2016-Q1 (January – March) Viewpoints Quarterly Logs
Compliancy Issues Covered

African-American studies
agriculture
business: commerce
business: employment
child development
child sexual abuse
children & family issues
community activism
community standards
consumerism
crime
cultural & economic diversity
discrimination
economy: business trends
economy: taxes
education
employment
environment
family
farming
finance
food & nutrition
government
health & wellbeing
healthcare
human & civil rights
immigration
international conflicts
justice system
labor laws and policies
law enforcement & criminal justice system
literature & the arts
mental health and human behavior
personal finance
personal productivity, motivation and goal-setting
politics:elections
popular culture
popular culture & media
poverty
psychology
racial discrimination
racism
recreation & sports
religion
science & technology
senior citizen issues
slavery
substance abuse
teen issues
urban issues
war
wildlife
women's issues

See weekly logs below for segment dates, titles, topics, guests & duration

Program	16-01	Producers	Pat Reuter
Air Week	1/3/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:48	**SEGMENT 1: The Importance of Music and Arts Education**	11:34
	Synopsis: Many schools are cutting back or cutting out music education because of funding restraints. Is this a good idea? What do music and the other arts bring to a child's overall education and development? We talk to two arts experts and some students about the value of music education in a child's life, and hear from some students about their experiences playing and studying music in and out of school. Host: Gary Price. Guests: Rachel White-Hunt, Curriculum Fellow for the Julliard-Nord Anglia Performing Arts Programme and Director of Music at the British International School of Chicago – South Loop; Diane Persellin, Professor of Music Education at Trinity University in San Antonio, TX; Santiago Oskandy, Vanya Lazarevic, and Rachel Spahn, students at the British International School of Chicago – South Loop. Links for more info: www.nordangliaeducation.com https://new.trinity.edu Compliancy Issues Covered: the arts, education, child development, psychology	
15:24	**SEGMENT 2: The American Revolution: When did it *really* begin?**	10:01
	Synopsis: In school we learn that the American Revolution began with the battles of Lexington and Concord. But did it? We talk to a historian and author about the events that preceded those battles that effectively threw out British rule in Massachusetts and set the stage for the other colonies to revolt and fight for freedom from England. Host: Marty Peterson. Guests: Ray Raphael, co-author with Marie Raphael of the book, *The Spirit of '74: How the American Revolution began*. Links for more info: www.rayraphael.com Compliancy Issues Covered: war, law, human & civil rights	

Program	16-02	Producers	Pat Reuter
Air Week	1/10/16	Production Directors	Sean Waldron, Reed Pence

1:48	**SEGMENT 1: Humor: It makes serious topics easier to discuss**
	Synopsis: Sometimes talking about serious subjects, even with friends and family, can cause arguments and bad feelings. But just as Mary Poppins said, "…a spoonful of sugar makes the medicine go down," humor can make the discussion of serious subjects go down easier. Our guests are two very talented and funny people who use humor, satire and irony to make their points about women in science and technology, and the immigrant experience. Host: Gary Price. Guests: Aasif Mandvi, actor, award-winning playwright, correspondent on Comedy Central's *The Daily Show with Trevor Noah*, and author of the book, *No Land's Man*; Megan Amram, comedian, television writer and author of *Science…for Her!.* Links for more info: https://twitter.com/**aasif** http://meganamram.tumblr.com Compliancy Issues Covered: immigration, women's issues, discrimination, science & technology, media

12:37	SPOTBREAK 2: U.S. Tax Shield/Fresh Start Lumber Liquidators/Lumber Liquidators Unisom/Sleep Gels Restless Tom OUTCUE: …diphenhydramine HCl.
14:40	**SEGMENT 2: Drew Barrymore: A child actress talks about life, love and family**
	Synopsis: Everyone remembers little Gertie from the movie *E.T.: The Extra-Terrestrial* and the actress who played the part – Drew Barrymore. It's been a long time since she made that film and she's had her ups and downs since then. Now, as a 40-year-old mother of two, Barrymore talks about her growing up, the problems she had with her family, fending for herself at age 14, and what she's learned on the way to becoming an accomplished actress and a mature and loving mother. Host: Marty Peterson. Guest: Drew Barrymore, actress, director, producer, businesswoman, and author of the memoir *Wildflower.* Links for more info: www.penguinrandomhouse.com Compliancy Issues Covered: children & family issues, the arts

Program	16-03	**Producers**	Pat Reuter
Air Week	1/17/16	**Production Directors**	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:49	**SEGMENT 1: Immigrants: Why we need them and how they can help our economy and culture**	11:28
	Synopsis: There is a lot of talk by politicians and others about immigration policy in the United States. Many Americans are all for open immigration for those fleeing poverty and oppression. Others think that we need to stem the tide of refugees and undocumented immigrants to our shores. Our guests talk about what immigrants to this country offer to all of us and our economy, and how we should create a plan to allow them to become full members of the community and receive the education and training they need to succeed in their adopted home. Host: Gary Price. Guests: Jamie Merisotis, CEO of the Lumina Foundation, author of *America Needs Talent;* Deepa Iyer, Sr. Fellow, Center for Social Inclusion, author of *We Too Sing America.* Links for more info: www.luminafoundation.org www.americaneedstalent.com www.deepaiyer.com www.centerforsocialinclusion.org Compliancy Issues Covered: immigration, religion, discrimination, education, labor, business	
14:22	**SEGMENT 2: Little Victories: Appreciating the small things in life**	9:04
	Synopsis: In our fast-paced world, people get stressed out about things that aren't that important, such as traffic jams, their fantasy football team and if they're wearing the latest fashions when they take the kids to school. By worrying about those things, they often ignore those everyday events that make life joyful. Our guest shows us through stories from his own life that we should take joy in the *little* victories that make life happy and fulfilling. Host: Marty Peterson. Guests: Jason Gay, sports columnist for *The Wall Street Journal*, author of *Little Victories: Perfect rules for imperfect living.* Links for more info: www.jason-gay.com Compliancy Issues Covered: family, health & wellbeing, culture, employment	

Program	16-04	Producer	Pat Reuter
Air Week	1/24/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:49	**SEGMENT 1: Great is the Truth: A story of sexual abuse at school**	11:04
	Synopsis: Many stories of child sexual abuse in schools by trusted teachers, coaches and clergy have come to light in the past decade or so. One of the latest is the abuse suffered by some students at the Horace Mann School in New York City. We talk to a former student of the school about how the story of abuse came to light, how teachers and coaches lured children into sexual situations and how the draconian statute of limitations on child sex abuse in New York and other states hurts victims who wait until adulthood to reveal their horror. Host: Gary Price. Guest: Amos Kamil, author, with Sean Elder, of *Great is the Truth: Secrecy, scandal, and the quest for justice at the Horace Mann School.* Links for more info: www.amoskamil.com Compliancy Issues Covered: child sexual abuse, education, justice system, media	
14:49	**SEGMENT 2: Lab Created Diamonds and Gemstones: Are they *real*?**	10:36
	Synopsis: Mined diamonds and gemstones can cause a great deal of environmental damage getting them out of the ground, not to mention the horrible working conditions of miners – some just children – have to endure in some of the world's diamond mines. Lab-grown diamonds and gemstones don't require dangerous working conditions, and they're made with just a fraction of the environmental impact of mined gems. But are those stones grown in laboratory *really* diamonds? Do they look the same as the mined versions? We talk to a spokesperson for lab-grown diamonds and to a geologist about the issue. Host: Marty Peterson. Guests: T.J. Walker, spokesperson for Pure Grown Diamonds, manufacturers of lab-grown diamonds; Marcia Bjornerud, Professor of Geology, Lawrence University, Appleton, WI. Links for more info: www.puregrowndiamonds.com www.lawrence.edu Compliancy Issues Covered: science, technology, environment, labor, consumerism	

Program	16-05	Producer	Pat Reuter
Air Week	1/31/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:49	**SEGMENT 1: Super Bowl Gold: A look back at the Big Game**	10:21
	Synopsis: Super Sunday is coming up, and football fans are planning their viewing parties. The first game between the Packers and the Chiefs was barely attended, but interest grew through the decades and now it's the biggest American sporting event of the year. We take a look back at the game and some of its stars, coaches and dynasties. Host: Gary Price. Guests: Kostya Kennedy, editor of the *Sports Illustrated* book, *Super Bowl Gold: 50 Years of the Big Game.* Links for more info: www.kostyakennedy.com Compliancy Issues Covered: business, recreation, sports	

14:15	**SEGMENT 2: Super Bowl Ads: What makes them memorable?**	11:11
	Synopsis: The Super Bowl is the big game for the NFL, but it's also the *biggest* game for advertisers. Many people who don't even like football, tune into the game just to see the ads. But what makes a really good Super Bowl ad? We talk to three marketing specialists about how to craft a good ad, how ads are effectively measured and what makes an ad memorable. Host: Marty Peterson. Guests: Aaron Goldman, Chief Marketing Officer for 4C Insights; David Stewart, President's Professor of Marketing at Loyola Marymount University in Los Angeles; Richard Krevolin, branding consultant and author of the book, *The Hook: How to share your brand's unique story to engage customers, boost sales, and achieve heartfelt success.* Links for more info: www.4cinsights.com www.lmu.edu www.powerstoryconsulting.com Compliancy Issues Covered: commerce, media, popular culture, business, technology	

Program	16-06	**Producer**	Pat Reuter
Air Week	2/7/16	**Production Directors**	Sean Waldron, Reed Pence

Time	**Segment**	**Dur.**
1:51	**SEGMENT 1: The Wage Gap: Why we have it and how we can narrow it**	11:16
	Synopsis: It's campaign season, and we're hearing from politicians about the wage gap between the top 1% of earners in this country and the rest of us. What is the gap? When did it begin to develop and why? And what can we do to narrow it? Our guests offer their opinions on the subject and some solutions. Host: Gary Price. Guests: Les Leopold, Director of the Labor Institute in New York, and author of *Runaway Inequality: An activist's guide to economic justice;* David Lewin, Neal H. Jacoby Chaired Professor Emeritus in the Anderson School of Management at UCLA, and an expert on executive compensation. Links for more info: www.anderson.ucla.edu, find Les Leopold on Facebook and Twitter Compliancy Issues Covered: employment, finance, taxes, business	
15:09	**SEGMENT 2: Biohacking: Scientists look to expand our senses**	10:17
	Synopsis: Do humans have more than five senses? Can we detect more in our environment than what we normally perceive through sight, sound, smell, touch and taste? Our guest wanted to know, so she spoke to scientists, engineers, and *biohackers* about learning more from our five senses and perhaps even finding a 6th sense. Host: Marty Peterson. Guest: Kara Platoni, lecturer in the Graduate School of Journalism at the University of California-Berkeley and author of the book, *We Have the Technology: How biohackers, foodies, physicians, and scientists are transforming human perception one sense at a time.* Links for more info: www.karaplatoni.com Compliancy Issues Covered: science & technology, healthcare, senior citizen issues	

Program	16-07	Producer	Pat Reuter
Air Week	2/14/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:42	**SEGMENT 1: Sex & Labor Trafficking: Why it happens; how we can help the victims**	12:16
	Synopsis: Sex and labor trafficking are big business in the U.S. and around the world. Often it's young people and immigrants who are forced to work in the sex industry or in sweatshops, restaurants and hotels with little pay, horrible hours and horrible living conditions. We talk to an author who's experienced dealing with young people caught in this web, and a university lecturer who's an advocate for trafficked victims, about the extent of the problem, how desperate people become ensnared in the trafficker's trap, and how law enforcement and communities can help the victims escape from a life of slavery and abuse. Host: Gary Price. Guests: Ellen Hopkins, author of the young adult verse-novels, *Tricks*, and *Traffick*; Tony Talbott, director of Anti-Human Trafficking Initiatives at the University of Dayton. Links for more info: www.ellenhopkins.com www.udayton.edu www.traffickingresourcecenter.org National Human Trafficking Hotline: 1-888-373-7888 Compliancy Issues Covered: immigrants, teen issues, slavery, crime, law enforcement & criminal justice system, substance abuse	
	SEGMENT 2: Resolutions: Ways to keep them going througout the year	
16:00	Synopsis: About this time of year, New Year's resolutions begin to wane -- and most die. How do you keep them going? And how can you make better ones that you're more likely to keep in the future? Our guests give advice on crafting a goal and setting up a process that will help you attain it. Host: Marty Peterson. Guests: Brett Blumenthal, author of the book, *52 Small Changes for the Mind;* Achim Nowak, author of the book, *The Moment: A practical guide to creating a mindful life in a distracted world.* Links for more info: www.sheerbalance.com www.influens.com Compliancy Issues Covered: business, mental health, productivity	9:26

Program	16-08	Producer	Pat Reuter
Air Week	2/21/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:42	**SEGMENT 1: The Scholar Denied: W.E.B. Du Bois**	11:29
	Synopsis: At the beginning of the 20th century, the study of sociology was dominated by the University of Chicago and other, historically white universities. Scholars at these schools conducted "armchair" theorizing – developing theories without actually going into cities and towns to talk to the people they were studying. One man – an African-American scholar and author – changed all that with his groundbreaking research and writing about Black people, their culture, and economic and social situations in urban areas. We talk to a sociologist about W.E.B. Du Bois and his work, and why he was denied the accolades he deserved for developing a new way to research and study various populations in the United States. Host: Gary Price. Guest: Aldon D. Morris, professor of sociology and African-American studies at Northwestern University, author of the book, *The Scholar Denied: W.E.B. Du Bois and the birth of modern sociology.* Links for more info: www.ucpress.edu www.sociology.northwestern.edu	

	Compliancy Issues Covered: African-American studies, education, science, urban issues, racial discrimination	
15:14	**SEGMENT 2: Post-Apocalyptic and Dystopian Lit: Why young people are drawn to it**	10:14
	Synopsis: A great many books and films these days deal with a dark, forbidding world where young people are warring with the villainous adults to save civilization. Teens are drawn to these stories, but why? What is it about dystopian fiction that fascinates young people? We talk to two successful authors of these stories about how kids are working out some of the issues in their own lives through these post-apocalyptic novels and learning valuable lessons about hope, trust, friendship, good and evil. Host: Marty Peterson. Guests: Marie Lu, author of *The Young Elites* series of books, including *The Rose Society*; Tom Isbell, professor at the University of Minnesota-Duluth, author of *The Prey* and *The Capture* young reader books. Links for more info: www.Marielubooks.tumblr.com www.tomisbell.com Compliancy Issues Covered: education, literature, popular culture & media, teen issues	

Program	16-09	**Producer**	Pat Reuter
Air Week	2/28/16	**Production Directors**	Sean Waldron, Reed Pence

Time	**Segment**	**Dur.**
1:42	**SEGMENT 1: Con Men: We're all susceptible!**	10:26
	Synopsis: Films like *The Sting, Oceans' 11,* and *American Hustle* portray con artists as charismatic heroes out to help the little guy get his due. Well, our guest says that they *are* charismatic, but they're hardly heroes. She'll explain the personality of the con man and woman, tell us some of the techniques they use to trick their victims, and warn us that anyone – including the con artists themselves – is vulnerable to their scams. Host: Gary Price. Guests: Maria Konnikova, psychologist, author of *The Confidence Game: Why we fall for it…every time.* Links for more info: www.mariakonnikova.com Compliancy Issues Covered: crime, mental health and human behavior	
13:58	**SEGMENT 2: Cheetahs: Helping to preserve this endangered species**	11:28
	Synopsis: Cheetahs are the fastest of all land animals – they can reach speeds of up to 70 mph in short bursts. Despite their speed and hunting ability, cheetahs are endangered in Africa and Asia, and don't breed especially well in captivity. In Africa, they can attack livestock herds for food, and that puts them in danger from the subsistence farmers who need to protect their flocks. We talk to a wildlife expert who lives in Namibia, Africa and who has studied cheetahs for decades, and a wildlife photographer who spent three years documenting the lives of a family of cheetahs and other animals, about this amazing cat and why it's important to protect it for future generations. Host: Marty Peterson. Guests: Dr. Laurie Marker, cheetah researcher, founder and executive director of the Cheetah Conservation Fund, author of *A Future for Cheetahs*. Suzi Eszterhas, award-winning wildlife photographer, who created photographs for *A Future for Cheetahs*. Links for more info: www.cheetah.org www.suzieszterhas.com Compliancy Issues Covered: wildlife, farming, environment, science	

Program	16-10	**Producer**	Pat Reuter & Reed Pence
Air Week	3/6/16	**Production Directors**	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:36	**SEGMENT 1: David Axelrod on Obama and Politics**	10:53
	Synopsis: The presidential election season is in full swing, and candidates are doing their best to make themselves attractive to the primary voters and to the general public for the November election. Our guest was in the thick of things during the last two election cycles and talks about how Barack Obama got elected to the highest office in the land. He also offers some insight into the president's terms in office, the rambunctious candidates on the stump now, and the parties' strategies in this campaign season. Host: Gary Price. Guests: David Axelrod, former campaign strategist and senior White House advisor for President Barack Obama, and author of the book, *Believer: My forty years in politics.* Links for more info: https://twitter.com/davidaxelrod Compliancy Issues Covered: politics, elections, media, healthcare	
14:26	**SEGMENT 2: The Waste-Free Kitchen: Saving more, eating better**	11:02
	Synopsis: Americans throw away hundreds of dollars per household on discarded and spoiled food, not to mention wasting the water and energy needed to grow it. Why is that? And how can we decrease waste, save money help the environment and eat better? Our guest has some advice on buying, storing and cooking food to minimize waste and create healthy meals. Host: Marty Peterson. Guests: Dana Gunders, staff scientist at the National Resources Defense Council and author of the book, *Waste Free Kitchen Handbook: A guide to eating well and saving money by wasting less food.* Links for more info: www.danagunders.com Compliancy Issues Covered: agriculture, food & nutrition, personal finance, the environment	

Program	16-11	**Producer**	Pat Reuter
Air Week	3/13/16	**Production Directors**	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:46	**SEGMENT 1: Kids & Character: How do you teach it?**	12:12
	Synopsis: Character in a person is something we admire, and something we all would like to think that our kids grow up to achieve. But how do you teach them *character*? What are some of the virtues that go hand-in-hand with character and how can we instill them in our kids? We talk to two people who work with character education efforts to find out how two very different organizations are teaching kids teamwork, responsibility, fairness, friendship and other character traits in some very trying environments. Host: Gary Price. Guests: Glenn Wilke, Executive Director of the Midtown Educational Foundation, Chicago; Cynthia Levinson, journalist, author of the book, *Watch Out for Flying Kids! How two circuses, two countries and nine kids confront conflict and build community.* Links for more info: www.midtown-metro.org www.cynthialevinson.com Compliancy Issues Covered: education, international conflicts, urban issues, poverty, racism,	

	religion	
15:49	**SEGMENT 2: How To Have a Really *Good* Day**	9:38
	Synopsis: People tell us all the time to "have a good day," but what does that really mean? How *do* you work on having a really *good* day? Our guest has researched the topic and has come up with some very interesting and helpful information from neuroscience and psychology that anyone can use to make their day more productive, less anxiety-provoking and just more pleasant. Host: Marty Peterson. Guest: Caroline Webb, economist, management consultant, CEO of Sevenshift, author of the book, *How to Have a Good Day: Harness the power of behavioral science to transform your working life.* Links for more info: www.carolinewebb.co Compliancy Issues Covered: mental & physical health, productivity, employment, family issues	

Program	16-12	**Producer**	Pat Reuter
Air Week	3/20/16	**Production Directors**	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:35	**SEGMENT 1: Everyone's a Critic! Why it's important that you *should* be**	9:05
	Synopsis: You've no doubt heard the line "everyone's a critic!" Our guest *is* one and thinks we should all be critics of the films, fine art, literature and other pleasures we indulge in. He will talk about why it's good to be a discerning viewer of the arts, how to be a better critic, how criticism makes us see things in a different light and how it helps us become better at choosing those things in life that bring us beauty and pleasure. Host: Gary Price. Guest: A.O. Scott, movie critic for the *New York Times*, author of the book, *Better Living Through Criticism: How to think about art, pleasure, beauty and truth.* Links for more info: www.nytimes.com www.facebook.com www.twitter.com Compliancy Issues Covered: media, literature & the arts, business	
12:44	**SEGMENT 2: Mastering Fear in Life and on the Job**	12:44
	Synopsis: We all get stressed now and then, but did you ever consider that this "stress" is actually *fear?* Our guests discuss why that is, how it can sabotage our lives and work, how to handle fear when it comes along, and how to do a better job *on the job* of recognizing fear and learning to handle it. Host: Marty Peterson. Guests: Robert Maurer, clinical psychologist, author of the book *Mastering Fear: Harnessing emotion to achieve excellence in health, work and relationships*; Edward G. Brown, business consultant, co-founder of the Cohen Brown Management Group, author of the book *The Time Bandit Solution.* Links for more info: www.scienceofexcellence.com www.timebanditsolution.com Compliancy Issues Covered: business & employment, mental health, education, family	

Program	16-13	Producer	Pat Reuter
Air Week	3/27/16	Production Directors	Sean Waldron, Reed Pence

Time	Segment	Dur.
1:47	**SEGMENT 1: Teaching Politics in Schools: Fostering discussion and debate**	11:30
	Synopsis: Civics classes in many grade schools and high schools aren't the same as they were 20 years ago, when teachers lectured on "how a bill becomes a law" to a roomful of bored students. These days, kids are more likely to discuss and debate some of the most pressing issues of the day. We talk to two educators about how some schools are teaching students how to debate correctly, how discussion of hot topics can foster understanding of diverse points of view, and the long-term benefits for students who engage in thoughtful, civil, debate. Host: Gary Price. Guests: Diana E. Hess, Dean of the School of Education, University of Wisconsin-Madison; Paula McAvoy, Program Director for the Centers for Ethics & Education, University of Wisconsin-Madison. Both guests are co-authors of the book, *The Political Classroom: Evidence and ethics in democratic education.* Links for more info: www.crf-usa.org; www.mikvachallenge.org; www.civiced.org www.wisc.edu Compliancy Issues Covered: education, politics, cultural & economic diversity, religion, community standards	
15:20	**SEGMENT 2: The Future of Work: Changing the way we do business**	10:09
	Synopsis: Economists are saying that American workers' wages are stagnant and have been for quite a few years now despite working longer hours and being "on call" all the time through technology. That doesn't mean that business is lagging though, since corporations, their CEOs and other high-level managers are doing quite well in that department. Our guest says that work and the way we compensate the rank-and-file workers needs to change to bring up wages and add benefits to make the work environment more equitable. We discuss why this inequality exists, look at some companies who are bucking that tide and find out ways that the system can change through education, government action and community empowerment. Host: Marty Peterson. Guest: Thomas A. Kochan, Professor at the MIT Sloan School of Management, and author of the book, *Shaping the Future of Work.* Links for more info: www.speakupforwork.com Compliancy Issues Covered: business, labor, government, community activism	