

KCQL  
Farmington, NM  
Quarterly Issues/Programs List  
First Quarter, 2014  
04/01/2014

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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:

- **Animal Welfare:** Opening of the new Farmington Regional Animal Shelter.
- **Children's Health:** The Give Kids A Smile program that includes free dental care for disadvantaged children.
- **Community Events:** Information about the spring and summer programs at Sycamore Park Community Center and throughout the Farmington area to bring families together in the community.
- **Economic Tourism:** Tourism in the Four Corners and how the Farmington Convention & Visitor's Bureau promotes the area to help the local economy.
- **Education:** Information about a series of financial aid workshops for students and parents.
- **Exercise/Recreation:** Programs and events offered by the Farmington Aquatic Center including free swimming lessons for economically disadvantaged children.
- **Family & Children Activities:** Information about the programs and activities being offered at Sycamore Park Community Center..
- **Health & Economics:** Food production as it relates to not only health, but to the local economic development.
- **Health Screenings & Education:** The importance of colon health education and screenings.
- **Home Ownership:** Information about the San Juan Home Builders Association and the annual Home & Building Expo.
- **Homelessness:** Discussed the Path Shelter, upcoming fundraisers and mission of the shelter.
- **Nature/Outdoor Activities:** Information about the Riverside Nature Center and the year round programs and educational opportunities offered.
- **Social Issues :** Exploring social issues & hate crimes through art & theater.

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
Animal Welfare	Four Corners Focus - Farmington Regional Animal Shelter	Opening of the new Farmington Regional Animal Shelter.	Stacy Voss	01/05/2014 07:30 AM	029:07
Economic Tourism	Four Corners Focus - Farmington Convention & Visitor's Bureau	Tourism in the Four Corners and how the Farmington Convention & Visitor's Bureau promotes the area to help the local economy.	Tonya Stinson	01/12/2014 07:30 AM	028:29
Exercise/Recreation	Four Corners Focus - Farmington Aquatic Center	Programs and events offered by the Farmington Aquatic Center including free swimming lessons for economically disadvantaged children.	Lindsey Reinhardt	01/19/2014 07:30 AM	029:33
Family & Children Activities	Four Corners Focus - Sycamore Park Community Center	Information about the programs and activities being offered at Sycamore Park Community Center..	Natalie Spruell	01/26/2014 07:30 AM	029:13
Children's Health	Four Corners Focus - Give Kids A Smile	The Give Kids A Smile program that includes free dental care for disadvantaged children.	Dr. Julius Manz	02/02/2014 07:31 AM	028:15
Homelessness	Four Corners Focus - Path Shelter "A Chocolate Affair"	Discussed the Path Shelter, upcoming fundraisers and mission of the shelter.	Jonna Sharpe	02/09/2014 07:31 AM	028:45
Home Ownership	Four Corners Focus - San Juan Home Builders	Information about the San Juan Home Builders Association and the annual Home	Joyce Cardon	02/16/2014 07:31 AM	028:35

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Homelessness	Four Corners Focus - Path Shelter "A Chocolate Affair"	Discussed the Path Shelter, upcoming fundraisers and mission of the shelter.	Jonna Sharpe	02/09/2014 07:27 AM	028:45
Home Ownership	Four Corners Focus - San Juan Home Builders Association	Information about the San Juan Home Builders Association and the annual Home & Building Expo.	Joyce Cardon	02/16/2014 07:28 AM	028:35
Health & Economics	Four Corners Focus - Economic Development Food Summit	Food production as it relates to not only health, but to the local economic development.	Christa Romme	02/23/2014 07:26 AM	029:42
Education	Four Corners Focus - San Juan College Financial Aid	Information about a series of financial aid workshops for parents and students at San Juan College.	Mindi Schrum	03/02/2014 07:27 AM	029:01
Social Issues	Four Corners Focus - The Laramie Project	Exploring social issues & hate crimes through art & theater.	Mollie Mook-Fiddler	03/09/2014 07:26 AM	028:46
Nature/Outdoor Activities	Four Corners Focus - Riverside Nature Center	Information about the Riverside Nature Center and the year round programs and educational opportunities offered.	Donna Thatcher	03/16/2014 07:28 AM	028:37
Health Screenings & Education	Four Corners Focus - Colon Health Awareness Month	The importance of colon health education and screenings.	Candace Selgado, Teri Amari	03/23/2014 07:26 AM	029:07

**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.)

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Call Letters: KCQL-AM

Weekly Public Affairs Program

## QUARTERLY ISSUES REPORT, JANUARY – MARCH 2014

Show # 2014-01

**Date aired: 1/5/14 Time Aired: 7A**

**Marlene Targ Brill**, childhood development and education expert and author of "Raising Smart Kids for Dummies"

Ms. Brill talked about simple steps that parents can take to raise well-rounded kids and help them to become academic achievers.

**Issues covered:**

Parenting Issues  
Education  
Children's Issues  
Family

**Length: 10:54**

**Ken Druck, PhD**, psychologist and founder of the Families Helping Families program, has worked with families at Columbine and Santana High Schools and at other sites of tragedy

Dr. Druck talked about the ongoing epidemic of school shootings and other violence, and its possible causes. He also discussed the safety issues every parent needs to discuss with their children and how to do it.

**Issues covered:**

Violence  
Education  
Child Safety  
Police & Crime

**Length: 6:23**

**Kimberly Thompson**, Creator and Director, Kids Risk Project at Harvard University and Co-Founder and Director of Research, Center on Media and Child Health, Children's Hospital in Boston, and **Kevin Haninger**, a doctoral student at Harvard

Professor Thompson and Mr. Haninger discussed their study that found that 48 percent of video games rated for teenagers have more sex, violence, substance abuse and gambling than is described on the game box. They gave tips for concerned parents on how to make sure the game their teen is buying is within the boundaries parents set.

**Issues covered:**

Parenting Issues  
Youth at Risk  
Consumer Issues

**Length: 4:37**

Show # 2014-02

**Date aired: 1/12/14 Time Aired: 7A**

**Phil Gaddis**, President, Executive Search at the Addison Group, a Chicago-based provider of professional staffing and search services

Recent statistics show that the average American changes careers seven times. Mr. Gaddis explained why the turnover has increased so rapidly in recent decades, and offered advice for people who are considering a career change.

**Issues covered:**  
Employment

**Length: 8:04**

**Lance LoRusso**, Atlanta-based attorney, former law enforcement officer, author of *"When Cops Kill: The Aftermath of a Critical Incident"*

Mr. LoRusso said police officers are well-trained on when and how to use their weapons, but are ill-prepared for what to do in the aftermath. He explained how the investigation of a police shooting differs significantly from one involving a civilian. He estimated that 75% of officers involved in a deadly force incident are the target of a civil lawsuit, whether the shooting was justified or not.

**Issues covered:**  
Police & Crime  
Violence  
Legal Matters

**Length: 9:10**

**Jonathan T. Jefferson, PhD**, school administrator, author of *"Mugamore: Succeeding without Labels—Lessons for Educators"*

Dr. Jefferson said he believes that today's education system needs to change the way it handles problem students. He said zero tolerance policies and the application of labels to students who have behavioral or learning disorders causes many of them to be left behind. He believes that schools personnel need to exercise more patience with immature students to give them time to grow into productive students.

**Issues covered:**  
Education  
Youth at Risk

**Length: 5:07**

Show # 2014-03

**Date aired: 1/19/14 Time Aired: 7A**

**Dara Feldman**, award-winning teacher, Director of Educational Initiatives for The Virtues Project, author of *"The Heart of Education"*

Ms. Feldman noted that 50 percent of new teachers get burned out in their first five years on the job and end up leaving the profession. She explained why this is such a costly problem and how it damages our nation's education system. She offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.

**Issues covered:**  
Education  
Parenting

**Length: 8:57**

**Sheldon Krantz**, Distinguished Visiting Professor of Law at the University of Maryland Carey School of Law, former dean of the University of San Diego Law School, former law professor at the Boston University Law School, former federal prosecutor, author of *"The Legal Profession: What Is Wrong and How to Fix It"*

Mr. Krantz said legal services should be available to every American, whether they can afford it or not. He said attorneys do not provide nearly enough pro bono services. He said many of today's law students would be willing to work in the public interest, but are often mired down in student debt. He would like to see loan forgiveness programs or other new initiatives that would enable young lawyers to help lower-income litigants.

**Issues covered:**

**Length: 8:09**

**Legal Matters**

**Poverty**

**Government Policies**

**Brenda Shields, M.S.**, research coordinator, Center for Injury Research and Policy, Columbus Children's Hospital in Ohio

Ms. Shields discussed a recent study into the increasing dangers for young people involved in cheerleading. Her research found that emergency room visits are becoming much more common as cheerleading routines have added complex gymnastic moves. She outlined the questions that parents should ask, to be sure coaches are properly qualified.

**Issues covered:**

**Length: 4:45**

**Personal Health**

**Children**

**Parenting**

Show # 2014-04

**Date aired: 1/26/14 Time Aired: 7A**

**Karl Pillemer, PhD**, Hazel E. Reed Professor in the Department of Human Development and Professor of Gerontology in Medicine at the Weill Cornell Medical College, Founder and Director of the Cornell Institute for Translational Research on Aging, author of *"30 Lessons On Living: Tried and True Advice from the Wisest Americans"*

Dr. Pillemer interviewed more than 1,000 Americans over the age of 65 to seek their counsel on all of life's big issues: children, marriage, money, career and aging. He explained why younger people should take advantage of this rich resource of older Americans' wisdom. He recommends that young people talk to older members of their own family before it is too late.

**Issues covered:**

**Length: 9:17**

**Senior Citizens**

**Personal Health**

**Career**

**Scott Bittle**, policy analyst, Senior Fellow and Founding Editor of PublicAgenda.org, a non-partisan public opinion research organization, author of *"Where Did the Jobs Go And How Do We Get Them Back?"*

The subject of unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession. Mr. Bittle explained why the issue is so complex and why the nation needs to take a long-term approach to resolving it. He also analyzed various solutions proposed by each side of the political spectrum.

**Issues covered:**  
Unemployment  
Government Policies  
Economy

**Length: 7:57**

**John Hayes, PhD**, Assistant Professor of Food Science and Director of the Sensory Evaluation Center at Penn State University

Nine out of 10 Americans get too much sodium in their diets. Dr. Hayes discussed a recent government report that found that just 10 foods are responsible for 44 percent of the sodium in the average diet. He outlined steps to cut sodium intake and the reasons why everyone should do it.

**Issues covered:**  
Personal Health

**Length: 4:54**

Show # 2014-05

**Date aired: 2/2/14 Time Aired: 7A**

**Yasmin Hurd, PhD**, Professor of Psychiatry and Neuroscience at the Icahn School of Medicine at Mount Sinai Hospital in New York

Dr. Hurd's research found that teenagers who smoke marijuana may make their future offspring more vulnerable to substance abuse problems. She believes that marijuana use causes structural changes in DNA that may last for generations. Dr. Hurd said much more research into the health effects of marijuana is needed. She also explained how parents can deal with the mixed messages society is conveying to young people about marijuana.

**Issues covered:**  
Substance Abuse  
Government Regulations  
Parenting

**Length: 9:22**

**Chris Malone**, Managing Partner of Fidelum Partners, a research-based consulting and professional services firm, author of "*THE HUMAN BRAND: How We Relate to People, Products and Companies*"

Mr. Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind. He outlined the reasons that social media has become such a valuable tool for both consumers and the companies they do business with. He said business schools fail to teach students how to nurture relationships with customers, causing much less loyalty to brands and products.

**Issues covered:**  
Consumer Issues  
Education

**Length: 7:52**

**Janet Larson**, Director of Research, the Earth Policy Institute

The US is the world's largest consumer of bottled water. Ms. Larson talked about the huge environmental impact of bottled water, both in its manufacture and disposal. She also explained how consumers can wisely decide whether to use bottled water.

**Issues covered:**  
Environmental Issues  
Energy  
Consumer Issues

**Length: 4:54**



Show # 2014-06

**Date aired: 2/9/14 Time Aired: 7A**

**Lisa J. Servon, PhD**, Professor and former dean at the Milano School of International Affairs, Management, and Urban Policy at The New School in New York

Alternative financial providers such as check cashers and payday lenders are often accused of preying on the poor, with high fees and interest rates. Dr. Servon conducted a study that examined why many lower income residents make the conscious decision to use these services, rather than traditional banks. She was surprised to find that the choice actually makes sense for many people who live paycheck to paycheck.

**Issues covered:**

**Length: 11:05**

Poverty  
Government Regulations  
Personal Finance

**Dan McCue**, Research Manager, Joint Center for Housing Studies of Harvard University

The cost of renting an apartment or house has jumped in the past decade, according to a study led by Mr. McCue. A 6% rise in prices, combined with the drop in renter incomes, has made affordability a major concern. Much of the jump in prices is because of increased demand for rental homes as a result of the mortgage crisis. He said a quarter of all U.S. households are paying more than half of their income for housing, which is dangerously high.

**Issues covered:**

**Length: 6:07**

Affordable Housing  
Poverty  
Consumer Issues

**Debbie Magids, PhD**, psychologist, author of "*All the Good Ones Aren't Taken*"

Dr. Magids discussed the trend of serial dating and why dating is so difficult for women in particular. She explained the most common dating errors and suggested ways that a person can analyze their own patterns of behavior, to clear the way for more fulfilling relationships.

**Issues covered:**

**Length: 4:48**

Mental Health  
Women's Issues

Show # 2014-07

**Date aired: 2/16/14 Time Aired: 7A**

**Russell E. Johnson, PhD**, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University.

Dr. Johnson's research has found that that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

**Issues covered:**

**Length: 7:24**

Personal Health  
Workplace Matters  
Career

**Daniel J. Siegel, MD**, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, author of *"Brainstorm: The Power and Purpose of the Teenage Brain"*

Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

**Issues covered:**

**Length: 9:36**

**Parenting  
Personal Health**

**Kenneth Dautrich, PhD**, Associate Professor of Public Policy, University of Connecticut

Dr. Dautrich recently conducted a survey of students to learn their attitudes toward the First Amendment. He found that schools are spending more class time on the First Amendment, but a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.

**Issues covered:**

**Length: 4:52**

**Citizenship  
Education**

Show # 2014-08

**Date aired: 2/23/14 Time Aired: 7A**

**John M. Leventhal, MD**, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs for new parents could help reverse the trend.

**Issues covered:**

**Length: 8:31**

**Child Abuse  
Parenting**

**Erin Botsford**, financial planning expert, author of *"The Big Retirement Risk: Running out of Money Before You Run Out of Time"*

For many baby boomers, the recession didn't wipe out their nests egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

**Issues covered:**

**Length: 8:41**

**Retirement Planning  
Senior Citizens  
Personal Finance**

**Aaron W. Smith**, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

**Issues covered:**

**Economy  
Consumer Matters**

**Length: 5:01**

Show # 2014-09

**Date aired: 3/2/14 Time Aired: 7A**

**John A. Eterno, Ph.D.**, Professor, Associate Dean and Director of Graduate Studies in Criminal Justice at Molloy College, former Captain with the New York City Police Department, co-author of *"The Crime Numbers Game: Management by Manipulation"*

Dr. Eterno conducted the first scientific examination of crime statistics manipulation in the New York City Police Department. He explained how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States. He discussed how this affects crime victims and explained what citizens can do, to ensure that their local police department is reporting crime statistics in an honest manner.

**Issues covered:**

**Crime  
Government Policies**

**Length: 8:47**

**Kristen Copeland, MD**, Assistant Professor of Pediatrics at Cincinnati Children's Hospital Medical Center

75% of young children in the US are in some form of pre-school or daycare outside the home. Dr. Copeland conducted a study that found that most children in day care get far too little exercise. She explained the reasons behind this trend and why parents should be concerned. She outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.

**Issues covered:**

**Children's Health  
Parenting  
Education**

**Length: 8:24**

**Phil Reed**, Senior Consumer Advice Editor at Edmunds.com

Today's cars no longer need to have their oil changed every 3,000 miles. Mr. Reed talked about design improvements in recent years, and how drivers can decide when it really is time for an oil change. He talked about the positive effects of this rapidly advancing technology for both the environment and consumers' pocketbooks.

**Issues covered:**

**Environment  
Consumer Matters**

**Length: 4:52**

Show # 2014-10

**Date aired: 3/9/14 Time Aired: 7A**

**Brian Fleming**, combat veteran, co-author of *"Redeployed: How Combat Veterans Can Fight the Battle Within and Win the War at Home"*

Mr. Fleming discussed Post Traumatic Stress Disorder and other difficulties faces by combat veterans and their families. He noted that the suicide rate among veterans under the age of 30 has risen by 44% in the past several years. He said no one prepares veterans to successfully make the transition back home. He offered strategies for both vets and their families who are struggling with a return to civilian life.

**Issues covered:**

**Military Families Issues  
Government Policies  
Mental Health**

**Length: 9:16**

**Bradley F. Bale, MD**, heart attack and stroke prevention specialist, Medical Director of the Heart Health Program for Grace Clinic, Lubbock, TX, author of *"Beat the Heart Attack Gene: The Revolutionary Plan to Prevent Heart Disease, Stroke, and Diabetes"*

Heart disease affects 81 million Americans and is the culprit in one of every two deaths in the United States. Dr. Bale said most people think that they are not at risk of a heart attack if they control their cholesterol and blood pressure, but they aren't aware of other major risk factors. He outlined some relatively inexpensive lab tests than can uncover arterial inflammation and its underlying causes. He also talked about the importance of simple changes in lifestyle that can dramatically cut the risk of heart attack and stroke.

**Issues covered:**

**Personal Health**

**Length: 9:16**

**Alfie Kohn**, education watchdog, author of *"The Homework Myth: Why Our Kids Get Too Much of a Bad Thing"*

Mr. Kohn shared results of a study that found that more homework is being assigned to younger students each school year. He believes that homework provides no benefits in elementary school. He explained why homework is still so widely accepted, despite evidence against it.

**Issues covered:**

**Education  
Government Policies  
Children's Issues**

**Length: 4:37**

Show # 2014-11

**Date aired: 3/16/14 Time Aired: 7A**

**Deborah Serani, Psy.D.**, licensed psychologist, Adjunct Professor at the Gordon F. Derner Institute of Advanced Psychological Studies, co-author of *"Depression and Your Child: A Guide for Parents and Caregivers,"*

Childhood depression is on the rise in America. Dr. Serani discussed the major challenges faced by families of children with mental illness. She talked about the most common symptoms that indicate clinical depression or suicidal thoughts in children. She also outlined the most effective treatments.

**Issues covered:**

**Mental Health  
Parenting  
Suicide**

**Length: 10:56**

**Julie Angwin**, Pulitzer Prize-winning investigative journalist, author of *"Dragnet Nation: A Quest for Privacy, Security and Freedom in a World of Relentless Surveillance"*

Ms. Angwin explained why Americans should be concerned about the rapidly increasing ways that the government, private companies, and even criminals use technology to indiscriminately sweep up vast amounts of our personal data. She outlined tools that people can use to reduce their digital footprint. She also talked about possible reforms that could be implemented to slow the erosion of privacy rights.

**Issues covered:**

**Privacy  
Government Policies  
Consumer Matters**

**Length: 6:17**

**Russell Pate, PhD**, Professor of Exercise Science at the University of South Carolina

A third of U.S. adolescents are unfit, according to Dr. Pate's National Health and Nutrition Examination Survey, and he believes that it's time to get them moving. He said that kids who are unfit are likely to become unfit adults, with greater risks of developing diabetes, high cholesterol, high blood pressure and other illnesses. Dr. Pate offered simple ideas for parents on how to increase their kids' level of exercise.

**Issues covered:**

**Health  
Children's Issues**

**Length: 4:57**

Show # 2014-12

**Date aired: 3/23/14 Time Aired: 7A**

**Stephen Downing**, retired Deputy Chief of the Los Angeles Police Department, board member of the nonprofit organization Law Enforcement Against Prohibition

Mr. Downing explained why he believes that the war on drugs has failed. He said that his on-the-job experience demonstrated the futility of trying to enforce current drug laws. He discussed the many negative consequences of the war on drugs, particularly on children. His organization believes that drugs should be legalized, controlled and taxed.

**Issues covered:**

**Drug Abuse  
Government Policies  
Crime**

**Length: 8:38**

**Laurence Shatkin, PhD**, career information expert, author of numerous books on choosing a career, including *"150 Best Jobs for a Secure Future"*

Dr. Shatkin shared his research into the most secure jobs during hard economic times. He ranked occupations by pay, growth prospects, and number of potential openings, along with the amount of education or training required. He offered advice for young people who are considering their career options and for older workers thinking about a mid-life career change.

**Issues covered:**

Employment  
Education

**Length: 8:36**

**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:**

Personal Health  
Women's Issues

**Length: 5:04**

Show # 2014-13

**Date aired: 3/30/14 Time Aired: 7A**

**Michelle A. Riklan**, employment and career expert, co-author of "*101 Great Ways to Compete in Today's Job Market*"

Mr. Riklan offered marketing ideas for people either looking for a job or hoping to move their careers forward. She explained the critical importance of social media in today's job market and offered tips to optimize a LinkedIn page. She said even people who are secure in their current jobs should be prepared to immediately take advantage of an opportunity at a better job.

**Issues covered:**

Employment Matters  
Career

**Length: 8:49**

**Judy Foreman**, nationally syndicated health columnist, author of "*A Nation in Pain: Healing Our Biggest Health Problem*"

According to government statistics, 100 million American adults live in chronic pain. Ms. Foreman discussed the connection between chronic pain and prescription drug addiction. She said exercise is one of the most effective ways to deal with chronic pain. She also discussed reforms in government policies that could allow the healthcare system to better deal with the epidemic of chronic pain.

**Issues covered:**

Personal Health  
Drug Abuse  
Government Policies

**Length: 8:30**

**Ciji Ware**, author of "*Rightsizing Your Life*"

Many Baby Boomers are beginning to think about the future and how many material possessions they really need. Ms. Ware believes that more isn't always better. She offered ideas on how to make wise decisions in downsizing, in particular through recycling and donating unneeded items.

**Issues covered:**

Charitable Contributions  
Recycling  
Consumer Issues  
Senior Issues

**Length: 4:58**

**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 Us Kids	001:00	028
Aging	Long Term Care dot Gov	000:30	027
Aging and Medication	U.S. Department of Health	000:20	141
Military Careers	Air Force Reserve	000:30	005
Skin Health Care American	Academy of Dermatologists	001:00	037
Animal Health, Environment	San Juan Animal League, Bureau of Land Management	000:26	007
Animal Welfare, Arts	Humane Society of the Four Corners, Durango Film Festival	000:28	009
Animal Welfare, Culture	Farmington Regional Animal Shelter, Aztec Ruins	000:26	009
Animal Welfare, Literacy	Humane Society of the Four Corners, Farmington Library	000:27	017
Anti-Violence	National Ad Council	001:00	048
Art, Grief Support	San Juan College, Compassionate Friends	000:27	009
Arts	San Juan College, Ignacio Library	000:28	010
Arts, Child Advocacy	Farmington Museum, Childhaven	000:28	005
Arts, Food Economy	Durango Film, Four Corners Economic Development	000:24	003
Arts, Health Care	Farmington Museum, Sycamore Park Community Center	000:24	001
Arts, Homelessness	Caliente Chorus, Path Shelter	000:25	005
Arts, Hospice Care	San Juan College, Hospice of Mercy	000:27	006
Reading Education	Book People Dot Com	000:30	035
Dental Health	Healthy Mouths/Healthy Lives	000:30	034
Building Trades, Literacy	San Juan Home Builders Association, Ignacio Library	000:23	007
Car Seats Use	National Traffic Safety Administration	001:00	039
Caregiver Assistance	AARP	001:00	020
Caring For Loved One	AARP	001:00	042

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Child Mentoring	Big Brothers/Big Sisters	000:30	005
Child Safety	Ad Council	001:00	047
Childhood Hunger	Feeding America	000:30	013
Children's Activities, Sports	City of Farmington, Bloomfield High School	000:25	006
Children's Activities, Sports	Farmington Library, Farmington Boys & Girls Club	000:25	010
Children's Dental Health	Healthy Mouths/Healthy Lives	000:30	029
Children's Fitness	Let's Move Dot Gov	000:30	025
Children's Health	Ad Council	000:30	023
Children's Services, Blood Dr	San Juan County Big Brothers/Big Sisters, United Blood Services	000:28	008
Children, Tourism	City of Farmington, Convention & Visitor's Bureau	000:20	011
Community Activities, Housing	City of Durango, Habitat for Humanity	000:22	007
Community Events, Literacy	City of Durango, Farmington Library	000:25	026
Crime Prevention	San Juan County Crimestoppers	001:01	030
Culture, Nature	Navajo Prep, Riverside Nature Center	000:24	011
Digital Literacy	Ad Council	000:30	028
Digital Literacy	Ad Council	001:00	028
Disabilities, Family Activities	Special Olympics NM, City of Farmington Parks N Recreation	000:26	005
Disability Resources	Disability Campaign dot org	000:59	035
Disability Services	Goodwill	000:30	012
Disability Services	Health & Human Services	000:59	029
Disability Services	Health & Human Services	001:00	026
Nature	Discover the Forest	000:30	037
Driving Safety	National Traffic Safety Admin	000:30	024
Education	Farmington Indian Center, E3 Children's Museum	000:27	009
Education	Farmington High School, San Juan College	000:25	004
Education	United Way	000:29	026
Employment, Hospice Care	Dept. of Labor, Mercy Hospice	000:26	004
Encouraging Outdoor Play	LETS MOVE DOT GOV	000:30	035
Exercise & Aging	NM Special Olympics, San Juan Regional Medical Center	000:28	008



ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Exercise, Animal Welfare	Boys & Girls Club, Farmington Regional Animal Shelter	000:25	013
Family Activities	Sycamore Park Community Center, Good Sam's	000:26	011
Family Events, Pet Health	Sycamore Park Community Center, San Juan Animal League	000:24	012
Family Respect	Church of Latter Day Saints	000:20	138
Hunger	Feeding America	001:00	046
Financial Mortgage Help	Housing and Urban Development	001:00	028
Food Assistance	Boy Scouts	000:30	001
Global Help, Athletics	San Juan College Psych Club, Bloomfield High School	000:26	006
Disability Services	Goodwill	000:30	022
Health & Fitness	American Heart Association	000:30	031
Health Care	United Blood Services	000:24	003
Health Care, Animal Welfare	Northwest New Mexico Hospice, Farmington Regional Animal Shelter	000:25	003
Health Care, Cultural Activities	Northern Navajo Medical Center, Navajo Prep School	000:23	011
Health Care, Education	Alzheimer's Association, Farmington Library	000:28	011
Health, Literacy	San Juan Regional Medical Center, Farmington Library	000:26	003
Healthy Eating	4 Corners Economic Development	000:56	030
Healthy Lifestyles	Health & Human Services	001:00	031
Heart Health	American Heart Association	000:30	004
Heart Health, Child Abuse	San Juan Regional Medical Center, Childhaven	000:26	008
Homeless Shelters, Kids Dental	Durango Safehouse, San Juan College	000:25	004
Homelessness, Music in School	Path Shelter, Farmington High School Band	000:25	007
Homeownership, Highway Safety	San Juan Home Builders Association, Christian Motorcyclists Association	000:23	011
Hunger Prevention	Feeding America	000:58	030
Hunger Prevention	Feeding America	001:00	021
Hunger, Mental Health	Echo Food Bank, NM Alzheimer's Association	000:26	013
Internet Safety	Ad Council	001:00	031

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Iraq & Afghanistan Veterans	Veterans of America	000:20	082
Kids Activities, Homelessness	Farmington Aquatic Center, Southwest Safe House	000:23	011
Literacy, Foster Care	Farmington Library, NM Children Youth & Families Department	000:27	002
Literature/Reading	Farmington & Ignacio Library	000:27	003
Mentorship, Health Care	San Juan County Big Brothers/Big Sisters, PMS Health	000:25	006
Veterans Employment	Show Your Stripes	000:29	116
Veterans Employment	Show Your Stripes	000:30	262
Veterans Employment	Show Your Stripes	000:31	052
Military Recruitment	U.S. Air Force	000:29	035
Mortgage Options	Housing and Urban Development	001:00	045
Music Education, Pet Care	San Juan College, Farmington Regional Animal Shelter	000:25	001
Narcotics Addiction Awareness	Narc-A-Non	000:16	145
Skin Health	National Rosacea Society	000:29	039
Nature Awareness	U.S. Forest Service	000:30	022
Nature Preservation, Children	Aztec Ruins, Sycamore Park Community Center	000:25	004
Outdoor Recreation, Arts	Ignacio Library, Farmington Civic Center	000:23	005
Outdoor Recreation, Theater	Riverside Nature Center, Theater Ensemble Arts	000:25	008
Pets, Art	Farmington Regional Animal Shelter, San Juan College	000:28	006
Veterans Employment	Show Your Stripes	000:30	043
Reading Education	Reading Is Fundamental	000:30	028
Reading, Heart Health	Farmington Library, San Juan Regional Medical Center	000:26	012
Reading, Youth Events	Farmington Public Library	000:27	009
Recreation/College Funding	Sycamore Park, Aztec High School	000:28	006
Recruitment	U.S. Air Force	000:29	042
Recycling	Keep America Beautiful	000:30	011
Recycling, Children's	Farmington Clean & Beautiful, Farmington Aquatic	000:29	011

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Service	Center		
San Juan County Crimestoppers	SJ County Crimestoppers	001:01	047
School Violence	Nat. Crime Prevention Council	001:00	031
Securities Investment Protect	SIPC. org	000:30	031
Shelter Pet Project	Shelter Pet Project Dot Org	000:30	033
Social Services	Live United Way	000:15	055
Bullying Prevention	Ad Council	001:00	028
Traffic Safety	National Traffic Safety Admin	000:30	034
Stray Pets	Shelter Pet Project Dot Org	000:30	053
Stress Relief	United Methodist Friends	000:11	054
Teenage Foster Care	Adopt Us Kids	001:00	044
Traffic Safety	National Traffic Safety Admin	001:00	026
Traffic Safety	Traffic Safety Council	000:30	052
VA Benefits Awareness Day	Defense Department	000:15	095
VA Benefits Awareness Day	Defense Department	000:30	030
Veteran's Aid	Department of Defense	000:30	011
Veteran's Aid	Veterans of America	000:20	045
Veteran's Employment	Wounded Warrior Project	000:28	035
Veteran's Employment	Wounded Warrior Project	000:58	035
Veteran's Services	Department of Defense	000:15	057
Volunteerism	San Juan College	000:28	011
Winter Weather Awareness	Health & Human Services	000:30	002
Women In Government	Women In Government Dot Org	000:28	053
Women's Health	Women In Government Dot Org	000:28	039
Wounded Warrior Project	Wounded Warrior Project	000:28	042
Wounded Warrior Project	Wounded Warrior Project	000:58	055
Youth & Family Activities	Sycamore Park Community Center, Farmington Parks & Recreation	000:22	007
Youth Arts, Gardening	San Juan College Fine Arts, San Juan County Extension Agency	000:29	011

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Youth Education	Girl Scouts, E3 Children's Museum	000:28	008
Youth Mentorship, Health Care	San Juan County Big Brothers/Big Sisters, United Blood Services	000:26	011

KCQL also promoted the following community programs/events in the 1st Quarter

- Show Your Stripes
- American Heart Association