



WUSJ – Madison, MS

List of Community Issues and Programs

Quarter 1 (January - March) 2024

Submitted to Public File on April 4, 2024

WUSJ - Madison

The following are community issues of concern to the WUSJ service area. There are two primary ways that these issues are addressed: Viewpoints (a locally produced long form program airing on Sunday mornings at 6:00) and public service announcements produced and aired by the WUSJ staff that air in varying day parts.



Program Log for Viewpoints Radio

Program	VP 24-01	Written & Prod.	Amirah Zaveri, Tabor Brewster, Polly Hansen & Evan Rook
Air Date	1/7/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance Co/Progressive 2024 Auto Uprfront Procter Gamble/Bounty AA	:30 :31
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEG. 1: ARE HUMANS BUILDING OUR END? THE DEBATE AROUND ARTIFICIAL INTELLIGENCE & ITS CONSCIOUS STATE	10:07
	Synopsis: Would you consider complex, artificial intelligence systems like Open AI's, Chat GPT-4 or Google's newest release, Gemini, conscious minds? What exactly even constitutes as consciousness? We speak with two experts about this ongoing debate and what challenges lie ahead for these quickly evolving systems. Host: Gary Price. Producer: Tabor Brewster. Guests: Susan Schneider, philosopher, director, Center for the Future Mind, Florida Atlantic University; Kristian Hammond, AI scientist, professor, director, Masters of Science Dept., Artificial Intelligence, Northwestern University. Links for more info: https://www.nature.com/articles/d41586-023-04047-6 https://www.mccormick.northwestern.edu/research-faculty/directory/profiles/hammond-kristian.html https://twitter.com/ki_hammond?lang=en https://twitter.com/drsueschneider?lang=en https://www.mccormick.northwestern.edu/news/articles/2023/01/kristian-hammond-elected-2023-aaai-fellow/ https://www.fau.edu/artsandletters/philosophy/susan-schneider/index/ https://www.wsj.com/articles/ai-needs-guardrails-and-global-cooperation-chatbot-megasystem-intelligence-f7be3a3c Compliance Issues: Artificial Intelligence, Technology, Psychology, Emotion, Personality, Ethics, Philosophy, Engineering	
11:55	SPOTBREAK 2&3: SPM/RHJ VP Podcast Capital One/Venture X Pfizer Consumer Healthcare/Prevnar	:30 :30 :61
13:56	:02 PAUSE FOR LOCAL AVAIL	:02
13:58	SEG. 2: SPEAKING WITH THE ARTIST BEHIND SOME OF THE MOST ICONIC ILLUSTRATIONS	7:27
	Synopsis: We speak with illustrator and artist Tim O'Brien who's illustrated countless magazine covers over the decades. O' Brien speaks with us about his long career, the history of illustration, its evolution and how the art form is used to convey a deeper meaning or take on a singular moment in time. Host: Marty Peterson. Producer: Polly Hansen. Guest: Tim O'Brien, illustrator, artist. Links for more info: https://obrienillustration.com/ https://www.instagram.com/obrienillustration/?hl=en https://twitter.com/TonkaOBrien https://time.com/collection/genesis/6098978/tim-obrien-2/ Compliance Issues: Art, Literature, Media, News, Politics, History, Fashion, Culture, Creative Arts, Liberal Arts	
21:25	SPOTBREAK 4: Procter Gamble/Downy Unstoppables Progressive Insurance Co/Progressive 2024	:30 :30
22:25	VIEWPOINTS EXPLAINED: WHAT WORD BEST SUMMED UP 2023?	1:40
	Synopsis: We cover what word best encapsulated 2023, according to dictionary giant Merriam Webster. Any guesses? Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Language, Trends, Social Media, English Language, Social Media, Pop Culture, Artificial Intelligence, Technology	
24:05	CULTURE CRASH: A MASTER OF THRILLERS: A LOOK AT FILMMAKER EMERALD FENNEL	2:18
	Synopsis: Love a good, jumpy scare? Us too. We cover some old and new releases from acclaimed filmmaker Emerald Fennell. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, Culture	
26:23	SPOTBREAK 5: SPM/RHJ VP Podcast Procter Gamble/Metamucil AA	:30 :30
27:23	Program Conclusion	:33
27:56	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-02	Written & Prod.	Amirah Zaveri, Polly Hansen & Evan Rook
Air Date	1/14/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive Insurance Co / Progressive 2024 Procter Gamble / Downy Unstoppables	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: A PIONEER IN PAVING GREATER DIVERSITY IN SCI-FI	7:21
	Synopsis: For decades, science fiction was a genre written almost exclusively by white males. Now, the genre is flourishing with diverse voices, thanks in part to the trailblazing writer Octavia E. Butler. Historian Gerry Canavan discusses the obstacles Butler faced and her legacy on one of the most popular genres in American literature. Host: Gary Price. Producer: Polly Hansen. Guests: Gerry Canavan, professor at Marquette University and author, <i>Octavia E. Butler (Modern Masters of Science Fiction)</i> . Links for more info: https://www.press.uillinois.edu/books/catalog/34ghf4me9780252040665.html , https://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3Dstripbooks&field-keywords=octavia+e+butler Compliance Issues: Culture, Race, Diversity, Gender Issues, Gender Equality, Literature, Science Fiction, History	
9:08	SPOTBREAK 2&3: Verizon / Straight Talk Q1'24 Procter Gamble / Pepto Bismol Pfizer Consumer Healthcare / Abrysvo	:30 :30 :60
11:08	:02 PAUSE FOR LOCAL AVAIL	:02
11:10	SEG. 2: THE SECRETS LEARNED FROM A FIFTH-GENERATION BEEKEEPER	10:15
	Synopsis: In Meredith May's book, she examines the parallels between the inner workings of beehives and our society, and how beekeeping taught her numerous life lessons as a child. She also discusses the threat to bees with commercialized beekeeping and what we can do to protect these insects that are vital to our ecosystem. Host: Marty Peterson. Producer: Polly Hansen. Guests: Meredith May, author, <i>The Honey Bus: A Memoir of Loss, Courage and a Girl Saved by Bees</i> . Links for more info: https://meredithamay.net/category/the-honey-bus/ https://phys.org/news/2024-01-bees-honey-reveals-clues-decades.html https://www.forbes.com/sites/fionamcmillan/2018/09/21/swarm-intelligence-how-bees-work-together-to-become-a-superorganism-in-high-winds/?sh=7d18890b37b8 Compliance Issues: Literature, Environment, Beekeeping, Mental Health, Family Relationships, Biodiversity	
21:25	SPOTBREAK 4: Procter Gamble / Metamucil Aa Verizon / Straight Talk Q1'24	:30 :30
22:25	VIEWPOINTS EXPLAINED: DO YOU HAVE RIZZ?	1:37
	Synopsis: We cover the Oxford English dictionary's word of the year: rizz. What does it mean, and why has it become a mainstay in the Gen-Z vernacular? Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Language, Trends, Social Media, English Language, Culture, Youth Issues	
24:02	CULTURE CRASH: THE STRUGGLES OF STREAMING GIANTS	2:22
	Synopsis: We talk about why most streaming platforms are struggling to make a profit at year's end. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: Film, TV Culture, Technology	
26:24	SPOTBREAK 5: Pfizer Consumer Healthcare / Plevnar	:60
27:24	Program Conclusion	:33
27:57	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-03	Written & Prod.	Amirah Zaveri, Grace Galante & Evan Rook
Air Date	1/21/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: SPM/RHJ VP Podcast Cox Automotive/Auto Trader Q1	:30 OUTCUE: ...wait. Auto Trader.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: THE RISE OF THE CORPORATE DISPENSARY	8:41
	Synopsis: Cannabis has grown to become a multi-billion-dollar industry in the U.S. But how much of this revenue is going to small businesses rather than large chains controlling every part of production? We discuss the current inequities and the failure to maintain a model that helps populations who've been disproportionately affected by the war on cannabis get a seat at the table. Host: Gary Price. Producer: Grace Galante. Guests: Sarah Woodson, Executive Director, Founder, The Color of Cannabis; Aaron Smith, Co-Founder & CEO, The National Cannabis Industry Association. Links for more info: https://www.politico.com/news/2023/12/23/marijuana-legalization-inner-cities-00121185 https://thecannabisindustry.org/board-members/aaron-smith/ https://www.thecolorofcannabisco.org/team https://thecannabisindustry.org/social-justice-and-equity-in-the-cannabis-industry-2/ https://www.thecolorofcannabisco.org/ Compliance Issues: Criminal Justice, Law, Government, Drug Policy, Race, Small Business, Equality, Incarceration, Emerging Industries	
10:28	SPOTBREAK 2&3: Verizon / Straight Talk Q1'24 Capital One/Venture X Pfizer Consumer Healthcare / Abrysvo	:30 :30 OUTCUE: ... you by Pfizer.
12:28	:02 PAUSE FOR LOCAL AVAIL	:02
12:30	SEG. 2: WHY ARE WE BANNING MORE BOOKS THAN EVER BEFORE?	9:23
	Synopsis: Books have been taken off shelves since the colonial period, but, in recent years, more books than ever have been deemed unsuitable for young readers and are being removed from schools and local libraries. We cover the controversy by highlighting two differing perspectives on the debate. Host: Marty Peterson. Guests: Jonathon Friedman, director, free expression & education programs, Pen America; Tia Bess, volunteer, Moms for Liberty. Links for more info: https://pen.org/user/jonathan-friedman/ https://twitter.com/jonfreadom?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.ala.org/advocacy/bbooks https://www.cbsnews.com/pictures/the-50-most-banned-books-in-america/ https://www.momsforliberty.org/ Compliance Issues Covered: Education, Public Policy, Government, Free Expression, Literature, Sexual Education, Gender, Race, Politics, Law	
21:53	SPOTBREAK 4: Verizon / Straight Talk Q1'24 SPM/RHJ VP Podcast	:30 OUTCUE: ...listen to podcasts.
22:53	VIEWPOINTS EXPLAINED: WHY DID IT TAKE DECADES TO MAKE MARTIN LUTHER KING JR. DAY A HOLIDAY?	1:26
	Synopsis: We highlight the decades-long political fight to pass state and federal legislation that officially made the third Monday of January Dr. Martin Luther King Jr. Day. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Civil Rights, Race, History, Equality, National Holidays, Government, Politics, Law	
24:19	CULTURE CRASH: LOOKING FOR SOMETHING NEW TO WATCH? DIVE INTO THIS FIVE-PART SERIES	2:05
	Synopsis: Critics can't decide whether Steve McQueen's five-part series, "Small Axe" is a TV show or if it's a series of short films. Either way, the release is a hit and will keep you hooked the entire way. Stream it now in full on Amazon Prime. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: TV, Culture, Film	
26:24	SPOTBREAK 5: Discover Products/Discover Credit Card Procter Gamble/Vicks Quils	:30 OUTCUE: ...reach of children.
27:24	Program Conclusion	:31
27:55	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-04	Written & Prod.	Amirah Zaveri, Tabor Brewster & Evan Rook
Air Date	1/28/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Febreze Car Fresh Verizon/Straight Talk	:30
	OUTCUE: ...Straight Talk dot com.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: NEW YEAR, SAME CHALLENGES: WHY THE AMERICAN EDUCATION SYSTEM IS AT A CROSSROADS	7:26
	Synopsis: For years, the media has covered teacher burnout and how more and more teachers are resigning. Yet, despite this increased coverage, little has been done to improve pay, working conditions and autonomy on a large-scale for educators. Now, many schools across the country are reaching a breaking point and lower-than-average student scores are reflecting this systemic breakdown. We speak with two education experts about what needs to change and how listeners can get involved. Host: Gary Price. Producer: Amirah Zaveri. Guests: Becky Pringle, president, National Education Association; Lori Cash, retired first grade teacher, Columbus, Ind. Links for more info: https://washingtonpost.com/opinions/2023/06/28/education-decline-campaign-issue/ https://www.usatoday.com/story/news/education/2023/10/17/teacher-shortage-2023-us-schools-struggle-hiring/71208579007/ https://www.edweek.org/teaching-learning/how-much-do-teachers-get-paid-see-new-state-by-state-data/2023/04 https://www.iasb.com/about-us/publications/pamphlets-and-tools/about-school-boards/ https://www.nea.org/about-nea/leaders/president https://twitter.com/BeckyPringle?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.therepublic.com/2020/08/21/thats_my_calling_csa_lincoln_teacher_honored_with_folger_award/ Compliance Issues: Education, Career, Salary, Inflation, Economy, Law, Government Funding, Learning, Education Policy, Personal Finance, Labor Unions, Higher Education, Politics	
9:13	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Prevnar Verizon/Straight Talk	:60
	Pfizer Consumer Healthcare/Comirnaty	:30
	OUTCUE: ...sponsored by Pfizer.	:30
11:13	:02 PAUSE FOR LOCAL AVAIL	:02
11:15	SEG. 2: WHY MEXICO IS AT A CRITICAL POLITICAL JUNCTION	10:03
	Synopsis: It's not just a heated election year for Americans. Millions of Mexicans are also gearing up for a contentious election cycle to elect their next President and Congress. We cover Mexico's ongoing struggle to maintain a fair and equal democracy and what's at stake within the country and U.S.-Mexico relations. Host: Marty Peterson. Producer: Tabor Brewster. Guests: Tamara Taraciuk Broner, director, Peter D. Bell Rule of Law Program, Inter-American Dialogue; Abraham Lowenthal, Professor Emeritus, International Relations, University of Southern California, founder, Latin America Program, Woodrow Wilson Center. Links for more info: https://www.wilsoncenter.org/article/why-are-mexicos-elections-important https://twitter.com/tamarataraciuk?lang=en https://law.stanford.edu/2023/06/21/a-chance-to-support-mexicos-resistance-to-democratic-decline-before-its-too-late/ https://www.americasquarterly.org/article/latin-americas-election-super-cycle-will-turn-on-one-key-factor/ https://www.wilsoncenter.org/program/latin-america-program?qad_source=1&qclid=Cj0KCQiA2KitBhCIARIsAPPMehL6AkI4qxDqyQLlRP4rJZNZRt0FXWixap1HVFT9ABK1yUxPGftEaAmQgEALw_wcB https://www.brookings.edu/wp-content/uploads/2016/07/lowenthal_bio.pdf Compliance Issues Covered: Foreign Policy, Democracy, Voting Rights, Public Elections, International Relations, Crime	
21:18	SPOTBREAK 4: Pfizer Consumer Healthcare/Abrysvo	:60
	OUTCUE...you by Pfizer.	
22:18	VIEWPOINTS EXPLAINED: THINKING OF BUYING AN ELECTRIC CAR SOON? KEEP THIS IN MIND	1:54
	Synopsis: Frigid temperatures across the U.S. have been wreaking havoc for millions of drivers, especially electric car owners. We cover this unfolding crisis and how auto manufacturers are responding. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Technology, Climate, Extreme Weather, Engineering, Auto Manufacturing, Public Safety	
24:12	CULTURE CRASH: LOVE JEREMY ALLEN WHITE FROM "THE BEAR"? PUT THIS TITLE ON YOUR LIST OF NEW MOVIES TO WATCH	2:15
	Synopsis: We cover the new drama "The Iron Claw" featuring Jeremy Allen White, Zac Efron and other leading names. Host: Evan Rook. Producer: Evan Rook Compliance Issues Covered: TV, Culture, Film	
26:27	SPOTBREAK 5: Procter Gamble/Febreze Car Air Fresh Verizon/Straight Talk	:30
	OUTCUE: ...Straight Talk dot com.	:30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-05	Written & Prod.	Amirah Zaveri & Tabor Brewster
Air Date	2/4/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Verizon/Straight Talk SPM/RHJ VP Podcast	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: WHY DIVORCE RATES ARE CLIMBING RIGHT NOW & WHAT TO KNOW IF YOU'RE EVER IN THIS SITUATION	7:48
	Synopsis: For many divorce attorneys, the beginning of the year is typically peak season for obtaining new clients. After the holiday season is over, struggling couples reassess their marriage in the new year and then, if they choose to move forward, start the process of divorce in February. We speak with prominent New York City divorce attorney Jacqueline Newman about the biggest misconceptions people have when it comes to divorce and why everyone – single or married – should keep these tips in mind. Host: Gary Price. Producer: Amirah Zaveri. Guest: Jacqueline Newman, divorce attorney, managing partner, Berkman, Bottger, Newman & Schein. Links for more info: https://www.simonandschuster.com/books/The-New-Rules-of-Divorce/Jacqueline-Newman/9781797104386 https://twitter.com/nycdivorce_atty?lang=en https://www.berkbot.com/attorneys/ https://www.apa.org/topics/divorce-child-custody/healthy Compliance Issues Covered: Psychology, Relationships, Law, Government, Parenting, Communication, Personal Finance	
9:35	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Comirnaty Verizon/Straight Talk Pfizer Consumer Healthcare/Eliquis Walgreens/Medicare	:30 :30 :30 :30
11:35	:02 PAUSE FOR LOCAL AVAIL	:02
11:37	SEG. 2: WE ALL EXPERIENCE TRAUMA: HOW TO BEST WORK THROUGH IT	9:21
	Synopsis: Trauma comes in many shapes and forms – and nearly everyone experiences trauma at some point in their life. Viewpoints speaks with psychiatrist, Dr. James S. Gordon to better understand a person's reaction to trauma and the body's resilience in dealing with these stressful events and situations. Host: Marty Peterson. Producer: Amirah Zaveri. Guest: Dr. James S. Gordon, psychiatrist, clinical professor, Georgetown Medical School, author, <i>Transformation: Discovering Wholeness and Healing After Trauma</i> . Links for more info: https://www.amazon.com/Transformation-Discovering-Wholeness-Healing-Trauma/dp/0062870718 https://twitter.com/drjamesgordon?lang=en https://www.samhsa.gov/find-help/disaster-distress-helpline/coping-tips https://www.nlm.nih.gov/health/topics/coping-with-traumatic-events Compliance Issues Covered: Trauma, Psychology, Mental Health, Psychiatry, Communication, Health, Public Health, Self-Growth	
20:58	SPOTBREAK 4: Verizon/Straight Talk SPM/RHJ VP Podcast	:30 :30
21:58	VIEWPOINTS EXPLAINED: STANLEY RAKES IN \$750 MILLION IN SALES IN 2023: WHY EVERYONE SEEMS TO BE PERPETUALLY OBSESSED WITH ITS BEVERAGE TUMBLERS	1:57
	Synopsis: We cover the viral hype behind Stanley tumblers that just seems to keep growing year after year. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues Covered: Social Media, Influencer Marketing, Consumer Habits, Personal Finance, Consumerism, Business	
23:55	CULTURE CRASH: WHAT'S SO SPECIAL ABOUT GRAND THEFT AUTO VI?	2:31
	Synopsis: We discuss what gamers can expect from the latest release of Grand Theft Auto VI that's set to drop next year. Host: Tabor Brewster. Producer: Tabor Brewster. Compliance Issues Covered: Culture, Violence, Crime, Videogames, Social Media, News, Media, Entertainment	
26:26	SPOTBREAK 5: Pfizer Consumer Healthcare/Eliquis	:60
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-06	Written & Prod.	Amirah Zaveri, Polly Hansen, Grace Galante & Evan Rook
Air Week	2/11/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Verizon/Straight Talk KFC/KFC 2024 Upfront	:30 OUTCUE: ...and fees extra. :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: YOU'RE NOT ALONE: WHY THE AVERAGE AMERICAN CAN NO LONGER AFFORD THE AVERAGE HOME	7:25
	Synopsis: Just 15.5 percent of homes on the market last year were within budget for the average American. That's the lowest percent for housing affordability ever recorded in U.S. history, according to a new report from the real estate firm Redfin. We speak with two real estate and housing experts about the large-scale increase in housing prices and mortgage loans and if there's any relief in sight this year. Host: Gary Price. Producer: Amirah Zaveri. Guests: Daryl Fairweather, Chief Economist, Redfin; Freddie Smith, realtor, social media producer. Links for more info: https://www.instagram.com/fmsmith319/?hl=en https://twitter.com/freddiesmith?lang=en https://www.youtube.com/@FreddieAlyssa/videos https://www.tiktok.com/@fmsmith319?lang=en Compliance Issues Covered: Affordable Housing, Housing Market, Inflation, Economy, Personal Finance	
9:12	SPOTBREAK 2&3: AZZ AutoZone/Services Mash Up KFC/KFC 2024 Upfront Casual Precision/Car Shield	:30 :30 OUTCUE: ...one three one. :60
11:12	:02 PAUSE FOR LOCAL AVAIL	:02
11:14	SEG. 2: UNDER THE RADAR PT 1: AN ALTERNATE PERSPECTIVE ON THE FAMED SPACE SHUTTLE PROGRAM	9:25
	Synopsis: The space shuttle is seen as an engineering marvel and a symbol of human innovation, ingenuity, and collaboration. However, there's a darker side to the space shuttle program that's often been excluded from the mainstream narrative. This week, we uncover this story with the help of Harvard professor Matthew H. Hersch who's the author of <i>Dark Star: A New History of the Space Shuttle</i> . Host: Marty Peterson. Producer: Polly Hansen. Guest: Matthew H. Hersch, associate professor, history of science, Harvard University, author, <i>Dark Star: A New History of the Space Shuttle</i> . Links for more info: https://histsci.fas.harvard.edu/people/matthew-hersch https://mitpress.mit.edu/9780262546720/dark-star/ https://twitter.com/HarvardHistSci https://www.space.com/19436-columbia-disaster.html Compliance Issues Covered: Space, Exploration, Government, Politics, History, Aerospace Engineering, Engineering, Workplace Safety, Public Funding	
20:39	SPOTBREAK 4: Verizon/Straight Talk KFC/KFC 2024 Upfront	:30 OUTCUE...and fees extra. :30
21:39	VIEWPOINTS EXPLAINED: A RUSSIAN FIGURE SKATER DISQUALIFIED & A NEW PRECEDENT SET	2:20
	Synopsis: Russian figure skater Kamila Valieva wowed us all at the 2022 Winter Olympics. At just 15 years old, she jumped onto the international stage, earning first place in her Olympic routines. However, this success was embroiled by controversy after she failed a drug test weeks before the competition. She was still allowed to compete as officials investigated, but now, these achievements have been wiped from record books. We cover her disqualification & why this sentence sends a message to all countries competing in this year's Olympics. Host: Ebony McMorris. Producer: Amirah Zaveri. Compliance Issues Covered: Professional Sport, Drug Use, International Competition, Health, International Relations, International Law, Sporting Event, Crime, Government	
23:59	CULTURE CRASH: THE FILMS WE WISH THE OSCARS NOMINATED	2:29
	Synopsis: There's no shortage of anger and frustration over the Oscars snub around <i>Barbie</i> . And while we agree, we feel like this has already been well-covered elsewhere. Instead, this week on Culture Crash we highlight some other films that we feel have not gotten the attention or the nominations they deserved. Host: Evan Rook. Producer: Evan Rook. Compliance Issues Covered: Film, Culture	
26:28	SPOTBREAK 5: Casual Precision/Tax Debt	OUTCUE: ...four seven eight. :60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-07	Written & Prod.	Amirah Zaveri, Polly Hansen & Evan Rook
Air Date	2/18/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Verizon/Straight Talk KFC/KFC 2024 Upfront	:30 :31
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEG. 1: CELEBRATING BLACK HISTORY MONTH: THE DAREDEVIL STUNT PILOT YOU'VE NEVER HEARD OF	8:46
	Synopsis: Most Americans are well acquainted with the story of Amelia Earhart, but few have heard the name, Bessie Coleman. This fearless legend earned her pilot's license two years before Earhart became certified. This week, as we commemorate Black History Month, we cover the story of Coleman and the countless barriers she faced as an African American woman in the early 1900's set on making a name for herself in performance stunt flying. Host: Gary Price. Producer: Amirah Zaveri. Guest: Tanya Hart, host & producer, Hollywood Live with Tanya Hart, co-producer, Flying Free Films. Links for more info: https://podcasts.apple.com/us/podcast/invisible-eagles-bessie-coleman-presented-by-aarp/id1714499254 https://open.spotify.com/show/3TBs6UWHPMVTLWc78gUSaG https://airandspace.si.edu/explore/stories/bessie-coleman#:~:text=On%20September%203%2C%201922%2C%20in.woman%20in%20the%20United%20States https://www.instagram.com/tanyahollywood/ https://twitter.com/TanyaHollywood Compliance Issues Covered: African American History, Women's History, Aviation, Gender Equity, Civil Rights	
10:34	SPOTBREAK 2&3: SPM/RHJ VP Podcast KFC/KFC 2024 Upfront Macy's/Black History Month Verizon/Straight Talk	:30 :30 :30 :30
12:34	:02 PAUSE FOR LOCAL AVAIL	:02
12:36	SEG. 2: UNDER THE RADAR PT 2: A LOVE-HATE RELATIONSHIP WITH AMERICA'S SPACE SHUTTLE	8:34
	Synopsis: In total, the NASA space shuttle program had 135 missions. You can't argue that the birth of this shuttle launched us into a new era of space exploration and innovation. But – what's not often mentioned are the controversies, setbacks, and disputes behind the scenes. Former NASA flight director and program manager Wayne Hale speaks candidly with us about the myths and facts of the NASA Space Shuttle Program. Host: Marty Peterson. Producer: Polly Hansen. Guest: Wayne Hale, former program manager, flight director, NASA Space Shuttle Program. Links for more info: https://www.nasa.gov/people/n-wayne-hale/ https://nasa.gov/reference/the-space-shuttle/ https://twitter.com/waynehale?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://engineering.purdue.edu/ME/News/2024/wayne-hale-and-the-incredible-legacy-of-the-space-shuttle https://today.tamu.edu/2023/02/01/how-the-columbia-shuttle-disaster-changed-space-travel/ Compliance Issues Covered: Space Exploration, Public Safety, Engineering, Public Funding, Legislation, Politics	
21:10	SPOTBREAK 4: KFC/KFC 2024 Upfront SPM/RHJ VP Podcast	:30 :31
22:10	VIEWPOINTS EXPLAINED: HEADING TO THE NAIL SALON SOON? THINK AGAIN	1:52
	Synopsis: A new study published in the scientific journal, <i>Nature Communications</i> , has found a potential link between gel nail treatments and skin cancer. We cover the latest research and how to advocate for your health when at the nail salon. Host: Ebony McMorris. Producer: Amirah Zaveri. Compliance Issues Covered: Public Health, Cancer, Emerging Research, Consumer Safety, Science, Medicine	
24:02	CULTURE CRASH: WHETHER YOU'RE A SWIFTIE OR NOT, HERE'S WHAT WE CAN ALL AGREE ON	2:24
	Synopsis: We cover the one and only pop sensation: Taylor Swift. You can love her. You can hate her. But you can't argue that's she this. Host: Evan Rook. Producer: Evan Rook. Compliance Issues Covered: Film, Culture, Music	
26:26	SPOTBREAK 5: AZZ AutoZone/Services Mashup KFC/KFC 2024 Upfront	:30 :30
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-08	Written & Prod.	Amirah Zaveri & Evan Rook
Air Date	2/25/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: KFC/KFC 2024 Upfront Verizon/Straight Talk	:30 OUTCUE: ...and fees apply.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: SCHOOL, SPORTS, STANDARDIZED TESTS: WHEN IS THERE TIME TO BUILD LIFE SKILLS?	7:38
	Synopsis: As an academic advisor, Ana Homayoun has had many conversations with students, parents, and administrators. With so much competition and so many pressures, what's always top-of-mind is grades, college admissions and how to stand out from everyone else. But what often falls by the wayside are the fundamentals of how to create a healthy and successful life. We speak with Homayoun about why so many teens (especially in the last 10 years) seem to really struggle post-high school and how parents can better prepare their kids before they hit this breaking point. Host: Gary Price. Producer: Amirah Zaveri. Guest: Ana Homayoun, academic advisor, early career development expert, author, <i>Erasing the Finish Line: The New Blueprint for Success</i> . Links for more info: https://amazon.com/Erasing-Finish-Line-Blueprint-Admission/dp/0306830698 https://www.psychologytoday.com/us/blog/the-art-of-self-improvement/202311/why-are-academics-so-burnt-out https://twitter.com/anhomayoun?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues Covered: Child Development, Teen Development, Career, Communication, Psychology, Mental Health, Life Skills, Organization	
9:25	SPOTBREAK 2&3: KFC/KFC 2024 Upfront Macy's/Black History Month Pfizer Consumer Healthcare/Abrysvo	:30 :30 OUTCUE: ...every breath matters.
11:25	:02 PAUSE FOR LOCAL AVAIL	:02
11:27	SEG. 2: PERFORMANCE ANXIETY: WE ALL STRUGGLE WITH IT. HOW DO YOU RISE ABOVE?	9:56
	Synopsis: Before a big presentation or test or job interview, most of us struggle with different levels of anxiety, nerves, and self-doubt. Dr. Dana Sinclair has worked with Olympic athletes, A-list actors and actresses, and even surgeons on how to overcome this performance anxiety and get back in control in a matter of minutes. We speak with her to learn how everyone can utilize these same strategies in their daily lives. Host: Marty Peterson. Producer: Amirah Zaveri. Guest: Dr. Dana Sinclair, psychologist, author, <i>Dialed In: Do Your Best When It Matters Most</i> . Links for more info: https://www.instagram.com/drnanasinclair/?hl=en https://www.verywellmind.com/abdominal-breathing-2584115 https://www.nsb.com/speakers/dana-sinclair/ https://www.medicalnewstoday.com/articles/324417#what-is-it https://www.amazon.com/Dialed-Your-Best-When-Matters/dp/1982181877 https://students.dartmouth.edu/wellness-center/wellness-mindfulness/mindfulness-meditation/guided-recordings/deep-breathing-guided-relaxation Compliance Issues Covered: Psychology, Public Speaking, Career, Mental Health, Generalized Anxiety, Communication, Societal Stereotypes, Social Anxiety	
21:23	SPOTBREAK 4: Verizon/Straight Talk KFC/KFC 2024 Upfront	:30 OUTCUE...fees extra.
22:23	VIEWPOINTS EXPLAINED: WHAT IS TEMU – AND IS IT WORTH IT?	1:58
	Synopsis: Have you shopped at Temu before? The Chinese-owned e-commerce company has seen a meteoric rise in sales since it entered the U.S. market in September 2022. It's known for its extremely low prices on all kinds of goods (think Amazon) but is there a deeper explanation behind these bare bone prices? Host: Ebony McMorris. Producer: Amirah Zaveri. Compliance Issues Covered: Business, Marketing, Advertising, Public Health, Consumer Safety, Consumer Goods	
24:21	CULTURE CRASH: THE HIGHLY ANTICIPATED PART 2 WE'VE ALL BEEN WAITING FOR	2:06
	Synopsis: We review the upcoming release of Dune: Part Two featuring Timothee Chalamet, Zendaya, Florence Pugh and other big names. Host: Evan Rook. Producer: Evan Rook. Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: AZZ AutoZone/Services Mashup KFC/KFC 2024 Upfront	:30 OUTCUE: ...fees extra.
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-09	Written & Prod.	Amirah Zaveri, Tabor Brewster & Evan Rook
Air Date	3/3/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: AZZ/AutoZone/Services Mashup KFC/KFC 2024 Upfront	:30 :3
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: WHAT LIES AHEAD: A CLIMATE CALAMITY FOR DEVELOPING COUNTRIES	9:24
	Synopsis: 2023 was the hottest year on record since global records began in 1850. We're also currently far from being on track to hit The Paris Climate Agreement – a landmark international treaty adopted in 2015 to reduce greenhouse gas emissions and limit global warming to below 2 degrees Celsius this century. We speak with anthropologist and climate policy expert Naveeda Khan about the U.N. Climate Change Conference that took place this year and how smaller, developing countries are stepping up and demanding change. Host: Gary Price. Producer: Amirah Zaveri. Guest: Naveeda Khan, associate professor, chair, anthropology, Johns Hopkins University, author, <i>In Quest of a Shared Planet: Negotiating Climate from the Global South</i> . Links for more info: https://anthropology.jhu.edu/directory/naveeda-khan/ https://www.jstor.org/stable/jj.1380390 https://unfccc.int/news/cop28-agreement-signals-beginning-of-the-end-of-the-fossil-fuel-era https://www.nytimes.com/2024/02/22/climate/climate-disasters-survivors-displacement.html Compliance Issues Covered: Climate Change, Climate Policy, International Relations, Developing Economies, Natural Resources, Politics	
11:11	SPOTBREAK 2&3: KFC/KFC 2024 Upfront SPM/RHJ VP Podcast Verizon/Straight Talk Procter Gamble/Febreze Car Air Fresh	:30 :30 :30 :30
13:11	:02 PAUSE FOR LOCAL AVAIL	:02
13:13	SEG. 2: THE RISE OF SOUL MUSIC: STAX, MOTOWN & THE GENRE TODAY	8:09
	Synopsis: Marvin Gaye, Stevie Wonder, Aretha Franklin. These are just some of the iconic soul artists that shaped the genre. We speak with two experts about the cultural relevance of soul music today and how current artists and organizations are carrying on the legacy of this music. Host: Marty Peterson. Producer: Tabor Brewster. Guests: Mark Anthony Neal, James B. Duke Distinguished Professor, African American Studies, Duke University; Isaac Daniel Executive Director, Stax Music Academy. Links for more info: https://provost.duke.edu/profile/mark-anthony-neal/ https://staxmusicacademy.org/about-us/our-faculty/ https://timeline.carnegiehall.org/genres/soul https://musicrising.tulane.edu/discover/themes/soul/ Compliance Issues Covered: History, Music, American History, Diversity, Race, Civil Rights, Equality, Culture	
21:22	SPOTBREAK 4: KFC/KFC 2024 Upfront SPM/RHJ VP Podcast	:30 :30
22:22	VIEWPOINTS EXPLAINED: A DEADLY BEACH DEATH – AND NO, IT DIDN'T HAPPEN IN THE WATER	1:30
	Synopsis: We cover the unexpected death of a 7-year-old girl late last month at a beach in Fort Lauderdale. What all parents should know about this deadly phenomenon. Host: Ebony McMorris. Producer: Amirah Zaveri. Compliance Issues Covered: Public Safety, Child Safety, Public Health, Emergency Response	
23:52	CULTURE CRASH: WHY WE LOVE GOING BACK TO WHAT WE KNOW	2:31
	Synopsis: We discuss why older, nostalgic TV shows often seem to outperform newer releases. Host: Evan Rook. Producer: Evan Rook. Compliance Issues Covered: TV, Culture, History	
26:23	SPOTBREAK 5: Verizon/Straight Talk Q1' KFC/KFC 2024 Upfront	:30 :30
27:23	Program Conclusion	:33
27:56	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 24-10	Written & Prod.	Amirah Zaveri, Polly Hansen & Evan Rook
Air Date	3/10/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: KFC/KFC 2024 Upfront Procter Gamble/Metamucil AA	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: CAN YOU JUGGLE IT ALL? NPR'S MARY LOUISE KELLY OPENS UP ABOUT HER STRUGGLES	8:36
	Synopsis: NPR journalist and co-host of "All Things Considered" Mary Louise Kelly joins us to share her story of balancing motherhood with a long-spanning, demanding career in journalism. She – like many mothers – has struggled to have it all and recounts the many tradeoffs over the years. Host: Gary Price. Producer: Polly Hansen. Guest: Mary Louise Kelly, co-host, "All Things Considered", National Public Radio. Links for more info: https://twitter.com/NPRKelly https://www.instagram.com/marylouisekelly1 https://www.npr.org/templates/story/story.php?storyId=5002 Compliance Issues Covered: Media, Career, Motherhood, Parenting, Mental Health, Psychology, Relationships	
10:23	SPOTBREAK 2&3: Verizon/Straight Talk Procter Gamble/Pepto Bismol KFC/KFC 2024 Upfront Macy's/Women History Month	:30 :30 :30 :30
12:23	:02 PAUSE FOR LOCAL AVAIL	:02
12:25	SEG. 2: FIGHTING FOR YOUR LIFE IN FRONT OF A PRISON PAROLE BOARD: THE ROAD TO REHABILITATION	8:25
	Synopsis: Parole from prison is one of the key aspects of the criminal justice system. The program incentivizes good behavior, promotes rehabilitation and a successful reintegration into society. But as rates of parole have plummeted in recent years in the U.S., experts are raising doubts about the subjective nature of the process and if prisoners have the adequate tools and resources to get parole. Host: Marty Peterson. Producer: Polly Hansen. Guests: Ben Austen, Journalist, Author Of "Correction, Parole, Prison, and the Possibility of Change."; Links for more info: https://www.amazon.com/Correction-Parole-Prison-Possibility-Change/dp/1250758807 https://twitter.com/ben_austen?lang=en https://creativewriting.uchicago.edu/people/ben-austen Compliance Issues Covered: Criminal Justice, Law Enforcement, Criminal Justice History, Civil Rights, Culture, Society, Mass Incarceration	
20:50	SPOTBREAK 4: Verizon/Straight Talk KFC/KFC 2024 Upfront	:30 :30
21:50	VIEWPOINTS EXPLAINED: WHY TENS OF THOUSANDS OF VOTERS ARE CHECKING THIS BOX	2:00
	Synopsis: We cover this growing movement at the polls this year as several states hold election year primaries and caucuses. Host: Ebony McMorris. Producer: Amirah Zaveri. Compliance Issues Covered: Election, Politics, War, Human Rights, International Policy, Government, Activism, Democracy	
23:50	CULTURE CRASH: CAN "VANDERPUMP RULES" REBOUND FROM A WILD SEASON 10?	2:37
	Synopsis: We review Season 11 of the reality TV series, "Vanderpump Rules". Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Verizon/Straight Talk KFC/KFC 2024 Upfront	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-11	Written & Prod.	Amirah Zaveri, Grace Galante & Evan Rook
Air Date	3/17/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Verizon/Straight Talk KFC/KFC 2024 Upfront	:30 OUTCUE: ...and fees extra.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: WHY YOU SHOULD DROP WHAT YOU'RE DOING ON APRIL 8 & SEE THIS RARE EVENT	9:03
	Synopsis: On Monday, April 8, a total solar eclipse will hit a large diagonal stretch of the U.S. The next event of this magnitude isn't set to happen again until 2044. We speak with eclipse expert and journalist David Baron about why a total solar eclipse is a can't-miss event worth the travel and traffic. Host: Gary Price. Producer: Amirah Zaveri. Guest: David Baron, former science correspondent, NPR, author, <i>American Eclipse: A Nation's Epic Race to Catch the Shadow of the Moon and Win the Glory of the World</i> . Links for more info: https://science.nasa.gov/eclipses/future-eclipses/eclipse-2024/ https://www.greatamericaneclipse.com/ https://science.nasa.gov/eclipses/safety/ https://twitter.com/dhbaron?lang=en https://www.amazon.com/American-Eclipse-Nations-Catch-Shadow/dp/1631490168 https://www.ted.com/talks/david_baron_you_owe_it_to_yourself_to_experience_a_total_solar_eclipse Compliance Issues Covered: Astronomy, Space, History, Travel, Science, Astrophysics, Culture, Literature	
10:50	SPOTBREAK 2&3: SPM/RHJ VP Podcast Macy's/Women History Month Verizon/Straight Talk KFC/KFC 2024 Upfront	:30 :30 :30 OUTCUE: ...and fees extra.
12:50	:02 PAUSE FOR LOCAL AVAIL	:02
12:52	SEG. 2: WHY DOES RUSSIA CONTINUE TO GET AWAY WITH THE WIDE-SCALE DOPING OF ITS ATHLETES?	8:38
	Synopsis: The 2024 Paris Olympics is set to start in just four months. While Russian athletes have been barred from representing their country, they'll still be able to compete on a neutral, no-representation status. However, there are still many lingering questions about the efficacy of anti-doping tests and if the Olympics will once again be plagued by athletes who are retroactively banned. Host: Marty Peterson. Producer: Grace Galante. Guests: Travis Tygart, CEO, U.S. Anti-Doping Agency; April Henning, assistant professor, International Sports Management, Edinburgh Business School, Heriot-Watt University. Links for more info: https://apnews.com/article/doping-wada-minors-children-ba2d18fa92aeacb018fa7542269ace6e https://ita.sport/news/the-international-testing-agency-and-wada-ensure-athletes-are-well-prepared-for-paris-2024/ https://olympics.com/en/olympic-games/paris-2024 https://www.wada-ama.org/en/what-we-do/world-anti-doping-code https://researchportal.hw.ac.uk/en/persons/april-henning https://twitter.com/aprilhenning?lang=en Compliance Issues Covered: Sports, International Relations, Drug Abuse, Professional Sports, Athletics, Health Policy, Politics, Government, War, Adolescent Health, Career	
21:30	SPOTBREAK 4: SPM/RHJ VP Podcast KFC/KFC 2024 Upfront	:30 OUTCUE: ...and fees extra.
22:30	VIEWPOINTS EXPLAINED: WHAT'S HAPPENING IN HAITI?	1:57
	Synopsis: Close to 4,000 prisoners escaped from two of the biggest jails in Haiti after local gangs unleashed a massive jailbreak. We cover the unfolding chaos in the capital city and why the future looks uncertain for this Caribbean country. Host: Ebony McMorris. Producer: Amirah Zaveri. Compliance Issues Covered: Election, Politics, War, Human Rights, International Policy, Government, Violence, History	
24:27	CULTURE CRASH: OUR LOVE FOR SCI-FI	2:00
	Synopsis: From "Interstellar" to "Solaris", we love a good sci-fi movie that transports us to a new dimension and time. We highlight some of our favorites and why the genre continues to grow. Compliance Issues Covered: Film, Culture, Science, Technology	
26:27	SPOTBREAK 5: AZZ AutoZone/Services Mash Up Verizon/Straight Talk	:30 OUTCUE: ...and fees apply.
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-12	Written & Prod.	Amirah Zaveri, Polly Hansen & Evan Rook
Air Date	3/24/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Verizon/Straight Talk O'Reilly Auto Parts/O'Reilly 2024	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: EXPANDING INTO AGING: HOW TO OVERCOME OUR FEAR OF THE UNKNOWN	9:03
	Synopsis: Why do we fear the process of getting older so much? We speak with author Caroline Paul about gaining a new perspective on aging – one that embraces adventure, new relationships and keeps us curious and growing as we age. Host: Gary Price. Producer: Amirah Zaveri. Guest: Caroline Paul, author, <i>Tough Broad: From Boogie Boarding to Wing Walking – How Outdoor Adventure Improves Our Lives as We Age</i> . Links for more info: https://www.instagram.com/carolinembpaul/ https://twitter.com/carowriter?lang=en https://www.amazon.com/Tough-Broad-Boarding-Walking-How-Adventure/dp/1635576490 Compliance Issues Covered: Aging, Relationships, Community, Travel, Health, Public Health	
10:50	SPOTBREAK 2&3: Pfizer Consumer Healthcare/Prevnar Verizon/Straight Talk Macy's/Women History Month	:60 :30 :30
12:50	:02 PAUSE FOR LOCAL AVAIL	:02
12:52	SEG. 2: AMERICANS LOVE-HATE RELATIONSHIP WITH THIS FURRY ANIMAL	8:34
	Synopsis: In the early 1900's, deer almost went extinct after they were over-hunted for their meat, hides and antlers. Today, most parts of the country have a very different problem. We speak with wildlife expert Erika Howsare about our long and tangled relationship with the white-tailed deer. Host: Marty Peterson. Producer: Polly Hansen. Guest: Erika Howsare, author, <i>The Age of Deer, Trouble and Kinship with Our Wild Neighbors</i> Links for more info: https://deerassociation.com/ https://www.nps.gov/im/htln/deer.htm#:~:text=White%20tailed%20deer%20populations%20are,extinct%20by%20the%20early%201900s. https://www.ckwri.tamuk.edu/news-events/hunters-and-conservation-and-management-white-tailed-deer https://bookshop.org/p/books/the-age-of-deer-trouble-and-kinship-with-our-wild-neighbors-erika-howsare/19959036?ean=9781646221349 Compliance Issues Covered: Culture, Societal Norms, Society, Pop Culture, Wildlife Species, Biodiversity, Human Development	
21:26	SPOTBREAK 4: Procter Gamble/Pepto Bismol Verizon/Value Brands	:30 :30
22:26	VIEWPOINTS EXPLAINED: WHY DO WE SUCK AT RECYCLING?	1:47
	Synopsis: If we spend effort recycling items, it's logical to assume that most of these bottles, cartons and boxes will be recycled and reused. However, for plastic, this is rarely the case. We talk about the plastic crisis and why it's important to cut down on the plastic you use in your daily life. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Environment, Materialism, Consumerism, Climate Change, Pollution, Ocean Pollution, Public Health	
24:13	CULTURE CRASH: EMMA STONE & HER METEORIC RISE IN HOLLYWOOD	2:14
	Synopsis: Emma Stone just added another Oscar win to her resume. We discuss her evolution as an actress and what's next for this A-list star. Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: Verizon/Straight Talk Procter Gamble/Downy Unstoppables	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

Program	VP 24-13	Written & Prod.	Amirah Zaveri & Evan Rook
Air Date	3/31/2024	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Verizon/Straight Talk SPM/RHJ VP Podcast	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEG. 1: '2/3 OF STUDENTS ARE TESTING BELOW PROFICIENCY IN READING': WHY WE'RE FAILING THE NEXT GENERATION	8:50
	Synopsis: Millions of kids aren't meeting current reading comprehension guidelines. With so many young people falling through the cracks, what's broken within the current curriculum? What's the best way to actually teach reading? Education expert Natalie Wexler joins us to share important insights on emerging research and what parents should know. Host: Gary Price. Producer: Amirah Zaveri. Guest: Natalie Wexler, education expert, author, <i>The Knowledge Gap: The Hidden Cause of America's Broken Education System - And How to Fix It</i> . Links for more info: https://www.the74million.org/article/9-things-science-tells-us-about-how-kids-learn-to-read-and-think-critically/ https://www.kqed.org/mindshift/54470/why-content-knowledge-is-crucial-to-effective-critical-thinking https://knowledgematterscampaign.org/podcast/ https://www.amazon.com/Knowledge-Gap-Americas-education-system/dp/0735213550 https://twitter.com/natwexler?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: Education, Reading Comprehension, Literacy, Parenting, Child Development, Education Policy	
10:37	SPOTBREAK 2&3: AZZ AutoZone/Services Mash Up Macy's/Women History Month Verizon/Straight Talk Q1 '24 O'Reilly Auto Parts/O'Reilly 2024 Q1	:30 :30 :30 :30
12:37	:02 PAUSE FOR LOCAL AVAIL	:02
12:39	SEG. 2: "UM, WHAT?": THE HIDDEN PURPOSE BEHIND FILLER WORDS	8:34
	Synopsis: We've all been there. You've given a presentation or had a job interview and realized afterwards that you may have used too many words like "um", "you know" or "like". While these fillers are distracting if overused, when added in moderation, they do play a very specific purpose. Host: Marty Peterson. Guest: Valerie Fridland, sociolinguist, professor, linguistics, English Department, University of Nevada-Reno, author, <i>Like Literally Dude: Arguing for the Good in Bad English</i> . Links for more info: https://www.valeriefridland.com/ https://journals.physiology.org/doi/full/10.1152/advan.00110.2022 https://www.penguinrandomhouse.com/books/671558/like-literally-dude-by-valerie-fridland/ https://hbr.org/2019/08/why-filler-words-like-um-and-ah-are-actually-useful Compliance Issues: Linguistics, Language, History, Culture, Intercommunication, Public Speaking, Personal Development	
21:13	SPOTBREAK 4: SPM/RHJ VP Podcast Verizon/Straight Talk Q1 '24	:30 :31
22:14	VIEWPOINTS EXPLAINED: SICK OF CARDIO? NEW RESEARCH SUGGESTS THIS SHIFT IN EXERCISE	1:41
	Synopsis: Current exercise recommendations in the U.S. are the same for both men and women. New research published earlier this month in the "Journal of the American College of Cardiology" uncovers evidence that women may benefit much more from <i>this</i> type of exercise. Host: Ebony McMorris. Producer: Amirah Zaveri Compliance Issues: Public Health, Scientific Research, Fitness, Cardiovascular Disease, Gender, Health Policy	
23:55	CULTURE CRASH: WILL 2024 BE A SLEEPER YEAR FOR MOVIES?	2:33
	Synopsis: The Writer's Guild of America strike halted production in Hollywood for five months last year, creating a ripple effect into this year's film and TV lineup. Will 2024 be a bust for movie lovers? Compliance Issues Covered: Film, Culture, Labor, Worker's Rights, Media	
26:28	SPOTBREAK 5: Procter Gamble/Pepto Bismol AA Macy's/Women History Month	:30 :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Public Service Announcements

These are Live reads various days and times

ISSUE COVERED: Krewe de Roux Festival

Date(s): 1/2 to 2/10

Duration: 30 second live on-air reads

Time: Various

Synopsis: The Rankin County Chamber and City of Brandon present the 5TH ANNUAL Krewe de Roux Festival! Krewe de Roux provides the opportunity to continue enhancing the Leadership Rankin and Youth Leadership programs year after year. The Gumbo Cook-Off & Classic Car Show will be held at the Brandon Amphitheater on Saturday, February 10, 2024, from 11am - 3pm. Approximately 50 teams will provide sample-size gumbo in hopes of winning prizes, like "Best Gumbo" and "Fan Favorite"! This is a very family-friendly environment, with plenty of entertainment, music, and activities for all ages. For details, search for "KDR 2024" on Facebook.

ISSUE COVERED: Mississippi Blood Services Blood Drive

Date(s): 1/5 to 1/31

Duration: 30 second live on-air reads

Time: Various

Synopsis: The holidays combined with the recent cold weather throughout the South has had a critical impact on the current blood supply for the state. There is less than one day's supply left on our shelves. Mississippi Blood Services is in desperate need for the following types: O Negative, O Positive, B Negative, B Positive, A Negative. If you are A Positive or AB Positive, please come in to donate platelets! Call Mississippi Blood Services at (601) 368-2673 or go to MSBlood.com to find a blood drive near you.

ISSUE COVERED: Pet Adoption

Date(s): 1/11-1/20

Duration: 30 second live on-air reads

Time: Various

Synopsis: Coming up on Saturday, January 20th, join Mississippi Animal Rescue League for a wonderful adoption event at the PetSmart in Flowood from 11am till 2pm.

ISSUE COVERED: Soup-er Bowl Fundraiser

Date(s): 1/29-2/11

Duration: 30 second live on-air reads

Time: Various

Synopsis: Coming up on Sunday, February 11th, from 10am till 2pm, it's the 27th Annual SOUP-er Bowl event! This event will feature soups donated by local restaurants and served by celebrity guests. Don't miss out on this fantastic opportunity to enjoy great soup and help raise money to continue Doing the Most Good in our community. For details, or to purchase tickets, go to give.salvationarmyalm.org.

ISSUE COVERED: Tractors, Trucks and Big Stuff

Date(s): 1/29-3/2

Duration: 30 second live on-air reads

Time: Various

Synopsis: Coming up Saturday, March 2nd starting at 8am, come on out to Liberty Park in Madison, it's a fun, hands-on, learning experience for children to explore a variety of large trucks, heavy machinery, recreation vehicles, emergency vehicles, and much more! Sensory Friendly Time will be from 8-9 and the event will be open to the public from 9-12. For details, find "Tractors, Trucks and Big Stuff" on Facebook.

ISSUE COVERED: Crawfish and Christ Festival

Date(s): 1/29-3/16

Duration: 30 second live on-air reads

Time: Various

Synopsis: Coming up on Saturday, March 16th from 11am till 6pm, it's Brookhaven's first ever Crawfish and Christ Festival happening at the Lincoln County Livestock Arena. During this day of worship, there will be live music as well as crawfish. For tickets visit narrowpathms.com.

ISSUE COVERED: Hal's St. Paddy's Parade and Festival

Date(s): 1/29-3/23

Duration: 30 second live on-air reads

Time: Various

Synopsis: Coming up on Saturday, March 23rd it's the Hal's St. Paddy's Parade and Festival, as we march in the streets of Downtown Jackson, Telling the Mississippi Story! Parade Day Schedule: Hal's St. Paddy's Children's Festival - 9 a.m., Mississippi Animal Rescue League Pet Parade - 10 a.m., Hal's St. Paddy's Children's Parade - 11 a.m., Hal's St. Paddy's Parade - 1 p.m. The Official After Party at Hal & Mal's - 3 p.m., Buckethead Judges Award Ceremony - 4 p.m. Check out more at halsstpaddysparade.com

ISSUES COVERED: Mississippi Museum of Art's Prints and Pints

Date(s): 1/29-3/28

Duration: 30 second live on-air reads

Time: Various

Synopsis: How would you like to mix local beer and creating your own original artwork using printmaking materials and processes? Well, you can as the Mississippi Museum of Art is proud to present Prints and Pints on Thursday, March 28th starting at 5:30pm. For details, visit the Mississippi Museum of Art on Facebook.

ISSUE COVERED: **Animal Shelter Donation Drive**

Date(s): 2/12-2/18

Duration: 30 second live on air reads

Time: Various

Synopsis: Make a difference with The Cleaners by Pizza Shack as they're having a donation drive to benefit the [Rankin County Animal Shelter](#) February 5th through 18th. Bring in items from the wish list, such as canned food, clay cat litter, and cat toys to The Cleaners by Pizza Shack and you'll get to savor the goodness of a FREE Heart Shaped Cheesy Bread. Some of the items they're looking for include: Dog Food, Puppy Food, Treats, Toys, Blankets, Towels. For more info, find The Cleaners by Pizza Shack on Facebook.

ISSUE COVERED: **Spring Farm Days**

Date(s): 2/12-3/7

Duration: 30 second live on-air reads

Time: Various

Synopsis: Coming up March 7th through 9th at the Mississippi Agriculture and Forestry Museum it's a wonderful opportunity to greet spring in the garden at the Ag Museum! Learn about Farmstead life and gardening, and make sure to see the large farm and forestry equipment display! We will also have baby chicks, chickens, and other farm animals. March 7-9, 2024 9 a.m. – 2 p.m. \$8 – Admission (ages 3 and up) \$1 – Train Ride, Hay Ride, and Carousel Ride (kindergarten & under) For details, search for Spring Farm Days on Facebook

ISSUE COVERED: **"SNOOPY!!! (Original) The Musical."**

Date(s): 2/12-3/10

Duration: 30 second live on-air reads

Time: Various

Synopsis: Black Rose Theatre Co, in Brandon, MS invites you to see this classic, family friendly production, "SNOOPY!!! (Original) The Musical." Snoopy is the sequel to You're a Good Man Charlie Brown and focuses on the life of the world's most famous beagle. Atop his kennel, Snoopy surveys the skies, scene of his triumph as a First World War flying ace. Modestly, he considers himself a genius. Stoically, he accepts that his brilliance in nearly every field of endeavor will forever go unremarked by humankind. For tickets or more info, visit BlackRoseTheatreCO.com.

ISSUE COVERED: Easter Bunny Festival

Date(s): 2/12-3/17

Duration: 30 second live on-air reads

Time: Various

Synopsis: A FREE fun event for the entire family! Event taking place behind McAlister's Deli in Flowood. Treats and Goodie Bags for the Kids, Visit with the Easter Bunny, Face Painting, Games & Prizes, Free Refreshments. Rain Date: Sunday, March 17. While supplies last. Weather permitting. Event subject to change without notice. For details, search for Easter Bunny Festival on Facebook.

ISSUE COVERED: Easter at the Ag Museum

Date(s): 2/12-3/30

Duration: 30 second live on-air reads

Time: Various

Synopsis: Coming up on Saturday, March 30th, it's Easter at the Ag Museum. This event is happening from 10am till 2pm at the Mississippi Ag and Forestry Museum. Experience family fun as you and your children ages 2-17 follow the tracks through the Ag Museum's bunny trail to collect candy and toy-filled eggs for your children's baskets! Explore Small town, take selfies with the Easter Bunny, visit the new Children's Barnyard, Antique Car Show, dye eggs, play games, and enjoy complimentary hotdogs provided by the MS Beef Council. March 30, 2024 10 a.m. – 2 p.m. Admission: \$8 (ages 2 and up) For details, visit msagmuseum.org.