

KCQL
Farmington, NM
Quarterly Issues/Programs List
First Quarter, 2017
03/31/2017

KCQL
Quarterly Issues/Programs List

KCQL provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Animal Welfare/Population Control:** Amber Francisco of the San Juan Animal League was our guest this week to discuss news of the San Juan Animal League (tm)s Spay and Neuter programs this year. Each month, a clinic will be held in the area where local pet owners can take their pets to receive low cost and no-cost spay and neutering services. These services will render their pets sterile, thus preventing the over-population that runs rampant in the Four Corners region. Also provided at these pet clinics, immunizations are available at low or no cost to protect the pet population from disease.
- **Domestic Violence/Sexual Assault:** This week (tm)s show centered on the topics surrounding sexual assault, women's health and rehabilitation. Janie and Annette head The Empanadas, a local theatre troupe headlining performances of Eve Ensler's controversial plays showcasing issues involving women's health, body image, sexual abuse, and issues facing transgender and gay communities. We spoke about the performances, with proceeds benefitting New Beginnings Women's Shelter and Sexual Assault Services of Northwest New Mexico.
- **Economy/Jobs:** Local writer and business specialist Judy Castleberry was our guest this week to discuss a series of upcoming seminars titled, Work for Yourself 50+. The workshops are the initiative of the AARP Foundation in collaboration with the San Juan College Enterprise Center and will center on entrepreneurs wanting to build their dream business by working for themselves. The seminars are intended to help people find that diversifying ideas about jobs and repurposing skill sets will help their financial and personal well being in a difficult economy.
- **Education/Fine Arts:** Jeffrey Richardson, Curator of the Farmington Museum, came in to discuss events happening at the Farmington Museum, including the new exhibit, Technicolor Dreaming: Psychedelic Posters from the Rock and Roll Hall of Fame. The concert posters from the 60 (tm)s and 70 (tm)s feature artists such as Jimi Hendrix, The Doors, Led Zeppelin, Grateful Dead, Pink Floyd and more. Mr. Richardson invited our listeners to view the free exhibit through March 27th. We also briefly discussed other exhibits on display at the museum.
- **Education/Literacy:** Reel Readers is a new adult learning program at the Farmington Public Library designed to get people involved in the books

they read past the normal check out, read, return cycle. Copies of a particular book are made available at the library for readers, then, they are invited to watch a movie presentation of the book, followed by discussion of the subject matter. Reading the material and then watching the movie version brings a chance to explore the different ideas the mind has between what it sees on the screen, and what it has portrayed in the mind.

- **Entertainment/Community Welfare:** The Four Corners Harmony Barbershop Group, a non-profit singing quartet were our guests this week, spreading their message of entertainment, recreation and good will using Barbershop-Style chorus singing. We learned about the history of barbershop, the way these gentlemen came together, and how they serve the community with performances at schools, rest homes, civic events and more. The group also spoke of their Valentine gift fundraiser, which includes 2 songs, chocolates and a flower for a special, someone on Valentine (tm)s Day. As a bonus, two songs from the group were performed live in studio.
- **Fine Arts/Entertainment:** The interest in summer theater in our beautiful Lions Wilderness Park continues to grow, and this year will be no different! Sandstone Productions will present, Shrek the Musical this summer. All the characters we have come to love from the movies are now presented with a musical score! The call went out for adults and children to audition for a part in this production, the latest in what has become a highly anticipated part of summertime in our community. Sure to be a great time for all who participate in all aspects of the production.
- **Fundraising/Charity:** Farmington City Councilman Nate Duckett paid us a visit to talk about the ever popular Dancing With Farmington (tm)s Stars . The show features local community leaders dancing with professional dancers from The Utah Ballroom Dance Company, vying for the fabled mirror ball, and cash for their charities. The contestants spend a very short week with their partners before taking the stage to duke it out in a battle for ballroom supremacy. Some of the charities represented are: Witten (tm)s Warriors, Childhaven (tm)s CASA Program, Special Olympics & more!
- **Health/Social Services/Law Enforcement:** Mark Lewis of New Mexico Aids Services was our guest this week to discuss an upcoming training session. Illegal use of Opiates (Codeine, Heroin, Oxy, Etc !) in our region is seeing a dramatic increase, with occasions of overdose becoming more and more frequent. Because of this, NMAS is holding a day long program on the use of Narcan, a prescription drug that can reverse the effects of a potential overdose. After completion of the training, attendees will receive two Narcan inhalers, so they can possibly prevent a tragedy in a friend or loved one.
- **Media Issues/Public Awareness:** Former television news anchor, and current General Manager of KSJE radio, Scott Michlin was our guest to discuss the state of local media. 10 years ago, local TV News coverage was erased from the area. We talked about its effects and how little local news coverage is provided today in the area. Discussion also centered around local print news, the downsizing of staff at the two local newspapers, and how that is affecting local news consumption.

Another change, southwest Colorado will switch television programming hubs from Albuquerque to Denver that will also change the scope of local news coverage.

- **Race Relations/Cultural Diversity:** Debbie Frank, coordinator of the San Juan County Partnership was our guest this week to discuss the issue of race relations and the cultural diversity that resides in our San Juan County. She also discussed the upcoming 18th annual Creating Cultural Harmony Conference, Celebrating Family Cultures and the Culture of Families . Family structures are changing, as are cultural traditions in our multi-cultural community. The Conference will serve adults and youth with workshops, a keynote speaker, and entertainment. A full day of study about our changing community.
- **Recreation/Fitness:** Last summer, the community lost its outdoor swimming facility at Brookside Park due to structural damage and other safety issues. Now the city has chosen to replace it, either on its current footprint or in a new location. Discussion centered on four plans that are in consideration, with the goal being that the facility would support and pay for itself. Plans vary from an almost replica of Brookside Pool, to a water park with slides, lazy river and more. The public was encouraged to attend a meeting to see the designs and offer input.
- **Sexual Assault:** This week our guest was Eleana Butler, Director of Sexual Assault Services of Northwest New Mexico, and our discussion centered on the help they provide to people in our community. Services provided include advocacy, counseling, prevention and community education, including in-school visits. Small communities are no more immune to cases of sexual assault than larger metropolitan areas, sometimes case numbers are greater on a per capita basis. We also discussed an upcoming event, a Take Back the Night walk, sponsored by Sexual Assault Services of Northwest New Mexico.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM/ TITLE	DESCRIPTIO N	GUEST	DATE/TIM E	DURATIO N
Education/Fine Arts	Four Corners Focus/Farmington Museum/Technicol or Dreaming	Jeffrey Richardson, Curator of the Farmington	Jeffrey Richardson	01/01/2017 07:30 AM	029:34

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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Museum, came in to discuss events happening at the Farmington Museum, including the new exhibit, Technicolor Dreaming: Psychedelic Posters from the Rock and Roll Hall of Fame. The concert posters from the 60 (tm)s and 70 (tm)s feature artists such as Jimi Hendrix, The Doors, Led Zeppelin, Grateful Dead, Pink Floyd and more. Mr. Richardson invited our listeners to view the free exhibit through March 27th. We also briefly discussed other exhibits on display at the museum.

Economy/Jobs	Four Corners Focus/Work for Yourself @50+	Local writer and business specialist Judy Castleberry was our guest this week to discuss a series of upcoming seminars titled, Work for Yourself 50+. The workshops are the initiative of the AARP	Judy Castleberry	01/08/2017 07:29 AM	030:16
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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Foundation in collaboration with the San Juan College Enterprise Center and will center on entrepreneurs wanting to build their dream business by working for themselves. The seminars are intended to help people find that diversifying ideas about jobs and repurposing skill sets will help their financial and personal well being in a difficult economy.

Health/Social Services/Law Enforcement	Four Corners Focus/NMAS Narcan Training	<p>Mark Lewis of New Mexico Aids Services was our guest this week to discuss an upcoming training session. Illegal use of Opiates (Codeine, Heroin, Oxy, Etc) in our region is seeing a dramatic increase, with occasions of overdose becoming more and more frequent. Because of this, NMAS is holding a day long program</p>	Mark Lewis/Case Manager	01/15/2017 07:29 AM	030:02
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>on the use of Narcan, a prescription drug that can reverse the effects of a potential overdose. After completion of the training, attendees will receive two Narcan inhalers, so they can possibly prevent a tragedy in a friend or loved one.</p>			
Entertainment/Community Welfare	<p>Four Corners Focus/Four Corners Harmony Barbershop Quartet</p>	<p>The Four Corners Harmony Barbershop Group, a non-profit singing quartet were our guests this week, spreading their message of entertainment, recreation and good will using Barbershop-Style chorus singing. We learned about the history of barbershop, the way these gentlemen came together, and how they serve the community with performances at schools, rest homes, civic</p>	<p>Robin Harris/Alan Lyon/Richard Fitzhume</p>	<p>01/22/2017 07:30 AM</p>	<p>030:00</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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events and more. The group also spoke of their Valentine gift fundraiser, which includes 2 songs, chocolates and a flower for a special, someone on Valentine (tm)s Day. As a bonus, two songs from the group were performed live in studio.

Fine Arts/Entertainment	Four Corners Focus/Sandstone Productions-"Shrek The Musical"	<p>The interest in summer theater in our beautiful Lions Wilderness Park continues to grow, and this year will be no different! Sandstone Productions will present, Shrek the Musical this summer. All the characters we have come to love from the movies are now presented with a musical score! The call went out for adults and children to audition for a part in this production, the latest in what has become a highly anticipated part of summertime</p>	Lisa Hutchens/Supervisor Farmington Civic Center	01/29/2017 07:30 AM	030:00
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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in our community. Sure to be a great time for all who participate in all aspects of the production.

Race Relations/Cultural Diversity	Four Corners Focus/Creating Cultural Harmony Conference	<p>Debbie Frank, coordinator of the San Juan County Partnership was our guest this week to discuss the issue of race relations and the cultural diversity that resides in our San Juan County. She also discussed the upcoming 18th annual Creating Cultural Harmony Conference, Celebrating Family Cultures and the Culture of Families . Family structures are changing, as are cultural traditions in our multi-cultural community. The Conference will serve adults and youth with workshops, a keynote speaker, and entertainment. A full day of study about our changing</p>	Debbie Frank/San Juan County Partnership	02/05/2017 07:27 AM	028:22
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ISSUE	PROGRAM/TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		community.			
		This week (tm)s show centered on the topics surrounding sexual assault, women's health and rehabilitation. Janie and Annette head The Empanadas, a local theatre troupe headlining performances of Eve Ensler's controversial plays showcasing issues involving women's health, body image, sexual abuse, and issues facing transgender and gay communities. We spoke about the performances, with proceeds benefitting New Beginnings Women's Shelter and Sexual Assault Services of Northwest New Mexico.			
Domestic Violence/Sexual Assault	Four Corners Focus/TVM & MMRP Productions		Janie Felix/Annette DiGiacomo	02/12/2017 07:29 AM	030:03
		Last summer, the community lost its outdoor swimming facility at Brookside Park due to structural damage and			
Recreation/Fitness	Four Corners Focus/Brookside Park Swimming Facility		Corey Styron/Farmington Parks & Recreation	02/19/2017 07:28 AM	028:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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other safety issues. Now the city has chosen to replace it, either on its current footprint or in a new location. Discussion centered on four plans that are in consideration, with the goal being that the facility would support and pay for itself. Plans vary from an almost replica of Brookside Pool, to a water park with slides, lazy river and more. The public was encouraged to attend a meeting to see the designs and offer input.

Fundraising/Charity	Four Corners Focus/Dancing with Farmington's Stars	Farmington City Councilman Nate Duckett paid us a visit to talk about the ever popular Dancing With Farmington (tm)s Stars . The show features local community leaders dancing with professional dancers from The Utah Ballroom Dance	Nate Duckett	02/26/2017 07:26 AM	030:23
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>Company, vying for the fabled mirror ball, and cash for their charities. The contestants spend a very short week with their partners before taking the stage to duke it out in a battle for ballroom supremacy. Some of the charities represented are: Witten (tm)s Warriors, Childhaven (tm)s CASA Program, Special Olympics & more!</p>			
Media Issues/Public Awareness	Four Corners Focus/The State Of Local Media	<p>Former television news anchor, and current General Manager of KSJE radio, Scott Michlin was our guest to discuss the state of local media. 10 years ago, local TV News coverage was erased from the area. We talked about its effects and how little local news coverage is provided today in the area. Discussion also centered around</p>	Scott Michlin	03/05/2017 07:26 AM	030:56

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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local print news, the downsizing of staff at the two local newspapers, and how that is affecting local news consumption. Another change, southwest Colorado will switch television programming hubs from Albuquerque to Denver that will also change the scope of local news coverage.

Animal Welfare/Population Control	Four Corners Focus/San Juan Animal League	Amber Francisco of the San Juan Animal League was our guest this week to discuss news of the San Juan Animal League (tm)s Spay and Neuter programs this year. Each month, a clinic will be held in the area where local pet owners can take their pets to receive low cost and no-cost spay and neutering services. These services will render their pets sterile, thus preventing the	Amber Francisco	03/12/2017 07:28 AM	027:04
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>over-population that runs rampant in the Four Corners region. Also provided at these pet clinics, immunizations are available at low or no cost to protect the pet population from disease.</p>			
Education/Literacy	<p>Four Corners Focus/Farmington Public Library</p>	<p>Reel Readers is a new adult learning program at the Farmington Public Library designed to get people involved in the books they read past the normal check out, read, return cycle. Copies of a particular book are made available at the library for readers, then, they are invited to watch a movie presentation of the book, followed by discussion of the subject matter. Reading the material and then watching the movie version brings a chance to explore the different ideas the mind has between what it</p>	<p>Kathleen Browning/FPL</p>	<p>03/19/2017 07:26 AM</p>	030:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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sees on the screen, and what it has portrayed in the mind.

Sexual Assault	Four Corners Focus/Sexual Assault Services	<p>This week our guest was Eleana Butler, Director of Sexual Assault Services of Northwest New Mexico, and our discussion centered on the help they provide to people in our community. Services provided include advocacy, counseling, prevention and community education, including in-school visits. Small communities are no more immune to cases of sexual assault than larger metropolitan areas, sometimes case numbers are greater on a per capita basis. We also discussed an upcoming event, a Take Back the Night walk, sponsored by Sexual Assault Services of</p>	Eleana Butler	03/26/2017 07:26 AM	031:26
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ISSUE	PROGRAM / TITLE	DESCRIPTIO N	GUEST	DATE/TIM E	DURATIO N
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Northwest New
Mexico.

Section II
NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

KCQL



Date aired: 1/1/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-01

Total running time: 29:30 (with optional exit at 24:00)

1. **Aimée Morrison, PhD**, Associate Professor of English Language and Literature, University of Waterloo

Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self images. She explained why the Photoshopping of nearly every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.

Issues covered:

Length: 8:36

Women's Issues
Consumer Matters
Parenting
Media

2. **Michael Harris**, author of "*The End of Absence: Reclaiming What We've Lost in a World of Constant Connection*"

Mr. Harris believes that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explained his own story of going on a "technology fast," and why those moments of silence are so important.

Issues covered:

Length: 8:38

Mental Health
Technology

3. **Karen Jones**, author of "*The Difference A Day Makes*"

Ms. Jones suggested quick and simple actions anyone can take to make a positive difference in the world around them, to fight scourges like homelessness, racism and poverty. She explained what she calls philanthropy, actions such as volunteering or donating that emotionally benefit the donor.

Issues covered:

Length: 4:54

Volunteerism
Poverty
Homelessness
Environment



Date aired: 1/16/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-02

Total running time: 29:30 (with optional exit at 24:00)

1. **Carol L. Rickard**, Tobacco Treatment Specialist, author of *"The Benefits of Smoking: Why It's So Hard to Quit Smoking and What You Can Do about It"*

70% of smokers would like to quit, but only 4 to 7% will be successful. Ms. Rickard explained what smokers perceive as the benefits and why it's so hard for people to kick the habit once they've started. She also discussed the potential risks associated with e-cigarettes and vaping. She suggested resources that smokers can use to quit for good.

Issues covered:

Length: 8:44

Women's Issues
Consumer Matters
Parenting
Media

2. **Mathew Freeman**, Co-Founder and Senior Executive Consultant at TMI Consulting, a diversity and inclusion management consulting firm, co-author of *"Overcoming Bias: Building Authentic Relationships across Differences"*

Mr. Freeman said every human is biased in one way or another, and it's a constant process to recognize and reduce it. He explained why bias has such an impact in every aspect of life, and how companies should address it in the workplace. He said the secret to dealing with bias is by intentionally cultivating meaningful relationships with those who are different.

Issues covered:

Length: 8:33

Diversity
Minority Concerns
Workplace Matters

3. **Gloria Lopez-Cordle**, nationally-recognized patient advocate, creator of *"the Personal Medical Journal"*, a patient organizational tool

A recent study found that American hospitals are making preventable medical errors that kill thousands of Americans each year. Ms. Lopez-Cordle believes that patients and their families need to take charge of their medical information to prevent mistakes by doctors. She offered advice on what kinds of medical data is important and how to organize it.

Issues covered:

Length: 4:48

Personal Health



Date aired: 1/16/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-03

Total running time: 29:30 (with optional exit at 24:00)

1. **Diane Mulcahy**, Adjunct Lecturer in the Entrepreneurship Division at Babson College in Wellesley, Massachusetts, author of *"The Gig Economy: The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want"*

Today, more than a third of Americans are working in the gig economy--combining short-term jobs, contract work, and freelance assignments. Prof. Mulcahy explained why everyone in today's workforce needs to recognize and accept its changing nature and prepare for it. She outlined the steps to take to transition to a gig career.

Issues covered:

Length: 8:44

Employment
Education
Career

2. **Sarah Elliston**, professional workshop leader and trainer, author of *"Lessons from a Difficult Person: How to Deal with People Like Us"*

Nearly everyone has had to deal with a difficult person, either at work or at home. Ms. Elliston said many people don't even recognize that they are difficult to deal with. She explained the reasons behind this character trait and how others can help the difficult person understand the consequences of their behavior.

Issues covered:

Length: 8:33

Workplace Matters
Mental Health

3. **Melody M. Bomgardner**, Senior Business Editor of *Chemical & Engineering News*, the weekly newsmagazine of the American Chemical Society

Fleece is a wintertime staple but Ms. Bomgardner said it could be contributing to the next big ocean plastics problem: lint. The lightweight material sheds some of its synthetic microfibers each time it's washed, and this lint ultimately ends up in surface waters and in fish and other wildlife. She explained why this is such a concern and what consumers can do to help.

Issues covered:

Length: 4:48

Environment
Consumer Matters



Date aired: 1/22/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-04

Total running time: 29:30 (with optional exit at 24:00)

1. **Tony Lee**, employment expert, publisher of CareerCast.com

CareerCast recently completed a study to determine the 10 most and least stressful careers. Mr. Lee explained the factors that his organization used to measure the stress in various jobs. He also discussed the growth potential of careers on the list and why stressful jobs can still be desirable for some people.

Issues covered:

Career
Mental Health

Length: 7:22

2. **Kevin Shird**, former drug dealer and convict, President and Co-Founder of the Mario Do Right Foundation, author of "*Lessons of Redemption*"

Mr. Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration. He explained how he turned his life around, now working as a community leader, speaking to students about substance abuse prevention and helping children of addicted parents.

Issues covered:

Substance Abuse
Crime
Minority Concerns

Length: 7:44

2. **Sean Burch**, multiple world record holder in extreme sports events, fitness and motivational expert, author of "*Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shape of Your Life*"

Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.

Issues covered:

Personal Health

Length: 4:58



Date aired: 1/29/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-05

Total running time: 29:30 (with optional exit at 24:00)

1. **Jan Edwards**, President and CEO of Paving the Way, an organization that raises awareness about sex trafficking through public education

Ms. Edwards discussed the growing issue of sex trafficking. She said the problem is rampant in every corner of the U.S, and that the average victim drawn into the sex trade is age 14 to 16. She outlined other characteristics of those most at risk, and how predators target and groom their victims.

Issues covered:

Sex Trafficking
Youth at Risk
Crime

Length: 9:41

2. **Ted Frank**, career consultant, author of "Get to the Heart"

Mr. Frank discussed the importance of learning how to effectively communicate in the workplace. He explained how it can increase efficiency and improve productivity. He believes presentations should focus on no more than three key points at a time, and that the use of examples and illustrations is crucial to improved communications.

Issues covered:

Workplace Matters
Career

Length: 7:31

2. **Steve Cicala, PhD**, Assistant professor at the Harris School of Public Policy at the University of Chicago, Faculty Research Fellow at the National Bureau of Economic Research

Dr. Cicala led a study that determined that deregulated power markets on the wholesale level have significantly cut the cost of generating electricity, saving consumers \$3 billion a year. He discussed how this little-known market works and why it should matter to consumers. He also explained how smart meters will eventually give consumers even greater power in managing their energy costs.

Issues covered:

Energy
Consumer Matters

Length: 5:06



Date aired: 2/15/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-06

Total running time: 29:30 (with optional exit at 24:00)

1. **Martin Yate**, career and employment expert, author of "*Knock 'em Dead 2017: The Ultimate Job Search Guide*"

Mr. Yate explained why and how technology has fueled rapid changes in the job search market, on nearly a daily basis. He discussed the importance of using and repeating the most effective keywords in resumes. He also talked about the multiple ways that social networking can help to get job interviews and turn them into offers.

Issues covered:

Employment
Career

Length: 8:41

2. **Elizabeth Mack, PhD**, Assistant Geography Professor, Michigan State University

Dr. Mack led a study that found that if water rates continue to rise at projected amounts, the number of U.S. households unable to afford water could triple in five years, to nearly 36 percent. She explained why water rates vary widely across the country. She also discussed the role that aging infrastructure and shrinking populations in major cities have in the cost of water.

Issues covered:

Water
Poverty
Government Services

Length: 8:23

3. **Kim Dulic**, spokesperson and Public Affairs Officer, U.S. Consumer Product Safety Commission

Every 30 minutes, a child in the U.S. is injured from a TV or furniture tip-over incident. Ms. Dulic encouraged consumers to consider how to secure televisions in homes where young children live or visit. She said inexpensive and easy-to-install products are available in order to prevent tip-over tragedies.

Issues covered:

Child Safety
Consumer Matters

Length: 4:50



Date aired: 2/12/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-07

Total running time: 29:30 (with optional exit at 24:00)

1. **Valerie Burton**, Certified Personal and Executive Coach, founder of The Coaching and Positive Psychology Institute, author of "*Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence*"

Ms. Burton said the most successful women are often not the most talented, the most gifted, or even the most experienced. She believes the knack for communicating is what opens doors and gives women influence in the workplace. She outlined simple techniques women can utilize to be more clearly understood and respected.

Issues covered:
Women's Issues
Employment

Length: 8:48

2. **John Hagan, PhD**, John D. Macarthur Professor of Sociology and Law, Northwestern University

Dr. Hagan led a study that uncovered a connection between increased unemployment rates and school shootings. He said the findings were consistent across the all regions of the U.S. and that shooters come from all backgrounds and income levels. He offered possible explanations behind this trend.

Issues covered:
School Shootings
Unemployment

Length: 8:19

3. **Jason Hanson**, former CIA officer, security specialist, author of "*Spy Secrets That Can Save Your Life: A Former CIA Officer Reveals Safety and Survival Techniques to Keep You and Your Family Protected*"

Mr. Hanson discussed ways to prevent and react to home invasions or abductions. He explained simple steps the average homeowner can take to make a house criminal-proof. He also offered tips on how to stay safe while traveling.

Issues covered:
Crime Prevention
Personal Safety

Length: 5:02



Date aired: 2/19/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-08

Total running time: 29:30 (with optional exit at 24:00)

1. **Sally Satel, MD**, psychiatrist based in Washington, D.C., lecturer at Yale University School of Medicine, W.H. Brady Fellow at the American Enterprise Institute

An estimated 2.6 Americans are addicted to opioids, including heroin, fentanyl and oxycodone. Dr. Satel discussed the epidemic. She said addiction has very little in common with other conventional diseases. She talked about the effectiveness of medical treatments such as methadone, but added that patients also need therapy, support and; in some cases, tough supervision.

Issues covered:

Drug Abuse
Mental Health

Length: 9:24

2. **Caleb Finch, PhD**, ARCO/William F. Kieschnick Professor in the Neurobiology of Aging at the University of Southern California's Leonard Davis School of Gerontology

Dr. Finch led a study that found that tiny particles that pollute the air—the kind that come mainly from power plants and automobiles—may greatly increase the chance of dementia and Alzheimer's disease. He said his research indicates that air pollution could be responsible for about 21 percent of all dementia cases.

Issues covered:

Alzheimer's Disease
Pollution
Government Policies

Length: 7:42

3. **Andrew Friedson, PhD**, Assistant Professor of Economics, University of Colorado Denver

Prof. Friedson was the co-author of a study that found that people facing financial delinquencies or falling credit scores may be more likely to die at an early age. He outlined the possible reasons behind this trend. He said government officials should keep these potential life-and-death outcomes in mind when formulating fiscal, monetary or entitlement policies.

Issues covered:

Personal Health
Personal Finance
Government Policies

Length: 4:55



Date aired: 2/26/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-09

Total running time: 29:30 (with optional exit at 24:00)

1. **Andrew D. Eschtruth**, Associate Director for External Relations at the Center for Retirement Research at Boston College, co-author of "*Falling Short: The Coming Retirement Crisis and What to Do About It*"

Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis.

Issues covered:

Length: 10:54

Retirement
Government Policies
Personal Finance

2. **Ellen Peters, PhD**, Professor of Psychology and Director of the Behavioral Decision Making Initiative at The Ohio State University

Dr. Peters led a study that examined how people perceived their math abilities, then compared it to their actual math skills. About one in five people who say they are bad at math in fact score in the top half of those taking an objective test. But a third of people who say they are good at math actually score in the bottom half. She explained why math perceptions matter in everyday life and why it is important for parents to encourage their children's enjoyment of math.

Issues covered:

Length: 6:27

Education
Personal Finance

3. **Les Bernal**, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement concerned about predatory gambling

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

Issues covered:

Length: 5:07

Gambling Addiction
Government Policies



Date aired: 3/5/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-10

Total running time: 29:30 (with optional exit at 24:00)

1. **Jamie E. Wright**, attorney, partner in the Los Angeles-based Millennial Government Affairs group

African Americans make up fewer than five percent of the lawyers in the U.S., and minorities and women are underrepresented in many career categories. Ms. Wright shared her story as an African American woman who broke through the barriers to become a successful millennial attorney. She offered suggestions for women and people of color who want to reach for their dreams.

Issues covered:
Minority Concerns
Women's Issues
Career

Length: 8:30

2. **Laura Adams**, Senior Insurance Analyst at insuranceQuotes.com

A recent study by Ms. Adams' organization found that more than half of U.S. drivers have not switched auto insurance companies in at least eight years and about 6% have stuck with the same provider for more than 30 years cases. She said most consumers don't price-compare frequently enough and she offered several money-saving strategies.

Issues covered:
Consumer Matters
Personal Finance

Length: 8:44

3. **Samira K. Beckwith**, end of lifecare expert, President/CEO of HOPE Healthcare Services

Talking with a dying loved one is a difficult task. Ms. Beckwith offered suggestions on how to open a conversation with a terminally-ill patient. She said some doctors avoid having difficult conversations with their dying patients and will order needless treatments rather than tell their patients that they've exhausted all the treatment options.

Issues covered:
End of Life Issues
Personal Health
Senior Citizens

Length: 4:50



Date aired: 3/12/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-11

Total running time: 29:30 (with optional exit at 24:00)

1. **Robert Meyer, PhD**, Frederick H. Ecker/MetLife Insurance Professor of Marketing at the Wharton School of the University of Pennsylvania, Co-Director of the Wharton Risk Management and Decision Processes Center, co-author of *"The Ostrich Paradox: Why We Underprepare for Disasters"*

Our ability to predict certain types of natural catastrophes has never been greater. Yet, people consistently fail to heed warnings and protect themselves and their communities, with devastating consequences. Dr. Meyer discussed this contradiction, and what government authorities and individuals can do to improve disaster preparedness.

Issues covered:

Length: 9:39

**Disaster Preparedness
Government Policies**

2. **Daniel Karpowitz, PhD**, Director of Policy and Academics for the Bard Prison Initiative, Lecturer in Law and the Humanities at Bard College in Annandale-on-Hudson, NY, Co-founder of the Consortium for the Liberal Arts in Prison, author of *"College in Prison: Reading in an Age of Mass Incarceration"*

Prof. Karpowitz explained how and why Bard College has provided hundreds of incarcerated men and women across the country access to a high-quality liberal arts education. He said inmate students are expected to meet the same requirements as students on a traditional campus. He added that, while education does reduce the rate at which convicts return to prison, higher education should never be measured in that manner.

Issues covered:

Length: 7:37

**Education
Criminal Rehabilitation**

3. **Kendrin Sonnevile, ScD, RD, LDN**, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

Issues covered:

Length: 5:03

**Personal Health
Women's Issues**



Date aired: 3/19/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-12

Total running time: 29:30 (with optional exit at 24:00)

1. **David C. Berliner, PhD**, education expert, author, Regents' Professor of Education Emeritus at Arizona State University

Dr. Berliner disputed the idea that the nation's public schools are failing. He said family wealth and income is the greatest predictor of a student's performance and that many schools perform well. He noted that children attending public schools that serve the wealthy in the U.S. are competitive with any nation in the world. He offered suggestions for how schools, policymakers and parents can help low-income students.

Issues covered:

Education
Poverty
Parenting

Length: 8:54

2. **Adam Alter, PhD**, Associate Professor of Marketing at New York University's Stern School of Business, author of "*Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked*"

Prof. Alter called this the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. He said Americans spend an average of three hours each day using smartphones, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. He explained why so many of today's products are irresistible and how consumers can set boundaries between work and play, and mitigate the dark side of technology.

Issues covered:

Mental Health
Consumer Matters
Technology

Length: 8:13

3. **Richard Ponziani**, traffic safety researcher, President of RLP Engineering of Dayton, OH

Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.

Issues covered:

Traffic Safety
Consumer Matters

Length: 4:59



Date aired: 3/26/17 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2017-13

Total running time: 29:30 (with optional exit at 24:00)

1. **Kevin Davis**, journalist, author of "*The Brain Defense: Murder in Manhattan and the Dawn of Neuroscience in America's Courtrooms*"

In the past 25 years, neuroscience has become a prominent factor in many court cases. Defense attorneys are successfully arguing that a defendant may not be responsible for a crime or should receive a lesser punishment because of brain abnormalities or injuries. Mr. Davis discussed how this is changing how judges and juries define responsibility and assign punishment.

Issues covered:
Criminal Justice
Mental Health

Length: 7:22

2. **Richard Horowitz, MD**, Lyme disease expert, founder of the Hudson Valley Healing Arts Center in Hyde Park, NY, author of "*How Can I Get Better?: An Action Plan For Treating Resistant Lyme And Chronic Disease*"

Dr. Horowitz said victims of Lyme disease are often misdiagnosed with other illnesses such as chronic fatigue syndrome, fibromyalgia, multiple sclerosis, or rheumatoid arthritis. He added that the number of Lyme cases is growing at an alarming rate each year, reaching epidemic proportions. He explained how to identify symptoms and work with a qualified specialist for the best possible treatment outcome.

Issues covered:
Lyme disease
Personal Health

Length: 9:55

3. **Robert Hyldahl, PhD**, Assistant Professor of Exercise Sciences, Brigham Young University

Dr. Hyldahl co-authored a study that found that running appears to reduce inflammation in the knee joint—not increase it, as commonly believed. He said his research suggests that running may actually protect knees during the aging process, and safeguard against degenerative diseases like osteoarthritis.

Issues covered:
Personal Health
Aging

Length: 5:01

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Animal Welfare	San Juan Animal League	000:27	026
Art Show	Farmington Museum	000:30	168
Blindness	National Foundation for Blind	000:31	021
Blindness	National Foundation for Blind	001:00	027
Cancer Awareness	IGW Pediatric Cancer Foundati	000:23	006
Cancer Awareness	Radiological Society	000:30	025
Cancer Awareness	Radiological Society	001:00	028
Cancer Awareness	Sarcoma Foundation of America	000:30	028
Caregiver Assistance	AARP	000:58	032
Child Abuse/Neglect	Casa Court Appointed Advocate	000:14	032
Child Mentoring	Big Brothers/Big Sisters	000:31	109
Child Mentoring	Farmington Boys & Girls Club	000:15	050
Children's Activites, Sports	Carrie Tingley Hospital Found	000:19	019
Children's Health	March of Dimes	000:15	050
Children's Health	March of Dimes	000:30	032
Children's Health	marines	001:00	041
Children's Health	Save the Children	000:30	032
Children's Health	St. Jude Research Hospital	000:14	045
Children's Health	St. Jude Research Hospital	000:59	036
Children's Services	Guardian Home Health	000:21	015
Children's Services	Make-A-Wish	001:00	024
Community Activities	Farmington Chamber of Commerec	000:14	013
Community Activities	San Juan College	000:31	008
Community Cinema-Culture	Theater Ensemble Arts	000:32	013

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Community Concert	San Juan College Concert Band	000:30	009
Community Education & History	San Juan College Theater	000:31	009
COMMUNITY INVOLVEMENT	United Way	001:00	033
Crime Prevention	Dept. of Homeland Security	000:14	056
Daffodil Days	NW New Mexico Hospice	000:20	006
Disability Resources	U.S. Health & Human Services	000:59	041
Disability Services	U.S. Health & Human Services	000:59	032
Driving Safety	NHTSA	000:15	004
Driving Safety	NHTSA	000:30	003
Drug Abuse	Partnership Drug Free America	000:30	033
Enviornment	U.S. Forest Service	000:10	003
Family Activities	Sycamore Park Community Cente	000:16	012
Financial Literacy	Ad Council	000:30	002
Fine Arts	Caliente Chorus/SARA DEAN	000:25	007
Fine Arts	Four Corners Harmony Group	000:23	016
Fine Arts	San Juan College Concert Band	000:19	038
Fine Arts	San Juan College Theater	000:24	017
Foreign Aid	Doctors Without Borders	001:02	035
HEALTH AND FITNESS	FRUITS AND VEGGIES	000:30	016
Health Care	Ad Council	001:00	004
Health Care	Radiological Society	000:15	049
Health Care	Radiological Society	000:30	068
Health Care	Radiological Society	001:00	034
Health Care	U.S. Department of Health	000:20	039
HOMELAND SECURITY	Dept. of Homeland Security	001:00	036
Hunger Prevention	Feeding America	001:00	048
Hunger Prevention	Frontline Mission	000:20	041
Job Training	Goodwill	001:01	036
Literacy	Reading Is Fundamental	000:30	034

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Lyme Disease Prevention	NatCapLyme Association	001:02	026
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	010
PEACE	PEACE IN THE STREETS	000:31	008
Pest Management	National Pest Management	000:30	072
Pest Management	National Pest Management	001:00	033
Shelter Pet Adoption	Shelter Pet Project	000:30	020
Texting & Driving	National Traffic Safety Admin	000:30	032
Theater Arts	Theater Ensemble Arts	000:16	050
Tobacco	Youth Leadership Council	000:30	067
us marines	U.S. Marine Corps	000:16	046
Veterans Aid	Paralyzed Veterans of America	000:15	044
Veterans Aid	Paralyzed Veterans of America	000:20	042
Veterans Aid	Wounded Warrior Project	000:30	037
Veterans Aid	Wounded Warrior Project	001:00	037
Veterans Employment	New Mexico Unemployment Offic	000:23	022
Veterans Services	iHeartMedia	000:30	010
Veterans Services	Veterans of America	000:20	045