

Quarterly Issues Report

KWFM-AM 1330

April 1, 2019
through
June 30, 2019

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The following is the **Quarterly Issues Report** for KWFM-AM 1330 - South Tucson, AZ. for the second quarter of 2019. The report includes a synopsis of the programs of importance as well as a list of Public Service Announcements aired between April 1, 2019 and June 30, 2019.

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

Bullying Prevention

Blood Pressure Screening

Emergency Preparedness

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 second quarter of 2019: April 1, 2019 through June 30, 2019.

Bullying Prevention (IWitnessBullying.org)

Blood Pressure Control (LowerYourHBP.org)

Hunger Prevention (feedingamerica.org)

Emergency Preparedness (Ready.gov)

Shelter Pet Adoption (TheShelterPetProject.org)

Suicide Prevention (SeizeTheAwkward.org)

LGBT Acceptance (The Ad Council)

Supporting Minority Education (UNCF.org)

Saving For Retirement (AceYourRetirement.org)

Diversity & Inclusion (LoveHasNoLabels.com)

Goodwill Donations (goodwillsouthernAZ.org)

Breast Cancer Awareness (KnowYourGirls.com)

Texting And Driving Prevention (StopTextsStopWrecks.org)

Type 2 Diabetes Prevention (DoIHavePrediabetes.org)

Underage Drinking And Driving Prevention (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: KWEM

QUARTERLY ISSUES REPORT, APRIL-JUNE, 2019

Show # 2019-14

Date aired: 4/6/19 Time Aired: 07:00

Van C. Tran, PhD, Associate Professor of Sociology at Columbia University

Prof. Tran was the co-author of a study that found that although Asian Americans graduate from universities at far higher rates than white Americans, they still are no more likely to hold professional or managerial jobs. He discussed the additional barriers and discrimination that Asian Americans face when trying to climb the career ladder, a phenomenon known as the "bamboo ceiling."

Issues covered:

Length: 9:04

**Discrimination
Minority Concerns
Career**

Nancy Rhodes, PhD, Associate Professor in the Department of Advertising and Public Relations at Michigan State University

Dr. Rhoades examined underage and binge drinking at colleges and found that peer approval is the primary reason that students do it. She said students don't want to admit they're influenced by friends, but the reality is they are seeking social acceptance. She offered advice to concerned parents.

Issues covered:

Length: 8:09

**Underage Drinking
Youth at Risk**

Marina Vance, PhD, Assistant Professor of Mechanical Engineering at the University of Colorado Boulder

Cooking, cleaning and other routine household activities generate significant levels of volatile and particulate chemicals inside the average home, leading to indoor air quality levels on par with a polluted major city, according to Dr. Vance's research. She said that most homes are not properly ventilated and that gas stoves cause more indoor air pollution than electric ones.

Issues covered:

Length: 5:07

**Pollution
Consumer Matters
Housing**

Show # 2019-15

Date aired: 4/13/19 Time Aired: 07:00

Robert Sholly, domestic counterterrorism expert, retired army colonel with experience in counterterrorism and performing international security assessments, a member of the United Nations international peace keeping forces that won the Nobel Peace Prize in 1988

Col. Sholly said while we cannot live in fear, it is wise to live with caution and prudence. He discussed which public places are the most dangerous. He explained why it is important to have a security plan before entering a mall, what to do if shots are fired in a crowded movie theater and the physical signs to watch for that could identify a potential shooter or bomber.

Issues covered:

Length: 9:07

Terrorism

Personal Protection

Emergency Preparedness

Shaka Senghor, author of "*Writing My Wrongs: Life, Death, and Redemption in an American Prison*"

In 1991, Shaka Senghor was sent to prison for second-degree murder. Today, he lectures at many universities and is a leading voice on criminal justice reform. He shared his inspirational story: growing up with an abusive parent, which started a downward spiral that saw him run away from home, turn to drug dealing to survive, and end up in prison for murder at the age of 19, fuming with anger and despair. He explained what caused him to turn his life around, now mentoring youth at risk.

Issues covered:

Length: 7:59

Youth at Risk

Crime

Prison Reforms

Minority Concerns

Monica Deza, PhD, Assistant Professor of Economics in the School of Economic, Political and Policy Science at the University of Texas, Dallas

Dr. Deza led a study that found that teen driving curfews might do more than reduce car accidents. They also may prevent teens from committing crimes or becoming pregnant. She talked about the most common crimes committed by teens and why driving restrictions may make a difference.

Issues covered:

Length: 5:07

Youth at Risk

Crime

Show # 2019-16

Date aired: 4/20/19 Time Aired: 07:00

Kate O'Neill, PhD, Associate Professor in the Department of Environmental Science, Policy and Management at University of California Berkeley

For nearly three decades, recyclable materials from the US were shipped cheaply to China for processing. However, in the past year, China has stopped accepting virtually all of it. Dr. O'Neill said as a result, local governments and the recycling industry are now facing an unprecedented recycling crisis, especially in plastics. She estimated that, at least for now, nearly 100% of recyclable materials are going into landfills. She discussed the steps that the waste industry is taking to try to fix the problem.

Issues covered:

Length: 9:37

**Recycling
Environment
Consumer Matters**

Deanna Barch, PhD, Professor of Psychology; Professor of Radiology, chair of the Department of Psychological & Brain Sciences in Arts & Sciences and the Gregory B. Couch Professor of Psychiatry at Washington University School of Medicine in St. Louis

Dr. Barch was the senior author of a study that linked participation in team sports to larger hippocampal volumes in children and less depression in boys ages 9 to 11. The hippocampus is a brain region that plays an important role in memory and how we respond to stress. She said the evidence was particularly strong for children participating in sports that involved structure, such as a school team, a non-school league or regular lessons, as compared to more informal engagement in sports.

Issues covered:

Length: 7:29

**Childhood Depression
Mental Health
Youth Sports**

Arielle O'Shea, investing and retirement specialist, Nerdwallet.com

Banks are paying customers to open savings and checking accounts. Ms. O'Shea said bank account sign-up bonuses may not be as widespread as credit card perks, but they can be lucrative. She outlined some of the fine print consumers need to be aware of before accepting a bonus offer.

Issues covered:

Length: 5:04

**Personal Finance
Consumer Matters**

Show # 2019-17

Date aired: 4/27/19 Time Aired: 07:00

Kartik Hosanagar, PhD, John C. Hower Professor of Technology and Digital Business and a Professor of Marketing at the Wharton School of the University of Pennsylvania, author of "*A Human's Guide to Machine Intelligence: How Algorithms Are Shaping Our Lives and How We Can Stay in Control*"

Computer algorithms and the artificial intelligence that underlies them make a staggering number of everyday decisions for nearly every American, from what products we buy, to how we consume our news or entertainment, to whom we date, and how we find a job. Dr. Hosanagar discussed the potentially dangerous biases algorithms can give rise to as they increasingly run our lives, and offered suggestions for consumers to regain control.

Issues covered:

Length: 9:16

**Consumer Matters
Technology
Government Regulation**

Jennifer L. Eberhardt, PhD, Professor of Psychology at Stanford, recipient of a 2014 MacArthur "genius" grant, author of "*Biased: Uncovering the Hidden Prejudice That Shapes What We See, Think, and Do*"

Dr. Eberhardt talked about the numerous forms of bias hardwired into every human being. She said unconscious bias can be at work without our realizing it, even when we genuinely wish to treat all people equally. She explained how bias and racial inequality seeps into classrooms, police departments and businesses. She offered advice on how to recognize our own biases.

Issues covered:

Length: 7:57

**Racism and Racial Bias
Law Enforcement**

Alexander Fanaroff, M.D., Fellow, Cardiovascular Medicine, Duke University Medical Center

Dr. Fanaroff led a study that found that less than 10 percent of the treatment recommendations used by doctors to care for heart patients are based on evidence gained from multiple large, randomized clinical trials. He explained how the other 90 percent of treatments have come to be generally accepted by doctors. He hopes to see greater research to provide scientifically-supported treatment guidelines.

Issues covered:

Length: 4:58

**Public Health Policy
Heart Disease**

Show # 2019-18

Date aired: 5/4/19 Time Aired: 07:00

Michael Mina, PhD, MD, Resident Physician in Clinical Pathology, Brigham and Women's Hospital, Harvard Medical School

Measles outbreaks are spiking worldwide. Dr. Mina discussed the reasons behind the soaring rate of infections. He noted that for even those who survive an outbreak, measles can compromise a person's immune system for up to two years afterwards. He said the MMR vaccinations are proven to be very safe and parents should not hesitate to have their children vaccinated.

Issues covered:
Measles Outbreaks
Vaccinations
Public Health

Length: 9:14

Deborah Schwengel, MD, Assistant Professor of Anesthesiology and Critical Care Medicine at the Johns Hopkins University School of Medicine and Johns Hopkins Children's Center

Dr. Schwengel led a comprehensive nationwide study that found that the rate of lawnmower injuries remains at a consistently high level, with most of them requiring surgery and hospitalization. She explained how the most common incidents occur and how adults can take steps to protect children from injury.

Issues covered:
Personal Injury Prevention
Child Safety

Length: 8:09

Tiffany Munzer, MD, Pediatric Developmental Behavioral Fellow at the University of Michigan

Dr. Munzer led a study that examined parents reading to their children in different book formats: enhanced electronic (with sound effects and/or animation), electronic, and print. The study found that traditional books provide the greatest opportunities for discussion, conversation and parent/child bonding. She said the flashing lights and loud sounds in most e-readers detract from the potential benefits of a shared reading experience.

Issues covered:
Early Childhood Learning
Literacy
Parenting

Length: 4:54

Show # 2019-19

Date aired: 5/11/19 **Time Aired:** 07:00

William G. Gale, PhD, Arjay and Frances Miller Chair in Federal Economic Policy, Senior Fellow in the Economic Studies Program at the Brookings Institution

Most Americans are aware that the Social Security program will soon run short of money. Dr. Gale discussed the even shakier financial situations of Medicare and Medicaid. He said the Medicare trust fund will run out of money in 2026. He stressed the importance for Congress to either reduce costs, raise taxes or make other major policy changes soon.

Issues covered:
Government
Retirement Planning
Public Health

Length: 9:03

Megan Maas, PhD, Assistant Professor of Human Development and Family Studies at Michigan State University, certified sexuality educator

Teens spend hours every day on internet-connected devices, often with little or no supervision. Dr. Mass led a study that found that online sexual experiences can predict a teen's likelihood of becoming a victim of sexual assault one year later. She outlined the specific patterns of behaviors that can put teenagers at risk. She said she believes teens need to receive much better education to learn how online activities can affect their real life.

Issues covered:
Sexual Assault
Youth at Risk
Parenting

Length: 8:12

Christopher Loftis, PhD, National Director for the U.S. Department of Veterans Affairs/U.S. Department of Defense Mental Health Collaboration

Veterans face a wide array of mental health and stress-related challenges when they return to civilian life. Dr. Loftis discussed the various forms of help available at Veterans Administration facilities and via community-based mental health resources where veterans live. He offered ideas to help family members and friends start the conversation about mental health.

Issues covered:
Veterans Issues
Mental Health

Length: 4:59

Show # 2019-20

Date aired: 5/18/19 **Time Aired:** 07:00

Tina Seelig, PhD, Professor of the Practice in the Dept of Management Science and Engineering at Stanford School of Engineering, faculty director of the Stanford Technology Ventures, author of "*What I Wish I Knew When I Was 20 - 10th Anniversary Edition: A Crash Course on Making Your Place in the World*"

Many young people struggle as they make the transition from the academic environment to the professional world. Dr. Seelig discussed skills and thought processes that can lead to success and resilience in their adult lives. She also talked about the effectiveness of our nation's higher education system in preparing students for life.

Issues covered:
Education
Career

Length: 8:37

Tony Corbo, Senior Lobbyist for the Food Campaign at Food & Water Watch, an advocacy group that supports stricter food safety regulations

The Centers for Disease Control and Prevention has reported that the frequency of several types of food poisoning infections climbed last year, but that the increases could be the result of new diagnostic tools that help identify more cases. Mr. Corbo explained the complex system that tracks illnesses such as salmonella and campylobacter. He said illnesses connected to produce are on the rise, while meat and poultry cases are unchanged.

Issues covered:
Food Poisoning
Government Regulations

Length: 8:32

Robert M. Siegel, MD, Medical Director of the Center for Better Health and Nutrition of the Heart Institute at Cincinnati Children's Hospital Medical Center, Professor of Clinical Pediatrics at the University of Cincinnati

Dr. Siegel led a small study of middle school students, examining their cardiovascular risk factors. He found that a third of the children had abnormal levels of cholesterol or blood sugar, and several were found to have undiagnosed diabetes. He said every child should be routinely tested for cardiovascular risks, but only 25-30% are.

Issues covered:
Children's Health

Length: 4:59

Show # 2019-21

Date aired: 5/25/19 **Time Aired:** 07:00

Steven Roberts, college-funding expert, author of "*Winning the Money Game in College: Any Major and Any GPA Can Finish College Debt-Free or Better*"

Families at every income level struggle with the question of how to pay for a college education. Mr. Roberts explained how students can save on application fees and locate lesser-known resources to pay for college. He also suggested where to find scholarship money and why a student's GPA isn't everything. He also discussed the less obvious reasons why it is useful for students to earn money while in school.

Issues covered:
Education
Consumer Matters
Parenting

Length: 8:38

Laura Adams, Senior Insurance Analyst at insuranceQuotes.com

A traffic ticket can cause a driver's auto insurance rates to skyrocket. Ms. Adams outlined a report from insuranceQuotes.com that found motorists who are slapped with a serious moving violation can see their auto insurance premiums jump by an average of 94 percent. She discussed 17 different moving violations, how each causes car insurance rates to spike, and why rate increases can vary drastically from state to state.

Issues covered:
Traffic Safety
Consumer Matters

Length: 8:35

Julia Cameron, author of "*It's Never Too Late to Begin Again: Discovering Creativity and Meaning at Midlife and Beyond*"

When someone retires, the newfound freedom can be quite exciting, but also daunting. Ms. Cameron explained how cultivating their creative selves can help seniors navigate this new terrain. She said that retirement can be the most rich, fulfilling and creative time of life. She outlined several tools to get there.

Issues covered:
Senior Citizens
Retirement Planning

Length: 4:57

Show # 2019-22

Date aired: 6/1/19 **Time Aired:** 07:00

David Swenson, PhD, Associate scientist in the Department of Economics, Iowa State University

While a number of metropolitan regions across the US are struggling, many more midsize and rural counties are wrestling with long-term decline. Dr. Swenson explained why most of the country's smaller urban and rural counties are not growing in terms of population and jobs, and will not grow in the future. He said government policies need to address the issue and assure access to necessary public services and modern technologies, to ensure that rural residents are connected to society.

Issues covered:
Rural Concerns
Employment
Economy

Length: 9:01

Lauren Stiller Rikleen, President of the Rikleen Institute for Strategic Leadership, author of "*The Shield of Silence: How Power Perpetuates a Culture of Harassment and Bullying in the Workplace*"

Ms. Rikleen discussed workplace misconduct, sexual harassment and other negative behaviors on the job. She believes the best way to address these problems is to eliminate the fear of retribution against those who report the misconduct. She said that change is also needed in the court system because judges and juries often discount the credibility of victims and are reluctant to hold employers accountable.

Issues covered:
Sexual Harassment
Workplace Matters
Women's Concerns

Length: 8:16

Kevin Estela, author of "*101 Skills You Need to Survive in the Woods*"

Mr. Estela outlined essential skills and tools that can be helpful to anyone in an emergency situation, particularly on camping trips and other outdoor activities. He also discussed the importance of being mentally prepared to act in the event of a life-threatening emergency.

Issues covered:
Emergency Preparedness
First Aid

Length: 5:00

Show # 2019-23

Date aired: 6/8/19 **Time Aired:** 07:00

Stefanos N. Kales, MD, MPH, Professor of Medicine at Harvard Medical School, Professor and Director of the Occupational and Environmental Medicine Residency at the Harvard T.H. Chan School of Public Health

Dr. Kales co-authored a recent study that suggested that the number of push-ups a middle-aged man can perform might be a strong indication of his overall heart health. He found that men who can do more than 40 pushups in one minute have a 96 percent reduced risk of heart attack, stroke and heart disease compared with men who could muster fewer than 10. He also noted that push-up capacity appears to be a better and obviously less costly measurement of heart health than the standard treadmill test routinely used by cardiologists.

Issues covered:
Personal Health
Healthcare Spending
Physical Fitness

Length: 8:27

Karen Page Winterich, PhD, Associate Professor of Marketing, Frank and Mary Smeal Research Fellow, Penn State University

Dr. Winterich's research team conducted six studies that found that when consumers are aware that recyclables are transformed into new items, they recycle more. She believes that improving consumer education should be a priority for any organization seeking to increase recycling.

Issues covered:

Length: 8:54

**Recycling
Consumer Matters**

Patricia Thompson, Ph.D., corporate psychologist and management consultant, author of "*The Consummate Leader: A Holistic Guide to Inspiring Growth in Others...and in Yourself*"

Dr. Thompson talked about the value of a mental health break from work, which can mean heading out early for the rest of the day or stepping away from the pressures of work for 15 minutes. She explained how employees can successfully request a mental health break, and what to do during one to mentally recharge.

Issues covered:

Length: 4:57

**Mental Health
Workplace Matters**

Show # 2019-24

Date aired: 6/15/19 **Time Aired:** 07:00

Joshua Gotbaum, Guest Scholar in the Economic Studies Program at The Brookings Institution, Chair of the Maryland Small Business Retirement Security Board

Mr. Gotbaum said the retirement industry has spent decades largely sidestepping perhaps the biggest question most Americans have about retirement planning: how much of their earnings should they be saving? He cited research from the Employee Benefits Research Institute that recommends saving at least 10% of each paycheck. He stressed that Millennials should begin saving in earnest as soon as they enter the workforce.

Issues covered:

Length: 8:36

**Retirement Planning
Personal Finance**

David Andrews, Ph.D., Senior Scientist, Environmental Working Group

A recent investigation by the Food and Drug Administration found toxic per- and poly- fluoroalkyl substances, or PFAS, in a wide variety of produce, meats and processed foods. Dr. Andrews outlined the health dangers. He said food packaging is a major source of the chemicals, along with contaminated water and soil used to grow the food. He would like to see greatly increased government regulation and monitoring of the chemicals.

Issues covered:

Length: 8:48

**Food Safety
Environment
Government Regulation**

Rachel Moon, MD, Pediatrician and Researcher at the University of Virginia Children's Hospital

Dr. Moon was the lead author of a study that found that babies are dying in car seats when the child is out of the car and sleeping. When looking at infant deaths in sitting devices, like car seats and strollers, her team found that more than two-thirds occurred while in car seats. In those cases, parents were using the car seats as directed less than 10% of the time. She stressed the importance of educating parents to use a crib or bassinet when they are at home.

Issues covered:
Child Safety
Parenting

Length: 4:54

Show # 2019-25

Date aired: 6/22/19 **Time Aired:** 07:00

Jamie Cooper, PhD, Associate Professor in the Department of Foods and Nutrition at the University of Georgia

Prof. Cooper led a study that found that stepping on the bathroom scale once per day may help to avoid weight gain. She said the average adult gains 1-2 lbs. over each vacation or holiday period, and normally doesn't lose it afterwards. She said although people may walk more and get other forms of physical activity during vacations, they tend to eat more.

Issues covered:
Personal Health
Obesity

Length: 9:31

Laurie Nadel, PhD, psychotherapist who specializes in treating acute stress, anxiety and PTSD, author of *"The Five Gifts: Discovering Hope, Healing and Strength When Disaster Strikes"*

An American Psychiatric Association report found that Americans have experienced a 51% increase in anxiety levels in the past two years. Dr. Nadel said the report illustrates an epidemic of anxiety issues, including PTSD. She said it can be triggered just by watching disturbing images on electronic devices, causing what she terms "vicarious traumatization." She outlined five techniques that may help those suffering from mental trauma.

Issues covered:
PTSD
Mental Health

Length: 8:48

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.

Issues covered:
Privacy
Government Policies
Consumer Matters

Length: 5:02

Show # 2019-26

Date aired: 6/29/19 Time Aired: 07:00

Rick Smith, Warning Coordination Meteorologist at the National Weather Service in Norman, OK

Over the past two decades, there have been major changes in tornado forecasting technology and how Americans receive alerts. Mr. Smith discussed the latest developments and what everyone needs to know to stay safe. He said the number or intensity of tornadoes hasn't changed, but media attention has increased, partly because nearly every tornado is now captured on a smartphone camera.

Issues covered:

Tornado Preparedness

Length: 9:49

Laura Condon, PhD, Assistant Professor of Hydrology and Atmospheric Sciences, University of Arizona

Dr. Condon led a study that found that groundwater pumping in the last century, for drinking water and agricultural use, has contributed as much as 50 percent to stream flow declines in some US rivers. She explained why this is such a serious concern and what can be done by communities and individuals to conserve water resources.

Issues covered:

Environment

Water Conservation

Government Policies

Length: 7:28

Mathew White, PhD, Environmental Psychologist and Senior Lecturer from the University of Exeter Medical School in Devon, England

It's common knowledge that being outdoors and around nature is a healthy thing. Dr. White led a study that measured exactly how much outdoor time is necessary for improved health. He found that two to four hours per week is the sweet spot, and it can be done in bits and pieces over the course of a week. He added that the benefits were especially helpful for those with longstanding illness or disabilities.

Issues covered:

Personal Health

Environment

Disabilities

Length: 5:14