

KCQL
Farmington, NM
Quarterly Issues/Programs List
Third Quarter, 2016
09/28/2016

KCQL
Quarterly Issues/Programs List

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

- **Arts & Entertainment/Education:** Linanne Easley, Director of the Henderson Fine Arts Center at San Juan College, discussed the programs in this year (tm)s Silhouette Series, four events aimed to bring big-city entertainment to our community, exposing residents to entertainment in all media, including film, stage acts, lectures & more. Altan is a Celtic band that has held audiences captive with their traditional music. The horror movie Nosferatu will be shown. From director F.W. Murnau, the 1921 film will be accompanied by the University Of Texas Orchestra. The Underwater Bubble Show will transport you and your children to an underwater world, and the African Guitar Summit brings six Canadian guitarists with African roots to the stage.
- **Children's Services/Performing Arts:** Jill McQuery spoke about an annual event that presents history from a completely different perspective! ~Dining with the Dead (tm) is a journey into the past to meet and greet people (played by actors) from history of the area. Entertaining and educational, Dining with the Dead also features a chuckwagon meal. The event raises funds for Kiwanis Children (tm)s services, which include a book fair, Coats For Kids, providing warm coats for many children in the area, and Shop With A Cop, a chance for kids at risk to shop for themselves, accompanied by a member of county police and sheriffs.
- **Community Service/Medical Support:** Connelly Hospitality House in Farmington is a place where families from outside the area can reside, free of charge while being close to loved ones receiving cancer treatment and other illnesses at San Juan Regional Medical Center. Susan Steinhoff, director of the facility spoke about the house as a place for healing and stress relieving. The family atmosphere encourages rest and time spent with the patient, thus helping with the therapy or treatment received. She also discussed the San Juan Medical Foundations 36th annual Cancer-Walk-A-Thon, which is the group (tm)s largest fundraising event to benefit the Connelly Hospitality House.
- **Cultural Affairs/Arts & Education:** Bart Wilsey, Farmington Museum Director spoke about the 28th Totah Festival, a free annual Labor Day Weekend event in Farmington. For nearly three decades, spectacular displays of art from the Native American people of the area have been displayed. There are featured presentations throughout the festival,

including the opening night juried art show, Pow-Wow & Gourd Dancing, rug weaving, silver-smithing, beadwork, sand painting and more. New this year is the Dance Expo, where different styles of Native dance will be featured. A full weekend of wonder is guaranteed for all.

- **Cyber Security/Technology Education:** San Juan College Chief Information Officer, Vinny Zicoletto spoke about the upcoming Technology Leadership Conference. In its 12th year, the conference will dive into issues facing technology and how it will effect education. The event features four speakers and breakout sessions on such subjects as Phishing Prevention, Cyber Security, Chips, and a session on Minecraft 101. Speakers will discuss topics from STEM-H education to ways of improving social engineering. Speakers include a NASA Engineer and Navy Cryptologist. This free community event runs Saturday September 16th.
- **Downtown Revitalization/Economic Development:** Michael Bullock of the Farmington Downtown Steering Committee was our guest to speak about the revitalization projects happening in downtown Farmington. Currently there are many empty businesses/storefronts. Mr. Bullock spoke about the many efforts that are in the works to spur downtown growth and development. He discussed how land grants are laid out and how monies are distributed to attract new business. Discussion also centered on the new Maker's Market, a weekly event held at Orchard Park that features local goods for sale. Anything that can be made, can be sold at the market.
- **Education:** Aaron Boggs from the Farmington Public Library was our guest to discuss events at the library. We talked about what a useful tool the library is in our community. From meeting space to computer time, the library is an amazing asset to the community. Some upcoming events include: Resume (tm) Class, where people can learn to use the computer bank to construct an updated, complete resume (tm) to help them find work in our evolving economy. We talked about the simplicity of obtaining a library card. We even chatted up the craze of Pok (c)mon Go, as the library is hosting Lure Days , to get people involved where they can socialize with others that have the same interests.
- **Fireworks Safety/Traffic Safety:** Representatives from the Farmington Fire and Police Department discussed safety. Ms. Vega talked about the current dry conditions and the dangers of fireworks. She gave statistics about fire calls in past years during the weeks surrounding the 4th of July, asking listeners to be safe by having a garden hose ready, and a bucket of water to deposit used fireworks in. She also shared stories about the carelessness she has seen, including fireworks being set off in a garage. Cpl. Mark Gaines focused on the legalities of fireworks in the area. We ended the show with Cpl. Gaines answering some rapid fire questions regarding traffic laws in the city.
- **Health Awareness/Legal Issues:** Ms. Frost brought a lot of information this week about Advanced Directives, documents that basically lay out in detail what the individual has planed for themselves, should the case arise in which they are no longer able to make decisions regarding their healthcare. Advanced Directives are legal and binding, and its main purpose is to bring peace of mind that should something happen, the persons desires will be honored. Wishes to not be resuscitated, to not be kept alive by machine, to donate organs-these are a few of the

items that are covered in an Advanced Directive.

- **Public Health & Information/Senior Issues:** Do you have a plan for your retirement? How will you live? Where will the money come from? These were a few of the issues discussed on this week (tm)s show with Jackie Cooper and Leo Garza, representatives from New Mexico AARP. NM AARP advocates for citizens age 50+ on senior citizens rights, quality of life and much more. Mr. Garza is part of the New Mexico AARP Legislative team, who goes to the roundhouse to fight for a better way for those 50+. One objective of AARP this fall is to educate seniors about candidates running for office and to hold candidates to their promises they make regarding AARP qualified Americans.
- **Suicide/Mental Health :** September is designated as Suicide Prevention Month, and our guest this week was directory of Presbyterian Medical Services Mental Health Division, Gretchen Potter. The discussion centered on everything from statistics on suicide to available suicide hotlines, and advice for those dealing with suicidal thoughts in their own lives or possibly seeing those behaviors in others. Most importantly, the message forwarded was. don (tm)t give up , there are many people and professionals in the community ready to help 24/7/365.
- **Veterans/Homeless Affairs:** Seeing a need in the community to serve the large homeless population along with a growing number of veterans in crisis, the ~Stand Down (tm) event was created five years ago to offer a simple way to find and connect with services to those in need. It (tm)s an event where veterans and the homeless can find the camaraderie of friends in a safe environment. Over 30 agencies will be on hand to offer help, from legal advice, dental and medical services, to hot meals, haircuts and showers, and more. The local VA will also be on hand at the event to help military personnel with questions and concerns they have about services.
- **Youth Education/Recreation:** Mike Patch, Executive Director of the Aztec Boys and Girls Club was our guest to discuss Boys and Girls Clubs-what they do in the community and the many programs they offer area youth. Discussion also centered on the fundraisers at the Farmington, Aztec and Bloomfield clubs. With programs like homework assistance, computer labs, arts & crafts and athletic endeavors, the club is a safe and coordinated place to be. We discussed the upcoming Boys and Girls Club golf tournament and motorcycle raffles, which provide revenue to operate the clubs.

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
Fireworks Safety/Traffic Safety	Four Corners Focus/4th of July Safety/Traffic Safety	<p>Representatives from the Farmington Fire and Police Department discussed safety. Ms. Vega talked about the current dry conditions and the dangers of fireworks. She gave statistics about fire calls in past years during the weeks surrounding the 4th of July, asking listeners to be safe by having a garden hose ready, and a bucket of water to deposit used fireworks in. She also shared stories about the carelessness she has seen, including fireworks being set off in a garage. Cpl. Mark Gaines focused on the legalities of fireworks in the area. We ended the show with Cpl. Gaines answering some rapid fire questions regarding traffic laws in the city.</p>	Brandy Vega/Mark Gaines	07/03/2016 07:29 AM	029:55
Health Awareness/Legal Issues	Four Corners Focus/Advanced Directives	<p>Ms. Frost brought a lot of information this week about Advanced Directives, documents that basically lay out in detail what the individual has planned for themselves, should the case arise in</p>	Shawna Frost /Licensed Nurse Practitioner	07/10/2016 07:27 AM	032:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
-------	-----------------	-------------	-------	-----------	----------

which they are no longer able to make decisions regarding their healthcare. Advanced Directives are legal and binding, and its main purpose is to bring peace of mind that should something happen, the persons desires will be honored. Wishes to not be resuscitated, to not be kept alive by machine, to donate organs-these are a few of the items that are covered in an Advanced Directive.

Downtown Revitalization/Economic Development

Four Corners Focus/Downtown/Maker's Market

Michael Bullock of the Farmington Downtown Steering Committee was our guest to speak about the revitalization projects happening in downtown Farmington. Currently there are many empty businesses/storefronts. Mr. Bullock spoke about the many efforts that are in the works to spur downtown growth and development. He discussed how land grants are laid out and how monies are distributed to attract new business. Discussion also centered on the new Maker's Market, a weekly event held

Micheal Bulloch

07/17/2016
07:30 AM

029:06

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>at Orchard Park that features local goods for sale. Anything that can be made, can be sold at the market.</p>			
<p>Youth Education/Recreation</p>	<p>Four Corners Focus/Aztec Boys & Girls Club</p>	<p>Mike Patch, Executive Director of the Aztec Boys and Girls Club was our guest to discuss Boys and Girls Clubs-what they do in the community and the many programs they offer area youth. Discussion also centered on the fundraisers at the Farmington, Aztec and Bloomfield clubs. With programs like homework assistance, computer labs, arts & crafts and athletic endeavors, the club is a safe and coordinated place to be. We discussed the upcoming Boys and Girls Club golf tournament and motorcycle raffles, which provide revenue to operate the clubs.</p>	<p>Mike Patch/Executive Director</p>	<p>07/24/2016 07:29 AM</p>	<p>030:35</p>
<p>Education</p>	<p>Four Corners Focus/Farmington Public Library</p>	<p>Aaron Boggs from the Farmington Public Library was our guest to discuss events at the library. We talked about what a useful tool the library is in our community. From meeting</p>	<p>Aaron Boggs</p>	<p>07/31/2016 07:30 AM</p>	<p>029:33</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
-------	-----------------	-------------	-------	-----------	----------

space to computer time, the library is an amazing asset to the community. Some upcoming events include: Resume (tm) Class, where people can learn to use the computer bank to construct an updated, complete resume (tm) to help them find work in our evolving economy. We talked about the simplicity of obtaining a library card. We even chatted up the craze of Pok (c)mon Go, as the library is hosting Lure Days , to get people involved where they can socialize with others that have the same interests.

Public Health & Information/Senior Issues	Four Corners Focus/AARP	Do you have a plan for your retirement? How will you live? Where will the money come from? These were a few of the issues discussed on this week (tm)s show with Jackie Cooper and Leo Garza, representatives from New Mexico AARP. NM AARP advocates for citizens age 50+ on senior citizens rights, quality of life and much more. Mr. Garza is part of the New Mexico	Jackie Cooper/Leo Garza	08/07/2016 07:28 AM	030:58
-------------------------------------------	-------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------	---------------------	--------

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
-------	-----------------	-------------	-------	-----------	----------

AARP Legislative team, who goes to the roundhouse to fight for a better way for those 50+. One objective of AARP this fall is to educate seniors about candidates running for office and to hold candidates to their promises they make regarding AARP qualified Americans.

Children's Services/Performing Arts

Four Corners Focus/Dining With The Dead/SJC Kiwanis

Jill McQuery spoke about an annual event that presents history from a completely different perspective! ~Dining with the Dead (tm) is a journey into the past to meet and greet people (played by actors) from history of the area. Entertaining and educational, Dining with the Dead also features a chuckwagon meal. The event raises funds for Kiwanis Children (tm)s services, which include a book fair, Coats For Kids, providing warm coats for many children in the area, and Shop With A Cop, a chance for kids at risk to shop for themselves, accompanied by a member of county

Jill McQuery

08/14/2016
07:27 AM

029:39

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		police and sheriffs.			
Arts & Entertainment/Education	Four Corners Focus/Silhouette Series	<p>Linanne Easley, Director of the Henderson Fine Arts Center at San Juan College, discussed the programs in this year (tm)s Silhouette Series, four events aimed to bring big-city entertainment to our community, exposing residents to entertainment in all media, including film, stage acts, lectures & more. Altan is a Celtic band that has held audiences captive with their traditional music. The horror movie Nosferatu will be shown. From director F.W. Murnau, the 1921 film will be accompanied by the University Of Texas Orchestra. The Underwater Bubble Show will transport you and your children to an underwater world, and the African Guitar Summit brings six Canadian guitarists with African roots to the stage.</p>	Linanne Easley	08/21/2016 07:28 AM	031:30
Cultural Affairs/Arts & Education	Four Corners Focus/Totah Festival	<p>Bart Wilsey, Farmington Museum Director spoke about the 28th Totah Festival, a free annual Labor</p>	Bart Wilsey-Farmington Museum Director	08/28/2016 07:29 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
-------	-----------------	-------------	-------	-----------	----------

Day Weekend event in Farmington. For nearly three decades, spectacular displays of art from the Native American people of the area have been displayed. There are featured presentations throughout the festival, including the opening night juried art show, Pow-Wow & Gourd Dancing, rug weaving, silver-smithing, beadwork, sand painting and more. New this year is the Dance Expo, where different styles of Native dance will be featured. A full weekend of wonder is guaranteed for all.

Cyber Security/Technology Education	Four Corners Focus/Technology Leadership Conference	San Juan College Chief Information Officer, Vinny Zicolello spoke about the upcoming Technology Leadership Conference. In its 12th year, the conference will dive into issues facing technology and how it will effect education. The event features four speakers and breakout sessions on such subjects as Phishing Prevention, Cyber	Vinny Zicolello	09/04/2016 07:26 AM	029:52
-------------------------------------	-----------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------	---------------------	--------

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>Security, Chips, and a session on Minecraft 101. Speakers will discuss topics from STEM-H education to ways of improving social engineering. Speakers include a NASA Engineer and Navy Cryptologist. This free community event runs Saturday September 16th.</p>			
Veterans/Homeless Affairs	Four Corners Focus/Veterans and Homeless Stand Down	<p>Seeing a need in the community to serve the large homeless population along with a growing number of veterans in crisis, the ~Stand Down (tm) event was created five years ago to offer a simple way to find and connect with services to those in need. It (tm)s an event where veterans and the homeless can find the camaraderie of friends in a safe environment. Over 30 agencies will be on hand to offer help, from legal advice, dental and medical services, to hot meals, haircuts and showers, and more. The local VA will also be on hand at the event to help military personnel with questions and concerns they have about services.</p>	Brad Maxwell	09/11/2016 07:29 AM	030:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Community Service/Medical Support	Four Corners Focus/San Juan Medical Foundation	<p>Connelly Hospitality House in Farmington is a place where families from outside the area can reside, free of charge while being close to loved ones receiving cancer treatment and other illnesses at San Juan Regional Medical Center. Susan Steinhoff, director of the facility spoke about the house as a place for healing and stress relieving. The family atmosphere encourages rest and time spent with the patient, thus helping with the therapy or treatment received. She also discussed the San Juan Medical Foundations 36th annual Cancer-Walk-A-Thon, which is the group (tm)s largest fundraising event to benefit the Connelly Hospitality House.</p>	Susan Steinhoff	09/18/2016 07:29 AM	030:11
Suicide/Mental Health	Four Corners Focus/Suicide Prevention Month	<p>September is designated as Suicide Prevention Month, and our guest this week was directory of Presbyterian Medical Services Mental Health Division, Gretchen Potter. The</p>	Gretchen Potter	09/25/2016 07:01 AM	031:25

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
-------	-----------------	-------------	-------	-----------	----------

discussion centered on everything from statistics on suicide to available suicide hotlines, and advice for those dealing with suicidal thoughts in their own lives or possibly seeing those behaviors in others. Most importantly, the message forwarded was. don (tm)t give up , there are many people and professionals in the community ready to help 24/7/365.

**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
-------	-----------------	-------------	-----------	----------

(Insert network and/or syndicator-provided programs lists here.)



Date aired: 7/3/16 Time Aired: 7:00am

Weekly Public Affairs Program

Show # 2016-27

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

1. **Mike Gikas**, Senior Electronics Editor at Consumer Reports

Smart phone theft is on the rise. A projected 3.1 million were stolen last year, according to a Consumer Reports survey. Mr. Gikas outlined the sensitive information that many phones contain, and he offered security tips to both prevent thefts and to minimize the loss of personal data if a phone is lost or stolen.

Issues covered:
Crime
Consumer Matters

Length: 8:56

2. **Robert D. Morris, MD, PhD**, environmental epidemiologist, drinking water research scientist, author of "*The Blue Death: Disease, Disaster & the Water We Drink*"

Dr. Morris believes that despite better overall health conditions, the nation's water supply remains a serious health risk. He talked about potential disease pathogens, toxic chemicals, decaying pipes and cancer risks. He discussed the growing body of research linking the chlorine relied on for water treatment with cancer and stillbirths. He also talked about the history of water-borne pathogens like cholera and typhoid.

Issues covered:
Community Health
Environment

Length: 8:17

2. **Lynsey Romo**, Assistant Professor of Communication, North Carolina State University

Prof. Romo led a study of school-aged kids and what their parents tell them about family finances. She found that parents often make gender-based distinctions in what they choose to talk about, and kids pick up on what they're *not* being told — sometimes drawing incorrect conclusions that can have repercussions for them in the future.

Issues covered:
Parenting
Personal Finance

Length: 4:59



Date aired: 7/10/16 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2016-28

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

1. **Richard Bolles**, career development expert, author of "*What Color Is Your Parachute? Guide to Rethinking Resumes*" and "*What Color Is Your Parachute? Guide to Rethinking Interviews*"

Mr. Bolles discussed the rapidly changing way companies locate and hire employees. He explained why the value of a resume has declined, and how job hunters can use more effective alternatives. He said prospective employees must be as up-to-the-minute in job hunting skills as they are in the work skills that they offer an employer.

Issues covered:
Employment
Career

Length: 8:58

2. **Jean Illsley Clarke, PhD**, internationally known parent educator, co-author of "*How Much Is Too Much?: Raising Likeable, Responsible, Respectful Children*"

Ms. Clarke believes that many of today's parents overindulge their children, often without even realizing it. She explained how to recognize overindulgence and why can be so damaging as kids grow into adulthood. She said assigning ongoing household chores to children is an excellent way to foster their responsibility and independence, and offered other tips for parents.

Issues covered:
Parenting Issues

Length: 8:13

3. **Ron Montoya**, Consumer Advice Editor at Edmunds.com

Mr. Montoya offered suggestions for shoppers who have poor credit to buy a new car. He said it is important for potential buyers to carefully check and clean up credit reports before applying for a car loan, and to try to get pre-approval before shopping. He also outlined other ways that buyers can demonstrate that they are a good credit risk.

Issues covered:
Consumer Matters
Personal Finance

Length: 4:53



Date aired: 7/17/16 Time Aired: 7:00am

Weekly Public Affairs Program

Show # 2016-29

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

1. **Laura M. Bogart, PhD**, Senior Behavioral Scientist at the RAND Corporation, a nonprofit research organization that develops solutions to public policy challenges

Dr. Bogart directed a five-week obesity prevention program for seventh grade students that helped obese students lose an average of nine pounds over the following two year period. She outlined the methods that were most effective, which included school-wide environmental changes and encouragement to eat healthy school cafeteria foods, along with a student-led education and marketing campaign.

Issues covered:
Childhood Obesity
Education
Parenting

Length: 8:26

2. **Susan S. Silbey, PhD**, Leon and Anne Goldberg Professor of Humanities, Professor of Sociology and Anthropology, Professor of Behavioral and Policy Sciences, Sloan School of Management at the Massachusetts Institute of Technology

The number of women enrolling in engineering school has increased steadily over the past four decades, but Dr. Silbey said one-third of women graduates soon leave the profession to pursue other careers. She said the reasons behind this problem are primarily related to the culture of engineering itself. She offered suggestions for women who are entering the profession, and explained why an engineering career should be such an attractive option for women.

Issues covered:
Women's Issues
Discrimination
Career

Length: 8:47

3. **Dong Zhao, PhD**, Assistant Professor of Construction Management, Michigan State University

Prof. Zhao led a study that found that more than 50 percent of potential energy savings from energy efficient homes can be lost if users don't know how to use the buildings properly. Dr Zhao said this is a concern both for individual homeowners as well as for commercial property owners.

Issues covered:
Energy
Consumer Matters

Length: 4:57



Date aired: 7/24/16 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2016-30

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

1. **Christopher Wildeman, PhD**, Associate Professor of Sociology, faculty fellow at the Center for Research on Inequalities and the Life Course, faculty fellow at the Institution for Social and Policy Studies at Yale University

Dr. Wildeman recently conducted a study at Yale that found that approximately 12% of American children will suffer from neglect or physical, emotional, or sexual abuse before they turn 18 years old. He explained why his research yielded dramatically higher rates of maltreatment than official government figures. He offered suggestions for changes in public policy to deal with the problem.

Issues covered:

Length: 9:10

Child Abuse & Neglect
Government Policies
Parenting

2. **Cash Nickerson**, employment expert, attorney, author of "*BOOMERangs: Engaging the Aging Workforce in America*"

As nearly 80 million Baby Boomers approach the traditional age of retirement, Mr. Nickerson said many want to continue to work, and the economy needs them. He discussed the challenges that surround an aging working population and offered ideas on how older workers can make a gradual transition into retirement, rather than a sudden exit from the workforce.

Issues covered:

Length: 8:07

Senior Citizens
Employment

3. **Jeff Haig**, Chair of the UCLA Scholarship Admissions Committee, co-author of the book "*Unlock Your Educational Potential*"

Mr. Haig talked about the value of summertime activities as a strategic opportunity for students planning for college. He believes that many common summer activities can be used to broaden a student's horizons and get a leg up in the competitive college admittance process.

Issues covered:

Length: 5:02

Education
Children's Issues



Date aired: 7/31/16 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2016-31

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

1. **David Casarett, MD, MA**, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of "*Shocked: Adventures in Bringing Back the Recently Dead*"

Most people don't survive cardiac arrest or significant trauma. Dr. Casarett discussed the latest developments in resuscitation and just how far science has come in the past few years. He talked about the ethical dilemma posed by reviving a person who may not have a good quality of life in the aftermath. He talked about the impressive survival rate of those who receive competent CPR treatment.

Issues covered:
Personal Health
Emergency Medicine

Length: 8:20

2. **Greg McBride**, Chief Financial Analyst for Bankrate.com

Mr. McBride's organization recently conducted a study that found that a third of all Americans have nothing saved for retirement. He said the one encouraging aspect of the survey is that more people in their 20s are saving for retirement than ever before. He explained why this issue should be such a serious concern and what someone can do if they believe they are starting to save too late in life.

Issues covered:
Retirement Planning
Senior Citizens
Personal Finance

Length: 9:00

3. **Rick Maurer**, author of "*Beyond The Wall Of Resistance: Why 70% of All Changes Still Fail – and What You Can Do About It*"

Seventy percent of all major changes in organizations fail - and that number hasn't changed since researchers started examining success and failure rates some fifteen years ago. Mr. Maurer talked about the most common reasons for failure and what leaders can do about it.

Issues covered:
Workplace Matters
Employment

Length: 5:03



Date aired: 8/7/16 Time Aired: 7:00a

Weekly Public Affairs Program

Show # 2016-32

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

1. **Anthony G. Comuzzie, PhD**, obesity researcher and scientist with the Department of Genetics at the Texas Biomedical Research Institute in San Antonio

Recent government data shows that since the late 1980s and early 1990s, the average American has put on 15 or more additional pounds without getting any taller. Dr. Comuzzie explained why this is such a grave health concern. He also discussed potential causes and solutions to the nation's epidemic of obesity.

Issues covered:

Obesity
Personal Health

Length: 8:34

2. **Doug Lamov**, literacy and education expert, Managing Director of Uncommon Schools' Teach Like a Champion team, co-author of *"Reading Reconsidered: A Practical Guide to Rigorous Literacy Instruction"*

Mr. Lamov discussed the importance of teaching students to read with precision, rigor, and insight. He explained how Common Core curriculums are affecting reading programs across the country. He believes that most students are not given challenging enough assignments. He also offered suggestions for parents who want to instill a love of reading in their children.

Issues covered:

Education
Literacy
Government Policies
Parenting

Length: 8:44

3. **James Kingsland**, Science Production Editor of the London newspaper *"The Guardian,"* author of *"Siddhartha's Brain: Unlocking the Ancient Science of Enlightenment"*

Mr. Kingsland discussed the latest research by leading neuroscientists and clinical psychologists that suggests that mindfulness practice reconfigures the brains. He said meditation can make people healthier and happier, and that it can help treat stress, chronic pain, hypertension and substance abuse.

Issues covered:

Mental Health
Aging

Length: 4:56



Date aired: 8/14/16 Time Aired: 7:00am

Weekly Public Affairs Program

Show # 2016-33

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

1. **Jennifer B. Johnston, PhD**, Assistant Professor of Psychology at Western New Mexico University

Dr. Johnston recently led a study that examined the role that media coverage may play in fueling the increase of mass shootings in the U.S. Her study concluded that one of the most effective ways of curbing mass shooting incidents may be to drastically change how news organizations cover them. She is in favor of an organized campaign to convince media organizations to focus more on the victims, rather than the killer, his weapons and his motivations.

Issues covered:
Media
Mass Shootings

Length: 9:45

2. **Brian Roe, PhD**, McCormick Professor of Agricultural Marketing and Policy at Ohio State University

American consumers throw away about 80 billion pounds of food a year. Dr. Roe led a study that examined Americans' attitudes and misconceptions about food waste. He said many consumers think they have good reasons to throw food away, but those perceived benefits are often not real. He noted that food waste is the largest source of municipal solid waste in the U.S. and the most destructive type of household waste in terms of greenhouse gas emissions.

Issues covered:
Environment
Consumer Matters
Food Safety

Length: 7:28

3. **Jan E. Stets, PhD**, Professor of Sociology at the University of California, Riverside

Cheating to get ahead is likely to reduce your level of happiness, according to Dr. Stets' research. In her study, participants were given the opportunity to cheat to get ahead. The 30% who cheated were more likely to report a reduction in happiness, once they considered that others would not see them as moral persons.

Issues covered:
Mental Health
Workplace Issues

Length: 4:58



Date aired: 8/21/16 Time Aired: 7:00a

Weekly Public Affairs Program

Show # 2016-34

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

1. **Lisa Gill**, Prescription Drugs Editor at Consumer Reports

Prescriptions for opioids have climbed 300% in the past decade and more than 46 Americans die each day from legal pain pills, such as OxyContin, Percocet and Vicodin. Ms. Gill discussed the reasons behind this trend. She also talked about the little-known dangers posed by over-the-counter painkillers like acetaminophen. She offered advice to patients who are dealing with pain. She also explained how the federal government is trying to deal with the issue.

Issues covered:
Drug Abuse
Personal Health
Government

Length: 10:07

2. **Tony Lee**, Publisher of CareerCast.com and JobsRated.com

Mr. Lee outlined his organization's list of the most overrated and underrated jobs, based on factors such as pay, hiring outlook, work environment, stress and physical demands. He explained why certain jobs are not as attractive as they may seem, and why other great career choices are often overlooked. He also offered advice for those who are seeking to change careers or move up the ladder in their present industry.

Issues covered:
Employment
Economy

Length: 7:15

3. **Pam Mueller**, graduate student, Department of Psychology, Princeton University

Laptops, tablets and other electronic devices are commonplace in today's classrooms. But Ms. Mueller co-authored a study that found that taking notes by typing, rather than writing, interferes with students' ability to process and remember information. Her research indicated that students who take notes with pen and paper recall more material and perform significantly better in class.

Issues covered:
Education

Length: 4:51



Date aired: 8/28/16 Time Aired: 7:00A

Weekly Public Affairs Program

Show # 2016-35

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

1. **Bob Rusbuldt**, CEO of The Independent Insurance Agents & Brokers of America

A consumer survey commissioned by Mr. Rusbuldt's organization found that that many homeowners lack adequate insurance coverage, do not fully understand their homeowners policies and do not have enough savings to support their households in the event of a disaster. He discussed the most common misconceptions consumers have regarding homeowners insurance and what to do about it.

Issues covered:
Disaster Preparedness
Consumer Matters

Length: 8:37

2. **Tomas Hult, PhD**, Byington Endowed Chair and Professor of Marketing in the Eli Broad College of Business, Director of the International Business Center at Michigan State University

From recycling to reusing hotel towels, consumers who participate in a company's "green" program are more satisfied with its service, according to Dr. Holt's research. He explained the reasons behind these feelings, and the surprising way consumer decisions are affected when companies offer additional participation incentives.

Issues covered:
Recycling
Environment
Consumer Matters

Length: 8:40

3. **Rachel Arocho, PhD**, Research Fellow in Human Development and Family Science at Ohio State University

Dr. Arocho led a study that found that teenagers and young adults who expected to get married within the next five years reported committing fewer delinquent acts in the next year than those who weren't thinking about wedding bells. She discussed the possible reasons behind this finding.

Issues covered:
Crime
Youth at Risk

Length: 4:45



Date aired: 9/4/16 Time Aired: 7:00am

Weekly Public Affairs Program

Show # 2016-36

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

1. **Sally Satel, MD**, Resident Scholar at the American Enterprise Institute, editor of "*When Altruism Isn't Enough: The Case for Compensating Kidney Donors*"

12 people die each day while waiting for a life-saving kidney transplant. Dr. Satel discussed the shortage of organ donations and shared her story of receiving a kidney donation in 2006. She believes that a program to compensate organ donors, through in-kind rewards, such as a contribution to a retirement fund, an income tax credit, or tuition vouchers for their children—rather than lump-sum cash payments—would eliminate the shortage of available organs.

Issues covered:
Organ Donation
Government Policies
Personal Health

Length: 8:28

2. **James Betts, PhD**, Senior Lecturer in Nutrition, Metabolism & Statistics at the University of Bath, England

Conventional wisdom has always maintained that breakfast is the most important meal of the day. Dr. Betts led a study that examined whether people who eat breakfast are healthier or lose weight more effectively than those who skip it. He said his research found that breakfast eaters consumed more calories each day and were more physically active overall, but there was no difference in weight. He believes that while breakfast doesn't matter for adults, it still is important for children from a nutrition and learning standpoint.

Issues covered:
Nutrition
Personal Health

Length: 8:47

3. **Monica Betson Montgomery**, author of "*The Keys to College: A Roadmap for Parents to Guide Their Children*"

Ms. Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career.

Issues covered:
Education
Parenting

Length: 4:57



Date aired: 9/11/16 Time Aired: 7:00am

Weekly Public Affairs Program

Show # 2016-37

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

1. **Michelle Mazurek, PhD**, Assistant Professor, Computer Science, University of Maryland College Park

Nearly everyone today struggles with a myriad of passwords for their online activities. Professor Mazurek was involved in research at Carnegie Mellon University that found that long passphrases are more effective and easier to remember than an incomprehensible string of letters, numbers and special characters.

Issues covered:
Online Security
Crime
Consumer Matters

Length: 8:52

2. **Chris Voss**, former FBI's lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of *Never Split the Difference: Negotiating As If Your Life Depended On It*

Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

Issues covered:
Career
Parenting

Length: 8:25

3. **Christine Fahlund**, Senior Financial Planner and Vice President of Investment Services at T. Rowe Price Investment Services

Ms. Fahlund discussed the effect that today's economy has on retirement planning. She believes that many Baby Boomers have been naive when it comes to planning for retirement. She also explained why some employers are becoming more proactive in helping their workers save for their senior years.

Issues covered:
Personal Finance
Retirement Planning
Senior Citizens

Length: 5:04



Date aired: 9/18/16 Time Aired: 7:00am

Weekly Public Affairs Program

Show # 2016-38

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

1. **Erica Reischer, PhD**, psychologist, parent educator, author of *"What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive"*

Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

Issues covered:
Parenting

Length: 7:51

2. **Andrew Scott**, Professor of Economics at the London Business School, Fellow at All Souls College, Oxford University and the Centre for Economic Policy Research, co-author of *"The 100-Year Life: Living and Working in an Age of Longevity"*

Many Americans have been raised on the traditional notion of a three-stage approach to life: education, followed by work and then retirement. However, Prof. Scott said this well-established pathway is already beginning to collapse: life expectancy is rising, pensions are vanishing, and increasing numbers of people are juggling multiple careers. He offered suggestions for how to better plan for a productive, longer life and retirement in today's rapidly-evolving economy.

Issues covered:
Retirement Planning
Senior Citizens

Length: 9:23

3. **Brian Fligor**, Chief Audiology Officer at Lantos Technologies, Inc., former Director of Diagnostic Audiology and Children's Hospital in Boston

An estimated 2 million students in the US play in middle- and high-school marching bands. Dr. Fligor believes that parents should be concerned protecting their kids' hearing when they are exposed to loud sounds for long periods. He talked about the warning signs of hearing damage and explained the ways to prevent it.

Issues covered:
Hearing Loss
Health Issues
Parenting Concerns
Senior Citizens

Length: 4:58



Date aired: 9/25/16 Time Aired: 7:00am

Weekly Public Affairs Program

Show # 2016-39

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

1. **Anna S. Mueller, PhD**, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago

Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied of the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.

Issues covered:

Length: 7:57

Teen Suicide
Mental Health
Parenting

2. **Shola Richards**, author of "*Making Work Work: The Positivity Solution for Any Work Environment*"

A surprising number of Americans have experienced bullying on the job. Mr. Richards discussed the reasons that some people become bullies, and offered suggestions for how to deal with bullying in an effective and positive way. He said documenting dates, times and details of incivility are crucial. He said approaching the HR department with an issue is the best place to start.

Issues covered:

Length: 9:21

Bullying
Workplace Matters

3. **Rodger Alan Friedman**, chartered retirement planning counselor and financial advisor with more than 30 years' experience, author of "*Fire Your Retirement Planner: Your Concise Advice on How to Join the \$100,000 Retirement Club*"

More than half of all Americans are not confident or just slightly confident when it comes to making the right retirement investment decisions. Mr. Friedman believes retirement planning is not a do-it-yourself exercise, but that professional help is vital. He explained how to find a competent financial advisor. it.

Issues covered:

Length: 5:04

Retirement Planning
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.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Adoption/Foster Care	Ad Council	001:00	035
Adoption/Foster Care	U.S. Health & Human Services	000:30	029
Cancer Awareness	San Juan Medical Foundation	000:18	078
Caregiver Assistance	AARP	000:58	039
Child Abuse/Neglect	Casa Court Appointed Advocate	000:25	084
Child Mentoring	Big Brothers/Big Sisters	000:31	077
Child Mentoring	Farmington Boys & Girls Club	000:15	046
Child Safety	NHTSA	000:30	021
Child Safety	NHTSA	001:00	030
Children's Dental Health	Ad Council	001:00	038
Children's Health	Save the Children	000:30	030
Children's Health	St. Jude Research Hospital	000:14	045
Children's Health	St. Jude Research Hospital	000:59	040
Children's Services	Camp Corazon	000:16	010
Children's Services	Camp Corazon	000:30	010
Children's Services	Make-A-Wish	001:00	040
Civic Affairs	City of Bloomfield	000:20	009
Community Activities	Farmington Downtown Assoc.	000:26	076
Community Activities	Farmington Museum	000:20	036
Community Activities	Farmington Public Library	000:15	081
Community Activities	Farmington Public Library	000:19	016
Community Activities	San Juan County Fair	000:15	034
Community Activities	Sycamore Park Community Cente	000:16	017

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	United Way	000:30	011
COMMUNITY INVOLVEMENT	United Way	001:00	039
Crime Prevention	Dept. of Homeland Security	000:14	039
Disability Resources	U.S. Health & Human Services	000:59	043
Disability Services	U.S. Health & Human Services	000:59	040
Driving Safety	NHTSA	000:15	037
Driving Safety	NHTSA	000:30	057
Drug Abuse	Partnership Drug Free America	000:30	003
Education	Ad Council	000:15	091
Education	Ad Council	001:00	039
Education	GLOBAL CITIZEN FESTIVAL	000:31	002
Education	SUMMER LEARNING	000:31	023
Emergency Preparedness	Ad Council	000:15	031
Enviornment	U.S. Forest Service	000:10	011
Financial Literacy	Ad Council	000:30	025
Financial Literacy	Ad Council	001:00	024
Financial Mortgage Help	Ad Council	000:15	046
Financial Mortgage Help	HUD	000:30	028
GENDER EQUITY	GLOBAL CITIZEN FESTIVAL	000:32	002
Health Care	Ad Council	001:00	030
Health Care	FARMINGTON COMMUNITY HEALTH	000:19	063
Health Care	Radiological Society	000:15	050
Health Care	Radiological Society	000:30	062
Health Care	Radiological Society	001:00	049
Health Care	U.S. Department of Health	000:20	018
History/Culture	Kiwanis Club	000:21	032
HOMELAND SECURITY	Dept. of Homeland Security	001:00	032
Hunger Prevention	Feeding America	000:30	070
Hunger Prevention	Feeding America	001:00	090

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Job Training	Ad Council	000:15	040
Job Training	Ad Council	000:30	026
Job Training	Goodwill	001:01	038
Literacy	Ad Council	001:00	030
Literacy	Reading Is Fundamental	000:30	026
Lyme Disease Prevention	NatCapLyme Association	001:02	019
MILITARY AND VETERANS	BOB WOODRUFF FOUNDATION	000:30	010
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	002
OPIOID AWARENESS WEEK	PSA-OPIOID AWARENESS WEEK PSA SHOW	027:29	001
Pest Management	National Pest Management	000:30	061
Pest Management	National Pest Management	001:00	039
POVERTY	GLOBAL CITIZEN FESTIVAL	000:28	002
Recycling	Keep America Beautiful	000:20	005
Shelter Pet Adoption	Shelter Pet Project	000:30	028
Stroke Awareness	American Stroke Association	001:01	024
Texting & Driving	National Traffic Safety Admin	000:30	030
Tobacco	Youth Leadership Council	000:30	055
us marines	U.S. Marine Corps	000:16	044
Veterans Aid	Paralyzed Veterans of America	000:15	042
Veterans Aid	Paralyzed Veterans of America	000:20	022
Veterans Aid	Wounded Warrior Project	000:30	023
Veterans Aid	Wounded Warrior Project	001:00	043
Veterans Services	iHeartMedia	000:30	030
Veterans Services	Veterans of America	000:20	016