

Public Affairs Report

February 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

February 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 24-05

Air Week: 2/4/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: WHAT IS A WOMAN WORTH? NEEDLESS DEATHS FROM A PREVENTABLE CANCER

Time: 1:48

Duration: 12:10

Synopsis: Cervical cancer is almost completely preventable, so why does it continue to kill thousands of women each year? Dr. Linda Eckert, an expert in cervical cancer prevention, believes the answer involves gender inequalities and sexual stigmas. She discusses these issues and offers life-saving prevention methods for women.

Host: Elizabeth Westfield

Producer: Kristen Farrah

Guests: Dr. Linda Eckert, Professor of Obstetrics and Gynecology, University of Washington Department of Obstetrics and Gynecology and Global Health, Author, Enough

Compliance issues: Cancer, Consumerism, Gender Issues, Prevention, Vaccination, Vulnerable Populations, Cervical Cancer, Pre-cancer, Sexually Transmitted Infections, Women's Issues

Links for more info:

[Linda Eckert | University of Washington - Department of Global Health](#)

[Dr. Linda Eckert](#)

[Linda Eckert MD \(@drilindaeckert\) • Instagram photos and videos](#)

[Linda Eckert, MD \(@drilindaeckert\) / X](#)

SEGMENT 2: BLACK ANGELS: THE BLACK NURSES INVOLVED IN THE FIGHT AGAINST TUBERCULOSIS

Time: 15:00

Duration: 7:59

Synopsis: Dr. Herbert Fox helped discover a cure for tuberculosis, but his work wouldn't have been possible without the help of the black nurses who monitored and cared for each patient. When all of the white nurses refused to work, these women stepped up. Our expert details their bravery that's gone largely unrecognized in society.

Host: Greg Johnson

Producer: Polly Hansen

Guests: Maria Smilios, Author, The Black Angels

Compliance issues: African American Issues, Consumerism, Health Care, Healthcare, Infectious Disease, Medical History, Mental Health, Patient Safety, Public Health, Black History Month, Vaccine

Links for more info:

[Maria Smilios](#)

[Maria Smilios \(@mariamsmilios\) • Instagram photos and videos](#)

[X: @MariaSmilios](#)

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

Program 24-06

Air Week: 2/11/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: BIG LIARS: IS HONESTY ALWAYS THE BEST POLICY?

Time: 1:48

Duration: 10:38

Synopsis: Are you good at sniffing out lies? Many people aren't. The typical 'tells,' like eye movement, won't expose a true deception artist. Luckily, Our experts explain the psychology behind why people lie and how you can avoid being duped.

Host: Elizabeth Westfield

Producer: Polly Hansen

Guests: Dr. Christian Hart, Professor of Psychology, Texas Woman's University, Director, Human Deception Laboratory, Co-Author, Big Liars; Dr. Drew Curtis, Associate Professor of Psychology, Angelo State University, Director, the Curtis Deception Lab, Co-Author, Big Liars

Compliance issues: Children At Risk, Psychology, Public Health, Public Safety, Vulnerable Populations, Deception, Lying, Pathological Liars

Links for more info:

[Christian L. Hart, Ph.D.](#)

[Big Liars](#)

[Chris Hart \(@chrishartpsych\) / X](#)

[Drew A. Curtis, Ph.D.](#)

[Dr.Curtis \(@Dr_CurtisPhD\) / X](#)

[Curtis Deception Lab](#)

SEGMENT 2: NOT SO RARE: WHAT'S CAUSING THE RISE IN PEDIATRIC KIDNEY STONES?

Time: 13:28

Duration: 9:34

Synopsis: While kidney stones have historically affected middle-aged men, an unusual population has been seeing a rise in cases – young girls. Dr. Greg Tasian, a pediatric urologist, has been researching the reason behind this rise. He explains what causes kidney stones and how to reduce your child's risk.

Host: Greg Johnson

Producer: Kristen Farrah

Guests: Dr. Greg Tasian, Attending Pediatric Urologist, Children's Hospital of Philadelphia

Compliance issues: Chronic Disease, Infection, Patient Safety, Public Health, Surgery, Vulnerable Populations, Disease Progression, Gut Microbes, Kidney Stones, Organ Transplant, Pediatric Care

Links for more info:

[Gregory E. Tasian, MD, MSc, MSCE | Children's Hospital of Philadelphia](#)

[Gregory Tasian, MD, MSc, MSCE \(@GregoryTasian\) / X](#)

[ClinicalTrials.gov: Pediatric KIDney Stone \(PKIDS\) Care Improvement Network \(PKIDS\)](#)

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

Program 24-07

Air Week: 2/18/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: "EAT TO SURVIVE": WHY AMERICANS LACK PROPER EDUCATION ABOUT NUTRITION

Time: 1:48

Duration: 10:35

Synopsis: Many children in America are taught about nutrition through the USDA's balanced food plate known as MyPlate. Unfortunately, these graphics don't accurately portray a proper (and realistic) diet, which leaves many people feeling confused and frustrated. Loni Love, a comedian, explains the obstacles she's faced during her journey towards a healthier lifestyle.

Host: Elizabeth Westfield

Producer: Kristen Farrah

Guests: Loni Love, Comedian, Television Host, Spokesperson, Metamucil; Dr. Christopher Gardner, Rehnberg Farquhar Professor of Medicine, Stanford University

Compliance issues: Cancer, Chronic Disease, Diabetes, Diet, Gut Microbiome, Immunity, Nutrition, Obesity, Public Health, Supplements, Fiber, Healthy Lifestyle, Heart Disease, Illness

Links for more info:

[Loni Love \(@comiconilove\) • Instagram photos and videos](#)

[Loni Love \(@LoniLove\) / X](#)

[Loni Love - Facebook](#)

[Christopher Gardner | Stanford Medicine](#)

[Christopher Gardner \(@GardnerPhD\) / X](#)

SEGMENT 2: SERVICE DOGS ARE IN HIGH DEMAND – HERE'S HOW YOU CAN HELP

Time: 13:25

Duration: 9:30

Synopsis: Service dogs have been used throughout history but were legally recognized by the US government in 1990. These animals can help people with physical challenges, like grocery shopping, and mental health struggles such as PTSD and anxiety. Our experts discuss the importance of service dogs and how you can get involved.

Host: Greg Johnson

Producer: Kristen Farrah

Guests: James Schenck, CEO, PenFed Foundation; Kirsten Holley, US Army Veteran

Compliance issues: Anxiety, Depression, Family Issues, Mental Health, Neurology, PTSD, Therapy, Veterans, Nightmares, Service Animals, Service Dogs, Social Anxiety, Veteran Issues, Volunteering

Links for more info:

[James Schenck - PenFed Foundation](#)

[James Schenck - Pentagon Federal Credit Union | LinkedIn](#)

[Canine Companions](#)

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

Program 24-08

Air Week: 2/25/2024

Executive Producer: Amirah Zaveri

Production Manager: Jason Dickey

SEGMENT 1: THERAPY FOR TWINS: THE MYTH OF THE 'PERFECT' TWIN CONNECTION

Time: 1:48

Duration: 11:28

Synopsis: Twins are thought to have a special bond – a built-in friend. But this idea can lead to resentment and harmful codependence if the two siblings never experience individuality. Dr. Joan A. Friedman, a twin expert, explains how parents can help foster a healthy relationship and treat their twins as separate children.

Host: Elizabeth Westfield

Producer: Kristen Farrah

Guests: Dr. Joan A. Friedman, Psychotherapist & Twin Expert

Compliance issues: Education, Family Issues, Housing, Pregnancy, Psychology, Public Health, Public Safety, Relationships, Therapy, Individuality, Offspring, Self-esteem, Siblings, Twins

Links for more info:

[Joan A. Friedman](#)

[Joan A. Friedman \(@Joanafriedman\) / X](#)

[Dr. Joan Friedman \(@dr.joanfriedmantwinexpert\) • Instagram photos and videos](#)

SEGMENT 2: WHY SCIENCE SAYS KIDS SHOULD STILL LEARN TO WRITE IN CURSIVE

Time: 14:18

Duration: 7:59

Synopsis: In the age of cell phones and laptops, is handwriting obsolete? Our experts say that there's still a great benefit for students to write their notes down with pen and paper. Even cursive has its benefits. They discuss the research that shows why elementary students should still know how to use pens and pencils.

Host: Greg Johnson

Producer: Libby Foster

Guests: Dr. Danny Oppenheimer, Professor of Decision Sciences, Carnegie Mellon University; Dr. Virginia Wise Berninger, Professor Emerita, University of Washington

Compliance issues: Education, Learning, Psychology, Public Health, Student Safety, Brain Imaging, Elementary School, Handwriting, Motor Movement, Productivity, Visual Stimuli

Links for more info:

[Virginia Wise Berninger, PhD., - Handwriting Collaborative Conference](#)

[Carnegie Mellon University: Dr. Danny Oppenheimer](#)

[Psychology: The Comic Book Introduction](#)

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

Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: AZ Queen Betty Kromminga and
Patty Lossau

Duration: 30:00 Organization: TOPS Taking Off Pounds Sensibly

Program Date: 02/04/2024

Description of Program: TOPS is an evidence-based nonprofit organization with strong ties to the medical community – because science doesn't go out of style. We pride ourselves on keeping costs low, as we believe sustainable weight loss should be accessible to all.

Topics: Weightloss, Elder health, Elder care,

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Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Torre Chisholm, Executive
Director at Friends of PACC

Duration: 15:00 Organization: Friends of PACC

Program Date: 02/11/2024

Description of Program: Friends of PACC was founded in 2016 by a group of dedicated PACC staff, volunteers, and community members who knew that the newly renovated shelter would need tremendous philanthropic support to thrive. Their mission is that every pet served by Pima Animal Care Center is supported with the resources needed for a safe, healthy, and happy future.

Topic: Pets, Pet adoption, Pima Pet Parade

Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Joanie Hammond, CEO

Duration: 15:00 Organization: Hands of Hope Tucson

Program Date: 02/11/2024

Description of Program: Hands of Hope Tucson has been the go-to resource for women and men facing unexpected pregnancies in Tucson since 1981. They offer free pregnancy tests, free ultrasounds, and limited STI testing with No Judgement.

Topic: abortion, women's rights, women's health,

Public Affairs Ascertainment Programming
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Lifestyle Tucson Host: Frank Powers

Source Type: Internal Guests and Titles: Jose Calderon, Rodeo Chairman
of Tucson Rodeo

Duration: 30:00 Organization: Tucson Rodeo

Program Date: 02/18/2024

Description of Program: "The City of Tucson excelled itself on the day of its first Rodeo Parade, the morning of the first day of its La Fiesta de los Vaqueros, a name destined to be as famous in the annuals of the Sunshine City as the Mardi Gras of New Orleans, the Beauty Pageant of Atlantic City, or the Flower Show at Pasadena." -Kramer

Topic: Tucson Events, Cowboys, PBR, history, rodeo

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Lifestyle Tucson Host: Frank Powers

Source Type: Internal

Guests and Titles: Dr. Reza Movahed President, Dr
Nooshin Hashemzadeh University of Arizona

Duration: 30:00

Organization: THE AMERICAN HEART
ASSOCIATION

Program Date: 02/25/2024

Description of Program: The American Heart Association has funded more than \$5 billion in cardiovascular, cerebrovascular and brain health research since 1949, making it the single largest non-government supporter of heart and brain health research in the U.S.

Result? We have had 70% drop in age adjusted heart disease death since the Heart Association began funding research in 1948.

Topic: TucsonEvents, Heart Health, Stroke, Fundraising

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

The Business Of Host: Melissa Rociano, Communications Director
Tucson Metro Chamber

Source Type: Internal Guest and Title: Krystal Popov, founder, and sole
owner of the L offices and Proper Shops

Program Date: 02/04/2024

Brief Description of Program: We explore the concept behind the L offices and
Proper Shops, both spaces driven by Krystal's
passion for supporting small business owners.

Topic: employment, local economy, jobs, entrepreneurship, emphasizing the
importance of community and collaboration for
small business success.

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

The Business Of Host: Melissa Rociano, Communications Director
Tucson Metro Chamber

Source Type: Internal Guest and Title: Amanda Bruno, Community Affairs
Administrator at Pima Association of
Governments (PAG) and key player in the
Regional Transportation Authority (RTA)

Duration: 30:00

Program Date: 02/11/2024

Brief Description of Program: This episode of The Business Of Radio explores the future of transportation in Tucson, Arizona, with a focus on the Regional Transportation Authority (RTA) and its 20-year plan. Host Melissa Rociano interviews Amanda Bruno, from the RTA, to discuss the current state of the plan, the challenges involved in developing it, and how public input is incorporated.

Topic:commuting, bus, parking, streetcar, bike safety

Public Affairs Ascertainment Programming
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The Business Of

Host : Melissa Rociano, Communications Director
Tucson Metro Chamber

Guests & Title: Kimberly Kirschner, Executive
Director of IBE

Source Type: Internal

Duration: 30:00

Program Date: 02/18/2024

Brief Description of Program: IBE is a school tuition organization (STO) that allows Arizona taxpayers to direct their state tax dollars towards scholarships for students in private schools.

Topic: discuss how the organization uses tax credits to fund scholarships for students attending private schools.

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

The Business Of

Host: Melissa Rociano, Communications Director
Tucson Metro Chamber

Source Type: Internal

Guest and Title: Grant Krueger, owner and
founder of Union Hospitality Group

Duration: 30:00

Program Date: 02/25/2024

Brief Description of Program: Grant brings his expertise to the table to discuss the current challenges facing restaurant owners and operators in Tucson. We'll also delve into the Tucson Restaurant Advisory Council, a chamber initiative advocating for the local restaurant industry. Tune in for insights, challenges, and a glimpse into the future of Tucson's vibrant dining scene

Topic: public health, dining, food, gastronomy, small business ownership

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Public Affairs Ascertainment Programming
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Year: 2024

Public service announcements for the month: February

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	Dept. Veterans Affairs	Buzzed Drunk Driving
American Cancer Society	Easterseals	Tucson Chamber of Commerce, Theft
Belonging Begins with Us	Fatherhood	Tucson Police Dept.
Caregivers Assistants	Lotus Cares, Autism	Stand Up To Cancer
CDC, Opioid	Low Vision	Centers for Disease Control
Cody's Friends	Make a Wish	
Stand Up To Cancer	Autism Society of SoAZ	Integrative Touch