

Quarterly Issues Report

KWFM-AM 1330

July 1, 2014
through
September 30, 2014

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - Tucson, AZ. for the third quarter of 2014. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between July 1, 2014 through September 30, 2014.

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

Business & Political Concerns

Women's Interests

Racial Inequality & Minority Discrimination

Religion & Social Acceptance

KWFM-AM continues to find that the listenership consists 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 following Public Service Announcements aired on KWFM-AM during the third quarter of 2014: July 1, 2014 through September 30, 2014.

Addiction Treatment

American Heart Association - Real Women & Heart Disease

American Lung Association - Quit Smoking

Child Passenger Safety

COPD Awareness

Hunger Prevention

Stroke Prevention

Stop Bullying

Colorectal Cancer Screening

CPR Instructional To Save Lives

Eyesight Protection

Overactive Bladder Awareness

Recording Artists Against Drunk Driving

KWFM-AM has taken a stand against Bullying 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 least once a week. KWFM-AM believes that broadcasters can play a critical role in encouraging parents to speak with their children about actions they can take to prevent and stop bullying. KWFM-AM has also taken additional steps locally by publishing and posting announcements against bullying.

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


General Manager
Chief Operating Officer 10/2/14



Weekly Public Affairs Program

Call Letters: KWEM

QUARTERLY ISSUES REPORT, JULY – SEPTEMBER, 2014

Show # 2014-27

Date aired: 7/5/14 Time Aired: 07:00

Mark Hyman, Adjunct Instructor, Sports Management, the George Washington University, author of *"The Most Expensive Game in Town: The Rising Cost of Youth Sports and the Toll on Today's Families"*

More than 41 million American kids participate in sports, and the fastest growing category is travel leagues. Mr. Hyman explained why he is concerned about the advent of year 'round leagues, including the huge commitment of time and money, and the higher risk of injury. He also talked about the value of traditional rec sports leagues in local communities and neighborhoods.

Issues covered:

Length: 9:55

**Youth Sports
Parenting
Children's Health**

Suzanne Rowan Kelleher, family travel expert, co-founder and Editor-in-Chief of WeJustGotBack.com

The higher cost of flying this summer may ground some family vacations. Ms. Kelleher outlined several policies that airlines have recently implemented that make travel significantly more expensive and inconvenient for families. She also offered tips for traveling with kids.

Issues covered:

Length: 7:22

**Consumer Matters
Family
Travel**

Bob Ragazzo, Certified Defensive Driving Instructor, Founder and President of Save Your Teen Driver, LLC, author of *"Save Your Teen Driver: 7 Things Every Parent Must Teach Their Young Driver Before Handing Over The Car Keys"*

Motor vehicle accidents are the top cause of death among 15 to 20 year olds. Mr. Ragazzo discussed several crucial safety tactics that drivers' education courses are not teaching students. He talked about the increasing number of distractions in the car, leading to higher accident rates.

Issues covered:

Length: 5:06

**Highway Safety
Government Policies
Youth at Risk**

Show # 2014-28

Date aired: 7/12/14 Time Aired: 07:00

Kate Tulenko, MD, MPH, physician and director of clinical services for the US Agency for International Development, a global health nonprofit, author of "*Insourced: How Importing Jobs Impacts the Healthcare Crisis Here and Abroad*"

Dr. Tulenko said 25% of physicians in the US are foreign-trained and foreign-born. She contends that this has caused tens of thousands of high-paying local jobs in the healthcare sector to effectively vanish from the reach of US citizens, weakened the healthcare systems of developing nations, and constricted an American university system that should be educating healthcare professionals.

Issues covered:

Healthcare

Education

Government Policies

Length: 10:20

Ulrich Boser, Senior Fellow at the Center for American Progress, expert in education, criminal justice, and other social policy issues

Almost a third of eighth-grade students report reading less than five pages a day, either in school or for homework. Mr. Boser conducted an analysis that found that millions of students believe they are not being challenged enough in school. He discussed the reasons behind this trend and what can be done to improve education in America.

Issues covered:

Education

Government Policies

Children's Issues

Length: 6:42

Uchendi Nwani motivational speaker, former cocaine dealer and prison inmate, CEO of International Barber and Style College, author of "*The Millionaire Ex-Convict*"

Mr. Nwani shared his inspirational story. He came from a middle-class family but ended up in prison after a conviction for cocaine trafficking. He talked about the importance of faith in his life and how he became a millionaire businessman after this release from prison.

Issues covered:

Crime

Drug Abuse

Length: 4:52

Show # 2014-29

Date aired: 7/19/14 Time Aired: 07:00

Ruchi Gupta, M.D., M.P.H., Health Services Researcher and Assistant Professor of Pediatrics at Northwestern University and Children's Memorial Hospital in Chicago

Dr. Gupta was the lead author of a study that found that children in urban areas have much higher rates of food allergies than those in rural America. Her research found that city kids also are allergic to different foods than rural kids. She talked about the theories as to why population density and environment may have such a large impact. She offered advice to parents who have a child with food allergies. She also discussed the reasons why people often do not treat allergies as the life-threatening conditions they are.

Issues covered:

Allergies
Personal Health
Parenting

Length: 9:24

Tammi DeVille, author of "*Changing the World on a Tuesday Night*"

44 percent of adults volunteer, and many others would consider it, if they thought they had the time and skills needed. Ms. DeVille said that ordinary people can make a difference by volunteering as little as five minutes a day. She offered examples of opportunities to contribute time, often online, to non-profit organizations in their own community or across the globe.

Issues covered:

Volunteerism
Community Involvement

Length: 7:44

Bruce Anderson, Cybercrime Expert and Director of Investigations of Cyber Investigation Services in Tampa

Free Internet wi-fi access is everywhere these days--and so are computer hackers. Mr. Anderson talked about the dangers of using public Internet connections, what the riskiest locations are, and how the average computer user can protect himself.

Issues covered:

Crime
Consumer Matters

Length: 5:02

Show # 2014-30

Date aired: 7/26/14 **Time Aired:** 07:00

Danica McKellar, actress, education advocate, author of "*Girls Get Curves: Geometry Takes Shape*"

Ms. McKellar majored in mathematics at UCLA, and now encourages middle-school girls to excel in math. She explained the reasons that girls mistakenly believe that they cannot be both popular and smart, and how math skills can improve their overall self-confidence. She also explained how basic geometry can apply to everyday life.

Issues covered:

Education
Women's Issues

Length: 8:35

Charles Duhigg, investigative reporter for the New York Times, winner of the National Academies of Sciences, National Journalism, and George Polk awards, author of "*The Power of Habit: Why We Do What We Do in Life and Business*"

Habits shape every aspect of our lives, often in ways we do not recognize. Mr. Duhigg summarized the results of recent scientific research that explains why habits exist and how they can be changed. He said tweaking even one habit, as long as it's the right one, can have staggering effects. He also explained how and why companies carefully study consumer habits.

Issues covered:

Health & Fitness
Consumer Matters

Length: 8:26

Jonathon Kozol, writer, educator, public education activist, author of *"Fire in the Ashes: Twenty-Five Years Among the Poorest Children in America"*

Mr. Kozol has been working with low-income children in inner-city schools for nearly fifty years. He talked about his experiences at a school in one of the poorest sections of New York City. He believes that because of vast differences in funding from one area to another, the nation's schools remain unequal and deeply segregated.

Issues covered:

**Poverty
Education
Government Spending**

Length: 4:54

Show # 2014-31

Date aired: 8/2/14 **Time Aired:** 07:00

Timothy J. Mohin, environmental advocate, author of *"Changing Business from the Inside Out: A Treehuggers Guide to Working in Corporations"*

American corporations are gradually becoming more socially responsible. Mr. Mohin outlined the reasons behind this trend, and explained how "treehuggers" working inside the system can lead the effort. He said young professionals now view "having an impact" as a much more important career goal than many other more traditional priorities.

Issues covered:

**Environment
Workplace Matters**

Length: 7:49

Madeline Levine, PhD, psychologist, co-founder of Challenge Success, a education reform project at the Stanford School of Education, author of *"Teach Your Children Well: Parenting for Authentic Success"*

Dr. Levine said while parents, educators, and the media express concern about the soaring rates of emotional problems, and poor learning skills in America's children, there are ways to reverse these trends. She believes many parents need to shift their focus from good grades, high test scores, and college acceptances to developing a sense of purpose, connection, and meaning in their children's lives.

Issues covered:

**Parenting
Education**

Length: 9:18

Miriam Rafailovich, PhD, materials engineering researcher, Professor of Materials Science and Engineering, Director of the Garcia Center for Polymers at Engineered Interfaces at Stony Brook University on Long Island

Dr. Rafailovich led a study that found that many compact fluorescent light (CFL) bulbs emit high levels of ultraviolet rays. She said that despite their large energy savings, consumers should avoid using compact fluorescent light bulbs at close distances.

Issues covered:

**Personal Health
Environment
Consumer Matters**

Length: 5:04

Show # 2014-32

Date aired: 8/9/14 Time Aired: 07:00

Jonah Engle, freelance journalist based in Washington, DC

Mr. Engle discussed civil asset forfeiture, a part of the War on Drugs which allows the government to seize property-- even if it doesn't have enough evidence to convict or even charge someone with a drug offense. He explained how the forfeiture process works and why it is so difficult to recover property after it is seized. He said many law enforcement agencies include projected revenue from asset forfeitures in their annual budgets.

Issues covered:

Length: 9:03

War on Drugs

Crime

Legal Issues

Government Policies

Alexandre Montagu, attorney, expert in intellectual property law, international commercial transactions and new media commercial and corporate law, author of "*Intellectual Property: Money and Power in a New Era*"

Mr. Montagu talked about intellectual property law, how it has changed with new technology, and why nearly everyone should understand the basics. He explained potential pitfalls for both the average consumer, and small and medium-sized businesses. Among the examples he cited: knock-offs of brand-name products on Internet auction sites and the indiscriminate use of photographs found online.

Issues covered:

Length: 8:12

Legal Issues

Consumer Matters

Jennifer Grasz, Vice President, Corporate Communications at CareerBuilder.com

Ms. Grasz outlined the results of a recent survey conducted by her organization that found that 69% of full-time workers regularly search for new job opportunities. She said that new online tools available to job seekers have made it much easier to do in-depth research on potential employers. She also discussed the reasons that such a high percentage of the workforce is interested in changing jobs.

Issues covered:

Length: 5:07

Employment

Workplace Matters

Show # 2014-³³~~34~~

Date aired: 8/26/14 Time Aired: 07:00

— see weekly sheet attached

Pamela Hyde

David Casarett, MD, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of "*Shocked: Adventures in Bringing Back the Recently Dead*"

New government data says there has been a 54 percent drop in drinking and driving among high school teens during the past two decades. Ms. Hyde discussed the reasons behind the decline, and offered advice for parents who are concerned about their teenagers.

Issues covered:

Length: 7:53

Drinking and Driving

Youth Issues

Parenting



Date aired: 8/16/14 Time Aired: 7:00

Weekly Public Affairs Program

Show # 2014-33

Total running time: 29:30 (with optional exit at 24:00)

1. **Pamela Hyde**, Administrator of the Substance Abuse and Mental Health Services Administration, a public health agency within the Department of Health and Human Services

New government data says there has been a 54 percent drop in drinking and driving among high school teens during the past two decades. Ms. Hyde discussed the reasons behind the decline, and offered advice for parents who are concerned about their teenagers.

Issues covered:
Drinking and Driving
Youth Issues
Parenting

Length: 7:53

2. **Janet Tomiyama, PhD**, Assistant Professor in the Department of Psychology at UCLA

Dr. Tomiyama conducted a study that examined the roles that stress and race play in the epidemic of obesity among teenage girls. She found that although stressed-out black girls and white girls tend to gain weight, stress appears to have a greater effect on the weight of black girls. And surprisingly, black girls reported less stress overall than white girls. Dr. Tomiyama talked about the racial disparity and why obesity is such an important public health concern.

Issues covered:
Public Health
Minority Concerns
Women's Issues

Length: 9:28

3. **Brian Fikkert, PhD**, Associate Professor of Economics at Covenant College in Georgia, co-author of "*When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor*"

Dr. Fikkert talked about the challenges faced by faith-based organizations and other groups when seeking to help poor or homeless Americans. He said aid efforts often end up perpetuating poverty, rather than solving the problem. He believes that building personal relationships with aid recipients and giving them a sense of self-worth is more effective than simply providing food or other material items.

Issues covered:
Homelessness
Poverty
Faith-based Initiatives

Length: 4:58

Janet Tomiyama, PhD, Assistant Professor in the Department of Psychology at UCLA

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Issues covered:

Length: 9:28

**Public Health
Minority Concerns
Women's Issues**

Brian Fikkert, PhD, Associate Professor of Economics at Covenant College in Georgia, co-author of "*When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor*"

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Issues covered:

Length: 4:58

**Homelessness
Poverty
Faith-based Initiatives**

Show # 2014-34

Date aired: 8/23/14 **Time Aired:** 07:00

David Casarett, MD, MA, Associate Professor of Medicine, University of Pennsylvania Perelman School of Medicine Director of Hospice and Palliative Care, University of Pennsylvania Health System, author of "*Shocked: Adventures in Bringing Back the Recently Dead*"

Most people don't survive cardiac arrest or significant trauma. Dr. Casarett discussed the latest developments in resuscitation and just how far science has come in the past few years. He talked about the ethical dilemma posed by reviving a person who may not have a good quality of life in the aftermath. He talked about the impressive survival rate of those who receive competent CPR treatment.

Issues covered:

Length: 8:20

**Personal Health
Emergency Medicine**

Greg McBride, Chief Financial Analyst for Bankrate.com

Mr. McBride's organization recently conducted a study that found that a third of all Americans have nothing saved for retirement. He said the one encouraging aspect of the survey is that more people in their 20s are saving for retirement than ever before. He explained why this issue should be such a serious concern and what someone can do if they believe they are starting to save too late in life.

Issues covered:

Length: 9:00

**Retirement Planning
Senior Citizens
Personal Finance**

Rick Maurer, author of *"Beyond The Wall Of Resistance: Why 70% of All Changes Still Fail – and What You Can Do About It"*

Seventy percent of all major changes in organizations fail - and that number hasn't changed since researchers started examining success and failure rates more than fifteen years ago. Mr. Maurer talked about the most common reasons for failure and what leaders can do about it.

Issues covered:
Workplace Matters
Employment

Length: 5:03

Show # 2014-35

Date aired: 8/30/14 **Time Aired:** 07:00

Lee Crockett, Managing Partner of the 21st Century Fluency Project, co-author of *"Understanding the Digital Generation: Teaching and Learning in the New Digital Landscape"*

Mr. Crockett said that today's digital technology is dramatically changing how children learn. He said research is finding that youngsters' brains are changing physically and chemically, as a result of their use of computers and other digital devices. He explained how those changes are affecting the reasoning skills and educational needs of this generation, and how public school systems must adapt.

Issues covered:
Education
Parenting Concerns

Length: 8:53

Randall Pinkett, first African-American winner of *"The Apprentice,"* author of *"Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness"*

When Mr. Pinkett became the first African-American winner of *"The Apprentice,"* he also became the only contestant who was asked to share his victory with a white woman. He discussed how his refusal resulted in a firestorm of controversy. He said sometimes hard work is not enough for minority employees. He offered advice for African-American professionals who want to break through the racial barriers they continue to face.

Issues covered:
Minority Concerns
Workplace Matters

Length: 8:22

Peter Polos, MD, PhD, specialist in sleep medicine at the Sleep Disorder Center of JFK Medical Center in Edison, NJ

Dr. Polos was the lead researcher in a study that examined how electronic media affects the sleep of teenagers. He found that teens lose a significant amount of sleep by sending an average of 34 texts after bedtime each night. He offered advice to parents, on how to take control of bedtime and set limits on their child's access to digital devices.

Issues covered:
Personal Health
Youth Issues
Parenting Concerns

Length: 5:01

Show # 2014-36

Date aired: 9/6/14 **Time Aired:** 07:00

Robert Cantu, MD, Chief of Neurosurgery, Chairman of the Department of Surgery, and Director, Service of Sports Medicine at Emerson Hospital in Concord Massachusetts, Clinical Professor of Neurosurgery and Co-Director of Boston University's Center for the Study of Traumatic Encephalopathy, senior consultant to the National Football League, author of "*Concussions and Our Kids: America's Leading Expert on How to Protect Young Athletes and Keep Sports Safe*"

Concussions are a not-so-silent epidemic among school-age athletes. Dr. Cantu discussed the most common causes of concussions and explained which sports are the most dangerous. He talked about the long-term ramifications of brain trauma injuries and offered ideas for reforms that would reduce concussions in youth sports.

Issues covered:
Personal Health
Youth Sports
Parenting Concerns

Length: 9:10

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

Ms. Gunders was the lead author of a report that found that 40 percent of the nation's food supply--valued at \$165 billion--goes uneaten each year. She outlined the economic and environmental impacts of food waste, and what can be done to fight this growing problem. She discussed misconceptions surrounding expiration dates and said most of them actually are indicators of food quality, not necessarily food safety.

Issues covered:
Hunger
Food Safety
Consumer Matters
Environment

Length: 8:09

Roger Leslie, award-winning teacher, author of "*Success Express for Teens*"

Mr. Leslie believes that teens need to set goals in order to succeed in later life. He talked about the importance of young people learning the value of good citizenship and time management. He offered suggestions of how teens can determine their personal strengths and take smart risks.

Issues covered:
Teen Issues
Youth at Risk
Parenting Issues

Length: 4:52

Show # 2014-37

Date aired: 9/13/14 **Time Aired:** 07:00

Lisa Gill, Prescription Drugs Editor at Consumer Reports

Prescriptions for opioids have climbed 300% in the past decade and more than 46 Americans die each day from legal pain pills, such as OxyContin, Percocet and Vicodin. Ms. Gill discussed the reasons behind this trend. She also talked about the little-known dangers posed by over-the-counter painkillers like acetaminophen. She offered advice to patients who are dealing with pain. She also explained how the federal government is trying to deal with the issue.

Issues covered:

**Personal Health
Drug Abuse
Government**

Length: 10:07

Tony Lee, Publisher of CareerCast.com and JobsRated.com

Mr. Lee outlined his organization's list of the most overrated and underrated jobs, based factors such as pay, hiring outlook, work environment, stress and physical demands. He explained why certain jobs are not as attractive as they may seem, and why other great career choices are often overlooked. He also offered advice for those seeking to change careers or move up the ladder in their present job.

Issues covered:

**Employment
Economy**

Length: 7:15

Pam Mueller, graduate student, Department of Psychology, Princeton University

Laptops, tablets and other electronic devices are commonplace in today's classrooms. But Ms. Mueller co-authored a study that found that taking notes by typing, rather than writing, interferes with students' ability to process and remember information. Her research indicated that students who take notes with pen and paper recall more material and perform significantly better in class.

Issues covered:

Education

Length: 4:51

Show # 2014-38

Date aired: 9/20/14 **Time Aired:** 07:00

Jennifer Aaker, PhD, social psychologist, General Atlantic Professor of Marketing at Stanford University's Graduate School of Business, co-author of "*The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change*"

Prof. Aaker outlined ways to use the power and popularity of social media to do good in the world. She offered examples of how innovative social media tools can invite participation and permit communication with potential supporters. She believes that the use of social media can turn small actions into much larger results for non-profit organizations.

Issues covered:

**Volunteering
Charitable Contributions**

Length: 8:30

Jodi Sleeper-Triplett, MCC, SCAC, founder of the movement for ADHD coaching for youth, Master Certified Coach and Senior Certified ADHD Coach, author of "*Empowering Youth with ADHD: Your Guide to Coaching Adolescents and Young Adults for Coaches, Parents, and Professionals*"

Ms. Sleeper-Triplett talked about the increasing cases of attention-deficit/hyperactivity disorder among America's youth and adults. She said medication and therapy often are not enough. She explained how parents may try to deal with the problem, and how an ADHD coach can help.

Issues covered:

**ADHD
Education
Parenting Concerns**

Length: 8:48

Erick Schreder, Staff Scientist at the Washington Toxics Coalition

Ms. Schreder was the lead scientist of a report that found that half of thermal paper receipts and 95% of dollar bills in circulation contain the hormone-disrupting chemical BPA. She said BPA is now present in 93% of all Americans. She explained the negative health consequences of BPA and what consumers can do to avoid it.

Issues covered:
Personal Health
Environment

Length: 4:54

Show # 2014-39

Date aired: 9/27/14 **Time Aired:** 07:00

Randy Albelda, PhD, Professor of Economics and Senior Research Fellow at the Center for Social Policy at University of Massachusetts in Boston

Dr. Albelda recently co-authored a report called "*How Youth Are Put at Risk by Parents' Low-Wage Jobs.*" She explained the special challenges faced by low-income parents who are in jobs that lack flexible hours and benefits like health insurance, paid sick days and vacation days. She said these factors impact a child's education, health and future prospects. She believes that lower wages are part of a long-term trend in the U.S..

Issues covered:
Poverty
Youth at Risk
Parenting

Length: 8:24

Adam Pertman, Executive Director of the non-profit Donaldson Adoption Institute, author of "*Adoption Nation: How the Adoption Revolution is Transforming Our Families--and America*"

Mr. Pertman discussed the rapidly changing process of adoption, largely driven by the Internet. He said social networking and other online tools have radically changed both the process of adoption and the expectation of privacy, because it is so easy to locate and reunite birth mothers and children years after an adoption. He added that the Internet has also aided the rise of scammers and predators offering to expedite the expensive and lengthy process of adopting a child.

Issues covered:
Adoption
Parenting

Length: 8:32

Rodlescia Sneed, Graduate Student in the Psychology Department of Carnegie Mellon University

Ms. Sneed was the co-author of a study that found that parents are 52 percent less likely to develop a cold than non-parents. She explained the possible reasons behind this surprising result. She said the health benefits for a parent appear to continue, even after the offspring has grown to adulthood.

Issues covered:
Personal Health
Parenting

Length: 4:52