

Quarterly Issues Report

KWFM-AM 1330

January 1, 2014
through
March 31, 2014

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - Tucson, AZ. for the first quarter of 2014. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between January 1, 2014 through March 31, 2014.

KWFM-AM has identified the following issues of importance to the city of licensure and all listeners within reception of this station:

Health Care & Longevity

Economy & Financial Hardship

Minority Discrimination

Discrimination of Women

Upon casual call-in messages to the station telephone lines, KWFM-AM has found that the listenership continues to consist mostly of women. However, program contents are not gender specific. Our goal is to provide first quality public affairs shows in a professional, polished manner, leaving the listener informed as well as feeling positive. Our programming mission is to not only address the issues of the day, but how they relate to the members of the community in which we serve. Our listeners are always encouraged to contact us with their views, comments and suggestions.

We continue to work closely with InfoTrak, a weekly public affairs program as we have found our listeners prefer the issues covered by this program over others previously offered. We supplement these programs with local content where appropriate, allowing the community broad interaction with the material and KWFM-AM. The program also airs on Sunday morning for the benefit of those listeners who missed the Saturday broadcast.

The following Public Service Announcements aired on KWFAM-AM during the first quarter of 2014: January 1, 2014 through March 31, 2014

Stop Bullying

Anti Cyberbullying

Addiction Treatment

American Heart Association - Real Women & Heart Disease

American Lung Association - Quit Smoking

Child Passenger Safety

COPD Awareness

Hunger Prevention

Stroke Prevention

Colorectal Cancer Screening

CPR Instructional To Save Lives

Eyesight Protection

Overactive Bladder Awareness

Recording Artists Against Drunk Driving

Caregiver Assistance

Teacher Recruitment

Shelter Pet Adoption (Dogs & Cats)

Foster Parents & Adoption

KWFM-AM continues to take a stand against Bulling by working with the AdCouncil and the National Association of Broadcasters to promote prevention of this dangerous trend. According to a national survey released by DoSomething.org, more than 80% of high school students in the United States report that they witness bullying at lease once a week. KWFM also supports StopBullying.org and their effort to stop bullying in the memory of Rebecca Sedwick, a bullying victim who has gained national attention after committing suicide due to intense bullying.

KWFM-AM believes that broadcasters can play a critical role in encouraging parents to speak with their children about actions that they can take to prevent and stop bullying. It comes down to education and awareness. As a presence and voice on the air in the community we serve and the other communities around Arizona within the reach of the stations signal, it is possible to make a difference. KWFM-AM has also posted notices in their studios and offices.

All public service announcements were run in moderate to heavy rotation due to the fact KWFM-AM has no paid advertising at this time.



Weekly Public Affairs Program

Call Letters: KWFM - AM

QUARTERLY ISSUES REPORT, JANUARY – MARCH 2014

Show # 2014-01

Date aired: 1/4/14 Time Aired: 12:00

Marlene Targ Brill, childhood development and education expert and author of "Raising Smart Kids for Dummies"

Ms. Brill talked about simple steps that parents can take to raise well-rounded kids and help them to become academic achievers.

Issues covered:
Parenting Issues
Education
Children's Issues
Family

Length: 10:54

Ken Druck, PhD, psychologist and founder of the Families Helping Families program, has worked with families at Columbine and Santana High Schools and at other sites of tragedy

Dr. Druck talked about the ongoing epidemic of school shootings and other violence, and its possible causes. He also discussed the safety issues every parent needs to discuss with their children and how to do it.

Issues covered:
Violence
Education
Child Safety
Police & Crime

Length: 6:23

Kimberly Thompson, Creator and Director, Kids Risk Project at Harvard University and Co-Founder and Director of Research, Center on Media and Child Health, Children's Hospital in Boston, and **Kevin Haninger**, a doctoral student at Harvard

Professor Thompson and Mr. Haninger discussed their study that found that 48 percent of video games rated for teenagers have more sex, violence, substance abuse and gambling than is described on the game box. They gave tips for concerned parents on how to make sure the game their teen is buying is within the boundaries parents set.

Issues covered:
Parenting Issues
Youth at Risk
Consumer Issues

Length: 4:37

Show # 2014-02

Date aired: 1/11/14 Time Aired: 12:00

Phil Gaddis, President, Executive Search at the Addison Group, a Chicago-based provider of professional staffing and search services

Recent statistics show that the average American changes careers seven times. Mr. Gaddis explained why the turnover has increased so rapidly in recent decades, and offered advice for people who are considering a career change.

Issues covered:
Employment

Length: 8:04

Lance LoRusso, Atlanta-based attorney, former law enforcement officer, author of "*When Cops Kill: The Aftermath of a Critical Incident*"

Mr. LoRusso said police officers are well-trained on when and how to use their weapons, but are ill-prepared for what to do in the aftermath. He explained how the investigation of a police shooting differs significantly from one involving a civilian. He estimated that 75% of officers involved in a deadly force incident are the target of a civil lawsuit, whether the shooting was justified or not.

Issues covered:
Police & Crime
Violence
Legal Matters

Length: 9:10

Jonathan T. Jefferson, PhD, school administrator, author of "*Mugamore: Succeeding without Labels—Lessons for Educators*"

Dr. Jefferson said he believes that today's education system needs to change the way it handles problem students. He said zero tolerance policies and the application of labels to students who have behavioral or learning disorders causes many of them to be left behind. He believes that schools personnel need to exercise more patience with immature students to give them time to grow into productive students.

Issues covered:
Education
Youth at Risk

Length: 5:07

Show # 2014-03

Date aired: 1/18/14 Time Aired: 12:00

Dara Feldman, award-winning teacher, Director of Educational Initiatives for The Virtues Project, author of "*The Heart of Education*"

Ms. Feldman noted that 50 percent of new teachers get burned out in their first five years on the job and end up leaving the profession. She explained why this is such a costly problem and how it damages our nation's education system. She offered suggestions for concerned parents who would like to help and encourage stressed-out teachers.

Issues covered:
Education
Parenting

Length: 8:57

Sheldon Krantz, Distinguished Visiting Professor of Law at the University of Maryland Carey School of Law, former dean of the University of San Diego Law School, former law professor at the Boston University Law School, former federal prosecutor, author of *"The Legal Profession: What Is Wrong and How to Fix It"*

Mr. Krantz said legal services should be available to every American, whether they can afford it or not. He said attorneys do not provide nearly enough pro bono services. He said many of today's law students would be willing to work in the public interest, but are often mired down in student debt. He would like to see loan forgiveness programs or other new initiatives that would enable young lawyers to help lower-income litigants.

Issues covered:
Legal Matters
Poverty
Government Policies

Length: 8:09

Brenda Shields, M.S., research coordinator, Center for Injury Research and Policy, Columbus Children's Hospital in Ohio

Ms. Shields discussed a recent study into the increasing dangers for young people involved in cheerleading. Her research found that emergency room visits are becoming much more common as cheerleading routines have added complex gymnastic moves. She outlined the questions that parents should ask, to be sure coaches are properly qualified.

Issues covered:
Personal Health
Children
Parenting

Length: 4:45

Show # 2014-04

Date aired: 1/25/14 **Time Aired:** 12:00

Karl Pillemer, PhD, Hazel E. Reed Professor in the Department of Human Development and Professor of Gerontology in Medicine at the Weill Cornell Medical College, Founder and Director of the Cornell Institute for Translational Research on Aging, author of *"30 Lessons On Living: Tried and True Advice from the Wisest Americans"*

Dr. Pillemer interviewed more than 1,000 Americans over the age of 65 to seek their counsel on all of life's big issues: children, marriage, money, career and aging. He explained why younger people should take advantage of this rich resource of older Americans' wisdom. He recommends that young people talk to older members of their own family before it is too late.

Issues covered:
Senior Citizens
Personal Health
Career

Length: 9:17

Scott Bittle, policy analyst, Senior Fellow and Founding Editor of PublicAgenda.org, a non-partisan public opinion research organization, author of *"Where Did the Jobs Go And How Do We Get Them Back?"*

The subject of unemployment remains the public's top concern in polls and is continually marked as the most damaging result of the Great Recession. Mr. Bittle explained why the issue is so complex and why the nation needs to take a long-term approach to resolving it. He also analyzed various solutions proposed by each side of the political spectrum.

Issues covered:
Unemployment
Government Policies
Economy

Length: 7:57

John Hayes, PhD, Assistant Professor of Food Science and Director of the Sensory Evaluation Center at Penn State University

Nine out of 10 Americans get too much sodium in their diets. Dr. Hayes discussed a recent government report that found that just 10 foods are responsible for 44 percent of the sodium in the average diet. He outlined steps to cut sodium intake and the reasons why everyone should do it.

Issues covered:
Personal Health

Length: 4:54

Show # 2014-05

Date aired: 2/1/14 **Time Aired:** 7:00

Yasmin Hurd, PhD, Professor of Psychiatry and Neuroscience at the Icahn School of Medicine at Mount Sinai Hospital in New York

Dr. Hurd's research found that teenagers who smoke marijuana may make their future offspring more vulnerable to substance abuse problems. She believes that marijuana use causes structural changes in DNA that may last for generations. Dr. Hurd said much more research into the health effects of marijuana is needed. She also explained how parents can deal with the mixed messages society is conveying to young people about marijuana.

Issues covered:
Substance Abuse
Government Regulations
Parenting

Length: 9:22

Chris Malone, Managing Partner of Fidelum Partners, a research-based consulting and professional services firm, author of "*THE HUMAN BRAND: How We Relate to People, Products and Companies*"

Mr. Malone explained why upstart businesses have surged in popularity while many traditionally dominant companies and brands have been falling behind. He outlined the reasons that social media has become such a valuable tool for both consumers and the companies they do business with. He said business schools fail to teach students how to nurture relationships with customers, causing much less loyalty to brands and products.

Issues covered:
Consumer Issues
Education

Length: 7:52

Janet Larson, Director of Research, the Earth Policy Institute

The US is the world's largest consumer of bottled water. Ms. Larson talked about the huge environmental impact of bottled water, both in its manufacture and disposal. She also explained how consumers can wisely decide whether to use bottled water.

Issues covered:
Environmental Issues
Energy
Consumer Issues

Length: 4:54

Show # 2014-06

Date aired: 2/8/14 **Time Aired:** 7:00

Lisa J. Servon, PhD, Professor and former dean at the Milano School of International Affairs, Management, and Urban Policy at The New School in New York

Alternative financial providers such as check cashers and payday lenders are often accused of preying on the poor, with high fees and interest rates. Dr. Servon conducted a study that examined why many lower income residents make the conscious decision to use these services, rather than traditional banks. She was surprised to find that the choice actually makes sense for many people who live paycheck to paycheck.

Issues covered:

Length: 11:05

Poverty
Government Regulations
Personal Finance

Dan McCue, Research Manager, Joint Center for Housing Studies of Harvard University

The cost of renting an apartment or house has jumped in the past decade, according to a study led by Mr. McCue. A 6% rise in prices, combined with the drop in renter incomes, has made affordability a major concern. Much of the jump in prices is because of increased demand for rental homes as a result of the mortgage crisis. He said a quarter of all U.S. households are paying more than half of their income for housing, which is dangerously high.

Issues covered:

Length: 6:07

Affordable Housing
Poverty
Consumer Issues

Debbie Magids, PhD, psychologist, author of "*All the Good Ones Aren't Taken*"

Dr. Magids discussed the trend of serial dating and why dating is so difficult for women in particular. She explained the most common dating errors and suggested ways that a person can analyze their own patterns of behavior, to clear the way for more fulfilling relationships.

Issues covered:

Length: 4:48

Mental Health
Women's Issues

Show # 2014-07

Date aired: 2/15/14 **Time Aired:** 7:00

Russell E. Johnson, PhD, Assistant Professor of Management in the Eli Broad College of Business at Michigan State University.

Dr. Johnson's research has found that that people who check their work emails on smartphones at night could end up hurting their ability to work the following day. He found that smartphones appeared to have a greater effect on people's energy levels and sleeping abilities in comparison to other electronic screens. He offered several suggestions on how to control smartphone use at night.

Issues covered:

Length: 7:24

Personal Health
Workplace Matters
Career

Daniel J. Siegel, MD, neuropsychiatrist, Clinical Professor of Psychiatry at the UCLA School of Medicine, Executive Director of the Mindsight Institute, author of "*Brainstorm: The Power and Purpose of the Teenage Brain*"

Dr. Siegel said that between the ages of 12 and 24, the brain changes in dramatic and important ways. He believes this brain development is the explanation for sometimes erratic, unusual and creative behavior in teens. He said that if parents understand the science behind these changes, they can better help their teenagers navigate this challenging phase of life.

Issues covered:
Parenting
Personal Health

Length: 9:36

Kenneth Dautrich, PhD, Associate Professor of Public Policy, University of Connecticut

Dr. Dautrich recently conducted a survey of students to learn their attitudes toward the First Amendment. He found that schools are spending more class time on the First Amendment, but a sizeable number of students either do not view the First Amendment favorably or take its protections for granted.

Issues covered:
Citizenship
Education

Length: 4:52

Show # 2014-08

Date aired: 2/22/14 **Time Aired:** 7:00

John M. Leventhal, MD, Professor of Pediatrics and Medical Director of the Child Abuse and Child Abuse Prevention Program at Yale Medical School, expert in child abuse prevention

Dr. Leventhal has dedicated his career to the prevention of child abuse. He recently conducted a study that found that the first year of life is the most dangerous for children. He said that parents from any income, educational or social level can be the perpetrators of abuse, largely because they are unprepared to deal with infants' crying. He believes that educational programs for new parents could help reverse the trend.

Issues covered:
Child Abuse
Parenting

Length: 8:31

Erin Botsford, financial planning expert, author of "*The Big Retirement Risk: Running out of Money Before You Run Out of Time*"

For many baby boomers, the recession didn't wipe out their nest egg completely, but it did shrink it considerably. Ms. Botsford discussed the turbulence in today's economy and how it has changed retirement planning. She explained how people approaching their golden years can assess their financial needs and take steps to ensure a sound retirement.

Issues covered:
Retirement Planning
Senior Citizens
Personal Finance

Length: 8:41

Aaron W. Smith, Senior Research Specialist with Pew Research Center's Internet & American Life Project

Mr. Smith surveyed 1,000 US adults and found that more half of consumers used cell phones in stores during the holidays. He outlined the most common ways that consumers use their phones as shopping tools. He also explained how brick-and-mortar stores may react to the trend by changing policies, products and prices.

Issues covered:
Economy
Consumer Matters

Length: 5:01

Show # 2014-09

Date aired: 3/1/14 **Time Aired:** 7:00

John A. Eterno, Ph.D., Professor, Associate Dean and Director of Graduate Studies in Criminal Justice at Molloy College, former Captain with the New York City Police Department, co-author of "*The Crime Numbers Game: Management by Manipulation*"

Dr. Eterno conducted the first scientific examination of crime statistics manipulation in the New York City Police Department. He explained how increasing pressure to show decreasing crime rates by any means necessary has affected police departments throughout the United States. He discussed how this affects crime victims and explained what citizens can do, to ensure that their local police department is reporting crime statistics in an honest manner.

Issues covered:
Crime
Government Policies

Length: 8:47

Kristen Copeland, MD, Assistant Professor of Pediatrics at Cincinnati Children's Hospital Medical Center

75% of young children in the US are in some form of pre-school or daycare outside the home. Dr. Copeland conducted a study that found that most children in day care get far too little exercise. She explained the reasons behind this trend and why parents should be concerned. She outlined the types of questions parents should ask when they are looking for a pre-school or daycare center.

Issues covered:
Children's Health
Parenting
Education

Length: 8:24

Phil Reed, Senior Consumer Advice Editor at Edmunds.com

Today's cars no longer need to have their oil changed every 3,000 miles. Mr. Reed talked about design improvements in recent years, and how drivers can decide when it really is time for an oil change. He talked about the positive effects of this rapidly advancing technology for both the environment and consumers' pocketbooks.

Issues covered:
Environment
Consumer Matters

Length: 4:52

Show # 2014-10

Date aired: 3/8/14 Time Aired: 7:00

Brian Fleming, combat veteran, co-author of "*Redeployed: How Combat Veterans Can Fight the Battle Within and Win the War at Home*"

Mr. Fleming discussed Post Traumatic Stress Disorder and other difficulties faces by combat veterans and their families. He noted that the suicide rate among veterans under the age of 30 has risen by 44% in the past several years. He said no one prepares veterans to successfully make the transition back home. He offered strategies for both vets and their families who are struggling with a return to civilian life.

Issues covered:

Length: 9:16

**Military Families Issues
Government Policies
Mental Health**

Bradley F. Bale, MD, heart attack and stroke prevention specialist, Medical Director of the Heart Health Program for Grace Clinic, Lubbock, TX, author of "*Beat the Heart Attack Gene: The Revolutionary Plan to Prevent Heart Disease, Stroke, and Diabetes*"

Heart disease affects 81 million Americans and is the culprit in one of every two deaths in the United States. Dr. Bale said most people think that they are not at risk of a heart attack if they control their cholesterol and blood pressure, but they aren't aware of other major risk factors. He outlined some relatively inexpensive lab tests than can uncover arterial inflammation and its underlying causes. He also talked about the importance of simple changes in lifestyle that can dramatically cut the risk of heart attack and stroke.

Issues covered:

Length: 9:16

Personal Health

Alfie Kohn, education watchdog, author of "*The Homework Myth: Why Our Kids Get Too Much of a Bad Thing*"

Mr. Kohn shared results of a study that found that more homework is being assigned to younger students each school year. He believes that homework provides no benefits in elementary school. He explained why homework is still so widely accepted, despite evidence against it.

Issues covered:

Length: 4:37

**Education
Government Policies
Children's Issues**

Show # 2014-11

Date aired: 3/15/14 Time Aired: 7:00

Deborah Serani, Psy.D., licensed psychologist, Adjunct Professor at the Gordon F. Derner Institute of Advanced Psychological Studies, co-author of "*Depression and Your Child: A Guide for Parents and Caregivers*,"

Childhood depression is on the rise in America. Dr. Serani discussed the major challenges faced by families of children with mental illness. She talked about the most common symptoms that indicate clinical depression or suicidal thoughts in children. She also outlined the most effective treatments.

Issues covered:

Length: 10:56

**Mental Health
Parenting
Suicide**

Julie Angwin, Pulitzer Prize-winning investigative journalist, author of "*Dragnet Nation: A Quest for Privacy, Security and Freedom in a World of Relentless Surveillance*"

Ms. Angwin explained why Americans should be concerned about the rapidly increasing ways that the government, private companies, and even criminals use technology to indiscriminately sweep up vast amounts of our personal data. She outlined tools that people can use to reduce their digital footprint. She also talked about possible reforms that could be implemented to slow the erosion of privacy rights.

Issues covered:

Length: 6:17

**Privacy
Government Policies
Consumer Matters**

Russell Pate, PhD, Professor of Exercise Science at the University of South Carolina

A third of U.S. adolescents are unfit, according to Dr. Pate's National Health and Nutrition Examination Survey, and he believes that it's time to get them moving. He said that kids who are unfit are likely to become unfit adults, with greater risks of developing diabetes, high cholesterol, high blood pressure and other illnesses. Dr. Pate offered simple ideas for parents on how to increase their kids' level of exercise.

Issues covered:

Length: 4:57

**Health
Children's Issues**

Show # 2014-12

Date aired: 3/22/14 **Time Aired:** 7:00

Stephen Downing, retired Deputy Chief of the Los Angeles Police Department, board member of the nonprofit organization Law Enforcement Against Prohibition

Mr. Downing explained why he believes that the war on drugs has failed. He said that his on-the-job experience demonstrated the futility of trying to enforce current drug laws. He discussed the many negative consequences of the war on drugs, particularly on children. His organization believes that drugs should be legalized, controlled and taxed.

Issues covered:

Length: 8:38

**Drug Abuse
Government Policies
Crime**

Laurence Shatkin, PhD, career information expert, author of numerous books on choosing a career, including "*150 Best Jobs for a Secure Future*"

Dr. Shatkin shared his research into the most secure jobs during hard economic times. He ranked occupations by pay, growth prospects, and number of potential openings, along with the amount of education or training required. He offered advice for young people who are considering their career options and for older workers thinking about a mid-life career change.

Issues covered:
Employment
Education

Length: 8:36

Kendrin Sonnevile, ScD, RD, LDN, Research Scientist, Clinical Nutrition Specialist at Children's Hospital, Boston

Dr. Sonnevile conducted a study that found that teenage girl athletes with the highest levels of vitamin D in their diets were half as likely to suffer a stress fracture. She said vitamin D deficiencies in teen girls are common. She explained which activities are most commonly associated with stress fractures and recommended ways to get enough vitamin D.

Issues covered:
Personal Health
Women's Issues

Length: 5:04

Show # 2014-13

Date aired: 3/29/14 **Time Aired:** 7:00

Michelle A. Riklan, employment and career expert, co-author of "*101 Great Ways to Compete in Today's Job Market*"

Mr. Riklan offered marketing ideas for people either looking for a job or hoping to move their careers forward. She explained the critical importance of social media in today's job market and offered tips to optimize a LinkedIn page. She said even people who are secure in their current jobs should be prepared to immediately take advantage of an opportunity at a better job.

Issues covered:
Employment Matters
Career

Length: 8:49

Judy Foreman, nationally syndicated health columnist, author of "*A Nation in Pain: Healing Our Biggest Health Problem*"

According to government statistics, 100 million American adults live in chronic pain. Ms. Foreman discussed the connection between chronic pain and prescription drug addiction. She said exercise is one of the most effective ways to deal with chronic pain. She also discussed reforms in government policies that could allow the healthcare system to better deal with the epidemic of chronic pain.

Issues covered:
Personal Health
Drug Abuse
Government Policies

Length: 8:30

Ciji Ware, author of "*Rightsizing Your Life*"

Many Baby Boomers are beginning to think about the future and how many material possessions they really need. Ms. Ware believes that more isn't always better. She offered ideas on how to make wise decisions in downsizing, in particular through recycling and donating unneeded items.

Issues covered:
Charitable Contributions
Recycling
Consumer Issues
Senior Issues

Length: 4:58

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