

WBWD 540AM Quarterly Issues/Programs List

1st Quarter 2020 Ending 3/31/20

Description of Issue	Program Segment	Date	Time	Duration	Narration of Type & Description of Program
Community Outreach	Cultural Preservation	1/5/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. A Brief History Of Skin Marking. Humans have always practiced various forms of self-expression whether through written word, music, art, or another outlet. The art of tattooing is one such form that dates back to thousands of years ago. Guest author and history expert, Craig Koslofsky, <i>A History of the Night in Early Modern Europe</i> , shares how some of the earliest tattoos were created and how their popularity has risen until present day across all parts of the country.
Education	Technology Training	1/5/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: The Pitfalls Of Social Media As An Athlete. Social media is everywhere, especially in metro areas like NYC, and children are getting involved with it at an early age. For college athletes however it throws another hurdle in their way to reaching their highest potential within schools and attempting to make it to a professional level. Guests; Joshua Perry, former linebacker for the Indianapolis Colts, and Johnny Davidson, senior Quarterback of Washington University at St. Louis, offer their thoughts on the pros and cons of social media and explain how to keep it professional, focused, and positive.
Community Outreach	Arts & Culture	1/5/20	07:20:00 AM	5 Minutes	Culture Crash: The 2020 Blockbuster Lineup. A critical look into the new year's new lineup of highly anticipated movie releases. Including a new <i>Top Gun</i> sequel featuring Tom Cruise.
Government	Elections	1/12/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Spreading the Word of the 2020 U.S. Census. The 2020 census is ramping up this year and is always important for all citizens to participate in especially New Yorkers and areas with growing populations. It helps inform how to distribute funds to assist states and localities and the amount of representatives for states. Guest, Victoria Glasier, Chief of the Statistics in Schools Program with the U.S. 2020 Census Bureau speaks about the necessity of the nationwide survey.
Health & Wellness	Alcohol & Drug Rehabilitation	1/12/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: Addiction: Why It Happens And How To Help Addicts Back From The Edge. According to the NY State Office of Alcoholism and Substance Abuse Services, 12 percent of all New Yorkers over the age of 11 experience addiction or abuse disorders each year. Guests; Ryan LaLumiere, professor in the Psychology Dept. at University of Iowa, and Bob Allison, recovering addict/author, <i>Saved by the Prince of Peace: Dungeon to Sky</i> , talk about the causes of addiction and why some people are more likely to follow that path.
Community Outreach	Arts & Culture	1/12/20	07:20:00 AM	5 Minutes	Culture Crash: Culture Crash: The WWI Epic, 1917. A review on the new film release, <i>1917</i> , now playing in theatres and featuring an action packed storyline set during World War I.
Community Outreach	Community History	1/19/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Arctic Exploration: The Demise Of The 1881 Greely Expedition. Author and guest Buddy Levy, <i>Labyrinth of Ice: The Triumphant and Tragic Greely Polar Expedition</i> , takes listeners through the 1881 attempt by Adolphus Greely and 24 men to reach the North Pole. The goal was to collect scientific data on the unknown region but it fell apart after no supply deliveries could make it to their camp for two years, leaving the crew to fend for themselves. Starvation, frostbite, and possibly even cannibalism followed in this historical tale of exploration and survival.

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Financial & Legal	Personal Financial Management	1/19/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: Why Are Young People Struggling More Than Previous Generations? Roughly 15% of all 25-35 year old's are living with their parents in America according to a recent study by Pew Research Center. That number also seems to be on the rise. Higher rent, cost of living, and a barely increasing minimum wage are all contributing factors. Guest, Dr. Mark McConville, author, <i>Failure to Launch: Why Your Twentysomething Hasn't Grown Up...and What to Do About It</i> , breaks down what is slowing down younger people from economic independence and how parents can help.
Community Outreach	Arts & Culture	1/19/20	07:20:00 AM	5 Minutes	Culture Crash: Dave Eggers: A Leader In Literary Writing. An analysis of the work of author Dave Eggers. His 2000 memoir, <i>A Heartbreaking Work of Staggering Genius</i> , made him into a cult hero and he's still producing novels that push the boundaries.
Education	Adult Education	1/26/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Finding Joy Again Through Small Changes. Life can get tough for everyone and make it difficult to find gratitude, even more so in the busy/stressful New York minute. Two writers; Sarah Ban Breatnach, <i>Abundance: 365 Days to a Balanced and Joyful Life</i> , and, Rachel Bertsche, <i>The Kids Are in Bed: Finding Time for Yourself in the Chaos of Parenting</i> , discuss how to take small steps each day in order to think positive and refocus on what's really important.
Health & Wellness	Nutrition & Exercise	1/26/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: A New Mindset on Exercise: Taking Small Steps to Make a Big Difference. Many people find getting the energy to exercise challenging. Obesity rates in NYC have ballooned to half of adults in the area. Two experts; Kelly McGonigal, author, <i>Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection and Courage</i> , and, Davonian Mackenzie, personal trainer, uncovers how taking a different mindset to activity can lead to healthier habits, as well as, a happier life.
Community Outreach	Arts & Culture	1/26/20	07:20:00 AM	5 Minutes	Culture Crash: Oscar Season. This year's Oscar nominations are out. A reporter notes some film favorites from 2019 including strong contenders to win and also movies that didn't make the cut but are still worth a watch.
Community Outreach	Cultural Preservation	2/2/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. World War II: The Women Of The OSS. The Office of Strategic Services is part of United States' history in WWII. However many may have never heard of it now almost 75 years later. The agency was essential and became the predecessor to the CIA and women played a big part in its operation. Guest, Katie Sanders, journalist and WWII expert, speaks about the group's history. An intriguing story for all but even more so for WBWD's audience around New York City where there are still more women than men.
Government	Elections	2/2/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: Frustrated by the 24/7 Political Machine? Get Involved Instead. New York State has its primaries coming up in just a few months and impeachment coverage continues to dominate news media outlets While it's important to be an informed citizen, what should Americans do with all this knowledge? Guest, Eitan Hersh, author, <i>Politics is for Power: How to Move Beyond Political Hobbyism, Take Action, and Make Real Change</i> talks about how to unpack the national political scene and put thoughts into motion.
Community Outreach	Arts & Culture	2/2/20	07:20:00 AM	5 Minutes	Culture Crash: Scary Winter Reads. Exploring a new horror novel by Ian Reid titled, <i>I'm Thinking of Ending Things</i> . Some critics are calling its twisting plot entrancing and believe it could be one of the scariest books of all time.

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Immigration & Citizenship	Green Cards/Visas	2/9/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Voter Error: How A Trip To The DMV Turned Into Years Of Legal Woes. The New York Metro Area has a largely diverse immigrant population that will be very interested to hear the story of Filipino immigrant Elizabeth Keathley who mistakenly registered to vote while at a DMV in Illinois resulting in some negative consequences. Keathley and immigration lawyer Richard Hanus explain how the Motor Voter Law is trapping hundreds of immigrants into federal charges and possible deportation for an act they don't fully comprehend to begin with.
Education	Learning	2/9/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: What Happens When Mathematical Calculations Go Wrong? The math field is still seen as boring and overly complex by many. Matt Parker, former math teacher, author, <i>Humble Pi</i> , and popular YouTuber, has been working to change that. His new book illustrates the powerful and interesting side of mathematics through real life examples that have failed because someone's calculations were just slightly off.
Community Outreach	News & Events	2/9/20	07:20:00 AM	5 Minutes	Culture Crash: Remembering The Legend Kobe Bryant. Examining the recent loss of Kobe Bryant. The retired Los Angeles Lakers player left a legacy and was more than just an athlete but an idol to millions of people across the globe.
Health & Wellness	Mental Health	2/16/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly, on WBWD 540AM covering a variety of topics prevalent to the region. Coloring Outside The Lines. There has been a recent rage in coloring books during 2020 and not all of them are aimed at children including ones for adults and seniors. Two authors; Johanna Basford, and Jenean Morrison speak about the creative process of putting these collections together and why the creative outlet has become a therapeutic de-stressing activity for people wanting to switch off, as well as, the positive psychological effects it can have on enthusiasts.
Health & Wellness	Health Care	2/16/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: Rethinking Healthcare: How Do You Fix A Flawed System? The topic of healthcare is one of the most debated issues so far in the 2020 election but what is the fix for the expensive, inefficient system currently in place? Millions in New York State and across the country are struggling with the high cost of care, doctors are burning out, and patient doctor interactions are at an all-time low. Guest Samuel Shem, author, <i>House of God, Man's 4th Best Hospital</i> , discusses the current state of America's healthcare and what can be done.
Community Outreach	Arts & Culture	2/16/20	07:20:00 AM	5 Minutes	Culture Crash: Broadway Hit "Hamilton" Comes Alive Again. Writer of "Hamilton" Lin-Manuel Miranda is back at it again. Starting in October 2021, the play is set to hit theaters around the nation. A reporter covers the history and if it will be worth a watch for audiences.
Health & Wellness	Nutrition & Exercise	2/23/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Redefining Sugar: Enjoying Sweet Treats Without The Guilt. The percentage of adults in New York State who are overweight or obese increased from 42% in 1997 to 62.7% in 2018. A big part of their problems could be sugar that can be found almost everywhere and in everything. Elif Yamangil, creator of blog, <i>Plenty Sweet</i> , and author, Jennifer Tyler Lee, <i>Half the Sugar, All the Love</i> , explore the importance of limiting sugar in your diet and how to do so while still indulging in some healthier sweets.

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Government	Human Rights	2/23/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: Born Into Slavery: Firsthand Perspectives Of Forming Enslaved Men And Women. February is Black History Month. As America remembers the past and the history of slavery in our country it's important not only to have the input of historians and educators, but also direct accounts from the people who lived through this experience. Guest Richard Cahan, historian, and co-author, <i>River of Blood: American Slavery From the People Who Lived It</i> , shares some of those stories with the listeners.
Community Outreach	Arts & Culture	2/23/20	07:20:00 AM	5 Minutes	Culture Crash: The Joy Of TV Comedy Specials. Sometimes a person doesn't want to watch a critically acclaimed show or Oscar worthy movie but instead something light hearted and funny like a cheesy rom-com or some classic stand-up. Taking a look at two Bo Burnham TV specials streaming on Netflix and the value comedy plays in society.
Education	Technology Training	3/1/20	7:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Body-Worn Cameras: Is Fast Changing Tech Leading To Better Policing? It's been almost 6 years since Eric Garner was killed by police in New York City. Since then body cameras are becoming even more of a mainstay in many law enforcement departments across the country. While it can increase transparency, is it leading to better relationships with the community or is it still the same story in a different year? Daniel Lawrence, Senior Research Associate, Urban Institute, and Rick Smith, Founder/CEO of Axon Enterprise Inc. weigh in on the subject.
Community Outreach	Environment	3/1/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: The Role Of Companies In Protecting The Planet's Biodiversity. 1,000,000 animal and plant species are currently facing extinction this year. As more than 80% of all global biodiversity lives on private land, what should companies be doing to protect these endangered species? Margaret O' Gorman, President of the Wildlife Habitat Council, explains the creative and adaptive policies companies can take to make a difference in a threat that every person on the planet should be concerned with.
Community Outreach	Arts & Culture	3/1/20	07:20:00 AM	5 Minutes	Culture Crash: The Endless Twists In NBC's "This Is Us". Inspecting the hit drama "This Is Us", which has led its viewers down a puzzling and sometimes draining series of twists and turns throughout the last four seasons. Now the question becomes is the show finally fizzling out?
Employment	Entrepreneur & Business	3/8/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Glossier To Warby Parker: Startups That Are Redefining The Retail Game. From Dollar Shave Club to Casper mattresses a lot of ideas based off traditional products rather than new inventions are becoming very profitable. Numbers show some of these startups are even outperforming the big-name traditional brands that have ruled the consumer markets for decades. Guests Lawrence Ingrassia, deputy managing editor for The New York Times and author, <i>The Billion Dollar Brand Club</i> , discusses the newer brands that are shaking up the retail industry and the concepts behind them that are making money for budding entrepreneurs.

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Education	Learning	3/8/20	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: Move Over Albert: Uncovering Female Science Geniuses Of The Past. What classifies a person as a genius? Are there biological differences between brilliant male and female minds? Authors; Janice Kaplan, <i>The Genius Of Women, From Overlooked to Changing the World</i> , and Catherine Whitlock, <i>Ten Women Who Changed Science and the World</i> , explore these questions and highlight a few incredibly smart but underappreciated female scientists throughout history.
Community Outreach	Arts & Culture	3/8/20	07:20:00 AM	5 Minutes	Culture Crash: The Beauty Of “Better Call Saul”. Talking about “Better Call Saul”, the TV show, in its 5 th season that follows the hit “Breaking Bad”. For Fans of the series it’s something they may not have known they needed after the end of Walter White’s award winning work.
Health & Wellness	Mental Health	3/15/20	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Getting Things Done: Hints On How To Do It Better. NYC is known as the center of the world and can be a stressful environment for many just going about their daily activities. Guests; David Allen, productivity coach and author of <i>Getting Things Done: The Art of Stress Free Productivity</i> , and Steve McClatchy author of <i>Decide: Work Smarter, Reduce your Stress and Lead By Example</i> , speak about the challenges of staying positive and productive in today’s busy world.
Community Outreach	Community History	3/15/19	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: What You Didn’t Know About America’s Founding Father. Every American recognizes a portrait of the nation’s 1 st president. Schools across the country teach children about his historic accomplishments. What are some more facts that are not as popularly publicized? History buff and author Alexis Coe, <i>You Never Forget Your First: A Biography of George Washington</i> , shares what else there is to learn from the man, the myth, George Washington.
Community Outreach	Arts & Culture	3/15/19	07:20:00 AM	5 Minutes	Culture Crash: The Appeal Of Mystery Movies. Exploring the genre of mystery in literature and movies. From the classic board game and film, “Clue” to a more recent release “Knives Out”, sometimes the writing and stories found in the subject of mystery can be just what a person needs to pick themselves up out of a slump.
Health & Wellness	Mental Health	3/22/19	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. The Wonders Of Removing Clothing Clutter. Lots of people look at their closet every day and despite the large number of clothes still feel they have nothing to wear. This abundance of fabric not only takes up space in your home but can also take up room in your mind. Experts; Courtney Carver, author, <i>Project 333: The Minimalist Fashion Challenge That Proves Less Really is So Much More</i> , and Rachel Rosenthal founder & CEO of Rachel & Company, discuss how to shop or consume less, best organize the items you already have, as well as, the positive mental effects this can have on someone’s well-being.
Education	Adult Education	3/22/19	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: The Resurgence Of Hand Embroidery: Craftivism Through Cross-Stitching. With the growth of Coronavirus across the world many lawmakers are encouraging ‘social distancing’. Making for a good moment to put your phone down and pick up a stress-relieving solo hobby. Shannon Downey, creator of Badass Cross Stitch, joins the show and explains the simplicity and art of cross-stitching including how she’s used it to channel social issues.
Community Outreach	Arts & Culture	3/22/19	07:20:00 AM	5 Minutes	Culture Crash: The New Sci-Fi Mystery Series “Devs”. “Devs” has only released a handful of episodes on Hulu recently however the sci-fi thriller has already generated a lot of buzz. Diving into the limited series which features gripping plots and eerie feels.

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Government	Judicial System	3/29/19	07:00:00 AM	10 Minutes	Viewpoints is an energetic, entertaining, highly-produced, contemporary radio magazine with two major stories weekly on WBWD 540AM, covering a variety of topics prevalent to the region. Cannabis: A Complicated History. Human use of cannabis dates back to tens of thousands of years ago. Then the drug wasn't just used in medicinal or recreational settings, but also as part of religious ceremonies like by warriors before wartime battle. Dr. Richard Miller, professor of pharmacology for Northwestern University Feinberg School of Medicine, tells listeners about marijuana's history, as well as, its prohibition and prosecution in the U.S. over the last 70 years.
Health & Wellness	Medical Conditions	3/29/19	07:10:00 AM	10 Minutes	In this second segment of Viewpoints on WBWD 540AM: Falling Through A Cloud: Living With Cognitive Decline. World renowned flutist and CBS Correspondent Eugenia Zukerman, author, <i>Like Falling Through a Cloud: A Lyrical Memoir of Coping with Forgetfulness, Confusion, and a Dreaded Diagnosis</i> , was diagnosed with Alzheimer's 3 years ago. She details her experience living with dementia and how she keeps upbeat despite the losses.
Community Outreach	Community Service	3/29/19	07:20:00 AM	5 Minutes	Culture Crash: Passing The Time During This Period Of "Social Distancing". Taking a look at the effects of Coronavirus on society, how staying home is stopping the spread of the disease, and why it's leading to turning on Netflix and other streaming platforms for a distraction.