

Quarterly Issues Report

KWFM-AM 1330

July 1, 2020
through
September 30, 2020

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - South Tucson, AZ. for the third quarter of 2020. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between July 1, 2020 and September 30, 2020.

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

Coronavirus (COVID-19) Awareness

Racial & Ethnic Minority Job Discrimination

Racial & Ethnic Minority Healthcare

Cyberbullying Management

Hunger Prevention

KWFM-AM has determined through community interaction that the listenership consists mostly of women. However, program contents are not intentionally gender specific. We do strive to provide additional informative programming of interest to women when available. Our goal is always 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 2020: July 1, 2020 through September 30, 2020.

Coronavirus Information & Awareness in Arizona (www.azdhs.gov)

Minority Healthcare (www.cdc.gov) (www.minorityhealth.hhs.gov)

Hunger Prevention (www.communityfoodbank.org)

Supporting Minority Education (UNCF.org)

Bullying Prevention (IWitnessBullying.org)

Wildfire Prevention (www.smokeybear.com)

Public Land Protection (Help Prevent Wildfires) (www.treadlightly.org)

Blood Pressure Control (LowerYourHBP.org)

Breast Cancer Awareness (KnowYourGirls.com)

Feeding America (feedingamerica.org)

Emergency Preparedness (Ready.gov)

Underage Drinking And Driving Prevention (UltimatePartyFoul.org)

Texting And Driving Prevention (StopTextsStopWrecks.org)

Shelter Pet Adoption (TheShelterPetProject.org)

Saving For Retirement (AceYourRetirement.org)

Goodwill Donations (goodwillsouthernAZ.org)

KWFM-AM has been taking 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.



Weekly Public Affairs Program

Call Letters: KWFM

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2020

Show # 2020-27

Date aired: 7/4/20 Time Aired: 07:00

Robert Cialdini, PhD, social psychologist, Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, former visiting Professor of Marketing, Business and Psychology at Stanford University and the University of California at Santa Cruz, author of "*Pre-Suasion: A Revolutionary Way to Influence and Persuade*"

Dr. Cialdini talked about the science behind persuasion. He said it's not so much about the message, but what happens in the moment before the message is delivered. He explained how consumers can recognize when they are the target of this sales technique. He also discussed how it can be used in job interviews and other common daily activities.

Issues covered:
Consumer Matters
Career

Length: 9:54

Ateev Mehrotra, MD, Senior Investigator and Associate Professor of Health Care Policy at Harvard Medical School

Increasingly powerful computers are playing a greater role in our lives every year. Could a computer match, or even outperform, human physicians in diagnosing illnesses? Dr. Mehrotra led a study that found that humans still have the upper hand--for now. He outlined several possible ways that computers may play a greater role in future healthcare scenarios.

Issues covered:
Personal Health
Technology

Length: 7:11

Nicholson Baker, teacher, author of "*Substitute: Going to School With a Thousand Kids*"

Mr. Baker worked as on-call substitute teacher in a Maine public school district. He discussed the state of public schooling in America: children swamped with assignments, overwhelmed by social media and educational technology, and staff who struggle with overly ambitious curriculums.

Issues covered:
Education
Youth at Risk

Length: 5:00

Show # 2020-28

Date aired: 7/11/20 Time Aired: 07:00

Sean O'Leary, MD, Associate Professor, Pediatrics-Infectious Diseases at the University of Colorado School of Medicine, Director of the Colorado Pediatric Practice-Based Research Network, member of the American Academy of Pediatrics Committee on Infectious Diseases

As the school season approaches and the pandemic continues, administrators are struggling with plans to educate the nation's children. Dr. O'Leary was an author of new guidelines from the American Academy of Pediatrics that encourages having students physically present in school. He explained why remote learning has largely failed, and emphasized that there are major health, social and educational risks to keeping children at home.

Issues covered:

Length: 9:06

Education
Coronavirus

Morgan Seybert, Managing Director of US analytics at Nielsen

In the aftermath of consumer panic connected to COVID-19, Americans are now finding fewer choices on store shelves. Mr. Seybert said some companies plan to stick with fewer choices when the pandemic fades. He noted that baby care products, tobacco and frozen goods have seen the biggest reductions in varieties offered. He said restaurants are also thinning menus as the virus changes how they can seat and serve customers.

Issues covered:

Length: 8:08

Consumer Matters
Economy
Coronavirus

Monica Betson-Montgomery, author of "*The Keys to College: A Roadmap for Parents to Guide Their Children*"

Ms. Betson-Montgomery read and scored over 20,000 freshman college applications throughout her career. She believes the process of preparing for college should begin in grade school or even earlier. She outlined possible strategies for parents navigate their way through their child's educational career.

Issues covered:

Length: 4:57

Education
Parenting

Show # 2020-29

Date aired: 7/18/20 Time Aired: 07:00

Adam Levin, founder of security management and resolution company IDT911, author of "*Swiped: How to Protect Yourself in a World Full of Scammers, Phishers, and Identity Thieves*"

With online breaches of massive databases becoming increasingly common, identity theft is a fact of life. Mr. Levin explained the most common schemes used by scammers, to steal consumers' private information. He said beyond simple identity theft, other forms such as medical-related, tax fraud-related and child identity theft are all increasing rapidly. He offered suggestions for consumers on how to avoid becoming a victim.

Issues covered:
Identity Theft
Consumer Matters

Length: 9:29

Deborah Carr, PhD, Professor of Sociology, Interim Director of the Institute for Health, Health Care Policy and Aging Research at Rutgers University

A recent federal report noted that, no matter how advanced their age, older men are far more likely to be married than older women. Dr. Carr said life expectancy explains only part of this gray gender gap. She discussed the economic, social and health effects of this issue. She also explained why many older women are content to be single anyway.

Issues covered:
Women's Issues
Senior Citizens
Retirement

Length: 7:40

Jonathan Dirlam, doctoral student in Sociology at Ohio State University

Mr. Dirlam was the lead author of a study that found that job satisfaction in a worker's late 20s and 30s has a link to mental health 15-20 years later. He said those less than happy with their work early in their careers reported that they were more depressed and worried and had more trouble sleeping in their 40s.

Issues covered:
Mental Health
Career

Length: 4:57

Show # 2020-30

Date aired: 7/25/20 **Time Aired:** 07:00

Federico E. Vaca, PhD, Professor of Emergency Medicine and Director of the Yale Developmental Neurocognitive Driving Simulation Research Center (DrivSim Lab)

Teens are getting drivers licenses later than previous generations and missing critical safety training as a result, according to Dr. Vaca's research. He discussed the importance of Graduated Driver Licensing requirements, which are typically not required after a person turns 18. He outlined potential policy changes that could expand and improve driver safety training, regardless of age.

Issues covered:
Traffic Safety
Teen Concerns

Length: 8:26

John-Tyler Binfet, PhD, Psychologist, Associate Professor of Education at the University of British Columbia Okanagan

Dr. Binfet discussed his research into kids and kindness, which challenges media stereotypes that teens are common perpetrators of bullying, cyber harassment and schoolyard fights. He said most parents would be surprised at how kind their children are to others outside of the home. He also suggested ways for parents to encourage their kids to be kind.

Issues covered:
Children's Issues
Parenting
Mental Health

Length: 8:48

Daniel Soques, PhD, Assistant Professor of Economics at the University of North Carolina
Wilmington

The reaction to COVID-19 shutdowns has led to an unexpected coin shortage nationwide, causing some businesses to notify customers that they have no change to give, or to encourage only electronic transactions. Prof. Soques explained the factors behind the shortage and what steps are being taken by the Federal Reserve to address it. He also said that moving away from physical cash and coins disproportionately affects low income and homeless people.

Issues covered:

Length: 5:03

**Economy
Consumer Matters
Government
Poverty**

Show # 2020-31

Date aired: 8/1/20 **Time Aired:** 07:00

Jonathon Wai, PhD, Psychologist, Research Scientist at the Duke University Talent Identification Program

Dr. Wai is one of the researchers involved in a 45-year study of intellectually gifted children. He noted that kids who test in the top 1% tend to become the nation's eminent scientists and academics, Fortune 500 CEOs and federal judges, senators and billionaires. He said, because of the focus on lower performing students, youngsters who show an early aptitude for subjects like science and math tend not to receive the help they need. He offered several simple steps schools can take to help gifted students reach their full potential.

Issues covered:

Length: 9:00

**Education
Parenting**

Joann S. Lublin, Management News Editor for the Wall Street Journal, author of "*Earning It: Hard-Won Lessons from Trailblazing Women at the Top of the Business World*"

Ms. Lublin said that, although career prospects have improved, progress is still frustratingly slow for women hoping to break the glass ceiling in large companies. She explained what it takes for women to climb to corporate heights in America, such as finding a career mentor.

Issues covered:

Length: 8:13

**Women's Issues
Workplace Matters**

Sage R. Myers, MD, MSCE, Assistant Professor in Pediatrics at the University of Pennsylvania Perelman School of Medicine, Attending Physician in the Division of Emergency Medicine at Children's Hospital of Philadelphia

Contrary to what many believe, living in the city is far less risky than in the country, according to a study Dr. Myers recently completed. She said that although homicides in cities still outpace those in rural areas, the risk of dying from some form of accident or injury is 20 percent greater in rural counties. She explained how this research can be used for future planning of trauma centers and other improvements to the medical system.

Issues covered:

Length: 4:55

**Personal Health
Crime**

Show # 2020-32

Date aired: 8/8/20 **Time Aired:** 07:00

Sofia Cienfuegos, Dietitian, Intermittent Fasting Researcher, Human Nutrition PhD Candidate at the University of Illinois at Chicago

Ms. Cienfuegos led a study that examined the effectiveness of intermittent fasting for weight loss. She found that obese adults lost an average of 3% of their body weight in two months without counting calories, simply by confining their eating to a 6-hour window each day. She said the weight loss led to other significant health improvements, as well.

Issues covered:

Length: 8:00

Personal Health
Obesity
Nutrition

Simone Bruce, Psy.D., visiting therapist at the Behavioral Wellness Clinic in Connecticut, expert in mental health issues related to racism and discrimination

Dr. Bruce said that the impact of race-based stress and trauma on the mental health of black people has been ignored far too long. She said that mental health professionals' lack of education in this area often results in misdiagnosis and mistreatment. She explained how the death of George Floyd sparked a serious increase in stress, anxiety and fear in the black community.

Issues covered:

Length: 9:23

Racism
Mental Health

Merete Berg Nasset, Norwegian University of Science and Technology

Domestic violence is on the rise, partly as a result of COVID-19 lockdowns. Prof. Nasset led a study that found that anger management treatment for offenders can have dramatic results in the prevention of physical and emotional violence. She found that two forms of treatment, cognitive-behavioral group therapy and a stress management course based on mindfulness, worked equally well. Prior to treatment, 85% cent of the male study subjects used physical violence that resulted in harm to their partner. After treatment, the percentage fell to 10%.

Issues covered:

Length: 5:02

Domestic Violence
Mental Health

Show # 2020-33

Date aired: 8/15/20 **Time Aired:** 07:00

Sophie Egan, former Director of Health and Sustainability Leadership for the Strategic Initiatives Group at The Culinary Institute of America, author of "*How to Be A Conscious Eater: Making Food Choices That Are Good for You, Others, and the Planet*"

Ms. Egan offered easy-to-remember suggestions for making practical decisions about food. She explained why the organic label is important for certain specific foods. She outlined the concerns relating to some canned foods, particularly for children and pregnant women. She also explained how to choose foods that have the least impact on the environment.

Issues covered:

Length: 8:55

**Nutrition
Food Safety
Environment
Consumer Matters**

Bindu Kalesan, PhD, MPH, Assistant Professor of Medicine, Assistant Professor of Community Health Services at the Boston University School of Public Health

Dr. Kalesan led a study that examined gun suicides in rural America. She said that rather than firearm confiscation, efforts to reduce these suicides should be focused on addressing other diseases of despair which are connected to suicide, such as heart and liver diseases, diabetes and accidental opioid overdose. She said it is critical that those at risk of suicide and opioid addiction are treated by mental health professionals, rather than just untrained support from families or friends.

Issues covered:

Length: 8:29

**Suicide
Mental Health
Gun Control
Drug Abuse**

S. Vincent Rajkumar, MD, hematologist and researcher at the Mayo Clinic

The concept of herd immunity has sparked debate about whether it would control the spread of COVID-19. Dr. Rajkumar explained the two weapons the human body uses to fight the virus: antibodies and T cells. He also discussed whether immunity to COVID-19 can decrease with time.

Issues covered:

Length: 5:04

**Personal Health
Coronavirus**

Show # 2020-34

Date aired: 8/22/20 **Time Aired:** 07:00

Melanie Cullen, management and technology consultant, author of "*Get It Together: Organize Your Records So Your Family Won't Have To*"

Ms. Cullen said disorganization can be a nightmare for those who need to step in to help an elderly person as a caregiver or estate executor. She offered simple ways to organize important records like passwords, financial records, insurance policies, funeral arrangements, and other personal information.

Issues covered:

Length: 8:36

**Senior Citizens
Retirement Planning**

Peter Mazareas, PhD, worked with the U.S. Congress on legislation to create 529 savings plans, co-author of "*Plan and Finance Your Family's College Dreams: A Parent's Step-By-Step Guide from Pre-K to Senior Year*"

Planning and paying for a college education is a daunting task for most parents. Dr. Mazareas discussed the merits and complexities of 529 savings plans, which allow parents to save tax-free for higher education expenses. He said that there are numerous free and easy-to-access tools for parents to plan for the costs of college.

Issues covered:

Length: 8:38

Education
Consumer Matters
Parenting

Pamela Rutledge, PhD, Director of the Media Psychology Research Center, Fielding Graduate University in Santa Barbara, CA, author the "Positively Media" column for PsychologyToday.com, Editor-in-Chief of the academic journal Media Psychology Review

Dr. Rutledge talked about the effect of selfies, Instagram and other social media phenomenon on girls' self-esteem. She believes that parents should not be overly concerned, that selfies are just the latest form of exploration and identity experimentation in teenagers' formative years.

Issues covered:

Length: 5:01

Girl's Issues
Parenting

Show # 2020-35

Date aired: 8/29/20 **Time Aired:** 07:00

Laura Makaroff, DO, Senior Vice President of Prevention and Early Detection at the American Cancer Society

The American Cancer Society has updated its guidelines for diet and physical activity for cancer prevention. Dr. Makaroff said the new recommendations increase the suggested levels of physical activity and place an increased emphasis on reducing the consumption of processed and red meat, sugar-sweetened beverages, processed foods, and alcohol.

Issues covered:

Length: 8:05

Cancer Prevention
Personal Health
Physical Fitness

Christine Carter, PhD, sociologist, Senior Fellow at the Greater Good Science Center at the University of California Berkeley, author of "*The New Adolescence: Raising Happy and Successful Teens in an Age of Anxiety and Distraction*"

Prof. Carter discussed recent parenting research, along with her own real-world experiences as the mother of four teenagers. She also said that teens are struggling more than ever with suicidal thoughts, depression and anxiety, and that many of the challenges facing today's teens didn't exist when their parents were young. She outlined what she believes are the three most critical skills that parents need to teach their kids.

Issues covered:

Length: 9:12

Parenting
Teenage Concerns
Mental Health

Rachel Lampert, MD, Associate Professor of Medicine at Yale School of Medicine

Arrhythmias and sudden cardiac arrests are blamed for 400,000 deaths annually in the US. Dr. Lampert's research has found that anger and other negative emotions may be a major factor in many of these cases. She explained how stress and anger may affect electrical impulses in the heart, and discussed several methods of dealing with stress and anger.

Issues covered:
Personal Health
Mental Health

Length: 5:00

Show # 2020-36

Date aired: 9/5/20 **Time Aired:** 07:00

Stephanie Ruest, MD, FAAP, Pediatric Emergency Medicine Fellow at Rhode Island Hospital, fellow of the American Academy of Pediatrics

Dr. Ruest's research on behalf of the American Academy of Pediatrics found that the more time children spend using digital devices, the less likely they are to finish their homework. Children who spent two to four hours a day using computers, videogames, tablets and smartphones had 23 percent lower odds of always or usually finishing their homework, compared to children who spent less than two hours. Dr. Ruest offered advice to parents on how to monitor and control digital usage.

Issues covered:
Education
Parenting

Length: 7:39

Laura Adams, Senior Insurance Analyst for insuranceQuotes.com

Ms. Adams outlined a new study by insuranceQuotes that found that 86% of Americans are unaware that insurers use the claims history of previous homeowners to set premiums for new policies. She explained why consumers are unaware of this database, what it contains, and how they can obtain a free report for their property.

Issues covered:
Consumer Matters
Home Ownership

Length: 9:26

Heidi Williams, PhD, Class of 1957 Career Development Associate Professor in the Department of Economics at Massachusetts Institute of Technology

The average amount an American spends on healthcare varies wildly, depending on where they live. Yet the outcome—average life expectancies—are similar. Dr. Williams co-authored a study of millions of Medicare patients' records. She found that decisions by patients and doctors are responsible for virtually equal shares of the differences in regional spending.

Issues covered:
Personal Health
Consumer Matters
Government Spending

Length: 4:55

Show # 2020-37

Date aired: 9/12/20 Time Aired: 07:00

Sam Emaminejad, PhD, Assistant Professor of Electrical and Computer Engineering at the UCLA Samueli School of Engineering

Prof. Emaminejad has developed an add-on for existing smartwatches that allows the device to monitor drug levels inside a person's body in real time. He said the wearable technology could be incorporated into a more personalized approach to medicine -- where an ideal drug and dosages can be tailored to an individual. He believes the cost will be low and it could be available to consumers within two or three years.

Issues covered:

Length: 8:52

Personal Health

Technology

Lisa Boucher, RN, author of "*Raising the Bottom: Making Mindful Choices in a Drinking Culture*"

Ms. Boucher said many Americans quarantined are feeling more and more disconnected, which can easily lead to substance abuse. She added that people who may already have drinking problems are drinking more because they are alone, and alcohol can be easily ordered online and delivered to their homes. She outlined warning signs and what help is available for those struggling with alcohol abuse.

Issues covered:

Length: 8:18

Substance Abuse

Coronavirus

Roger Beckett, Executive Director of the Ashbrook Center at Ashland University, Ashland, Ohio

For years, the teaching of history and civics has taken a back seat to STEM (science, technology, engineering, math) education. Testing has found that only 18 percent of 8th graders are deemed "proficient" or better in history; only 23 percent in civics or government. Mr. Beckett explained why he believes the founding documents of our country should be essential reading for every American, especially students.

Issues covered:

Length: 5:03

Education

Government Policies

Show # 2020-38

Date aired: 9/19/20 Time Aired: 07:00

Danielle Holly, CEO of Common Impact, a nonprofit organization headquartered in Boston, which encourages skills-based volunteerism

Ms. Holly's organization recently issued a report that examined the impact of the COVID-19 pandemic on nonprofit organizations. She said the effect has been staggering, and the skills and expertise of corporate employees are a critical part of restoring and sustaining non-profit organizations. She outlined the core challenges different non-profit groups are facing, and ways that Americans can help, through philanthropic and skilled volunteer support.

Issues covered:

Length: 8:44

Volunteerism

Charitable Contributions

Coronavirus

Ray Dorsey, MD, David M. Levy Professor of Neurology and Director of the Center for Health + Technology at the University of Rochester Medical Center, co-author of "*Ending Parkinson's Disease: A Prescription for Action*"

Dr. Dorsey said brain diseases are now the world's leading cause of disability. The fastest growing of these is Parkinson's: the number of impacted patients has doubled to more than six million over the last twenty-five years and is projected to double again by 2040. He believes more resources must be placed into research, because while cases are on the rise, the most effective treatment is now a half century old.

Issues covered:
Parkinson's Disease
Personal Health

Length: 8:34

Catherine Ettman, doctoral student at the Boston University School of Public Health

Ms. Ettman led a first-of-its-kind study at the Boston University School of Public Health that found that the number of American adults with depression symptoms had tripled as of mid-April, when 96% of the U.S. population was living under some form of COVID-19 lockdown order. She said that the study also found that a person with less than \$5,000 in savings was 50% more likely to have depression symptoms than someone with more than \$5,000.

Issues covered:
Mental Health
Coronavirus

Length: 5:07

Show # 2020-39

Date aired: 9/26/20 **Time Aired:** 07:00

Karen L. Margolis, MD, MPH, Executive Director of Research at HealthPartners Institute in Minneapolis

Dr. Margolis led a study that found that people enrolled in a pharmacist-led telemonitoring program to control high blood pressure were about half as likely to have a heart attack or stroke compared to those who received routine primary care. She explained how the approach differs from typical treatment programs. She also found that, with fewer medical complications, telemonitoring and phone visits translated into a \$1,900 savings on average, per patient.

Issues covered:
High Blood Pressure
Personal Health

Length: 9:59

Honora Englander, MD, Associate Professor of Medicine in the Oregon Health & Science University School of Medicine

Opioid abuse and overdoses are rising rapidly, in the wake of COVID-19 lockdowns. Dr. Englander studied 486 patients who entered an in-hospital addiction medicine intervention at OHSU, and found that three-quarters came into the hospital using more than one substance. She said medical personnel must be ready to offer additional support to patients using multiple drugs. She said participants in general abused fewer substances in the months after working with the hospital-based addictions team than before.

Issues covered:
Drug Addiction

Length: 7:12

Dennis E. Reidy, PhD, Clinical Neuropsychologist, Behavioral Scientist in the Division of Violence Prevention at the Centers for Disease Control and Prevention in Atlanta

Stalking is a widely recognized public health concern, yet little information is available about stalking behaviors among teenage victims. Dr. Reidy led a study that determined that found that 14% of girls and 13% of boys have been victims of stalking. In addition, the survey found that the stalked teens were more likely to report symptoms linked to depression, as well as risky behavior such as binge drinking, drug abuse, dating violence and sexting.

Issues covered:

Stalking
Youth at Risk
Mental Health

Length: 5:07