

ISSUES AND RESPONSIVE PROGRAMMING REPORT

FOR

WTOB RADIO 980 A.M.

WINSTON-SALEM, NORTH CAROLINA

Q3 JULY 1, 2023 THROUGH SEPTEMBER 30, 2023

Issues covered in programming throughout the year:

Agriculture & farm issues, alcohol abuse, automotive & vehicle safety, bullying, business & industry, consumer issues, crime, elderly, deregulation, developmental disorders, disabilities, drug addiction and treatment, drunk driving, economics, education, ethics, family issues, federal government & regulation, fitness, food safety, health care, impaired driving, laws & criminal justice system, local government, mental health, parenting issues, police, culture, poverty, psychology, public health, science & engineering, sports & recreation, substance abuse & treatment, suicide, technology, women's issues, workplace & employment issues, youth

Public Service Announcements (PSAs) are from 15-30 seconds in length

Community Interviews are from 7-15 minutes in length

Ongoing – Public Service Announcements

Riverwood Riding Center – Special Needs Services

SJ Boutique – St James AME Church Clothes Closet

Senior Services – Meals on Wheels

Davidson County Senior Services – Meals on Wheels

Big Brothers – Big Sisters of Forsyth & Davie Counties – Volunteer Information

Wake Forest Baptist Medical Center – Brenner Children’s Hospital volunteer information

VFW Memorial Honor Guard – Volunteer Information

Shepherd’s Center of Greater Winston-Salem – Volunteer Computer Coaches to train Seniors

H.O.P.E. – Help Our People Eat of Winston-Salem – Volunteer information for food distribution

Hospice & Palliative Care Center – Volunteer Information

Shepherd’s Center of Kernersville – Volunteer Information

Davie Medical Center – Volunteer Information

Faith in Action/Shepherd’s Center – Volunteer Information for home visitation, minor repairs & transportation for homebound older adults

Senior Services – Invitation to donate nonperishable foods, toiletries, socks, tissues, shaving cream, toothpaste and lotion for elderly residents of Forsyth County

NCDOT - Periodic Announcements regarding road construction, closures and delays

THE AMERICAN LEGION POST 290 IN KING INVITES YOU TO THE KING FOURTH OF JULY MUSIC FESTIVAL - FEATURING WILL EASTER, NONE OF THE ABOVE, VANDERGRIFT, AND BROOKS FORSYTH. **TUESDAY JULY 4TH**. GATES OPEN AT NOON. \$10 CASH DONATION PER PERSON. ALL DAY MUSIC, FOOD, FESTIVITIES, FIREWORKS - 436 SOUTH MAIN STREET, KING NC. VISIT AMERICAN LEGION POST 290 (DOT) COM. (061223)

THE AMERICAN LEGION POST 55 AT 111 MILLER STREET WINSTON-SALEM INVITES YOU TO THEIR ANNUAL FOURTH OF JULY CELEBRATION - TUESDAY JULY 4TH - EVERYONE IS WELCOME TO THIS FREE EVENT FROM NOON UNTIL 6 PM - BOUNCY HOUSE, PRIZES, HOTDOGS, HAMBURGERS, CHICKEN, PULLED PORK AND SIDES - FREE FOR EVERYONE. (061523)

THE SALEM BAND PRESENTS THE BEST OF SALEM BAND, ENJOY YOUR FAVORITE SALEM BAND SELECTIONS FROM PAST CONCERTS: SALVATION IS CREATED, WILLIAM TELL, CAROLE KING, MOVIE MUSIC FROM STAR WARS, MIDWAY, AND O BROTHER WHERE ART THOU; SWING, AND OF COURSE, LOCAL FAVORITE, MORNING STAR POLKA. GUEST VOCALIST LORA MOUNA WILL SING WIND BENEATH MY WINGS. THE BEST OF SALEM BAND, **TUESDAY JULY 25TH AT 7:30 PM**, SALEM SQUARE IN OLD SALEM. FREE. BRING CHAIRS AND BLANKETS. FOR DETAILS VISIT SALEM BAND (DOT) ORG. (071923)

CRISIS CONTROL MINISTRY'S FOOD PANTRY GIFT OF THE **MONTH FOR JULY** IS TOILET TISSUE. FOR MORE INFORMATION ABOUT CRISIS CONTROL MINISTRY AND HOW YOU CAN VOLUNTEER, VISIT CRISIS CONTROL (DOT) ORG. (071923)

RICHARD CHILDRESS RACING HOSTS THE MONTHLY VETERANS COFFEES - THE NEXT COFFEE IS WEDNESDAY, AUGUST 9 WITH SPECIAL GUEST, US ARMY RETIRED, JOHN MELTON, EXECUTIVE DIRECTOR OF THE SALISBURY V-A HEALTH CARE SYSTEM, {SEPTEMBER 13, OCTOBER 11, NOVEMBER 8, DECEMBER 13}. ALL EVENTS BEGIN AT 9:00 A.M.

CRISIS CONTROL MINISTRY'S FOOD PANTRY GIFT OF THE **MONTH FOR AUGUST** IS PEANUT BUTTER AND JELLY. FOR MORE INFORMATION ABOUT CRISIS CONTROL MINISTRY AND HOW YOU CAN VOLUNTEER, VISIT CRISIS CONTROL (DOT) ORG. (071923)

CRISIS CONTROL MINISTRY INVITES YOU TO THE RHYTHM AND HOPE COMMUNITY CONCERT, **SATURDAY AUGUST 26, FROM 4:30 TILL 9:30 PM** AT THE WINSTON-SALEM FAIRGROUNDS CLOCK TOWER STAGE! SOUL JAM AND THE PHASE BAND WILL ENTERTAIN AT THIS FREE COMMUNITY CONCERT WITH PLENTY OF FUN ACTIVITIES FOR THE WHOLE FAMILY. CHECK THE WEBSITE FOR DETAILS AND BRING A DONATION OF SUPPLIES TO HELP OUR NEIGHBORS IN NEED. (080823)

THE GOOD GUYS AND THE AMERICAN RED CROSS PRESENT THE WTOB VIRTUAL BLOOD DRIVE **MONDAY THROUGH FRIDAY, AUGUST 14-18**. MAKE PLANS NOW, CHECK YOUR CALENDAR AND SCHEDULE YOUR APPOINTMENT BY VISITING **WTOB 980 (DOT) COM (SLASH) VIRTUAL**. YOU'LL HAVE A CHANCE TO WIN A GOOD GUY T-SHIRT IN RANDOM DRAWINGS DURING THE WEEK OF THE WTOB VIRTUAL BLOOD DRIVE!

GET READY FOR THE PIEDMONT MUSTANG CLUB'S SECOND ANNUAL FORDS AND FUR FORD SHOW AT PARKWAY FORD IN LEXINGTON - ALL MODELS OF FORDS AND MUSTANGS ARE WELCOME! FOOD TRUCKS, PRIZES AND MUSIC FROM THE WTOB GOOD GUYS WITH PROCEEDS BENEFITING THE DAVIDSON COUNTY ANIMAL ALLIANCE. PARKWAY FORD WILL BE OPEN DURING THE EVENT - **SATURDAY - AUGUST 19TH** FROM 9 AM TO 3 PM AT 98 HIGHWAY 64 WEST - JUST OFF U.S. 52 IN LEXINGTON! VISIT THE FACEBOOK PAGE FOR DETAILS! (05/03/23)

THE ROTARY OF WESTERN FORSYTH IS BRINGING THE KING OF NASCAR TO WINSTON-SALEM. RICHARD PETTY WILL BE AT THE BENTON CONVENTION CENTER ON **TUESDAY NIGHT, SEPTEMBER 26 FROM SIX TO NINE PM** FOR A **FUNDRAISER AND AUCTION WITH PROCEEDS BENEFITING THE PETTY FOUNDATION AND VETERANS SUPPORT ORGANIZATIONS**. THE NIGHT BEGINS WITH A SOCIAL HOUR & MAGNIFICENT SILENT AUCTION. FOLLOWED BY A SEATED BARBECUE DINNER AND COMEDY ROAST . KYLE PETTY , FOX8 CINDY FARMER , NASCAR ANNOUNCER WINSTON KELLY , RICHARD'S GOOD FRIEND UNC's PHIL FORD AND MORE ARE SCHEDULED TO APPEAR. TO **PURCHASE TICKETS VISIT RICHARD PETTY ROAST (DOT) COM.** (072123)

HOPE DEALERS OUTREACH CONDUCTS MONTHLY DRIVES TO COLLECT DONATIONS OF CLOTHING, HYGIENE, AND VARIOUS SUPPLIES FOR INDIVIDUALS AND FAMILIES IN NEED. VISIT HOPE DEALERS OUTREACH (DOT) ORG (SLASH) DONATE FOR DETAILS OF CURRENT NEEDS AND DROP OFF LOCATIONS. (080823)

FORSYTH CARES IS A SERVICE DEVELOPED BY MEMBERS OF LAW ENFORCEMENT AND FORSYTH COUNTY TO ASSIST FIRST RESPONDERS WHEN RESPONDING TO AN EMERGENCY INVOLVING MEMBERS OF OUR COMMUNITIES. YOU CAN PROVIDE INFORMATION TO HELP FIRST RESPONDERS KNOW THE RIGHT STEPS TO TAKE IF THEY'RE RESPONDING TO A CALL THAT INVOLVES YOU OR SOMEONE YOU LOVE.

COGNITIVE CONDITIONS, VISUAL OR HEARING IMPAIRMENT, HEALTH CONDITIONS, MEDICATIONS, AND EMERGENCY CONTACTS ARE JUST SOME OF THE VITAL INFORMATION THAT YOU CAN PROVIDE THAT WILL HELP EMS, LAW ENFORCEMENT, AND FIRE PERSONNEL RESPOND TO YOUR SITUATION.

ALL INFORMATION IS CONFIDENTIAL AND WILL ONLY BE USED BY EMERGENCY DISPATCHERS AND FIRST RESPONDERS.

FOR MORE INFORMATION, VISIT FORSYTH (DOT) CC (SLASH) FORSYTH CARES. (011023) TFN

MAKE PLANS TO ATTEND ANOTHER EDITION OF **2ND SATURDAYS AT SECCA** – SOUTHEASTERN CENTER FOR CONTEMPORARY ART. IT'S A FREE, FAMILY-ORIENTED ART EVENT HELD ON THE SECOND SATURDAY OF EVERY MONTH FROM 10AM TO 1PM. ART LOVERS OF ALL AGES AND SKILL SETS ARE WELCOME!.

FREE WITH A SUGGESTED \$10 DONATION. VISIT SECCA (DOT) ORG | (PRONOUNCED SEA-KA) (010423) TFN

THE NORTH FORSYTH HIGH SCHOOL CLASS OF 1978 IS HOLDING ITS 45TH HIGH SCHOOL REUNION - SATURDAY SEPTEMBER 30TH FROM 6 PM UNTIL MIDNIGHT AT THE ELKS LODGE NUMBER 449 AT 2585 GRIFFITH ROAD IN WINSTON-SALEM. JOIN THE NORTH FORSYTH CLASS OF 1978 FACEBOOK PAGE FOR DETAILS! (05/03/23)

GRANDPARENTS RAISING GRANDCHILDREN IS A NEW SUPPORT GROUP BEING OFFERED BY SENIOR SERVICES DESIGNED SPECIFICALLY FOR OLDER ADULTS IN FORSYTH COUNTY, AGED 55 AND OVER WHO PROVIDE KINSHIP CARE, OR IN OTHER WORDS, ARE RAISING A MINOR RELATIVE.

MEETINGS ARE EVERY **THIRD WEDNESDAY FROM 11:00 AM TO 1:00 PM** AT SENIOR SERVICES, 2895 SHOREFAIR DRIVE. LUNCH WILL BE PROVIDED.

RESERVATIONS ARE REQUIRED. CONTACT FRANDEE NICHOLS, KINSHIP CARE COORDINATOR, AT 336-721-6952 OR VISIT SENIOR SERVICES (DOT) ORG (011223)

THE ANNUAL PURPLE HEART DINNER HOSTED BY THE NORTHWEST PURPLE HEART FOUNDATION IS **SATURDAY AUGUST 19** AT THE RICHARD CHILDRESS RACING CAMPUS IN WELCOME. THE DINNER IS OPEN TO ALL PURPLE HEART RECIPIENTS, THEIR FAMILIES, AND GOLD STAR FAMILIES. CALL STEPHEN AMOS AT 336-462-2024 OR VISIT PIEDMONT PURPLE HEART (DOT) ORG. (031523)

AGE-FRIENDLY FORSYTH IS OFFERING A FREE INFORMATION SESSION ABOUT THE MANY SERVICES AVAILABLE TO SENIORS IN OUR COMMUNITY. THE FIRST EDUCATIONAL SESSION WILL BE HELD ON **THURSDAY AUGUST 24 FROM 10 A.M. TO NOON** AT TRELIS SUPPORTIVE CARE, 101 HOSPICE LANE. VISIT AGE FRIENDLY FORSYTH (DOT) ORG FOR DETAILS AND REGISTRATION (080823)

CRISIS CONTROL MINISTRY'S FOOD PANTRY GIFT OF THE **MONTH FOR SEPTEMBER** IS CANNED FIELD GREENS. THE PANTRY SUPPLIES ARE LOW SO VISIT THE WEBSITE FOR A DOWNLOADABLE LIST YOU CAN REFER TO WHEN SHOPPING AND PICK UP SOME NEEDED ITEMS. FOR MORE INFORMATION ABOUT CRISIS CONTROL MINISTRY AND HOW YOU CAN VOLUNTEER, VISIT CRISIS CONTROL (DOT) ORG. (090123)

THE 1973 CLASS OF NORTH FORSYTH HIGH SCHOOL IN WINSTON-SALEM, NC IS CELEBRATING ITS 50-YEAR REUNION ON THE WEEKEND OF **SEPTEMBER 29-30, 2023**. THE CLASS WILL BE TAKING UP FUNDS TO ASSIST THE NEW NORTH FORSYTH HEALTH SCIENCES MAGNET SCHOOL WITH A PROJECT. PRE-REGISTRATION IS REQUIRED, TICKETS CAN BE PURCHASED ONLINE AT NORTH FORSYTH 73 (DOT) COM. MORE INFORMATION CAN BE FOUND ON FACEBOOK AT NORTH FORSYTH HIGH SCHOOL CLASS OF 1973. FOR MORE INFORMATION CONTACT FRED PATTERSON AT 336-306-4122. (032323)

2023 3rd Quarter Report – WTOB-AM – July 1 – September 30, 2023

JOIN SALEM BAND FOR A CONCERT OF *NEW CENTURY MUSICALS* ON **SUNDAY, OCTOBER 1ST AT 3PM** IN HANES AUDITORIUM ON THE CAMPUS OF SALEM ACADEMY AND COLLEGE. THIS ALL-AGES PROGRAM INCLUDES MUSIC FROM YOUR FAVORITE SHOWS WRITTEN OR REVIVED THIS CENTURY: *LES MISERABLES, MAMA MIA, DREAMGIRLS, WICKED, WEST SIDE STORY* – AND FOR THE KIDS, *ENCANTO, LION KING, FROZEN* – AND MORE!

SALEM BAND IS COLLABORATING WITH LITTLE THEATER, SO BE READY TO SEE YOUR FAVORITE CHARACTER, INCLUDING BELLE, ELSA, ELPHABA, AND MORE. KIDS, WEAR YOUR FAVORITE DISNEY COSTUME AND GET YOUR PHOTO TAKEN WITH LITTLE THEATER ACTORS!

SING-ALONG OPPORTUNITIES FOR EVERYONE AND A SAXOPHONE SOLO BY EILEEN.

FOR MORE INFORMATION:

SALEMBAND (DOT) ORG

FACEBOOK (DOT) COM (SLASH) SALEM BAND FAN (091823)

PFAFFTOWN BAPTIST CHURCH IS HOLDING A PORT-A-PIT CHICKEN TAKEOUT ONLY FUNDRAISER FRIDAY SEPTEMBER 22 FROM 11 AM TO 7 PM TO BENEFIT LOCAL CHARITIES. HALF CHICKEN, SLAW, BAKED BEANS, ROLL AND DESSERT FOR ONLY \$12 A PLATE. ADVANCE PURCHASE IS ENCOURAGED – TAKEOUT ONLY – CALL 336-924-0126 EXTENSION 2.

THE FUNDRAISER BENEFITS GREENEST, HOPE PREGNANCY CARE CENTER, HABITAT FOR HUMANITY AND THE PFAFFTOWN BAPTIST CHURCH COMMUNITY FOOD PANTRY.

PFAFFTOWN BAPTIST CHURCH IS LOCATED AT 4336 TRANSOU ROAD, PFAFFTOWN NC
DETAILS AT PFAFFTOWN BAPTIST (DOT) ORG. (091823)

COME VISIT WINSTON-SALEM WRITERS' BOOTH AT THIS YEAR'S BOOKMARKS FESTIVAL, **SATURDAY, SEPTEMBER 23, FROM 10 A.M. TO 4 P.M.** BETWEEN THE BOOKMARKS STORE AND THE HANESBRANDS THEATER IN DOWNTOWN WINSTON-SALEM. PICK UP A 2024 MEMBERSHIP AND GET A COUPON FOR MEMBERSHIP FOR THE REMAINDER OF 2023. THE OFFER IS GOOD AT THE BOOKMARKS FESTIVAL THIS WEEKEND. SEE THE BOOTH FOR DETAILS AND VISIT WS WRITERS (DOT) ORG. (091823)

WINSTON-SALEM WRITERS IS AT THE 2023 BOOKMARKS FESTIVAL THIS WEEKEND - **SATURDAY FROM 10 AM TO 4 PM.** STOP BY THE BOOTH BETWEEN THE BOOKMARKS STORE AND THE HANESBRANDS THEATER. YOU CAN ALSO PURCHASE COPIES OF THE 2023 EDITION OF "FLYING SOUTH" AT THE BOOTH, MEET LOCAL AUTHORS AND BUY SOME OF THEIR BOOKS. (091823)

40 PLUS STAGE COMPANY IS PROUD TO ANNOUNCE IT WILL OPEN ITS 2023 – 2024 SEASON ON FRIDAY, SEPTEMBER 29, WITH "**DOUBT**" BY **JOHN PARTICK SHANLEY**. THE PLAY IS SET IN 1964 IN ST. NICHOLAS PARISH, A CATHOLIC CHURCH AND SCHOOL IN THE BRONX, NEW YORK. THE PLAY WILL BE PRESENTED **SEPTEMBER 29 AND 30: OCTOBER 6 AND 7 AT 7:30 P.M. WITH MATINEES OCTOBER 1 AND 8 AT 2:00 P.M.** AT MOUNTCASTLE FORUM, MILTON RHODES CENTER FOR THE ARTS, 251 N. SPRUCE STREET IN WINSTON-SALEM. **CALL FOR TICKET INFORMATION AT 336-747-1414 - ONLINE AT 40 PLUS STAGE (DOT) COM.** (091823)

2023 3rd Quarter Report – WTOB-AM – July 1 – September 30, 2023

Piedmont Perspectives – Community Responsive programming – 9:30 am Sundays

Ed Ballard – Commander, American Legion Post 290

Air Date: July 2, 2023

Ed is in the studio to discuss the beginnings of the American Legion and the Independence Day activities at Post 290 in King, NC.

Sheriff Bobby Kimbrough, Forsyth County Sheriff

Air Date: July 9, 2023

Sheriff Kimbrough talks about the Sheriff's Department and the challenges of service in the communities of Forsyth County coming out of the COVID-19 pandemic and social unrest and how those two trying times affect policing in the communities. Also discussed is a summer program for youth that helps guide young people to better decisions at a critical time in their lives, The Dream Sheriff's Leadership Academy, a partnership between local law enforcement, the City of Winston-Salem, local businesses, and Dream Team Leadership Foundation.

Lechelle Yates – Better Business Bureau

Air Date: July 16, 2023

Lechelle Yates talks about fake order confirmations and other online scams. bbb.org

Christine John-Fuller – The Alzheimer's Association of Western North Carolina

Air Date: July 23, 2023

Christine brings information about an FDA approval of a new treatment for Alzheimer's patients, and the upcoming Walks to End Alzheimer's. Alzheimer's Association Website

Tina Tocco and Paula Barkley – Davidson County Animal Alliance

Air Date: July 30, 2023

Tina and Paula talk about the upcoming Piedmont Mustang Club's Fords and Fur Ford Show benefitting the Davidson County Animal Alliance. dcaminalalliance.org

Dale Pollock – Former Dean of UNC School of the Arts and writer

Air Date: August 6, 2023

Dale talks about his first novel, "CHOPPED: A NOVEL" and other endeavors.

Katherine Lambert – CEO of the Alzheimer's Association of Western Carolina

Air Date: August 13, 2023

Katherine talks about the recent Alzheimer's International Conference, new research, and the upcoming Walks to End Alzheimer's. Alzheimer's Association Website

Lechelle Yates – Better Business Bureau

Air Date: August 20, 2023

Lechelle brings information about brushing scams and other scams that appear to come from Amazon. BBB.org

2023 3rd Quarter Report – WTOB-AM – July 1 – September 30, 2023

Allen Joines – Mayor, Winston-Salem

Air Date: August 27, 2023

Mayor Joines discusses the latest information about activities in the city, including the new city manager, Pat Pate.

Mark Neff – President and CEO, Forsyth Humane Society of North Carolina

Air Date: September 3, 2023

Mark talks about the outlook for the Humane Society since they left the contract with Forsyth County, including affordable services, and a move to a new location.

Antonia Richburg – President, United Way of Forsyth County

Air Date: September 10, 2023

Antonia is finishing up 11 months in her position at the United Way and talks about new programs and initiatives to encourage the community to get involved in communicating with the agency through Front Porch Conversations. We discussed Bridging 52, which is an opportunity for the community to get together on the 4th Street bridge over US 52 to bridge east and west parts of the county, which took place on September 10. forsythunitedway.org

Lechelle Yates – Better Business Bureau

Air Date: September 17, 2023

Lechelle talks about scams and celebrations today. Texts that claim to be from Amazon, a common vacation rental scam, and a fake going out of business sale from Bed Bath and Beyond, plus new resources on the website. BBB.org

Robert Mulhearn and DJ Hargrave – Carolina Classic Fair

Air Date: September 24, 2023

Robert and DJ are in the studio to give us the details of what to expect at the Carolina Classic Fair, which is at the Winston-Salem Fairgrounds September 29 – October 8

2023 3rd Quarter Report – WTOB-AM – July 1 – September 30, 2023

Community Responsive Programming

Doug Ray of The Wealth Guardians discusses retirement planning - Mondays at 4:40pm (5 Min)
July 3, 10, 17, 24 | August 7, 14, 21, 28 | September 11, 18, 25

Vance Parker of Vance Parker Law discusses elder law – Tuesdays at 4:40pm (5 Min)
July 11, 18, 25 | August 8, 15, 22, 29 | September 5, 12, 19, 26

Brett Duffey of Complete Rehab answers questions about neuropathy – Wednesdays at 8:40am
(5 Min) July 5, 12, 19, 26 | August 2, 9, 16, 23, 30 | September 6, 13, 20, 27

Radio Walk-in – Community Responsive Programming

July - September - Fridays - 9:10 - 9:20 am - a/perture - LAWREN DESAI talks about films coming to a/perture cinema (10 Min)

Monday July 3 - 8:40-8:50 am - Eileen Young talks about the Salem Band July 4th Concert (10 Min)

Tuesday July 11 - 8:40-8:50 am - Fred Patterson with the Piedmont Mustang Club talks about the upcoming fundraiser car show benefiting the Davidson County Animal Alliance (10 Min)

Wednesday July 12 - 4:10-4:20 pm - Kellie Harris (Director), and two cast members available to come talk about the Little Theatre presentation of "Spamalot Young@Part". Adam Manuel (Lancelot) and Sarah Nance (The Dead Man) (10 Min)

Thursday July 13 - 8:40-8:50 am - Carrie Leigh Dickey talks about new artwork at the online Artfolios.shop website (10 Min)

Thursday July 20 - 4:10-4:20 pm - Cast Members are in the studio to talk about Spring Theatre's performance of "Bring It On" (10 Min)

Friday July 21 - 8:10-8:20 am - Mike Swain from Rotary Club of Western Forsyth is in to talk about the club's comedy roast fundraiser of Richard Petty with proceeds benefiting the Petty Foundation. (10 Min)

Monday July 24 - 8:40-8:50 am - Eileen Young from Salem Band talks about the upcoming performance at Salem Square in Old Salem (10 Min)

Wednesday August 2 - 8:10-8:20 am - Ray Boden from Gears and Guitars is in the studio to talk about the upcoming annual bicycle event (10 Min)

2023 3rd Quarter Report – WTOB-AM – July 1 – September 30, 2023

Thursday August 3 - 8:40-8:50 am - Rick Brooks joins us to promote the upcoming Elvis show fundraiser (10 Min)

Friday August 4 - 8:40-8:50 am - Members of State Employees Credit Union Family House talk about the annual Men Can Cook fundraiser for the facility that is home to families who are in town for hospital stays of family members, providing accommodations for those families (10 Min)

Monday August 7 - 8:40-8:50 am - Paul Travis Phillips is in the studio to talk about his upcoming show as part of Artfolios ongoing arts events (10 Min)

Tuesday August 8 - 8:10-8:20 am - Wes Haynes - District Manager of Donor Recruitment for the American Red Cross talks about the upcoming WTOB Red Cross Virtual Blood Drive August 14-18, 2023 (10 Min)

Thursday August 10 - 8:10-8:20 am - Anna Marino Poole with the City of Winston-Salem Recreation and Parks Department talks about the Piedmont Plus Senior Games and Silver Arts state competition (10 Min)

Thursday August 10 - 8:40-8:50 am - Mike Swain talks about the upcoming Richard Petty Roast fundraiser for the Petty Foundation and Veterans Support Charities, promoted by the Rotary of Western Forsyth - September 26, 2023 (10 Min)

Monday August 14 - 8:40-8:50 am - Eileen Young, Music Director of the Salem Band talks about the upcoming free Summer Concert - "23 Skidoo" in Salem Square, Old Salem (10 Min)

Tuesday August 15 - 4:40-4:50 pm - Performers from Spring Theatre are in the studio to talk about the upcoming presentation of "Puffs" (10 Min)

Thursday August 17 - 8:10-8:20 am - Angie Wilson, Director of Philanthropy at Crisis Control Ministry talks about the upcoming Rhythm & Hope Community Concert on August 26 (10 Min)

Monday August 21 - 8:40-8:50 am - Executive Director John Lee talks from Age-Friendly Forsyth talks about the organization's recent grant award from AARP to start an Age-Friendly Advocate program (10 Min)

Thursday September 14 - 4:40-4:50 pm - From Little Theatre, Lara Ianni (Director) and Tab May (Cohen/Scenic Designer) are talking about the upcoming performance of "The Underpants" (10 Min)

Thursday September 21 - 8:10-8:20 am - The Red Cross' Wes Haynes talks about the need for blood donations (10 Min)

Wednesday September 27 - 8:10-8:20 am - Solutions for Independence's Celia Dixon & Mark Steele talk about the 5K Race on October 14 - Marty Hartman's Race to Independence (10 Min)

Thursday September 28 - 8:40-8:50 am - The Salem Band's Eileen Young talks about New Century Musicals on Sunday, October 1st in Hanes Auditorium October 1, 2023 (10 Min)

2023 3rd Quarter Report – WTOB-AM – July 1 – September 30, 2023

WTOB'S Local Business Spotlight – Sunday July 2, 2023 #116

Guests: Jonathan Hodges from Underdog Records and Michael Slawter from Heyday Guitars

WTOB'S Local Business Spotlight – Sunday August 13, 2023 #117

Guests: Martha Larson – Director, Forsyth Tech Small Business Center and Sharnette Evans of Piedmont Poker Tour

WTOB'S Local Business Spotlight – Sunday August 27, 2023 #118

Guests: Shanta Faison from Twin City Catering Company and James Douglas of the Silver Moon Saloon

WTOB'S Local Business Spotlight – Sunday September 24, 2023 #119

Guests: MacKenzie Cates-Allen from Winston-Salem Ambassadors and Martha Larson – Director, Forsyth Tech Small Business Center



Quarterly Report of Compliancy Issues & Programs List 2023-Q3 (July – September) Viewpoints Radio

- Accessibility
- Adolescent Development
- Adolescent Health
- Aging
- Agriculture
- Artificial Intelligence
- Arts
- Astronomy
- Astrophysics
- Automation
- Banking
- Body Inclusion
- Business
- Cannabis Legalization
- Career
- Chronic Stress
- Climate Change
- Comedy
- Composition
- Conflict
- Consumerism
- Cooking
- Copyright Infringement
- Correctional System
- Creative Arts
- Creativity
- Crime
- Cuisine
- Culture
- Diversity in Science
- Drug Policy
- Drug Trafficking
- Economy
- Education
- Education Access
- Emergency Response
- Entertainment
- Entertainment Business
- Environment
- Equal Pay
- Ethics
- Exercise
- Exploration
- Film
- Film Production
- Fine Dining
- Food Industry
- Food Science
- Food Trends
- Global Economy
- Global Trade
- Government
- Government Funding
- Government Regulation
- Habits
- Health
- Higher Education
- History
- Incarceration
- Inequality
- Inflation
- Infrastructure
- Innovation
- International Issues
- International Policy
- International Relations
- Invention
- Job Security Real Estate
- Journalism
- Labor
- Labor Issues
- Labor Rights
- Labor Trends
- Law
- Law Enforcement
- Life Skills
- Local Business
- Local Government
- Marketing
- Media
- Media Business
- Medical Research
- Medicine
- Mental Health
- Music
- Music Streaming
- National Debt
- Nationalism
- Natural Disaster
- Natural Disasters
- News
- Nonprofits
- Parenting
- Pay Equity
- Personal Finance
- Physics
- Politics
- Population Trends
- Poverty
- Presidential Election
- Productivity
- Psychology
- Public Health
- Public Safety
- Race
- Relationships
- Renewable Energy
- Retail Trends
- Retirement
- Science
- Self Help
- Self-Confidence
- Self-Development
- Self-Growth
- Social Media
- Software
- Solar System
- Space Exploration
- Sports
- Sports Culture
- STEM
- Sustainability
- Technology
- Time Management
- Tourism
- Tourism Regulations
- Transportation
- Trauma
- Travel
- TV
- User Experience
- Volunteerism
- War
- War on Drugs
- Waste Management
- Wealth
- Youth Sports

Program 23-27

Air Week: 7/2/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: "95 PERCENT LEFT TO DISCOVER": THE PEOPLE TASKED WITH UNCOVERING THE MANY MYSTERIES OF OUR UNIVERSE

Time: 1:47

Duration: 7:53

Synopsis: We speak with Egyptian-American astrophysicist Sarafina El-Badry Nance about her experience earning a PhD in astrophysics. Before specializing in this field, she had to gain a good understanding of math, physics, and astronomy. She openly shares that these subjects never came naturally to her and it took a lot of hard work to get where she is today. Now, she's speaking out about the barrier to entry in these fields and the importance of greater inclusion and opportunities for those who've been historically excluded.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Sarafina El-Badry Nance, astrophysicist, PhD Candidate, University of California-Berkeley, author, *Starstruck: A Memoir of Astrophysics and Finding Light in the Dark*

Compliance issues: Astronomy, Astrophysics, Career, Diversity in Science, STEM, Science, Space Exploration

Links for more info:

[Sarafina El-Badry Nance \(@starstrickensf\) • Instagram photos and videos](#)

[Sarafina El-Badry Nance \(@starstrickenSF\) / Twitter](#)

[Starstruck: A Memoir of Astrophysics and Finding Light in the Dark a book by Sarafina El-Badry Nance](#)

SEGMENT 2: "YOU NEED TO LOSE WEIGHT OR YOU'RE GOING TO DIE": WHAT ONE MAN DID NEXT

Time: 11:42

Duration: 9:36

Synopsis: When you imagine who's a runner – who do you picture? Most Americans would describe a person who's lean, muscled, and fits into a certain body type category. Martinus Evans, runner, author & founder of the Slow A-F Run Club, is hoping to break this way of thinking. He argues that anyone – at any body size – can be a consistent runner. Evans shares his story of how he got into running and embodies his own mantra as a 300-pound-man who's run eight marathons.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Martinus Evans, runner, founder, Slow A-F Run Club, author, *Slow A-F Run Club: The Ultimate Guide for Anyone Who Wants to Run*

Compliance issues: Body Inclusion, Career, Exercise, Health, Mental Health, Self-Confidence, Sports

Links for more info:

[Martinus Evans \(@300poundsandrunning\) • Instagram photos and videos](#)

[Martinus Evans \(@300lbsandrunnin\) / Twitter](#)

[Beginning Runner's Guide - 30/30 Plan | Hal Higdon](#)

[Slow AF Run Club: The Ultimate Guide for Anyone Who Wants to Run: Evans, Martinus: Amazon.com](#)

VIEWPOINTS EXPLAINED: WHAT DOES THE OCEANGATE DISASTER SIGNAL ABOUT EXTREME TOURISM?

Time: 22:18

Duration: 1:59

Synopsis: A couple weeks ago, millions across the world were stuck to news reports focused on the search of the missing submersible vessel, Titan, which had fallen off the radar during its descent down to see the Titanic wreckage. Today, we know that the five passengers onboard the sub died due to a 'catastrophic implosion' onboard. We discuss the lack of regulations in this growing, private industry of extreme tourism.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Exploration, Government, Public Safety, Tourism, Tourism Regulations

CULTURE CRASH: A NEW SEASON OF "BLACK MIRROR"

Time: 24:17

Duration: 2:07

Synopsis: For over a decade, British satirist Charlie Brooker has been writing/producing his hit Netflix anthology "Black Mirror." We highlight the recent drop of season 6.

Host & Producer: Evan Rook

Compliance issues: Culture, TV

Program 23-28**Air Week:** 7/9/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: NO TRAVEL PLANS THIS SUMMER? HOW TO MAKE THE MOST OUT OF WHERE YOU ARE ALREADY****Time:** 1:47**Duration:** 9:35

Synopsis: High demand for travel this summer is leading to exorbitantly high prices for flights, hotels and rental cars. If traveling out of state this summer is out of the question (or you just want to spend more time at home), we offer up some ways to rediscover your own town, city, or region and gain a new perspective.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Jessica Mlinaric, Chicago resident, writer, author, *Secret Chicago: A Guide to the Weird, Wonderful, and Obscure***Compliance issues:** Arts, Cuisine, Culture, Exploration, History, Music, Personal Finance, Tourism, Travel**Links for more info:**[Jessica Mlinaric \(@urbnexplorer\)](#) • Instagram photos and videos[urban explorer \(@urbnexplorer\)](#) / Twitter[How Will We Eat in 2023? Here Are 10 Predictions](#)**SEGMENT 2: WOULD YOU EVER SPEND \$63,000 ON A POUND OF RARE MUSHROOMS? SOME CHEFS SAY YES****Time:** 13:24**Duration:** 7:36

Synopsis: Purveying for the top chefs across America is an ever-changing series of requests dependent on food trends and tastes. While some chefs are seeking out rare microgreens, others are looking for the finest cuts of beef. And these small quantities of in-demand ingredients come at a hefty price. We highlight the many niche aspects of fine dining and how we can all take away some learning points to infuse into our own cooking at home.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Carrie Nahabedian, co-owner, executive chef, *Brindille*, *Kostali by Naha*; Susan Spungen, food stylist, cookbook author, *Open Kitchen: Inspired Food for Casual Gatherings***Compliance issues:** Agriculture, Cooking, Cuisine, Culture, Fine Dining, Food Trends, Global Trade, Innovation, Tourism**Links for more info:**[@susanspungen](#) • Instagram photos and videos[Susan Spungen](#)[Carrie Nahabedian \(@carrienaha\)](#) • Instagram photos and videos[Carrie Nahabedian \(@cnaaha\)](#) / Twitter[Carrie Nahabedian | James Beard Foundation](#)**VIEWPOINTS EXPLAINED: THE 36-HOUR REBELLION WITHIN RUSSIA****Time:** 22:00**Duration:** 2:01

Synopsis: Who is Yevgeny Prigozhin? The elusive leader of the mercenary force, The Wagner Group, is now globally known for the recent rebellion he launched against the Russian regime. We discuss the short-lived coup that's now known as the biggest uprising in Vladimir Putin's 23-year-reign.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Conflict, Government, Politics, War**CULTURE CRASH: WHY ARE STREAMING PLATFORMS ALWAYS CHANGING?****Time:** 24:01**Duration:** 2:27

Synopsis: It seems like there's always a new streaming app coming or going lately. Take the creators of HBO for instance. In a short span of time, the subscription platform has been called HBO Now, HBO Go, HBO Max and now it's just Max. We discuss the ever-evolving landscape of streaming.

Host & Producer: Evan Rook**Compliance issues:** Entertainment, Film Production, Media Business

Program 23-29**Air Week:** 7/16/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: AVOIDING CONVERSATIONS AROUND MONEY? HERE'S HOW TO GET STARTED****Time:** 1:47**Duration:** 9:23**Synopsis:** Only 1 in 4 Americans feels financially secure, according to a recent survey by consumer financial services firm, Bankrate. We speak with two financial experts about how more Americans can have productive conversations about their spending and come up with a plan to save and invest more for the future.**Host:** Gary Price**Producer:** Amirah Zaveri, Grace Galante**Guests:** Lori Sackler, certified financial planner, financial wealth advisor, author, *The M Word: The Money Talk Every Family Needs to Have About Wealth and Their Financial Future*; Emily Guy Birken, financial expert, financial writer, author, *Stacked: Your Super Serious Guide to Modern Money Management***Compliance issues:** Aging, Consumerism, Economy, Parenting, Personal Finance, Relationships, Retirement, Wealth**Links for more info:**[About the Author - The M Word](#)[Evergreen Lane Wealth Management Group | Paramus, NJ | New York, NY](#)[Emily Guy Birken \(@EmilyGuyBirken\) / Twitter](#)[Emily Guy Birken – Forbes Advisor](#)**SEGMENT 2: HAS ARTIFICIAL INTELLIGENCE FOREVER CHANGED THE MUSIC INDUSTRY?****Time:** 12:42**Duration:** 8:42**Synopsis:** Yes, ChatGPT isn't dominating media headlines anymore, but the technology is still leading to massive changes across America. One area where it's making waves is the music production industry. We speak with two experts within the field about how artificial intelligence is forcing them to rethink the future of music artistry and production.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Tina Tallon, assistant professor, artificial intelligence, music composition and the arts, University of Florida; Robert Laidlow, classical music composer, fellow, University of Oxford**Compliance issues:** Arts, Career, Composition, Copyright Infringement, Entertainment Business, Music, Music Streaming, Social Media, Technology**Links for more info:**[Robert Laidlow](#)[Robert Laidlow \(@Robert_Laidlow\) / Twitter](#)[Tina Tallon](#)[Tina Tallon, Ph.D. \(@ttallon\) / Twitter](#)[Tina Tallon | Boston Conservatory at Berklee](#)**VIEWPOINTS EXPLAINED: PEDESTRIAN DEATHS HIT A 40-YEAR HIGH****Time:** 22:24**Duration:** 2:01**Synopsis:** What's fueling the staggering increase in pedestrian deaths in recent years? We discuss this alarming upward trend.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Accessibility, Public Health, Public Safety, Transportation**CULTURE CRASH: IS THE LATE-NIGHT TALKSHOW FORMAT DEAD?****Time:** 24:25**Duration:** 2:02**Synopsis:** Jay Leno. David Letterman. Jimmy Fallon. Stephen Colbert. We highlight the rise and fall of late-night TV.**Host & Producer:** Evan Rook**Compliance issues:** Culture, Entertainment, News, TV

Program 23-30**Air Week:** 7/23/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: MARY LASKER: A PUBLIC HEALTH PIONEER****Time:** 1:47**Duration:** 7:36**Synopsis:** The National Institute of Health. National Cancer Institute. These are just some of the research foundations that are thriving today thanks to the work of health activist Mary Lasker. We speak with biographer Judith L. Pearson about the many big contributions Lasker made to cancer & heart disease research throughout the twentieth century.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Judith L. Pearson, biographer, author, Crusade to Heal America: The Remarkable Life of Mary Lasker**Compliance issues:** Government Funding, History, Medical Research, Medicine, Politics, Public Health, Science**Links for more info:**[Cancer Wars | Mary Lasker - Profiles in Science](#)[Amazon.com: Crusade to Heal America: The Remarkable Life of Mary Lasker](#)[Judith L. Pearson](#)**SEGMENT 2: THE INTERESTING ORIGINS OF CANNABIS****Time:** 11:25**Duration:** 9:27**Synopsis:** Did you know that cannabis use dates back tens of thousands of years? While its earliest use traces back to Asia, it eventually spread to Europe and then America and was used in a variety of capacities. We speak with highly acclaimed pharmacology expert Dr. Richard Miller about the global history of cannabis and its controversial record over the last 70 years of American history.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Dr. Richard Miller, professor, pharmacology, Northwestern University Feinberg School of Medicine**Compliance issues:** Cannabis Legalization, Culture, Drug Policy, Government, History, Public Health, War on Drugs**Links for more info:**[Richard J Miller : Faculty Profile](#)[The War on Marijuana in Black and White | American Civil Liberties Union](#)**VIEWPOINTS EXPLAINED: WHY IS AN END TO AFFIRMATIVE ACTION SUCH BIG NEWS?****Time:** 21:52**Duration:** 1:49**Synopsis:** We break down how higher education will be affected by the Supreme Court's recent ruling ending affirmative action.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Education Access, Government, Higher Education, Inequality, Race**CULTURE CRASH: WHY WE CAN'T GET ONBOARD WITH CGI****Time:** 23:41**Duration:** 2:42**Synopsis:** This week – we talk about the abundance (and overuse) of computer-generated images in recent blockbuster film releases. We also highlight a couple new summer drops that we're looking forward to.**Host & Producer:** Evan Rook**Compliance issues:** Culture, Film, Technology

Program 23-31**Air Week:** 7/30/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: LOOKING THROUGH A NEW LENS: THE LARGEST & MOST POWERFUL TELESCOPE EVER BUILT****Time:** 1:47**Duration:** 8:25

Synopsis: The James Webb telescope is the largest and most powerful space telescope ever built. A year and a half ago hundreds of thousands of people cheered after the telescope successfully launched and opened to begin capturing the universe in more detail than ever before. We speak with one astronomer about how this telescope will lead to greater discoveries – including the hunt extraterrestrial life.

Host: Gary Price**Producer:** Amirah Zaveri, Grace Galante**Guests:** Jacob Bean, astronomer, professor, Department of Astronomy & Astrophysics, University of Chicago**Compliance issues:** Astronomy, Culture, Innovation, International Relations, Physics, Space Exploration, Technology**Links for more info:**[James Webb Space Telescope](#)[The Department of Astronomy and Astrophysics | Jacob L. Bean](#)[See amazing images from James Webb Space Telescope's 1st year gazing deep into the cosmos \(photos\)](#)[James Webb Space Telescope \(JWST\) — A complete guide](#)**SEGMENT 2: WILL SOCCER FINALLY SCORE BIG IN THE U.S.?****Time:** 12:14**Duration:** 8:37

Synopsis: Soccer has steadily gained a following in recent years in the U.S. Amongst Americans 18-29 years old, the sport is now more popular than baseball. We speak with soccer expert, G. Edward White about what's driving this shift and why it took so long for soccer to take hold in America.

Host: Marty Peterson**Producer:** Amirah Zaveri, Tabor Brewster**Guests:** G. Edward White, David and Mary Distinguished Professor, Law, University of Virginia School of Law, author, Soccer in American Culture: The Beautiful Game's Struggle for Status**Compliance issues:** Entertainment, History, Nationalism, Parenting, Sports Culture, Technology, Youth Sports**Links for more info:**[G. Edward White | University of Virginia School of Law](#)[US Soccer](#)[Fútbol frenzy: Messi set to play first game for Inter Miami CF](#)[Fan Favorite: The Global Popularity of Football is Rising](#)[Amazon.com: Soccer in American Culture: The Beautiful Game's Struggle for Status \(Sports and American Culture\)](#)**VIEWPOINTS EXPLAINED: HOW MUCH ARE YOU PAYING FOR SUBSCRIPTIONS EACH MONTH?****Time:** 21:51**Duration:** 2:02

Synopsis: There seems to be a subscription for nearly every product or service these days. But how much is too much? And when you're ready to cancel, why does it always seem like it's a pain to go through the process? We uncover how some businesses use deceptive marketing tactics to keep consumers paying.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Business, Consumerism, Government, Law, Marketing, Technology**CULTURE CRASH: ALMOST THREE MONTHS LATER: WHY THE STRIKE IN HOLLYWOOD IS STILL MARCHING ON****Time:** 23:53**Duration:** 2:31

Synopsis: We discuss the ongoing screenwriters and actors strike that's halting production on a large array of TV shows and films.

Host & Producer: Evan Rook**Compliance issues:** Culture, Film, Technology

Program 23-32

Air Week: 8/6/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: HOW ARTIFICIAL INTELLIGENCE IS FUELING THE \$1.1 TRILLION IN ONLINE RETAIL SALES

Time: 1:47

Duration: 6:15

Synopsis: Online retail sales are set to surpass \$1.6 trillion by 2027. With so much growth in the market, retailers are investing big in artificial intelligence software that improves customer interaction, usability, supply chain and more. We speak with the Chief Technology Officer of Zenni Optical about how retailers are setting up for this new era of digital dominance.

Host: Gary Price

Producer: Amirah Zaveri

Guests: David Ting, chief technology officer, Zenni Optical

Compliance issues: Business, Consumerism, Economy, Habits, Retail Trends, Technology, User Experience

Links for more info:

[With Zenni's AI-powered search, it's easier than ever to find a great pair of glasses | TechCrunch](#)

[Zenni Optical](#)

[AI in retail: Smarter stores, smarter product design | VentureBeat](#)

[NRF | How artificial intelligence will change retail](#)

SEGMENT 2: WHAT'S HAPPENING IN HOLLYWOOD? THE STRIKE, EXPLAINED

Time: 10:04

Duration: 10:13

Synopsis: The screenwriters strike in Hollywood is now in its third month. Last month, the Screen Actors Guild joined forces with the Writers Guild of America and called a strike. We speak with two active voices in the industry about what's driving this strike and why these asks are so important to current and future professionals in this landscape.

Host: Marty Peterson

Producer: Amirah Zaveri, Tabor Brewster

Guests: Sofya Levitsky-Weitz, playwright, screenwriter, "The Bear"; Irving Belateche, screenwriting professor, School of Cinematic Arts, University of Southern California

Compliance issues: Artificial Intelligence, Career, Creative Arts, Economy, Entertainment, Inflation, Labor Issues, Labor Rights, Pay Equity, Personal Finance, Technology

Links for more info:

[Sofya Levitsky-Weitz \(@sofyalilyana\) • Instagram photos and videos](#)

[Writers Strike: WGA Exec Says Studios Are Locked In "Mutual Suicide Pact" – Deadline](#)

[Sofya Levitsky-Weitz](#)

[Irving Belateche](#)

[Writers Guild of America West \(@WGAWest\) / Twitter](#)

VIEWPOINTS EXPLAINED: CAN CHATGPT PERFECTLY MIMIC HUMANS?

Time: 21:17

Duration: 2:34

Synopsis: ChatGPT, the generative artificial intelligence platform, has been dominating media headlines since its release late last year. We discuss what sets humans apart from this network created by OpenAI.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Artificial Intelligence, Automation, Innovation, Labor, Software, Technology

CULTURE CRASH: THE POWER OF "BARBENHEIMER"

Time: 23:51

Duration: 2:36

Synopsis: Millions of Americans rallied last month as two of the biggest film releases hit theaters. Yes, we're talking about "Barbie" & "Oppenheimer" aka "Barbenheimer". We discuss the massive revenues these two movies drew.

Host & Producer: Evan Rook

Compliance issues: Culture, Film, History

Program 23-33**Air Week:** 8/13/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE GROWING RISK OF WILDFIRES FROM COAST TO COAST: ARE YOU PREPARED?****Time:** 1:47**Duration:** 8:55**Synopsis:** It's been the deadliest year on record for wildfires in Canada. While California is typically the focus point for these events, the new reality of human-caused climate change is that wildfires are becoming a greater threat in areas never seen before. We speak with Dr. Adrienne Edwards, a botanist and wildfire expert, about how Americans can best prepare for wildfire season and help stop the spread.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Dr. Adrienne Edwards, botanist, author, *Firescaping Your Home: A Manual for Readiness in Wildfire Country***Compliance issues:** Climate Change, Emergency Response, Environment, Government, Natural Disaster, Public Health**Links for more info:**[Firescaping Your Home: A Manual for Readiness in Wildfire Country](#)[We Made Wildfire an Enemy for 110 Years. It Could Have Been an Ally](#)[Firescaping The WUI \(@firescaping_the_wui\) • Instagram photos and videos](#)[Firescaping Your Home](#)**SEGMENT 2: FEELING DISTRACTED & DISCONNECTED? HERE'S HOW TO SLOW DOWN****Time:** 12:44**Duration:** 8:29**Synopsis:** In 2012, researchers at the University of California-Irvine estimated that the average human's attention span was around seventy-five seconds. In recent years, this number has dropped to forty-seven seconds. What's leading to this continuing decline in our attention spans? We speak with one mindfulness expert to get some tips on how people can slow down, increase their focus, and feel less chronically stressed.**Host:** Marty Peterson**Producer:** Amirah Zaveri, Tabor Brewster**Guests:** Christian Madsbjerg, professor, applied humanities, New School, author, *Look: How to Pay Attention in a Distracted World***Compliance issues:** Career, Chronic Stress, Health, Mental Health, Psychology, Self-Development, Social Media, Technology**Links for more info:**[Look: How to Pay Attention in a Distracted World: Madsbjerg, Christian: Amazon.com](#)[5 Reasons You Should Unplug From Social Media - CNET](#)[6 Skills to Help You Be Mindful | Psychology Today](#)[14 Strategies for Leaders to Adopt or Practice Mindfulness](#)**VIEWPOINTS EXPLAINED: AN END TO FINDING NEWS CONTENT ON SOCIAL MEDIA IN CANADA****Time:** 22:13**Duration:** 1:41**Synopsis:** Meta – the parent company of Facebook and Instagram – has decided to ban all news content on these platforms in Canada. We talk about what's driving this big move and how it's going to impact both Canadians and media outlets.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Government Regulation, Journalism, News, Politics, Social Media, Technology**CULTURE CRASH: WILL MARVEL BOUNCE BACK?****Time:** 23:54**Duration:** 2:34**Synopsis:** The Marvel Cinematic Universe has had a series of flops in recent years. In a landscape with so much content, will this production company be able to bounce back and rebuild its brand name?**Host & Producer:** Evan Rook**Compliance issues:** Business, Culture, Film

Program 23-34

Air Week: 8/20/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: FROM COW'S MILK TO SALTWATER OYSTERS: THE FIRST PEOPLE TO DIVE INTO THE UNKNOWN

Time: 1:47

Duration: 6:45

Synopsis: Whoever thought, "This white, liquid substance from this animal looks like it is safe enough that I'm going to drink it." Out of the many items we have today (whether it's food, drink, or something else) there was a person who first took the risk in trying it themselves. We explore the many firsts throughout history and how key archeological evidence plays a role in accurately telling these narratives.

Host: Gary Price

Producer: Amirah Zaveri, Tabor Brewster

Guests: Cody Cassidy, writer, author, *Who Ate The First Oyster? The Extraordinary People Behind the Greatest Firsts in History*

Compliance issues: Archaeology, Culture, Food Industry, Food Science, History, Innovation, Invention, Medicine, Technology

Links for more info:

[Who Ate the First Oyster? by Cody Cassidy | PenguinRandomHouse.com: Books](#)

[Who Invented Beer? | HISTORY](#)

[Who Ate the First Oyster? Cave May Hold an Answer : NPR](#)

SEGMENT 2: SEPARATING FACT FROM FICTION: ARE YOU A VICTIM OF MISINFORMATION?

Time: 10:34

Duration: 9:58

Synopsis: Conspiracy theories have been around for hundreds of years. From secret projects to secret government societies, these theories are prevalent across society. We speak with two conspiracy experts about how these stories arise, why they're so pervasive online and why artificial intelligence may make these narratives more difficult to detect.

Host: Marty Peterson

Producer: Amirah Zaveri, Aunna Beranek

Guests: Colin Dickey, writer, author, *Under the Eye of Power: How Fear of Secret Societies Shapes American Democracy*; Dr. Erik Nisbet, Owen L. Coon Professor of Policy Analysis & Communication, Northwestern University

Compliance issues: Artificial Intelligence, Culture, History, Journalism, Media, News, Politics, Presidential Election, Social Media, Technology

Links for more info:

[Erik C. Nisbet](#)

[Fake News, Big Lies: How Did We Get Here and Where Are We Going?](#)

[Colin Dickey \(@colindickey\) / X](#)

[Under the Eye of Power by Colin Dickey | PenguinRandomHouse.com: Books](#)

[Disinformation Researchers Raise Alarms About A.I. Chatbots - The New York Times](#)

VIEWPOINTS EXPLAINED: THE SECRETS OF VENUS

Time: 21:32

Duration: 2:21

Synopsis: We highlight the deeper intricacies and theories behind Venus' unusual surface.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Astronomy, Physics, Science, Solar System, Space Exploration

CULTURE CRASH: WHY DO WE LIKE WATCHING SCI-FI SO MUCH?

Time: 23:53

Duration: 2:33

Synopsis: From Black Mirror to The Twilight Zone, we explore why the sci-fi genre has always been a hit amongst American audiences.

Host & Producer: Evan Rook

Compliance issues: Culture, TV

Program 23-35**Air Week:** 8/27/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: 'NEVER GOOD ENOUGH': A RISE IN MENTAL HEALTH ISSUES AMONG ADOLESCENTS****Time:** 1:47**Duration:** 7:31

Synopsis: With summer break over and millions of students back in school, it's a good time to talk about the importance of mental health. After all, adolescents today face an excessive number of demands both in and outside of the classroom. This week on Viewpoints - We speak with author Jennifer Breheny Wallace about the importance of sharing how a person's value should never be linked to their performance.

Host: Gary Price**Producer:** Amirah Zaveri, Grace Galante**Guests:** Jennifer Breheny Wallace, journalist, writer, author, Never Enough: When Achievement Culture Becomes Toxic – And What We Can Do About It**Compliance issues:** Adolescent Development, Education, Mental Health, Parenting, Psychology, Self-Growth**Links for more info:**[Authentic Connections](#)[Never Enough: When Achievement Culture Becomes Toxic-and What We Can Do About It: Breheny Wallace, Jennifer: Amazon.com: Books](#)[Join the program - Challenge Success](#)[Mental Health and Academic Achievement](#)[We're Missing a Key Driver of Teen Anxiety - The Atlantic](#)**SEGMENT 2: WHEN GREEN ENERGY TURNS TOXIC: RE-TOOLING SOLAR PANELS****Time:** 11:20**Duration:** 8:50

Synopsis: Solar energy is big business in the U.S. and is only set to expand in the coming years, with an annual growth rate of 21%. But after these solar panels die, where do they go? How 'green' is this technology if we're dumping thousands of used, toxic panels into landfills? We speak with two experts in the solar panel recycling space about how innovation is driving this shift and what more needs to be done to make this energy source truly sustainable.

Host: Marty Peterson**Producer:** Amirah Zaveri, Polly Hansen**Guests:** Adam Saghei, Chief Executive Officer, We Recycle Solar; Jesse Simons, co-founder, Chief Commercial Officer, SolarCycle**Compliance issues:** Environment, Local Government, Politics, Renewable Energy, Sustainability, Technology, Waste Management**Links for more info:**[We Recycle Solar](#)[Solarcycle](#)[Solar Panel Recycling | US EPA](#)[As Millions of Solar Panels Age Out, Recyclers Hope to Cash In - Yale E360](#)[Long-Lived? Highly Recyclable? Priorities for Solar Panels in a Circular Economy | News | NREL](#)**VIEWPOINTS EXPLAINED: AN UNCERTAIN FUTURE FOR COMMUTER RAILS****Time:** 21:10**Duration:** 1:38

Synopsis: Covid-19 shook up norms for many public transit agencies including commuter rail companies that pre-pandemic largely catered to commuting office employees. We highlight how several businesses are re-framing their strategy during this period.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Business, Infrastructure, Labor Trends, Transportation

CULTURE CRASH: IS COMEDY DEAD OR DOES IT JUST LOOK A LITTLE DIFFERENT?**Time:** 22:48**Duration:** 3:39**Synopsis:** Some people argue that the comedy genre is on its way out. But this week, we discuss how comedy isn't going anywhere— it's just adapting to the changing times.**Host:** Tabor Brewster**Producer:** Amirah Zaveri, Tabor Brewster**Compliance issues:** Comedy, Culture, Social Media

Program 23-36

Air Week: 9/3/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: DROWNING IN DEBT? YOU'RE NOT ALONE: A NEW WAVE OF CREDIT CARD DEBT IN AMERICA

Time: 1:47

Duration: 7:32

Synopsis: Credit card debt in the U.S. just surpassed one trillion dollars and payment delinquency rates are also on the rise. One factor that's feeding into these increases are a growing amount of credit card accounts. The Federal Reserve Bank of New York reports that there are 70 million new accounts since 2019. This week – we discuss the effects of escalating debt and how listeners can start taking back control.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Chloe Elise, certified financial coach, author, Deeper Than Money

Compliance issues: Banking, Consumerism, Economy, National Debt, Personal Finance, Psychology, Self-Development

Links for more info:

[Credit-card debt hits \\$1 trillion --- that milestone comes at a very tricky time - MarketWatch](#)

[Amazon.com: Deeper Than Money: Ditch Money Shame, Build Wealth, and Feel Confident AF eBook : Elise, Chloe: Kindle Store](#)

[Here's how much of your monthly income should go toward debt repayment](#)

[What do I need to know about consolidating my credit card debt? | Consumer Financial Protection Bureau](#)

SEGMENT 2: ACTORS & WRITERS ARE ON STRIKE. BUT WHY AREN'T MUSICIANS PICKETING AS WELL?

Time: 11:21

Duration: 9:56

Synopsis: Screenwriters and writers aren't the only ones feeling the pinch in this new media landscape dominated by streaming. Hundreds of thousands of musicians are struggling to make a living from the substandard pay they receive from platforms like Spotify and Apple Music. We cover just how the music sector has changed and why these artists don't have the same protections as other creatives.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: David Lowery, senior lecturer, Music Business Certificate Program, University of Georgia; Rene Kladyk, volunteer, Union of Musicians and Allied Workers

Compliance issues: Creative Arts, Entertainment Business, Equal Pay, Labor Rights, Personal Finance, Technology

Links for more info:

[Bandcamp](#)

[Union of Musicians and Allied Workers](#)

[Music Workers Alliance](#)

[David C Lowery \(@davidclowery\) / X](#)

[René Kladyk \(@ziembavision\) • Instagram photos and videos](#)

VIEWPOINTS EXPLAINED: THE ESCALATING LEVELS OF CAFFEINE IN ENERGY DRINKS

Time: 22:17

Duration: 2:07

Synopsis: Over the past two decades, caffeine levels have continued to creep higher and higher. We cover how much caffeine is packed inside many of these newer energy drinks and the consequences of consuming higher-than-needed amounts.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Adolescent Health, Marketing, Mental Health, Parenting, Public Health

CULTURE CRASH: A NEW ERA FOR POST MALONE

Time: 24:24

Duration: 2:01

Synopsis: We give our review of American rapper, singer and songwriter, Post Malone's newest album titled, "Austin".

Host & Producer: Evan Rook

Compliance issues: Culture, Music

Program 23-37**Air Week:** 9/10/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: WHY DOES EVERYONE, INCLUDING PARENTS, WANT TO BE INFLUENCERS?****Time:** 1:47**Duration:** 7:16**Synopsis:** Two out of three people on Earth are on social media. With so many eyeballs online, it's big business to have a large social media following and work as an influencer. We highlight this ever-evolving lucrative industry and how new laws are better protecting those who've been previously taken advantage of.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Stephanie McNeal, senior editor, Glamour, author, Swipe Up for More: Inside the Unfiltered Lives of Influencers**Compliance issues:** Career, Ethics, Law, Mental Health, Parenting, Politics, Psychology, Social Media, Technology, Wealth**Links for more info:**[Stephanie McNeal \(@stephemcneal\) • Instagram photos and videos](#)[Stephanie McNeal \(@stephemcneal\) / X](#)[Swipe Up for More!: Inside the Unfiltered Lives of Influencers: McNeal, Stephanie: Books](#)**SEGMENT 2: FROM DRUG TRAFFICKER TO INFORMANT: HOW EX-CRIMINALS ARE AIDING INVESTIGATORS****Time:** 11:05**Duration:** 9:59**Synopsis:** We speak with ex drug trafficker, Margarito Flores Jr. about his entry into the illicit drug trade at an early age and when he decided to get out of the business and start working for the other side. We also speak with Sgt. Ryan Wasson about the critical role informants play in aiding law enforcement, but why it's important to avoid glorifying the work of people like Flores.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Margarito Flores Jr., federal drug informant; Sergeant Ryan Wasson, detective, Kane County Sheriff, officer, Homeland Security Investigations Task Force**Compliance issues:** Crime, Drug Trafficking, Health, International Issues, Law Enforcement, Parenting, Technology**Links for more info:**[SAMHSA](#)[Sheriff's deputies assigned to drug task force get federal credentials – Shaw Local](#)[Margarito Flores, Chicago cocaine kingpin who helped bring down El Chapo, will teach cops how to catch drug traffickers](#)**VIEWPOINTS EXPLAINED: AMERICA'S STRUGGLING CITIES****Time:** 22:04**Duration:** 1:50**Synopsis:** We highlight recent population trends across America in a post-pandemic world. Several once prominent cities have struggled to bounce back after a mass exodus of urban residents.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Climate Change, Culture, Local Business, Population Trends, Poverty**CULTURE CRASH: FROM LIVE CONCERTS TO FILM: THE DOMINANCE OF TAYLOR SWIFT****Time:** 23:54**Duration:** 2:32**Synopsis:** It's the end of summer and we're still talking about Taylor Swift's "Era's Tour". Swift is continuing the mania (and profits) with the upcoming release of the movie simply titled: "The Era's Tour".**Host & Producer:** Evan Rook**Compliance issues:** Culture, Music

Program 23-38**Air Week:** 9/17/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: X (AKA TWITTER) VS. THREADS: THE STORY BEHIND META'S NEW SOCIAL PLATFORM****Time:** 1:47**Duration:** 8:00

Synopsis: Do you remember the hype when Threads, Meta's new version of X, debuted earlier this summer? Everyone seemed to jump on the new platform at a moment's notice. But what happened to all the buzz? We speak with two social media experts about Meta's big investment in Threads and what needs to change in the coming months to avoid its quick demise.

Host: Gary Price**Producer:** Amirah Zaveri, Grace Galante**Guests:** Carolyn Garavente, associate director, paid social, Brain Labs Media; Danielle Carter, account director, paid social, Croud Digital**Compliance issues:** Adolescent Development, Creativity, Education, Life Skills, Mental Health, Parenting, Self Help
Links for more info:[Threads will now let you search for posts - The Verge](#)[How brands are still finding their feet with Threads one month since launch](#)[According to Elon Musk's own math, the company formerly known as Twitter has lost 90% of its value and could be worth just \\$4 billion](#)**SEGMENT 2: SCHOOL, SPORTS, STANDARDIZED TESTS: WHEN IS THERE TIME TO BUILD LIFE SKILLS?****Time:** 11:50**Duration:** 9:20

Synopsis: As an academic advisor, Ana Homayoun has had thousands of conversations with students, parents, and administrators. Many of these talks typically center around grades, college admissions, career paths and other key academic to-dos. Yet, what's not as commonly talked about is the importance of life skills. This means cultivating independence, setting good habits and more. We speak with Homayoun about why so many teens seem to struggle post-high school and how adults can better prepare their kids in the long-term rather than focusing solely on short-term academic markers.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Ana Homayoun, academic advisor, early career development expert, author, Erasing the Finish Line: The New Blueprint for Success**Compliance issues:** Adolescent Development, Creativity, Education, Life Skills, Mental Health, Parenting, Self Help
Links for more info:[Mental Health | DASH | CDC](#)[Erasing the Finish Line: The New Blueprint for Success Beyond Grades and College Admission](#)[Opinion: We're thinking about teens and social media all wrong](#)**VIEWPOINTS EXPLAINED: CHINA'S DEEPENING ECONOMIC WOES: WHAT'S FUELING THIS DECLINE?****Time:** 22:10**Duration:** 1:45

Synopsis: Less jobs. Lower property values. Tightened consumer spending. These are just some of the challenges China's been facing over the past several months. Will this global superpower be able to avoid a full-fledged recession? We talk about why Americans should care about this developing international economic news.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Global Economy, International Policy, Job Security Real Estate**CULTURE CRASH: A SLOW CALENDAR FOR PRIME TV SEASON****Time:** 23:55**Duration:** 2:31

Synopsis: We cover how the screenwriter and actor's strike in Hollywood is slowing down TV series releases this autumn.

Host & Producer: Evan Rook**Compliance issues:** Culture, TV

Program 23-39**Air Week:** 9/24/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: ARE YOU MAKING THE MOST OUT OF CHAT GPT?****Time:** 1:47**Duration:** 8:05

Synopsis: There's been a lot of hype around Chat GPT and generative AI this year, but is the average person actually using the new tech? We highlight how leaders in education policy are integrating AI into certain processes to create positive for teachers, administrators, and students in classrooms nationwide. From there, we breakdown what are some of the biggest ways AI helps with tasks and how you can go about interacting with these chatbots to get the answer you're looking for.

Host: Gary Price**Producer:** Amirah Zaveri, Grace Galante**Guests:** Perpetual Baffour, Research Director, Learning Agency Lab**Compliance issues:** Career, Education, Innovation, Productivity, Technology, Time Management**Links for more info:**[ChatGPT](#)[Overview - The Learning Agency Lab](#)[GPT-4: how to use the AI chatbot that puts ChatGPT to shame | Digital Trends](#)[ChatGPT beginners guide - Geeky Gadgets](#)**SEGMENT 2: ONE AFTER ANOTHER: HELPING PEOPLE RECOVER IN A WORLD WHERE NATURAL DISASTERS ARE ALL TOO COMMON****Time:** 11:54**Duration:** 8:50

Synopsis: The reality: Human-induced climate change is leading to more frequent and powerful extreme weather events. In the U.S. and around the world, millions struggle to get back on their feet following the damage and destruction these disasters bring. As bystanders, how can we pitch in and help? We cover the physical and mental toll these hardships cause and why it's important to step up and give back in any way you can.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Vickie Mays, clinical psychologist, distinguished professor, psychology, health policy & management, University of California-Los Angeles**Compliance issues:** Climate Change, Emergency Response, Mental Health, Natural Disasters, Nonprofits, Psychology, Public Health, Trauma, Volunteerism**Links for more info:**[Vickie M. Mays | UCLA](#)[Build A Kit | Ready.gov](#)[Survival Kit Supplies - Redcross.org](#)[How does climate change affect mental health? | APA.org](#)**VIEWPOINTS EXPLAINED: WHY ARE PRISON BREAKS BECOMING MORE COMMON?****Time:** 21:44**Duration:** 2:15

Synopsis: Aging infrastructure, fewer correctional officers, and a large inmate population. These are just some of the factors feeding into why prison breaks, and then large-scale manhunts, seem to be popping up more these days.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Correctional System, Government, Incarceration, Public Safety**CULTURE CRASH: OUR FALL INDIE FILM PICKS****Time:** 23:59**Duration:** 2:28

Synopsis: We highlight some of our favorite, small-production movie picks as we head into fall film festival season.

Host & Producer: Evan Rook**Compliance issues:** Culture, Film