

WNKR-FM

**“ISSUES AND NEEDS” REPORT FOR 4TH QUARTER
OCTOBER 1, 2020 THROUGH DECEMBER 31, 2020.**

REGULAR SUNDAY

7:00AM-7:30AM VIEWPOINTS

7:30AM-8:00AM INFOTRAK

**7:30AM NORTHERN KENTUCKY FOCUS – 10/4/20,
11/1/20, 12/6/20, 12/20/20, 12/27/20) (on these
Sundays, Viewpoints and Infotrak shift back 30 minutes
respectively.)**

WEEKLY SUMMARY OF ABOVE ARE ATTACHED



WNKR

Date aired: 10/4/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-40

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

1. **Stuart N. Brotman**, executive policy adviser, legal analyst, author of *"Privacy's Perfect Storm: Digital Policy for Post-Pandemic Times"*

The COVID-19 lockdowns have expanded the online world of work and school at home to unprecedented levels. Mr. Brotman outlined the rapid increase in digital privacy issues related to this new trend, and what is necessary to address the problem. He also talked about privacy issues related to terms of agreement that consumers typically ignore when installing apps or other software.

Issues covered:

**Privacy
Government Regulation
Consumer Matters**

Length: 8:43

2. **Ajit Mathew George**, founder of Second Chances Farms, LLC in Wilmington, DE

Mr. George founded an organization that employs only convicted felons, training them in entrepreneurship through mentorship programs and green collar jobs at hydroponic, indoor vertical farms in economically distressed communities. He explained how the farms replace recidivism with compassionate capitalism and turn entrepreneurs-in-residence into "Agripreneurs." He also explained how the farms were forced to rapidly adapt to serving consumers directly, when the coronavirus lockdowns closed restaurants.

Issues covered:

**Criminal Reform
Entrepreneurship
Environment**

Length: 8:33

3. **Stephanie L. Bonne, MD**, Assistant Professor of Surgery, Director of the Hospital Violence Intervention Program at Rutgers New Jersey Medical School

Dr. Bonne led a study of injuries caused by glass-topped tables. She said the furniture causes thousands of injuries each year, many requiring significant surgeries and long hospital stays. She said the U.S. Consumer Product Safety Commission requires tempered glass for products like doors and car windshields but it is voluntary for horizontal surfaces.

Issues covered:

**Home Safety
Government Regulation
Consumer Matters**

Length: 5:02



WNKR

Date aired: 10/11/20 Time Aired:7:30AM

Weekly Public Affairs Program

Show # 2020-41

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

1. **Carol L. Rickard**, Tobacco Treatment Specialist, author of "*The Benefits of Smoking: Why It's So Hard to Quit Smoking and What You Can Do about It*"

70% of smokers would like to quit, but only 4 to 7% will be successful. Ms. Rickard explained what smokers perceive as the benefits and why it's so hard for people to kick the habit once they've started. She also discussed the potential risks associated with e-cigarettes and vaping. She suggested resources that smokers can use to quit for good.

Issues covered:

**Women's Issues
Consumer Matters
Parenting
Media**

Length: 8:44

2. **Mathew Freeman**, Co-Founder and Senior Executive Consultant at TMI Consulting, a diversity and inclusion management consulting firm, co-author of "*Overcoming Bias: Building Authentic Relationships across Differences*"

Mr. Freeman said every human is biased in one way or another, and it's a constant process to recognize and reduce it. He explained why bias has such an impact in every aspect of life, and how companies should address it in the workplace. He said the secret to dealing with bias is by intentionally cultivating meaningful relationships with those who are different.

Issues covered:

**Diversity
Minority Concerns
Workplace Matters**

Length: 8:33

3. **Gloria Lopez-Cordle**, nationally-recognized patient advocate, creator of "*the Personal Medical Journal*", a patient organizational tool

A recent study found that American hospitals are making preventable medical errors that kill thousands of Americans each year. Ms. Lopez-Cordle believes that patients and their families need to take charge of their medical information to prevent mistakes by doctors. She offered advice on what kinds of medical data is important and how to organize it.

Issues covered:

Personal Health

Length: 4:48



WNKR

Date aired: 10/18/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-42

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

1. **Dennis Culhane, PhD**, Dana and Andrew Stone Professor of Social Policy at the University of Pennsylvania School of Social Policy and Practice, co-founder and Co-Director of the Actionable Intelligence for Social Policy initiative

Over the next decade, the number of elderly homeless Americans is projected to triple — and that was before COVID-19 hit. Prof. Culhane explained why younger members of the boomer generation have remained the dominant homeless population in the United States, and what can be done to address the problem. He noted that people who experience homelessness have a life expectancy of 64-65 years.

Issues covered:

**Homelessness
Senior Citizens
Drug Abuse**

Length: 7:38

2. **Christopher Ali, PhD**, Associate Professor, Department of Media Studies, University of Virginia

Nearly 40 million households lack a quality internet connection, cutting them off from work, schools and more. Prof. Ali said the same huge government efforts that brought electricity and telephone service to rural areas in the 1930s and 40s should be applied in a similar way to broadband service today. He said lower income and minority Americans are most likely to be affected by the digital divide.

Issues covered:

**Broadband Internet
Rural Concerns
Education
Poverty**

Length: 9:36

3. **Michael S. Pollard, PhD**, Senior Sociologist at the RAND Corporation, Professor at the Pardee RAND Graduate School

Across America, alcohol consumption has risen sharply during the pandemic shutdowns. Dr. Pollard led a study that found that heavy drinking by women rose 41%. He explained who was most at risk of binge drinking and why this is a serious and ongoing problem.

Issues covered:

**Alcoholism
Mental Health
Coronavirus Lockdowns**

Length: 5:09



WNKR

Date aired: 10/25/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-43

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

1. **Farrokh Alemi, PhD**, Professor of Health Informatics, George Mason University College of Health and Human Services

Suicide among US veterans is on the rise. Prof. Alemi led a study that examined the reasons that vets take their own lives. He found that while social factors like family problems and homelessness can predict suicide, they are not the cause of it -- mental illness is. He said the results of the study were a surprise. He added that the social isolation that accompanies COVID-19 has been a major factor in increasing suicide rates overall.

Issues covered:

**Suicide
Veterans Issues
Mental Health**

Length: 8:31

2. **Joseph Dieleman, PhD**, Associate Professor in the Department of Health Metric Sciences at the University of Washington, faculty lead of the Resource Tracking team at the Institute for Health Metrics and Evaluation

Prof. Dieleman said five major health risks, things such as obesity, high blood pressure, and smoking, were linked to over \$730 billion in preventable health care spending in the US in 2016. He talked about policy changes and public awareness programs that may influence people to take steps to avoid costly health problems.

Issues covered:

**Healthcare Costs
Personal Health**

Length: 8:41

3. **David B. Soma, MD**, Pediatric Sports Medicine Specialist, Mayo Clinic

Youth sports can help kids via exercise and the development of socialization skills, but the COVID-19 pandemic has had a dramatic effect on sports programs nationwide. Dr. Soma explained how the risks vary from one sport to another, and what parents and student athletes can do to reduce their chances of contracting the virus during sports activities.

Issues covered:

**Youth Sports
Parenting
Coronavirus**

Length: 4:53



WNKR

Date aired: 11/1/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-44

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

1. **Kellie Gerardi**, commercial spaceflight industry professional, science communicator, leader of Special Projects for the Commercial Spaceflight Federation, Director of The Explorers Club, author of *"Not Necessarily Rocket Science: A Beginner's Guide to Life in the Space Age"*

Ms. Gerardi shared some of her experiences as a human test subject for space suits in microgravity flights. She talked about the importance of inspiring girls to pursue STEM subjects in school. She also suggested ways that young women can find mentors to help them attain jobs in the commercial space industry, and why it's so important for women to be included in future space exploration.

Issues covered:

**Science
Women's Issues
Education**

Length: 9:09

2. **Tom Corley**, Certified Financial Planner, author of *"Effort-Less Wealth: Smart Money Habits at Every Stage of Your Life"*

Life is a series of stages, and Mr. Corley said money mistakes made in one stage can have a ripple effect, impacting one or more subsequent stages. He explained how those who develop smart money habits early will position themselves up for lifelong financial success. He outlined the four ways that any American can become wealthy.

Issues covered:

**Personal Finance
Retirement Planning**

Length: 8:09

3. **Lois E. Krahn, MD**, psychiatrist and sleep medicine specialist, Mayo Clinic in Phoenix

As most of the nation switches from daylight saving to standard time, many people welcome the extra hour of sleep. Dr. Krahn explained how time changes affect the body and sleep patterns, such as increased traffic accidents in subsequent weeks. She also offered tips to adapt to the schedule change.

Issues covered:

Personal Health

Length: 5:06



WNKR

Date aired: 11/8/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-45

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

1. **Patricia Boyle, PhD**, neuropsychologist, Professor of Behavioral Sciences at the Rush Alzheimer's Disease Center, part of Rush University in Chicago

Scammers are using the COVID-19 pandemic as a new weapon to target senior citizens. Dr. Boyle outlined the latest battery of financial scams, including telemarketer offers for contact tracing – for a fee – or to reserve a slot for a future vaccine. She said many older adults don't realize that they are more frequent targets of scams. She added that changes in financial decision-making may be an early warning sign of impending dementia or cognitive decline.

Issues covered:

Length: 9:03

Crime
Senior Citizens
Alzheimer's disease

2. **Steve Webb, PhD**, Certified Social Media Intelligence Expert, Certified A.L.I.C.E. Active Threat Training Instructor, R.A.I.D.E.R. Solo Engagement Tactics Level II Instructor for law enforcement, Associate Professor in Educational Administration at Southern Illinois University and McKendree University, the author of "*Education in a Violent World*"

Online school instruction has caused children to spend more time in front of computers than ever. Dr. Webb said American parents would be shocked at how much data about a child is collected when he or she is online. He also talked about cyberbullying and its effect on the suicide rates of children.

Issues covered:

Length: 8:11

Online Security
Youth at Risk
Parenting
Privacy

3. **Denisa Gándara, PhD**, Assistant Professor of Higher Education at Southern Methodist University in Dallas

Prof. Gándara led a study of college promise programs at 33 community colleges, and found that free tuition boosted enrollment rates for black and Hispanic students. She explained how the programs work and how they are funded. She expressed concerns about the sustainability of the programs, as state budgets struggle in the wake of pandemic lockdowns.

Issues covered:

Length: 5:08

Education
Minority Concerns



WNKR

Date aired: 11/15/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-46

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

1. **Nicholas Bloom, PhD**, Professor in the Department of Economics at Stanford University, Co-Director of the Productivity, Innovation and Entrepreneurship program at the National Bureau of Economic Research

Around 32% of American adults are now working from home fulltime, compared to just 2% prior to the pandemic. Prof. Bloom talked about the technical handicaps faced by large numbers of workers, and why working from home produces less innovation. He also explained the inequality effect, as more educated, higher-earning employees are far more likely to work from home and continue to get paid, develop their skills and advance their careers.

Issues covered:

**Employment
Minority Concerns
Technology**

Length: 9:43

2. **Shelby Kerns**, Executive Director, National Association of State Budget Officers

US states are facing the biggest cash crisis since the Great Depression, as varying levels of lockdowns for months have caused tax revenues to collapse. Ms. Kerns said states have responded with different approaches, including spending reductions ranging from 0 to 20%. She discussed the likelihood of state tax increases or bailouts from federal taxpayers for states in the deepest trouble.

Issues covered:

**Government Spending
Taxes**

Length: 7:22

3. **Linda Pagani, PhD**, Senior Researcher, CHU Sainte-Justine Pediatric Hospital in Montreal

Prof. Pagani was the senior author of a study that examined the readiness of children for kindergarten and how it affects academic performance through age 17. She said when children establish a good basis in kindergarten for subjects like vocabulary, they tend to also have less anxiety at age 17. She offered advice for parents.

Issues covered:

**Early Childhood Education
Parenting**

Length: 5:00



WNKR

Date aired: 11/22/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-47

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

1. **William Schaffner, MD**, Professor of Preventive Medicine, Department of Health Policy, Professor of Medicine, Division of Infectious Diseases at Vanderbilt University

This year's flu season presents a unique challenge as COVID-19 positive tests continue to rise. Dr. Schaffner outlined the similarities and differences between the flu and COVID-19, and discussed the chances that the similar symptoms may cause doctors to make wrong diagnoses. He also addressed reports that cases of influenza appear to have plummeted by 98% across the globe. He recommended that patients contact their doctor via email or phone if they suspect they have the coronavirus, to avoid spreading it in waiting rooms or emergency rooms.

Issues covered:
Coronavirus
Public Health

Length: 9:43

2. **Justin Reich, PhD**, Assistant Professor in the Comparative Media Studies/Writing Department at the Massachusetts Institute of Technology, Director of the MIT Teaching Systems Lab, author of "*Failure to Disrupt: Why Technology Alone Can't Transform Education*"

Dr. Reich delivered a report card on the latest supposedly transformative educational technologies. He said assessment technology does a poor job of measuring whether a child is truly learning. He said most teachers were ill-prepared to make such a rapid transition to online learning this year, and explained how that problem can be addressed.

Issues covered:
Education
Technology

Length: 7:22

3. **Nick Rizzo**, Fitness Research Director, RunRepeat.com

As businesses of all types struggle to stay afloat during COVID-19, a new poll has some bad news for gyms around the globe. Mr. Rizzo said only 31 percent of gym members have returned to their fitness clubs thus far, a more dismal result than gym owners expected. He said new lockdowns this winter could potentially cause a majority of gyms to never reopen.

Issues covered:
Physical Fitness
Economy/Small Business

Length: 5:00

WNKR



Date aired: 11/29/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-48

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

1. **Jan Edwards**, President and CEO of Paving the Way, an organization that raises awareness about sex trafficking through public education

Ms. Edwards discussed the growing issue of sex trafficking. She said the problem is rampant in every corner of the U.S, and that the average victim drawn into the sex trade is age 14 to 16. She outlined other characteristics of those most at risk, and how predators target and groom their victims.

Issues covered:
Sex Trafficking
Youth at Risk
Crime

Length: 9:41

2. **Ted Frank**, career consultant, author of "*Get to the Heart*"

Mr. Frank discussed the importance of learning how to effectively communicate in the workplace. He explained how it can increase efficiency and improve productivity. He believes presentations should focus on no more than three key points at a time, and that the use of examples and illustrations is crucial to improved communications.

Issues covered:
Workplace Matters
Career

Length: 7:31

3. **Steve Cicala, PhD**, Assistant professor at the Harris School of Public Policy at the University of Chicago, Faculty Research Fellow at the National Bureau of Economic Research

Dr. Cicala led a study that determined that deregulated power markets on the wholesale level have significantly cut the cost of generating electricity, saving consumers \$3 billion a year. He discussed how this little-known market works and why it should matter to consumers. He also explained how smart meters will eventually give consumers even greater power in managing their energy costs.

Issues covered:
Energy
Consumer Matters

Length: 5:06



WNKR

Date aired: 12/6/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-07

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

1. **Valerie Burton**, Certified Personal and Executive Coach, founder of The Coaching and Positive Psychology Institute, author of *“Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence”*

Ms. Burton said the most successful women are often not the most talented, the most gifted, or even the most experienced. She believes the knack for communicating is what opens doors and gives women influence in the workplace. She outlined simple techniques women can utilize to be more clearly understood and respected.

Issues covered:
Women’s Issues
Employment

Length: 8:48

2. **John Hagan, PhD**, John D. Macarthur Professor of Sociology and Law, Northwestern University

Dr. Hagan led a study that uncovered a connection between increased unemployment rates and school shootings. He said the findings were consistent across the all regions of the U.S. and that shooters come from all backgrounds and income levels. He offered possible explanations behind this trend.

Issues covered:
School Shootings
Unemployment

Length: 8:19

3. **Jason Hanson**, former CIA officer, security specialist, author of *“Spy Secrets That Can Save Your Life: A Former CIA Officer Reveals Safety and Survival Techniques to Keep You and Your Family Protected”*

Mr. Hanson discussed ways to prevent and react to home invasions or abductions. He explained simple steps the average homeowner can take to make a house criminal-proof. He also offered tips on how to stay safe while traveling.

Issues covered:
Crime Prevention
Personal Safety

Length: 5:02



WNKR

Date aired: 12/13/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-50

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

1. William Chopik, PhD, Assistant Professor of Psychology, Michigan State University

Prof. Chopik recently completed two studies that examined age bias: one examining which countries around the world showed the greatest implicit bias against older adults, and the other looking at individual states across the U.S. He said states with higher age bias also tended to have higher Medicare costs, lower community engagement and less access to care.

Issues covered:

**Age Bias
Aging
Medicare**

Length: 8:59

2. Shujing Sun, PhD, Assistant Professor of Information Systems in The Naveen Jindal School of Management, University of Texas at Dallas

Overcrowding in emergency rooms is a costly and concerning problem, compromising the quality of patient care. Prof. Sun investigated the potential of telemedicine as a generic solution to reduce ER congestion, and found that on-site nurse practitioners or physician assistants can effectively treat patients with minor conditions under the remote supervision of off-site physicians. She said even serious conditions such as a stroke can be better treated if emergency physicians can consult remote stroke specialists.

Issues covered:

**Emergency Medical Care
Public Health
Technology**

Length: 8:16

3. Diana Enriquez, doctoral candidate in the Department of Sociology, Princeton University

Ms. Enriquez led a study that examined the impact of the COVID-19 lockdowns on black households. She found that low-income black households experienced greater job loss, more food and medicine insecurity, and higher indebtedness in the early months of the pandemic compared to white or latinx low-income households. She believes the outlook is still difficult for black households as the economy continues to struggle from government-ordered closings.

Issues covered:

**Minority Concerns
Poverty
Government Regulations**

Length: 5:02



WNKR

Date aired: 12/20/20 Time Aired: 7:30AM

Weekly Public Affairs Program

Show # 2020-51

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

1. **Jamie E. Wright**, attorney, partner in the Los Angeles-based Millennial Government Affairs group

African Americans make up fewer than five percent of the lawyers in the U.S., and minorities and women are underrepresented in many career categories. Ms. Wright shared her story as an African American woman who broke through the barriers to become a successful millennial attorney. She offered suggestions for women and people of color who want to reach for their dreams.

Issues covered:

**Minority Concerns
Women's Issues
Career**

Length: 8:30

2. **Laura Adams**, Senior Insurance Analyst at insuranceQuotes.com

A study by Ms. Adams' organization found that more than half of U.S. drivers have not switched auto insurance companies in at least eight years and about 6% have stuck with the same provider for more than 30 years. She said most consumers don't price-compare frequently enough and she offered several money-saving strategies.

Issues covered:

**Consumer Matters
Personal Finance**

Length: 8:44

3. **Russ Martin**, Senior Director of Policy and Government Relations at the Governors Highway Safety Association

Despite fewer drivers on the road this year due to the COVID-19 pandemic, Mr. Martin said states have tracked a disturbing uptick in many risky driving behaviors. He talked about the changing risks, including higher speeds on emptier roads, and an increasing trend of driving under the influence of a combination of alcohol and drugs like marijuana. He outlined efforts to increase drunk driving enforcement nationwide during the holiday season.

Issues covered:

**Drunk Driving
Traffic Safety
Government Policies**

Length: 5:01



WNKR

Weekly Public Affairs Program

Date aired: **12/26/20** Time Aired: 7:30am

Show # 2020-52

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

1. **Robert Meyer, PhD**, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of *"The Ostrich Paradox: Why We Underprepare for Disasters"*

Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating consequences. Dr. Meyer discussed this contradiction, and what government authorities and individuals can do to improve disaster preparedness.

Issues covered:

Length: 9:39

**Disaster Preparedness
Government Policies**

2. **Daniel Karpowitz, PhD**, Director of Policy and Academics for the Bard Prison Initiative, Lecturer in Law and the Humanities at Bard College in Annandale-on-Hudson, NY, Co-founder of the Consortium for the Liberal Arts in Prison, author of *"College in Prison: Reading in an Age of Mass Incarceration"*

Prof. Karpowitz explained how and why Bard College has provided hundreds of incarcerated men and women across the country access to a high-quality liberal arts education. He said inmate students are expected to meet the same requirements as students on a traditional campus. He added that, while education does reduce the rate at which convicts return to prison, higher education should never be measured in that manner.

Issues covered:

Length: 7:37

**Education
Criminal Rehabilitation**

3. **Kendrin Sonnevile, ScD, RD, LDN**, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

Issues covered:

Length: 5:03

**Personal Health
Women's Issues**



Program Log for *Viewpoints Radio*

WNKR-FM 7:00AM

Program	20-40	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	10/04/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance/Zaaa-Daaa Tadaaa United Healthcare/UHC Dental	:30 OUTCUE: ...by market wow.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: COVID TESTING ON COLLEGE CAMPUSES	6:59
	Synopsis: The University of Illinois at Urbana-Champaign has developed a quick and affordable saliva-based test that makes it possible for students, faculty and staff to get checked twice a week for COVID-19. We speak with one of its creators, Dr. Martin Burke about the largescale implementation of this method and the upcoming challenges with flu season quickly approaching. Host: Gary Price. Guest: Dr. Martin Burke, associate dean for research, Carle Illinois College of Medicine, professor of chemistry, leader of SHIELD Illinois. Links for more info: https://www.nature.com/articles/d41586-020-02611-y https://splunk-public.machinedata.illinois.edu/en-US/app/uofi_shield_public_APP/home https://chemistry.illinois.edu/news/2020-08-28/martin-burke-paul-hergenrother-covid-19-saliva-test-national-spotlight https://www.cdc.gov/flu/season/faq-flu-season-2020-2021.htm#Flu-and-COVID-19 https://chemistry.illinois.edu/mdburke Compliance Issues Covered: Higher Education, Public Health, Science, Technology, Immunology.	
8:46	SPOTBREAK 2&3: Pfizer/Eczema Eucrisa	:120 OUTCUE: ...dot com.
10:46	:02 PAUSE FOR LOCAL AVAIL	:02
10:48	SEGMENT 2: INSIDE U.S. COLLEGE ADMISSIONS	12:05
	Synopsis: How will COVID-19 change the college admissions process? Will more students stay close to home? Will standardized tests be a thing of the past? Journalist, Jeffrey Selingo spent a year embedded in three college admissions offices and joins Viewpoints this week to share his insights and how this pandemic will alter higher education for good. Host: Marty Peterson. Guest: Jeffrey Selingo, higher education journalist, author, <i>Who Gets In and Why: A Year Inside College Admissions</i> . Links for more info: https://www.jeffselingo.com/about/ https://www.princetonreview.com/college-advice/college-admissions-guide https://www.cnbc.com/2020/05/22/uc-plans-to-phase-out-sat-and-act-other-schools-may-follow-suit.html https://www.nytimes.com/2020/09/05/opinion/sunday/coronavirus-college-admissions.html https://www.barnesandnoble.com/w/who-gets-in-and-why-jeffrey-j-selingo/1134080081 https://www.businessinsider.com/high-school-senior-who-got-into-5-ivy-league-schools-shares-her-admissions-essay-2016-4 Compliance Issues Covered: Higher Education, Literature, Testing, Writing, Parenting.	
22:53	SPOTBREAK 4: Geico/Inn Now That's Spooky United Healthcare/UHC Vision	:30 OUTCUE: ...two years wow.
23:53	CULTURE CRASH: REVISITING THE GERMAN NETFLIX SERIES, "DARK"	2:35
	Synopsis: Seasons one, two and three of "Dark" are now streaming on Netflix. The highly rated show has an intricate plot that's sometimes hard to follow but its ultimately worth the watch. Host: Evan Rook Compliance Issues Covered: Culture, Television, Streaming	
26:28	SPOTBREAK 5: Pfizer/Prevnar Branded	:60 OUTCUE: ...about Prevnar thirteen.
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

WNKR 7:00AM

Program	20-41	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	10/11/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AbbVie/Break It Down	OUTCUE: ...you by AbbVie. :60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE LIFE OF A MODERN PRIVATE EYE	10:30
	<p>Synopsis: The field of private investigation is rapidly changing. And not entirely for the good. We speak with Tyler Maroney – a journalist turned private eye about the evolution of the industry and the role tech-savvy investigators play in influencing and providing transparency to governments, corporate entities, criminal justice lawyers and other sectors.</p> <p>Host: Gary Price. Guest: Tyler Maroney, private eye, co-founder, Quest Research and Investigations, author, <i>The Modern Detective: How Corporate Intelligence is Reshaping the World</i>.</p> <p>Links for more info: https://www.questinvestigates.com/ https://www.theguardian.com/film/2020/jan/30/harvey-weinstein-black-cube-new-york-times https://www.complex.com/pop-culture/2019/08/luke-brindle-khym-gri-free-meeek-interview https://www.amazon.com/Modern-Detective-Corporate-Intelligence-Reshaping/dp/1594632596 https://twitter.com/tydamar https://www.newyorker.com/magazine/2020/10/05/why-private-eyes-are-everywhere-now</p> <p>Compliance Issues Covered: Career, Technology, Investigation, Government, Data Analysis, Research, Finance, Criminal Justice</p>	
12:17	SPOTBREAK 2&3: Pfizer/Eczema Eucrisa	OUTCUE: ...a dot com. :120
14:17	:02 PAUSE FOR LOCAL AVAIL	:02
14:19	SEGMENT 2: WHY IS ENGLISH SO HARD TO LEARN?	8:18
	<p>Synopsis: We all know the rule: “I before E, except after C,” but it’s not applicable in “weird” or “science” or many other words. The English language has many exceptions to its rules and these irregularities make it a difficult language to learn. Two language experts join Viewpoints this week to share the many frustrations of English and the rules at play today.</p> <p>Host: Marty Peterson. Guest: Vivian Cook, Professor Emeritus of Applied Linguistics at Newcastle University and author of <i>Accommodating Broccoli in the Cemetery: Or Why Can’t Anybody Spell</i>; Niall McLeod Waldman, author of <i>Spelling Dearest: The Down and Dirty, Nitty-Gritty History of English Spelling</i>.</p> <p>Links for more info: https://www.amazon.com/Accommodating-Broccoli-Cemetery-Anybody-Spell/dp/0743297113 https://www.amazon.com/Spelling-Dearest-Nitty-Gritty-History-English/dp/1418453307/ref=asap_bc?ie=UTF8</p> <p>Compliance Issues Covered: Language, Communication, History, Spelling, Culture</p>	
22:37	SPOTBREAK 4: Progressive Insurance/Movie Theatre-Sounds of Old	:30
	United Healthcare/UHC Prescriptions	OUTCUE: ...order pharmacies wow. :30
23:37	CULTURE CRASH: A SOLID OSCAR CONTENDER	2:49
	<p>Synopsis: We discuss director Chloe Zhao’s upcoming film, <i>Nomadland</i> that’s already generating a lot of buzz ahead of its December release.</p> <p>Host: Evan Rook</p> <p>Compliance Issues Covered: Culture, Film</p>	
26:26	SPOTBREAK 5: Geico/Dracula Monster Counseling	:30
	United Healthcare/UHC Dental	OUTCUE: ...by market wow. :30
27:26	Program Conclusion	:32
27:58	TOTAL TIME	

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Program Log for *Viewpoints Radio*

WNKR 7:00AM

Program	20-42	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	10/18/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: United Healthcare/UHC Vision Geico/Dracula Monster Counseling	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE 12 MILLION UNDOCUMENTED IMMIGRANTS IN THE U.S.	7:24
	Synopsis: In 2016, President Trump ran on a platform that vowed to deport all of the undocumented immigrants in the country. However, four years later and this population is still relatively the same. Is it a practical plan to deport millions who have lived in the U.S. for more than a decade, are law-abiding and fill important jobs that would otherwise be vacant? Host: Gary Price. Guest: Richard Hanus, immigration attorney. Links for more info: https://www.pewresearch.org/fact-tank/2019/06/12/5-facts-about-illegal-immigration-in-the-u-s/ https://www.usavisacounsel.com/ https://www.pewresearch.org/fact-tank/2019/06/12/us-unauthorized-immigrant-population-2017/ https://www.brookings.edu/policy2020/votervital/how-many-undocumented-immigrants-are-in-the-united-states-and-who-are-they/ https://www.nytimes.com/2020/09/12/us/ice-immigration-sweeps-deportation.html Compliancy Issues Covered: Immigration, Law, Government, Culture, Economy, Deportation, Education	
9:11	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment Progressive Insurance/Birthdaaa-Daaa Tadaaa Ester-C/Not All The Same	:60 :30 :30
11:11	:02 PAUSE FOR LOCAL AVAIL	:02
11:13	SEGMENT 2: WHITE COLLAR CRIME: THE PLAYERS & ITS ECONOMIC CONSEQUENCES	11:16
	Synopsis: Each year, white collar crime results in losses that range between 300 and 800 billion dollars. Comparatively, other street-level crimes only total 16 billion dollars. Despite the huge cost, we seldom hear about lasting consequences for corporate offenders. We explore the prevalence of white-collar crime in our country and the systems that allow this corruption to flourish. Host: Marty Peterson. Guest: Jennifer Taub, professor of law, Western New England University School of Law, author, <i>Big Dirty Money: The Shocking Injustice and Unseen Cost of White-Collar Crime</i> . Links for more info: https://hbr.org/2019/07/white-collar-crime https://www.nytimes.com/2014/05/04/magazine/only-one-top-banker-jail-financial-crisis.html https://twitter.com/jentaub?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://washingtonmonthly.com/2020/10/08/what-joe-biden-could-learn-from-abraham-lincoln-about-white-collar-crime/ https://www.nytimes.com/2020/02/18/us/politics/trump-pardon-bлагоjevich-debartolo.html https://www.amazon.com/Big-Dirty-Money-Shocking-Injustice/dp/1984879979 https://www.bjs.gov/index.cfm?ty=tp&tid=33 https://www.fbi.gov/investigate/white-collar-crime Compliancy Issues Covered: Crime, Fraud, Economy, Finance, Politics, Law, Criminal Justice, History	
22:29	SPOTBREAK 4: Donate Cars/Going to Do	:60
23:29	CULTURE CRASH: HALLOWEEN 2020	2:58
	Synopsis: This year's spooky festivities may look a little different on October 31 st – and that's okay. We share some of our favorite frightening films for the holiday. Host: Evan Rook Compliancy Issues Covered: Culture, Tradition, Pandemic, Film	
26:27	SPOTBREAK 5: Pfizer/Prevnar Branded	:60
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

WNKR 7:00AM

Program	20-43	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	10/25/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance/Restaurant-Sounds of Old World Garlique/Launch Blood Pressure	:30 :31
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEGMENT 1: HALLOWEEN 2020: THE KICKOFF TO THIS YEAR'S HOLIDAY SEASON	11:37
	Synopsis: Halloween is just around the corner, falling on Saturday, October 31 st . this year. Whatever your plans are this weekend, it's important to stay safe by following the recommended precautions. The holiday may look a little different this year, but it doesn't have to be any less spook-tastic. Host: Gary Price. Guests: Deedee Fronius; Dr. Rachel Prete, pediatric hospitalist, Arnold Palmer Hospital for Children, chief quality officer of newborn care, Winnie Palmer Hospital for Women and Babies. Links for more info: https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays.html#halloween https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays.html https://www.cdc.gov/flu/prevent/prevention.htm https://www.arnoldpalmerhospital.com/physician-finder/rachel-b-prete-do#/overview https://www.reviewjournal.com/business/fewer-people-will-celebrate-halloween-but-some-still-going-all-out-2135361/ Compliance Issues Covered: Public Health, Tradition, Culture, Parenting, Mental Health, Child Development	
13:25	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment Progressive Insurance/Movie Theatre-Sounds of Old World United Healthcare/UHC Dental	:60 :30 :30
15:25	:02 PAUSE FOR LOCAL AVAIL	:02
15:27	SEGMENT 2: EXAMINING THE DEATH-CARE INDUSTRY	7:24
	Synopsis: Planning for death is an important part of life. Getting your affairs in order and communicating your final wishes to your loved ones are two vital steps in this process. We speak with John Keith, the owner of Keith Monument, to better understand the field and some of the ways that COVID-19 has changed the way we celebrate life. Host: Marty Peterson. Guest: John Keith, owner, Keith Monument. Links for more info: http://www.keithmonument.com/Staff/11/John-Keith https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/funeral-guidance.html https://www.vox.com/the-goods/21277027/funeral-home-covid-19-coronavirus-socially-distant https://www.npr.org/sections/goatsandsoda/2020/04/07/828317535/coronavirus-is-changing-the-rituals-of-death-for-many-religions Compliance Issues Covered: Death, Health, Family, Relationships, Business, Career, History	
22:51	SPOTBREAK 4: Donate Cars/Going to Do	:60
23:51	CULTURE CRASH: THE HAUNTING OF HILL HOUSE & BLY MANOR	2:36
	Synopsis: Mike Flanagan's popular miniseries is back for a sequel with the Haunting of Bly Manor that was released earlier this month on Netflix. We dive into the two horror shows and determine if they're worth the watch. Host: Evan Rook Compliance Issues Covered: Culture, Television	
26:27	SPOTBREAK 5: Geico/Burial Ground Now That's Spooky United Healthcare/UHC Vision	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

WNKR 7:00AM

Program	20-44	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	11/01/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer/Prevnar Branded OUTCUE: ...about Prevnar 13.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE NATIVE AMERICAN VOTE: A GROUP PLAGUED BY VOTER MARGINALIZATION	11:35
	Synopsis: There are more than 5.2 million Native Americans living in the U.S., yet only a small fraction cast a ballot each election cycle. What factors lead to this low turnout? Viewpoints speaks with two experts about how historical bias feeds into the current challenges facing this group. Host: Gary Price. Guests: Dr. Jean Reith Schroedel, professor of political science, Claremont Graduate University, author, <i>Voting in Indian Country: The View From the Trenches</i> ; Dr. Brian Joseph Gilley, professor of anthropology, Indiana University-Bloomington. Links for more info: https://www.nytimes.com/2020/10/15/us/politics/navajo-arizona-mail-voting.html https://www.americanbar.org/groups/crsj/publications/human_rights_magazine_home/voting-rights/how-the-native-american-vote-continues-to-be-suppressed/ https://www.narf.org/ https://www.usa.gov/voting https://www.isidewith.com/ https://www.ballotready.org/ https://www.cgu.edu/people/jean-schroedel/ https://www.upenn.edu/pennpress/book/16138.html https://anthropology.indiana.edu/about/faculty/gilley-brian-joseph.html Compliance Issues Covered: History, Politics, Government, Human Rights, Voting Rights, Poverty, Race	
13:22	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment Geico/Burial Ground Now That's Spooky Ester-C/Not All The Same OUTCUE: ...prevent any disease.	:60 :30 :30
15:22	:02 PAUSE FOR LOCAL AVAIL	:02
15:24	SEGMENT 2: GOOD MORNING ZOOM	7:52
	Synopsis: You may be familiar with the classic children's book, <i>Goodnight Moon</i> , but what about <i>Good Morning Zoom</i> ? One mom living in New York City wanted to help her children better understand the pandemic, so wrote a parody based off of one of their favorite bedtime stories. The result? A funny, yet realistic look at parenting and getting through this period. Host: Marty Peterson. Guest: Lindsay Rechler, managing director, Jefferies Group, author, <i>Good Morning Zoom</i> . Links for more info: https://www.penguinrandomhouse.com/books/671475/good-morning-zoom-by-lindsay-rechler-illustrated-by-june-park/ https://www.amazon.com/Goodnight-Moon-Margaret-Wise-Brown/dp/0694003611 https://www.theguardian.com/books/2020/aug/04/goodnight-moon-redrawn-good-morning-zoom-for-covid-era-kids-lindsay-rechler-margaret-wise-brown-childrens-book Compliance Issues Covered: Literature, Parenting, Pandemic, Virus, Child Development, Technology	
23:16	SPOTBREAK 4: Donate Cars/Going to Do OUTCUE: ...four seven eight.	:60
24:16	CULTURE CRASH: WATCHING FILM FESTIVALS FROM HOME	2:09
	Synopsis: We discuss the upsides of film festivals going digital this year as well as some of our favorite hidden gems in the lineup. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:25	SPOTBREAK 5: Progressive Insurance/Vermicelli-Cmcl Chicken Matcha/Sia 20 OUTCUE: ...for free today.	:30 :30
27:25	Program Conclusion	:33
27:58	TOTAL TIME	

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Program Log for *Viewpoints Radio*

WNKR 7:00AM

Program	20-45	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	11/08/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AbbVie/Break It Down Poolout OUTCUE: ...you by AbbVie.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE STATE OF CLIMATE SCIENCE IN THE U.S.	10:03
	Synopsis: According to the Environmental Protection Agency, greenhouse gases trap heat in the atmosphere leading to a warmer planet. The largest source of greenhouse gas emissions due to human activities is from burning fossil fuels like coal, oil and natural gas for electricity, heat and transportation. In recent years, the increasingly dry and warm climate in the U.S. has led to extreme fires, record drought and more severe hurricanes. So, what can be done to alter the path we're currently on and make renewable energy (that results in less emissions) widely accessible for everyone? Host: Gary Price. Guest: Dr. Jennie C. Stephens, director and professor, School of Public Policy and Urban Affairs, Northeastern University, author, <i>Diversifying Power</i> . Links for more info: https://www.selectusa.gov/energy-industry-united-states#:~:text=Overview,%2C%20geothermal%2C%20and%20nuclear%20power https://www.northeastern.edu/graduate/bio/jennie-stephens/ https://yaleclimateconnections.org/2020/01/fossil-fuel-political-giving-outdistances-renewables-13-to-one/ https://twitter.com/jenniecstephens?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.opensecrets.org/ https://www.amazon.com/Diversifying-Power-Antiracist-Feminist-Leadership/dp/164283131X Compliance Issues Covered: Renewable Energy, Climate Change, Science, Diversity, Politics, Business	
11:50	SPOTBREAK 2&3: Walgreens/Medicare Part D Signup Progressive Insurance/Fore-Fake Testimonials United Healthcare/Virtual Visits OUTCUE: ...exclusions apply wow.	:60 :28 :30
13:48	:02 PAUSE FOR LOCAL AVAIL	:02
13:50	SEGMENT 2: HOLIDAY SHOPPING 2020: DO YOU NEED TO BUY IT?	9:04
	Synopsis: Compulsive buying disorder affects around five percent of Americans. With prime shopping season fully underway, the number of ads and limited-time deals can lead to several unneeded purchases. We speak with psychologist, Dr. Michael Vilensky about how retailers get you to keep buying and what to do if you feel like you're shopping is getting to be a problem. Host: Marty Peterson. Guest: Dr. Michael Vilensky, psychologist, The Ohio State University's Wexner Medical Center. Links for more info: https://www.healthline.com/health/addiction/shopping https://www.goodtherapy.org/learn-about-therapy/issues/compulsive-shopping https://www.psychologytoday.com/us/therapists https://wexnermedical.osu.edu/find-a-doctor/michael-vilensky-phd-98639 https://nrf.com/media-center/press-releases/nrf-says-consumers-continue-drive-economy-forecasts-retail-sales-will Compliance Issues Covered: Consumerism, Addiction, Personal Finance, Marketing, Psychology	
22:54	SPOTBREAK 4: Humanigen, Inc./COVID-19 Trial Recruitment OUTCUE: ...That's StopStorm.com.	:60
23:54	CULTURE CRASH: THE LIFE AND CAREER OF CHRISTOPHER NOLAN	2:33
	Synopsis: Film writer, Tom Shone has released a new book, <i>The Nolan Variations</i> highlighting some of the lesser-known details about director Christopher Nolan and his films. Host: Evan Rook Compliance Issues Covered: Culture, Film, Biography, Career, Literature	
26:27	SPOTBREAK 5: Progressive Insurance/Aloha-Fake Testimonials United Healthcare/Prescriptions OUTCUE: ...order pharmacies wow.	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

WNKR 7:00AM

Program	20-46	Written & Produced	Amirah Zaveri, Polly Hansen & Evan Rook
Air Week	11/15/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer/Prevnar Branded OUTCUE: ...about Prevnar 13.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE HISTORY OF FOOTBALL AS THE NFL CELEBRATES ITS 100TH ANNIVERSARY	9:57
	<p>Synopsis: The National Football League was founded in 1920 – and it’s no surprise that a lot has changed since then. Viewpoints speaks with three sports experts about the evolution of the football industry, its humble beginnings and why the NFL is still so pervasive and popular in American culture.</p> <p>Host: Gary Price. Guests: Dr. Rob Ruck, professor, sports history, University of Pittsburgh; Dr. Travis Vogan, associate professor, American studies, University of Iowa; Dr. Kurt Kemper, professor, history, Dakota State University.</p> <p>Links for more info: https://www.nfl.com/ https://www.nfl.com/nfl-films/ https://clas.uiowa.edu/american-studies/people/travis-vogan http://www.history.pitt.edu/people/rob-ruck https://dsu.edu/directory/kemper-kurt.html https://www.profootballhof.com/football-history/birth-of-pro-football/#:~:text=The%20sport%20of%20American%20football,the%20first%20college%20football%20game Compliancy Issues Covered: Sports, History, Business, Career, Culture, Marketing, Race, Diversity</p>	
11:44	SPOTBREAK 2&3: Walgreens/Medicare Part D Signup Progressive Insurance/Birthdaaa-Daa Tadaa United Healthcare/UHC Dental OUTCUE: ...by market wow.	:57 :30 :30
13:41	:02 PAUSE FOR LOCAL AVAIL	:02
13:43	SEGMENT 2: THE STATE OF SCIENCE	9:14
	<p>Synopsis: Before the pandemic, roughly 4 in 10 people across the world believed that if science didn’t exist their lives would be no different, according to a global survey conducted by 3M Corporation. We dig into this staggering statistic and how COVID-19 has altered people’s perception of the field.</p> <p>Host: Marty Peterson. Guest: Dr. Jayshree Seth, chief science advocate, 3M Corporation.</p> <p>Links for more info: https://www.3m.com/3M/en_US/state-of-science-index-survey/ https://www.3m.com/3M/en_US/state-of-science-index-survey/interactive-3m-state-of-science-survey/#2020-pulse-survey-explorer https://twitter.com/jseth2?lang=en https://www.societyforscience.org/people/caitlin-sullivan/ https://thestemlaboratory.com/stem-activities-for-kids/</p> <p>Compliancy Issues Covered: Science, Career, Technology, Pandemic, Invention, Education</p>	
22:57	SPOTBREAK 4: Humanigen, Inc./COVID-19 Trial Recruitment V.2 OUTCUE: ...storm dot com.	:61
23:58	CULTURE CRASH: RE-EXPLORING OLD SITCOMS	2:30
	<p>Synopsis: It’s a good time to tuck in and explore some of our favorite, most comforting shows. We discuss a few recommendations now available to stream.</p> <p>Host: Evan Rook Compliancy Issues Covered: Culture, Television, Streaming, Technology</p>	
26:28	SPOTBREAK 5: Pfizer/Prevnar Branded OUTCUE: ...about Prevnar 13.	:60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

WNKR 7:00AM

Program	20-47	Written & Produced	Amirah Zaveri, Polly Hansen & Evan Rook
Air Week	11/22/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance/Ball Game-Sounds of Old World Exergen/Temporal Scanner	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: SURVIVING PARKLAND: THE PERSPECTIVE OF ONE TEACHER	9:57
	Synopsis: The 2018 massacre at Marjory Stoneman Douglas High in Parkland, Florida was the deadliest high school shooting in U.S. history. A teen gunman opened fire killing 17 students and faculty and injuring 17 others. Viewpoints speaks with high school teacher Jeff Foster who was there that day and is still an active voice in ending gun violence. Host: Gary Price. Guest: Jeff Foster, A.P. government teacher, Marjory Stoneman Douglas High School, author, <i>For Which We Stand: How Our Government Works and Why It Matters</i> . Links for more info: https://twitter.com/mrjefffostersd?lang=en https://www.amazon.com/Which-We-Stand-Government-Matters/dp/1338643088 https://marchforourlives.com/ https://twitter.com/AMarch4OurLives?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://en.wikipedia.org/wiki/Stoneman_Douglas_High_School_shooting https://www.sun-sentinel.com/features/south-florida-parenting/fl-fea-jeff-foster-book-20201022-offlevb5b6fbi3mcobhmwutwpgm-story.html Compliancy Issues Covered: Education, Politics, Law, Public Safety, Democracy, Weapons Safety	
11:44	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment V.2 GEICO/Steve? MOAT Home2 Exergen/Temporal Scanner	:60 :30 :30
13:44	:02 PAUSE FOR LOCAL AVAIL	:02
13:46	SEGMENT 2: RELATIONSHIPS: THE HUMAN EXPERIENCE IN 2020	9:05
	Synopsis: Technology has shaped the way we stay in touch, fall in love and even have kids. Dr. Debora Spar joins Viewpoints this week to share how innovation affects several different aspects of our lives and what the future holds in this space. Host: Marty Peterson. Guest: Dr. Debora Spar, professor, Harvard Business School, author, <i>Work, Mate, Marry, Love: How Machines Shape Our Human Destiny</i> . Links for more info: https://www.pewresearch.org/internet/2020/05/08/dating-and-relationships-in-the-digital-age/ https://www.deboraspar.com/ https://twitter.com/deboraspar?lang=en https://us.macmillan.com/books/9780374200039 Compliancy Issues Covered: Relationships, Technology, Parenting, Aging, Communication, Addiction	
22:51	SPOTBREAK 4: Donate Cars/Going to Do	:60
23:51	CULTURE CRASH: THE LIFE OF ALEX TREBEK	2:35
	Synopsis: Alex Trebek, the host of Jeopardy, passed away at age 80 earlier this month. We remember his finesse, humor, genuine personality and decades-long dedication to the popular game show. Host: Evan Rook Compliancy Issues Covered: Culture, Television, Trivia	
26:26	SPOTBREAK 5: Progressive Insurance/Restaurant-Sounds of Old World Ester-C Not All The Same	:30 :30
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

WNKR 7:00AM

Program	20-48	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	11/29/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance/Toy Boat-Fake Testimonials United Healthcare/UHC Dental	:30 OUTCUE: ...by market wow. :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE EARLY AMERICAN DIET	11:49
	Synopsis: Throughout history - war, famine, economic instability has affected what we choose to buy at the grocery store. Even today, the pandemic has shifted our grocery shopping and eating habits. This week, we rewind back to the Great Depression, which forced millions of Americans to find new recipes and get creative with the limited number of ingredients they could afford. Host: Gary Price. Guest: Jane Ziegelman, historian, food writer, author, <i>A Square Meal: A Culinary History of the Great Depression</i> Links for more info: https://www.amazon.com/Square-Meal-Culinary-History-Depression/dp/0062216414 https://www.npr.org/sections/thesalt/2016/08/15/489991111/creamed-canned-and-frozen-how-the-great-depression-changed-u-s-diets https://www.harpercollins.com/blogs/authors/jane-ziegelman https://www.tenement.org/ https://soyummy.com/great-depression-food/ https://www.amazon.com/97-Orchard-Immigrant-Families-Tenement/dp/0061288519 Compliancy Issues Covered: Cuisine, Food Insecurity, Pandemic, Food Production, History, Health, Diet	
13:36	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment V.2 Progressive Insurance/Not Talking-Cmcl Chicken United Healthcare/UHC Vision	:62 :30 OUTCUE: ...by market wow. :30
15:38	:02 PAUSE FOR LOCAL AVAIL	:02
15:40	SEGMENT 2: I SPY DELICIOUS PIE	7:04
	Synopsis: Boozy Pecan, Cranberry-Pear, Banana Crème. The many flavors and textures of pie are endless. Just because Thanksgiving and all-things pumpkin have passed, doesn't mean an end to sugary holiday sweets. Viewpoints speaks with cookbook author Ken Haedrich about the prevalence of pie in American culture and how anyone – at any skill level – can bake a delicious pie in no time. Host: Marty Peterson. Guest: Ken Haedrich, food writer, cookbook author, <i>Pie Academy</i> . Links for more info: https://thepieacademy.com/recipes-and-videos/ https://www.amazon.com/gp/product/163586111X/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=163586111X&linkCode=as2&tag=thepieacademy-20&linkId=e52accae159b2793771baa6b6c5ba602 https://www.netflix.com/title/80063224 https://www.cdc.gov/healthequity/features/holidayseason/index.html Compliancy Issues Covered: Baking, Holiday Cooking, Literature, History, Culture, Hosting, Education	
22:44	SPOTBREAK 4: Donate Cars/Going to Do	OUTCUE: ...four seven eight. :60
23:44	CULTURE CRASH: OUR FAVORITE PAGE-TURNERS	2:44
	Synopsis: The colder months are a great time to tuck into a new novel. We recommend a few of our favorite books that are easy to get through and will keep you hooked from start to finish. Host: Evan Rook Compliancy Issues Covered: Culture, Literature	
26:28	SPOTBREAK 5: Pfizer Ibrance/Moments: That Moment	OUTCUE: ...loss of appetite. :60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

WNKR 7:00AM

Program	20-49	Written & Produced	Amirah Zaveri, Pat Reuter & Evan Rook
Air Week	12/06/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer/That Moment: Part 2 OUTCUE: ...loss of appetite.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: BECOMING STEVE JOBS	9:15
	<p>Synopsis: Apple co-founder, Steve Jobs, was hailed as a genius and master innovator during his lifetime, but his career wasn't always a smooth, upward trajectory. He failed many times and was eventually sidelined at Apple. We speak with one of his biographers about how Jobs changed his ways during this turbulent time, and how his experiences working with NeXt Computer and Pixar helped develop him into a savvy, more understanding leader.</p> <p>Host: Gary Price. Guest: Rick Tetzeli, co-author with Brent Schlender, of the book, "Becoming Steve Jobs: The Evolution of a Reckless Upstart Into a Visionary Leader."</p> <p>Links for more info: https://www.penguinrandomhouse.com/books/223401/becoming-steve-jobs-by-brent-schlender-and-rick-tetzeli-with-a-new-foreword-by-marc-andreessen/</p> <p>Compliance Issues Covered: History, Technology, Career, Business, Innovation, Leadership, Personal Growth</p>	
11:02	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment V.2 Pfizer/No Time to Wait AFIB :30 Progressive Insurance/Movie Theatre Sounds of Old OUTCUE: ...company and affiliates.	:62 :30 :30
13:04	:02 PAUSE FOR LOCAL AVAIL	:02
13:06	SEGMENT 2: LIAR, LIAR: HOW TO GET TO THE TRUTH	10:05
	<p>Synopsis: How do professionals question people to get the information they want? We talk to an expert in interrogation and lying on this subject, and how law enforcement and job interviewers use the same tactics to find out if someone may be lying to them.</p> <p>Host: Marty Peterson. Guest: Maryann Karinch, a human behavior expert and author of the book, "Nothing But the Truth: Secrets from Top Intelligence Experts to Control the Conversation and Get the Information You Need."</p> <p>Links for more info: https://www.spymuseum.org/ https://time.com/5443204/signs-lying-body-language-experts/ https://www.apa.org/monitor/julaug04/detecting http://karinch.com/</p> <p>Compliance Issues Covered: Psychology, Body Language, Career, Interrogation, Government, Office Culture</p>	
23:11	SPOTBREAK 4: Donate Cars/Going to Do OUTCUE: ...four seven eight.	:60
24:11	CULTURE CRASH: WHEN TO QUIT THE BOOK YOU'RE READING	2:14
	<p>Synopsis: When do you call it quits on a book that you just can't get into? We discuss a few picks that are popular reads but just didn't hook us enough to continue on.</p> <p>Host: Evan Rook Compliance Issues Covered: Culture, Literature</p>	
26:25	SPOTBREAK 5: ABbvie/Break It Down Poolout OUTCUE: ...you by AbbVie.	:60
27:25	Program Conclusion	:32
27:57	TOTAL TIME	

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Program Log for Viewpoints Radio

WNKR 7:00AM

Program	20-50	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	12/13/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance/Restaurant-Sounds of Old World Grainger/Knights in Shining Armor	:30 OUTCUE: ...get it done.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE MODERN DIAMOND BUSINESS	8:04
	Synopsis: The northwestern coast of South Africa & Namibia has been a mining hub for diamonds since the 1900's. Local workers labor through long shifts and hazardous working conditions in order to feed their families. The pay? Roughly five cents per carat of rough diamonds found. While some may argue that the industry stimulates the local economy, once a company deems an area to be over-mined, it pulls out, leaving behind nothing for locals except ravaged land. Host: Gary Price. Guest: Matthew Gavin Frank, professor, nonfiction, creative writing, poetry, Northern Michigan University, author, <i>Flight of the Diamond Smugglers: A Tale of Pigeons, Obsession, and Greed Along Coastal South Africa</i> . Links for more info: https://wwnorton.com/books/9781631496028 https://www.amazon.com/Flight-Diamond-Smugglers-Pigeons-Obsession/dp/1631496026/ref=sr_1_7?dchild=1&qid=1591828479&refinements=p_27%3AMatthew+Gavin+Frank&s=books&sr=1-7 https://www.debeersgroup.com/about-us/our-operations/our-mines/south-africa https://www.bbc.com/future/article/20200207-the-sparkling-rise-of-the-lab-grown-diamond Compliance Issues Covered: Global Issues, Human Rights, Poverty, Corporate Greed, Environment, Business, Natural Resources	
9:51	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment V.2 Pfizer/No Time to Wait DVT-PE Grainger/Knights in Shining Armor	:61 :30 OUTCUE: ...get it done.
11:52	:02 PAUSE FOR LOCAL AVAIL	:02
11:54	SEGMENT 2: THE LASTING LEGACY OF ALEX TREBEK & JEOPARDY!	11:19
	Synopsis: Alex Trebek hosted <i>Jeopardy!</i> for 37 seasons until his passing last month from pancreatic cancer. The trivia quiz series is unlike any other show on TV – and some would argue that a big part of what made it so entertaining was Trebek's talent for leading the game. We explore his career legacy and what's next for <i>Jeopardy!</i> . Host: Marty Peterson. Guests: Robert Thompson, professor, television & popular culture, Syracuse University; Daniella Regencia, attorney, former <i>Jeopardy!</i> contestant. Links for more info: http://jeopardy.com/ https://news.syr.edu/faculty-experts/robert-thompson/ https://www.ksby.com/news/local-news/local-jeopardy-contestant-reflects-on-recently-meeting-trebek https://www.cnn.com/2020/12/01/entertainment/jeopardy-new-season-trnd/index.html https://twitter.com/Jeopardy?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues Covered: Trivia, Entertainment, Culture, History, Death, Game Show, Television	
23:13	SPOTBREAK 4: SABRE/Personal Safety	:63 OUTCUE: ...red dot com.
24:16	CULTURE CRASH: THE QUEEN'S GAMBIT	2:12
	Synopsis: You don't need to be a chess whiz to enjoy <i>The Queen's Gambit</i> . Viewpoints explores the Netflix breakout hit featuring actress Anya Taylor-Joy. Host: Evan Rook Compliance Issues Covered: Television, Culture	
26:28	SPOTBREAK 5: Pfizer/No Time To Wait AFIB Grainger/Knights in Shining Armor	:30 OUTCUE: ... get it done.
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

WNKR 7:00AM

Program	20-51	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	12/20/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer/Prevnar Branded OUTCUE: ...about Prevnar 13.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE TOLL OF UNENDING DISCRIMINATION	9:42
	Synopsis: Segregation not only divides cities but leads to divided people as well. It fuels biases against people who may look or act different than us, leading to generations of inequity and discrimination. Viewpoints speaks with social justice activist, Tonika Johnson about the many impacts' segregation has had on the city of Chicago. Host: Gary Price. Guest: Tonika Johnson, social justice activist, creator of <i>Folded Project</i> and <i>Belonging</i> . Links for more info: https://www.foldedmapproject.com/ http://belongingchicago.com/ https://www.tonijphotography.com/ https://twitter.com/tonikagj?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.aclu.org/ Compliance Issues Covered: Race, Diversity, Community, Poverty, Segregation, Inequality, Bias, Education	
11:29	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment V.2 Pfizer/Eliquis No Time to Wait DVT-PE Progressive Insurance/Traffic-Comm Chicken OUTCUE: ...company and affiliates.	:61 :30 :31
13:31	:02 PAUSE FOR LOCAL AVAIL	:02
13:33	SEGMENT 2: WHAT ARE YOU GRATEFUL FOR?	8:50
	Synopsis: Thank goodness 2020 is just about over. While this year has been full of many challenges, it's also made more Americans realize what truly matters and the importance of being thankful for even the littlest of things. As we all look ahead to next year and the habits we hope to cultivate, we discuss the benefits of practicing gratitude through writing. Host: Marty Peterson. Guests: Janice Kaplan, journalist, author, <i>The Gratitude Diaries</i> , host, <i>The Gratitude Diaries</i> podcast. Links for more info: https://www.intelligentchange.com/ https://www.psychologytoday.com/us/blog/what-mentally-strong-people-dont-do/201504/7-scientificall-proven-benefits-gratitude https://www.intelligentchange.com/ https://www.amazon.com/Gratitude-Diaries-Looking-Bright-Transform/dp/1101984147 https://podcasts.apple.com/us/podcast/the-gratitude-diaries/id1517684348 Compliance Issues Covered: Journaling, Writing, Self-Improvement, Mental Health, Pandemic, Psychology	
22:23	SPOTBREAK 4: Donate Cars/Going to Do OUTCUE: ...four seven eight.	:60
23:23	CULTURE CRASH: REVISITING THE VIDEO GAME "THE LAST OF US"	3:03
	Synopsis: "The Last of Us" and "The Last of Us Part Two" both have intricate storylines set in a post-zombie apocalypse world that makes for adventurous and exciting game play. We dive into the creative development that sets this game apart. Host: Evan Rook Compliance Issues Covered: Gaming, Culture	
26:26	SPOTBREAK 5: Progressive Insurance/Toy Boat Fake Testimonials Pfizer/Eliquis No Time To Wait AFIB OUTCUE: ...Squibb and Pfizer.	:30 :30
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

WNKR 7:00AM

Program	20-52	Written & Produced	Amirah Zaveri & Evan Rook
Air Week	12/27/2020	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Eliquis/No Time to Wait DVT-PE Progressive/Movie Theater-Sounds of Old World	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE ON- AND OFF-STAGE BENEFITS OF PRACTICING IMPROV	11:34
	Synopsis: Getting on a stage in front of a crowd can be extremely daunting. But, taking a risk and trying something new may not only lead you to a new hobby but a renewed perspective on life. Improv comedy forces you to connect on a deeper level with others, as well as yourself through the collaboration, communication and confidence the performance art requires. Host: Gary Price. Guest: Max Dickins, comedian, improvisation expert, author, <i>Improvise!: Use the Secrets of Improv to Achieve Extraordinary Results at Work</i> . Links for more info: https://www.seconddcity.com/ https://momentimprov.com/online-improv-classes/ https://www.maxdickins.com/ https://www.hooplabusiness.com/ https://www.amazon.com/Improvise-Secrets-Confidence-Connect-Anything/dp/1785785877 https://twitter.com/maxdickins?lang=en Compliancy Issues Covered: Public Speaking, Communication, Career, Workplace, Self-Growth, Hobby	
13:21	SPOTBREAK 2&3: Humanigen, Inc./COVID-19 Trial Recruitment V.2 Pfizer/Prevnar Branded	:61 :60
15:22	:02 PAUSE FOR LOCAL AVAIL	:02
15:24	SEGMENT 2: GAME SHOW HISTORY	7:44
	Synopsis: Before the game shows of today, there were countless series of the past that defied our notion of showmanship. Full of grandiose props, charismatic hosts and the perfect, hand-picked contestants, these series kept viewers hooked till the very end and were (really) too good to be true. We discuss some of the most popular game shows in American history and how the industry has evolved over the last 70 years. Host: Marty Peterson. Guest: Adam Nedeff, game show historian, author. Links for more info: https://www.pbs.org/wnet/pioneers-of-television/pioneering-programs/game-shows/ https://www.history.com/news/quiz-show-scandal-fraud-jeopardy https://www.pbs.org/wgbh/americanexperience/features/quizshow-64000-question/ https://twitter.com/adamnedef?lang=en https://www.amazon.com/Adam-Nedef/e/B00J5U21Z8 Compliancy Issues Covered: History, Trivia, Television, Education, Government, Pop Culture	
23:08	SPOTBREAK 4: Donate Cars/Going to Do	:60
24:08	CULTURE CRASH: A FILM HOMAGE TO "THE TWILIGHT ZONE"	2:19
	Synopsis: We recommend the new movie, "The Vast of Night" now available to stream on Amazon Prime. It has the same vibes as "The Twilight Zone", transporting viewers back to an entirely different time period. Host: Evan Rook Compliancy Issues Covered: TV, Culture, History	
26:27	SPOTBREAK 5: Progressive/Traffic-Comm Chicken Pfizer Eliquis/No Time To Wait AFIB	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Travelling the Bluegrass

WNKR-FM 12:00pm

October 1st 2020 thru December 31st 2020

October 1: One of the shops inside Bluegrass Stockyards is The Local Connection. We talk with Manager Elizabeth Buckles, find out about what she sells in the shop, how she tell the farmer's story, the increase in demand during the COVID-19 pandemic, and how the shop is helping meet the demand for locally grown food.

October 2: Despite challenging market times, A Crittenden County farmer says he enjoys the agriculture life because no two days are ever the same. We meet Shane Wesmoland, learn about the farming operation he is involved with, discuss the history of his family in agriculture, and hear about the struggles and joys of his farm career.

October 5: Nearly fifty displays made out of hay are scattered throughout Todd County as part of the annual Bale Trail. Todd County Chamber of Commerce Director Tiffany Groves says this year's bale trail includes a bicentennial birthday cake, the Wizard of Oz, and other special themes scattered across the county.

October 6: The North American International Livestock Exposition will take place this year, with the format modified from normal years due to COVID-19. Kentucky Agriculture Commissioner Dr. Ryan Quarles talks about the North American, what will happen, and the importance of the annual event.

October 7: Applications are being accepted for the second round of the Coronavirus Food Assistance Program, better known as CFAP. Kentucky Agriculture Commissioner Dr. Ryan Quarles says more agriculture crops have been added to the second round of payments that are designed to help farmers impacted by the COVID-19 pandemic.

October 8: Now is the time for beef cattle farmers to prepare to feed and maintain their cattle heard during the winter months. University of Kentucky Beef Cattle Specialist Dr. Katie Van Valen says testing hay for quality is critical after a summer that provided plenty of pasture for the herd.

October 9: A south central Kentucky farmer says he enjoys meeting new farmers across the country when he travels. We meet Cumberland County farmer Kim McCoy, learn about the history of his farming operation, talk about the struggles he faces, and what enjoys about agriculture.

October 12: A Daviess County farmer is providing a window into the world of animal agriculture on the poultry farm he owns and operates. We talk with Daniel Hayden about the educational center that is located on his poultry farm, the visitors that have stopped by, and some of the questions the visitors ask.

October 13: The United States Department of Agriculture's Rural Development Agency is providing grant money across the state to help with energy efficiency and infrastructure projects. Kentucky Director Hilda Legg talks about the grants, types of projects funded, and shares information about how others can apply.

October 14: The 2020 growing season provided a number of challenges for agriculture researchers across the state, ranging from wet weather in the west to dry conditions in the east. BASF Agronomist Greg Stapleton talks about the research, what they learned, and how a year like 2020 will benefit farmers.

October 15: A dairy producer from Ohio, who judged at the Kentucky State Fair in August, says working with youth dairy shows across the country has a special meaning for her. We visit with fifth generation dairy farmer Donna Green, find out about her heritage, and talk about the importance of the dairy industry.

October 16: On this week's farmer spotlight we travel to eastern Kentucky to make a stop in Elliot County where we meet John Skaggs. We visit with John about his family farm, talk about the history, what they raise on the farm, the struggles he faces, and what he enjoys the most about agriculture life.

October 19: Secretary of State Michael Adams is predicting more than seventy percent of Kentuckians will vote during this election season. Adams is encouraging voters to return paper absentee ballots or vote using one of the early voting machines that will be open until election day, November 3.

October 20: A Fayette County farmer is producing beef that winds up on the shelves of a popular grocery market, with other products from his farm heading to farm markets in central Kentucky. Todd Clark talks about what he raises on the farm and how it is marketed.

October 21: A central Kentucky food processor is searching for more farmers to help supply the demand for grass-fed beef and other meat products. Farmer Todd Clark, who works with procurement for Marksby Farm Market, says after farmers meet some requirements, they could be in line for some healthy income.

October 22: Reaching the last mile in Kentucky is the focus of Kentucky Farm Bureau's broadband and internet expansion initiative. Kentucky Farm Bureau President Mark Haney talks about the need to continue expanding internet to all homes, farms, and businesses across the state.

October 23: A Daviess County farmer says estate planning is one of the biggest issues he sees that is facing agriculture today. Daniel Hayden talks about his farming operation, the history of the family farm, some of the most significant struggles, and what he enjoys about agriculture.

October 26: The annual Fall Grazing Conference sponsored by the University of Kentucky College of Agriculture will be a three-day virtual event this year. Forage Specialist Dr. Chris Toych says the conference, that will be held October 27, 28, and 29, will focus on Adapting to Change; designing resilient forage livestock systems.

October 27: Kentucky Commissioner of Agriculture Dr. Ryan Quarles recently served as chairman of the Tri-National Accord. Quarles says the major focus was implementation of the United States, Mexico, and Canada trade agreement that was signed by all countries involved earlier this year.

October 28: The Kentucky 4-H Shooting Sports program offers training for coaches and students in the areas of safety, sportsmanship, and competition. State Director Ashley Marcum says the state shooting sports program involves several counties across the state, with a virtual state tournament attracting a number of participants this year.

October 29: The Kentucky Shooting Sports Program provides a \$1,000 scholarship each year that is named after the shooting sports program founder. State Shooting Sports Director Ashley Marcum says with the state tournament being virtual, teen ambassadors are raising funds online for the Marion Creech Scholarship.

October 30: A Fayette County farmer says labor and the bottom line are two of the major concerns has in his farming operation. We meet Todd Clark, learn about his farming operation, how he got started, his biggest challenges, and what he enjoys the most.

November 2: November and December are the worst months for deer collisions on Kentucky roadways. Bluegrass Triple-A spokesperson Lynda Lambert talks about the deer collisions, how much they cost drivers, proper insurance coverage, and how to avoid deer collisions.

November 3: Kentucky 4-H, FFA, and the Kentucky Proud program split more than \$600,000 in donations from the Kentucky Ag Tag Program. Agriculture Commissioner Dr. Ryan Quarles talks about the donations, what they are used for, and the generosity of Kentucky farm families.

November 4: Kentucky was well-represented at the National FFA Convention that was held last week in a virtual format. State Agriculture Education Consultant Matt Chaliff talks about some of the FFA members and chapters that competed, and some of the highlights of the virtual convention.

November 5: The North American International Livestock Exposition kicks off today at the Kentucky Exposition Center in Louisville. Kentucky Venues Director of Expositions previews the events and talks about some contests and events that will not happen because of COVID-19.

November 6: A Franklin County farmer says she and her husband enjoy the beef cattle operation on their farm, with plans to grow the operation in the future. We meet Sharon Spencer, learn about her start in farming, some of the biggest challenges, and what she enjoys the most about agriculture.

November 9: The University of Kentucky College of Agriculture is hosting a five-week series of webinars focused on crop protection. U.K. Plant Pathologist Dr. Kiersten Wise says a number of important topics ranging from corn and soybean diseases to insects and weeds will be covered by the UK plant science team.

November 10: Kentucky Agriculture Commissioner Dr. Ryan Quarles says some important changes recently approved by the Environmental Protection Agency will allow farmers to resume using Dicamba based products next year. Quarles talks about the new requirement and the importance of having Dicamba as a tool in agriculture.

November 11: The North American International Livestock Exposition is in full swing at the Kentucky Exposition Center in Louisville. Kentucky Venues Director of Expositions Bobby Bell talks about the importance of the North American for the livestock industry, national contests that are taking place this year, and the economic impact of the event.

November 12: Union County FFA member Mallory White is celebrating her national win with her proficiency contest entry detailing her partnership on the family farm. White talks about her project, the farming operation, working with her family on the farm, and how it felt to get the news that she was a national winner.

November 13: A Fleming County farmer says some of the biggest struggles on the farm include managing the cost of inputs and still making a profit, but the reward and lifestyle is worth it. We meet Fleming County farmer Terry Vice, learn about his farming operation, talk about his experience with industrial hemp, and find out about the struggles and rewards of farming.

November 16: A second round of grant money is available to help Kentucky meat processors make expansions and improvements to handle increased demand. Kentucky Agriculture Commissioner Dr. Ryan Quarles talks about the latest round of funding through the Governor's Office of Ag Policy, what the money can be used for, and how to apply.

November 17: A Spencer County Farm Bureau Agent says he is happy to be playing a role in agriculture through his business and the interests of his family. We meet Nathan Franklin, learn about his agriculture background, and find out his concerns about the shrinking dairy industry.

November 18: A young man from Louisville is creating a buzz in his neighborhood with his growing bee-keeping hobby. We meet Keith Griffith, learn about his start in bee-keeping, how it is impacting his life, and hear from his mother Stephanie the change she has seen in her son's life.

November 19: With Thanksgiving just a week away the Butterball Turkey Talk-line is up and ready to help cooks across the country. Turkey talker Nicole Johnson says they are expecting to hear from a number of first-time cooks who are looking for new ways to prepare the Thanksgiving meal.

November 20: A Grant County farmer says he enjoys the diversity that the livestock operation offers on their family farm. We meet Mark Kinsey, learn about his start in farming, what are some of his biggest concerns, and what he enjoys the most about the farm and agriculture life.

November 23: With Thanksgiving just a few days away the Butterball Turkey Talk Line crew is gearing up for a busy week. We talk with Chief Turkey Talker Nicole Johnson about working from home, how to get in touch with the talk line, questions they can answer, and more.

November 24: Eight Kentucky County Fairs will make improvements this year thanks to the latest round of County Fair Grants from the Kentucky Department of Agriculture. Commissioner of Agriculture Dr. Ryan Quarles talks about the grants, what counties received the money, the projects they are completing, and the importance of the County Fair Grant Program.

November 25: A Caldwell County wife, mother, and farmer is sharing her story with lung cancer to encourage awareness and others to get screened. We meet Illisa Beavers, learn about her journey, the stigmas associated with lung cancer, and the treatment options available.

November 26: Butterball Turkey Talk Line experts field a variety of interesting calls each year from consumers around the country. Nicole Johnson shares two of her favorite calls as we celebrate Thanksgiving this year.

November 27: A Grayson County farmer says finding labor for the farm is always a struggle, but he enjoys being with his family every day on the farm. We meet Brad Green, learn about the Green Family farming operation, find out about the biggest challenges on the farm, and what he enjoys the most.

November 30: The average cost of the 2020 Thanksgiving meal was slightly lower than in previous years. American Farm Bureau Economist Dr. John Newton, who is from Kentucky, talks about the cost of the turkey and all the trimmings, and what factors may have led to the lower cost.

December 1: Kentucky Farm Bureau's Annual Meeting will join many others across the state and nation in a virtual format. President Mark Haney talks about the annual meeting, when it will take place, who will be participating, and how Farm Bureau members and delegates can join in.

December 2: Although the Kentucky Farm Bureau Annual Meeting will be virtual this year, there will still be several critical policy issues to debate. President Mark Haney talks about the issues, how they become a part of the legislative agenda for the organization, and how the contests were held this year.

December 3: The state of agriculture across the United States is relatively good despite a trade war and the COVID-19 pandemic. Secretary of Agriculture Sonny Perdue talks about agriculture, the trade war, farm income, and the role of assistance programs in 2020.

December 4: A Gallatin County farmer and his brother make their living raising a variety of traditional and specialty crops on their farm. We meet Taylor Jones, learn about his farming operation, his experience with industrial hemp, some of the struggles they face on the farm, and what he enjoys the most.

December 7: The United States has made progress with the USMCA and other trade agreements around the world. Secretary of Agriculture Sonny Perdue discusses the USMCA and other trade agreements, and the Secretary provides an update on broadband expansion.

December 8: Two brothers from Gallatin County are making their place in agriculture with vegetable crops. Taylor Jones talks about their vegetable growing operation, what they raise, the challenges they faced, and more.

December 9: An animal health company is developing technology to help livestock farmers to better monitor their animals on the farm. Dr. Jason Nickell from Merck Animal Health discusses the technology, how it works, and other details.

December 10: American Farm Bureau Chief Economist Dr. John Newton says 2020 had it's share of lows and highs. Newton talks about the agriculture economy, some of the tough times and some of the highlights for the year.

December 11: A Garrad County farmer and her family are making their place in agriculture through the equine and livestock industries. We meet Rachel Ball, learn about the history of the family farm, talk about their farming operation, and find out some of her biggest struggles and what she enjoys the most.

December 14: The National Farm Machinery Show is on for 2021, but it will take place more than a month later than normal. Kentucky Venues President and CEO David Beck talks about the show, changes being made to comply with COVID-19 regulations, and other details.

December 15: The top Certified Crop Adviser in the state will be recognized at the Kentucky Commodity Conference in January. University of Kentucky Agriculture Extension Agent Graham Cofield talks about how to nominate your favorite CCA, the qualifications, and other details.

December 16: A used equipment dealership in Hopkinsville is helping farmers across the state and country find tractors and equipment to sustain their operation. We meet Delbert Roeder and his daughter Mary Elizabeth Coleman, and talk about their legacy in the agriculture equipment industry.

December 17: Kentucky Agriculture Commissioner Dr. Ryan Quarles told Kentucky Farm Bureau during their annual meeting this month that agriculture has experienced challenges in 2020 but will end the year on top. Quarles thanked Farm Bureau members for their service and commitment during the year and talked about how that helped keep agriculture moving.

December 18: American Farm Bureau President Zippy Duvall says although the COVID-19 pandemic forced many at the national headquarters to work from home, the organization has been busy serving farmers across the country. Duvall talked about some of the issues he has worked on during the year as he spoke with Kentucky Farm Bureau members during their annual meeting.

December 21: A mother's love of Christmas has turned into one of Kentucky's newest agritourism destinations. Jessica Anderson talks about The Reindeer Farm, how she and her husband started the farm, their two reindeer, events that take place, and the reaction they have from visitors.

December 22: USDA Undersecretary Bill Northey says he was pleased with the work of the Farm Service Agency in getting two major assistance programs in place for farmers. He says CFAP and other programs were extremely beneficial for farmers and agriculture.

December 23: One of the big questions each Christmas is will Santa Claus' reindeer be able to make their worldwide flight pulling a sleigh filled with toys. Murray State University Breathitt Veterinary Center Director Dr. Debbie Reed says they worked with the North Pole Veterinarian to conduct several tests to ensure the health of the reindeer this year.

December 24: Christmas is a special time to celebrate with family and friends. On this edition of the show host Alan Watts talks with Edge Media Group President Beth Mann about her love of radio, history with farming and agriculture, and what she is thankful for as we close out 2020.

December 25: Christmas time with family is always a great part of many holiday celebrations. Show host Alan Watts visits with his wife and daughter, Susan and Jennie Watts, to share what Christmas means to them. He also talks about what Christmas means to him.

December 28: The University of Kentucky College of Agriculture will hold the Winter Wheat Meeting over two days in a virtual format in 2021. Grain and Forage Center of Excellence Director Dr. Chad Lee says the event will focus on the latest information about wheat diseases and weather challenges that farmers are facing each year.

December 29: The next generation of beekeepers are a vital link in keeping the pollinators healthy and plentiful to help agriculture crops grow. Emma Stevens from Greenup County talks about how she got started, educating others about bees, and their importance in the ecosystem.

December 30: A Hardin County Farmer is embracing social media to help share the story of agriculture. Mark Thomas says videos he is posting on Tik Tok are gaining quite a bit of attention as he has fun with fellow farmers and shares an important message about agriculture.

December 31: As we wrap up 2020 University of Kentucky Agriculture Economist Dr. Will Snell says the year may have turned out better than many expected. Dr. Snell recaps the year, how the commodity fared, and other details.

**WNKR PERIODICALLY ROTATED PSA'S FOR THE
FOLLOWING ENTITIES THROUGHOUT THE DATES OF
10/1/2020-12/31/2020**

**Fatherhood.gov
Goodwill Donations
Ready.gov
Finishyourdiploma.org
Myoms.org
The Center for Disease Control
Asianlonghornedbeetle.com
Womanshealth.va.gov
Maketheconnection.net
Worldvision.org
Feedingamerica.org
Americaletsdolunch.org
The YMCA
Fightblindness.org**

WNKR PSA

Food for Friends

Sponsored by Catholic Charities of the Diocese of Covington

Catholic Charities is happy to announce their first food pantry in Grant County on December 7, 2020 from 1-3pm! "Food for Friends" mobile food pantry will be available for Grant County low income residents on the 2nd Monday of every month.

"Food for Friends" is a program of Catholic Charities of the Diocese of Covington, where we aspire to mirror the love and actions of Jesus Christ. "Food for Friends" monthly mobile food pantry will provide residents from 20-40 food items at no cost. These food items are provided by The Emergency Food Assistance Program (TEFAP), and will vary from canned goods, rice, pasta, meat and fresh produce, depending on availability. Due to Covid-19, the pantry will begin as a drive-thru pantry so that social distancing guidelines can be met and our guests and volunteers remain safe.

The pantry will be hosted at the hall at St. William Catholic Church, located at 6 Church Street, Williamstown KY 41097. You will need to bring a photo ID. Contact John Hehman about how to pick up food for someone who is homebound. We ask that the vehicles line up in the rear of the church. While waiting in line, please do not get out of your vehicles and wander around. We are doing our part to keep you safe and we ask that you do the same for us.

"Food for Friends" has already opened a pantry in Bracken County and future plans are to open pantries in the following counties in the Diocese of Covington as well... Mason, Pendleton, Owen and Gallatin Counties. For more information or questions please contact Mobile Food Pantry Coordinator, John Hehman by phone at (859) 581-8974 ext. 124 or email at jhehman@covingtoncharities.org. You can also like us on Facebook Food for Friends Mobile Pantry.

Q4 2020



WNKR-FM
 PO Box 54384
 Cincinnati, OH 45254
 Phone: 513-769-9105

INVOICE NUMBER: 24434

WNKR Williamstown KY
 INVOICE DATE: 11/30/20
 PAGE: 1 TYPE: Complete
 ACCOUNT: 12909
 CONTRACT: 1290901
 PRODUCT: CONSTITUTION

PAY THIS AMOUNT: **BY:**

AMERICAN HERITAGE
 PSA

WNKR Times for 11/1/20-11/30/20

Times are approximate within 15 minutes.

Day/Date	Time	Len	Rate	Product	Comments
Su 11/01	A 5:36a	30	\$0.00	CONSTITUTION	
Su 11/01	A 9:10p	30	\$0.00	CONSTITUTION	
Mn 11/02	A 11:52p	30	\$0.00	CONSTITUTION	
Tu 11/03	A 6:50a	30	\$0.00	CONSTITUTION	
Tu 11/03	A 11:51p	30	\$0.00	CONSTITUTION	
We 11/04	A 6:11a	30	\$0.00	CONSTITUTION	
Th 11/05	A 10:51p	30	\$0.00	CONSTITUTION	
Fr 11/06	A 11:51a	30	\$0.00	CONSTITUTION	
Sa 11/07	A 9:51a	30	\$0.00	CONSTITUTION	
Sa 11/07	A 8:11p	30	\$0.00	CONSTITUTION	
Su 11/08	A 11:17a	30	\$0.00	CONSTITUTION	
Su 11/08	A 10:35p	30	\$0.00	CONSTITUTION	
Mn 11/09	A 7:49a	30	\$0.00	CONSTITUTION	
Mn 11/09	A 9:34a	30	\$0.00	CONSTITUTION	
Tu 11/10	A 11:52a	30	\$0.00	CONSTITUTION	
We 11/11	A 10:51p	30	\$0.00	CONSTITUTION	
Th 11/12	A 5:49a	30	\$0.00	CONSTITUTION	
Fr 11/13	A 10:51p	30	\$0.00	CONSTITUTION	
Sa 11/14	A 7:36p	30	\$0.00	CONSTITUTION	
Sa 11/14	A 9:50p	30	\$0.00	CONSTITUTION	
Su 11/15	A 9:35p	30	\$0.00	CONSTITUTION	
Su 11/15	A 11:10p	30	\$0.00	CONSTITUTION	
Mn 11/16	A 9:36p	30	\$0.00	CONSTITUTION	
Tu 11/17	A 11:51p	30	\$0.00	CONSTITUTION	
We 11/18	A 10:51p	30	\$0.00	CONSTITUTION	
Th 11/19	A 10:38a	30	\$0.00	CONSTITUTION	
Th 11/19	A 10:50p	30	\$0.00	CONSTITUTION	
Fr 11/20	A 2:38p	30	\$0.00	CONSTITUTION	
Sa 11/21	A 11:10a	30	\$0.00	CONSTITUTION	
Sa 11/21	A 11:35p	30	\$0.00	CONSTITUTION	
Su 11/22	A 12:53p	30	\$0.00	CONSTITUTION	
Su 11/22	A 8:11p	30	\$0.00	CONSTITUTION	
Mn 11/23	A 5:10a	30	\$0.00	CONSTITUTION	
Mn 11/23	A 9:36p	30	\$0.00	CONSTITUTION	

Before me, a Notary Public, personally appeared Jeff Ziesmann, Who affirms that he is General Manager of Radio Station WNKR, and that broadcasts were made during this period.

WNKR
106.7 FM
Classic Country

WNKR-FM
 PO Box 54384
 Cincinnati, OH 45254
 Phone: 513-769-9105

INVOICE NUMBER: 24434

WNKR Williamstown KY

INVOICE DATE: 11/30/20
 PAGE: 2 TYPE: Complete
 ACCOUNT: 12909
 CONTRACT: 1290901
 PRODUCT: CONSTITUTION

AMERICAN HERITAGE
 PSA

PAY THIS AMOUNT:

BY:

Day/Date	Time	Len	Rate	Product	Comments
Tu 11/24	A 5:11a	30	\$0.00	CONSTITUTION	
Tu 11/24	A 11:36p	30	\$0.00	CONSTITUTION	
We 11/25	A 5:10a	30	\$0.00	CONSTITUTION	
Fr 11/27	A 10:51p	30	\$0.00	CONSTITUTION	
Sa 11/28	A 5:11a	30	\$0.00	CONSTITUTION	
Sa 11/28	A 9:35p	30	\$0.00	CONSTITUTION	
Su 11/29	A 8:51p	30	\$0.00	CONSTITUTION	
Su 11/29	A 10:36p	30	\$0.00	CONSTITUTION	
Mn 11/30	A 5:09a	30	\$0.00	CONSTITUTION	
Mn 11/30	A 10:51p	30	\$0.00	CONSTITUTION	

Contract #1290901 11/1/20 to 11/30/20
 10/12-12/12

A: 11/30 44 30's No Charge \$0.00
 BALANCE OF INVOICE #24434 \$0.00

Before me, a Notary Public, personally appeared Jeff Ziesmann, Who affirms that he is General Manager of Radio Station WNKR, and that broadcasts were made during this period.



WNKR-FM
 PO Box 54384
 Cincinnati, OH 45254
 Phone: 513-769-9105

INVOICE NUMBER: 24520

WNKR Williamstown KY
 INVOICE DATE: 12/29/20
 PAGE: 1 TYPE: Complete
 ACCOUNT: 12909
 CONTRACT: 1290901
 PRODUCT: CONSTITUTION

PAY THIS AMOUNT: **BY:**

AMERICAN HERITAGE
 PSA

WNKR Times for 12/1/20-12/12/20

Times are approximate within 15 minutes.

Day/Date	Time	Len	Rate	Product	Comments
Tu 12/01 A	8:51a	30	\$0.00	CONSTITUTION	
Tu 12/01 A	7:36p	30	\$0.00	CONSTITUTION	
We 12/02 A	9:10a	30	\$0.00	CONSTITUTION	
We 12/02 A	11:51p	30	\$0.00	CONSTITUTION	
Th 12/03 A	7:50a	30	\$0.00	CONSTITUTION	
Th 12/03 A	9:50p	30	\$0.00	CONSTITUTION	
Fr 12/04 A	8:51a	30	\$0.00	CONSTITUTION	
Fr 12/04 A	11:50p	30	\$0.00	CONSTITUTION	
Mn 12/07 A	7:03a	30	\$0.00	CONSTITUTION	
Mn 12/07 A	1:52p	30	\$0.00	CONSTITUTION	
Tu 12/08 A	5:50a	30	\$0.00	CONSTITUTION	
Tu 12/08 A	8:10p	30	\$0.00	CONSTITUTION	
We 12/09 A	10:51p	30	\$0.00	CONSTITUTION	
Th 12/10 A	5:10a	30	\$0.00	CONSTITUTION	
Fr 12/11 A	7:51a	30	\$0.00	CONSTITUTION	
Fr 12/11 A	11:36p	30	\$0.00	CONSTITUTION	
Sa 12/12 A	5:50a	30	\$0.00	CONSTITUTION	
Sa 12/12 A	10:17p	30	\$0.00	CONSTITUTION	

Contract #1290901 12/1/20 to 12/12/20
 10/12-12/12

Total Charge: \$0.00
 BALANCE OF INVOICE #24520 \$0.00

Before me, a Notary Public, personally appeared Jeff Ziesmann, Who affirms that he is General Manager of Radio Station WNKR, and that broadcasts were made during this period.

WNKR-FM

NORTHERN KENTUCKY FOCUS PROGRAM

DURATION: 30 MINUTES, LOCALLY PRODUCED

Interviews with James Noll, Northern Kentucky Attorney and Legal Expert on the following dates: 10/4/20, 11/1/20, 12/6/20, 12/27/20 7:30AM

The discussions were targeted at how those who are currently without legal counsel can go about contacting and beginning the relationship with an attorney, as well as other topics relating to the law.

An interview with Steven Heyho, owner of the local restaurant Beans in Dry Ridge and Hebron, was conducted on 12/20/20. The discussion focused on Heyho's decision to keep his restaurants open during the Governor mandated shutdown.