

KCQL  
Farmington, NM  
Quarterly Issues/Programs List  
First Quarter, 2015  
03/30/2015

KCQL  
Quarterly Issues/Programs List

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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:

- **Arts & Education:** Discussion of arts in different medias including upcoming art shows, band and orchestra, theatrical performances, musicals and film.
- **Community Education:** Discussion about the "Civility First" program initiated by the city of Farmington Community Relations Commission. Topics included education on race relations and their kick-off event.
- **Family & Children Activities:** Events, activities and programs offered for children and families at the Sycamore Park Community Center.
- **Homelessness in the Four Corners:** Detailed discussion with PATH-People Assisting The Homeless about the homeless situation in the Four Corners area, plus their Chocolate Affair fundraising event.
- **Literacy:** Literacy and other upcoming programs and events at the Farmington Public Library.
- **Local Economic Development:** Discussion on the current state of the local economy, and programs available to help local business stimulate growth from the oil and gas industry, to retail merchants, health care and education.
- **New Social Media Campaign:** Farmington Convention & Visitors Bureau "Jolt Your Journey" campaign to bring better awareness of the resources available in Farmington and the Four Corners area. Live, Play, Work, Shop Farmington.
- **Scholarships and the Arts:** Discussion on grant information, scholarships available and an upcoming free concert event provided by the Connie Gotsch Foundation for the Arts.
- **Senior Citizen Affairs/Events:** Discussion of resources available for senior citizens and upcoming Senior Olympics event.
- **Small Business Resources:** Discussion on the Affordable Care Act, it's effects on small business, plus workshops and resources available..

- **Substance Abuse For Women:** Detailed information about MASADA House, a safe haven available for women with substance abuse, as well as recovery and programs available. Upcoming fundraising concert event.
- **Volunteers needed for CASA program:** Court Appointed Special Advocates/Childhaven. The need for volunteers to mentor and provide assistance for abused and neglected children in the Four Corners area.

**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	DESCRIPTION	GUEST	DATE/TIME	DURATION
Family & Children Activities	Four Corners Focus/SYCAMORE PARK COMMUNITY CENTER	Events, activities and programs offered for children and families at the Sycamore Park Community Center.	Vonna Victor	01/04/2015 07:31 AM	028:03
Community Education	Four Corners Focus/COMMUNITY RELATIONS COMMISSION	Discussion about the "Civility First" program initiated by the city of Farmington Community Relations Commission. Topics included education on race relations and their kick-off event.	Melissa Meechan	01/11/2015 07:29 AM	029:42
Homelessness in the Four Corners	Four Corners Focus/PATH HOMELESS SHELTER	Detailed discussion with PATH-People Assisting The Homeless about the homeless situation in the Four Corners area, plus their Chocolate Affair fundraising event.	Jonna Sharpe	01/18/2015 07:29 AM	030:00
Small Business Resources	Four Corners Focus/SMALL BUSINESS/AFFORDABLE CARE	Discussion on the Affordable Care Act, its effects on small business, plus workshops and resources available..	Carmen Martinez	01/25/2015 07:32 AM	026:44
Scholarships and the Arts	Four Corners Focus/Connie Gotsch Foundation	Discussion on grant information,	Leigh Irvin	02/01/2015 07:30 AM	029:32

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		scholarships available and an upcoming free concert event provided by the Connie Gotsch Foundation for the Arts.			
Arts & Education	Four Corners Focus/San Juan College Silhouette Series	Discussion of arts in different medias including upcoming art shows, band and orchestra, theatrical performances, musicals and film.	Linanne Easley	02/08/2015 07:32 AM	027:33
Literacy	Four Corners Focus/FARMINGTON PUBLIC LIBRARY	Literacy and other upcoming programs and events at the Farmington Public Library.	Flo Trujillo	02/15/2015 07:31 AM	028:12
Local Economic Development	Four Corners Focus/4 CORNERS ECONOMIC DEVELOPMENT	Discussion on the current state of the local economy, and programs available to help local business stimulate growth from the oil and gas industry, to retail merchants, health care and education.	Ray Hagerman	02/22/2015 07:31 AM	028:44
Substance Abuse For Women	Four Corners Focus/MASADA HOUSE	Detailed information about MASADA House, a safe haven available for women with substance abuse, as well as recovery and programs available. Upcoming fundraising concert event.	Monica Ortega	03/01/2015 07:31 AM	027:31
Family & Children Activities	Four Corners Focus/COMMUNITY INVOLVMENT	Events, activities and programs offered for children and families at the Sycamore Park Community Center.	Vonna Victor	03/08/2015 07:30 AM	028:51
Senior Citizen Affairs/Events	Four Corners Focus/SENIOR CITIZEN AFFAIRS	Discussion of resources available for senior citizens and upcoming Senior Olympics event.	Natalie Spruell	03/15/2015 07:30 AM	029:48

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Volunteers needed for CASA program	Four Corners Focus/CHILD WELFARE	Court Appointed Special Advocates/Childhaven. The need for volunteers to mentor and provide assistance for abused and neglected children in the Four Corners area.	Amy O'Neil	03/22/2015 07:30 AM	028:58
New Social Media Campaign	Four Corners Focus/BRANDING FARMINGTON	Farmington Convention & Visitors Bureau "Jolt Your Journey" campaign to bring better awareness of the resources available in Farmington and the Four Corners area. Live, Play, Work, Shop Farmington.	Tonya Stinson	03/29/2015 07:30 AM	029:18

**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.)

Attached on following pages



Date aired: 1/4/15 Time Aired: 7:00am

Weekly Public Affairs Program

Show # 2015-01

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

1. **Gaby Chapman**, retired teacher, former school board president, author of "*Let Them Have Books: A Formula for Universal Reading Proficiency*"

Ms. Chapman offered advice for parents who want to encourage a love of reading in their children. She explained why youngsters who read for fun do better in school than those who do not. She also talked about the importance of allowing kids to choose their own reading material.

**Issues covered:**

Literacy  
Education

**Length: 8:48**

2. **Jeff Reeves**, financial journalist, editor of InvestorPlace.com

Mr. Reeves outlined the most common mistakes investors make when handling their 401(k) investments. He explained how frequently an investor should do some housekeeping with their mutual fund portfolio and how to decide when to rebalance investments that have changed in value.

**Issues covered:**  
Retirement Planning  
Senior Citizens

**Length: 8:19**

3. **Sarah Brokaw**, author of "*Fortytude: Making the Next Decades the Best Years of Your Life*"

Age 40 is a harrowing milestone for many women. Ms. Brokaw talked about the reasons behind this, and how women can navigate the transition into midlife with more enjoyment. She said society sends women many conflicting messages about being their own person and yet conforming to traditional expectations.

**Issues covered:**  
Women's Issues  
Senior Citizens

**Length: 5:03**



Date aired: 1/31/15 Time Aired: 7:00am

**Weekly Public Affairs Program**

Show # 2015-02

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

1. **Edward M. Hallowell, MD**, Child and Adult Psychiatrist who specializes in ADD and ADHD, author of *"Driven to Distraction at Work: How to Focus and Be More Productive"*

Many people in the workplace feel increasingly overwhelmed by a mix of nonstop demands and rapidly changing technology. Dr. Hallowell discussed the underlying reasons why people lose their ability to focus at work. He said the most common distraction is caused by electronic screens of all kinds. He offered suggestions on how to sustain a productive mental state at work.

Issues covered:

Mental Health  
Career

Length: 7:22

2. **Jill Weisenberger MS, RDN, CDE**, Nutrition, Culinary & Diabetes Expert, Registered Dietitian, Certified Diabetes Educator, author of *"The Overworked Person's Guide to Better Nutrition"*

Ms. Weisenberger offered practical steps to plan, cook and eat better for a healthier lifestyle. She explained why meal planning is so important and why an organized kitchen is critical in that process. She explained how to ease a family into a lower-sodium diet.

Issues covered:

Nutrition  
Personal Health

Length: 7:44

3. **Jacquelyn F. Gamino, PhD**, Research Scientist and Assistant Research Professor at the Center for BrainHealth at the University of Texas at Dallas

Growing up poor can affect a child's behavior and school performance. Dr. Gamino led a study that determined that intervention programs can help bring low-income adolescents up to speed with their more affluent peers. She explained how cognitive intervention could easily be integrated into a normal school setting.

Issues covered:

Education  
Poverty

Length: 4:51



Date aired: 1/18/15 Time Aired: 7:00AM

**Weekly Public Affairs Program**

Show # 2015-03

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: 1/25/15 Time Aired: 7:00AM

**Weekly Public Affairs Program**

Show # 2015-04

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: 2/11/15 Time Aired: 7:00am

**Weekly Public Affairs Program**

Show # 2015-05

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

1. **Cathy Steinberg**, personal safety expert and trainer, author of "*The Fabulous Girl's Guide to Being Fearless: What Every Girl Should Know*"

FBI statistics say that 1 in 4 females in the US will be a victim of violent crime. Ms. Steinberg talked about the most common types of violence directed at young women, and offered suggestions of how to avoid dangerous situations. She explained why it is so important for prospective college students to evaluate campus security before they make a decision on where to go to school.

Issues covered:

Length: 8:18

Sexual Assault  
Crime  
Women's Issues

2. **Chadwick Wasilenkoff**, founder and CEO of Fortress Paper, a specialty paper company that produces secure paper for currencies around the world

Mr. Wasilenkoff discussed the measures that governments take to prevent counterfeiting of currencies. He said that a large percentage of counterfeit US bills are believed to be produced by state-sponsored operations in countries such as North Korea. He explained why recent measures, such as the improved \$100 bill, do slow down counterfeiters temporarily. However, he said criminals eventually adapt to such changes, so it is a never-ending battle. He explained how consumers can try to identify counterfeit bills.

Issues covered:

Length: 8:55

Counterfeiting  
Crime  
Government Regulations

3. **Megan Moreno, MD**, researcher at Seattle Children's Research Institute and Associate Professor of Pediatrics at the University of Washington

Dr. Moreno recently conducted a study that found that teens who smoke cigarettes are 23 times more likely to smoke marijuana, compared to those who don't use tobacco. She talked about the reasons behind this finding. She also explained how the recent legalization of marijuana in several states may affect its use nationwide.

Issues covered:

Length: 5:04

Substance abuse  
Government Regulations



Date aired: 2/18/15 Time Aired: 7:00AM

**Weekly Public Affairs Program**

Show # 2015-06

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

1. **David Rabiner, PhD**, Senior Research Scientist in the Department of Psychology & Neuroscience at Duke University

The use of "study drugs"-- prescription medications used illegally by college students improve their academic performance--is on the rise. Dr. Rabiner said the drugs of choice are those typically used to treat ADHD. He discussed the question of whether the practice is a form of academic cheating. He added that students who use these medications without a prescription typically have higher rates of drug and alcohol abuse, perform worse academically and are more stressed out about their grades.

Issues covered:  
Substance Abuse  
Education

Length: 8:09

2. **Michael Thompson**, Director of the Council of State Governments Justice Center

Mr. Thompson's organization conducted a study that examined whether juveniles who commit crimes fare better if they are sentenced to community-based supervision or state-run incarceration. The study found that youth who are locked up in state-run facilities are 21 percent more likely to be rearrested than those who remain under supervision closer to home. He said that community supervision programs are also far less expensive for taxpayers than state-secure facilities.

Issues covered:  
Youth at Risk  
Crime  
Government Policies

Length: 8:55

3. **Doug Goodman, PhD**, MPA Director, Associate Professor of Public Affairs in the School of Economic, Political, and Policy Sciences at The University of Texas at Dallas

Dr. Goodman co-authored a study that found that family-friendly employment policies tend to increase productivity of employees in public organizations. He said it appears that these policies reduce stress, and increase job satisfaction and employee loyalty.

Issues covered:  
Workplace Matters  
Parenting

Length: 5:01



Date aired: 2/15/15 Time Aired: 7:00am

**Weekly Public Affairs Program**

Show # 2015-07

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

1. **Michael Moss**, Pulitzer Prize-winning reporter for The New York Times, author of "Salt Sugar Fat: How the Food Giants Hooked Us"

Every year, the average American eats thirty-three pounds of cheese, seventy pounds of sugar and double the recommended amount of salt--most of it from processed foods. Mr. Moss said that the use of salt, sugar and fat increases sales of processed foods, reduces manufacturing costs, and enables these foods to sit in warehouses or on the grocery shelf for months. He offered suggestions for consumers on how to read product labels.

Issues covered:

Length: 8:01

Personal Health  
Consumer Matters

2. **Debra Donston-Miller**, editor and writer for InformationWeek.com, expert in social networking and information technologies

Ms. Donston-Miller said social media has essentially become an online resume, and that job hunters who do not use it are at a huge disadvantage. She discussed the most effective strategies for using social media in job searches and networking with colleagues. She explained which social networks are the most useful and why. She also recommended sharing content on social networks, such as reports or videos, to demonstrate expertise and abilities.

Issues covered:

Length: 8:59

Employment  
Workplace Matters

3. **Tim Lohrentz**, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Mr. Lohrentz recently conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

Issues covered:

Length: 5:10

Payday Loans  
Poverty  
Government Regulations



Date aired: 2/22/15 Time Aired: 7:00am

**Weekly Public Affairs Program**

Show # 2015-08

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

1. **Mark Underwood, PhD**, neuroscience researcher, expert on brain aging and cognitive function, President and co-founder of Wisconsin-based biotech company Quincy Bioscience

Dr. Underwood said most people start to experience mild memory loss by age 40. He explained the relationship of early memory problems to advanced forms of dementia as people enter their 70s and 80s. He outlined basic steps to take to keep the brain active, which may prevent or slow cognitive decline as a person ages.

Issues covered:  
Personal Health  
Senior Citizens

Length: 8:01

2. **Patty Osterberg**, Education & Outreach Director of Sustainable Electronics Recycling International, an organization that sets standards for responsible electronics recycling

Ms. Osterberg discussed the most responsible ways to recycle unused mobile phones and other electronic gadgets. Her organization certifies recyclers with the R2 standard, which verifies that recycling companies perform their services in a responsible and ethical manner. She talked about the environmental impact of throwing a phone in the trash.

Issues covered:  
Recycling  
Environment  
Consumer Matters

Length: 8:59

3. **Susan Carpenter**, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Ms. Carpenter spent two years and thousands of dollars transforming her California home into a test case for sustainable living. She talked about some of the most cost-efficient ways to go "green," along with some of the less successful projects. She outlined the easiest ways the average person can improve their environmental footprint.

Issues covered:  
Environment  
Consumer Matters

Length: 4:55



Date aired: 3/1/15 Time Aired: 7:00am

**Weekly Public Affairs Program**

Show # 2015-09

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

1. **Catherine Collinson**, President of the Transamerica Center for Retirement Studies, a non-profit private foundation

Ms. Collinson talked about the option of "phased retirement," in which an employee begins to gradually put in shorter work weeks. She said the strategy permits workers to test out retirement to see if they enjoy it and can afford it, and allows them to avoid tapping into Social Security or savings until truly necessary. She said many employers welcome it, because it allows the senior employee to mentor younger colleagues and the organization to retain institutional knowledge.

**Issues covered:**

Retirement  
Career

**Length: 8:42**

2. **Brian Wansink, PhD**, behavior economist, food psychologist, John Dyson Professor of Consumer Behavior at Cornell University, Director of the Cornell Food and Brand Lab, author of "*Slim By Design, Mindless Eating Solutions for Everyday Life*"

Dr. Wansink discussed his research at Cornell, which examines how and why we make choices about the food we eat. He said the way a kitchen or other living environment is set up can encourage weight loss naturally. He outlined innovative but inexpensive steps restaurants, grocery stores and school cafeterias can make to encourage healthier dining choices.

**Issues covered:**

Health and Nutrition  
Consumer Matters

**Length: 8:34**

3. **Cami Walker**, author of "*29 Gifts: How a Month of Giving Can Change Your Life*"

At age thirty-five, Ms. Walker was diagnosed with multiple sclerosis. As she battled depression about her illness, she received an uncommon prescription from an African medicine woman: Give to others for 29 days. She shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.

**Issues covered:**

Charitable Contributions  
Volunteerism  
Mental Health

**Length: 4:24**



Date aired: 3/8/15 Time Aired: 7:00AM

**Weekly Public Affairs Program**

Show # 2015-10

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

1. **Tony Robbins**, motivational speaker, author of "Money, Master the Game: 7 Simple Steps to Financial Freedom"

Mr. Robbins picked the brains of more than 50 of the world's most successful investors and money managers, and found dramatically different philosophies. He discussed lessons that anyone can use to improve their personal finances. He also talked about his efforts to feed the hungry and his personal reasons for being concerned about poverty and hunger in America.

Issues covered:  
Personal Finance  
Consumer Matters

Length: 8:23

2. **Andrew Sperling**, Director of Federal Advocacy, National Alliance on Mental Illness

Mr. Sperling discussed the cost of mental health treatment, and the options available to make treatment more affordable. He explained how the Affordable Care Act has affected mental health and substance abuse services. He outlined the most common forms of assistance provided to employees by larger employers. He also talked about the most common forms of mental illness.

Issues covered:  
Mental Health  
Substance Abuse  
Consumer Matters

Length: 8:42

3. **Richard Lichenstein MD**, Director of Pediatric Emergency Medicine Research at the University of Maryland School of Medicine

Wearing earphones while walking, biking or driving can be much riskier than most people think. Dr. Lichenstein recently conducted a study that found that headphone-related deaths have tripled in the past several years. He explained who is most likely to become a victim and the reasons that this behavior is so dangerous.

Issues covered:  
Traffic Safety  
Personal Health

Length: 4:55



Date aired: 3/15/15 Time Aired: 7:00 AM

**Weekly Public Affairs Program**

Show # 2015-11

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

1. **Tony Wagner, EdD**, First Innovation Education Fellow at the Technology and Entrepreneurship Center at Harvard University, Co-Director of the Change Leadership Group at the Harvard Graduate School of Education, author of *“Creating Innovators: The Making of Young People Who Will Change the World”*

Dr. Wagner said that innovative thinking is today’s most essential real-world skill. He believes that for the US to successfully compete in the global economy, America needs to make teaching innovation a top priority in schools, at home and in business. He explained the steps that teachers and parents can take to foster more creative problem-solving in youngsters.

**Issues covered:**

**Length: 9:28**

Education  
Government Policies  
Employment

2. **Raymond Francis, MSc**, health expert, author of *“Never Be Sick Again”*

Mr. Francis shared his personal story of facing a life-threatening condition at age 48, and how he overcame it. He believes that nearly every disease or illness can be prevented or reversed. He talked about the common denominator of all diseases and the six potential causes. He also offered suggestions to improve health at any age.

**Issues covered:**

**Length: 7:45**

Nutrition and Health  
Consumer Matters

3. **Darrell W. Gurney**, founder of CareerGuy.com, Certified Personnel Consultant, Certified Job & Career Transition Coach, Certified Career Management Coach, and Licensed Spiritual, author of *“Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest”*

Mr. Gurney talked about the critical importance of networking when searching for a job. He said the latest online tools can help, but they are not as effective as meeting and being known by as many people as possible within an industry. He offered advice to the long-term unemployed.

**Issues covered:**

**Length: 5:03**

Employment



Date aired: 3/22/15 Time Aired: 7:00am

**Weekly Public Affairs Program**

Show # 2015-12

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

1. **Peter A. Sacco, PhD**, psychologist who specializes in addictions, author of "*Right Now Enough Is Enough*"

Dr. Sacco discussed the biggest misconceptions about addictions and bad habits. He said pornography and gambling are the least recognized addictions among Americans today. He noted that addicts are frequently able to hide their behavior and lead seemingly normal lives. He also talked about the most effective routes to recovery.

Issues covered:  
Substance Abuse  
Mental Health

Length: 8:04

2. **Jeff Speck, AICP**, City Planner and Architectural Designer who advocates for smart growth and sustainable design, author of "*Walkable City: How Downtown Can Save America, One Step at a Time*"

In the typical American city, the car is still king. Mr. Speck said that downtown areas and local economies can be dramatically improved by becoming pedestrian-friendly. He explained how simple decisions have cascading effects, and how citizens can influence their elected representatives to make wise choices for their communities.

Issues covered:  
Urban Planning  
Government Policies  
Economy

Length: 9:14

3. **John P. Thyfault, PhD**, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

Issues covered:  
Personal Health

Length: 5:06





Date aired: 3/29/15 Time Aired: 7:00am

**Weekly Public Affairs Program**

Show # 2015-13

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

1. **Bill Thornton, PhD**, Professor of Psychology, University of Southern Maine

Dr. Thornton led a study that found that the mere presence of a smart phone, even if it is turned off, can make it difficult to perform complex tasks. He explained the likely reasons that a phone can be so distracting. He offered suggestions for parents who are concerned about phone usage affecting their child's schoolwork.

Issues covered:

Mental Health  
Consumer Matters

Length: 7:27

2. **Sharon Fowler, MPH**, Adjunct Assistant Professor, University of Texas Health Science Center at San Antonio

Ms. Fowler was the co-author of a study that found that diet soda consumption leads to expanding waistlines. She found that older adults who drank two or more diet sodas a day had waist size increases that were six times greater than those of people who didn't drink diet soda. She discussed the possible physiological reasons and offered suggestions for those trying to control calories.

Issues covered:

Personal Health  
Senior Citizens  
Consumer Matters

Length: 9:43

3. **Regina Leeds**, professional organizer, author of "*The 8-Minute Organizer*"

Nearly everyone can use some help in getting organized. Ms. Leeds talked about the reasons that keeping order in our lives and possessions is so difficult. She offered small, step-by-step suggestions on how determine goals to get organized, and how to create positive routines for the long-term.

Issues covered:

Consumer Matters  
Mental Health

Length: 5:06

**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
Adoption/Foster Care	Adopt U.S. Kids	000:15	013
Adoption/Foster Care	Adopt U.S. Kids	000:30	044
Adoption/Foster Care	Adopt U.S. Kids	001:00	051
Aging	U.S. Department of Health	000:30	027
Animal Welfare	Humane Society Four Corners	000:24	008
Arts, Community Activities	Farmington Museum	000:23	003
Autism Awareness	Autism Speaks	000:30	026
Autism Awareness	Autism Speaks	000:59	079
Bullying	Ad Council	001:00	015
Caregiver Assistance	AARP	000:58	042
Child Abuse/Neglect	Casa Court Appointed Advocate	000:21	047
Child Mentoring	Big Brothers/Big Sisters	000:31	081
Child Mentoring	Farmington Boys & Girls Club	000:15	047
Child Safety	National Traffic Safety Admin	001:00	033
Children's Activities	Farmington Parks & Rec Dept.	000:22	001
Children's Health	Save the Children	000:30	027
Children's Health	St. Jude Research Hospital	000:14	048
Children's Health	St. Jude Research Hospital	000:59	035
Community Activities	Farmington Clean & Beautiful	000:18	021
Crime Prevention	SJ County Crimestoppers	001:01	016
Dating Violence Prevention	Ad Council	000:30	014
Dating Violence Prevention	Ad Council	001:00	020
Diabetes Prevention	Juvenile Diabetes Foundation	000:30	023
Digital Literacy	Ad Council	000:30	028

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Digital Literacy	Ad Council	001:00	021
Disability Resources	U.S. Health & Human Services	000:59	038
Disability Services	AARP	001:00	016
Disability Services	U.S. Health & Human Services	000:59	033
Disability Services	U.S. Health & Human Services	001:00	021
Driving Safety	National Traffic Safety Admin	000:30	010
Drug & Alcohol Recovery	Narc-A-Non	000:16	042
Drunk Driving Prevention	NHTSA	000:30	020
Drunk Driving Prevention	NHTSA	001:00	015
Economy	4 Corners Economic Developmen	000:19	007
Education	Farmington Museum	000:23	017
Enviornment	U.S. Forest Service	000:10	037
Enviornment	U.S. Forest Service	000:15	177
Enviornment	U.S. Forest Service	000:30	028
Enviornment	U.S. Forest Service	001:00	063
Family & Children Activities	Sycamore Park Community Cente	000:16	008
Family Activities	San Juan College	000:22	012
Family Activities	Sycamore Park Community Cente	000:20	020
Family Respect	Church of Latter Day Saints	000:20	028
Financial Stability	Ad Council	000:15	003
Fine Arts, Family Activities	Farmington Downtown Assoc.	000:20	003
Fitness	U.S. Health & Human Services	001:00	030
HEALTH AND FITNESS	American Heart Association	000:30	005
Health Care	Radiological Society	000:15	046
Health Care	Radiological Society	000:30	052
Health Care	Radiological Society	001:00	039
Health Care	U.S. Department of Health	000:20	029
Health Insurance	Get Covered America	000:30	010
Health Insurance	Get Covered America	001:00	017

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Health Insurance	San Juan College	000:24	011
Health Insurance	San Juan County	000:19	053
Hospice	Presbyterian Medical Services	000:17	006
LGBTQ ISSUES	Identity Inc.	000:21	006
Literacy	Reading Is Fundamental	000:30	026
Lyme Disease Prevention	NatCapLyme Association	001:02	021
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	009
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	013
Museum Exhibit	Farmington Museum	000:23	013
MUSIC	Connie Gotsch Arts Foundation	000:24	013
Pest Management	National Pest Management	000:30	058
Pest Management	National Pest Management	001:00	036
Poaching	Wildlife Land Trust	000:29	032
Saving Energy	U.S. Department of Energy	000:15	047
Saving Energy	U.S. Department of Energy	000:59	033
Sexual Assault Awareness	Sexual Assault Services	000:20	014
Shelter Pet Adoption	Shelter Pet Project	000:30	051
Skin Cancer Prevention	American Dermatology Academy	001:00	034
Skin Health	National Rosacea Society	000:29	036
Small Business Resources	Southwest Colorado SBDC	000:22	003
Special Olympics	Farmington Police Association	000:22	034
Texting & Driving	National Traffic Safety Admin	000:30	027
Theater Arts	Durango Art Center	000:21	017
Theater Arts	San Juan College Theater	000:19	013
Veteran's Benefits	Dpt. of Veteran's Affairs	000:29	021
Veteran's Benefits	Dpt. of Veteran's Affairs	000:30	022
Veterans Aid	Wounded Warrior Project	000:30	010
Veterans Aid	Wounded Warrior Project	001:00	009
Veterans Employment	Wounded Warrior Project	000:28	032

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Veterans Services	Department of Veteran Affairs	000:15	049
Veterans Services	Veterans of America	000:20	024
Wildfire Prevention	U.S. Forest Service	000:30	139
Wildfire Prevention	U.S. Forest Service	001:00	106
Youth Mental Illness	Aztec Public Schools	000:21	008