

Public Affairs Report

March 2024

KLPX-FM KFMA-FM KMXZ-FM KFFN-FM

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Programming Categories

Economy/Employment

Health

Crime

Education

Youth

Housing

Transportation

Drugs

Minorities/Elderly/Women

Legal System

Politics

Social Services

Arts/Culture/Recreation

Homeland Security

Public Health

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

March 2024

Program	Air Date	Time	Length	Type	Production
Radio Health Journal	Sunday	6:30a	30 minutes	PA	Outside
Lifestyle Tucson	Sunday	7:00a	30 minutes	PA	Inside
The Business Of...	Sunday	7:30a	30 minutes	PA	Outside

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Program 24-09

Air Week: 3/3/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: HOW TO COMBAT MEDICAL IGNORANCE OF RARE DISEASES

Time: 1:48

Duration: 11:12

Synopsis: Having a rare disease means that not all doctors will know how to treat you. For Christyn Taylor's daughter, who was diagnosed with pediatric pancreatitis at age 7, this meant countless physicians who either didn't believe she had the condition or knew nothing about it – factors that continually worsened her illness. To help other families in similar situations, Taylor created a document that gives patients with rare diseases a credible back-up of medical history and current treatment plans when dealing with stubborn physicians.

Host: Elizabeth Westfield

Producer: Kristen Farrah

Guests: Christyn Taylor, CEO, Rebecca's Wish; Lisa Morgan, Parent of Patient

Compliance issues: Chronic Conditions, Education, Healthcare, Patient Safety, Surgery, Vulnerable Populations, Hospitalization, Pain, Pancreatitis, Pediatric Illness, Rare Disease

Links for more info:

[Pediatric Pancreatitis Patient Passport](#)

[Rebecca's Wish](#)

[Rebecca's Wish - Facebook](#)

[Rebecca's Wish \(@rebeccaswishus\) • Instagram photos and videos](#)

SEGMENT 2: THE FEMALE GENIUSES THROUGHOUT HISTORY YOU NEED TO KNOW ABOUT

Time: 14:02

Duration: 9:04

Synopsis: If you're asked to name a genius, who do you think of? Albert Einstein or Galileo may come to mind, but there's a good chance you're forgetting the brilliant women who deserve a spot at this table. In honor of Women's History Month this March, our expert tells the stories of a few female geniuses whose accomplishments deserve greater recognition.

Host: Greg Johnson

Producer: Polly Hansen

Guests: Janice Kaplan, Author, The Genius of Women; Catherine Whitlock, Author, Ten Women Who Changed Science and the World

Compliance issues: Consumerism, Education, Gender Issues, History, Medical History, Politics, Public Health, Vulnerable Populations, Equality, Genius, Patriarchy, Women's History

Links for more info:

[Janice Kaplan](#)

[Janice Kaplan \(@janice.kaplan\) • Instagram photos and videos](#)

[Janice Kaplan \(@JaniceKaplan2\) / X](#)

[Catherine Whitlock](#)

Public Affairs Ascertainment Programming

KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Program 24-10

Air Week: 3/10/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: CULTURAL COMPETENCE: ADDRESSING RACIAL DISPARITIES IN HEALTHCARE

Time: 1:48

Duration: 13:01

Synopsis: Racial disparities have existed in medicine throughout history. Research is finally starting to not only recognize these inequalities but create actionable plans to close the gaps. Our guests discuss sectors of healthcare and disease where racial disparities continue to block minority populations from quality care.

Host: Elizabeth Westfield

Producer: Kristen Farrah

Guests: Dr. Ladson Hinton, Professor and Director of Geriatric Psychiatry, University of California Davis School of Medicine; Dr. Toyin Nwafor, Infectious Disease Physician, Senior Medical Director for HIV Prevention, ViiV Healthcare

Compliance issues: Alzheimer's Disease, Discrimination, HIV, Infectious Disease, Patient Safety, Psychology, Public Health, Dementia, Minority Populations, Racial Disparities, Stigma

Links for more info:

[Ladson Hinton, M.D. for UC Davis Health](#)

[LinkedIn: Dr. Ladson Hinton](#)

[Toyin Falusi Nwafor \(she/her\) \(@TfalNwaforMD\) / X](#)

[Mapping racial and ethnic healthcare disparities for persons living with dementia: A scoping review](#)

[Toyin Falusi Nwafor, MD - ViiV Healthcare | LinkedIn](#)

[Medical Experts - ViiV Healthcare](#)

SEGMENT 2: GOT FOOT PROBLEMS? IT MAY BE A RARE BLOOD CANCER

Time: 15:51

Duration: 7:04

Synopsis: Gary Lenahan was diagnosed with polycythemia vera after nearly a decade of symptoms. It's a rare blood cancer that can sneak up on anyone – especially as we age. Dr. Brandi Reeves, a hematologist, explains the subtle warning signs and reveals treatment options that can help slow the disease progression.

Host: Greg Johnson

Producer: Kristen Farrah

Guests: Dr. Brandi Reeves, Hematologist, Assistant Professor of Medicine, University of North Carolina, Chapel Hill; Gary Lenahan, Patient

Compliance issues: Aging, Cancer, Chemotherapy, Consumerism, Geriatrics, Patient Safety, Public Health, Blood, Foot Health, Hiking, Medical Intervention, Skin Condition

Links for more info:

[Brandi Reeves, MD - Division of Hematology](#)

[Brandi Reeves \(@BrandiReeves1\) / X](#)

[Polycythemia vera - Symptoms & causes - Mayo Clinic](#)

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Program 24-11

Air Week: 3/17/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: “THIS IS MEDIEVAL” – THE 24-YEAR-OLD WHO’S REINVENTING MEDICAL DEVICES

Time: 1:48

Duration: 11:12

Synopsis: During emergency bedside situations in the ICU, neurosurgeons often use manual cranial drills to break through a patient’s skull. It’s been the standard for years – but it’s not the best option. Casey Qadir, CEO of Hubly Surgical, has created a safer, more efficient drill for these operations. She explains the advantages of this new device and her experience as a female entrepreneur in a male-dominated space.

Host: Elizabeth Westfield

Producer: Kristen Farrah

Guests: Dr. Matthew Potts, Neurosurgeon & Associate Professor of Neurological Surgery, Northwestern Feinberg School of Medicine; Casey Qadir, Co-Founder & CEO, Hubly Surgical

Compliance issues: Consumerism, Emergency Medicine, Medical Technology, Neurology, Patient Safety, Surgery, Anatomy, Cranial Drill, Drill, Female Entrepreneurship, Medical Device, Neurosurgery, Skull

Links for more info:

[Matthew B Potts: Faculty Profiles](#)

[Matthew Potts \(@matthewpottsmid\) • Instagram photos and videos](#)

[Matthew Potts - Program Director - Neurological Surgery Residency](#)

[Matthew Potts \(@MatthewPottsMD\) / X](#)

[Hubly Surgical](#)

[Hubly Surgical \(@hublysurgical\) • Instagram photos and videos](#)

[Casey Qadir 🧠🔪 \(@BrainDrillGirl\) / X](#)

[LinkedIn: Casey Qadir](#)

SEGMENT 2: KNOCKING ON DEATH’S DOOR: THE AT-HOME MEDICAL DEVICE THAT COULD SAVE LIVES

Time: 14:02

Duration: 8:23

Synopsis: Mark Opauszky knows exactly how important access to medical devices can be - even something as simple as a thermometer. After a near-death experience, Opauszky entered the medical technology industry to help give the public access to helpful tools at home. He discusses how his new phone application, Stethophone, can help patients be an active part of their own care team and stay on top of their health.

Host: Greg Johnson

Producer: Kristen Farrah

Guests: Mark Opauszky, CEO, Sparrow BioAcoustics

Compliance issues: Amputations, Infection, Medical Technology, Patient Safety, Preventive Medicine, Public Health, Technology, Trauma, Medical Applications, Medical Devices, Organ Failure, Septic Shock, Stethoscope

Links for more info:

[Mark Attila Opauszky | LinkedIn](#)

[Sparrow BioAcoustics](#)

[OBSTACLESon startups, struggles and stoicism](#)

[X: @Opauszky](#)

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Program 24-12

Air Week: 3/24/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: PAIN IS NOT WOMANHOOD: EARLIER DIAGNOSING FOR ENDOMETRIOSIS

Time: 1:49

Duration: 11:37

Synopsis: Many women with endometriosis unknowingly deal with the symptoms for years before receiving a diagnosis. Dr. Jodie Avery, an epidemiologist, is hoping to close this gap through new technology that utilizes AI. She explains why America's current process isn't aiding women with this disorder.

Host: Elizabeth Westfield

Producer: Kristen Farrah

Guests: Dr. Jodie Avery, Epidemiologist, Senior Research Fellow, University of Adelaide Medical School; Asha Dickens, patient

Compliance issues: Consumerism, Patient Safety, Public Health, Surgery, Diagnostic Tools, Endometriosis, Female Issues, Gynecology, Medical Imaging, Reproductive System, Ultrasound, Women's Health

Links for more info:

[Uterine Health Guide](#)

[LinkedIn: Asha Dickens](#)

[Endo Black](#)

[Dr Jodie Avery | Researcher Profiles](#)

[Noninvasive diagnostic imaging for endometriosis part 1 - Fertility and Sterility](#)

[LinkedIn: Dr. Jodie Avery](#)

[Dr Jodie Avery \(@Jodie_Avery\) / X](#)

SEGMENT 2: PUBLIC HEALTH AND POLITICS: A LOOK AT THE MISTAKES MADE DURING THE PANDEMIC

Time: 14:28

Duration: 8:31

Synopsis: Science has long been an influence of public policy, but some argue that public health organizations became too visible during the pandemic. Dr. Sandro Galea, author of *Within Reason*, dissects the role that public health has played in recent years and asks the question: what are we willing to give up for the sake of our health?

Host: Greg Johnson

Producer: Kristen Farrah

Guests: Dr. Sandro Galea, Dean & Robert A. Knox Professor, Boston University School of Public Health, Author, *Within Reason*

Compliance issues: Covid-19, Medicine, Pandemic, Patient Safety, Politics, Public Health, Public Safety, Social Media, Virus, Vulnerable Populations, Public Health Organizations, Science Policy

Links for more info:

[Sandro Galea | SPH](#)

[Sandro Galea](#)

[Within Reason: A Liberal Public Health for an Illiberal Time, Galea](#)

[Sandro Galea - Dean - Boston University School of Public Health | LinkedIn](#)

[Sandro Galea \(@sandrogalea\) / X](#)

[Sandro Galea \(@sandro_galea\) • Instagram photos and videos](#)

Public Affairs Ascertainment Programming

KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Program 24-13

Air Week: 3/31/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: CANCER DRUG SHORTAGE: DECIDING WHO LIVES AND WHO DIES

Time: 1:49

Duration: 11:08

Synopsis: When a manufacturing plant in India halted production in 2022, cancer patients in America were told their chemotherapy drugs were experiencing a shortage and doctors had to decide who would get the remaining supply. Our experts explain the effects of this ongoing shortage and how we can make sure it doesn't happen again.

Host: Elizabeth Westfield

Producer: Kristen Farrah

Guests: Barbara Barnett, Cancer Patient; Dr. Julie Gralow, Chief Medical Officer & Executive Vice President, American Society of Clinical Oncology; Mark Fleury, Policy Principal, American Cancer Society Cancer Action Network

Compliance issues: Cancer, Manufacturing and Industry, Generic Drugs, FDA, Chemotherapy, Drug Shortages, Economics, Consumerism, Raw Materials, Breast Cancer, Supply Chain Issues, Testicular Cancer, Colon Cancer, Patient Safety

Links for more info:

[Julie R. Gralow, MD, FACP, FASCO | ASCO](#)

[Julie Gralow - Chief Medical Officer - American Society of Clinical Oncology \(ASCO\) | LinkedIn](#)

[Mark Fleury - Principal, Policy Development, Emerging Science - American Cancer Society Cancer Action Network \(ACS CAN\) | LinkedIn](#)

[Mark Fleury \(@ME_Fleury\) / X](#)

[Julie Gralow \(@jrgralow\) / X](#)

[ASCO \(@ascocancer\) • Instagram photos and videos](#)

[The American Cancer Society \(@americancancersociety\) • Instagram photos and videos](#)

SEGMENT 2: KETAMINE REGULATIONS -- "WE DON'T WANT TO REPRODUCE THIS OPIOID PROBLEM"

Time: 13:59

Duration: 8:32

Synopsis: Ketamine is FDA-approved as an anesthetic, but it's now being used as a therapy to treat pain, depression, and addiction. However, many worry the rise of psychedelics will bring about a second iteration of the opioid crisis. Our expert shares the history of ketamine and how he believes it should be regulated to lessen the risk of addiction.

Host: Greg Johnson

Producer: Kristen Farrah

Guests: Dr. Howard Kornfeld, Pain Management & Addiction Specialist, Founder & Medical Director, Recovery Without Walls

Compliance issues: Ketamine, Opioids, Addiction, Patient Safety, Public Safety, Pain Management, Opioid Crisis, Psychedelics, Therapy, Hallucinations, Consumerism, Federal Drug Regulations

Links for more info:

[Dr. Howard Kornfeld | Pain Management & Addiction Specialist](#)

[LinkedIn: Dr. Howard Kornfeld](#)

[Recovery Without Walls \(@recoverywowalls\) • Instagram photos and videos](#)

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Miranda Lopez, Southern Arizona
Regional Director for the Arizona Students'
Association

Duration: 30:00 Organization: Arizona Students' Association

Program Date: 03/03/2024

Description of Program: The ASA is a 501(c)(4), non-profit, non-partisan organization dedicated to advocating for students' rights in the state legislature; developing student leaders on university campuses; and mobilizing students to take action against legislation targeted against students' best interests.

Topics: Students , student success, students motivation, student rights

Public Affairs Ascertainment Programming
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Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Brian Watson
Community Outreach Specialist

Duration: 30:00 Organization: R.O.S.E. aka Resources/Outreach to
Safeguard the Elderly

Program Date: 03/10/2024

Description of Program: R.O.S.E. aka Resources/Outreach to Safeguard the Elderly was founded to lead the effort in delivering effective, concise, and face-to-face fraud awareness and prevention programs to the older adults (and their families) in Arizona so that they will be aware of the types of scams that are prevalent and dangerous to this population and what they can do to prevent becoming a victim.

Topic: vulnerable populations, fraud, elder folks, money, scams,

Public Affairs Ascertainment Programming
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Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Roy Wageman, volunteer

Duration: 30:00 Organization: Arizona Ghostbusters

Program Date: 03/17/2024

Description of Program: since their founding in 2007 with their core team in the Phoenix metro area. In addition to Ghostbusters residing in Phoenix and serving the communities of the Valley of the Sun, we have members in the Tucson metro area

Topic: Tucson Events, Frozen Empire, MassHysteria, Tu Nidito , Spooks, Specters, Ghosts

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Brittany Battle SVP's Fast Pitch
Director, Brie Seward, MA | Director of
Strategic Relationships for SVP Tucson

Duration: 30:00 Organization: SVP Tucson

Program Date: 03/24/2024

Description of Program: Discussion of resources available for kinship foster families
in Arizona, a new partnership with Arizona
Helping Hands and utilizing the Qualifying
Foster Care Organization tax credit, QFCO.

Topic: foster care, clothing bank, Arizona tax credit

Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Lisa Chasten, CEO

Duration: 30:00 Organization: Gospel Rescue Mission

Program Date: 03/24/2024

Description of Program: The Gospel Rescue Missions Vision statement goes on to
say "We welcome the hungry and hurting; we
address their immediate needs; we build
authentic relationships; and we share the
Gospel so that total transformation happens."
The Gospel Rescue Missions states their holistic approach addresses the needs of
the whole person—mind, body, and spirit.
working in collaboration with those who are
passionate about bringing permanent solutions
to the crisis of homelessness.

Topic: Pima County, Tucson Events, TaxCredit, Homelessness

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Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Rebecca Ruiz Hudman , PR and
Marketing Manager at Banner University
Medicine

Duration: 30:00 Organization: Banner Medicine

Program Date: 03/31/2024

Description of Program: Their child life team are certified professionals who work with children and families in the medical center to provide emotional safety and help families cope with the stress of illness and injuries from fractures to chronic or life-threatening diagnosis. The work that child life specialists do has shown to decrease the length of stay, get kids up and moving out of bed sooner and at times, decrease the need for medication.

Topic: child care, child health, baby health,

Public Affairs Ascertainment Programming
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The Business Of

Host: Melissa Rosciano, Communications Director
Tucson Metro Chamber

Source Type: Internal

Guest and Title: Zach Yentzer, VP of Tucson Metro
Chamber

Program Date: 03/03/2024

Brief Description of Program: Coalition Against Retail Theft: This group focuses on coordinating efforts among businesses, government, and law enforcement to address organized retail theft. They advocate for information sharing, best practices, and legislative changes to increase crime detection and prosecution.

Topic: employment, local economy, theft, retail, shoplifting

Public Affairs Ascertainment Programming
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The Business Of

Host: Melissa Rosciano, Communications Director
Tucson Metro Chamber

Source Type: Internal

Guest and Title: Cindy Glissen, Community outreach
Sunlink

Duration: 30:00

Program Date: 03/10/2024

Brief Description of Program: Tucson's beloved Sun Link streetcar system as it celebrates its 10th anniversary. Hear from the Tucson Metro Chamber and Sun Link representatives about the streetcar's impact on business development, connectivity, and the overall economic landscape of Tucson.

Topic: Transportation, downtown, street car, public transit,

Public Affairs Ascertainment Programming
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The Business Of

Host : Melissa Rosciano, Communications Director
Tucson Metro Chamber

Guests & Title: Misael Cabrera, brings a unique
perspective having worked in both the field and policy making

Source Type: Internal

Duration: 30:00

Program Date: 03/17/2024

Brief Description of Program: Misael dives into the realities of modern mining, highlighting its role in technological advancements and the creation of high-paying jobs. We also grapple with the environmental impact and community concerns often associated with mining.

Topic: The future of responsible mining practices in Arizona
How mining supports our everyday lives
Career opportunities in the modern mining industry

Public Affairs Ascertainment Programming
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The Business Of

Host: Zach Yentzer, Vice President of Business
Advocacy

Source Type: Internal

Guest and Title: Frank Velasquez Jr., Director of
Workforce Advocacy

Duration: 30:00

Program Date: 03/24/2024

Brief Description of Program: Healthcare Roundtable discussion about collaborative
efforts to address workforce shortages.
Importance of addressing childcare options to improve workforce participation.
Call to action for healthcare and health science businesses to get involved in the
Chamber's roundtables.

Topic: The Chamber's advocacy around the City of Tucson's Fair Free Transit policy.
A future member engagement campaign encouraging people to join the Chamber's
efforts.

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

The Business Of

Host: Melissa Rosciano, Communications
Director Tucson Metro Chamber

Source Type: Internal

Guest and Title: Todd Hanley, founder of the
Agave Heritage Festival.

Duration: 30:00

Program Date: 03/31/2024

Brief Description of Program: Discover the wide range of activities offered at the festival, including food and beverage experiences, educational panels, cultural performances, and more

Topic: Tune in to learn about the festival's exciting evolution, from its humble beginnings as a tequila fest to a comprehensive celebration of agave's cultural, economic, and environmental significance.

Public Affairs Ascertainment Programming
KLPX-FM/KFMA-FM/KMXZ-FM/KFFN-AM

Year: 2024

Public service announcements for the month: March

Arizona Lotus Corporation's policy governing the airing of public service announcements for KLPX-FM, KFMA-FM, KMXZ-FM, and KFFN-AM is as follows:

Minimum: Two (2) PSAs per hour between 12am and 6am

One (1) PSAs per hour between 6am and 12mid

Exceptions to this policy occur during public affairs programming and special events programming (ie: sporting events and concert simulcasts).

Examples of public service announcements during this period include but are not limited to:

American Red Cross	Make a Wish
American Cancer Society	Autism Society of SoAZ
Belonging Begins with Us	Buzzed Drunk Driving
Big Bros. Big Sisters	Tucson Chamber of Commerce, Theft
Caregivers Assistants	Tucson Police Dept.
CDC, Opioid	Centers for Disease Control
Dept. Veterans Affairs	Diabetes
Easterseals	Stand Up To Cancer
Fatherhood	Centurions
Forgotten Children	Stand Up To Cancer
Lotus Cares, Autism	Integrative Touch
Low Vision	