

ISSUES AND RESPONSIVE PROGRAMMING REPORT

FOR

WTOB RADIO 980 A.M.

WINSTON-SALEM, NORTH CAROLINA

Q2 APRIL 1, 2023 THROUGH JUNE 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 27TH ANNUAL HOPE RUN/WALK AND MUSIC IN THE PARK IS COMING TO DOWNTOWN WINSTON-SALEM'S BAILEY PARK. IT'S A SIGNATURE EVENT FOR TRELIS SUPPORTIVE CARE ON SATURDAY, APRIL 15 FROM 9A-1P. VISIT TRELIS SUPPORT (DOT) ORG FOR DETAILS. (030223)

BIG BIKES FOR VETS INVITES YOU TO BULL CITY CIDERWORKS FOR THE CAROLINA'S VETERANS REUNION. IT'S A FREE EVENT FOR EVERYONE IN THE DEPOT ENTERTAINMENT DISTRICT IN LEXINGTON. BULL CITY CIDERWORKS IS LOCATED AT 599 SOUTH RAILROAD AVE IN LEXINGTON, NC. CMA ARTIST ROCKIE LYNNE WILL BE PERFORMING WITH DANI KERR. PATRIOTIC VENDORS AND RESOURCES WILL BE ON SITE, PLUS A CAR AND BIKE CRUISE-IN. FOOD TRUCKS, MUSIC, FAMILY FUN, AND MORE FROM 12 PM TO 6 PM – SATURDAY APRIL 22. FOR INFORMATION VISIT BIG BIKES 4 VETS (DOT) COM (030223)

WHEN YOU DONATE TO CRISIS CONTROL MINISTRY'S FEEDING FORSYTH CAMPAIGN, YOU HELP PEOPLE IN OUR COMMUNITY MAKE IT THROUGH TOUGH TIMES. THANK YOU! FOR DETAILS ABOUT FEEDING FORSYTH AND TO DONATE, PLEASE VISIT **CRISIS CONTROL (DOT) ORG**. CONTRIBUTE NOW AND DOUBLE THE IMPACT OF YOUR GIFT **THROUGH APRIL 30!** (032023)

BACKSTAGE BASH IS A FUNDRAISER FOR THE LITTLE THEATRE OF WINSTON-SALEM HAPPENING FRIDAY APRIL 14 FROM 7 TO 10 PM AT WINSTON JUNCTION MARKET - 901 TRADE STREET WINSTON-SALEM. (032023)

WINSTON-SALEM WRITERS AND BOOKMARKS WILL PRESENT READINGS BY THREE AUTHORS ON WEDNESDAY, APRIL 19TH, AT 7 P.M. AT THE MONTHLY "4 ON 4TH AUTHOR SHOWCASE" AT BOOKMARKS, 634 WEST FOURTH ST. #110 IN WINSTON-SALEM, WITH THE THEME OF POETRY, IN HONOR OF NATIONAL POETRY MONTH. FOR MORE INFORMATION VISIT WS WRITERS (DOT) ORG AND BOOKMARKS NC (DOT) ORG (040323)

CRISIS CONTROL MINISTRY'S FOOD PANTRY GIFT OF THE **MONTH FOR APRIL** INSTANT OATMEAL AND GRITS. FOR MORE INFORMATION ABOUT CRISIS CONTROL MINISTRY AND HOW YOU CAN VOLUNTEER, VISIT CRISIS CONTROL (DOT) ORG. (102122)

JOIN THE WTOB GOOD GUYS PLAYING THE TUNES TO WALK TO FOR THE WINSTON-SALEM WALK TO DEFEAT ALS! IT'S AT THE WINSTON-SALEM FAIRGROUNDS ON **SATURDAY APRIL 29TH**. THE WALK CHECK-IN BEGINS AT 8:30 A.M. WITH THE WALK GETTING UNDERWAY AT 10:00 A.M. THE THEME THIS YEAR IS WALK BACK TO THE 80S AND WILL BE A LOT OF FUN FOR A GREAT CAUSE. (04/01/23)

THE VFW POST 5352 IN KERNERSVILLE INVITES YOU TO VISIT "THE MOVING WALL" EXHIBIT - A HALF-SIZE REPLICA OF THE VIETNAM WAR MEMORIAL THAT WILL BE AT THE POST BETWEEN FRIDAY APRIL 28 AND MONDAY MAY 1. VFW POST 5352 IS LOCATED AT 618 EDGEWOOD STREET IN KERNERSVILLE. CALL STEPHEN AMOS FOR ADDITIONAL INFORMATION AT 336-462-2024 (031523)

FRIEDBERG MORAVIAN CHURCH'S 250TH CHURCH ANNIVERSARY LOVEFEAST IS THIS SUNDAY, **MAY 7TH AT 3:00PM**. THIS SPECIAL AFTERNOON SERVICE WILL FEATURE A NEWLY COMMISSIONED MUSICAL PIECE, JOYOUS SINGING, GUEST SPEAKERS, SHARING OF A LOVEFEAST, AND A MESSAGE FROM THE RIGHT. REVEREND TOM SHELTON. A RECEPTION WILL BE HELD AFTER THE SERVICE, SPONSORED BY THE WOMEN'S FELLOWSHIP. FOR MORE INFORMATION VISIT FRIEDBERG (DOT) CHURCH OR CALL 336-764-1830. (042523)

THE SHEPHERD'S CENTER OF GREATER WINSTON-SALEM'S 2023 ANNUAL USED BOOK SALE IS THIS **THURSDAY THROUGH SATURDAY - MAY 4th THROUGH 6th**. FREE PARKING AND ADMISSION AT THE EDUCATION BUILDING AT THE WINSTON-SALEM FAIRGROUNDS. PROCEEDS FROM THE USED BOOK SALE WILL BENEFIT PROGRAMS AND SERVICES FOR OLDER ADULTS IN OUR COMMUNITY. THE SALES FLOOR IS OPEN FROM 9 UNTIL 9 ON THURSDAY AND FRIDAY, 8 UNTIL 2 ON SATURDAY.

FOR DETAILS VISIT SHEPHERDS CENTER (DOT) ORG (042523)

2023 2nd Quarter Report – WTOB-AM – April 1 – June 30, 2023

YOU ARE INVITED TO THE TRIAD HONOR FLIGHT WELCOME HOME CELEBRATION AS VETERANS RETURN FROM A VISIT TO WASHINGTON DC AND THE MEMORIALS FOR THE DAY ON **WEDNESDAY MAY 3**. VISITORS ARE ENCOURAGED TO WEAR RED, WHITE, AND BLUE, BRING FLAGS AND WELCOME HOME BANNERS TO THE UPPER DEPARTURE AREA AT PIEDMONT TRIAD INTERNATIONAL AIRPORT. ARRIVE AT 7:30 PM FOR THE 8:20 PM FLIGHT ARRIVAL. FOR DETAILS VISIT **TRIAD HONOR FLIGHT (DOT) ORG**. (031523)

HOPE DU JOUR IS THE COMING TUESDAY! IT'S THE ANNUAL FUNDRAISER FOR CRISIS CONTROL MINISTRY WITH PARTICIPATING RESTAURANTS PLEDGING 10 PERCENT OF THE DAYS PROCEEDS TO HELP SUPPORT THE MINISTRY. VISIT **HOPE DU JOUR (DOT) ORG** FOR DETAILS AND GET A LIST OF RESTAURANTS TO HAVE BREAKFAST - LUNCH - AND DINNER THIS TUESDAY MAY 2nd. (042623)

SENIOR GAMES IS UNDERWAY! STAY TUNED TO WTOB FOR UPDATES ON GAMES, COMPETITIONS, AND THE SILVER ARTS AND LITERARY COMPETITIONS. WE WILL HAVE INTERVIEWS WITH PARTICIPANTS, SPONSORS, AND UPDATES THROUGHOUT THE COMPETITION. VISIT **WE PLAY (DOT) WS** FOR THE EVENTS CALENDAR!

THE SILVER ARTS PERFORMING ARTS SHOW IS **FRIDAY MAY 19** AT REDEMPTION HILL CHURCH 402 HARVEY STREET IN WINSTON-SALEM. (032023)

BE SURE AND REGISTER TO PARTICIPATE IN THE ANNUAL MARINE CORPS LEAGUE MUD RUN, **SATURDAY JUNE 3RD** AT JOMEOKIE CAMPGROUND IN PINNACLE. IT'S THE CLEANEST, DIRTIEST FUN YOU WILL EVER HAVE. VISIT **USMC MUD RUN NC (DOT) COM** TO REGISTER. LET'S HELP THE MARINE CORPS LEAGUE HELP OUR COMMUNITY. (051923)

THE ROCC (ROCK) WINSTON-SALEM RESCUE MISSION 5 K IS THIS **SATURDAY MAY 13** AT RIVER OAKS COMMUNITY CHURCH AR 1855 LEWISVILLE-CLEMMONS ROAD. FOR DETAILS AND TO SIGN UP VISIT **RUN SIGNUP (DOT) COM** (051023)

THE NORTH CAROLINA CONCERT BAND MUSIC CONSORTIUM PRESENTS “NEW MUSIC FROM OUR STATE”. JOIN WACHOVIA WINDS AND EXPERIENCE NEW WORKS FROM COMPOSERS LEAD BY CONDUCTORS FEATURING THE WACHOVIA WINDS YOUTH WIND ENSEMBLE AT THE UNC SCHOOL OF THE ARTS’ STEVENS CENTER ON SATURDAY MAY 27 AT 7:30 PM. FOR DETAILS VISIT WACHOVIA WINDS (DOT) COM. (051023)

THE SALVATION ARMY OF GREATER WINSTON-SALEM’S HANDS AND HEARTS LUNCHEON IS **THURSDAY MAY 11 FROM 12 TO 1 PM** AT FORSYTH COUNTRY CLUB. YOU ARE INVITED FOR LUNCH AND A SPECIAL PROGRAM TO RAISE AWARENESS AND SUPPORT FOR THE PROGRAMS OFFERED BY THE SALVATION ARMY. TICKETS AND MORE INFORMATION ARE AVAILABLE AT SALVATION ARMY WS (DOT) ORG OR BY CALLING 336-245-2080. (051023)

AMERICAN HEROES FOR NORTH CAROLINA AND VETERANS BRIDGE HOME, WILL HOST A VETERANS APPRECIATION DAY ON **SATURDAY, JUNE 3**, AT THE CAROLINA FIELD OF HONOR, IN KERNERSVILLE BEGINNING AT 11:00 A.M., WITH A CEREMONY AT 12:00 NOON. BRING YOUR FAMILIES AND FRIENDS TO CELEBRATE AND TO HONOR OUR VETERANS!

HIGH POINT, **SATURDAY, MAY 13**, STOCK & GRAIN, 275 N. ELM ST. 2:00 PM– 4:00 PM. MILITARY APPRECIATION AND JEEP RALLY. LIVE MUSIC, BOUNCE HOUSE, MILITARY CEREMONY, MILITARY VEHICLES, BLESSING WATER PARK, PRESENTED BY THE HEROES CENTER AND THE CITY OF HIGH POINT.

THE SALEM BAND PRESENTS THE STARS AND STRIPES CONCERT, TUESDAY JULY 4TH AT 7:30 PM, SALEM SQUARE IN OLD SALEM. FREE. BRING CHAIRS AND BLANKETS. FOR DETAILS VISIT SALEM BAND (DOT) ORG. (062723)

CRISIS CONTROL MINISTRY’S FOOD PANTRY GIFT OF THE **MONTH FOR JUNE** IS CANNED MEATS LIKE TUNA, SALMON, AND BEEF. FOR MORE INFORMATION ABOUT

CRISIS CONTROL MINISTRY AND HOW YOU CAN VOLUNTEER, VISIT CRISIS CONTROL (DOT) ORG. (102122)

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)

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)

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.

2023 2nd Quarter Report – WTOB-AM – April 1 – June 30, 2023

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)

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)

2023 2nd Quarter Report – WTOB-AM – April 1 – June 30, 2023

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

Gerald Talley – ALS Association, North Carolina Chapter

Air Date: April 2, 2023

Gerald discusses the upcoming Winston-Salem Walk to Defeat ALS.

Dr. Christina Bellinger – Wake Forest University School of Medicine

Air Date: April 9, 2023

Dr. Bellinger brings news of Artificial Intelligence and Robotics and their roles in assisting physicians to better predict and diagnose lung cancer.

Jud Patterson – Discussions on the Impact of Teachers on Our Lives

Air Date: April 16, 2023

Jud talks about his history teacher in Tennessee, Mary Chitwood, who made a significant impact on his life and the lives of his fellow classmates.

Lechelle Yates – Better Business Bureau

Air Date: April 23, 2023

Lechelle talks about new reports to BB ScamTracker about Tech Support scams, and other new tactics that come by email.

Dr. Lindsay Strowd – Dermatologist, Atrium Health | Wake Forest Baptist & Associate Professor of Dermatology, Wake Forest University School of Medicine

Air Date: April 30, 2023

Dr. Strowd discusses Skin Cancer Awareness Month, her path to becoming a Dermatologist, and the projects she is working on in her role at Atrium/Wake Forest.

Mayor Allen Joines – City of Winston-Salem

Air Date: May 7, 2023

Mayor Joines joins us for a quarterly update on the business of the city, including the Mayor's decision to run for office. We also talk about gun violence, poverty reduction, youth, and jobs.

Lewis Pleasants – The Marine Corps League Mud Run 2023

Air Date: May 14, 2023

"Major Mudd" is in the studio to give us details of the annual fundraiser that assists the MCL in their operation of programs like Toys for Tots, and how individuals and teams can participate.

Lechelle Yates – Better Business Bureau

Air Date: May 21, 2023

Lechelle brings information about the latest scams to take our money and waste our time. Bob and Lechelle share personal stories about online scams and how to prevent them.

2023 2nd Quarter Report – WTOB-AM – April 1 – June 30, 2023

Rebecca Byer – GreeNest

Air Date: May 28, 2023

Rebecca brings us information on GreeNest, a local community organization that supports people who are coming into a home, just out of homelessness, out of a fire, abusive situations, helping solve a housing crisis in the Winston-Salem area.

Lechelle Yates – Better Business Bureau

Air Date: June 18, 2023

Lechelle talks about a BBB Investigation that the bureau is involved in that sent an electrician to jail for operating without a license, plus the online scams that always are prevalent in our daily lives.

Community Responsive Programming

Doug Ray of The Wealth Guardians discusses retirement planning - Mondays at 4:40pm (5 Min)
April 3, 10, 17, 24 | May 1, 8, 15, 22, 29 | June 5, 12, 19, 26

Vance Parker of Vance Parker Law discusses elder law – Tuesdays at 4:40pm (5 Min)
April 4, 11, 18, 25 | May 2, 9, 16, 23, 30 | June 6, 13, 20, 27

Brett Duffey of Complete Rehab answers questions about neuropathy – Wednesdays at 4:40pm (5 Min)
April 5, 12, 19, 26 | May 3, 10, 17, 24, 31 | June 7, 14, 21, 28

Radio Walk-in – Community Responsive Programming

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

Monday April 3 - 8:40-8:50 am - Rob Davis from RiverRun International Film Festival talks about the schedule for the 25th Anniversary festival (10 Min)

Tuesday April 4 - 8:40 - 8:50 am - Gerald Talley from ALS Association of North Carolina talks about the upcoming Winston-Salem Walk to Defeat ALS (10 Min)

Wednesday April 12 - 8:40 - 8:50 am - Rob Davis from RiverRun International Film Festival updates listeners about the film festival schedule (10 Min)

Thursday April 13 - 4:10 - 4:20 pm - JACK WATERS BIG BIKES 4 VETS - ROCKIE LYNNE PERFORMING in the studio (10 Min)

2023 2nd Quarter Report – WTOB-AM – April 1 – June 30, 2023

Monday April 17 - 8:40 - 8:40 am - Piedmont Wind Symphony's Mark Norman talks about upcoming events including the 4th of July Sousa! performance (10 Min)

Wednesday April 26 - 4:10 - 4:20 pm - Little Theatre of Winston-Salem's Charity Hampton talks about the upcoming Pirates of Penzance, JR performance (10 Min)

Tuesday May 2 - 8:40 - 8:50 pm - Mimi Komos from Wake Forest University's LifeLong Learning Program is in the studio to talk about the summer classes (10 Min)

Wednesday May 3 - 8:10 - 8:20 am - Sam Matthews from the Shepherd's Center of Greater Winston-Salem is in the studio to talk about the upcoming Used Book Sale (10 Min)

Friday May 5 - 8:40 - 8:50 am - Gerald Talley from the ALS Association of North Carolina talks about the previous weekend's Winston-Salem Walk to Defeat ALS (10 Min)

Wednesday May 10 - 4:10 - 4:20 pm - Carl Nubile from Camel City Playhouse is in the studio to talk about upcoming performances at the venue (10 Min)

Friday May 12 - 8:40 - 8:50 am - Eileen Young from Salem Band is in the studio to preview the 2023 Season (10 Min)

Wednesday May 17 - 8:40 - 8:50 am - Leigh Ann Woodruff from Kaleideum is in the studio to talk about the upcoming Messtival at Kaleideum North (10 Min)

Thursday May 18 - 8:40 - 8:50 am - Katie Hall from Arts Council of Winston-Salem and Forsyth County talks about the upcoming 2023 Summer Parks Concert Series (10 Min)

Monday May 22 - 8:40 - 8:50 am - Erinn Dearth and Dan Beckman are in the studio to talk about the recently completed 50 States Tour of Letters from Home (10 Min)

Thursday May 25 - 8:40 - 8:50 am - David Ratcliffe from Winston-Salem Writers is on to talk about the upcoming 10 Minute Play Festival (10 Min)

Tuesday May 30 - 8:40 - 8:50 am - Don Timmons from Veterans Bridge Home is in the studio talking about Veterans Bridge Home upcoming events June 3 and June 14 - Veterans Coffee (10 Min)

Tuesday June 6 - 5:10 - 5:20 pm - Little Theatre of Winston-Salem actors are in the studio to talk about the upcoming performances of "Something's Rotten" (10 Min)

Wednesday June 7 - 5:10 - 5:20 pm - KEVIN MUNDY - Winston-Salem Pops Chorus is in the studio to talk about the upcoming "The FABulous FIFTIES" performance (10 Min)

2023 2nd Quarter Report – WTOB-AM – April 1 – June 30, 2023

Tuesday June 27 - 8:40 - 8:50 am - Mark Norman from Piedmont Wind Symphony is in the studio to announce the WTOB broadcast of the symphony's April 22 performance of Sousa! A Tribute to John Philip Sousa and His Band (10 Min)

Thursday June 29 - 8:40 - 8:50 am - Carrie Leigh Dickey is in the studio to talk about upcoming Artfolios events (10 Min)

WTOB'S Local Business Spotlight – Sunday April 9, 2023 #110

Sunday April 9, 2023 | Christina Canterbury from 2 Do 2 Done Virtual Assistant and Andrea Cardwell from As Good As It Gets

WTOB'S Local Business Spotlight – Sunday April 30, 2023 #111

Sunday April 30, 2023 | Ben Pritchard from Juggheads and Imagine Denys Mertz from Imagine Flowers

WTOB'S Local Business Spotlight – Sunday May 7, 2023 #112

Sunday May 7, 2023 | Roger Billingsley-Hayes from WhatYaSay Food Truck and Ellie Scalf from the Little Cake Company

WTOB'S Local Business Spotlight – Sunday May 14, 2023 #113

Sunday May 14, 2023 | Talya Jackson from Re-Life Wellness and Hope Harris & Zachary Bradley from Southern Luxe Realty

WTOB'S Local Business Spotlight – Sunday May 21, 2023 #114

Sunday May 21, 2023 | Leslie Speas from Influence HR Consulting and Toby Lemly & Fabio Sandoval from Off the Rack Vintage

WTOB'S Local Business Spotlight – Sunday May 28, 2023 #115

Sunday May 28, 2023 | Brooke Scharff from In Bloom and Dan Wellman from Moji Coffee

Quarterly Report of Compliancy Issues & Programs List 2023-Q2 (April – June) Viewpoints Radio

- Adolescent Health
- Adoption
- Affordable Housing
- African American History
- Aging
- Agriculture
- Agriculture Industry
- American History
- Animal Domestication
- Animal Migration
- Animal Science
- Animation
- Astronomy
- Auto Industry
- Business
- Career
- Chemistry
- Child Development
- Civil Rights
- Civilizations
- Climate Change
- Community Investment
- Consumer Privacy
- Consumer Rights
- Consumerism
- Crime
- Criminal Justice
- Culture
- Diet
- Disease
- Diversity
- Drug Legalization
- Economy
- Education
- Education Funding
- Education Policy
- Education Reform
- Endangered Species
- Engineering
- Entertainment
- Entertainment Industry
- Entrepreneurship
- Environment
- Equal Compensation
- Equality
- Equity
- Evolution
- Fair Representation
- Fashion
- Fertility
- Film
- Financial Hardship
- Financial Independence
- Food Production
- Food Science
- Gaming
- Gender
- Generational Poverty
- Genetics
- Geography
- Government
- Government Assistance
- Government Regulation
- Gun Control
- Health
- Healthcare
- History
- Human Resources
- Industrial Revolution
- Inequality
- Inflation
- Innovation
- Intercommunication
- International Affairs
- Job Market
- Labor
- Labor Issues
- Labor Rights
- Labor Trends
- Language
- Learning Disorders
- Linguistics
- Local Government
- Local Revenue
- Low-Income Populations
- Manufacturing
- Marketing
- Mass Shootings
- Mental Disorder
- Mental Health
- Meteorology
- Migration
- Motherhood
- National Security
- Nonprofit Organization
- Nutrition
- Obesity
- Pandemic
- Parenting
- Patient Care
- Pay Equity
- Pediatrics
- Personal Development
- Personal Finance
- Personal Growth
- Physics
- Politics
- Population Trends
- Psychology
- Public Assistance
- Public Education
- Public Health
- Public Policy
- Public Resources
- Public Speaking
- Public Transportation
- Race
- Real Estate
- Recreation
- Relationships
- Religion
- Research
- Retirement
- Revenue
- School Funding
- Science
- Social Media
- Social Work
- Space
- Space Exploration
- Space Research
- Sports History
- Sustainability
- Technology
- Television
- Theology
- Tourism
- Travel
- TV
- Urban Design
- Urban Planning
- Virus
- War
- Weather Patterns
- Wildlife
- Wildlife Conservation
- Wildlife Species
- Workers' Rights
- Workforce

Program 23-14**Air Week:** 4/2/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: FAILING AMERICA'S TEACHERS****Time:** 1:47**Duration:** 7:36

Synopsis: Between February 2020 and May 2022, around 300,000 teachers left teaching to pursue another profession. While the COVID-19 pandemic is no longer a front and center issue, millions of public-school educators are still struggling to keep going in positions that mean long hours, low pay and a growing number of curriculum mandates. In part one of this story, first grade teacher Lori Cash - who's taught for more than 30 years - shares the challenges teachers are facing and touches on a few points that need to change.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Lori Cash, 1st Grade Teacher, Columbus Signature Academy Lincoln Elementary.**Compliance issues:** Career, Education, Personal Finance, Politics, Public Policy, School Funding**Links for more info:**[In Support of Educators: Strategies That Work](#)[The Republic: 'That's my calling': CSA Lincoln teacher honored with Folger Award](#)**SEGMENT 2: IS HOLLYWOOD REALLY CHANGING? THE DIVERSITY DEBACLE****Time:** 11:25**Duration:** 9:08

Synopsis: Asian American actress, Michelle Yeoh won her first Oscar at this year's Academy Awards for her performance in Everything Everywhere All At Once. We speak with media expert April Reign about the continued push to improve diversity & equity in all aspects of Hollywood.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** April Reign, senior adviser, Media & Entertainment, Gauge, creator, #OscarssoWhite.**Compliance issues:** Career, Diversity, Entertainment Industry, Equality, Equity, Fair Representation**Links for more info:**[April \(@ReignOfApril\) / Twitter](#)[Oscars diversity: USC study shows change after #OscarsSoWhite - Los Angeles Times](#)[Academy Establishes Representation And Inclusion Standards For Oscars® Eligibility](#)**VIEWPOINTS EXPLAINED: IS THE 4-DAY WORK WEEK FEASIBLE?****Time:** 21:33**Duration:** 2:01

Synopsis: We discuss a highly publicized study touting the benefits of a 4-day workweek. While it may seem like a logical step in the right direction, there are many parts to factor into the long-term success of this condensed work model.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Career, Human Resources, Workforce, Labor Issues**CULTURE CRASH: REVISITING THE CLASSICS****Time:** 23:34**Duration:** 2:53

Synopsis: We explore some of the older, classic TV series that are now available on streaming platforms and the dilemma of cropping full screen shows and films to fit our modern, widescreen TV's.

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

Program 23-15**Air Week:** 4/9/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: UNDERSTANDING THE UNKNOWN: PSYCHOPATHIC TENDENCIES****Time:** 1:47**Duration:** 9:22

Synopsis: Who do you think of when you read or hear the word, psychopath? Rarely does anyone think of the neuroscientist next door. We speak to two experts about what the term means in the medical world and why many people who have psychopathic tendencies can function in a non-violent, productive manner.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Stephanie Hoopes, national director, United for ALICE; Cherry, New Jersey resident.**Compliance issues:** Mental Disorder, Psychology**Links for more info:**[NIH: Psychopathy: cognitive and neural dysfunction](#)[Psychology Today: What Gender Does—and Doesn't—Tell Us About Psychopathy](#)[Forbes: New Research Tells Us Why Psychopaths Are Sometimes Able To Succeed In Society](#)**SEGMENT 2: A HISTORY: THE BEGINNINGS OF MASS TRANSIT IN AMERICA****Time:** 13:11**Duration:** 8:33

Synopsis: Millions of Americans rely on mass transit each day to get to where they need to be. While mass transit has had its up and downs in recent decades - and especially during the COVID-19 pandemic - there will always be a need for this public resource. We speak with mass transit expert Steven Beaucher about the the state of mass transportation agencies today and the first subway system built in Boston.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Steven Beaucher, mass transit expert, author of Boston in Transit: Mapping the History of Public Transportation in the Hub.**Compliance issues:** Engineering, History, Industrial Revolution, Public Resources, Public Transportation, Urban Planning**Links for more info:**[Boston in Transit](#)**VIEWPOINTS EXPLAINED: EASIER CANCELLATIONS****Time:** 22:34**Duration:** 1:59

Synopsis: We talk about the recent move by the Federal Trade Commission that makes it easier for consumers to cancel unused subscriptions.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Consumer Rights, Government Regulation, Personal Finance**CULTURE CRASH: THE NEW SHOW, "SHRINKING"****Time:** 24:33**Duration:** 1:55

Synopsis: We discuss the new Apple TV+ series, "Shrinking" featuring Jason Segel and Christa Miller.

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

Program 23-16**Air Week:** 4/16/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: SPRING: A TIME OF FLIGHT FOR BIRDS****Time:** 1:47**Duration:** 8:44

Synopsis: As the weather warms up, you may be hearing and seeing more birds in your backyard. Spring is peak migration for this species, but in recent decades, there's been a 30 percent decline in North American bird varieties. We speak with one expert about the challenges facing these animals and how listeners can make a difference.

Host: Gary Price**Producer:** Amirah Zaveri

Guests: Rebecca Heisman, science writer, author of *Flight Paths: How a Passionate and Quirky Group of Pioneering Scientists Solved the Mystery of Bird Migration*.

Compliance issues: Animal Migration, Animal Science, Climate Change, Endangered Species, Wildlife Conservation

Links for more info:[The Cornell Lab: Great Backyard Bird Count](#)[National Audubon Society](#)[Birds.Cornell.edu](#)[Amazon: Flight Paths: How a Passionate and Quirky Group of Pioneering Scientists Solved the Mystery of Bird Migration](#)**SEGMENT 2: A DIFFERENT VIEWPOINT: SPEAKING WITH ACTRESS, DREW BARRYMORE****Time:** 12:33**Duration:** 9:01

Synopsis: The Barrymore family has a long and storied history in Hollywood. For actress, Drew Barrymore, she grew up surrounded by the ups and downs of being in a very public family and acting in TV and films as a child. Today, she looks back on her life and shares what she's learned along the way.

Host: Marty Peterson**Producer:** Amirah Zaveri

Guests: Drew Barrymore, actress, producer, host, entrepreneur

Compliance issues: Career, Entertainment Industry, Film, Parenting, Personal Development, Psychology, Television

Links for more info:[InStyle: Drew Barrymore Is Breaking Menopause Taboos](#)[twitter: @DrewBarrymore](#)**VIEWPOINTS EXPLAINED: A BIG QUARTER OF LAYOFFS****Time:** 22:34**Duration:** 1:29

Synopsis: Why are so many big companies recently announcing layoffs? What's driving these early year cutbacks? We answer these questions this week on Viewpoints Explained

Host: Ebony McMorris**Producer:** Amirah Zaveri

Compliance issues: Economy, Job Market, Workforce, Career

CULTURE CRASH: THE FINAL SEASON**Time:** 24:03**Duration:** 2:24

Synopsis: We highlight the last season of the hit HBO series *Succession* and why other shows that have outlasted their prime should take note of the upsides of ending on a high note.

Host & Producer: Evan Rook

Compliance issues: Culture, TV

Program 23-17**Air Week:** 4/23/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: PART 2: HELPING AMERICA'S EDUCATORS****Time:** 1:47**Duration:** 8:03**Synopsis:** More than a third of educators in America are considering leaving their positions, according to recent research from consulting firm, McKinsey. We speak with two education experts about the mounting challenges both new and veteran teachers are facing and how average Americans can better advocate for the teachers in their communities.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Megan Franke, professor, education, University of California-Los Angeles; Alexandra Robbins, education expert, author of *The Teachers: A Year Inside America's Most Vulnerable, Important Profession***Compliance issues:** Career, Education Funding, Education Policy, Education Reform, Public Education**Links for more info:**[DREME: Development and Research in Early Math Education](#)[Penguin Random House: The Teachers: A Year Inside America's Most Vulnerable, Important Profession.](#)[twitter: @AlexndraRobbins](#)**SEGMENT 2: TIKTOK ISN'T THE ONLY APP WITH A DATA PRIVACY PROBLEM****Time:** 11:52**Duration:** 9:58**Synopsis:** While TikTok has been getting a lot of heat lately for its connections to China, there's also a larger privacy and data problem across all social media platforms. We speak with two experts about the fast-evolving social media landscape and how consumers can better protect themselves from data mining.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Lindsay Gorman, senior fellow, emerging technologies, German Marshall Fund's Alliance for Securing Democracy; Timothy Edgar, professor, practice of computer science, Brown University.**Compliance issues:** Consumer Privacy, Government, National Security, Social Media, Technology**Links for more info:**[German Marshall Fund's Alliance for Securing Democracy](#)[Brown University: Timothy Edgar](#)**VIEWPOINTS EXPLAINED: AN UNUSUAL SPRING****Time:** 22:50**Duration:** 1:42**Synopsis:** April has been an odd month weather wise. The West saw colder-than-average temperatures while the Midwest and East saw several days of record highs. While this change may be a nice surprise, these shifting weather patterns throw off natural cycles for countless species.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Climate Change, Meteorology, Agriculture Industry**CULTURE CRASH: A REVIEW OF "BEEF"****Time:** 24:32**Duration:** 1:54**Synopsis:** We discuss the popular new Netflix series, "BEEF," starring Steven Yeun and Ali Wong, that's become a Top 10 watch on the platform.**Host & Producer:** Evan Rook**Compliance issues:** Culture, TV**Program 23-18**

Air Week: 4/30/2023

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: WHY IS THE GENDER PAY GAP IN AMERICA STILL SO WIDE?

Time: 1:47

Duration: 10:13

Synopsis: As of 2022, the average American woman earned 82 cents for every dollar earned by a man. While it may not seem like much of a pay difference, this disparity adds up over time. And it's been this way for decades with little progress happening in America to lessen this wage gap in America. We speak with two experts about this issue and how workers – in various industries and at different levels – can better advocate for more equal pay across the board.

Host: Gary Price

Producer: Amirah Zaveri

Guests: Rakesh Kochhar, senior researcher, Pew Research Center; Ariane Hegewisch, senior research fellow, Institute for Women's Policy Research.

Compliance issues: Equal Compensation, Gender, Labor, Pay Equity, Personal Finance, Workers' Rights

Links for more info:

[Gender pay gap remained stable over past 20 years in US | Pew Research Center](#)

[The Enduring Grip of the Gender Pay Gap](#)

[Ariane Hegewisch, M.Phil. - IWPR](#)

[Rakesh Kochhar \(@RakeshKochhar\) / Twitter](#)

SEGMENT 2: THE SECRETS FOUND THROUGH DNA TESTING

Time: 14:02

Duration: 7:06

Synopsis: What would you do if you suddenly found out you weren't related to the parent that raised you? This is exactly what happened to author Dani Shapiro after she took an at-home DNA test. We speak with her about this life-changing surprise and why there are thousands more with similar secrets across America.

Host: Marty Peterson

Producer: Amirah Zaveri

Guests: Dani Shapiro, author, *Inheritance: A Memoir of Genealogy, Paternity & Love*.

Compliance issues: Adoption, Fertility, Genetics, Parenting, Psychology, Relationships, Science

Links for more info:

[Dani Shapiro 🌊 \(@danijs Shapiro\) / Twitter](#)

[Inheritance: A Memoir of Genealogy, Paternity, and Love: Shapiro, Dani: Amazon.com](#)

VIEWPOINTS EXPLAINED: TACKLING ADOLESCENT OBESITY

Time: 22:08

Duration: 2:12

Synopsis: The American Academy of Pediatrics has just released a new set of guidelines urging pediatricians to take a more proactive and stringent approach for young patients struggling with obesity. We highlight some of these updated recommendations and the lasting effects of being obese early in life.

Host: Ebony McMorris

Producer: Amirah Zaveri

Compliance issues: Obesity, Adolescent Health, Disease, Pediatrics

CULTURE CRASH: THE SEQUELS AND SPIN-OFFS THAT KEEP ON COMING**Time:** 24:20**Duration:** 2:06**Synopsis:** We discuss how sequels and new adaptations of films and TV shows have become more of the norm in Hollywood.**Host & Producer:** Evan Rook**Compliance issues:** Culture, Entertainment, Film, TV

Program 23-19**Air Week:** 5/7/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE IMPORTANCE OF AMERICA'S SOCIAL WORKERS****Time:** 1:47**Duration:** 7:30**Synopsis:** There are more than 700,000 social workers across America. We speak with longtime social worker and professor, Dr. Anthony Estreet about the vital role these professionals play in countless different sectors and why there needs to be more support and incentives for people working in this difficult role.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Dr. Anthony Estreet, CEO, National Association of Social Workers, professor, social work, Morgan State University.**Compliance issues:** Career, Government Assistance, Healthcare, Mental Health, Psychology, Social Work**Links for more info:**[Social Workers : Occupational Outlook Handbook.](#)[The Guardian: Making a difference: social workers share their career highlights](#)[Morgan State University Professor Anthony Estreet Named CEO of the National Association of Social Workers](#)[NASW](#)**SEGMENT 2: RV LIFE: THE CLASSIC AMERICAN WAY OF ROADTRIPPING****Time:** 11:19**Duration:** 9:02**Synopsis:** Thinking of getting away this summer? With flight and hotel prices skyrocketing, we speak with travel expert Bonnie Sinclair about the many benefits of road tripping via RV. Sinclair has traveled across the U.S. with her husband and highlights a few of her top destinations.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Bonnie Sinclair, travel expert, co-author, U.S.A RV Adventures.**Compliance issues:** Geography, Parenting, Personal Finance, Recreation, Tourism, Travel, Wildlife**Links for more info:**[Our Wander-Filled Life](#)[RV Share RV Rental](#)**VIEWPOINTS EXPLAINED: A NEW ERA OF ELECTRIC****Time:** 21:21**Duration:** 2:25**Synopsis:** We cover the newly proposed EPA guidelines for auto manufacturers and how this will impact the car market and consumers.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Auto Industry, Manufacturing, Government, Climate Change

CULTURE CRASH: THE COACHELLA LET DOWN**Time:** 23:46**Duration:** 2:40**Synopsis:** We discuss musician, Frank Ocean's recent performances - or lack thereof.**Host & Producer:** Evan Rook**Compliance issues:** Culture, Entertainment, Film, TV

Program 23-20**Air Week:** 5/14/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: UNDERSTANDING LAB-CREATED INGREDIENTS****Time:** 1:47**Duration:** 8:49**Synopsis:** Monosodium glutamate. Niacin. Riboflavin. We've all seen these labels at the end of ingredient lists on our favorite chips or frozen meals – but what role do they play? Are these substances harmful? We highlight the prevalence of processed and ultra-processed foods in the U.S., the ingredients in them and the importance of moderation.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** George Zaidan, food chemist, author, *Ingredients: The Strange Chemistry of What We Put In Us & On Us*.**Compliance issues:** Chemistry, Diet, Food Production, Food Science, Health, History, Nutrition**Links for more info:**[Ingredients by George Zaidan | PenguinRandomHouse.com: Books electrons and stuff](#) * ([@georgezaidan](#)) / [Twitter](#)**SEGMENT 2: THE TRIALS & TRIBULATIONS OF BALANCING MOTHERHOOD & CAREER****Time:** 12:38**Duration:** 8:49**Synopsis:** NPR journalist and co-host of “All Things Considered” Mary Louise Kelly joins us this Mother’s Day to share her story of balancing motherhood with a long-spanning, successful career in journalism. She - like many mothers - has struggled to have it all and recounts the many tradeoffs over the years.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Mary Louise Kelly, co-host, “All Things Considered”, National Public Radio, author, *It.Goes.So.Fast.: The Year of No Do-Overs*.**Compliance issues:** Career, Child Development, Mental Health, Motherhood, Parenting, Personal Growth**Links for more info:**[It. Goes. So. Fast.: The Year of No Do-Overs: Kelly, Mary Louise: 9781250859853](#)[The Hardest Decisions Mothers Make - The Atlantic](#)[Mary Louise Kelly \(@NPRKelly\) / Twitter](#)[Mary Louise Kelly \(@marylouisekelly1\) • Instagram photos and videos](#)[Mary Louise Kelly : NPR](#)**VIEWPOINTS EXPLAINED: THE CORONATION OF KING CHARLES III****Time:** 22:27**Duration:** 1:29**Synopsis:** King Charles III is now officially Great Britain’s reigning King. We discuss his coronation and the long history of the lavish ceremony.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** History, Government, Culture, International Affairs**CULTURE CRASH: OUR FAVORITE FILMS TO WATCH WITH OUR MOM'S****Time:** 23:56**Duration:** 2:31**Synopsis:** We touch on a few recent movie releases that are perfect picks to watch with your mom this Mother’s Day.**Host & Producer:** Evan Rook**Compliance issues:** Culture, Parenting, TV

Program 23-21**Air Week:** 5/21/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: WHY DON'T MORE SCHOOLS TEACH FINANCIAL LITERACY?****Time:** 1:47**Duration:** 8:26

Synopsis: Currently, only about 40 percent of students in the U.S. take a personal finance course before graduation. This means that most teenagers leave high school knowing little about saving, spending, student loans and how to do basic adult tasks like filing taxes. This week, we cover the push to change education legislation so more school curriculums incorporate a standalone financial literacy class.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Tim Ranzetta, co-founder, Next Gen Personal Finance.**Compliance issues:** Education, Education Policy, Financial Independence, Personal Finance, Retirement**Links for more info:**[Next Gen Personal Finance](#)[Next Gen Personal Finance \(@NextGenPF\) / Twitter](#)**SEGMENT 2: THE ALLURE OF THE FOUR-DAY WORKWEEK****Time:** 12:14**Duration:** 8:37

Synopsis: There's been a lot of media coverage this year around the 4-day workweek, but does it really make sense long-term? We discuss the pros, cons and if this shift is feasible for America's complex and varied workforce.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Lindsay Cameron, assistant professor, management, Wharton School of Business, University of Pennsylvania; Charlotte Lockhart, managing director, co-founder, Four Day Week Global.**Compliance issues:** Career, Economy, Human Resources, Labor Trends, Mental Health, Parenting**Links for more info:**[Lindsey Cameron – Management Department](#)[4 Day Week Global](#)**VIEWPOINTS EXPLAINED: ANOTHER WEEK, ANOTHER MASS SHOOTING****Time:** 21:51**Duration:** 2:15

Synopsis: 2023 is on pace to be the deadliest year on record for mass killings in America. Even as shootings continue and public outrage grows, little has been done to curb these horrific events.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Gun Control, Mass Shootings, Politics**CULTURE CRASH: ONE OF OUR FAVORITE SCI-FI READS****Time:** 24:06**Duration:** 2:18

Synopsis: This week on Culture Crash, we highlight the six-part series "The Forward" – a riveting sci-fi read that's full of twists and turns.

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

Program 23-22**Air Week:** 5/28/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE TOLL OF EXCESS CLOTHES PRODUCTION****Time:** 1:47**Duration:** 8:16**Synopsis:** Despite increased media coverage on fast fashion, the industry continues to thrive and expand. We speak with fashion activist and expert Maxine Bedat (who we've previously had on as a guest on Viewpoints) about the recent changes in the fast fashion landscape and why there's a greater focus now on legislation rather than consumers.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Maxine Bedat, founder, director, New Standard Institute.**Compliance issues:** Climate Change, Consumerism, Fashion, Labor Rights, Marketing, Sustainability**Links for more info:**[Unraveled: The Life and Death of a Garment: Bedat, Maxine: Books](#)[Guide to shopping long-lasting sustainable, ethical clothes](#)[New York Is Exposing the Fashion Industry for What It Is: a Climate Nightmare](#)[Fast Fashion Giant H&M Wins Lawsuit Accusing it of Greenwashing](#)**SEGMENT 2: "UM, WHAT?": THE HIDDEN PURPOSE BEHIND FILLER WORDS****Time:** 12:05**Duration:** 9:17**Synopsis:** We've all been there. You've given a presentation or had a conversation with someone and realized after-the-fact that you could've added in fewer words like "um", "you know" or "like". While these fillers are distracting if overused, when added in moderation, they play a very specific purpose.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Valerie Fridland, sociolinguist, professor, linguistics, English Department, University of Nevada-Reno, author, Like Literally Dude: Arguing for the Good in Bad English.**Compliance issues:** Culture, History, Intercommunication, Language, Linguistics, Personal Development, Public Speaking**Links for more info:**[Valerie Fridland](#)[Like, Literally, Dude by Valerie Fridland | PenguinRandomHouse.com: Books](#)[Why Filler Words Like "Um" and "Ah" Are Actually Useful](#)[We, um, have, like, a problem: excessive use of fillers in scientific speech | Advances in Physiology Education](#)**VIEWPOINTS EXPLAINED: THE DECLINE OF RELIGION****Time:** 22:22**Duration:** 2:10**Synopsis:** We discuss what's driving more Americans to identify as non-religious in recent years.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Religion, Theology, Culture, Politics**CULTURE CRASH: A NEW SEASON OF SUMMER BLOCKBUSTERS****Time:** 24:32**Duration:** 1:52**Synopsis:** We highlight a few of the blockbuster films that we're most looking forward to during the upcoming summer of 2023.**Host & Producer:** Evan Rook**Compliance issues:** Culture, Film

Program 23-23**Air Week:** 6/4/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: BRIDGING THE GAP FOR LOW-INCOME FAMILIES****Time:** 1:47**Duration:** 8:56

Synopsis: Over 40% of U.S. households struggle to afford necessities like groceries, gas, rent, Internet and healthcare. With rising costs, stagnating wages, and minimal federal assistance, it's become all too common to feel overwhelmed and stuck in a perpetual cycle of barely scraping by. We cover this growing crisis and how individuals and families can get help through their community network.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Stephanie Hoopes, national director, United for ALICE; Cherry, New Jersey resident.**Compliance issues:** Career, Financial Hardship, Generational Poverty, Inflation, Low-Income Populations, Nonprofit Organization, Parenting, Public Assistance**Links for more info:**[United For ALICE](#)[United Way Worldwide](#)[United for ALICE: National Overview](#)[211 for Central Community Services](#)**SEGMENT 2: CLIMATE CHANGE IN FULL BLOOM: THE IMPACT OF AN EARLIER SPRING & SUMMER****Time:** 12:44**Duration:** 8:12

Synopsis: If you live in the Midwest or Northeast, you probably enjoyed that brief stretch of 80-degree days this past April. While the warmer weather can be a nice change, this unusual and sudden shift has countless consequences on wildlife, plant species and the many industries that rely on predictable cycles. We speak with environmental expert Theresa Crimmins about the causes and effects of changing weather patterns.

Host: Marty Peterson**Producer:** Amirah Zaveri**Guests:** Theresa Crimmins, director, USA National Phenology Network, research professor, School of Natural Resources and the Environment, University of Arizona.**Compliance issues:** Agriculture, Climate Change, Economy, Migration, Weather Patterns, Wildlife Species**Links for more info:**[National Phenology Network](#)[Growing Seasons in a Changing Climate](#)[Welcome to Nature's Notebook! | USA National Phenology Network](#)[Are Summers Getting Longer, or Are the Seasons Shifting?](#)**VIEWPOINTS EXPLAINED: A NEW WARNING BY THE U.S. SURGEON GENERAL****Time:** 21:57**Duration:** 2:30

Synopsis: The U.S. Surgeon General recently issued an advisory on the dangers of heavy social media use early in life. We discuss why experts are urging parents, politicians, and companies to act now.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Social Media, Child Development, Mental Health, Public Health

CULTURE CRASH: A REVIEW OF THE THRILLER, "MISSING"**Time:** 24:27**Duration:** 2:00**Synopsis:** We talk about the new-to-Netflix movie, "Missing" – a thriller that follows one daughter's quest to find her missing loved ones who vanish while on a trip to Colombia.**Host & Producer:** Evan Rook**Compliance issues:** Culture, Film

Program 23-24**Air Week:** 6/11/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: THE 10,000 YEAR RELATIONSHIP: OUR LONG-HELD FASCINATION & LOVE FOR CATS****Time:** 1:47**Duration:** 7:55**Synopsis:** Cats get a lot of hate across the world for being un-trainable, moody, and, at times, hard to figure out. This week – we cover all things cats and why these furry felines (who've long been human companions) are unique.**Host:** Gary Price**Producer:** Amirah Zaveri**Guests:** Jonathon Losos, evolutionary biologist, associate professor, biology, Washington University in St. Louis, author, *The Cat's Meow: How Cats Evolved From the Savanna to Your Sofa*.**Compliance issues:** Animal Domestication, Civilizations, Culture, Evolution, History, Science, Wildlife**Links for more info:**[Jonathan Losos | Department of Biology](#)[The Cat's Meow by Jonathan B. Losos: | PenguinRandomHouse.com: Books](#)[twitter: @JLosos](#)[The Source: A cat's-eye view of one of the most beloved pets](#)[National Academy of Sciences: Jonathon Losos](#)**SEGMENT 2: DE-BUNKING THE MISCONCEPTIONS & STIGMAS OF ADHD****Time:** 11:44**Duration:** 9:50**Synopsis:** Nearly 10% of American children have ADHD. We speak with a clinical child psychologist at Harvard Medical School, Dr. Ellen Braaten, about the different types & presentations of this disorder, how it affects children and common challenges for diagnoses, acceptance, and treatment.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Dr. Ellen Braaten, clinical child psychologist, associate professor, psychology, Harvard Medical School, Director, Learning and Emotional Assessment Program, Massachusetts General Hospital, author, *Bright Kids Who Couldn't Care Less*.**Compliance issues:** Child Development, Education, Learning Disorders, Mental Health, Parenting**Links for more info:**[CHADD](#)[Find Psychiatrists, Psychiatric Nurses - Psychology Today](#)[Ellen Braaten, PhD](#)[Ellen Braaten, PhD - Harvard Health](#)[Bright Kids Who Couldn't Care Less: How to Rekindle Your Child's Motivation](#)**VIEWPOINTS EXPLAINED: THE UNCERTAINTIES OF LONG COVID****Time:** 22:34**Duration:** 1:42**Synopsis:** More than 1.1 million Americans have died from Covid-19. Now, three years after the onset of the pandemic, millions are still struggling with the side effects and long-term damage of the disease.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Health, Research, Virus, Pandemic, Patient Care, Aging

CULTURE CRASH: A TRIUMPHANT END TO A BRILLIANT SHOW**Time:** 24:16**Duration:** 2:11**Synopsis:** "Succession" has all the elements of a prime family drama. An ultra-rich, very public family that has no shortage of drama, conflict, and greed. We discuss the show's final season on HBO.**Host & Producer:** Evan Rook**Compliance issues:** Culture, TV

Program 23-25**Air Week:** 6/18/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: CITIES LEFT BEHIND: THE REALITY OF POPULATION DECLINE****Time:** 1:47**Duration:** 8:07

Synopsis: The COVID-19 pandemic shook up how Americans work, where they live and what they value in life. But, as people move past the pandemic, demographers wonder if certain migration trends are here to stay or will eventually shift back. This week – we talk about population trends over the last few years and how this is impacting cities that were once bustling and booming.

Host: Gary Price**Producer:** Amirah Zaveri**Guests:** Hans Johnson, demographer, senior fellow, Public Policy Institute of California.**Compliance issues:** Crime, Culture, Education, Environment, Local Revenue, Population Trends, Urban Design**Links for more info:**[Hans Johnson - Public Policy Institute of California](#)[Zumper National Rent Report](#)[As Major Cities Struggle to Rebound, Remote Work Continues to Shift Population Growth - Economic Innovation Group](#)[Big Population Shifts in Cities and Towns One Year Into Pandemic](#)**SEGMENT 2: CANNABIS & PROFIT: A NEED TO MAKE REPARATIONS****Time:** 11:56**Duration:** 9:53

Synopsis: It's expected that the U.S. cannabis industry will surpass 50 billion dollars in revenue by 2028, according to top cannabis research firm, Brightfield Group. Each year, new states are legalizing recreational marijuana, building new opportunities for entrepreneurs. But who gets a piece of this pie? How's the industry building a more equitable space that people at all socioeconomic levels can enter? We talk about the current landscape and the changes that need to be made to include communities and populations who've been historically targeted during the War on Cannabis.

Host: Marty Peterson**Producer:** Amirah Zaveri | Grace Galante**Guests:** Akwasi Owusu-Bempah, professor, sociology, University of Toronto, director, research, Campaign for Cannabis Amnesty, co-author, *Waiting to Inhale: Cannabis Legalization and the Fight for Justice*.**Compliance issues:** Business, Community Investment, Criminal Justice, Drug Legalization, Entrepreneurship, History, Politics, Revenue**Links for more info:**[Last Prisoner Project – Our Team](#)[Minority Cannabis Business Association](#)[Drug Policy Alliance](#)[Marijuana Arrests by the Numbers | American Civil Liberties Union](#)**VIEWPOINTS EXPLAINED: HONORING JUNETEENTH****Time:** 22:49**Duration:** 1:37

Synopsis: Millions of Americans now get Juneteenth off each year because of its classification as a federal holiday. But what does Juneteenth really signify? When did it begin? We highlight the importance of this historic day.

Host: Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** History, African American History, Culture, Race, Equality, War, Government

CULTURE CRASH: OUR LOVE FOR “SPIDER-MAN”**Time:** 24:26**Duration:** 2:01**Synopsis:** We discuss the recent release of “Spider-Man: Across the Spider-Verse” now in theatres.**Host & Producer:** Evan Rook**Compliance issues:** Animation, Culture, Film

Program 23-26**Air Week:** 6/25/2023**Executive Producer:** Amirah Zaveri**Production Manager:** Jason Dickey**SEGMENT 1: ISAAC MURPHY: A FORGOTTEN SPORTS LEGEND****Time:** 1:47**Duration:** 8:34**Synopsis:** A couple months back, millions of Americans dressed up, donned their hats and blazers, and went to the racetrack for the biggest horse racing event of the year: The Kentucky Derby. This week – we discuss the early history of horse racing in America and one African American jockey who made a lasting impact on the sport.**Host:** Gary Price**Producer:** Amirah Zaveri | Grace Galante**Guests:** Katherine Mooney, associate professor, history, Florida State University, author, Isaac Murphy: The Rise and Fall of a Black Jockey.**Compliance issues:** American History, Career, Civil Rights, Culture, Diversity, Inequality, Race, Sports History**Links for more info:**[Katherine Mooney | Department of History](#)[Title Detail: Isaac Murphy by Katherine C. Mooney](#)[Isaac Burns Murphy | Kentucky Horse Park](#)**SEGMENT 2: WHAT WE DO & STILL DON'T KNOW ABOUT BLACK HOLES****Time:** 12:23**Duration:** 8:30**Synopsis:** Black holes have always intrigued and captured the imagination of millions since they were first theorized and coined by German physicist Karl Schwarzschild in 1916. For decades, scientists have worked to learn more about these mysterious objects in space. However, even today, there's still much we don't entirely understand about these mysterious phenomena. Janna Levin, an astronomy & physics professor at Columbia University, joins us to discuss the most intriguing aspects of these space giants.**Host:** Marty Peterson**Producer:** Amirah Zaveri**Guests:** Janna Levin, professor, physics & astronomy, Barnard College, Columbia University, author, Black Hole Survival Guide.**Compliance issues:** Astronomy, Engineering, Innovation, Physics, Science, Space, Space Exploration, Space Research**Links for more info:**[Janna Levin | Barnard College](#)[Janna Levin \(@JannaLevin\) / Twitter](#)[Black Holes | Science Mission Directorate](#)[Black Holes, explained](#)**VIEWPOINTS EXPLAINED: THE FUTURE OF SAN FRANCISCO****Time:** 21:53**Duration:** 2:14**Synopsis:** High real estate prices. Rampant crime. A mass exodus. We discuss the sharp decline of this once-golden city by the bay.**Host:** Ebony McMorris**Producer:** Amirah Zaveri**Compliance issues:** Tourism, Crime, Local Government, Affordable Housing, Real Estate

CULTURE CRASH: A FORAY BACK INTO ZELDA**Time:** 24:07**Duration:** 2:20**Synopsis:** We dive into the popularity of the newest addition to the Zelda franchise, now available on Nintendo Switch, "Zelda: Tears of the Kingdom."**Host & Producer:** Evan Rook**Compliance issues:** Culture, Gaming