

ISSUES PROGRAM LIST

Quarterly Issues Programs List

KOLW-FM

January 1, 2023 through March 31, 2023

Section I. Issues

The above station has identified the following issues as significant issues facing our community in this quarter:

- A. Criminal Justice:** There are two large prisons within the station coverage areas – Coyote Ridge and Walla Walla State Penitentiary. Experts estimate 4-6 percent of prisoners in these institutions are innocent. The stations presented factors that lead to wrongful convictions and how advocates in the system are looking for justice and a pathway to exoneration.
- B. Utility Infrastructure:** Energy Northwest, a local public power company, generates power via nuclear, hydro, wind and solar for thousands of area residents. Recent attempted domestic terrorism has forced power companies and government agencies to take measures to protect power grids. The stations discussed how the government is responding to these potential attacks.
- C. Industry Regulation & Technology:** The newly renovated Tri-City Airport is fast becoming a regional hub for large and small airlines. In just a few short years, air traffic has nearly tripled at the airport. The stations presented information about what caused the major national failure of the air traffic control system and what measures are being taken to update ATC aging software.
- D. Education:** Parental rights in education is just as controversial in Tri-Cities as in other cities around the country. More and more books are being flagged as inappropriate for children in school libraries. The stations presented the differing viewpoints on the heated debate.
- E. Homelessness:** Just a few years ago, homelessness was considered rare in the Tri-Cities. Now, it has become a glaring issue. The cost of housing and inflation has forced many residents to the streets. The stations aired a segment highlighting how some, who were once homeless, found a way out of their dilemma by utilizing resources and resilience.

Section II. Responsive Programs

The responsive program is titled “Viewpoints”, which airs weekly on each station at the following times:

KEYW: 6AM Sundays

KFLD: 7:30AM Sundays

KONA-FM: 11:30PM Sundays

KORD: 6AM Sundays

KXRX: 6:30AM Sundays

KOLW: 6AM Sundays



Program Log for *Viewpoints Radio*

Program	VP 23-01	Written & Prod.	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
Air Week	1/1/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: O' Reilly RainX Autozone/Fix Finder	:30
	OUTCUE: ...Zone dot com.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE FALLOUT FROM INDUSTRY MONOPOLIES	10:27
	Synopsis: This past November, thousands of Taylor Swift fans were left frustrated and disappointed after Ticketmaster's platform failed to deliver on general sale tickets for her upcoming tour. We discuss how this recent failure has stirred a larger conversation about the consequences & long-term effects of monopolies. Host: Gary Price. Guests: Diana Moss, president, American Antitrust Institute; Krista Brown, senior policy analyst, American Economic Liberty Project. Links for more info: https://www.huffpost.com/entry/taylor-swift-ticketmaster-lawsuit-again_n_63a5461fe4b0b2e150590efd https://www.senate.gov/senators/senators-contact.htm https://www.house.gov/representatives/find-your-representative#:~:text=if%20you%20know%20who%20your,the%20U.S.%20House%20switchboard%20operator . Compliance Issues: Government Regulation, Politics, Economy, Small Business, Consumer Protection	
12:14	SPOTBREAK 2&3: Taco Bell/Real Star Gain/Missed Connections	:30
	Autozone/Battery Destination	:30
	Bounty/Milkshake	:30
	OUTCUE: ...quicker picker upper.	:30
14:14	:02 PAUSE FOR LOCAL AVAIL	:02
14:16	SEGMENT 2: WHO IS GEN-Z?	7:56
	Synopsis: There are more than 68 million young people in the U.S. who makeup Generation Z – that is anyone born between 1997 and 2012. Research shows that this cohort is the most racially and ethnically diverse than any other previous generation and are progressive in their mindsets. On top of this, they're extremely tech-savvy and believe that mental health is equally as important as physical health. Culture expert John Schlimm helps us understand who Gen Z and what impact they'll have on the future world. Host: Marty Peterson. Guest: John Schlimm, researcher, professor, author, <i>What Would Gen-Z Do? Everything You Don't Know About Gen-Z But Should</i> . Links for more info: https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/ https://www.barnesandnoble.com/w/what-would-gen-z-do-john-schlimm/1141059890?ean=9781641707367 https://fivethirtyeight.com/features/how-gen-z-could-transform-american-politics/ Compliance Issues: Culture, Technology, Psychology, Mental Health, Cultural Trends, Social Media	
22:12	SPOTBREAK 4: Vicks/Worried Dad Autozone/Fix Finder	:30
	OUTCUE: ...Zone dot com.	:30
23:12	VIEWPOINTS EXPLAINED: NYE TRADITIONS AROUND THE WORLD	1:10
	Synopsis: We explore how different cultures and countries ring in the New Year. Host: Ebony McMorris Compliance Issues Covered: Global Culture, Traditions, Customs, Diet	
24:22	CULTURE CRASH: 2023 FILM RELEASES	2:05
	Synopsis: We highlight some of the movies we're looking forward to in 2023. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:27	SPOTBREAK 5: Taco Bell/Real Star O' Reilly/Battery Testing	:30
	OUTCUE: ...Reilly Auto Parts.	:30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 23-02	Written & Prod.	Amirah Zaveri, Polly Hansen, Ebony McMorris, Evan Rook
Air Week	1/8/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Taco Bell/Real Star Bounty/Milkshake	:30
	OUTCUE: ...quicker picker upper.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: FALLING ASLEEP IN SPACE	8:47
	Synopsis: Do you have trouble falling or staying asleep? If so, you'll know that not getting good rest can take a big toll on how you feel both physically and mentally. This is amplified in space for astronauts who sleep in a zero-gravity environment that relies on an artificial day/night cycle. This week, we explore the fascinating science and study of how humans sleep in space and its effects on the body. Host: Gary Price. Guests: Dr. Fred Turek, professor, biology, Northwestern University, director, Center for Sleep and Circadian Biology , Northwestern University; Dr. Emmanuel Urquieta, chief medical officer, Translational Research Institute for Space Health, assistant professor, Center for Space Medicine, Baylor College of Medicine. Links for more info: https://www.nasa.gov/audience/foreducators/stem-on-station/ditl_sleeping/ Compliance Issues: Health, Disease, Medicine, Biology, Space Travel, Science, Technology, Innovation	
10:34	SPOTBREAK 2&3: Ibrance Moments/Car Purr Discover Card/Eclipse Gain/Missed Connections	:60
	OUTCUE: ...longer lasting scent.	:30
12:34	:02 PAUSE FOR LOCAL AVAIL	:02
12:36	SEGMENT 2: A PATHWAY TO EXONERATION	8:37
	Synopsis: Experts estimate that between 4-6 percent of prisoners behind bars are innocent. We explore what factors feed into these wrongful convictions and how advocates in the arena are fighting for justice. Host: Marty Peterson. Guests: Isaac Wright Jr., practicing attorney, author, <i>Marked for Life: One Man's Fight for Justice From the Inside</i> ; Samuel Gross, Thomas and Mabel Long Professor Emeritus of Law at the University of Michigan – Ann Arbor, founder, senior editor, The National Registry of Exonerations. Links for more info: https://www.law.umich.edu/special/exoneration/Pages/about.aspx https://www.amazon.com/Marked-Life-Fight-Justice-Inside/dp/1250277485 Compliance Issues: Criminal Justice, Law, Forensic Science, Law Enforcement, Prisoner Advocacy	
21:13	SPOTBREAK 4: Taco Bell/Real Star Progressive/Suitcase	:30
	OUTCUE: ...will vary.	:30
22:13	VIEWPOINTS EXPLAINED: AN INADEQUATE DIET	1:42
	Synopsis: We discuss the sad state of prison meals in the U.S. All too often, these dishes are spoiled, full of preservatives and don't have enough calories. If the end goal of incarceration is rehabilitation, shouldn't these meals adequately feed and nourish prisoners? Host: Ebony McMorris Compliance Issues Covered: Diet, Nutrition, Incarceration	
23:55	CULTURE CRASH: THE CAREER OF AARON SORKIN	2:32
	Synopsis: We explore the screenwriting brilliance of Aaron Sorkin. Host: Evan Rook Compliance Issues Covered: Culture, Film, Writing, Career	
26:27	SPOTBREAK 5: Autozone/Gift Card Bounty/Milkshake	:30
	OUTCUE: ...quicker picker upper.	:30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

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Program	VP 23-03	Written & Prod.	Amirah Zaveri, Grace Galante, Evan Rook
Air Week	1/15/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Skyrizi/Sophias Kitchen	OUTCUE: ...to learn more.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: HOW TO BETTER DEAL WITH STRESS THIS YEAR	11:12
	Synopsis: A new year bring new stressors. We speak with University of California – San Francisco professor and health psychologist Dr. Elissa Epel about how listeners can better manage their stress this year by employing certain lifestyle habits. Host: Gary Price. Guest: Dr. Elissa Epel, health psychologist, professor, vice chair, Department of Psychiatry and Behavioral Sciences, University of California – San Francisco, author, <i>The Stress Prescription: Seven Days to More Joy and Ease</i> . Links for more info: https://www.elissaepel.com/ https://profiles.ucsf.edu/elissa.epel https://www.amazon.com/Stress-Prescription-Seven-Days-More/dp/014313664X Compliance Issues: Mental Health, Stress Management, Psychology, Lifestyle, Health, Literature	
12:59	SPOTBREAK 2&3: Taco Bell/Real Star	:30
	Progressive/Crickets	:30
	Autozone/Valvoline Advanced	:30
	Ebay/Air Filters	OUTCUE: ...let's ride.
14:59	:02 PAUSE FOR LOCAL AVAIL	:02
15:01	SEGMENT 2: A KEY VULNERABILITY: U.S. POWER GRIDS	7:08
	Synopsis: In recent years, power attacks on electric power stations in the U.S. have become more common. We discuss what's driving this uptick, how power companies and government organizations are responding and what you should know as consumer. Host: Marty Peterson. Guest: Adrienne Lotto, senior vice president, Grid Security, Technical, and Operations at the American Public Power Association. Links for more info: https://www.publicpower.org/ https://www.ready.gov/power-outages Compliance Issues: Electricity, Power Generation, Utilities, Infrastructure, Private Security, Domestic Terrorism, Public Health	
22:09	SPOTBREAK 4: Prevnar/Get On With It	OUTCUE: ...with Prevnar 20.
23:09	VIEWPOINTS EXPLAINED: WINTER IN UKRAINE	1:15
	Synopsis: As winter takes hold on Europe, Ukrainian soldiers defending their country face subzero temperatures, power outages and increasing challenges. Host: Ebony McMorris	Compliance Issues Covered: War, Climate, Health, Global News
24:24	CULTURE CRASH: A REVIEW OF "GLASS ONION"	2:00
	Synopsis: We discuss the new film, "Glass Onion: A Knives Out Mystery" now streaming on Netflix. Host: Evan Rook	Compliance Issues Covered: Film, Culture
26:24	SPOTBREAK 5: Discover Card/Eclipse	:30
	Chick-Fil-A/December Food	OUTCUE: ...paid for their testimonials.
27:24	Program Conclusion	:32
27:56	TOTAL TIME	

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Program Log for *Viewpoints Radio*

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Program	VP 23-04	Written & Prod.	Amirah Zaveri, Evan Rook
Air Week	1/22/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Skyrizi/Sophias Kitchen	OUTCUE: ...to learn more. :61
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	SEGMENT 1: THE DAMAGING WORLD OF WOMEN'S ELITE RUNNING	8:37
	Synopsis: Long-distance runner Lauren Fleshman won five NCAA championships and two U.S. national championships in women's track and field. Early on in her career, she was a prized hopeful for bringing home the Olympic gold, but this dream came crashing down after a series of injuries and setbacks. Fleshman joins us this week to talk about the toxic culture present in many elite running organizations and what needs to change to better support these young, vulnerable athletes. Host: Gary Price. Guest: Lauren Fleshman, former elite long-distance runner, author, <i>Good for a Girl: A Woman Running in a Man's World</i> . Links for more info: https://www.instagram.com/fleshmanflyer/?hl=en https://www.laurenfleshman.com/ https://twitter.com/laurenfleshman?lang=en Compliance Issues: Health, Mental Health, Sports Culture, Parenting, Youth Development, Women's Issues	
10:25	SPOTBREAK 2&3: Taco Bell/Real Star Progressive/Crickets Charmin/Drop It Autozone/Battery	:30 :30 :30 OUTCUE: ...group 2021. :30
12:25	:02 PAUSE FOR LOCAL AVAIL	:02
12:27	SEGMENT 2: HOW DID PAST CIVILIZATIONS KEEP TIME?	9:16
	Synopsis: From sundials to mechanical clocks to atomic clocks, humans – throughout the centuries – have kept track of time using many different methods. Physics and astronomy professor Chad Orzel joins us this week to highlight just how much we rely on accurate clocks and how timekeeping technology has evolved across human history. Host: Marty Peterson. Guest: Chad Orzel, associate professor, physics, astronomy, Union College. Links for more info: https://www.union.edu/physics-and-astronomy/faculty-staff/chad-orzel https://twitter.com/orzelc?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: History, Timekeeping, Innovation, Invention, Culture, Archaeology, Engineering	
21:43	SPOTBREAK 4: Xeljanz/Better Things	OUTCUE: ...four four Xeljanz. :60
22:43	VIEWPOINTS EXPLAINED: ALCOHOL'S CONNECTION TO CANCER	1:42
	Synopsis: The World Health Organization recently reported that no amount of alcohol is healthy to consume. In fact, the agency says even light or moderate alcohol intake has been linked to cause seven different types of cancer. Host: Ebony McMorris Compliance Issues Covered: Health, Disease Prevention, Research, Science	
24:25	CULTURE CRASH: A TOUGH MONTH FOR THE NFL AHEAD OF THE SUPERBOWL	2:02
	Synopsis: Ahead of the year's biggest game, we discuss the state of American football following the serious injury suffered by Bills player Damar Hamlin earlier this month. Host: Evan Rook Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: McCormicks/Refresh Ebay/New Driver	:30 OUTCUE: ...motors let's ride. :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	23-05	Written & Produced	Amirah Zaveri, Grace Galante & Evan Rook
Air Week	1/29/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Charmin/Drop It Autozone/Fix Finder	:30
	OUTCUE: ...autozone dot com.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: FOR THE LOVE OF CROSSWORDS	7:34
	Synopsis: The first crossword was published in 1913 by journalist Arthur Wynne. Since then, the timeless puzzle has stayed in style and graces newspapers from the <i>New York Times</i> to <i>USA Today</i> . Self-acclaimed lovers of crosswords are known as 'cruciverbalists' and compete online as well as create these puzzles for publishing. We speak with crossword expert Adrienne Raphel to find out more about this beloved word game. Host: Gary Price. Guest: Adrienne Raphel, author, <i>Thinking Inside the Box</i> . Links for more info: https://www.nytimes.com/crosswords https://www.arkadium.com/free-online-games/crosswords/ https://puzzles.usatoday.com/ Compliance Issues Covered: Literature, Language, Hobby, Education, History	
9:21	SPOTBREAK 2&3: Chick-Fil-A/December Food Procter Gamble/Always McCormicks/Refresh Ebay/Air Filters	:30
	OUTCUE: ...motors let's ride.	:30
11:21	:02 PAUSE FOR LOCAL AVAIL	:02
11:23	SEGMENT 2: BANNED BOOKS: TWO SIDES TO THE STORY	11:37
	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. We discuss 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	
23:00	SPOTBREAK 4: Orgovyx/Guitarist	:60
	OUTCUE: ...the facts dot com.	
24:00	CULTURE CRASH: HOW CHATGPT IS CHANGING THE ARTS SCENE	2:27
	Synopsis: We discuss how new AI technology platforms like DALL-E and ChatGPT are making waves in the creative landscape. Host: Evan Rook Compliance Issues Covered: Culture, Arts	
26:27	SPOTBREAK 5: Eliquis/I Didn't Wait O' Reilly Auto/CurbSide	:30
	OUTCUE: auto parts.	:30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

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Program	VP 23-06	Written & Prod.	Amirah Zaveri, Evan Rook
Air Week	2/5/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:46	SPOTBREAK 1: Wendy's "Breakfast" O'Reilly Auto Parts "O'Reilly 2023"	:30 :32
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	SEGMENT 1: THE MANY CAUSES OF SUPPLY CHAIN & INFLATION WOES	7:22
	Synopsis: Economic uncertainty is on the minds of millions of Americans. Part of this uncertainty stems from continuing inflation and instability plaguing global markets. We speak with longtime economist and banker, James Rickards about the factors feeding into these rising costs and supply chain woes. Host: Gary Price. Guest: James Rickards, economist, former Wall Street banker, author, <i>Sold Out</i> . Links for more info: https://www.amazon.com/Sold-Out-Inflation-Political-Instability-ebook/dp/B09X3ZNFPR?ref=ast_author_dp https://twitter.com/JamesGRickards?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Compliance Issues: U.S. Economy, Global Train, Supply Chain Management, Inflation, Personal Finance	
9:12	SPOTBREAK 2&3: Skyrizi "Skyrizi 2023" Pfizer Consumer Healthcare "Orgovyx"	:60 :60
11:12	:02 PAUSE FOR LOCAL AVAIL	:02
11:14	SEGMENT 2: A CHANGING PALATE ACROSS PERIODS OF ECONOMIC UNCERTAINTY	10:37
	Synopsis: Higher prices at the grocery store – from eggs to meat to specialty items – dictate what many Americans buy and cook throughout the week. While it can be difficult to pull back on the items we like, this shift in diet is nothing new. Across history – war, famine, economic instability has affected what Americans choose to spend their money on. Even today, the current economic uncertainty has shifted recipes and food trend. This week, we rewind back to the Great Depression, which forced millions of Americans to find new recipes and get creative with the limited number of ingredients they could afford. Host: Marty Peterson. Guest: Jane Ziegelman, food historian, author, <i>A Square Meal: A Culinary History of the Great Depression</i> . Links for more info: https://www.amazon.com/97-Orchard-Immigrant-Families-Tenement/dp/0061288519 https://www.culinaryhistoriansny.org/program-summary/a-square-meal-a-culinary-history-of-the-great-depression-with-jane-ziegelman-and-andrew-coe/ Compliance Issues: American Diet, Nutrition, American History, Food History, Poverty, Culture, Economy	
21:51	SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance"	:60
22:51	VIEWPOINTS EXPLAINED: STRIVING FOR A POLICE FORCE THAT BETTER REPRESENTS SOCIETY	1:37
	Synopsis: Just 12 percent of police officers are women and only 3 percent are in leadership positions. We cover one initiative that's dead set on getting more women into this sector. Host: Ebony McMorris Compliance Issues Covered: Law Enforcement, Gender Equality, Police Reform	
24:28	CULTURE CRASH: GETTING BACK IN THE GAME	1:56
	Synopsis: Some of our favorite throwback bands are back together in 2023. From Blink 182 to Fall Out Boy, these are just a few big names that are putting out new music out after years away from the limelight. Host: Evan Rook Compliance Issues Covered: Music, Culture	
26:24	SPOTBREAK 5: Indeed "Indeed Q1 2023" Discover Products Inc "Discover Card Brand"	:30 :30
27:24	Program Conclusion	:32
27:56	TOTAL TIME	

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Program Log for *Viewpoints Radio*

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Program	VP 23-07	Written & Prod.	Amirah Zaveri, Grace Galante, Evan Rook
Air Week	2/12/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Autozone/Services Mashup	:30 OUTCUE: ...autozone.com.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: FORGING OPPORTUNITY: THE EARLY WOMEN OF THE WEST	9:07
	Synopsis: The Wild, Wild West: cowboys, shootouts, open prairies & gold mines galore. While this is a common stereotype surrounding the colonial West, there's much more about this region and period than meets the eye. For thousands of women, living out West meant greater independence, and an opportunity to start anew. Historian and author Winifred Gallagher joins us this week to share how the women of the Old West paved the way for women across the U.S. Host: Gary Price. Guest: Winifred Gallagher, historian, author, <i>New Women in the Old West</i> . Links for more info: https://www.penguinrandomhouse.com/books/551460/new-women-in-the-old-west-by-winfred-gallagher/ Compliance Issues: History, Culture, Women's Rights, Sexism, Gender Equality, Gendered Norms, American Expansion, Politics, Society	
10:54	SPOTBREAK 2&3: Taco Bell/TacoGen2019 Progressive Insurance/Progressive 2023 Auto Pfizer/Prevnar 20	:30 :30 OUTCUE: ...20 dot com.
12:55	:02 PAUSE FOR LOCAL AVAIL	:02
12:57	SEGMENT 2: A DISTENGRATING FRAMEWORK	9:11
	Synopsis: Last month, the Federal Aviation Administration grounded all departing flights across the U.S., leading to thousands of delayed flights and major headaches for travelers. In short, this outage was caused by a widespread system failure of the air traffic control system. Without it, pilots are essentially flying dark with no news of ground conditions, weather updates, etc. In the days and weeks following, this incident has raised many questions about the aging software and systems that we heavily rely upon. We speak with two aviation experts about this recent fiasco and what it means for all technology-reliant industries. Host: Marty Peterson. Guests: Laurie Garrow, professor, co-director of the Center for Urban and Regional Air Mobility at the Georgia Institute of Technology; Michael McCormick, assistant professor, air traffic management, Embry-Riddle Aeronautical University. Links for more info: https://www.faa.gov/newsroom/faq-notam-statement https://www.reuters.com/technology/us-faa-adopts-new-safeguards-after-computer-outage-halted-flights-2023-01-30/ https://www.usatoday.com/story/travel/news/2023/02/03/southwest-airlines-coo-testify-before-senate-commerce-committee/11178430002/ Compliance Issues: Travel, Information Technology, Industry Regulation, Government, Software Engineering, Consumer Protection	
22:08	SPOTBREAK 4: Procter Gamble/Prilosec ADU O'Reilly Auto Parts	:30 :30 OUTCUE: ...auto parts.
23:08	VIEWPOINTS EXPLAINED: BRADY BOWS OUT	1:08
	Synopsis: Longtime NFL quarterback Tom Brady is leaving the game for good. We cover why this prominent athlete has decided to step back again after coming out of retirement only a year back. Host: Ebony McMorris Compliance Issues Covered: Sports, Aging, Culture, Retirement, Health	
24:16	CULTURE CRASH: ACADEMY AWARD NODS	2:11
	Synopsis: The Oscars are right around the corner. Here are some of our favs that've received an Oscar nod. Host: Evan Rook Compliance Issues Covered: Film, Culture	
26:27	SPOTBREAK 5: Pfizer/Xeljanz Rheum	:60 OUTCUE: ...four four Xeljanz.
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

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Program	VP 23-08	Written & Prod.	Amirah Zaveri, Polly Hansen, Evan Rook
Air Week	2/19/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Prilosec ADU Autozone/Services Mashup	:30 OUTCUE: ...autozone.com.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: IN AWE: A RENEWED LENS ON LIFE	9:24
	Synopsis: It can be hard to explain what it's like to feel in awe. For me, I can remember feeling this way after reaching the top of a mountain after an hours-long climb and looking onto the vast horizon, or after watching the film <i>Inception</i> in theatres for the first time and being blown away by the soundtrack. We speak with renowned social psychologist Dacher Keltner about awe and what experiences elicit this emotion. Host: Gary Price. Guest: Dacher Keltner, professor, psychology, University of California-Berkeley, author, <i>Awe: The New Science of Everyday Wonder and How It Can Transform Your Life</i> . Links for more info: https://www.amazon.com/Awe-Science-Everyday-Wonder-Transform/dp/1984879685 https://psychology.berkeley.edu/people/dacher-keltner https://www.nytimes.com/2020/09/30/well/move/an-awe-walk-might-do-wonders-for-your-well-being.html Compliance Issues: Psychology, Emotional Well-Being, Mental Health, Creativity, Science	
11:11	SPOTBREAK 2&3: Taco Bell/TacoGen2109 Ebay/Ebay Parts & Accessories Indeed/Indeed 2023 Upfront KFC/KFC 2023 Upfront	:30 :30 :30 OUTCUE: ...tax extra.
13:11	:02 PAUSE FOR LOCAL AVAIL	:02
13:13	SEGMENT 2: THE UNSEEN FACES OF HOMELESSNESS	9:05
	Synopsis: At the beginning of 2020, there were about 580,000 Americans homeless on a given night, according to the National Alliance to End Homelessness. Fast forward almost three years and this number has stayed about the same. With basic living prices and rent still high, we share the many faces of homelessness and one inspiring story about resilience in the face of several challenges. Host: Marty Peterson. Guest: Nikita Stewart, reporter, <i>The New York Times</i> , author, <i>Troop 6000: The Girl Scout Troop That Began in a Shelter and Inspired the World</i> . Links for more info: https://endhomelessness.org/homelessness-in-america/homelessness-statistics/state-of-homelessness/ https://www.hud.gov/topics/rental_assistance Compliance Issues: Homelessness, Poverty, Wage Inequity, Public Resources, Public Housing, Child Development	
22:18	SPOTBREAK 4: Pfizer/Xeljanz Rheum	OUTCUE: ...four four Xeljanz.
23:18	VIEWPOINTS EXPLAINED: TIME FOR TAXES	1:12
	Synopsis: The most dreaded time of year is soon upon us: tax season. We talk about tax help resources and what to expect once you file. Host: Ebony McMorris Compliance Issues Covered: Personal Finance, Accounting, Government	
24:30	CULTURE CRASH: A NEW MURDER MYSTERY	1:57
	Synopsis: We talk about the new murder mystery TV show, "Poker Face" that's now streaming on Peacock. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:27	SPOTBREAK 5: Procter Gamble/Pepto Bismol Discover Products Inc./Discover Card	:30 OUTCUE: ...slash match.
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

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Program	VP 23-09	Written & Prod.	Amirah Zaveri, Polly Hansen, Evan Rook
Air Week	2/26/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Chick-Fil-A CFA Nat Ebay/Ebay Parts & Accessories	:30
	OUTCUE: ...let's ride.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: LOOKING UP: THE PATH TO FINANCIAL WEALTH	8:12
	Synopsis: For Scarlett Cochran, money management wasn't a topic of conversation growing up. Her parents never went to college and money was always a touchy subject for her family. It wasn't until she was in her early twenties and struggling with money that she realized the importance of budgeting and accruing savings. We sit down and speak with Cochran to learn about her inspiring journey and path to financial wealth. Host: Gary Price. Guest: Scarlett Cochran, attorney, financial expert, author, <i>It's Not About the Money: A Proven Path to Building Wealth and Living the Rich Life You Deserve</i> . Links for more info: https://www.penguinrandomhouse.com/books/692667/its-not-about-the-money-by-scarlett-cochran-jd/ https://www.instagram.com/onebighappylife/?hl=en Compliance Issues: Personal Finance, Parenthood, Personal Development, Personal Wealth, Poverty	
9:59	SPOTBREAK 2&3: Indeed/Indeed Q1 2023 Upfront Procter Gamble/Olay Body Procter Gamble/Pepto Bismol Progressive Insurance/Progressive 2023 Auto Est.	:30 :30 :30 :30
	OUTCUE: ...third party insurers.	
11:59	:02 PAUSE FOR LOCAL AVAIL	:02
12:01	SEGMENT 2: GREEN BURIALS	9:10
	Synopsis: Have you thought about end-of-life planning? Would you like to be buried or cremated – or possibly have a green burial? While death may be a topic that's shied away from, it's something that each one of us eventually confronts head on. This week – we talk about the importance of being involved in the death process of loved ones and learning about what burial options are available when that time comes. Host: Marty Peterson. Guests: Hayley Campbell, journalist, author, <i>All the Living and the Dead</i> ; Cassie Barrett, Director, Cemetery Operations, Carolina Memorial Sanctuary. Links for more info: https://us.macmillan.com/books/9781250281845/allthelivingandthedead https://carolinamemorialsanctuary.org/the-sanctuary/our-team/ Compliance Issues: Death, End-of-Life Planning, Health, Environment, Culture, Climate Change	
21:11	SPOTBREAK 4: Pfizer/Xeljanz Rheum	:60
	OUTCUE: ...four four Xeljanz.	
22:11	VIEWPOINTS EXPLAINED: A FAULTY DESIGN	2:05
	Synopsis: The massive earthquake earlier this month in the Middle East is nearing 50,000 lives lost. It's been discovered that more than 75,000 buildings within the earthquake zone in Turkey were improperly constructed and did not meet earthquake resistant regulations. Host: Ebony McMorris Comp. Issues Covered: Natural Disaster, Public Safety, Government, Corruption	
24:16	CULTURE CRASH: A RETURN TO PARAMORE	2:11
	Synopsis: We discuss Paramore's latest album release after a long hiatus. Host: Evan Rook Compliance Issues Covered: Music, Culture	
26:27	SPOTBREAK 5: Taco Bell/Taco Gen. Procter Gamble/Always PGL	:30 :30
	OUTCUE: ...day and night.	
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 23-10	Written & Prod.	Amirah Zaveri & Evan Rook
Air Week	3/5/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Women's History Month Autozone/Services Mashup	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: A NEW VIEWPOINT: SPEAKING WITH ACCLAIMED PASTRY CHEF JOANNE CHANG	8:32
	Synopsis: A young Joanne Chang envisioned a prominent career in business. She graduated from Harvard University with a degree in applied mathematics and economics and went into consulting in her twenties. Despite career success, she decided to switch gears and become a chef. We sit down with Chang to hear about her culinary career journey and the advice she has for others who may be in a similar boat. Host: Gary Price. Guest: Joanne Chang, pastry chef, owner, Flour Bakery, Myers and Chang. Links for more info: https://www.instagram.com/joannebchang/?hl=en https://twitter.com/jbchang?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwq%5Eauthor https://www.bostonchefs.com/chef/joanne-chang/ https://www.flourbakery.com/ Compliance Issues: Career, Creative Arts, Business, Entrepreneurship, Relationships, Cooking Science, Personal Development	
10:19	SPOTBREAK 2&3: Procter Gamble/Pepto Bismol Capital One/Venture X Procter Gamble/Priosec ADU Discover Products Inc/Discover Card Brand Q1	:30 :30 :30 :28
12:17	:02 PAUSE FOR LOCAL AVAIL	:02
12:19	SEGMENT 2: ONLINE SPORTS BETTING: A LUCRATIVE NEW INDUSTRY OR A GATEWAY TO GAMBLING ADDICTION?	9:11
	Synopsis: Online sports betting is a multi-billion-dollar industry and is only increasing in size year over year. We cover this burgeoning sector, the lack of overhead regulation in the U.S. and the risks this pervasive form of gambling has on a younger population. Host: Marty Peterson. Guests: Dr. Lia Nower, professor, School of Social Work, Rutgers University, director, Center for Gambling Studies, Rutgers University; Dr. Timothy Fong, clinical professor, psychiatry, University of California-Los Angeles, co-director, UCLA Gambling Studies Program. Links for more info: https://www.mayoclinic.org/diseases-conditions/compulsive-gambling/symptoms-causes/syc-20355178 https://www.gamtalk.org/ https://www.ncpgambling.org/help-treatment/national-helpline-1-800-522-4700/ https://www.ncpgambling.org/wp-content/uploads/2020/01/Sports-gambling_NCPGLitRvwExecSummary.pdf Compliance Issues: Gambling Addiction, Mental Health, Psychology, Technology, Public Health, Entertainment Regulation, Youth Development, Parenting, Social Media	
21:30	SPOTBREAK 4: Macy's/Women's History Month Indeed/Indeed Q1 2023	:30 :30
22:30	VIEWPOINTS EXPLAINED: A BETTER-BALANCED MEAL	1:43
	Synopsis: We cover the ongoing push to improve inmates' meals in prison systems across the country. Host: Ebony McMorris Compliance Issues Covered: Incarceration, Criminal Justice, Diet, Nutrition	
24:13	CULTURE CRASH: HOW WE FEEL ABOUT "YOU" SEASON 3	2:15
	Synopsis: We discuss why Season 3 of the Netflix show, "You" threw us for a surprise. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:28	SPOTBREAK 5: Procter Gamble/Priosec ADU O'Reilly Auto Parts/O'Reilly 2023	:30 :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 23-11	Written & Prod.	Amirah Zaveri, Polly Hansen & Evan Rook
Air Week	3/12/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter Gamble/Pepto Bismol Discover Products/Discover Card Brand Q1	:30 OUTCUE: ...slash match.
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: REAL SELF-CARE IS SETTING BOUNDARIES	7:37
	Synopsis: Acclaimed therapist & social worker Nedra Glover Tawaab joins us this week to talk about boundaries. We often don't think about our own boundaries and the boundaries we need in our relationships – whether it be with friends, colleagues, family, or romantic relationships. Tawaab breaks down how to set these boundaries and approach difficult conversations. Host: Gary Price. Guest: Nedra Glover Tawaab, licensed therapist, social worker, relationship expert, author, <i>Drama Free: A Guide to Managing Unhealthy Family Relationships</i> . Links for more info: https://www.instagram.com/nedratawab/?hl=en https://www.amazon.com/Drama-Free-Managing-Unhealthy-Relationships-ebook/dp/B0B4ZQ6XHJ?ref_ast_author_mpb https://www.psychologytoday.com/us https://positivepsychology.com/great-self-care-setting-healthy-boundaries/ https://www.thehotline.org/get-help/ Compliance Issues: Emotional Development, Mental Health, Psychology, Relationships, Communication, Self-Care	
9:24	SPOTBREAK 2&3: Macy's/Women's History Month AZO/Services Mashup Chick-Fil-A/Chick-Fil-A-CFA Nat Ebay/Ebay Parts & Accessories	:30 :30 :30 OUTCUE: ...only exclusions apply.
11:24	:02 PAUSE FOR LOCAL AVAIL	:02
11:26	SEGMENT 2: ANIMAL CONTROL AND RESCUE	9:31
	Synopsis: More than six million companion animals enter U.S. shelters each year, and a little over four million are adopted. Sadly, shelters still rely on euthanizing when facilities are overcrowded, and an animal has been there for a while. Author Laurie Zaleski has made it her life's work to rescue hundreds of these unwanted pets and care for them on her farm. We speak with Zaleski as well Dr. Joshua Fisher, an animal expert, about the importance of caring for these animals and heading to shelters to adopt instead of a pet store or breeder. Host: Marty Peterson. Guests: Laurie Zaleski, author, <i>Funny Farm: My Unexpected Life with 600 Rescue Animals</i> ; Dr. Joshua Fisher, Director of Animal Services, Charlotte, Mecklenburg County, North Carolina. Links for more info: https://funnyfarmrescue.org/our-story/ https://www.aspca.org/barred-from-love/how-avoid-cruelty https://www.amazon.com/Funny-Farm-Unexpected-Rescue-Animals/dp/1250272831 Compliance Issues: Animal Welfare, Pet Adoption, Pet Ownership, Companionship, Veterinary Care, Conscious Gifting	
20:57	SPOTBREAK 4: Procter Gamble/Prilosec/ADU Indeed/Indeed Q1 2023	:30 OUTCUE: ...and conditions apply.
21:57	VIEWPOINTS EXPLAINED: THE STATE OF STUDENT LOAN CANCELLATIONS	2:11
	Synopsis: We discuss the future of the student loan cancellation program that was heavily touted by the Biden administration last year. Host: Ebony McMorris Compliance Issues Covered: Personal Finance, Debt, Politics, Government, Higher Education	
24:08	CULTURE CRASH: THE RELEASE OF CREED III	2:20
	Synopsis: That's right – Creed III is the newest installment in the boxing drama. We cover whether this early 2023 blockbuster is worth the watch. Host: Evan Rook Compliance Issues Covered: Film, History, Culture	
26:28	SPOTBREAK 5: Macy's/Women's History Month Pfizer Consumer Healthcare/Comirnaty 2023	:30 OUTCUE: ...Pfizer and BioNTech.
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for *Viewpoints Radio*

Program	VP 23-12	Written & Prod.	Amirah Zaveri & Evan Rook
Air Week	3/19/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Procter & Gamble/Prilosec ADU Progressive Insurance/Progressive 2023 Auto	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: FOOD'S CONNECTION TO OUR MENTAL HEALTH	10:47
	Synopsis: You're probably familiar with the saying: 'You are what you eat.' It's no secret that the foods we consume directly correlate to how we feel, look and more. But there's more to food than just providing us with energy and nourishment. A lack of certain nutrients can exacerbate depression, anxiety, and other mental health disorders. We speak with food expert and author, Mary Beth Albright about food's intimate connection to how we feel. Host: Gary Price. Guest: Mary Beth Albright, food systems & policy expert, food correspondent, <i>The Washington Post</i> , author, <i>Eat & Flourish: How Food Supports Emotional Well-Being</i> . Links for more info: https://www.washingtonpost.com/people/mary-beth-albright/ https://twitter.com/MaryBeth?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.norton.com/books/9781682686904 Compliance Issues: Nutrition, Diet, Health, Mental Health, Food Systems, Food Policy, Culture, Education	
12:34	SPOTBREAK 2&3: Macy's/Women's History Month Pfizer Consumer Healthcare/Eliquis Skyrizi/Skyrizi 2023	:30 :30 :61
14:35	:02 PAUSE FOR LOCAL AVAIL	:02
14:37	SEGMENT 2: WHAT LED TO THE LARGEST HIGHER EDUCATION STRIKE IN U.S. HISTORY?	7:21
	Synopsis: Late last year, more than 48,000 graduate students, researchers and teaching assistants unionized and went on strike against the University of California system, encompassing nine college campuses. Across the state, schools like Berkeley, UCLA and University of California-San Diego to name a few came to a standstill as thousands demanded higher pay, better healthcare and other improved benefits. We speak with master's student, Kelsey Wardlaw (who went on strike) about her experience and why unionizing felt like the right path forward. Host: Marty Peterson. Guest: Kelsey Wardlaw, masters candidate, Latin American Studies, University of California-San Diego. Links for more info: https://calmatters.org/education/higher-education/2023/01/six-takeaways-for-californians-after-the-uc-graduate-student-worker-strike/ https://www.dol.gov/agencies/olms/compliance-assistance/union-information Compliance Issues: Higher Education, Poverty, Inequality, Inflation, Living Costs, Labor Rights, Workers Rights	
21:58	SPOTBREAK 4: Procter & Gamble/Pepto Bismol O' Reilly Auto Parts/O' Reilly 2023	:30 :30
22:58	VIEWPOINTS EXPLAINED: ELI LILLY'S COMMITMENT ON INSULIN	1:24
	Synopsis: Pharmaceutical giant, Eli Lilly, has decided to cap their monthly insulin costs at \$35/month. For millions who rely on insulin to treat Type I Diabetes, this high price tag was something they've long been fighting to change. Host: Ebony McMorris Compliance Issues Covered: Personal Finance, Drug Policy, Healthcare Policy, Public Health	
24:22	CULTURE CRASH: THE POPULARITY OF THE NETFLIX SERIES, "WEDNESDAY"	2:05
	Synopsis: We discuss why "The Addams Family" spinoff, "Wednesday" is fairing so well with younger audiences. Host: Evan Rook Compliance Issues Covered: Culture, TV	
26:27	SPOTBREAK 5: Macy's/Women's History Month Indeed/Indeed Q1 2023	:30 :30
27:27	Program Conclusion	:33
28:00	TOTAL TIME	

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Program	VP 23-13	Written & Prod.	Amirah Zaveri, Polly Hansen & Evan Rook
Air Week	3/26/2023	Studio Producer	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare/Prevnar 20 OUTCUE: ...with Prevnar 20.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	SEGMENT 1: THE UNTOLD STORY OF EDITH WILSON	10:18
	Synopsis: Women's History Month is a time to look back and honor the women of the past who've made a difference. One of these stories is that of Edith Wilson. On paper, she's known as Woodrow Wilson's second wife and first lady, but her story is much more fascinating than what meets the eye. Author Rebecca Roberts joins us to share the story of this fierce and independent woman. Host: Gary Price. Guest: Rebecca Roberts, author, <i>Untold Power: The Fascinating Rise and Complex Legacy of First Lady Edith Wilson</i> . Links for more info: https://www.amazon.com/Untold-Power-Fascinating-Complex-Legacy/dp/0593489993 https://www.whitehouse.gov/about-the-white-house/first-families/edith-bolling-galt-wilson/ https://www.npr.org/2023/03/08/1161859597/biography-of-first-lady-edith-wilson-examines-the-complexities-of-women-and-powe Compliance Issues: American History, Women's Rights, Women's History, Politics, Entrepreneurship	
12:05	SPOTBREAK 2&3: Macy's/Women's History Month Taco Bell/Taco Gen2109 Pfizer Consumer Healthcare/lbrance 1Q 2023 OUTCUE: ...loss of appetite.	:30 :30 :60
14:05	:02 PAUSE FOR LOCAL AVAIL	:02
14:07	SEGMENT 2: A WITHHOLDING OF PUBLIC INFORMATION	7:02
	Synopsis: Did you know that our federal government classifies more than 50 million pieces of documents each year? Why are so many documents marked as classified? And why is there such a long lag time for them to be unsealed? We uncover this outdated process and focus on one new method that's aiming to make this process more efficient and speedier. Host: Marty Peterson. Guest: Matthew Connelly, professor, International and Global History, Columbia University, principal investigator, History Lab, author, <i>The Declassification Engine: What History Reveals About America's Top Secrets</i> . Links for more info: https://history.columbia.edu/person/connelly-matthew/ https://twitter.com/mattspast?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor https://www.amazon.com/Declassification-Engine-History-Reveals-Americas/dp/1101871571 Compliance Issues: Government, National Security, Technology, Artificial Intelligence, Democracy	
21:09	SPOTBREAK 4: Macy's/Women's History Month Procter Gamble/King C Gillette OUTCUE: ...King C Gillette.	:30 :31
22:10	VIEWPOINTS EXPLAINED: A NEW CLEAN WATER INITIATIVE	2:00
	Synopsis: The Environmental Protection Agency recently announced a new initiative aimed at removing some of the most toxic forever chemicals from Americans' water supply. Host: Ebony McMorris Compliance Issues Covered: Public Health, Government, Natural Resources	
24:10	CULTURE CRASH: BACK TO THE THEATRE	2:14
	Synopsis: The box office is on a hot streak. We highlight some of our favorites so far this year. Host: Evan Rook Compliance Issues Covered: Film Industry, Local Business, Culture	
26:24	SPOTBREAK 5: Procter Gamble/Pepto Bismol Progressive Insurance/Progressive 2023 Auto OUTCUE: ...third party insurers.	:30 :30
27:24	Program Conclusion	:32
27:56	TOTAL TIME	

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