

# **Quarterly Issues Report**

## **KWFM-AM 1330**

January 1, 2020  
through  
March 31, 2020

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - South Tucson, AZ. for the first quarter of 2020. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between January 1, 2020 and March 31, 2020.

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

Blood Pressure Screening

Hunger Prevention

Bullying Prevention

Emergency Preparedness

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 first quarter of 2020: January 1, 2020 through March 31, 2020.**

Hunger Prevention ([feedingamerica.org](http://feedingamerica.org))

Blood Pressure Control ([LowerYourHBP.org](http://LowerYourHBP.org))

Bullying Prevention ([IWitnessBullying.org](http://IWitnessBullying.org))

Emergency Preparedness ([Ready.gov](http://Ready.gov))

Shelter Pet Adoption ([TheShelterPetProject.org](http://TheShelterPetProject.org))

Suicide Prevention ([SeizeTheAwkward.org](http://SeizeTheAwkward.org))

Supporting Minority Education ([UNCF.org](http://UNCF.org))

Atrial Fibrillation Awareness ([www.hrsonline.org](http://www.hrsonline.org) & [www.irhythmtech.com](http://www.irhythmtech.com))

Breast Cancer Awareness ([KnowYourGirls.com](http://KnowYourGirls.com))

Saving For Retirement ([AceYourRetirement.org](http://AceYourRetirement.org))

Diversity & Inclusion ([LoveHasNoLabels.com](http://LoveHasNoLabels.com))

Goodwill Donations ([goodwillsouthernAZ.org](http://goodwillsouthernAZ.org))

Texting And Driving Prevention ([StopTextsStopWrecks.org](http://StopTextsStopWrecks.org))

Type 2 Diabetes Prevention ([DoIHavePrediabetes.org](http://DoIHavePrediabetes.org))

Underage Drinking And Driving Prevention ([UltimatePartyFoul.org](http://UltimatePartyFoul.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, JANUARY-MARCH, 2020**

Show # 2020-01

Date aired: 1/4/20 Time Aired: 07:00

**Michelle Mazurek, PhD**, Assistant Professor, Computer Science, University of Maryland College Park

Nearly everyone today struggles with a myriad of passwords for their online activities. Professor Mazurek was involved in research at Carnegie Mellon University that found that long passphrases are more effective and easier to remember than an incomprehensible string of letters, numbers and special characters.

**Issues covered:**  
Online Security  
Crime  
Consumer Matters

**Length: 8:52**

**Chris Voss**, former FBI's lead international kidnapping negotiator, founder and principal of The Black Swan Group, author of *"Never Split the Difference: Negotiating As If Your Life Depended On It"*

Mr. Voss discussed the skills that helped him and his colleagues succeed where it mattered most: saving lives. He explained how of those same negotiating tactics and principles are critical in everyday life, in areas such as buying a car, negotiating a salary, buying a home, or parenting.

**Issues covered:**  
Career  
Parenting

**Length: 8:25**

**Christine Fahlund**, Senior Financial Planner and Vice President of Investment Services at T. Rowe Price Investment Services

Ms. Fahlund discussed the effect that today's economy has on retirement planning. She believes that many Baby Boomers have been naive when it comes to planning for retirement. She also explained why some employers are becoming more proactive in helping their workers save for their senior years.

**Issues covered:**  
Personal Finance  
Retirement Planning  
Senior Citizens

**Length: 5:04**

Show # 2020-02

Date aired: 1/11/20 Time Aired: 07:00

**Jordan W. Smoller, PhD**, psychiatric geneticist, Professor of Psychiatry at Harvard Medical School, Professor in the Department of Epidemiology at the Harvard School of Public Health

Depression is one of the world's most common mental disorders, affecting more than 300 million people globally. Prof. Smoller led a study that found that walking, jogging, yoga or any type of exercise may help to ward off depression, even in those with a genetic susceptibility to it. He also talked about the importance of social engagement and relationships in preventing depression.

Issues covered:  
Mental Health  
Physical Fitness

Length: 8:41

**Wendy Wood, PhD**, Provost Professor of Psychology and Business at the University of Southern California, author of "*Good Habits, Bad Habits: The Science of Making Positive Changes That Stick*"

This is about the time in the calendar that New Year's resolutions fail. Prof. Wood explained how people form habits, and what can be done with this knowledge to make positive change. She said willpower is usually not enough when someone is striving make a change in behavior. She also outlined the differences between habits, self-control and addictions.

Issues covered:  
Personal Growth  
Addictions

Length: 8:35

**Sherry Pagoto, PhD**, Professor in the Department of Allied Health Sciences, Director of the University of Connecticut Center for mHealth and Social Media

Prof. Pagoto led a study that found that 78 percent of major fitness chains offer tanning beds to their customers. She said that while the public health community has been trying to communicate the message to the public that tanning beds are not safe or healthy, gyms are essentially putting a 'health halo' on them because people associate gyms with health. She explained why tanning beds create serious risks for the development of skin cancer.

Issues covered:  
Personal Health  
Consumer Matters  
Government Regulations

Length: 4:51

Show # 2020-03

Date aired: 1/18/20 Time Aired: 07:00

**Erica Reischer, PhD**, psychologist, parent educator, author of "*What Great Parents Do: 75 Simple Strategies for Raising Kids Who Thrive*"

Children don't come with an owner's manual, but many parents wish they did. Dr. Reischer offered simple, action-oriented steps anyone can take to improve their parenting skills. She discussed the importance of empathy, how to distinguish between goals and methods, and why it's helpful for parents to view their kids as little explorers and scientists.

Issues covered:  
Parenting

Length: 7:51

**Andrew Scott**, Professor of Economics at the London Business School, Fellow at All Souls College, Oxford University and the Centre for Economic Policy Research, co-author of *"The 100-Year Life: Living and Working in an Age of Longevity"*

Many Americans have been raised on the traditional notion of a three-stage approach to life: education, followed by work and then retirement. However, Prof. Scott said this well-established pathway is already beginning to collapse: life expectancy is rising, pensions are vanishing, and increasing numbers of people are juggling multiple careers. He offered suggestions for how to better plan for a productive, longer life and retirement in today's rapidly-evolving economy.

**Issues covered:**

**Length: 9:23**

**Retirement Planning  
Senior Citizens**

**Brian Fligor**, Chief Audiology Officer at Lantos Technologies, Inc., former Director of Diagnostic Audiology and Children's Hospital in Boston

An estimated 2 million students in the US play in middle- and high-school marching bands. Dr. Fligor believes that parents should be concerned protecting their kids' hearing when they are exposed to loud sounds for long periods. He talked about the warning signs of hearing damage and explained the ways to prevent it.

**Issues covered:**

**Length: 4:58**

**Hearing Loss  
Health Issues  
Parenting Concerns  
Senior Citizens**

Show # 2020-04

**Date aired:** 1/25/20 **Time Aired:** 07:00

**Donna Thomson**, author of *"The Unexpected Journey of Caring: The Transformation from Loved One to Caregiver"*

It's estimated that 45 million Americans are currently providing unpaid care for a loved one. Ms. Thomson shared her own story as a longtime caregiver, and talked about the unexpected rewards and challenges that caregivers often find. She also explained why being part of a community of caregivers is vital to navigate the unpredictable terrain of care.

**Issues covered:**

**Length: 9:20**

**Caregiving  
Mental Health**

**Molly Carmel**, licensed clinical social worker with a background in addiction and nutrition, Founder of The Beacon Program in New York City, co-author of *"Breaking Up with Sugar."*

Most health experts agree that sugar is bad for you. Ms. Carmel discussed the mental and physical dangers that come from an unhealthy relationship with sugar and flour, and why we can easily get hooked on them. She explained how processed food manufacturers design foods to be addictive.

**Issues covered:**

**Length: 7:48**

**Nutrition  
Addiction  
Consumer Matters**

**Greg Masson**, Chief of the Branch of Environmental Contaminants at the U.S. Fish & Wildlife Service

Prescription drugs are now being detected in many US rivers, lakes and streams. Mr. Masson expressed concern about the disposal of prescription medications and their impact on wildlife and the environment. He explained how these products affect the health of animals and fish. He also outlined guidelines issued by his agency on how to properly dispose of unused drugs.

**Issues covered:**

**Environment  
Personal Health**

**Length: 4:53**

Show # 2020-05

**Date aired: 2/1/20 Time Aired: 07:00**

**Rachel Alinsky, MD., MPH**, Pediatrician and Adolescent Medicine Fellow at the Johns Hopkins Children's Center

Dr. Alinsky led a recent study that found that less than a third of adolescents and young adults who experienced a nonfatal opioid overdose received appropriate follow-up addiction treatment to reduce the risk of a second overdose. She said youth are at a very high risk of another overdose in the first few months after the first one.

**Issues covered:**

**Drug Addiction  
Public Health**

**Length: 9:20**

**Monique Morrissey**, Economist, Economic Policy Institute

Ms. Morrissey's organization is highly critical of the nation's policies for funding retirement. She led a study that found that only about 54% of Americans are saving for retirement. She explained why she believes that the shift from traditional pensions to 401(k)s has increased retirement inequality for U.S. families, based on their income, race, ethnicity, education, and marital status.

**Issues covered:**

**Retirement Planning  
Minority Concerns  
Government Policies**

**Length: 7:48**

**Octavia H. Zahrt**, doctoral candidate in health psychology at the Stanford University Graduate School of Business

Physical inactivity is estimated to account for 1 in 10 deaths worldwide, and 79% of U.S. adults do not meet recommended exercise guidelines. Ms. Zahrt co-authored a study that found that people who think they are less active than others in a similar age bracket die younger than those who believe they are more active – even if their actual activity levels are similar. She talked about the possible reasons behind this finding, and how a person's mindset affects their overall health.

**Issues covered:**

**Physical Fitness  
Mental Health**

**Length: 5:05**

Show # 2020-06

Date aired: 2/8/20 Time Aired: 07:00

**Anthony ONeal**, author of "*Debt-Free Degree: The Step-by-Step Guide to Getting Your Kid Through College Without Student Loans*"

Mr. ONeal discussed the huge negative impact that student debt has on today's college graduates. He outlined three main ways to graduate debt free: saving money, finding money via grants and scholarships, and working for money. He recommended that students apply for lesser-known small-dollar scholarships, before going after the large ones.

Issues covered:

Length: 9:02

Education  
Personal Finance

**Ada Calhoun**, author of "*Why We Can't Sleep: Women's New Midlife Crisis*"

Ms. Calhoun talked about the new midlife crisis facing Gen X women, and how they arrived there. She said most women in their 40s and early 50s are exhausted, terrified about money, under-employed, and overwhelmed. She believes that instead of being heard, they have been told to lean in, take "me-time," or make a chore chart to get their lives and homes in order. She talked about some of the possible societal changes that may address the problem.

Issues covered:

Length: 8:03

Women's Issues  
Mental Health  
Gen X Concerns

**Michael Englesbe, MD, FACS**, Cyrenus G. Darling Sr., MD and Cyrenus G. Darling Jr., MD Professor of Surgery at the University of Michigan in the Section of Transplantation Surgery

Dr. Englesbe led a study that examined inexpensive ways for surgery patients to get physically and mentally ready for their upcoming operation. He said the program may help reduce overall costs and get patients home faster. He said "prehabilitation," uses the weeks before surgery to encourage patients to move more, eat healthier, cut back on tobacco, breathe deeper, reduce their stress and focus on their post-operative goals.

Issues covered:

Length: 5:07

Personal Health  
Healthcare Costs

Show # 2020-07

Date aired: 2/15/20 Time Aired: 07:00

**Anna S. Mueller, PhD**, Sociologist and Assistant Professor in Comparative Human Development, Research Associate at the Population Research Center at the University of Chicago

Teen suicide clusters are a recent discovery, and little is understood about their causes and how to prevent them. Prof. Mueller studied the phenomenon in a small town. She found that intense pressure to succeed academically and athletically, plus the ease with which private information became public, due to social connectedness, left teens and their parents unwilling to seek help for mental health problems. She said suicide prevention strategies need to be tailored to fit the unique dynamics of individual communities.



**Issues covered:**

**Teen Suicide  
Mental Health  
Parenting**

**Length: 7:57**

**Shola Richards**, author of "*Making Work Work: The Positivity Solution for Any Work Environment*"

A surprising number of Americans have experienced bullying on the job. Mr. Richards discussed the reasons that some people become bullies, and offered suggestions for how to deal with bullying in an effective and positive way. He said documenting dates, times and details of incivility are crucial, and that approaching the HR department with an issue is the best place to start.

**Issues covered:**

**Bullying  
Workplace Matters**

**Length: 9:21**

**Rodger Alan Friedman**, chartered retirement planning counselor and financial advisor with more than 30 years' experience, author of "*Fire Your Retirement Planner: You! Concise Advice on How to Join the \$100,000 Retirement Club*"

More than half of all Americans are not confident or just slightly confident when it comes to making the right retirement investment decisions. Mr. Friedman believes retirement planning is not a do-it-yourself exercise, but that professional help is vital. He explained how to find a competent financial advisor. it.

**Issues covered:**

**Retirement Planning  
Senior Citizens**

**Length: 5:04**

Show # 2020-08

Date aired: 2/22/20 Time Aired: 07:00

**Jillian Peterson, PhD**, Assistant Professor of Criminology and Criminal Justice at Hamline University, Director of the Hamline Center for Justice and Law, co-founder of the Violence Project, a nonpartisan think tank dedicated to reducing violence in society

Prof. Peterson is the co-developer of a database that contains information about every mass shooter in the US since 1966. She said the database is the most comprehensive ever developed, designed to answer the "how" and "why" of mass shootings using data-driven research. She discussed the four most common characteristics of mass shooters. She also outlined the steps that she believes would be most effective to prevent mass shootings.

**Issues covered:**

**Mass Shootings  
Criminal Justice  
Mental Health**

**Length: 9:02**

**Peter H. Diamandis**, founder of more than 20 high-tech companies, Founder and Executive Chairman of the XPRIZE and Executive Founder of Singularity University, Co-Founder of Human Longevity, Inc, co-author of *"The Future Is Faster Than You Think: How Converging Technologies Are Transforming Business, Industries, and Our Lives"*

Technology is accelerating far more quickly than anyone could have imagined. Mr. Diamandis believes that over the next decade, the world will experience more upheaval and create more wealth than in the past hundred years. He cited examples of converging technologies which he expects to transform entertainment, education, healthcare, longevity, business and food.

**Issues covered:**  
Consumer Matters  
Technology

**Length: 8:03**

**Atara Twersky**, attorney, author of the *Curlee Girlee* book series

Amid today's pressures of the #MeToo movement, gender discrimination and the peer pressures of social media, Ms. Twersky explained why it is crucial for parents to encourage young girls to celebrate their differences and lift each other up. She offered suggestions to empower young girls and to teach them that it's okay to be different.

**Issues covered:**  
Women's Issues  
Children's Issues

**Length: 5:07**

Show # 2020-09

Date aired: 2/29/20 Time Aired: 07:00

**Sameer Hinduja, Ph.D.**, Professor in the School of Criminology and Criminal Justice within Florida Atlantic University's College for Design and Social Inquiry, Co-Director of the Cyberbullying Research Center

Teenagers in dating relationships today are constantly in touch via texting, social media and video chat. Prof. Hinduja led a study that examined "digital dating abuse," in which technology is used to repetitively harass, control or threaten a romantic partner. He found that more than 28% of teens who had been in a romantic relationship at some point in the previous year said they had been the victim of at least one form of digital dating abuse, and surprisingly, boys were more likely to experience it than girls.

**Issues covered:**  
Dating Violence and Abuse  
Teenager Concerns  
Technology

**Length: 8:37**

**Michael J. Tews, PhD**, Associate Professor of Hospitality Management at Penn State University

Prof. Tews led a study that analyzed how a job candidate's social media posts affect decisions made by hiring managers. He said that 70% of employers reported looking at social media sites to help them evaluate potential employees, and 60% eliminated candidates on the basis of negative content. He found that posts that indicated self-absorption were the most damaging to a job hunter's prospects.

**Issues covered:**  
Employment  
Career

**Length: 8:40**

**Greg Keoleian**, Director of the Center for Sustainable Systems at the University of Michigan School for Environment and Sustainability

Environmentally-conscious consumers have probably heard that today's highly efficient dishwashers use less energy and water than traditional hand-washing techniques. However, Prof. Keoleian led a study that found that one manual washing technique—the two-basin method, in which dishes are soaked and scrubbed in hot water and then rinsed in cold water—that is associated with fewer greenhouse gas emissions than machine dishwashing. He offered numerous energy-saving tips related to the task of washing dishes.

**Issues covered:**

**Environment  
Energy  
Consumer Matters**

**Length: 5:03**

Show # 2020-10

Date aired: 3/7/20 Time Aired: 07:00

**Kelly McGonigal, PhD**, health psychologist, lecturer at Stanford University, author of *"The Joy of Movement: How Exercise Helps Us Find Happiness, Hope, Connection, And Courage"*

People who are regularly active have a stronger sense of purpose, and they experience more gratitude, love, and hope. Dr. McGonigal shared stories of people who have found fulfillment and belonging through running, walking, dancing, swimming, weightlifting, and more. She said a gym workout or other intense exercise isn't necessary—it's just important to find an activity that is enjoyable.

**Issues covered:**

**Mental Health  
Physical Fitness  
Aging**

**Length: 7:54**

**Mark McConville, PhD**, family clinical psychologist in private practice in Cleveland, author of *"Failure to Launch: Why Your Twentysomething Hasn't Grown Up...and What to Do About It"*

A recent study shows that a third of today's 25 to 29 year-olds live with their parents—three times as many as in 1970. Dr. McConville said that many are struggling with three critical skills that are necessary to make the transition from childhood to adulthood: finding a sense of purpose, developing administrative responsibility, and cultivating interdependence. He explained why things have changed for this generation, and how parents can help.

**Issues covered:**

**Parenting**

**Length: 9:22**

**Souvik Sen, MD, MS, MPH**, Chair of Neurology at Palmetto Health-USC Medical Group, Professor of Neurology at the University of South Carolina School of Medicine

Dr. Sen led a study that found that gum disease may be linked to higher rates of stroke caused by hardened and severely blocked arteries. He discussed the connection between gum disease and blood inflammation. He found that patients with gum disease had twice as many strokes and were twice as likely to have moderately severe narrowing of brain arteries.

**Issues covered:**  
Stroke Prevention  
Personal Health

**Length: 4:56**

Show # 2020-11

Date aired: 3/14/20 Time Aired: 07:00

**Dan Heath**, Senior Fellow at the Center for the Advancement of Social Entrepreneurship at Duke University, author of "*Upstream: The Quest to Solve Problems Before They Happen*"

Mr. Heath said far too many people stay "downstream," handling one problem after another, but they never make their way "upstream" to fix the systems that caused the problems. He cited several examples to illustrate why he believes that many crimes, chronic illnesses and customer complaints are often preventable.

**Issues covered:**  
Workplace Matters  
Education  
Government

**Length: 9:35**

**Hessam Sadatsafavi, PhD**, Data Action Team Leader in the Department of Emergency Medicine at the University of Virginia Health System

Dr. Sadatsafavi led a recent study that found that properly designed and maintained outdoor green space has the potential to reduce violent crime and gun violence. He discussed the possible reasons that a community garden or small community park may keep people safe, decrease crime and promote better quality of life. He said the green space improvements are fairly inexpensive, particularly when done in the large scale of a major city.

**Issues covered:**  
Crime  
City Planning  
Environment

**Length: 7:39**

**Nancy Lan Guo, PhD**, Associate Professor of Community Medicine and Cancer Center at West Virginia University, Program Assistant Director of West Virginia Clinical and Translational Science Institute for Biomedical Informatics

Dr. Gou led a study that found that microscopic toner nanoparticles that waft from laser printers may change our genetic and metabolic profiles in ways that make disease more likely. She said the primary concerns are for workers who work near printers that are in frequent use, those who are pregnant, and those who work in print shops. She said the study discovered dramatic genetic changes linked to cardiovascular, neurological and metabolic disorders.

**Issues covered:**  
Personal Health  
Workplace Matters

**Length: 4:55**

Show # 2020-12

Date aired: 3/21/20 Time Aired: 07:00

**Susan Tillery, CPA/PFS**, Chair of the American Institute of CPA's Personal Financial Planning Executive Committee

A recent survey from the American Institute of CPAs found that, for older Americans, falling victim to fraud is more devastating emotionally than financially. Ms. Tillery discussed the most common forms of fraud targeting the elderly, and how friends and family members can help to protect them.

**Issues covered:**

**Length: 9:27**

Crime  
Elder Abuse  
Retirement Planning  
Aging

**Kasey Wallis**, personal coach, co-author of "*Who You Are Being*"

A recent poll found that 22 percent of Americans feel angry a lot, up from 17 percent the previous year. Ms. Wallis talked about the reasons behind this trend, and why different people react differently to anger. She outlined several ways to diffuse the problem, including focused breathing. She also discussed ways that parents can teach their children how to deal with anger in a healthy way.

**Issues covered:**

**Length: 7:48**

Mental Health  
Media  
Parenting

**Justin D. Kreuter, MD**, Instructor of Laboratory Medicine and Pathology, Transfusion Medicine Specialist with the Mayo Clinic Blood Donor Center

With recommendations to stay home during the COVID-19 pandemic, the U.S. now has a critical blood shortage. Dr. Keuter said nearly half of US blood collectors are reporting that they only have a two-day supply or less of blood products. He outlined the reasons that collections have plummeted and explained why potential donors should not be fearful to go to donation centers.

**Issues covered:**

**Length: 5:09**

Blood Donation  
Coronavirus

Show # 2020-13

Date aired: 3/28/20 Time Aired: 07:00

**Dani Babb, PhD, MBA**, online education expert, founder and CEO of the Babb Group, which specializes in curriculum development and faculty training and services

Ms. Babb discussed what is working well for schools, what is not working, and how education delivery will be forever changed by Covid-19. She talked about the specific technical issues and other unexpected changes facing many schools that have scrambled to move classes online. She said the graduating class of 2020 will likely end up having "virtual" graduation ceremonies.

**Issues covered:**

**Education  
Coronavirus  
Technology**

**Length: 9:18**

**Gail Heyman, PhD**, Professor of Psychology, University of California, San Diego

Dr. Heyman led a study that sought to find ways to reduce racial bias in children. She noted that racial bias can be measured in children as young as age 3. She said the key to her research was in repetitively teaching kids to identify people of another race as individuals. She hopes to develop a consumer-friendly version of her findings for eventual use in schools and at home.

**Issues covered:**

**Racial Bias  
Diversity  
Parenting**

**Length: 7:48**

**Beth K. Rush, PhD**, Neuropsychologist from the Dept. of Psychiatry and Psychology at the Mayo Clinic

Stay at home orders and non-stop news coverage about the Coronavirus pandemic is creating worry and anxiety for people across the globe. Dr. Rush suggested ways to cope with the crisis. She said it is important to establish daily routines. She also said limiting exposure to the constant media reports and Facebook comments can also help.

**Issues covered:**

**Mental Health  
Coronavirus  
Media**

**Length: 4:56**