

KTRA-FM
Farmington, NM
Quarterly Issues/Programs List
Second Quarter, 2014
07/01/2014

KTRA-FM
Quarterly Issues/Programs List

KTRA-FM 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:** Information about the Connie Gotsch Arts Foundation, the one year gala event and grants for area artists.
- **Community Activities:** San Juan River Balloon Rally June 13th-15th, info on how to be involved, and the economic impact.
- **Community Education:** Info about the San Juan College Planetarium, classes offered and free community programs.
- **Culture/Art:** Santa Fe Opera Tour 2014 and the tour stop in Farmington at San Juan College.
- **Family & Children Activities:** Programs and activities for children & families through the Sycamore Park Community Center
- **Mental Health:** Discussed Mental Health Awareness Month and the services offered to the community through Presbyterian Medical Services Mental Health Department.
- **Military/Veterans:** Information about the Healing Field of Honor to be set up by the San Juan Rotary in Farmington over Memorial Day weekend. The display of over 500 American Flags will fly to honor all veterans and current serving military members.
- **Outdoor Recreation:** Programs & services offered by the Farmington Parks & Recreation Department.
- **Public Arts:** Information about Feat of Clay Artists' Co-Op and how the community can be involved.
- **Small Business Resources:** Services provided and offered to local, small business owners through the Small Business Center.
- **United Blood Services:** Information about United Blood Services and the increased need for blood donors during the upcoming summer months. General information about blood donor qualifications.

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
Arts	Four Corners Focus - Connie Gotsch Arts Foundation	Information about the Connie Gotsch Arts Foundation, the one year gala event and grants for area artists.	Cathy Pope	04/06/2014 07:25 AM	028:33
Military/Veterans	Four Corners Focus - Healing Field of Honor	Information about the Healing Field of Honor to be set up by the San Juan Rotary in Farmington over Memorial Day weekend. The display of over 500 American Flags will fly to honor all veterans and current serving military members.	Gary Risley	04/13/2014 07:29 AM	028:07
United Blood Services	Four Corners Focus - United Blood Services	Information about United Blood Services and the increased need for blood donors during the upcoming summer months. General information about blood donor qualifications.	Nita Manuelito	04/20/2014 07:28 AM	029:33
Culture/Art	Four Corners Focus - Santa Fe Opera	Santa Fe Opera Tour 2014 and the tour stop in Farmington at San Juan College.	Kirt Pavitt	04/27/2014 07:30 AM	028:52
Outdoor Recreation	Four Corners Focus - Farmington Parks & Recreation	Programs & services offered by the Farmington Parks & Recreation Department.	Jody Carman	05/04/2014 07:32 AM	028:33
Small Business Resources	Four Corners Focus - SJC Small Business Center	Services provided and offered to local, small business owners through the Small Business Center.	Carmen Martinez	05/11/2014 07:30 AM	027:42
Mental Health	Four Corners Focus - PMS	Discussed Mental Health Awareness Month and the	Anna Krutsky	05/18/2014 07:28 AM	028:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Mental Health Services	services offered to the community through Presbyterian Medical Services Mental Health Department.			
Public Arts	Four Corners Focus - Feat of Clay Artists' Co-Op	Information about Feat of Clay Artists' Co-Op and how the community can be involved.	Curt Stafford	05/25/2014 07:27 AM	028:22
Community Activities	Four Corners Focus/SJC SUMMER MUSIC FEST/Asayii Lake Fire Donation Drive	Discussion of San Juan College World Music To The High Desert Festival scheduled on 6/21/14. Also discussion and plea to community to make donations to firefighters and those affected by Asayii Lake Fire.	Marsha Sterling Penn/Todd Carlson	06/01/2014 07:28 AM	029:26
Community Activities	Four Corners Focus - San Juan River Balloon Rally	San Juan River Balloon Rally June 13th-15th, info on how to be involved, and the economic impact.	Doug Lenburg, Ray Hagerman	06/08/2014 07:31 AM	028:59
Community Education	Four Corners Focus - San Juan College Planetarium	Info about the San Juan College Planetarium, classes offered and free community programs.	David Mayeux	06/15/2014 07:28 AM	030:44
Family & Children Activities	Four Corners Focus - Sycamore Park Community Center	Programs and activities for children & families through the Sycamore Park Community Center	Natalie Spruell	06/22/2014 07:27 AM	029:52
Community Activities	Four Corners Focus/ANIMAS RIVER B&B/KATEE McCLURE	Discussion of 9th annual Animas River Blues & Brews Festival scheduled for 7/19/14, and it's economic impact.	Katie McClure	06/29/2014 07:30 AM	028:38

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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Call Letters: KTRA-FM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, APRIL – JUNE, 2014

Show # 2014-14

Date aired: 4/6/14 Time Aired: 7AM

Gary Taubes, science and health journalist, author of *"Why We Get Fat, and What to Do About It"*

Mr. Taubes discussed the science of weight loss. He believes most people gain weight because they eat too many carbohydrates, and that the medical community has placed far too much emphasis on calories and dietary fat. He offered advice on how to make dietary changes for long-term weight loss and more energy.

Issues covered:

Length: 9:41

**Personal Health
Nutrition**

Ben Dattner, PhD, psychologist, executive coach, Adjunct Professor in Organizational Development at New York University, author of *"The Blame Game: How the Hidden Rules of Credit and Blame Determine Our Success and Failure"*

It's human nature to resort to blaming others, as well as to take more credit for successes than we should. Dr. Dattner said the dynamics of credit and blame are at the heart of every team and organization, and make or break every career. He explained how managers can change the culture of blame, and encourage employees to speak up or experiment with new approaches.

Issues covered:

Length: 7:26

**Workplace Matters
Employment**

Jonathan Adkins, spokesman for the Governors Highway Safety Association

A recent report from the Governors Highway Safety Association highlighted the role of speeding in traffic deaths. Mr. Adkins explained that, despite progress in nearly every other area of highway safety, speeding continues to be a factor in approximately one third of traffic deaths every year. He outlined several recommendations the report contained for both state and federal governments.

Issues covered:

Length: 4:54

**Highway Safety
Government Policies**

Show # 2014-15

Date aired: 4/13/14 Time Aired: 7AM

Eric Decker, PhD, Professor, Head of the Department of Food Science at the University of Massachusetts

Rancid foods are becoming more common, thanks to recent reductions in trans fats. Dr. Decker said consumers may have a kitchen full of toxic products and not know it. He explained why these products are potentially dangerous. He also talked about the foods most likely to become rancid and the telltale signs of rancidity that many consumers don't recognize.

Issues covered:

Length: 7:23

Food Safety

Personal Health

Consumer Matters

Lori Andrews, Law Professor, Director of the Institute for Science, Law & Technology at Illinois Institute of Technology, author of *"I Know Who You Are and I Saw What You Did: Social Networks and the Death of Privacy"*

If Facebook were a country, it would be the third largest nation in the world. Ms. Andrews believes that while social networks have made positive contributions to society, they have also greatly accelerated the erosion of personal privacy rights. She explained how social network sites can damage a person's career or marriage. She would like to see Congress pass new legal protections aimed at safeguarding the privacy of social network users.

Issues covered:

Length: 9:51

Privacy

Government Policy

Employment

Kevin Haley, Director of Product Management for Symantec Security Response

Today's smartphones hold a wealth of personal, financial and work-related data that thieves would love to get their hands on. So what happens when a phone is lost or stolen? Mr. Haley led a research project that intentionally lost 50 phones to see what data was accessed by the finder and whether the phones would be returned to their owners. The results were disconcerting. Mr. Haley offered advice for phone owners to protect their data.

Issues covered:

Length: 5:04

Crime

Privacy

Workplace Matters

Show # 2014-16

Date aired: 4/20/14 Time Aired: 7AM

Anne Perschel, PhD, leadership and organizational psychologist, President and Founder of Germane Consulting

Dr. Perschel recently co-authored a paper that concluded that corporations are leaving money on the table and forgoing future success by failing to move more women into senior leadership roles. She discussed the various obstacles faced by women who want to move up the corporate ladder and made suggestions on how to overcome them.

Issues covered:

Women's Issues
Discrimination
Career

Length: 9:03

Steven Kotler, science writer, author of *"Abundance: The Future Is Better Than You Think"*

Mr. Kotler believes that four powerful social and technological trends are converging today that will improve the lives of billions of people across the globe in the near future. He explained how governments, industry and entrepreneurs can adapt to these changing forces and harness them to solve the world's biggest problems, including shortages of water, food, energy and education.

Issues covered:

Economy
Science & Technology
Employment

Length: 8:05

Alison Borland, Vice President of Retirement Product Strategy at Aon Hewitt, a human resources firm based in Chicago

The Great Recession has led many Americans to dip into their retirement savings early, but minorities have withdrawn much more than other racial and ethnic groups, according to a new study from Ms. Borland's firm. She explained why Blacks and Hispanics have made these decisions and what they can do to shore up depleted 401(k) accounts.

Issues covered:

Retirement Planning
Minority Concerns
Senior Citizens

Length: 5:09

Show # 2014-17

Date aired: 4/27/14 Time Aired: 7AM

Ric Edelman, nationally-recognized financial advisor, syndicated columnist, author of *"The Truth About Retirement Plans and IRAs"*

Only half of all eligible Americans contribute to a retirement plan. Mr. Edelman explained how the average person can save for a comfortable retirement. He talked about the importance of 401(k)s, and IRAs. He also explained how to determine how much money a person may need in retirement, and the dangers of borrowing money from retirement funds.

Issues covered:

Personal Finance
Retirement
Senior Issues

Length: 8:31

James Hubbard, MD, family physician, author of *"Living Ready Pocket Manual - First Aid: Fundamentals for Survival"*

Dr. Hubbard discussed basic skills that everyone should know in the event of a medical emergency, and basic first aid supplies that every home should have on hand. He outlined steps to stop serious bleeding and what to do in the event someone simply collapses. He also talked about the lifesaving value of automated external defibrillators, which are found in many public places.

Issues covered:
Emergency Preparedness
Personal Health

Length: 8:44

Simon Davidoff, Water Expert and Director, Food & Beverage Industry for Siemens Water Technologies

Mr. Davidoff talked about little-known ways that water is wasted by consumers each year, both directly and indirectly. He explained how businesses are changing their practices to reduce water consumption and what the average person can do to determine and reduce their personal "water footprint."

Issues covered:
Environment
Consumer Matters

Length: 4:58

Show # 2014-18

Date aired: 5/4/14 Time Aired: 7AM

Mike Staver, strategic business advisor, CEO of The Staver Group, creator of the audio and video series "*21 Ways to Defuse Anger and Calm People Down*"

The U.S. Department of Labor has found that homicide is the fourth-leading cause of occupational death, and the leading cause of death for women in the workplace. Mr. Staver explained why workplace violence in the U.S. is a persistent and dangerous problem. He outlined ways to recognize warning signals and offered tips to defuse conflicts on the job.

Issues covered:
Workplace Violence
Mental Health
Crime

Length: 8:04

Jonathan Ladd, PhD, assistant professor of Government and Public Policy at Georgetown University, author of "*Why Americans Hate The Media And How It Matters*"

As recently as the early 1970s, the news media was one of the most respected institutions in the United States. Yet by the 1990s, this trust had all but evaporated. Dr. Ladd talked about the reasons that confidence in the press has declined so dramatically over the past 40 years. He also explained why this issue is so important in a healthy democracy.

Issues covered:
Media Issues
Voting
Consumer Matters

Length: 9:00

Jerry Brewer, MD, dermatologist and researcher at the Mayo Clinic

Dr. Brewer led a study that found that the risk of developing the most dangerous type of skin cancer is now more than six times higher among young adults than it was 40 years ago. He talked about the likely reasons behind this trend and why women under age 40 may be especially vulnerable.

Issues covered:
Cancer
Personal Health

Length: 4:51

Show # 2014-19

Date aired: 4/11/14 Time Aired: 7AM

Dorothy Espelage, PhD, bullying and youth violence expert, Professor of Child Development, Department of Educational Psychology, University of Illinois at Urbana-Champaign

Dr. Espelage led a youth survey that explored the prevalence of sexual harassment and sexual violence among middle school youth as well as the locations where these behaviors occur. She said that these incidents are extremely common in schools and that they are a strong predictor of dating violence as students move into high school.

Issues covered:

Length: 9:34

**Sexual Harassment
Violence
Parenting**

Greg Kaplan, PhD, Assistant Professor of Economics, Princeton University

Roughly one-third of all U.S. families live paycheck-to-paycheck, according to Dr. Kaplan's recent study. Surprisingly, he found that many of these are middle-class families who have decent incomes, but illiquid assets tied up in homes or retirement funds. He explained why this is so common and why it may not be as financially dangerous as it may appear.

Issues covered:

Length: 7:46

**Economy
Personal Finance**

Michelle Macy, MD, Assistant Professor of Emergency Medicine, University of Michigan

Dr. Macy's research found that that 90 percent of parent drivers admitted to distracted driving with kids in the car. She outlined ten types of driving distractions and explained why they are so dangerous. She also offered tips for parents who would like to minimize distractions on the road.

Issues covered:

Length: 4:45

Traffic Safety

Show # 2014-20

Date aired: 4/18/14 Time Aired: 7AM

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:

Length: 8:56

**Crime
Consumer Matters**

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

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

Show # 2014-21

Date aired: 4/25/14 Time Aired: 7AM

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

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

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

Show # 2014-22

Date aired: 5/1/14 Time Aired: 7AM

Mai Fernandez, Executive Director of the National Center for Victims of Crime

Nearly 20 million violent and property crimes are committed each year in the US, but the numbers may not tell the whole story. Ms. Fernandez discussed the human impact of national crime statistics, and why fewer than half the crimes committed go unreported. She also talked about the effectiveness of victims' rights laws and the resources that are available to crime victims.

Issues covered:
Victims' Rights
Crime

Length: 7:05

Steve Pemberton, Divisional Vice President of Diversity and Inclusion at Walgreens, author of "*A Chance In The World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home*"

Mr. Pemberton shared his rags-to-riches journey, starting with a childhood of neglect and abusive foster homes. He said his primary refuge was in a box of books, and he explained how a love of reading transformed his life. He described his quest to uncover and understand his family's tragic past and how that has influenced him as a father. He also discussed the value of diversity in America and where we stand as a nation.

Issues covered:
Foster Care
Child Abuse
Diversity
Literacy

Length: 9:58

Lacey Plache, Chief Economist of Edmunds.com, an automotive web site

Only 35 percent of hybrid vehicle owners chose to purchase a hybrid again when they returned to the car market last year, according to an Edmunds.com analysis of new car registration data. Ms. Plache explained why conventional gas-powered cars are successfully competing against hybrids. She talked about the rapidly growing number of vehicles capable of delivering more than 30 miles per gallon.

Issues covered:
Consumer Matters
Energy
Environment

Length: 4:42

Show # 2014-23

Date aired: 5/8/14 Time Aired: 7AM

Michael Ford, Founding Director of the Center for the Study of the American Dream at Xavier University

97.5 percent of immigrants who want to become American citizens successfully pass a naturalization test. Mr. Ford's organization found that at least 35% of native-born Americans are not sufficiently educated to pass the same test. He explained why civic illiteracy is a serious threat to the American

Dream. He talked about the disappearance of civics classes from the nation's high schools in the past several decades.

Issues covered:

Length: 7:44

Education
Citizenship
Voting

Cynthia Hammond-Davis, author of *"If I Knew Then What I Know Now! College & Financial Aid Planning From A Parent's Perspective"*

Planning for college is more complex than ever. Ms. Hammond-Davis said the financial aid planning process should start as early in a child's life as possible. She shared the story of her struggle to help her son sort out the complex universe of college searches, financial aid, scholarships, athletics and extracurricular activities.

Issues covered:

Length: 9:24

Education
Parenting
Consumer Matters

Robert Whelan, PhD, postdoctoral research fellow at the University of Vermont

Dr. Whelan led a recent brain-imaging study of that examined similarities and differences in the brains of teens with ADHD vs. those who use drugs or alcohol. He said that the impulsivity that leads kids to blow off their homework and the impulsiveness that drives kids use drugs or alcohol are not the same, neurologically speaking. He talked about possible ways to help young people who may be diagnosed before they actually get into trouble.

Issues covered:

Length: 5:05

Drug & Alcohol Abuse
Learning Disabilities
Youth at Risk

Show # 2014-24

Date aired: 5/15/14 Time Aired: 7AM

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

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:
Senior Citizens
Employment

Length: 8:07

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:
Education
Children's Issues

Length: 5:02

Show # 2014-25

Date aired: 5/22/14 Time Aired: 7AM

Enrico Moretti, PhD, Professor of Economics at the University of California, Berkeley, Director of the Infrastructure and Urbanization Program at the International Growth Centre at the London School of Economics and Oxford University, author of *"The New Geography of Jobs"*

Dr. Moretti said an unprecedented redistribution of jobs, population and wealth is underway in America, and he believes it will accelerate in years to come. He talked about the emergence of a few US cities as centers of innovation with highly-educated labor forces, and explained why other regions of the country cannot compete economically. He offered advice for young people who are considering career choices and weighing the value of a college education.

Issues covered:
Employment
Education
Government Policies

Length: 8:54

Victoria Moran, board-certified holistic health counselor, founder of Main Street Vegan Academy, which trains and certifies Vegan Lifestyle Coaches, author of *"Main Street Vegan"*

Ms. Moran discussed veganism and outlined the reasons that millions of Americans have chosen to avoid all animal-based products. She offered suggestions on how a person can decide whether the lifestyle choice is right for them, and talked about the challenges vegans often face in raising kids, travelling and eating out.

Issues covered:
Nutrition and Health
Consumer Matters

Length: 8:10

Richard Ponziani, traffic safety researcher, President of RLP Engineering of Dayton, OH

Mr. Ponziani recently conducted a study that found that drivers fail to use turn signals nearly half the time when making a lane change and 25% of the time when turning. He said the failure to use turn

signals results in as many as 2 million traffic accidents each year. He explained some possible solutions to the problem.

Issues covered:
Traffic Safety
Consumer Matters

Length: 4:59

Show # 2014-26

Date aired: 5/29/14 Time Aired: 7AM

Peter Cappelli, George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources at the University of Pennsylvania, Research Associate at the National Bureau of Economic Research in Cambridge, MA, author of *"Why Good People Can't Get Jobs"*

Despite high unemployment rates, companies often believe that they cannot find the employees they need, arguing that applicants are not qualified or won't accept jobs at the wages offered. Dr. Cappelli discussed the underlying reasons that jobs are going unfilled. He believes that employers often maintain bad hiring methods and unrealistic expectations. He offered advice for unemployed and recently-graduated job seekers.

Issues covered:
Unemployment
Government Policies
Economy

Length: 10:15

Jeff Deyette, Senior Energy Analyst/Assistant Director of Energy Research & Analysis at the Union of Concerned Scientists, co-author of *"Cooler Smarter: Practical Steps for Low-Carbon Living"*

Mr. Deyette's organization conducted a two-year study of simple steps that consumers can take to reduce their own global warming emissions by 20 percent. He outlined some of most effective ways to save energy and money, and shared some of the most surprising energy-saving myths.

Issues covered:
Environment
Global Warming
Consumer Matters

Length: 6:59

Dan Hannan, CSP, safety, health and environmental expert, author of *"Preventing Home Accidents"*

Accidents in the home injure more than 12 million Americans every year and are the fifth leading cause of death. Mr. Hannan talked about the most common accidents and how to avoid them. He also explained why there is a lack of education resources for people concerned about home safety.

Issues covered:
Home Safety

Length: 5:05

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

**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
	PSA LOCAL: Footloose, Summer Terrace Series	000:26	012
	PSA LOCAL: TGIF, Freedom Vendors	000:25	014
Adoption/Foster Care	Adopt U.S. Kids	000:15	005
Adoption/Foster Care	Adopt U.S. Kids	000:30	014
Adoption/Foster Care	Adopt U.S. Kids	001:00	027
Adoption/Foster Care	Adopt Us Kids	001:00	004
Aging	Long Term Care dot Gov	000:30	007
Aging	U.S. Department of Health	000:30	009
Aids Prevention	Greater Than Aids	000:29	011
Anger Management	United Methodist Friends	000:11	094
Art, Theater	Arts Foundation, TEA	000:26	009
Arts, Health Care	Farmington Museum, SPCC	000:23	006
Autism Awareness	Autism Speaks	000:30	004
Autism Awareness	Autism Speaks	000:59	013
Bullying	Ad Council	000:30	007
Bullying	Ad Council	001:00	014
Caregiver Assistance	AARP	000:58	027
Charitable Impacts	Dollar Per Month	000:16	005
Charitable Impacts	Dollar Per Month	000:32	009
Child Abuse/Neglect	Childhaven	000:23	006
Child Hunger	State of New Mexico	000:28	007
Child Mentoring	Big Brothers/Big Sisters	000:31	034

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Child Mentoring	Farmington Boys & Girls Club	000:15	003
Child Mentoring	First Tee of San Juan County	000:26	006
Child Safety	Farmington Police Department	000:26	006
Child Safety	National Traffic Safety Admin	001:00	010
Child Safety	NHTSA	000:15	004
Child Safety, Fitness	Safer NM Now, Dine' Youth	000:24	005
Childhood Hunger	Feeding America	000:30	010
Children's Activities	Farmington Parks & Rec Dept.	000:25	012
Children's Activities	SPCC, Farmington Elks Lodge	000:26	004
Children's Dental Health	Ad Council	000:30	006
Children's Fitness	USDA	000:30	011
Children's Health	Ad Council	000:30	006
Children's Health	San Juan Medical Foundation	000:26	008
Children's Health	Save the Children	000:30	014
Children's Health	St. Jude Research Hospital	000:14	011
Children's Health	St. Jude Research Hospital	000:29	015
Children's Health	St. Jude Research Hospital	000:59	028
Children's Music Education	BAAM Bayfield Music	000:28	012
Community Activities	Bloomfield Commerce Chamber	000:28	003
Community Activities	City of Bloomfield	000:26	010
Community Activities	River Reach Foundation	000:28	005
Community Activities	San Juan College	000:28	011
Conservation & Enviornment	Mountain Studies Dot Org	000:26	009
Crime Prevention	SJ County Crimestoppers	001:01	007
Cultural Diversity	Farmington Indian Center	000:27	009
Dating Violence Prevention	Ad Council	000:30	002
Dating Violence Prevention	Ad Council	001:00	008
Diabetes Prevention	Juvenile Diabetes Foundation	000:30	003
Diabetes Prevention	Juvenile Diabetes Foundation	001:00	013

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Digital Literacy	Ad Council	000:30	019
Digital Literacy	Ad Council	001:00	034
Digital Literacy	United Way	000:15	007
Disability Resources	Disability Campaign dot org	000:59	006
Disability Resources	U.S. Health & Human Services	000:59	034
Disability Services	Goodwill	000:30	023
Disability Services	Health & Human Services	000:59	003
Disability Services	Health & Human Services	001:00	002
Disability Services	U.S. Health & Human Services	000:59	028
Disability Services	U.S. Health & Human Services	001:00	021
Drug & Alcohol Recovery	Narc-A-Non	000:16	005
Drug Abuse, Arts	DEA Task Force, SF Opera	000:28	006
Drunk Driving Prevention	SJC Sheriff's Department	000:28	009
Earth Day, Pet Adoption	Aztec Ruins, FRAS	000:26	009
Economy	Quality Center for Business	000:27	007
Education	San Juan College	000:27	004
Education	San Juan College Planetarium	000:28	011
Education, Fitness	FPL, Bonnie Dallas Sr. Center	000:26	008
Education, Workplace Violence	Golden Apple Foundation, SJC	000:28	009
Emergency Preparedness	FEMA	000:15	005
Employment, Education	NM Workforce Connection, SJC	000:26	004
Enviornment	Farmington Clean & Beautiful	000:28	010
Enviornment	U.S. Forest Service	000:10	111
Enviornment	U.S. Forest Service	000:30	004
Enviornment	U.S. Forest Service	001:00	003
Family & Children Activities	Aztec Chamber of Commerce	000:23	011
Family Activities	River Reach Foundation	000:29	014
Family Counseling Services	Desert View Family Counseling	000:26	006
Family Fitness	Durango Education Center, SJC	000:26	011

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Family Fitness	F Parks & Rec, Aztec Trails	000:29	008
Finances	S.I.P.C.	000:30	019
Finances	sipc.org	000:30	007
Financial Stability	Ad Council	000:15	009
Fitness	U.S. Health & Human Services	001:00	003
Food Assistance	Bloomfield Public Schools	000:27	005
Food Safety	USDA	000:15	005
Food Safety	USDA	000:30	005
Food Safety	USDA	000:59	006
Global Peace	Unicef	000:28	009
Global Peace	Unicef	000:30	012
Grief Support	Children's Grief Dot Org	000:16	006
Grief Support	Children's Grief Dot Org	000:30	008
Health & Wellness Classes	PMS Health Clinic	000:28	003
Health Care	Ad Council	000:15	010
Health Care	Ad Council	000:30	022
Health Care	American Heart Association	000:30	021
Health Care	Crohn's & Colitis Foundation	000:29	008
Health Care	March of Dimes	000:30	001
Health Care	Radiological Society	000:14	006
Health Care	Radiological Society	000:15	007
Health Care	Radiological Society	000:30	019
Health Care	Radiological Society	000:58	026
Health Care	Radiological Society	001:00	025
Health Care	U.S. Department of Health	000:20	001
Health Care, Earth Day	SJPMC, Aztec Ruins	000:28	005
Health Insurance	Get Covered America	000:30	014
Health Insurance	Get Covered America	001:00	021
Healthy Lifestyles	Health & Human Services	001:00	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Highway Safety	Ad Council	000:15	009
History/Culture	Village of Chama, NM	000:26	014
Hunger Prevention	Feeding America	000:58	031
Internet Safety	Ad Council	001:00	020
jdrf	jdrf dot org	000:30	004
jdrf	jdrf dot org	001:00	008
jdrf	Juvenile Diabetes Foundation	000:30	001
Literacy	Reading Is Fundamental	000:30	016
Literacy	United Way	000:29	008
Literature/Reading	Farmington Public Library	000:25	009
Local History	Farmington Museum	000:28	006
Lyme Disease Prevention	NatCapLyme Association	001:02	003
Medical Expenses Fundraiser	Medical Expenses Benefit	000:29	007
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	002
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	004
MILITARY AND VETERANS	SHARE OUR STRENGTH	000:30	030
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	275
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	008
Military Family Services	Blue Star Mothers SJ County	000:28	012
Military Recruitment	air force reserves	000:30	012
Military Recruitment	U.S. Air Force	000:29	007
Music Education, Pet Care	SJC, Regional Animal Shelter	000:24	005
Native Culture, Military	Navajo Nation, SJ Rotary Club	000:28	012
Nature Awareness	River Reach Foundation	000:26	009
Nature Awareness	Riverside Nature Center	000:26	010
Nature Awareness	U.S. Forest Service	000:30	021
Oil & Gas Industry	Farmington Museum	000:25	012
Pest Management	National Pest Management	000:30	025
Pest Management	National Pest Management	001:00	025

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Pet Adoption	Shelter Pet Project	000:15	009
Pet Health	Humane Society Four Corners	000:26	011
Pet Health	San Juan Animal League	000:27	009
Poaching	Wildlife Land Trust	000:29	005
Police Week	Farmington Police Department	000:27	007
Reading Education	Farmington Public Library	000:27	008
Reading Education	Reading Is Fundamental	000:30	008
Recycling	Farmington Clean & Beautiful	000:27	005
Recycling	Keep America Beautiful	000:30	016
Saving Energy	U.S. Department of Energy	000:15	003
Saving Energy	U.S. Department of Energy	000:59	011
Shelter Pet Adoption	Shelter Pet Project	000:30	025
Skin Cancer Prevention	American Dermotolgy Academy	001:00	004
Skin Health	National Rosacea Society	000:29	009
Small Business Resources	Quality New Mexico	000:31	002
Social Services	United Way	000:15	006
Stray Pets	Shelter Pet Project Dot Org	000:30	007
Stress Relief	Farmington Downtown Assoc.	000:29	007
Stroke Awareness	American Stroke Association	000:30	004
Stroke Awareness	American Stroke Association	001:00	011
TEACH	Ad Council	001:00	007
Teacher Recruitment	Teach Dot Org	000:15	009
Teacher Recruitment	Teach Dot Org	001:00	029
Texting & Driving	National Traffic Safety Admin	000:30	004
Theater Arts	Sandstone Productions	000:27	005
Traffic Safety	Ad Council	000:30	010
Traffic Safety	National Traffic Safety Admin	001:00	004
Troop Care Packages	Blue Star Mothers SJ County	000:25	009
Veteran's Benefits	Dpt. of Veteran's Affairs	000:29	015

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Veteran's Benefits	Dpt. of Veteran's Affairs	000:30	009
Veteran's Employment	Wounded Warrior Project	000:28	001
Veteran's Employment	Wounded Warrior Project	000:58	011
Veteran's Services	Department of Veteran Affairs	000:15	004
Veteran's Services	Veterans of America	000:20	001
Veterans Employment	Wounded Warrior Project	000:28	014
Veterans Services	Department of Veteran Affairs	000:15	006
Veterans Support	Wounded Warrior Project	000:30	010
Veterans Support	Wounded Warrior Project	000:59	030
Wild Horse Adoption	Jicarilla Mustang Alliance	000:26	007
Wildfire Prevention	U.S. Forest Service	000:14	019
Wildfire Prevention	U.S. Forest Service	000:15	006