

KCQL  
Farmington, NM  
Quarterly Issues/Programs List  
Third Quarter, 2017  
09/28/2017

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:

- **Addiction and Recovery Services:** The Well has long been a place that people struggling with addiction and recovery can come to in Farmington to seek shelter from the storm raging in their lives, and very often due to them, raging in the lives of their loved ones. The Well offers Alcoholics Anonymous and Narcotics Anonymous, plus Alanon programs to help addicts free themselves of addiction and recover into a clean and sober life. They are having a benefit bike run coming up to help defray costs of the services provided to those in need in the Four Corners area.
- **Cancer Treatment/Support:** The San Juan Medical Foundation is hosting their 37th annual Cancer Walkathon September 23rd, so we invited Brenda Shepherd to discuss the event. The San Juan Medical Foundation supports The Connelly Hospitality House, a place where those receiving cancer treatment and their families can stay, instead of driving back and forth daily to their homes outside the region. Families use the facility as a resource for encouragement by others seeking the same guidance and support their loved ones. This is a huge fundraiser, and is always a great success.
- **Community History:** The history of San Juan County is filled with stories of pioneers, cattle rustlers, bankers and the women who stood by them during the making of the place we call home. Dining with the Dead features historical reenactments of those times, with actors playing the parts of legendary people from the past. Greenlawn Cemetery provides the backdrop, and features some of the gravesites of the pioneers portrayed. Attendees meet the spirits and are told of their stories in the history of San Juan County. The event is a yearly fundraiser for Rio Del Sol Kiwanis, and benefits the many civic programs and projects they do.
- **Cyber Security Awareness:** In today (tm)s digital marketplace, the door has been pushed wide open in regards to opportunities in the cyber world. Unfortunately, beyond those doors lie a large number of cyber threats constantly changing and becoming more sophisticated ever day Lynn Lane was our guest and discussed those threats. San Juan College is presenting a national cyber security month kickoff, September 21st, where the public is invited to arm themselves with the knowledge and

actions needed to stay safe and in control of their valuable data.

- **Economic Development/Employment:** SCAPE, Southwest Colorado Accelerator Program for Entrepreneurs is dedicated to growing business in the Four Corners by creating high growth, job creating companies by giving inventors a place to have their ideas heard, mentored and access to funding for startups and early stage companies. Startups and companies mean jobs in the area. Capitol investors are ready to use some of the \$4.4 million dollars raised so far to help the community grow. To date, 15 companies have launched in our local version of Shark Tank , and it (tm)s only the beginning.
- **Economic Development/Employment/Community:** The Farmington Chamber of Commerce is dedicated to advancing and growing business and employment in Farmington by providing networking, promoting the community and more. By working to maintain the vitality of businesses, they maintain the vitality of the community. The chamber sponsors many events throughout the year. One of their main fundraisers is Chile in October , an annual event that includes a chile cook-off and best salsa contest. The public is invited to taste and vote for their favorite chiles and salsas. Monies raised from the event are used for other events the chamber sponsors.
- **Fire Safety/Fireworks:** Terry Page, Farmington Fire Department Chief was our guest this week. We focused mainly on safety for the 4th of July as it related to fireworks. Some are legal in San Juan Country, but not in the city of Farmington. We discussed the distinction between the two. The fine for use of illegal fireworks in the city limits includes a \$500 fine, surrender of the illegal fireworks and possibly even jail time. We also pointed the listener to the city web page for more information on where and what could be used. We also talked general safety and simple fire prevention tips to aid the public.
- **Higher Education/Employment:** This week, we had a visit from Tony Otero, Coordinator/Instructor at The San Juan College School Of Energy/Process Technology. Tony shared facts about how the downtick in the oil & gas in the area was not the end of the road for people. He spoke about the many other jobs in the field, and how the school has unique, hands on learning spaces and simulators, plus local experts to teach how to use them. Students who are willing to relocate after graduation can get jobs in canning factories, nuclear power plants, wind farms, oil rigs at sea and many more well-paying jobs that don (tm)t currently exist here.
- **Hurricane Relief:** iHeartRadio Presents: Support for Victims of the Hurricanes. Our program this week focused on the tragedies of hurricanes Harvey and Irma, and iHeartMedia (tm)s commitment to assisting those affected by the recent hurricanes and their aftermath. Our program not only looked at what is ahead for those in the affected regions, but also the economic impact that it will have nationwide on such things as gasoline prices, insurance rates and the cost of groceries. As part of the program, a strong appeal was aired for people to donate to the American Red Cross.
- **Law Enforcement Training/Recruiting:** We were honored this week to have guests from the San Juan County Sheriff (tm)s Department to speak about

law enforcement training and recruiting. Deputy Robyn Roe, the first female SWAT Operator in San Juan Country and Sergeant Mitchell from the recruiting office, who served in Afghanistan, spoke about careers in law enforcement and the training required to be a law enforcement official. Discussion about the demands and the stresses of the day to day job were also discussed. Finally we spoke about recruitment, and that applications are being accepted for those who would like to enter the academy to train for a career in law enforcement.

- **Law Enforcement/Public Safety:** Sheri Gurule of the Aztec Police Department joined us this week to discuss the National Night Out event to be held locally at Minium Park. Many informational booths are set up for people to learn about safe cities. The highlight of the event is the Donut Eating Contest, where the public and Fire and Police departments slug it out. Another purpose of the event is to familiarize people, especially children with local Law Enforcement and the idea of if children know the police, they will be more willing to help law enforcement.
- **Non-Profit, Self & Business Website Marketing:** Ken Collins, owner of Ken Collins Marketing, discussed ways to make a better business, non-profit and personal impact on the internet, and offered free tutorials that listeners can use for tips on how to be more successful in on-line marketing. One of his major tips is to be connected to the web as well as Facebook. If clients can (tm)t connect with you on the web, you lose a lot of connectivity. We also talked about what a website for individuals, non-profits and businesses should and can offer to be effective.
- **Support for Victims of Hurricane Harvey:** The pictures and videos from Texas and the Gulf Coast are shocking. This week we turned our attention to the people who have been devastated by Hurricane Harvey and its aftermath. Our show focused not only on what is ahead of those in the affected region, but also the economic impact that it will have nationwide on such things as gasoline prices, grocery prices and insurance rates. A strong focus on the show was a plea for people to help by donating to the American Red Cross, who is always there in time of crisis.

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**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
Fire Safety/Fireworks	Four Corners Focus/4th Of	Terry Page, Farmington Fire	Terry Page/Farming	07/02/2017 07:26 AM	030:08

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	July Safety	<p>Department Chief was our guest this week. We focused mainly on safety for the 4th of July as it related to fireworks. Some are legal in San Juan Country, but not in the city of Farmington. We discussed the distinction between the two. The fine for use of illegal fireworks in the city limits includes a \$500 fine, surrender of the illegal fireworks and possibly even jail time. We also pointed the listener to the city web page for more information on where and what could be used. We also talked general safety and simple fire prevention tips to aid the public.</p>	Farmington Fire Department		
Law Enforcement/Public Safety	Four Corners Focus/National Night Out	<p>Sheri Gurule of the Aztec Police Department joined us this week to discuss the National Night Out event to be held locally at Minium Park. Many informational booths are set up for people to learn about safe cities. The highlight of the event is the Donut Eating Contest, where the</p>	Sherri Gurule	07/09/2017 07:27 AM	029:07

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>public and Fire and Police departments slug it out. Another purpose of the event is to familiarize people, especially children with local Law Enforcement and the idea of-if children know the police, they will be more willing to help law enforcement.</p>			
<p>Non-Profit, Self &amp; Business Website Marketing</p>	<p>Four Corners Focus/Digital Marketing</p>	<p>Ken Collins, owner of Ken Collins Marketing, discussed ways to make a better business, non-profit and personal impact on the internet, and offered free tutorials that listeners can use for tips on how to be more successful in on-line marketing. One of his major tips is to be connected to the web as well as Facebook. If clients can (tm)t connect with you on the web, you lose a lot of connectivity. We also talked about what a website for individuals, non-profits and businesses should and can offer to be effective.</p>	<p>Ken Collins</p>	<p>07/16/2017 07:27 AM</p>	<p>029:13</p>
<p>Higher Education/Employment</p>	<p>Four Corners Focus/Energy</p>	<p>This week, we had a visit from Tony</p>	<p>Tony Otero/School</p>	<p>07/23/2017 07:26 AM</p>	<p>031:15</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Industry, A Different Path	Otero, Coordinator/Instructor at The San Juan College School Of Energy/Process Technology. Tony shared facts about how the downturn in the oil & gas in the area was not the end of the road for people. He spoke about the many other jobs in the field, and how the school has unique, hands on learning spaces and simulators, plus local experts to teach how to use them. Students who are willing to relocate after graduation can get jobs in canning factories, nuclear power plants, wind farms, oil rigs at sea and many more well-paying jobs that don't currently exist here.	Of Energy		
Law Enforcement Training/Recruiting	Four Corners Focus/Future in Law Enforcement	We were honored this week to have guests from the San Juan County Sheriff (tm)s Department to speak about law enforcement training and recruiting. Deputy Robyn Roe, the first female SWAT Operator in San Juan Country and Sergeant Mitchell	Deputy Roe/Sergeant Mitchell	07/30/2017 07:26 AM	031:15

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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from the recruiting office, who served in Afghanistan, spoke about careers in law enforcement and the training required to be a law enforcement official. Discussion about the demands and the stresses of the day to day job were also discussed. Finally we spoke about recruitment, and that applications are being accepted for those who would like to enter the academy to train for a career in law enforcement.

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Community History	Four Corners Focus/Kiwani's Dining With The Dead	The history of San Juan County is filled with stories of pioneers, cattle rustlers, bankers and the women who stood by them during the making of the place we call home. Dining with the Dead features historical reenactments of those times, with actors playing the parts of legendary people from the past. Greenlawn Cemetery provides the backdrop, and features some of the gravesites of the pioneers portrayed. Attendees meet	Jill McQuery	08/06/2017 07:28 AM	029:17
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>the spirits and are told of their stories in the history of San Juan County. The event is a yearly fundraiser for Rio Del Sol Kiwanis, and benefits the many civic programs and projects they do.</p>			
Addiction and Recovery Services	<p>Four Corners Focus/"The Well' Bike Run</p>	<p>The Well has long been a place that people struggling with addiction and recovery can come to in Farmington to seek shelter from the storm raging in their lives, and very often due to them, raging in the lives of their loved ones. The Well offers Alcoholics Anonymous and Narcotics Anonymous, plus Alanon programs to help addicts free themselves of addiction and recover into a clean and sober life. They are having a benefit bike run coming up to help defray costs of the services provided to those in need in the Four Corners area.</p>	<p>David and Jere (no last names are</p>	<p>08/13/2017 07:26 AM</p>	<p>031:25</p>
Economic Development/Employment	<p>Four Corners Focus/SCAPE</p>	<p>SCAPE, Southwest Colorado Accelerator Program for</p>	<p>Elizabeth Marsh</p>	<p>08/20/2017 07:27 AM</p>	<p>030:14</p>



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>Entrepreneurs is dedicated to growing business in the Four Corners by creating high growth, job creating companies by giving inventors a place to have their ideas heard, mentored and access to funding for startups and early stage companies. Startups and companies mean jobs in the area. Capitol investors are ready to use some of the \$4.4 million dollars raised so far to help the community grow. To date, 15 companies have launched in our local version of Shark Tank , and it (tm)s only the beginning.</p>			
Cancer Treatment/Support	<p>Four Corners Focus/SJMF Cancer Walkathon</p>	<p>The San Juan Medical Foundation is hosting their 37th annual Cancer Walkathon September 23rd, so we invited Brenda Shepherd to discuss the event. The San Juan Medical Foundation supports The Connelly Hospitality House, a place where</p>	<p>Brenda Shepherd</p>	<p>08/27/2017 07:26 AM</p>	<p>030:29</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>those receiving cancer treatment and their families can stay, instead of driving back and forth daily to their homes outside the region. Families use the facility as a resource for encouragement by others seeking the same guidance and support their loved ones. This is a huge fundraiser, and is always a great success.</p>			
Support for Victims of Hurricane Harvey	Four Corners Focus/American Red Cross	<p>The pictures and videos from Texas and the Gulf Coast are shocking. This week we turned our attention to the people who have been devastated by Hurricane Harvey and its aftermath. Our show focused not only on what is ahead of those in the affected region, but also the economic impact that it will have nationwide on such things as gasoline prices, grocery prices and insurance rates. A strong focus on the show was a plea for people to help by donating to the American Red Cross, who is always there in time of crisis.</p>	Elvis Duran/Sharon Reid	09/03/2017 07:30 AM	030:00
Cyber Security Awareness	Four Corners	In today (tm)s	Lynn Lane	09/10/2017	031:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Focus/SJC Cyber Security	digital marketplace, the door has been pushed wide open in regards to opportunities in the cyber world. Unfortunately, beyond those doors lie a large number of cyber threats constantly changing and becoming more sophisticated every day Lynn Lane was our guest and discussed those threats. San Juan College is presenting a national cyber security month kickoff, September 21st, where the public is invited to arm themselves with the knowledge and actions needed to stay safe and in control of their valuable data.		07:26 AM	
Hurricane Relief	Four Corners Focus/Support for Victims of the Hurricanes	iHeartRadio Presents: Support for Victims of the Hurricanes. Our program this week focused on the tragedies of hurricanes Harvey and Irma, and iHeartMedia (tm)'s commitment to assisting those affected by the recent hurricanes and their aftermath. Our program not only looked at what is	Elvis Duran	09/17/2017 07:30 AM	030:00

ISSUE	PROGRAM /TITLE	DESCRIPTION	GUEST	DATE/TI ME	DURATI ON
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ahead for those in the affected regions, but also the economic impact that it will have nationwide on such things as gasoline prices, insurance rates and the cost of groceries. As part of the program, a strong appeal was aired for people to donate to the American Red Cross.

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Economic Development/Employment/Community	Four Corners Focus/Chili in October	The Farmington Chamber of Commerce is dedicated to advancing and growing business and employment in Farmington by providing networking, promoting the community and more. By working to maintain the vitality of businesses, they maintain the vitality of the community. The chamber sponsors many events throughout the year. One of their main fundraisers is Chile in October , an annual event that includes a chile cook-off and best salsa contest. The public is invited to taste and vote for their favorite chiles and salsas. Monies	Audra Winters	09/24/2017 07:26 AM	030:50
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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raised from the event are used for other events the chamber sponsors.

**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.)**



Call Letters: KCQL-AM

Weekly Public Affairs Program

## QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2017

Show # 2017-27

Date aired: 7/2 Time Aired: 7:30AM

**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

**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

**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

Show # 2017-28

Date aired: 7/9 Time Aired: 7:30A

**Clifford Bassett, M.D., FAAAAI, FAAAAI**, Founder and Medical Director of Allergy and Asthma Care of New York, author of "*The New Allergy Solution: Supercharge Resistance, Slash Medication, Stop Suffering*"

Allergies are on the rise. Dr. Bassett explained why the problem and its underlying causes are quite complex. He believes in many cases, allergic reactions can be prevented, with proper medical advice that examines the interplay of diet, mindset, and environment.

**Issues covered:**  
Personal Health

**Length: 7:28**

**Cornelius N. Grove, Ed.D.**, education expert, author of "*The Drive to Learn: What the East Asian Experience Tells Us about Raising Students Who Excel*"

American students are currently ranked #25 in education globally, significantly behind countries such as Singapore, China and Japan. He believes that American children are less receptive to classroom learning, compared to East Asian children. He said a different approach to parenting is a major factor.

**Issues covered:**  
Education  
Parenting

**Length: 9:51**

**Laurence J. Kotlikoff, PhD**, William Fairfield Warren Distinguished Professor, Professor of Economics at Boston University, President of Economic Security Planning, Inc, author/co-author of 16 books on retirement planning, economics and personal finance

Dr. Kotlikoff has developed the first retirement planning software built by economists. He explained how the "Economist Approach" differs from traditional retirement advice. He said the new approach can help consumers determine the highest level of spending their household can sustain over time, in order to live within their means for the remainder of their lives.

**Issues covered:**  
Retirement Planning  
Senior Citizens

**Length: 4:56**

Show # 2017-29

Date aired: 7/16 Time Aired: 7:30A

**Rachael Stickland**, Co-Founder and Co-Chair of the Parent Coalition for Student Privacy

Schools and third-party vendors collect and share an astonishing amount of personal data on nearly every student in America. Ms. Stickland explained why parents should be concerned and what they can do about it. She believes laws protecting student privacy need to be strengthened.

**Issues covered:**  
Parenting  
Privacy Concerns  
Education

**Length: 8:56**

**Vijay R. Varma, PhD**, researcher and post-doctoral fellow at the National Institute on Aging, part of the National Institutes of Health

Dr. Varma recently co-authored a study that found an alarming decrease in physical activity in youngsters at every age. 19 year olds now get as much exercise and activity as 60 year olds. Dr. Varma explained why this is a major problem. He offered suggestions of ways to encourage both younger and older Americans to become more physically active.

**Issues covered:**  
Physical Fitness  
Personal Health  
Aging

**Length: 8:02**

**Jim Hedlund**, consultant for the Governors Highway Safety Association, former researcher for 22 years at the National Highway Traffic Safety Administration

Mr. Hedlund conducted a study for the Governors Highway Safety Administration that found that for the first time, more drivers who were tested after fatal crashes had drugs in their system than had alcohol. He discussed the role that the increasing legalization of marijuana may play in this trend. He also explained why laws targeting drivers under the influence of alcohol cannot easily be amended to include drug users.

**Issues covered:**  
Impaired Driving  
Substance Abuse  
Government Legislation

**Length: 5:09**

Show # 2017-30

Date aired: 7/23 Time Aired: 7:30am

**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**

**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**



**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

Show # 2017-31

**Date aired:** 7/30 **Time Aired:** 7:30am

**Kevin Carey, PhD**, education researcher and writer, Director of the Education Policy Program at the New America Foundation, co-author of "*The End of College: Creating the Future of Learning and the University of Everywhere*"

The cost of college has exploded in recent years, and whole generations are sinking deeper into college debt. Mr. Carey discussed recent innovations in digital learning and why he believes that the current methods of higher education are woefully outdated. He said, more than ever, a college degree is required to secure even a middle class income for those entering the workforce, but he believes universities much be willing to adapt to online learning and other new technologies.

**Issues covered:**  
Education  
Government Policies

**Length:** 8:30

**George King, MD**, Research Director and Chief Science Officer, Joslin Diabetes Center, Harvard Medical School, author of "*The Diabetes Reset: Avoid It. Control It. Even Reverse It. A Doctor's Scientific Program*"

Dr. King discussed the effect of diabetes on the nation's health. He said it's possible to prevent and even reverse type 2 diabetes, through appropriate lifestyle changes. He outlined the importance of diet, exercise and sleep in the prevention of diabetes.

**Issues covered:**  
Diabetes  
Personal Health

**Length:** 8:38

**Christopher Ferguson, PhD**, psychology professor in the Department of Behavioral Sciences at Texas A&M International University

Dr. Ferguson led a study into the effects of fast food advertising on children. His research found that while advertising target at children is highly effective, parental influence can lessen the impact of commercials and help young kids make healthier food decisions. He offered advice for parents.

**Issues covered:**  
Children's Health  
Nutrition

**Length:** 4:53

Show # 2017-32

Date aired: 8/6 Time Aired: 7:30am

**Benjamin H. Barton**, Helen and Charles Lockett Distinguished Professor of Law at the University of Tennessee, author of *"Rebooting Justice: More Technology, Fewer Lawyers, and the Future of Law"*

Professor Barton discussed what he sees are longstanding problems in our judicial system. He said that laws are too complex and legal advice is far more expensive than necessary. He outlined a series of reforms which he believes would make the courts much fairer and more accessible for poor and middle-class Americans.

**Issues covered:**

**Length: 8:31**

Legal Reform  
Poverty

**Steve Casner, PhD**, research psychologist, NASA scientist, author of *"Careful: A User's Guide to Our Injury-Prone Minds"*

Dr. Casner has devoted his career to studying the psychology of safety. He said after a hundred years of steady decline, the rate at which people are being injured or killed in everyday accidents, such as car crashes, pedestrian fatalities, home-improvement projects gone wrong, medical mistakes and home fires, is increasing. He explained why few of us are as careful as we think we are, and what we can do about it.

**Issues covered:**

**Length: 8:36**

Accident Prevention  
Personal Health

**Robin Behrstock**, entrepreneur, author of *"Adventures Of Women Entrepreneurs: Stories That Inspire"*

Dr. Behrstock shared some inspiring examples of women who overcame both personal and professional setbacks to turn their dreams of starting their own business into reality. She offered advice for aspiring entrepreneurs who are reluctant to take that first step.

**Issues covered:**

**Length: 4:50**

Women's Issues  
Career

Show # 2017-33

Date aired: 8/13 Time Aired: 7:30am

**Lea Waters, Ph.D.**, President-Elect of the International Positive Psychology Association, Gerry Higgins Chair in Positive Psychology at the University of Melbourne, Australia, author of *"The Strength Switch: How the New Science of Strength-Based Parenting Can Help Your Child and Your Teen to Flourish"*

Dr. Waters discussed strength-based parenting, which focuses on sincerely praising children's strengths rather than always trying to correct their weaknesses. She said her approach helps children recognize skills, talents and positive aspects of their personalities, and shows them how to make the most of those positive resources. She said the technique differs significantly from the "participation trophy" approach that was common in the past couple of generations of parenting.

**Issues covered:**

**Length: 10:01**

Parenting

**Octavia H. Zahrt**, doctoral candidate in health psychology at the Stanford University Graduate School of Business

Physical inactivity is estimated to account for 1 in 10 deaths worldwide, and 79% of U.S. adults do not meet recommended exercise guidelines. Ms. Zahrt co-authored a study that found that people who think they are less active than others in a similar age bracket die younger than those who believe they are more active – even if their actual activity levels are similar. She talked about the possible reasons behind this finding, and how a person’s mindset affects their overall health.

**Issues covered:**  
Physical Fitness  
Mental Health

**Length: 6:56**

**Rachel Tolbert Kimbro, PhD**, Professor of Sociology at Rice University

Prof. Kimbro co-authored a study that found that, in the wake of the Great Recession, more children than ever are living in low-income neighborhoods. She said white children were the group with the biggest increase. She explained why low-income living conditions are a negative influence on academic performance. She offered suggestions of how educators and legislators should attempt to deal with the issue.

**Issues covered:**  
Poverty  
Youth at Risk  
Education

**Length: 4:43**

Show # 2017-34

**Date aired:** 8/20

**Time Aired:** 7:30AM

**Scott Sampson, PhD**, dinosaur paleontologist, science communicator, Vice President of Research and Collections at the Denver Museum of Nature & Science, host of the PBS Kids’ television series, *Dinosaur Train*, author of *How to Raise a Wild Child: The Art and Science of Falling in Love with Nature*

Today’s American children spend 4 to 7 minutes a day playing outdoors. Dr. Sampson explained why this disconnect between kids and nature is a problem that should concern parents. He offered tips for parents to help kids fall in love with nature, by enlisting technology as an ally and encouraging outdoor activities like the Boy Scouts and Girls Scouts.

**Issues covered:**  
Parenting  
Environment

**Length: 10:15**

**David Ernst, PhD**, Chief Information Officer at the University of Minnesota’s College of Education and Human Development, creator of the Open Textbook Library

The cost of college textbooks has skyrocketed in recent years, but a new trend of free or low-cost “open source” textbooks is gaining momentum. Dr. Ernst said college students could save an average of \$128 a course if traditional textbooks were replaced with the new electronic versions. He explained why this new generation of textbooks is often of equal academic value compared to traditional printed textbooks.

**Issues covered:**  
Education  
Consumer Matters

**Length: 6:57**

**Linda Gordon Howard**, attorney, author of "*The Sexual Harassment Handbook*"

Ms. Howard talked about progress in the battle against sexual harassment. She discussed how sexually inappropriate behavior in the workplace has evolved since attention was first focused on it. She believes many situations involving sexual harassment can be prevented or resolved if victims recognize what's happening and know what to do.

**Issues covered:**  
Sexual Harassment  
Workplace Matters  
Women's Issues

**Length: 5:13**

Show # 2017-35

Date aired: 8/27 Time Aired: 7:30am

**Tim Stockwell, Ph.D.**, Director of the Center for Addictions Research at the University of Victoria, British Columbia

Many people believe that having a glass of wine with dinner -- or moderately drinking any kind of alcohol -- will protect them from heart disease. However, Dr. Stockwell has conducted a series of studies that he believes cast doubt on that thinking. He outlined several issues that many researchers fail to factor into their studies.

**Issues covered:**  
Personal Health  
Substance Abuse

**Length: 8:04**

**Justin Knoll**, sociology doctoral student at the University of Arizona

With incivility in American public and political discourse increasingly in the spotlight, Mr. Knoll conducted a study that found that people's tolerance to incivility impacts the degree to which they participate in politics, especially online. He noted that people who most engage in online political discussions are five times more likely to vote.

**Issues covered:**  
Civic Participation  
Voting

**Length: 9:07**

**Ken Blanchard**, management expert and co-author of more than 60 books, including "*The One Minute Manager*" and "*One Minute Mentoring: How to Find and Work With a Mentor--And Why You'll Benefit from Being One*"

Mr. Blanchard explained why it is more critical than ever to seek out a mentor for career advancement. He said older workers can also benefit from seeking out a younger mentor for help with technology. He also talked about the positive aspects of mentoring to both parties. He also offered advice on how to locate a mentor.

**Issues covered:**  
Career  
Senior Citizens

**Length: 5:04**

Show # 2017-36

Date aired: 9/3 Time Aired: 7:30am

**Bruce Schneier**, data security expert, author of "*Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World*"

Americans' personal identity, interests and behavior are being monitored more than ever before. How concerned should we be about the loss of privacy? Mr. Schneier explained what can be done to reform government surveillance programs and shake up surveillance-based business models. He also outlined simple steps that consumers can take to protect their personal privacy.

**Issues covered:**

**Length: 8:42**

Privacy  
Government Policies  
Consumer Matters

**Matthew Drayton**, motivational speaker, author of "*Succeeding While Black: A Blueprint for Success*"

Many African-American young men find themselves in prison, in gangs, and on the streets without opportunities to succeed. He talked about the importance of mentoring, education and leadership for kids who otherwise face grim futures in the inner cities of America.

**Issues covered:**

**Length: 8:32**

Minority Concerns  
Youth at Risk  
Poverty

**Huntington Potter, PhD**, Professor, Department of Neurology and Linda Crnic Institute for Down Syndrome, University of Colorado School of Medicine

Dr. Potter explained why Alzheimer's disease is such an expensive disease for the nation's healthcare system. He discussed who may be most likely to develop the disease, whether things like crossword puzzles can really keep the brain healthy, and where current research is headed.

**Issues covered:**

**Length: 6:14**

Personal Health  
Senior Citizens

Show # 2017-37

Date aired: 9/10 Time Aired: 7:30am

**Jean Twenge, Ph.D.**, Professor of Psychology at San Diego State University, author of "*iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us*"

Dr. Twenge discussed the mental health and development of iGen, the first generation to spend their entire adolescence in the age of the smartphone. With social media and texting replacing other activities, she said Americans born between 1995 and 2012 spend less time with their friends in person and are experiencing unprecedented levels of anxiety, depression, loneliness, and suicide. She said iGen is growing up more slowly than previous generations, as reflected in delayed experiences with driving, dating, finding a job, drinking, and sex. She offered advice for parents.

**Issues covered:**

**Length: 9:58**

Youth at Risk  
Mental Health  
Parenting

**Pam Shadel Fischer**, traffic safety expert, Special Projects Consultant for the Governors Highway Safety Administration

Ms. Fischer led a study that found that bicyclist deaths have risen more than 12%, the largest percentage increase of all roadway user groups. She said the average age of those killed is 45, and most are male. She talked about the factors that cause bicycle/car collisions, and what bikers and drivers can do to reduce them.

**Issues covered:**  
Traffic Safety

**Length: 7:16**

**Kenneth S. Rogoff, PhD**, Thomas D Cabot Professor of Public Policy in the Economics Department of Harvard University, author of "*The Curse of Cash: How Large-Denomination Bills Aid Crime and Tax Evasion and Constrain Monetary Policy*"

Even as people in advanced economies are using less paper money, there is more cash in circulation—\$4,200 for every American, mostly in \$100 bills. Dr. Rogoff believes the United States should discontinue the use of \$50 and \$100 bills, because they are primarily used as vehicles for tax evasion, the drug trade, terrorism, human trafficking, and other criminal enterprises. He outlined his plan for it phasing out, and said he believes it could cut criminal activity by 5-10%.

**Issues covered:**  
Crime  
Government Policies  
Consumer Matters

**Length: 5:03**

Show # 2017-38

Date aired: 9/17 Time Aired: 7:30am

**Beth Givens**, Founder and Executive Director of the Privacy Rights Clearinghouse, a nonprofit consumer education and advocacy organization

In perhaps the most egregious security breach to date, credit files of up to 143 million Americans were recently hacked from the credit reporting agency Equifax. Ms. Given explained the seriousness of the incident, how consumers can learn if their data was included and what steps to take to try to defend against identity theft and other forms of fraud.

**Issues covered:**  
Identity Theft  
Consumer Matters  
Government Regulation

**Length: 7:51**

**Steve Kardian**, former FBI defense tactics instructor, author of "*The New Superpower for Women: Trust Your Intuition, Predict Dangerous Situations, and Defend Yourself from the Unthinkable*"

Each year, a disturbing number of women are victims of a crime or assault. Mr. Kardian explained the steps women should take to become a "hard target" in the eyes of criminals. He explained the importance of a woman following her intuition and being proactive in identifying potential trouble.

**Issues covered:**  
Crime Prevention  
Women's Issues  
Self Defense

**Length: 9:26**

**Wendy M. Troxel, PhD**, Senior Behavioral and Social Scientist at the RAND Corporation, Adjunct Professor of Psychiatry and Psychology at the University of Pittsburgh

Dr. Troxel led a state-by-state analysis of the economic implications of a shift in school start times in the US. She found that a nationwide move to 8.30 a.m. could contribute \$83 billion to the U.S. economy within a decade. She said the economic gains would be realized through higher academic and professional performance of students, and reduced car crash rates among adolescents.

**Issues covered:**  
Education  
Economy  
Youth at Risk

**Length: 5:00**

Show # 2017-39

**Date aired:** 9/24 **Time Aired:** 7:30am

**Jack Kosakowski**, President and CEO, Junior Achievement USA

Mr. Kosakowski discussed a Junior Achievement USA survey that found that 77 percent of parents are concerned about their children's ability to have a successful job or career as adults, in light of global competition and automation. He talked about the rapidly changing career environment, and how Junior Achievement is adapting to today's tech environment to help teenagers.

**Issues covered:**  
Youth Concerns  
Careers  
Parenting

**Length: 8:04**

**Dale Bredesen, MD**, NIH Postdoctoral Fellow at the University of California, San Francisco, author of "*The End of Alzheimer's: The First Program to Prevent and Reverse Cognitive Decline*"

Dr. Bredesen said his research has determined that Alzheimer's disease is not a single condition, but three similar ones--each with a different cause. He said new research is giving hope that the disease can be prevented and, under certain circumstances, even reversed. He said every American should get a cognitive and genetic test at age 45, to determine their likelihood of developing Alzheimer's.

**Issues covered:**  
Alzheimer's Disease  
Aging

**Length: 9:15**

**Craig Gundersen, PhD**, Soybean Industry Endowed Professor in Agricultural Strategy, Professor in the College of Agricultural, Consumer and Environmental Sciences Department of Agricultural and Consumer Economics at the University of Illinois

Dr. Gunderson led a study that found that 5.4 million people age 60 or older in the U.S., or 8.1 percent, did not have enough food for an active, healthy lifestyle. He explained how food insecurity adversely affects a senior citizen's health, and why many low income seniors fail to take advantage of government programs available to them.

**Issues covered:**  
Hunger  
Poverty  
Senior Citizens  
Government Programs

**Length: 4:46**

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

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

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Adoption/Foster Care	Adopt U.S. Kids	000:15	009
Adoption/Foster Care	Adopt U.S. Kids	000:30	023
Adult Coed Kickball	Adopt U.S. Kids	001:00	038
Art Show	San Juan College	000:30	035
Art Show	San Juan College Theater	000:31	009
ARTS	UNDERSTOOD.ORG	000:30	011
Autism Awareness	Autism Speaks	000:15	006
Autism Awareness	Autism Speaks	000:30	012
Autism Awareness	Autism Speaks	001:00	021
Blindness	National Foundation for Blind	000:31	013
Blindness	National Foundation for Blind	001:00	006
Bullying Prevention	Ad Council	000:30	010
Buzzed Driving Prevention	NHTSA	000:30	009
Buzzed Driving Prevention	NHTSA	001:00	020
Cancer Awareness	Radiological Society	000:30	010
Cancer Awareness	Radiological Society	001:00	020
Cancer Awareness	Sarcoma Foundation of America	000:30	008
Car Show	Aztec High School	000:29	002
Car Show	Bloomfield Police Athletic Le	000:26	006
Caregiver Assistance	AARP	000:30	013
Caregiver Assistance	AARP	001:00	021
Child Safety	FEMA	000:15	008
Child Safety	FEMA	000:30	015
Children's Health	March of Dimes	000:15	013
Children's Health	March of Dimes	000:30	011



ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Children's Health	March of Dimes	001:00	022
Children's Health	St. Jude Research Hospital	000:29	032
Children's Services	Bloomfield Public Schools	000:26	043
College Access	Get Schooled	000:10	001
Community Activities	farmington rec center	000:28	009
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	005
Culture, Nature	Farmington Museum	000:28	012
DISASTER RELIEF	American Red Cross	000:31	024
DISASTER RELIEF	American Red Cross	000:33	012
Drug Abuse	Partnership Drug Free America	000:30	013
Drunk Driving Prevention	Farmington Police Department	000:26	045
Education	NATIONAL SUMMER LEARNING	000:30	007
Education & Jobs	San Juan College	000:29	014
Emergency Preparedness	FEMA	000:15	013
Emergency Preparedness	FEMA	000:30	008
Emergency Preparedness	FEMA	000:59	016
Enviornment	U.S. Forest Service	000:10	002
FAFSA Student Finacial Aid	San Juan College	000:32	001
Family Activities	Sycamore Park Community Cente	000:29	013
Fatherhood Involvement	U.S. Health & Human Services	000:30	024
Film Industry	San Juan College Theater	000:30	016
Financial Literacy	AICPA	000:30	016
Financial Literacy	AICPA	000:59	023
Fine Arts	San Juan College	000:31	041
Firefighter Donation Drive	Farmington Fire Department	000:30	037
FOOD	Bloomfield Boys & Girls Club	000:27	012
Foreign Aid	Doctors Without Borders	001:02	018
Health & Fitness	Bloomfield Police Athletic Le	000:32	010
HEALTH AND FITNESS	SAVE THE MALES	000:30	005

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Here To Listen	Ad Council	000:15	013
High School Equivalency	Dollar General Literacy Found	000:30	009
High School Equivalency	Dollar General Literacy Found	001:00	021
Home Safety	FEMA	000:15	018
HOMELAND SECURITY	Dept. of Homeland Security	001:00	006
Homeless Shelter	The Well Recovery Center	000:29	014
Job Training & Employment	Goodwill	000:30	013
Job Training & Employment	Goodwill	001:00	013
Learning & Attention Issues	Understood	000:15	008
Learning & Attention Issues	Understood	000:30	015
Learning & Attention Issues	Understood	001:00	016
Library Performance	Ignacio Community Library	000:30	002
Meals On Wheels Recruitment	Meals On Wheels America	000:15	008
Meals On Wheels Recruitment	Meals On Wheels America	000:30	012
Meals On Wheels Recruitment	Meals On Wheels America	001:00	019
Men's Health	San Juan Medical Foundation	000:29	023
Movie/Book Event	San Juan College	000:30	013
Movie/Book Event	San Juan College	000:34	031
Movie/Book Event	San Juan College	000:35	057
MUSIC	Farmington Civic Center	000:28	010
Pathways To Employment	Year Up	000:15	007
Pathways To Employment	Year Up	000:30	019
Pathways To Employment	Year Up	001:00	038
PEACE	PEACE IN THE STREETS	000:31	009
Pet Adoption	Regional Animal Shelter	000:28	031
Recycling	Keep America Beautiful	000:20	005
Seat Belt Safety	NHTSA	000:30	011
Seat Belt Safety	NHTSA	001:00	015
Senior Citfzen Affairs	Bonnie Dallas Senior Center	000:31	007

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Shelter Pet Adoption	Humane Society of U S	000:15	023
Shelter Pet Adoption	Humane Society of U S	000:30	026
Shelter Pet Adoption	Humane Society of U S	001:00	037
Stroke Awareness	american heart assoc	000:30	006
Stroke Awareness	american heart assoc	001:00	018
Teacher Recruitment	TEACH	000:30	008
Teacher Recruitment	TEACH	001:00	017
Theater Arts	San Juan College Theater	000:31	006
Theater Arts	Theater Ensemble Arts	000:30	036
Type 2 Diabetes Prevention	American Diabetes Association	000:30	013
Type 2 Diabetes Prevention	American Diabetes Association	001:00	017
Underage Drinking	NHTSA	000:15	020
us marines	U.S. Marine Corps	000:15	008
us marines	U.S. Marine Corps	000:16	014
Veterans Aid	Paralyzed Veterans of America	000:15	010
Veterans Aid	Paralyzed Veterans of America	000:20	005
Veterans Aid	Wounded Warrior Project	000:30	009
Veterans Aid	Wounded Warrior Project	001:00	021
Wildfire Prevention	U.S. Forest Service	000:15	012
Wildfire Prevention	U.S. Forest Service	000:30	011
Wildfire Prevention	U.S. Forest Service	001:00	017