



# 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?crd=2M2O9RAPH9M9K&amp;keywords=power+failure+william+cohan&amp;qid=1646853567&amp;srefix=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?crd=2M2O9RAPH9M9K&amp;keywords=power+failure+william+cohan&amp;qid=1646853567&amp;srefix=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
27:23	Program Conclusion	:32
27:55	TOTAL TIME	

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