

KCQL  
Farmington, NM  
Quarterly Issues/Programs List  
Second Quarter, 2015  
06/29/2015

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:

- **Children's Health & Wellness:** Discussion with Vonna Victor, Program Director of Sycamore Park Community Center on the many upcoming summer programs and activities being offered at the SPCC. From the Mother/Daughter Tea Party to their annual car show and craft fair. Plus activities for children including Friday Night Game Night and all the activities and field trips being planned throughout the summer months for area children.
  - **Children's Services:** ABOUT FOSTER CARE RECRUITMENT AND MORE THE MERRIER FUND RAISER
  - **Civic Pride-Disposal of Litter:** Discussion centered on the Farmington Clean and Beautiful events-Free Dumpster Weekend and disposal of hazardous materials.
  - **Community Health Education:** Discussed New Hospice Care Event For Music & Memory Program
  - **COMMUNITY INVOLVEMENT:** TALKED BOWL FOR KIDS SAKE FUNDRAISER FOR BBBS
  - **Connie Mack World Series:** TALKED ABOUT SEATING AMBASSADOR PROGRAM FOR THE TOURNAMENT AND HOST FAMILY PROGRAM
  - **Education:** OPEN HOUSE TO ENCOURAGE INTEREST IN EDUCATION AND HOW TO GET IT
  - **Financial Aid Workshops:** TALKED ABOUT PROGRAMS AND HELP FOR NATIVE AMERICANS TO GET AID FOR EDUCATION
  - **Health & Nutrition For Youth:** Discussion on nutrition and health for children, more specifically the upcoming National Conference For Physical Health Of Native American Youth.
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- **Sexual Assault Services:** Detailed discussion on sexual assault and services available in the area. Plus upcoming SASSY Tortoise & Hare Run fundraiser.

- **Veterans Support/Comm. Servic:** HONORING VETS OM MEMORIAL DAY AND RAISING MONEY FOR ROTARY PROGRAMS
- **Wounded Warrior Project:** TALKED ABOUT A WEEK OF LOCAL EVENTS FOR WOUNDED WARRIORS FROM AROUND THE COUNTRY

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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	DESCRIPTI ON	GUEST	DATE/TI ME	DURATIO N
COMMUNITY INVOLVEME NT	Four Corners Focus/A BRUSH WITH KINDNESS EVENT	Leadership San Juan project intended to lift neighborhoods up and promote pride. Project centered on rebuilding park that was heavily vandalized. Discussion on volunteerism.	SHAUNA REEVES	04/05/2015 07:31 AM	028:36
Sexual Assault Services	Four Corners Focus/NW NM SEXUAL ASSAULT SERVICES	Detailed discussion on sexual assault and services available in the area. Plus upcoming SASSY Tortoise & Hare Run fundraiser.	Eleana Butler	04/12/2015 07:30 AM	029:30
Health & Nutrition For Youth	Four Corners Focus/CAPACITY BUILDERS	Discussion on nutrition and health for children, more specifically the upcoming National Conference For Physical	CINDY CHARLEY	04/19/2015 07:30 AM	029:27

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ISSUE	PROGRAM / TITLE	DESCRIPTI ON	GUEST	DATE/TI ME	DURATIO N
		Health Of Native American Youth.			
Civic Pride- Disposal of Litter	Four Corners Focus/Farmington Clean & Beautiful	Discussion centered on the Farmington Clean and Beautiful events-Free Dumpster Weekend and disposal of hazardous materials.	Debbie Homer	04/26/2015 07:30 AM	029:30
Children's Health & Wellness	Four Corners Focus/SPCC	Discussion with Vonna Victor, Program Director of Sycamore Park Community Center on the many upcoming summer programs and activities being offered at the SPCC. From the Mother/Daught er Tea Party to their annual car show and craft fair. Plus activities for children including Friday Night Game Night and all the activities and field trips being planned throughout the summer months for area children.	Vonna Victor	05/03/2015 07:30 AM	029:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	Four Corners Focus/SAN JUAN COLLEGE OPEN HOUSE	OPEN HOUSE TO ENCOURAGE INTEREST IN EDUCATION AND HOW TO GET IT	SHANNA SASSER	05/10/2015 07:31 AM	028:29
Veterans Support/Comm. Servic	Four Corners Focus/HEALING FIELD FLAG DISPLAY	HONORING VETS OM MEMORIAL DAY AND RAISING MONEY FOR ROTARY PROGRAMS	GARY RISLEY/SJ ROTARY	05/17/2015 07:30 AM	029:44
Community Health Education	Four Corners Focus/ALIVE INSIDE/PMS/NW NM HOSPICE	Discussed New Hospice Care Event For Music & Memory Program	DONNA LOVATO/NW NM HOSPICE	05/24/2015 07:31 AM	028:28
COMMUNITY INVOLVEMENT	Four Corners Focus/BOWL FOR KIDS SAKE	TALKED BOWL FOR KIDS SAKE FUNDRAISER FOR BBBS	Chris Garcia/BIG BROTHERS/SIS	05/31/2015 07:29 AM	029:48
Children's Services	Four Corners Focus/CHILDHAVEN/MORE THE MERRIER	ABOUT FOSTER CARE RECRUITMENT AND MORE THE MERRIER FUND RAISER	Jamie Church/Childhaven Found	06/07/2015 07:29 AM	029:52
Wounded Warrior Project	Four Corners Focus/WOUNDED WARRIOR EXTREME ADVENTURE	TALKED ABOUT A WEEK OF LOCAL EVENTS FOR WOUNDED WARRIORS FROM AROUND THE COUNTRY	Bill Simkins	06/14/2015 07:28 AM	030:24
Financial Aid	Four Corners	TALKED	BerniceGonzalez&T	06/21/2015	029:36



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Workshops	Focus/NATIVE AMERICAN FINANCIAL AID	ABOUT PROGRAMS AND HELP FOR NATIVE AMERICANS TO GET AID FOR EDUCATION	odd Wilcox	07:30 AM	
Connie Mack World Series	Four Corners Focus/CONNIE MACK VOLUNTEERS	TALKED ABOUT SEATING AMBASSADOR PROGRAM FOR THE TOURNAMENT AND HOST FAMILY PROGRAM	Natalie Spruell/Spcc/Connie M	06/28/2015 07:29 AM	030:19

**Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING**

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

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

KCQL-AM



Date aired: 4/5/15 Time Aired: 7:00a

**Weekly Public Affairs Program**

Show # 2015-14

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

1. **Elizabeth Dunn, PhD**, behavioral scientist, Associate Professor of Psychology at the University of British Columbia, co-author of "*Happy Money: The Science of Smarter Spending*"

Dr. Dunn's research found that people can significantly improve their happiness if they change the way they spend money. She said material things like luxurious homes or new gadgets provide much less happiness than experiential purchases like trips or concerts. She said spending money on other people provides a bigger happiness boost than almost any other expenditure.

Issues covered:  
Consumer Matters  
Mental Health

Length: 8:07

2. **Eric Caine, MD**, John Romano Professor and Chair of the Department of Psychiatry, Professor of Neurology, co-director of the Center for the Study of Prevention of Suicide at the University of Rochester Medical Center

Suicides among middle-aged Americans have increased dramatically in the past decade. Dr. Caine said the rate among white men and women in that age group jumped 40 percent, while it was essentially unchanged for most other racial groups. He said the recession and mortgage crisis may be an important factor in the increase. He added that Baby Boomers seem to have higher levels of depression than other demographic groups. He talked about potential warning signs for those at risk of suicide.

Issues covered:  
Suicide  
Mental Health  
Substance Abuse

Length: 9:07

3. **Adam Barry, PhD**, Assistant Professor of Health Education, University of Florida

Dr. Barry conducted a study that found that two in five designated drivers had been drinking before getting behind the wheel and that 18% had blood-alcohol levels high enough to impair their driving skills. He outlined the potential reasons that designated driver education campaigns have been less than successful.

Issues covered:  
Drunk Driving

Length: 4:56



Date aired: 4/12/15 Time Aired: 7:00A

**Weekly Public Affairs Program**

Show # 2015-15

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

1. **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:**

**Length: 8:30**

**Education  
Government Policies**

2. **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:**

**Length: 8:38**

**Diabetes  
Personal Health**

3. **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:**

**Length: 4:53**

**Children's Health  
Nutrition**





Date aired: 4/19/15 Time Aired: 7:00a

**Weekly Public Affairs Program**

Show # 2015-16

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

1. **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:**

**Length: 10:22**

Parenting  
Environment

2. **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:**

**Length: 6:57**

Education  
Consumer Matters

3. **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:**

**Length: 5:13**

Sexual Harassment  
Workplace Matters  
Women's Issues





Date aired: 4/26/15 Time Aired: 7:00A

**Weekly Public Affairs Program**

Show # 2015-17

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

1. **Laurence Kotlikoff, PhD**, William Fairfield Warren Professor at Boston University, Professor of Economics at Boston University, Fellow of the American Academy of Arts and Sciences, President of Economic Security Planning, Inc., a company specializing in financial planning software, co-author of *'Get What's Yours: The Secrets to Maxing Out Your Social Security'*

The Social Security system has more than 2,700 core rules, and ill-informed choices of how and when to sign up can cost senior citizens literally hundreds of thousands of dollars in benefits. Dr. Kotlikoff said delaying retirement is often helpful, but he also outlined several little-known Social Security benefits that frequently are unclaimed.

Issues covered:  
Social Security  
Senior Citizen  
Government Policies

Length: 10:57

2. **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:  
Personal Health  
Senior Citizens

Length: 6:14

3. **Leigh Thomas**, "*An Ordinary Journey: A User's Guide to Healing from the Abuses of Sex, Drugs, Rock 'N Roll And Attempted Murder*"

Ms. Thomas discussed her personal experience as a victim of domestic violence, including incest, rape and physical abuse. She has dealt with her trauma through hope and a sense of humor. She offered advice to others who are going trying to escape domestic violence.

Issues covered:  
Domestic Violence

Length: 4:44



Date aired: 5/3/15 Time Aired: 7:00a

**Weekly Public Affairs Program**

Show # 2015-18

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

1. **Jaron Lanier**, computer and digital network pioneer, author of "*Who Owns the Future?*"

Mr. Lanier explained why he thinks the rise of digital networks has led our economy into recession and decimated the middle class. He said people should be compensated for sharing their personal data with massive digital networks, such as Google, Facebook, Instagram, and in some cases, even the government. He said he is most concerned about the younger generations of Americans who have grown up with reduced expectations of privacy and success.

**Issues covered:**

**Economy  
Consumer Matters**

**Length: 10:25**

2. **Nate Cardozo**, staff attorney for the Electronic Frontier Foundation, which champions privacy rights in the digital world

Many Americans might be surprised to learn that the vast majority of new cars today contain a device that continuously monitors the driver's behavior and vehicle performance. Mr. Cardozo said his biggest concern is that consumers have no way to know what data their car is recording or how long it retains it. He explained why loss of privacy is becoming a greater issue today, and how the problem could be addressed.

**Issues covered:**

**Privacy  
Consumer Matters  
Government Regulation**

**Length: 6:45**

3. **Rand Ghayad**, visiting scholar at the Federal Reserve Bank of Boston, Ph.D. candidate at Northeastern University

Mr. Ghayad led a study that found that employers frequently screen out job candidates who have been unemployed for more than six months. He found that employers showed about four times more interest in applicants out of work for six months or less, even if they had less experience and fewer qualifications than candidates unemployed for longer periods. He said job seekers must be willing to take any kind of work after a few months of unemployment, to avoid large gaps in their resume that will damage future prospects.

**Issues covered:**

**Unemployment  
Career**

**Length: 4:49**



Date aired: 5/10/15 Time Aired: 7:00a

**Weekly Public Affairs Program**

Show # 2015-19

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

1. **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

2. **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.. Mr. Drayton shared his personal story out of poverty. 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

2. **Peter Polos, MD, PhD**, specialist in sleep medicine at the Sleep Disorder Center of JFK Medical Center in Edison, NJ

Dr. Polos was the lead researcher in a study that examined how electronic media affects the sleep of teenagers. He found that teens lose a significant amount of sleep by sending an average of 34 texts after bedtime each night. He offered advice to parents, on how to take control of bedtime and set limits on their child's access to digital devices.

**Issues covered:**

**Length: 5:01**

Personal Health  
Youth Issues  
Parenting Concerns





Date aired: 5/17/15 Time Aired: 7:00A

**Weekly Public Affairs Program**

Show # 2015-20

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

1. **Bruce Norman Bates**, attorney, expert on the prevention of sexual violence against children, co-author of "*Preventing Child Sexual Abuse in Youth-Serving Organizations: Guidelines for Managers and Parents*"

Many parents will soon send their children off to summer camp, scouting events and sports activities. But without proper safeguards in place, these environments can provide opportunities for sexual misconduct and abuse to occur. Mr. Bates outlined the abuse prevention policies that youth-serving organizations need to implement, and the questions parents must ask to ensure that they are.

**Issues covered:**

**Sexual Abuse  
Youth At Risk  
Parenting**

**Length: 8:12**

2. **Paul Sullivan**, NY Times financial columnist, author of "*The Thin Green Line: The Money Secrets of the Super Wealthy*"

Mr. Sullivan explained why some people, even "rich" people, never find true wealth, and why other people, even those who have far less are much wealthier. He offered tips on how middle-class consumers can make better financial decisions, and come to terms with what money truly means. He said changing how Americans think about wealth can lead more secure and less stressful lives.

**Issues covered:**

**Personal Finance  
Consumer Matters**

**Length: 9:02**

3. **Maggie Cary**, National Board Certified Teacher, teacher with more than 20 years of experience, founder of ClassroomTalk.com

Ms. Cary said parents of high school students can save thousands of dollars in college costs if their child takes Advanced Placement courses in high school. She explained who is eligible for the classes and how prospective students can determine if a college accepts the credits. She also outlined other benefits for students who have completed AP courses.

**Issues covered:**

**Education  
Personal Finance**

**Length: 5:03**





Date aired: 5/24/15 Time Aired: 7:00A

**Weekly Public Affairs Program**

Show # 2015-21

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

1. **Seth Godin**, workplace expert and marketing guru, author of "*Linchpin: Are You Indispensable?*"

Mr. Godin outlined the biggest reasons that employment security and the workplace have changed so dramatically in the past few years. He suggested ways for employees to increase their value to their company through creativity, innovation and risk taking. He also offered advice for bosses who must find remarkable people to give their company a competitive edge.

**Issues covered:**  
Employment  
Workplace Matters

**Length: 9:28**

2. **James Goodwin, MD**, a geriatrician and researcher at University of Texas Medical Branch in Galveston

Current medical guidelines recommend that people over the age of 50 get a colonoscopy once every ten years. Dr. Goodwin said a surprising number of patients have them more frequently. He explained why this is a risky practice, and why as seniors get older, their need for colon cancer screening actually goes down.

**Issues covered:**  
Personal Health  
Senior Citizens  
Government Spending

**Length: 7:42**

3. **Joe Watson**, management consultant who specializes in diversity, author of "*Without Excuses*"

Mr. Watson talked about the importance of diversity in corporate America and why it has been such an elusive goal. He offered advice for minority job-seekers on how to demand fair opportunities in the workplace.

**Issues covered:**  
Diversity  
Minority Issues  
Workplace

**Length: 4:52**



Date aired: 5/31/15 Time Aired: 7:00A

**Weekly Public Affairs Program**

Show # 2015-22

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

1. **Michael Schmidt**, Vice Chair of Cozen O'Connor's Labor & Employment Department in New York, publisher and editor of a blog devoted to the interplay between social media and employment law

Social media blunders can cost people their jobs. Mr. Schmidt talked about 1<sup>st</sup> Amendment rights in the workplace. He explained how to decide if a social media posting may be permissible. He said it's important for employers to formulate clear rules and policies regarding social media, to protect the interests of the company while not infringing on the rights of the employee.

**Issues covered:**

1<sup>st</sup> Amendment  
Employment

**Length: 7:39**

2. **Daniel Leffler, MD**, Director of Clinical Research at the Celiac Center at Beth Israel Deaconess Medical Center in Boston

Gluten-free diets are popular today, but how many people should be concerned? Dr. Leffler discussed gluten sensitivity and its close cousin, Celiac disease. He said there is no benefit if a healthy person avoids gluten and, in fact, gluten free-diets may cause nutritional deficiencies. He outlined the symptoms of gluten sensitivity and explained how it can be diagnosed and treated.

**Issues covered:**

Personal Health

**Length: 9:20**

3. **Eric Finkelstein, PhD**, health economist, co-author of "*The Fattening of America*"

Over two-thirds of Americans are overweight or obese. Dr. Finkelstein believes that America's growing waistline is a by-product of our long-term economic and technological success. He said that business and policy makers need to devise strategies to make it cheaper and easier to be thin.

**Issues covered:**

Personal Health  
Government Policies

**Length: 5:00**



Date aired: 6/7/15 Time Aired: 7:00A

**Weekly Public Affairs Program**

Show # 2015-23

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

1. **Donald Edmondson, PhD, MPH**, Assistant Professor of Behavioral Medicine at the Columbia University Medical Center in New York

Dr. Edmondson's research has discovered that nearly one in four people who suffer a stroke also experiences symptoms of post-traumatic stress disorder afterwards. He discussed other life-threatening illnesses that can also result in PTSD. He said the younger a person is who experiences a life-threatening event, the more likely they are to experience PTSD. He also talked about the potential treatments for the disorder.

Issues covered:

Personal Health  
Mental Health  
Senior Citizens

Length: 8:31

2. **Kathryn Zickuhr**, Pew Research Center's Internet and American Life Project.

Ms. Zickuhr led a surprising study that found that Americans ages 16 to 29 are actually more likely than older Americans to have read a printed book in the past year and are more likely than their elders to use a library. She discussed the rapidly changing landscape of technology and literacy, and how libraries have adapted.

Issues covered:

Literacy  
Youth Concerns  
Technology

Length: 8:44

3. **Guillermo Payet**, Founder and President of LocalHarvest.org, a non-profit organization that maintains a nationwide directory of small farms, farmers markets and other local food sources

Mr. Payet explained Community Supported Agriculture, where small farmers sell shares of their annual harvest to local families. The families then receive weekly deliveries of vegetables or fruit. He talked about the positive social and environmental impact of the "buy local" movement.

Issues covered:

Agriculture  
Environment  
Consumer Matters

Length: 5:02





Date aired: 6/14/15 Time Aired: 7:00A

**Weekly Public Affairs Program**

Show # 2015-24

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

1. **Jon D. Miller, PhD**, Research Scientist, Director of the International Center for the Advancement of Scientific Literacy at the University of Michigan

Dr. Smith's research found that 48 percent of Generation X (ages 37-48) are enrolled in continuing education courses or other job training. He explained why technology and the changing job market have made it necessary for midcareer professionals to pursue lifelong learning opportunities. He believes this is the new norm, particularly in technical fields, such as medicine, auto mechanics or information technology, and that workers will routinely return to school to stay up to date with changing technology and trends.

**Issues covered:**

Education  
Career

**Length: 7:26**

2. **Paul Offit, MD**, Chief of the Division of Infectious Diseases and Director of the Vaccine Education Center at the Children's Hospital of Philadelphia, Professor of Pediatrics at the University of Pennsylvania School of Medicine, author of book called "*Do You Believe in Magic? The Sense and Nonsense of Alternative Medicine*"

From visits to acupuncturists, chiropractors and naturopaths to the use of vitamins and supplements, half of the US population uses some form of alternative medicine. Dr. Offit said he believes that alternative medicine can be dangerous because it is an unregulated industry under no legal obligation to prove its claims or admit its risks. He explained why alternative medicine's popularity has grown so rapidly. He said he thinks some alternative treatments do work as a result of the placebo effect, enabled by the healing powers of the human mind.

**Issues covered:**

Community Health  
Consumer Matters

**Length: 9:41**

3. **Meghan Busse, PhD**, Associate Professor of Management and Strategy at the Kellogg School of Management at Northwestern University

Dr. Busse was the co-author of a study that found women frequently are quoted higher prices for car repairs than men. The research also found that consumers (of any gender) who do their homework about the cost of repairs usually pay less. She offered advice on how to avoid being ripped off.

**Issues covered:**

Women's Issues  
Consumer Matters

**Length: 4:50**





Date aired: 6/21/15 Time Aired: 7:00A

**Weekly Public Affairs Program**

Show # 2015-25

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

1. **Jamin Brahmhatt, MD**, Urologist, co-director of the Personalized Urology & Robotics Clinic at South Lake Hospital, in affiliation with Orlando Health

Dr. Brahmhatt's organization commissioned a survey that found that far more men can remember their first car than those who can remember when they had their most recent health checkup. He discussed the reasons why an annual checkup is so important and the reasons that men avoid trips to the doctor. He also offered advice to wives who want to encourage their husbands to make health a greater priority.

**Issues covered:**  
Personal Health  
Men's Issues

**Length: 7:26**

2. **Lori LaCivita, PhD**, industrial and organizational psychologist

Thanks in part to older workers working past the traditional retirement age, four generations of workers are in the workforce at once for the first time. Dr. LaCivita said each generation prefers different leadership and communication styles, which can trigger challenges in the workplace. She outlined strategies for managers to build strong and effective teams with a diverse pool of employees.

**Issues covered:**  
Workplace Matters  
Senior Citizens

**Length: 9:47**

3. **Ted Labuza, PhD, Ph.D.**, expert in food safety, Professor in the Department of Food Science and Nutrition at the University of Minnesota

Professor Labuza discussed how to interpret the expiration dates on food labels. Many of the dates don't mean what consumers think they do. He explained how to determine whether a package of food with a past expiration date is safe to eat.

**Issues covered:**  
Food Safety  
Consumer Matters

**Length: 5:09**



Date Aired: 6/28/15 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2015-26

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

**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:**

**Length: 8:48**

Literacy  
Education

**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:**

**Length: 8:19**

Retirement Planning  
Senior Citizens

**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:**

**Length: 5:03**

Women’s Issues  
Senior Citizens

**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	000:30	036
Adoption/Foster Care	Adopt U.S. Kids	001:00	045
Aging	U.S. Department of Health	000:30	017
Animal Welfare	Farmington Animal Shelter	000:23	006
Autism Awareness	Autism Speaks	000:30	035
Autism Awareness	Autism Speaks	000:59	100
Bullying	Ad Council	001:00	035
Bullying	Aztec Public Schools	000:22	032
Caregiver Assistance	AARP	000:58	048
Child Abuse/Neglect	Casa Court Appointed Advocate	000:21	012
Child Abuse/Neglect	Childhaven	000:19	036
Child Mentoring	Big Brothers/Big Sisters	000:31	115
Child Mentoring	Farmington Boys & Girls Club	000:15	068
Child Safety	National Traffic Safety Admin	001:00	002
Children's Activities	Farmington Parks & Rec Dept.	000:22	003
Children's Fitness	Farmington Aquatic Center	000:25	012
Children's Health	Save the Children	000:30	039
Children's Health	St. Jude Research Hospital	000:14	068
Children's Health	St. Jude Research Hospital	000:59	046
Children's Services	Make-A-Wish	001:00	031
Community Activities	Farmington Convention Bureau	000:25	003
Community Activities	Farmington Downtown Assoc.	000:16	037
Community Activities	Farmington Downtown Assoc.	000:22	036
Community Activities	Farmington Museum	000:20	004



ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Community Activities	River Reach Foundation	000:17	022
Community Activities	Sycamore Park Community Cente	000:21	007
Community Activities	Toastmasters	000:19	013
Community Activities	U.S. Marine Corps	000:19	007
Crime Prevention	Dept. of Homeland Security	000:14	061
Digital Literacy	Ad Council	000:30	015
Disability Resources	U.S. Health & Human Services	000:59	045
Disability Services	AARP	001:00	042
Disability Services	U.S. Health & Human Services	000:59	052
Domestic violence	Ad Council	000:30	004
Drug & Alcohol Recovery	Narc-A-Non	000:16	009
Drunk Driving Prevention	NHTSA	000:30	035
Drunk Driving Prevention	NHTSA	001:00	039
Education	4 Corners Employer Education	000:30	027
Education	E3 Children's Museum	000:20	016
Education	FARMERS INSURANCE	030:01	001
Education	Farmington Aquatic Center	000:15	008
Education	Robbie Ward Scholarship Fund	000:18	016
Education	Ty Waybourn Rodeo	000:26	013
Employment	NMBA	000:30	006
Enviornment	Farmington Clean & Beautiful	000:26	022
Enviornment	U.S. Forest Service	000:10	029
Enviornment	U.S. Forest Service	000:15	190
Enviornment	U.S. Forest Service	000:30	028
Enviornment	U.S. Forest Service	001:00	035
Family & Children Activities	VONNA VICTOR/PROGRAM DIR SPCC	029:52	001
Family Activities	River Reach Foundation	000:22	010
Family Respect	Church of Latter Day Saints	000:20	009
Fine Arts	San Juan College	000:30	003



ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Fine Arts	Sandstone Productions	000:19	003
Fine Arts, Family Activities	Farmington Downtown Assoc.	000:20	011
Fine Arts, Family Activities	San Juan College	000:27	012
Fitness	U.S. Health & Human Services	001:00	011
Health & Fitness	Sycamore Park Community Cente	000:17	029
Health Care	American Family Physicians	000:21	038
Health Care	Radiological Society	000:15	061
Health Care	Radiological Society	000:30	067
Health Care	Radiological Society	001:00	046
Health Care	U.S. Department of Health	000:20	053
Human Trafficking	Dept. of Homeland Security	000:15	057
Hunger Prevention	Food Bank of America	000:30	031
Hunger Prevention	Food Bank of America	001:00	047
Literacy	Reading Is Fundamental	000:30	042
Lyme Disease Prevention	NatCapLyme Association	001:02	023
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	006
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	002
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	024
Pest Management	National Pest Management	000:30	080
Pest Management	National Pest Management	001:00	056
Saving Energy	U.S. Department of Energy	000:15	068
Saving Energy	U.S. Department of Energy	000:59	049
Shelter Pet Adoption	Shelter Pet Project	000:30	041
Skin Cancer Prevention	American Dermotolgy Academy	001:00	050
Skin Health	National Rosacea Society	000:29	007
Texting & Driving	National Traffic Safety Admin	000:30	039
Tobacco	Youth Leadership Council	000:30	050
Town Clean Up & Civic Pride	DEBBIE HOMER	029:36	001
Veterans Aid	Wounded Warrior Project	000:30	034

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Veterans Aid	Wounded Warrior Project	001:00	048
Veterans Services	Department of Veteran Affairs	000:15	009
Veterans Services	Elks Lodge	000:25	010
Veterans Services	Veterans of America	000:20	051
Veterans, Family	Farmington Rotary	000:23	014
Wildfire Prevention	U.S. Forest Service	000:30	084
Wildfire Prevention	U.S. Forest Service	001:00	111