

KBLU-AM 3rd Quarter 2015

QUARTERLY ISSUES AND PROGRAM REPORT

During this quarter the community needs and interests as ascertained with community leaders were addresses by significant public affairs or public service programming in response to the following:

- 1. Recreation** (community events, etc.)
- 2. Family** (Parenting, Children at Risk)
- 3. Education**
- 4. Agriculture** (both retail and industry point of view)
- 5. Government** (meetings, voter education, roads, laws, annexation, etc.)
- 6. Health** (includes prevention, abuse, diseases, free clinics, YRMC events etc.)
- 7. Community Service Organizations** (Local Non-Profits, government programs, etc.)
- 8. Consumer Protection** (identity theft, recalls, scams)
- 9. Crime** (prevention, meetings, etc.)
- 10. Diversity** (racism, minorities, immigration, etc.)
- 11. Senior Citizens**
- 12. Military**



Weekly Public Affairs Program

Call Letters: KBLU

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2015

Show # 2015-27

Date aired: 7/4/15 Time Aired: 6:30am

Sonya Madison, Workplace Attorney and Legal Analyst, based in Atlanta

Ms. Madison said a drunk driving conviction can severely damage a person's chances of finding or even keeping a job. She noted that most large employers typically conduct background checks on potential employees today. She explained why negatives such as a DUI conviction often will remove the applicant from consideration for a job opening.

Issues covered:

**Drunk Driving
Employment**

Length: 7:47

Jeff Strohl, PhD, Director of Research at the Georgetown University Center on Education and the Workforce

Dr. Strohl co-authored a recent study that determined that although more Hispanics and African-Americans are going to college, their access to the most selective schools isn't keeping pace. He said there are major income differences between those with a top education compared to graduates of other schools. He explained the reasons behind this problem, and why it is so difficult to address.

Issues covered:

**Minority Concerns
Education**

Length: 9:21

Janet Champ, co-author of "*Ripe: The Truth About Growing Older and the Beauty of Getting on With Your Life*"

Ms. Champ talked about challenges and myths faced by women as they age. She said many women feel discarded and undervalued as they reach their forties. She believes that this phase of life is rich in often underappreciated beauty and that women who adapt to these changes can offer much to society.

Issues covered:

**Women's Issues
Aging
Senior Citizens**

Length: 4:39

Show # 2015-28

Date aired: 7/11 & 12 Time Aired: 6:30am

Nicholas Tatonetti, PhD, Assistant Professor of Biomedical Informatics, Director of Clinical Informatics at the Herbert Irving Comprehensive Cancer Center at Columbia University

Dr. Tatonetti's research uncovered a surprising correlation between the month a person is born and their risk of developing various health problems, including heart disease, viral infections and ADHD. His study found 55 diseases that correlated with the season of birth. He explained the time of year a person is born dictates many of the environmental factors they are exposed to during birth and early development.

Issues covered:
Personal Health

Length: 6:54

Michael H. Shuman, economist, attorney, author, and entrepreneur, experts on community economics, author of "*The Local Economy Solution*"

Mr. Shuman believes the entire process of local economic development has become ineffective and unaffordable. He said the traditional method of chasing large companies with huge taxpayer subsidies creates very few new jobs. He is a proponent of alternative approaches in which states and cities encourage private ventures that help local businesses launch and grow.

Issues covered:
Economic Development
Employment

Length: 10:12

Bill Bishop, author of "*The Big Sort*"

America may be more diverse than ever, but Mr. Bishop believes that the nation's neighborhoods are becoming too divided—culturally, economically and politically. He said that the places where Americans live are becoming increasingly populated with people who live, think, and vote as they do. He explained what is behind this movement and why it is not a positive development.

Issues covered:
Community
Diversity Issues

Length: 5:03

Show # 2015-29

Date aired: 7/18 & 19 Time Aired: 6:30am

John Santa, MD, Director of the Health Ratings Center for Consumer Reports

Heart health has become a highly profitable business. Dr. Santa talked about the growing wave of cardiac tests and treatments that are being marketed to aging baby boomers. He said the most dubious tests often result in costly, unnecessary and sometimes dangerous treatments. He also explained how health consumers can get accurate information on the proficiency and competence of heart doctors.

Issues covered:
Personal Health
Senior Citizens
Consumer Matters

Length: 8:32

Jonathan Levav, PhD, Associate Professor of Marketing at the Stanford University Graduate School of Business

Wise decision-making is perhaps the greatest factor that determines success or failure in life and business. Professor Levav talked about his study of "decision fatigue." He explained the surprising influences on decisions, and how individuals can improve decision-making by recognizing and controlling those variables.

Issues covered:
Workplace Matters
Mental Health

Length: 8:40

Bernard Biermann, MD, PhD, Assistant Professor, Department of Psychiatry at the University of Michigan, Medical Director of the Child/Adolescent Inpatient Unit at Mott Children's Hospital in Ann Arbor, MI

Dr. Biermann recently completed a study that found that parents severely underestimate their teens' use of drugs and alcohol. While just ten percent of parents thought their kids drank alcohol in the past year, 52 percent of teens admitted to doing so. He talked about the possible reasons in the huge disparity, and offered advice for parents on how to recognize the signs of alcohol and drug use in their teenager.

Issues covered:
Substance Abuse
Parenting
Youth at Risk

Length: 5:07

Show # 2015-30

Date aired: 7/25/26 Time Aired: 6:30 AM

Armon B. Neel Jr., PharmD., consulting pharmacist, author of "*Are Your Prescriptions Killing You?: How to Prevent Dangerous Interactions, Avoid Deadly Side Effects, and Be Healthier with Fewer Drugs*"

Mr. Neel said that patients and doctors often don't recognize when prescription drugs may be interacting dangerously with one another. He discussed the financial costs to our nation's healthcare system, and explained how patients can reduce the number of medications they're taking.

Issues covered:
Personal Health
Senior Citizens
Consumer Matters

Length: 7:17

Catherine Steiner-Adair, EdD., clinical psychologist, school consultant, author of "*The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age*"

The digital world is here to stay, but what are families losing? Dr. Steiner-Adair believes that today's parents often pay more attention to their smartphones than their children. She discussed the emotional impact felt by kids, and outlined how parents can set boundaries on the use of hi-tech devices for both themselves and their children.

Issues covered:
Parenting
Youth at Risk

Length: 10:00

Jack Canfield, co-creator of the Chicken Soup for the Soul book series, author of "*The Success Principles*" series

Mr. Canfield talked about the keys to success and how to overcome self-defeating beliefs, fears and habits. He also offered principles on building good teams and better relationships at the office, and how to set goals to improve your life and finances.

Issues covered:
Workplace Issues
Education
Personal Finance

Length: 4:51

Show # 2015-31

Date aired: 8/1 & 2 Time Aired: 6:30am

Sheila Markin Nielsen, career counselor with more than 25 years of experience, author of "*Job Quest: How to Become the Insider Who Gets Hired*"

The search for a job can seem intimidating and frustrating for most people. Ms. Markin Nielsen said the most critical component in any successful job search is to establish personal relationships. She outlined strategies to create personal connections and trust with key people. She discussed the usefulness of online tools such as LinkedIn, along with the value of resumes in today's employment environment.

Issues covered:
Employment
Career

Length: 10:25

Jennifer Suor, researcher, PhD candidate in clinical psychology at the University of Rochester

Ms. Suor's research found that children from low-income families are at risk of stunted cognitive functioning before they even start kindergarten. Her team found that young children with emotionally distant caregivers and who lived in an unstable home also had high levels of the stress hormone cortisol, which appears to significantly affect their cognitive abilities.

Issues covered:
Education
Parenting

Length: 6:44

Andy Cohen, CEO, Caring.com

In the past year, approximately 14 million drivers have been in a road incident caused by an elderly driver, according to a survey by Mr. Cohen's organization. He discussed how other motorists view the safety and competence of senior drivers. He also explained how to determine whether an older loved one is no longer fit to drive, and how to approach the topic with them.

Issues covered:
Senior Citizens
Traffic Safety

Length: 5:10

Show # 2015-32

Date aired: 8/8 & 9 Time Aired: 6:30am

Deirdre Maloney, author of "*Bogus Balance: Your Journey to Real Work/Life Bliss*"

These days, nearly everyone struggles to balance their work and home lives. Ms. Maloney said that no one can achieve a perfect balance. She said it is possible to find real balance and satisfaction by setting priorities and accepting that you can't have it all. She explained why it is important to analyze your own values and priorities on a regular basis.

Issues covered:

Length: 9:28

**Career
Parenting
Mental Health**

Doug Whiteman, Insurance Analyst at Bankrate.com

37% of Americans with children under age 18 do not have any life insurance, according to a new Bankrate.com study. And about one-third of the parents who do have life insurance have no more than \$100,000 of protection. Mr. Whiteman explained why this is such a great concern. He also offered suggestions on how to shop for life insurance and how to determine how much coverage is necessary.

Issues covered:

Length: 7:46

**Personal Finance
Parenting**

Richard Johnson, PhD, Senior Fellow at the Urban Institute, an independent non-partisan organization that evaluates social and economic issues

Dr. Johnson studied Americans who change careers after age 50. He found that most take pay cuts and accept lesser health benefits, but are still happier in their new jobs. He explained why these workers decide to switch careers, and offered advice for older job hunters.

Issues covered:

Length: 4:50

**Senior Citizens
Workplace Matters
Unemployment**

Show # 2015-33

Date aired: 8/15 & 16 Time Aired: 6:30am

Nick Corcodilos, employment expert, headhunter, founder of AskTheHeadhunter.com, author of "*Fearless Job Hunting*"

Mr. Corcodilos said that the way companies recruit, evaluate and hire employees is a disaster. He said employers misuse computer screening software and sites like LinkedIn, in the hope of finding a mythical perfect candidate, then complain that the American workforce is undertrained and unqualified for today's high tech jobs. He offered advice for people who are seeking a new job.

Issues covered:

Length: 8:57

**Employment
Job Training**

Scott Barry Kauffman, PhD, cognitive psychologist, Adjunct Assistant Professor of Psychology at New York University, author of "*Ungifted: Intelligence Redefined*"

Dr. Kauffman said that the traditional methods of measuring the intellectual potential of children, such as IQ and standardized tests, don't work. He shared his own story of being labeled as "learning disabled" as a child, yet eventually completing his PhD in cognitive psychology at Yale University. He noted that there are many paths to greatness, and argued for a more customized approach to achievement that takes into account each individual's goals, psychology, and developmental trajectory.

Issues covered:
Education
Children's Issues

Length: 7:56

Gary Brienzo, Communications Manager, National Arbor Day Foundation

Mr. Brienzo talked about the growing disconnect between children and nature, as youngsters spend more time indoors with smartphones, video games and the Internet. He talked about the benefits of encouraging children and families to spend time outdoors, including better awareness of the environment.

Issues covered:
Environment
Community Health
Parenting
Volunteerism

Length: 4:42

Show # 2015-34

Date aired: 8/22/23 **Time Aired:** 6:30 AM

David Gumpert, food rights advocate, author of "*Life, Liberty and the Pursuit of Food Rights*"

Mr. Gumpert believes that Americans should have the right to privately obtain foods directly from farmers, neighbors, and local producers, in the same way that previous generations did. He said government regulations are making it increasingly difficult for consumers who wish to get raw milk, custom-slaughtered beef and pastured eggs outside the government regulatory system. He outlined the potential health concerns about mass-produced, processed food sold at supermarkets.

Issues covered:
Food Safety
Government Regulation

Length: 8:29

Noël Janis-Norton, learning and behavior specialist, founder and director of The New Learning Centre in London, author of "*Calmer, Easier, Happier Parenting: Five Strategies That End the Daily Battles and Get Kids to Listen the First Time*"

Ms. Norton offered advice to parents who are tired of nagging, pleading or yelling just to get their kids to do simple tasks. She offered examples of how parents should use positive reinforcement to encourage children to cooperate. She also offered tips on how to make homework a more positive and pleasant task each day.

Issues covered:
Parenting
Children's Issues

Length: 8:40

Virginia Reichert, former director of the Center for Tobacco Control at North Shore-Long Island Jewish Health System

Ms. Reichert talked about a study she conducted that discovered many smokers incorrectly believe that nicotine causes cancer. This misperception makes them less like to use nicotine patches or gum to help them stop smoking. She explained how comprehensive programs can greatly increase the success rate of smokers who want to quit.

Issues covered:
Addiction
Community Health

Length: 4:58

Show # 2015-35

Date aired: 8/29/30 **Time Aired:** 6:30am

Emily Rogalski, PhD, Neuroscientist, Research Associate Professor in Cognitive Neurology and Alzheimer's Disease Center at the Northwestern University Feinberg School of Medicine

Dr. Rogalski is in the early stages of a study of "SuperAgers" — men and women who are in their 80s and 90s, but with brains and memories that seem far younger. She explained what has been learned so far from these exceptional seniors, and what she hopes to discover as the study progresses. She said the research may eventually find ways to help protect others from memory loss.

Issues covered:
Personal Health
Senior Citizens

Length: 8:01

Amanda Ripley, investigative journalist, author of "*The Smartest Kids in the World--and How They Got That Way*"

Over the past fifty years, math and science skills have remained largely flat in the US, while soaring in Canada, Finland and many other developed countries. Ms. Ripley explained why some new "education superpower" countries have rapidly improved test scores, and how their policies differ from the US. She said teachers' college programs in the US should become much more selective, only accepting top students.

Issues covered:
Education
Government

Length: 9:10

Dana Gunders, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco

Ms. Gunders recently co-led a study with Harvard researchers that concluded that dates printed on packaged foods often confuse consumers, leading many to throw out food before it actually goes bad. She said the dates are intended to indicate freshness rather than whether a product is unsafe to eat. She would like to see new government regulations that would standardize food labeling and make it less confusing for consumers.

Issues covered:
Food Safety
Consumer Matters
Government Regulations

Length: 4:55

Show # 2015-36

Date aired: 9/5/16 Time Aired: 6:30A

Ann Dowsett Johnston, award-winning journalist, author of "*Drink: The Intimate Relationship Between Women And Alcohol*"

Ms. Johnston said women have closed the gender gap in the past decade, not only in their professional and educational lives, but also in terms of alcohol abuse. She noted that corporations have developed marketing strategies and products targeted exclusively to women. She expressed particular concern that alcohol manufacturers are now using social media to target teenage girls for marketing messages.

Issues covered:
Substance Abuse
Women's Issues

Length: 9:27

Kathryn Edin, PhD, Professor of Public Policy and Management at the John F. Kennedy School of Government at Harvard University, co-author of "*Doing the Best I Can: Fatherhood in the Inner City*"

Dr. Edin studied fatherhood among inner city men who are sometimes called "deadbeat dads." She said the term does not accurately describe today's urban fathers, many of whom take pride in being involved in the lives of some of their children. She explained how economic and cultural changes have transformed the meaning of fatherhood among the urban poor.

Issues covered:
Inner City Issues
Parenting
Poverty

Length: 7:36

David L. Roth, Ph.D., Director of the Johns Hopkins University Center on Aging and Health

Dr. Roth's research found that caregivers assisting chronically ill or disabled family members had an 18 percent lower death rate than similar people who were non-caregivers. He talked about the possible reasons behind this surprising finding.

Issues covered:
Senior Citizens
Personal Health
Family

Length: 4:49

Show # 2015-37

Date aired: 9/12 & 13 Time Aired: 6:30A

Mark Rank, PhD, Professor of Social Welfare at Washington University in St. Louis

Dr. Rank led a study that found that, between the ages of 25 and 60, almost two-thirds of Americans will live in poverty for a year or more. He shared other statistics from his study that illustrate how common poverty is. He discussed the reasons behind the problem and why a surprising number of Americans move from poverty to the middle class or higher, then back to poverty again.

Issues covered:
Poverty
Education

Length: 8:31

Sandeep S. Grewal, MD, MS, nutrition and weight loss expert, co-author of *"Fat-Me-Not: Weight Loss Diet of The Future"*

Most parents believe preparing and packing a healthy lunchbox is a difficult task. Dr. Grewal explained why lunches parents send to school are so critical to their kids' development and learning. He talked about the worst things parents can include in a lunch, and why hot lunches at school are not always a better option. He also discussed the most effective ways to lose weight.

Issues covered:
Parenting
Nutrition

Length: 8:33

Jim Quiggle, Director of Communications at Coalition Against Insurance Fraud

Mr. Quiggle discussed Medicare fraud, which has become a multi-billion dollar industry. He explained how fraudsters rapidly evolve their techniques as investigators close in on a specific scam. He outlined common warning signs of a scam that senior citizens should recognize, such as cold-call solicitations and requesting Medicare numbers over the phone.

Issues covered:
Medicare Fraud
Senior Citizens

Length: 5:00

Show # 2015-38

Date aired: 9/19/20 **Time Aired:** 6:30am

Meredith Jones, author of *"Women of The Street: Why Female Money Managers Generate Higher Returns (and How You Can Too)"*

Ms. Jones said her research found that women typically make better investment decisions than men. She explained how women's and men's investment behaviors differ. She also offered advice to young women who may be considering a career as an investment professional.

Issues covered:
Personal Finance
Women's Issues

Length: 10:32

Todd Herrenkohl, PhD, Professor of Sociology, Interim Associate Dean for Research for the Office of Research, University of Washington

Dr. Herrenkohl led a study that found that troubling behaviors exhibited by abused children can predict criminal activity when they grow up. He explained what the most common indicators are and how they differ between boys and girls. He discussed the importance of recognizing kids at risk and getting treatment for them as quickly as possible.

Issues covered:
Child Abuse
Crime
Youth at Risk

Length: 6:38

Bruce Schneier, internationally recognized security technologist, Chief Technology Officer of Resilient Systems, a fellow at Harvard's Berkman Center, and a board member of Electronic Frontier Foundation, author of "*Schneier on Security*"

Mr. Schneier discussed a recent study that examined the most commonly hacked computer passwords. Many people choose passwords that are far too easy to guess. He outlined ways to choose and remember a very secure password.

Issues covered:
Crime
Consumer Matters

Length: 5:14

Show # 2015-39

Date aired: 9/26 & 27 **Time Aired:** 6:30 AM

Brad J. Bushman, PhD, Professor of Communication and Psychology, Margaret Hall and Robert Randal Rinehart Chair of Mass Communication at Ohio State University

Dr. Bushman's research found that gun violence in movies rated PG-13 has more than tripled since PG-13 was introduced in 1985. In fact, he found that today's PG-13 films depict more violence than R-rated movies. Dr. Bushman explained why parents should be concerned. He said the patchwork of different rating systems for TV, movies and video games is confusing for parents and should be standardized.

Issues covered:
Parenting
Media

Length: 9:01

Stewart D. Friedman, PhD, Professor at the Wharton School of Business at the University of Pennsylvania, Founding Director of the Wharton Leadership Program and Wharton's Work/Life Integration Project, author of "*Baby Bust: New Choices for Men and Women in Work and Family*"

Dr. Friedman studied two classes of Wharton School of Business students, and found stunning results: the rate of graduates who plan to have children has dropped by nearly half over the past 20 years. He outlined the reasons for this disturbing trend and explained why this could be a huge problem for our society. He also offered some potential solutions.

Issues covered:
Parenting
Career
Education

Length: 8:04

Chris & Toren Volkmann, co- authors of "*Our Drink: Detoxing the Perfect Family*"

Chris and Toren offered their perspective on college drinking, as a mother and son who personally suffered the effects. They discussed warning signs of excessive drinking that both parents and college students should be aware of, and talked about the changing attitudes on college campuses.

Issues covered:
Substance Abuse
Youth at Risk
Parenting Matters

Length: 4:36

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date Aired: 7/4 7/5

Time Aired: 6 Am

Length: 15 min

TOPIC OF THIS SHOW: ADOSH

GUEST: JESSIE ANTENCIO

ISSUE: 4, 6

Jessie antencia from ADOSH was invitd in to discuss the hazards of working outdoors during a long hot summer . Jessie wanted to introduce the Yuma community to a new app for your personal cell phones that will gie the hazardous conditions including temperature And UV index. The App was created to give employers the proper indication that their employees may be at risk. Most employers will have proper shady areas for their employees to take a break and It is the law that if you do employ persons thaty work outside they have to provide water to keep their workers hydrated. If by chance a worker falls ill it is of the utmost importance that They go get checked out at a local hospital. Several signs of heat exhaustion are cramps and severe sweating.

TOPIC OF THIS SHOW: YRMC FOUNDATION

Guest: Wayne Steffy

ISSUE: 3, 7,

Aired: 6:15 Am

The yuma Regional Medical Centers Foundation is holding the annual Stuff the Bus for school supplies and Wayne Steffy director for the foundation is in to talk about how much the foundation needs the communities help for donaitons of school supplie and also cash donations online at their website. The purpose of the interview was to notify the Yuma community of how they could help and when the actual drive is going to be held. Overall last years drive netted over 3,000 bak paks filled with school supplies. This years drive they are hoping to double that including the online donations. These supplies are for K-12. This is an important fundraiser For the Yuma community and the Yumans are always so giving. The YRMC's Foundation can be found online at yumaregional.org

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date Aired: 7/10-7/11

Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: YRMC FOUNDATION
GUEST: Wayne Steffy

ISSUE: 3, 6

The Yuma Regional Medical Centers Foundation is holding the annual Stuff the Bus for school supplies and Wayne Steffy director for the foundation is in to talk about how much the foundation needs the communities help for donations of school supplies and also cash donations online at their website. The purpose of the interview was to notify the Yuma community of how they could help and when the actual drive is going to be held. Overall last years drive netted over 3,000 backpacks filled with school supplies. This years drive they are hoping to double that including the online donations. These supplies are for K-12. This is an important fundraiser for the Yuma community and the Yumans are always so giving. The YRMC's Foundation can be found online at yumaregional.org

TOPIC OF THIS SHOW: Chamber of Commerce

Guest: John Courtis

Time: 6:15 AM

ISSUE: 1,5,7,10

John Courtis executive director for the Yuma County Chamber of Commerce came in with several guests to discuss what it is that attracts the average person to Yuma. His guests consisted of two very bright young professionals that run or have their own family businesses here in Yuma. These two young females are dedicated to serving the community and they are also a huge part of the Chamber of Commerce and attend the many events that the chamber puts on. They invited anyone new or even not so new to the Yuma community to come out and enjoy a mixer that the chamber puts on. Locals can find this information on the Chamber of Commerce website at Yumachamber.org. The Yuma chamber of Commerce is a great way to get involved in the community and a great way to stay in touch.

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date Aired: 7/18-7/19

Time Aired: 6 Am

Length: 15 min

TOPIC OF THIS SHOW: RIGHT TURN YUMA
GUESTS: JUDY SMITH

ISSUE: 1,7,12

Right Turn Yuma is an organization within the Child and Family Services of Yuma . Judy is the executive director and has been involved big time with Right Turn Yuma for Veterans and this division gives our Veterans housing and opportunities that may not Otherwise be available. Right Turn Yuma is also promoting a fundraiser that the community is sure to be interested in being involved in it will definitely be a hit. This is a bowling tournament to bring monies in for the Yuma Veterans and give This organization the monies they need to house more veterans. Right Turn Yuma is in the process of putting these teams together for the tournament which will be held August 2nd. Everyone is encouraged. Call for more (928)783-2427.

TOPIC OF THIS SHOW:
Amputees helping Amputees
Guest: Steven

Time: 6:15 Am

ISSUE: 7

Steven is part of a group that comes together for support to help one another if you have lost a limb it is called Amputees Helping Amputees. This support group is for the Amputee and their families to allow people to meet and ask questions offer helpful tips and Just encourage eachother. The meetings are held the 2nd Tuesday of Each month at the Yuma Rehabilitaion Hospital at 5;30pm . We invited Steven in to discuss the importance of an upcoming trip to Tucson to meet other individuals that have the connection on losing a limb to a tradjedy or bone disease like Steven. The Group needs funds to travel to Tucson and the donations will cover a 15 passenger van as well as the hotel stay for the weekend. If a person wants to donate they can contact YRH at (928)726 5000

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date: 7/25-7/26

Time Aired: 6 Am

Length: 15 min

TOPIC OF THIS SHOW: Sunset Community
Health Center
Guest: Gloria Valdez

ISSUE: 2,6,7

Gloria is a community health worker and was invited in to talk about the FREE health fair that is coming up on August 8th 2015. Sunset Community Health Center has 4 locations within the immediate Yuma area including San Luis, Welton, Somerton and Yuma. The Free Health screenings are for families otherwise affected by NOT having health insurance. Gloria also hit hard on the topic of Mamograms for women and this is also going to be a service at the Health fair however, if you want to have a mammogram you will have to call Gloria and she will schedule and appointment for the Health Fair. ALL screenings will be available for young children to adults and This will also include dental screenings too. If there is a medical problem that arises they will have you schedule another appointment.

TOPIC OF THIS SHOW: Right Turn Yuma

Guest: JUDY SMITH

Aired: 6:15am

ISSUE: 1,7,12

Right Turn Yuma is an organization within the Child and Family Services of Yuma . Judy is the executive director and has been involved big time with Right Turn Yuma for Veterans and this division gives our Veterans housing and opportunities that may not Otherwise be available. Right Turn Yuma is also promoting a fundraiser that the community is sure to be interested in being involved in it will definitely be a hit. This is a bowling tournament to bring monies in for the Yuma Veterans and give This organization the monies they need to house more veterans. Right Turn Yuma is in the process of putting these teams together for the tournament which will be held August 2nd. Everyone is encouraged. Call for more (928)783-2427.

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date: 8/1-8/2
Time Aired: 6 PM

Length: 15 min

TOPIC OF THIS SHOW: Arizona Association
For the Deaf
Guest: Beca Baily

ISSUE: 6,7

Beca Bailey. Beca is Deaf so she has an interpreter during our interview. Beca was a joy to have in the studio. Beca has been deaf the majority of her life and is an advocate for the Arizona Association for the Deaf. Her focus during our interview was amazing. Our questions were to inform the public that there is help out there from children or to the very elderly hearing loss is something that needs to be a concern for the entire population. If you or a loved one is having the signs of hearing loss you are encouraged to get all the information you need online or call the Arizona Association for the Deaf. There are many support groups and classes on learning how to sign. The majority of us take our hearing for granted. If you or a loved one is having trouble call.

TOPIC OF THIS SHOW: Right Turn Yuma
Guest: JUDY SMITH
Aired 6:15 PM

ISSUE: 1,7,12

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KBLU-AM

3rd Qtr 2013 Quarterly Issues and Program Report

Date Aired: 8/8/8/9
Time Aired: 6:00 AM

Length: 15 min

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for the Deaf
Guest : Beca Baily

ISSUE: 2,6,7

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TOPIC OF THIS SHOW: ADOSH
Guest: JESSIE ATENCIO
Aired: 6:15 Am.

ISSUE: 6,7

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KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date Aired: 8/15 & 8/16
Time Aired: 6:00 AM

Length: 15 min

TOPIC OF THIS SHOW: Bowllo for Polio
Guests: Chuch Nordquist Mike Suba

ISSUE: 1,7

The Yuma sunrise Rotary club is hosting a day of bowling to raise funds for research on polio and the people that it affects. The Day of fun is called BOWLIO and will be taking place at Inca lanes here in Yuma. All are welcome for this worthwhile event. Rotary is a pass through organization that helps with getting the Countries at risk immunazations. The 29th of August is the date of the event and the Sunset Rotary Club though why not take a night out and have some fun for 120.00 for a team of 4 and it's a great way to get involved. Sponsorship opportunities are also available and that donation will also go towards the fundraising efforts. All participants can be any age and familes are encouraged to come out. Applications are online or you can call to get one.

TOPIC OF THIS SHOW: BOSS OF THE MOSS

Guest: Jon Underwood

Time Aired: 6:15 AM

ISSUE: 1

Jon Underwood of Yuma is hosting a putting tournament for kids and teens to become the Boss of the Moss of Yuma County. Striving to Make sure the children of the active military have enough funds to go to college. Special operators that have lost their lives in active duty have left behind children that will need funds for school. This is the long holiday weekend over Labor Day and will be A great way to see who the best putter in Yuma County. Bruce Brown who was trajically killed earlier in the year was a huge part of the Desert Hills Golf Club and this is the an award in his memory. The Bruce Brown Boss of the Moss best putter award. Jon Underwood is the point of contact and is excited to have the first ever putting tournament to help the kids of the fallen heros.

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date Aired: 8/22 8/23
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Yuma Library
Guest: Sarah Wisdom

ISSUE: 3,7

Sarah Wisdom the Community Relations Manager for the Yuma county Public Library came in to let the community know how the past year went in the newest addition of the libraries here in the county. It is the online student helper and this is an online Tudor program that students can get online for free with their very own Library Card. The Tudor.com program began last fall and was a huge success in helping students from Junior High Schools through High School Seniors in grabbing the tutoring they needed in certain Subjects. Susan said that it was mostly High School age due to the fact that they are the ones who are ultimately trying to get in to the colleges of their choice . Susan also touched base on September being library cards sign up month. That's exciting for kids too.

TOPIC OF THIS SHOW: Bowljo for Polio
Guests: Chuch Nordquist Mike Suba
Time Aired: 6:15 AM

ISSUE: 1,7

The Yuma sunrise Rotary club is hosting a day of bowling to raise funds for research on polio and the people that it affects. The Day of fun is called BOWLJO and will be taking place at Inca lanes here in Yuma. All are welcome for this worthwhile event. Rotary is a pass through organization that helps with getting the Countries at risk immunazations. The 29th of August is the date of the event and the Sunset Rotary Club though why not take a night out and have some fun for 120.00 for a team of 4 and it's a great way to get involved. Sponsorship opportunities are also available and that donation will also go towards the fundraising efforts. All participants can be any age and familes are encouraged to come out. Applications are online or you can call to get one.

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date Aired: 8/29- 8/30

Time Aired: 6 am

Length: 15 min

TOPIC OF THIS SHOW: Consumer Protection

Guest: Russell McCloud

ISSUE: 8

We invited Russell McCloud back to discuss the scams that the local consumer may be up against when getting their car repaired locally. Russell is the author of "POWER IS KNOWLEDGE" his new book regarding the things that you the consumer needs to know about. Russell McCloud is the owner of a local business here in Yuma called Accurate Automotive and takes pride in the relationship he has with the community. Russell employs the best automotive workers and they are in tune with what the local consumer needs. They will not tell the client that something needs to be done to their vehicle unless it is necessary. Russell also made it clear that the owner's manual is a great place for regular mileage maintenance and if you keep up with it chances are you won't get ripped off.

TOPIC OF THIS SHOW: Community of Yuma

Guest: John Courtis

Time Aired: 6:15 am

ISSUE: 5,7

John Courtis executive director for the Yuma County Chamber of Commerce came in with several guests to discuss what it is that attracts the average person to Yuma. His guests consisted of two very bright young professionals that run or have their own family businesses here in Yuma. These two young females are dedicated to serving the community and they are also a huge part of the Chamber of Commerce and attend the many events that the chamber puts on. They invited anyone new or even not so new to the Yuma community to come out and enjoy a mixer that the chamber puts on. Locals can find this information on the Chamber of Commerce website at Yumachamber.org. The Yuma chamber of Commerce is a great way to get involved in the community and a great way to stay in touch.

KBLU-AM

3RD Qtr 2015 Quarterly Issues and Program Report

Topic: Healthy Eating Adventure

Guest Judy Gresser

Date Aired: 9/5 & 9/6 @ 6am

Length: 15 min

TOPIC OF THIS SHOW: Healthiest County in America

Guest : Judy Gresser

ISSUE: 2,6

Judy Gresser the Co-Chair of the Healthiest County in America was invited in to discuss the third part in a Healthy Eating Adventure. Judy has another segment starting on September 28th and has a huge Group that has signed on to be a part of learning to eat healthy For life. In the last series this group had guest speaker Dr. Fuhrman who has been dedicated to Healthy Eating in America for several years and is a published author. The group in this series is set to start on Monday September 28th and will meet every Monday night for 8 weeks and be a part of a group that is taking the healthy way to a better lifestyle. Families are encouraged to attend and sign up before the deadline on their website at Healthiest county in America dot org.

TOPIC OF THIS SHOW: Fuddles Fun Run

Guest: Dr. Laura Hartman

Aired at 6:15am

ISSUE: 1,2,6

Dr. Laura Hartman was my guest this weekend. Dr. Laura came in to talk about the Fuddles Fun Run that is the 2nd Annual here in Yuma. This is an opportunity for families and their children to come out and be a part of a fundraising event for the less fortunate kids that have either been hospitalized for long periods of time or that are admitted for whatever reason. A Kuddle Kit is a pillow case that is hand sewn and loaded up with things that kids need, like coloring books, crayons, stickers, games like Go Fish or Old Maid. After the run on September 26th is over the participants will be able to help fill these pillow cases and it really gives a sense of being a huge help to the kids that donate their time. The Kuddle Kits last year were a huge hit with over 300 donated.

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Topic: Library Programs for Students
Date Aired: 9/12- 9/13
Time Aired: 6 am

Length: 15 min

TOPIC OF THIS SHOW: Yuma County Library Programs
Guest Sarah Wisdom

ISSUE: 3,7

Sarah Wisdom the Community Relations Manager for the Yuma county Public Library came in to let the community know how the past year went in the newest addition of the libraries here in the county. It is the online student helper and this is an online Tudor program that students can get online for free with their very own Library Card. The Tudor.com program began last fall and was a huge success in helping students from Junior High Schools through High School Seniors in grabbing the tutoring they needed in certain Subjects. Susan said that it was mostly High School age due to the fact that they are the ones who are ultimately trying to get in to the colleges of their choice . Susan also touched base on September being library cards sign up month. That's exciting for kids too.

TOPIC OF THIS SHOW: Fuddles Fun Run
Guest: Dr. Laura Hartman
Date: 9/12 -9/13

ISSUE: 1,2,6,7

Aired 6:15 am

Dr. Laura Hartman was my guest this weekend. Dr. Laura came in to talk about the Fuddles Fun Run that is the 2nd Annual here in Yuma. This is an opportunity for families and their children to come out and be a part of a fundraising event for the less fortunate kids that have either been hospitalized for long periods of time or that are admitted for whatever reason. A Kuddle Kit is a pillow case that is hand sewn and loaded up with things that kids need, like coloring books, crayons, stickers, games like Go Fish or Old Maid. After the run on September 26th is over the participants will be able to help fill these pillow cases and it really gives a sense of being a huge help to the kids that donate their time. The Kuddle Kits last year were a huge hit with over 300 donated.

KBLU-AM

3rd Qtr 2015 Quarterly Issues and Program Report

Date Aired: 9/19-9/20
Time Aired: 6 AM

Length: 15 min

TOPIC OF THIS SHOW: Golf Education
Guest: MARK CROFT

ISSUE: 1,3,4 Education

I invited Mark Croft in to discuss the new program in the local Yuma Elementary Schools called SNAG . this is new program teaching K-4th grade and in some cases K-5th grades in their perspective Physical Education times at school. This is a six week program that will be moved from school to school throughout the year and will Eventually be in two schools at once when they get the second set of equipment to be able to teach the game. SNAG stands for START NEW AT GOLF. This is a hands on program that will introduce the game to young people in the community and Yuma is a great community since we are Golf Driven with the best weather in the world. The Goal is to eventually to grab the kids that are enjoying the game and the process of learning it to go out and get serious about golf. Eventually this program may make it into Jr High and above.

TOPIC OF THIS SHOW: Community Health

ISSUE: 2,6,7

Guest: Gloria Valdez Community Health Worker
Aired: 6:15

Gloria Valdez was out guest invited in to discuss the 5th Annual Wellness on Wheels Campaign coming to several locations throughout the Yuma Community and beyond including San Luis and Welton. This is a Mobile Campaign to ensure that ALL families and their children have the opportunity to have a vaccine for the Flu and get a health screening including dental and fluoride applications for children up to the age of 18. Free health screenings will include Cholesterol, Glucose, Height and Weight, BMI, and Blood Pressure. There are a lot of dates in October and they can be found on the website and the Facebook page. Gloria mentioned that if listeners go to the Facebook page and like it they will have the opportunity to see ALL the things that are happening with health in the area.

KBLU-AM

3rd QTR 2015 ISSUES AND PROGRAM REPORT

Date Aired: 9/26-9/27
Time Aired: 6: AM

Length: 15 min

TOPIC OF THIS SHOW: Healthiest County in USA Healthy Eating
Guest : Judy Gresser

ISSUE: 2,6

Judy Gresser the Co-Chair of the Healthiest County in America was invited in to discuss the third part in a Healthy Eating Adventure. Judy has another segment starting on September 28th and has a huge Group that has signed on to be a part of learning to eat healthy For life. In the last series this group had guest speaker Dr. Fuhrman who has been dedicated to Healthy Eating in America for several years and is a published author. The group in this series is set to start on Monday September 28th and will meet every Monday night for 8 weeks and be a part of a group that is taking the healthy way to a better lifestyle. Families are encouraged to attend and sign up before the deadline on their website at

TOPIC OF THIS SHOW: Bridget's Gift
Guest: Wendy McKay Robbie Rodriguez

Aired @ 6:15 AM

ISSUE: 1,2,7

Bridget's Gift is a non-profit raising hope and awareness in Bridget's name since her passing. Bridget's Gift is having fundraisers all year long. This BIG yearly event Coming up is October 10th and is a concert being put on by Country artist Joe Nichols and special guest Josh Thompson. The event is at the Cocopah Events Lawn and tickets in advance are 50. And at the gate 60. There will be several acts prior to the BIG show and dinner will also be served in the VIP area. Wendy and Robbie are Knee deep into the fundraiser for this event and are also asking community members to come to local restaurant Brewers for a Take-Over on October 8th for Lunch/ Dinner as a percentage of ALL proceeds go to Bridget's Gift.