:18

Synopsis: We review the new science fiction book, "Recursion" written by American author Blake Crouch who's widely known for the "Wayward Pines" trilogy.

Host: Evan Rook
 Compliancy Issues Covered: literature; culture; media

Air Week 08/25 – 08/31/2019 Studio Producer Jason Dickey

Time Segment Dur.
 1:47 SEGMENT 1: THE PRICE OF NEWS: CHALLENGES FEMALE ARAB JOURNALISTS FACE 9:40

Synopsis: Racial segregation still persists throughout the U.S. One factor contributing to this inequality is the structure of our town and cities. Richard Rothstein and Tonika Johnson talk about how past laws and our government created a divided demographic and the impact this has on certain populations.

Host: Gary Price. Guests: Diversity in reporting is vital to news that conveys differing perspectives. We speak with Zahra Hankir, journalist and author of *Our Women on the Ground* to learn more about this issue and some of the stories of these courageous female journalists who've risked their lives to report from within the Middle East.

Links for more information:
<https://www.penguinrandomhouse.com/books/575303/our-women-on-the-ground-by-edited-by-zahra-hankir-foreword-by-christiane-amanpour/9780143133414/>
<https://www.youtube.com/watch?v=vsvBqtg2RM0>

Compliancy Issues Covered: journalism; international affairs; women's rights; war; culture; diversity

13:28 SEGMENT 2: WHERE DOES IT ALL ULTIMATELY END UP? 9:17

Synopsis: Around 90 percent of the plastic we use is left un-recycled and dumped in a landfill. Over time, this waste seeps into our oceans, harming its ecosystems and creating islands of floating garbage. The Great Pacific Garbage Patch is now more than twice the size of Texas. How do we reduce plastic consumption and get manufacturers to adopt more eco-friendly practices? We discuss the crisis and how people can change.

Host: Marty Peterson. Guests: Steven Strogatz, professor, applied mathematics at Cornell University and author, *Infinite Powers: How Calculus Reveals the Secrets of the Universe*

Links for more info:
<https://www.penguinrandomhouse.com/books/607258/how-to-give-up-plastic-by-will-mccallum/9780143134336/>
<https://www.greenpeace.org.uk/>
<https://www.nationalgeographic.com/news/2017/07/plastic-produced-recycling-waste-ocean-trash-debris-environment/>
https://twitter.com/artofactivism?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Compliancy Issues Covered: environment; pollution; sustainability; business; manufactory; food

23:45 CULTURE CRASH: THE COUNTDOWN TO FOOTBALL SEASON 2:40

Synopsis: The NFL turns 100 this year. We discuss the American tradition of football and why the sport is so near and dear to our hearts.

Host: Evan Rook
 Compliancy Issues Covered: sports; television; family; culture; media

Air Week	09/01 – 09/07/2019	Studio Producer	Jason Dickey
Time	Segment		Dur.
1:47	SEGMENT 1: ONE SCRUB DOES NOT FIT ALL: MALE NURSES & THE FUTURE OF THE PROFESSION		10:44
Synopsis: About 10 percent of nurses today are men. As aging Americans place a greater strain on healthcare, the nursing industry faces a rising demand and is already responding by finding ways to recruit early on. We dispel some of the myths around the field and new medical technology in the works.			
Host: Gary Price. Guests: Blake Smith, National President, American Association for Men in Nursing; Brian Underwood, registered nurse			
Links for more information: https://www.aamn.org/ https://theivguy.com/			
Compliancy Issues Covered: gender issues; healthcare; medicine; diversity; social media; career; seniors			
14:34	SEGMENT 2: SAVING THE BULLY: WHY WE SO QUICKLY CONDEMN ‘TROUBLED CHILDREN’		8:40
Synopsis: While schools have put in place comprehensive anti-bullying campaigns, we seldom focus on ensuring the child bully gets the help they need to succeed. We still punish troubled kids with detentions, suspensions and from there it escalates onward. Many seem to never get the proper help and get stuck in a perpetual cycle of trouble throughout life. How do we change our mindset and practices in order to stop these children from falling through the cracks?			
Host: Marty Peterson. Guests: Geraldine DeRuiter, creator of the blog <i>The Everywhereist</i> and author, <i>All Over the Place: Adventures in Travel, True Love and Petty Theft</i> ; Dr. Ross Greene, clinical child psychologist and founding director of Lives in the Balance			
Links for more info: https://www.washingtonpost.com/outlook/i-thought-my-bully-deserved-an-awful-life-but-then-he-had-one/2018/02/21/5c36bc94-1013-11e8-9570-29c9830535e5_story.html https://www.everywhereist.com/ https://www.livesinthebalance.org/			
Compliancy Issues Covered: psychology; education; mental health; parenting; relationships; childhood safety/development			
24:14	CULTURE CRASH: DIVING INTO THE NEW INDIE BAND AND ALBUM “RED HEARSE”		2:13
Synopsis: We discuss the new debut album and band both called “Red Hearse”. The band is made up of musicians Jack Antonoff, Sam Dew and Mark Spears a.k.a. better known as Sounwave.			
Host: Evan Rook			
Compliancy Issues Covered: music; culture; media			

Air Week	09/08 – 09/14/2019	Studio Producer	Jason Dickey
Time	Segment		Dur.
1:48	SEGMENT 1: GENDER ISSUES & SPORTS: HOW DO THESE DISTINCTIONS SHAPE WHO WE BECOME? 12:08		
Synopsis: When we think of a typical high school football player, most of us imagine a muscled teenage boy in a uniform. We speak with K-Lani Nava, the first female football player to score and win in a Texas high school championship game, about the importance of breaking gender issues stereotypes to play the sport you love.			
Host: Gary Price. Guests: Dr. Christia Spears Brown, professor, development psychology at the University of Kentucky, author, <i>Parenting Beyond Pink and Blue: How to Raise Kids Free of Gender issues Stereotypes</i> ; K-Lani Nava, high school football player, Strawn High School, current college student, Texas A&M University			
Links for more information: http://thesportjournal.org/article/exposure-to-womens-sports-changing-attitudes-toward-female-athletes/ https://twitter.com/klani_n6?lang=en https://www.amazon.com/Parenting-Beyond-Pink-Blue-Stereotypes/dp/160774502X			
Compliance Issues Covered: sports; gender issues; higher education; parenting; psychology; health			
15:59	SEGMENT 2: THE WONDERS OF CAVE DIVING		6:59
Synopsis: What it's like to swim inside of an iceberg the size of a small country? World-renowned cave diver Jill Heinerth led a team of divers inside the massive B-15 iceberg in Antarctica, and throughout her career has completed hundreds of other underwater dives across the world. We speak with Heinerth about the beauty and risks of cave diving and the importance of her work in helping scientists, biologists and researchers learn more about the Earth's oceans and ecosystems.			
Host: Marty Peterson. Guests: Jill Heinerth, cave diver and author, <i>Into the Planet: My Life as a Cave Diver</i>			
Links for more info: https://www.intotheplanet.com/ , https://twitter.com/jillheinerth?lang=en https://www.ted.com/talks/jill_heinerth_the_mysterious_world_of_underwater_caves/footnotes?referrer=playlist-talks_for_when_you_re_in_the_m			
Compliance Issues Covered: exploration; climate change; science; gender issues; environment; travel			
23:58	CULTURE CRASH: FALL FILM LINEUP		2:27
Synopsis: Autumn is right around the corner, and with the changing of seasons comes several new movie releases that seem promising.			
Host: Evan Rook			
Compliance Issues Covered: film; culture; media			

Air Week	09/15 – 06/21/2019	Studio Producer	Jason Dickey
Time	Segment		Dur.
1:48	SEGMENT 1: THE LASTING PREVALENCE OF SKIN WHITENING 10:16		
Synopsis: In the U.S., most women look to achieve that summery glow or bronzed tan. But in much of the world and in many ethnic cultures, having lighter skin is widely preferred and is viewed as a status symbol of beauty and wealth. To achieve this look, millions of women use whitening creams, pills and even IV drips filled with a myriad of ingredients. We speak with three experts about the prevalence of skin whitening, side effects and how to change some of these deeply rooted cultural stereotypes that feed into this mentality.			
Host: Gary Price. Guests: Dr. Isima Sobande, Nigerian dermatologist; Dr. Carlos Charles, dermatologist and founder of Derma Di Colore; Amira Adawe, executive director of The Beautywell Project			

Links for more information: http://www.dermadicolore.com/ http://thebeautywell.org/ http://laserdermclinicsng.com/staff-member/dr-isima-sobande/			
Compliance Issues Covered: health; psychology; culture; women's issues; beauty; education; nonprofits			
14:07	SEGMENT 2: ONE WOMAN'S ACCOUNT OF SEXUAL ASSAULT IN THE U.S. ARMY		8:33
Synopsis: Ryan Leigh Dostie, author of <i>Formation: A Woman's Memoir of Stepping Out of Line</i> , enlisted in the Army after graduating from high school and was deployed to Iraq shortly after finishing her training. In 2002, while abroad, she was raped while sleeping in her Army barracks. What followed was a series of victim-blaming tactics and unfair bias directed towards her by her commanders. Dostie spoke with Viewpoints about her experience and how she found the strength to move on.			
Host: Marty Peterson. Guests: Ryan Leigh Dostie, author of <i>Formation: A Woman's Memoir of Stepping Out of Line</i>			
Links for more info: https://www.ryanleighdostie.com/ https://www.amazon.com/Formation-Womans-Memoir-Stepping-Line/dp/1538731533			
Compliance Issues Covered: military; war; sexual assault; mental health; women's rights; literature			
23:50	CULTURE CRASH: UNLOCKING THE POPULARITY OF NETFLIX'S MINDHUNTER		2:47
Synopsis: The Netflix original "Mindhunter" is finally back for season two, and to celebrate its return we talk about what sets this true crime and thriller series apart from all of the others.			
Host: Evan Rook			
Compliance Issues Covered: television; culture; media; crime; government; law enforcement; pop culture			
Air Week	09/22 – 09/28/2019	Studio Producer	Jason Dickey
Time	Segment	Dur.	
1:48	SEGMENT 1: AMERICAN RODEO TODAY	10:51	
Synopsis: When most of us think of rodeo, we travel back in time to the Wild Wild West where cowboys roamed the streets. These days, the sport is still alive and thriving but is evolving with the times. We speak with three rodeo experts about everything from bull riding to rodeo clowns and queens.			
Host: Gary Price. Guests: Cody Teel, professional bull rider; James Higginbotham, Executive Director, National High School Rodeo Association; McKardy Kelly, 2019-2020 High School Rodeo Queen			
Links for more information: https://www.pbr.com/ , https://www.nhsra.com/ https://www.prorodeo.com/prorodeo/cowboys/cowboy-biographies?id=1058			
Compliance Issues Covered: culture; sports; education; relationships; animals; history; health			
14:42	SEGMENT 2: THE BOOM OF FAST-FOOD & ITS DEEP-ROOTED TIES TO AMERICAN CULTURE		8:37
Synopsis: Most of us point to McDonald's as the founding of fast food as we know it. But the American staple actually began nearly a hundred years ago with two chains, White Castle and A&W. We speak with Adam Chandler, journalist and author of <i>Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom</i> about the events that fed into the rapid rise of the fast-food industry and how different chains are fighting to stay present and on-trend in today's competitive restaurant landscape.			
Host: Marty Peterson. Guests: Adam Chandler, journalist & author, <i>Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom</i>			

Links for more info: https://twitter.com/AllMyChandler?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.theatlantic.com/ideas/archive/2019/06/how-fast-food-can-unite-america/592441/ https://us.macmillan.com/books/9781250090720
Compliancy Issues Covered: food; history; social media; marketing; health; international culture; business
24:19 CULTURE CRASH: NOAH HAWLEY’S NOVEL “BEFORE THE FALL” 2:05
Synopsis: Noah Hawley is the man behind the popular television shows “ Fargo” and “ Legion”. He’s also authored a few novels including his latest, “ Before the Fall,” – a mystery thriller that’s been winning international awards and is worthy of a read if you’re a fan of the genre.
Host: Evan Rook Compliancy Issues Covered: literature; culture; television; crime; pop culture

Air Week	09/29 – 10/05/2019	Studio Producer	Jason Dickey
Time	Segment		Dur.
1:48	SEGMENT 1: FRIENDS OF THE CHILDREN: LONG-TERM MENTORS MAKING A DIFFERENCE		9:24
Synopsis: While some of us have fond memories of an idyllic childhood filled with joyous birthday parties and summer road trips, some children face a completely different home life. This instability can overtake a child or teen and lead them down a dangerous path. The nonprofit, Friends of the Children, understands the importance of getting to a child early on and setting a permanent mentor-child relationship that they can rely on while everything else in their life may be up in the air. We learn about the organization and how they’re helping thousands of children move past these struggles to thrive.			
Host: Gary Price. Guests: Patrick Kindred, graduate of Friends of the Children Portland; Dr. Ross Greene, clinical child psychologist and founding director, Lives in the Balance; Terri Sorensen, CEO of Friends of the Children			
Links for more information: https://friendsofthechildren.org/ https://www.livesinthebalance.org/ https://leapambassadors.org/resources/building-case-funders/duncan-campbell/			
Compliancy Issues Covered: development; parenting; government; nonprofit organizations; mental health; childhood safety/development			
13:14	SEGMENT 2: THINK BEFORE YOU INK: THE STRENUOUS PROCESS OF TATTOO REMOVAL		9:44
Synopsis: Most of us at one point in our lives have thought about spontaneously getting a tattoo. By the next morning, however, we’re glad we didn’t take the leap. Dr. Eric Bernstein is a board-certified laser surgeon with more than 25 years of experience in laser tattoo removal. Throughout the years, he’s seen just about everything and heard almost every reason out there for why patient wants their ink gone for good. Bernstein leads us through the interesting process of tattooing, how a tattoo actually gets removed and the good, the bad and the ugly designs he’s seen over the years.			
Host: Marty Peterson. Guests: Dr. Eric Bernstein, board-certified laser surgeon & director, Main Line Center for Laser Surgery			
Links for more info: http://dermguy.com/dr-eric-f-bernstein/ http://dermguy.com/photos/picoway-laser/			
Compliancy Issues Covered: health; safety; business; art; government regulation; medicine; technology			
23:58	CULTURE CRASH: STEPHEN KING’S LATEST: THE INSTITUTE		2:25
Synopsis: Stephen King is a master at telling stories through the eyes of children. In his latest book, he continues this theme with riveting results.			

Host: Evan Rook

Compliance Issues Covered: literature; pop culture