

## Issues Programs List

Quarterly Issues Programs List for:

WGBF-AM, WGBF-FM and WOMI-AM

October 1<sup>st</sup> – December 31st, 2022

### Section I - Issues

The stations have identified the following issues as significant issues facing our community in this quarter:

**A. STRIKES, SHUTDOWNS AND UNIONIZATION** – Evansville has a significant CSX rail yard and the Evansville & Western Railway that service many industries in our community (some of which are international in scale). Recent talks of strikes and shutdowns have put many businesses on edge in an already strained economy. Additionally, most unions in the US have already established their organizations in the Tri-State or are looking to unionize in our area due to industry growth making many citizens question whether these are necessary in the current economy.

**B. FUTURE OF REMOTE WORK** – COVID-19 proved one thing to many businesses – the definition of jobs and the workplace is changing. For Tri-State businesses, this has created a shortage of commercial space as companies downsize their facility needs while also creating a boom for real estate and IT establishments.

**C. HIGHER EDUCATION COST CRISIS** – Combining the area's teacher shortage with many watching their finances, many Universities and Colleges in the community are having to decide between additional layoffs or an increase in tuition in an industry already criticized for being too expensive.

**D. PHARMACY DESERTS** – Three counties in our listening area have significant cities with plenty of pharmacy options. However, with the consolidation of companies, retirement and migration of citizens to more populated areas, many communities have found themselves becoming "Pharmacy Deserts" and residents must travel to pick up medications.

**E. RELIANCE ON HEALTHCARE** – With medical professionals in southern Indiana and western Kentucky leaving the profession due to the stress of COVID-19 and other diseases, lifestyle coaches and facilities have begun changing their messaging and educational programs to promoting the need for preventative measures as hospital system's specialized care systems are strained with more and more procedures and appointments for issues that may have been preventable.

**F. SUPPORTING AN ADDICT** – Although meth addiction was once stronger in the Tri-State area, the recent increase of fentanyl has further strained the area's support agencies for the friends and family of addicts. A recent study showed Kentucky regularly in the top 5 states of worst drug use and arrest categories, while often being in the bottom 5 of rehab and support categories leaving local officials and facilities concerned. Indiana did not fare much better and was typically only a few places behind.

### Section II. Responsive Programs

In our ongoing effort to serve the interests of the audiences receiving our programs, WGBF-AM, WGBF-FM and WOMI-AM broadcast Radio Health Journal and Viewpoints on the days and times listed below. These programs address issues identified as significant to our communities as well as a variety of other topics. A comprehensive description of the topics covered are found on the following pages.

WGBF-AM: Radio Health Journal- Sunday, 6am; Viewpoints- Sunday, 6:30am

WGBF-FM: Radio Health Journal- Sunday, 6am; Viewpoints- Sunday, 6:30am

WOMI-AM: Radio Health Journal- Saturdays, 9am; Viewpoints- Saturdays, 9am & Sundays 8:30am

Program	22-40	Written & Produced	Kristen Farrah
Air Week	10/02/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Macys "Hispanic Heritage Month" Autozone "Services Mashup" OUTCUE: ...group 2021	:30 :30	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: PHARMACY DESERTS: THE SHRINKING ACCESS TO HEALTHCARE</b>	12:21	
	Synopsis: Neighborhood pharmacies are closing across the nation, leaving their communities without close access to medication and other healthcare needs. Dr. Walter Mathis has researched pharmacy deserts and how they're affecting local communities. He explains possible solutions to this growing issue. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Walter Mathis, Assistant Professor of Psychiatry, Yale School of Medicine; Justin Macy PharmD, Digital Health Senior Manager, National Association of Boards of Pharmacy Compliance issues covered: pharmacy deserts; pharmacy; healthcare; public health; medical access; food deserts; vulnerable populations; consumerism; corporatization; public transportation; public policy Links for information: <a href="https://medicine.yale.edu/profile/walter_mathis/">https://medicine.yale.edu/profile/walter_mathis/</a> <a href="https://pubmed.ncbi.nlm.nih.gov/35953379/">https://pubmed.ncbi.nlm.nih.gov/35953379/</a> <a href="https://www.linkedin.com/in/justinmacy/">https://www.linkedin.com/in/justinmacy/</a> <a href="https://safe.pharmacy/">https://safe.pharmacy/</a>		
14:11	SPOTBREAK 2: Procter & Gamble "Tide" Progressive Insurance Co "Progressive" OUTCUE: ...states or situations	:30 :30	
15:11	:02 PAUSE FOR LOCAL AVAIL	:02	
15:13	<b>SEGMENT 2: AN ILLNESS AFFECTING MILLIONS OF UNSUSPECTING PEOPLE – POSSIBLY YOU</b>	7:51	
	Synopsis: Peripheral Artery Disease may not be a household name like stroke or heart attack, but it's just as common. Unfortunately, the lack of awareness means that many patients with PAD catch it too late and end up needing an amputation. Dr. Nick West discusses why public awareness is crucial to saving lives and limbs. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Nick West, Chief Medical Officer, Abbott Laboratories Compliance issues covered: global health emergency; public safety; amputations; exercise; physical health; patient safety; public awareness; disease awareness Links for information: <a href="https://www.linkedin.com/in/nick-west-8050a1a0/">https://www.linkedin.com/in/nick-west-8050a1a0/</a> <a href="https://www.cardiovascular.abbott/us/en/patients/treatments-therapies/peripheral-artery-disease.html">https://www.cardiovascular.abbott/us/en/patients/treatments-therapies/peripheral-artery-disease.html</a> <a href="https://www.cardiovascular.abbott/us/en/hcp/disease-management/peripheral-artery-disease/clear.html">https://www.cardiovascular.abbott/us/en/hcp/disease-management/peripheral-artery-disease/clear.html</a>		
23:04	SPOTBREAK 3: Procter & Gamble "Downy" Indeed "Indeed 2022 Upfront" Macys "Hispanic Heritage Month" KFC "Window 6 Campaign" OUTCUE: ...tax extra	:30 :30 :30 :30	
25:04	Medical Notes & News. Host: Shel Lustig	1:22	
26:26	SPOTBREAK 4: Pfizer Consumer Healthcare "Eliquis" Procter & Gamble "King C Gillette" OUTCUE: ...c gillette	:30 :31	
27:27	Program Conclusion	:31	
27:58	TOTAL TIME		

<b>Program</b>	22-41	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	10/09/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Macys "Hispanic Heritage Month" Wendy's "Breakfast" OUTCUE: ...breakfast hours	:30 :30
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: DISSECTING THE EMERGENCY ROOM: EVERY PATIENT HAS A STORY</b>	12:05
	Synopsis: As an ER doctor, Jay Baruch wears many hats. He's a healer, listener, traffic director, and so much more during each shift. But in such a chaotic space, how can doctors maximize their time with patients? Baruch explains his beliefs on medicine's moral center and changes that need to be implemented to give patients the best outcomes. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Jay Baruch, Emergency Physician, Professor of Emergency Medicine, Warren Alpert Medical School at Brown University, Author Compliance issues covered: emergency medicine; patient safety; healthcare; pandemic; hospital; consumerism; insurance companies; medical records; creativity; medicine; public health Links for information: <a href="https://twitter.com/JBaruchMD?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/JBaruchMD?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> <a href="https://www.jaybaruch.com/">https://www.jaybaruch.com/</a> <a href="https://vivo.brown.edu/display/jbaruchm">https://vivo.brown.edu/display/jbaruchm</a>	
13:55	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
14:55	:02 PAUSE FOR LOCAL AVAIL	:02
14:57	<b>SEGMENT 2: A NEW HOPE FOR MEN WITH ADVANCED PROSTATE CANCER</b>	7:28
	Synopsis: Treatments for metastatic hormone-sensitive prostate cancer have remained the same for seventy years – until now. Scientists have created a medication, called Nubeqa, that pairs with the original treatments and helps lengthen the lifespan of patients. An expert discusses why this is an optimistic time for MHSPC patients. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Neal Shore, Medical Director, Carolina Urologic Research Center, Chief Medical Officer of Urology and Surgical Oncology, Genesis Care US Compliance issues covered: patient safety; prostate cancer; novel treatments; cancer; oncology; gender issues; vulnerable population; radiation; chemotherapy Links for information: <a href="https://www.genescare.com/us/our-doctors/dr-neal-d-shore">https://www.genescare.com/us/our-doctors/dr-neal-d-shore</a> <a href="https://atlanticurologyclinics.com/physicians/neal-shore/">https://atlanticurologyclinics.com/physicians/neal-shore/</a> <a href="https://www.nubeqa-us.com/">https://www.nubeqa-us.com/</a>	
22:25	SPOTBREAK 3: Progressive Insurance Co "Progressive" Procter & Gamble "Swiffer" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :60
24:25	Medical Notes & News. Host: Shel Lustig	2:00
26:25	SPOTBREAK 4: Macys "Hispanic Heritage Month" KFC "Window 6 Campaign" OUTCUE: ...tax extra	:30 :31
27:26	Program Conclusion	:31
27:57	TOTAL TIME	

Program	22-42	Written & Produced	Kristen Farrah
Air Week	10/16/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...the facts dot com	:59	
1:47	:02 PAUSE FOR LOCAL AVAIL	:02	
1:49	<b>SEGMENT 1: THE CONDITION THAT EXPERTS SAY IS SEVERELY UNDERDIAGNOSED</b>	10:52	
	Synopsis: Our upper and lower body movements are connected by two small joints called the SI joint. Any changes in this joint can cause severe pain and restricted mobility. Unfortunately, SI Joint Dysfunction is extremely hard to diagnose. An expert explains the difficulties in diagnosing and how the dysfunction can be fixed using regenerative medicine. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Niteesh Bharara, Director of Regenerative Medicine, Virginia Spine Institute; Kathryn Butterfield, Diagnosed with SI Joint Dysfunction Compliance issues covered: regenerative medicine; back pain; stem cell therapy; chronic condition; patient safety; consumerism; vulnerable populations; public health; chronic pain; joint dysfunction Links for information: <a href="https://www.spinemd.com/our-team/physicians/dr-niteesh-bharara">https://www.spinemd.com/our-team/physicians/dr-niteesh-bharara</a> <a href="https://www.instagram.com/doctor_bharara/?hl=en">https://www.instagram.com/doctor_bharara/?hl=en</a>		
12:41	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
13:41	:02 PAUSE FOR LOCAL AVAIL	:02	
13:43	<b>SEGMENT 2: WHY WE NEED TO HAVE BETTER DISCUSSIONS AROUND MALE INFERTILITY</b>	9:14	
	Synopsis: Did you know that men are just as affected by infertility as women? Yet, society tends to focus on female infertility more commonly. Because of the lack of discussion, many men wait too long to seek help for fertility issues. Dr. Scott Lundy, a urologist at the Cleveland Clinic, discusses different causes of male infertility and common treatment options men may not know about. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Scott Lundy, Urologist, Glickman Urological and Kidney Institute at the Cleveland Clinic Compliance issues covered: fertility; male infertility; men's health; reproduction; assisted reproduction; lifestyle changes; public awareness; public health; reproductive technology Links for information: <a href="https://my.clevelandclinic.org/staff/28398-scott-lundy">https://my.clevelandclinic.org/staff/28398-scott-lundy</a> <a href="https://resolve.org/">https://resolve.org/</a> <a href="https://twitter.com/scottlundymdphd?lang=en">https://twitter.com/scottlundymdphd?lang=en</a> <a href="https://www.urologyhealth.org/urology-a-z/m/male-infertility">https://www.urologyhealth.org/urology-a-z/m/male-infertility</a>		
22:57	SPOTBREAK 3: Discover Products Inc "Discover Card Brand" KFC "Window 6 Campaign" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :60	
24:57	Medical Notes & News. Host: Shel Lustig	1:28	
26:25	SPOTBREAK 4: Ebay "Ebay Parts & Accessories" Procter & Gamble "Oral B" OUTCUE: ...come and get it	:30 :30	
27:25	Program Conclusion	:31	
27:56	TOTAL TIME		

<b>Program</b>	22-43	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	10/23/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: "FIELD IN CRISIS": DOCTORS NEED 26.7 HOURS IN A DAY TO CARE FOR PATIENTS</b>	11:12
	Synopsis: Primary care physicians have been experiencing a shortage in recent years. Couple that with a demanding patient load and it's no surprise that both doctors and patients are feeling slighted. Experts discuss the systemic changes needed to turn the field around. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Russ Phillips, Primary Care Physician, Director, Harvard Medical School Center for Primary Care; Dr. Justin Porter, Primary Care Physician, Assistant Professor of Medicine, University of Chicago Compliance issues covered: primary care; physician shortage; multidisciplinary care; fee-for-service; value-based care; patient health; public health; consumerism; education Links for information: <a href="https://www.uchicagomedicine.org/find-a-physician/physician/justin-porter">https://www.uchicagomedicine.org/find-a-physician/physician/justin-porter</a> <a href="https://link.springer.com/article/10.1007/s11606-022-07707-x">https://link.springer.com/article/10.1007/s11606-022-07707-x</a> <a href="https://primarycare.hms.harvard.edu/faculty-staff/russ-phillips">https://primarycare.hms.harvard.edu/faculty-staff/russ-phillips</a>	
13:02	SPOTBREAK 2: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
14:02	:02 PAUSE FOR LOCAL AVAIL	:02
14:04	<b>SEGMENT 2: CAN DREAMS DEEPEN OUR UNDERSTANDING OF MENTAL ILLNESS?</b>	8:28
	Synopsis: Even with a growing awareness of mental health, researchers say our compassion for those with mental illness hasn't improved. Dr. Melanie Rosen, an assistant professor of philosophy, thinks the lack of societal empathy could be fixed in our sleep. She explains how the delusional nature of dreams could help us better understand the daily lives of those with mental illnesses, such as schizophrenia. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Melanie Rosen, Assistant Professor of Philosophy, Trent University Compliance issues covered: dreams; sleep; mental health; mental illness; virtual reality; delusions; public health; mental health awareness; empathy; neuroscience Links for information: <a href="https://www.trentu.ca/philosophy/faculty-research/melanie-rosen">https://www.trentu.ca/philosophy/faculty-research/melanie-rosen</a> <a href="https://www.youtube.com/watch?v=i40-x3Tp8Z0">https://www.youtube.com/watch?v=i40-x3Tp8Z0</a> <a href="https://journals.ub.uni-heidelberg.de/index.php/JoDR/article/view/83147">https://journals.ub.uni-heidelberg.de/index.php/JoDR/article/view/83147</a>	
22:32	SPOTBREAK 3: Macy's "Breast Cancer Awareness" :30 Procter & Gamble "Gain" :30 Wendy's "Wendy's Value" :30 Progressive Insurance Co "Progressive" :30 OUTCUE: ...all agents	
24:32	Medical Notes & News. Host: Shel Lustig	1:57
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

<b>Program</b>	22-44	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	10/30/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:59
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	<b>SEGMENT 1: THE CONVERSATION AROUND STILLBIRTH THAT'S LONG OVERDUE</b>	12:22
	Synopsis: Elizabeth O'Donnell experienced a stillbirth in 2020. Through her grief, she created Aaliyah in Action, a non-profit that helps women in similar situations, in honor of her daughter. She believes stillbirth prevention needs to be a public conversation – one that can save thousands of babies. Host: Reed Pence. Producer: Kristen Farrah. Guests: Elizabeth O'Donnell, Founder, Aaliyah in Action; Dr. Neil Mandsager, Maternal Fetal Medicine Physician, Director of Obstetrician, MercyOne Des Moines Medical Center, Medical Adviser, Count the Kicks Compliance issues covered: stillbirth; stillbirth prevention; pregnancy; children at risk; vulnerable populations; education; non-profit; legislation; consumerism; public health Links for information: <a href="https://www.aaliyahinaction.org/meet-the-founder-elizabeth">https://www.aaliyahinaction.org/meet-the-founder-elizabeth</a> <a href="https://twitter.com/neilmandsager?lang=en">https://twitter.com/neilmandsager?lang=en</a> <a href="https://www.instagram.com/aaliyahinaction/?hl=en">https://www.instagram.com/aaliyahinaction/?hl=en</a> <a href="https://countthekicks.org/">https://countthekicks.org/</a> <a href="https://www.mercyone.org/desmoines/provider/neil-mandsager-md-maternal-and-fetal-medicine">https://www.mercyone.org/desmoines/provider/neil-mandsager-md-maternal-and-fetal-medicine</a> <a href="https://twitter.com/aaliyahinaction?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/aaliyahinaction?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a>	
14:11	SPOTBREAK 2: Macy's "Breast Cancer Awareness" Procter & Gamble "Oral B" OUTCUE: ...come and get it	:30 :30
15:11	:02 PAUSE FOR LOCAL AVAIL	:02
15:13	<b>SEGMENT 2: HOW SLEEP RESEARCH IS IMPROVING COMMUNICATION TECHNOLOGY</b>	7:35
	Synopsis: Even after decades of research, much of the human brain remains a mystery. In an effort to progress communication technology for the physically disabled, Dr. Daniel Rubin, a neurologist, is working to uncover some of the questions around sleep. He explains his groundbreaking findings and sheds light on the future of bridging our brains with technology for instantaneous communication. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Daniel Rubin, Neurologist, Massachusetts General Hospital, Instructor, Harvard Medical School Compliance issues covered: public health; communication; consumerism; sleep; neurology; neuroscience; physically disabled; memory; technology Links for information: <a href="https://www.massgeneral.org/doctors/20938/daniel-rubin">https://www.massgeneral.org/doctors/20938/daniel-rubin</a> <a href="https://mobile.twitter.com/dbrubin">https://mobile.twitter.com/dbrubin</a> <a href="https://www.braingate.org/team/dan-rubin-md-phd/">https://www.braingate.org/team/dan-rubin-md-phd/</a> <a href="https://www.jneurosci.org/content/42/25/5007">https://www.jneurosci.org/content/42/25/5007</a>	
22:48	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60 :60
24:48	Medical Notes & News. Host: Shel Lustig	1:41
26:29	SPOTBREAK 4: Macy's "Breast Cancer Awareness" Procter & Gamble "Vicks Quils" OUTCUE: ...use as directed	:30 :30
27:29	Program Conclusion	:30
27:59	TOTAL TIME	

Program	22-45	Written & Produced	Kristen Farrah & Polly Hansen
Air Week	11/06/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Pprevnar" OUTCUE: ...with prevnar twenty	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: HAVE WE RELIED TOO MUCH ON HEALTHCARE?</b>	13:04	
	Synopsis: Hospitals are a foundational part of our health, but Dr. Michael Stein, a primary care physician, believes we may be depending too much on medicine. He explains the difference between healthcare and public health, arguing that we should pay more attention to preventing conditions before they occur. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Michael Stein, Primary Care Physician, Professor, Boston University School of Public Health; Dr. Franchell Hamilton, Bariatric Surgeon, Obesity Weight loss Specialist, Founder, NeuroSwitch Weight Loss Compliance issues covered: public health; healthcare; preventive medicine; politics; public policy; vulnerable populations; hunger crisis; housing crisis; consumerism; nutrition; health Links for information: <a href="https://www.bu.edu/sph/profile/michael-stein/">https://www.bu.edu/sph/profile/michael-stein/</a> <a href="https://twitter.com/mdsteinmd">https://twitter.com/mdsteinmd</a> <a href="https://www.michaelsteinbooks.com/">https://www.michaelsteinbooks.com/</a> <a href="https://neuroswitchweightloss.com/">https://neuroswitchweightloss.com/</a> <a href="https://drfhamilton.com/">https://drfhamilton.com/</a> <a href="https://www.instagram.com/dr.fhamilton/?hl=en">https://www.instagram.com/dr.fhamilton/?hl=en</a> <a href="https://twitter.com/drfhamilton?lang=en">https://twitter.com/drfhamilton?lang=en</a> <a href="https://health.gov/our-work/nutrition-physical-activity/white-house-conference-hunger-nutrition-and-health">https://health.gov/our-work/nutrition-physical-activity/white-house-conference-hunger-nutrition-and-health</a>		
14:54	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
15:54	:02 PAUSE FOR LOCAL AVAIL	:02	
15:56	<b>SEGMENT 2: HOW ORDINARY PEOPLE BECAME AMERICA'S FIRST PARAMEDICS</b>	7:10	
	Synopsis: In 1966, Americans were more likely to die from a car crash than soldiers in the Vietnam War. Most people needing emergency assistance were carried to the hospital in the back of a police car. In his new book, Kevin Hazzard uncovers how our modern-day paramedics came to be. Host: Nancy Benson. Producer: Polly Hanson. Guests: Kevin Hazzard, Paramedic, Author, American Sirens, The Incredible Story of The Black Men Who Became America's First Paramedics Compliance issues covered: paramedic; ambulance; public health; race; healthcare; vulnerable populations; consumerism; patient safety; life expectancy Links for information: <a href="https://www.kevinhazzard.com/">https://www.kevinhazzard.com/</a> <a href="https://twitter.com/goes_by_hazzard">https://twitter.com/goes_by_hazzard</a>		
23:06	SPOTBREAK 3: Macys "Big Brothers and Sisters" Procter & Gamble "Olay Body" Pfizer Consumer Healthcare "Pprevnar" OUTCUE: ...with Pprevnar twenty	:30 :28 :60	
25:04	Medical Notes & News. Host: Shel Lustig	1:23	
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
27:27	Program Conclusion	:30	
27:57	TOTAL TIME		



<b>Program</b>	22-46	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	11/13/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: ANTIBIOTICS: THE GROWING HEALTH CRISIS WE'RE NOT TALKING ABOUT, PART 1</b>	11:01
	<p>Synopsis: People around the world have heavily relied on antibiotics to fight off infections for decades. Unfortunately, this dependency has created a global resistance to some of the drugs, leading to the deaths of more than one million people in 2019. Dr. John McKillip discusses the overuse, overprescribed, and misprescribed issues that, if left unchecked, could result in up to ten million deaths each year due to antibiotic resistance.</p> <p>Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. John McKillip, Professor of Microbiology, Ball State University; Milan Patel, CEO and Co-Founder, PathogenDx            Compliancy issues covered: antibiotics; antibiotic resistance; public health; public health crisis; patient safety; global crisis; biotechnology; overprescribing; genetics; bacteria; pharmaceutical industry            Links for information: <a href="https://www.bsu.edu/academics/collegesanddepartments/biology/about/faculty-staff/biofaculty/mckillipjohn">https://www.bsu.edu/academics/collegesanddepartments/biology/about/faculty-staff/biofaculty/mckillipjohn</a> <a href="https://twitter.com/pathogendx">https://twitter.com/pathogendx</a> <a href="https://link.springer.com/article/10.1007/s11756-021-00697-x">https://link.springer.com/article/10.1007/s11756-021-00697-x</a> <a href="https://pathogendx.com/about/executive-team/">https://pathogendx.com/about/executive-team/</a></p>	
12:51	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
13:51	:02 PAUSE FOR LOCAL AVAIL	:02
13:53	<b>SEGMENT 2: HOW TO OVERCOME YOUR MENTAL BLOCKS TO REACH SUCCESS</b>	8:36
	<p>Synopsis: Mental toughness is usually a term reserved for athletes. However, Dr. Haley Perlus, an expert in performance psychology, explains why it's so important for everyone to work on their mental fortitude. Perlus joins us this week to offer tips on how to work past those mental blocks and achieve your goals.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Haley Perlus; Author, Public Speaker, Doctor of Sport and Performance Psychology            Compliancy issues covered: mental health; mental toughness; athletics; neurology; public health; goal setting; relationships; strength; mindset            Links for information: <a href="https://drhaleyperlus.com/">https://drhaleyperlus.com/</a> <a href="https://twitter.com/sportpsychology?lang=en">https://twitter.com/sportpsychology?lang=en</a> <a href="https://www.youtube.com/channel/UC8cH78p4ZaR_F-S7iLSE0PQ">https://www.youtube.com/channel/UC8cH78p4ZaR_F-S7iLSE0PQ</a></p>	
22:29	SPOTBREAK 3: Macys "Big Brothers and Sisters" :30	
	Pfizer Consumer Healthcare "Paxlovid" :30	
	Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com :60	
24:29	Medical Notes & News. Host: Shel Lustig	2:00
26:29	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
27:29	Program Conclusion	:30
27:59	TOTAL TIME	



<b>Program</b>	22-47	<b>Written &amp; Produced</b>	Kristen Farrah
<b>Air Week</b>	11/20/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: HAS HEALTHCARE LET DOWN THE MEN AND WOMEN WHO SERVED OUR COUNTRY?</b>	11:44
	Synopsis: Suzanne Gordon's new book "Our Veterans" explores the question: have we failed our service members? Though the VA Healthcare system is a great resource, too many veterans are unable to access it. Gordon exposes our society's insufficient care for the men and women who've served our country and offers solutions to help right these wrongs. Host: Reed Pence. Producer: Kristen Farrah. Guests: Suzanne Gordon, Journalist, Senior Policy Analyst, Veterans Healthcare Policy Institute, Author, Our Veterans: Winners, Losers, Friends, and Enemies on the New Terrain of Veterans Affairs; Dr. Edgardo Padin-Rivera, Retired Clinical Psychologist, Vietnam War Veteran Compliance issues covered: veterans; veterans affairs; sexual assault; military; army; combat; Vietnam war; vulnerable populations; government; healthcare; chronic conditions; PTSD; trauma; suicide Links for information: <a href="https://suzannegordon.com/">https://suzannegordon.com/</a> <a href="https://www.dukeupress.edu/our-veterans">https://www.dukeupress.edu/our-veterans</a> <a href="https://www.va.gov/health-care/">https://www.va.gov/health-care/</a> <a href="https://www.va.gov/health/">https://www.va.gov/health/</a> <a href="https://www.sapr.mil/">https://www.sapr.mil/</a> <a href="https://www.hospicewr.org/Western-Reserve-CareLink/February-2016/Post-Traumatic-Stress-at-the-End-of-Life">https://www.hospicewr.org/Western-Reserve-CareLink/February-2016/Post-Traumatic-Stress-at-the-End-of-Life</a>	
13:34	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
13:34	:02 PAUSE FOR LOCAL AVAIL	:02
13:36	<b>SEGMENT 2: ANTIBIOTICS PART 2: WE ARE WHAT WE EAT</b>	8:53
	Synopsis: In this continuation of last week's antibiotic segment, we explore the prevalence of drug use within animal agriculture. Two-thirds of the yearly antibiotic supply are consumed by this industry. What's the impact to people who ultimately eat these antibiotic-ridden meat, dairy, and produce products? Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Laurel Redding, Assistant Professor of Epidemiology, University of Pennsylvania School of Veterinary Medicine Compliance issues covered: antibiotics; agriculture; global crisis; antibiotic resistance; animal agriculture; public health; federal regulations; veterinary medicine; meat industry; dairy industry Links for information: <a href="https://www.med.upenn.edu/apps/faculty/index.php/g5455356/p8127742">https://www.med.upenn.edu/apps/faculty/index.php/g5455356/p8127742</a> <a href="https://www.linkedin.com/in/laurel-redding-b510873/">https://www.linkedin.com/in/laurel-redding-b510873/</a> <a href="https://ehp.niehs.nih.gov/doi/full/10.1289/EHP7327">https://ehp.niehs.nih.gov/doi/full/10.1289/EHP7327</a>	
22:29	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Procter & Gamble "Downy" Progressive Insurance Co "Progressive" OUTCUE: ...states or situations	:60 :30 :30
24:29	Medical Notes & News. Host: Shel Lustig	1:58
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:59
27:26	Program Conclusion	:31
27:57	TOTAL TIME	

Program	22-48	Written & Produced	Kristen Farrah
Air Week	11/27/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: GUT FEELING: THE TRILLIONS OF BACTERIA IN CHARGE OF OUR IMMUNE SYSTEM</b>	11:53	
	Synopsis: Trillions of bacteria live in our gut, creating an intricate system called the 'gut microbiome.' Dr. Robynne Chutkan, a gastroenterologist, explains how this network is a crucial component to our immune system. She also offers step-by-step guidance on how to strengthen your own microbiome. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Robynne Chutkan, Gastroenterologist, Digestive Center for Wellness, Author, The Anti-Viral Gut: Tackling Pathogens From The Inside Out Compliance issues covered: public health; diet; gut microbiome; bacteria; immune system; gastroenterology; nature; plant fiber; supplements; antibiotics; consumerism; digestion; autoimmune disease; allergies; cancer Links for information: <a href="https://robynechutkan.com/">https://robynechutkan.com/</a> <a href="https://robynechutkan.com/anti-viral-gut-master-class/">https://robynechutkan.com/anti-viral-gut-master-class/</a> <a href="https://www.instagram.com/gutbliss/?hl=en">https://www.instagram.com/gutbliss/?hl=en</a> <a href="https://www.youtube.com/channel/UC-NRqtMBH9ps1CGjfaP607A">https://www.youtube.com/channel/UC-NRqtMBH9ps1CGjfaP607A</a> <a href="https://twitter.com/drchutkan?lang=en">https://twitter.com/drchutkan?lang=en</a>		
13:43	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60	
14:43	:02 PAUSE FOR LOCAL AVAIL	:02	
14:45	<b>SEGMENT 2: "LOVE THE PERSON, HATE THEIR BEHAVIOR" SUPPORTING AN ADDICT</b>	8:11	
	Synopsis: Addiction doesn't just affect one person; it can tear entire families apart. But how can you convince a loved one to get help, and is there a way to support them without enabling the addiction? An expert discusses the steps families can take to fight against substance use addiction. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Judy Mandel, Author, White Flag; Mike Gimbel, Drug Abuse Expert, Host, Straight Talk Compliance issues covered: drug abuse; addiction; homelessness; consumerism; drug epidemic; vulnerable populations; harm reduction; intervention; family issues; addiction resources; substance use disorder Links for information: <a href="https://judymandel.com/">https://judymandel.com/</a> <a href="https://judymandel.com/books/white-flag-book/#buy">https://judymandel.com/books/white-flag-book/#buy</a> <a href="https://twitter.com/judymandel">https://twitter.com/judymandel</a> <a href="https://www.instagram.com/mandeljudy/">https://www.instagram.com/mandeljudy/</a> <a href="https://www.linkedin.com/in/mike-gimbel-a6b57b65/">https://www.linkedin.com/in/mike-gimbel-a6b57b65/</a> <a href="https://twitter.com/gimbel_mike">https://twitter.com/gimbel_mike</a> <a href="https://harfordtv.org/hcn_program/straight-talk/">https://harfordtv.org/hcn_program/straight-talk/</a>		
22:56	SPOTBREAK 3: Macy's "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:30 :30 :61	
24:57	Medical Notes & News. Host: Shel Lustig	1:31	
26:28	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
27:28	Program Conclusion	:31	
27:59	TOTAL TIME		

Program	22-49	Written & Produced	Kristen Farrah, Polly Hansen
Air Week	12/04/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: HOW 'LONG COVID' HAS BROUGHT ATTENTION TO A NEGLECTED ILLNESS</b>	10:33	
	Synopsis: Myalgic encephalomyelitis/chronic fatigue syndrome has long been a condition surrounded by doubt in the medical community. How could someone be completely exhausted from doing a crossword puzzle? Dr. Lucinda Bateman, an ME/CFS expert, explains the mental and physical toll that plagues the people who suffer from this condition. Host: Reed Pence. Producer: Polly Hansen. Guests: Dr. Lucinda Bateman, Founder and Medical Director, Bateman Horne Center, ME/CFS Expert; Dr. Walter Koroshetz, Director of the National Institute of Neurological Disorders and Stroke, NIH; Ann McDonald, Diagnosed with ME/CFS Compliance issues covered: public health; long covid; covid; epidemic; vulnerable populations; exhaustion; chronic conditions; disabilities; health care; infectious diseases; vaccinations Links for information: <a href="https://twitter.com/oncnursestl?lang=en">https://twitter.com/oncnursestl?lang=en</a> <a href="https://batemanhornecenter.org/">https://batemanhornecenter.org/</a> <a href="https://batemanhornecenter.org/about/staff/lucinda-bateman/">https://batemanhornecenter.org/about/staff/lucinda-bateman/</a> <a href="https://twitter.com/batemanmd?lang=en">https://twitter.com/batemanmd?lang=en</a> <a href="https://www.ninds.nih.gov/about-ninds/who-we-are/staff-directory/walter-koroshetz">https://www.ninds.nih.gov/about-ninds/who-we-are/staff-directory/walter-koroshetz</a> <a href="https://twitter.com/NINDSdirector?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/NINDSdirector?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a>		
12:23	SPOTBREAK 2: Macy's "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" OUTCUE: ...sponsored by pfizer	:30	
13:23	:02 PAUSE FOR LOCAL AVAIL	:02	
13:25	<b>SEGMENT 2: CHRONIC HEARTBURN ISN'T NORMAL -- IT CAN CAUSE MORE HARM THAN SMOKING</b>	8:50	
	Synopsis: Acid reflux may seem like just an annoying condition, but when it becomes extreme, developing into GERD, it can create permanent damage. In fact, ignoring your acid reflux can lead to esophageal cancer. Dr. Samir Patel details how to properly treat your heartburn before it becomes a serious issue. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. Samir Patel, Surgeon, AtlantiCare Compliance issues covered: GERD; acid reflux; cancer; heartburn; obesity; stomach issues; gastroenterology; vulnerable populations; diet; pregnancy; chronic conditions Links for information: <a href="https://providers.atlanticare.org/provider/Samir+M+Patel/1162507">https://providers.atlanticare.org/provider/Samir+M+Patel/1162507</a> <a href="https://www.mayoclinic.org/diseases-conditions/gerd/symptoms-causes/syc-20361940#:~:text=Gastroesophageal%20reflux%20disease%20(GERD)%20occurs,reflux%20from%20time%20to%20time.">https://www.mayoclinic.org/diseases-conditions/gerd/symptoms-causes/syc-20361940#:~:text=Gastroesophageal%20reflux%20disease%20(GERD)%20occurs,reflux%20from%20time%20to%20time.</a>		
22:15	SPOTBREAK 3: Pfizer Consumer Healthcare "Ibrance" Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60	
24:15	Medical Notes & News. Host: Shel Lustig	2:12	
26:27	SPOTBREAK 4: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
27:27	Program Conclusion	:31	
27:58	TOTAL TIME		

Program	22-50	Written & Produced	Kristen Farrah
Air Week	12/11/22	Production Manager	Jason Dickey
Time	Segment	Dur.	
:00	INTRO	:48	
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60	
1:48	:02 PAUSE FOR LOCAL AVAIL	:02	
1:50	<b>SEGMENT 1: BEING SELFISH IS SOMETIMES THE HEALTHIEST OPTION</b>	11:29	
	<p>Synopsis: We're taught from a young age to always share and be kind, but Dr. Scott Kaufman thinks that's not always the right thing to do. His new research looks at the idea of 'healthy selfishness' – taking care of yourself before focusing on helping others. He discusses the different forms of selfishness and why setting boundaries can be the best way to grow a relationship.</p> <p>Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. Scott Kaufman, Cognitive Scientist, Humanistic Psychologist, Associate Professor, Columbia University, Host, The Psychology Podcast; Dr. Peter Loper, Assistant Professor of Pediatrics and Psychology, University of South Carolina School of Medicine</p> <p>Compliance issues covered: psychology; kindness; selfishness; boundaries; therapy; relationships; healthy selfishness; narcissism; pathological altruism</p> <p>Links for information: <a href="https://scottbarrykaufman.com/">https://scottbarrykaufman.com/</a> <a href="https://www.instagram.com/scottbarrykaufman/?hl=en">https://www.instagram.com/scottbarrykaufman/?hl=en</a>  <a href="https://twitter.com/sbkaufman?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/sbkaufman?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a>  <a href="https://www.peteloper.com/about">https://www.peteloper.com/about</a> <a href="https://sc.edu/study/colleges_schools/medicine/about_the_school/faculty-staff/loper_peter.php">https://sc.edu/study/colleges_schools/medicine/about_the_school/faculty-staff/loper_peter.php</a></p>		
13:19	SPOTBREAK 2: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
14:19	:02 PAUSE FOR LOCAL AVAIL	:02	
14:21	<b>SEGMENT 2: WHY GETTING STUCK IN A CROWD IS MORE DANGEROUS THAN YOU THINK</b>	8:09	
	<p>Synopsis: The recent tragedy in South Korea during Halloween seemed to have come out of nowhere. However, crowd dynamic experts say it was actually the perfect storm for catastrophe. Crowd surges occur when too many people are packed into one place and often results in the death of those unlucky enough to be stuck in the middle. An expert explains what happens during a crowd surge and how to stay safe in the middle of large gatherings.</p> <p>Host: Nancy Benson. Producer: Kristen Farrah. Guests: Dr. William H Warren, Chancellor's Professor of Cognitive, Linguistic, and Psychological Sciences, Brown University</p> <p>Compliance issues covered: crowd surges; stampedes; crowd dynamics; mass death; crowd safety; public safety; crowd crush</p> <p>Links for information: <a href="https://vivo.brown.edu/display/wwarrenj">https://vivo.brown.edu/display/wwarrenj</a></p>		
22:30	SPOTBREAK 3: American College of Physicians "National Adult Influenza Week"	:30	
	Pfizer Consumer Healthcare "Paxlovid"	:30	
	Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60	
24:30	Medical Notes & News. Host: Shel Lustig	1:58	
26:28	SPOTBREAK 4: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60	
27:28	Program Conclusion	:31	
27:59	TOTAL TIME		

<b>Program</b>	22-51	<b>Written &amp; Produced</b>	Kristen Farrah, Reed Pence
<b>Air Week</b>	12/18/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:48
:48	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
1:48	:02 PAUSE FOR LOCAL AVAIL	:02
1:50	<b>SEGMENT 1: HOME FOR THE HOLIDAYS: WHY ER VISITS SPIKE AROUND CHRISTMAS</b>	12:12
	Synopsis: The holidays are full of traveling, seeing our family, and visits to the emergency room. Whether you live in snowy Colorado or sunny LA, accidents increase during winter. Experts discuss this phenomenon and share tips on how to safely make it through the holidays. Host: Reed Pence. Producer: Reed Pence. Guests: Dr. Christopher Michos, Emergency Medicine Physician, Norwalk Hospital; Dr. Robert Kloner, Chief Science Officer and Scientific Director of Cardiovascular Research, Huntington Medical Research Institute, Professor of Medicine, University of Southern California; Dr. David Phillips, Professor Emeritus of Sociology, University of California at San Diego Compliance issues covered: public health; holidays; death; new years; chronic conditions; patient safety; consumerism; emergency medicine; emergency department; first responders Links for information: <a href="https://www.linkedin.com/in/christopher-michos-md-7a99b819/">https://www.linkedin.com/in/christopher-michos-md-7a99b819/</a> <a href="https://findcare.nuvancehealth.org/provider/Christopher+J.+Michos/1825395">https://findcare.nuvancehealth.org/provider/Christopher+J.+Michos/1825395</a> <a href="https://www.hmri.org/researchers/robert-a-kloner/">https://www.hmri.org/researchers/robert-a-kloner/</a> <a href="https://keck.usc.edu/faculty-search/robert-alan-kloner/">https://keck.usc.edu/faculty-search/robert-alan-kloner/</a> <a href="https://sociology.ucsd.edu/people/faculty/emeritus/david-phillips.html">https://sociology.ucsd.edu/people/faculty/emeritus/david-phillips.html</a>	
14:02	SPOTBREAK 2: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
15:02	:02 PAUSE FOR LOCAL AVAIL	:02
15:04	<b>SEGMENT 2: ENDING OVERDOSE: MAKING THE ANTIDOTE MORE ACCESSIBLE THAN THE DRUG</b>	7:49
	Synopsis: The National Safety Council reports that opioid overdoses have become the number one cause of death for people age 18 to 45. In an effort to save lives, Theo Krzywicki created the non-profit End Overdose. The organization informs and arms the public with the tools to prevent and reverse opioid overdoses. He explains the signs of an overdose and how to use life-saving devices like Naloxone. Host: Nancy Benson. Producer: Kristen Farrah. Guests: Theo Krzywicki, Founder and CEO, End Overdose Compliance issues covered: overdose; harm reduction; naloxone; paramedics; first responders; opioids; addiction; drug abuse; consumerism; alcohol; overdose prevention Links for information: <a href="https://endoverdose.net/our-team/">https://endoverdose.net/our-team/</a> <a href="https://endoverdose.net/">https://endoverdose.net/</a> <a href="https://www.instagram.com/end.overdose/?hl=en">https://www.instagram.com/end.overdose/?hl=en</a> <a href="https://www.cdc.gov/stopoverdose/fentanyl/fentanyl-test-strips.html">https://www.cdc.gov/stopoverdose/fentanyl/fentanyl-test-strips.html</a>	
22:53	SPOTBREAK 3: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:30 :30 :60
24:53	Medical Notes & News. Host: Shel Lustig	1:32
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Ibrance" OUTCUE: ...loss of appetite	:60
27:25	Program Conclusion	:31
27:56	TOTAL TIME	

<b>Program</b>	22-52	<b>Written &amp; Produced</b>	Kristen Farrah, Reed Pence
<b>Air Week</b>	12/25/22	<b>Production Manager</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:47
:47	SPOTBREAK 1: Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:60
1:47	:02 PAUSE FOR LOCAL AVAIL	:02
1:49	<b>SEGMENT 1: TRYING TO FIX THE BIASED LAB TESTING THAT'S COST COUNTLESS LIVES</b>	12:05
	Synopsis: If left untreated, kidney disease can eventually lead to death -- which is why early testing is so important. However, the main test has historically had different threshold requirements based on race, which has led to lower diagnosing rates and higher death rates from the condition in people of color. Experts dissect how a new testing equation will help even the scales and give accurate results for all patients. Host: Reed Pence. Producer: Kristen Farrah. Guests: Dr. La'Tonzia Adams, MS, FCAP, Pathologist, VA Portland Health Care System; Dr. Jonathan Genzen, FCAP, Chief Medical Officer, ARUP Laboratories, Professor of Clinical Pathology, University of Utah Compliance issues covered: kidney disease; race issues; racial inequality; public health; lab testing; consumerism; vulnerable populations Links for information: <a href="https://twitter.com/drpathadams">https://twitter.com/drpathadams</a> <a href="https://www.driltonziamd.com/">https://www.driltonziamd.com/</a> <a href="https://www.aruplab.com/experts/genzen">https://www.aruplab.com/experts/genzen</a> <a href="https://healthcare.utah.edu/fad/mddetail.php?physicianID=u0865746&amp;name=jonathan-robert-genzen">https://healthcare.utah.edu/fad/mddetail.php?physicianID=u0865746&amp;name=jonathan-robert-genzen</a>	
13:54	SPOTBREAK 2: Pfizer Consumer Healthcare "Prevnar" OUTCUE: ...prevnar twenty	:60
14:54	:02 PAUSE FOR LOCAL AVAIL	:02
14:56	<b>SEGMENT 2: THE DOCTOR THAT CAN ACTUALLY FEEL HIS PATIENTS' PAIN</b>	7:34
	Synopsis: Mirror-touch synesthesia is a sensory processing disorder where a person can feel the sensations of another. As you can imagine, this condition can be an asset for certain people, like Dr. Joel Salinas. He's a neurologist who can diagnose patients just by being able to feel their symptoms in his own body. He explains the condition and what it's like living with his empathy on overdrive. Host: Nancy Benson. Producer: Reed Pence. Guests: Dr. Joel Salinas, Neurologist, Harvard Medical School and Massachusetts General Hospital Department of Neurology Compliance issues covered: synesthesia; neurology; empathy; vulnerable populations; patient safety; sensory issues Links for information: <a href="https://joelsalinasmd.com/">https://joelsalinasmd.com/</a> <a href="https://www.instagram.com/joelsalinasmd/?hl=en">https://www.instagram.com/joelsalinasmd/?hl=en</a> <a href="https://www.massgeneral.org/neurology/research/salinas-lab-joel-salinas">https://www.massgeneral.org/neurology/research/salinas-lab-joel-salinas</a> <a href="https://www.hsph.harvard.edu/health-happiness/people/joel-salinas-md/">https://www.hsph.harvard.edu/health-happiness/people/joel-salinas-md/</a>	
22:30	SPOTBREAK 3: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" Pfizer Consumer Healthcare "Xeljanz Rheum" OUTCUE: ...four four xeljanz	:30 :30 :60
24:30	Medical Notes & News. Host: Shel Lustig	1:55
26:25	SPOTBREAK 4: Pfizer Consumer Healthcare "Prevnar" OUTCUE: ...prevnar twenty	:60
27:25	Program Conclusion	:31
27:56	TOTAL TIME	





Program Log for Viewpoints Radio

<b>Program</b>	VP 22-40	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	10/02/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Progressive/For Three Taco Bell/Cheesy Friend	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: WORKERS ARE FED UP: THE CONTINUING STRIKES &amp; UNIONIZATIONS IN THE U.S.</b>	9:37
	Synopsis: Just last month, the railway industry narrowly averted a strike that would've resulted in more than 100,000 railway workers walking off the job. This dispute over pay, hours and working conditions would've shut down the U.S. railway system, costing billions of dollars in lost revenue from commuter travel and a stall in commodities and goods shipments. Over the past year, headlines covering workers striking or pushing to unionize have become commonplace. What's driving this labor revolt? Stay tuned this week. Host: Gary Price. Guests: Daisy Pitkin, Deputy Organizing Director, Workers United; Maxford Nelsen, Director of Labor Policy, The Freedom Foundation. Links for more info: <a href="https://www.workman.com/authors/daisy-pitkin">https://www.workman.com/authors/daisy-pitkin</a> <a href="https://twitter.com/maxfordnelsen?lang=en">https://twitter.com/maxfordnelsen?lang=en</a> <a href="https://news.gallup.com/poll/398303/approval-labor-unions-highest-point-1965.aspx">https://news.gallup.com/poll/398303/approval-labor-unions-highest-point-1965.aspx</a> Compliance Issues Covered: Labor Rights, Labor Issues, Wealth Distribution, Equity, Health, Career	
11:24	SPOTBREAK 2&3: Macy's/Hispanic Heritage Round Up Swiffer/Pet Swiffer Rocket Mortgage/Quicken Loans Black American Anthem	:30 :30 :60
13:24	:02 PAUSE FOR LOCAL AVAIL	:02
13:26	<b>SEGMENT 2: THE POWER OF PHOTOGRAPHY</b>	8:10
	Synopsis: The beauty of a photo is that it freezes a specific moment in history forever. A single snapshot has the power to convey a scene better than words ever could. We speak with author and activist Philip Allen about the role photography and videography played during the Civil Rights Movement and the role it still plays today in capturing racial bias & inequality Host: Marty Peterson. Guest: Philip Allen, activist, author, <i>The Prophetic Lens: The Camera and Black Moral Agency From M-L-K to Darnella Frazier</i> . Links for more info: <a href="https://www.smithsonianmag.com/smithsonian-institution/emmett-tills-open-casket-funeral-reignited-the-civil-rights-movement-180956483/">https://www.smithsonianmag.com/smithsonian-institution/emmett-tills-open-casket-funeral-reignited-the-civil-rights-movement-180956483/</a> <a href="https://time.com/4957382/civil-rights-photography-high-museum/">https://time.com/4957382/civil-rights-photography-high-museum/</a> <a href="https://www.barnesandnoble.com/w/the-prophetic-lens-phil-allen-jr/1140892044">https://www.barnesandnoble.com/w/the-prophetic-lens-phil-allen-jr/1140892044</a> Compliance Issues Covered: Photography, Art, History, Segregation, Discrimination, Civil Rights	
21:36	SPOTBREAK 4: Macy's/Hispanic Heritage Round Up Gain/Missed Connections	:30 :30
22:36	<b>VIEWPOINTS EXPLAINED: A ROYAL CROWN</b>	1:46
	Synopsis: The crown jewels are a distinct symbol of the British monarchy. We highlight the history & worth of one piece that was highly visible last month during the funeral procession for Queen Elizabeth II. Host: Ebony McMorris Compliance Issues Covered: History, Culture, Fashion	
24:22	<b>CULTURE CRASH: A REVIEW OF "THE PATIENT"</b>	2:06
	Synopsis: The new Hulu drama series, "The Patient" stars Steve Carrell and Domhnall Gleeson. We review the first few episodes of Season 1. Host: Evan Rook Compliance Issues Covered: TV, Culture	
26:28	SPOTBREAK 5: Vicks/Worried About Dad Indeed/Boot Camp	:30 :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-41	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	10/09/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Hispanic Heritage Round Up Indeed/Skin Care	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: THE STATE OF JOURNALISM: A NEW, EXPANDING FORMAT</b>	8:38
	Synopsis: Americans are increasingly busy, and there's more content than ever before vying for a piece of their time. In this new landscape, many media are outlets shifting their formats to better compete with social media and Americans' reduced attention spans. Co-founder of Axios Roy Schwartz joins us this week to talk about how everyone, and not just journalists, can use this stylistic change to improve both their writing and presenting. Host: Gary Price. Guest: Roy Schwartz, co-founder, president, Axios, author, <i>Smart Brevity: The Power of Saying More With Less</i> . Links for more info: <a href="https://www.axios.com/">https://www.axios.com/</a> <a href="https://www.amazon.com/Smart-Brevity-Power-Saying-More/dp/1523516976">https://www.amazon.com/Smart-Brevity-Power-Saying-More/dp/1523516976</a> Compliance Issues Covered: Journalism, Media, Technology, Writing, Oral Communication, Social Media	
10:25	SPOTBREAK 2&3: Ibrance/Team Cheer Macy's/Hispanic Heritage Round Up Eliquis/I Didn't Wait	:60 :30 :30
12:25	:02 PAUSE FOR LOCAL AVAIL	:02
12:27	<b>SEGMENT 2: PHONE GUIDELINES FOR KIDS</b>	8:22
	Synopsis: It seems like every preteen has their own cellphone these days. Just last week, I saw a kid (possible 9 or 10 years old) walking down the street talking to someone through their smartwatch. Who would've thought? With more young people owning tech at an earlier age, it's important for both parents and kids to sit down from the get-go and talk about how to stay safe online, minimize social media use and more. Host: Marty Peterson. Guest: Catherine Pearlman, licensed social worker, author, <i>First Phone: A Child's Guide to Digital Responsibility, Safety and Etiquette</i> . Links for more info: <a href="https://www.consumerreports.org/smartphones/how-to-use-parental-controls-on-a-smartphone-a4120021016/">https://www.consumerreports.org/smartphones/how-to-use-parental-controls-on-a-smartphone-a4120021016/</a> <a href="https://www.internetmatters.org/parental-controls/social-media/instagram/">https://www.internetmatters.org/parental-controls/social-media/instagram/</a> <a href="https://www.tomsguide.com/us/best-parental-control-apps.review-2258.html">https://www.tomsguide.com/us/best-parental-control-apps.review-2258.html</a> <a href="https://support.apple.com/en-us/HT201304">https://support.apple.com/en-us/HT201304</a> Compliance Issues Covered: Technology, Parenting, Addiction, Cyber Safety, Child Development	
20:49	SPOTBREAK 4: Ibrance/Stealing Second	:60
21:49	<b>VIEWPOINTS EXPLAINED: CIVIL UNREST IN IRAN</b>	2:02
	Synopsis: Hundreds of thousands of Iranians have taken to the streets in protest in recent weeks following the death of 22-year-old woman, Mahsa Amini. We discuss some of the norms and policies in this Islamic Middle East country and how these tensions have escalated in recent years. Host: Ebony McMorris Compliance Issues Covered: Culture, Law Enforcement, Religion	
23:51	<b>CULTURE CRASH: THE DECLINE OF AMERICA'S FAVORITE PASTTIME</b>	2:33
	Synopsis: More Americans are watching less baseball these days. What changed? We discuss some theories as to why the sport is seeing a downturn. Host: Evan Rook Compliance Issues Covered: TV, Sports, Culture	
26:24	SPOTBREAK 5: Macy's/Hispanic Heritage Round Up Downey/Cycle Beats.	:30 :30
27:24	Program Conclusion	:33
27:57	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-42	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
<b>Air Week</b>	10/16/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: ELECTRIC VEHICLES: REDUCING SKY HIGH COSTS &amp; A LACK OF ACCESSIBILITY</b>	7:05
	Synopsis: The electric vehicle market is booming. Nearly every automaker is pledging to invest in this technology and is rolling out sleek new models with all the bells and whistles. While electric is seen as the future, for many Americans these newer cars are often out of reach because of the hefty price tag. We speak with two experts about this current market and what progress is being made to make EV's more available to all. Host: Gary Price. Guests: Alessandra Carreon, manager, Carbon-Free Mobility Team, Rocky Mountain Institute; Kristin Diczek, automotive policy advisor, Federal Reserve Bank of Chicago's Detroit Branch. Links for more info: <a href="https://www.npr.org/2022/10/01/1126079120/auto-companies-are-racing-to-meet-an-electric-future-and-transforming-the-workfo">https://www.npr.org/2022/10/01/1126079120/auto-companies-are-racing-to-meet-an-electric-future-and-transforming-the-workfo</a> <a href="https://www.cargroup.org/person/kristin-diczek/">https://www.cargroup.org/person/kristin-diczek/</a> <a href="https://rmi.org/people/alessandra-r-carreon/">https://rmi.org/people/alessandra-r-carreon/</a> <a href="https://www.washingtonpost.com/climate-solutions/2022/08/10/electric-vehicle-ev-ira-credit-bill/">https://www.washingtonpost.com/climate-solutions/2022/08/10/electric-vehicle-ev-ira-credit-bill/</a> <a href="https://www.axios.com/2022/10/05/ev-adoption-loyalty-electric-cars">https://www.axios.com/2022/10/05/ev-adoption-loyalty-electric-cars</a> Compliance Issues Covered: Transportation, Clean Technology, Auto Manufacturing, Climate Change, Environmental Policy	
8:52	SPOTBREAK 2&3: GEICO/Walk Up Indeed/Fro Yo Orgovyx/Guitarist OUTCUE: ...effects dot com.	:30 :30 :60
10:52	:02 PAUSE FOR LOCAL AVAIL	:02
10:54	<b>SEGMENT 2: DISCOVERING DEATH: ANSWERS FROM A MORTICIAN</b>	10:54
	Synopsis: What happens if you pass away in the Arctic, or in outer space? How do people in Thailand or India mourn their dead differently than people in the U.S.? We answer these questions and more with the help of mortician Caitlin Doughty. Host: Marty Peterson. Guest: Caitlin Doughty, mortician, author, <i>Will My Cat Eat My Eyeballs? Big Questions from Tiny Mortals About Death</i> . Links for more info: <a href="https://www.amazon.com/Will-Cat-Eat-Eyeballs-Questions/dp/039365270X">https://www.amazon.com/Will-Cat-Eat-Eyeballs-Questions/dp/039365270X</a> Compliance Issues Covered: Death, Culture, Societal Norms, Career, Grief, History, Literature	
21:48	SPOTBREAK 4: Paxlovid/Act Fast Tide/Tide Aqua OUTCUE: ...terms and conditions.	:30 :30
22:48	<b>VIEWPOINTS EXPLAINED: GOODWILL GOES ONLINE</b>	1:34
	Synopsis: Nonprofit thrift store, Goodwill just launched a new store online called Goodwill Finds. We talk about the new initiative and how proceeds from both in-store and online purchases directly funnel back into helping local communities. Host: Ebony McMorris Compliance Issues Covered: Consumerism, Nonprofit, Online Retail	
24:22	<b>CULTURE CRASH: A NEW LOOK AT DAHMER</b>	2:06
	Synopsis: The recent Netflix series, "Dahmer – Monster: The Jeffrey Dahmer Story" has been met with mixed reviews. We discuss some of the differing opinions on this new true crime series. Host: Evan Rook Compliance Issues Covered: Culture, TV	
26:28	SPOTBREAK 5: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-43	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	10/23/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: FEEDING MORE MOUTHS MORE SUSTAINABLY</b>	8:13
	Synopsis: Scientists are thinking big to voyage to Mars and one day possibly inhabit the far away planet. One big challenge is building a food production model from the ground up. We speak with one food scientist about how these food systems and people's diets on Mars may look one day and what we can learn from these advancements to improve our current food systems on Earth. Host: Gary Price. Guests: Lenore Newman, food scientist, director, Food and Agriculture Institute, University of the Fraser Valley, British Columbia, Canada, co-author, <i>Dinner on Mars</i> . Links for more info: <a href="https://www.amazon.com/Dinner-Mars-Technologies-Transform-Agriculture/dp/1770416625">https://www.amazon.com/Dinner-Mars-Technologies-Transform-Agriculture/dp/1770416625</a> <a href="https://www.ufv.ca/food-agriculture-institute/meet-the-team/lenore-newman.htm">https://www.ufv.ca/food-agriculture-institute/meet-the-team/lenore-newman.htm</a> Compliance Issues Covered: Space, Food Science, Food Production, Agricultural Innovation, Science, Engineering, Natural Resources	
10:00	SPOTBREAK 2&3: Macy's/Breast Cancer Research Oral B/Come and Get It Ibrance/Stealing Second OUTCUE: ...loss of appetite.	:30 :30 :60
12:00	:02 PAUSE FOR LOCAL AVAIL	:02
12:02	<b>SEGMENT 2: GETTING ORGANIZED: FINDING THE TIME</b>	9:44
	Synopsis: Constantly crossing off items from your daily or weekly 'To-Do List' but feel like you never actually have time to do the things you really want to do? Acclaimed time management expert Laura Vanderkam joins us this week to share some unique tips on how to get through your mundane tasks quicker and regain more of your time. Host: Marty Peterson. Guest: Laura Vanderkam, time management expert, author, <i>Tranquility By Tuesday</i> . Links for more info: <a href="https://www.amazon.com/Tranquility-Tuesday-Ways-Chaos-Matters-ebook/dp/B09Q7SWZRV">https://www.amazon.com/Tranquility-Tuesday-Ways-Chaos-Matters-ebook/dp/B09Q7SWZRV</a> <a href="https://twitter.com/lvanderkam?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/lvanderkam?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> Compliance Issues Covered: Organization, Time Management, Career, Relationships, Personal Development, Health, Mental Health	
21:46	SPOTBREAK 4: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
22:46	<b>VIEWPOINTS EXPLAINED: A CLEAN RECORD FOR FEDERAL MARIJUANA CHARGES</b>	1:33
	Synopsis: President Biden has wiped out federal marijuana convictions for thousands of Americans. What does this move mean, and what's next? Host: Ebony McMorris Compliance Issues Covered: Drug Policy, Inequality, Criminal Justice, Law	
24:19	<b>CULTURE CRASH: THREE HALLOWEEN HORROR PICKS</b>	2:09
	Synopsis: We highlight three spooky (and very scary) Halloween films that will leave you needing to keep the bedroom light on at night. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:28	SPOTBREAK 5: Macy's/Breast Cancer Research Mr. Clean Magic Eraser/Erase and Sheets OUTCUE: ...cleaning look easy.	:30 :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-44	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
<b>Air Week</b>	10/30/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: AFRICAN AMERICANS IN WWII</b>	8:29
	Synopsis: More than 1.3 million African Americans served as part of the U.S. military and helped with war efforts during WWII. Yet rarely is this population ever fairly represented in blockbuster movies or TV shows about this era. Matthew Delmont, a history professor at Dartmouth College, joins us this week to shed some light on the contributions of African Americans who stepped up and served despite the discrimination, bias and violence they faced. Host: Gary Price. Guest: Matthew Delmont, professor, history, Dartmouth College, author, <i>Half American: The Epic Story of African Americans Fighting World War II at Home and Abroad</i> . Links for more info: <a href="https://history.dartmouth.edu/people/matthew-f-delmont">https://history.dartmouth.edu/people/matthew-f-delmont</a> <a href="https://twitter.com/mattdelmont">https://twitter.com/mattdelmont</a> <a href="https://www.penguinrandomhouse.com/books/624655/half-american-by-matthew-f-delmont/">https://www.penguinrandomhouse.com/books/624655/half-american-by-matthew-f-delmont/</a> <a href="https://www.nationalww2museum.org/war/topics/african-americans-world-war-ii">https://www.nationalww2museum.org/war/topics/african-americans-world-war-ii</a> <a href="https://www.history.com/news/black-soldiers-world-war-ii-discrimination">https://www.history.com/news/black-soldiers-world-war-ii-discrimination</a> Compliance Issues Covered: U.S. History, African American History, War, Race, Inequality, Civil Rights	
10:16	SPOTBREAK 2&3: Macy's/Breast Cancer Research Wendy's/Real Song Quicken Loans/Black Amer Kitchen OUTCUE: ...member 30-30.	:30 :30 :60
12:16	:02 PAUSE FOR LOCAL AVAIL	:02
12:18	<b>SEGMENT 2: THE FUTURE OF REMOTE WORK</b>	8:55
	Synopsis: Of all job holders in America, 58 percent – or 92 million people – say they have the option to work their positions remotely at least part of the week, according to a recent nationwide survey conducted by consulting firm, McKinsey & Co. Will this way of working continue long term? What are some of the challenges that companies are facing in this still relatively new landscape? We answer these questions and more this week on Viewpoints. Host: Marty Peterson. Guest: Gleb Tshipursky, human resource expert, CEO, Disaster Avoidance Experts. Links for more info: <a href="https://www.uc.edu/news/articles/2022/09/the-future-of-work--whats-the-future-of-in-person-work.html">https://www.uc.edu/news/articles/2022/09/the-future-of-work--whats-the-future-of-in-person-work.html</a> <a href="https://www.washingtonpost.com/technology/2022/10/21/permanent-remote-work-employees/">https://www.washingtonpost.com/technology/2022/10/21/permanent-remote-work-employees/</a> <a href="https://disasteravoidanceexperts.com/">https://disasteravoidanceexperts.com/</a> Compliance Issues Covered: Career, Technology, Labor Trends, Hiring, Human Resources, Culture	
21:13	SPOTBREAK 4: Macy's/Breast Cancer Research Gillette/Style Master OUTCUE: ...King C Gillette.	:30 :31
22:14	<b>VIEWPOINTS EXPLAINED: A DECLINE IN STANDARDIZED TESTING SCORES</b>	2:00
	Synopsis: The Class of 2022 scored lower on the SAT than any other graduating high school class over the past 30 years. What does this worrying dip in testing scores telling us? Host: Ebony McMorris Compliance Issues Covered: Standardized Testing, Higher Education	
24:14	<b>CULTURE CRASH: AN OVERFLOW OF LEGACY SEQUELS</b>	2:14
	Synopsis: Starting to feel like there's an overflow of superhero releases? Or a constantly new extension to the <i>Star Wars</i> world? We touch on a few picks that, in our opinion, have been overdone. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:28	SPOTBREAK 5: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
27:28	Program Conclusion	:31
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-45	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	10/30/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Macy's/Big Bro Big Sis Wendy's/Real Song	:30 :31
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	<b>SEGMENT 1: THE HIGHER EDUCATION COST CRISIS: PART 1</b>	8:23
	Synopsis: Student loan debt in the U.S. has burgeoned to 1.7 trillion dollars. And over the past two years, many borrowers have paused on paying these loans because the government paused on payment deadlines due to the COVID-19 pandemic. Last month, Biden's administration vowed to cancel \$10,000 of student loan debt for the average borrower and up to \$20,000 for Pell Grant recipients. We highlight what this move achieves (and doesn't) and what solutions are needed to solve this problem long-term. Host: Gary Price. Guest: Sandy Baum, higher education expert, nonresident senior fellow, Center on Education Data and Policy, Urban Institute. Links for more info: <a href="https://studentaid.gov/debt-relief/application">https://studentaid.gov/debt-relief/application</a> <a href="https://studentaid.gov/manage-loans/forgiveness-cancellation/debt-relief-info">https://studentaid.gov/manage-loans/forgiveness-cancellation/debt-relief-info</a> <a href="https://www.nerdwallet.com/article/loans/student-loans/idr-waiver">https://www.nerdwallet.com/article/loans/student-loans/idr-waiver</a> <a href="https://www.urban.org/author/sandy-baum">https://www.urban.org/author/sandy-baum</a> Compliance Issues: Higher Education, Education Policy, Government, Politics, Career, Personal Finance	
10:11	SPOTBREAK 2&3: Quicken Loans/Kitchen Mr Clean/Magic Eraser Erase and Sheets Progressive/Get Off The Phone Comirnaty/Blind Date	:30 :30 :30 :30
12:11	:02 PAUSE FOR LOCAL AVAIL	:02
12:13	<b>SEGMENT 2: NEW YORK: A PEOPLE'S HISTORY</b>	9:15
	Synopsis: New York is America's largest metropolis with a population of more than eight million people. Longtime resident and <i>New York Times</i> journalist, Sam Roberts joins us this week to highlight the stories behind some of the remarkable people who made the Big Apple the innovative and bustling city it is today. Host: Marty Peterson. Guest: Sam Roberts, journalist, <i>The New York Times</i> , author, <i>The New Yorkers: 31 Remarkable People, 400 Years and the Untold Biography of the World's Greatest City</i> . Links for more info: <a href="https://www.nytimes.com/2022/10/25/books/review/the-new-yorkers-sam-roberts.html">https://www.nytimes.com/2022/10/25/books/review/the-new-yorkers-sam-roberts.html</a> <a href="https://twitter.com/samrob12?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor">https://twitter.com/samrob12?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</a> Compliance Issues: American History, Urban Culture, Geography, Arts, Discrimination, Immigration	
21:28	SPOTBREAK 4: Macy's/Big Bro Big Sis Indeed/Media	:30 :31
22:29	<b>VIEWPOINTS EXPLAINED: AN IMMINENT EARTHQUAKE</b>	1:48
	Synopsis: In late October, a 5.1 magnitude earthquake rattled the San Francisco Bay Area. While this was a relatively small event, scientists are warning that the region could see a much larger quake in coming years. Host: Ebony McMorris Compliance Issues Covered: Natural Disaster, Geography, Public Safety	
24:17	<b>CULTURE CRASH: A RETURN TO T-SWIFT</b>	2:09
	Synopsis: Taylor Swift's new collection titled, <i>Midnights</i> , has created a global frenzy over the last couple of weeks. We dive into this new release and what we like about this cohesive album. Host: Evan Rook Compliance Issues Covered: Culture, Music	
26:26	SPOTBREAK 5: Cologuard/Hiking	:60
27:26	Program Conclusion	:30
27:56	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-46	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	11/13/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Wendy's/Real Song Vicks/Worried About Dad	:30 OUTCUE: ...use as directed. :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: THE HIGHER EDUCATION COST CRISIS: PART 2</b>	8:14
	Synopsis: The average cost of attending a four-year, public college has ballooned to \$27,800 per year. This equates to more than \$110,000 spent to have an undergraduate degree. Even with current financial aid, for millions of students, it's not feasible to dig themselves into lifelong debt. We speak with two higher education experts about what needs to change with financial aid in America.  Host: Gary Price. Guests: Mark Kantrowitz, financial aid expert; Sandy Baum, higher education expert, nonresident senior fellow, Center on Education Data and Policy, Urban Institute. Links for more info: <a href="https://www.nasfaa.org/issue_brief_double_pell">https://www.nasfaa.org/issue_brief_double_pell</a> <a href="https://studentaid.gov/manage-loans/forgiveness-cancellation/debt-relief-info">https://studentaid.gov/manage-loans/forgiveness-cancellation/debt-relief-info</a> <a href="https://www.nerdwallet.com/article/loans/student-loans/idr-waiver">https://www.nerdwallet.com/article/loans/student-loans/idr-waiver</a> <a href="https://www.urban.org/author/sandy-baum">https://www.urban.org/author/sandy-baum</a> Compliance Issues: Higher Education, Debt, Personal Finance, Government Policy, Equality, Equal Access	
10:01	SPOTBREAK 2&3: Macy's/Big Bro Big Sis Tide/Bargain Sketchers/Howie Long	:30 :30 OUTCUE: ...footwear is sold. :60
12:01	:02 PAUSE FOR LOCAL AVAIL	:02
12:03	<b>SEGMENT 2: EXPLORING THE QUESTIONS THAT HAVE NO RIGHT ANSWER</b>	8:53
	Synopsis: We all want answers to the complicated questions in life, but sometimes just asking the questions are enough to make us think deeply about our lives and our world. We talk to bioethicist Dr. Gregory Stock who's made a living asking questions that sometimes have no hard and fast answers. In all reality, sometimes the process of coming to an answer is often more important than any one answer itself.  Host: Marty Peterson. Guest: Dr. Gregory Stock, bioethicist, author of <i>The Book of Questions</i> . Links for more info: <a href="https://www.amazon.com/Book-Questions-Revised-Updated/dp/0761177310">https://www.amazon.com/Book-Questions-Revised-Updated/dp/0761177310</a> Compliance Issues: Philosophy, Communication, Psychology, Ethics, Relationships, Personal Development	
20:56	SPOTBREAK 4: Macy's/Big Bro Big Sis Geico/Kickstart	:30 OUTCUE: ...things you love. :30
21:56	<b>VIEWPOINTS EXPLAINED: THE FATAL EFFECTS OF CROWD SURGE</b>	2:22
	Synopsis: Last month, more than 150 people died after extreme crowding trapped hundreds of people celebrating Halloween in a popular neighborhood in Seoul, South Korea. We talk about why this phenomenon is so fatal and what to do if you find yourself in an unsafe situation.  Host: Ebony McMorris Compliance Issues Covered: Public Safety, Crowd Safety, Health	
24:18	<b>CULTURE CRASH: A PERFECT POST-MEAL HOLIDAY MOVIE</b>	2:10
	Synopsis: There's a lot of films that fit the bill for Halloween and countless for Christmas, but what about Thanksgiving? We offer up a classic rom com that we love but not many movie lovers know about. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:28	SPOTBREAK 5: Orgovyx/Guitarist	OUTCUE: ...effects dot com. :60
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-47	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
<b>Air Week</b>	11/20/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: IN PURSUIT OF BETTER SLEEP</b>	9:21
	Synopsis: About 70 million people in the U.S. struggle with sleep. We speak with sleep expert and psychologist Aric Prather about how to fix your sleep problems without relying on sleep aids. Host: Gary Price. Guest: Aric Prather, sleep expert, psychologist, author, <i>The Sleep Prescription: Seven Days to Unlocking Your Best Rest</i> . Links for more info: <a href="https://profiles.ucsf.edu/aric.prather">https://profiles.ucsf.edu/aric.prather</a> <a href="https://www.amazon.com/Sleep-Prescription-Seven-Days-Unlocking-ebook/dp/B09RPLPN5V">https://www.amazon.com/Sleep-Prescription-Seven-Days-Unlocking-ebook/dp/B09RPLPN5V</a> <a href="https://www.mayoclinic.org/diseases-conditions/insomnia/in-depth/insomnia-treatment/art-20046677">https://www.mayoclinic.org/diseases-conditions/insomnia/in-depth/insomnia-treatment/art-20046677</a> Compliance Issues: Sleep Health, Psychology, Wellness, Mental Health, Medication, Technology	
11:08	SPOTBREAK 2&3: Ebay/New Driver Oral B/Come And Get It Geico/Ghouls Paxlovid/Act Fast OUTCUE: ...sponsored by Pfizer.	:30 :30 :30 :30
13:08	:02 PAUSE FOR LOCAL AVAIL	:02
13:10	<b>SEGMENT 2: CELEBRITY GOSSIP: ITS EVOLUTION INTO A MULTI-BILLION DOLLAR INDUSTRY</b>	8:30
	Synopsis: Millions of people follow celebrity culture sites, social accounts, and outlets. How did this industry of celebrity news become the billion-dollar machine it is today? We speak with two media experts about its evolution and pros and cons to this form of entertainment.  Host: Marty Peterson. Guests: Sharon Marcus, professor, English and Comparative Literature, Columbia University; Frank McAndrew, professor, psychology, Knox College. Links for more info: <a href="https://www.vox.com/the-goods/22164190/deuxmoi-instagram-celebrity-gossip">https://www.vox.com/the-goods/22164190/deuxmoi-instagram-celebrity-gossip</a> <a href="https://www.knox.edu/academics/faculty/mcandrew-frank">https://www.knox.edu/academics/faculty/mcandrew-frank</a> <a href="https://english.columbia.edu/content/sharon-marcus">https://english.columbia.edu/content/sharon-marcus</a> Compliance Issues: Media, News, Entertainment, Culture, History, Business, Psychology, Social Media	
21:40	SPOTBREAK 4: Orgovyx/Guitarist OUTCUE: ...effects dot com.	:60
22:40	<b>VIEWPOINTS EXPLAINED: THE MODERN LOTTERY</b>	1:38
	Synopsis: In recent years, there's been several lottery prize winnings that have totaled more than one billion dollars. What factors are feeding into these bigger and bigger lotteries? Host: Ebony McMorris Compliance Issues Covered: Gambling, Business, Culture	
24:18	<b>CULTURE CRASH: AN IRISH DRAMA</b>	2:08
	Synopsis: We review the new movie, "The Banshees of Inisherin" by acclaimed writer and director Martin McDonough. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:28	SPOTBREAK 5: Rocket Mortgage/Quicken Loans Paxlovid/Act Fast OUTCUE: ...sponsored by Pfizer.	:30 :30
27:28	Program Conclusion	:32
28:00	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-48	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	11/27/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Viacom/Paramount Paxlovid/Some People Get It	:30
	OUTCUE: ...sponsored by Pfizer.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: THE 2024 PRESIDENTIAL ELECTION</b>	6:57
	Synopsis: President Donald J. Trump announced his intentions earlier this month to run in the 2024 Presidential Election. With this news making headlines, we go back in American history to uncover some of the stories of previous one-term presidents that preceded Trump. We also highlight how campaigns have evolved and what stands out for modern voters when selecting the next Commander in Chief. Host: Gary Price. Guest: Ronald Gruner, presidential historian, author, <i>We the Presidents: How American Presidents Shaped the Last Century</i> . Links for more info: <a href="https://www.amazon.com/We-Presidents-American-Shaped-Century/dp/1737823101">https://www.amazon.com/We-Presidents-American-Shaped-Century/dp/1737823101</a> <a href="https://www.cnn.com/2022/11/15/politics/trump-2024-presidential-bid">https://www.cnn.com/2022/11/15/politics/trump-2024-presidential-bid</a> <a href="https://time.com/6234562/nonconsecutive-terms-president-grover-cleveland-donald-trump/">https://time.com/6234562/nonconsecutive-terms-president-grover-cleveland-donald-trump/</a> Compliance Issues: American History, Government, Politics, Culture, Communication, Psychology, Voting	
8:44	SPOTBREAK 2&3: Sketchers/Bob Have Pets Macy's/Big Bro Big Sis Paxlovid/Act Fast Viacom/Paramount	:30 :30 :30 :30
	OUTCUE: ...on Paramount Plus.	
10:44	:02 PAUSE FOR LOCAL AVAIL	:02
10:46	<b>SEGMENT 2: THE MILITARY'S MOST CHALLENGING RECRUITING YEAR YET</b>	10:45
	Synopsis: Recruiting across the military's branches has hit record lows. With the pandemic and overall slowing interest, the military desperately needs to up its numbers as members at its higher rungs begin to retire from service. We speak with military expert, Katherine Kuzminski about what's feeding into less Americans signing up and how the government aims to kickstart interest. Host: Marty Peterson. Guest: Katherine Kuzminski, senior fellow, director, Military Veterans of Society Program, Center for a New American Security. Links for more info: <a href="https://www.cnas.org/people/katherine-kuzminski">https://www.cnas.org/people/katherine-kuzminski</a> <a href="https://recruiting.army.mil/pao/facts_figures/">https://recruiting.army.mil/pao/facts_figures/</a> <a href="https://twitter.com/klkuzminski?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwq%5Eauthor">https://twitter.com/klkuzminski?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwq%5Eauthor</a> Compliance Issues: Military, Military Recruitment, War, Army, Homeland Security, Culture, Politics	
21:31	SPOTBREAK 4: Macy's/Big Bro Big Sis Taco Bell/Taco Bell	:30 :30
	OUTCUE: ...participation which vary.	
22:31	<b>VIEWPOINTS EXPLAINED: GIVING BACK THIS HOLIDAY SEASON</b>	1:36
	Synopsis: We explore the many ways you can give back this holiday, whether it be volunteering your time or donating via Zelle or Apple Pay to organizations like The Salvation Army or Toys for Tots. Host: Ebony McMorris Compliance Issues Covered: Poverty, Technology, Volunteering	
24:07	<b>CULTURE CRASH: A REVIEW OF "DON'T WORRY DARLING"</b>	2:18
	Synopsis: We review the new film "Don't Worry Darling" which boasts an all-star cast starring Florence Pugh, Harry Styles, Olivia Wilde and more. Host: Evan Rook Compliance Issues Covered: Film, Culture	
26:25	SPOTBREAK 5: Paxlovid/Some People Get It Viacom/Paramount	:30 :30
	OUTCUE: ...on Paramount Plus.	
27:25	Program Conclusion	:33
27:58	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-49	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	12/04/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Paxlovid/Some People Get It Macy's/Big Bro Big Sis	:30
	OUTCUE: ...com slash purpose.	:30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: THE RISE &amp; FALL OF GENERAL ELECTRIC</b>	10:36
	Synopsis: General Electric was once valued at 650 billion dollars. For decades, it was globally recognized for its innovation in electric, aviation, healthcare, and financial services. Today, it's a much different story. The company is preparing to split into three separate entities to increase its value and is in the process of downsizing from its large headquarters in Boston. Business expert and author William D. Cohan joins us this week to share the story of General Electric.  Host: Gary Price. Guest: William D. Cohan, financial journalist, author, <i>Power Failure: The Rise and Fall of an American Icon</i> . Links for more info: <a href="https://www.amazon.com/Power-Failure-Rise-General-Electric/dp/0593084160/ref=sr_1_1?crid=2M2O9RAPH9M9K&amp;keywords=power+failure+william+cohan&amp;qid=1646853567&amp;sprex=power+failure+william+cohan%2Caps%2C184&amp;sr=8-1">https://www.amazon.com/Power-Failure-Rise-General-Electric/dp/0593084160/ref=sr_1_1?crid=2M2O9RAPH9M9K&amp;keywords=power+failure+william+cohan&amp;qid=1646853567&amp;sprex=power+failure+william+cohan%2Caps%2C184&amp;sr=8-1</a> Compliance Issues: Business, Leadership, History, Culture, Innovation, Invention	
12:23	SPOTBREAK 2&3: Orgovyx/Guitarist Paxlovid/Some People Get It Taco Bell/Taco Bell	:60
	OUTCUE: ...participation which vary.	:30
14:23	:02 PAUSE FOR LOCAL AVAIL	:02
14:25	<b>SEGMENT 2: LEARNING TO BAKE FOR THE HOLIDAYS</b>	7:05
	Synopsis: Boozy Pecan, French Silk, Key Lime Pie. The many pie flavors out there are endless – and just because Thanksgiving and all-things pumpkin have passed, doesn't mean an end to holiday sweets. Viewpoints speaks with cookbook author Ken Haedrich about the prevalence of pie in American culture and how anyone – at any skill level – can learn to bake this dish. Host: Marty Peterson. Guest: Ken Haedrich, food writer, cookbook author, <i>Pie Academy</i> . Links for more info: <a href="https://thepieacademy.com/recipes-and-videos/">https://thepieacademy.com/recipes-and-videos/</a> <a href="https://www.delish.com/food-news/a42006051/great-british-baking-show-holidays-2022/">https://www.delish.com/food-news/a42006051/great-british-baking-show-holidays-2022/</a>  Compliance Issues: Culinary Arts, Cooking, Self-Development, Consumer Science, Literature	
21:30	SPOTBREAK 4: Macy's/Big Bro Big Sis Paxlovid/Some People Get It	:30
	OUTCUE: ...sponsored by Pfizer.	:31
22:31	<b>VIEWPOINTS EXPLAINED: A REBOUNDED AVIATION SECTOR</b>	1:22
	Synopsis: This past summer was a rocky one for many major airlines as they dealt with labor shortages, scheduling snafus and more. As Americans gear up to travel for the holidays once again, will the aviation industry be ready? Host: Ebony McMorris Compliance Issues Covered: Travel, Public Safety, Business, Labor Issues	
23:53	<b>CULTURE CRASH: FEELING FESTIVE WITH SOME CLASSIC TUNES</b>	2:30
	Synopsis: We highlight some of our favorite odes to Christmas that never get old. Host: Evan Rook Compliance Issues Covered: Music, Culture	
26:23	SPOTBREAK 5: Orgovyx/Guitarist	:60
	OUTCUE: ...dot com.	
27:23	Program Conclusion	:32
27:55	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-50	<b>Written &amp; Prod.</b>	Amirah Zaveri, Polly Hansen, Ebony McMorris, Evan Rook
<b>Air Week</b>	12/11/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare "Paxlovid" Macys "Big Brothers and Sisters" OUTCUE: ...slash purpose	:30 :31
1:46	:02 PAUSE FOR LOCAL AVAIL	:02
1:48	<b>SEGMENT 1: THE EFFECTS OF EXTREME WEATHER FELT ACROSS THE GLOBE</b>	9:45
	Synopsis: From the Mississippi River's historic low water levels to Pakistan's non-stop flooding, the effects of extreme weather are being felt across the globe. Experts explain the common denominator between these seemingly opposite weather events, and the health and financial toll of natural disasters. Host: Gary Price. Guest: Dr. Colin Phillips, assistant professor of civil and environmental engineering, Utah State University; Dr. Daniel Swain, climate scientist, University of California Los Angeles's Institute of the Environment and Sustainability Links for more info: <a href="https://www.ioes.ucla.edu/person/daniel-swain/">https://www.ioes.ucla.edu/person/daniel-swain/</a> <a href="https://weatherwest.com/">https://weatherwest.com/</a> <a href="https://uwrl.usu.edu/people/faculty/phillips-colin">https://uwrl.usu.edu/people/faculty/phillips-colin</a> <a href="https://twitter.com/Weather_West?ref_src=twsrc%5Etfw%7Ctwcamp%5Eembeddedtimeline%7Ctwtterm%5Escreen-name%3AWeather_West%7Ctwcon%5Es1_c1">https://twitter.com/Weather_West?ref_src=twsrc%5Etfw%7Ctwcamp%5Eembeddedtimeline%7Ctwtterm%5Escreen-name%3AWeather_West%7Ctwcon%5Es1_c1</a> Compliance Issues: Climate Change, Science, Natural Disasters, Engineering, Infrastructure, Innovation	
11:33	SPOTBREAK 2&3: Pfizer Consumer Healthcare "Orgovyx" Pfizer Consumer Healthcare "Paxlovid" Autozone "Services Mashup" OUTCUE: ...autozone dot com	:60 :30 :30
13:33	:02 PAUSE FOR LOCAL AVAIL	:02
13:35	<b>SEGMENT 2: GRIEVING AMIDST THE HOLIDAYS</b>	8:07
	Synopsis: Just because it's the holidays doesn't mean it's a time of joy and happiness for everyone. Millions of Americans during this period struggle to just make it through the commitments, pressure, and difficult memories that these months bring. We speak with psychologist Mary Lamia about how to sit with your emotions, communicate with loved ones and set realistic expectations this month. Host: Marty Peterson. Guest: Mary Lamia, practicing clinical psychologist, professor, Wright Institute. Links for more info: <a href="https://marylamia.com/">https://marylamia.com/</a> <a href="https://www.wi.edu/psyd-faculty-mary-lamia">https://www.wi.edu/psyd-faculty-mary-lamia</a> <a href="https://www.psychologytoday.com/us/blog/intense-emotions-and-strong-feelings/202211/grief-holidays-and-sensory-memories">https://www.psychologytoday.com/us/blog/intense-emotions-and-strong-feelings/202211/grief-holidays-and-sensory-memories</a> Compliance Issues: Psychology, Mental Health, Grief, Loss, Communication, Self-Development, Travel	
21:42	SPOTBREAK 4: Pfizer Consumer Healthcare "Orgovyx" OUTCUE: ...facts dot com	:60
22:42	<b>VIEWPOINTS EXPLAINED: THE ERUPTION OF MAUNA LOA</b>	1:24
	Synopsis: Mauna Loa is the world's largest active volcano. After a 40-year hiatus, the Hawaiian volcano is erupting once again spewing lava and ash into the air. Host: Ebony McMorris Compliance Issues Covered: Natural Disasters, Public Safety, Environment	
24:06	<b>CULTURE CRASH: A REVIEW OF "THE FABELMANS"</b>	2:21
	Synopsis: We discuss Steven Spielberg's latest film "The Fabelmans" which gives an inside look at the director's journey into moviemaking. Host: Evan Rook Compliance Issues Covered: Culture, Film	
26:27	SPOTBREAK 5: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" OUTCUE: ...sponsored by pfizer	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-51	<b>Written &amp; Prod.</b>	Amirah Zaveri, Grace Galante, Ebony McMorris, Evan Rook
<b>Air Week</b>	12/18/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Pfizer Consumer Healthcare "Paxlovid" Ebay "Ebay Parts & Accessories" OUTCUE: ...let's ride	:30 :30
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: HOW TO SKIP THE SUGAR WITHOUT GIVING UP DESSERT</b>	8:49
	Synopsis: Many people think leading a healthy lifestyle means giving up sweets, but our two guests today prove them wrong. They explain how you can make easy substitutes when baking that produce decadent desserts without all the calories and sugar.  Host: Gary Price. Guests: Elif Yamangil, Blogger, Mini Batch Baker & Plenty Sweet; Jennifer Tyler Lee, Author, Half the Sugar All the Love Links for more info: <a href="https://www.pinterest.com/plentysweetblog/">https://www.pinterest.com/plentysweetblog/</a> <a href="http://minibatchbaker.com/">http://minibatchbaker.com/</a> <a href="https://200isplentysweet.wordpress.com/">https://200isplentysweet.wordpress.com/</a> <a href="https://www.instagram.com/elifyamangil/?hl=en">https://www.instagram.com/elifyamangil/?hl=en</a> <a href="https://www.52newfoods.com/">https://www.52newfoods.com/</a> <a href="https://www.instagram.com/jennifertyleerlee/?hl=en">https://www.instagram.com/jennifertyleerlee/?hl=en</a> Compliance Issues: health; cooking; diet; sugar; obesity; exercise; baking	
10:36	SPOTBREAK 2&3: Macys "Big Brothers and Sisters" KFC "Window 8 Campaign" Pfizer Consumer Healthcare "Paxlovid" Geico "2022 Upfront 4 <sup>th</sup> QTR" OUTCUE: ...geico dot com	:30 :30 :30 :31
12:37	:02 PAUSE FOR LOCAL AVAIL	:02
12:39	<b>SEGMENT 2: IS LIVING IN THE AGE OF THE INTERNET A RIGHT OR PRIVELEDGE?</b>	8:29
	Synopsis: Internet has become a necessity in our lives, but not everyone has access. With serious issues, like politics and education, being discussed almost exclusively online, more and more people are wondering if internet should be free. An expert explains the pros and cons of government-subsidized internet.  Host: Marty Peterson. Guest: Dr. Merten Reglitz, Senior Lecturer in Global Ethics, University of Birmingham Links for more info: <a href="https://www.affordableconnectivity.gov/">https://www.affordableconnectivity.gov/</a> <a href="https://www.linkedin.com/in/merten-reglitz-0214593b/?originalSubdomain=uk">https://www.linkedin.com/in/merten-reglitz-0214593b/?originalSubdomain=uk</a> <a href="https://www.birmingham.ac.uk/staff/profiles/philosophy/reglitz-merten.aspx">https://www.birmingham.ac.uk/staff/profiles/philosophy/reglitz-merten.aspx</a> Compliance Issues: internet; government subsidizing; politics; consumerism; capitalism; education	
21:08	SPOTBREAK 4: Skechers "Skechers" OUTCUE: ...footwear are sold	:60
22:08	<b>VIEWPOINTS EXPLAINED: UPRISING IN CHINA</b>	1:46
	Synopsis: In recent weeks, thousands of people across China took to the streets to protest the government's never-ending restrictions around COVID-19. While many countries have eased precautions, China is still upholding its stringent zero-COVID policy. Host: Ebony McMorris Compliance Issues Covered: Culture, Government, Law, Public Health	
23:54	<b>CULTURE CRASH: CAN AUTHORS PREDICT THE FUTURE?</b>	2:33
	Synopsis: Amazon has recruited popular authors to take a stab at creating a Twilight Zone-esq, six-part book series. Host: Evan Rook Compliance Issues Covered: Culture, Fiction	
26:27	SPOTBREAK 5: Macys "Big Brothers and Sisters" Pfizer Consumer Healthcare "Paxlovid" OUTCUE: ...sponsored by Pfizer	:30 :30
27:27	Program Conclusion	:32
27:59	TOTAL TIME	

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Program Log for Viewpoints Radio

<b>Program</b>	VP 22-52	<b>Written &amp; Prod.</b>	Amirah Zaveri, Ebony McMorris, Evan Rook
<b>Air Week</b>	12/25/2022	<b>Studio Producer</b>	Jason Dickey

Time	Segment	Dur.
:00	INTRO	:45
:45	SPOTBREAK 1: Paxlovid/Some People Get It GEICO/Ghouls	:30 OUTCUE: ...at GEICO.com
1:45	:02 PAUSE FOR LOCAL AVAIL	:02
1:47	<b>SEGMENT 1: GIVING BIRTH BEHIND BARS</b>	7:40
	Synopsis: Dr. Carolyn Sufrin worked for years as an OB/GYN for inmates at a San Francisco Jail. She joins us this week to talk about the challenges pregnant prisoners face and what needs to change to make the prison system more humane, compassionate, and rehabilitation-focused for women in this situation. Host: Gary Price. Guest: Dr. Carolyn Sufrin, medical anthropologist, assistant professor, gynecology & obstetrics, Johns Hopkins University. Links for more info: <a href="https://arrwip.org/projects/pregnancy-in-prison-statistics-pips-project/">https://arrwip.org/projects/pregnancy-in-prison-statistics-pips-project/</a> <a href="https://hopkinsmedicalhumanities.org/people/carolyn-sufrin-associate-director/">https://hopkinsmedicalhumanities.org/people/carolyn-sufrin-associate-director/</a> Compliance Issues: Incarceration, Mental Health, Trauma, Rehabilitation, Healthcare, Women's Issues	
9:27	SPOTBREAK 2&3: Macys/Big Bro Big Sis Taco Bell/Recap Paxlovid/Some People Get It Skechers/Powerful Gift	:30 :30 :30 OUTCUE: ...footwear is sold.
11:27	:02 PAUSE FOR LOCAL AVAIL	:02
11:29	<b>SEGMENT 2: THE FIGHT TO SURVIVE ON THE BRINK OF EXTINCTION</b>	10:29
	Synopsis: Extinction is a normal part of evolution, but the speed at which the Earth is losing species is abnormal. Scientists estimate that today's extinction rate is hundreds, or even thousands, of times higher than the natural progression. It's hard to quantify the exact number of species affected, but experts say it's at least 10,000 species per year that go extinct. What's driving this sped up process and how can humans help more species survive? Host: Marty Peterson. Guest: Michael Webster, professor, practice, Department of Environmental Studies, New York University, author, <i>The Rescue Effect: The Key to Saving Life on Earth</i> . Links for more info: <a href="https://www.amazon.com/Rescue-Effect-Saving-Life-Earth/dp/1643261495">https://www.amazon.com/Rescue-Effect-Saving-Life-Earth/dp/1643261495</a> <a href="https://www.worldwildlife.org/species">https://www.worldwildlife.org/species</a> <a href="https://janegoodall.org/our-impact/">https://janegoodall.org/our-impact/</a> <a href="https://rhinos.org/">https://rhinos.org/</a> Compliance Issues: Endangered Species, Extinction, Biodiversity, Climate Change, Wildlife Protection	
21:58	SPOTBREAK 4: Macys/Big Bro Big Sis Geico/Walk Up	:30 OUTCUE: ...at Geico.com.
22:58	<b>VIEWPOINTS EXPLAINED: THE 2022 WORD OF THE YEAR</b>	1:23
	Synopsis: "Gaslighting" is this year's top word, according to dictionary giant Merriam-Webster. We explore the meaning of this term and its deep roots in American culture. Host: Ebony McMorris Compliance Issues Covered: Language, Communication, History, Culture, Film	
24:21	<b>CULTURE CRASH: TIM BURTON STRIKES AGAIN</b>	2:05
	Synopsis: The new show, "Wednesday" is topping Netflix charts this season. We explore why this TV spinoff of "The Addams Family" movie is fairing so well with younger audiences. Host: Evan Rook Compliance Issues Covered: Culture, TV	
26:26	SPOTBREAK 5: Paxlovid/Some People Get It Autozone/Fix Finder	:30 OUTCUE: ...let's ride.
27:26	Program Conclusion	:33
27:59	TOTAL TIME	

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